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To Boost Neighborhood Businesses, Snohomish County Launches “Support SnoCo”

Online resource encourages residents and visitors to spend money with locally owned businesses this holiday season

Snohomish County, Wash. – November 27, 2020 – Snohomish County today announced the launch of Support SnoCo to boost the economic health of local businesses. This program is one of the recommendations from the Snohomish County Economic and Workforce Recovery Task Force and is being funded through federal CARES Act resources. A key feature of the effort is the SupportSnoCo.com site featuring local businesses from across the County and encouraging people to spend holiday dollars locally this year. This effort allows businesses to both attract more customers and maintain their COVID-19 protocols during the holiday season.

Since being the first local government to set up COVID-19 response efforts in the US, Snohomish County has emerged as a national leader in pandemic recovery. Support SnoCo is an integrated partnership bringing together public and private entities—including local chambers of commerce, cities, and towns—with the goal of supporting small businesses impacted by the pandemic. Powered by the community coming together, this effort represents the strength and resiliency of our business community, adapting to change. The kickoff of the support campaign is on Black Friday and Small Business Saturday with the unveiling of a website, SupportSnoCo.com.

“We know that local business owners and the people who work for them have had a very hard year,” said Snohomish County Executive Dave Somers. “We want this holiday season to bring a bit of cheer to our neighborhood businesses by encouraging people to shop locally and safely. The Support SnoCo Campaign provides residents, business owners, and visitors tools to help them make the most of the shopping season. In these challenging times, it is more important than ever that we support one another.”

“The Support SnoCo online hub will strengthen the economic health of Snohomish County by highlighting the fantastic shopping, food, and outdoor amenities that the County has to offer,” said Snohomish County Councilmember and Task Force Advisory Group Chair Nate Nehring. “We encourage residents and visitors alike to support their neighbors this holiday season by buying locally. Together, we will weather these difficulties and emerge as a stronger community.”

Visitors to the new Support SnoCo site can connect to local shops, access some of their favorite destinations online, and even create an itinerary to keep track of places they want to visit and support. The Support SnoCo campaign will drive discovery and commerce across the county and encourage residents and visitors alike to show their pride and support for their neighbors. Support SnoCo also offers small business resources, such as toolkits on how to move a business online and how to adapt to the current environment of health restrictions.

“I’m thrilled that during this challenging time Snohomish County is doing the important work of supporting small businesses. This new Support SnoCo online hub has so many features that will help us survive and hopefully

thrive, giving visitors and residents of Snohomish this great place online to learn more about the variety of business and recreation in our county. If we join in this effort to support one another, we'll bounce back faster and come through these challenges even stronger than before," said Leah McNatt, Owner, Uppercase Bookshop.

The Snohomish County Office of Economic Recovery and Resiliency supports the Economic and Workforce Recovery Task Force. The Office website www.snohomishcountywa.gov/recovery contains important information about COVID-19, as well as resources for businesses, workers impacted by layoffs, and the general public. An innovative Chat Bot on the site answers common questions about economic recovery efforts.

Experience the Support SnoCo online hub at <http://www.SupportSnoCo.com/>.

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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