



ECONOMIC DEVELOPMENT ADVISORY BOARD

**Monday, March 23, 2026
2:00 p.m.**

Snohomish Carnegie, 105 Cedar Avenue
Remote Option Available

Zoom Meeting Participation Information
Use link: <https://us02web.zoom.us/j/89386339676>
Dial in: (253) 205-0468
Meeting ID: 893 8633 9676

AGENDA

1. **CALL TO ORDER**
2. **STAFF MANAGER UPDATES**
 - a. Mayor and/or City Administrator introduction
 - b. Future meeting location and agenda publishing
3. **DISCUSSION ITEMS**
 - a. Review business resiliency survey draft
 - b. Business retention and expansion targets
4. **BOARD MEMBER COMMENTS**
5. **ADJOURN**

NEXT MEETING: The next regular meeting is scheduled for Monday, April 27, 2026 at 2 p.m., in person at the Snohomish Carnegie (105 Cedar Avenue) and online via Zoom.

Specialized accommodations will be provided with 5 days advanced notice. Contact the City Clerk's Office at 360-568-3115. This organization is an Equal Opportunity Provider.



ECONOMIC DEVELOPMENT ADVISORY BOARD STAFF REPORT

Date: March 23, 2026

Agenda Section: DISCUSSION ITEMS

From: Brady Begin, Economic Development & Outreach Coordinator

Subject: Review business resiliency survey draft

ATTACHMENT(S):

Draft_Task_1.2_Business_Resilience_Planning_Survey_Snohomish_V.2.pdf

Snohomish Small Business Resilience Planning Survey-Draft

Welcome and thank you for participating in the City of Snohomish’s Small Business Resilience Survey.

Remember the devastating historic flood last December? Over two dozen local businesses reported impacts ranging from complete closures and lost revenue to extensive cleanup efforts, including clearing two feet of mud and managing over \$56,000 in combined cleanup costs and lost business.

The City of Snohomish is working proactively to help our small business community build stronger business resilience: the ability to prepare for, respond to, and recover from future climate-related disasters.

Your input on this survey will help identify ways that the City can better support your resilience planning for climate-related hazards.

The survey takes approximately 6 minutes. Please answer to the best of your knowledge based on your professional work and experiences. All survey responses will remain anonymous although it is possible that responses could be requested per public records requests. Providing contact information (name, email address) is voluntary and will only be used for sharing requested resources and opportunities. We encourage you to forward this to other Snohomish small business owners.

If you have any questions regarding this survey or business resilience planning, please reach out to Shari Ireton, Director of Community Engagement & Strategic, ireton@snohomishwa.gov. Thank you!

*The asterisk indicates a required response

Question 1: Rate the degree to which you are concerned, if at all, about the following climate hazards affecting business operations. * [Matrix]

Answer Options

Column headings:

- Extreme heat
- Drought/Water quantity
- Severe weather events
- Flooding
- Wildfire/Wildfire smoke
- Other [Text entry]

Row heading

- Not concerned
- Somewhat concerned
- Concerned
- Very concerned
- Not sure

Question 2: To what extent, if at all, was your business impacted by the following climate hazard events? * [Matrix]

Answer Options

Column headings:

- Recent flooding (December 2025)
- Bomb cyclone (November 2024)
- Bolt Creek fire (September 2022)
- Heat Dome (June 2021)
- Poor air quality due to summer wildfire smoke events
- Other [Please specify]

Status row:

1. No impact
2. Minor impact
3. Moderate impact
4. Major impact
5. Severe impact
6. Not sure

Question 3: Has your business engaged in any kind of extreme weather or other preparedness, resilience, or impact response planning? *

Answer Options:

- Yes, my business has worked on or is currently working on hazard preparedness, response, or resilience planning at some level *[if selected, go to Q#4]*
- Not yet, but my business is planning on or anticipates doing this work.
- No, my organization has not done this work. *[if selected, skip to Q#5 (barriers)]*
- I am not sure *[if selected, skip to Q#5 (barriers)]*

Question 4: If you answered “Yes” or “Not yet” to the previous question, please elaborate on your business’s recent, current, or planned/anticipated work. [short answer]

Question 5: To what extent, if at all, do the following barriers limit your ability to start or advance resilience planning? * [Matrix]

Answer Options

Column headings:

- Funding to start planning efforts
- Capacity (e.g., time, staff) to prepare
- IT structure
- Changes in insurance requirements (e.g. opting out of flood insurance due to increased rates)
- Limited locally relevant data

- Limited technical assistance
- I am not sure how or where to get started
- Other [Please specify]

Status row:

1. No impact
2. Minor impact
4. Moderate impact
5. Major impact
6. Severe impact
7. Not sure

The City of Snohomish is developing technical resources to support resilience planning for small businesses. The following questions are focused on how the City of Snohomish can best support current work, planned work, or work you would do if you had the time and/or resources.

Question 6: Which of the following topics would you be interested in learning more about and/or having technical support for? * Select up to 5. [Multiple select]

Answer Options

- Current and projected trends in extreme weather events
- Technical assistance developing a business resilience plan
- A 'how to' video regarding business resilience planning
- Federal, state, and local resources for supporting business resilience
- Other [Text entry]

Question 7: If the City were to offer technical assistance through workshops focused on building a resilience plan, is that something that you'd be interested in? * [Binary: Yes/No, if yes display the following questions for contact info collection]

Question 8: Is there anything else you'd like to tell us about how the City could best support the work you are doing, planning to do, or wish you could do related to resilience planning? [Text entry, free response]

Question 9: Would you like to be added to the Snohomish Business Bulletin list for updates regarding resources and learning opportunities for Snohomish businesses? * [Binary: Yes/No, if yes display the following questions for contact info collection]

Let's stay in touch!

Thanks for your interest in the [Snohomish Business Bulletin](#)! Please provide your contact information below so we can share resources and information with you.

Your contact information will not be shared or linked to your survey responses and will only be used to reach out about future opportunities.

Question 10: What is your full name? [Text entry: First Name Last Name]

Question 11: What is your business? [Text entry]

Question 12: What is your email address? *[Text entry]*

Closing message *[Display after respondent presses "submit"]*: **Thank you for completing the survey! For questions or more information, please contact ireton@snohomishwa.gov.**



ECONOMIC DEVELOPMENT ADVISORY BOARD STAFF REPORT

Date: March 23, 2026

Agenda Section: DISCUSSION ITEMS

From: Brady Begin, Economic Development & Outreach Coordinator

Subject: **Business retention and expansion targets**
