

# Seattle Overall Score: 45.6/100 | Overall Rank: 10/50

## Basic Facts

- 3.8 million population in Seattle MSA (comprised of King, Snohomish, and Pierce Counties)
- \$298 billion Gross Metro Product (2016)
- High recent employment growth in the information, construction, trade, transportation, and utilities sectors

## Notable Strengths

- Located on the eastern side of Puget Sound about 100 miles from the Canadian border, the Seattle metro area offers a good location for West Coast business expansion
- Seattle is more metropolitan than Oregon, but less expensive than California
- The rich talent base, port access and low business costs (no corporate income tax, low energy costs) attract capital investment and contribute to growth.
- Ranked No. 7 for Access to Mentors and Role Models in the 2017 WE Cities Index, five out of six of Seattle's major business associations (Seattle Metropolitan Chamber of Commerce, West Seattle Chamber of Commerce, North Seattle Chamber of Commerce, Greater Seattle Business Association, and the Seattle Executives Association) have a female leader, and women comprise almost two-fifths of these organizations' boards of directors, one of the highest proportions among the cities evaluated
- Seattle also has many city-level organizations specifically, for women entrepreneurs or businesswomen such as the [Washington Women's Business Center](#), [Astra Women's Business Alliance](#), [CHEW!](#), [Amazing Women Entrepreneurs](#), and local chapters of the national [Women Presidents' Organization](#) and [Women Business Owners](#)
- These organizations help Seattle's women entrepreneurs with everything from policy advocacy to networking to education and supplier development.

- The Seattle metro area also has a local talent pool from which female entrepreneurs emerge and can recruit qualified staff
- The University of Washington ties for the No. 11 place in the *US News and World Report's* 2017 [1000 Best Global Universities](#) rankings and the region has five accredited MBA programs as well as numerous technology training organizations for women, such as [Ladies in Seattle Tech](#), [She's Coding](#), [Women Who Code](#) and [Girl Develop It](#)

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- Globally successful companies such as Microsoft and Amazon bring significant high tech talent to the area
- Once women have set their minds to starting a business in Seattle, they are also helped by local accelerators such as the [ReBoot program](#) for women, the city's website for [Starting a Business in Seattle](#), the City of Seattle's [open data portal](#), the [city's plans and goals for including Women-owned Businesses \(WBEs\) in their contracts for local projects](#), venture capital firms with female partners such as [WRF Capital](#) or [Maveron](#), and active crowdfunding platforms such as [Community Sourced Capital \(CSC\)](#), a Seattle company

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## Areas for Improvement

- Seattle's local market is growing above the median rate, but the city could increase women entrepreneurs' market access by developing relationships with sister cities or large corporations seeking women-owned business suppliers
- Paid parental leave programs, such as the expanded [12-week paid leave policy for city employees](#) that the Seattle City Council unanimously approved earlier this year could be expanded to include all of the Seattle area (or WA state) residents, not just the City of Seattle employees
- The City of Seattle's [online broadband speed test](#) that will create a map of internet speeds and prices across different Seattle neighborhoods is also a step in the right direction to address the city's high average monthly cost of internet and prepaid mobile tariffs should be further examined
- Systematically collecting data disaggregated by gender would help the city monitor the inclusiveness of its technology infrastructure