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Snohomish County Launches ‘Better With Boeing’ Campaign

Regional leaders launch effort to maintain long-term commitment to aerospace in Snohomish County

SNOHOMISH COUNTY, Wash. September 15, 2020 – Snohomish County and City of Everett leaders today launched the ‘Better With Boeing’ campaign, a community-led initiative to highlight the unique strengths of the region and reinforce why Boeing’s long-term success is rooted in growing operations in Washington state.

The global pandemic has severely affected the aviation and aerospace industries. Boeing has difficult decisions to make to cut costs and increase efficiencies and is currently studying what it would mean to consolidate 787 production in a single state. Currently, the Dreamliner models are built in both Washington and North Charleston, South Carolina. The campaign’s message to Boeing is that we are better with Boeing, and Boeing’s future is brighter right here in Washington state.

“Our partnership with Boeing stretches over fifty years,” said Snohomish County Executive Dave Somers. “Generations of Snohomish County residents have built their careers at Boeing – designers, engineers, machinists and other professionals. They’ve built the company and shaped its success, and we hope this relationship continues for many decades to come.”

“Boeing is part of our identity as a region, and we’ve built an incredible aerospace workforce development pipeline here in our community,” said City of Everett Mayor Cassie Franklin. “Who doesn’t know someone who works at Boeing? Boeing workers and their families form the fabric of our community and have helped influence the heart and soul of our city. We’re definitely better with Boeing and through the partnerships and skilled workforce we have, Boeing is better with us.”

Snohomish County also boasts infrastructure built to sustain the aerospace sector’s growing needs. Last year, Snohomish County’s Paine Field Airport, home to Boeing’s largest manufacturing plant, added a commercial airline terminal, the first built in the U.S. in decades. Port of Everett’s deep-water port helps Boeing and other manufacturers more easily move extremely large pieces of equipment. Additionally, Sound Transit is expanding Light Rail routes to service Boeing and the surrounding population centers of Snohomish County and the Puget Sound region.

Since 1967, Boeing has designed, manufactured, and assembled thousands of airplanes at its site in Everett, making it a global hub for aerospace. Hundreds of Boeing’s suppliers have set up shop all over the County creating a unique and collaborative environment where innovation thrives. Paine Field now accounts for \$60 billion in annual economic impact, as well as over 158,000 jobs.

The Better with Boeing campaign officially launches today with a new website, BetterWithBoeing.com. The messaging campaign is co-led by Snohomish County, the City of Everett, with significant support from the City of Arlington, the City of Edmonds, the City of Lynnwood, the City of Marysville, the City of Mountlake Terrace, the Port of Everett, Washington State University, Aerospace Futures Alliance, Pacific Northwest Aerospace Alliance, Economic Alliance Snohomish County, Greater Seattle Partners, and others.

About Snohomish County

Snohomish County is the third largest county in the State of Washington by population and one of the fastest growing counties in the country. Snohomish County is home to the largest manufacturing facility in the world and is one of the top tourist destinations in the region. From the waves of Puget Sound to the ice fields of Glacier Peak, Snohomish County has diverse ecosystems, while also being home to a thriving agriculture industry and dynamic urban centers. Learn more at: www.snohomishcountywa.gov

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