GOAL 1:  CREATE JOBS
Goal: Support a sound, stable, year-round and diversified economic base that creates jobs in community-friendly industries.

Policies:
- Policy A: Emphasize locally made goods and services within our community, for local use & export.
- Policy B: Work to address and mitigate the seasonality of many industrial sectors in the county (e.g., construction, tourism).
- Policy C: Work to improve linkages with seasonal residents – tourists and “snow bird” residents alike.
- Policy D: Encourage light manufacturing and cottage industries to create products for export and jobs.

Actions:
- Action A: Through a review of current business area zoning, work to retain and encourage light manufacturing and cottage industries to create products for export and to create jobs.
- Action B: Consider tax breaks and code allowances to encourage light manufacturing and cottage industries.
- Action C: Work to recruit entrepreneurs to San Juan County, particularly high-tech entrepreneurs.
- Action D: Work to develop “encore entrepreneurs” – helping retired island entrepreneurs to create new businesses.
- Action E: Collaborate to create a “Shop Islands” initiative, encouraging islanders to shop in San Juan County.
- Action F: Create and support mentoring and educational programs to support new businesses and entrepreneurs.
- Action G: Encourage and financially support tech and trades education in our schools and colleges.
- Action H: Map gaps in small businesses’ needs in order to create new jobs (e.g., do businesses collectively need more bookkeepers).
- Action I: Work with Skagit Valley College and the Workforce Council to improve workforce training opportunities.

GOAL 2: IMPROVE INFRASTRUCTURE
Goal: Support efforts to improve infrastructure that strengthens the economy and creates jobs.

Policies:
- Policy A: Encourage provision of adequate infrastructure that is support of a healthy economy and environment.
- Policy B: Support high-speed broadband infrastructure which enables the creation of jobs and improved educational opportunities for islanders.
- Policy B: Encourage Washington State Ferries to improve San Juan Islands ferry service, vessels and infrastructure.
- Policy C: Encourage a healthy workforce and community in San Juan County.
Actions:
- Action A: Provide adequate infrastructure that is supportive of a healthy economy and environment.
- Action B: Provide adequate infrastructure and encourage zoning that is supportive of community high-speed broadband infrastructure.
- Action C: Ensure that tourism infrastructure and facilities (including way-finding signs) are updated and improved.
- Action D: Identify facilities for water-borne transportation for tourism and export.
- Action E: Support efforts of the San Juan County Health Department to encourage a healthy community and workforce through workforce wellness programs, community vaccination outreach, walkable spaces projects and other programs.

GOAL 3: ENCOURAGE TOURISM AND LEISURE OPPORTUNITIES WHICH PRESERVE ENVIRONMENT, JOBS

Goal: Encourage tourism and leisure opportunities while preserving the environment and jobs.

Policies:
- Policy A: Encourage tourism and leisure opportunities which preserve islands’ natural environment and which are attractive to residents and visitors, while providing high quality-of-life employment.
- Policy B: Encourage and promote ecotourism and conservation in the islands.

Actions:
- Action A: Cultivate high-end, high-income international tourism by encouraging high-end, low-impact (in particular, “green”) building of tourism venues like micro-hotels, restaurants and bed & breakfasts, exploring ways to promote it through potential zoning changes and other encouragement.
- Action B: Ensure that villages and roads are kept attractive by landscaping empty land such as the gravel pit property, and by encouraging innovative leases for empty storefronts.
- Action C: Ensure that view corridors and scenic roads are preserved, with consideration for owners’ property rights.
- Action D: Enable and encourage the “Island Friendly Spirit” customer service initiative.
- Action E: Encourage arts tourism – visual arts, food, music – all arts which benefit residents and tourists.
- Action F: Implement the San Juan County tourism master plan.

GOAL 4: STRENGTHEN TRADITIONAL INDUSTRIES

Goal: Support efforts to strengthen traditional industries

Policies:
- Policy A: Promote actions that protect and enhance construction, marine resource industries, agriculture, aquaculture and other traditional industries, including establishment of infrastructure such as commercial kitchens, and support of workforce development and training in these trades.

Actions:
- Action A: Work with Port of Friday Harbor, Department of Commerce, Department of Ecology, and other entities to purchase the cannery property at Jackson’s Beach in order to develop a marine-based facility.
- Action B: Improve waterfront infrastructure and access, particularly the improvement of barge landing access throughout the county, by renovating existing barge landings and through the creation of new ones, working with the Port of Friday Harbor and other entities.
- Action C: Expand local and regional markets through promotion of local branding through the Island Grown Program.
- Action D: Assist new farmers in acquiring access to agricultural land.
- Action E: Work to streamline the construction permitting process.
- Action F: Identify & implement policies which expand genetically-modified organism (GMO)-free seed production.