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Spring / Summer 2026

COMPLIMENTARY



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WELCOME Magazine

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Letter from the Publisher

Our Spring/Summer 2026 issue is all about passion and commitment. These driving forces inspire fans to travel the globe in support of their teams and heroes, and they fuel athletes, artists, and entrepreneurs on their journey to greatness.

We are thrilled to feature Paul Rothrock, a Sounders long shot whose pure joy for the game has powered him to big wins, earning him a special place in the hearts of teammates and fans alike. He is a true inspiration.

This collector’s issue features our “Get Your Game On” World Cup special section. In it we celebrate the first year the biggest sporting event in the world has been in Seattle, which is hosting with Vancouver, B.C. Find inspirational stories and how and where to watch the games. Discover the best attractions from here to Vancouver – places to stop, shop, dine or escape to, from our spectacular waterfronts to our glorious mountain summits.

Dive into the vibrant Music & Market scenes where local produce, handmade goods and music fill the air. Visit Edmonds bursting with the energy of the arts—culinary to liquid, performing to literary. We also give you an epic sneak peek into the iconic Boeing factory—the largest building in the world—where innovation takes flight. Plus, find inspiration in fine wine making and the bold pursuits of local entrepreneurs.

I didn’t know I would be a soccer fan, but passion, inspiration, commitment, and big dreams capture my heart every time. It’s what soccer does; it brings people together no matter what our differences. It gives us hope and inspiration before, during, and long after the big game.

Fawn Clark, Publisher

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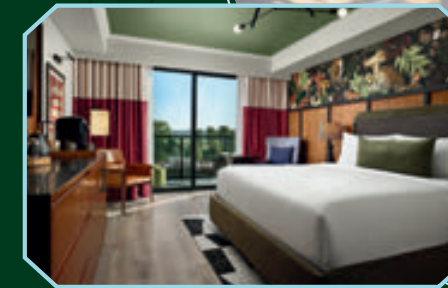
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Photo by Marcus Badgley



Scarves Up!

Sounders' Paul Rothrock reflects on joy, family and what drives his success

BY ELLEN HIATT

Before he reached the stairs of his Portage Bay houseboat, Paul Rothrock was on the phone with his sister. He had just scored in the Seattle Sounders FC vs Colorado Rapids game. Coming home, he hijacked the sound system and was blasting Donna Summer's upbeat, disco version of MacArthur Park.

Rothrock listened to the song earlier, as well, when he entered Lumen Field — the Sounders won 2-0. The first was a goal that shouldn't have happened. The ball skidded toward the sidelines with Paul in pursuit. He sprinted past, kept it in play with deft footwork, crashed into the boards, and spun back to deliver a perfect cross to Alex Rusnák.

"Rusnák with the finish," the announcers shouted. "It's all Rothrock, though! When you talk about not giving up a lost cause... It's a



Photo courtesy of Seattle Sounders FC

Joy is the name of the game for Paul Rothrock. Here he celebrates scoring the third goal in the Leagues Cup Final match.



Photo by Marcus Bagley



Photo courtesy of Paul Rothrock

(left) Paul Rothrock appreciates Seattle's Olmsted designed parks. (above) Paul Rothrock as a boy with his siblings: twin sister, right, Mia, and behind (left to right) Rosie, Annie and Claire. Paul grew up with four sisters and a tightly-bonded extended family.

wonderful bit of skill... It's all about the delivery! It's all about the work ethic of Rothrock. He made that goal. Yes! Rusnák scored it. But this is all about sheer endeavor and desire!"

He followed that by "sending a screamer" past the keeper to double Seattle's lead.

"ROTHROCK!!!" The announcers full-throated gushed. "He has the confidence and the ability to take it!"

Paul will be the first to tell you, though, that confidence is fickle. Some players pump themselves up pre-game by getting mad. Their anger fuels their performance. That never worked for Paul. The best motivator for Paul, when he finds it, is joy.

He saw that in ice skater Alysia Liu, as well, when she played Summer's song to her gold medal performance. "I was pretty inspired with just her attitude going into the Olympics and I was trying to play on that a little bit today," he said in a post-game interview. "[I was] just going in free and going in for the joy of it, and making connections with the guys and not thinking about objectives and results... I think it paid off tonight."

The kid from Seattle who's made it big in his hometown wasn't always happy playing soccer. Now, as the region prepares for the FIFA World Cup, he finds himself at the center of it. Early in his career, Paul was drafted by Toronto and benched for most of his time there. Head coach Bob Bradley told Paul he didn't have what it took to be in Major League Soccer.

"If I'm rich in anything, it's community. And I feel really lucky that I'm getting to play in the place where I'm so rich in that, so supported in that."

— Paul Rothrock

At the time, Paul was feeling pretty low. One of his four sisters told him he didn't seem happy. Maybe he should quit.

Paul grew up with an underdog mentality driving a desire to prove his worth. The call to happiness collided with his coach's blunt assessment. He would later say Bradley's words were "the best thing he could say to me, because he was right at the time." Paul stayed in soccer. He came back home to his family and signed with Tacoma Defiance, the Sounders' second team.

His eldest sister, Claire Rothrock, posits that the move was Paul's way of doing both: never quitting, and finding joy. That's why, she surmised, Paul was motivated by Liu's joy and Summer's song when he called her from the houseboat. It's why he impossibly stopped the runaway ball in the game that day.

“Maybe our happiness is within our control,” Claire said. “I want to achieve my dreams and I want to seek joy while I’m doing it,” she imagined him thinking.

Claire was talking from her home in New York, where she moved as a college student when Paul and his twin sister, Mia, were entering Kindergarten. With two sisters Rosie and Annie in between Mia and Claire, Paul grew up in a household with four young bosses, Claire said. Anytime they’re together, it’s like the first four minutes of Home Alone — all day! Their entrepreneur father and charity-founder mother always provided unconditional love, she said, and unconditional support.

“I do feel like Paul has been inspiring to all of us in our little family in the way

of bringing hope, joy and resilience, and actively searching for that. He is wide open in a way that is refreshing. We are all optimists but Paul is much more...” She paused, searching for the right word. “...Yeah. Pure is maybe the best word.” Rosie, she added, shares that quality.

Claire credits his fiancée, Lucy Levine, with seamlessly joining the family and “embracing our nuttiness. Lucy is grounding, smart, interesting.” Before they dated, she didn’t watch soccer, or follow any sports, Paul said. They first met at Bumbershoot, and make the quintessential Seattle couple, living on a houseboat, hiking together in Index, and Lake Serene. He spent his youth hiking with friends in Gold Bar and Mount Pilchuck, training for soccer in

Shoreline and playing for Seattle United against teams like Everett’s Washington Rush.

“If I’m rich in anything it’s community,” Paul said. “And I feel really lucky that I’m getting to play in the place where I’m so rich in that, and supported in that.” He shared that the passing of his grandfather, a “gravitational force” for his family, broke a connective tissue that brought them together. His games have, in a way, recreated that space. Relatives from Spokane to the West Coast come together to watch him play for a club that he says is also “familial.”

When he’s not in training or at a game, Paul is likely in a local park, or swimming in Puget Sound with Lucy. Paul loves Seattle parks and once said if he wasn’t a soccer player maybe he’d



Photo courtesy of Seattle Sounders FC

Paul navigates the ball around Miami defender Yannick Bright in the Leagues Cup Final.

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Photo courtesy of Seattle Sounders FC

(above) Paul and defender Jackson Ragen show off their medals after winning the Leagues Cup Final.

be a park designer. He can tell you all about the Olmsted designed parks, and the gift they are to the region.

Paul is under no illusion that soccer is the all important goal of his life. He doesn't expect to stay in soccer as a coach or manager when he hangs up his cleats.

"It doesn't feel like soccer is his whole personality," shared Claire. "He's into politics. Reading. Music. There are so many things that I could see him doing."

Whatever path he chooses, there's little doubt it will feed the joy that radiates from Paul's broad, toothy smile he flashes when he's running down the soccer field.

Their mother had a phrase Claire shared: "Misery is optional."

"If it doesn't bring you joy, get out," Claire said. "Misery is optional. We don't expect you to stay in something that is making you unhappy." Claire is a television writer, and thinks that despite the cross-country distance and age gap between them, she and Paul are close. They share a common challenge for artists, athletes and entrepreneurs in navigating uncertainty, timing and luck while putting in the hard work.

"[It's] the unknown factor in having a life in the arts or a life in sports. There's talent and performance, but also a certain amount of luck that we've been chasing. We talk about it a lot. There's the sort of practice and drive and the passion and there's a hunger for it to work out. The dream is so tangible and elusive at the same time."



Photo courtesy of Seattle Sounders FC

The kid from Seattle who's made it big in his hometown wasn't always happy playing soccer. Now, as the region prepares for the FIFA World Cup, Sounders' Paul Rothrock finds himself at the center of it.

**"They have Messi!
We have Rothrock!"**

Paul called Claire the night he blasted Donna Summer at his Portage Bay home. "He was saying he just loved the rehearsal, the practice, the work. 'And now I just want to go and have fun!'"

Like Liu on the Olympic ice rink, Paul backs his performance with the work ethic that has sports announcers declare: "They have Messi! We have Rothrock!" when the Sounders defeated Lionel Messi's Inter Miami 3-0 at Lumen Field in the Leagues Cup Final.

That game day energy is coming to the whole region for the FIFA World Cup games, playing out in Seattle and Vancouver, British Columbia. Paul loves the energy, and gets the shivers, he says, when he enters Lumen field. "It's really special."

Sports, he said, can be "super trivial and playful," but they also provide a civic glue, community building, joyful role. Seattle Sounders FC does that for Seattle, and for his own family.

The game bridges divides in a time when the gap feels wider every day. When the world descends on Seattle for the World Cup, the spotlight will be bright and the stakes high. But if players bring the same freedom that sent Donna Summer's music across Portage Bay, the moment will feel less like pressure and more like Paul Rothrock at his best — pure, unadulterated joy that binds a community together. ♦

WATERFRONT WATCH PARTIES

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- ✓ Games
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- ✓ Free Fan Shuttle
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MATCH SCHEDULE

JUNE 11	Mexico vs South Africa at 12 p.m.
JUNE 12	USA vs Paraguay at 6 p.m.
JUNE 18	Mexico vs South Korea at 6 p.m.
JUNE 19	USA vs Australia at 12 p.m.

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Catch the game at Seattle Stadium (the World Cup name for Lumen Field) or join fans at a local watch party.

Photo courtesy of Discover Snohomish County

Beautiful Game, Beautiful Cities

A guide to reaching the Pacific Northwest's world soccer tournament host cities from Snohomish County

BY NICK SHEKERYK
FOR DISCOVER SNOHOMISH COUNTY

The Pacific Northwest will be in the global spotlight this summer when the largest sporting event in the history of the world (yes, you read that correctly) kicks off in two of our region's most iconic cities: Seattle, Washington, and Vancouver, British Columbia. These two hubs will host a combined 13 international soccer matches over the course of 25 days, making them both destinations for endless fanfare and excitement. Visitors looking to navigate between Seattle and Vancouver will find that all roads – and rails and waterways – run through Snohomish County, Washington.

Whether you plan to catch all the matches at Seattle Stadium (the temporary name for Lumen Field during the tournament), attend a match or two at BC Place in Vancouver, or just want to experience the phenomenon of this worldwide football festival in person, chances are you'll want to decompress between or after match days. Located less than 15 miles (24 kilometers) north of Seattle and less than 95 miles (153 km) south of Vancouver is where you'll find Snohomish County. It's 2,000 square miles of serene land where the pace slows down, the crowds thin, and nature always wins the gold.

Join us on a journey through Snohomish County and beyond to explore the many amazing cities, towns and neighborhoods that lie between Seattle and Vancouver. With a convenient location along the north-south arterials Interstate 5 and Highway 99, we chose Everett, Washington as the starting point for travel in both directions.

This travelogue provides a chance for you to discover some of the region's best hidden gems, major tourist destinations, and modes of transportation that are all within reach of Snohomish County. It also highlights

many reasons why Snohomish County is the perfect basecamp for your PNW soccer adventure.

THE JOURNEY SOUTH: EVERETT TO SEATTLE

Seattle is home to the Space Needle, Pike Place Market, and it's the birthplace of grunge music. The Emerald City will host six matches at Seattle Stadium, including four group-stage matches, one round of 32 match, and one round of 16 match. The group stage features powerhouse nations such as Belgium, Egypt and Qatar, with USA-Australia



Photo courtesy of Hotel Indigo

(above) The Port of Everett's "Sophistigritty" moniker is apt for its transition from a gritty mill town to a working port with upscale offerings. (below) A Puget Sound ferry ride provides the quintessential Washington State experience.



Photo courtesy of Guly Studios

billed as the top match. You can reach the matches at Seattle Stadium from Snohomish County by light rail, train, bus, bike, or car.

PLACES TO VISIT BETWEEN EVERETT & SEATTLE

Before you make your way south to Seattle, there are plenty of amazing cities worth the visit in Snohomish County. Here are our picks for some key stops:

EVERETT

A former mill town that offers upscale experiences while staying rooted in its gritty seaside fish-and-lumber history.

Things to do: Everett Marina, Everett AquaSox (baseball)
Summer events: Sorticulture Garden Arts Festival, Everett Fan Zone

Where to eat & drink: Capers + Olive, El Mariachi

Where to stay: Hotel Indigo, Delta Hotel

Bonus: Fly roundtrip with direct flights to West Coast regional soccer tournament matches in San Francisco and Los Angeles from Seattle Paine Field International Airport.

MUKILTEO

A coastal city centered around its iconic lighthouse and driftwood-covered shoreline.

Things to do: Island adventure via the Mukilteo Ferry Terminal, Boeing Future of Flight and Everett Factory Tour (featuring the world's largest building by volume), Lighthouse Park

Where to eat & drink: Ivar's, Diamond Knot Brewing

Where to stay: Silver Cloud Inn

LYNNWOOD

As the first metropolis north of Seattle, Lynnwood is a great spot to access Pacific Northwest culture without the prices and parking of the big city.

Things to do: Alderwood Mall, Interurban Trail, Light rail to Seattle

Where to eat & drink: Musashi's, Temple Distilling, Chops Lynnwood

Where to stay: Hampton Inn & Suites, Best Western Alderwood



Photo courtesy of Musashi's



Photo courtesy of Discover Snohomish County WA

(top) A color spread of sushi and seafood at Musashi's in Lynnwood. (bottom) Summer lavender in blossom at Lighthouse Park in Mukilteo.

PLAN YOUR ROUTE: EVERETT TO SEATTLE

If driving, check traffic reports for the most accurate time estimates. If using public transportation, refer to your transit operator resources for details on price and times of operation.

BY BUS

(Average trip time: 45-60 minutes)

- Via I-5 (Everett Station)
- Sound Transit lines 510/512
- Intercity buses (Greyhound/FlixBus/Traiways)
- Via Hwy 99 (Everett Station)
- Community Transit lines – Swift Blue line

BY TRAIN

(Average trip time: 55-64 minutes)

- Everett Station to King Street Station
- Sound Transit Sounder N Line
- Amtrak Cascades (Vancouver, BC to Eugene, OR)

BY BIKE

(Average trip time: 2.5-4.5 hours)

- Interurban Trail North (A 24-31-mile trail segment between Everett and Seattle)

BY CAR (Average trip time: 32-74 mins)

- Via I-5
- Via Hwy 99

Note: You may encounter tolls at the SR-99 tunnel in Seattle. Learn more at www.mygoodtogo.com.



EDMONDS

A charming coastal city with a walkable waterfront, inviting sandy beaches, and stunning views of the Salish Sea.

Things to do: Edmonds Creative District and public art, ferry rides, downtown shopping and dining, whale watching via Puget Sound Express

Summer events: Edmonds Arts Festival, Edmonds Summer Market

Where to eat & drink: Salt & Iron, MARKET Edmonds, SanKai

Where to stay: Best Western Plus Edmonds Harbor Inn

BOTHELL

A central location with a thriving historic downtown that puts the best of the Pacific Northwest all within easy reach.

Things to do: Downtown shopping and dining, Sammamish River Trail

Where to eat & drink: McMenamins Anderson School, Wildwood Spirits Co., Beardslee Public House and Brewery

Where to stay: Hilton Garden Inn Seattle/Bothell



(top) Discover the magic of whale watching off the coast of Edmonds. (bottom) Skip the traffic and catch a light rail from Snohomish County to the soccer matches in Seattle.

Photo courtesy of Discover Snohomish County



WOODINVILLE

With more than 130 wineries and tasting rooms spanning four winemaking districts throughout this picturesque city in the Sammamish River Valley, Woodinville has earned its rightful reputation as the region's premier wine destination.

Things to do: Wine tasting, Schoolhouse District, Sammamish River Trail

Where to eat & drink: Metier Brewing Company, Barking Frog, The Pizza Coop & Ale House

SEATTLE

If you're looking to do a little sightseeing in Seattle in between matches, here are some of our favorite spots to explore in the Emerald City:

Pike Place Market - A historic neighborhood and public market with renowned destinations such as the first Starbucks, the Gum Wall, and the fish throwers of the Pike Place Fish Market

Seattle Center Monorail - A single-track, elevated rail service that sends riders from the heart of the city to the base of the Space Needle in less than three minutes

Space Needle - An iconic observation tower with space-age design and panoramic views of Puget Sound

Kerry Park - A hilltop park with sweeping views of downtown Seattle and Elliot Bay

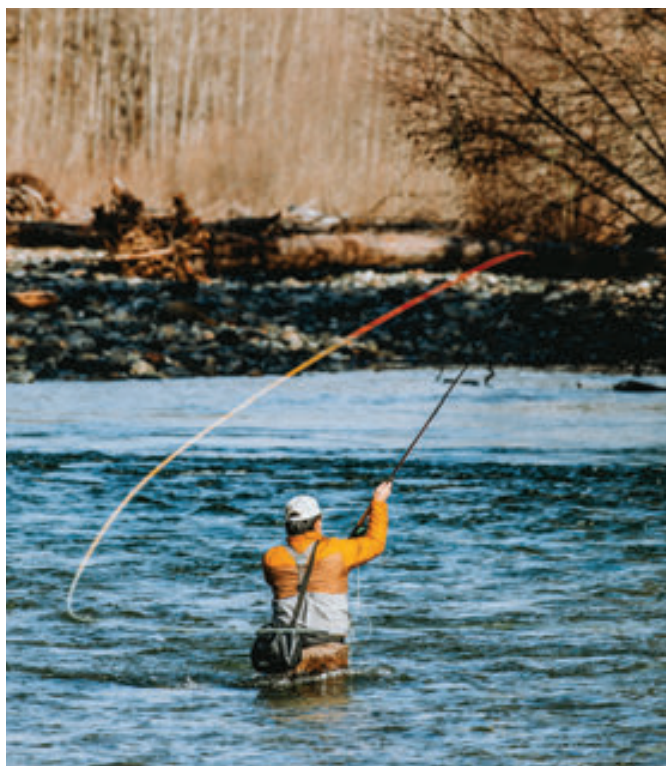
Ballard Locks - An innovative fish ladder that promotes salmon migration and maritime transportation



(top) Enjoy some of the best vino in the world with a visit to Woodinville Wine Country. (bottom) The SnoCoGameday scarf made it's way to the famous Pike Place Fish Market.



Photo courtesy of Destination Vancouver



(top) BC Place in Vancouver will host 7 matches during the world soccer tournament coming to the Pacific Northwest this summer. (bottom) Flyfishing is one of the many outdoor summer activities to do in Snohomish County.

**THE JOURNEY NORTH:
EVERETT TO VANCOUVER, BC**

A short trip north of the Canadian border is one of the world's foremost international cities: Vancouver, BC. It's known for amazing sites such as Stanley Park and Granville Island, and it hosted the Winter Games in 2010. Vancouver will host seven matches at BC Place, including five group stage matches, one round of 32 match, and one round of 16 match. Nations competing in the group stage include Australia, New Zealand, Egypt, and Belgium. You can also watch Canada compete here in the group stage, with matches against Qatar and Switzerland.

PLACES TO VISIT BETWEEN EVERETT AND VANCOUVER, BC

There's plenty to do and see once you cross the Canadian border. Before you visit Beautiful British Columbia, explore some of the cities in the northern half of Snohomish County. Here are our picks for some key stops:

MARYSVILLE

A scenic destination with natural beauty that's distinctly PNW and a prime basecamp location for exploring the region.

Things to do: Centennial Trail, Ebey Waterfront Park, Downtown shopping and dining

Summer events: Marysville Strawberry Festival

Where to eat & drink: Jeff's Texas Style BBQ, 5 Rights Brewing Company

Where to stay: Home2Suites by Hilton Marysville

TULALIP

A place where history and modern luxury live side-by-side. The 22,000-acre Tulalip Indian Reservation is more than just a destination; it's the sovereign homeland of the Tulalip Tribes.

Things to do: Hibulb Cultural Center, Seattle Premium Outlets, Tulalip Amphitheatre

Summer events: Marysville Strawberry Festival

Where to eat & drink: Blackfish Wild Salmon Bar & Grill, Tula Bene

Where to stay: Tulalip Resort Casino

ARLINGTON

A city of grit, vigor, and artistry that's molded from sun-baked bricks and smalltown stucco storefronts crouching in the foothills of the Cascade Mountains.

Things to do: Agritourism/U-pick farms, Centennial Trails, Whitehorse Trail, flyfishing in the Stillaguamish River

Summer events: Arlington Farmers Market

Where to eat & drink: Nutty's Junkyard Grill, Stilly Diner, Lighthouse

STANWOOD

Located where the Stillaguamish River meets the Salish Sea, Stanwood offers some of the most spectacular scenery in the Pacific Northwest and a relaxed, welcoming atmosphere. It's also the gateway to beautiful Camano Island.

Things to do: Port Susan Trail, Camano Island beaches and parks, shopping

Where to eat & drink: SAAL Brewing Co., Mammoth Burger, Stanwood Cupcakes, Brewcade

NOTEWORTHY ATTRACTIONS IN SKAGIT COUNTY

Located directly above Snohomish County is Skagit County: a place known for its vibrant landscapes, rich history, and welcoming communities. Some of our favorite places in Skagit include:

Downtown Mount Vernon - A vivacious, historic downtown corridor situated on the Skagit River

La Conner - A thriving arts community tucked amid a charming waterfront town

Anacortes - An island city with a bustling downtown and ferry access to the San Juan Islands

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ESTD 2014

Everett Marina Taproom

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CRAFT BEER

Sound2Summit.com

Photo courtesy of Richmond Dumpling Trail



NOTEWORTHY ATTRACTIONS IN WHATCOM COUNTY

When you hit Whatcom County, you're in the homestretch to British Columbia, Canada. It's a great area for outdoor recreation and amazing views of Mount Baker and the Salish Sea. Here are our go-to spots in Whatcom:

Bellingham – A scenic college town with an appetite for the outdoors, craft beer and the Noisy Waters Mural Festival

Birch Bay – A coastal beach town perfectly situated for water sports and crabbing

Peace Arch Park – An international park that's accessible from both Blaine, Washington and Surrey, British Columbia

NOTEWORTHY ATTRACTIONS IN BRITISH COLUMBIA, CANADA

Welcome to Canada! Now that you've crossed the border, you're well on your way to Vancouver. On your trip, we recommend some great spots to explore:

White Rock – A beach town with a walkable downtown and a historic pier. Pro tip: Visit Graham at the Wooden Spoon in White Rock for some amazing poutine – that's fries, gravy, and cheese.

Richmond – A cultural melting pot known for its authentic Asian cuisine and booming night market. Pro tip: Check out the Richmond Dumpling Trail for the best dim sum north of the border.



Photo courtesy of Visit Bellingham

(top) Get some international flavor north of the border with a journey along the Richmond Dumpling Trail. (bottom) Bellingham's Historic Fairhaven Village is home to incredible shopping, dining, and entertainment. Discover art galleries, boutiques, gift shops, and one of the best independent bookstores in the country.

Photo courtesy of Destination Vancouver



Photo courtesy of Destination Vancouver



(top) Vancouver, BC's Granville Island is an artsy district that features a vibrant public market, shopping, food, and entertainment.

PLAN YOUR ROUTE: EVERETT TO VANCOUVER, BC

If driving, check traffic reports for the most accurate time estimates. If using public transportation, refer to your transit operator resources for details on price and times of operation.

BY BUS

(Average trip time: 3 hours & 15 minutes)

- Everett Station to Pacific Central Station
- Intercity buses (Greyhound/FlixBus/Trailways)
- AmTrak Thruway

Note: Buses typically cross at Peach Arch crossing in Blaine and require a valid passport, passport card, or Enhanced Driver's License.

BY TRAIN

(Avg. trip time: 3 hours & 12 minutes)

- Everett Station to Pacific Central Station
- Amtrak Cascades

Note: All passengers must go through Canadian customs upon arrival in Vancouver. A valid passport or travel documentation is required.

BY CAR

(Avg. trip time: 2-3 hours)

- **Peace Arch (I-5):** Main crossing at Blaine, Washington and Surrey, British Columbia border. Open 24 hours, seven days a week
- **Pacific Highway Truck Crossing (SR-543):** East of Peace Arch in Blaine, Washington
- **Lynden/Aldergrove (SR-539):** Lynden, Washington. Operates 8am-midnight daily
- **Sumas/Abbotsford (SR-9):** Eastern-most crossing in Sumas, Washington. Open 24 hours, seven days a week

To cross the border from the United States into Canada, you'll need valid and proper identification, including a Passport, Passport card or Enhanced Driver's License.

For additional information on gaining border entry into Canada or the United States, including required identification for minors crossing the border, contact the United States Customs and Border Protection Information Center or your federal government agency.



WATCH EVERY PLAY WITH *A Waterfront* VIEW.

			
<i>Match 1</i> JUNE 11 @ 12 P.M. <i>Mexico vs. South Africa</i>	<i>Match 2</i> JUNE 12 @ 6 P.M. <i>USA vs. Paraguay</i>	<i>Match 3</i> JUNE 18 @ 6 P.M. <i>Mexico vs. South Korea</i>	<i>Match 4</i> JUNE 19 @ 12 P.M. <i>USA vs. Australia</i>



PORT *to the* PITCH

We're fans too. Check out the Official SeattleFWC26 Everett Fan Zone at the Port of Everett's Waterfront Place and make it your home base for match days and beyond. Walk, drive, scooter, bus, or boat in and experience everything the Everett waterfront has to offer — from a beach day at Jetty Island to outdoor concerts and movies, Official SeattleFWC26 Fan Zone Waterfront Watch Parties at Boxcar Park, live music, festivals, and more. Stay steps away from the action at Hotel Indigo or the Inn at Port Gardner, where marina views and walkable access put you right in the heart of the excitement.

Come hungry and stay awhile — Waterfront Place features numerous dining opportunities all along the promenade, offering everything from fresh local flavors to casual bites and craft beverages, all with unbeatable views of the marina and Puget Sound. Perfectly located between Seattle and Vancouver, B.C., the Port of Everett's Waterfront Place is where global soccer energy meets laid-back Northwest waterfront charm.



Come kick it with us! Scan the QR code or visit www.portofeverett.com/soccer to learn more.

Stay

Hotel Indigo | Inn at Port Gardner

Choose your waterfront home base at Hotel Indigo or Inn at Port Gardner. Marina mornings, sunset strolls, steps to the Official SeattleFWC26 Fan Zone — stay where the celebration meets the Sound.

Play

Jetty Island | Kayak | Pacific Rim Plaza | Walk | Bike

Catch a beach day at Jetty Island, paddle out on the Sound, then cool off splashing through Pacific Rim Plaza fountain. Sand, salt air, sunshine — play all day on the Everett waterfront.

Dock

9 Boater Guest Docks

Cruise in and tie up at one of the Port of Everett Marina's guest docks. Just steps away, find dining, trails, and the Waterfront Watch Parties. Power, water, and marina amenities make it easy to settle in and enjoy. Reserve your slip on DockWA.

Dine

17+ Restaurants & Counting

Grab a table and savor the flavor along the waterfront promenade. Fresh seafood, casual bites, sweet treats, and craft sips are all just steps from the marina and the Waterfront Watch Parties. Patio views, sunset skies, and plenty of options make every meal an extension of the celebration.





Plenty to see and do between matches.

Just north of the stadium crowds, Snohomish County, Washington invites you to slow down and soak it all in. Discover charming waterfront towns, scenic outdoor adventures, local food and craft drinks, rich culture, and welcoming communities. Turn your match-day journey into a complete Pacific Northwest experience you'll remember long after the final whistle.



NOTEWORTHY ATTRACTIONS IN VANCOUVER, BC
Vancouver, BC is a major coastal city with much to explore. Here are some of our favorites:

Stanley Park – A gorgeous urban park that's larger than New York's Central Park

Vancouver Aquarium – A renowned science and marine center that houses more than 65,000 sea animals, creatures, and critters

Capilano Suspension Bridge – A 460-foot-long (140 meters) bridge that hangs 230 feet (70 meters) above a rainforest setting

VanDusen Botanical Garden – A 55-acre garden with over 7,500 plant species, themed gardens, and a hedge maze

Granville Island – A thriving shopping district with a diverse public market and activities for the whole family

Indigenous Tourism – Discover the 204 Indigenous communities of British Columbia, their art, culture and history

Now that you know what to expect, it looks like you're finally ready to plan your Pacific Northwest soccer adventure through Snohomish County and beyond. To learn even more about our beautiful cities, watch parties and more visit discoversnoco.com or follow @discoversnocom on Instagram, Facebook and YouTube. ♦



Photo courtesy of Destination Vancouver



Photo courtesy of Destination Vancouver

(top) Vancouver Aquarium Sea-lion and pup. (bottom) Capilano Suspension Bridge Park in Vancouver, British Columbia, a must-visit iconic Vancouver attraction.



Find more travel inspiration and book a trip at discoversnoco.com.



Photo courtesy of Snohomish United



Photo by Richard Porter/Discover Snohomish County

(left) Sardon envisions a world where kids go from fun sports leagues to serious major league talent, via a Snohomish County soccer “pipeline.” (above) Coach Anthony Sardon of Snohomish United.

Snohomish Soccer Community is “United” for the World’s Beautiful Game

As the world’s eyes turn to Seattle and Vancouver, one Pacific Northwest river town keeps popping up—punching above its weight.

BY RICHARD PORTER FOR DISCOVER SNOHOMISH COUNTY

KICKOFF

Decades before he was assistant coach to one of the region’s top USL-2 soccer teams, Anthony Sardon was, first and foremost, a superfan.

The year was 1994. The World Cup came to the Rose Bowl in Los Angeles. Sardon, an 11-year-old California boy, was front and center for the action. He was one of 3,587,538 fans in nine cities across the U.S. present to see the world’s “beautiful game” unfold in dozens of matches from sea to shining sea.

“The hair on the back of my neck stood up,” said Sardon of his boyhood conversion experience at the Rose Bowl. “[The World Cup crowd’s energy] is a completely different noise level or frequency. Winning meant so much to these countries.”

Sardon took that energy home and acted it out, play by play. “I’m in the back yard and pretending I’m part of the game. I’m reliving the matches through a huge amount of VHS tapes and mimicking moves of my heroes.” Ruling the pitch that year was Roberto Baggio, an Italian forward, nicknamed Il Divino Codino, or “The

Divine Ponytail” for his trademark ponytail/mullet combo.

Young Sardon was impressed at how nations from all around the globe could be united through sport. He marveled at how the act of donning a favorite player’s jersey imputed powers to average Golden State kids in neighborhood pickup matches.

For Sardon, soccer was an opportunity to grow and become disciplined. He still believes in the transformative power of youth sports to teach skills and mold adolescents into great citizens, business owners, politicians, artists, and teachers.

“WHAT ARE YOU GOING TO DO ON A BAD DAY?”

The year was 2004.

Anthony Sardon played as a defender for Seattle University, propelling the Redhawks to the 2004 NCAA Division II National Championship. Sardon helped SU achieve an 120-60-10 record (.658) as both a player and later an assistant coach. During his time as a player, Sardon helped the Redhawks to four consecutive GNAC conference titles, playing as a defender.

This was the era in which he learned an important lesson: being good at sports is hard.

Today, Anthony Sardon is assistant coach for Snohomish United, a USL-2 team that’s making waves in the regional scene for their top-rated players. He knows how to prepare his team for hard work.

“When you’re assessing an athlete, you’re looking at the whole player: the technical, tactical, psychological, and

social elements. There’s the hardware – can they sprint, score goals, execute a flawless pass? Then there’s the software – the mental side of the game. You can’t coach the same for everyone, but you can hold them to the same standards and hold them accountable.”

Today, Sardon holds the players of Snohomish United to a high standard. Sure, they’re good players, but can they optimize their diet? Hold down their school grades? Get enough sleep to perform on the pitch?

“There will be times when you doubt yourself. It’s going to be hard in USL-2 and USL. The question is ‘how can I get better and how can I make everyone else on the team get better.’ You have to think correctly under pressure.

“What are you going to do on a bad day?”

To hear Anthony talk about coaching, it seems that character is the root of talent. That would be difficult to disagree with.

A COMMUNITY, UNITED

The origins of the Snohomish United soccer club are a bit fuzzy, though they probably reach back to the 1970s. Nobody apparently kept good records and sometimes a photograph or document will randomly pop up and push the timeline back a few years. It’s clear that soccer has been a big deal for this small riverside town for a long time.

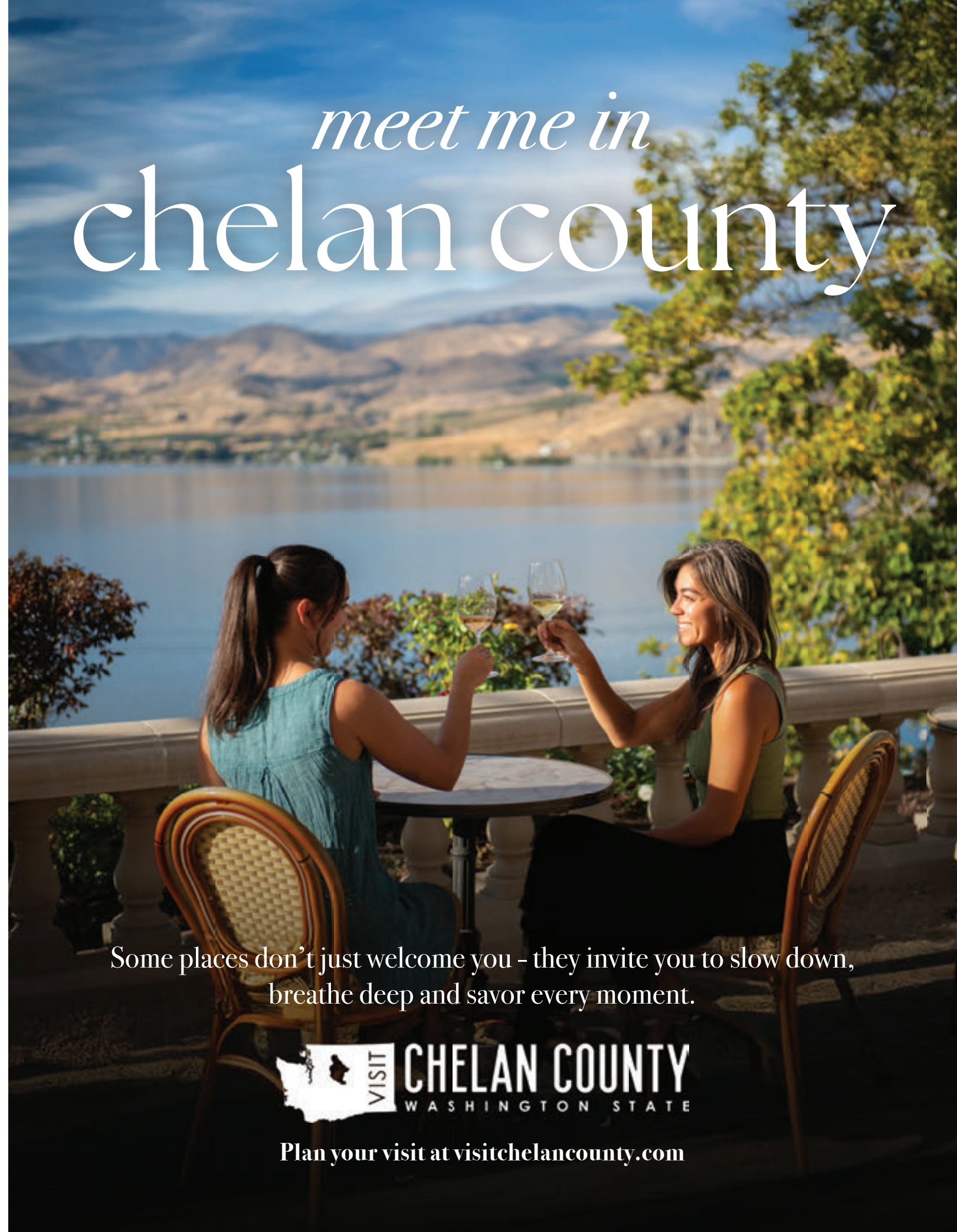
The city’s Bigfoot Tournament weekend brings in 10,000 attendees annually. Soccer families-as-tourists drive the biggest weekend in downtown Snohomish sales – hard, economic proof that sports are good for small town businesses.



Photo courtesy of Nick Mardesich

Aspiring stars of the MLS take the field in Snohomish.

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breathe deep and savor every moment.



Plan your visit at visitchelancounty.com



Photo courtesy of Snohomish United

Snohomish United's USL-W team will rock the pitch starting in 2026.

After all, the athletes have parents and grandparents and they all need to eat, drink, lodge and play. Which is great news for Snohomish business owners.

"We want our local community to wear a Snohomish United jersey with pride," said Sardon. He envisions a community where players rise through the ranks from four years old to the majors, actively coached and developed by a soccer staff dedicated to fostering regional talent.

Indeed, the Snohomish soccer ecosystem seems to be growing exponentially. This year marks the beginning of the Snohomish United's USL-W team, an all-women league featuring the top female players in the region, like Anna Babcock who is a U.S. U-17 Women's National Team player and 2024 FIFA U-17 World Cup participant.

The Snohomish United recently had two players drafted to Major League Soccer: Connor Lofy from the University of Washington and Yeider Zuluaga, hailing from Sardon's alma mater, Seattle University.

Looking to the future, the Snohomish-area ecosystem is anticipating the opening of a potential stadium in Downtown Everett. Word is that there will be a USL team based out of the stadium. This will create a "pipeline" of sorts: kids from Snohomish can make a USL-2 team, transfer to a USL team in Everett, and from there be drafted into the MLS.

Starting in 2028 the USL will be implementing a "promotion and relegation" system, mimicking the rules long in place in the world of European soccer. Promotion and relegation is a system where teams can move between different divisions based on their performance during a season.

Long story short: a new Everett team could be a big level-up for soccer in Snohomish County, a conveyor belt taking kids in first grade all the way to the majors. And along the route will be coaches like Sardon, honing local talent.

ALMOST LIKE A SYMPHONY

This year the World Cup will bring 750,000 visitors to Snohomish County. And it has the potential to create hundreds of future local soccer stars, inspired by the world's favorite sport. Like an 11-year-old Sardon, there are youngsters in the Pacific Northwest who will have their conversion moment this summer.

"Soccer is called 'the beautiful game' because it's nuanced. Eleven players, one goal, a community. There's a rhythm, a brilliance. There are tactics... it's almost like a symphony," said Sardon.

"We're stakeholders and taking advantage of this time period. Kids who watch this World Cup will remember this moment. They might be playing on a global stage in 15 or 20 years."

Today it may look like kids are playing soccer in the damp grassy backyards of Snohomish County. But look closer: there's a future-focused gleam in their eyes.

Snohomish is a community "United" for the world's beautiful game, today and tomorrow. ♦

Anthony Sardon's "Top 5" Things to Do in Snohomish

- Go to a Snohomish United game (Obviously!)
- Eat at The Repp – insider tip: try the prawn risotto
- Sip a craft beer at Haywire Brewing Co.
- Trail run at Lord Hill Regional Park
- Ride a bike on the Centennial Trail



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Our city is your pitch.

The ultimate food, wine, and soccer getaway starts in Bothell.

Just 20 miles from Seattle, Bothell is the perfect home base for an unforgettable escape, especially during soccer's biggest global tournament. This hidden gem offers great dining, unique shops, scenic trails, and a welcoming, walkable downtown.

Start your day in nature, browse charming shops, and enjoy local coffee, craft brews, and flavorful cuisine—from The Cottage to McMenamins Anderson School.

When it's time for the action, head to nearby Seattle to experience the electric atmosphere of world-class soccer, then retreat to Bothell to unwind.

From Woodinville wine country to the Cascade Mountains and Puget Sound, adventure is always close.

Every great vacation starts—and ends—with a great story.



Kick off your adventure at beginatbothell.com

@BeginAtBothell



Photo by Nick Shekeryk

Seattle will host 6 tournament matches, including the highly anticipated USA-Australia match on June 19, 2026.

World Soccer 2026 Tournament Schedule

West Coast Regional Matches

BY NICK SHEKERYK FOR
DISCOVER SNOHOMISH COUNTY



SCAN FOR
DIGITAL SCHEDULE

In preparation for the world's biggest sporting event coming to our region, we are pleased to share the West Coast leg of the match schedule, which includes locations in Seattle, Vancouver, San Francisco, and Los Angeles. Whether you plan to reach the games by car, plane, train, or sea vessel, all of these great locations are just a short trip from Snohomish County.

SEATTLE

The Emerald City is hosting six matches at Seattle Stadium (also known as Lumen Field), including four group stage matches, one round of 32 match, and one round of 16 match. The group stage matches feature powerhouse teams from groups B, D, and G, with the USA-Australia billed as the top match. You can reach the matches at Seattle Stadium by light rail, train, bus, or bike.

WORLD SOCCER 2026 TOURNAMENT MATCHES IN SEATTLE

Group Stage

Belgium v Egypt

Monday, June 15 - 12 PM PT

Group G

USA v Australia

Friday, June 19 - 12 PM PT

Group D

TBD* v Qatar

Wednesday, June 24 - 12 PM PT

Group B

**Winner of playoff between Northern Ireland, Wales, Italy & Bosnia and Herzegovina*

Egypt v Iran

Friday, June 26 - 8 PM PT

Group G

Round of 32

**Group G Winner v 3rd place team
from group A,E,H,I, or J**

Wednesday, July 1 - 1 PM PT

Round of 16

Winner of Match 81 v Winner of Match 82

Monday, July 6 - 5 PM PT

VANCOUVER, BC

Less than 95 miles (roughly 153 km) north of the border from Snohomish County, Vancouver is hosting seven matches at BC Place, including five group stage matches, one round of 32 match, and one round of 16 match. Vancouver is one of only two locations where you can watch Canada compete in the group stage, and the home team is giving fans two matches at BC Place — one against Qatar and the other against Switzerland.

WORLD SOCCER 2026 TOURNAMENT MATCHES IN VANCOUVER, BC

Group Stage

Australia v TBD*

Saturday, June 13 - 9 PM PT

Group D

**Winner of playoff between Turkey, Romania, Slovakia & Kosovo*

Canada v Qatar

Thursday, June 18 - 3 PM PT

Group B

New Zealand v Egypt

Sunday, June 21 - 6 PM PT

Group G

Switzerland v Canada

Wednesday, June 24 - 12 PM PT

Group B

Soccer runs deep here.



Whether cheering from the stands, watching the world's game in one of our award-winning bars or restaurants, or just looking for a welcoming place to unwind *between* matches, Snohomish offers the perfect blend of sports, culture, and Northwest charm.

Stroll our walkable downtown. Meet local makers. Take in river views and mountain backdrops.

**Explore Snohomish, where
every day feels like match day.**



**CITY OF
SNOHOMISH**

DiscoverSnohomishCounty.com/MatchDay



Photo courtesy by Jake Campbell

New Zealand v Belgium
 Friday, June 26 - 8 PM PT
 Group G

Round of 32

Group B Winner v 3rd place team from group E,F,G,I, or J
 Thursday, July 2 - 8 PM PT

Round of 16

Winner of Match 85 v Winner of Match 87
 Tuesday, July 7 - 1 PM PT

SAN FRANCISCO BAY AREA

Take a two-hour-and-fifteen-minute flight directly from Seattle Paine Field International Airport (PAE) in Snohomish County to San Francisco International Airport (SFO) to explore the magic of the City by the Bay. From the Golden Gate Bridge to the famed Alcatraz Island and the historic cable cars climbing its steep hills, San Francisco is a proud West Coast city. The San Francisco Bay Area Stadium (also known as Levi's Stadium) is hosting six matches, including five group stage matches and one round of 32 match. Fans visiting the Bay Area will be treated to touted group stage clashes such as Qatar versus Switzerland and Jordan versus Algeria.

Paine Field in Everett (PAE) offers direct flights to western region matches in San Francisco and Los Angeles.

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WORLD SOCCER 2026 TOURNAMENT MATCHES IN SAN FRANCISCO BAY AREA

Group Stage

Qatar v Switzerland

Saturday, June 13 - 12 PM PT

Group B

Austria v Jordan

Tuesday, June 16 - 9 PM PT

Group J

TBD* v Paraguay

Friday, June 19 - 9 PM PT

Group D

**Winner of playoff between Turkey, Romania, Slovakia & Kosovo*

Jordan v Algeria

Monday, June 22 - 8 PM PT

Group J

Paraguay v Australia

Thursday, June 25 - 7 PM PT

Group D

Round of 32

Group D winner v 3rd place team from group B,E,F,I, or J

Wednesday, July 1 - 5 PM PT

The San Francisco Bay Area Stadium (also known as Levi's Stadium) in Santa Clara, CA, is one of the regional match hosts. You can reach the Bay Area with a 2 hour and 15 minute flight from PAE.



LYNNWOOD EVENTS & EXPERIENCE MAP

See What's Happening

SCAN TO
EXPLORE



AN ICON REIMAGINED

The Monte, a beautifully restored historic landmark, is a timeless location for unforgettable weddings and quinceañeras or polished celebrations for your business. Take it up a notch and visit The Monte Cabaret, opening soon, to experience the Northend's first, high-end dinner theater experience. We've curated a year-long calendar of live soul and powerhouse vocal performances from artists across the country. And there's also no better place to watch the World Cup than Everett's newest entertainment venue. Join us for our special watch parties and experience matches in stunning 4K on the big screen.



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LOS ANGELES

From PAE, you can reach Los Angeles International Airport (LAX) directly in less than three hours. LA is known for its sunny southern California weather, its many beaches, and being the epicenter of the entertainment world. Los Angeles Stadium (also known as SoFi Stadium) will host eight matches, including five group stage matches, two round of 32 matches, and a quarter final match. LA is hosting the tournament's first match in the United States with a matchup between USA and Paraguay. USA will also face the winner of a playoff match that will be decided by March.

WORLD SOCCER 2026 TOURNAMENT MATCHES IN LOS ANGELES

Group Stage

USA v Paraguay

Friday, June 12 - 6 PM PT
Group D

TBD v New Zealand

Monday, June 15 - 6 PM PT
Group G

Switzerland v TBD*

Thursday, June 18 - 12 PM PT
Group G

*Winner of playoff between Northern Ireland, Wales, Italy & Bosnia and Herzegovina



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Belgium v TBD

Sunday, June 21 - 12 PM PT
Group G

TBD* v USA

Thursday, June 25 - 7 PM PT
Group D

*Winner of playoff between Turkey, Romania, Slovakia & Kosovo

Round of 32

Group A 2nd place team v Group B 2nd place team

Sunday, June 28 - 12 PM PT

Group H winner v Group J 2nd place team

Thursday, July 2 - 12 PM PT

QUARTERFINAL

Winner of Match 93 v Winner of Match 94

Friday, July 10 - 12 PM PT

The West Coast is in for some exciting match ups this summer. While you're preparing for your trip out west for the beautiful game, be sure to visit our beautiful cities in Snohomish County. To learn even more about our beautiful cities, watch parties and more visit discoversnoco.com or follow @discoversnoco on Instagram, Facebook, and YouTube ♦



Nestled on the Waterfront at the Port of Everett, Bluewater Organic Distilling's flagship location is home to the distillery, tasting room and retail store, award-winning craft cocktail bar + fresh bistro and private event venue. Inspired by the Pacific Northwest, our dishes and cocktails are built from scratch with local and house-made ingredients. Our menus feature the finest, sustainable seafood and fresh seasonal produce!



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THE PORT OF EVERETT!

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(left) Spotighting contemporary design and Native American décor, the resort features tastefully appointed guest rooms and a variety of luxury suites. (above) AAA Four-Diamond Tulalip Resort Casino is a towering landmark with its 370-room luxury hotel and 270,250 square feet of gaming excitement.

Soccer fans score a hat trick at Tulalip Resort Casino

Tulalip Resort Casino's world class accommodations, gaming, amenities and nearby attractions provide a fitting match for FIFA World Cup 26™ visitors

As soccer fans flock to the region for FIFA World Cup 26™ matches, Tulalip Resort Casino is a welcoming destination featuring globally recognized, AAA Four-Diamond accommodations, Vegas-style gaming, dining and great nearby shopping and cultural attractions.

Located in the heart of Snohomish County and a short drive to Seattle via Interstate 5, award-winning Tulalip Resort Casino is hard to miss with its towering 12-story, 370-room luxury hotel and its stunning native Coast Salish artwork. With gaming choices spanning 270,250 square feet, popular entertainment venues, multiple dining choices and a highly rated full-service spa, Tulalip Resort Casino is an exciting destination for World Cup fans.

World Cup fans can wager and follow the action in the DraftKings Sportsbook, where matches can be viewed on an impressive, 800 square foot television screen. The spacious, recently expanded gaming floor includes

more than 2,600 slot machines, and guests can select from a variety of table games at more than three dozen tables.

GLOBAL RECOGNITION FOR WORLD-CLASS ACCOMMODATIONS WITH MULTIPLE DINING CHOICES

Tulalip Resort Casino is globally recognized for outstanding accommodations and has been designated as a AAA Four-Diamond resort every year since 2009. Other honors include top tier rankings on Condé Nast Traveler Gold and Traveler Top 100 Resorts lists, and a 2025 Travelers' Choice® award for Top Accommodations worldwide by Tripadvisor®.

Spotighting contemporary design and Native American decor complemented by views through floor-to-ceiling windows, the resort offers a variety of



well-appointed guest rooms, spacious suites and luxurious specialty suites. Thoughtful services and amenities include an indoor Oasis Pool, room service, concierge services, complimentary valet parking and an expansive 24/7 fitness center.

Tulalip Resort Casino features a variety of culinary choices – all under one roof. Exceptional, freshly caught local seafood and grilled meats are a primary focus at Blackfish Wild Salmon Grill & Bar, while handcrafted pasta dishes and woodfire grilled steaks are favorites at Tula Bene Pastaria + Chophouse. Both of these award-winning eateries offer exceptional wine and spirit selections.

For a more casual repast, guests can choose from classic comfort foods, stone-fired artisan pizza, Asian-inspired offerings, innovative south-of-the-border influenced dishes, tasty chef-inspired sports pub fare and more.

TAKING CENTER STAGE: ENTERTAINMENT DRAWS REGION-WIDE AUDIENCES

Popular entertainment venues include the intimate, 1,200-seat Orca Ballroom showcasing performances by national artists, while Canoes Cabaret features a variety of weekly entertainment offerings. Warm, sunny skies are part of the outdoor concert experience during the popular “Summer Concert Series” presenting major artists in the 3,000-seat Tulalip Amphitheatre.

TAKING A BREAK: THE T-SPA, DESIGNER BRANDS SHOPPING AND CULTURAL ATTRACTIONS

Whether you are a hotel guest or seeking a break from the daily hustle and bustle, the T-Spa is a luxurious 14,000 square-foot sanctuary with 16 treatment rooms where guests indulge in stress-relieving deep tissue massages, native inspired spa rituals, body treatments and skin therapies. Spa guests can avail themselves to T-Spa’s steam rooms, cedar saunas or grotto showers, and the Lifestyle Lounge is a singular stop for beauty needs.

If “retail therapy” is to your liking, visit the Salal Marketplace in the resort lobby for a curated selection of Coast Salish art, artisan jewelry and gifts, Northwest wines and sundries. The Seattle Premium Outlets are just next door, featuring a collection of more than 130 designer brand stores in one of the one of the region’s finest outdoor shopping destinations.

The nearby Hibulb Cultural Center & Natural History Preserve provides an exceptional interactive experience honoring the ancestral values and spiritual beliefs of the Tulalip Tribes. It features fascinating permanent and temporary exhibits, a traditional longhouse and other attractions.

For more information, visit www.everythingtulalip.com. ♦

A prominent new ceiling treatment includes a distinctive new wayfinding architectural feature that reflects light with gold, copper and nickel colors. A unique drop-down design component contains symbols of schools of fish travelling parallel to fishing nets in local waters.

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Photo by Richard Porter/Discover Snohomish County

(above) Music festivals define summer in Snohomish County. (right) A roadside market near the Tualco Valley shows off the fruits of summer.

Live Music, Local Flavor

Summer fun heats up
Snohomish County

BY RICHARD PORTER FOR
DISCOVER SNOHOMISH COUNTY

Summer is time for the al fresco lifestyle in the Pacific Northwest. The long gray taper finally gives way to light, and what's left behind is that improbable green — fields, hills, roadside blackberries just starting to think about it. Markets reopen. Music drifts out of open doors. The hills are alive with the sound of... well, you know.

When you're looking for music and markets, Snohomish County delivers.

MUSIC VENUES

LUCKY DIME 1618 HEWITT AVENUE, EVERETT

Everett's locally-beloved Hewitt Avenue venue is known for its iconic black-and-white checkerboard floors and red neon glow, giving the whole place a Lynchian edge. This is where the cool kids (and the cool kids at heart) show up — expect everything from psych garage to electronic experimental. The bar keeps it simple with bottles and cans, and the walls double as rotating art space. Some shows are all-ages, so check ahead if you're bringing the kiddos.



Photo by Jake Campbell/Discover Snohomish County

**BUTTER NOTES CAFE FOR SUNDAY JAZZ SESSIONS
902 NORTH BROADWAY, EVERETT**

Butter Notes, tucked along North Broadway in Everett, is a newer jazz coffee house built on smooth basslines and even smoother cappuccinos. Jazz sessions pop up every other Sunday. It's low-key, intimate, and exactly the kind of place you hope your town still makes room for.

MUSIC FESTIVALS

**EDMONDS FRONT PORCH FEST
JULY 12 - EDMONDS**

The streets, patios, storefronts — and yes — actual porches of Edmonds come alive during this annual celebration of hyper-local music. Regional bands stage pop-up micro-concerts throughout the seaside city in mid-summer. Folk, blues, garage punk — you'll catch it all just by wandering. It's less "festival grounds," more "stumble upon something good."

**MUSIC AT THE MARINA & ROCK THE BOAT
ALL-SUMMER-LONG EVENT — PORT OF EVERETT**

The ever-popular Music at the Marina series returns to the Everett waterfront with nine straight weeks of summer soundtracks. Rock the Boat follows with a two-night throwdown: one evening leaning country (headlined by Pam Tillis), the next stacked with '90s alt-rock mainstays like Everclear, Marcy Playground, and Deep Blue Something. Bring a chair. Stay for sunset.

**SNOHOMISH BLOCK PARTY
AUGUST 14 AND 15 – HARVEY AIRFIELD**

Snohomish Block Party turns Harvey Airfield into a wide-open summer gathering — live music with a little breathing room. It draws folks from around Puget Sound, but still feels distinctly local. Minutes from historic downtown Snohomish and an easy drive from Everett, Seattle, or Bellevue, it's proof you don't need a stadium to make it feel big.

**LYNNWOOD LUAU
AUGUST 15 – LYNNWOOD EVENT CENTER**

Celebrate Pacific Islander heritage in Lynnwood with traditional hula, catered food, and a "best dressed" prize that rewards those who lean in. It's festive, family-friendly, and 100% rooted in community.

**DARRINGTON BLUEGRASS FESTIVAL
JULY 17-19 – DARRINGTON RODEO GROUNDS**

All the pickin', pluckin', strummin', and jammin' returns to the foot of Whitehorse Mountain as Darrington's flagship bluegrass festival marks its forty-ninth year. This is a family-friendly weekend of acoustic music, easy camping, RV setups, and nearby river access. Summer in the Cascades never sounds quite as good as it does under a clear mountain sky.



Lucky Dime is the neon-lit hotspot for nightlife on Hewitt.

Photo by Richard Porter/Discover Snohomish County



Photo courtesy Emily Walls/Gully Studios

The Arlington Farmers Market blooms with color.

MARKETS

**FRESH PAINT
AUGUST 15-16
DOWNTOWN EVERETT – HOYT AVENUE BETWEEN
HEWITT AND PACIFIC**

Experience creativity in real time at Fresh Paint, Schack Art Center's largest summer arts festival in downtown Everett. More than 100 artists set up booths, create work on-site, and sell it straight off the easel. Add live entertainment, glassblowing demos, and hands-on activities, and you've got a weekend where art isn't just displayed — it's happening.

**FARMERS MARKETS
ONGOING, LATE SPRING TO EARLY FALL**

Local farmers markets typically open around mid-May, right about Mother's Day. Early weeks bring the bright stuff — greens, onions, garlic. Berries and stone fruit follow as the heat settles in. Fresh meats, seafood, cheeses, breads, hummus, kombucha — it's all there, grown or made close to home. Check discoversnohomishcounty.com for a full roundup of markets across the county.

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Events made possible in part by assistance from the City of Arlington Hotel-Motel Tax Fund.



Photo by Elise Giordano/Discover Snohomish County

Colorful florists brighten up a classic PNW "June-uary" day at the Everett Farmers Market.

SORTICULTURE JUNE 5-7

Botanists, rejoice. Sorticulture is Everett's early-summer ode to all things garden and garden art. Need advice on that unruly forsythia? Wondering why the daffodils are sulking? Master gardeners are on hand for practical wisdom. You'll likely leave with plants, maybe some blown-glass yard art, and a renewed belief that dirt under the fingernails is a good thing. A garden party par excellence.

FAIR DAYS PARADE AND MARKET AUGUST 29

Help kick off the Evergreen State Fair with the Monroe Fair Days Parade & Market. Expect high school cheer squads, drift and drag cars from Evergreen Speedway, the Seafair Pirates, equestrian teams, local organizations, and more rolling down Main Street. It's old-fashioned in the best sense — loud, proud, and unmistakably summery. ♦



THE TECH

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Photo by Marcus Badgley



(left) Sean Boyd, an inspiring winemaker in the Artisan Hill district of Woodinville. (above) Sean inspecting some of the beautiful grapes from Stillwater Creek Vineyard.

A Top-Tier Local Winery to Set Your Sights on

BY JEFF “WICK” WICKLUND

As serendipitous happenstance and just dumb luck would have it, I’ve been blessed with the opportunity to see, sniff, sip, and savor some of the best wines made on our planet by iconic producers and from stellar vintages with monikers such as “Grand Cru,” “Super Tuscan,” or “Cult Wine.” Along with these lofty designations come the obligatory, head-shaking fees, which, for the most part, I’ve also been blessed to delegate. I liken these fleeting but glorious, viniferous adventures into the mystic to a visit to Las Vegas. You know it’s a world that exists, and it’s intoxicating to dip your toe in the

pool, but how does it square with your personal reality? I’m asked often, “So, Wick, what’s your favorite wine?” My typical response is, “In what world?”

“Affordability” seems to be a catchy, popular term these days, and it’s been at the core of my wine evaluations for as long as fermented grapes have tickled my tonsils. The old cost/benefit analysis, as it pertains to wine, does require points of reference. This brings to mind an old, classic jazz tune by the incomparable Les McCann, “Compared to what?” I’m just trying to make it real.

In my real world, the bliss found from discovery is the self-perpetuating fire

that keeps this Wick lit. Finding new wines from around the globe that over deliver is always a delight. But being reminded year in and year out that there are old and new friends right in my backyard who consistently produce world-class, affordable wines is another level of inspiration.

A local, inspiring winemaker, Sean Boyd of Sightglass Cellars in the Artisan Hill district of Woodinville, is that guy.

I first met Sean Boyd about two decades ago when he took the reins of Head Winemaker at Woodinville Wine Cellars. Wine is figuratively and literally in Sean’s blood, as he grew up immersed



Sean sees clearly to conduct some in-depth, quality control.



Sean and his wife Kristin launched Sightglass Cellars together.

in wine. His father, Gerald Boyd, was the Editor of *The Wine Spectator* in its earliest days when it was a newspaper. The Boyd family subsequently moved to the San Francisco Bay Area, where Gerald went on to be the Winewriter for the *San Francisco Chronicle*. It was pre-ordained that Sean would follow the path of wine and, in one capacity or another, be his life's vocation. Before Sean was even legal to drink wine, he was selling wine at *The Liquor Barn* in San Mateo, California. Fate, guided by his father's connections, led Sean to Australia, where he cut his teeth making wine at the iconic *Penfolds*.

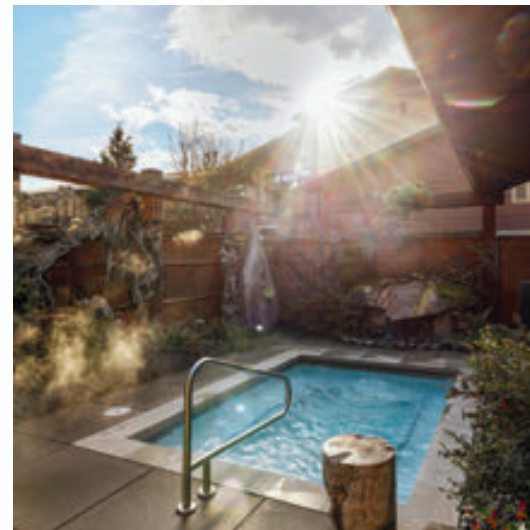
"This is what sealed the deal for me to pursue winemaking as my life's mission," Sean proclaimed.

While being the chief architect and builder of noteworthy wines at *Woodinville Wine Cellars*, Sean crafted some of the state's best unoaked Chardonnay from *Conner Lee Vineyard*, a stellar, value-driven Bordeaux blend called "Little Bear Creek" and a reserve Cabernet Sauvignon that became something of a "folklore" wine for Washington State. It apparently was entered into a blind tasting at *Compass Wines* in Anacortes, where it was pitted against one of my afore-mentioned "cult wines" of California with a rather lofty name—"Screaming Eagle," which currently tips the scale north of \$3,000 a bottle! Sean's wine prevailed, which prompted Proprietor *Doug Charles* to refer to it as the "Eagle Eater."

Personalized Luxury, Elevated by Nature

IN WOODINVILLE WINE COUNTRY

Unplug, reconnect, and experience the quiet luxury of being fully present at one of Washington's most enchanting wine country escapes.



A peaceful escape just beyond the hustle of Seattle, this boutique retreat is set on five-and-a-half acres, complete with lush gardens, Japanese maples, and quiet corners in which to linger. It is a place for guests to catch their breath—deeply, fully—while remembering what it feels like to simply be. Each room is designed with rest and restoration in mind, with gas fireplaces, private patios or balconies, deep soaking tubs, and thoughtful touches.

Willows Lodge is more than a destination—it's a deep exhale.

An ideal haven for both reconnection and recharging where guests and groups embrace inspired, unplugged getaways. Guests gather at *Fireside Lounge* for live music and local pours, savor seasonal fare inspired by the Pacific Northwest at *Barking Frog*, and dive into a nine-course journey at *The Herbfarm*. With complimentary bikes, a host of nearby tasting rooms to explore, a restorative spa, and the gentle call of the *Sammamish River Trail* just steps away, the rush of everyday life fades, making space for slower moments and simple pleasures.

Photo by Marcus Badgley



"I'm Irish, so I like to talk, and I happen to make wine, so I get to talk a lot about that, but I really don't like to talk that much about myself. I just let the wines do that for me."

— Sean Boyd

Sean eventually left Woodinville Wine Cellars and launched his own winery with his wife, Kristin, taking with him coveted vineyard contacts and contracts. Sightglass Cellars (named for a tool used to identify clarity in wine) was born.

On a recent visit and tasting with Sean and Kristin at the Sightglass Winery, I was reminded again how refreshing it is to rediscover excellent, affordable wines crafted with such competency and care by a humble, real Artisan.

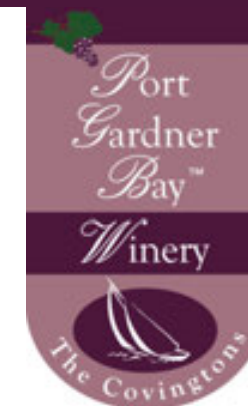
"I'm Irish, so I like to talk, and I happen to make wine, so I get to talk a lot about that, but I really don't like to talk that much about myself. I just let the wines do that for me," Sean quipped. ♦

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August 15 + 16



Public art installations dot the city—from “Luminous Forest,” which connects Main Street to the Edmonds Center for the Arts, to dozens of murals sponsored by Mural Project Edmonds.

Photo by Elise Giordano/Discover Snohomish County



Artist from Cole Art Studio paint en plein air along the waterfront.

Edmonds, Creative District Raises the Bar

BY WHITNEY POPA

Creative to its core, Edmonds is bursting with the energy of the arts—culinary to liquid, performing to literary—from its state designated Creative District and spilling beyond to its International District. Risk-takers, dreamers, artists and creators of all kinds are giving shape to a life enriched by the arts.

Walk through the town on any given day, and you'll see why. Artists paint en plein air along the waterfront. Divers surface at Brackett's Landing. Musicians tune up for evening shows. Chefs plate dishes that belong in magazines (kind of like this one). Brewers pour pints they've been tweaking for months. This is what a Creative District looks like when it's living and breathing, where it's actively built—and doggedly supported—by its community.

VISUAL ARTS

Cascadia Art Museum anchors the Edmonds arts scene. The museum celebrated its 10th anniversary this past summer and continues to highlight Northwest painters, printmakers, sculptors, and photographers from the late 1800s through the mid-1900s. Its rotating exhibitions connect past to present, showing how regional art shapes the world today.

But Cascadia is just the beginning. Cole Gallery, Graphite Art Center, Sunlight Gallery + Studio, Hoadley Gallery West, and Young Gallery give visitors and locals

Photo by Elise Giordano/Discover Snohomish County

Photo courtesy of Hoadley West Gallery



alike endless opportunities to meet makers, watch artists work, and take home one-of-a-kind pieces. Monthly Art Walk Edmonds events (third Thursdays, 5-8 p.m.) turn the entire downtown into an open studio experience.

Then there are annual events like SketcherFest, an internationally recognized plein air event that brings artists from across the country to paint parks, beaches, and historic buildings. The Edmonds Arts Festival brings 200+ artists to Frances Anderson every Father's Day weekend. Public art installations dot the city—from "Luminous Forest," which connects Main Street to the Edmonds Center for the Arts, to dozens of murals sponsored by Mural Project Edmonds.

PERFORMANCE ARTS

The Edmonds Center for the Arts hosts national touring headliners and world-class productions. Olympic Ballet Theatre stages "The Nutcracker" each December. The Driftwood Players (operating since 1958!) bring shows like Broadway's "Cinderella" and "Clue The Musical" to Wade James Theatre right on the edge of downtown. Music drifts out from Musicology Co., Engels Pub, Vinbero, and the Salish Sea Brewing Boathouse. You can catch everything from jazz to indie rock pretty much any night of the week.

Photo by Elise Giordano/Discover Snohomish County



(top) Hoadly West Gallery- Contemporary Art , Jewelry, & Fine Craft Showcasing soulful, meaningful work defined by a deep commitment to craftsmanship. The gallery believes art should be felt, not just seen. (bottom) Salt & Iron is known for its fresh oysters from Taylor Shellfish served on the half shell.

Don't forget that the late Anthony Bourdain was a vocal fan of Noodle House at Five Corners.

The Cascade Symphony Orchestra performs seasonal concerts, too. Community chorales rehearse year-round. Access matters—no need to commute to Seattle or pay for parking to experience truly world-class performances.

LITERARY ARTS

Edmonds is blessed with its own, independent bookstore, Edmonds Bookshop. They host readings from local poets and writers, the Cascadia Writers-in-Conversation Series, poetry festivals, and kids book readings. And, since 1985, the city has held the Write on the Sound conference, bringing in aspiring and published writers for a days-long workshop.

EDIBLE ARTS

Edmonds restaurants put the city on the culinary map long before Creative District certification made it official. Shubert Ho opened Bar Dojo in 2012 when Edmonds dining meant driving to Seattle for a good meal. Bar Dojo's Asian-Latino fusion led to Salt & Iron steakhouse in 2015, The Market seafood eatery in 2018, and Fire & The Feast Italian in 2020. Ho also partnered on SanKai, Ryuichi Nakano's destination sushi counter that draws fans up from Seattle. And don't forget that the late Anthony Bourdain was a vocal fan of Noodle House at Five Corners.

Niles Peacock worked Edmonds bars before opening his namesake restaurant near the ferry dock. The award-winning bartender-turned-pizzaiolo won first place at the 2022 International Pizza Challenge with his "My Hot Date" pizza—mozzarella, gorgonzola, Medjool dates, and balsamic glaze on 4-day-fermented sourdough crust, made with 128-year-old sourdough starter from Sourdough Willy's across the water in Kingston.



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explore EDMONDS

Perfectly PNW and closer than you think.



Photo courtesy of Walnut Street Coffee

Check out the seasonal drinks at Stillhouse and the housemade whip at Walnut Street Coffee.



Other pioneers continue pushing boundaries. Buccatini & Co. serves handmade pasta and Italian classics (try their grinders). Ono Poke flies its ahi in from Hawaii. You can eat your way around the world without leaving Edmonds, especially if you eat along Highway 99: Our Place, Yeh Yeh's, Rise and Shine, and Dumpling Generation barely scratch the surface.

SIPPABLE ARTS

Salish Sea Brewing Company pours award-winning beers in two downtown spaces that welcome families, dogs, and craft beer lovers. Dusted Valley Winery brings Eastern Washington wines to its downtown Edmonds tasting room. Kelnero shakes, stirs, and pours cocktails with the precision of a laboratory and the soul of a neighborhood bar. Scratch Distillery teaches gin-lovers how to create their own recipes. Daphnes is known as much for its popular bartenders as it is for its strong drinks. Bar Americano serves European-style aperitivos. Virtue Wine pours wine made right down the road in Richmond Beach from its tasting room at Main Street Commons

Coffee artistry is plentiful, too. Check out the seasonal drinks at Stillhouse and the housemade whip at Walnut Street Coffee.



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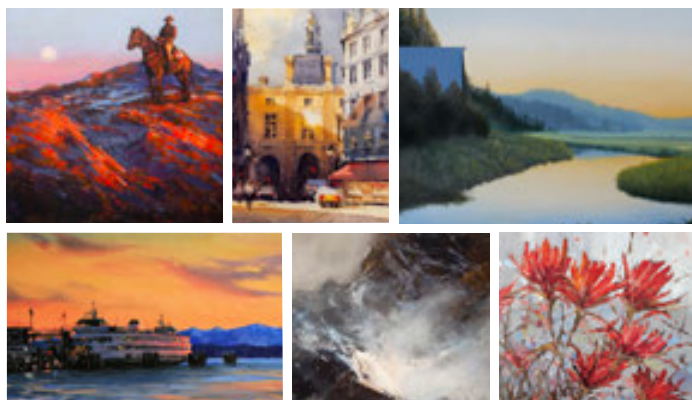


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Open 7 days a week

ColeGallery.net  ColeArtStudio.com

Kelnero shakes, stirs, and pours cocktails with the precision of a laboratory and the soul of a neighborhood bar.

WATERFRONT ARTS

The waterfront is art in motion. The Edmonds Underwater Park at Brackett's Landing draws divers from across the world to explore sunken structures and marine life. The fishing pier attracts anglers year-round. Puget Sound Express will take you whale watching in Edmonds and up to the San Juans. Oh, and Sauna N Soak sets up a perfectly PNW mobile sauna just steps from the beach.

Public art installations are abundant and ever-growing. If you're out walking the waterfront, check out the cedar totem pole carved by Tulalip tribal artist Ty Juvinel, right in front of the Edmonds Waterfront Center.

THE THROWBACK FACTOR

Some things can't be put in a box, but make Edmonds unmistakably itself. WhirlyBall combines bumper cars and lacrosse in a way that makes perfect sense once you're there. The Edmonds Theater shows \$5 movies on Throwback Thursdays. The Edmonds Bakery, open for more than 100 years, making custom cakes and the best-ever cookies. These traditions are part of what makes a Creative District feel like home.

SEE EDMONDS ART IN ACTION

The state didn't make Edmonds creative when it certified it in 2018. It confirmed the lived experience of Edmonds' own community, which has spent decades creating space for artists, chefs, musicians, and makers to thrive. Seven years in, that commitment has only intensified. That's what happens when a town decides creativity isn't a nice-to-have. It's the Edmonds DNA. ♦



PEAR TREE Consignment celebrates 6 Years in business!

Pear Tree Consignment is a well curated boutique in downtown Edmonds. Savvy shoppers appreciate the great selection of designer and luxury brands, in-season styles, premium sportswear, shoes, jewelry, and handbags at 50-70% below retail. Sustainable brands and natural fabrics are always plentiful.

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Elizabeth Colborne (1885-1948). **Mount Baker, Washington**, circa. 1928, color woodblock print. Private Collection.

through the eyes of its artists.



Cascadia Art Museum

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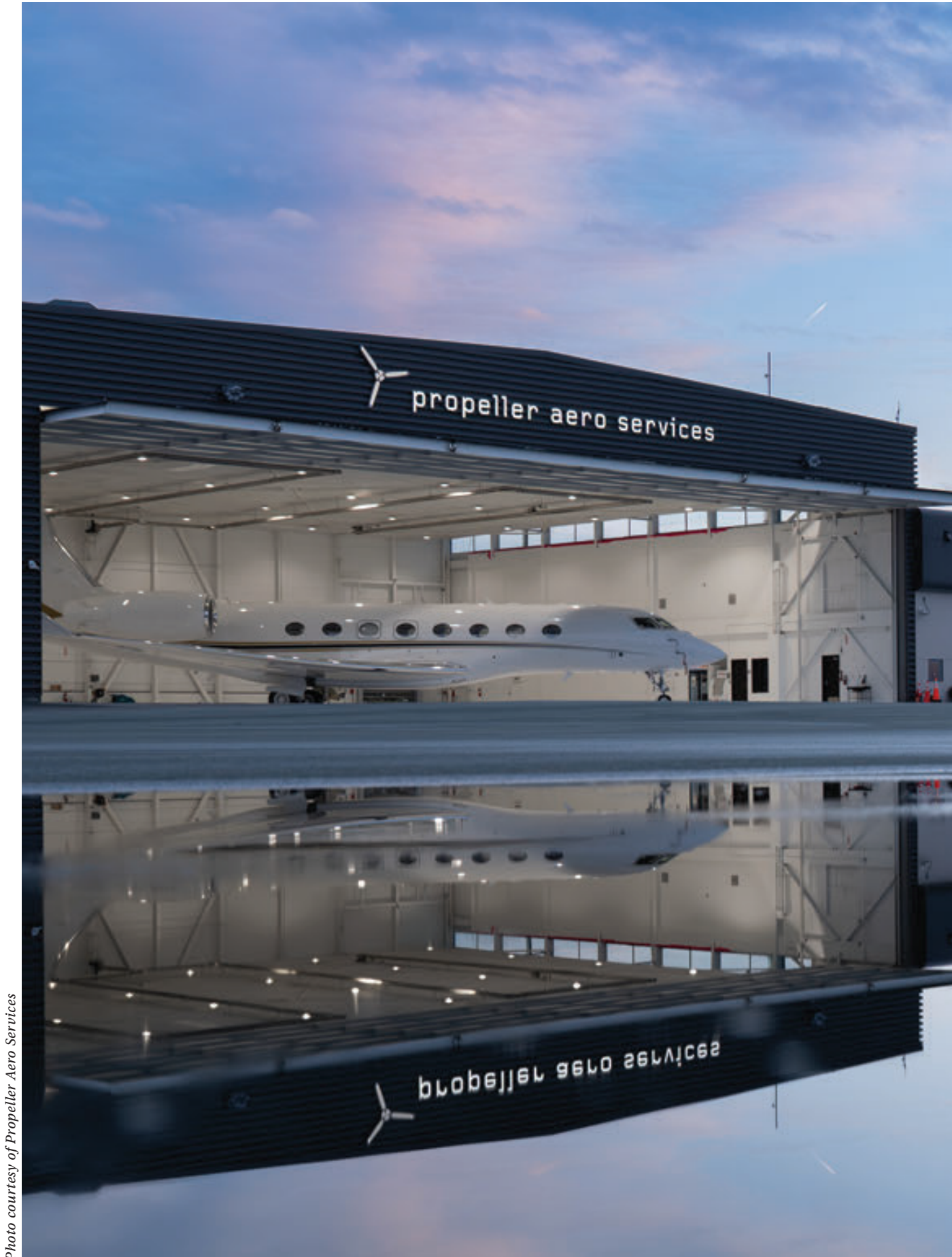


Photo courtesy of Propeller Aero Services



Photos by Baqir Al-Bahathly

(left) Propeller Aero Services is a full-service FBO open 24/7. (above) Just like the commercial airport terminal, every detail is carefully curated, including the snacks, like Mezcla plant-based protein bars.

Snacks, Safety, and the Milk Frother

Propeller Aero Services and the art of intentional hospitality at Paine Field

BY ELLEN HIATT

Snohomish County was buzzing with concerts the evening Brittany McKnight and her copilot flew in on an Airlift NW flight. All the hotels were booked, she shared in an online review where she praised the staff, as well as the snacks.

"...the SNACKS at this place are phenomenal!" she wrote. "Tired pilots and med crews walk in here and the snack selection is such a blessing honestly. We love it."

It's not the first time Jodi Smith, Propeller Aero Services' Vice President, has heard about the snacks. Just the other day, she said, a customer was outside her office door and she overheard "I love this FBO. They have the best snacks!"

With a big grin she tilted back and affirmed "Whatever it is that makes it the best here — I love it!"

What makes the Paine Field FBO "the best" isn't the snacks. It isn't the decor with vintage runway lights, the Miele coffee machine, the customer service, or the renovated facilities. It's the culture behind all those very deliberately curated elements.

In 2021, Propeller Airports, which operates the commercial passenger terminal at Seattle Paine Field International Airport in Everett, acquired the operations of Castle & Cooke, the fixed base operator (FBO) of Paine Field.



“We don't think of it as a single visit. We think of it as the building of a relationship.”

— Jodi Smith

An FBO is the hospitality and ground operations hub for private and business aviation — providing fueling, aircraft services, crew support, and passenger amenities for aircraft arriving and departing from the airport. If a commercial airport is like a busy train station serving hundreds of people at once, an FBO is more like a private club attached to the same railroad.

Not all clubs are created equal, though, and some are not as luxurious as Paine Field's FBO. When Propeller acquired the operation, there was a clear opportunity to modernize the space and elevate the guest experience, said Smith. Propeller promptly renovated the space in the same vein as the award-winning commercial terminal, whose facilities were modeled after Lufthansa's first-class European operations. With the same attention to detail, Propeller Aero Services did more than provide a facelift to the infrastructure and operations. They established an entirely new foundation.

The three pillars that make up that foundation, she said, start with hospitality.

“Customer service is the act of service — what are you doing on the daily to help those customers? Hospitality is what do you walk away feeling when you leave that place?” Smith asked. “We don't think of it as a single visit. We think of it as the building of a relationship.”

McKnight, who flies for Aero Air, LLC, specifically called out line service technician Josh Philipsen for helping coordinate a late-night hotel for a crew after a long day of flying — a small gesture that reflects the service culture Propeller Aero Services aims to deliver.

Life Flight Network helicopter pilot Rob Brew was surprised when Brett Smith, CEO of Propeller Airports, offered to show his crew the best way to froth milk for their hot chocolate.

“I've gone to a lot of different FBOs around the country... some of those places don't treat you the same depending on what you're flying in with and what services you're using,” said Brew. “If you're at Paine Field with a Cessna 172, or if you're in there with the [emergency services] helicopter or a private jet, they treat everyone the same.”



Propeller Aero Services provides hospitality and ground operations for private aircraft, including medevac helicopters, (middle) which rely on the 24/7 operations.



The Olympics mountain range make a beautiful backdrop for private planes on the tarmac.

Safety is V.P. Smith's second foundational pillar. “We look at safety as an investment, not a cost.”

“You can have 100 great days and then one incident on the ramp changes everything. Our approach is about consistency and vigilance,” she said.

Propeller Aero Services is in the final stages of becoming IS-BAH certified. The International Standard for Business Aircraft Handling is, as Jodi said, “the gold standard in safety.” It's a recognized international benchmark.

The third pillar: Culture. And that might seem like a trope to some who are familiar with organizations that talk the talk about “emotional intelligence,” but don't practice it.

But at Propeller, a high-functioning workplace is a practice, not an idea. It's not surprising when you learn that Smith came to work for Propeller when she was on her way to get a Ph.D. in clinical psychology.

“We started with the simple things like recognizing birthdays and making sure our employees had uniforms that they felt good about wearing and helped them take pride in this place,” she said.

That pride starts at the top. “I love this place because of what we've created here, across the board from the terminal to the FBO, the culture and the people,” she added.

Jessica Kilgore, Director of Communications for Propeller Airports, reflected on that pride: “It's a group that is all working towards a common goal... People are truly passionate about what they're doing,” she said, describing an all-hands-on-deck culture that extends to their relationships with Snohomish County and the public-private partnership behind the operation.

That passion is behind Propeller's constant drive toward “better.” Better service. Better hospitality. Better safety. And behind being a better neighbor. When Smith first arrived from New York, where Propeller Airports was originally based, she joined the Boys & Girls Club board. She and Propeller's CEO co-chaired the club's fundraising gala in 2025.

For the FBO, that means nothing is static. Plans are underway for additional renovations, including improving the lobby layout, adding a flight planning room and more offices and improved conference spaces.

For pilots like Brew, at the end of the day they need fast fuel and a 24/7 operation.

With the World Cup coming, private pilots are going to find Paine Field an easy choice to fly into.

Whether they're looking for a round-the-clock airfield, Customs services,

or a cosmopolitan lounge experience, they'll find it in Everett. And pilots are noticing. Propeller Aero Services has seen 25% revenue growth and 65% earnings growth year-over-year. Arrivals are substantially increasing, as well, by a 190% increase between 2022 and 2025 overall.

But that leaves us wondering... about the snacks. For McKnight, a self-proclaimed professional snacker, the almighty snack is an important “pick-me-up for our medevac crews in the middle of the night.” Her go-to choices are ice cream and popcorn.

How intentional can a snack selection be? When you're Propeller Aero Services... VERY. Both the FBO and the commercial services at PAE provide snacks curated by Beecher's Cheese, the sole food concessionaire based on their focus on local and products free of highly processed artificial ingredients and preservatives.

“Where can we do better for our customers to improve their experience?” asked Jodi Smith. That is an ongoing quest for her, and for the entire Propeller team, where everything, including the choice of popcorn, is intentional.

Photos courtesy of Propeller Aero Services

Photos courtesy of Propeller Aero Services

Photo courtesy of Boeing



Behind the Scenes

A journey inside Boeing's storied Everett factory

BY BRANDON BLACK

The stage is set for Seattle to host the world this summer to celebrate the FIFA World Cup. For those seeking a bucket-list experience while in the Evergreen State, look no further than the Boeing Everett Factory Tour which takes you inside the largest manufacturing facility in the world, where dedication to aerospace innovation and engineering excellence fuels some of the most advanced commercial airplanes on the planet.

A LEGACY OF AEROSPACE INNOVATION

For more than a century, Boeing has been the heartbeat of commercial aviation in Washington State. In Everett, the story begins in 1967 with production of the 747, a plane that revolutionized air travel and in time, became known as the "Queen of the Skies." Today, the factory is home to the 767 Freighter, KC-46A Pegasus Tanker, and the 777 and 777X.

Starting from Boeing Future of Flight, in Mukilteo, north of Seattle, the 80-minute guided tour of the Everett factory offers a rare look into the intricate process of assembling a widebody aircraft. From an observation deck, visitors see the extensive aircraft assembly process, observing different



Photo courtesy of Boeing

(left) Visitors view the assembly of Boeing's 777 inside the Everett factory. Since 1968, more than 6 million people have taken the tour. (above) Boeing 777 aircraft follow a U-shaped assembly line inside the Everett factory, which visitors can observe from a balcony overlooking several assembly bays.

stages of aircraft production from the initial assembly of components to the final quality checks before an aircraft is delivered.

Knowledgeable tour guides share Boeing's history and engineering innovations while highlighting the company's commitment to sustainability. Guides also share how Boeing uses advanced manufacturing techniques and technologies, including automation and robotics.

SCALE

While Boeing has manufacturing facilities throughout Puget Sound, its Everett factory is the only site open for public tours. Spanning an impressive 399,480 square meters (98.3 acres) under one roof, it holds the Guinness World Record for the largest building by volume. To put this into perspective, the factory's floor area could comfortably fit Disneyland Park, Vatican City, the Pentagon, the U.S. Capitol, and the Taj Mahal—all within its walls.

INSPIRING THE NEXT GENERATION

Today, the Boeing Everett Factory Tour remains one of the most popular experiences in the region, offering a rare, behind-the-scenes look at how some of the most advanced commercial airplanes are assembled before delivered to airline customers worldwide.

Whether you're fascinated by airplanes and aerospace technology, passionate about aviation history, or simply looking for a fun, family-friendly outing in the Puget Sound, the Boeing Everett Factory Tour provides an inspiring journey into the heart of aircraft manufacturing.

PLAN YOUR VISIT

Boeing Future of Flight is where Boeing's storied legacy as an aerospace pioneer comes to life. Through interactive and immersive STEM exhibits, programs, and the popular Boeing Everett Factory Tour, Boeing Future of Flight captures the imagination while fulfilling its mission to educate, connect, and inspire.

Located in Mukilteo and open daily, Boeing Future of Flight is a sought-after destination by visitors from across the United States and around the world.

More information and tickets can be found at www.boeingfutureofflight.com. ♦



Children explore the colorful play structures at Little Pandas Play Café, a family-friendly space designed for kids under 6 and the parents who gather alongside them.

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Building from Scratch

Everett entrepreneurs are all in for change

BY WENDY POISCHBEG

Some people wait for change. Others build it.

In Everett, the second kind tends to open storefronts, sign leases, and turn ideas into places the rest of us gather.

Businesses here are not born in boardrooms. They start at kitchen tables. In quiet conversations between spouses. In moments when someone looks around and thinks, there has to be a better way.

For Azka Mistry of Little Pandas Play Café, Holly Burkett-Pohland of Burkett's, and Eric Stefanik of Elliptic Systems, entrepreneurship did not begin with spreadsheets. It began with something more personal: a pull they could not ignore.

A PLACE THAT DIDN'T EXIST YET

Little Pandas Play Café is bright, busy, and full of laughter. On any given afternoon, parents sip lattes while little ones climb padded structures or disappear into pastel castles. Grip socks shuffle across soft flooring. Birthday balloons float near café tables. Community hums in the background.

Azka Mistry built it because she needed it.

After more than a decade in banking, marketing and tech, Azka became a mother and realized Everett lacked a space where children under six could play safely while



parents stayed connected – and caffeinated. She wanted somewhere open beyond a short play window. She wanted a beautiful, welcoming coffee shop where families could linger. Somewhere vibrant. Somewhere clean. Somewhere she could breathe while her child explored.

When she could not find it, she created it.

Little Pandas is open morning to evening, designed for families navigating nap schedules and workdays. It is an indoor playground, yes, but it is also a social hub. Parents meet there. Friendships form there. The café draws neighbors who simply want a coffee or sweet treat, blending everyday customers with families in play mode.

Azka's vision was simple: build the space she wished existed. Today, Azka is expanding Little Pandas into Snohomish and King County as owner-operated locations, thoughtfully growing the brand while maintaining the hands-on care and high standards that built its loyal following.

THE LONG VIEW

If Azka represents the spark of something new, Holly Burkett-Pohland represents staying power.

Burkett's has been a fixture in downtown Everett for decades, and for nearly 30 years, Holly has shaped its direction. She built her own career in retail before purchasing the store in 1996 and making it her own.

Since then, she has reshaped and expanded Burkett's while holding firm to its values of family, fashion, and community. She added a home and gift division, reworked nearly 5,000 square feet to reflect how customers shop, and introduced men's apparel after recognizing who was already walking the floor.

But what truly sets Burkett's apart is unreasonable hospitality.

Holly knows her customers' stories. Birthdays are remembered. Milestones are noted. Thank-you cards arrive in mailboxes. Clients are greeted as friends, not transactions.

Through fashion shows, private events, and curated gatherings, Burkett's has become more than a boutique. Friendships form between fitting rooms. Traditions build around seasonal launches. For many, shopping there feels like belonging.

For Holly, that is the point. Hospitality is not an add-on. It is the foundation.

BUILDING PROTECTION IN A DIGITAL WORLD

Not every business begins with a storefront. Some begin with a responsibility.

Eric Stefanik has spent more than two decades in information security, but his work has always been about helping people do what they do best without fear. Long before cybersecurity, he worked in personal training,



(top) Azka Mistry, founder of Little Pandas Play Café, created the space after realizing Everett needed a place where young children could play safely while parents stayed connected.

(bottom) Holly Burkett-Pohland helps a customer at Burkett's in downtown Everett, where hospitality and personal relationships have defined the boutique for nearly three decades.



Eric Stefanik, founder of Everett-based Elliptic Systems, speaks about cybersecurity and artificial intelligence, helping businesses understand how to protect what they've built.

studying physical fitness and nutrition, guiding clients toward stronger, healthier lives. He loved teaching. He loved watching confidence grow.

That desire to strengthen and protect never changed. The arena did.

Today, as founder of Everett-based Elliptic Systems, Eric helps business owners protect what they have poured themselves into building. The law firm built on reputation. The medical practice built on trust. The accounting office built on precision. The construction company built on teamwork and long hours.

He understands that most owners did not start their business to become experts in cybersecurity or artificial intelligence. They started to serve clients. To solve problems. To create something lasting.

Eric meets them there.

He is a bestselling author and keynote speaker, known for translating complex cybersecurity and artificial intelligence into practical guidance. But away from conference stages, his work is quieter and more personal. It is sitting across the table from an owner and asking, What keeps you up at night?

Because a breach is not just technical. It is personal. It affects livelihoods. Employees. Families. Years of effort.

Artificial intelligence, in his world, is not hype. It is a tool

that can ease administrative strain, tighten compliance, streamline operations, and free teams to focus on what matters most. He builds solutions around the business, not the other way around.

At its core, his work is about care. Protecting the trust clients place in local businesses. Helping owners move forward with confidence.

When systems run smoothly.

When risks are reduced.

When owners can focus on growth instead of fear.

That is the work.

THE THREAD THAT CONNECTS THEM

Different industries. Different stages. Different motivations.

Yet the thread is clear.

Each owner saw something missing and stepped forward. They put time, money, and reputation on the line.

Some people wait.

Others ask a different question: What if I built this myself?

And so they did. ♦



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Photo courtesy of Port of Everett

Port of Everett Welcomes Tapped Public House to Restaurant Row at Waterfront Place, home to the Largest Waterfront Rooftop Deck in Snohomish County.

Public-Private Partnerships Power Snohomish County's Growth

BY PABLO COLINDRES MORENO
FOR ECONOMIC ALLIANCE OF SNOHOMISH COUNTY

A clear marker of a healthy region is the quality of its public-private partnerships. Healthy collaborations between private enterprises and public agencies provide local businesses and communities with opportunities to kickstart growth and development, aligning infrastructure, capital investment, workforce development and policy around shared regional outcomes.

In Snohomish County, several examples of successful public-private partnerships are evident. Some of the most impactful to the community are the Port of Everett's current work with Waterfront Place, Paine Field Airport's expansion project and the City of Lynnwood's revitalization projects

around the light rail and city center projects.

The Port of Everett's operations and recent revitalization projects constitute key economic and placemaking efforts for the community. Domestic and international trade supports up to \$7.9 billion in economic value, creating over 4,000 jobs.

Moreover, the Port's new Waterfront Place mixed-use development along the waterfront boasts 1.5 million square feet of retail, restaurant, housing, hotel and office space, with new attractions being added regularly. When fully realized, Waterfront Place will support a further 2,000 family-wage jobs.



From enhanced competitiveness in trade and the global market, to access to better transportation, resources and education, these partnerships create a more stable, resilient community.

More than \$350 million in public-private investment has been facilitated, and according to the Port's website, the expected \$1 billion in public-private development investment will have supported up to 40,000 jobs (including temporary construction jobs), and will generate \$8.6 million annually in state and local taxes.

Another example of a highly-aligned public-private partnership is the region's Paine Field Airport. Paine Field is also currently moving forward with expansion plans that will grow annual passenger rates to four times the pre-pandemic highs, and account for increased trade and freight as well.

Executive Dave Somers signed the executive order formally putting the plans into action last May, and further investment into sustainable jet fuel research announced by Governor Bob Ferguson in January features investment from local and state funds as well as private funds, including \$10 million from an anonymous donor.

The new Cascadia Sustainable Aviation Accelerator represents a major opportunity for the region. As a major aerospace player, Snohomish County is already home to innovation and exciting new companies within the industry. Sustainable fuel research had already been ongoing at Paine Field, but the investment promises to keep the county at the cutting-edge of new technologies and advances.

This type of potential can also help retain and recruit more business and highly-skilled workers, adding to an already impressive talent pool in the area. Moreover, this demand for specialized skillsets have highlighted the bridge public investment and advocacy forms between private business and education. Alignment with higher-education institutions and advocacy from organizations like the Snohomish STEM Network have led directly to programs tailored to meet employer needs, such as the Washington Aerospace Training & Research (WATR) Center, an Edmonds Community College program hosted at Paine Field's commercial airport designed to train students directly to standards at The Boeing Company.

In the City of Lynnwood, the arrival of the light rail spurred investment into the city's infrastructure. Lynnwood's transit-oriented development plan for the City Center will set up the area as a vibrant commercial and residential center. With some projects already under way, both from public and private funding, the Lynnwood City Center will deliver economic development as well as vital placemaking for the community and future growth.



Photo courtesy of Propeller Airports

(top) Audience enjoys live music at Lynnwood City Center Station opening celebration, 2024.

(bottom) Seattle Paine Field Airport. First Public-Private Airport in USA. Voted One of Americas best small airports.

With the opening of Lynnwood City Center station in 2024, Sound Transit committed to support the development of livable communities near the station, including a new housing development geared toward households earning between 30-60% of the area's median income. In this development, The Community Health Center of Snohomish County and the Center for Human Services will provide medical, dental and behavioral health services, as well as a childcare facility operated by Housing Hope. Additional services will also be available to residents and community members on-site, regardless of economic, insurance and immigration status.

Other City Center projects include infrastructure across several transport arteries, updating environmental exemptions to improve green space access to the community as well as business and development outreach to fill the demand from increased local and regional traffic.

Public investment includes an economic development program approved by Lynnwood City Council last May, in the form of a Tax Increment Finance Program (TIF), funding three major capital projects in the City Center Program. The projects will generate at least \$103 million in additional tax revenues. The District and Northline Village are both included in the Tax Increment Area (TIA) designated for the TIF.

The impact over the next 25 years from the TIA includes over 7,900 construction jobs, 1,200 retail jobs and between 1,775 to 3,200 new residential units.

Based on public input during late 2021 and early 2022, the Lynnwood City Center TOD priorities included affordable and mixed-income housing, access to shelter, childcare and other social services, increased natural features and passive open space for the community, and public access to multi-use and cultural spaces, among others.

"Public-private partnerships have been key to bringing our City Center vision to life," said Sarah Cho, City Center Program Manager for the City of Lynnwood. "By advancing strategic tools like our TIA, we are strengthening collaboration and positioning the area for long-term success."

New business, upgraded utility and street improvements and a focus on enhancing livability for residents create focused growth potential.

Across Snohomish County, examples like these of public-private partnerships are making the region a better place to learn, work and live. From enhanced competitiveness in trade and the global market, to access to better transportation, resources and education, these partnerships create a more stable, resilient community.

Daniel Tappana, Director of Economic Development for Economic Alliance Snohomish County, agrees. "Economic development is a team sport," he says. "Public-private partnerships allow us to align policy, infrastructure, capital, and talent in a way that benefits the entire community. When we work together, we don't just create jobs — we create pathways to prosperity." ♦



(left) Boom City rises each summer on the reservation of the Tulalip Tribes, drawing fireworks fans from across the Pacific Northwest. (above) Boom City's unique blend of culture, commerce, and celebration keeps visitors coming back year after year.

Boom City

Where fireworks, family, and freedom ignite

BY MICHEAL RIOS

Photos by Tulalip News

Every summer, just off Interstate 5 in Tulalip, a transformation takes place that is equal parts marketplace, family reunion, and cultural celebration. For a few electrifying weeks leading up to the Fourth of July, Boom City rises from the gravel lots and open fields of the Tulalip Reservation, drawing thousands of visitors each day and igniting an economic engine powered by entrepreneurship.

To the uninitiated, Boom City may appear to be a collection of fireworks stands clustered together in a brilliant maze of red, white, and neon. But to the Tulalip people, it is tradition. It is opportunity. It is family.

A SEASONAL CITY BUILT ON SOVEREIGNTY AND SPIRIT

Boom City operates under the sovereign authority of the Tulalip Tribes, allowing tribal members to sell fireworks legally on reservation land. What began decades ago as a modest seasonal venture has evolved into one of the most anticipated summer attractions in Snohomish County.

Each June, hundreds of Tulalip tribal members construct their own stands from the ground up. They hang banners, stack colorful assortments of fireworks, wire lights, and ready

their cash boxes for the annual rush. For some families, the stand they open today is the continuation of one first built by parents or grandparents. Knowledge is passed down. Customer relationships are nurtured year after year. The business is seasonal, but the pride is permanent.

The inspiration to open a stand varies. For some, it's about supplementing income before the school year or reinvesting profits into a new home project. For others, it's about teaching their children firsthand what it means to be an entrepreneur.

"Boom City gives our youth an inside glimpse on what it takes to run a business," said Tulalip tribal member Eliza Davis. "They learn about procurement and accounting. They learn about just being a hard worker. It's really good practical skills that will serve them the rest of their lives."

Business concepts like how to manage inventory, greet customers, and balance books are learned and fine-tuned as stand workers compete in a bustling open-air marketplace. And competition there is.

Walking the rows of Boom City feels like entering a festival of friendly rivalry.

Vendors call out daily specials. Handwritten signs promise the "loudest booms" or "best family deals." Loyal customers return to the same stand every summer, greeted by name. Others wander the aisles comparing prices and product bundles, turning shopping into a strategic sport.

TENS OF THOUSANDS, ONE DESTINATION

As June turns to July, the traffic along Interstate 5 slows near the Tulalip exit. License plates from across Washington and beyond funnel toward Boom City. Families arrive with trucks and SUVs, some towing small trailers in anticipation of a major haul. By the final days before Independence Day, the crowd swells to thousands daily.

For many Snohomish County residents, Boom City has become synonymous with the Fourth of July itself. Parents who once came as children now bring the next generation. Groups of friends make an evening of it, browsing the stands before heading to nearby restaurants or the Seattle Premium Outlets.

The draw is variety, value, and atmosphere. Shoppers can speak directly with vendors who

In a region known for innovation and independent enterprise, Boom City stands as a uniquely Indigenous expression of both.

know their products intimately, like which fountains last the longest, which aeriols deliver the biggest finale, which assortments provide the best bang for the buck. That personal interaction stands in contrast to the anonymity of big-box retail.

But there's also something intangible that pulls people north each summer: the energy. Boom City hums with anticipation. Music drifts from speakers. Kids dart between stands. Vendors share laughs across neighboring booths. As dusk approaches, demonstration fireworks crackle in the distance, teasing the night sky.

In a region known for innovation and independent enterprise, Boom City stands as a uniquely Indigenous expression of both.

BEYOND THE BOOM

At its heart, Boom City is about connection.

It's about tribal members reconnecting with relatives they may not see throughout the year. It's about local residents forming relationships with Tulalip families they've bought from for decades. It's about shared laughter over mispronounced product names and collective awe when a sample rocket whistles skyward.

"Seeing old friends from school, church, and every job I've ever had is the best part to me," shared stand owner Terry Parker, Jr.

He's sold at Boom City for 40-plus years now. "We all have our repeat customers. Through those relationships we've seen kids become adults and eventually parents themselves who bring their kids out here. I've witnessed three generations of families grow up via their annual trips to buy fireworks. That's three generations worth of laughter and priceless stories."

As Independence Day approaches, the symbolism feels fitting. While the nation celebrates its 250th birthday, Boom City reflects a deeper story. One of Native American perseverance, cultural continuity, and modern enterprise thriving side by side.

Boom City is open from 6 a.m. to midnight, operating 7 days a week from mid-June until July 4. It's located behind the Tulalip Resort and Casino, at 10274 27th Ave NE, Tulalip WA 98271. ♦



(top) For many Tulalip families, operating a fireworks stand is a summer tradition passed down through generations.

(bottom) Entrepreneurial spirit fuels the seasonal marketplace that returns to Tulalip each summer.



Colorful banners, stacked fireworks, and friendly competition define the Boom City experience.



An architectural rendering of the former NOAA site, now returned to Port of Everett ownership, shows the potential the Mukilteo waterfront has to for people to gather.

Photo courtesy of Port of Everett

Passion for Place, Passion for People

Port of Everett committed to bringing community's vision to life for Mukilteo waterfront

BY CATHERINE SOPER

The Mukilteo waterfront is a study in western Washington charm: gulls fly overhead, ferries glide across Possession Sound, and both the Cascade and Olympic mountain ranges stand blue in the distance. It's a postcard scene that draws visitors from all over the world, and one that the local community doesn't take for granted.

People are passionate about this place, and its future deserves a steady hand to guide it forward.

The Port of Everett's recent moves to accept the transfer of a former National Oceanic Atmospheric Administration (NOAA) site, as well as to acquire the property that is home to Ivar's Mukilteo Landing (which will remain), signals the next chapter of the waterfront is soon to begin. For the Port, the Mukilteo waterfront is more than a redevelopment project. It's a commitment rooted in a passion for placemaking and for the people in the Port District who call it home.

For decades, a 22-acre stretch of the waterfront was known for the U.S. Air Force Mukilteo Tank Farm until operations concluded in 1989 and clean-up efforts began. In 2000, Congress passed legislation to convey the property to the Port for public use. It took more than a decade for the Port to secure the property for the community; that transfer occurred in 2013. In 2016, the Port conveyed the to area stakeholders in consideration of its public purpose, including the land



Photo courtesy of Port of Everett

The Port of Everett will start the process of redeveloping its properties on the Mukilteo waterfront with new parcels now secured.

for the new Washington State Ferry terminal and Sounder train station, to facilitate commerce, transportation and economic development. Part of the land had been slated for a NOAA research facility, but those plans were abandoned in 2020. What followed was a complex, multi-year transfer process to convey the property to the Port so it could be developed for public use per Congressional order. In early 2026, the Port became the owners of a 1.1-acre stretch of shoreline to the east of Silver Cloud Hotel.

LOOKING TO THE FUTURE

Between 2022 and 2026, the Port moved forward with strategic property acquisitions to create a meaningful and cohesive waterfront development. During this time, the Port also led a community visioning effort to establish a unified vision for the waterfront. The outcomes of that effort, done in partnership with the City of Mukilteo, will be the guiding principles for the Port's redevelopment efforts of its Mukilteo properties. With ownership of key properties now secured, the Port can move forward with bringing the community's vision to life.

"The Mukilteo waterfront already has a strong sense of place, and our redevelopment efforts will continue to build upon that in a way that is uniquely Mukilteo," said Port of Everett CEO/Executive Director Lisa Lefebber. "Placemaking is more than buildings – it's about creating spaces where families gather, local businesses thrive, visitors enjoy, and the community feels a sense of pride and belonging."

"...it's about creating spaces where families gather, local businesses thrive, visitors enjoy, and the community feels a sense of pride and belonging."

— Lisa Lefebber

Waterfront redevelopment projects are complex and timely. In the spirit of delivering the future amenity as soon as possible, the Port has selected Seattle-based architecture and design firm NBBJ to aid its planning efforts – the same firm that helped the Port lead the visioning effort in 2022. The work with NBBJ will feed into a formal selection process for a development partner for the project. The Port will retain control of the real estate.

WHAT'S TO COME

Imagine a pedestrian-oriented Front Street tied to the waterfront, with restaurants, retail, small-scale housing, and a bustling promenade outfitted with a unique, beachy charm. Thoughtfully designed overlooks would invite visitors to step aside and admire views of the Salish Sea. Public art highlights local culture. Pathways would maximize Mukilteo's



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For the Port of Everett, passion shows up in strategic action, due diligence, transparency, and thoughtful planning to ensure the waterfront matches community vision.

reputation as a transportation and maritime hub, while protecting the sense of peace and tranquility inherent to living by the water.

All of it would reflect the community's desires for a welcoming and convenient gathering place that promotes culture, recreational opportunities, local business, and the area's natural beauty. The Port's role is to balance those qualities with opportunities for local businesses and long-term economic sustainability.

"The Mukilteo waterfront belongs to those most passionate about it - the community," Port Commissioner Tom Stiger said. "The Port of Everett team is committed to delivering a Mukilteo waterfront that aligns with the community's vision and is a good steward of everything the area has to offer."

The work reflects the Port's broader mission. In Washington state, ports have the unique charter to deliver economic development. Though this is achieved in many ways, one of the most impactful ones is through transforming real estate for the public good - promoting local business, public access, ensuring environmental stewardship, and more.

Passion is often described in sentimental terms with sunsets, shorelines, small-town charm. But for the Port of Everett, passion shows up in strategic action, due diligence, transparency, and thoughtful planning to ensure the waterfront matches community vision.

With these two properties now in sight, the Port is ready to let its passion begin the work to bring the community's vision for the Mukilteo waterfront to life. ♦

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