



# WASHINGTON STATE

## BUILDING BUSINESS LEGENDS



# 1. INNOVATION



**216,000  
BUSINESSES**



**14.3%  
BUSINESS  
GROWTH**



**109.8  
PATENTS  
PER 100K  
RESIDENTS**

The Next Big Thing. Who doesn't want to take credit for coming up with one? In Washington State we certainly have had our fair share of NBTs, including some businesses that have gone on to become legends – Amazon, Boeing, Costco, Microsoft, Starbucks, Nordstrom and REI to name just a few.

Part of the reason for this success in creating legendary businesses, products and services is our rugged, pioneer spirit and culture of innovation. Dancing to the beat of our own drummer is the norm here. We prefer the road less traveled. There is a cross-pollination of ideas between companies and even entire industries that is unique to our state. We not only readily embrace new ideas, but pounce on them, maturing them rapidly so they can be brought to market.

Yes, we could brag about all the products and services that have been created by the brilliant minds of Washington entrepreneurs, businesses and workers. And you'd probably be amazed at the number of everyday things that were originally or are currently "made in Washington."

We welcome new ideas and offer businesses an entrepreneurial, creative culture where nothing is impossible. We are challenged by the endless opportunities, thrive on adversity and are laser-focused on turning out amazing products and services that change the world. The result: quantum leaps in innovation, profits and market share.

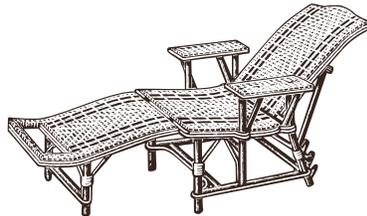


UNITED STATES  
COURTHOUSE

## 2. OPPORTUNITY



¢4.25<sup>/kWh</sup>  
**INDUSTRIAL  
ENERGY**



\$239,000  
**SINGLE-FAMILY  
AVG HOME COST**



\$1,027  
**APARTMENT  
RENT**

Getting more bang for your buck. Isn't that what business is all about? In today's global economy you no longer have to be where your customers are. Videoconferencing, the Internet, email and virtual meeting spaces allow you to operate your business from anywhere in the world, so why not a place that offers a tremendous return on your investment?

We relish our role in fueling the global economy with affordable renewable energy, an export-savvy trade culture, robust supply chains that connect you to new customers and partners, and a pro-business environment that wants and values your business. We must be doing something right. More than 216,000 businesses call Washington State home and more are opening their doors every day. BMW/SGL came for our low cost energy, as low as 4.25 cents per kWh, to manufacture composites. Google, Facebook,

Twitter and eBay were drawn by our deep pool of technology talent. Niagara Bottling broke ground on a 311,000 square foot plant because of the cost savings and "fit" with the surrounding community.

Rural and suburban communities welcome new businesses with open arms, ready to streamline permitting and add necessary infrastructure to accommodate manufacturing, research and development labs, production facilities and office space. If the Puget Sound region is on your radar, there are plenty of opportunities there as well. Office space is plentiful, as are condos, townhouses and apartments with astounding city, water and mountain views, many just steps away from the office.



### 3. WEALTH



**\$51K**  
**MEDIAN**  
**HOUSEHOLD**  
**INCOME**



**0%**  
**INCOME**  
**TAX**  
PERSONAL OR  
CORPORATE



**30.5**  
**MILLIONAIRES**  
PER THOUSAND  
RESIDENTS

When it comes to making your money go as far as possible, Washington is an excellent choice. We don't have personal or corporate income taxes and there are tax exemptions for specific industries, ensuring that you get to keep more of your hard earned money to expand and grow.

In fact, Washington ranked 36th in the nation in state and local taxes paid per \$1,000 in personal income and 42nd in state and local taxes paid as a percentage of gross state product. The national average is \$106.54 per \$1,000 of personal income; Washington checks in at \$93.24.

Washington workers enjoy a high standard of living, too. The average annual salary of \$51,000+ is one of the highest in the nation and Washington is one of the few states where higher wages aren't consumed by a higher cost of living, so you and your workers actually come out ahead. We hate to brag but Washington was ranked #1 by MoneyRates.com as the best place to make a living based on income taxes, cost of living, unemployment rates and workplace environment.



# WASHINGTON STATE IS:

## INNOVATIVE

Washington is a state of firsts. Eddie Bauer came up with the first down parkas; K2 invented the first fiberglass snow skis; water skis and wave boards were both invented here as well. The kidney dialysis machine and heart defibrillator were developed in Washington, too. So were the world's first espresso cart, gas station, and tree farm.

## DIVERSE

Washington celebrates diversity on multiple levels. First, there's our varied climate. The state has different ecosystems, from the extremely wet shores of the Pacific to the plains-like lands of Eastern Washington, which enjoy more sunshine than Florida annually. Our people are equally diverse. Every creed, color, religion and ethnic group can be found within the borders of our state, creating a rich landscape of multi-cultural influences that is a great source of state pride. We prize diversity and individuality in Washington State.

## SMART

40% of the population has advanced degrees and the state's two public universities, 34 community colleges, private and public colleges and workforce training programs ensure a continuous supply of highly educated and skilled workers. Washington also has the honor of having more bookstores per capita than any other state; a nod to our obsession with learning for a lifetime.

## RESILIENT

We don't accept defeat easily. From the historic fires that have razed our city centers to the ups and downs of an economy that once relied too heavily on a single industry, Washington's residents continue to dust themselves off in times of adversity and recommit themselves to success. It is part of our pioneer spirit that helped us tame this once wild land, striking and preserving a delicate balance between progress and preservation.

## ENERGETIC

75% of the state's power comes from renewable energy sources, including hydroelectric, solar and wind. The state's network of hydroelectric power plants is the largest in the nation, allowing Washington to be one of the lowest cost energy providers in the United States.

## TRENDSETTING

Washington helped put a cellphone in your one hand and a latte in the other, ushered in the age of affordable jet airline travel, rocked your world with the likes of Jimi Hendrix, Kurt Cobain, Heart and Macklemore, broke new ground in computing with some Windows and Words, and turned heated sand into stunning works of art (thanks Dale Chihuly).

## CLUSTERED

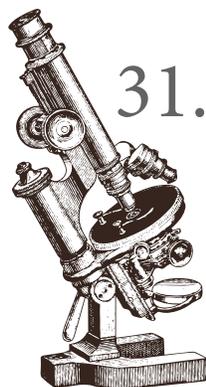
The state offers businesses a critical mass in specific sectors – aerospace, life sciences/global health, clean tech, ICT, agriculture/food processing and marine trades – providing tremendous opportunities for cross-collaboration, idea sharing, experimentation, partnership and innovation.

## VIBRANT

Washington is a happening place. If you really enjoy a quiet life, you can certainly find it here, while still staying connected to the outside world. But if you want an eclectic, energetic culture, Washington offers that and a lot more. There's plenty of nightlife to enjoy, performing and visual arts to explore, world-class museums and galleries, quaint communities, and a calendar of events that is ever changing and slightly overwhelming, especially in the summer.



## 4. WORKFORCE



31.5%

**BACHELOR'S  
AND ADVANCED  
DEGREE HOLDERS**

There's a reason why there are more bookstores per capita in Washington than any other place in the country. Our residents are naturally curious and engage in a lifetime of learning that extends well beyond their public school and university years. But don't think for a moment that we're slackers in the academics department. Approximately 90% of residents are high school graduates and 40% of the population has a bachelor's degree or higher.

Our highly respected universities and colleges create a continual flow of educated, knowledgeable workers with skills that are in high demand. Washington is home to two highly respected universities – the University of Washington and Washington State Uni-



94%

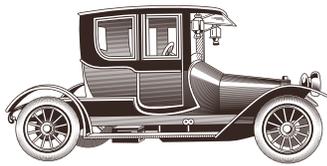
**RESIDENTS WITH  
ACCESS TO  
100Mbps BROADBAND**

versity – as well as a host of leading public and private four-year institutions. They are supported by 34 community and technical colleges as well as a range of workforce training programs.

Need some additional brainpower? We have world-class research and development labs on the campuses of our universities as well as innovation partnership zones, incubators and the Pacific Northwest National Laboratory – one of only 10 such labs in the nation. With all this knowledge it's a wonder that our highly skilled workers don't have egg-shaped heads.



## 5. TRANSPORTATION



25  
MINUTE  
AVG COMMUTE  
TIME



7,000  
MILES<sup>OF</sup>  
STATEWIDE  
HIGHWAYS



23  
STATE  
FERRIES

Unless you can get there from here, you're not going anywhere as a business. As the economic hub of the state, the Puget Sound region is increasing its reliance on mass transit and alternative forms of commuting to keep things moving along. Carpool lanes, rapid ride buses, light rail, commuter trains and bicycle lanes are all lightening the load on highways, byways and city streets up and down the Seattle-Tacoma corridor.

In the urban core, you might not even need a car. Car sharing services abound, so you can still get some "wheel time" whenever you're in the mood for a little road trip. The state's network of ferries serves as a marine highway, connecting cities throughout

the Puget Sound, San Juan Islands and Olympic Peninsula. If you're one of the electric car crowd, rapid-charge stations have been installed along several major highways.

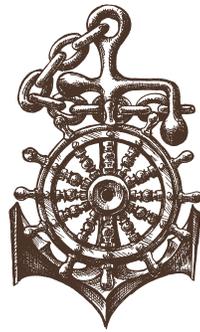
In other parts of Washington you'll find the commute is a breeze. In some communities you may not even encounter a traffic light between work and home. While life may seem more laid back in the more rural parts of Washington, major highways, regional airports and ports and the Internet keep you connected, allowing you to strike the perfect balance between work and play.



## 6. LIFESTYLE



740  
WINERIES



5.1  
PEOPLE TO  
BOATS



143  
STATE &  
NATIONAL  
PARKS

Yes, the age of grunge and plaid shirts has long passed, but Washington State is still out there, pushing the edge of the envelope. Whether you're in the middle of the urban vibe or "roughing it" in one of the beautiful communities that dot the state, you'll never be bored in Washington.

Our culture is a melting pot of local, regional and international influences and there's really something for everyone. Thousands of miles of rivers; pristine views of the Cascade and Olympic mountains; plenty of navigable waters for sailing, windsurfing and kayaking; professional and college sports teams; challenging championship golf courses; a vibrant nightlife filled with clubs, pubs and wineries; top quality museums, galleries, theaters and arts programs; and fun celebrations of life that are uniquely our

own, from international film festivals to quirky community gatherings that have to be seen to be believed.

Spend the day in a Bavarian village without bringing your passport along, hit the black diamond slopes of ski resorts an hour away, hang out for a while on a sheer rock face as the sun sets, pick up some dinner in the shallows off one of the San Juan's many islands, or spend the weekend in jolly old England, courtesy of British Columbia, a couple hours to the north.

No matter what kind of life is an idyllic one to you, you'll find Washington State the perfect place to live it to its fullest, professionally and personally.

## Curiosity piqued?

Contact a member of the Department of Commerce's Choose Washington team to learn more about how your company can become a business legend in Washington State. We are ready to assist you in any way possible, whether you're interested in locating offices and operations here, investing in Washington companies, or expanding your business opportunities.

Call us at (206) 256-6100

Or email [moreinfo@choosewashington.com](mailto:moreinfo@choosewashington.com)

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