

Monday, January 6, 2020

College Place Economic Development, Tourism, and Events Commission

5:00 PM

City Council Chambers

625 S College Avenue

College Place WA 99324

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

	Bill Clemens,
	Kelli Leen,
EDTEC Appointed Members	Jeff Lambert,
	Doug Case
	Vacant Position
EDTEC Ex Officio Members	WW Chamber, Kyle Tarbet
	City Administrator, Mike Rizzitiello
EDTEC Advisory Members	Finance Director, Brian Carleton

2. Consent Agenda

Subject :	2.01 Approve Agenda for 1-6-2020
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to approve Agenda for January 6th, 2020.

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Subject :	2.02 Approve Minutes from December 2nd, 2019
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Recommended Action :	Motion to approve draft minutes from Monday, December 2nd, 2019 meeting.
Minutes :	View Minutes for Dec 2, 2019 - College Place Economic Development, Tourism, and E

File Attachments

[EDTEC_12219_Minutes.pdf \(71 KB\)](#)

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

3. Reports.

Subject :	3.01 College Place Winterfest 2019 Feedback - Mr. Rizzitiello
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	3. Reports.
Access :	Public
Type :	Discussion, Information

Public Content

The 3rd annual College Place Winterfest was held on Thursday, December 5th, 2019. It included vendors, santa, lighted parade, music, tree lighting, and fireworks. What worked and what didn't?

File Attachments

[2019_Winterfest_Poster.pdf \(8,129 KB\)](#)
[79169409_1283977411806332_8817612672376766464_o.jpg \(143 KB\)](#)

[79388915_1283991005138306_5056240615604355072_o.jpg \(117 KB\)](#)

[IMG_0321.JPG \(2.978 KB\)](#)

[IMG_0324.JPG \(1.765 KB\)](#)

[IMG_0332.JPG \(3.761 KB\)](#)

[IMG_0343.JPG \(2.545 KB\)](#)

[IMG_0344.JPG \(2.254 KB\)](#)

[IMG_0347.JPG \(1.950 KB\)](#)

[IMG_0357.JPG \(2.437 KB\)](#)

[IMG_0359.JPG \(3.827 KB\)](#)

[IMG_0364.JPG \(3.063 KB\)](#)

[IMG_0370.JPG \(2.634 KB\)](#)

[IMG_0399.JPG \(2.494 KB\)](#)

Administrative File Attachments

[Winterfest Overview Planning Map.pdf \(727 KB\)](#)

[2019 Winterfest Fire Station Layout Draft.pdf \(222 KB\)](#)

Subject : 3.02 Updated Economic Development Fliers - Mr. Rizzitiello

Meeting : Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission

Category : 3. Reports.

Access : Public

Type : Discussion, Information

Public Content

Updated Economic Development fliers with new data. Fliers include: retail leakage, demographics, College Avenue, Meadowbrook Business District, and the Myra Rd Business District.

File Attachments

[CollegePlace_EDFlier_2020.pdf \(1.116 KB\)](#)

[Ec_Dev_MarketingInfo_MarketingFlier_12020.pdf \(863 KB\)](#)

[EcDev_MarketingInfo_DowntownCollegePlace_12020.pdf \(322 KB\)](#)

[EcDev_MarketingInfo_Meadowbrook2020.pdf \(359 KB\)](#)

[EcDev_MarketingInfo_MyraRdCorridor_12020.pdf \(326 KB\)](#)

Subject : 3.03 Development Tracker: January 2020 - Mr. Rizzitiello

Meeting : Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission

Category : 3. Reports.

Access : Public

Type : Discussion, Information

Public Content

Tracker of development projects in the City for the month of January 2020.

File Attachments

[DevelopmentTrackSheet_12020.pdf \(225 KB\)](#)

Subject :	3.04 Fiscal Year 2020 Budget - Mr. Rizzitiello
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	3. Reports.
Access :	Public
Type :	Discussion, Information

Public Content

The Fiscal Year 2020 including the six-year Capital Facility, Equipment Replacement, and Information Technology plans were approved by City Council on December 10th, 2019. All of the documents are located here: http://www.cpwa.us/departments/finance/budget_2020.php A new position of Deputy Clerk was included in the budget who will work for the City Clerk and take on community event coordination.

Subject :	3.05 Draft Port Economic Development Plan FY 2020 for Walla Walla County - Mr. Rizzitiello
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	3. Reports.
Access :	Public
Type :	Discussion, Information

File Attachments

[PortWW - Draft 2020 ED Plan.pdf \(310 KB\)](#)

Subject :	3.06 FY 2020 Community Event Support - Mr. Rizzitiello
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	3. Reports.
Access :	Public
Type :	Discussion, Information

Public Content

The City as part of its Fiscal Year 2020 budget has funded a Deputy City Clerk position to assist with community events. Ms. Carolyn Holm from Community Development Department has been promoted to this position. Events slated for FY 2020 include:

- Earth Day Cleanup event with Lions Club: April
- Block Party: Late May

- Farmers Market: Late May to Late September (4 to 7 PM)
- Movies at the Park: Rotates to each park in the City, thinking about Saturday evenings.
- Freedom Festival: Sunday before 4th of July.
- Arbor Day: Second Tuesday in October
- Fall Festival: Thursday before Halloween
- Winterfest: First Thursday in December

For ideas about community events, please reach out to Ms. Holm at cholm@cpwa.us

4. Action Items.

5. Closing Items

Subject :	5.01 Adjourn
Meeting :	Jan 6, 2020 - College Place Economic Development, Tourism, and Events Commission
Category :	5. Closing Items
Access :	Public
Type :	Procedural

College Place Economic Development, Tourism, and Events Commission (Monday, December 2, 2019)

Generated by Mike Rizzitiello on Wednesday, December 4, 2019

Present: Darel Tetz; Jeff Lambert; Bill Clemens; Doug Case; Kyle Tarbet

Staff: Mike Rizzitiello; Lisa Neissl

Absent: Kelli Leen

1. Opening Items

Procedural: 1.01 Call To Order

Meeting called to order by Chair Tetz at 5:04 PM.

Chair Tetz mentioned that he recently retired from United Country Real Estate and is in the process of moving to Canada. As such, he is resigning his position on the Commission. He thanked everyone for their partnership over the years.

Mr. Rizzitiello mentioned that a new Chair must be chosen from the membership.

Bill Clemens motioned for Jeff Lambert to become Chair. Doug Case seconded and motion passed 4-0.

Ms. Neissl noted that we will put an advertisement out for the Economic Development Commission position vacancy.

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for 12-2-2019

Action (Consent), Minutes: 2.02 Approve Minutes from November 4, 2019

Bill Clemens motioned to approve the Consent Agenda. Doug Case seconded and motion passed 4-0.

3. Reports.

Discussion, Information: 3.01 Winterfest 2019 - Ms. Neissl

Ms. Neissl went over the the information for Winterfest coming up on Thursday, December 5th. Vendors will be present at the College Place Fire Department from 4 to 7 PM. James Dean Kindle will perform a holiday concert at the Fire Department from 4 to 6:30 PM. The lighted parade will occur on College Avenue from 5:30 PM from 10th Street to Whitman Drive. The tree lighting will occur at City Hall at 6:45 PM. The event will conclude at fireworks at the Old Rogers School site at 7:00 PM. Questions were asked about parade staging. Staging will occur start at 3:30 PM. Parade entries need to check in at the City booth at 10th & Birch.

Discussion, Information: 3.02 2020 City Events - Ms. Neissl & Mr. Rizzitiello

Ms. Neissl went over the City events for 2020. The events for the most part will remain the same. The only differences is that the Farmers Market will conclude at 7 PM since the customer traffic during the 2019 summer did not justify staying open later. Also, the City is thinking of separating Movies at the Park from the Farmers Market since a different audience attends each and move the Movies at the Park event around various city parks during the Summer as a neighborhood outreach event. Also, City staff held multiple meetings with the business community about forming a Downtown Association. Unfortunately there is not enough of a critical mass of folks who want to work on a Downtown Association to make it feasible. This means if the community wants events in the long term, the City will need to continue to facilitate events. This is an increasing drain on the City Clerk's other job duties. In the 2020 Budget proposal a Deputy Clerk whose job is to run community events is included. Long term if funding gaps arise we may have to have a discussion about increasing the business license fee as we are still substantially lower than the City of Walla Walla.

4. Action Items.

Action: 4.01 2020 Events Sponsorship Packages - Ms. Neissl

Recommended Action: Motion to approve the proposed 2020 Events Sponsorship Packages and move forward with offering packages to community businesses and organizations.

Ms. Neissl went over a formal sponsorship packages that she would like to start offering to community businesses and organizations. The City would request funds for the general event itself as opposed to specific elements of an event. Questions were had about pricing, levels, and alternate strategies if packages did not work. The Commission gave Ms. Neissl accolades for the hard work on the sponsorship package concept.

Jeff Lambert motioned to approve the 2020 Event Sponsorship Packages. Bill Clemens seconded and motion passed 4-0.

Action: 4.02 2020 to 2025 Capital Facility Plan - Mr. Rizzitiello

Recommended Action: Motion to recommend approval of the proposed 2020-2025 Capital Facility Plan to the City Council.

Mr. Rizzitiello went over the 2020 to 2025 Capital Facility Plan. This plan goes over all potential investments in city infrastructure over the next six years. The 2020 projects are fairly solid but the others are dependent upon grant funds and the health of the city's various operational funds. The need for 2020 is about \$17 million in investment, and over six-years it is about \$76 million needed. City staff bring the plan before the various Advisory bodies for a recommendation before it goes to City Council for final approval on December 10th.

Jeff Lambert motioned to approve the 2020 to 2025 Capital Facility Plan. Kyle Tarbet seconded and motion passed 4-0.

5. Closing Items

Discussion, Information: 5.01 Development Tracker: December 2019

Mr. Rizzitiello went over progress on various development projects across the City for the month of December.

Procedural: 5.02 Adjourn

Jeff Lambert motioned to adjourn the meeting. Kyle Tarbet seconded and motion passed 4-0 at 5:40 PM.

Jeff Lambert, Chair

Michael Rizzitiello, City Administrator



Winterfest 2019

Thursday, December 5th, 4:00 to 7:00 PM

Brought to you by,



Columbia REA

A Touchstone Energy® Cooperative 
The power of human connections



More Powerful Together!

Vendors at College Place Fire Station.....4:00 to 7:00

Kid Activities at the Fire Station.....4:00 to 6:30

Christmas Music by James Dean Kindie.....4:00 to 6:30

Lighted Parade on College Avenue.....5:30

Parade Awards Announcement.....6:30

Tree Lighting @ Municipal Campus.....6:45

Fireworks @ 4th & Davis.....7:00

Santa visits at the Fire Station following the parade













SW 4TH STREET

TURN
YIELD
ON GREEN

S COLLEGE

















Winterfest

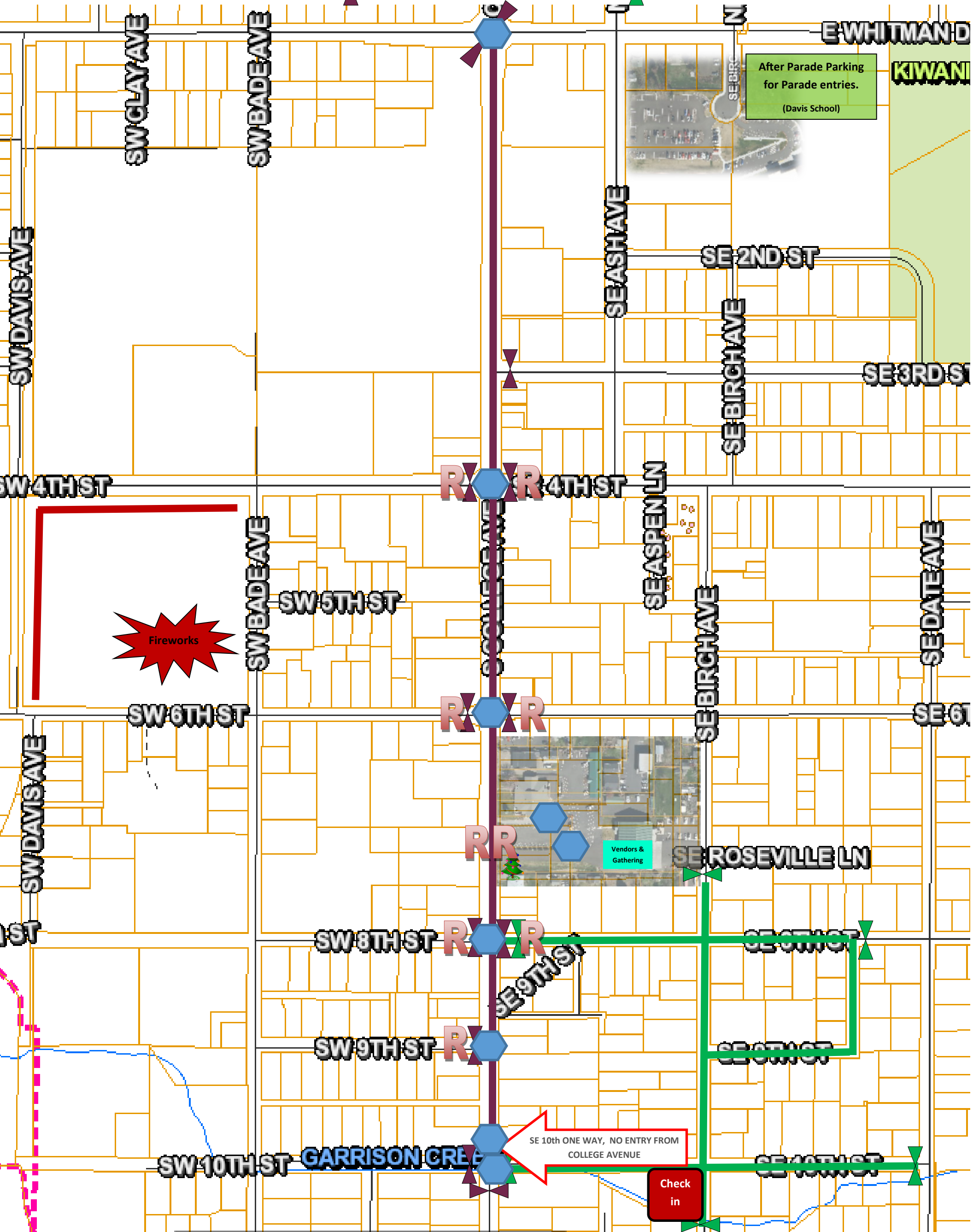
2019 Lighted Christmas Parade

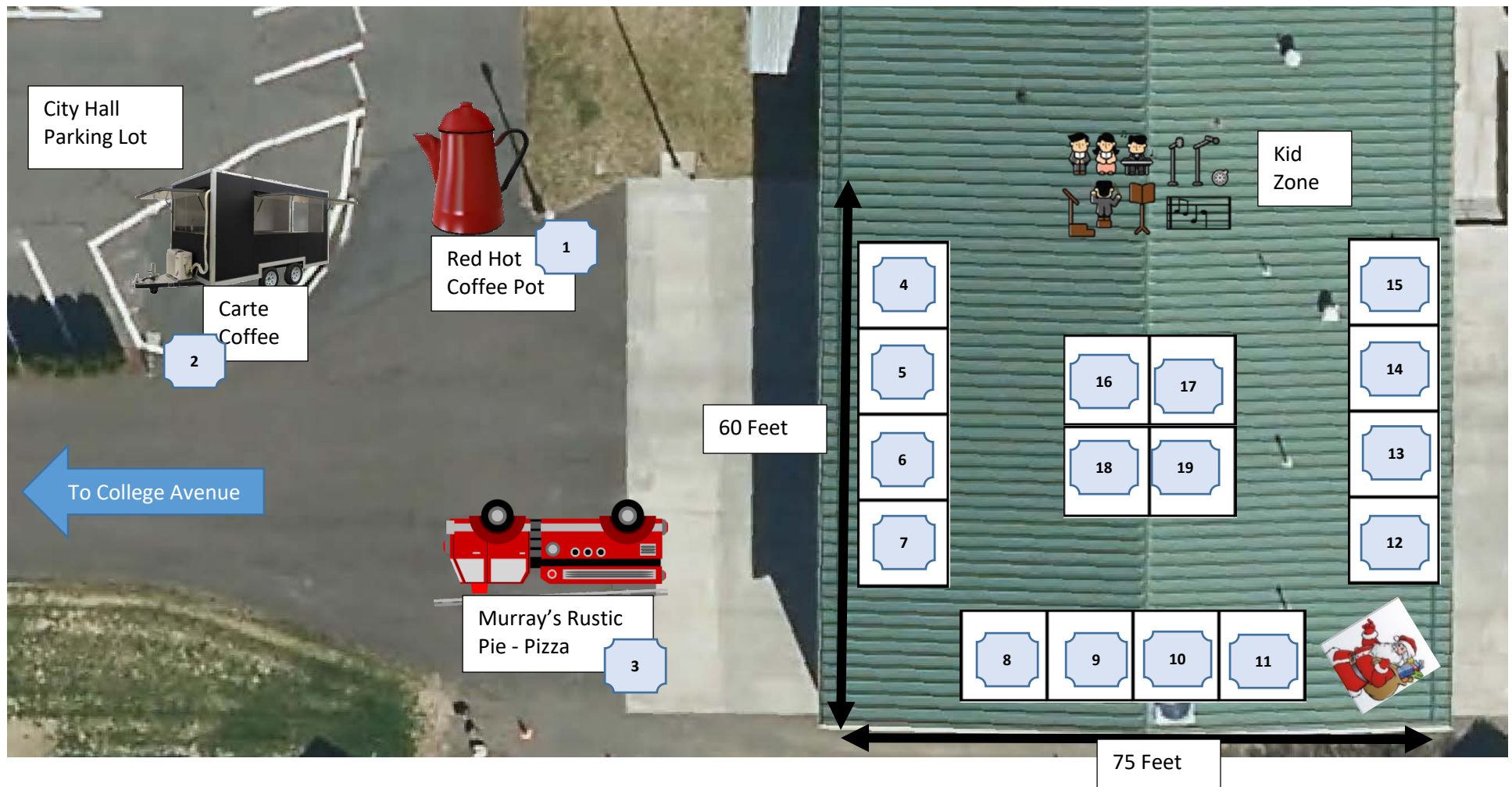
R Rotary Volunteer

Fireworks Viewing

Parade Route

Parade Staging Routes







City of College Place

Where small-town living and learning meet

Welcome to College Place, home of Walla Walla University, and a community of over 9,700 residents located in the Heart of the Walla Walla Valley



The City of College Place is located in Walla Walla County adjacent to the City of Walla Walla. The area is the perfect place to experience all four seasons with its warm sunny summers, crisp yet moderate winters and spectacular springs and falls that fill the area with color. Walla Walla has been recognized as “America’s Friendliest Small Town” by USA Today. Major employers in the region include food-processors, machinery and irrigation manufacturers, and schools and colleges, including Whitman College, Walla Walla Community College and Walla Walla University. The area is served by the Walla Walla Regional Airport, US Highway 12, and the Union Pacific Railroad. The area boasts four 18-hole golf courses, over 100 world class wineries, recreational trails, the Blue Mountains and local rivers, offering residents of all ages a variety of recreational opportunities including picnicking, recreational sports, cycling, fishing, hunting, golf, and winter sports.

College Place-At-A-Glance

Statistic	College Place, WA	Walla Walla County, WA	State of Washington
Median Family Income	\$54,226	\$65,854	\$80,233
Population below Poverty Line	14.2%	14.4%	12.2%
Percent Bachelor’s Degree or Higher	33.3%	29.1%	34.5%
Population in Labor Force	64.8%	58.4%	64.3%
Median Home Value	\$177,000	\$196,300	\$286,800
Median Age	35.5	37.3	37.6
Average Commute	11.5	15.6	27.1

Source Data: 2013 to 2017 US Census American Community Survey

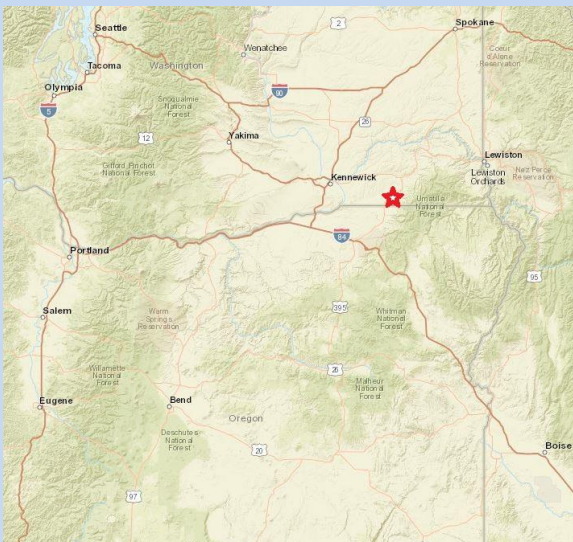
Targeted Industry Clusters

The City of College Place and Port of Walla Walla has identified multiple industry clusters for targeted attraction and recruitment efforts. The clusters are: **Retail, Education, Healthcare, Agriculture, and Advanced Technology.**

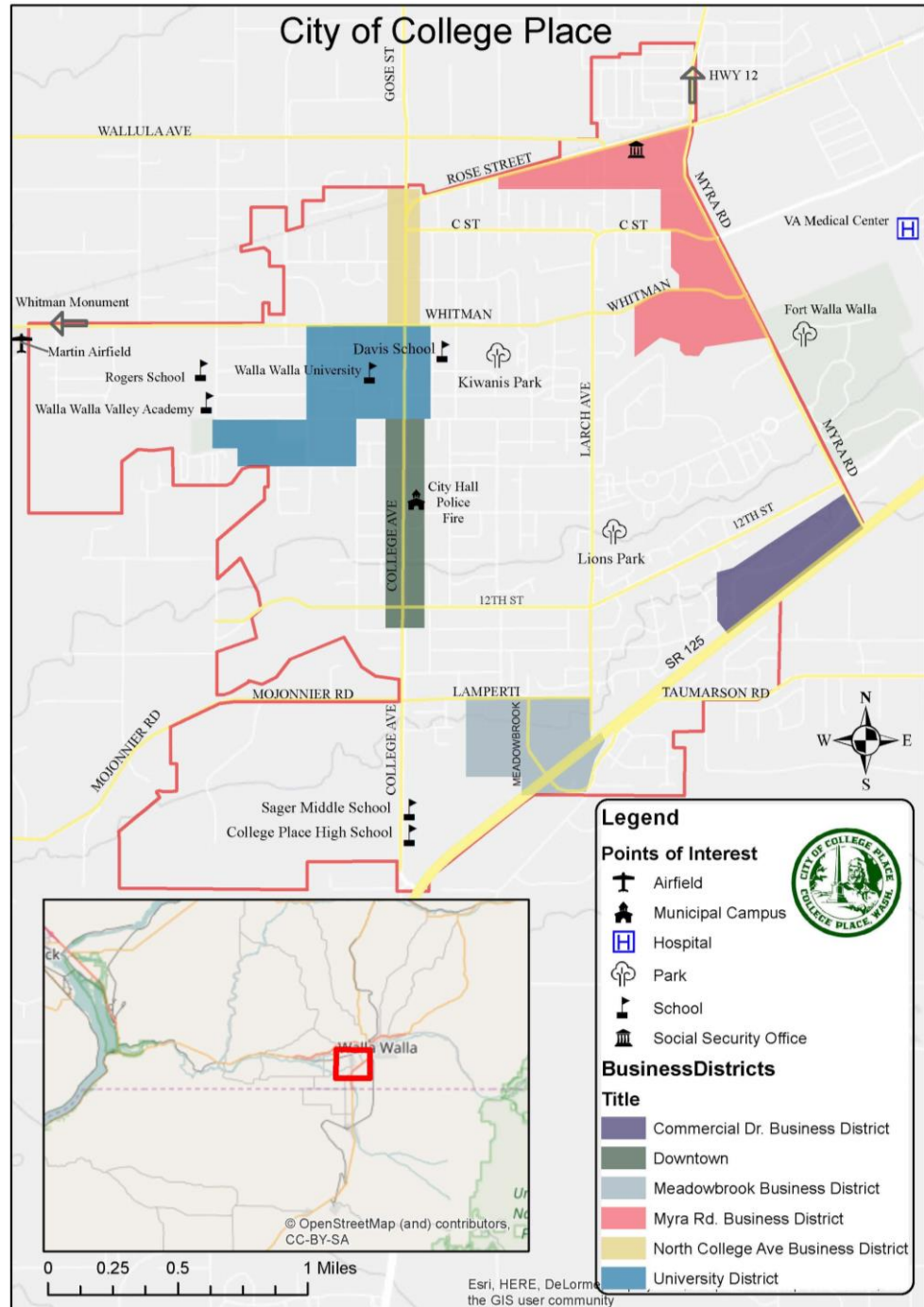


City of College Place

Where small-town living and learning meet



Location Map



City	Mileage	Time
Tri-Cities (Kennewick, Pasco, Richland)	44.3	52 minutes
Spokane	155	2 hours 45 minutes
Yakima	129	2 hours 18 minutes
Seattle	270	4 hours 24 minutes
Portland	240	3 hours 57 minutes
Lewiston	105	2 hours 3 minutes
Boise	252	4 hours 2 minutes

For more information: www.cpwa.us . www.portwallawalla.com

Mike Rizzitiello – City Administrator . Phone: 509-394-8506 . Email: mrizzitiello@cpwa.us



We are OPEN for business!!!!

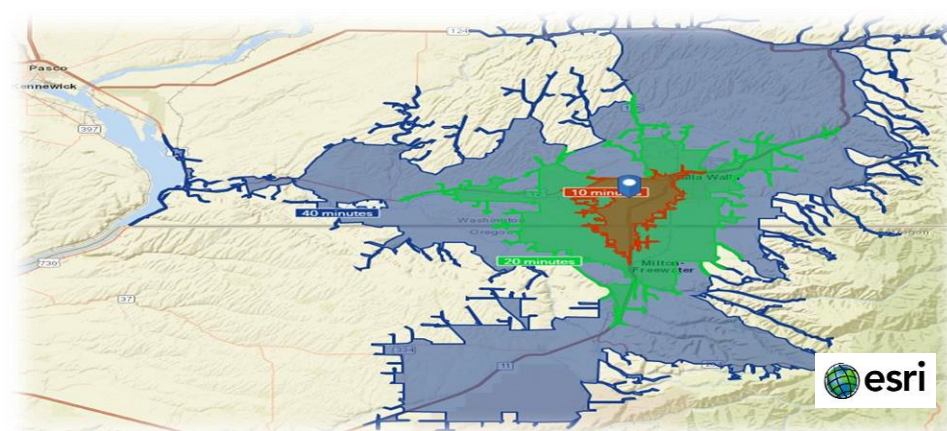
And ready for yours.

Nestled in the picturesque Walla Walla Valley, our stunning blue skies offer more than an ideal climate; they represent the boundless investment opportunities of College Place. College Place offers residents and business direct access to three superb higher education institutions, a quality public and private secondary education system, reliable infrastructure, extensive labor market, efficient transportation systems, and a forward-thinking government that thrives on innovation. College Place offers investors, businesses, and employees the perfect place to live, work, and play. We build upon the foundation of small town character to enhance the quality of life, while providing reliable, innovative, efficient, and courteous service that is second to none.

Demographic Overview

	10 Minute Drive		20 Minute Drive		40 Minute Drive	
	2019	2024	2019	2024	2019	2024
Population	41,810	43,179	60,723	62,611	70,976	72,986
Households	16,732	17,271	23,641	24,366	26,644	27,411
Median Income	\$44,379	\$51,367	\$47,491	\$53,946	\$49,136	\$55,333
Per Capita Income	\$24,476	\$28,835	\$25,280	\$29,649	\$24,955	\$29,345
Median Age	37.8	38.9	38.3	39.2	38.5	39.4

Drive Time Trade Area Map



- ✓ Pro-business attitude
- ✓ Prime location
- ✓ Inexpensive business license and permitting costs
- ✓ Efficient development review process
- ✓ Access to highway, rail, and airports
- ✓ Great quality of life
- ✓ Outstanding public and private K thru 12th grade school systems
- ✓ Three superb higher education institutions
- ✓ Over 85 acres of Infill and greenfield development sites
- ✓ Competitively priced utilities
- ✓ Efficient development review process



City of College Place Economic Development

Mike Rizzitiello, City Administrator
625 S. College Ave, College Place, WA, 99324
Phone: (509)-394-8506
Email: mrizzitiello@cpwa.us

Website: www.cpwa.us
www.portwallawalla.com/





We are OPEN for business!!!!

These retailers are
Beautifully positioned
in College Place, Washington!



Based on an analysis of lifestyle characteristics of our households, College Place's consumers match the core customers of concepts such as:



Potential Retail Leakage 40 Minute Drive Time

- Restaurants: \$10,467,386
- Automotive Dealers: \$33,842,097
- Electronic and Appliances: \$11,385,509
- Health & Personal Care: \$12,632,228
- Gasoline Stations: \$22,178,426
- Clothing Stores: \$20,536,762
- Grocery Stores: \$3,872,695
- Furniture & Home: \$9,225,899



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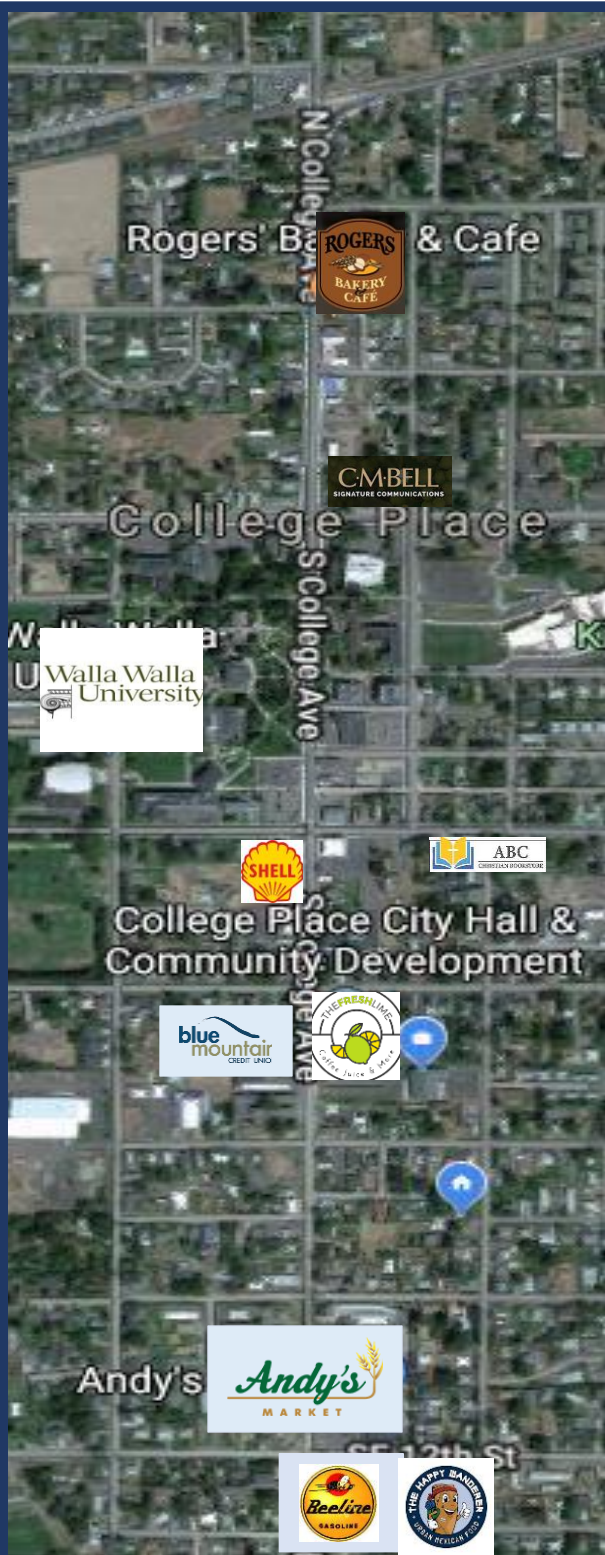




College Avenue

Downtown College Place (4th to 13th Streets)

North College Ave Business District (Whitman Drive to Rose Street)



College Avenue serves as the Main Street of the community. The corridor recently underwent a \$15 million reconstruction which includes pedestrian lighting, sidewalks and traffic signals. The corridor consists of a mix of small businesses, offices, and residential. Walla Walla University is at the center of the corridor. It has Bachelor and Graduate Degree Programs and has a student population of 2,000. The long term vision of this corridor is spelled out in the recently adopted College Avenue Design Standards. Community goals for the corridor is to create “small town” atmosphere, be a setting for a “slow pace of life,” and make sure that buildings and storefront are the dominant features. Various properties are available for sale or lease.

Data Points

Statistic	10 Minute Drive Time	20 Minute Drive Time	40 Minute Drive Time
2019 Population	28,893	63,095	70,872
2024 Population	30,041	64,973	72,883
2019 Daytime Population	33,599	61,471	70,056
2019 Median Household Income	\$43,796	\$47,430	\$49,211
2024 Median Household Income	\$50,887	\$53,894	\$55,387
2019 Median Home Value	\$236,311	\$243,061	\$245,772
2024 Median Home Value	\$327,382	\$328,352	\$329,721
2019 Median Age	38.8	37.8	38.4
2024 Median Age	40.1	38.7	39.4

Retail Leakage Gap (40 Minute Drive Time)

Type	Gap	Factor
Motor Vehicle & Parts Dealers	\$46,250,798	16.0
Other General Merchandise Stores	\$44,096,265	80.2
Automotive Dealers	\$33,655,864	14.8
Clothing & Clothing Accessories Stores	\$29,175,935	56.5
Gasoline Stations	\$23,364,256	21.5
Clothing Stores	\$20,476,114	60.9
General Merchandise Stores	\$21,140,889	8.1
Health & Personal Care Stores	\$12,909,306	13.9
Electronics & Appliance Stores	\$11,316,491	27.2
Food Services & Drinking Places	\$10,658,382	7.3
Restaurants	\$10,684,129	7.7

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports Jan 2020.



Meadowbrook Business District



The Meadowbrook Business District comprises land zoned General Commercial near the intersection of State Route 125 & Meadowbrook Drive. Commercial businesses in the area include Super Walmart, Maurice's, Del Taco, Panda Express, GameStop, Subway, Papa Murphy's Pizza, and more. College Place High School and John Sager Middle School is nearby. Commercially-zoned land is available for sale behind Meadowbrook Plaza and across the street from College Place High School on College Avenue.



Data Points

Statistic	10 Minute Drive Time	20 Minute Drive Time	40 Minute Drive Time
2019 Population	34,281	60,722	70,787
2024 Population	35,515	62,588	72,796
2019 Daytime Population	39,541	61,678	69,983
2019 Median Household Income	\$45,433	\$47,350	\$49,219
2024 Median Household Income	\$52,209	\$53,791	\$55,388
2019 Median Home Value	\$242,278	\$241,711	\$245,597
2024 Median Home Value	\$332,110	\$325,281	\$329,364
2019 Median Age	39.3	38.2	38.4
2024 Median Age	40.5	39.2	39.4

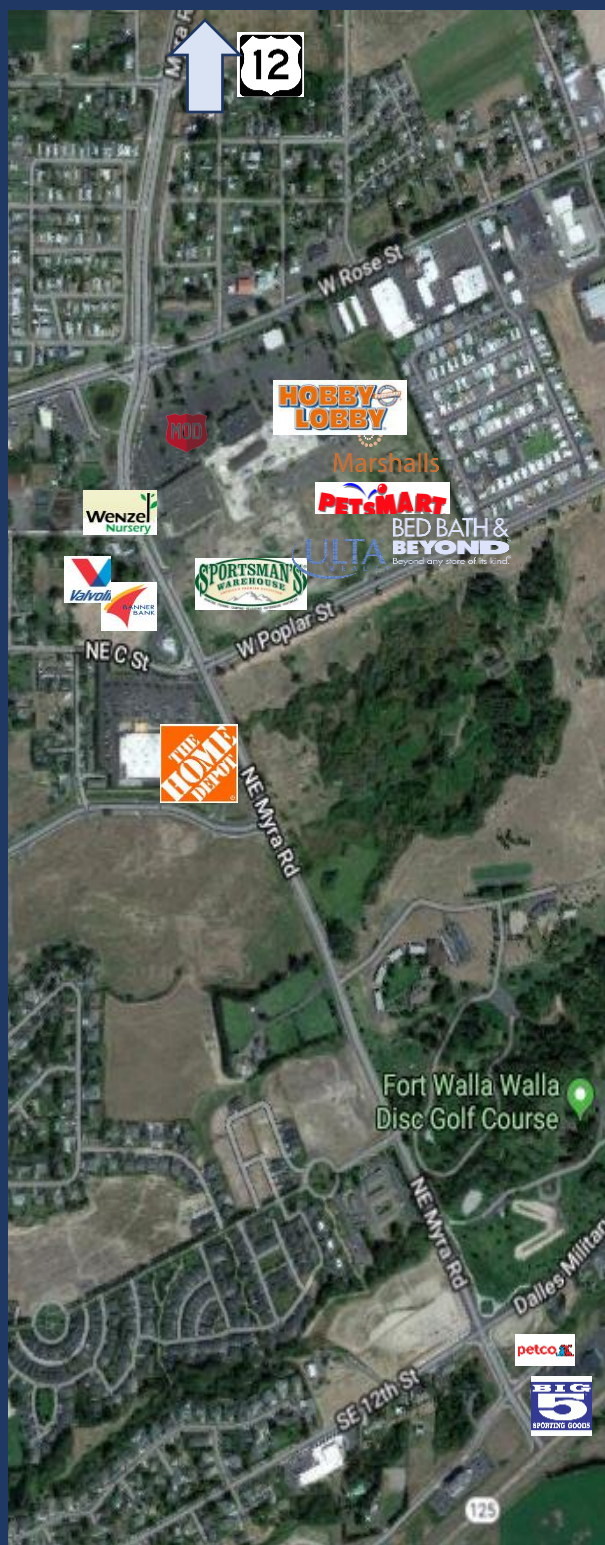
Retail Leakage Gap (40 Minute Drive Time)

Type	Gap	Factor
Motor Vehicles & Parts Dealers	\$45,693,257	15.8
Other General Merchandise Stores	\$44,012,414	80.1
Automobile Dealers	\$33,140,191	14.6
Clothing & Clothing Accessories Stores	\$29,113,302	56.4
Gasoline Stations	\$23,601,341	21.8
Clothing Stores	\$20,432,588	60.9
General Merchandise Stores	\$20,939,393	8.1
Electronics & Appliance Stores	\$11,277,489	27.2
Furniture & Home Furnishings Stores	\$9,186,954	22.7
Food Services & Drinking Places	\$10,629,952	7.2
Restaurants	\$10,659,297	7.7

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports – January 2020.



Myra Rd Commercial Corridor



Myra Rd is a two mile long Commercial Corridor that connects US Highway 12 with State Route 125. It also acts as the boundary between City of College Place to the west and the City of Walla Walla to the east. Several commercial establishments already call the Myra Rd Corridor home ranging from Home Depot, Banner Bank, and the new Walla Walla Town Center which comprises several retailers such as Hobby Lobby, Marshalls, Ulta, Famous Footwear, and more. Fort Walla Walla Park and Museum is also located along this corridor. Several pieces of land zoned Commercial ranging from one to over thirty acres is available for lease or purchase in the City of College Place along this corridor. Ideal uses for this corridor include big box retail, restaurants, and office space.

Data Points

Statistic	10 Minute Drive Time	20 Minute Drive Time	40 Minute Drive Time
2019 Population	41,810	60,723	70,976
2024 Population	43,179	62,611	72,986
2019 Daytime Population	46,371	61,994	70,338
2019 Median Household Income	\$44,379	\$47,491	\$49,136
2024 Median Household Income	\$51,367	\$53,946	\$55,333
2019 Median Home Value	\$242,696	\$243,490	\$245,818
2024 Median Home Value	\$333,963	\$329,524	\$330,045
2019 Median Age	37.8	38.3	38.5
2024 Median Age	38.9	39.2	39.4

Retail Leakage Gap (40 Minute Drive Time)

Type	Gap	Factor
Motor Vehicles & Parts Dealers	\$46,469,744	16.1
Automotive Dealers	\$33,842,097	14.9
General Merchandise Stores	\$21,407,708	8.2
Other General Merchandise Stores	\$44,227,623	80.2
Food & Beverage Stores	\$10,442,884	7.1
Grocery Stores	\$3,872,695	1.8
Food Services & Drinking Place	\$10,442,884	7.1
Restaurants	\$10,467,386	7.5
Clothing & Clothing Accessories	\$29,259,734	56.5
Building Materials & Supplies	\$8,194,650	10.1
Furniture & Home Furnishings	\$9,225,899	22.7

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports Jan 2020.

City of College Place: Development Activity - January 2020

Project Name	Use	Location	Status	Lead Generated
Commercial/Industrial				
Project CK	Gas Station & Convenience Store	NW corner of 12th & Myra	- Jan 2019 In site negotiations. - March 2019 Working with City of Walla Walla for right turn in, right turn out. - April 2019 Preliminary plans turned in. - May 2019 Continue working with developer on plans. - June 2019 Issues with land chosen. May consider 12th and Myra as alternate site. - August 2019 Performing due diligence on 12th and Myra site. - December 2019 Due diligence. - January 2020 Still working on Myra/Whitman and Myra/12th sites.	ICSC Las Vegas
Project Corner Retail	Automotive	College Avenue Corridor	- November 2019 Property owner looking to develop a retail structure fronting College Ave to lease. - December 2019 Moving forward on plans for a mixed use structure. - January 2020 Still awaiting plans from property owner.	Local Business.

Project Dollar	Finance	College Ave Corridor	- April 2019 Working on retaining business by assisting with site selection services. - May 2019 Helping business on site selection. - June 2019 Continue site negotiations. - November 2019 In due diligence for site by Meadowbrook. - December 2019 Due diligence for Meadowbrook area location.	Local Business
Project Idaho/P1FCU Credit Union	Finance	Meadowbrook Area	- November 2019 Growing Idaho Credit Union looking at establishing location in College Place. - December 2019 Looking at adjacent sites to Hapo. - January 2020 Development lease signed for spot inside College Place Walmart. Will open by April.	SEWEDA

Hop Thief	Tap House, Brewery, Restaurant	End of Larch Street, behind Les Schwab	- Jan 2019 Site submittal being reviewed by Community Development staff. - Feb 2019 Planning submittal approved. Now entering Building and Civil Plan Review stage. - April 2019 Plans approved. - August 2019 Building is under construction. - October 2019 Building under construction. Revised site plans. Aiming for December opening. - November 2019 On schedule. - December 2019 Planning on opening before Christmas. - January 2020 HopThief opened prior to the holidays. Its very busy.	Justin Watson
Project HD	Chain restaurant that has multiple Tri-Cities locations.	Across Sydnee Ln from HopThief.	- January 2020 Chain restaurant based out of Washington State looking at site across Sydnee Lane from HopThief.	Outreach from City staff.
Project MD	Fast Food restaurant	Wal-Mart Area	- March 2019 Contacted by real estate department looking for sites in South College Place area. - November 2019 Looking at site next to Hapo. - December 2019 Waiting on final corporate approvals. - January 2020 No Change.	ICSC Las Vegas

Project Country	60 Room Hotel.	End of Larch Street, behind Les Schwab, next to Hop Thief.	- Jan 2019 Hotelier is going through due diligence for site - - Mar 2019. Due diligence continuing. - r 2019 Property agreement at Meadowbrook being developed. - December 2019 Property Agreement still being negotiated. - January 2020 Property Agreement in progress.	ICSC Las Vegas
Project FM	Medium sized grocery and general merchandise store.	College Avenue, across from College Place High School.	- Jan 2019 This site is shortlisted with another site at end of Myra Rd in Walla Walla. User would like to open up by 2021/2022. - Mar 2019 Talked with real estate staff about project. Contingent on our progress with SW Sewer. - October 2019 Will commit to site once wastewater trunk is done next Summer. Gave city benchmarks to hit. Closing on lift station sewer property. - November 2019 City closed on lift station property. Achieving timelines. - Waiting for SW Sewer completion to acquire property. - January 2020 No change.	Discussion with potential client.

Human Bean	Drive-thru Coffee Shop	NW corner of Myra Rd & Whitman Dr, CP	- Jan 2019 Site is leased to Operator. - June 2019 Plans turned in and financing in place. - August 2019 Building Plans turned in. Awaiting civil plans - September 2019 Awaiting required edits to storm engineering document. - October 2019 Plans released - November 2019 Construction Started. - December 2019 Waiting for final property commitment until SW Sewer is done. - January 2020 Expecting business to open in First Quarter of 2020.	Discussion with potential client.
Project BK	Fast food burger establishment.	Either SR 125 & Commercial Dr or Tamaurson & SR 125.	- Jan 2019 Two sites are shortlisted. In due diligence/negotiation phase. - August 2019 Due diligence. - September 2019 Site agreement signed. - October 2019 Construction to take place next Spring. - December 2019 Getting plans together. - January 2020 Conceptual plans turned into City.	ICSC Las Vegas
Walla Walla Rural Library District	Interim location for Library for next five years.	Meadowbrook Plaza	- December 2019 Lease formally signed for former Inland Cellular space at Meadowbrook Plaza. Will open up at the earliest by March and latest by early May. - January 2020 Former Inland Cellular site is being renovated for the Library.	City annexed into Library District in August 2019.

Project G6	Motel	Meadowbrook Area	- May 2019 Motel chain ordered site analysis. - June 2019 Site selection. - August 2019 Due diligence underway on select sites along SR 125. - November 2019 Also reviewing South College Ave frontage as well. - January 2020 Due diligence.	ICSC Las Vegas
Project W	Fast Food restaurant	Meadowbrook Area	- June 2019 Corporate looking to open up a tri-branded location of a fast food restaurant. - August 2019 Due diligence underway on Meadowbrook taxlots. - October 2019 Sites narrowed to Commercial Drive and Tamaurson - November 2019 Narrowed to Commercial Dr site. - January 2020 Site negotiations ongoing.	ICSC Las Vegas
Project CJ	Fast Food restaurant	Meadowbrook Area	- June 2019 New corporate franchisee has our area and will tour the area in July. - August 2019 Going to tour area this month. - January 2020 Due diligence	ICSC Las Vegas

Project D	Sit Down restaurant	Sites are either SR 125/Commercial Drive or SR 125/Tamaurson.	- Jan 2019 Two sites are going through due diligence. - Mar 2019 Due diligence continues. - April 2019 Awaiting plans from State about SR 125 to determine next move. - June 2019 Waiting for the Myra and SR 125 intersection to be improved for site to be acquired. - August 2019 Awaiting permanent Myra/SR 125/Commercial Dr plans. - January 2020 No Change	ICSC Las Vegas
Project Flight	Aerospace Manufacturing	Martin Airfield	- September 2019 Interest by incoming owner of Airfield about potential siting of facility on west side of property. Improve airport. Likely this project will start between four and five years. - October 2019 Airfield now owned by Tarragon/Mike Corliss. - January 2020 No Change.	Property owner.
Project GW/Goodwill	Second hand store	C Street across from Home Depot	- September 2019 Board of company getting ready to approve purchase of 1.94 acre John Stejer site behind Banner Bank. - October 2019 Awaiting word from Board of this company. - November 2019 Property deal closed. Goodwill is moving to College Place by March 2021. - December 2019 Goodwill is working on site plans. They control site.	Board member of Company

Project Food Cart	Food Cart Pod	Southwest corner of 8th & College Avenue.	- December 2019 Since new development regulations allow food cart pods, Christian Bell and Chris Murray are working on a concept to develop a food cart pod on the vacant land at 8th and College. - January 2020 Had conceptual development meeting with the Bell family on this concept.	College Place Farmer's Market vendor.
Residential				
Homestead Subdivision Phase 3C, 3D, and 3E.	Residential subdivision constructed by Hayden Homes.	Homestead and Doans Street south of Fourth Street.	- August 2019 Phase 3D is wrapping up. Plans for 3E still being revised. Still dealing with stormwater. - October 2019 Phase 3D development ongoing. Looking at development of underground stormwater storage. Community park under development for late October opening. - December 2019 Greenlighted Hayden Homes to install CTB on Doans extension and put in the perforated pipe. - Jan 2020 Cement Treated Base will be installed on Doans first full week of January. Stormwater in progress.	Hayden Homes has owned property for the last decade.

Villages at Fort Walla Walla	180 multi-family apartment units.	South side of Whitman Drive/Deccion intersection.	- Jan 2019 Plan submittal is being reviewed by development staff. Spring 2019 construction. - Feb 2019 Plans reviewed and approved. - October 2019 Engineering issuing approval for first group of buildings. - November 2019 Engineer will likely be starting work again. Was told to idle by developer. - December 2019 No change. - January 2020 Finally got a response from Farran Group. Planning for a second quarter 2020 groundbreaking.	Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City.
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Stepper Addition	Multi-family apartments.	South side of C Street near Della intersection.	- Jan 2019 Plan submittal is being reviewed by development staff. - Feb 2019 Developer about to break ground. - Mar 2019 Plans approved. Waiting for snow to melt to break ground. - April 2019 Wrapping up bonding issues and will be ready to go. - June 2019 Site has broken ground. - August 2019 Road and utilities are installed and in place. - Sept 2019 Construction of structures to begin. - November 2019 Under construction. - January 2020 Under construction.	Property owner.
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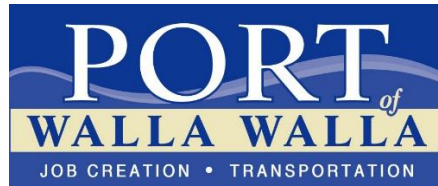
Country Estates	Additional manufactured units on former Poor Form House property.	924 SE Scenic View Dr	- Jan 2019 Poor Farm House is demolished. Site ready for manufactured unit construction. - Feb 2019 Development plans for additional units turned into the Community Development Department. - March 2019 Waiting for additional information from Country Estates. - April 2019 Met with property owner to discuss plans and what was needed to move development along. - June 2019 First double wide is on site. Waiting for plans for others. - August 2019 Awaiting revised plans. - November 2019 No change - January 2020 No change.	Property owner.
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Sirmon Development	Multi-family apartments.	942 NE Spitzenburg St	- Jan 2019 Plan submittal is being reviewed by development staff. - Feb 2019 Development needs fire flow test. Applicant will coordinate with Green Tank Irrigation District. - March 2019 Planning approvals done. Contingent on fire flow water test with Green Tank. - April 2019 No Update. - June 2019 No Update. - August 2019 No update. Sept 2019 Site passed flow test. It does support multifamily now. - November 2019 Planning to develop next Summer. - January 2020 No Change.	Property owner.
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Mauiri Development	Single-Family	428 SW 12th Street.	- Jan 2019 Plan reviewed, awaiting resubmittal. - Feb 2019 Working with applicant on remaining items for plans. - Mar 2019 Met with applicant on plans to subdivide property and discuss needed improvements. - April 2019 Continue to work with applicant on code concerns and needed improvements to area. - June 2019 Continue to work with applicant on various thoughts pertaining to short and long plats. - August 2019 Still working on platting issues. - October 2019 Earthwork is now occurring. - November 2019 Putting in utility and SW 12th improvements. - December 2019 Wrapping up 12th Street half road improvements. - January 2020 Issue and record final plat.	Property owner.
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			- Feb 2019 SW Trunk Line MOU contents agreed upon with property owners. MOU needed to make this property and others developable. - March 2019 MOU approved by City Council. Plan to let engineering contract on SW Sewer at March 12th, 2019 City Council meeting. - October 2019 Closing on Lift station property. Engineering ongoing. - Nov 2019 City owns lift station property. Doing engineering plans for it. Courting residential developers. - Jan 2020 Working on easements right-of-way for wastewater trunk line.	
Stone Creek Development.	Single & Multi-Family	197 Mojonner Rd		Property owner.
			- June 2019 Turned in preliminary plans for additional multifamily structures. - November 2019 Planning approvals done. In Civil review. - December 2019 Ongoing - January 2020 Apartment building under construction.	
Hanby	Multi-family apartments.	West side of College & Sunny		Property owner.

Whispering Creek Subdivision	Single Family	620 SE 8th Street	- Jan 2019 Will be turning in annexation application. Potential additional single family structures. - Feb 2019 Annexation hearing set for the property. - Mar 2019 Property annexed at February 26th, 2019 Council meeting. Awaiting plans. - April 2019 Working on plans. - June 2019 Property owner is prepping site for ground work. House out front is getting redone. - August 2019 Preliminary plat application submitted. - Sept 2019 Awaiting revisions from developers engineer. - Oct/Nov 2019 Meeting with developer and site engineer about revisions. - Dec 2019 Scheduled public hearing with Hearing Examiner. - January 2020 Hearing Examiner approved development with conditions.	Property owner.
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DRAFT

PORT OF WALLA WALLA
ECONOMIC DEVELOPMENT PLAN
FOR
WALLA WALLA COUNTY

YEAR 2020

Port of Walla Walla
310 A Street
Walla Walla, WA 99362
(509) 525-3100
www.portwallawalla.com

Reviewed at Economic Development Informational Meeting on _____, 2020
Approved by Port Commission on _____, 2020

PORT OF WALLA WALLA ECONOMIC DEVELOPMENT PLAN

Purpose Statement

To enhance the economic health of Walla Walla County through the development and execution of this economic development plan (hereinafter referred to as the “Plan”). The desired outcome of the Plan is to retain and create living-wage jobs, private sector capital investment, and enhance the economic health of families in Walla Walla County, including families living below the poverty line. The Plan is designed to be implemented countywide and for the benefit of all communities within the county.

In 2016, Washington State voters approved Initiative 1433. Initiative 1433 was designed to increase the state's minimum wage to \$13.50 by January 1, 2020. Thereafter, the minimum wage is tacked to increases in the cost of living. The measure also required employers to provide employees with paid sick leave. The measure was designed so that employees accrue one hour of paid sick leave for every 40 hours worked.

Date	Hourly Rate Under Current Law	Hourly Rate Under I-1433	I-1433 with 20% increase
January 1, 2017	\$9.55	\$11.00	\$ 13.20
January 1, 2018	\$9.77	\$11.50	\$ 13.80
January 1, 2019	\$10.02	\$12.00	\$ 14.40
January 1, 2020	\$10.28	\$13.50	\$ 16.20

- ❖ In 2020, this Plan will target jobs with a minimum starting wage of approximately \$16.20 per hour plus benefits. The \$16.20 per hour minimum starting wage is 20% higher than the required I-433 minimum wage requirement.

Core Elements of Work

1. Small Business Development
2. Existing Business Retention/Expansion
3. Business Recruitment, Marketing & Advertising
4. Site and Infrastructure Development
5. Economic Profiling
6. Economic Development Advocacy

- ❖ Elements of work are not listed in any order of importance. Each element is important in this Plan.

1. Small Business Development

- 1.1. Promote the utilization of the Walla Walla WSU Small Business Development Center (SBDC) located at Walla Walla Valley Chamber of Commerce office in downtown Walla Walla.
- 1.2. Port continues to contribute funding and support to SBDC annual operational costs for 2020.

- 1.3. Port continue to contribute funding and support to the Walla Walla Micro-Business Assistance Program.
- 1.4. Maintain the Port's "Small Business Tools" website for businesses that want web-based information and support. <https://www.resources4business.info/wallawalla>
- 1.5. Construct additional buildings at the Walla Walla Regional Airport and other locations for new and expanding businesses.
- 1.6. Provide inventory and access to reasonably priced production space for new and expanding businesses.
- 1.7. Continue to support the development and expansion of the community's entrepreneurship programs, events, and space.
- 1.8. Work with Community Council and other local agencies in creating an entrepreneurial mindset and ecosystem to foster related skills in students (K–16) through mentorships, internships, and other opportunities that include access to resources that foster a culture of innovation.
- 1.9. Work with local colleges in expanding the incubator activities to include STEM-oriented businesses and value-added agricultural.
- 1.10. In partnership with the Walla Walla Valley Chamber of Commerce, re-initiate the Walla Walla Valley Technology Roundtable events. The Port will financially sponsor the events and the Walla Walla Valley Chamber of Commerce will coordinate the events. The Technology Roundtable events will be held at the Walla Walla Regional Airport and other Walla Walla Valley locations.

Benchmarks for Small Business Development

- 1.BM.1 Number of clients utilizing the center;
- 1.BM.2 Client evaluations of business assistance counseling and workshops;
- 1.BM.3 Number of new business start-ups and the number of jobs created or retained;
- 1.BM.4 Amount of private investment, including equity, banks, or other loan packages;
- 1.BM.5 Minority population utilization of center; and
- 1.BM.6 Specific examples of business success stories
- 1.BM.7 Track the number of hits to the Port's Walla Walla Small Business Tools website.
- 1.BM.8 Track the number of businesses that utilized the Walla Walla Micro-Business Assistance Program.

2. Existing Business Retention & Expansion

- 2.1. Support business retention and expansion projects that provide a target wage of approximately \$16.20 per hour plus benefits (20% higher than the minimum wage established by Initiative 1433).
- 2.2. Meet annually with the largest employers (manufacturing/non-retail service related) in Walla Walla County to express appreciation for their business and obtain information related to their future business needs and identify issues that impede their business

growth. Continue to meet annually with some of the smaller business employers that have shown steady employment and private capital investment growth.

- 2.3. Continue to work with Packaging Corporation of America (Boise Paper), Old Dominion Freight Lines, Cascade Natural Gas, Ingeniux Corporation, Union Pacific Railroad, Northwest Wine Services, Refresco, Simplot, and other businesses on their proposed expansion plans.
- 2.4. Continue to work with the other local businesses in retaining manufacturing-related jobs in Walla Walla County.
- 2.5. Work with Packaging Corporation of America (Boise Paper), Tyson Fresh Meats, Inc., and Gas Transmission Northwest - Station 8 (Walla Walla) on their carbon emission levels.
- 2.6. Work with Benton Clean Air Agency, Washington State Department of Ecology (DOE) and Federal Environmental Protection Agency (EPA) regarding the federal regulatory limit for ozone and its potential impacts it could have on the western portion of Walla Walla County.
- 2.7. Continue to work with the Washington State Penitentiary Task Force on retaining correction jobs and explore future expansion opportunities at the Washington State Penitentiary.
- 2.8. Continue to work with the local Veterans Administration (VA) Committee (lead by the City of Walla Walla) and congressional delegation on VA employment opportunities.
- 2.9. Work with other technology-based businesses, similar to the Ingeniux Corporation, on expanding Walla Walla's technology-based employment.
- 2.10. Work with local health care providers on retaining and expanding health care & social assistance jobs and explore opportunities for growth.
- 2.11. Profile local businesses at the bi-monthly Economic Development Informational Meetings.
- 2.12. Provide existing business assistance through the Small Business Development Center, Port staff and the Port's Walla Walla Small Business Tools website.
- 2.13. Support "Buy Local" initiatives.
- 2.14. Work with the Washington State Department of Commerce in disseminating information on the Opportunity Zone Tax incentives.
- 2.15. Continue to work with the Port of Moses Lake on disseminating information on Foreign Trade Zone #203 and its potential cost savings to Walla Walla County businesses.

Benchmarks for Existing Business Retention & Expansion

- 2.BM.1 A number of businesses requesting assistance.
- 2.BM.2 A number of businesses visited, assisted and retained.
- 2.BM.3 A number of local businesses expanding operations.
- 2.BM.4 A number of new jobs created or retained.

3. Business Recruitment, Marketing & Advertising

- 3.1. Continue to work with representatives of the business recruitment list in accomplishing their proposed 2019-2021 economic development projects.
- 3.2. Utilize the Washington State Department of Commerce and other business recruitment sources in obtaining business leads that are appropriate for Walla Walla County.
- 3.3. Market to other software/technology-based business could expand to Walla Walla in creating a software business cluster.
- 3.4. Maintain "Existing Inventory List" of ready to go industrial and service-related buildings and land in Walla Walla County (both public & private).
- 3.5. Continue to explore opportunities in the Value-Added Agriculture sector.
- 3.6. Continue to input and maintain available industrial buildings and sites in the following web-based real estate sites: Area Development – Fast Facility - www.fastfacility.com; CoStar LoopNet - www.costar.com; Washington Zoom Prospector - www.zoomprospector.com;
- 3.7. Update and maintain Port's web page at www.portwallawalla.com Develop a more interactive website including the use of video to showcase buildings and properties.
- 3.8. Develop marketing materials highlighting the Wallula Gap Business Park's infrastructure (i.e. water systems, electrical, natural gas, adjacent labor force, and transportation) to site selectors that represent large industrial manufacturing businesses.
- 3.9. Continue communication and correspondences with the National Site Selectors on specific available industrial sites and buildings in Walla Walla County.
- 3.10. Continue marketing efforts of available private and public properties.
- 3.11. Attend trade shows that foster economic development for Walla Walla County.
- 3.12. Market the Burbank Business Park to selective retail developers for development.
- 3.13. Update and prepare promotional brochures on facilities, land, and the community.
- 3.14. Promote the SEA-TECH (Southeast Area Technical Skills Center) in preparing students for post-secondary education and entry into high-skill, high-demand careers, and employment.
- 3.15. Support and expand STEM educational opportunities for all students, kindergarten through postsecondary and facilitate partnerships between regional educational institutions and industry partners to support the development of additional STEM curricular opportunities.
- 3.16. Support an entrepreneurial ecosystem that fosters a culture of innovation.
- 3.17. Use internet search engines and RSS (Really Simple Syndication) feeds to obtain business leads appropriate for Walla Walla County. Strengthen the use of RSS feeds in attaining economic development opportunities.
- 3.18. Work with the City of Waitsburg and the Waitsburg Commercial Club on the continued recruitment and development of the Waitsburg Business Park.
- 3.19. Continue to explore clean energy and renewable energy projects for Walla Walla County.
- 3.20. Maintain the Port's capacity to "build-to-suit".

Benchmarks for Business Recruitment, Marketing & Advertising

- 3.BM.1 A number of qualified business leads obtained.
- 3.BM.2 A number of qualified business visitations.
- 3.BM.3 A number of businesses located in Walla Walla County as a result of business recruitment.
- 3.BM.4 A number of jobs created, the number of new tax dollars generated, and the amount of private capital investment.
- 3.BM.5 Track the number of website hits on Port information websites.

4. Site & Infrastructure Development

- 4.1. Advocate for funding for public infrastructure projects in Walla Walla County.
- 4.2. Identify and secure suitable sites and/or buildings for development.
- 4.3. Work to ready sites and/or buildings for development (acquisition, zoning, water, sewer, roads).
- 4.4. Work to ensure municipal water and sewer treatment facilities have excess capacity.
- 4.5. Work to improve and maintain multi-modal transportation options (roads, rail, fiber, waterways, air, bicycle, and transit).
- 4.6. Continue to work to improve internet infrastructure throughout Walla Walla County.
- 4.7. Continue to improve the aesthetic image of the Walla Walla Regional Airport.
- 4.8. Promote public investment in maintaining and expanding existing infrastructure.
- 4.9. Secure alternative funding sources (grants and/or loans) for public infrastructure improvements.

Specific Site & Infrastructure Goals

- 4.10. Continue to work diligently on protecting the Columbia-Snake river system. The Columbia-Snake river system provides abundant, reliable and renewal hydroelectric power, flood control, agriculture irrigation, recreation, wildlife habitat and the most cost-effective and greenest form of transportation today, river barging. Any negative impacts on the Columbia-Snake river system would significantly damage the Pacific Northwest economy and especially the Walla Walla Valley.
- 4.11. Maintain and expand commercial air service in Walla Walla. Work with the commercial air travel coalition to ensure optimal commercial air service.
- 4.12. US Highway 12 Four Laning - Phase 7 - Continue to coordinate with WSDOT and the US Highway 12 Coalition on the design/construction of Phase 7 of US Highway 12. Estimated cost \$140M;
- 4.13. US Highway 12 Four Laning - Phase 8 - Continue to coordinate with WSDOT and the US Highway 12 Coalition on the design, environmental and right-of-way acquisitions of Phase 8 of US Highway 12. Estimated cost \$34M;
- 4.14. US Highway 12 Four Laning - Phase 8 - Secure State and/or Federal funding for Phase 8 of US Highway 12. Estimated cost \$146M.
- 4.15. Continue to work with WSDOT, City of Walla Walla, and County of Walla Walla on the Corridor and Intersection Study of US Highway 12 between 2nd Avenue and Airport Way.
- 4.16. Secure State and/or Federal funding for a full interchange at the Clinton Intersection @ US Highway 12. Estimated cost \$30-40M.
- 4.17. Continue to coordinate with WSDOT and the City of Walla Walla on the design and construction of 9th and Plaza Way intersections. Estimated cost \$3.9M
- 4.18. Continue to coordinate with WSDOT on design safety improvements on Highway 124.
- 4.19. Continue to participate and fund the General Investigative Study for the Mill Creek Channel Rehabilitation Project.
- 4.20. Secure funding for the infrastructure improvements at the Port's Wallula Gap Business Park.
- 4.21. Support local agencies in securing funding for infrastructure improvements.
- 4.22. Support local educational institutions' educational programs and facility development. Educational attainment is critical to developing a strong labor force that can innovate and

generate new economic opportunities locally and attract employers to the region. An educated labor force can sustain living wage jobs, generate returns for businesses, and contribute to a resilient community.

- 4.23. Manage the Economic Development Sales Tax Fund with the County to encourage new job creation opportunities and private capital investment and support legislation that expands and/or continues the program.
- 4.24. Continue to participate and work with the local government jurisdictions and Walla Walla Valley Metropolitan Planning Organization (MPO) and Regional Transportation Planning Organization (RTPO).
- 4.25. Work with our economic partners in securing funds for the “Regional Signage Program”.
- 4.26. Continue to work with the City of Walla Walla and Walla Walla Community College on the Innovation Partnership Zone (IPZ) projects.
- 4.27. Continue discussion involving a partnership/development with Walla Walla University on creating an Innovation and Incubator Campus (ICC) adjacent to the university in the City of College Place.
- 4.28. Continue partnership/development with Whitman College on their incubation space for technology-related entrepreneurs in the City of Walla Walla.
- 4.29. Consider opportunities to acquire business park locations in the City of College Place, City of Prescott, Touchet, and Lowden, if supported and feasible.
- 4.30. Retain and promote rail infrastructure investments in Walla Walla County.
- 4.31. Continue to support the development of “community solar projects” in Walla Walla County.
- 4.32. Support Fort Walla Walla Museum’s effort in securing funds for the Museums Services and Facilities Enhancement Project.
- 4.33. Continue participation and support for the Walla Walla Watershed Management Partnership Board planning activities.
- 4.34. Work on securing funding for the Warehouse District Concept (13th/Dell Ave neighborhood).
- 4.35. Support remediation, land use planning and redevelopment of the Tausick Way landfill site.
- 4.36. Support additional parking improvements in downtown districts located in incorporated cities in Walla Walla County, if initiated and supported by the local city jurisdiction.
- 4.37. Support Walla Walla Community College on its approved capital project to construct a new S.T.E.M. (science, technology, engineering, and math) building on the WWCC campus.

Local Specific Site & Infrastructure Projects

Port of Walla Walla 2020 Projects

❖ Wallula Gap Business Park & Dodd Road - Infrastructure Improvements	\$13M
❖ Melrose Business Park - Site Plan Development & Cleanup	\$150K
❖ Avery Business Park – Site Plan Development	\$50K

City of Walla Walla 2020 Projects

❖ Isaacs Avenue – Division to Airport Way (continuation from 2019)	\$8.0M
❖ Landfill Scale House Upgrades (continuation from 2019)	\$1.6M
❖ Spokane Street Bridge Replacement and Streetscape Project	\$2.0M
❖ S. 3rd Avenue IRRP Project	\$3.0M
❖ Penrose & Alvarado IRRP Project	\$1.0M
❖ Washington-Francis-Delmas Sewer Main Replacement Project	\$1.7M
❖ Wastewater Treatment Plant UV Replacement and Expansion	\$1.8M

City of College Place 2020 Projects

❖ Wrap up replacement Drinking Water Wells #4 & #6	\$5.1M
❖ Southwest College Place Wastewater Trunk Line & Lift Station	\$5.5M
❖ Wastewater Treatment Plant Upgrade <i>(Phase 1A for 2020 is \$2.5 Million, the rest will be expenditures up until 2023)</i>	\$20.2M
❖ NE Cedar and Damson Street Reconstruction Projects	\$1.1M
❖ Lions Park Reconstruction	\$2.0M

Walla Walla County 2020 Projects

❖ Middle Waitsburg Road	\$2.4M
❖ Mud Creek Rd	\$550K
❖ Fredrickson Bridge	\$340k
❖ Program Funds for design and right-of-way for future projects	\$550K

City of Waitsburg 2020 Projects

❖ Millrace Grade crossing improvement Project	\$630K
❖ Garden Street to Dewitt Road Waterline Project	\$700K
❖ TIB Complete Streets Sidewalk Project	\$300K
❖ Taggart Road Extension Paving	\$136K
❖ Wellfield Emergency Generator Installation	\$51K

City of Prescott 2020 Projects

❖ Street preservation and maintenance projects	\$45K
❖ ADA improvements at the main entrance to the Jr/Sr High School on A Street	\$15K

Benchmarks for Site & Infrastructure Development

4.BM.1 Accomplish as many above listed infrastructure projects as possible.

5. Economic Profiling

- 5.1. Maintain a comprehensive Economic Profile by assembling, analyzing and publishing community data useful to business and industry.

Demographics	Taxes and Incentives
Labor Market Conditions	Tourism Performance Indicators
Largest Employer List	Inventory of available lands and buildings
Largest Taxpayer List	Finance Programs
- 5.2. Continue to maintain and promote the Walla Walla Trends website
www.wallawallatrends.com
- 5.3. Work with Eastern Washington University on the Walla Walla Trends quarterly newsletter.
- 5.4. Ensure updated economic data is available on the Port's website www.portwallawalla.com.
- 5.5. Maintain other social media applications.
- 5.6. Continue to post Economic Development Informational Meetings on the Port's website.

Benchmarks for Economic Profiling

- 5.BM.1 Utilization of information by community policymakers and by existing businesses.
- 5.BM.2 Relevant information to prospective businesses and Growth Management Planning.

6. Economic Development Advocacy

- 6.1. Develop and communicate positions on economic development issues important to the economic health of the region.
- 6.2. Develop a proactive profile by communicating economic development efforts and economic development success stories.
- 6.3. Work with local government agencies to advocate sound public policies on land use development & regulations, transportation, growth management and the cost of doing business.
- 6.4. Educational attainment is an important element in attracting living wage jobs to the area. Support the local educational institutions on their educational programs and facility development.
- 6.5. Support legislation to establish a permanent funding source of funds for Community Economic Revitalization Board (CERB) at a level that provides adequate funding assistance to meet rural infrastructure needs.
- 6.6. Support legislation to re-establish and qualify Walla Walla County for the Rural County Sale & Use Tax Deferral Program
- 6.7. Workforce Development - Collaborate with local workforce development entities to respond to skills gaps that limit business expansion and growth and to meet changing industry and business needs.
- 6.8. Workforce Development - Draw upon the labor market resources and information available through the local workforce development system when engaged in business recruitment efforts.
- 6.9. Workforce Development - Collaborate with local workforce development entities for the purpose of supporting industry skill panels or cluster-based industry activities to leverage available resources and increase the competitiveness of area employers.

- 6.10. Work with Downtown Walla Walla Foundation and Visit Walla Walla on projects of common interest.
- 6.11. Work with the Walla Walla Valley Chamber of Commerce to advocate for the adoption of sound public policies that will lead to long-term sustainable economic development in our region.
- 6.12. Participate in County and City's updates on their comprehensive plans. Make sure plans support proactive economic development policies.
- 6.13. Represent economic development interests before governmental bodies.
- 6.14. Review laws, rules, and regulations affecting economic development and business.
- 6.15. Promote state legislation to improve the state's business climate and investment in economic development efforts.
- 6.16. Maintain Walla Walla County's rural economic development designation and the Economic Development Sales Tax Fund retention option for economic development projects.
- 6.17. Participate in the Washington Economic Development Association, Washington Public Ports Association, and Pacific Northwest Waterways Association.
- 6.18. Continue Community Bus Tours of Port properties, community and economic development projects.

Benchmarks for Economic Development Advocacy

- 6.BM.1 Favorable local and state policies affecting economic development.
- 6.BM.2 Public understanding and support for local economic development efforts.

OTHER IMPORTANT ECONOMIC DEVELOPMENT ELEMENTS

- Tourism is an important economic development initiative in Walla Walla County. Visit Walla Walla is recognized as the lead agency for tourism as they oversee the expenditures of hotel/motel tax receipts which are the primary funding source for tourism marketing.
- Downtown development/redevelopment is an important element of a broad-based economic development plan. The Downtown Walla Walla Foundation is recognized as the lead agency for downtown development in the City of Walla Walla. The cities of College Place, Prescott and Waitsburg are primarily responsible for their respective downtown areas.
- The primary target of this Plan is in manufacturing and non-retail service related jobs that pay a target wage of \$16.20 per hour plus benefits. Retail development and related retail business recruitment within incorporated cities are not a focus of this Plan. Walla Walla County and the cities within the County are responsible for developing their own retail trade business recruitment strategies in their respective jurisdictions. The Port will assist the Burbank community in retail/commercial business enterprises as the Port owns real estate in the Burbank area zoned for such purposes.
- The underlying goal of the Plan is to enhance the economic health of families in Walla Walla County including families living below the poverty line.
- It is recognized that compatible and sustainable manufacturing and service-related businesses are important to county residents. Generally speaking, heavy industrial uses will be sited in the western portion of Walla Walla County and outside the urban areas. Light industrial and service-related businesses will be accommodated in more urban parts of the county.
- The goal of economic development is not population growth but to provide living-wage jobs for current residents of the county. However, population growth should be accommodated through careful planning and compliance with the State's Growth Management Act.

COLLABORATION AND COMMUNICATION

Bi-Monthly Economic Development Informational Meetings (EDIM)

Elected officials, private sector businesses, public agencies, and all others interested in economic development meet bi-monthly to review the implementation of this Plan and to discuss current economic development issues.

As Needed Basis

- Inform specific attendees at Economic Development Informational Meetings when company visitations are planned or emergency economic retention efforts are needed.
- Specific economic development task forces.
- Port provided presentations to county and city council meetings and/or to service clubs when requested.

DEFINITION OF ROLES

Port of Walla Walla

- The primary responsibility is for coordinating and executing this Plan and conducting the bi-monthly Economic Development Informational Meetings.

County and Cities

- Formulate and adopt economic policies within their jurisdictions to guide public investment.
- Provide guidance concerning the Port's implementation of this Plan.
- Invest in specific economic development infrastructure projects within its jurisdiction.
- Assist with site visitations, retention efforts, and targeted economic development initiatives.
- Provide technical assistance (GMA planning support).
- Support public policy decisions that promote economic development.
- Elected official and administrative staff participation in the bi-monthly Economic Development Informational Meetings.
- Participate in bi-monthly Economic Development Informational Meetings.

Private Sector

- Provide guidance concerning the Port's implementation of this Plan.
- Invest in specific identifiable economic development opportunities when appropriate.
- Serve as advocates for public policy decisions that promote economic development.
- Assist with site visitations, retention efforts, and targeted economic development initiatives.
- Utilize Team Walla Walla umbrella organization to secure private sector incentive packages.
- Participate in bi-monthly Economic Development Informational Meetings.

Walla Walla Community College

- The lead agency for workforce training and workforce training programs.
- Assist with business recruitment packaging related to workforce training programs.
- Participate in the bi-monthly Economic Development Informational Meetings.

WorkSource Walla Walla

A partnership of employment and training providers committed to ensuring a skilled and job-ready workforce.

- Provide labor force & labor market data in support of economic development and business recruitment efforts.
- Responsive to business and industry needs for employee recruitment and training.
- Partners in local initiatives that link employment services and resources to the community's need.
- Participate in bi-monthly Economic Development Informational Meetings.

Downtown Walla Walla Foundation

- The lead agency for downtown development within the City of Walla Walla.
- Participate in bi-monthly Economic Development Informational Meetings.

Visit Walla Walla

- The lead agency for tourism development within the Walla Walla Valley.
- Participate in the bi-monthly Economic Development Informational Meetings.

Walla Walla Valley Chamber of Commerce

As an advocate for the business community of the Walla Walla Valley:

- Provide guidance concerning the Port's implementation of this Plan.
- Serve as advocates for public policy decisions that promote economic development.
- Assist with site visitations, retention efforts, and targeted economic development initiatives.
- Build a "community" within the business community.
- Pursue economic development strategies that supplement and complement the Port's mission.
- Pursue legislative and civic affairs issues related to doing business in the Walla Walla Valley.
- Participate in the bi-monthly Economic Development Informational Meetings.
- Fiscal agent for WSU Small Business Development Center.

Walla Walla Valley Wine Alliance

- The lead organization for wine marketing and development in the Walla Walla Valley.
- A key advocate for wine tourism and air travel utilizing Walla Walla airport.
- Advocate for local, state, and federal public policy decisions that impact the Walla Walla Valley wine industry.
- The lead organization for numerous wine industry events in Walla Walla Valley.
- Participate in bi-monthly Economic Development Informational Meetings.

Walla Walla County - School Districts (College Place School District, Columbia School District, Dixie School District, Prescott School District, Touchet School District, Waitsburg School District, and Walla Walla School District)

- Provide updates at Economic Development Informational Meetings on school district projects.
- Participate in bi-monthly Economic Development Informational Meetings.

Walla Walla Valley Metropolitan Planning Organization and Sub-Regional Transportation Planning Organization (MPO/SRTPO)

- Engage state, county and city members, as well as interested parties and the public, in cooperative planning and decision-making on transportation issues.
- Prepare plans and programs that guide federal, state, county and city investments into a multi-modal transportation network.
- Participate in bi-monthly Economic Development Informational Meetings.

Community Council

- Fosters a trusted gathering place where people engage in dialogue, inquiry, and advocacy to build a vibrant region for everyone.
- Provide guidance concerning the Port's implementation of this Plan.
- Participate in bi-monthly Economic Development Informational Meetings.

Commitment to Community (C2C)

- C2C is recognized as an important community partner in working with the Port in developing economically healthy families and neighborhoods, which in turn supports successful economic development.
- C2C is recognized for its focus as a grassroots neighborhood organization that is agenda-free and based solely on relationship building. Its ultimate vision is simple: to have healthy neighborhoods where residents take ownership of their issues and become stewards of their neighborhoods.
- Participate in bi-monthly Economic Development Informational Meetings.