



**Snohomish County**  
**Office of the Executive**  
**Aaron Reardon**  
*County Executive*

April 27, 2007

Citizens of Snohomish County:

Over the past several days, the Everett Herald has reported assertions that the County has committed resources to what they characterize as a “party” to celebrate the rollout of the first 787 Dreamliner. While the rollout of the 787 Dreamliner is clearly cause for celebration, the County has made no commitment of funds to support such an event, nor has any funding been requested from the County or my office. We have been, and continue to be a partner with the Economic Development Council, the Boeing Company, local governments and agencies to explore opportunities to capture the greatest benefit from the Dreamliner rollout for the people of Snohomish County.

I want to share with you my vision of the opportunity created by the Dreamliner rollout and how we as a County can capture the greatest benefit from this historic event.

For the past three years we have worked in partnership with the Economic Development Council to develop an aerospace initiative that has already returned dividends for our local economy. In 2006, I participated with the Governor as well as local business and civic leaders in the state trade mission to the Paris Air Show. The focus of that trade mission was the recruitment of five identified key aerospace suppliers and vendors. On that mission, by highlighting the successes we have achieved as a county and our aerospace initiative, we were able to secure the expansion or relocation of all five targeted companies to our region. The resulting new jobs and investments in our local economy are being felt by all. The Dreamliner rollout will bring about a gathering of the world’s aerospace giants and an unparalleled opportunity to continue our business recruitment and retention efforts.

Over the past several months we have participated on a steering committee of local business and trade leaders to develop ideas to promote visibility and economic development for Snohomish County in markets and industries both directly and indirectly tied to the development of the 787 Dreamliner. We have helped to facilitate these discussions and develop strategies to leverage the 787 Dreamliner rollout to strengthen the position of Snohomish County as the leading aerospace county in the United States.

Strategies being considered by the steering committee include business recruitment meetings, development of business recruitment packets, partnership with local media to promote sponsorship of economic development efforts, educational materials for children, a simulcast of the 787 Dreamliner rollout and advertising to reach out to visiting business leaders. While proposals have been developed, they have not been formalized nor has funding been identified by any entity to support these proposals.

The rollout of the Dreamliner is an enormous success that symbolizes achievements in all sectors of our economy. It is a result of our aggressive effort to change the way we as a County do business – and our refusal to let pessimism and low expectations hold us back. It is also an opportunity to showcase the advances we have made as a County to attract new businesses to our area as our County will be visited by hundreds of executives from the world’s top airlines and aerospace manufacturing companies. It would not serve the people of Snohomish County to allow this opportunity to slip past without taking advantage of its potential to grow our local economy.

As I said in my State of the County Address:

“Our mission in Snohomish County government is to perform as a partner to remove regulatory barriers and expand opportunity for job growth. Today, the 787 Dreamliner has proven Boeing as the international leader of the aerospace industry. Boeing estimates the commercial airliner market will top \$2.6 trillion over the next 20 years and that they could capture as much as 60% of that market. If we approach the global market competitively, we will have the opportunity to capture the benefits of these investments locally through family-wage jobs, multi-million dollar investments in our communities and added revenue to pay for local services without raising taxes.”

Snohomish County has played an important role in ensuring that our region provides the quality of life and economic competitiveness to attract business leaders and their companies to our area. In January of 2004, we partnered with local business and civic leaders to convene the Snohomish County Citizens Cabinet on Economic Development. The Cabinet led the creation of a strategic plan focused on removing barriers to economic growth and expanding economic opportunities for Snohomish County businesses and families.

Over the past three years we have taken great strides as a County to implement the recommendations of the Citizens Cabinet and explore even greater innovations. We are aggressively moving forward with our partners to improve our local tax structure, market the unique skills of our workers and workforce training available in our region, increase the availability of skilled labor and build a polytechnic college in Snohomish County.

That work is paying off for the residents and businesses of Snohomish County. From aerospace to bio-tech, from hospitality to education, we are helping to create real family wage jobs in Snohomish County. Within the past 12 months, more than 15,000 jobs were added, representing a rate of growth better than double the state average and five times that of the national average. And, economic forecasts indicate that Snohomish County remains on track for continued economic growth.

I look forward to continuing to join our local partners in working to ensure that Snohomish County remains a world leader in aerospace excellence.

Sincerely,



Aaron Reardon  
Snohomish County Executive