

# A Closer Look: Everett Washington



## Downtown Everett By The Numbers

Nearly **16,000** residents **live** within a one mile radius from the Courtyard at Marriott site. Over half of the downtown resident population is between the ages of 25—54, 60% have some college education or higher, and the average income of the downtown resident is projected to grow by over 19% by 2020. The current one mile residential household population is spending approximately **\$21 million** on food and beverages consumed outside of the home.

The average daytime population within one mile is over **48,600**.

Approximately **322 NEW** apartment units coming online in 2016.

On average, over **370** new residents are added to the downtown core each year.

**233,155** Visitors to the Imagine Children's Museum in 2015 — *just one block from the Courtyard at Marriott site*. Together with the Schack Arts Center, the Village Theater and the Everett Public Library, these four bring in over **one million** visitors annually. All are walkable and *within 1—3 blocks from the Courtyard at Marriott site*.

The average attendance of an Xfinity Arena event is 5,500 with a total annual average of over **700,000** visitors per year. "Disney on Ice" brought a record number of over 40,000 people to the Xfinity Arena over a three-day period in November of 2015, plus over 70 performers, staff and crew who stayed, shopped and dined in downtown Everett for seven days. Also in 2015, the Arena hosted area graduation ceremonies totaling more than 60,000 guests. *The Arena is just three blocks from the Courtyard at Marriott site.*

**43,000** Utilized the Grand Everett Station in 2015 for travel.



## UNIVERSITY | COLLEGE | HIGHER EDUCATION

Everett Community College  
WSU North Puget Sound @ Everett  
Everest College  
Trinity Lutheran College

## MAJOR EMPLOYERS

The Boeing Company  
Naval Station Everett  
Providence Regional Medical Center  
Everett School District  
City of Everett  
Xfinity Arena  
Snohomish County Government



## Trade Area Demographics

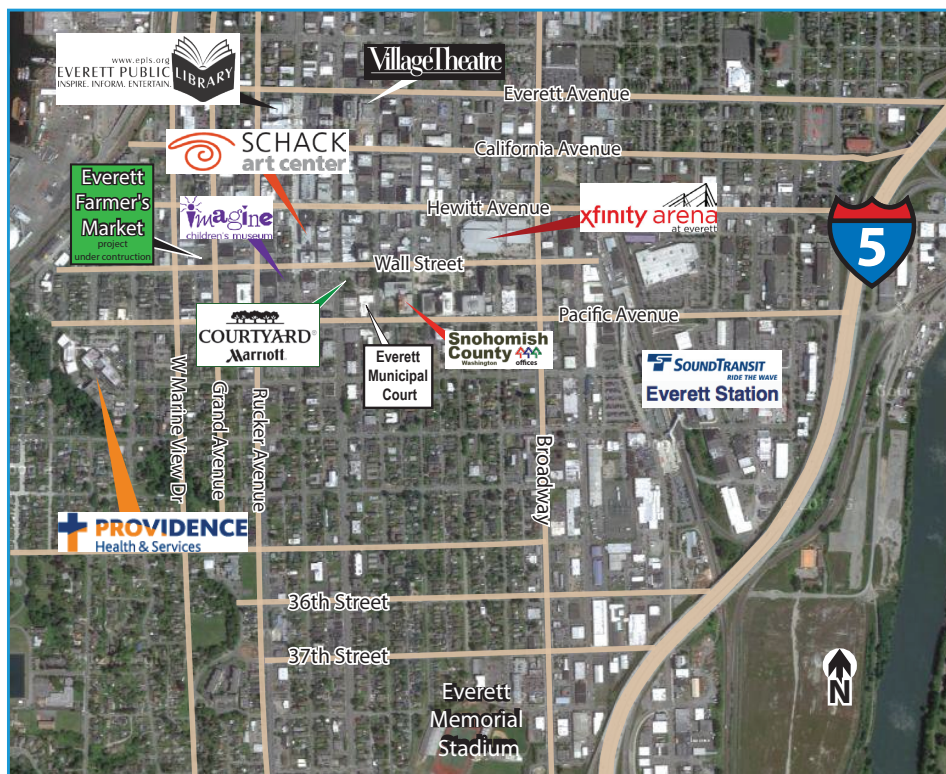
(up to five miles from the Courtyard by Marriott site) :

The current 5 mile population is 113,582. By 2020, the expected 5 mile population will exceed 118,000. The current five mile residential household population is spending approximately **\$163 million** on food and beverages consumed outside of the home.

Just about half of the trade area population is between the ages of 35—64.

The average household income is approximately \$70,000 with 35% of the total population in excess of \$75,000.

Over 60% of the trade area population has some college or higher, and Everett boasts an unemployment percentage that is below the state average.



## Location :

The City of Everett is the governmental and financial county seat for Snohomish County, and is the largest city in Snohomish County.

Everett is home to **the largest public marina on the West Coast** with the Port of Everett and the Everett Naval Station contributing and accounting for nearly 6,000 sailors and civil service personnel.

Boeing's Everett production site is the largest manufacturing building in the world, employing 38,000 workers that produce the popular 787 and 777 airplane models.

The 156 room Courtyard by Marriott is projected to host over 200 people per night on average with a 78% stabilized occupancy, totaling more than **78,000** guests per year. The 156 room count will be added to the existing 556 rooms already in existence in the immediate Everett area, providing rooms for business travelers, naval families, Xfinity Arena performers, staff and guests, and tourists.

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