

City of Snohomish Strategic Plan



Preliminary Economic Profile

**Presented to
Community Advisory Committee
June 22, 2006**

Table of Contents

I. Demographic Profile

Population.....	5
Income.....	7
Educational Attainment.....	9
Age.....	10
Race.....	11
Foreign Born Population.....	12

II. Housing

Housing Stock.....	13
Housing Growth.....	17

III. Employment

Employment.....	20
Services Employment.....	24
Employment Change.....	27
Jobs-Housing Balance.....	28
Commuting Patterns.....	29

IV. Retail Analysis

Retail Sales.....	31
Retail Sales by Sub-Category.....	33
Person Expenditures.....	34



Table of Exhibits

Exhibit 1 Average Annual Population Growth Rate (Excluding Annexations), 2000-2005 5

Exhibit 2 Residential Building Permits, 2000-2004 and Population Density in 2000..... 6

Exhibit 3 Median Household Income, 1999..... 7

Exhibit 4 Per Capita Income, 1999..... 8

Exhibit 5 Percentage of Total Households by Household Income, 1999..... 8

Exhibit 6 Distribution of Educational Attainment, 2000..... 9

Exhibit 7 Age Distribution, 2000.....10

Exhibit 8 Minority Race Distribution, 2000 11

Exhibit 9 Foreign Born Residents as Percentage of Total Population, 2000..... 12

Exhibit 10 Distribution of Housing Units by Type, 2005 13

Exhibit 11 Distribution of Housing Units by Tenure, 2000..... 14

Exhibit 12 Distribution of Snohomish City Housing Units by Type and Tenure, 2000..... 14

Exhibit 13 Percentage of Multifamily Housing Units that are Owner-occupied, 2000..... 15

Exhibit 14 Percentage of Single-family Housing Units that are Owner-occupied, 2000..... 16

Exhibit 15 Housing Unit Totals and Change by Unit Type, 2000-2005..... 17

Exhibit 16 Percentage Change in Housing Units by Unit Type, 2000-2005 18

Exhibit 17 Total Employment by Sector, 200421

Exhibit 18 Total Employment Distribution by Sector, 200422

Exhibit 19 Services Employment by Detailed Service Sector, 200425

Exhibit 20 Services Employment Distribution, 200426

Exhibit 21 Employment Change by Sector, 2001-2004.....27

Exhibit 22 Ratio of Jobs to Housing Units, 2004.....28

Exhibit 23 Top 10 Locations Where Snohomish City Residents Go To Work, 2000.....29

Exhibit 24 Top 10 Locations Where Snohomish City Workers Commute From, 2000.....30

Exhibit 25 Taxable Retail Sales per Capita, 2005.....31

Exhibit 26 Taxable Retail Sales per Capita (Excluding Auto Sales), 2005.....32

Exhibit 27 Snohomish City Taxable Retail Sales by Detailed Category, 2000-200533



Exhibit 28 Person-Expenditures Captured by Snohomish Retailers, 1996-200534
Exhibit 29 Person-Expenditures in Snohomish City by Detailed Category, 200535
Exhibit 30 Person-Expenditures in Snohomish City by Retail Category, 1996-200536

Note about comparable cities

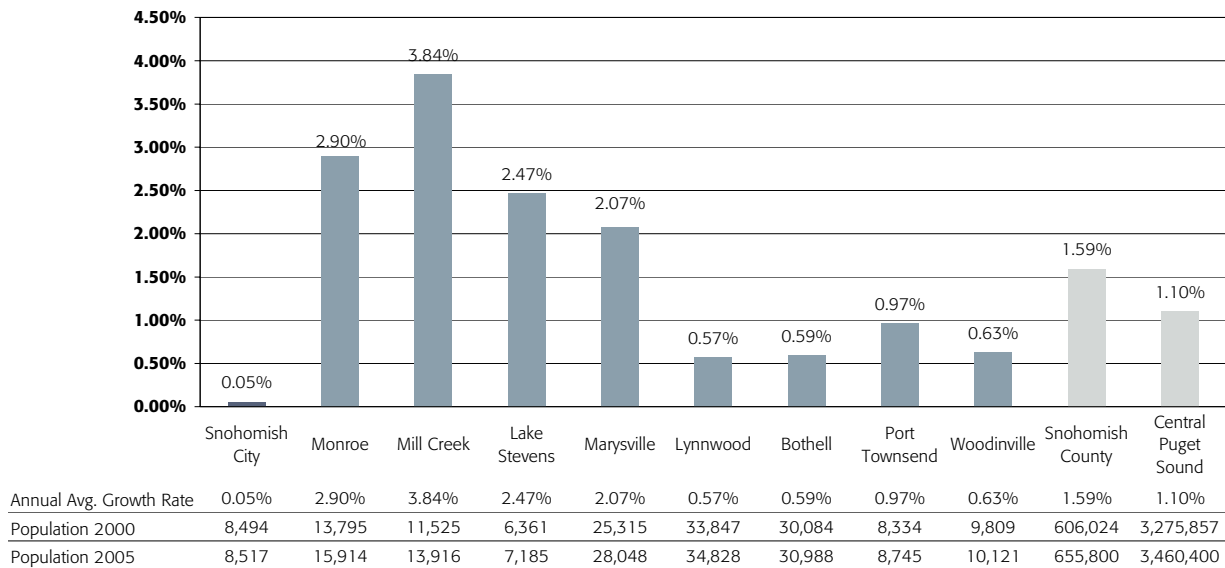
The majority of exhibits in this profile show demographic and economic data for Snohomish City and other comparable cities in the region. These comparable cities were selected based on their geographic proximity to Snohomish as well as similarities in population size and economic base. All of Snohomish City’s nearest neighbors were included except for Everett, which has a much larger population and economy. Port Townsend and Woodinville were included as similar sized cities with unique parallels to Snohomish City (e.g. Woodinville’s tourism industry and Port Townsend’s historic district).



POPULATION

- Snohomish City has grown by about a two hundred persons over the past five years but this growth came almost entirely from the annexation of neighboring unincorporated areas. When annexations are excluded from calculations, the City's population has remained essentially the same since 2000. (Exhibit 1)
- All of Snohomish City's nearest neighbors are growing by over two percent annually – faster than the Snohomish County average (1.59%). (Exhibit 1)
- The most significant population growth in the vicinity since 2000 has been to the north between Snohomish City and Lake Stevens. (Exhibit 2)

Exhibit 1
Average Annual Population Growth Rate (Excluding Annexations), 2000-2005

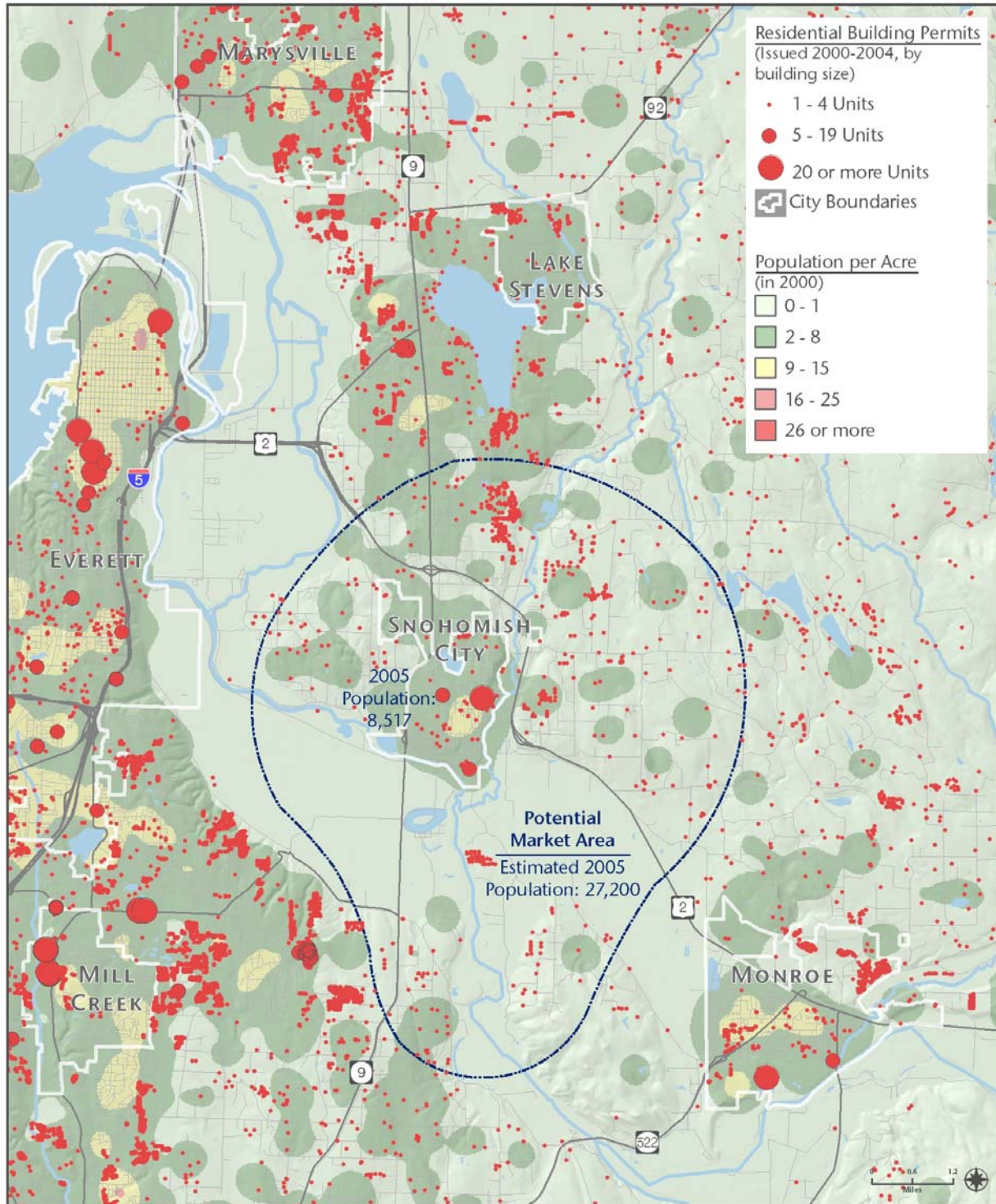


Source: Washington Office of Financial Management, 2005

Notes: The "Central Puget Sound Region" consists of King, Kitsap, Pierce, and Snohomish Counties combined.

Population gained through annexation since 2000 has been excluded from calculations.

Exhibit 2 Residential Building Permits, 2000-2004 and Population Density in 2000



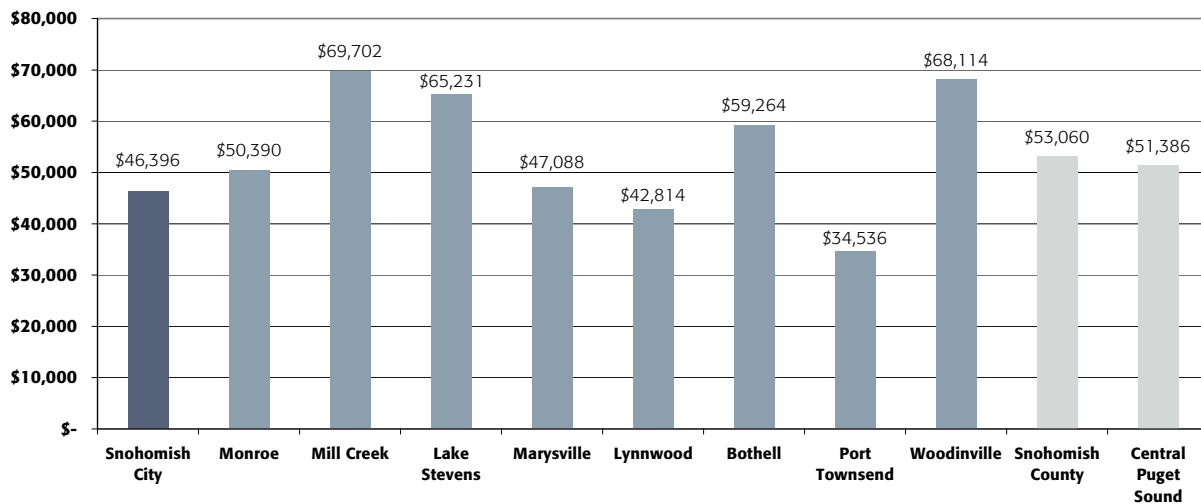
Source: 2000 U.S. Census Block population used to derive density values; Permit data from Puget Sound Regional Council, 2005



INCOME

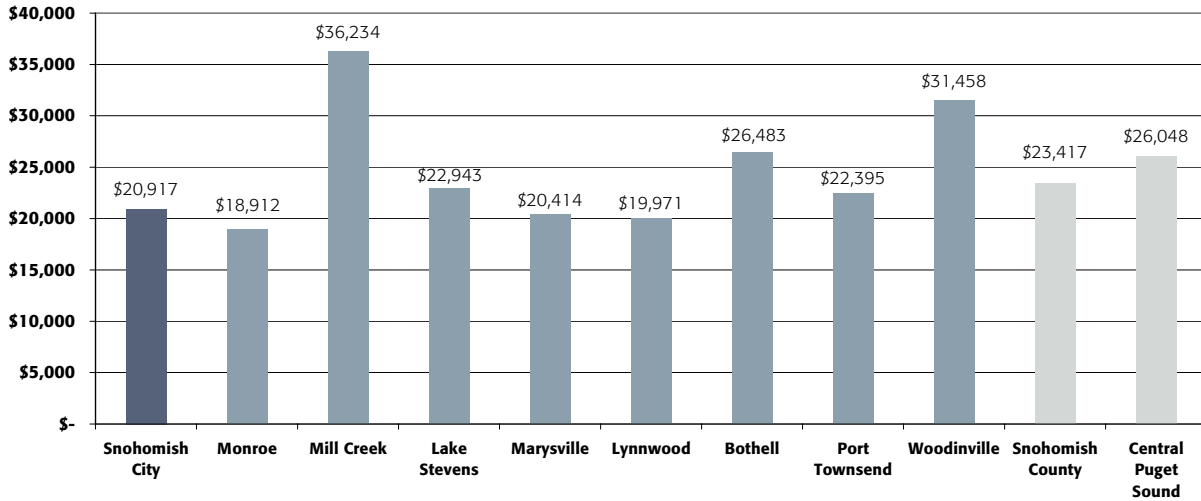
- According to the 2000 Census, Snohomish City has a median household income of \$46,396 – lower than Snohomish County (\$53,060) and the regional median (\$51,386). Compared to its neighbors, the City has a median household income similar to Marysville (\$47,088) but much lower than Mill Creek (\$69,702), Lake Stevens (\$65,231) and Bothell (\$59,264). (Exhibit 3)
- Snohomish City's per capita income is also lower than the County and regional averages, but generally similar to its neighbors except for Mill Creek. Mill Creek has a per capita income significantly higher than all the other comparable cities (\$36,234). One reason for Mill Creek's high per capita income is that it has the smallest average household size (2.45 persons) of all the comparable cities. (Exhibit 4)
- Snohomish City, Monroe, Marysville and Lynnwood have similar household income distributions that include fewer wealthy and more lower income households than Mill Creek, Lake Stevens, and Bothell. (Exhibit 5)

Exhibit 3
Median Household Income, 1999



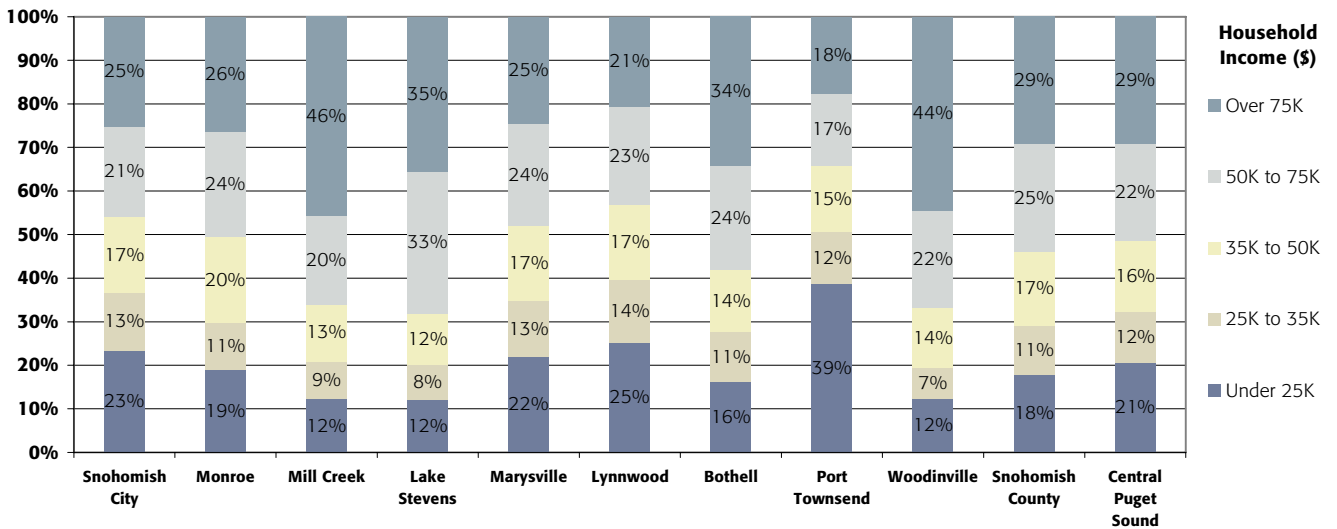
Source: U.S. Census Bureau, 2000

Exhibit 4
Per Capita Income, 1999



Source: U.S. Census Bureau, 2000

Exhibit 5
Percentage of Total Households by Household Income, 1999



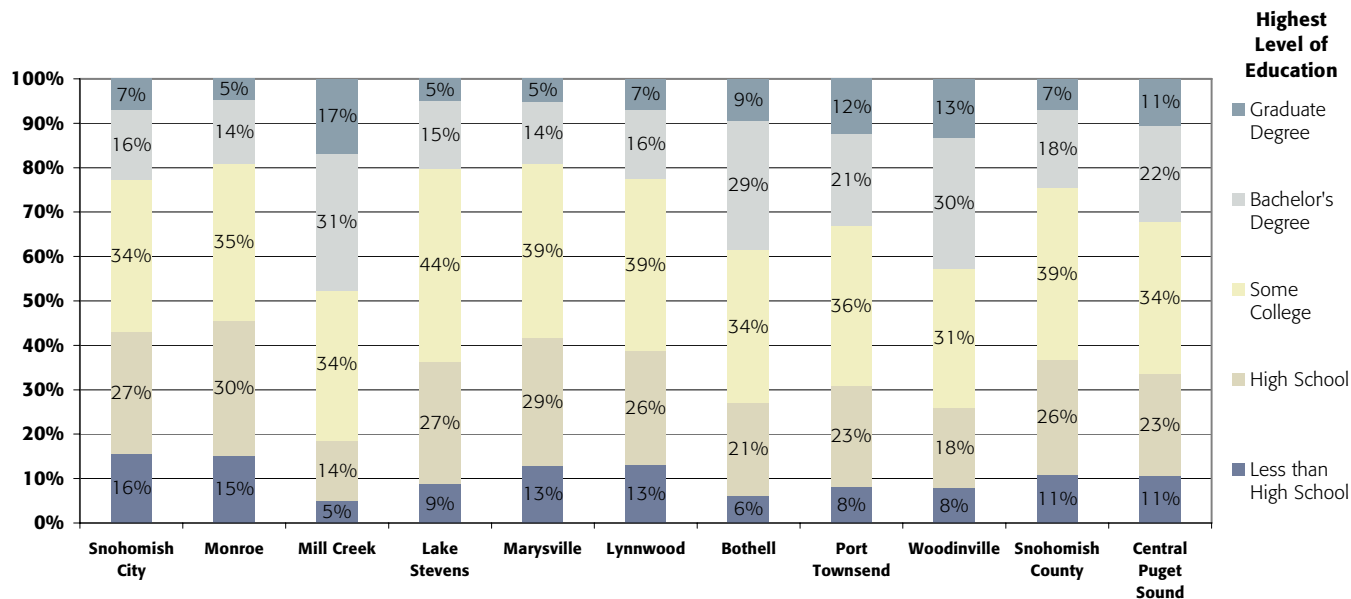
Source: U.S. Census Bureau, 2000



EDUCATIONAL ATTAINMENT

- The Snohomish City population has education levels slightly lower than the County average but similar to some of its neighbors. Twenty-three percent of its residents have completed a four-year degree or higher.
- Mill Creek and Bothell both show high levels of education with 48% and 38% of residents, respectively, having completed a four-year degree or higher.

Exhibit 6
Distribution of Educational Attainment, 2000



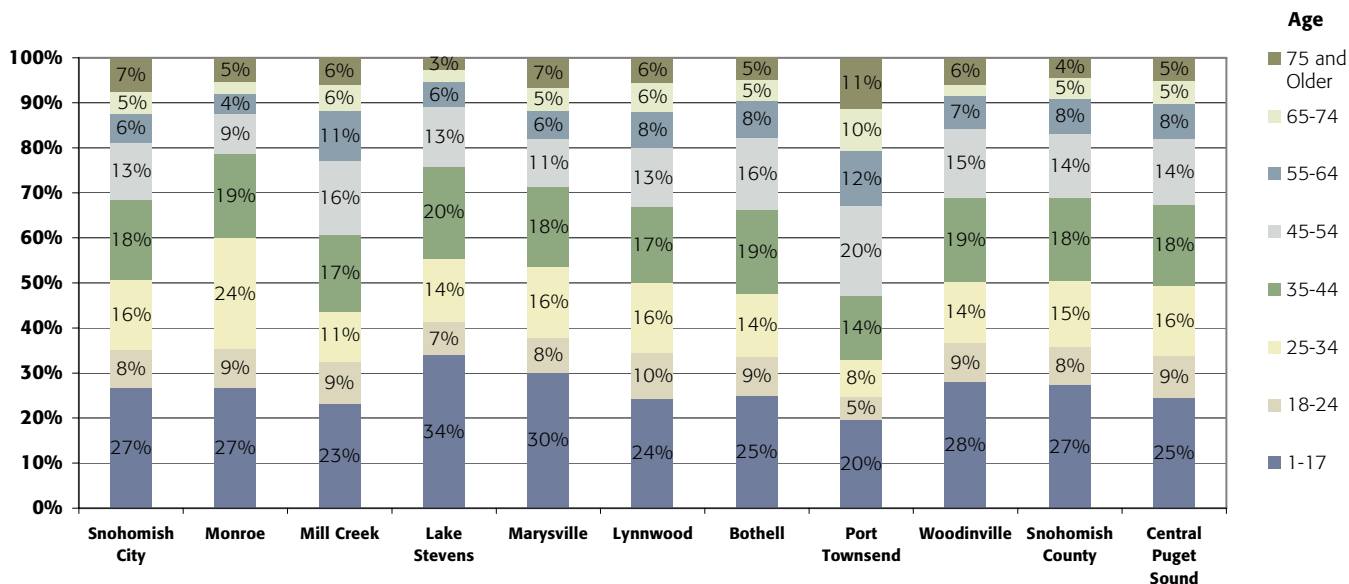
Source: U.S. Census Bureau, 2000

Note: Percentages based on population aged 25 and over.

AGE

- The age distribution in Snohomish City is very similar to that of Snohomish County and the region, except that the City has a slightly higher concentration of elderly persons over the age of 65 (12%). Other neighboring cities with high concentrations of elderly include Mill Creek, Marysville, and Lynnwood.
- In contrast, Monroe and Lake Stevens have very few elderly residents. Monroe has a large concentration of 25-34 year olds and Lake Stevens has a high percentage of children younger than 17 (34%).

**Exhibit 7
Age Distribution, 2000**

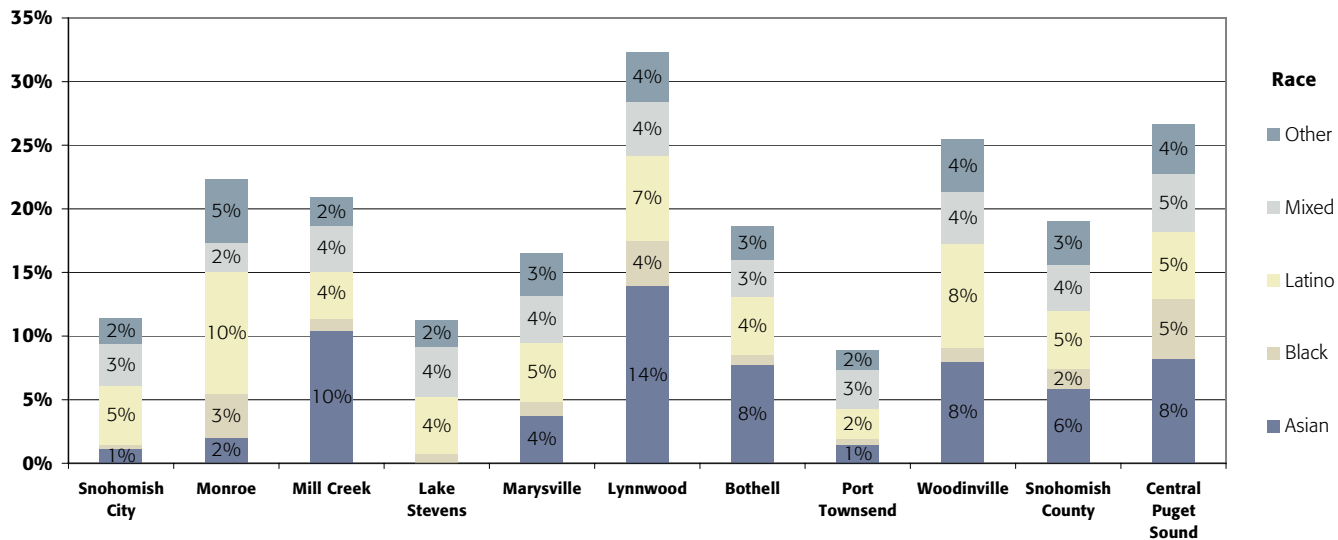


Source: U.S. Census Bureau, 2000

RACE

- Snohomish City is less racially diverse than the County, region, and most neighboring cities. The largest minority group in the City is Latinos (5%), and the least represented is Black (0.3%).
- Lynnwood is the most racially diverse of the comparable cities with high concentrations of Asian (14%) and Latino (7%) residents. Mill Creek has a sizeable Asian population (10%) and Monroe has a significant Latino population (10%).

**Exhibit 8
Minority Race Distribution, 2000**



Source: U.S. Census Bureau, 2000

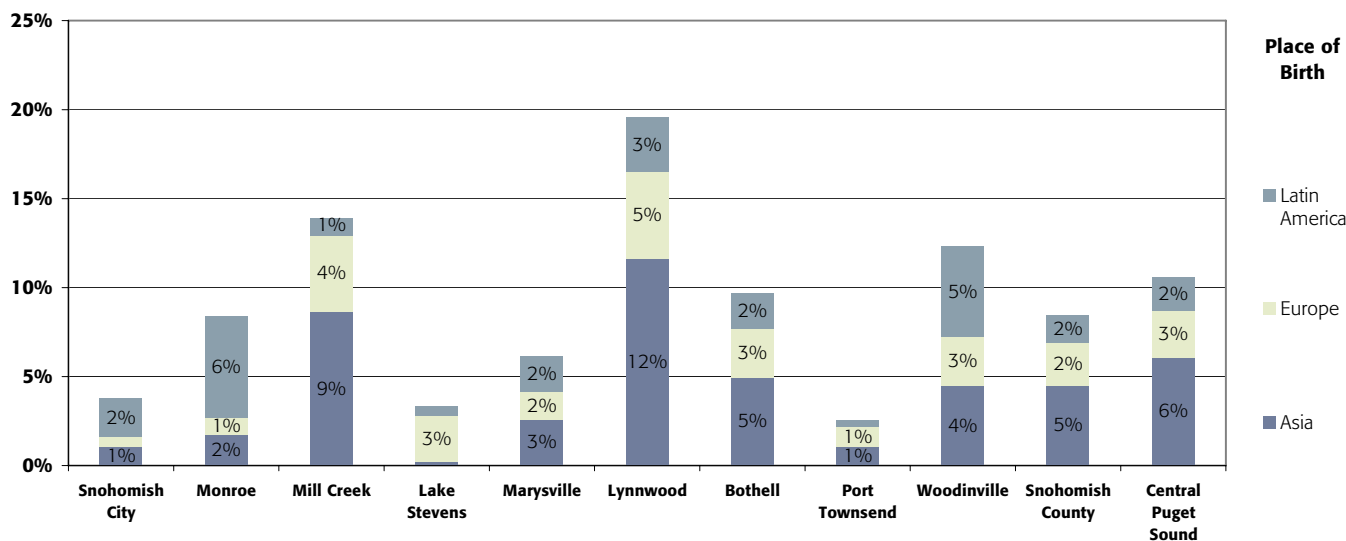
Notes: The Latino category is not additive with the other racial groups.



FOREIGN BORN POPULATION

- Snohomish City has very few foreign born residents (5%), which is about half the Snohomish County average (10%).
- As in the race distribution chart, Mill Creek and Lynnwood have high concentrations of residents born in Asia.

Exhibit 9
Foreign Born Residents as Percentage of Total Population, 2000



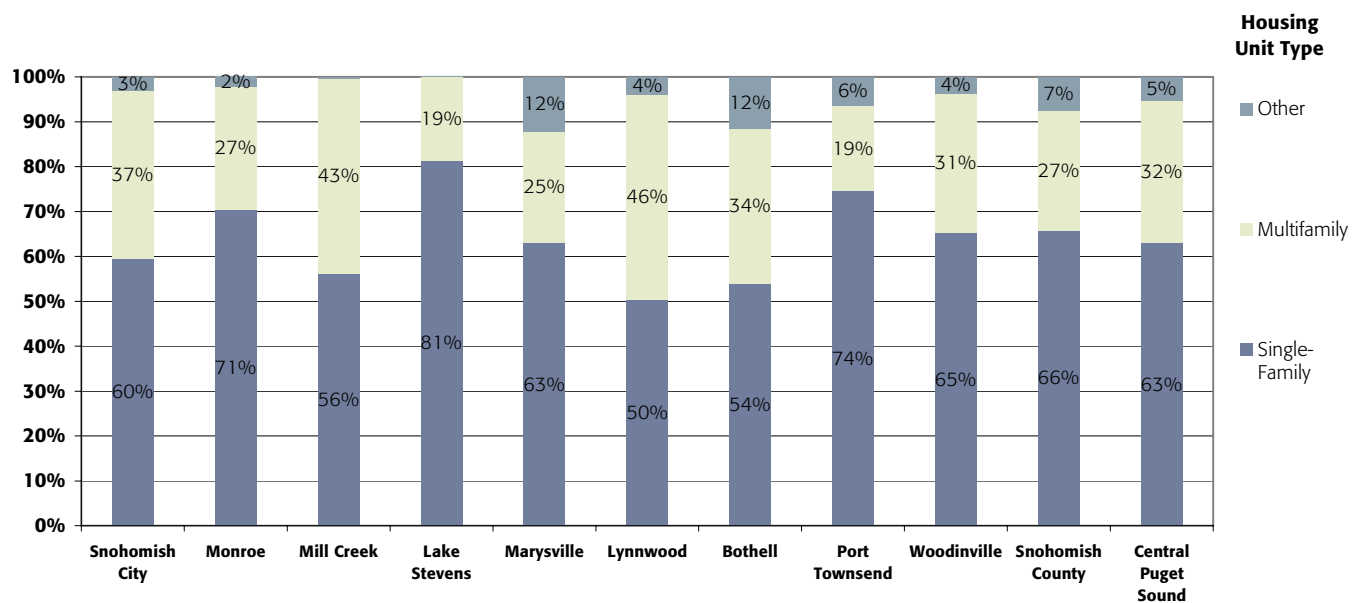
Source: U.S. Census Bureau, 2000

Notes: Percentages of foreign born residents from other regions excluded from this chart because no other region of birth exceeds one percent of population.

HOUSING STOCK

- Snohomish City has a relatively large proportion of multifamily housing units (37%) compared to the County (27%), the region (32%), and most of its neighbors. Mill Creek (43%) and Lynnwood (46%) are the only cities with higher percentages of multifamily housing. (Exhibit 10)
- The large proportion of multifamily housing in Snohomish City is contributing to the large percentage of housing units that are renter-occupied (43%). Of the comparable communities, only Lynnwood has a higher percentage of renter-occupied housing (45%). (Exhibit 11)
- In the Central Puget Sound Region all types of multifamily housing units are about 80% renter-occupied on average. Compared to this average, the percentages of two-unit and 5-9 unit housing in Snohomish City that are renter-occupied (97% and 94%) stand out. (Exhibit 12)

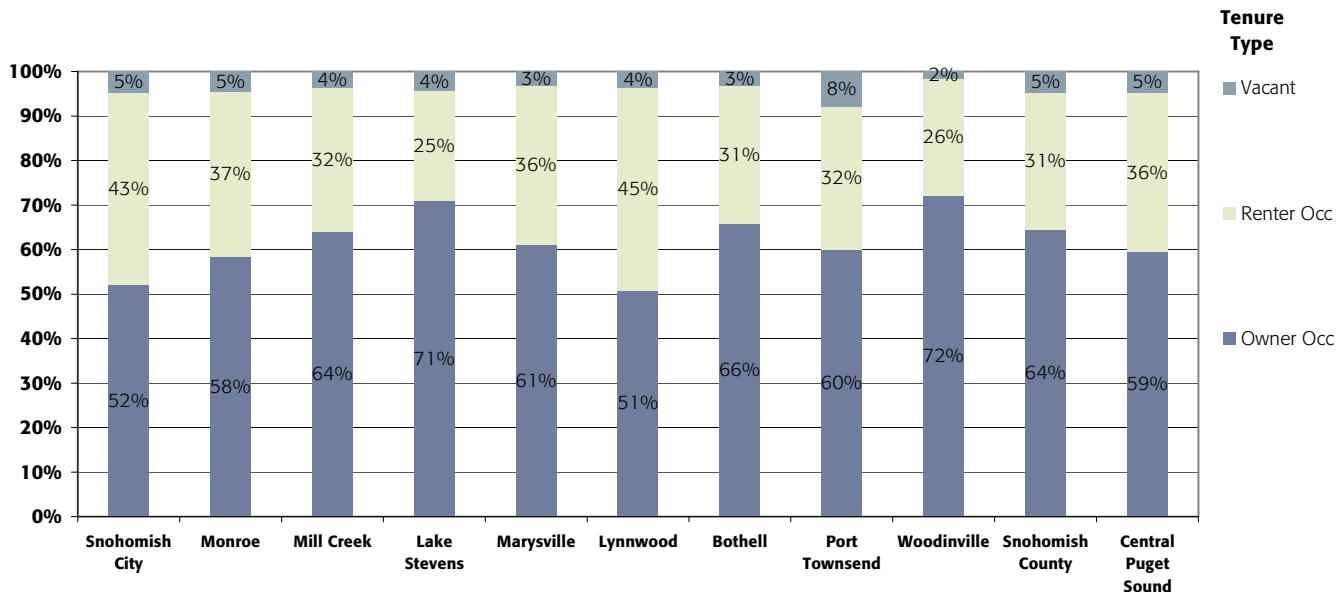
**Exhibit 10
Distribution of Housing Units by Type, 2005**



Source: Washington Office of Financial Management, 2005

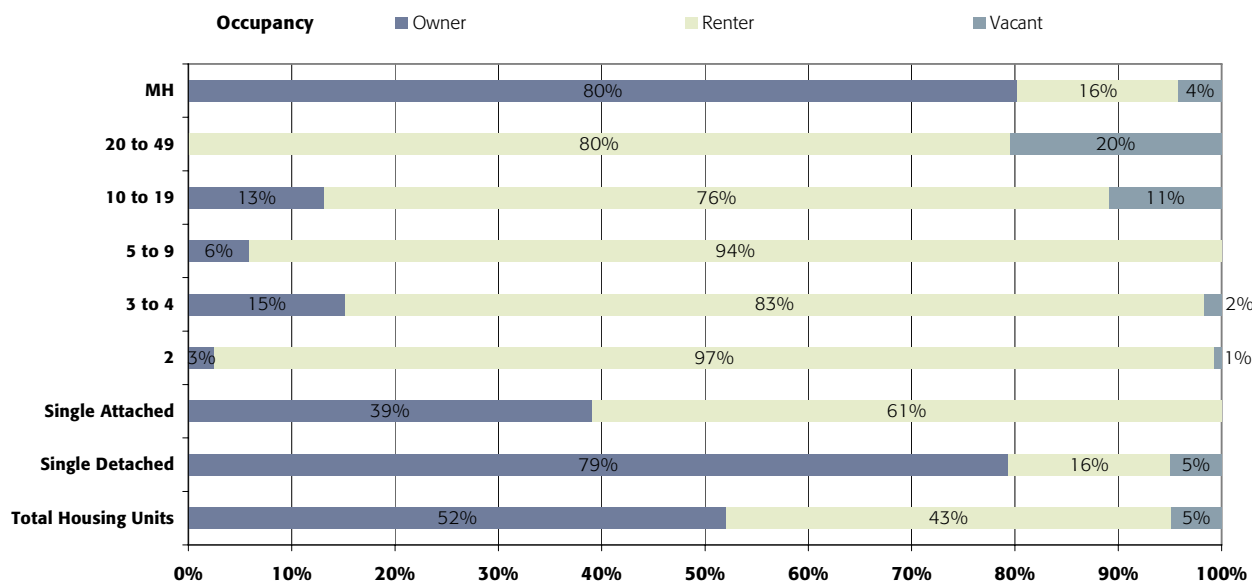
Note: The "Other" category includes mobile homes, RVs, boats, and other unique housing units.

Exhibit 11
Distribution of Housing Units by Tenure, 2000



Source: U.S. Census Bureau, 2000

Exhibit 12
Distribution of Snohomish City Housing Units by Type and Tenure, 2000



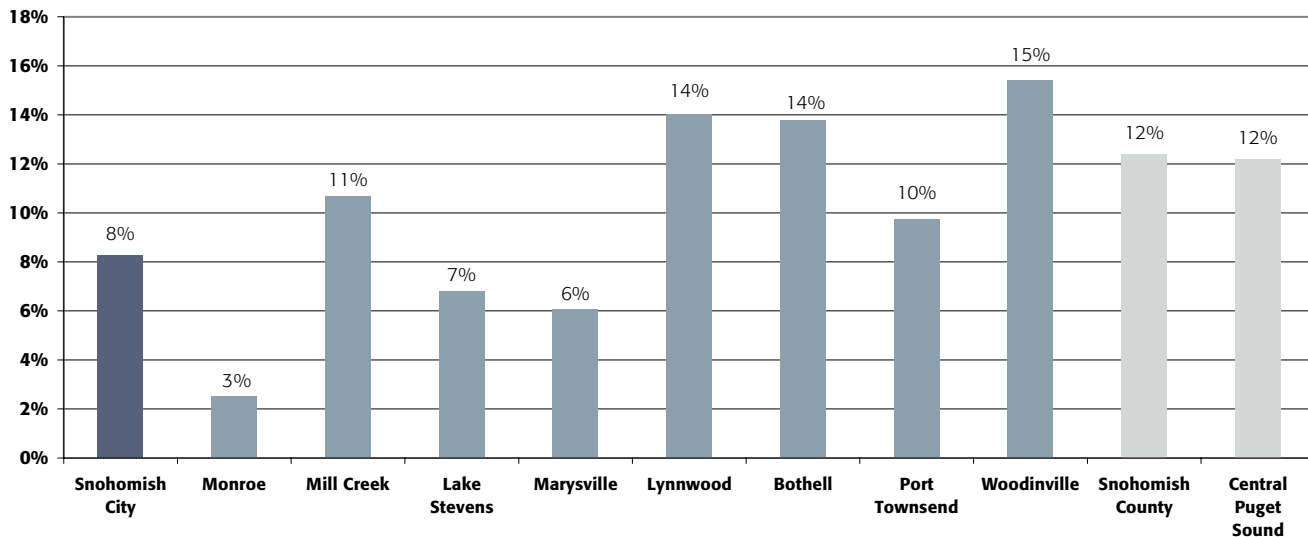
Source: U.S. Census Bureau, 2000

Note: MH stands for mobile home



- The share of multifamily units in Snohomish City that are owner-occupied (8%) is smaller than the County and regional averages (both 12%). Compared to its neighbors, the City has a higher concentration of owner-occupied multifamily units than Monroe, Lake Stevens, and Marysville. Lynnwood and Bothell both have almost twice the proportion (14%) as Snohomish City does. (Exhibit 13)
- For single-family units, Snohomish has the smallest percentage of owner-occupied units (82%) than all neighboring cities and the County and regional averages. Mill Creek (93%), Bothell (91%), and Lake Stevens (90%) have the highest concentrations of owner-occupied single-family housing of all neighboring communities. (Exhibit 14).

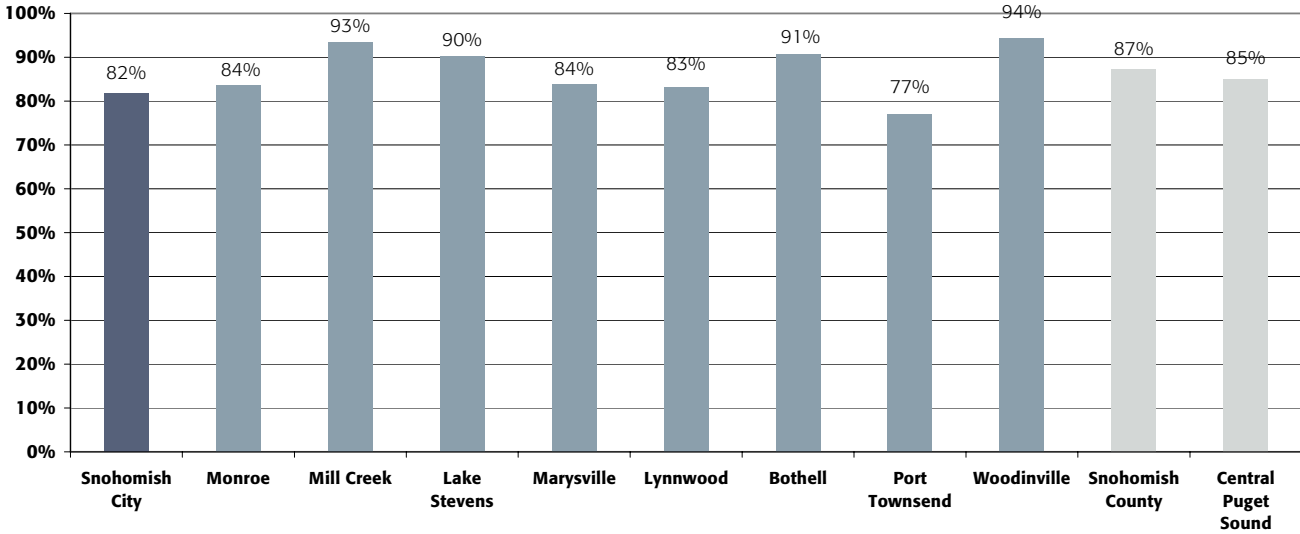
Exhibit 13
Percentage of Multifamily Housing Units that are Owner-occupied, 2000



Source: U.S. Census Bureau, 2000



Exhibit 14
Percentage of Single-family Housing Units that are Owner-occupied, 2000



Source: U.S. Census Bureau, 2000



HOUSING GROWTH

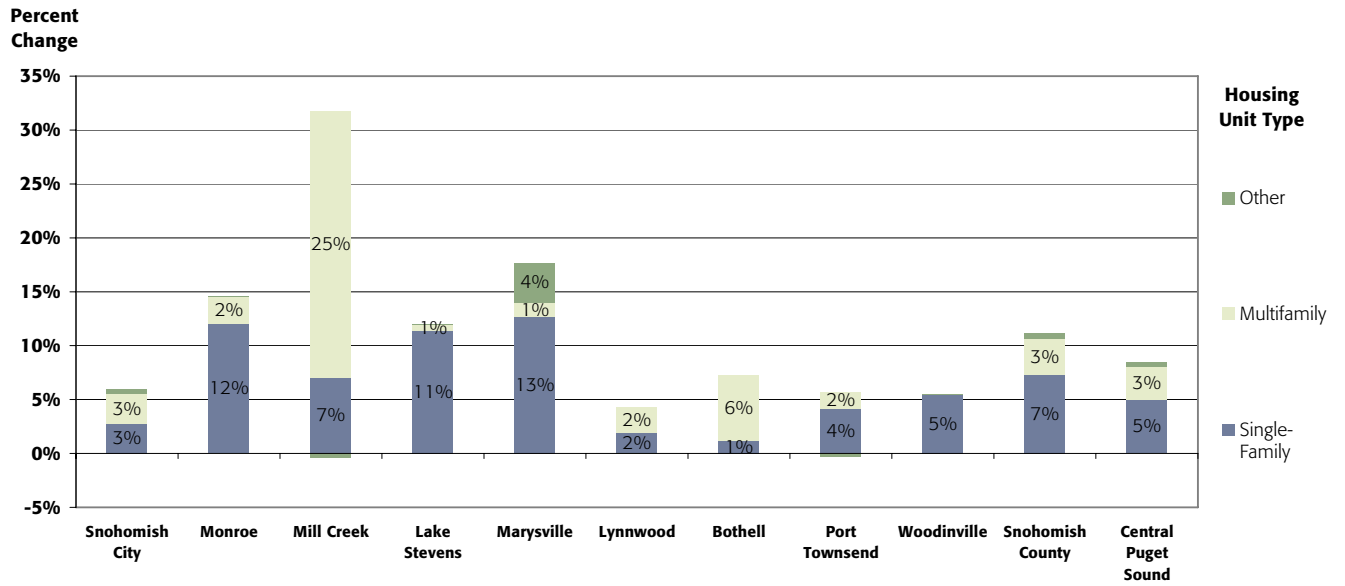
- Snohomish City gained 206 new housing units between 2000 and 2005, evenly split between single-family and multifamily units. This rate of growth (6%) is slower than the County average (11%) and much slower than several neighboring cities. (Exhibit 15 and Exhibit 16)
- Over the past five years, Monroe, Lake Stevens and Marysville have all seen double-digit percentage gains in single-family housing units. Mill Creek is the one neighbor city that has seen as significant jump in multifamily housing stock (25% increase). (Exhibit 16)

**Exhibit 15
Housing Unit Totals and Change by Unit Type, 2000-2005**

	Total Housing Units		Housing Units Change (2000-2005)			Percent Change (2000-2005)	
	2000	2005	Total	Single-Family	Multifamily		Other
Snohomish City	3,444	3,650	206	95	95	16	6%
Monroe	4,427	5,071	644	534	108	2	15%
Mill Creek	4,769	6,265	1,496	335	1,181	-20	31%
Lake Stevens	2,234	2,502	268	254	12	2	12%
Marysville	9,730	11,445	1,715	1,231	129	355	18%
Lynnwood	13,808	14,393	585	268	322	-5	4%
Bothell	12,265	13,152	887	140	746	1	7%
Port Townsend	4,250	4,476	226	175	66	-15	5%
Woodinville	3,900	4,114	214	212	0	2	5%
Snohomish County	236,205	262,424	26,219	17,316	7,697	1,206	11%
Central Puget Sound	1,348,148	1,462,338	114,190	67,390	41,269	5,531	8%

Source: Washington Office of Financial Management, 2005

Exhibit 16
Percentage Change in Housing Units by Unit Type, 2000-2005



Source: Washington Office of Financial Management, 2005



EMPLOYMENT

Note about employment numbers

All employment data in this section refers to “covered” employment. These are jobs covered by the state unemployment insurance program, which is administered by the Washington State Employment Security Department (ESD). Workers excluded from covered employment totals include members of the armed forces, self-employed workers, sole proprietors, and other non-insured workers. Total job numbers are likely to be about 10 to 15 percent higher than the number of covered jobs.

Definitions of employment categories

- Construction and Resources: (NAICS codes 11, 21, and 23). Includes agriculture, forestry, fishing, mining, and construction.
- Finance, Insurance, Real Estate (FIRE): (NAICS codes 52 and 53).
- Manufacturing: (NAICS codes 31, 32, and 33).
- Retail: (NAICS codes 44 and 45).
- Services: (NAICS codes 54-81). See descriptions of sub-categories in the Services Employment section.
- Wholesale Trade, Transport, Warehousing, and Utilities (WTU): (NAICS codes 22, 42, 48, and 49).
- Education: (NAICS code 61). Public education jobs estimated with supplementary data from Washington State Superintendent of Schools Office.
- Government: (NAICS code 92).

- Snohomish City has strong Services (1,435 jobs) and Education (713 jobs) sectors. Percentages of total employment for these two sectors are both higher than the Snohomish County average. (Exhibit 17 and Exhibit 18)
- Weaker employment sectors in Snohomish City include Manufacturing, Wholesale Trade, Transport, and Utilities (WTU), and Finance, Insurance, Real Estate (FIRE) – each with about four percent of the City’s total employment base. (Exhibit 18)

**Exhibit 17
Total Employment by Sector, 2004**

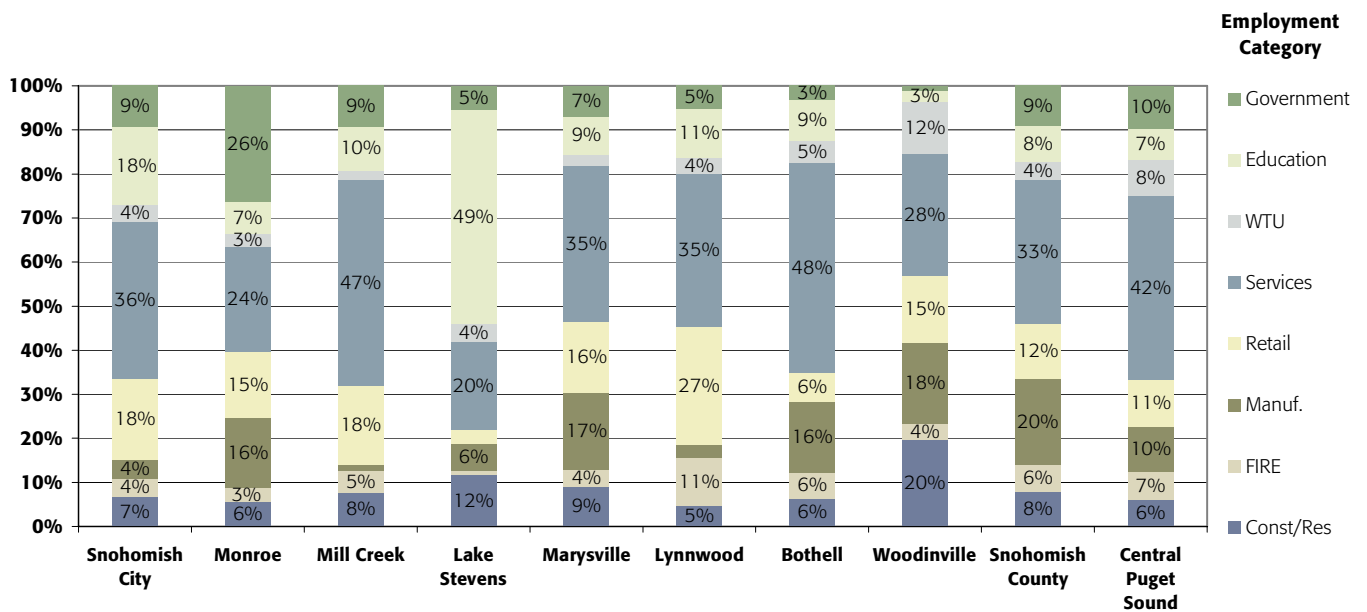
	Construction and Resources	Finance, Insurance, Real Estate	Manufacturing	Retail	Services	Wholesale Trade, Transport, Utilities	Education	Government	Total Jobs
Snohomish City	274	166	166	739	1,435	151	713	374	4,018
Monroe	458	247	1,287	1,208	1,926	237	587	2,122	8,072
Mill Creek	215	142	41	506	1,318	63	279	263	2,826
Lake Stevens	139	11	72	37	239	47	576	64	1,185
Marysville	842	360	1,621	1,510	3,300	230	815	643	9,320
Lynnwood	1,070	2,547	695	6,158	8,036	822	2,560	1,211	23,099
Bothell	1,294	1,212	3,277	1,301	9,701	1,039	1,881	649	20,355
Woodinville	2,575	492	2,429	1,992	3,644	1,563	332	140	13,166
Snohomish County	16,353	12,447	40,803	25,879	67,503	8,805	16,678	18,885	207,353
Central Puget Sound	96,134	104,809	162,079	172,961	669,467	132,596	114,703	155,252	1,608,001

Source: Puget Sound Regional Council and Employment Security Department, 2005

* Data have been suppressed for confidentiality purposes (occurs either when employment for any one firm comprises more than 80% of category total or when fewer than three firms are represented)



Exhibit 18
Total Employment Distribution by Sector, 2004



Source: Puget Sound Regional Council and Employment Security Department, 2005



SERVICES EMPLOYMENT

This section analyzes the sub-categories of Services employment, which typically make up the largest portion of a City's employment base.

Definitions of Services employment sub-categories

- Information: (NAICS code 51). Includes publishing, broadcasting, and telecommunications.
- Professional, Scientific, and Technical Services: (NAICS code 54). Includes legal, accounting, architectural, computer systems, advertising, and scientific research services.
- Management of Companies and Enterprises: (NAICS code 55).
- Administrative, Support, Waste Management and Remediation Services: (NAICS code 56).
- Educational Services: (NAICS code 61). Includes private education jobs that are not counted under the PSRC's "Education" category (which only includes public jobs).
- Health Care and Social Assistance: (NAICS code 62).
- Arts, Entertainment and Recreation: (NAICS code 71).
- Accommodation and Food Services: (NAICS code 72). Includes hotels, restaurants and bars. Does not include groceries, which fall under retail trade rather than services.
- Other Services: (NAICS code 81). Includes auto repair shops, personal and laundry services, and religious and civic organizations.

- Aside from suppressed job sectors, the largest services sectors in Snohomish City are Health Care and Social Assistance (540 jobs) and Accommodation and Food Services (517 jobs) – both higher shares than the Snohomish County and regional averages. (Exhibit 19 and Exhibit 20)
- The weakest services sectors in Snohomish City are Professional, Scientific, and Technical Services (106 jobs) and Information (44 jobs). (Exhibit 19 and Exhibit 20)

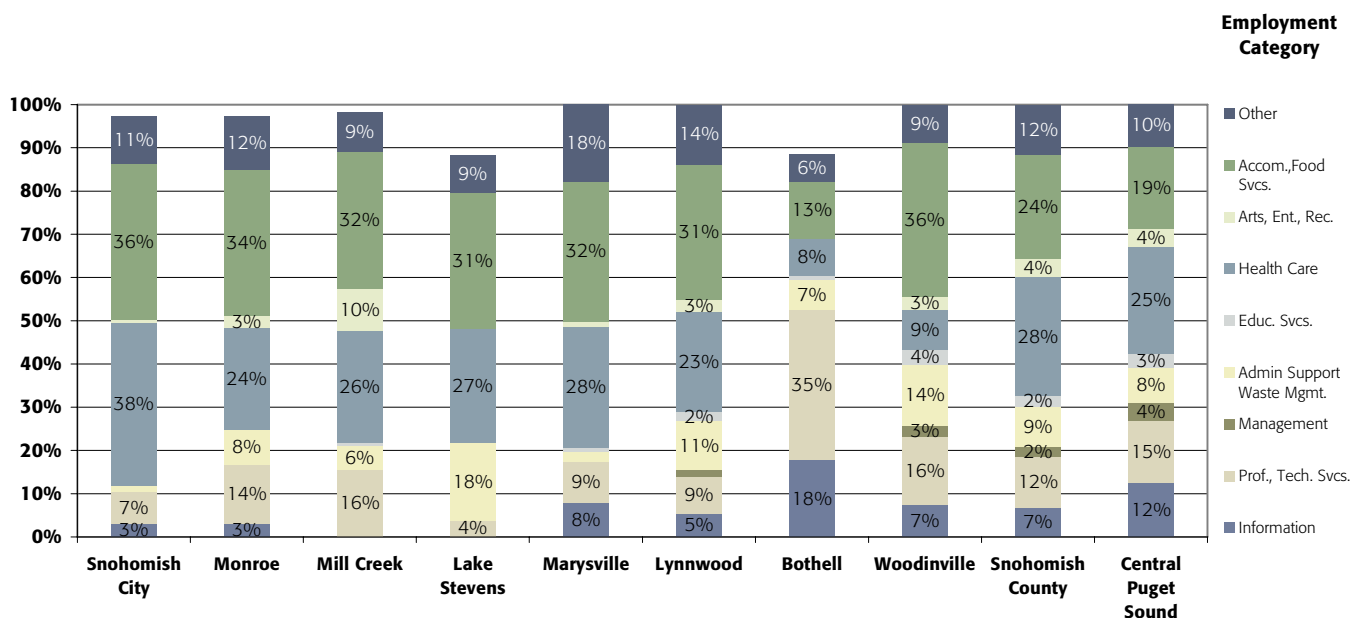
**Exhibit 19
Services Employment by Detailed Service Sector, 2004**

	Information	Professional, Scientific and Technical Services	Mgmt. of Companies and Enterprises	Admin. Support, Waste Mgmt., Remediation Services	Educational Services	Health Care and Social Assistance	Arts, Entertainment, Recreation	Accomm. and Food Services	Other Services	Total Services Jobs
Snohomish City	44	106	*	22	*	540	11	517	156	1,435
Monroe	58	265	*	155	*	454	54	651	238	1,926
Mill Creek	*	205	*	74	9	339	129	418	121	1,318
Lake Stevens	*	9	0	43	*	63	0	75	21	239
Marysville	263	311	0	75	33	919	47	1,063	589	3,300
Lynnwood	425	694	120	918	161	1,868	220	2,512	1,117	8,036
Bothell	1,720	3,382	0	664	99	814	0	1,291	611	9,701
Woodinville	271	575	96	507	132	331	112	1,300	319	3,644
Snohomish County	4,463	8,044	1,515	6,354	1,626	18,571	2,850	16,254	7,827	67,503
Central Puget Sound	82,882	97,458	27,831	53,433	22,361	165,081	27,388	128,302	65,295	669,467

Source: Puget Sound Regional Council and Employment Security Department, 2005

* Data have been suppressed for confidentiality purposes (occurs either when employment for any one firm comprises more than 80% of category total or when fewer than three firms are represented)

Exhibit 20
Services Employment Distribution, 2004



Source: Puget Sound Regional Council and Employment Security Department, 2005

Note: Most city percentages do not add up to 100% because of data suppression.

EMPLOYMENT CHANGE

- Snohomish City gained 128 jobs between 2001 and 2004; a three percent increase in the City's employment base. This rate is higher than the County and regional growth rates over the same period, which were both negative.
- Several other neighboring cities including Mill Creek, Marysville, and Bothell had negative job growth since 2000. Monroe was the city with the largest gain in employment (8%).
- WTU (68 jobs), Education (67 jobs), and Construction (39 jobs) were the sectors gaining the most jobs in Snohomish City while Manufacturing and Government both saw losses of about 35 jobs each.

Exhibit 21 Employment Change by Sector, 2001-2004

Employment Change 2001-2004 (Jobs)									
	Construction and Resources	Finance, Insurance, Real Estate	Manufacturing	Retail	Services	Wholesale Trade, Transport, Utilities	Education	Government	Total Jobs
Snohomish City	39	-1	-35	12	13	68	67	-36	128
Monroe	103	77	173	160	-220	1	65	248	608
Mill Creek	-43	43	-18	-297	25	-16	11	23	-273
Lake Stevens	17	-10	3	-6	-35	24	82	-59	16
Marysville	-172	-55	46	-88	-22	7	-89	99	-274
Lynnwood	-122	926	-400	2	646	61	89	-1	1,201
Bothell	4	304	-1,147	-930	-249	299	359	128	-1,232
Woodinville	-505	102	-969	318	9	179	72	30	-764
Snohomish County	-63	2,872	-10,890	-736	3,843	732	592	1,062	-2,588
Central Puget Sound	-5,476	3,284	-44,820	-10,857	-10,859	-9,823	7,470	3,053	-68,028

Percentage Employment Change 2001-2004									
	Construction and Resources	Finance, Insurance, Real Estate	Manufacturing	Retail	Services	Wholesale Trade, Transport, Utilities	Education	Government	Total Jobs
Snohomish City	17%	0%	-18%	2%	1%	81%	10%	-9%	3%
Monroe	29%	45%	16%	15%	-10%	1%	12%	13%	8%
Mill Creek	-17%	44%	-31%	-37%	2%	-21%	4%	10%	-9%
Lake Stevens	13%	-48%	4%	-13%	-13%	108%	17%	-48%	1%
Marysville	-17%	-13%	3%	-5%	-1%	3%	-10%	18%	-3%
Lynnwood	-10%	57%	-36%	0%	9%	8%	4%	0%	5%
Bothell	0%	34%	-26%	-42%	-3%	40%	24%	25%	-6%
Woodinville	-16%	26%	-29%	19%	0%	13%	28%	27%	-5%
Snohomish County	0%	30%	-21%	-3%	6%	9%	4%	6%	-1%
Central Puget Sound	-5%	3%	-22%	-6%	-2%	-7%	7%	2%	-4%

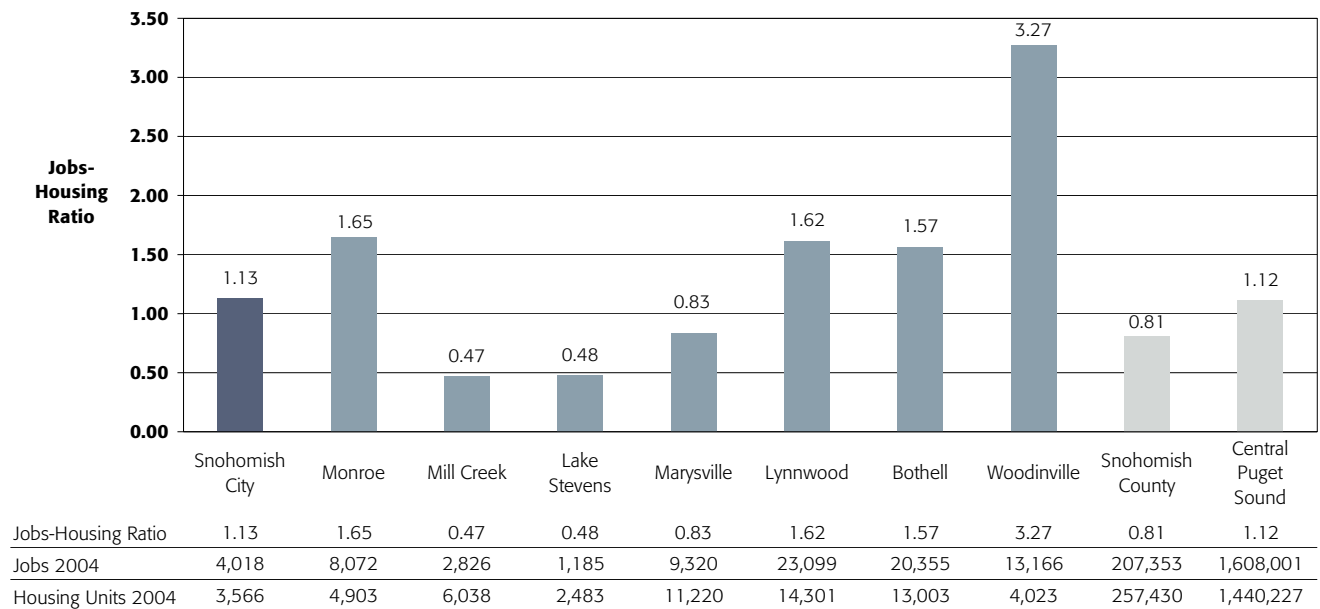
Source: Puget Sound Regional Council and Employment Security Department, 2005

* Data have been suppressed for confidentiality purposes (occurs either when employment for any one firm comprises more than 80% of category total or when fewer than three firms are represented)

JOBS-HOUSING BALANCE

- The ratio of jobs to housing units in Snohomish City (1.13) is higher than the Snohomish County average (0.81) and about the same as the regional average (1.12). The City's jobs to housing ratio shows a healthy balance between job opportunities and housing stock.
- Of Snohomish City's close neighbors, Lynnwood and Bothell are each employment centers with over 20,000 jobs each and jobs to housing ratios over 1.5. Mill Creek, Lake Stevens, and Marysville have smaller ratios, indicating that many of their residents commute outside the city for work.

Exhibit 22
Ratio of Jobs to Housing Units, 2004



Source: Puget Sound Regional Council, Employment Security Department, and Office of Financial Management, 2005

COMMUTING PATTERNS

- Employment totals in this section are from the 2000 U.S. Census and represent workers over the age of 16. The Census “worker” totals are not directly comparable to “covered jobs” totals presented in earlier sections.
- Snohomish City residents primarily commute to work within the City (25%) or to Everett (23%). A smaller group of residents (10%) commute to unincorporated locations most likely in the vicinity of the City.
- In the 1990 Census, 29% of Snohomish City’s residents commuted to work within the City. This percentage dropped to 25% in 2000, indicating that a larger proportion of residents are commuting outside the City for work.

Exhibit 23
Top 10 Locations Where Snohomish City Residents Go To Work, 2000

Place Name	State	Number of Workers	Percentage
1 Snohomish City	WA	995	25%
2 Everett	WA	935	23%
3 Unincorporated	WA	390	10%
4 Seattle	WA	330	8%
5 Monroe	WA	240	6%
6 Redmond	WA	145	4%
7 Bothell	WA	120	3%
8 Woodinville	WA	105	3%
9 Kirkland	WA	70	2%
10 Maltby CDP	WA	55	1%
All other locations		663	16%
Total		4,048	100%

Source: U.S. Census Bureau, 2000

Notes: CDP stands for Census Designated Place. Totals represent counts of workers over the age of 16.

- The largest share of workers commuting to Snohomish City for work (34%) come from unincorporated areas surrounding the City. Residents of the City comprise an additional 20% of the workforce.
- Comparing Exhibit 23 and Exhibit 24, Snohomish City is drawing in slightly more workers (4,945) than those that are commuting to work elsewhere (4,048). This balanced commuting pattern reflects the fact that 1) the City is a small employment center for nearby unincorporated and rural areas but 2) many residents also commute to the larger regional employment centers like Everett and Seattle.

Exhibit 24
Top 10 Locations Where Snohomish City Workers Commute From, 2000

	Place Name	State	Number of Workers	Percentage
1	Unincorporated	WA	1,670	34%
2	Snohomish City	WA	995	20%
3	Everett	WA	390	8%
4	Seattle Hill-Silver Firs CDP	WA	225	5%
5	West Lake Stevens CDP	WA	210	4%
6	Lake Stevens	WA	145	3%
7	Cathcart CDP	WA	100	2%
8	Monroe	WA	100	2%
9	Woods Creek CDP	WA	75	2%
10	Martha Lake CDP	WA	65	1%
10	Paine Field-Lake Stickney CDP	WA	65	1%
	All other locations		905	18%
	Total		4,945	100%

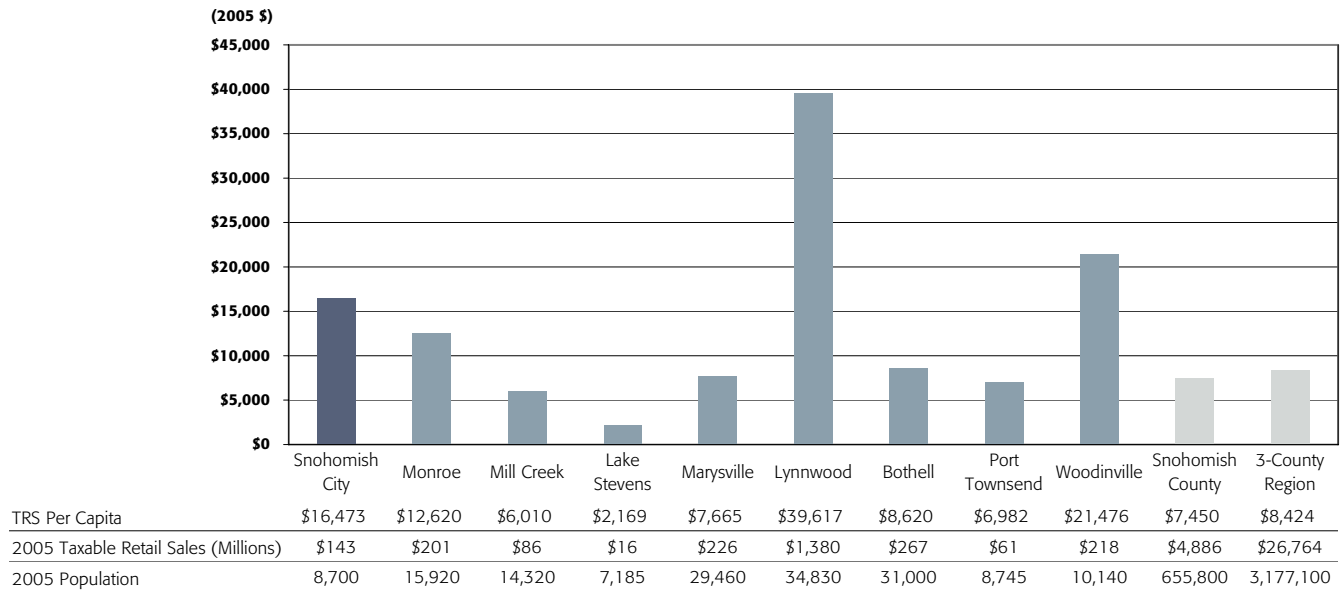
Source: U.S. Census Bureau, 2000

Notes: CDP stands for Census Designated Place. Totals represent counts of workers over the age of 16.

RETAIL SALES

- Snohomish City has a relatively high level of taxable retail sales (TRS) per capita (\$16,473), which is over twice the Snohomish County average (\$7,450).
- As a regional retail center, Lynnwood has the highest TRS per capita (\$39,617), far outpacing any neighboring cities.
- Mill Creek, Marysville, and Bothell all have TRS per capita levels close to the County average.

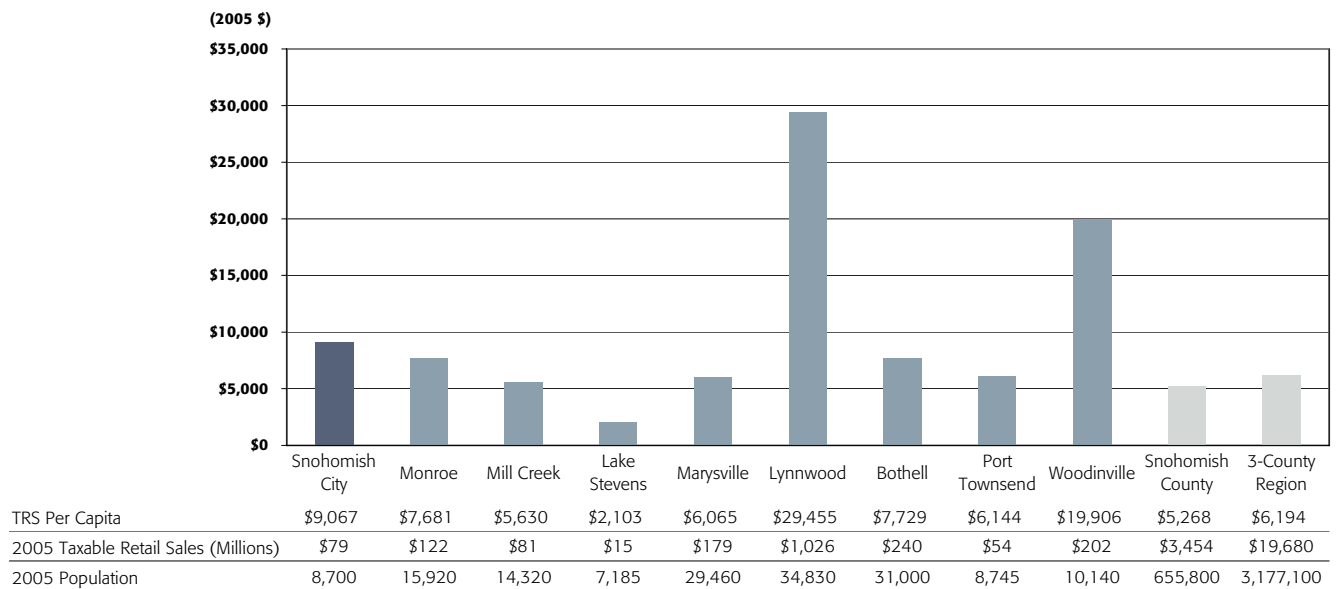
**Exhibit 25
Taxable Retail Sales per Capita, 2005**



Source: Washington Department of Revenue and Office of Financial Management, 2005

- Auto sales often comprise a significant percentage of a city's total retail trade and can skew TRS per capita measures. Of all the comparable cities analyzed, Snohomish City and Monroe have the retail sectors most dominated by auto sales (45% and 39% of total retail trade respectively). When auto sales are excluded from TRS per capita calculations, Snohomish City and Monroe TRS per capita levels drop to be more in line with their neighbors.
- Excluding auto sales, Snohomish City still shows a strong retail trade with TRS per capita (\$9,067) higher than the County (\$5,268), region (\$6,194), and most neighboring cities.

**Exhibit 26
Taxable Retail Sales per Capita (Excluding Auto Sales), 2005**



Source: Washington Department of Revenue and Office of Financial Management, 2005

RETAIL SALES BY SUB-CATEGORY

- Over 80% of Snohomish City’s taxable retail sales come from four categories: Autos and Parts, Restaurants/Catering, Building Materials/Garden Supply, and Groceries/Liquor.
- Since 2000, Snohomish City retail sales have increased by 88%, or 13.5% annually. This is much faster than the State, which saw retail sales increase annually by about 4.0% over the same time period. The bulk of the increased sales have come from the Autos and Parts category.

**Exhibit 27
Snohomish City Taxable Retail Sales by Detailed Category, 2000-2005**

Category	Taxable Retail Sales					
	2000	2001	2002	2003	2004	2005
Autos and Parts	\$11,903,376	\$11,851,086	\$12,438,167	\$49,363,160	\$58,831,591	\$64,432,600
Restaurants/Catering	\$17,009,081	\$16,567,706	\$16,844,388	\$18,085,310	\$19,526,756	\$21,309,697
Bldg. Material/Garden Supply	\$9,307,287	\$11,501,390	\$12,352,009	\$13,466,099	\$14,250,804	\$15,047,250
Groceries/Liquor	\$14,402,644	\$14,448,139	\$12,911,705	\$12,892,920	\$12,840,117	\$13,685,150
Gen. Merchandise	\$11,151,485	\$11,118,440	\$10,319,082	\$11,322,537	\$12,041,488	\$12,319,578
Misc. Retail	\$8,736,677	\$9,183,935	\$9,428,294	\$7,635,857	\$8,184,040	\$9,403,749
Nonstore Retail	\$4,010,791	\$4,507,113	\$4,842,453	\$4,452,255	\$6,456,252	\$7,762,716
Health/Personal Care	\$5,611,616	\$6,649,321	\$6,141,069	\$6,702,675	\$6,371,158	\$6,686,465
Furniture/Furnishings	\$4,798,609	\$5,114,108	\$4,452,494	\$5,201,652	\$5,167,853	\$5,146,569
Gas Stations	\$2,231,618	\$1,689,876	\$2,405,740	\$2,179,094	\$3,096,479	\$3,923,920
Electronics/Appliances	\$2,055,827	\$1,586,436	\$3,851,355	\$1,765,553	\$2,552,109	\$2,931,280
Apparel/Accessories	\$746,700	\$887,327	\$902,320	\$1,189,849	\$1,367,630	\$1,417,141
Sports/Books/Music	\$1,193,656	\$1,049,496	\$638,764	\$629,368	\$542,187	\$558,300
Total Retail	\$76,150,286	\$79,586,667	\$80,683,452	\$116,801,019	\$131,701,708	\$143,314,718

Source: Washington Department of Revenue, 2005



PERSON EXPENDITURES

One way to assess the relative strength of a city's retail sector is in terms of "person-expenditures." For example, if a typical household in Washington spends \$1,000 annually on grocery store purchases, and if grocery stores in Snohomish City take in \$10 million in grocery sales per year, then the City's stores are taking in the equivalent of 10,000 people's expenditures (\$10 million of expenditures divided by \$1,000 per person = 10,000 person-expenditures). High-performing retail sectors will typically draw in more person-expenditures than the surrounding population because they capture retail sales from persons outside the immediate community.

Exhibit 28 converts Snohomish City retail sales into person-expenditures for various retail sub-categories.

Exhibit 29 and Exhibit 30 show the same information in graphic form.

- Non-store Retail, Health and Personal Care stores (includes drug stores), and Autos and Parts are the strongest retail categories in the City with each having person-expenditures over 30,000. This is much higher than the population of Snohomish City, indicating that retailers in these categories are drawing a large number of customers from outside the City borders.
- Sports/Books/Music stores, Apparel, Electronics, and General Merchandise are the categories with the lowest person-expenditures, at or below the City's population level. This indicates that sales of these types of products are "leaking" to neighboring retail centers outside the city limits.
- Overall, the City has a healthy retail sector with most categories having more person-expenditures than the population.

Exhibit 28
Person-Expenditures Captured by Snohomish Retailers, 1996-2005

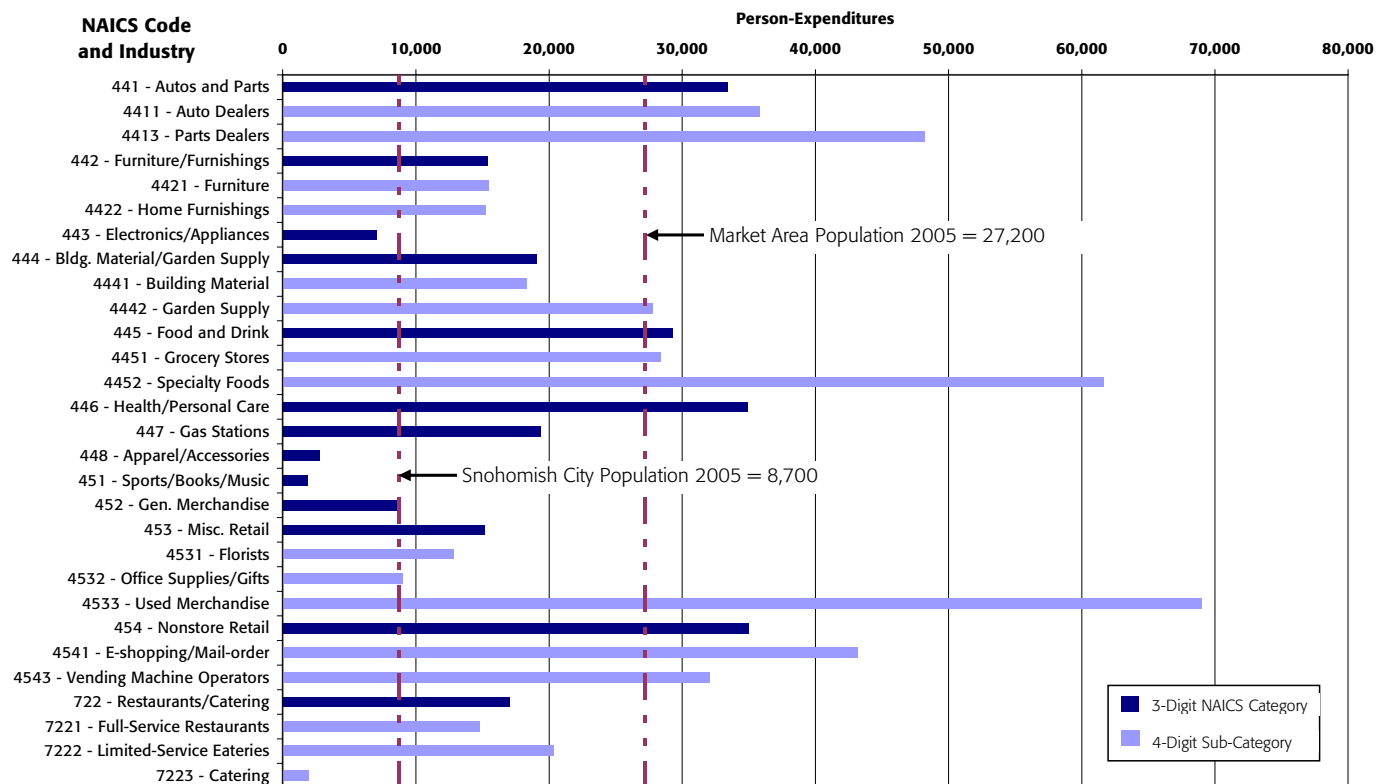
	Person-Expenditures									
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Snohomish Population	7,943	8,016	8,326	8,376	8,494	8,565	8,575	8,640	8,585	8,700
Nonstore Retail	20,471	21,628	23,434	24,410	24,556	29,221	31,607	27,868	37,096	34,996
Health/Personal Care	33,707	32,962	33,921	33,028	32,229	39,314	36,661	39,102	36,248	34,951
Autos and Parts	6,100	6,184	6,554	6,885	6,843	6,924	7,093	27,186	31,601	33,456
Groceries/Liquor	28,653	28,011	27,843	28,057	27,816	27,947	25,443	25,542	26,283	29,317
Gas Stations	D	5,305	11,128	8,882	12,436	9,527	13,638	12,181	16,345	19,345
Bldg. Material/Garden Supply	21,681	18,905	17,312	15,412	16,860	21,012	21,315	21,148	19,810	19,072
Restaurants/Catering	15,510	16,150	16,920	16,463	16,358	15,688	15,822	16,388	16,480	17,056
Furniture/Furnishings	18,204	17,773	18,022	17,564	17,516	19,934	17,665	19,501	17,638	15,392
Misc. Retail	16,941	16,169	14,368	14,011	16,968	18,044	18,755	14,848	15,410	15,164
Gen. Merchandise	9,548	12,748	11,249	10,085	9,217	9,033	8,250	8,883	8,960	8,653
Electronics/Appliances	2,370	4,086	3,881	5,104	5,770	4,996	11,812	5,523	6,844	7,058
Apparel/Accessories	1,843	3,367	1,735	1,658	1,702	2,049	2,085	2,632	2,811	2,827
Sports/Books/Music	4,376	4,736	4,412	5,489	3,869	3,539	2,211	2,168	1,865	1,925
Total Retail	11,909	12,443	12,061	11,757	11,846	12,592	12,625	17,737	19,013	19,413

Source: Washington Department of Revenue and Office of Financial Management, 2005



- Exhibit 29 shows person-expenditures for some of the significant retail sub-categories along with the City's population and Market Area population as reference points.
- The retail category with the most person-expenditures is Used Merchandise, which is drawing in almost 70,000 person expenditures. This confirms that Snohomish City's antique market is a strong regional attraction.
- Other strong sub-categories with high person-expenditures include Specialty Foods (61,600), Auto Parts Dealers (48,200), and Electronic Shopping and Mail Order Houses (43,200).

Exhibit 29
Person-Expenditures in Snohomish City by Detailed Category, 2005

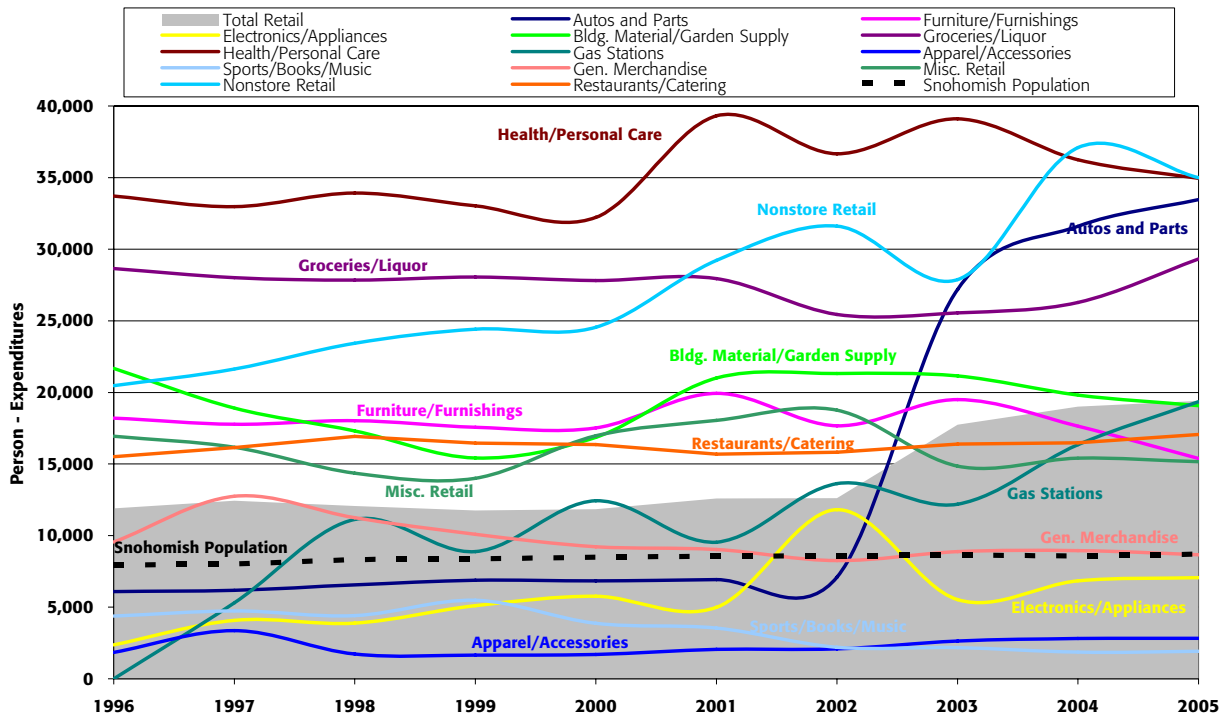


Source: Washington Department of Revenue and Office of Financial Management, 2005



- Exhibit 30 shows how person-expenditures have shifted over time in relation to the City's population level. Because the City's population has remained relatively steady in recent years, the person-expenditures measure is a good indicator of retail sector strength independent of population growth.
- Autos and Parts is the category that has shown the biggest increase in recent years. Between 2002 and 2003, when several auto dealerships were added to the City, person-expenditures jumped by almost 20,000.
- Non-store Retail, Gas Stations, and to a lesser extent, Groceries have shown steady increases in person-expenditures recently.
- Most other retail categories have remained relatively steady over the past ten years.

Exhibit 30
Person-Expenditures in Snohomish City by Retail Category, 1996-2005



Source: Washington Department of Revenue and Office of Financial Management, 2005

