

Monday, January 4, 2021

College Place Economic Development, Tourism, and Events Commission- Electronic Meeting

5:00 PM

Zoom Attendee Link: <https://zoom.us/j/92194389994>

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at [https://www.youtube.com/channel/UCbx3qrqzLDL\\_05NusReSI-g/featured](https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSI-g/featured)

Or you may call this number to listen: 1-669-900-9128 ID#921 9438 9994

## 1. Opening Items

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|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 1.01 Call To Order                                                                                   |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 1. Opening Items                                                                                     |
| Access :   | Public                                                                                               |
| Type :     | Procedural                                                                                           |

## Public Content

|                          |                                      |
|--------------------------|--------------------------------------|
|                          | Bill Clemens,                        |
|                          | Kelli Leen,                          |
| EDTEC Appointed Members  | Jeff Lambert,                        |
|                          | Doug Case                            |
|                          | Jenny Fuchs                          |
| EDTEC Ex Officio Members | WW Chamber, Kyle Tarbett             |
| EDTEC Advisory Members   | City Administrator, Mike Rizzitiello |
|                          | Finance Director, Brian Carleton     |

## 2. Consent Agenda

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|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 2.01 Approve Agenda for January 4, 2021                                                              |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 2. Consent Agenda                                                                                    |
| Access :   | Public                                                                                               |
| Type :     | Action (Consent)                                                                                     |

### 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 7, 2020

Meeting : Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting

Category : 2. Consent Agenda

Access : Public

Type : Action (Consent), Minutes

Minutes : [View Minutes](#) for Dec 7, 2020 - College Place Economic Development, Tourism, and E

## File Attachments

[2020-12-07\\_EDTEC\\_Minutes\\_Draft\\_BoardDocs® LT Plus.pdf \(946 KB\)](#)

## 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.

Subject : 2.03 Excuse Absence of Member Doug Case

Meeting : Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting

Category : 2. Consent Agenda

Access : Public

Type : Action (Consent)

## 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 : 2.04 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has

been provided to all Commission 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 Commission Member.

|                      |                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------|
| Meeting :            | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category :           | 2. Consent Agenda                                                                                    |
| Access :             | Public                                                                                               |
| Type :               | Action (Consent)                                                                                     |
| Recommended Action : | Motion to approve the consent agenda as submitted.                                                   |

## 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. Action Agenda

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|                      |                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------|
| Subject :            | 3.01 Selection of Chair / Vice Chair for 2021.                                                       |
| Meeting :            | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category :           | 3. Action Agenda                                                                                     |
| Access :             | Public                                                                                               |
| Type :               | Action                                                                                               |
| Recommended Action : | Nominate and select chair & vice chair to serve for the calendar year.                               |

## Public Content

2.30.040 - Meetings, officers, records and quorum. A. The chairman of the commission shall be chosen by affirmative vote of at least three members present at the first meeting of each calendar year. The commission shall meet initially for the purpose of establishing its operating procedures. It will then meet as determined by the commission.

|                      |                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------|
| Subject :            | 3.02 Modifications to EDTEC Code                                                                     |
| Meeting :            | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category :           | 3. Action Agenda                                                                                     |
| Access :             | Public                                                                                               |
| Type :               | Action                                                                                               |
| Recommended Action : | Motion to recommend the suggested changes to the                                                     |

## Public Content

Through operations of the commission, a few things have come up that would better clarify the operation of the commission.

These suggestions were initiated by advice from Municipal Research Services Co after a couple of inquiries on how to handle a couple of things that came up regarding members voting and counting for a quorum.

### File Attachments

[20201216\\_175050\\_127847\\_CHAPTER\\_2.30\\_\\_ECONOMIC\\_DEVELOPMENT\\_\\_TOURISM\\_\\_AND\\_EVENTS\\_COMMISSION-Adding\\_One\\_Redline.pdf \(68 KB\)](#)  
[21-XXX\\_Ordinance\\_EDTEC\\_CPMC\\_2.30.pdf \(941 KB\)](#)  
[Add\\_One\\_CHAPTER\\_2.30\\_\\_ECONOMIC\\_DEVELOPMENT\\_\\_TOURISM\\_\\_AND\\_EVENTS\\_COMMISSION.pdf \(67 KB\)](#)

|                      |                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------|
| Subject :            | 3.03 2021 Community Event Date Selection - Freedom Festival                                          |
| Meeting :            | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category :           | 3. Action Agenda                                                                                     |
| Access :             | Public                                                                                               |
| Type :               | Action                                                                                               |
| Recommended Action : | Motion to recommend the 2021 Freedom Festival be held on Sunday (June 27 or July 4)                  |

## Public Content

Historically the College Place Freedom Festival has been held the Sunday before the 4th of July. This decision was made so that our event does not conflict with other area celebrations on the fourth. This enables people to attend our festival and still attend their traditional Fourth of July events/celebrations.

In 2021 the 4th of July falls on a Sunday. So, we need to decide if we want to have the event on the 4th and risk conflicts with other events, or have the Freedom Festival a full week prior.

### File Attachments

[2020\\_Events\\_Calendar.pdf \(83 KB\)](#)

|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 3.04 2021 Fliers                                                                                     |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 3. Action Agenda                                                                                     |
| Access :   | Public                                                                                               |
| Type :     | Action                                                                                               |



Recommended Action :

Motion to approve proposed fliers for Fiscal Year 2021.

## File Attachments

[EconomicDevelopment\\_SiteSelection\\_2021\\_AvailableProperties.pdf \(1,456 KB\)](#)

[CollegePlace\\_EDFlier\\_2021.pdf \(1,005 KB\)](#)

[Ec\\_Dev\\_MarketingInfo\\_MarketingFlier\\_12021.pdf \(513 KB\)](#)

[EcDev\\_MarketingInfo\\_DowntownCollegePlace\\_12021.pdf \(355 KB\)](#)

[EcDev\\_MarketingInfo\\_Meadowbrook2021.pdf \(393 KB\)](#)

[EcDev\\_MarketingInfo\\_MyraRdCorridor\\_12021.pdf \(374 KB\)](#)

## 4. Reports

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|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 4.01 Discussion Protocol for Virtual Meetings                                                        |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 4. Reports                                                                                           |
| Access :   | Public                                                                                               |
| Type :     | Information                                                                                          |

## Public Content

### Virtual Meeting Discussion Protocol:

- After staff presentation of an item, the Chair will request comments from each Member
- After each member has had an opportunity, the Chair will then speak if so desired and Members will use the raise hand feature to notify the Chair of their desire to speak again. However, they will not enter the conversation without first being recognized by the Chair. This should allow for a thorough discussion with everyone having opportunity to express their views while maintaining order.

## File Attachments

[Virtual\\_Meeting\\_Raise\\_Your\\_Hand.pdf \(50 KB\)](#)

|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 4.02 Walla Walla Valley Housing Needs Assessment - Mr. Rizzitiello                                   |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 4. Reports                                                                                           |
| Access :   | Public                                                                                               |
| Type :     | Discussion, Information                                                                              |

## Public Content

The Cities of Walla Walla, College Place, Waitsburg, and Dayton received funding from the WA State Department of Commerce to conduct a regional housing action plan.

The Walla Walla and Columbia Valleys (also included MiltonFreewater, OR) recently completed an Affordable Housing Study through Community Council. Community Council is a grassroots organization with the mission to foster a trusted gathering place where people engage in dialogue, inquiry, and advocacy to build a vibrant region for everyone. Many of the recommendations from the Affordable Housing Study support the need of a Regional Housing Action Plan. Also, the Cities of Dayton, Walla Walla, and College Place have completed their comprehensive plan periodic updates with the jurisdictions adopting Housing Elements with robust housing goals and policies.

The jurisdictions involved with the proposed Regional Housing Action Plan participated in the Community Councils Affordable Housing Study and we see the Regional Housing Action Plan as a key implementation step. Development of a regional affordable housing action plan will build on earlier efforts to leverage greater impact through collaboration (for example, the Blue Mountain Region Trails Plan), and further strengthen the jurisdictions capacity to work together to address this complex regional challenge.

Task 2 of the Walla Walla Regional Housing Action Plan is the Housing Needs Assessment (attached).

## File Attachments

[Walla Walla Regional HNA Task 2-3 Trends and Needs Memo v4.pdf \(1.172 KB\)](#)

## Administrative File Attachments

[HousingSurveyandLandTrustTownHallEmail.pdf \(859 KB\)](#)

|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 4.03 Mercycorps NW MBA Program - Mr. Rizzitiello                                                     |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 4. Reports                                                                                           |
| Access :   | Public                                                                                               |
| Type :     | Discussion, Information                                                                              |

## File Attachments

[Website.pdf \(1.390 KB\)](#)

[EnglishInfo.pdf \(267 KB\)](#)

[MCNW\\_MBA 2020 Client Directory FINAL 11.23.20.pdf \(14.158 KB\)](#)

[SpanishInfo.pdf \(38 KB\)](#)

## 5. Closing Items

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|            |                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------|
| Subject :  | 5.01 Adjourn                                                                                         |
| Meeting :  | Jan 4, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting |
| Category : | 5. Closing Items                                                                                     |
| Access :   | Public                                                                                               |
| Type :     | Procedural                                                                                           |

## College Place Economic Development, Tourism, and Events Commission- Electronic Meeting (Monday, December 7, 2020)

Generated by Lisa Neissl on Monday, December 7, 2020

### 1. Opening Items

Procedural: 1.01 Call To Order

**Chair Jeff Lambert called the meeting to order at 5:03 PM**

PRESENT:

|             |                                   |
|-------------|-----------------------------------|
| Commission  | Bill Clemens,                     |
| Members     | Kelli Leen,                       |
|             | Jeff Lambert,                     |
|             | Doug Case,                        |
| Ex- Officio | absent                            |
| Staff       | Finance Director, Brian Carleton; |
|             | City Clerk, Lisa Neissl;          |

MEMBERS EXCUSED: City Administrator, Mike Rizzitiello

MEMBERS ABSENT: Jenny Fuchs,  
Kyle Tarbet-Walla Walla Chamber of Commerce

### 2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for December 7, 2020

Action (Consent), Minutes: 2.02 Approve Minutes from November 2, 2020

Action (Consent): 2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission 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 Commission Member.

**Member Leen made a motion to approve the consent agenda. Second by Member Clemens and the motion passed 4-0.**

### 3. Action Agenda

Action: 3.02 2021 Community Events Recommendation

Ms. Neissl presented the recommended events to designate as official City Events. This will allow for city funding to be used in support of, or execution of these specific events.

Discussion ensued.

**Member Clemens made a motion to recommend council approval of resolution to declare official community events for fiscal year 2021. Second by Member Case and the motion passed 4-0.**

Action: 3.03 Modifications to EDTEC Code

Ms. Neissl presented a proposed modification to the EDTEC code. The proposal would reduce the number of seats from 6 voting members to 5 members in order to have an odd number for voting purposes. This will reduce the potential for conflicts with tie votes. In addition, a clarification would be added to specify the number of voting members required for a quorum. And finally, the modification would stagger the next terms so that all position terms do not expire on the same four-year rotation. Discussion ensued.

The item was tabled to allow for time to consider adding a position if another eligible person would be willing to serve. This would accomplish the same goal while allowing the current members to continue service.

### 4. Reports

Discussion, Information: 4.01 Light up the Avenue Recap

The Commission and staff debriefed on the first annual Light up the Avenue event which was held on December 2nd, 2020.

Discussion, Information: 4.02 Working Washington Grants - Round 3

Mr. Rizzitiello included a report in the packet for the Commission to review regarding the next round of Working Washington Grants.

Discussion, Information: 4.03 Development Tracker

Mr. Rizzitiello included a report in the packet for the Commission to review showing the current status of various projects.

**5. Closing Items**

Action, Procedural: 5.01 Adjourn

**Member Clemens made a motion to adjourn the meeting at 5:26 PM. Second by Member Case and the motion passed 4-0.**

Approved:

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Jeff Lambert- Chair

Attest:

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Lisa R. Neissl, CMC – City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred December 7, 2020. Further detail may be obtained by reviewing the actual audio recording made during this session.

## CHAPTER 2.30 - ECONOMIC DEVELOPMENT, TOURISM, AND EVENTS COMMISSION

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### 2.30.010 - Purpose.

The purpose and intent of this chapter is to make available to the city council and mayor additional expertise relative to the monitoring, assessing and strengthening of existing economic development strategies and to develop new strategies of economic development for the city by establishing an economic development commission consisting of representatives from various professional disciplines. The economic development commission herein created shall not supplant administrative input to the city council by staff, but shall complement staff input through the utilization and application of the special expertise possessed by its members.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )

### 2.30.020 - Economic development, tourism, and events commission created.

There is hereby created within the city an economic development commission composed of nine members six being appointed by the mayor, and three by their agency position. Members will serve four-year terms, except that positions 1 through 6 whose terms beginning January 1, 2021 shall be staggered with positions 1, 3, and 5 being an initial two year term, and positions 2, 4, and 6 being a four year term. All subsequent terms will be four years for all positions . The members of the commission shall be selected without regard to political affiliation and shall serve without compensation. Six appointed members of the commission shall be involved in retail or hospitality, manufacturing or industry, and professional services in the city. At least one of the six appointed member positions shall be an active member of the Walla Walla Valley Chamber of Commerce. In making appointments to the commission, the mayor shall strive to appoint individuals with multiple skills and with experience and expertise from various disciplines and backgrounds.

One ex-officio member shall be the executive director of the Walla Walla Valley Chamber of Commerce (or his/her designee), for a total of seven voting members. In addition the city administrator and finance director shall be advisory members. In the event of a tie vote, the city administrator shall break the tie. All meetings shall be open to the public following publication of a notice for such meeting in the legal newspaper for the city.

( [Ord. No. 17-002, § 1, 1-10-2017](#) ; [Ord. No. 17-042, § 1, 10-10-2017](#) )

### 2.30.030 - Removal—Vacancies.

The commission may, by majority vote, recommend to the mayor removal of an appointed member upon such grounds as may be deemed appropriate. The mayor may remove any appointed member of the commission and declare the position vacant. Vacancies occurring otherwise than by expiration of term shall be filled for any unexpired term in the manner used for regular appointments. Workshops shall be excluded from the definition of meetings for the purposes of this chapter.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )

### 2.30.040 - Meetings, officers, records and quorum.

- A. The chairman of the commission shall be chosen by affirmative vote of at least three members present at the first meeting of each calendar year. The commission shall meet initially for the purpose of establishing its operating procedures. It will then meet as determined by the commission.

A record shall be kept of its meetings, findings and determinations, which records shall be open to public inspection.

- B. Four voting members of the commission shall constitute a quorum. A member not present, either in person or electronic means, at the time of a meeting shall not participate in a decision.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )

#### 2.30.050 - Functions and duties.

- A. Prepare and submit recommendations to staff, mayor and council on a broad range of matters generally related to economic development as follows:
1. Formulate economic development goals for the city in a structured framework providing both time and measurement criteria.
  2. Assess existing economic development policies for the purpose of recommending such modifications as may be appropriate.
  3. Formulate new economic development strategies and policies for the purpose of assuring achievement of the economic development goals.
  4. Develop plans and programs for the purpose of retaining and enhancing the existing commercial and industrial base of the city.
  5. Develop plans and programs to promote creative incentives, including funding mechanisms, to attract, and retain, commercial and industrial development.
  6. Develop strategies and programs to strengthen the concept of the public/private development partnership. Build cohesiveness between economic development groups serving the region.
- B. Provide assistance with recruitment of new businesses to the city.
- C. Function as liaison with the existing businesses in matters relating to enhancement of economic development in the city.
- D. Perform such other duties and provide such additional information, assistance and advice to the mayor and city council as the mayor and city council may request or direct.
- E. The commission shall review and comment on any proposed imposition of the hotel/motel tax, any proposed increase in the hotel/motel tax rate, and any change in the use of revenue derived from the hotel/motel tax.
- F. The commission shall maintain a written log of activities in which it is involved and shall report to the city council in written form annually of its involvement on behalf of the city.
- G. Upon formation, the commission shall develop for recommendation to the city council, and then annually review and propose needed or desired changes to a city strategic tourism plan which is intended to promote economic activity resulting from tourists. At a minimum, the plan shall:
1. Include a mission and vision statement for the city's current and future involvement in, and the use of lodging tax revenue for promotion of, its tourism industry.
  2. Identify, describe and propose the appropriate means to conduct tourism promotion by:
    - a. Activities and expenditures designed to increase tourism;
    - b. Advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists;
    - c. Developing strategies to expand tourism;
    - d. Operating tourism promotion agencies;
    - e. Funding marketing of special events and festivals designed to attract tourists; and

- f. Facilities to support tourism, performing arts or accommodate tourist activities.
  - 3. Ensure coordination and cooperation with other governmental, nonprofit, and private industry tourism bureaus and agencies.
    - a. Submit comments on proposals for imposition of a tax, an increase in the rate of a tax, repeal of an exemption from a tax, or change in the use of revenue received under state law, and other matters, which come from the mayor or city council.
- H. All meetings shall be recorded and a written transcript shall be maintained in the files of the city clerk.

( [Ord. No. 17-002, § 1, 1-10-2017.](#) )

#### 2.30.060 - Expenditures—Budget.

The expenditures of the commission, exclusive of donations, shall be limited to appropriations. All services requiring appropriations shall be submitted through the normal budget process of the city, and shall be included in the general government fund of the city; provided, however, that the services of outside consultants may be obtained for a temporary period of time when specifically authorized by the city council.

( [Ord. No. 17-002, § 1, 1-10-2017.](#) )

#### 2.30.070 - Staff assistance.

The staff of the various departments within the city, as assigned by the city administrator, shall provide staff assistance and shall also serve to facilitate communications by the economic development commission to the mayor and city council.

( [Ord. No. 17-002, § 1, 1-10-2017.](#) )

#### 2.30.080 - Procedures, records and minutes.

The commission shall adopt rules of procedure. The city shall provide for the taking of minutes and maintaining the records of all regular and special meetings. The commission may establish standing or ad hoc commissions to assist in accomplishing its duties and responsibilities.

( [Ord. No. 17-002, § 1, 1-10-2017.](#) )

#### 2.30.090 - Meetings.

- A. *Regular Meetings.* Regular annual meetings shall be held at a time agreed upon by the commission during its first meeting. Meetings shall be held on a monthly basis unless cancelled by a majority of commission members at least 48 hours before scheduled meeting.
- B. *Special Meetings.* Special meetings of members may be called at any time by the presiding officer or upon petition to the presiding officer by two-thirds of the board. At special meetings of the board, only such business stated in the call for such meeting shall be transacted.
- C. *Notice.* All meetings shall be open to the public and be held on not less than 48 hours' notice to members. Notice of regular annual and special meetings may be by mail, email, or direct contact, such as telephone.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )



***City of College Place, Washington***

**ORDINANCE NO. 21-XXX**

**AN ORDINANCE REVISING VARIOUS SECTIONS OF CHAPTER 2.30 ECONOMIC DEVELOPMENT, TOURISM, and EVENTS COMMISSION OF THE COLLEGE PLACE MUNICIPAL CODE**

WHEREAS, the City of College Place is a noncharter code city with powers set forth in RCW Title 35A; and

WHEREAS, the need for a revision to the number of voting members, term ending dates, and clarification on what constitutes a quorum has become apparent;

**NOW THEREFORE, THE CITY COUNCIL OF COLLEGE PLACE DO ORDAINS AS FOLLOWS**

**Section 1.** Ordinance 21-XXX is adopted revising various sections of Chapter 2.30 - Economic Development, Tourism, and Events Commission to the College Place Municipal Code as follows:

**Section 2.30.020 shall now read:**

There is hereby created within the city an economic development commission composed of nine members six being appointed by the mayor, and three by their agency position. Members will serve four-year terms, except that positions 1 through 6 whose terms beginning January 1, 2021 shall be staggered with positions 1, 3, and 5 being an initial two year term, and positions 2, 4, and 6 being a four year term. All subsequent terms will be four years for all positions . The members of the commission shall be selected without regard to political affiliation and shall serve without compensation. Six appointed members of the commission shall be involved in retail or hospitality, manufacturing or industry, and professional services in the city. At least one of the six appointed member positions shall be an active member of the Walla Walla Valley Chamber of Commerce. In making appointments to the commission, the mayor shall strive to appoint individuals with multiple skills and with experience and expertise from various disciplines and backgrounds.

One ex-officio member shall be the executive director of the Walla Walla Valley Chamber of Commerce (or his/her designee), for a total of seven voting members. In addition the city administrator and finance director shall be advisory members. In the event of a tie vote, the city administrator shall break the tie. All meetings shall be open to the public following publication of a notice for such meeting in the legal newspaper for the city.

**Section 2.30.040 B shall now read:**

- B. Four voting members of the commission shall constitute a quorum. A member not present, either in person or electronic means, at the time of a meeting shall not participate in a decision.

**Section 2: Clerical Corrections.** The City Clerk and the codifiers of this ordinance are authorized to make necessary clerical corrections to this ordinance including, but not limited to, the correction of scrivener's/clerical errors, references, ordinance numbering, section/subsection numbers and any references thereto.

**Section 3: Severability.** If any section, subsection, paragraph, sentence, clause, or phrase of this ordinance is declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of this ordinance.

**Section 4: Effective Date.** This ordinance shall take effect and be in full force five days after its passage and publication as provided by law.

**PASSED** by the City Council of the City of College Place, Washington, this 12<sup>th</sup> day of January, 2021.

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Norma L. Hernández, Mayor

Attest:

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Lisa R. Neissl, CMC, City Clerk

Approved as to form:

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Rea Culwell, City Attorney

## CHAPTER 2.30 - ECONOMIC DEVELOPMENT, TOURISM, AND EVENTS COMMISSION

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A record shall be kept of its meetings, findings and determinations, which records shall be open to public inspection.

- B. Four voting members of the commission shall constitute a quorum. A member not present, either in person or electronic means, at the time of a meeting shall not participate in a decision.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )

#### 2.30.050 - Functions and duties.

- A. Prepare and submit recommendations to staff, mayor and council on a broad range of matters generally related to economic development as follows:
1. Formulate economic development goals for the city in a structured framework providing both time and measurement criteria.
  2. Assess existing economic development policies for the purpose of recommending such modifications as may be appropriate.
  3. Formulate new economic development strategies and policies for the purpose of assuring achievement of the economic development goals.
  4. Develop plans and programs for the purpose of retaining and enhancing the existing commercial and industrial base of the city.
  5. Develop plans and programs to promote creative incentives, including funding mechanisms, to attract, and retain, commercial and industrial development.
  6. Develop strategies and programs to strengthen the concept of the public/private development partnership. Build cohesiveness between economic development groups serving the region.
- B. Provide assistance with recruitment of new businesses to the city.
- C. Function as liaison with the existing businesses in matters relating to enhancement of economic development in the city.
- D. Perform such other duties and provide such additional information, assistance and advice to the mayor and city council as the mayor and city council may request or direct.
- E. The commission shall review and comment on any proposed imposition of the hotel/motel tax, any proposed increase in the hotel/motel tax rate, and any change in the use of revenue derived from the hotel/motel tax.
- F. The commission shall maintain a written log of activities in which it is involved and shall report to the city council in written form annually of its involvement on behalf of the city.
- G. Upon formation, the commission shall develop for recommendation to the city council, and then annually review and propose needed or desired changes to a city strategic tourism plan which is intended to promote economic activity resulting from tourists. At a minimum, the plan shall:
1. Include a mission and vision statement for the city's current and future involvement in, and the use of lodging tax revenue for promotion of, its tourism industry.
  2. Identify, describe and propose the appropriate means to conduct tourism promotion by:
    - a. Activities and expenditures designed to increase tourism;
    - b. Advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists;
    - c. Developing strategies to expand tourism;
    - d. Operating tourism promotion agencies;
    - e. Funding marketing of special events and festivals designed to attract tourists; and

- f. Facilities to support tourism, performing arts or accommodate tourist activities.
  - 3. Ensure coordination and cooperation with other governmental, nonprofit, and private industry tourism bureaus and agencies.
    - a. Submit comments on proposals for imposition of a tax, an increase in the rate of a tax, repeal of an exemption from a tax, or change in the use of revenue received under state law, and other matters, which come from the mayor or city council.
- H. All meetings shall be recorded and a written transcript shall be maintained in the files of the city clerk.

( [Ord. No. 17-002, § 1, 1-10-2017](#).)

#### 2.30.060 - Expenditures—Budget.

The expenditures of the commission, exclusive of donations, shall be limited to appropriations. All services requiring appropriations shall be submitted through the normal budget process of the city, and shall be included in the general government fund of the city; provided, however, that the services of outside consultants may be obtained for a temporary period of time when specifically authorized by the city council.

( [Ord. No. 17-002, § 1, 1-10-2017](#).)

#### 2.30.070 - Staff assistance.

The staff of the various departments within the city, as assigned by the city administrator, shall provide staff assistance and shall also serve to facilitate communications by the economic development commission to the mayor and city council.

( [Ord. No. 17-002, § 1, 1-10-2017](#).)

#### 2.30.080 - Procedures, records and minutes.

The commission shall adopt rules of procedure. The city shall provide for the taking of minutes and maintaining the records of all regular and special meetings. The commission may establish standing or ad hoc commissions to assist in accomplishing its duties and responsibilities.

( [Ord. No. 17-002, § 1, 1-10-2017](#).)

#### 2.30.090 - Meetings.

- A. *Regular Meetings.* Regular annual meetings shall be held at a time agreed upon by the commission during its first meeting. Meetings shall be held on a monthly basis unless cancelled by a majority of commission members at least 48 hours before scheduled meeting.
- B. *Special Meetings.* Special meetings of members may be called at any time by the presiding officer or upon petition to the presiding officer by two-thirds of the board. At special meetings of the board, only such business stated in the call for such meeting shall be transacted.
- C. *Notice.* All meetings shall be open to the public and be held on not less than 48 hours' notice to members. Notice of regular annual and special meetings may be by mail, email, or direct contact, such as telephone.

( [Ord. No. 17-002, § 1, 1-10-2017](#) )

# 2021 Regular Meetings and Events

Subject to change by committee action.

| JANUARY   |    |    |    |    |    |    | FEBRUARY |    |    |    |    |    |    | MARCH    |    |    |    |    |    |    | APRIL    |    |    |    |    |    |    |   |
|-----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|---|
| S         | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
|           |    |    |    |    | 1  | 2  |          | 1  | 2  | 3  | 4  | 5  | 6  |          | 1  | 2  | 3  | 4  | 5  | 6  |          |    |    |    | 1  | 2  | 3  |   |
| 3         | 4  | 5  | 6  | 7  | 8  | 9  | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 4        | 5  | 6  | 7  | 8  | 9  | 10 |   |
| 10        | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 11       | 12 | 13 | 14 | 15 | 16 | 17 |   |
| 17        | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 18       | 19 | 20 | 21 | 22 | 23 | 24 |   |
| 24        | 25 | 26 | 27 | 28 | 29 | 30 | 28       |    |    |    |    |    |    | 28       | 29 | 30 | 31 |    |    |    | 25       | 26 | 27 | 28 | 29 | 30 |    |   |
| 31        |    |    |    |    |    |    |          |    |    |    |    |    |    |          |    |    |    |    |    |    |          |    |    |    |    |    |    |   |
| MAY       |    |    |    |    |    |    | JUNE     |    |    |    |    |    |    | JULY     |    |    |    |    |    |    | AUGUST   |    |    |    |    |    |    |   |
| S         | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
|           |    |    |    |    |    | 1  |          |    | 1  | 2  | 3  | 4  | 5  |          |    |    |    |    | 1  | 2  | 3        | 1  | 2  | 3  | 4  | 5  | 6  | 7 |
| 2         | 3  | 4  | 5  | 6  | 7  | 8  | 6        | 7  | 8  | 9  | 10 | 11 | 12 | 4        | 5  | 6  | 7  | 8  | 9  | 10 | 8        | 9  | 10 | 11 | 12 | 13 | 14 |   |
| 9         | 10 | 11 | 12 | 13 | 14 | 15 | 13       | 14 | 15 | 16 | 17 | 18 | 19 | 11       | 12 | 13 | 14 | 15 | 16 | 17 | 15       | 16 | 17 | 18 | 19 | 20 | 21 |   |
| 16        | 17 | 18 | 19 | 20 | 21 | 22 | 20       | 21 | 22 | 23 | 24 | 25 | 26 | 18       | 19 | 20 | 21 | 22 | 23 | 24 | 22       | 23 | 24 | 25 | 26 | 27 | 28 |   |
| 23        | 24 | 25 | 26 | 27 | 28 | 29 | 27       | 28 | 29 | 30 |    |    |    | 25       | 26 | 27 | 28 | 29 | 30 | 31 | 29       | 30 | 31 |    |    |    |    |   |
| 30        | 31 |    |    |    |    |    |          |    |    |    |    |    |    |          |    |    |    |    |    |    |          |    |    |    |    |    |    |   |
| SEPTEMBER |    |    |    |    |    |    | OCTOBER  |    |    |    |    |    |    | NOVEMBER |    |    |    |    |    |    | DECEMBER |    |    |    |    |    |    |   |
| S         | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |   |
|           |    |    | 1  | 2  | 3  | 4  |          |    |    |    |    | 1  | 2  |          | 1  | 2  | 3  | 4  | 5  | 6  |          |    |    | 1  | 2  | 3  | 4  |   |
| 5         | 6  | 7  | 8  | 9  | 10 | 11 | 3        | 4  | 5  | 6  | 7  | 8  | 9  | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 5        | 6  | 7  | 8  | 9  | 10 | 11 |   |
| 12        | 13 | 14 | 15 | 16 | 17 | 18 | 10       | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 12       | 13 | 14 | 15 | 16 | 17 | 18 |   |
| 19        | 20 | 21 | 22 | 23 | 24 | 25 | 17       | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 19       | 20 | 21 | 22 | 23 | 24 | 25 |   |
| 26        | 27 | 28 | 29 | 30 |    |    | 24       | 25 | 26 | 27 | 28 | 29 | 30 | 28       | 29 | 30 |    |    |    |    | 26       | 27 | 28 | 29 | 30 | 31 |    |   |
|           |    |    |    |    |    |    | 31       |    |    |    |    |    |    |          |    |    |    |    |    |    |          |    |    |    |    |    |    |   |

Key:

Holiday - City Hall Closed

Council 7:00PM

Workshop 5:30PM

Planning 7:00PM

EDTEC 5:00PM

1/2 Day Holiday

PAR 8:00AM

Historic Preservation 4PM

YAC 4:00PM

Civil Service - 2nd Thursday at Noon

UTAC 3:30PM

DAB 4:30 PM

LTAC 3:30PM

Freedom Festival -  
June 27th or July 4th,  
2021

Fall Festival - October  
29th, 2021

Winterfest -  
December 2nd 2021

Farm Market

## 2021 Regular Meetings and Events

Subject to change by committee action.



# **COLLEGE PLACE-WASHINGTON**

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## **WALLA WALLA VALLEY**

# **COMMERCIAL PROPERTIES**



Michael Rizzitiello, City  
Administrator  
City of College Place  
625 S. College Ave.  
College Place, WA 99324  
City Hall (509)394-8506  
Mobile (509) 520-9091



# COLLEGE PLACE AT-A-GLANCE

## ■ POPULATION (Trade Area)

- College Place – 9,780
- Walla Walla – 34,400
- WW County – 62,580
- Columbia County (WA) – 4,185
- Umatilla County (OR) – 78,383
- Union County (OR) – 26,835
- Wallowa County (OR) – 7,208
- **Total Trade Area – 179,191**

## ■ MEDIAN HOUSEHOLD INCOME

- \$57,858 – Walla Walla County
- \$49,347 – City of College Place
- \$50,550 – City of Walla Walla

## ■ RETAIL SALES (2019)

- College Place – \$164,272,589
- Walla Walla – \$695,415,712
- Walla Walla Unincorporated – \$252,332,878
- Prescott – \$4,723,391
- Waitsburg – \$8,130,617
- **Walla Walla County Totals – \$1,124,875,187**

## ■ AVERAGE DAILY TRAFFIC COUNTS

- Meadowbrook BLVD – 8,000 ADT
- Myra Road – 8,800 ADT
- HWY 125 – 18,000 ADT



# CITY OF COLLEGE PLACE

## LOCAL AND REGIONAL BUSINESSES

- Wal-Mart
- Home Depot
- Cost Less Carpet
- Conner's Flooring
- Les Schwab Tires
- Valvoline
- Honda
- Panda Express
- Del Taco
- Game Stop
- Papa Murphy's Pizza
- Subway (Two Locations)
- GNC
- Chase Bank
- Community Bank
- Banner Bank
- HAPO Credit Union
- Andy's Grocery
- Walla Walla University
- Walla Walla Community College
- Whitman College
- Comprehensive Mental Health
- Animal Clinic of Walla Walla
- Sally Beauty Supply
- Verizon Wireless
- Providence Express Services
- Armed Forces Career Center
- Papa Murphys
- Sprint
- Human Bean
- Fresh lime
- P1FCU
- HopThief Taphouse
- Sportsman Warehouse
- ULTA
- Bed Bath & Beyond
- Pet Smart
- Marshalls
- Ross
- Famous Footwear
- Macy's
- Sears
- Kmart
- Staples
- Bi-mart
- Dollar Store
- Starbucks (2)
- Dutch Brothers Coffee
- Safeway
- Albertsons
- Super 1 Foods
- Rite Aid
- Roasters
- Chevrolet
- Toyota
- Dodge Jeep Chrysler
- Nissan
- General Motors
- Auto Zone, NAPA & O'Reilly's
- Radio Shack
- McDonalds (2)
- Burger King
- Jack in the box
- Arby's
- Pizza Hut
- Dominos
- Papa Murphy's
- Little Cesar's
- Applebee's
- Taco Bell
- Big 5 Sporting
- Petco



# COLLEGE PLACE LOCAL INVESTMENT

- Drinking Water Well #4 Replacement – \$4.5 Million
- Southwest Wastewater Trunk Line & Lift Station – \$7.5 Million
- Drinking Water Well #6 Improvements – \$4.5 Million
  - 4<sup>th</sup> & Academy Way Reconstruction - \$1.3 Million
  - C Street Reconstruction - \$3.5 Million
- Walla Walla University – Approximately \$5.0 Million Annually



# COLLEGE PLACE COMMERCIAL PROJECTS

| <b>Project</b>                         | <b>Type</b>   | <b>Physical Address</b>  | <b>Sq Ftg</b> |
|----------------------------------------|---------------|--------------------------|---------------|
| ▪ Wal-Mart Superstore                  | Retail        | 1700 Meadowbrook         | 214,000       |
| ▪ Home Depot                           | Retail        | 1100 NE "C" St           | 128,571       |
| ▪ Meadowbrook Plaza – A & B     Retail |               | 1605/1705 SE Meadowbrook | 26,274        |
| ▪ Elsom Roofing                        | Retail        | 639 NE Spitzenburg       | 3,996         |
| ▪ Wenzel Nursery                       | Retail        | 1015 NE Spitzenburg      | 703           |
| ▪ Del Taco                             | Restaurant    | 1725 SE Meadowbrook      | 2,568         |
| ▪ State Farm Ins                       | Retail        | 1296 SE 12th             | 2,576         |
| ▪ Banner Bank                          | Bank          | 1125 NE "C" Street       | 3,610         |
| ▪ Oil Can Henry's                      | Retail        | 325 NE Myra Rd           | 2,842         |
| ▪ Graphic Apparel                      | Retail        | 860 NE Rose              | 6,534         |
| ▪ Community Bank                       | Bank          | 1288 SE Commercial Dr    | 21,507        |
| ▪ Chase Bank                           | Bank          | 1715 SE Meadowbrook      | 4,225         |
| ▪ Les Schwab Tire                      | Retail        | 1735 SE Meadowbrook      | 9,518         |
| ▪ Panda Express                        | Restaurant    | 1721 SE Meadowbrook      | 2,448         |
| ▪ Honda of America                     | Retail        | 1240 SE Commercial Dr    | 21,829        |
| ▪ HAPO Credit Union                    | Bank          | 2376 Taumarson Rd        | 3,683         |
| ▪ GSA Building                         | Soc. Security | 880 NE Rose              | 4,600         |
| ▪ Paragon Auto                         | Retail        | 990 NE Rose              | 2,239         |
| ▪ Comprehensive Mental Health          | Medical       | 1250 SE Commercial Dr    | 16,233        |
| ▪ Human Bean                           | Retail        | 1195 E. Whitman Dr       | 494           |
| ▪ HopThief Taphouse                    | Retail        | 795 SE Sydnee Ln         | 10,000        |

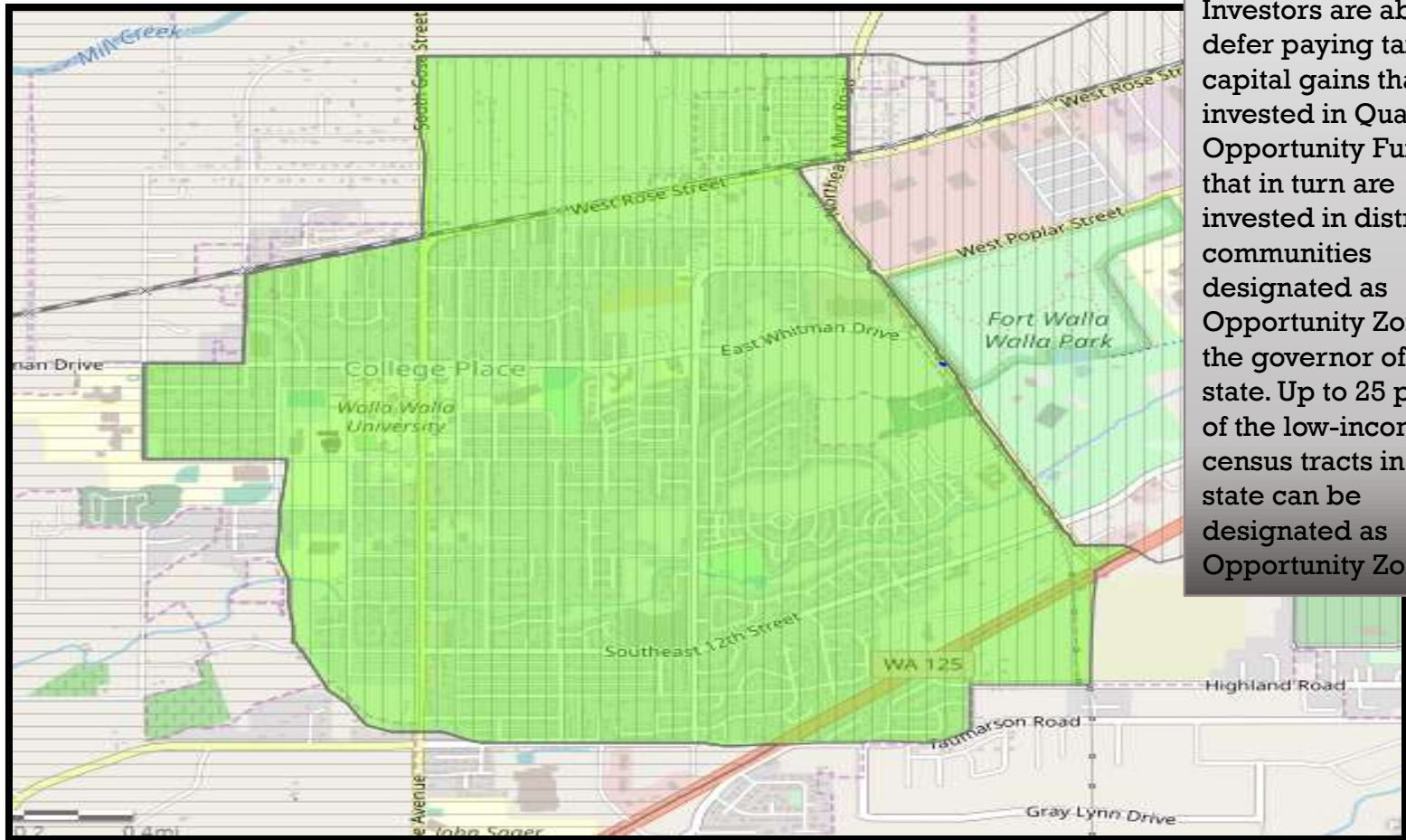
❖ **TOTAL Square Footage**

**495,170**



# OPPORTUNITY ZONE

## COLLEGE PLACE IS AN OPPORTUNITY ZONE



Investors are able to defer paying taxes on capital gains that are invested in Qualified Opportunity Funds that in turn are invested in distressed communities designated as Opportunity Zones by the governor of each state. Up to 25 percent of the low-income census tracts in each state can be designated as Opportunity Zones.

<https://www.commerce.wa.gov/growing-the-economy/opportunity-zones/>





# SITE 1

4.54 and acre General Commercial, Parcel #350725522434  
Located on NE Rose St. with good access to Myra Rd. Opportunity Zone



**Contact Pauline S. Guglielmelli (509) 525-9057**



# SITE 2

Outlet in front of Home Depot  
0.22 acres General Commercial, Parcel #350725590103  
Located on NE "C" St with excellent access to Myra Rd. Opportunity Zone



Adjacent to Sportsman Warehouse, Ulta, Bed Bath & Beyond,  
Pet Smart, Marshalls, Ross, Famous Footwear, Shopko,  
Valvoline, Home Depot, Walmart, Honda

Contact – Jayne DiDario – 509-956-6097 /  
[jayne@wallawallasir.com](mailto:jayne@wallawallasir.com)





# SITE 3

Village at Fort Walla Walla / SW Corner of Myrd Rd & Whitman Dr  
33.23 acres General Commercial . Opportunity Zone  
Approximately 200,000 SF of Retail / Office Space  
Planning and Environmental Permitting Completed



Contact – Bob Price 757-805-8198 / [bobpandmelj@gmail.com](mailto:bobpandmelj@gmail.com)

# SITE 3-CONTINUED

## Village at Fort Walla Walla Shared Street/Main Street Concepts





# SITE 4

6.43 acres, Myra Road Frontage, across from Fort Walla Walla Park.

Parcel # 350736110047, 360731220044 . Opportunity Zone



Sportsman Warehouse, ULTA, Bed Bath & Beyond, Pet Smart, Marshalls, Ross, Famous Footwear, Shopko, Valvoline, Home Depot, Walmart, Honda

**Contact – Bob Rupar 509-524-7406 / [bob.Rupar@nelsonirrigation.com](mailto:bob.Rupar@nelsonirrigation.com)**



# SITE 5

6.11 acres, Close to HWY 125, Corner of Myra Rd & SE 12<sup>th</sup>  
Parcel # 360731230060 . Opportunity Zone



Sportsman Warehouse, ULTA, Bed Bath & Beyond, Pet Smart, Marshalls, Ross, Famous Footwear, Shopko, Valvoline, Home Depot, Walmart, Honda

Contact – Bob Rupar (509) 524-7406 / [bob.Rupar@nelsonirrigation.com](mailto:bob.Rupar@nelsonirrigation.com)



# SITE 6

1.09 acres, Corner of SR 125 & Myra Road  
Parcel # 360731320069 . Opportunity Zone



Excellent location for Auto Dealer

Near Sportsman Warehouse, Ulta, Bed Bath & Beyond, Pet Smart, Marshalls, Ross, Famous Footwear, Shopko, Valvoline, Home Depot, Walmart, Honda

Contact – Tom Moran (509) 525-0804 / [tmoran@communitybanknet.com](mailto:tmoran@communitybanknet.com)

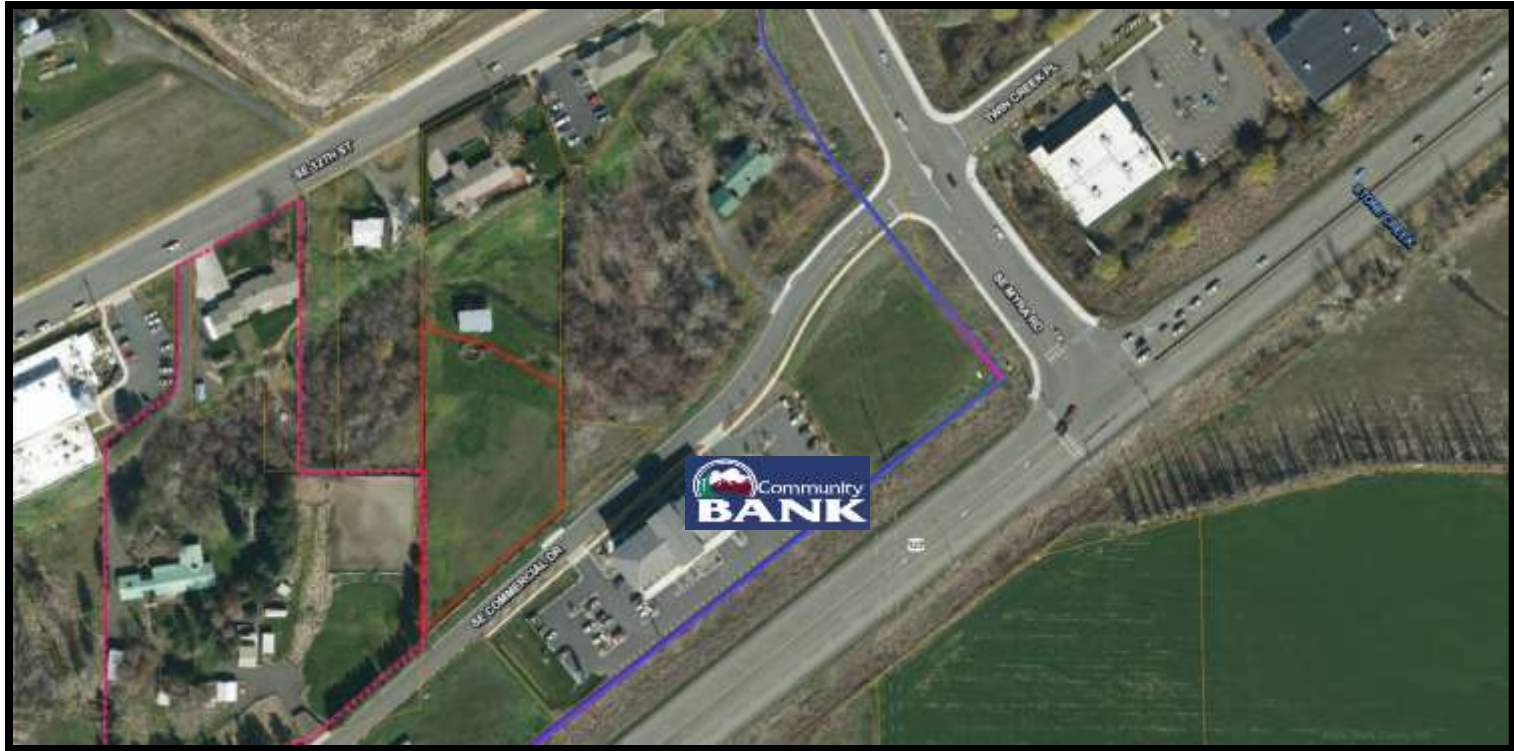
Broker – Tom Keenan (503)-705-6393





# SITE 7

1.09 acres, Commercial Dr, SR 125 & Myra Road, 1279 SE Commercial Drive  
Parcel # 350731320075 . Opportunity Zone



Excellent location for Auto Dealer  
Near Sportsman Warehouse, Ulta, Bed Bath & Beyond,  
Pet Smart, Marshalls, Ross, Famous Footwear, Shopko,  
Valvoline, Home Depot, Walmart, Honda  
**Contact – Dave Corbett (509)-525-4110 / [david@lloydsinsurance.net](mailto:david@lloydsinsurance.net)**



# SITE 8

2.76 & 3.32 acres. Direct access to SR 125 w/signal, 1255 SE Commercial Drive  
Parcel # 350736060001, 350736410054 . Opportunity Zone



Excellent location for Auto Dealer  
Near PetCo, Big 5 Sporting Goods, Walmart, Honda

**Contact – Randy McPherson (541) 746-2110**

**Broker – David Corbett (509)-525-4110 / david@lloydinsurance.net**





# SITE 9

1.02 acres. Adjacent to SR 125 W Signal / 1225 SE Commercial Drive  
Parcel # 350736050002 . Opportunity Zone



Excellent location for Auto Dealer

Near Sportsman Warehouse, Ulta, Bed Bath & Beyond, Pet Smart,  
Marshalls, Ross, Famous Footwear, Valvoline, Home Depot, Walmart, Honda

**Contact – Steve Anderson (509) 539-1172 or**  
**Broker – Rob Ellsworth (509)-430-2378**





# SITE 10

0.95 & 0.36 ac, Adjacent to SR 125 w/signal.  
Parcel # 350601210093, 350601210095



North to.



Near Sportsman Warehouse, Game Stop, Papa Murphy's, Sally Beauty Supply, Del Taco, Famous Footwear, Verizon Wireless, Maurices, Walmart, Honda

**Contact – Steve Anderson (509) 539-1172 or David Hull – Broker  
(509)-520-1143 / [hull@cbfr.biz](mailto:hull@cbfr.biz)**



# SITE 11

**6.72 acres, Adjacent to SR 125 w/signal. / 1655 SE Meadowbrook Drive**  
**Parcel # 350601210090**



**Excellent Location for a Hotel, Retail, or Restaurants**  
**Contact – Travis Watts 509-386-0955 /travisw@cbfr.biz**





# SITE 12

27 acres, Near Intersection of SR 125 & College Avenue  
Parcel # 35060211002



Excellent Location for a Hotel  
Near Future Residential (300SFR)  
Near College Place High School, Wal-Mart, Les  
Schwab, Chase Bank, Panda Express, Del-Taco

Contact – Michael McKeirnan 509-301-5341 / [stonecreekdevelopment@Hotmail.com](mailto:stonecreekdevelopment@Hotmail.com)



# SITE 13

806 S College Ave. Near City Hall, Post Office, Walla Walla University, Banking, Local Shopping  
Parcels #350735602514 . Opportunity Zone



**Contact – Delona Bell (509)-525-2216/ [delona@cmbell.com](mailto:delona@cmbell.com)**



# CITY CONTACTS

- Michael Rizzitiello, City Administrator 509-394-8506 or 509-520-9091
  - Email: [mrizzitiello@cpwa.us](mailto:mrizzitiello@cpwa.us)
- Jon Rickard, Community Development Director 509-394-8524
  - Email: [jrickard@cpwa.us](mailto:jrickard@cpwa.us)
- Paul Hartwig, Public Works Director 509-394-8526
  - Email: [phartwig@cpwa.us](mailto:phartwig@cpwa.us)
- Scott Hall, Building Official 509-394-8522
  - Email: [shall@cpwa.us](mailto:shall@cpwa.us)







# 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 9,800 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                | \$69,071          | \$72,479               | \$88,660            |
| Population below Poverty Line       | 15.5%             | 13.3%                  | 9.8%                |
| Percent Bachelor’s Degree or Higher | 39.5%             | 29.8%                  | 37.0%               |
| Population in Labor Force           | 61.3%             | 57.2%                  | 65.1%               |
| Median Home Value                   | \$197,200         | \$231,500              | \$399,400           |
| Median Age                          | 35.0              | 37.5                   | 37.9                |
| Average Commute                     | 11.3              | 16.0                   | 28.8                |

Source Data: 2015 to 2019 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.**

For more information: [www.cpwa.us](http://www.cpwa.us) . [www.portwallawalla.com](http://www.portwallawalla.com)

Mike Rizzitiello – City Administrator . Phone: 509-394-8506 . Email: [mrizzitiello@cpwa.us](mailto:mrizzitiello@cpwa.us)



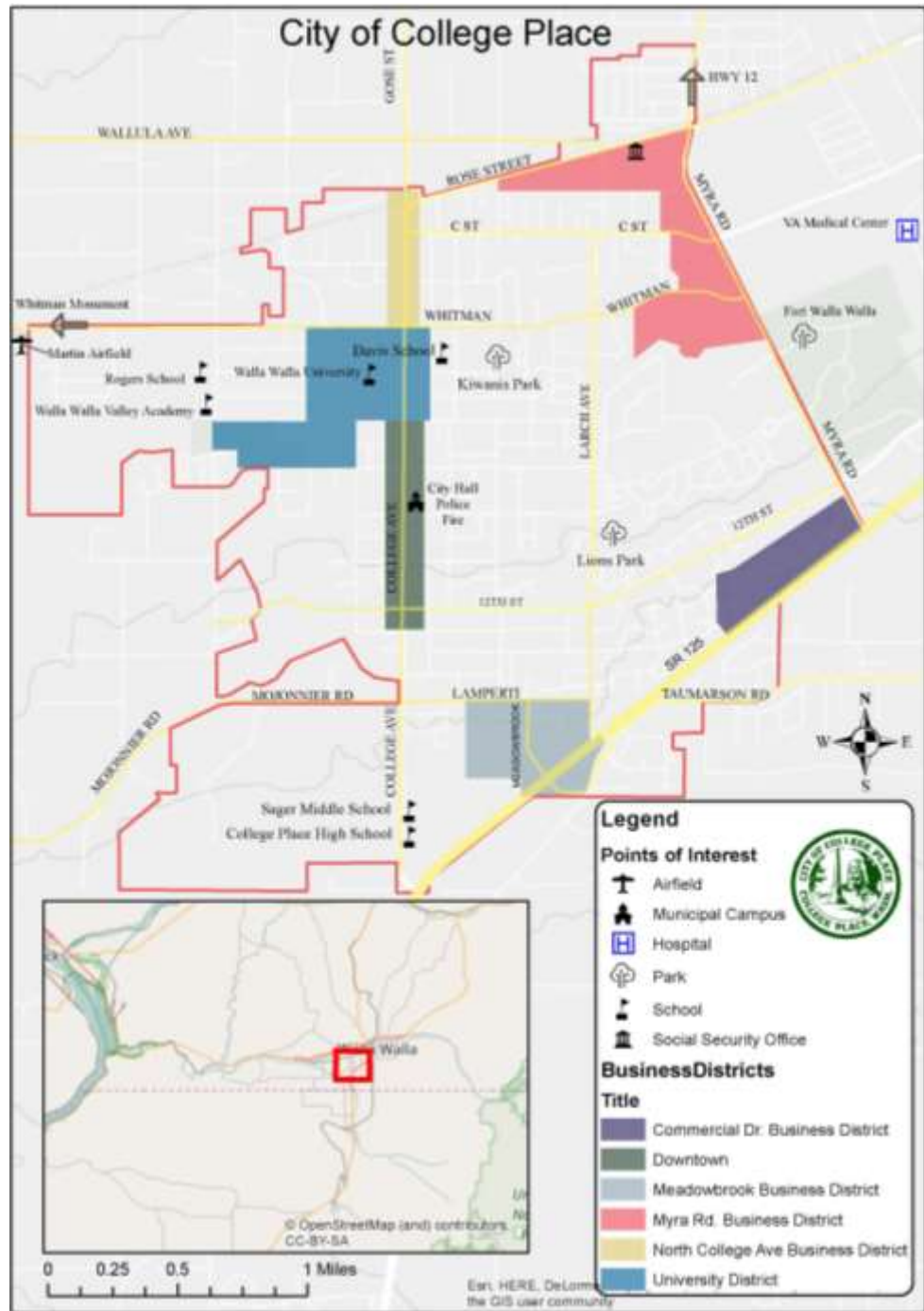
# City of College Place

*Where small-town living and learning meet*



| City                                             | Mileage | Time               |
|--------------------------------------------------|---------|--------------------|
| Tri-Cities<br>(Kennewick,<br>Pasco,<br>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  |

## Location Map



For more information: [www.cpwa.us](http://www.cpwa.us) . [www.portwallawalla.com](http://www.portwallawalla.com)

Mike Rizzitiello – City Administrator . Phone: 509-394-8506 . Email: [mrizzitiello@cpwa.us](mailto:mrizzitiello@cpwa.us)





# We are OPEN for business!!!!

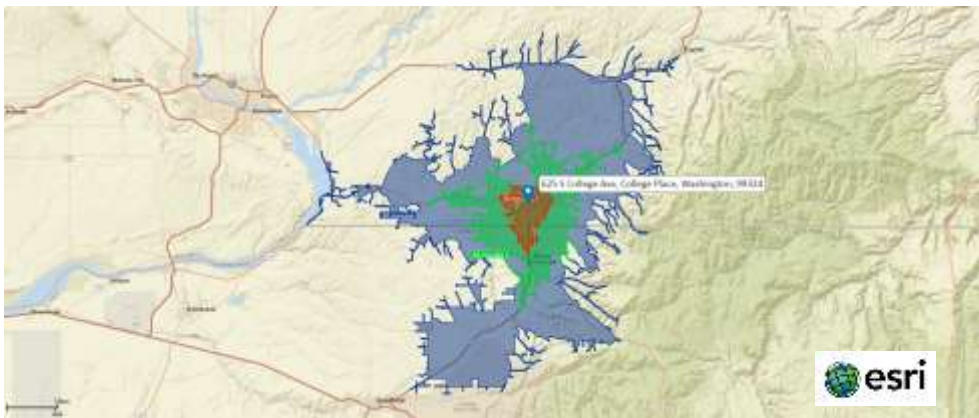
## And ready for yours.

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 |          |
|-------------------|-----------------|----------|-----------------|----------|-----------------|----------|
|                   | 2020            | 2025     | 2020            | 2025     | 2020            | 2025     |
| Population        | 42,608          | 43,784   | 61,588          | 63,154   | 71,740          | 73,448   |
| Households        | 16,829          | 17,326   | 23,804          | 24,468   | 26,857          | 27,571   |
| Median Income     | \$46,847        | \$50,641 | \$50,255        | \$53,439 | \$51,411        | \$54,981 |
| Per Capita Income | \$25,146        | \$27,954 | \$26,314        | \$29,428 | \$26,141        | \$29,310 |
| Median Age        | 37.3            | 38.7     | 37.9            | 39.0     | 38.2            | 39.3     |

## 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 12<sup>th</sup> grade school systems
- ✓ Three superb higher education institutions
- ✓ Over 85 acres of Infill and greenfield development sites
- ✓ Competitively priced utilities



## 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](mailto:mrizzitiello@cpwa.us)

Website: [www.cpwa.us](http://www.cpwa.us)  
[www.portwallawalla.com/](http://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: \$10,497,991
- Automotive Dealers: \$33,781,639
- Electronic and Appliances: \$11,432,448
- Health & Personal Care: \$12,580,946
- Gasoline Stations: \$22,792,825
- Clothing Stores: \$20,542,773
- Grocery Stores: \$3,759,388
- Furniture & Home: \$8,679,475



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# College Avenue

Downtown College Place (4<sup>th</sup> to 13<sup>th</sup> 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 |
|------------------------------|----------------------|----------------------|----------------------|
| 2020 Population              | 29,753               | 63,795               | 71,637               |
| 2025 Population              | 30,747               | 65,370               | 73,345               |
| 2020 Daytime Population      | 32,059               | 63,007               | 70,088               |
| 2020 Median Household Income | \$46,255             | \$50,221             | \$51,462             |
| 2025 Median Household Income | \$50,250             | \$53,399             | \$55,044             |
| 2020 Median Home Value       | \$261,071            | \$268,276            | \$265,941            |
| 2025 Median Home Value       | \$332,515            | \$333,878            | \$328,589            |
| 2020 Median Age              | 38.1                 | 37.5                 | 38.2                 |
| 2025 Median Age              | 39.7                 | 38.6                 | 39.3                 |

## Retail Leakage Gap (40 Minute Drive Time)

| Type                                   | Gap          | Factor |
|----------------------------------------|--------------|--------|
| Other General Merchandise Stores       | \$44,104,159 | 80.2   |
| Jewelry, Luggage, and Leather Goods    | \$6,736,504  | 65.4   |
| Clothing Stores                        | \$20,482,125 | 61.0   |
| Nonstore Retailers                     | \$8,517,506  | 59.3   |
| Clothing & Clothing Accessories        | \$29,181,946 | 56.5   |
| Other Motor Vehicle Dealers            | \$16,259,810 | 53.5   |
| Furniture Stores                       | \$8,714,639  | 48.1   |
| Other Miscellaneous Store Retailers    | \$11,051,629 | 33.8   |
| Office Supplies, Stationary, and Gifts | \$2,981,312  | 31.5   |
| Miscellaneous Store Retailers          | \$15,874,458 | 30.1   |
| Electronic and Appliance Stores        | \$11,369,781 | 27.4   |

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports Jan 2021.





# 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. The new College Place Library is in Meadowbrook Plaza. College Place High School and John Sager Middle School are 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 |
|------------------------------|----------------------|----------------------|----------------------|
| 2020 Population              | 35,136               | 61,554               | 71,551               |
| 2025 Population              | 36,193               | 63,113               | 73,256               |
| 2020 Daytime Population      | 38,104               | 63,072               | 70,020               |
| 2020 Median Household Income | \$47,927             | \$50,181             | \$51,460             |
| 2025 Median Household Income | \$51,396             | \$53,332             | \$55,038             |
| 2020 Median Home Value       | \$267,945            | \$266,156            | \$265,761            |
| 2025 Median Home Value       | \$341,260            | \$331,331            | \$328,281            |
| 2020 Median Age              | 38.8                 | 37.8                 | 38.2                 |
| 2025 Median Age              | 40.1                 | 39.0                 | 39.2                 |

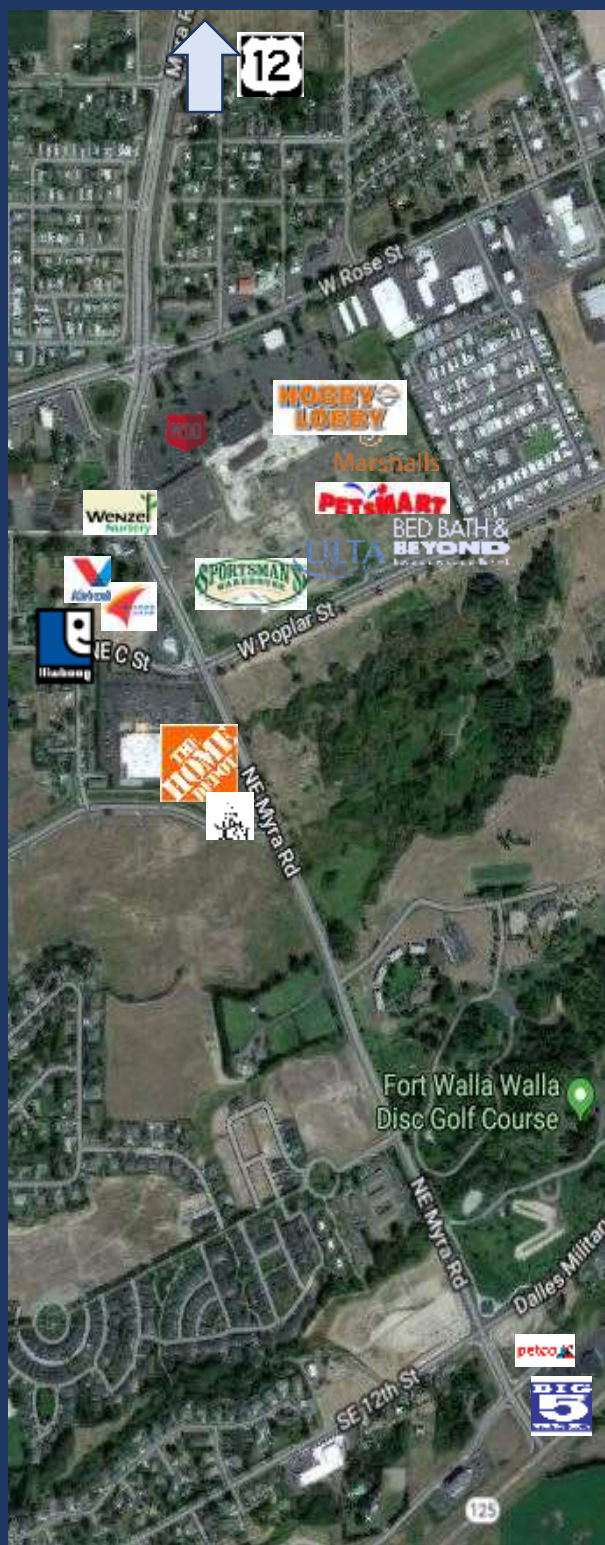
## Retail Leakage Gap (40 Minute Drive Time)

| Type                                   | Gap          | Factor |
|----------------------------------------|--------------|--------|
| Other General Merchandise Stores       | \$44,020,308 | 80.1   |
| Jewelry, Luggage, and Leather Goods    | \$6,721,513  | 65.3   |
| Clothing Stores                        | \$20,438,599 | 60.9   |
| Nonstore Retailers                     | \$8,507,772  | 59.3   |
| Clothing & Clothing Accessories        | \$29,119,313 | 56.4   |
| Other Motor Vehicle Dealers            | \$16,224,685 | 53.5   |
| Other Miscellaneous Store Retailers    | \$11,027,878 | 33.7   |
| Office Supplies, Stationary, and Gifts | \$2,973,649  | 31.5   |
| Miscellaneous Store Retailers          | \$15,833,194 | 30.0   |
| Direct Selling Establishments          | \$1,147,507  | 30.5   |
| Electronics & Appliance Stores         | \$11,330,779 | 27.3   |

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports – January 2021.



# 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 |
|------------------------------|----------------------|----------------------|----------------------|
| 2020 Population              | 42,608               | 61,568               | 71,740               |
| 2025 Population              | 43,784               | 63,154               | 73,448               |
| 2020 Daytime Population      | 45,793               | 63,208               | 70,360               |
| 2020 Median Household Income | \$46,847             | \$50,255             | \$51,411             |
| 2025 Median Household Income | \$50,641             | \$53,439             | \$54,981             |
| 2020 Median Home Value       | \$264,519            | \$268,843            | \$266,052            |
| 2025 Median Home Value       | \$340,810            | \$334,656            | \$329,126            |
| 2020 Median Age              | 37.3                 | 37.9                 | 38.2                 |
| 2025 Median Age              | 38.7                 | 39.0                 | 39.3                 |

## Retail Leakage Gap (40 Minute Drive Time)

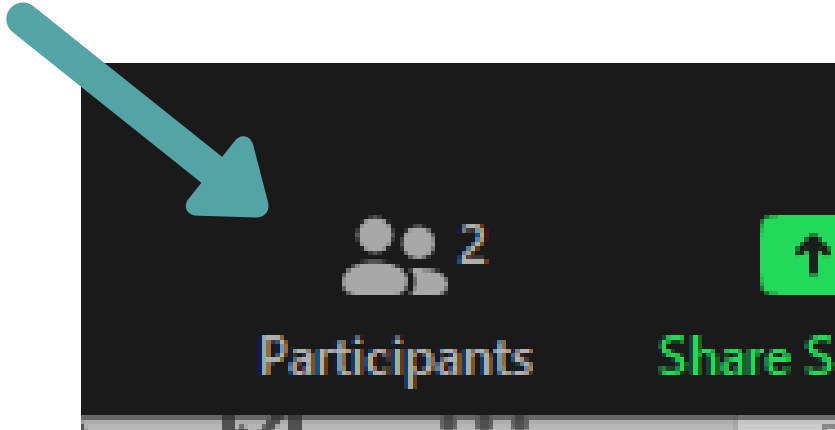
| Type                                   | Gap          | Factor |
|----------------------------------------|--------------|--------|
| Other General Merchandise Stores       | \$44,235,517 | 80.2   |
| Jewelry, Luggage, and Leather Goods    | \$6,757,862  | 65.4   |
| Clothing Stores                        | \$20,542,773 | 61.0   |
| Nonstore Retailers                     | \$8,509,068  | 59.1   |
| Clothing & Clothing Accessories        | \$29,265,745 | 56.5   |
| Other Motor Vehicle Dealers            | \$16,311,442 | 53.6   |
| Furniture Stores                       | \$8,679,475  | 47.7   |
| Other Miscellaneous Store Retailers    | \$11,035,222 | 33.7   |
| Office Supplies, Stationary, and Gifts | \$2,963,287  | 31.2   |
| Electronic & Appliance Stores          | \$11,432,448 | 27.5   |
| Shoe Stores                            | \$1,965,110  | 25.3   |

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports Jan 2021.



# Zoom Tutorial:

## How To Raise Your Hand!



To use the "Raise Hand" function of the meeting software:

**Locate**  
**"Participants" at**  
**the bottom of the**  
**meeting window.**  
**Click on it.**

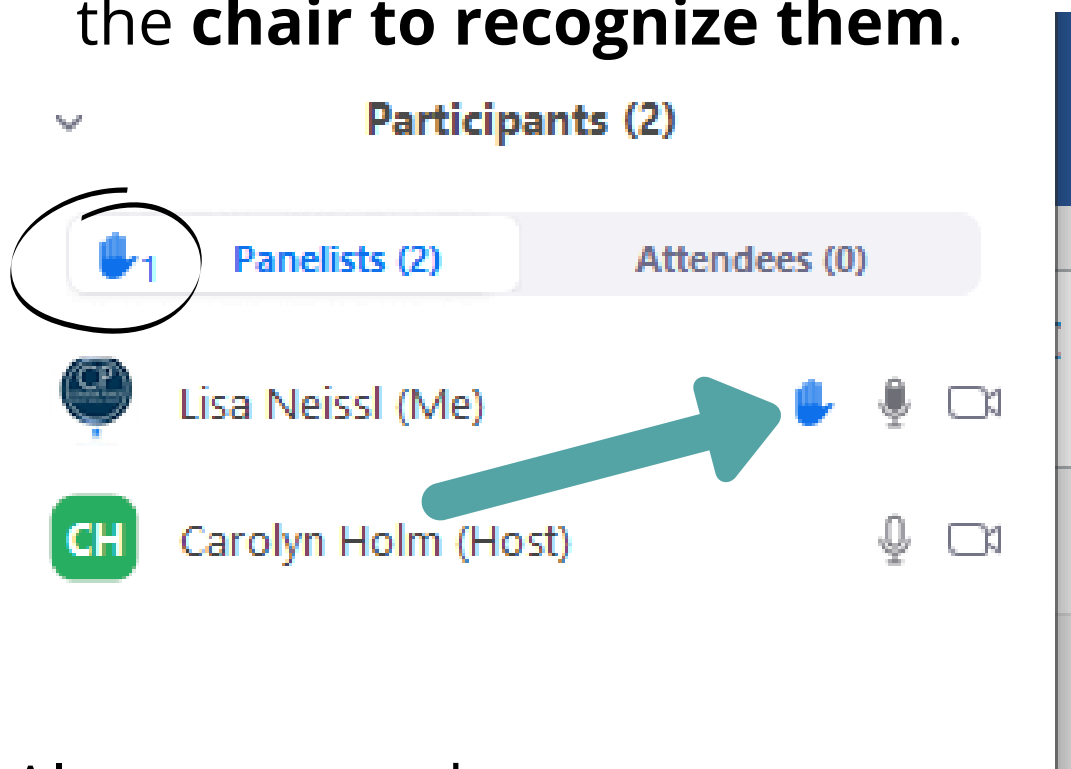
This will bring up a list of the participants. One tab for panelists and another for attendees.

On the bottom right is a button to **Raise Hand**



# Zoom Tutorial: How To Raise Your Hand! (Cont.)

The participants tabs will show who and how many are raising their hands to allow the **chair to recognize them**.



Also note, you have easy access to mute/unmute and video settings here.





**To:** Project Advisory Team: Elizabeth Chamberlain, City of Walla Walla; Jon Rickard, City of College Place; Meagan Bailey, City of Dayton; Randy Hinchliffe, City of Waitsburg; Nikki Sharp, Walla Walla County

**Date:** October 23, 2020 (Revised)

**From:** Todd Chase & Tim Wood, FCS GROUP

**CC:** Violet Brown & Scott Fregonese, Fregonese & Associates

**RE:** **Walla Walla Regional Housing Action Plan, Task 2: Housing Needs Assessment**

This memorandum describes the existing housing inventory, evaluates market trends and establishes a baseline housing needs forecast for the Walla Walla Region.

## Demographic Trends

**The Region is growing!** Population within the Walla Walla Region (includes the cities of Walla Walla, College Place, Dayton and Waitsburg) reached a record high of 47,695 year-round residents in 2019 (*according to the WA Office of Financial Management*). Population within the Walla Walla Region has been increasing at an annual average rate of 0.68% since 2010, which is three times faster than unincorporated Walla Walla County, but almost half the statewide average (**Exhibit 1**).

| Annual Average Population Growth Rate, 2010-2018                                                     |                              |              |
|------------------------------------------------------------------------------------------------------|------------------------------|--------------|
| <small>Source: U.S. Census Bureau, American Community Survey 5-Year Estimates (Table B01003)</small> |                              |              |
| <b>0.68%</b>                                                                                         | <b>0.22%</b>                 | <b>1.33%</b> |
| Walla Walla Region                                                                                   | Unincorp. Walla Walla County | Washington   |

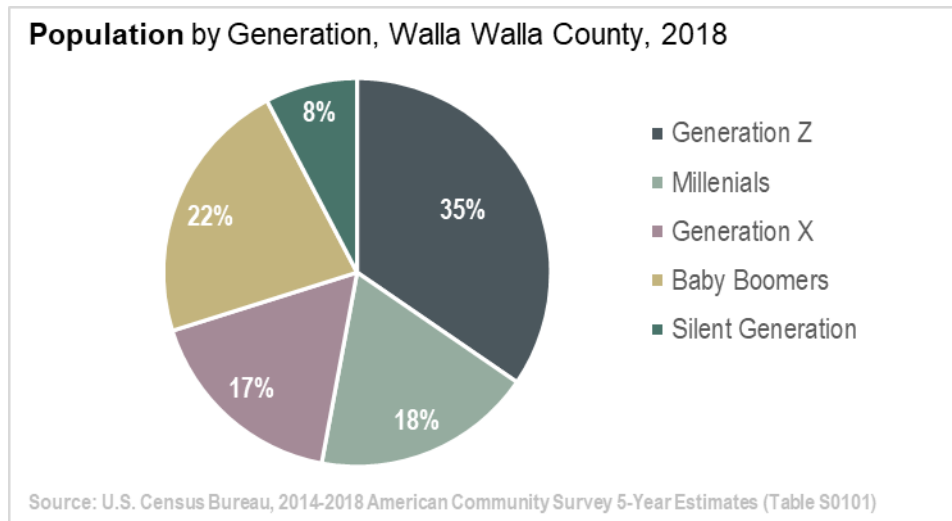
**Exhibit 1: Population Trends**

| Population Trends            |           |           |        |
|------------------------------|-----------|-----------|--------|
|                              | 2010      | 2018      | AGR    |
| Washington                   | 6,561,297 | 7,294,336 | 1.33%  |
| Columbia County              | 3,957     | 4,001     | 0.14%  |
| Dayton                       | 2,463     | 2,682     | 1.07%  |
| Walla Walla County           | 57,585    | 60,236    | 0.56%  |
| College Place                | 8,502     | 9,136     | 0.90%  |
| Waitsburg                    | 1,194     | 1,188     | -0.06% |
| Walla Walla                  | 31,177    | 32,731    | 0.61%  |
| Walla Walla Region           | 43,336    | 45,737    | 0.68%  |
| Unincorp. Walla Walla County | 14,249    | 14,499    | 0.22%  |

**Source:** U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates (Table B01003)

**AGR:** average annual growth rate.

The relationship between demographic changes, income levels and housing preferences can shed light on future housing needs for the Walla Walla Region. The primary demographic age cohorts are shown in **Exhibit 2** and described below.

**Exhibit 2: Population by Age Cohort Generation**

Overall, the Region has a relatively younger (Generation Z) and older (Silent Generation) share of population than the statewide average, and a lower share of Millennials, Generation X and Baby Boomers.

**Silent Generation (those born before 1925 to 1945)**

This includes retirees over age 75, who were raised during the Great Depression or World War II. This cohort currently accounted for 8% of the Region's population in 2018 and is projected to be one of the fastest growing segment over the next 20 years. As people reach their 80s, a large share desire to move into assisted living or senior housing facilities with nearby health care and transit access.

**Baby Boom Generation (born 1946 to 1964)**

Baby boomers (currently age 56 to 75) accounted for 22% of the Region's residents. The boomer segment has been growing more rapidly than the other cohorts over the past 10 years and many are now entering their retirement years. Boomers prefer to "age in place" until after age 80, then may downsize or move in with family members (sometimes opting to reside in accessory dwellings).

**Generation X (born 1965 to 1980)**

Gen X is the demographic cohort following the baby boomers and preceding the Millennials. This cohort (currently includes people between age 40 to 55) accounts for 17% of the Region's residents and is expected to overtake the baby boom cohort in numbers within the next decade. GenX households often include families with children, and many prefer to live in single family detached dwellings.

**Millennials (born 1980 to early 2000s)**

Millennials (currently in their twenties or thirties) account for 18% of the Region's residents and is expected to increase moderately in the near future. Younger millennials tend to rent as they establish their careers and/or payback student loans. However, working millennials in their thirties often become first-time homebuyers, opting to purchase smaller single family detached homes or townhomes.

## Walla Walla Regional Housing Action Plan

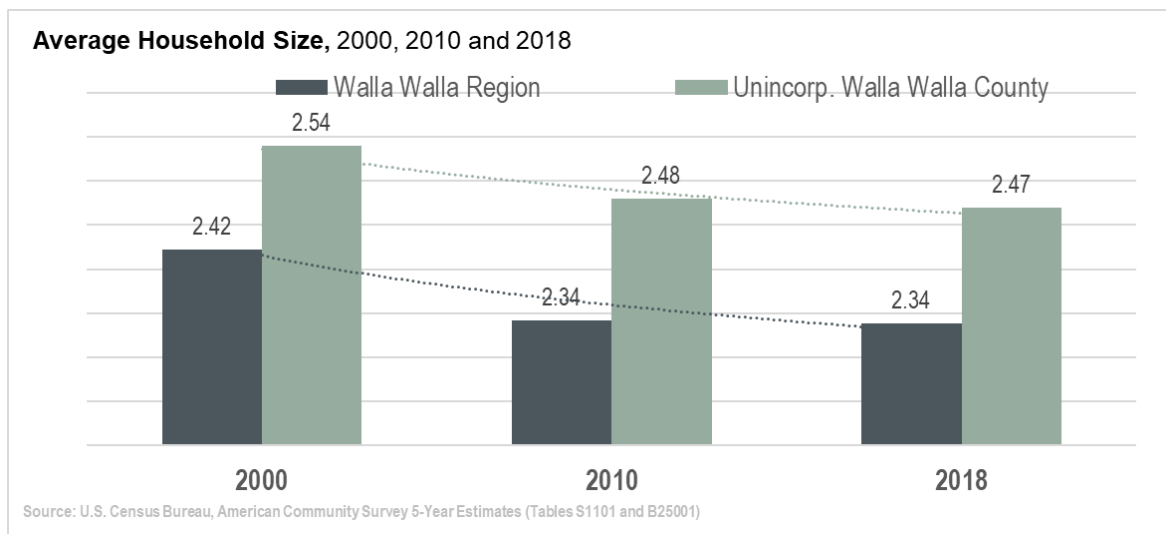
**Generation Z (born mid-2000s or later)**

GenZ includes residents under age 20. This is the Region's largest demographic segment with 35% of the overall population. It includes children living with GenXers and Baby Boomers. This segment has been increasing in over the past several years, but growth will likely slow down as people delay starting families and now tend to have fewer children than past generations.

**Hispanic and other ethnic groups**

The largest ethnic group in the Region includes the Hispanic/Latino segment, which is spread among all demographic cohorts. Hispanic/Latino population accounts for 21% of all residents within the Region compared with 12% statewide. While overall growth in this group may slow in comparison to the past, it is still projected to be the fastest growing racial/ethnic group over the next few decades.

These trends reflect a need for a mix of housing types to support demand from young families as well as aging seniors. Consistent with national trends, the average household size is also falling, as people delay starting families, families have fewer children, and seniors reach their lifespans (**Figure 3**).

**Exhibit 3: Trends in Declining Average Household Size****Employment Trends**

Long-term employment growth is also positive within the Walla Walla Region. As indicated in **Exhibit 4**, the region added 725 net new jobs between 2002 and 2017. Most new Regional job growth has occurred within the health care and social assistance sector (929 jobs added) followed by the service and education sectors (595 jobs added). The largest declines in employment occurred within the industrial and construction sectors (384 jobs lost) and the transportation, communications and utilities sectors (373 jobs lost).

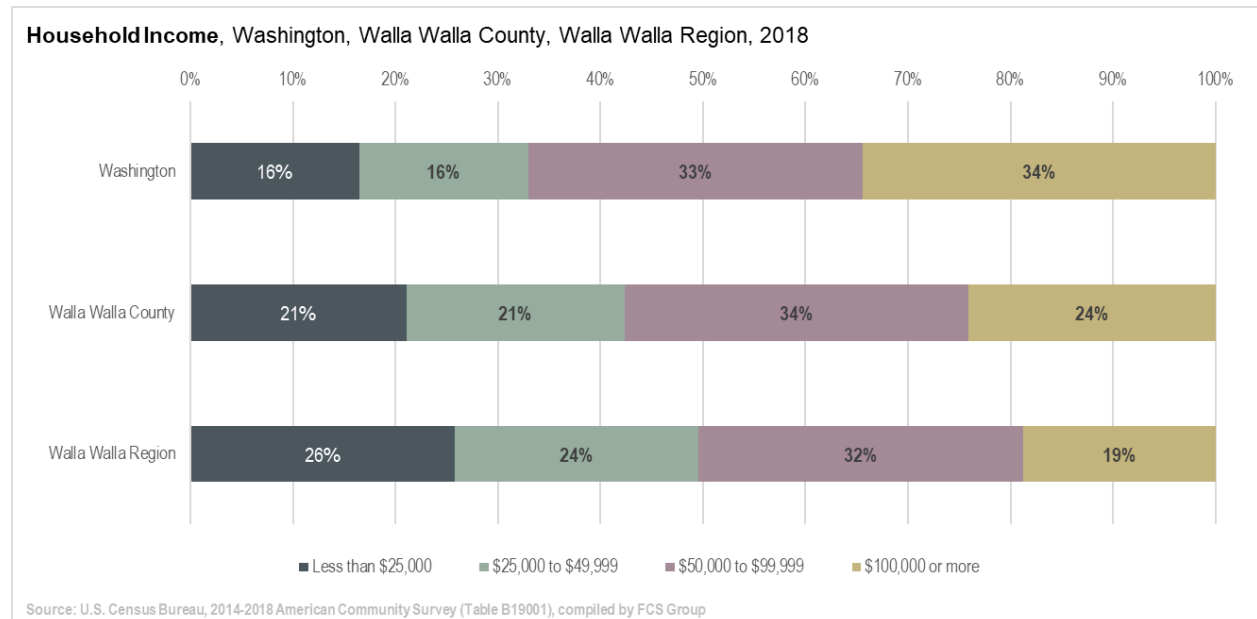
## Walla Walla Regional Housing Action Plan

**Exhibit 4: Employment Trends****Walla Walla Region Employment Trends (at place of work employment)**

| Segment                                    | 2002 - 2017 Job Growth | 2002          | 2010          | 2017          | Change     |
|--------------------------------------------|------------------------|---------------|---------------|---------------|------------|
| Agriculture, Forestry, Fishing and Hunting |                        | 230           | 184           | 150           | (80)       |
| Transportation, Communications & Utilities |                        | 700           | 509           | 427           | (273)      |
| Industrial Trades & Construction           |                        | 1,978         | 1,642         | 1,594         | (384)      |
| Retail Trade                               |                        | 2,392         | 2,911         | 2,337         | (55)       |
| Other Services, Restaurants & Lodging      |                        | 3,673         | 4,129         | 4,022         | 349        |
| Educational Services                       |                        | 1,042         | 1,033         | 1,288         | 246        |
| Health Care and Social Assistance          |                        | 3,083         | 3,396         | 4,012         | 929        |
| Public Administration                      |                        | 183           | 173           | 176           | (7)        |
| <b>Total</b>                               |                        | <b>13,281</b> | <b>13,977</b> | <b>14,006</b> | <b>725</b> |

**Source:** US Census Bureau, On the Map.com. Region includes four cities: Walla Walla, College Place, Waitsburg and Dayton.

If the Region continues to shift away from higher paying industrial jobs to lower paying service jobs, income levels will remain well below statewide averages. Currently, the median income for Walla Walla County was \$56,533 in 2018, which compares to \$70,116 for Washington state. As shown in **Exhibit 5**, during 2018, half of all workers within the Region received under \$50,000 per year.

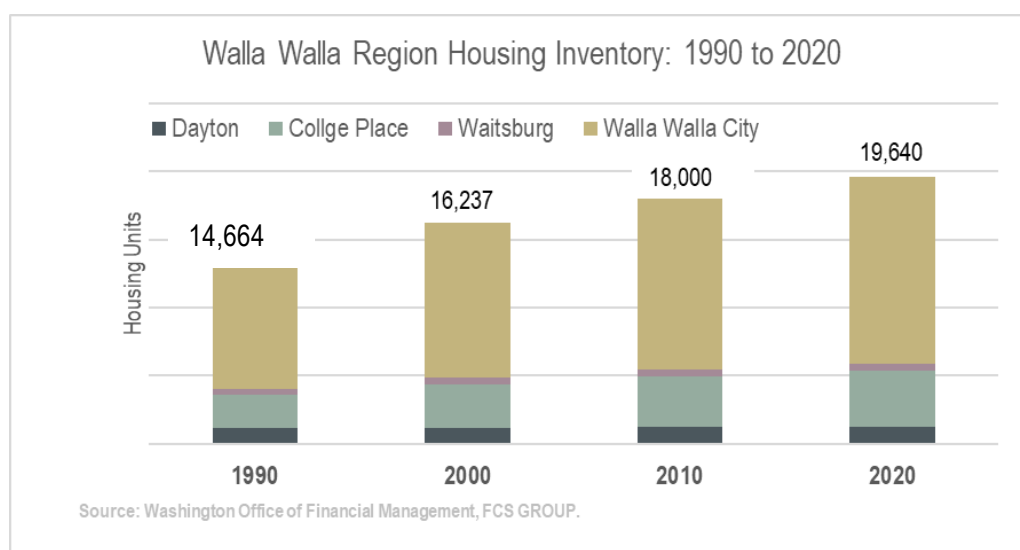
**Exhibit 5: Household Income****Housing Inventory**

As of 2020 Q1, the four-city Region had a total housing inventory of 19,640 dwelling units. In comparison, there were 25,205 dwelling units in Walla Walla County and 2,219 units in Columbia County (**Exhibit 6**).

The Region's housing inventory is primarily comprised of single family detached homes (65%). Townhomes, duplexes and multifamily structures make up 29% of the inventory, followed by mobile homes with 6% of the inventory.



## Walla Walla Regional Housing Action Plan

**Exhibit 6:**

In order to address gaps in the current housing inventory, and meet future demand for attainable housing prices, the Walla Walla Region's housing inventory will need to accommodate a wide variety of housing types. The current mix of housing types is depicted in **Exhibit 7**.

**Exhibit 7: Current Housing Mix by Location, 2018**

| Housing Types          | Walla Walla County | College Place | Dayton | Waitsburg | Walla Walla City | Walla Walla Region |
|------------------------|--------------------|---------------|--------|-----------|------------------|--------------------|
| Single Family Detached | 70%                | 59%           | 81%    | 66%       | 65%              | 65%                |
| Townhouses / Plexes    | 11%                | 26%           | 11%    | 4%        | 11%              | 14%                |
| Multi-family (5+)      | 12%                | 7%            | 5%     | 0%        | 19%              | 15%                |
| Mobile homes/other     | 7%                 | 9%            | 2%     | 30%       | 5%               | 6%                 |
| Total                  | 100%               | 100%          | 100%   | 100%      | 100%             | 100%               |

Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates (Table B25024)

Housing growth in the Walla Walla Region has been driven by a combination of in-migration, natural increases in population, university student housing, second home investors and seasonal rentals. Between 2000 and 2018, the Region added 2,246 households and the average household size fell from 2.42 to 2.34 people per household (**Exhibit 8**).

**Exhibit 8: Trends in Household Formations and Occupied Housing Units, Walla Walla Region**

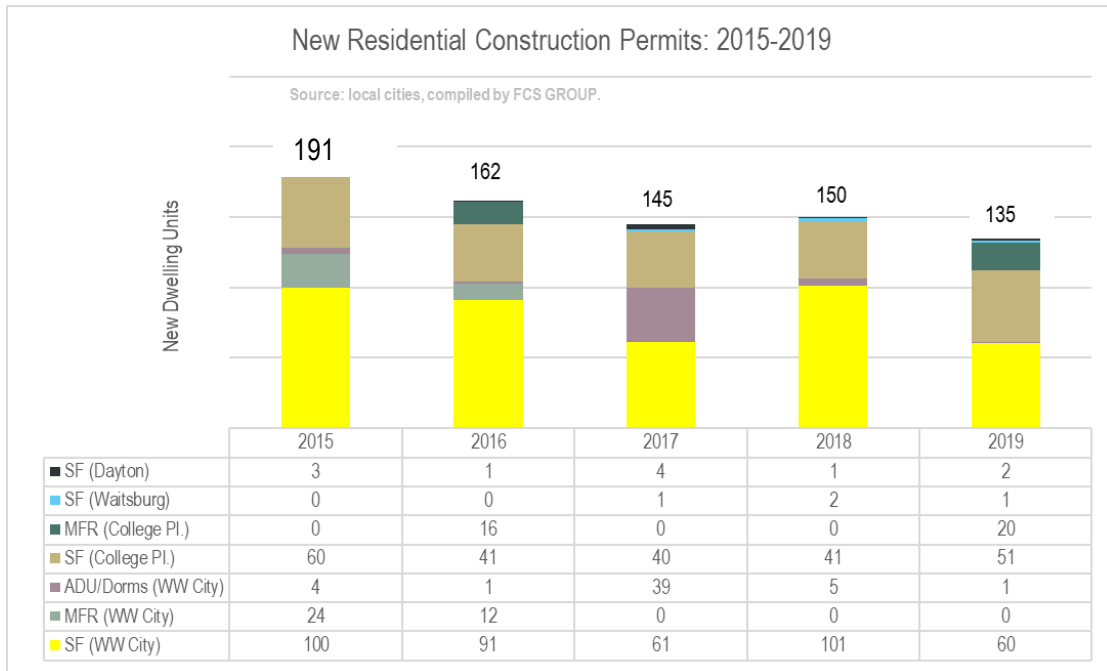
|                         | 2000   | 2010   | 2018   | Change: 2000-18 | Annual Change |
|-------------------------|--------|--------|--------|-----------------|---------------|
| Households              | 15,076 | 16,528 | 17,322 | 2,246           | 125           |
| Average household size  | 2.42   | 2.34   | 2.34   |                 |               |
| Occupied Dwelling Units | 16,237 | 18,032 | 19,092 | 2,855           | 159           |

Source: U.S. Census Bureau, 2000 Census (Tables P015, P017, H001), American Community Survey 5-Year Estimates (Tables S1101 and B25001)

## Walla Walla Regional Housing Action Plan

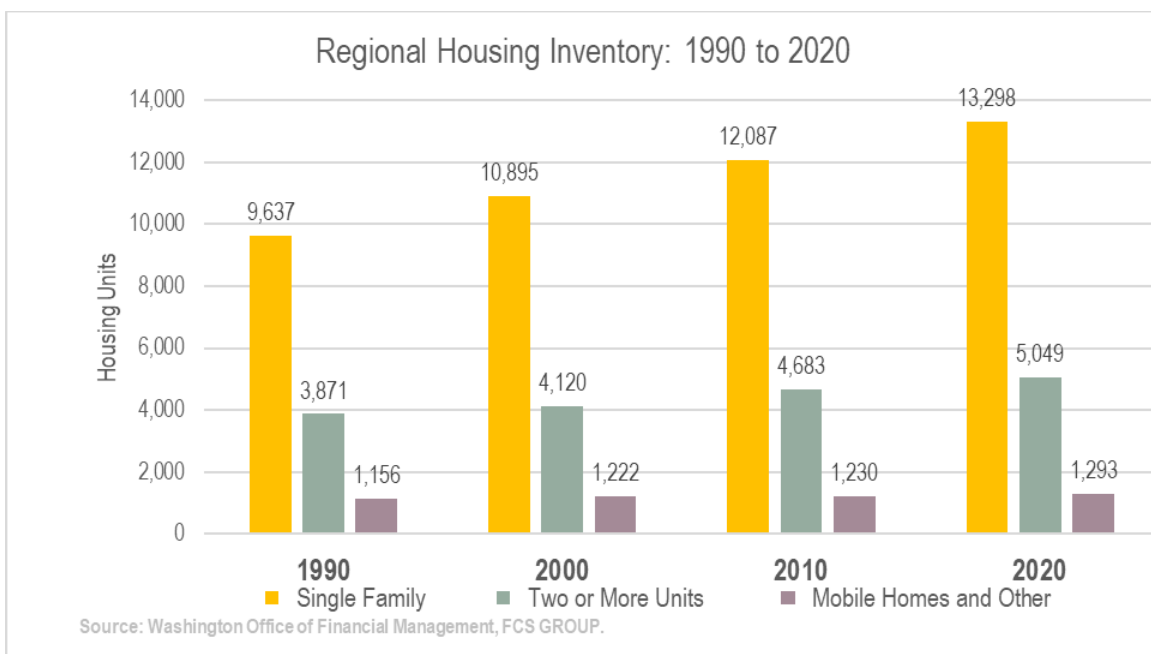
In recent years, housing production has not kept pace with housing demand. As shown in **Exhibit 9**, new residential construction within the Region declined from 191 permits issued in 2015 to 135 permits in 2019.

**Exhibit 9: New Residential Construction Permits, Walla Walla Region, 2015 to 2019**



Housing inventory data provided by the Washington Office of Financial Management indicates that there have been net increases in all housing types within the Region over the past two decades (**Exhibit 10**).

**Exhibit 10: Housing Inventory Trends, Walla Walla Region, 1990 to 2020**



## Walla Walla Regional Housing Action Plan

Unfortunately, not all new construction has occurred without displacement of some existing housing. As indicated in **Exhibit 11**, the Region recorded a net increase of 1,159 single family detached homes and 62 townhomes/plexes, between 2010 and 2018, but displaced at least 80 multifamily units and 81 mobile homes during that time.

**Exhibit 11: Net Change in Housing, Walla Walla Region, 2010 to 2018**

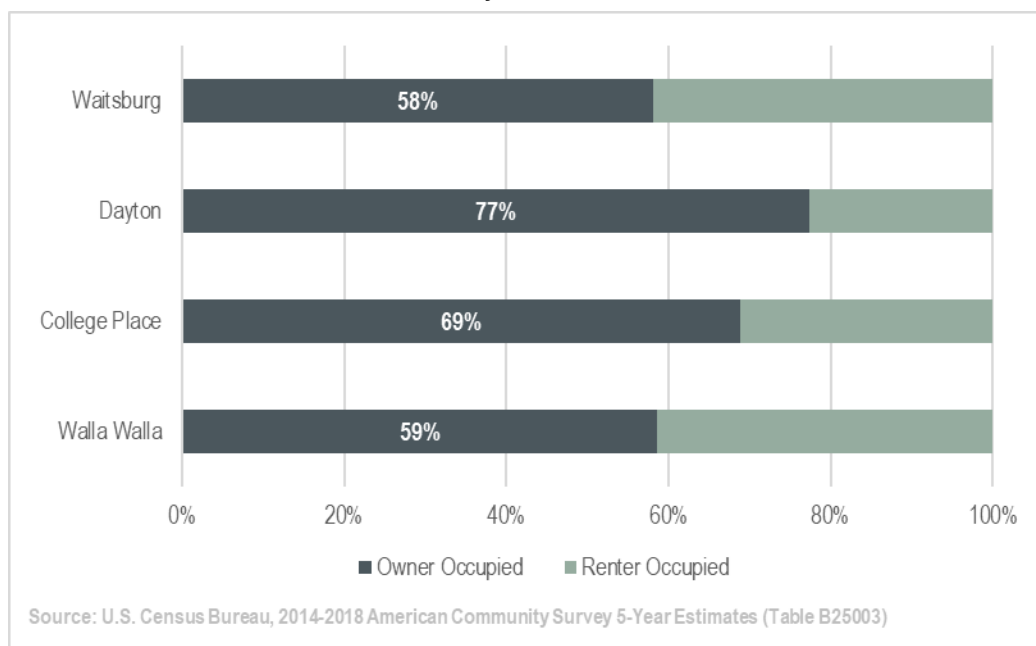
| Housing Type           | 2010 Est.<br>(2006-2010<br>ACS) | 2018 Est.<br>(2014-2018<br>ACS) | Change       |
|------------------------|---------------------------------|---------------------------------|--------------|
| Single Family Detached | 11,235                          | 12,394                          | 1,159        |
| Townhouses / Plexes    | 2,631                           | 2,693                           | 62           |
| Multi-family (5+)      | 2,936                           | 2,856                           | (80)         |
| Mobile homes/other     | 1,230                           | 1,149                           | (81)         |
| <b>Total</b>           | <b>18,032</b>                   | <b>19,092</b>                   | <b>1,060</b> |

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates (Table B25024).

## Tenancy and Vacancy Levels

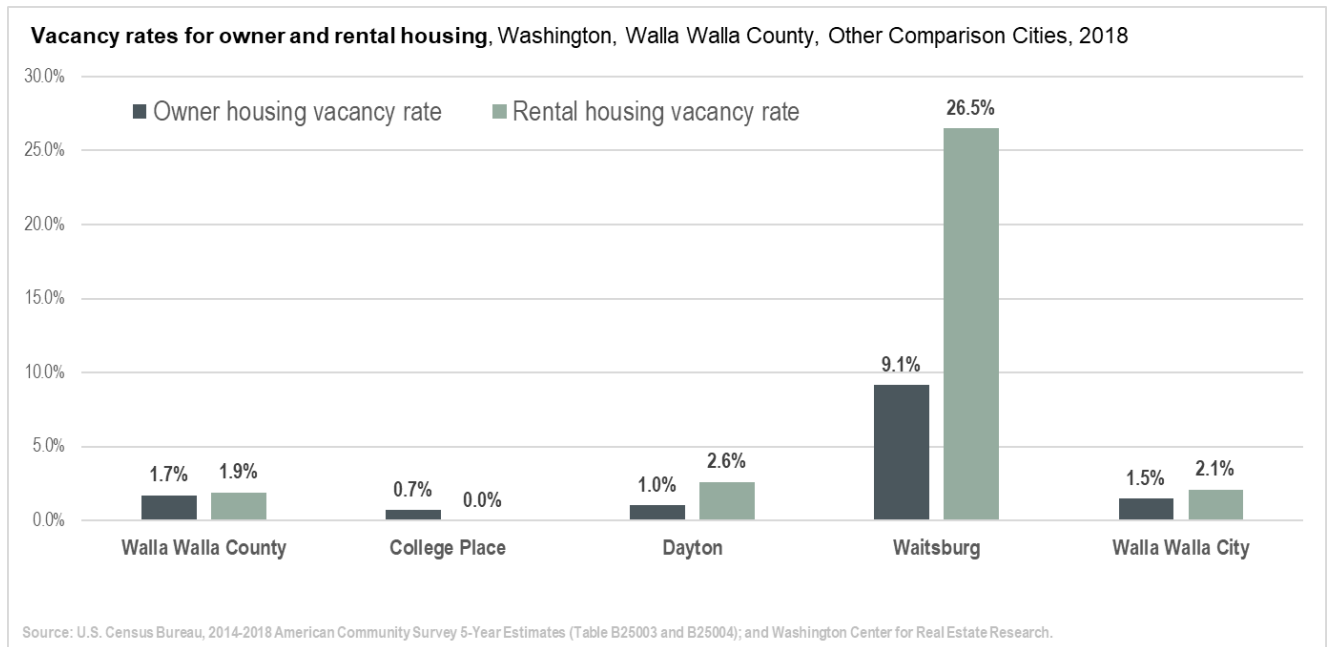
The Region's tightening housing supply is impacting homeowners and renters. Overall tenancy within the Region is comprised of 60% owners and 40% renters. As shown in **Exhibit 11**, the rate of homeownership varies significantly among the region's four cities.

**Exhibit 12: Tenancy Characteristics, ACS 2014-2018**



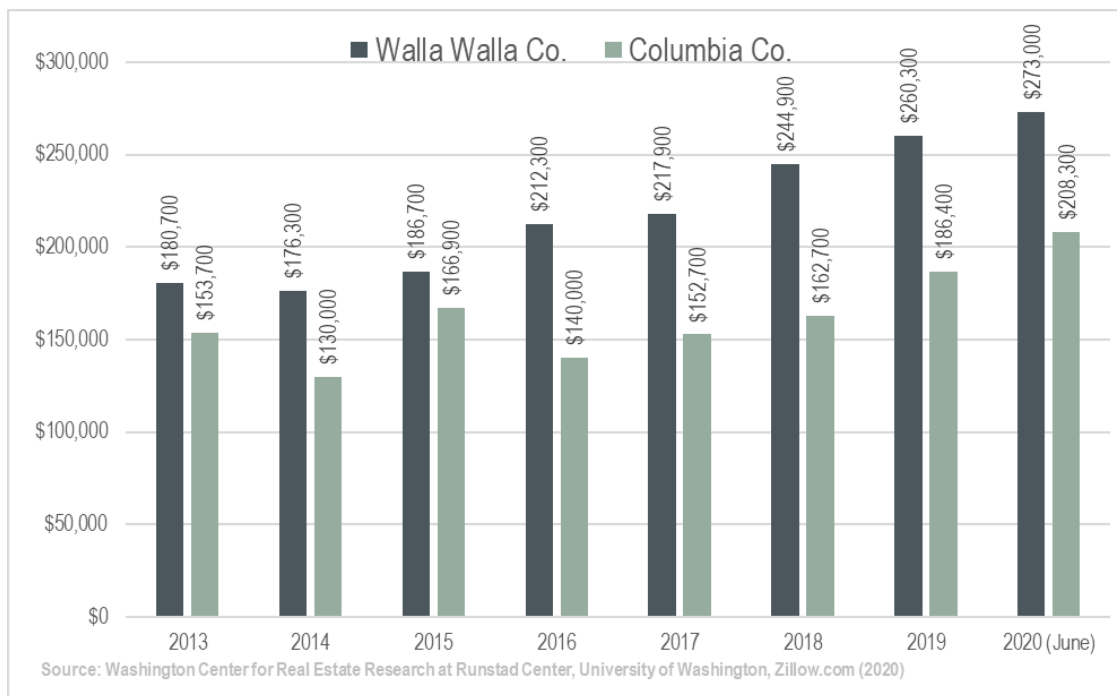
Housing vacancy rates were below 3% in 2018 within the cities of College Place, Dayton and Walla Walla, and are reported to be lower today (**Exhibit 12**). Within the Region, the highest vacant rates are in Waitsburg, which is located approximately 20 miles from the Walla Walla city center.

## Walla Walla Regional Housing Action Plan

**Exhibit 13: Housing Vacancy Rates, 2018**

## Home Prices and Rents

As vacancy rates decline, home prices and rent levels are increasing. Median home prices have increased steadily over the past several years within the Region to record levels (**Exhibits 14 and 15**).

**Exhibit 14: Median Home Prices**



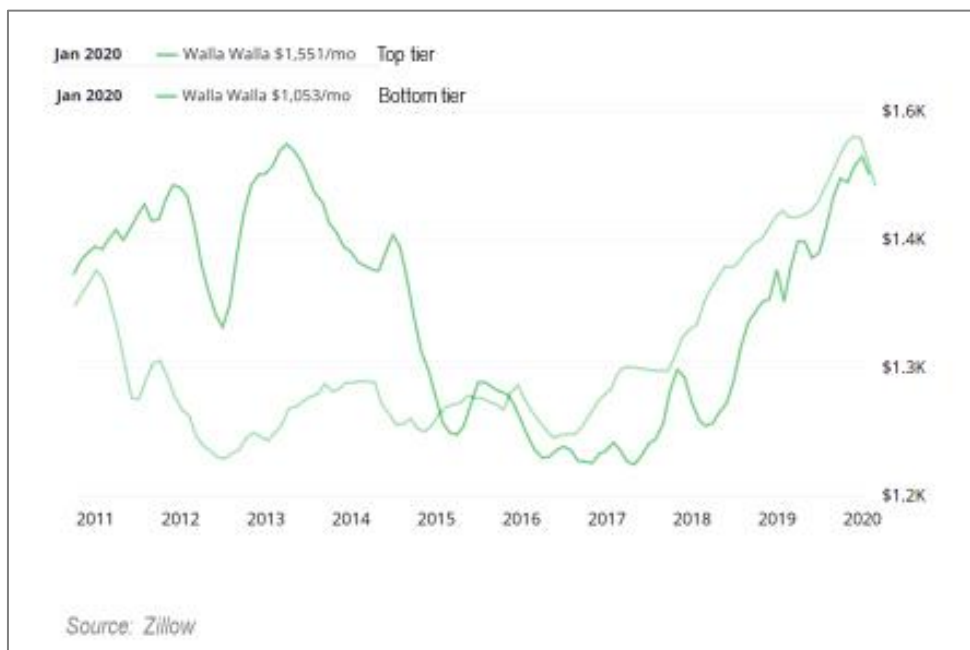
## Walla Walla Regional Housing Action Plan

**Exhibit 15: Median Home Prices**

| Median Home Price Sales Trends in Select Markets |           |           |          |
|--------------------------------------------------|-----------|-----------|----------|
|                                                  | 5/19/2019 | 5/20/2020 | Change % |
| Washington                                       | \$403,000 | \$425,000 | 5.5%     |
| Columbia County                                  | \$186,400 | \$208,300 | 11.7%    |
| Dayton                                           | \$149,000 | \$152,000 | 2.0%     |
| Walla Walla County                               | \$268,000 | \$273,000 | 1.9%     |
| College Place                                    | \$276,000 | \$281,000 | 1.8%     |
| Waitsburg                                        | \$226,000 | \$230,000 | 1.8%     |
| Walla Walla City                                 | \$268,000 | \$273,000 | 1.9%     |

Source: Zillow, (6/1/2020), Compiled by FCS GROUP.

Monthly rents have also increased to record levels. As shown in **Exhibit 16**, the median rent within the Region is currently \$1,486, and the price difference between the top quality and lowest quality rental housing units has narrowed considerably.

**Exhibit 16: Median Housing Rent, Walla Walla Region, 2011 to 2020**

By comparison, the current U.S. Housing and Urban Development (HUD) Fair Market Rents in Walla Walla County range from \$680 for an efficiency to \$1,509 for a four-bedroom unit, as shown below. According to input received from stakeholders, there are very few (if any) non-government subsidized properties that would meet HUD fair market rents in the Walla Walla Region.

**HUD Fair Market Rent (FMR) by Unit Type, Walla Walla County, 2020**

Source: U.S. Department of Housing and Urban Development

**\$680**

Efficiency

**\$792**

1-Bedroom

**\$1,043**

2-Bedroom

**\$1,505**

3-Bedroom

**\$1,509**

4-Bedroom

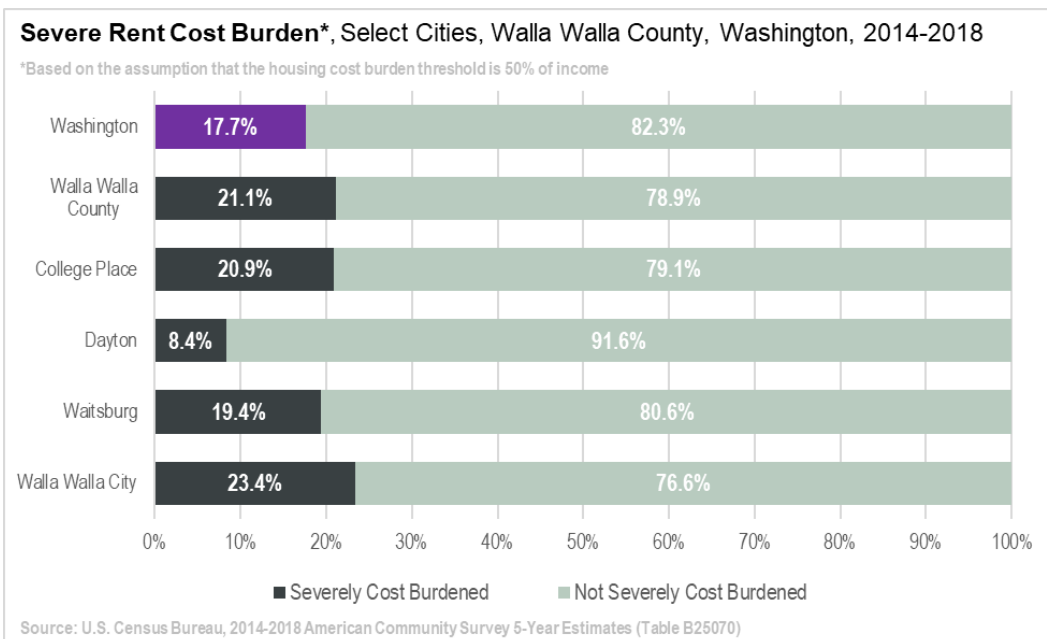
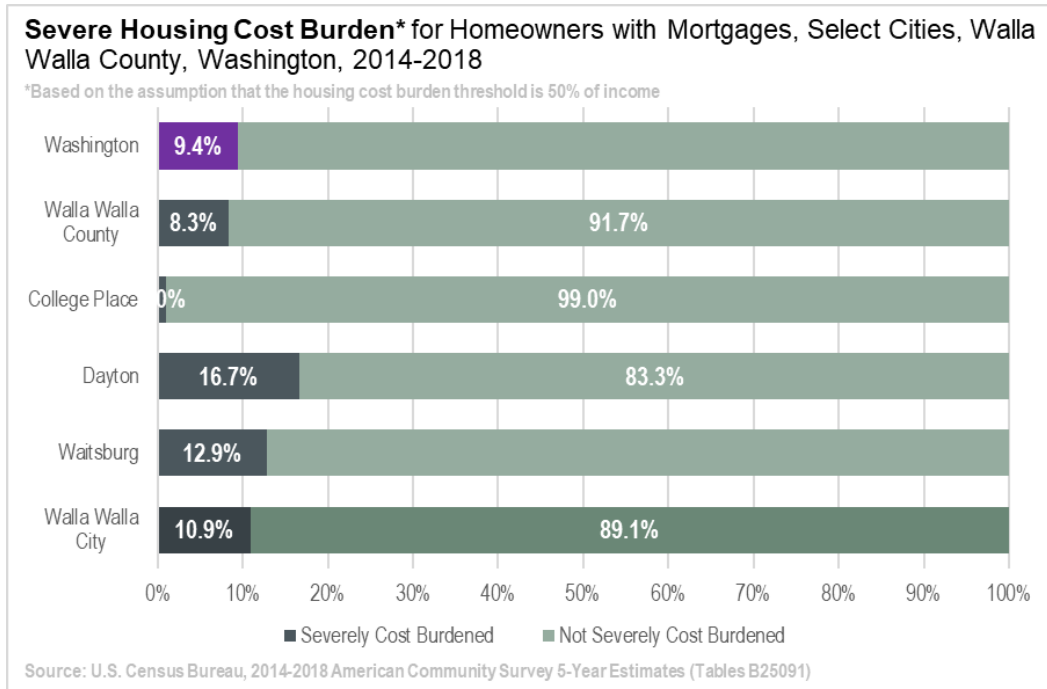
## Walla Walla Regional Housing Action Plan

## Housing Attainability

According to the U.S. Housing and Urban Development (HUD), households are considered “cost burdened” if they pay over 30% of their gross income on housing. Households are “severely cost burdened” if they pay over 50% of their gross income on housing.

As of 2018, approximately 8.3% of homeowners and 21.1% of the renters in Walla Walla County were severely cost burdened (**Exhibit 17**). If housing costs continue to rise faster than incomes, the share of severely cost burdened households will continue to increase.

**Exhibit 17: Severe Housing Cost Burden by Locality**



## Walla Walla Regional Housing Action Plan

To help gauge housing attainability, FCS GROUP examined median household income (MHI) data for selected cities within Walla Walla and Columbia counties. Median household income in Walla Walla County (\$56,533) is currently well below the Washington average (\$70,116). However, income levels for households in Walla Walla County have been increasing slightly faster than the state average (**Exhibit 18**).

**Exhibit 18: Median Income Trends, 2010-2018**

|                    | 2010     | 2018     | AGR  |
|--------------------|----------|----------|------|
| Washington         | \$57,244 | \$70,116 | 2.6% |
| Walla Walla County | \$45,575 | \$56,533 | 2.7% |
| College Place      | \$40,137 | \$47,525 | 2.1% |
| Dayton             | \$39,861 | \$44,524 | 1.4% |
| Waitsburg          | \$45,568 | \$48,403 | 0.8% |
| Walla Walla        | \$39,397 | \$48,678 | 2.7% |

**Source:** U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates (Table B25119)

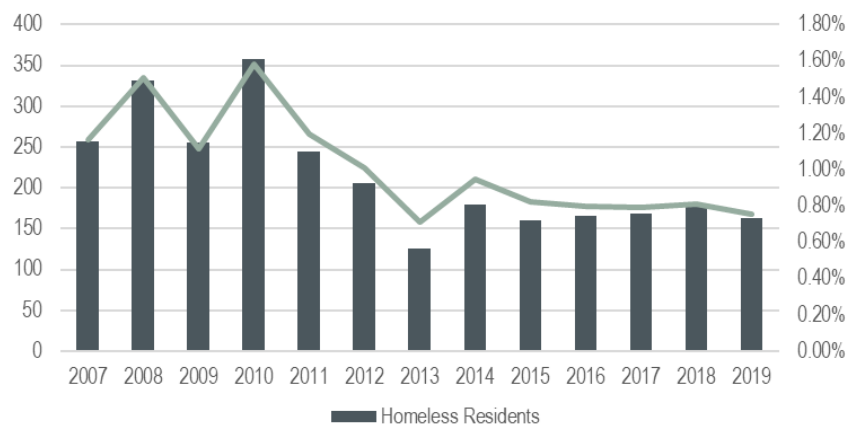
**AGR:** average annual growth rate.

To meet HUD guidelines for housing affordability, no more than 30% of income should be allocated to housing. Hence, middle-income families earning 80% to 120% of the median household income (MHI) should be able to afford monthly rents at \$1,131 to \$1,696; or homes priced between \$279,000 and \$419,000. If middle-income households pay more than this, they would be “cost burdened” to some degree. As indicated in **Exhibit 19**, using current statistics, affordable monthly rental cost for low-income families is as follows:

- Low Income, \$707 to \$1,131
- Very Low Income, \$424 to \$707
- Extremely Low Income, \$424 or less

## Point in Time Homeless Residents

The homeless population in Walla Walla County has fluctuated between 126 and 358 over the past decade. In 2019, Walla Walla County’s homeless population included an estimated 163 people or about 0.75% of the statewide homeless count, which is less than the county’s 0.82% overall share of statewide population. Stakeholder input indicates that the number of homeless residents appears to have increased since the global Covid-19 pandemic began in 2020.

**Homeless Residents, Walla Walla County, 2007-2019**

Source: Washington State Department of Commerce Annual Point in Time Count

## Walla Walla Regional Housing Action Plan

**Exhibit 19: Analysis of Attainable Housing Prices/Rents**

| <b>Walla Walla County Median Household Income (2018)*</b>        |           | <b>\$56,533</b>                |
|------------------------------------------------------------------|-----------|--------------------------------|
| <b>Qualifying Income Level</b>                                   |           | <b>Lower-range Upper-range</b> |
| Upper (120% or more of MHI)                                      | \$67,840  | or more                        |
| Middle (80% to 120% of MHI)                                      | \$45,226  | \$67,840                       |
| Low (50% to 80% of MHI)                                          | \$28,267  | \$45,226                       |
| Very Low (30% to 50% of MHI)                                     | \$16,960  | \$28,267                       |
| Extremely Low (less than 30% of MHI)                             |           | \$16,960                       |
| <b>Attainable Annual Housing Payment (@30% of income level)</b>  |           | <b>Lower-range Upper-range</b> |
| Upper (120% or more of MHI)                                      | \$20,352  | or more                        |
| Middle (80% to 120% of MHI)                                      | \$13,568  | \$20,352                       |
| Low (50% to 80% of MHI)                                          | \$8,480   | \$13,568                       |
| Very Low (30% to 50% of MHI)                                     | \$5,088   | \$8,480                        |
| Extremely Low (less than 30% of MHI)                             |           | \$5,088                        |
| <b>Attainable Monthly Rent or Payment (@30% of income level)</b> |           | <b>Lower-range Upper-range</b> |
| Upper (120% or more of MHI)                                      | \$1,696   | or more                        |
| Middle (80% to 120% of MHI)                                      | \$1,131   | \$1,696                        |
| Low (50% to 80% of MHI)                                          | \$707     | \$1,131                        |
| Very Low (30% to 50% of MHI)                                     | \$424     | \$707                          |
| Extremely Low (less than 30% of MHI)                             |           | \$424                          |
| <b>Approximate Attainable Home Price**</b>                       |           | <b>Lower-range Upper-range</b> |
| Upper (120% or more of MHI)                                      | \$419,000 | or more                        |
| Middle (80% to 120% of MHI)                                      | \$279,000 | \$419,000                      |
| Low (50% to 80% of MHI)                                          | \$166,000 | \$266,000                      |
| Very Low (30% to 50% of MHI)                                     | \$100,000 | \$166,000                      |
| Extremely Low (less than 30% of MHI)                             | n/a       | n/a                            |

Notes:

\* based on current U.S. Census estimates of household income for Walla Walla County.

\*\* assumes 5% down (zero down payment for low income purchasers) on 30-yr mortgage @ 3.0% interest.

Source: analysis by FCS GROUP using U.S. Census, American Community Survey data.

## Measures of Economic Hardship

Like many rural communities across the U.S., an increasing share of Walla Walla Region's households are experiencing economic hardship as the cost of living rises faster than income levels.

Since the War on Poverty began in 1965, the Federal Poverty Level (FPL) has provided a standard for determining the proportion of people living in poverty in the U.S. Despite the FPL's benefit of providing a nationally recognized income threshold for determining who is poor, its shortcomings include the fact that the FPL is not based on the current cost of basic household necessities, and except for Alaska and Hawaii, it is not adjusted to reflect cost of living differences across the U.S. In fact, federal poverty statistics indicate that the number of Walla Walla County households living in poverty decreased by 54 between 2010 and 2018.

In recognition of the shortcomings associated with federal poverty statistics, the United Way now provides a new measure of economically distressed households struggling in each county in a state. This effort provides a framework, to measure households that do not earn enough to afford basic necessities, with a population segment called ALICE (Asset Limited, Income Constrained, Employed). The ALICE

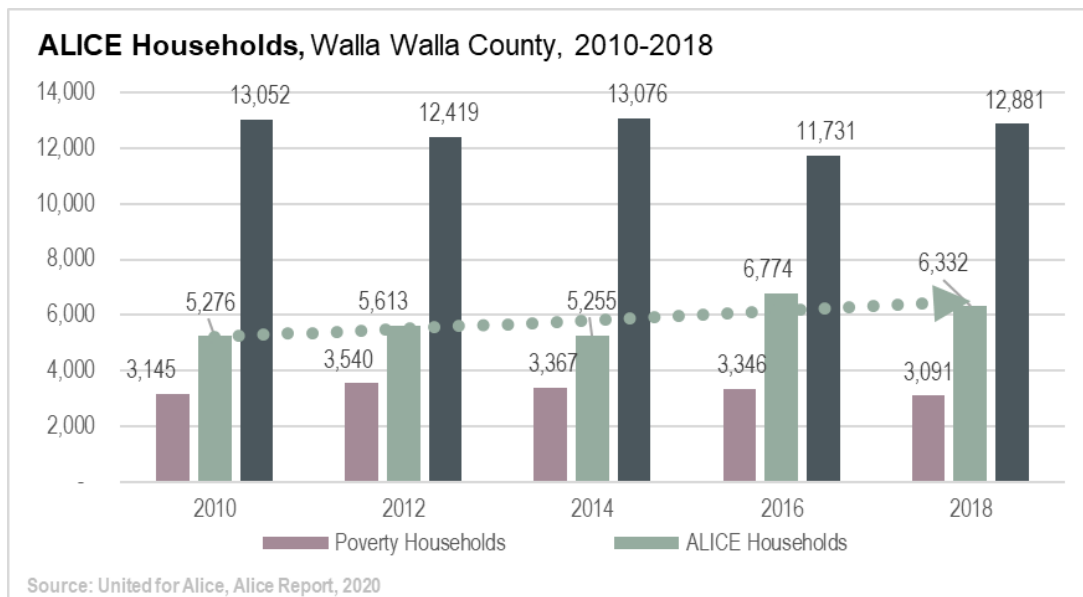
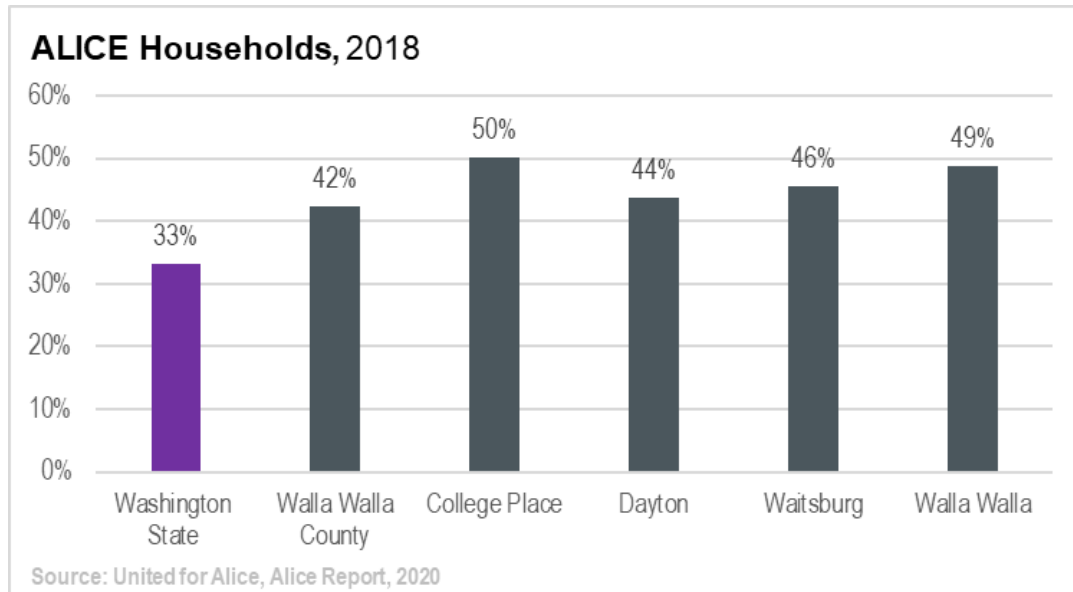


## Walla Walla Regional Housing Action Plan

methodology takes into account the total cost of household essentials – housing, child care, food, transportation, technology, and health care, plus taxes and a 10 percent contingency. ALICE data are calculated separately for each county, and for six different household types. For more information please check out: <https://www.unitedforalice.org/methodology>

In 2018, 42% of the households in Walla Walla County were either in poverty or in the ALICE category, which is well above the Washington statewide average of 33%. Within the Walla Walla Region, the share of households in poverty and ALICE categories ranged from 44% in Dayton to 50% in College Place (**Exhibit 20**).

**Exhibit 20: ALICE Household as Share of Total Households**

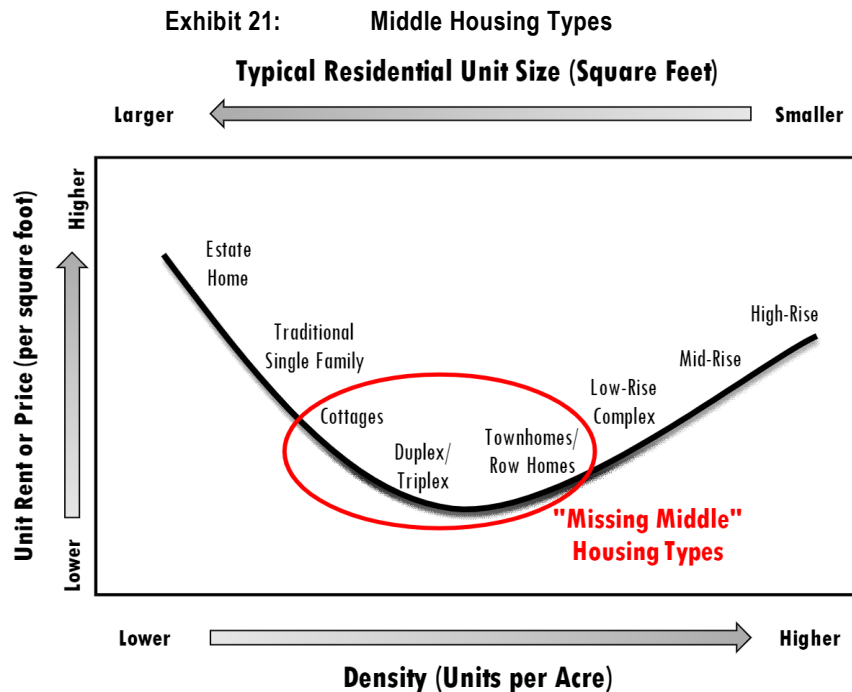


## Walla Walla Regional Housing Action Plan

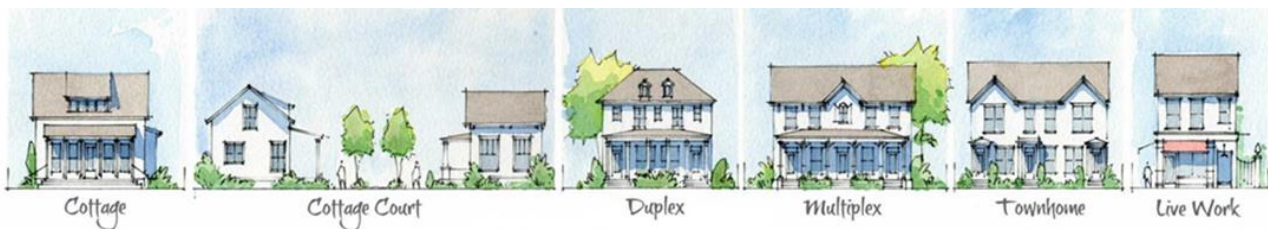
## Housing Supply Gaps

Representatives from public agencies have expressed concern over the lack of attainable and good quality housing for middle income families and local workers. To find attainable housing, some workers must travel long distances to between their homes and their jobs to find attainable housing.

Given the need for workforce housing, the Region would benefit from development of “middle income” housing types, such as apartments, duplexes, townhomes, cottages, manufactured homes and accessory dwelling units (ADUs). These housing types can be delivered at a lower cost and rent level per square foot than standard single family detached and mid-rise housing types (**Exhibit 21**).



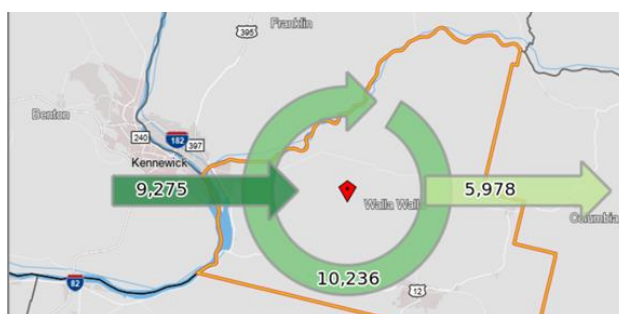
Source: Washington Department of Commerce Housing Memorandum (PNW Economics and LDC)



## Transportation Considerations

Long commutes into the Walla Walla Region may represent potential pent-up demand for new housing. According to U.S. Census On-the-Map data, in 2017 there were 9,275 workers who commuted to work in Walla Walla County and 5,978 county residents who commuted to work outside the County (**Exhibit 15**). **One in five workers in the County commute over 100 miles per day; which is 55% higher than the statewide average.**

## Walla Walla Regional Housing Action Plan

**Exhibit 22: Commute Patterns, Walla Walla County, 2017****Affordability and Current Market Gaps**

Low vacancy rates and rising home prices have resulted in market gaps that could be filled only by new housing construction. The regional *Affordability Housing Community Council Report*, Summer 2019, found that median income levels in the City of Walla Walla and College Place would need to increase by at least \$5,400 to enable families to purchase a home at 2018 prices. This affordability gap has increased since.

The Region's rental housing gap is most prevalent at the highest and lowest income levels. In other words, there is currently an inadequate supply of quality market rate apartments (at \$1,131/month or higher) or for-sale housing (at \$279,000+). This is partially the reason why 400 middle and upper income households currently live in lower-quality *middle-income* rental housing. And the lack of affordable housing (at \$707/month or lower) has resulted in 791 households living in higher-cost housing which leads to severe rent burdens. This analysis assumes that 33% of the current housing gap can be addressed by new policies that help stimulate near-term housing construction with 239 market rate units and 261 affordable units (**Exhibit 22**).

**Exhibit 23: Rental Housing Market Gaps, Walla Walla Region, 2017**

| Median Household Income Range        | Lower-end        | Upper-End | Renter Households Counted | Affordable Monthly Rent Costs * | Level of subsidy required | Estimated Rental Units Counted | Year 2017 Housing (Gap) or Surplus |
|--------------------------------------|------------------|-----------|---------------------------|---------------------------------|---------------------------|--------------------------------|------------------------------------|
| Upper (120% or more of MFI)          | \$67,840 or more |           | 1,304                     | \$1,696 & Above                 | Zero                      | 580                            | (400)                              |
| Middle (80% to 120% of MFI)          | \$45,226         | \$67,840  | 1,173                     | \$1,131-\$1,686                 | Zero                      | 1,497                          |                                    |
| Low (50% to 80% of MFI)              | \$28,267         | \$45,226  | 1,518                     | \$707-\$1,131                   | Low                       | 2,709                          | 1,191                              |
| Very Low (30% to 50% of MFI)         | \$16,960         | \$28,267  | 1,177                     | \$424-\$707                     | Medium                    | 1,541                          |                                    |
| Extremely Low (less than 30% of MFI) | \$16,960 or less |           | 1,830                     | Less than \$424                 | High                      | 674                            | (791)                              |
| <b>Total</b>                         |                  |           | <b>7,001</b>              |                                 |                           | <b>7,001</b>                   |                                    |

Source: US Census Bureau 2013-2017 ACS, analysis by FCS GROUP.

\* Calculated at 30% of Walla Walla County median family income based on HUD guidelines

**Analysis of Pent-Up Rental Housing Demand, Walla Walla Region**

| Median Household Income Range   | Renter Households in 2017 | Rental Units in 2017 | Housing (Gap) | Potential Capture Rate | Pent-up Housing Demand Capture |
|---------------------------------|---------------------------|----------------------|---------------|------------------------|--------------------------------|
| Upper (120% or more of MFI)     | 1,304                     | 580                  | (724)         | 33%                    | 239                            |
| Middle (80% to 120% of MFI)     | 1,173                     | 1,497                | 324           |                        |                                |
| Low (50% to 80% of MFI)         | 1,518                     | 2,709                | 1,191         |                        |                                |
| Very Low (Less than 50% of MFI) | 3,006                     | 2,215                | (791)         | 33%                    | 261                            |

Source: US Census Bureau 2013-2017 ACS, analysis by FCS GROUP.

## Walla Walla Regional Housing Action Plan

## Regional Housing Needs Forecast

The Regional housing needs forecast takes into account the potential to capture a share of the current market gap for rental housing along with the projected population growth based on the adopted comprehensive plans for Walla Walla County and the cities of College Place, Walla Walla, Dayton and Waitsburg.

These plans anticipate a population increase of approximately 9,668 year-round residents by 2040 within Walla Walla County. According to the Walla Walla County Comprehensive Plan, the unincorporated areas of the county are projected to add 2,802 people. Since that forecast also reflects unincorporated portions of UGAs for the cities, we expect the majority of new population growth to occur within future annexation areas of local cities.

This analysis assumes that 70% of the housing growth and 90% of the group quarters population growth within unincorporated Walla Walla County will occur within the UGAs of Walla Walla, College Place, Waitsburg and Dayton. As indicated in **Exhibit 24**, this allocation of county growth equates to approximately 107 group quarters residents and 657 dwelling units.

**Exhibit 24: Projected Regional Housing Capture of Unincorp. Walla Walla County, 2020 to 2040**

|                                                       | Walla Walla County | Unicorp. Walla Walla County** | Regional Housing Capture of Unincorp. County % | Regional Housing Capture of Unincorp. County |
|-------------------------------------------------------|--------------------|-------------------------------|------------------------------------------------|----------------------------------------------|
| Net New Population                                    | 9,668              | 2,802                         |                                                |                                              |
| New Pop in Group Quarters*                            | 773                | 119                           | 90%                                            | 107                                          |
| Population in Households                              | 8,894              | 2,683                         |                                                |                                              |
| Housing Need for Permanent Residents (dwellings)      | 3,601              | 865                           |                                                |                                              |
| Seasonal & Vacancy Allowance (@9.4 %)                 | 358                | 74                            |                                                |                                              |
| <b>Growth-related Housing Demand (dwelling units)</b> | <b>3,959</b>       | <b>939</b>                    | <b>70%</b>                                     | <b>657</b>                                   |

Source: FCS GROUP based on local pop. growth forecasts and current ACS data for local areas. \*Group quarters reflects people in dormitories, group homes, institutions, etc. \*\* Includes unincorporated areas within urban growth areas of local cities.

To address changing demographic and householder preferences, the baseline housing demand forecast also takes into account the following assumptions:

- Future population growth forecasts for each city within the Walla Walla Region will be consistent with adopted local comprehensive land use plan forecasts (extrapolated).
- The tenancy mix and rate of homeownership will increase slightly overtime to the Washington statewide average (63% owners and 37% renters). Note, this results in a modest increase in homeownership rates within the Region from 60% currently to 63% by year 2040.
- Housing needs reflect more attainably priced housing types consistent with attainability levels with 30% of income allocated to rent or mortgage (principal and interest).
- The housing needs forecast assumes a moderate demand shift to middle income housing types, including townhomes, plexes, apartments, ADUs and manufactured housing.

To address future housing growth, the Walla Walla Region should plan to add approximately 4,685 net new housing units over the next 20 years. Future housing demand is likely to include 1,523 standard lot single family detached homes; 1,104 small lot detached homes; 732 townhomes/plexes; 894 multi-family



## Walla Walla Regional Housing Action Plan

units (includes some group quarters demand) and 443 government-assisted housing units, manufactured homes and/or ADUs (**Exhibit 25**).

**Exhibit 25: Walla Walla Region Housing Needs Forecast, 2020 to 2040**

|                                                          | Walla Walla City | College Place | Waitsburg  | Dayton      | Region Total |
|----------------------------------------------------------|------------------|---------------|------------|-------------|--------------|
| <b>Projected Baseline Housing Demand</b>                 | <b>2,362</b>     | <b>494</b>    | <b>153</b> | <b>11 +</b> | <b>3,021</b> |
| <b>Plus Share of Housing Within Unincorp. UGAs</b>       | <b>514</b>       | <b>107</b>    | <b>33</b>  | <b>2 +</b>  | <b>657</b>   |
| <b>Plus Demand to Address 33% of Housing Gap</b>         | <b>414</b>       | <b>87</b>     |            |             | <b>500</b>   |
| <b>Total Housing Need</b>                                | <b>3,290</b>     | <b>688</b>    | <b>187</b> | <b>13 +</b> | <b>4,178</b> |
| Plus Group Quarters Housing Units (@1.5 people per unit) | 420              | 88            |            |             | 762          |
| <b>Grand Total (units)</b>                               | <b>3,710</b>     | <b>776</b>    | <b>187</b> | <b>13 +</b> | <b>4,685</b> |
| <i>percent of total</i>                                  | 79%              | 17%           | 4%         | 0.3%        | 100%         |

Source: FCS GROUP based on local pop. growth forecasts and current ACS data for local areas. \*Group quarters reflects people in dormitories, group homes, institutions, etc.

**Projected Housing Need by Housing Type**

| Projected 2040 Housing Needs                |                 |                   |               |             | Walla Walla Region | Remainder of Walla Walla County |
|---------------------------------------------|-----------------|-------------------|---------------|-------------|--------------------|---------------------------------|
| Housing Type                                | Walla Walla UGA | College Place UGA | Waitsburg UGA | Dayton UGA  |                    |                                 |
| Single-Family Detached                      |                 |                   |               |             |                    |                                 |
| Standard Lots                               | 1,142           | 261               | 112           | 9 +         | 1,523              | 225                             |
| Small Lots, cottages, mfg. homes (lots)     | 899             | 205               | -             | -           | 1,104              | -                               |
| Townhouses / Plexes (units)                 | 556             | 155               | 19            | 1 +         | 732                | -                               |
| Multi-family units (5+ units per structure) | 816             | 78 +              | -             | -           | 894                | -                               |
| Mobile homes/ADUs/other (units)             | 297 +           | 78 +              | 56 +          | 3 +         | 433                | 56 +                            |
| <b>Total Dwelling Units</b>                 | <b>3,710</b>    | <b>776</b>        | <b>187</b>    | <b>13 +</b> | <b>4,685</b>       | <b>282</b>                      |

**Projected Housing Need by Income Level**

| Family Income Level              | Owner-Occupied | Renter-Occupied | Total        | Dist. %       | Attainable Housing Products                |
|----------------------------------|----------------|-----------------|--------------|---------------|--------------------------------------------|
| Upper (120% or more of MI)       | 2,361          | 260             | 2,621        | 56.0%         | Single Family Lots                         |
| Upper Middle (80% to 120% of MI) | 384            | 347             | 730          | 15.6%         | Cottage Homes, Townhomes, Apartments       |
| Lower Middle (50% to 80% of MI)  | 207            | 693             | 900          | 19.2%         | Townhomes, Mfgd. Homes, Plexes, Apartments |
| Low (less than 50% of MI)        | 0              | 433             | 433          | 9.3%          | ADUs, Govt. Assisted Apts.                 |
| <b>Total</b>                     | <b>2,952</b>   | <b>1,734</b>    | <b>4,685</b> | <b>100.0%</b> |                                            |

\*Derived from Appendix A.

## Walla Walla Regional Housing Action Plan

The group quarters demand generated by 762 residents accounts for demand generated by seniors in group homes and to a lesser extent university students and special needs population segments (including inmates at the correctional center). As indicated in **Exhibit 26**, the senior housing segment is projected to account for about three quarters of the overall group quarters demand, with the need for almost 380 units of shared senior housing required by year 2040.

**Exhibit 26: Projected Senior Housing Demand**

|                                                                     | Region Total within UGAs |
|---------------------------------------------------------------------|--------------------------|
| Current Population                                                  | 48,363                   |
| Proj. Net New Population within Region UGAs (@2.3 persons per acre) | 8,485                    |
| Future Population year 2040                                         | 56,848                   |
| Population over Age 65                                              | 20%                      |
| Share of pop. over Age 65 in Nursing Homes                          | 5.0%                     |
| Avg. Household Size within Nursing Homes                            | 1.50                     |
| Proj. Net New Population in Nursing Homes                           | 568                      |
| <b>Proj. Senior Housing Need (dwelling units)</b>                   | <b>379</b>               |

Source: population estimates and forecasts based on WA Office of Financial Management data; nursing home capture rates based on National Institute of Aging estimates, 2015.

Please refer to **Appendix A** for a Regional forecast of owner and renter housing needs by income level.

## Reconciliation of Housing Needs and Land Supply

According to the June 2019 Walla Walla County buildable land inventory and development capacity study, the Region's vacant and redevelopable land supply has the potential to add over 4,600 net new dwellings at full utilization of land within current Urban Growth Areas (**Exhibit 27**). Note, the City of Dayton was not included in the aforementioned Land Capacity Study.

**Exhibit 27: Land Capacity Analysis**

|                                     | Net Res.              |                        |                |                         |                       |                           | Infill & redevelop-ment  |                          | % infill & redevelop-ment |
|-------------------------------------|-----------------------|------------------------|----------------|-------------------------|-----------------------|---------------------------|--------------------------|--------------------------|---------------------------|
|                                     | Minimum Lot Size (SF) | Land Inventory (acres) | Vacant percent | Under-developed percent | Net New Pop. Capacity | Net New Dwelling Capacity | Dwellings on Vacant Land | Dwellings on Vacant Land |                           |
| <b>Waitsburg</b>                    |                       |                        |                |                         | <b>1,466</b>          | <b>621</b>                | <b>284</b>               | <b>337</b>               | <b>46%</b>                |
| R96 Suburban Residential            | 9,600                 | 50.7                   | 62%            | 38%                     | 538                   | 228                       | 86                       | 142                      |                           |
| Residential (incorporated)          | 10,000                | 92.7                   | 49%            | 51%                     | 875                   | 371                       | 189                      | 182                      |                           |
| Flexible Comm./Res (Incorp.)        | 10,000                | 5.6                    | 61%            | 39%                     | 53                    | 22                        | 9                        | 13                       |                           |
| <b>College Place</b>                |                       |                        |                |                         | <b>1,013</b>          | <b>429</b>                | <b>184</b>               | <b>245</b>               | <b>43%</b>                |
| Multiple Family Residential         | n/a                   | 2.1                    |                |                         | 59                    | 25                        | -                        | 25                       |                           |
| R-60 Single Family Residential      | 6,000                 | 21.6                   | 30%            | 70%                     | 361                   | 153                       | 107                      | 46                       |                           |
| R-72 Single Family Residential      | 7,200                 | 0.3                    |                |                         | 4                     | 2                         | -                        | 2                        |                           |
| R-96 Suburban Residential (incorp.) | 9,600                 | 6.3                    | 58%            | 42%                     | 67                    | 28                        | 12                       | 16                       |                           |
| R-96 Suburban Residential (area 2B) | 9,600                 | 39.8                   | 75%            | 25%                     | 425                   | 180                       | 46                       | 134                      |                           |
| R-96 Suburban Residential (area 2C) | 9,600                 | 9.2                    | 51%            | 49%                     | 97                    | 41                        | 20                       | 21                       |                           |
| <b>Walla Walla City</b>             |                       |                        |                |                         | <b>7,641</b>          | <b>3,238</b>              | <b>1,632</b>             | <b>1,606</b>             | <b>50%</b>                |
| Multiple Family Residential         | n/a                   | -                      |                |                         | -                     | -                         | -                        | -                        |                           |
| R-60 Single Family Residential      | 6,000                 | -                      |                |                         | -                     | -                         | -                        | -                        |                           |
| R-72 Single Family Residential      | 7,200                 | 54.7                   | 21%            | 79%                     | 813                   | 344                       | 271                      | 73                       |                           |
| R-96 Suburban Residential (incorp.) | 9,600                 | 569.0                  | 51%            | 49%                     | 6,116                 | 2,592                     | 1,260                    | 1,332                    |                           |
| R-96 Suburban Residential (other))  | 9,600                 | 60.8                   | 67%            | 34%                     | 712                   | 302                       | 101                      | 201                      |                           |

Source: Revised Land Capacity Analysis, Technical Memorandum, June 2019, the Watershed Company.

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While the land capacity within the Region may be adequate for addressing the long-term housing need for Waitsburg and Dayton, the analysis cited above indicates that nearly half of new construction would need to occur on under-developed (part vacant) tax lots. If property owners do not wish to subdivide their tax lots, the likelihood of meeting housing needs through “infill” is unlikely.

The Collge Place UGA and the Walla Walla UGA may need to be expanded in order to address 20-year housing needs. Based on the Land Capacity Analysis and this housing needs assessment, we can draw the following findings:

**College Place UGA:** the projected 20-year housing need of 776 dwelling units is far greater than the potential UGA capacity of 429 units, even after assuming 43% of net new housing will be constructed on infill and redevelopment lands.

**Walla Walla UGA:** the projected 20-year housing need of 3,710 dwelling units is greater than the potential UGA capacity of 3,238 dwelling units, even after assuming 50% of the net new housing will be constructed on infill and redevelopment lands.

**Waitsburg and Dayton UGAs:** the combined projected 20-year housing need of 200 or more dwelling can be accomodated by their existing UGAs, since Waitsburg alone is presumed to have the UGA capacity to add 621 dwelling units, after assuming 46% of the net new growth occurs on infill and redevelopment lands.

It is recommended that the cities of College Place and Walla Walla continue to work with Walla Walla County and regional housing advocates to ensure that new housing density can be optimized within current UGAs, and new areas be identified for potential UGA expansion.

## NEXT STEPS

These findings will be refined with input from the Project Advisory Team and the Stakeholder committee. The results will help shed light on the potential local policy changes and actions that can be taken to remove housing barriers in the Walla Walla Region.



## APPENDIX: HOUSING NEED BY INCOME

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## Walla Walla Regional Housing Action Plan

**Walla Walla Region Housing Forecast by Income Level**

| Income Cohort                          | % Owner Occupied | % Renter Occupied | Total        |
|----------------------------------------|------------------|-------------------|--------------|
| Upper (120% or more of MFI)            | 80%              | 10%               | 56%          |
| Upper Middle (80% to 120% of MFI)      | 13%              | 25%               | 16%          |
| Lower Middle (50% to 80% of MFI)       | 7%               | 40%               | 19%          |
| Low (less than 30% of MFI)             | 0%               | 25%               | 9%           |
| <b>Total</b>                           | <b>100%</b>      | <b>100%</b>       | <b>100%</b>  |
| Tenancy                                | <b>63%</b>       | <b>37%</b>        |              |
| Growth-Related Housing Need (midpoint) | <b>2,952</b>     | <b>1,734</b>      | <b>4,685</b> |

**Owner-occupied Housing Needs, Walla Walla Region, 20-year forecast**

| Family Income Level               | Range of Home Sales Price | Attainable Housing Products        | Estimated Distribution of Demand | Projected Owner-Occupied Units |
|-----------------------------------|---------------------------|------------------------------------|----------------------------------|--------------------------------|
| Upper (120% or more of MFI)       | \$419,000+                | Large lot and Standard Homes       | 80%                              | 2,361                          |
| Upper Middle (80% to 120% of MFI) | \$279,000 to \$419,000    | Cottage Homes, Townhomes           | 13%                              | 384                            |
| Lower Middle (50% to 80% of MFI)  | \$166,000 to \$266,000    | Manufactured Homes, Plexes, Condos | 7%                               | 207                            |
| Low less than (50% of MFI)        | n/a                       |                                    | 0%                               | 0                              |
| <b>Total Dwelling Units</b>       |                           |                                    | <b>100%</b>                      | <b>2,952</b>                   |

\*Assumes 30% of income is used for mortgage payment, with 5% interest, 30-year term with 5% downpayment for upper middle and high income levels, and zero downpayment for lower income levels.

**Renter-occupied Housing Needs, Walla Walla Region, 20-year forecast**

| Family Income Level               | Range of Monthly Rent (2 bedrm) | Attainable Housing Products                 | Estimated Distribution of Demand | Total Rental Housing Need |
|-----------------------------------|---------------------------------|---------------------------------------------|----------------------------------|---------------------------|
| Upper (120% or more of MFI)       | \$1,696+                        | Standard Homes                              | 15%                              | 260                       |
| Upper Middle (80% to 120% of MFI) | \$1,131 to \$1,696              | Cottage Homes, Townhomes, Apartments        | 20%                              | 347                       |
| Lower Middle (50% to 80% of MFI)  | \$707 to \$1,131                | ADUs, Townhomes, Mfgd. Homes, Plexes, Apts. | 40%                              | 693                       |
| Low (less than 50% of MFI)        | Less than \$707                 | ADUs, & Gov't Assisted Plexes & Apts.       | 25%                              | 433                       |
| <b>Total Dwelling Units</b>       |                                 |                                             | <b>100%</b>                      | <b>1,734</b>              |

\*\*Assumes 30% of income is used for rental payments; standard two bedroom unit.



## Michael Rizzitiello

---

**From:** Sundown Hazen <sundown@impacthorizon.co>  
**Sent:** Monday, December 21, 2020 12:30 PM  
**To:** Rachel Elfenbein  
**Cc:** Amber Larsen; Andrea Weckmueller-Behringer; Anne Swant; Berg Rose M; Bonnie and Bill Szuch; Byron Olson; Cameron Conner; Catherine Wiberg; Cindy Widmer; Dena Martin; Dixon, Robert J. (Walla Walla); Douglas Venn; Erendira Cruz; Gerald Middel; Gustavo Reyna; Jennifer Glynn; Jon Rickard; Judy Jones; Karen Carman; Laura Dixon; Laura Prado; Leanna Yenney; Lily Seaman; Marcus Frey; Matt Bona; Meagan Bailey; Micki Breitenstein; Michael Rizzitiello; Nadean Pulfer; Nancy Riggle; Nikki Sharp; Paul Ihle; Peter Swant; Rhonda Gould; Richard McFarland; Roger Trick; Samantha Jackle; Steven Moss; Sweeney, Laurel; Ted Koehler; Terri Silvis; Tom Stokes; Trish Wilder; Yazmin Bahena; Ynez Vargas  
**Subject:** Re: Regional Affordable Housing Survey & Invite to Common Roots Housing Trust Town Hall

Hello all,

The website is just about done, pending logo selection, and a history of Common Roots that Rachel is finishing up. Here is a link so you can preview it. Comments and feedback are welcome. Some things may be future additions. The donate page will be completed in the new year. BMAC is updating their website and payment platform. I am working with them to integrate into the CR website. Before making the page public, the Donate button will be changed to Contact Us until we are able to accept donations.

Also, a stories page for showcasing articles and potentially a blog.

Without further ado:

The site is available for review with a password: affordable

<https://www.commonrootshousing.org>

Sincerely,  
Sundown

On Dec 16, 2020, at 7:51 PM, Rachel Elfenbein <[relfenbein@wwcommunitycouncil.org](mailto:relfenbein@wwcommunitycouncil.org)> wrote:

Dear Affordable Housing Implementation Task Force Members,

The consultants working on our region's affordable housing needs assessment and action plan have developed a survey for all residents in Dayton and Walla Walla County to complete:

<https://survey.alchemer.com/s3/6081758/Walla-Walla-Local-Housing-Survey>.

The survey is also available to complete in Spanish:

<https://survey.alchemer.com/s3/6089649/Encuesta-de-vivienda-local-de-Walla-Walla>

The survey must be completed by December 28th. Please complete the survey to inform the action plan for addressing our region's affordable housing challenges. And please share the

survey widely with your contacts. It's very important that folks in our region who are struggling with housing access and complete the survey and their concerns are reflected in our region's affordable housing action plan.

And below is the invitation to the Common Roots Housing Trust Town Hall on January 11th. Please share the invite far and wide with your contacts. We want a lot of the public to attend to learn about our region's first community land trust.

May you all have a calm, peaceful, and healthy holiday break,

Rachel

-----

You're invited to a town hall to learn about an important, innovative approach for making homes affordable for people who live and work in our region-- Columbia and Walla Walla counties and the Milton-Freewater area.

**Common Roots Housing Trust** is a community-based organization that will create new homeownership opportunities for people whose needs are not met by the traditional housing market.

Join us at this free, live Zoom event on **Monday, January 11th at 6:00 pm**. Live Spanish translation will be provided. Bring your questions, and we look forward to seeing you there!

Register in advance for the town hall:

[https://us02web.zoom.us/webinar/register/WN\\_V7kZiNm3Qva8PUCwwsQ7jg](https://us02web.zoom.us/webinar/register/WN_V7kZiNm3Qva8PUCwwsQ7jg)

After registering, you will receive a confirmation email containing information about joining the event.

You can also follow Common Roots Housing Trust on Facebook @commonrootshousing.

.....

Se le invita a un foro abierto para enterarse de un método importante e innovador para que el costo de una casa sea razonable para las personas que viven y trabajan en nuestra región: los condados de Columbia y Walla Walla y el área de Milton-Freewater.

El fideicomiso para la vivienda, **Common Roots Housing Trust**, es una organización comunitaria que creará nuevas oportunidades para ser propietario de una vivienda para las personas cuyas necesidades no son satisfechas por medio del mercado tradicional de vivienda.

Acompáñenos a este evento gratis, en vivo, por medio de la plataforma de Zoom, **el lunes 11 de enero a las 6 pm**. Proveeremos traducción al español. Lleve sus preguntas. ¡Esperamos verlo ahí!

Inscríbase para el foro abierto:

[https://us02web.zoom.us/webinar/register/WN\\_V7kZiNm3Qva8PUCwwsQ7jg](https://us02web.zoom.us/webinar/register/WN_V7kZiNm3Qva8PUCwwsQ7jg)

Después de inscribirse, recibirá un correo electrónico de confirmación con información sobre cómo conectarse al evento .

También puede seguir Common Roots Housing Trust por Facebook @commonrootshousing.

--

Rachel Elfenbein, Ph.D.  
Advocacy Coordinator  
Community Council  
(509) 730-3312

*Community Council fosters a trusted gathering place where people engage in dialogue, inquiry, and advocacy to build a vibrant region for everyone.*


<https://www.mercycorpsnw.org>

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- [About Us \(https://www.mercycorpsnw.org/who-we-are-2/\)](https://www.mercycorpsnw.org/who-we-are-2/)
- [Blog \(https://www.mercycorpsnw.org/blog/\)](https://www.mercycorpsnw.org/blog/)
- [Press Center \(https://www.mercycorpsnw.org/media/\)](https://www.mercycorpsnw.org/media/)
- [Join Us \(https://www.mercycorpsnw.org/joinus/\)](https://www.mercycorpsnw.org/joinus/)
- [Contact \(https://www.mercycorpsnw.org/contact/\)](https://www.mercycorpsnw.org/contact/)

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    - [Matched-Savings Business Grants – Seattle](#)
  - Walla Walla-based Grants, Loans, and Education
    - [Matched-Savings Business Grants – Walla Walla](#)
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  - MicroMentor – Small Business Mentoring
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  - [Lifelong Information for Entrepreneurs \(LIFE\)](#)
- Community
  - [Community Resilience](#)
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# Matched-Savings Business Grants – Walla Walla

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<mailto:?subject=Matched-Savings%20Business%20Grants%20-%20Walla%20Walla&body=https%3A%2F%2Fwww.mercycorpsnw.org%2Fbusiness%2Floans%20Assistance%20Program%20%26amp%3B%20Small%20Business%20%28IDA%29%20Grants%20Applications%20for%20the%202021%20MBA%20Proc>

savings%20grants%20operate%20on%20an%208%3A1%20match%20ratio.%20%C2%A0Every%20dollar%20you%20save%20will%20be%20matched)



PARA ESPAÑOL, HAGA CLIC AQUÍ (<https://www.mercycorpsnw.org/business/loans/wallawalla-es/>)

**SAVE**

## TRAIN



## PLAN



**BUY**

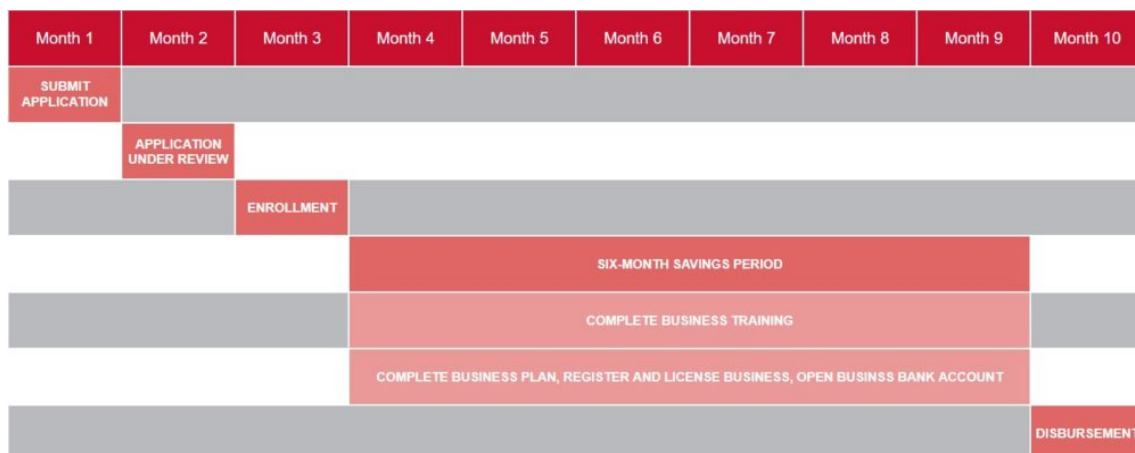
**BUY:** After all requirements are met, receive a \$4,000 grant for your business.

- Business located within Walla Walla County, (<https://www.google.com/maps/place/Walla+Walla+County,+WA/@46.2437466,-118.8437409,9.47z/data=!4m5!3m4!1s0x54a237416d5cdd97:0x2d118.5854769>) Columbia County, (<https://www.google.com/maps/place/Columbia+County,+WA/@46.3119622,-118.2029654,10z/data=!3m1!4b1!4m5!3m4!1s0x54a1f79ccd9b804d:0x117.814262>), and City of Milton Freewater (<https://www.google.com/maps/place/Milton-Freewater,+OR+97862/@45.9318553,-118.4087795,14.25z/data=!4m5!3m4!1s0x54a244cbf7b67c9f:0xf7b12e68b3b9c1f1f8m2!3d45.9326346!4d-11>)
- Business is a for-profit microbusiness with five(5) or fewer employees (including owner(s))
- Source of earned income (<https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/earned-income>) to make a monthly savings d
- Household net worth of less than \$178,900 (assets minus liabilities)
- Yearly gross adjusted household income less than 80% AMI (area median income) as indicated below

| Family size | Income limit |
|-------------|--------------|
| 1           | \$39,150     |
| 2           | \$44,750     |
| 3           | \$50,350     |



|   |          |
|---|----------|
| 4 | \$55,900 |
| 5 | \$60,400 |
| 6 | \$64,850 |
| 7 | \$69,350 |
| 8 | \$73,800 |



Our Micro-Business Assistance Program offers aspiring entrepreneurs an IDA Grant and relevant business education to start or grow their small business.

## Application

Applications for the 2021 Program will open on January 4th, 2021.

Apply below:

English Application (<https://form.jotform.com/193438271462158>)

Client Directory ([https://www.mercycorpsnw.org/wp-content/uploads/2020/11/MCNW\\_ME](https://www.mercycorpsnw.org/wp-content/uploads/2020/11/MCNW_ME))

## Interested in applying, but not sure if the MBA program is right for you yet?

You can attend one of our three short info sessions, hosted via Zoom. The info sessions will cover a general overview of the program, eligibility requirement Q&A session. Dates and times are:

Wednesday, December 16th from 6pm-7pm (**Spanish**): <https://zoom.us/j/94185543579> (<https://zoom.us/j/94185543579>)

Wednesday, December 23rd from 11am-12pm (**English**): <https://zoom.us/j/97267417064> (<https://zoom.us/j/97267417064>)

Wednesday, January 6th from 6pm-7pm (**both English and Spanish**): <https://zoom.us/j/95361315061> (<https://zoom.us/j/95361315061>)

## Need help working on your application?

We will be hosting three application workshops in January and February to assist applicants as they work through their applications, and to help answer any are:

Wednesday, January 20th from 6pm-7pm (**Spanish**): <https://zoom.us/j/98614904708> (<https://zoom.us/j/98614904708>)

Wednesday, January 27th from 11am-12pm (**English**): <https://zoom.us/j/96006125980> (<https://zoom.us/j/96006125980>)

Wednesday, February 10th from 6pm-7pm (**both English and Spanish**): <https://zoom.us/j/98917356759> (<https://zoom.us/j/98917356759>)

## For additional information, please contact:

Cinthya Montero

Program Manager

[wallawallainfo@mercycorps.org](mailto:wallawallainfo@mercycorps.org) (<mailto:wallawallainfo@mercycorps.org>)

## Are you eligible for a loan?

See if you are eligible for a loan from Mercy Corps Northwest by answering a short series of questions »  
([../.../business/loans/inquiry](https://www.mercycorpsnw.org/business/loans/inquiry))

---

## Client Success Stories

Mercy Corps Northwest helped local martial arts instructor, Y.K. Jeong open his Taekwondo studio in Gresham, OR. Watch his story above, or view more client stories here ([../.../clients](https://www.mercycorpsnw.org/clients)).

---

## Now Serving Washington State Entrepreneurs!



([../.../business/loans/seattle](https://www.mercycorpsnw.org/business/loans/seattle))

---

## Get Answers to Frequently Asked Questions

Click here for a list of frequently asked questions and answers about our microloan program ([../.../business/loans/faq/](https://www.mercycorpsnw.org/business/loans/faq/)), or contact Mercy Corps Northwest staff:

Edwin Rios - Interim Business Finance Manager [erios@mercycorpsnw.org](mailto:erios@mercycorpsnw.org) (<mailto:erios@mercycorpsnw.org>)

---

## Small Business Services from Mercy Corps Northwest

- Business Development Services (<https://www.mercycorpsnw.org/business/>)
  - Earn a Small Business Grant (IDA) (<https://www.mercycorpsnw.org/business/ida-2/>)
  - Grow Your Business with a Loan (<https://www.mercycorpsnw.org/business/loans/>)
    - Becas, Préstamos y Educación – Walla Walla (<https://www.mercycorpsnw.org/business/loans/wallawalla-es/>)
    - Building Credit without a Social Security Number (<https://www.mercycorpsnw.org/business/loans/seattle-credit-building-it-in/>)
    - Business Grants, Loans, and Credit Building (<https://www.mercycorpsnw.org/business/loans/seattle-2/>)
    - Credit Building (<https://www.mercycorpsnw.org/business/loans/seattle-credit-building/>)
    - Credit Building (<https://www.mercycorpsnw.org/business/loans/seattle-credit-building-disputes/>)
    - Existing Small Business Microloan (<https://www.mercycorpsnw.org/business/loans/established-small-business-microloan/>)
    - Getting Ready to Apply for a Loan (<https://www.mercycorpsnw.org/business/loans/apply/>)
    - Identity Theft (<https://www.mercycorpsnw.org/business/loans/seattle-credit-building-identitytheft/>)
    - Incubator Microloan (<https://www.mercycorpsnw.org/business/loans/small-business-incubator-micro-loan/>)
    - Interested in a loan from Mercy Corps NW? (<https://www.mercycorpsnw.org/business/loans/inquiry/>)
    - Matched-Savings Business Grants – Seattle (<https://www.mercycorpsnw.org/business/loans/seattle-ida/>)

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- Tareas de Fundamentos de Negocio 1 (<https://www.mercycorpsnw.org/business/loans/wallawalla-ida/tareas-de-fundamentos-de-negocio-1/>)
- Microloans | Frequently Asked Questions (<https://www.mercycorpsnw.org/business/loans/faq/>)
- Negotiating with Creditors (<https://www.mercycorpsnw.org/business/loans/seattle-credit-building-negotiatingcreditors/>)
- Seattle – Business Resources For COVID19 (<https://www.mercycorpsnw.org/business/loans/seattle-covid19/>)
- Small Business Grants, Loans, and Education- Walla Walla (<https://www.mercycorpsnw.org/business/loans/wallawalla/>)
- Small Business Line of Credit (<https://www.mercycorpsnw.org/business/loans/line-of-credit/>)
- Small Business Microloan (<https://www.mercycorpsnw.org/business/loans/small-business-microloan/>)
- MicroMentor: Find the Business Help you Need (<https://www.mercycorpsnw.org/business/mentoring/>)
- Oregon Small Business Education and Training (<https://www.mercycorpsnw.org/business/training/>)
- Oregon Women's Business Center (<https://www.mercycorpsnw.org/business/womens-business-center/>)
- Oregon Women's Business Center – Resources for Entrepreneurs (<https://www.mercycorpsnw.org/business/re/>)
- Women Business Center Partners and Community Resources (<https://www.mercycorpsnw.org/business/wbc-partners/>)

## Stay Connected

### Email

youremail@address.com

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(<https://www.mercycorpsnw.org>)

Mercy Corps Northwest  
43 SW Naito Parkway  
Portland, OR 97204  
503.896.5070  
[info@mercycorpsnw.org](mailto:info@mercycorpsnw.org)

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**yt** (<https://www.youtube.com/user/MercyCorpsNW>)

Mercy Corps Northwest is part of **Mercy Corps Global** (<https://www.mercycorps.org/>).

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### Information

- Mercy Corps Global (<https://mercycorps.org>)
- Volunteer (<https://www.mercycorps.org/volunteer/>)
- Ways to Help (<https://www.mercycorps.org/joinus/>)
- Press (<https://www.mercycorps.org/media/>)

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  - IDA (<https://www.mercycorpsnw.org/business/ida-2/>)
  - Loans (<https://www.mercycorpsnw.org/business/loans/>)
  - WBC (<https://www.mercycorpsnw.org/business/womens-business-center/>)
  - RTC ([https://www.mercycorpsnw.org/reentry-transition-center/reentry-transition-center\\_z/](https://www.mercycorpsnw.org/reentry-transition-center/reentry-transition-center_z/))
  - VISTA (<https://www.mercycorpsnw.org/community/vista/>)
  - CIT ([https://www.mercycorpsnw.org/?page\\_id=39](https://www.mercycorpsnw.org/?page_id=39))
  - LIFE / Garden (<https://www.mercycorpsnw.org/reentry-transition-center/life/>)
- 

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# MBA Program Overview

**50**

**Total Grant Recipients**

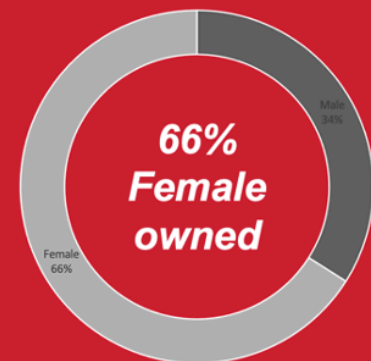
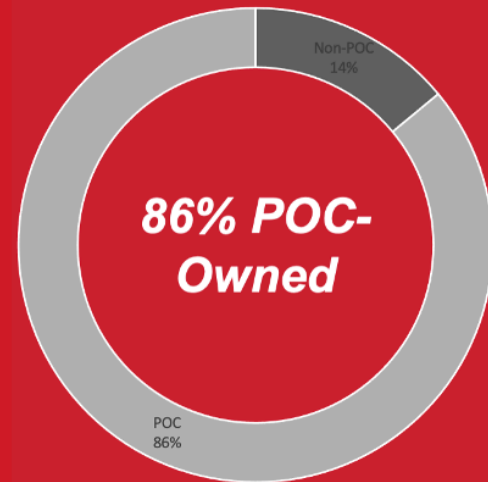
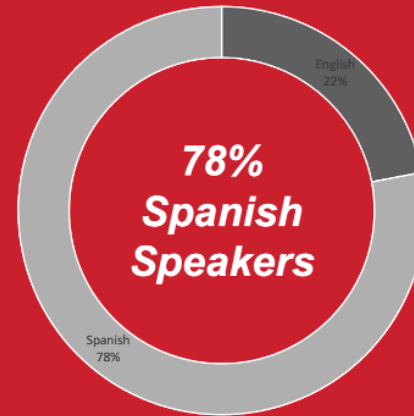
**1,884**

**Total Education Hours**

**\$200,000**

**Into the Hands of Local Entrepreneurs**

**39 New Businesses Started, 11 Existing  
Businesses Supported**





## About Us

As part of Mercy Corps Global, Mercy Corps Northwest is committed to building more just, productive, and resilient communities in the Pacific Northwest. Across Oregon and Washington, Mercy Corps Northwest serves communities by providing business education, financing and equitable opportunities— with the vision of breaking intergenerational cycles of poverty for good.



@MERCYCORPSNW



## MORE INFORMATION / PARA MÁS INFORMACIÓN

English: [bit.ly/Walla\\_Walla\\_IDA](https://bit.ly/Walla_Walla_IDA)

Español: [bit.ly/WallaWallaEspanol](https://bit.ly/WallaWallaEspanol)

## CONTACT / CONTACTO

MBA Program Manager

Cinthya Montero

[cmontero@mercycorps.org](mailto:cmontero@mercycorps.org)

[mercycorpsnw.org](https://mercycorpsnw.org)

Small Business Outreach

Coordinator

Caroline Sikes

[csikes@mercycorps.org](mailto:csikes@mercycorps.org)

# 2020 MBA Program Business Directory *Directorio de Negocios*

Celebrating the success of our 2018 and 2019 businesses.

*Celebrando los éxitos de los negocios que han participado en el Programa de Asistencia para Microempresas.*



### Jeffrey Fritts

Walla Walla Light-Sport Aeromotive

jeffreyfritts@yahoo.com

(509) 956-9097

Specializing in the maintenance and repair of Light-Sport aircraft at Martin Field (S95) near College Place, WA. Services include Rotax Aircraft Engine maintenance, Dynamic Propeller Balancing by DynaVibe, and ADS-B solutions.

*Mecánico de aviones pequeños.*

### LaShell Stanberry

Shell's Got to Have It!

shellsgottohaveit@gmail.com

www.shellsgottohaveit.com

509.416.6253

When you're looking for unique accessories then Shell's Got to Have It!

*¡Cuando buscas accesorios únicos, Shell's Got to Have It!*

### Laura Segovia

Juan Segovia Plumbing

juanangle@hotmail.com

www.juansegoviaplumbing.com

509.200.6891

Quality plumbing services at competitive prices.

*Servicios de plomeria con precios competitivos.*

### M. Beatriz Mercado

Un Dulce Antojo

marybetty09@hotmail.com

541.861.0903

Unique and creative desserts and personalized jello molds to satisfy your sweet tooth.

*Venta de postres y gelatinas personalizadas para satisfacer un dulce antojo.*



### Maria Escobedo

El Edén

Eden62850@gmail.com

My business offers fresh and natural desserts and fruits.

*Mi negocio te ofrece la venta de frutas y postres naturales y saludables.*

### Maria & Alejandro Garcia

7IMPACT Salon

mariag7impact@gmail.com

www.7impactsalon.com

509.301.4171

Highlighting natural beauty with quality services in a comfortable and private environment.

*Resalta la belleza natural con un servicio de calidad dentro de un ambiente relajado y confortable.*

### Maria Romero

Arcoíris de Papel

arcoirisdepapel64@gmail.com

509.301.1797

Decorations for children's parties such as main table backgrounds, piñatas, and original designs.

*Decoraciones para las fiestas infantiles tal como fondos de la mesa principal, piñatas y diseños originales.*



### Martin Ayala

Leonardo's Car Wash

Ayalamartin2971@gmail.com

509.520.1148

Leonardo's offers a full-service car wash. We clean inside and out, buff, clean carpets, leather seats, and much more.

*Los servicios son lavados de autos y limpieza completa de afuera y de adentro.*







### **Miguel Eguia**

**Fuente de Salud y Belleza**  
**migueleguia1049@gmail.com**  
**509.730.9632**

My business allows people to be in good health and feel beautiful.

*Mi negocio da la oportunidad para que las personas tengan buena salud y belleza.*



### **Miriam Lopez**

**Mini Fashion Truck La Peque**  
**Minifasholaque@gmail.com**  
**509.528.4869**

I sell clothes for winter and summer, specializing in unique styles that are hard to find in Walla Walla.

*Mi negocio proporciona ropa para invierno y el verano en el cual encontrarán estilos y modelos pocos vistos en el área de Walla Walla.*



### **Noemí G. Reed**

**NG Quality Space**  
**nanireed@hotmail.com**  
**509.876.8684**

General contractor and architect services with over 25 years of experience. Build your dream!

*Contratista general y servicios de arquitectura con más de 25 años de experiencia. ¡Te puedo ayudar a construir tu sueño!*

### **Piedad Belinda Brito**

**La Casa de la Ternura**  
**belindabritog@gmail.com**  
**509.730.4118**

Day care for children ages 0-4 years with a focus on conserving Latin American roots.

*Nuestro servicio es el cuidado de niños desde infantes hasta los cuatro años.*



### **Clenesha Montgomery**

**Revamped Boutique**  
**Revampedinc356@gmail.com**  
**@shoprevampme**  
**562.895.8278**

Revamped Boutique is an online apparel boutique for Millennials and Gen Z Girls that empowers girls to exude confidence.

*Revamped Boutique es una boutique en línea para mujeres mileniales y Gen Z que empodera.*



### **Domenica Gachet**

**Bouncin' Party Rentals**  
**bouncinpartyrentals@hotmail.com**  
**509.301.0720**

Party rentals include bouncy castles, tables and chairs to bring fun and entertainment to any party.

*Renta de saltarines, mesas y sillas para la diversión y entrenamiento de los niños.*



### **Ian Gregoire**

**Bellaco**  
**ian.gregoire@gmail.com**  
**509.386.7782**

In-home and live feed instruction in fitness and wellness.

*Instrucción de fitness y bienestar en casa y en línea.*



### **Jaime Castellanos**

**Caster Productions**  
**jcaster@msn.com**  
**509.386.7061**

Professional Photography and Videography services.

*Servicios profesionales de fotografía y video.*



**Alberto Villegas**  
**College Place Cleaning**  
 cpcpcleaning@gmail.com  
 509.730.0878

Cleaning services for the Walla Walla community. Deep cleanings for bathrooms, kitchens, walls, etc.  
*Servicios de limpieza para la comunidad de Walla Walla. Limpiezas profundas para baños, cocinas, paredes, etc.*



**Alma Miranda**  
**Alma's Creative House**  
 almitadcmiranda7@gmail.com  
 509.520.5237

Professional skin care in the comfort of your own home.  
*Cuidado de la piel profesional llevado hasta su casa.*

**Antonio García**

**ABZUYA**  
 abzuyakitchen@gmail.com  
 509.301.2638

We specialize in most woodworking projects. From kitchen cabinets to closets, bathroom cabinets to frames, pens to business card holders.  
*Muebles de cocina, closet, baños, cuadros, lapiceros y la mayoría de los proyectos en madera.*

**Carla Negrete**

**VIP Beauty**  
 carlan.negrete@gmail.com  
 509.676.9600

Eyelash extensions are my area of expertise. I currently offer this service in three Walla Walla salons.  
*Mi negocio es hacer extensiones de pestañas en tres salones en Walla Walla.*

**Coco's Sweet Pastries**



**Socorro Carvajal Morales**  
**Coco's Sweet Pastries**  
 socorrocarvajal21@gmail.com  
 509.851.4127

Bunuelos and empanadas made from scratch with a delicious taste and quality presentation.  
*Los buñuelos y empanadas son un producto hecho en casa con un sabor único, con buena presentación y calidad.*



**Veronica Alvarado**

**Dani's Cleaner**  
 veronica\_alvarado01@icloud.com  
 509.876.8684

House cleaning with organic and natural products.  
*Limpieza de casas con productos orgánicos y naturales.*



**William Foster**

**Kroma Designs**  
 fosta.w@gmail.com  
 509.240.4236

Web design solutions for your small business. We also provide computer repair services, computer backup solutions, and Windows/Linux server management.  
*Diseño web para pequeños negocios.*



**Abad Javier García**  
**El Chapulín Oaxaca Food**  
 509.629.2940

Traditional Oaxacan food including tlayudas, mole negro, Oaxacan-style empanadas, and traditional Oaxacan beverages.  
*Ofrece comida tradicional de Oaxaca, incluso tlayudas, mole negro, empanadas al estilo oaxaqueño, y bebidas oaxaqueñas.*





### **Adriana Ruiz García**

#### **A Spark of Beauty**

1804 E Isaacs Ave, Apt A, Walla Walla WA  
anar25907@gmail.com

509.876.6428

Beauty products and services with an emphasis on skincare.

*Ofrece pinturas de moda y otros productos y servicios de belleza.*

### **Ana Rosa Campos**

#### **Cesar Landscaping**

514 Chase Ave, Walla Walla WA  
cesarlandscape@outlook.com

509.593.9470

A family business which offers quality landscaping services.

*Una empresa familiar que ofrece servicios de landscaping de calidad.*



### **Eduarda Beatriz Pacheco Lopez**

#### **BB's Cleaning Service**

Pacheco5178@icloud.com

509.200.5178

House cleaning services, including move in/out cleaning and window washing.

*Servicios de limpieza del hogar, incluso limpieza de mudanza de casa y lavado de ventanas.*



### **Everardo Pacheco Lopez**

#### **DJ's Pacheco**

509.540.8688

DJ service offering a variety of music genres to play at events such as weddings, quinceañeras, etc.

*Servicio de DJ que ofrece una variedad de géneros de música para eventos como bodas, quinceañeras, etc.*



### **Hortencia Gonzalez**

#### **Pick Me Up Café LLC**

pickmeupcafe7@gmail.com

509.629.1280

Coffee shop offering coffee and baked goods.

*Pastelería y café que se vende pasteles y cafecito.*

### **Liliana Gomez**

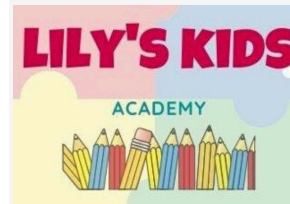
#### **Lily's Kids Academy**

133 W Broadway Ave, Milton Freewater OR  
lilit027@hotmail.com

541.809.8349

Early childhood development center where children learn via interactive games.

*Centro de desarrollo temprano donde los niños aprenden a través de juegos interactivos.*



### **Marisol De Alvarado**

#### **Ani Butterfly Childcare**

1316 Dalles Military Rd, Walla Walla WA

marisola74@Hotmail.com

509.876.7525

Daycare service which aims to support the development of children's sense of confidence and self-assurance.

*Cuidado de niños que se trata de apoyar el desarrollo del sentido de confianza y seguridad de los niños.*



### **Melva Solís**

#### **Super Clean Professional Services**

509.240.7207

Household cleaning service which supports families by solving their tough cleaning problems.

*Servicio de limpieza de casas que apoya a familias a través de resolver sus problemas difíciles de limpieza.*







### Alejandra Gomez Trejo

**Pristine Brush Painting LLC**  
2716 Melrose St, Trlr 115, Walla Walla WA  
pristinebrush@gmail.com  
509.301.2610

Residential painting service: "We are a company that strives to make your old house look new at a great price"

*Servicio de pintura de casas: "Somos una empresa que trata de hacer que su casa vieja parezca nueva, con buenos precios"*



### Anne E. Hair

**ChezAnne**  
mitanhatten@gmail.com  
541.400.1603

Custom upholstery and repair shop producing heirloom quality pieces.

*Taller de tapicería y reparación a medida que produce piezas de calidad reliquia.*

### Eliza Van De Rostyne

**Grace Marie Alterations**  
1637 Isaacs Ave, Ste C, Walla Walla WA  
gracemariealterations@gmail.com  
509.301.2758

**Facebook: Grace Marie Alterations and Design**

**Instagram: Grace Marie Design**

Alterations and design services, specializing in bridal and formalwear.

*Servicios de para retoques y diseño; se especializa en ropa de bodas y eventos formales.*



### Maria Venturini

**Venturini Couture**  
1734 Livingston Ct, Walla Walla, WA  
info@venturinicouture.com  
206.293.7088

<https://www.venturinicouture.com>

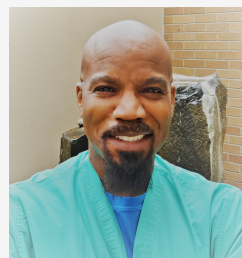
**Facebook: @VENTURINICOUTUREWA**

**Twitter: @VENTURINICOUT**

**Instagram: @VENTURINI\_COUTURE**

Affordable custom design shop with an eco-friendly focus; also offers alterations and up-cycling.

*Taller de diseño a la medida a buen precio con un enfoque "eco-friendly;" también ofrece retoques y reciclamiento a la moda.*



### Lester C. Jones

**L Neal Jones Enterprises**  
nealjonesmusic@gmail.com  
509.520.9725

Voice and piano lessons for people of all ages.  
*Clases de voz y piano para gente de cada edad.*

# Resumen del Programa MBA

**50**

Recipientes de becas

**1,884**

Horas de educación

**\$200,000**

A las manos de empresarios de la comunidad

*39 nuevas empresas, 11 empresas  
existentes apoyadas*

