



**“Quil Ceda is the key to building and sustaining our culture, and our community.”**

## Quil Ceda – Building a Sustainable Future

To the thousands of shoppers drawn to North Snohomish County's newest retail destination, Quil Ceda Village resembles another bustling, growing commercial center. But to the Tulalip Tribes, who own and operate the site, Quil Ceda is much more. For more than 3,000 tribal members living on the reservation east of Marysville, the development is the gateway to an economically diverse, prosperous future.



New jobs and strong sales make the Home Depot at Quil Ceda a huge success.

“Quil Ceda is the key to building and sustaining our culture, and our community,” said Tribal Chair Herman Williams Jr.

“Just as important, Quil Ceda brings jobs and commerce not only to the reservation, but the entire region.”

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## The Case for Economic Diversification

“We started Quil Ceda Village with the idea that casino dollars were good for the tribe in the short run, but we needed a long term economic solution,” said John McCoy, a Tulalip tribal member who serves as Quil Ceda's village manager.

“We have come a long way in

terms of employment, education, investing in health care and building an infrastructure for our people,” said McCoy. “Quil Ceda is simply the next logical step to assuring that the next generation of Tulalip, and the people of Marysville and surrounding Snohomish County, have employ-

ment opportunities that can weather the ups and downs of the economy.”

While popularity of Indian gaming remains high, the Tulalip Tribes recognized that like any community, the key to long term stability lies in a strong, diverse economy.

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The Case for Economic Diversification, continued



This new plaza will house local businesses, helping keep the community strong.

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“It’s wrong to put all your eggs in one basket,” said McCoy. “We simply couldn’t gamble the future of our tribe on the success of our casino.”



Quil Ceda manager John McCoy works with UW students learning hands-on computer skills at the new business center.

Economic diversity is the driving principle behind Quil Ceda, which will feature not only a mix of large and small, tribal and non-

tribal retail, but also hotel, restaurant, convention, and gaming opportunities.

But behind the construction and the commerce, the goal remains clear: provide for the good of the entire tribal and regional population through investments in infrastructure like roads and sewers, police and fire protection, schools, health care, and other basics.

“Quil Ceda is not just the next step in tribal self-determination, but also the next step in community development for the reservation, Marysville, and the region,” said McCoy. “We are proud of the legacy we are building here.”



Future site of the new Tulalip Casino and hotel complex.

Snohomish Search & Rescue A Community Resource We Must Support

On December 7, 2001, Tulalip Tribes presented Snohomish County Search and Rescue with a gift of \$25,000 to help protect this critical emergency service. A division of the County Sheriff’s office,



Tribal Board Chair Herman Williams presents check to Sheriff Rick Bart.

Search and Rescue is a specialized program that responds in marine, wilderness, and other technically challenging areas whenever lives are at risk.



Chair Herman Williams and Randy Fae, Chair of Project Life Saver.

“Search and Rescue personnel place themselves in danger to protect all of us,” said Tulalip Chairman Herman Williams in presenting the check to Sheriff Rick Bart. “I commend the hard work you do and am pleased that we are able to offer you our support.”

## Quil Ceda – Building a Sustainable Future, continued

The first businesses to take up residence at Quil Ceda were Tulalip Bingo, followed by Wal-Mart, and Home Depot. When complete, the 2000-acre complex will house a mixture of Indian and non-Indian retail and recreation (see the Master Plan diagram below). The latest groundbreaking is for the 33,000 square-foot Quil Ceda Neighborhood Town Center, which will house smaller stores, a bank, and other services.

The Town Center promises to be pedestrian friendly, complete with brick walkways, a clock tower, and other amenities.



"We're committed to helping small business succeed," said Williams. "The Neighborhood Center will be a place for tribal and non-tribal businesses to set up shop. It all comes down to jobs and giving people the opportunity to become business owners."

In addition to "big box" stores like Home Depot and the smaller stores found in the Town Center, Quil Ceda will eventually be home to an amusement park, conference center and an expanded Tulalip Casino – which will move from the current location 3 miles south of Quil Ceda.

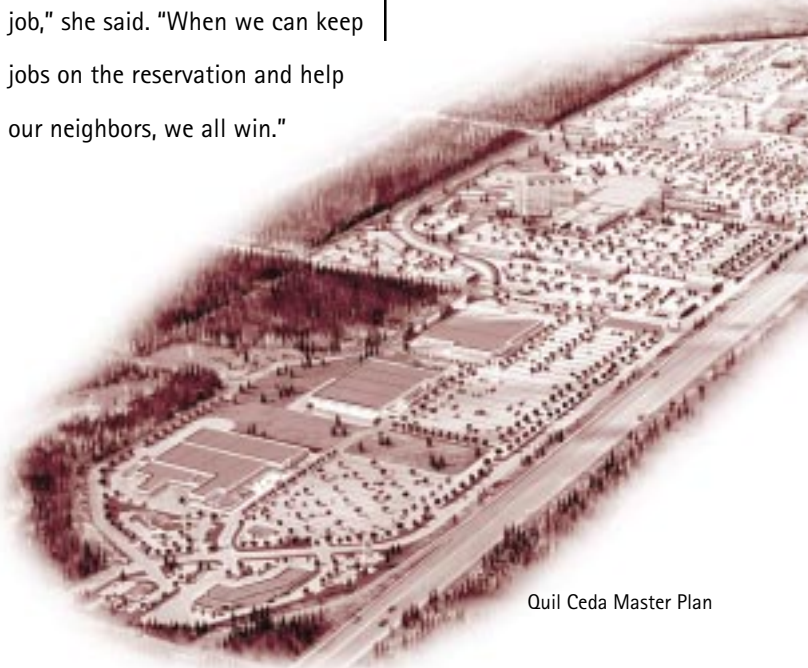
While planners predict Quil Ceda will employ over 8,000 people within 15 years, initial employment figures already point to a positive impact – important in a community rocked by Boeing layoffs in recent months. In addition to construction and other jobs, more than 350 permanent positions are already created; jobs filled by tribal members and Marysville area

residents. Quil Ceda management notes that despite the economic downturn in Snohomish County – and across the state – business remains brisk at Quil Ceda.

"We are proud of the jobs we have created, and the revenue we are generating for the area," said Williams. "It's hard not to be optimistic about the future when all you see are full parking lots and local people with good jobs."

Williams' enthusiasm is echoed by 20-year-old Tulalip tribal member Rachel Johnson, an employee at the Home Depot. "It's exciting to have my first full-time job," she said. "When we can keep jobs on the reservation and help our neighbors, we all win."

**"It's hard not to be optimistic about the future when all you see are full parking lots and local people with good jobs."**



Quil Ceda Master Plan

and community development.  
Tulalip – Quil Ceda Messenger  
Get the inside story about job growth

Quil Ceda Village  
8802 Quil Ceda Rd.  
Tulalip, WA 98271



## In Focus: Jobs and the Economy

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Even without Quil Ceda, the Tulalip Tribes are Snohomish County's ninth largest employer, providing over 1,300 jobs to people throughout Snohomish County.

Quil Ceda will greatly expand the Tulalips' positive impact on regional employment:

- Over 350 jobs already created
- Estimated 8,000 jobs by completion

of Quil Ceda

In addition, Quil Ceda will provide hundreds of jobs to tribal members as employers take advantage of tax incentives. Through reinvestment of Quil Ceda profits into tribal schools and training programs, the tribal workforce will become better educated as well.

## Mourning the losses of 9/11

Joining millions of Americans who committed to assist the families of those lost in the tragic attacks of September 11, the Tulalip Tribes voted to contribute \$100,000 to the Red Cross 9/11 fund. Our thoughts are with all who suffered a loss at the hands of hatred, and we are proud to stand united with our fellow Americans.

