



Mission Statement

Economic Alliance Snohomish County is a catalyst for economic vitality resulting in stronger communities, increased job creation, expanded educational opportunities, and improved infrastructure.

Business Objectives & Strategies

With strong community support, Snohomish County is a local and regional leader for promoting economic development. Our Board of Trustees have outlined strategic goals to continue to enhance Snohomish County's economic vitality:

ATTRACT, DEVELOP & RETAIN TALENT

Increase training, educational opportunities and awareness to satisfy workforce demand for all industry sectors.

- ▶ Promote and drive the innovation agenda to foster industry growth and attract talent.
- ▶ Be the premier connector of education, workforce development and industry.
- ▶ Advocate for programs and infrastructure to increase capacity for educational and community-based systems.
- ▶ Bolster awareness and accessibility of STEM careers to inspire learners.
- ▶ Engage with programs to increase diversity in leadership across the County.

FOSTER INDUSTRY & SECTOR DIVERSITY

Implement and sustain business recruitment and retention initiatives to grow and diversify the County's economy.

- ▶ Develop and implement incubator programs focused on information and communications technology (ICT), clean tech and other emerging technologies.
- ▶ Aggressively protect and grow core industries of Aerospace, Military, and Life Sciences.
- ▶ Identify and recruit targeted companies/industries which prioritize deep-water port and commercial air service.
- ▶ Leverage natural resources and agricultural assets to develop recreational, tourism and manufacturing industries (e.g. cross-laminated timber/CLT).
- ▶ Capitalize and expand on expertise of advanced manufacturing.

ACHIEVE WORLD-CLASS INFRASTRUCTURE

Support initiatives to develop the infrastructure necessary for continued business recruitment and retention.

- ▶ Develop an efficient, effective system to move people, goods and services regionally, nationally and globally.
- ▶ Promote welcoming, inclusive safe and nurturing communities that provide a quality of life.
- ▶ Ensure capacity and resilience for communication, power and other utilities to meet future growth.
- ▶ Provide responsive regulatory and financial support.

PROMOTE SNOHOMISH COUNTY'S STRATEGIC ASSETS

Implement and sustain business recruitment and retention initiatives to grow and diversify the County's economy.

- ▶ Develop a data-driven marketing plan that identifies and evaluates assets and is informed by customer voice.
- ▶ Collaborate with community partners to implement and continually refine our marketing plan.
- ▶ Lead and shape the Regional Economic Development Organization (Greater Seattle Partners) project.

