



## CITY OF EVERETT 2019 State of the City

Jan. 31, 2019  
Mayor Cassie Franklin

Thank you, President Bader, for that wonderful introduction. And thank you, Patrick and the Economic Alliance team for putting on this event.

And thank you all for joining me this morning!

I remember being here last year, just a few weeks after becoming Mayor. It's pretty amazing to look back at what we have accomplished in the past twelve months.

Before I begin, I want to take a moment to thank some of our guests.

First, Patrick already recognized them, but let me add my appreciation for our City Council members. I especially want to thank Paul Roberts, for his leadership as Council President last year. And give a special welcome to our newest councilmember, Liz Vogeli.

I've worked closely with the Council on many complex, challenging issues this past year, and we have a lot to tackle in 2019. It's truly a privilege to work with dedicated, thoughtful leaders like you. Thank you!

I'd also like to acknowledge another group of City leaders – many of our directors and City team members are here this morning. Can you please stand?

One of the joys of my first year as Mayor has been spending time with all 1,200 members of our City team. I cannot tell you how dedicated, passionate and talented these public servants are. From Parks to Public Works to our Library and Finance team, they each care deeply about our community and it has been an honor to lead and learn from them.

I want to acknowledge all of you as well.

One of the themes you'll hear in my remarks today is partnership. Whether it's revitalizing neighborhoods, attracting a major employer or solving a complex challenge like opioid addiction, we are stronger and more effective when we work together.

We are fortunate here in Everett to have strong elected leadership throughout the County. We also have amazing leaders in our business community, nonprofits, and neighborhoods – each who believes in Everett's potential and wants to contribute to our success. Thanks for all that you do.

When I took office in 2018 I issued five directives to guide the City's work, in the areas of public safety, economic development, community engagement and our budget. Those priorities were shaped by the input I received from my Transition Advisory Team.

We've made significant progress, and I'd like to share some results today.

But I want to spend most of our time talking about where we're headed – focused on four key areas:

- **Quality of life** for Everett residents
- **Economic vitality** and **housing** in our city
- **Transportation** and **mobility**
- And **education** and **workforce** development

Everett is well positioned to make significant progress on each of those priorities, and I'm excited to share what we'll be working on.

## **2018 in review**

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First, though, I'd like to highlight some of what we accomplished this past year.

2018 was a year of change for our organization. Just like any major company, we want to run an efficient and, effective business.

Transitioning to the City's first new Mayor in 14 years gave us a chance to rethink some of our practices, be more transparent in how we invest resources, and involve more people in the work that we do.

Last year we made significant progress toward long-term sustainability for the City's budget.

Like communities all around us, our budget is tied to the cap on property tax, which limits our revenue growth while our expenses continue to rise. As a result, Everett has faced a structural deficit for more than 15 years.

Last year we not only balanced the budget for 2019, we also achieved \$5.6 million in ongoing savings, through technology investments, changes to programs, and staff reductions. Many of the changes we made were suggestions both from the community and our City team members.

And I again want to thank the Council for their active involvement throughout the budget process, particularly the members of the finance committee, Chair Scott Murphy and Councilmembers Brenda Stonecipher and Jeff Moore.

I look forward to working with the Council this year to explore moving to a priority-driven budget model, where funding is allocated by strategic priorities that have been developed with community input.

This model will provide continued accountability and transparency into our process, and is what the community expects.

2018 was a great opportunity to rethink our organization and operations, and we have a strong foundation as we begin 2019.

## Quality of Life

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As I mentioned, we've defined a strategic vision for Everett in several important areas.

First, we are focused on quality of life for our community.

My vision is that Everett is walkable, livable and safe. And that community members are connected to each other and their government.

It all starts with safety, and Everett is fortunate to have incredible police and fire teams. I'd like to ask our chiefs and all first responders in the audience to please stand and be recognized for your service to our community.

I'll start by talking about police. We made significant progress last year in addressing the challenge of youth, gun and gang violence.

Over the summer we launched a firearm safety campaign aimed at keeping guns out of the wrong hands. Through the program we've distributed more than 200 free gunlocks to lawful gun owners in Everett.

With input from the community, we developed two new prevention and intervention programs for youth and families most at risk for gang violence: Pathways for Adolescent Youth with Explorer Middle School and a multi-disciplinary Positive Outreach Intervention Team as well.

And in October we stood up the City's first-ever Gang Response Unit, including a full-time Gang Resource Officer.

We are seeing great results already. In 2018, we saw a 40 percent reduction in gang-related offenses! That's a testament to the hard work of our police officers, as well as our community partners, and I look forward to continuing that progress this coming year.

Another public safety focus is our ongoing work to address challenges on our streets and provide support for individuals struggling with homelessness, addiction, and mental illness. And while we have a ways to go, I am encouraged by the progress we're making.

In 2018 alone, we helped break ground on three supportive housing projects in Everett, including Cocoon House, HopeWorks, and the Safe Streets Housing facility that's now known as Clare's Place – where residents will move in this summer.

By 2020 we will have 170 new supportive housing units available in Everett. That's an incredible milestone for our community.

Homelessness is often complicated by addiction, and I want to thank Executive Somers for leading the Multi-Agency Coordination effort, which brings together communities throughout the county to address these challenges.

Our City team also made some important progress in the area of addiction last year:

- The Community Outreach and Enforcement Team found housing for 113 people. And we temporarily housed another 47 at the County's new Diversion Center, which Everett just started using in August.
- We also now have "treatment without delay" through our partnerships with Ideal Options, Community Health Center and SeaMar.

And I'm very excited about the new supportive employment partnership we just launched with Bridgeways.

The ability to work can be life-changing, and Bridgeways helps connect individuals – including clients from our Safe Streets programs – with employers. Goodwill Industries and Angel of the Winds Arena, who are both here today, have already signed on to be supportive employers – thank you!

Bridgeways is one of our many outstanding nonprofit partners – I see many more in the audience today. While the challenges we face in Everett are no different than communities across our region, we are unique in our collaborative response – and you are all a part of that. Thank you for the work you do, and for the web of support you create in our community.

We won't solve these problems overnight, but we are making progress. And we are making a difference.

I want to read part of a letter that a young woman recently sent to Chief Templeman, after our team helped her get treatment for her addiction:

The woman wrote:

Without you, I am 100% positive I would have died with a needle in my arm.

Today, I have a full year clean and an amazing job at Costco that I love more than anything. I also celebrated my 28th birthday in August – a day I never thought I would live to see.

I was so moved by this young woman's story, and I know there are many more like hers. We will continue this important work this year, with the goal of even more success stories like hers.

The other side of our public safety team is our fire department. One of my first tasks as Mayor was negotiating a new contract with the fire union and hiring a new fire chief.

We began a national search and extensive hiring process and one of our own – Chief Dave DeMarco – rose to the top – congratulations, Chief! I worked closely with Chief DeMarco last year to reorganize the department's structure and hire a new command team.

Our fire team had a busy 2018:

- We responded to nearly 23,000 calls.
- We welcomed 11 new firefighters through the first-ever Snohomish County Fire Training Academy.
- And in May we sent Emergency Management Division Chief Brent Stainer and Public Education Coordinator Rachael Doniger to Okanogan for nine days to help respond to widespread flooding there.

I also want to share a special shout-out to several team members who were honored at the American Red Cross' annual Heroes breakfast in December.

Police Detective Joseph Klingman helped care for a toddler who suffered a seizure after falling out of a cart at a local store. Detective Klingman not only tended to the boy, but helped calm his mother and store employees until an ambulance arrived.

We are also so proud of Fire Captain Nick Adsero and firefighter Brent Duckworth, who rescued twin girls trapped inside a burning apartment last January. And I have to note – Firefighter Duckworth had been on the job for less than five months when the emergency call came in!

Their bravery that day – and the hard work of all of our firefighters and paramedics on scene – helped save the little girls' lives.

We are truly fortunate to have the highest-caliber police and fire teams here in Everett, and I am proud to work alongside them.

### **2019 Initiatives**

Public safety is more than just response times and crime stats – it's also about engagement and transparency. I'd like to highlight a couple of initiatives we're launching this year.

Our police department has now become the first in our county to participate in the FBI's National Use of Force Database, which seeks to capture data on serious use-of-force incidents, as well as any time an officer discharges their firearm.

They're also the first in the county to track and report non-criminal bias incidents, such as hate-based speech and materials. Even when there's no crime involved, these incidents affect our sense of safety and well-being – especially for communities of color and other marginalized groups. Everett Police will now take reports and track those incidents, in addition to tracking and reporting hate crimes to the FBI.

We're also involving more community members in our work.

- This spring we'll offer our second Spanish-language Community Emergency Response Team class and our inaugural Everett Community Police Academy.
- And in September we launched our first-ever Chief's Community Advisory Board. This group serves as a resource to the Police Chief in understanding and responding to issues facing the police department and community.
- We have several members here today: Sara Boyle, Tony Edwards, Consuelo Ledesma, and Edmund Wong. Could you please stand so we can recognize you?

Community engagement and trust is crucial for our public safety efforts. And it is important for all our work as a City.

Our new community development division is helping lead those efforts. The new team oversees community-focused programs and services, including our Safe Streets programs, neighborhoods, Boards and Commissions, and human needs funding.

I want to recognize Julie Frauenholtz, who was promoted to Director of the new division. Julie has a long track record of leading community development efforts right here in Everett. Congratulations, Julie!

We made great progress on my community engagement directive last year and we have a number of initiatives planned for 2019, including a deep dive into our civil service testing process.

My team is also working closely with the City Council as we begin transitioning to district elections. This is a significant change in how our City is governed, and I encourage you to stay involved as we move through the process.

Community engagement remains an incredibly important priority for us this year. And it's now a focus that is shared by all 1,200 team members throughout the City.

**Economic development:**

Our quality of life as a community is also closely tied to economic development.

Business, jobs, housing, arts and entertainment – all of those things contribute to our vitality as a community and to our ability as a City to provide core services and programs for our residents.

We have come a long way. Everett is already an incredibly amazing place to live, visit, learn or start a career or business. But we need a few more elements to truly move the needle in terms of development.

We've made some changes to put more focus and resources toward this important work. In May, I appointed our new economic development director, Dan Eernisse. Dan came to us with a wealth of experience in both the public and private sectors, and he's really hit the ground running. Thank you, Dan!

We also established the City's first Economic Development Advisory Committee, which includes Councilmembers Judy Tuohy, Scott Murphy, and Jeff Moore, as well as business leaders from all over Everett. I see a number of you in the audience – thank you for your partnership!

With input from the Committee, we developed our strategic economic development plan – there are copies on your tables, and I'll share some of the initiatives this morning.



## **Economic vitality and housing**

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Under the area of economic vitality and housing, my vision is that people who work in Everett also have the opportunity to live in Everett. That businesses of all sizes feel supported and connected to City government. And that Everett is a leader in regional economic development efforts.

We have already made significant progress toward achieving that vision.

We have a solid foundation of major institutions and large employers, many of whom are represented here today. These organizations contribute to our economy, create career paths for our students and attract new businesses to the region.

We are proud to be home to the world's aerospace leader, and we continue to celebrate Boeing's remarkable successes. The company announced a new annual record earlier this month: They delivered 806 airplanes in 2018 and are looking forward to a busy 2019!

This year we'll celebrate 50 years of Boeing's popular 747, at the same time that the company is hard at work on the 777X. The company rolled out the first full-size 777X test airplane in September, and will begin flight testing this year.

Boeing has been such an important part of our history, and I am committed to actively supporting their future growth here.

A key part of our aerospace and advanced manufacturing network is the Port of Everett. 2018 was one of their busiest years ever, and they have major construction in store for 2019.

In August I helped break ground for their South Terminal Modernization project – the largest capital project in Port history and the largest maritime construction project on the West Coast today.

On the east side of the peninsula, the Port's Riverside Business Park is also under construction, bringing up to 800 new jobs to Everett. The site is already home to Northwest Aerospace Technologies and a new FedEx Freight facility, and Panattoni is also building a facility there.

The Port's waterfront neighbor, Naval Station Everett, is another key partner. And while 2018 brought some changes, I am confident the base will remain an important strategic asset for our country. We have been a proud Navy town since 1994. And together with Executive Somers and our federal delegation, I will continue to advocate on behalf of our sailors and their families.

I have an even greater respect for our servicemen and women after my incredible experience with the Joint Civilian Orientation Conference last June – a truly unique and intensive program. I joined 35 leaders from a variety of industries to visit military installations around the country and participate in military exercises, but most importantly, to listen to and learn from our service members.

I came away with a deep admiration and commitment to supporting our service members and their families. Will all of our veterans, and active and reserve service members please stand so we can recognize you? Thank you for your service.

Another incredibly important industry is our health care sector. Providence Regional Medical Center is one of the City's largest employers and continues to expand throughout the region. We are also home to other industry leaders, including the Everett Clinic, Kaiser Permanente and Seattle Children's Hospital.

In August I helped open the doors to the fantastic new Seattle Children's facility in north Everett. They've had a great response from the community, with nearly 17,800 appointments since they opened.

Economic vitality comes both from new business and new residents, and the Metro Everett plan we finalized last year includes tools and incentives for achieving both.

The plan included changes to zoning and height restrictions in the City center, and off-street parking requirements throughout Everett. Businesses are already taking advantage of those new benefits.

In fact, we are seeing increased activity throughout the City center. Where we used to see regular turnover in our storefronts, we are now seeing businesses not only stick around, but thrive.

Just this week I joined Becky Daily and the Daily Realty Group to celebrate their first year at 34<sup>th</sup> and Broadway. Becky told me she's hired 20 people since opening. That's fantastic news! I know they're here today – congratulations!

I'm especially excited about the activity that we're seeing downtown:

- First, Funko – How can you not get excited about Funko?! From City Hall we regularly see crowds lined up – often for days – to be the first to score a new collectible. Funko celebrated the first anniversary of their downtown headquarters in August, and they've already expanded to several more buildings nearby – and hired more than 175 new Everett employees over the past two years. There are great things in store for Funko, and we'll continue to be their biggest Funatics.
- Imagine Children's Museum remains an amazing asset in the downtown core – attracting visitors and families from well beyond Snohomish County. My daughter *still* loves going there! The Museum is planning a major expansion, and we're working closely with them to advocate for the project.

- Angel of the Winds Arena increased ticket sales in 2018, and has an amazing calendar planned for 2019, including the Backstreet Boys! And in May, the Seattle Storm will open their 2019 season right here in Everett! We are working with the team to take their fans beyond the arena and into restaurants and businesses throughout the city.
- And if you haven't taken a stroll downtown in a while, I encourage you to get out and see how it's changing. We've added dozens of new businesses just since I took office, including Capers + Olives, Athena's Oasis, Little Bipsy, JAG Art Supplies, Blush Salon and Rain City Studio.

One of my favorite new businesses is Eight Ball Café on Colby. Eight Ball's owner, Rachid Ayouni, is here with us today. Welcome, Rachid!

After serving as a Marine in Afghanistan, Rachid chose downtown Everett to pursue his dream of opening a restaurant. He tells me that he feels a "palpable sense of cultural renaissance" here, and I agree. I'm thrilled to see our community embracing new small businesses, and I want to bring more dreams like Rachid's to the downtown.

All of that activity and opportunity attracts new developers and new residents – people who want to invest in Everett. That enthusiasm is evident at the Riverfront and Waterfront.

Construction begins on 266 new housing units at the Port's Waterfront Place this month, with a grand opening in 2020. Eighty percent of the units were already spoken for last fall – there's a lot of excitement for this project!

Hotel Indigo opens this summer – more than doubling the capacity of waterfront lodging in Snohomish County!

And at the Riverfront, we're poised to see construction begin on the commercial center later this year, with plans for a movie theater, grocery store, retail and restaurants, and over a thousand units of housing – there's a preview up on the screen.

Polygon has sold nearly 320 single-family homes and townhomes, with more to come. In fact, one of our communications team members just relocated from Marysville to the Riverfront this month, with her husband and 2-year-old daughter. She told me she wanted to reduce her commute so she could spend more time with her family – and she's excited to get her daughter into the Everett School District!

We want many more stories like Kari's – people who work in Everett deciding to make a home in Everett. And that's what we're focused on in 2019.

### **2019 Initiatives**

The Metro Everett area will continue to be a major focus for us, both for quality of life and economic vitality.

This spring we'll begin a project to transform four blocks of downtown Rucker Avenue into a pedestrian-friendly corridor.

We'll continue to partner with the Downtown Everett Association – including working with them on a new parking study for the Metro area.

The association was recently accepted into the Washington State Main Street Program, giving them more tools to support businesses, stimulate property development and promote the commercial center.

This year we'll also work with the Everett Station District Alliance to establish a Business Improvement Area around Everett Station. We've seen fantastic results from the downtown BIA, and we hope to bring those tools to the Everett Station area.

The Metro area will continue to be the hub of much of our future growth. But there's potential throughout the city. We need to attract development in every part of our community.

Our plan calls for investment in transformative properties, and it's critical that we make progress on some important Everett sites this year.

One of those sites is the Kimberly-Clark property. After years with little progress, we made great headway last year, and I'm pleased that the company is moving forward with a comprehensive cleanup. I look forward to seeing this site re-energized and put to good use once again, restoring the jobs we lost when the mill closed.

Our plan also outlines strategies for revitalizing central and southwest Everett.

This area is vibrant, culturally diverse and rich with potential. We will work with the community on strategies to take advantage of those opportunities, including through possible redevelopment of our park properties.

Of course, one of the biggest opportunities in this area is our new commercial airport at Paine Field. I was hoping to take off in December, but now I'm looking forward to March! I know Alaska Airlines is here today – thank you very much for your investment in our community!

Commercial air is a game-changer for Everett and the region. We're working hard to capitalize on this new asset and the business opportunities it brings.

We're also working to increase housing for the significant growth we expect to see in the next several decades.

This year our community development and planning teams will lead the effort to update our Consolidated Plan and our citywide housing strategy.

Our goal is to encourage both market-rate and affordable housing development, so community members at all price points – from young families to seniors – can find a home in Everett.

Finally, in 2019 we'll build on our regional collaborations with partners like the County, Tulalip Tribes, and the Port. We're also helping lead key organizations like Greater Seattle Partners, Snohomish County Aerospace Task Force, Puget Sound Regional Council and Governor Inslee's Choose Washington Council.

These efforts are aimed at taking a coordinated approach to development, and leveraging our combined assets to bring investment to our communities.

We must compete as a region, not within our region, if we are going to have success in the global market.

## **Mobility/transportation**

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Economic development also depends on a strong transportation network.

My vision is that people and goods are able to move easily and efficiently within and through Everett. That residents, employees and businesses have access to many modes of transportation. And that our transportation networks are sustainable, regionally connected and able to adapt to a growing population.

Transit is a key component of our regional transportation system, and we are fortunate to have Sound Transit, Community Transit and Everett Transit all serving our community. In 2019 we'll begin developing a plan to support and expand transit services in the future, especially as we continue to grow.

Everett is projected to add another 70,000 residents in the next 16 years. That's great news! And it's important that we take a comprehensive look at transit services *now* and plot a sustainable course for the future.

The Metro Everett plan is a major step toward better regional connection. The plan established a preferred location for the northern end of the Sound Transit light rail system, with a station proposed for the southeast corner of Pacific and Broadway.

And this year we'll begin land-use planning for the two light-rail stations destined for southwest Everett, which will connect light rail to our advanced manufacturing center.

Another top transportation priority is replacing the westbound US 2 trestle. We are way overdue for a solution that addresses this chokepoint, and we will push for action at the state level.

A strong transportation system provides options for everyone – whether they're on foot, bike, bus or car.

That's why I'm so excited about the new electric buses we introduced last year.

I had the chance to take the inaugural trip – what a quiet ride! By 2022 we'll have a total of 18 electric buses on the road, each one saving us 10,000 gallons of diesel emissions every year.

We have more multi-modal improvements coming in 2019 as well. We're improving bus stops on North Broadway to streamline boarding and de-boarding, and adding new amenities, like shelters, benches and bike racks.

We're also advocating at the state level for funding to design a new pedestrian bridge over Broadway, connecting the college district as it continues to expand.

On the other side of Everett, the Grand Avenue Park Bridge will open to pedestrians in 2020. The new bridge will not only carry stormwater off the bluff, but will give us a new way to access our incredible waterfront.

And finally, as new cyclist myself, I am thrilled that Everett is becoming more bike-friendly. This year we'll install 50 bike racks in downtown Everett, thanks to the hard work and advocacy of the Everett Bike Walk group and their partnership with the Downtown Everett Association and the City.

I've got my team working on bringing new mobility options to Everett, and I'm excited to share them with you later this year.

Before I leave the topic of transportation and infrastructure, I'd like to recognize our new Public Works director, Ryan Sass. Ryan's served as City engineer for many years, and I'm so pleased to have him in this new role, leading our Public Works team. Please join me in congratulating Ryan!

## **Education and workforce development**

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Education and workforce development is the final priority area I want to talk about with you today.

My vision is that people who live in Everett can also *work* in Everett. That we have well-established pipelines into our major industries and the trained workforce our businesses need to be successful.

My vision is also that students in Everett have a wide variety of career paths available to them. And that Everett is the location of choice for entrepreneurs.

We are very fortunate to have two of the highest-performing districts in the state teaching and encouraging Everett's students. And as the mom of one of those students, I've been able to see those benefits first hand.

The Mukilteo School District, which serves students in south Everett, is working hard to remove barriers to student success. Under the leadership of Superintendent Marci Larson, the district adopted an equity policy last year, and all 2,000 staff members have completed training on race and cultural competency.

The district has encouraged more students to take dual-credit classes, earning both high school and college credits. They've seen impressive results – an 876 percent increase in the number of students taking College-in-the-High-School classes!

The Mukilteo School District also includes Sno-Isle TECH – and what an amazing asset that is for our region! Sno-Isle gives students the chance to earn high school credits while gaining hands-on experience in fields like information technology and health sciences. If you haven't visited Sno-Isle recently, I encourage you to attend their upcoming open house and see all that they offer.

The other district serving Everett families is Everett Public Schools – and they continue to achieve outstanding student outcomes. Their 4-year graduation rate is now nearly 96 percent!

The district has worked tirelessly to level the playing field for students, no matter what their level of need. And they're seeing results: This past year Everett was the only district in the state with 6,000 or more students in which every school outperformed the "expected" levels of student success, based on the effects of poverty. That is a remarkable achievement!

Providing pathways for our students is so important – not only for their future success, but for the health and economic vitality of our entire community.

That's why I'm pleased to announce a new partnership with Everett Public Schools: Everett Career Link. This summer internship program will provide real-world experience for high school



students at Everett-area businesses. We want students to know about the great career opportunities in their own backyard!

We have flyers on your tables with more information about how you can get involved. The City and School District are both committed to hosting interns, and Providence and Kaiser Permanente signed on to the program last week – thank you! I hope to see each one of you leave today with a flyer in your hand.

Before I move on, I want to recognize Dr. Gary Cohn, who is retiring at the end of the year. Dr. Cohn has been a transformative force for the school district and our community, and he will leave an incredible legacy – and big shoes to fill. Thank you, Dr. Cohn!

The opportunities for students in Everett don't end when they graduate from high school, because of partners like Everett Community College and Washington State University.

Last fall, the Aviation Maintenance Technician School at EvCC began offering afternoon and evening classes to help meet the increasing demand for skilled technicians. Between now and 2036, the industry is projected to need nearly 650,000 maintenance technicians!

The college is planning for a new Learning Resource Center and classroom building to accommodate its growing student body. And it's also searching for its next president!

Dr. David Beyer has led EvCC for the past 13 years, and the college has grown significantly during that time. Please join me in thanking Dr. Beyer for his leadership and vision!

WSU Everett is also growing, and its students are making an impact all over the world. Several graduates are part of the OceanGate team that will map the wreckage of the Titanic this summer, in a submersible built right here at the Port of Everett.

Others, like 19-year-old Kaitlin – who you can see on screen – are starting exciting careers here. Kaitlin just earned a national 'Rising Star' award from the Society of Women Engineers. When she graduates in May, she'll go to work for Boeing as a laser and electro-optical mechanical design engineer, working on solid-state lasers.

Nearly 100 students graduated from WSU Everett last May and even more will graduate this spring with in-demand degrees in fields like organic and sustainable agriculture. The college will add more programs in the next few years, including in business, math, computer engineering and criminal justice.

And I can't talk about WSU without mentioning Mayor Stephanson. Thank you, Mayor – you and Dr. Floyd had the vision and determination to bring WSU to Everett, and our entire community is now benefitting from your hard work.

Given the college's plans, we know they'll soon have a need for additional space, and my team and I are working with President Kirk Schulz and Chancellor Paul Pitre on their future expansion. Thank you, Paul, for your partnership with the City!

And finally, Everett is also becoming the community of choice – and an ideal incubator – for entrepreneurs and creative companies.

The Lab @ Everett opened this fall and already has widespread support and enthusiasm from the business and education communities, including regional powerhouses like Amazon and Microsoft.

One of our own – firefighter Joel Sellinger – worked with The Lab to develop and launch a prototype of his lifesaving invention, the LifeDoor. I expect to see a lot more incredible ideas become reality at The Lab in 2019.

Diane Kamionka, the Lab's fearless leader, is here today - thank you, Diane, for bringing this fantastic resource to Everett!

We'll continue to nurture the incredible "maker" community that's been in Everett from the beginning and is only growing. Here, creative businesses still have an opportunity to get in on the ground floor.

I'll share just one example with you, from local design firm Milltown Creative.

They said:

"There's a real artist and entrepreneur culture growing here. In the last two years, we've grown from a husband and wife team working part-time from home, to a team of eight working from a downtown office space.

We've never spent a single dollar on advertising—all of our business comes from word of mouth and the connections we've made in Everett."

It's stories like Milltown's, and the enthusiasm I hear from people all over Everett, that make me so proud to be mayor of this incredible city.

Preparing these remarks just underscored for me how very lucky we are to live in such a vibrant, healthy and fun community.

Everett has all the amenities of a larger city, with the walkability and friendliness of a small town.

We have a beautiful natural setting and nearly 300 acres of parks and green spaces to explore. And there's something to do every day of the week – theatre, arts, music festivals, AquaSox and Silvertips games, and new breweries and restaurants to visit.

Whether you're a family, a tourist, an entrepreneur or an international business, I believe Everett truly is the place to be.

And that's what I'd like to close with today.

## **Conclusion: Sharing our Story**

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This spring we'll launch a new City brand: New logo, new colors, new modern look and feel. Many of you know what a significant undertaking that is, and we're excited to present a more professional face for the City.

But more than a logo and typeface, this project is really about rethinking who we are and where we are going – and how we talk about ourselves.

In many ways, Everett is still the Northwest's best-kept secret, flying under the radar for those who haven't visited in a while – or even for long-time residents, who may be taking our amazing city for granted.

And for too long we've been hesitant to speak out about the remarkable community that we call home. We've been reluctant to take pride in our phenomenal assets, our quality of life, our incredible people. Let's be reluctant no longer.

I challenge you to think about all of that I've shared with you today, and about why you choose to live and do business here.

We have so much to be proud of, and it's time to be bold about owning – and sharing – our story. Everett is no longer "poised" for a great future, it's here. And I hope you'll join us in showing the world we're ready for it.

Thank you so much for being here this morning, and for all the ways that you support, promote and invest in Everett. Thank you!