2025 Greater Seattle Partners Annual Report

In 2025, Greater Seattle Partners strengthened collaboration across business, government, and community leaders while telling Greater Seattle's story to global audiences, positioning the region for continued growth and investment.

GSP advanced its core mission by showcasing the innovation ecosystem, accelerating exports for local companies, and deepening global relationships that drive investment and job creation across the region. In 2025, Greater Seattle Partners engaged with more than 400 companies, welcomed 20+ international delegations, led and participated in five international missions.

Global Engagement

International Leadership Mission: In partnership with the Seattle Metropolitan Chamber of Commerce, GSP led a regional leadership mission to Germany with 65 business and elected leaders, visiting Munich, Berlin, and Hamburg. The delegation explored green economy strategies, advanced manufacturing and aeronautics, and Germany's preparations for global events such as the FIFA World Cup, bringing back practical insights.

Commitment to sustainability: Greater Seattle is home to the largest aerospace supply chain in the United States, with sustainability and clean technology as top priorities. Sustainable Aviation Fuel has emerged as a critical solution for reducing aviation emissions. To support regional SAF development, Greater Seattle Partners led a curated international visit to Ireland and the United Kingdom to assess production models, policy frameworks, and infrastructure needs, helping inform future SAF feasibility and investment planning in our region.

Deepening ties with India: In partnership with the Consulate General of India in Seattle, Greater Seattle Partners hosted the first Invest India Business Forum for the regional business community. The forum explored strategic economic opportunities with India, whose population in Washington state has doubled over the past decade and now represents the second-largest foreign-born community in the region. This growth reflects deepening economic ties and increasing opportunity for bilateral collaboration.

Global innovation exchange: Greater Seattle Partners also represents the City of Seattle in the Global Innopolis Network Initiative (GINI), an international collaboration of leading innovation hubs focused on science- and technology-driven economic development. GINI connects six founding members, including Daejeon, Montgomery County, Málaga, Dortmund, Seattle, and Québec, to exchange best practices and develop cross-border partnerships that support sustainable growth.

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PARTNERS

Business Attraction

Building economic competitiveness: To better understand regional competitiveness, GSP completed a comprehensive research effort that included 15 in-depth interviews and 30 surveys with national site selectors. The resulting analysis highlights the key factors influencing location decisions and evaluates Greater Seattle's strengths and actionable insights within the national marketplace.

Welcoming companies, closing deals: Through our third annual signature program, the SelectUSA Seattle Spinoff, we recruited and hosted 23 international companies from seven countries. The program connects global business leaders with the people, infrastructure, and innovation assets that make Greater Seattle one of United States' most competitive regions for expansion and investment.

Growing export revenues: To further support regional economic development, GSP assisted 28 local companies through the Greater Seattle Export Accelerator, providing advanced export training and market entry support to help companies scale internationally.

Telling Our Story

Showcasing innovation: In collaboration with GeekWire, Microsoft, the Technology Alliance, and the Washington Technology Industry Association, Greater Seattle Partners launched Innovate State, a first-of-its-kind interactive map of the innovation ecosystem across Washington, Oregon, and British Columbia. The map highlights 528 high-growth startups and illustrates the interconnected network of founders, research institutions, investors, and employers across the Cascadia region.

2025 also marked the third year of the Uncommon Thinkers Awards, which recognize individuals whose ideas and leadership are shaping the region's future. Six awards were presented to innovators, scientists, entrepreneurs, and technologists advancing meaningful change across key industries.

Looking Ahead: Priorities for 2026

We have built the team and the programs to scale our impact, and in 2026 we plan to take our regional brand global and blend targeted recruiting with key stakeholder engagement to drive meaningful jobs and investment. Building on our signature programs, leveraging market data and national and international relationships, we are poised to deliver new offerings and ever stronger results.

We are deeply grateful to our Board, Executive Council, and investors for their continued partnership in service of a dynamic and resilient economy that reflects our region's commitment to people and planet.

Rebecca Lovell

Interim President & Chief Executive Officer, Greater Seattle Partners

2025 Economic Snapshot of Greater Seattle

$590.28B
GRP

$397.81B
Imports

$542.79B
Exports

$1,932
Median Monthly Rent

$673,500
Median House Value

$112,594
Median Household Income

(Is $34.1K above the national median household income of $78.5K)

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4,063,772

Total Population

(Is expected to increase by 1.4% by 2029)

1,017,113

Millennials (ages 25–39)

(The national average for an area this size is 821,844)

48.8%

Married-Couple Family Households

37.4

Median Age

2,318,551

Labor Force

2,347,892

Total Regional Employment

(Jobs grew by 20,961 over the last 5 years and are projected to grow by 146,577 over the next 5 years)

47.1%

Of Residents possess a Bachelor's Degree or Higher

(6.6% above the national average)

274,740

Companies Employ Regional Workers

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Greater Seattle Partners 2025 Impact

International Leadership Mission to Germany

The Greater Seattle Partners team is an expert group of economic developers dedicated to driving investment into communities and creating shared prosperity across the Greater Seattle region.

Our mission is to attract investment, helping shape a vibrant, inclusive, and future-ready economy. As a regional public-private partnership, we bridge the business, government, and civic sectors to promote Greater Seattle on the global stage.

Welcoming the World since 2019

- 150+ Delegations Welcomed in Greater Seattle
- 42 International Outbound Missions

Business Attraction in 2025:

- 400+ companies
- 20+ delegations
- 8 international missions

78 leads and opportunities in 2025 pipeline, 2,801 potential jobs, $4.19B potential CAPEX

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SelectUSA Seattle Spinoff 2025

Greater Seattle Partners' Signature Programs

- 2025 SelectUSA Seattle Spinoff : 23 international companies from 7 countries. Total since 2023 : 76 Participants, 70 Companies, 15 Countries
- Export Accelerator : 28 companies went through advanced export training. Over 60 companies since 2023

Innovate State

WASHINGTON'S CONNECTED INNOVATION ECOSYSTEM

Washington State is a global innovation hub where great ideas meet world-class talent, committed investors, and an entrepreneurial mindset that transforms industries. This map highlights the dynamic ecosystem behind the 532 fast-growing startups that have made the "GeekWire 200" list since 2015, showcasing the deep interconnections between founders, employers, universities, investors, and incubators that fuel their success.

The unique convergence of industries that sparks breakthrough innovation sets our region apart. From AI revolutionizing enterprise software to cleantech reshaping sustainability, life sciences pushing biotech boundaries to robotics and aerospace redefining the future, Washington is where industries collide, cross-pollinate, and create the next wave of global game-changers. Anchor institutions such as the University of Washington, Microsoft, and Amazon have an outsized impact on our state's global leadership in innovations dedicated to people, planet, and productivity.

-Investor -Prior Employer -Education -Commercialization Center

GREATER SEATTLE PARTNERS GeekWire Microsoft Tech WTIA

- Innovate State : 528 fast-growing startups interconnected with founders, employers, universities, investors, and incubators.
- Research : 15 Site Selector Interviews and 30 Surveys.
- Marketing : 8.8+ M total impressions. 6 Uncommon Thinkers Awards.

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“Why Greater Seattle"

Global Innopolis Network Initiative

- Aerospace/space: Boeing, Blue Origin, SpaceX Redmond; 100+ WA space companies; more than half of LEO satellites manufactured in WA; hydrogen/electric flight testing hubs.
- Biotech/biomed manufacturing: Top-tier research (UW, Fred Hutch, Allen Institute); 1,180+ life science companies statewide; active venture and NIH funding; AI-for-biotech leadership.
- Maritime & clean fuels: Port of Seattle + NWSA; Sustainable Maritime Fuels Collaborative launched (2025) for net-zero by 2050; Maritime Innovation Center pipeline.
- Clean energy: Helion breaking ground on world’s first fusion plant in WA, with a PPA to deliver to Microsoft by 2028, compelling proof for next-gen energy partners.
- Software/AI: Microsoft and AWS anchor global AI/cloud; Seattle ranks among top U.S. AI job markets and startup funding hubs.

- The top 5 largest Greater Seattle-based public companies are Amazon, Costco, Microsoft, T-Mobile, and Starbucks
- Greater Seattle is the largest aerospace supply chain in the U.S.
- 2nd Nation’s biggest AI job hotspot
- Greater Seattle in the top 10 life science clusters in the U.S.
- 78% of FCC-approved satellites built in Greater Seattle
- Seattle is top 5 global city by Oxford Economics
- Seattle’s invested $806M into transformation of the city waterfront
- Seattle is #2 in air quality
- #3 in GDP per capita among U.S. Metros
- #2 tech talent market in the U.S.
- Seattle has been named one of Travel + Leisure’s 50 Best Places to Travel in 2026
- #10 among U.S. cities where Gen Z graduates are likely to find job and income growth opportunities post-graduation
- #15 for early-career wage growth nationally
- #22 best place to find a job out of 182 U.S. cities

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Made Possible By

Leader

BOEING

City of Seattle

Microsoft

Port of Seattle

Visionary

amazon

King County

Snohomish County

City of Bellevue Washington

Alaska Airlines

Catalyst

City of Auburn Washington

City of Tacoma

Everett Washington

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Made Possible By

Innovator

MultiCare

HIGHLINE COLLEGE

SOUNDSIDE ALLIANCE
For Economic Development

WELLS FARGO

Redmond WASHINGTON

Deloitte.

coupang

J.P.Morgan

propeller airports

Vulcan Real Estate

SEATTLE UNIVERSITY

CITY OF KIRKLAND WASHINGTON

BRPH

Virginia Mason Franciscan Health

CITY OF SEATAC EST. 1990

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Made Possible By

Partner

BNSF RAILWAY

Buchalter

CITY OF RENTON

U.S. COMMERCIAL SERVICE
United States of America Department of Commerce

T-Mobile

Economic Alliance SNOHOMISH COUNTY

MACKENZIE.

MILLER NASH LLP

IMA

CHALLENGE SEATTLE

CITY OF ISSAQUAH WASHINGTON

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