



**EXECUTIVE ORDER 18-03**

**A TRANSFORMATIVE STRATEGY TO STRENGTHEN THE TOURISM AND OUTDOOR  
RECREATION ECONOMY OF SNOHOMISH COUNTY**

**PURPOSE:**

The purpose of this Executive Order is to develop a transformative strategy for tourism and outdoor recreation to ensure this sector is properly recognized as contributing to the economy, creating and sustaining jobs, and improving the quality of life of our residents. Executive Order 18-03 ensures we maintain and strengthen Snohomish County in the areas of tourism and outdoor recreation allowing us to seize upon opportunities on a regional, state, and global level.

**DISCUSSION:**

To develop a world-class tourism and outdoor recreation experience in Snohomish County that will further enhance our reputation as a premier destination, a visionary and inspirational strategy is necessary. To be most effective, we will collaborate to foster connections and collective efforts across the County to take experiences to the next level for our users. Snohomish County has the potential to create transformational experiences by connecting with people.

A countywide effort is necessary to bring together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding tourism, outdoor recreation, and sports to increase the economic impact and sustainability of Snohomish County's tourism and outdoor recreation economy.

Tourism and Outdoor recreation are vital to the economy in Snohomish County, generating \$2 billion annually. Its continued success and growth in partnership with our tourism, outdoor recreation and governmental agencies is necessary to find new opportunities.

Snohomish County is dedicated to achieving outcomes that enhance our position as a leader in this area. The County must intensify its effort to ensure that tourism and outdoor recreation are included in economic development plans and explore the identification of economic incentives to ensure prosperity in this area.

The County will strengthen its work to coordinate and collaborate to build capacity and synergy to expand tourism and outdoor recreation opportunities for residents and visitors contributing to the economic vitality of Snohomish County's communities.

**ACTIONS:**

In order to leverage existing strengths and be in a position to embrace emerging opportunities, Snohomish County will focus on the following actions which strive towards the following goals:

**Establish World-class Experiences and Infrastructure.**

1. Conduct a countywide inventory of tourism and outdoor recreation infrastructures to determine what exists, what needs to be improved and where demand is high and low.
2. Facilitate a tourism summit with stakeholder groups from key sectors of the tourism and outdoor recreation economy to advise on the development of a Tourism and Outdoor Recreation Initiative linking existing efforts within the County to new innovative ideas.
3. Build new iconic trails and maintain existing trails as one of the top assets for outdoor recreation.
4. Identify and collectively support the development and ongoing maintenance of priority parks and trail systems that have the potential to be world-class, when completed, for example, trails such as: the Centennial Trail, Interurban Trail, Meadowdale Beach Park Trails, North Creek Trail, and Whitehorse Trail. Prioritization will help support them becoming world-class assets to generate additional activities and investments.

**Improve the Economic Impact of Sustainable Tourism and Outdoor Recreation Industries.**

1. Address barriers to improve the climate for businesses in the tourism and outdoor recreation sectors (broadly inclusive of travel and tourism, manufacturing, retail and education).
2. Work with organizations on programs to advance preparation for those to work in the tourism business or land a job in the outdoor recreation industry.

**Create Recreational Opportunities for all Demographics and User Types to Reduce Barriers to Access.**

1. Focus collective efforts on better understanding preferences, usage, employment and opportunities to increase engagement; this should be done through planning sessions in coordination with a diverse group of stakeholders.
2. Develop a plan to identify and reduce barriers for people in this area and increase the engagement of non-traditional users.

**Cultivate a Culture of Stewardship of Natural Resources by Creating A Legacy of High Quality Outdoor Recreational Resources while Balancing Resource Conservation.**

1. Develop a funding strategy to invest in the conservation and restoration of Snohomish County's diverse ecosystems that are comprised of farms, fish and wildlife, actively logged forests and other working landscapes. Consider public-private partnerships in this funding strategy.

**CANCELLATION:**

This Executive Order will remain in effect until cancelled or superseded. Dated this \_\_\_\_ of March, 2018.

**APPROVED:**



Dave Somers  
Snohomish County Executive