



Port of Everett Tax Increment Area Goals and Objectives

In alignment with its 2020 Strategic Plan and vision to create a balanced, active, and working waterfront, the Port has identified the following goals and objectives for the Tax Increment Area:¹

Goal 1: Create economic opportunities and quality jobs and expand the tax base.

Objectives:

- Partner with the private and public sector to complete the buildout of the waterfront.
- Utilize Port capital to stimulate leases and buildouts.
- Invest in infrastructure that allows for full waterfront buildout.

Goal 2: Increase quality of life for residents, businesses, and visitors.

Objectives:

- Facilitate increased access to the waterfront.
- Expand recreation opportunities.
- Create a destination waterfront, leveraging the visitors and tourism to upland and in-water amenities to create a place for residents to live, work and play while welcoming area visitors, facilitating economic development via tourism
- Improve waterfront trail connections.
- Improve the Jetty Landing and boat launch facility by upgrading it to a user-friendly and attractive recreational destination.
- Bring public art and experiential activities to the waterfront

¹ Goals and objectives for the TIA were informed by the Port of Everett Strategic Plan (2019), the City of Everett Shoreline Access Plan (2019), and the Port of Everett Boating Access & Public Facilities Plan (2018).



Goal 3: Remediate, protect, and enhance the environment at the waterfront.

Objectives:

- Revitalize and restore healthy land at the waterfront
- Protect water and air quality
- Restore valuable wildlife habitat
- Investing in clean energy vehicles and equipment
- Maintain the Clean Marina certification and continually monitor performance

Goal 4: Foster openness, accountability, and transparency with community members, neighbors, and partners.

Objectives:

- Continue to advocate and improve regulatory framework, and communicate the benefits of a balanced Everett waterfront that values both the working waterfront, recreational waterfront and quality of life
- Continue to develop a deeper relationship with the community by illustrating the value the Port provides in the economy, community and environment through a variety of in-person, print, digital, and technological tools
- Maintain and enhance a variety of communication tools to reach diverse audiences, such as user-friendly website, social media, print and in-person communications
- Continue to foster strong intergovernmental relationships and community partnerships
- Continue to identify and seek grant funding and legislative changes individually and collectively to enhance the implementation of Port priorities and initiatives
- Continue to promote educational outreach opportunities, apprentice programs, job shadows and internships to ensure a strong workforce into the future