

# CITY OF EVERETT

## 2018 – 2021 ECONOMIC DEVELOPMENT PLAN



**Downtown Everett reaches new prominence** as thousands of residents and dozens of businesses join those who already make Everett home

1. Promote Downtown Everett
2. Designate a Community Renewal Area with a project-driven Renewal Plan
3. Partner with Downtown Everett Association to manage parking and explore Main St program
4. Complete planned Hoyt and Rucker Streetscape improvements
5. Support Everett Station Area's effort to form a Business Improvement Area
6. Convene an Advisory Committee to enhance communication and increase effectiveness



**The Westmont-Holly-Evergreen-Boeing (WHEB) triangle maps an economic development course** to capitalize on its unique opportunities

1. Promote the WHEB Triangle
2. Conduct a public process to create WHEB-specific economic development recommendations
3. Explore enhancement and redevelopment options of WHEB park properties
4. Launch land use planning of the two WHEB light rail station areas
5. Enforce compliance policies that eliminate blight
6. Dispel misperceptions of the area
7. Investigate annexation options south of the WHEB
8. Collaborate with Snohomish County Tourism to grow tourist destinations and spending
9. Help establish Paine Field commercial airport as the region's preferred destination



**Placemaking drives targeted transformation** to realize City priorities

1. Enhance the reputation and image of Everett both inside and outside the city
2. Catalogue existing placemaking to identify demographics served, facilities used, marketing strategies, resources allocated, and opportunity gaps
3. Form a staff cross-department City Placemaking Team to set internal policies, assess opportunities, form partnerships, and track effectiveness of Placemaking efforts and spending
4. Create a broad Placemaking Task Force to plan, promote, and implement city-wide initiatives
5. Recruit new Placemaking to Everett, especially those that fill opportunity gaps



**Encourage economic drivers** by supporting industry cluster and institutional leaders, collaborating with regional partners, and catalyzing investment in transformative infrastructure and properties

1. Support industry cluster leaders
2. Advocate for institutional leaders
3. Collaborate with regional economic development partners
4. Drive investment in transformative infrastructure and properties

