



Economic Alliance

SNOHOMISH COUNTY

Create what's next,
together.



Five-year action plan: 2022-2026



Economic Alliance Snohomish County is a catalyst for economic vitality, resulting in stronger communities.

Opportunity lives here.



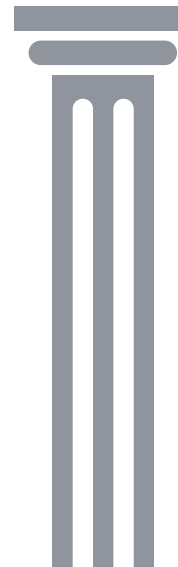
Summary Investment Forecast

First-year forecasted expenditure: **\$2,664,000**

Five-year forecasted expenditure (2022-2026): **\$16,254,000**

For more than a decade, the Economic Alliance Snohomish County (EASC) has served the Snohomish County community with a focus on economic growth and legislative engagement. Through our partnerships with industry leaders and government officials, EASC's pillars build upon this strong foundation, generating family-wage jobs growth and economic prosperity for all.

Six pillars form the foundation of our work and uphold our mission.



Advocacy

Business Attraction

Business Retention and Expansion

Quality of Life

Small Business and Chamber

Workforce

Impact

- Linking public and private entities to form a unified economic development strategy
- Organizational capacity to deliver a world-class economic development program
- Creating new jobs and business growth

Advocacy

Unifying Snohomish County voices to improve policy supporting economic vitality for all.

Your investment supports

- Advocacy to fund infrastructure projects aligned with strategic economic assets
- Legislation briefs on anticipated policy impacts
- Regional and federal legislative agendas which align with funding needs
- Advocacy for business incentives which create a competitive advantage
- Equitable policy for underserved STEM students and successful transition to the workplace
- Creating a competitive tax climate for businesses and industries



Investment Forecast

First-year forecasted expenditure: **\$250,000**

Five-year forecasted expenditure (2022-2026): **\$1,348,000**

Business Attraction

Recruit new companies from outside the region to grow the local economy.

Your investment supports

- Company recruitment and site selector engagement
- Engagement with site selectors about business opportunities
- Site visits, foreign delegations, trade shows and business missions
- Targeted outreach to key sectors to compliment our communities
- Local and regional economic development collaboration



Annual Metrics

MAINTAIN **100** LEADS IN PROJECT FUNNEL

50 ECONOMIC DEVELOPMENT PROJECTS

4+ AEROSPACE AND NON-AEROSPACE COMPANIES RECRUITED

3+ TRADE MISSIONS

3+ STRATEGIC TRADE SHOWS

Investment Forecast

First-year forecasted expenditure: **\$346,000**

Five-year forecasted expenditure (2022-2026): **\$1,856,000**

Business Retention and Expansion

Direct outreach to company leaders linking them to business solutions.

Your investment supports

- Access to business intelligence
- Resources for industry sectors and leverage emerging opportunities
- Businesses pursuing government contracting and access to supplier connections
- Direct outreach to key industries and businesses



Washington PTAC seeks to increase the amount of government contracts and subcontracts awarded to Washington firms.



Annual Metrics

INCREASE NUMBER OF ACTIVE BUSINESSES AND GROSS REVENUES

400 BUSINESS RETENTION AND EXPANSION

9 INDUSTRY-FOCUSED EVENTS

80 KEY INDUSTRY INTERVIEWS

6 INDUSTRY BRIEFING PAPERS

3 EXPANSION PROJECTS

125 CLIENTS EXPANDING WITH GOVERNMENT CONTRACTING

Investment Forecast

First-year forecasted expenditure: **\$676,000**

Five-year forecasted expenditure (2022-2026): **\$3,697,000**

Quality of Life

Leverage funding and partnerships that incentivize solutions and fill community gaps.

Your investment supports

- Stimulating workforce housing through community incentives and assessments
- Convening business leaders focusing on Diversity, Equity and Inclusion (DEI)
- A communications program to engage business leaders on DEI
- Annual DEI forum to highlight progress
- Partner research on child care programming and incentive based talent retention efforts
- Procurement assistance to small and disadvantaged business



SBTRC ensures that small business policies and goals of the Secretary of Transportation are implemented in a fair, efficient and effective manner.



Annual Metrics

5% OF ALL MUNICIPAL AGENCIES ADOPT POLICY ADDRESSING WORKFORCE HOUSING

DEVELOP PROGRAM TO ADDRESS FINANCIAL GAPS RESTRICTING HOUSING AFFORDABILITY

INCREASE NUMBER OF WOMEN AND MINORITY-OWNED BUSINESSES

65 BUSINESSES COMMIT TO DIVERSITY, EQUITY & INCLUSION (DEI) EFFORTS

Investment Forecast

First-year forecasted expenditure: **\$112,000**

Five-year forecasted expenditure (2022-2026): **\$934,000**

Small Business and Chamber

Strengthen business community through partnerships and resources.

Your investment supports

- Access to data-driven business resources to drive company growth
- One-on-one technical assistance to business owners to start, grow or buy a business
- Publications and events highlighting local business and emerging trends
- Opportunities for business engagement and networking
- United small business voice
- Chamber board development services
- Small business training



WSBDC is a network of professional advisors providing insight and solutions for the development and growth toward the long-term success of businesses.



Annual Metrics

PRODUCE SMALL BUSINESS RESOURCE GUIDE

10% ANNUAL MEMBERSHIP GROWTH

2,023 BUSINESS CONSULTATION HOURS

8 TRAINING WORKSHOPS

Investment Forecast

First-year forecasted expenditure: **\$753,000**

Five-year forecasted expenditure (2022-2026): **\$5,218,000**

Workforce

Local workforce aligns with current and future talent demand.

Your investment supports

- Access to labor shift and workforce data
- Business advisory for career-connected mentoring and industry relevant training
- Strategic alliances to stimulate workforce development
- Development and expansion of career pathways, financial aid support, and mentorship for underserved students
- Accelerator programs to equip businesses with resources to increase profitability



Snohomish STEM Network's mission is to bridge education and industry to strengthen our future workforce.

Annual Metrics

1,250+ STUDENTS EXPERIENCE INDUSTRY RELEVANT HANDS-ON LEARNING

POSITIVE GROWTH IN HIGH DEMAND, WORK BASED LEARNING PROGRAMS

5% JOB GROWTH IN STEM RELATED OCCUPATIONS

Investment Forecast

First-year forecasted expenditure: **\$527,000**

Five-year forecasted expenditure (2022-2026): **\$3,201,000**

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**Small Business
Development Center****Janet Toth****Giselle Saguid**

Opportunity lives here.

Now more than ever, investing in a collective economic development strategy and connected programs is important to businesses of all sizes.

An investment in Economic Alliance provides you direct access to many benefits including business solutions, programs, timely insights and technical assistance. But more importantly, as an investor, you have a front row seat to participate in the development of a unified strategy for the county and important topics facing business and government leaders, as well as access to business opportunities.

| | | |
|---------------|-------------------|---------------------|
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| Brier | Lynnwood | Sauk-Suiattle Tribe |
| Darrington | Marysville | Stillaguamish Tribe |
| Edmonds | Mill Creek | Sultan |
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| Gold Bar | Mountlake Terrace | Woodway |
| Granite Falls | Mukilteo | |



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EconomicAllianceSC.org