Monday, February 5, 2024
College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)
5:00 PM
In-Person at College Place City Hall, 625 S College Avenue, College Place Washington

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSl-g/featured

Zoom Attendee Link: https://us06web.zoom.us/j/83906764073

Or you may call this number to listen: 1-669-900-9128 ID# 839 0676 4073 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

# 1. Opening Items

| | |
|---|---|
| Subject : | 1.01 Call To Order |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 1. Opening Items |
| Type : | Procedural |
| Subject : | 1.02 Roll Call |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 1. Opening Items |
| Type : | Information |

# Public Content

**Voting Members**

Position 1 - Tracy Warner - term expires 12/31/2026

Position 2 - Kelli Leen - term expires 12/31/2024

Position 3 - Doug Case - term expires 12/31/2026

Position 4 - Chloe Congleton -term expires 12/31/2024

Position 5 - Allison Peck - term expires 12/31/2026 - Vice Chair

Position 6 - Bruce Morehead - term ends 12/31/2024 - Chair

Ex-Officio - Arlene Alen - WW Valley Chamber of Commerce Representative

**Advisory Members**

Mike Rizzitiello-City Administrator

Brian Carleton-Finance Director

Sherri St. Clair- City Clerk

| | |
|---|---|
| Subject : | 1.03 Public Comment |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 1. Opening Items |
| Type : | Procedural |

# Public Content

### Commission meetings are primarily structured to permit Membersto arrive at the decisions necessary to make recommendations to the City Council.

**Meeting Protocol for Public Comment:**
When submitting public comments, include the following information regardless of the manner you are using: Note that there are deadlines for writtencomments to be included in the meeting documents.

- Your Name
- Your Address

**Written**Public comments may be provided by submitting comment to Clerk@cpwa.usno later than 4:30PMon the meeting date to be included in the record.(If typewritten, no less than 11 pt font).
**Verbal**Public Comments may be made during the meeting:

- In-person at the meeting location - provided at the beginning of each agenda.
- Telephone comment - Call1-669-900-9128, entering the meeting ID (provided at beginning of agenda) and raise your hand (*9 to raise hand, *6 to mute/un-mute) when comments are requested.
- Virtual comment -Join using theZoom Attendee link (provided at beginning of agenda) and raise your hand when comments are requested.

Once recognized, you will have five minutes to speak on any subject that is under the control of the Commission.

# 2. Consent Agenda

| | |
|---|---|
| Subject : | 2.01 Approve Agenda for February 5, 2024 |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 2. Consent Agenda |
| Type : | Action (Consent) |
| Recommended Action : | Motion to approve the agenda for February 5, 2024. |

### 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 January 8, 2024 |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 2. Consent Agenda |
| Type : | Action (Consent), Minutes |
| Recommended Action : | Motion to approve minutes from January 8, 2024. |

## File Attachments

2024-1-8_EDTEC_Meeting_Minutes_Draft_BoardDocs® Plus.pdf (755 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 the Absence of Commission Member Case |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 2. Consent Agenda |
| Type : | Action (Consent) |
| Recommended Action : | Motion to excuse the absence of Commission Member Case. |

## 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 : | Feb 5, 2024 - College Place Economic Development, |

| | |
|---|---|
| | Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 2. Consent Agenda |
| Type : | Action (Consent) |
| Recommended Action : | Motion to approve the consent agenda |

### 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. Guest Presentations - None

## 4. Action Agenda

| | |
|---|---|
| Subject : | 4.01 Economic Development Fliers for FY 2024 - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 4. Action Agenda |
| Type : | Action |
| Preferred Date : | Feb 05, 2024 |
| Absolute Date : | Feb 05, 2024 |
| Fiscal Impact : | No |
| Budgeted : | Yes |
| Recommended Action : | Motion to recommend FY 2024 Economic Development Fliers and Material to City Council. |

# Public Content

**Historical Perspective:**

Annually city staff update data and other information pertaining to economic development efforts.

**Information for Consideration:**

The documents have been introduced to the Economic Development Commission. They will go for final approval of EDTEC at the Monday, February 5th, 2024 meeting.

### File Attachments

EcDev_2024_Data_Downtown_Flier.pdf (153 KB)

EcDev_2024_Data_MeadowbrookandStoneCreek.pdf (190 KB)
EcDev_2024_Data_MyraRdFlier.pdf (169 KB)
EconomicDevelopment_2024_Data_MarketingFlier.pdf (261 KB)
EconomicDevelopment_FlashDrive_Data_CommunityProfile2024.pdf (669 KB)
EconomicDevelopment_FlashDrive_Data_CP_Housing Market Characteristics_2024.pdf (456 KB)
EconomicDevelopment_FlashDrive_Data_CP_RestaurantMarketPotential2024.pdf (202 KB)
EconomicDevelopment_FlashDRive_Data_CP_RetailDemandByIndustry2024.pdf (103 KB)
EconomicDevelopment_FlashDrive_Data_CP_RetailDemandOutlook2024.pdf (199 KB)
EconomicDevelopment_FlashDrive_Data_CP_RetailMarketPotential2024.pdf (276 KB)
EconomicDevelopment_FlashDrive_Data_CP_TapestryProfile2024.pdf (847 KB)
EconomicDevelopment_FlashDrive_Data_HousingProfile.pdf (64 KB)
Resolution.pdf (144 KB)

## 5. Staff Reports

| | |
|---|---|
| Subject : | 5.01 FY 2024 Community Events - Ms. St. Clair |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Information |

# Public Content

**Information for Consideration:**

Report on upcoming community events.

### File Attachments

2024 City of College Place Events Schedule_Updated.png (1,279 KB)

| | |
|---|---|
| Subject : | 5.02 Draft Master Development Agreement Template - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Information |

# Public Content

**Information for Consideration:**

The City has several large development that will be moving through the development process in the coming years. It is thought best to have a standardized template for development agreements.

### File Attachments

DEVELOPMENT AGREEMENT - SIMPLE FORM.pdf (579 KB)

| | |
|---|---|
| Subject : | 5.03 Sales Tax Sharing Agreement - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Information |

# Public Content

**Information for Consideration:**

To eliminate the competition regionally in landing retail we are working with the City of Walla Walla for a legislative change at the State level via House Bill 2428 to allow cities to adopt interlocal agreements with each other voluntarily sharing sales tax on new big box retail over 25,000 square feet. If HB 2428 gets through the State Legislature, the two cities will negotiate an Interlocal Agreement with each other. You can see the working draft document.

### File Attachments

2428 HBA LG 24.pdf (8 KB)
ProposedSalesTaxSharing_Areas.pdf (4,190 KB)
Retail Sales Tax Sharing HB 2428.pdf (135 KB)
SalesTaxSharingAgreement City of WW Edits_MJRReview.pdf (218 KB)
Washington-2023-HB2428-Introduced.pdf (60 KB)

| | |
|---|---|
| Subject : | 5.04 Draft Industrial Property Tax Exemption Proposal - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Information |

# Public Content

**Historical Perspective:**

Historically, the City had only 3.65 acres of Light Industrial Land. This land is the Whitman & Evans Light Industrial site. With the annexation of Martin Airfield, about another 24 acres is Light Industrial that is located between the active runway and Whitman Drive.

**Information for Consideration:**

The State allows cities in Targeted Urban Areas to create a ten year industrial property tax exemption for family wage jobs. Up until 2021, this program was only allowed for Snohomish County communities per RCW. In 2021 this program was reformed where any community could offer this for light industrial uses on undeveloped or underutilized light industrial areas where the minimum is 10,000 square feet with an improvement value of at least $800,000, create at least twenty five family living wage jobs (defined as $23 an hour or more), and participate in state apprenticeship programming.

### File Attachments

2021_JLARC_LegislativeChanges.pdf (219 KB)
ArlingtonWA_IndustrialPropertyTaxExemption.pdf (562 KB)
Draft_CPCode_IndustrialPropertyTaxExemption'.docx (20 KB)
Draft_CPCode_IndustrialPropertyTaxExemption'.pdf (135 KB)
Richland_AgendaBill_IndustrialPropertyTaxExemption.pdf (70 KB)
Richland_TargetedUrbanArea_Industrial_PropertyTaxExemption.pdf (1,296 KB)
LakeStevens_IndustrialExemptionOrdinance2.pdf (133 KB)

| | |
|---|---|
| Subject : | 5.05 Visit Walla Walla Regional Tourism Strategy - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Discussion |

# Public Content

**Information for Consideration:**

Attached is a draft of the ten year community vision folks associated with the tourism work have come up with. Thoughts? Consultants are continuing to aggregate survey data and develop a tourism plan funded by the state tourism board for the greater valley.

### File Attachments

03 Walla Walla Strategy Session Agenda 1.18.24.pdf (115 KB)
10-Year Community Vision of Success v2.pdf (54 KB)

| | |
|---|---|
| Subject : | 5.06 February 2024 Development Update - Mr. Rizzitiello |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 5. Staff Reports |
| Type : | Information |

# Public Content

**Information for Consideration:**

Discuss Developments.

### File Attachments

DevelopmentTrackSheet_February2024.pdf (124 KB)

# 6. Closing Items

| | |
|---|---|
| Subject : | 6.01 Next Meeting: March 4, 2024 |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 6. Closing Items |
| Type : | Information |
| Subject : | 6.02 Conclude |
| Meeting : | Feb 5, 2024 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic) |
| Category : | 6. Closing Items |
| Type : | Procedural |

**College Place Economic Development, Tourism, and Events Commission- - Hybrid (In-Person & Electronic): Monday, January 8th, 2024 (Monday, January 8, 2024)**
*Generated by Sherri St Clair on Monday, January 8, 2024*

## 1. Opening Items

Procedural: 1.01 Call To Order

**Chair Morehead called the meeting to order at 5:03 PM.**

Information: 1.02 Roll Call

PRESENT:

| | | |
|---|---|---|
| | Commission Members | Tracy Warner;<br>Kelli Leen (arrived via Zoom at 5:01 PM, left at 5:11 PM, back in the meeting at 5:12 PM, and was unable to get audio and camera working)<br>Doug Case;<br>Allison Peck;<br>Bruce Morehead |
| | Ex- Officio | Arlene Alen - Walla Walla Valley Chamber of Commerce<br>City Administrator, Michael Rizzitiello |
| | Staff | Finance Director, Brian Carleton;<br>City Clerk, Sherri St. Clair |
| Also Present: | | |
| MEMBERS EXCUSED: | | |
| MEMBERS ABSENT: | | Chloe Congleton |

Procedural: 1.03 Public Comment - None

## 2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for January 8, 2024
Action (Consent), Minutes: 2.02 Approve Minutes from December 4, 2023

**Commission Member Alen made a motion to approve the minutes from December 4, 2023. Second by Member Warner and the motion passed 5-0.**

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.

**Commission Member Case made a motion to approve the consent agenda. Second by Member Alen and the motion passed 5-0.**

## 3. Guest Presentations - None

**4. Action Agenda** - None

Action: 4.01 Selection of Chair/Vice Chair for 2024 -

Ms. St. Clair asked the Commission who would like to volunteer to be the Chair and the Vice Chair for the Commission for the year 2024. Commission member Morehead volunteered to be the Chair and Commission member Peck volunteered to be the Vice Chair.

> **Commission Member Case made a motion to select Commission Member Morehead as Chair and Member Peck as Vice Chair for 2024. Second by Member Alen and the motion passed 5-0.**

**5. Staff Reports**

Discussion, Information: 5.01 Potential Second Tax Increment Financing District -

Mr. Rizzitiello informed the Commission that City currently has a Downtown Tax Increment Financing District (TIF), explained what a TIF district is, and the proposal areas for a secondary TIF district. Mr. Rizzitiello asked the Commission if they would be interested and supportive of a secondary TIF district.

Discussion ensued.

Discussion, Information: 5.02 Downtown Association Discussion -

Mr. Rizzitiello informed the Commission that City's that have downtown associations can opt into a B&O tax credit that allows businesses and the City to dedicated funds to the local Main Street Group that would have otherwise gone to the State of Washington. These funds could be used to finance events.

Discussion ensued.

Discussion, Information: 5.03 FY 2024 Draft Economic Development Fliers -

Mr. Rizzitiello informed the Commission that the City has updated the economic development fliers with new information. Mr. Rizzitiello presented the College Place Key Facts flier and Downtown flier. Mr. Rizzitiello asked the Commission to review the 2024 Draft Economic Development Fliers.

**6. Closing Items**

Information: 6.01 Next Meeting: Monday, February 5, 2024

Procedural: 6.02 Conclude

> **Commission Member Peck made a motion to conclude the meeting at 5:33 PM. Second by Member Warner and the motion passed 5-0.**

Approved:

______________________________

Bruce Morehead - Chair

Attest:

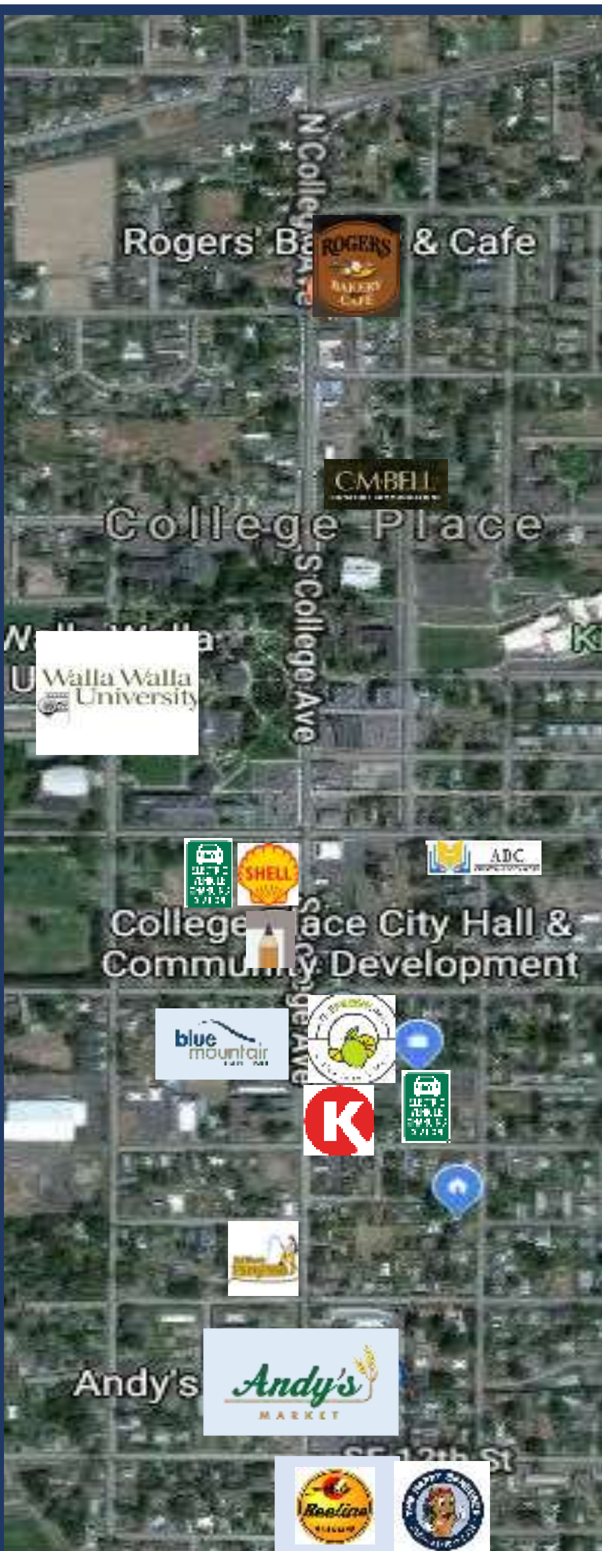
______________________________

Sherri St. Clair – City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred January 8, 2024. Further detail may be obtained by reviewing the actual audio recording made during this session.

# College Avenue

**Downtown College Place (4th to 13th Streets)**
**Walla Walla University Campus (4th to Whitman)**
**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 | 30 Minute Drive Time | 45 Minute Drive Time |
|---|---|---|---|
| 2023 Population | 37,871 | 69,383 | 76,754 |
| 2028 Population | 38,316 | 69,775 | 77,098 |
| 2023 Daytime Population | 42,321 | 68,659 | 74,974 |
| 2023 Median Household Income | $56,632 | $62,282 | $63,104 |
| 2028 Median Household Income | $66,288 | $74,309 | $75,260 |
| 2023 Median Home Value | $297,328 | $308,547 | $304,667 |
| 2028 Median Home Value | $436,975 | $430,269 | $417,337 |
| 2023 Median Age | 38.6 | 38.8 | 39.5 |
| 2028 Median Age | 39.9 | 39.7 | 40.4 |

## Consumer Spending (45 Minute Drive Time)

| Type | 2023 Spending |
|---|---|
| Apparel and Services | $53,057,656 |
| Electronics | $6,160,588 |
| Entertainment | $95,742,851 |
| Food At Home/Groceries | $169,293,396 |
| Restaurants | $90,386,418 |
| Furniture | $20,408,771 |
| Appliances | $13,360,843 |
| Lawn & Garden | $17,416,762 |
| Personal Care Products | $13,548,673 |
| Housekeeping Supplies | $23,508,030 |
| Gasoline & Convienence Centers | $64,336,188 |

Source: ESRI Business Analyst Online, Retail Demand Outlook Reports Jan 2024.

Contact: Mike Rizzitiello – City Administrator . Em: mrizzitiello@cpwa.us Ph: (509)-394-8506 Website: cpwa.us

# Meadowbrook/Stone Creek 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, HopThief Tap House, Maurice's, Del Taco, Chipotle, Burger King, 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 | 30 Minute Drive Time | 45 Minute Drive Time |
|---|---|---|---|
| **2023 Population** | 39,448 | 68,385 | 77,701 |
| **2028 Population** | 39,872 | 68,779 | 78,017 |
| **2023 Daytime Population** | 41,972 | 67,745 | 76,292 |
| **2023 Median Household Income** | $58,983 | $62,139 | $62,720 |
| **2028 Median Household Income** | $68,944 | $74,093 | $74,968 |
| **2023 Median Home Value** | $309,490 | $308,346 | $304,156 |
| **2028 Median Home Value** | $440,914 | $431,184 | $415,960 |
| **2023 Median Age** | 39.4 | 38.8 | 39.5 |
| **2028 Median Age** | 40.5 | 39.7 | 40.3 |

## Consumer Spending (45 Minute Drive Time)

| Type | 2023 Spending |
|---|---|
| **Apparel and Services** | $53,341,534 |
| **Computers & Electronics** | $6,197,042 |
| **Entertainment** | $96,206,821 |
| **Food/Groceries** | $170,167,698 |
| **Restaurants** | $90,876,278 |
| **Furniture** | $20,514,849 |
| **Appliances** | $13,424,497 |
| **Lawn & Garden** | $17,482,820 |
| **Housekeeping Supplies** | $23,625,318 |
| **Personal Care Products** | $13,622,344 |
| **Gasoline & Convenience Stores** | $64,649,696 |

Source: ESRI Business Analyst Online, Retail Demand Outlook Profile Reports – January 2024.

Contact: Mike Rizzitiello – City Administrator . Em: mrizzitiello@cpwa.us Ph: (509)-394-8506 Website: cpwa.us

# 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 | 30 Minute Drive Time | 45 Minute Drive Time |
|---|---|---|---|
| 2023 Population | 45,664 | 69,742 | 75,816 |
| 2028 Population | 46,120 | 70,134 | 76,181 |
| 2023 Daytime Population | 48,927 | 68,888 | 74,176 |
| 2023 Median Household Income | $59,154 | $62,376 | $63,132 |
| 2028 Median Household Income | $70,310 | $74,474 | $75,283 |
| 2023 Median Home Value | $303,917 | $308,632 | $305,336 |
| 2028 Median Home Value | $448,201 | $430,466 | $419,253 |
| 2023 Median Age | 38.5 | 38.9 | 39.5 |
| 2028 Median Age | 39.6 | 39.8 | 40.4 |

## Consumer Spending (45 Minute Drive Time)

| Type | 2023 Spending |
|---|---|
| Apparel and Services | $52,477,818 |
| Computers & Electronics | $6,092,371 |
| Entertainment | $94,650,140 |
| Food At Home / Groceries | $167,433,728 |
| Restaurants | $89,389,057 |
| Furniture | $20,181,762 |
| Appliances | $13,204,930 |
| Lawn & Garden | $17,214,653 |
| Personal Care | $13,399,225 |
| Housekeeping Supplies | $23,246,653 |
| Gasoline & Convienence Stores | $63,635,723 |

Source: ESRI Business Analyst Online, Retail Demand Outlook Profile Reports Jan 2024.

Contact: Mike Rizzitiello – City Administrator . Em: mrizzitiello@cpwa.us Ph: (509)-394-8506 Website: cpwa.us

# We are OPEN for business!!!!!

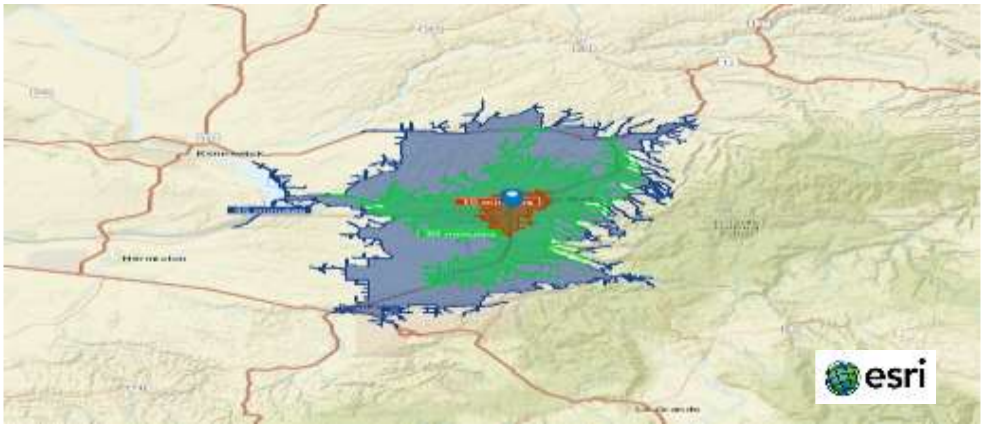
## And ready for yours.


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 | | 30 Minute Drive | | 45 Minute Drive | |
|---|---|---|---|---|---|---|
| | 2023 | 2028 | 2023 | 2028 | 2023 | 2028 |
| Population | 45,664 | 46,120 | 69,742 | 70,134 | 75,816 | 76,181 |
| Households | 17,961 | 18,310 | 26,467 | 26,851 | 29,004 | 29,395 |
| Median Income | $59,154 | $70,310 | $62,376 | $74,474 | $63,132 | $75,283 |
| Per Capita Income | $33,846 | $40,177 | $33,763 | $39,943 | $34,502 | $40,719 |
| Median Age | 38.5 | 39.6 | 38.9 | 39.8 | 39.5 | 40.4 |

## Drive Time Trade Area Map




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

## City of College Place Economic Development

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

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

COLLEGE PLACE
WALLA WALLA VALLEY

# 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:

## 2023 Consumer Spending 45 Minute Drive Time

- Apparel and Services: $52,477,818
- Electronics: $6,092,371
- Entertainment & Recreation: $94,650,140
- Food at Home/Groceries: $167,433,728
- Restaurants: $89,389,057
- Furniture: $20,181,762
- Appliances: $13,204,930
- Gasoline & Convenience: $63,635,723


## City of College Place Economic Development

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

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

# Community Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| | |
|---|---|
| **Population Summary** | |
| 2010 Total Population | 9,266 |
| 2020 Total Population | 9,946 |
| 2020 Group Quarters | 1,238 |
| 2023 Total Population | 9,810 |
| 2023 Group Quarters | 1,067 |
| 2028 Total Population | 9,878 |
| 2023-2028 Annual Rate | 0.14% |
| 2023 Total Daytime Population | 8,038 |
| Workers | 2,728 |
| Residents | 5,310 |
| **Household Summary** | |
| 2010 Households | 3,662 |
| 2010 Average Household Size | 2.32 |
| 2020 Total Households | 3,756 |
| 2020 Average Household Size | 2.32 |
| 2023 Households | 3,816 |
| 2023 Average Household Size | 2.29 |
| 2028 Households | 3,879 |
| 2028 Average Household Size | 2.27 |
| 2023-2028 Annual Rate | 0.33% |
| 2010 Families | 2,242 |
| 2010 Average Family Size | 2.89 |
| 2023 Families | 2,315 |
| 2023 Average Family Size | 2.86 |
| 2028 Families | 2,363 |
| 2028 Average Family Size | 2.82 |
| 2023-2028 Annual Rate | 0.41% |
| **Housing Unit Summary** | |
| 2000 Housing Units | 3,208 |
| Owner Occupied Housing Units | 55.5% |
| Renter Occupied Housing Units | 37.7% |
| Vacant Housing Units | 6.8% |
| 2010 Housing Units | 3,913 |
| Owner Occupied Housing Units | 51.7% |
| Renter Occupied Housing Units | 41.9% |
| Vacant Housing Units | 6.4% |
| 2020 Housing Units | 4,188 |
| Owner Occupied Housing Units | 51.7% |
| Renter Occupied Housing Units | 37.9% |
| Vacant Housing Units | 10.4% |
| 2023 Housing Units | 4,239 |
| Owner Occupied Housing Units | 57.8% |
| Renter Occupied Housing Units | 32.2% |
| Vacant Housing Units | 10.0% |
| 2028 Housing Units | 4,286 |
| Owner Occupied Housing Units | 60.1% |
| Renter Occupied Housing Units | 30.4% |
| Vacant Housing Units | 9.5% |

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023

| | |
|---|---|
| **2023 Households by Income** | |
| Household Income Base | 3,816 |
| <$15,000 | 8.5% |
| $15,000 - $24,999 | 6.9% |
| $25,000 - $34,999 | 12.1% |
| $35,000 - $49,999 | 16.4% |
| $50,000 - $74,999 | 11.7% |
| $75,000 - $99,999 | 14.2% |
| $100,000 - $149,999 | 19.0% |
| $150,000 - $199,999 | 5.7% |
| $200,000+ | 5.5% |
| Average Household Income | $87,377 |
| **2028 Households by Income** | |
| Household Income Base | 3,879 |
| <$15,000 | 7.6% |
| $15,000 - $24,999 | 6.0% |
| $25,000 - $34,999 | 10.0% |
| $35,000 - $49,999 | 12.4% |
| $50,000 - $74,999 | 10.9% |
| $75,000 - $99,999 | 15.3% |
| $100,000 - $149,999 | 22.7% |
| $150,000 - $199,999 | 8.0% |
| $200,000+ | 7.1% |
| Average Household Income | $103,643 |
| **2023 Owner Occupied Housing Units by Value** | |
| Total | 2,452 |
| <$50,000 | 1.8% |
| $50,000 - $99,999 | 4.7% |
| $100,000 - $149,999 | 3.3% |
| $150,000 - $199,999 | 9.7% |
| $200,000 - $249,999 | 15.8% |
| $250,000 - $299,999 | 12.0% |
| $300,000 - $399,999 | 23.5% |
| $400,000 - $499,999 | 12.1% |
| $500,000 - $749,999 | 15.7% |
| $750,000 - $999,999 | 1.4% |
| $1,000,000 - $1,499,999 | 0.0% |
| $1,500,000 - $1,999,999 | 0.0% |
| $2,000,000 + | 0.0% |
| Average Home Value | $340,950 |
| **2028 Owner Occupied Housing Units by Value** | |
| Total | 2,574 |
| <$50,000 | 0.0% |
| $50,000 - $99,999 | 0.1% |
| $100,000 - $149,999 | 0.0% |
| $150,000 - $199,999 | 0.1% |
| $200,000 - $249,999 | 1.2% |
| $250,000 - $299,999 | 4.1% |
| $300,000 - $399,999 | 27.4% |
| $400,000 - $499,999 | 23.6% |
| $500,000 - $749,999 | 37.6% |
| $750,000 - $999,999 | 5.1% |
| $1,000,000 - $1,499,999 | 0.6% |
| $1,500,000 - $1,999,999 | 0.3% |
| $2,000,000 + | 0.1% |
| Average Home Value | $509,336 |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | |
|---|---|
| **Median Household Income** | |
| 2023 | $60,902 |
| 2028 | $78,966 |
| **Median Home Value** | |
| 2023 | $311,372 |
| 2028 | $472,982 |
| **Per Capita Income** | |
| 2023 | $33,958 |
| 2028 | $40,634 |
| **Median Age** | |
| 2010 | 33.0 |
| 2020 | 35.4 |
| 2023 | 36.3 |
| 2028 | 38.2 |
| **2020 Population by Age** | |
| Total | 9,946 |
| 0 - 4 | 5.0% |
| 5 - 9 | 5.8% |
| 10 - 14 | 5.1% |
| 15 - 24 | 21.9% |
| 25 - 34 | 11.7% |
| 35 - 44 | 10.5% |
| 45 - 54 | 9.1% |
| 55 - 64 | 10.8% |
| 65 - 74 | 10.2% |
| 75 - 84 | 6.3% |
| 85 + | 3.6% |
| 18 + | 81.2% |
| **2023 Population by Age** | |
| Total | 9,810 |
| 0 - 4 | 4.9% |
| 5 - 9 | 4.9% |
| 10 - 14 | 4.9% |
| 15 - 24 | 20.7% |
| 25 - 34 | 13.3% |
| 35 - 44 | 9.8% |
| 45 - 54 | 8.5% |
| 55 - 64 | 10.7% |
| 65 - 74 | 10.9% |
| 75 - 84 | 7.6% |
| 85 + | 3.9% |
| 18 + | 81.9% |
| **2028 Population by Age** | |
| Total | 9,878 |
| 0 - 4 | 4.9% |
| 5 - 9 | 4.7% |
| 10 - 14 | 4.8% |
| 15 - 24 | 20.7% |
| 25 - 34 | 11.1% |
| 35 - 44 | 10.7% |
| 45 - 54 | 8.8% |
| 55 - 64 | 9.5% |
| 65 - 74 | 11.2% |
| 75 - 84 | 9.2% |
| 85 + | 4.3% |
| 18 + | 82.2% |
| **2020 Population by Sex** | |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

| | |
|---|---|
| Males | 4,819 |
| Females | 5,127 |
| **2023 Population by Sex** | |
| Males | 4,741 |
| Females | 5,069 |
| **2028 Population by Sex** | |
| Males | 4,767 |
| Females | 5,111 |
| **2010 Population by Race/Ethnicity** | |
| Total | 9,266 |
| White Alone | 85.1% |
| Black Alone | 1.5% |
| American Indian Alone | 0.7% |
| Asian Alone | 1.8% |
| Pacific Islander Alone | 0.2% |
| Some Other Race Alone | 7.7% |
| Two or More Races | 3.0% |
| Hispanic Origin | 20.1% |
| Diversity Index | 50.4 |
| **2020 Population by Race/Ethnicity** | |
| Total | 9,946 |
| White Alone | 71.9% |
| Black Alone | 1.6% |
| American Indian Alone | 0.8% |
| Asian Alone | 1.7% |
| Pacific Islander Alone | 0.5% |
| Some Other Race Alone | 11.6% |
| Two or More Races | 11.8% |
| Hispanic Origin | 22.7% |
| Diversity Index | 64.6 |
| **2023 Population by Race/Ethnicity** | |
| Total | 9,810 |
| White Alone | 70.4% |
| Black Alone | 1.8% |
| American Indian Alone | 0.8% |
| Asian Alone | 1.9% |
| Pacific Islander Alone | 0.5% |
| Some Other Race Alone | 12.2% |
| Two or More Races | 12.4% |
| Hispanic Origin | 24.0% |
| Diversity Index | 66.6 |
| **2028 Population by Race/Ethnicity** | |
| Total | 9,877 |
| White Alone | 67.2% |
| Black Alone | 2.0% |
| American Indian Alone | 0.9% |
| Asian Alone | 2.2% |
| Pacific Islander Alone | 0.5% |
| Some Other Race Alone | 13.6% |
| Two or More Races | 13.7% |
| Hispanic Origin | 26.0% |
| Diversity Index | 69.9 |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

| 2020 Population by Relationship and Household Type | |
|---|---|
| Total | 9,946 |
| In Households | 87.6% |
| Householder | 37.6% |
| Opposite-Sex Spouse | 16.4% |
| Same-Sex Spouse | 0.1% |
| Opposite-Sex Unmarried Partner | 2.2% |
| Same-Sex Unmarried Partner | 0.0% |
| Biological Child | 21.6% |
| Adopted Child | 0.7% |
| Stepchild | 1.0% |
| Grandchild | 1.8% |
| Brother or Sister | 0.8% |
| Parent | 0.8% |
| Parent-in-law | 0.1% |
| Son-in-law or Daughter-in-law | 0.4% |
| Other Relatives | 0.9% |
| Foster Child | 0.1% |
| Other Nonrelatives | 3.1% |
| In Group Quaters | 12.4% |
| Institutionalized | 1.5% |
| Noninstitutionalized | 10.9% |
| **2023 Population 25+ by Educational Attainment** | |
| Total | 6,335 |
| Less than 9th Grade | 4.4% |
| 9th - 12th Grade, No Diploma | 7.3% |
| High School Graduate | 11.9% |
| GED/Alternative Credential | 0.4% |
| Some College, No Degree | 21.5% |
| Associate Degree | 12.5% |
| Bachelor's Degree | 23.8% |
| Graduate/Professional Degree | 18.3% |
| **2023 Population 15+ by Marital Status** | |
| Total | 8,369 |
| Never Married | 39.5% |
| Married | 49.8% |
| Widowed | 3.3% |
| Divorced | 7.3% |
| **2023 Civilian Population 16+ in Labor Force** | |
| Civilian Population 16+ | 4,887 |
| Population 16+ Employed | 93.9% |
| Population 16+ Unemployment rate | 6.1% |
| Population 16-24 Employed | 26.5% |
| Population 16-24 Unemployment rate | 11.6% |
| Population 25-54 Employed | 53.6% |
| Population 25-54 Unemployment rate | 3.6% |
| Population 55-64 Employed | 14.6% |
| Population 55-64 Unemployment rate | 4.0% |
| Population 65+ Employed | 5.4% |
| Population 65+ Unemployment rate | 7.2% |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| 2023 Employed Population 16+ by Industry | |
|---|---|
| Total | 4,589 |
| Agriculture/Mining | 2.0% |
| Construction | 3.4% |
| Manufacturing | 5.1% |
| Wholesale Trade | 2.2% |
| Retail Trade | 10.5% |
| Transportation/Utilities | 4.2% |
| Information | 2.3% |
| Finance/Insurance/Real Estate | 2.7% |
| Services | 59.5% |
| Public Administration | 8.0% |
| **2023 Employed Population 16+ by Occupation** | |
| Total | 4,587 |
| White Collar | 63.8% |
| Management/Business/Financial | 11.8% |
| Professional | 30.4% |
| Sales | 9.8% |
| Administrative Support | 11.8% |
| Services | 22.6% |
| Blue Collar | 13.5% |
| Farming/Forestry/Fishing | 1.3% |
| Construction/Extraction | 3.3% |
| Installation/Maintenance/Repair | 1.9% |
| Production | 3.1% |
| Transportation/Material Moving | 3.8% |
| **2020 Households by Type** | |
| Total | 3,756 |
| Married Couple Households | 43.9% |
| With Own Children <18 | 14.9% |
| Without Own Children <18 | 29.0% |
| Cohabitating Couple Households | 6.0% |
| With Own Children <18 | 2.3% |
| Without Own Children <18 | 3.7% |
| Male Householder, No Spouse/Partner | 18.7% |
| Living Alone | 12.7% |
| 65 Years and over | 4.4% |
| With Own Children <18 | 1.4% |
| Without Own Children <18, With | 2.4% |
| No Relatives Present | 2.2% |
| Female Householder, No Spouse/Partner | 31.4% |
| Living Alone | 19.7% |
| 65 Years and over | 11.2% |
| With Own Children <18 | 4.6% |
| Without Own Children <18, With | 5.9% |
| No Relatives Present | 1.2% |
| **2020 Households by Size** | |
| Total | 3,756 |
| 1 Person Household | 32.4% |
| 2 Person Household | 34.5% |
| 3 Person Household | 13.0% |
| 4 Person Household | 10.6% |
| 5 Person Household | 5.1% |
| 6 Person Household | 2.2% |
| 7 + Person Household | 2.1% |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | |
|---|---|
| **2020 Households by Tenure and Mortgage Status** | |
| Total | 3,756 |
| Owner Occupied | 57.7% |
| Owned with a Mortgage/Loan | 34.9% |
| Owned Free and Clear | 22.8% |
| Renter Occupied | 42.3% |
| **2023 Affordability, Mortgage and Wealth** | |
| Housing Affordability Index | 77 |
| Percent of Income for Mortgage | 30.7% |
| Wealth Index | 82 |
| **2020 Housing Units By Urban/ Rural Status** | |
| Total | 4,188 |
| Urban Housing Units | 97.6% |
| Rural Housing Units | 2.4% |
| **2020 Population By Urban/ Rural Status** | |
| Total | 9,946 |
| Urban Population | 97.5% |
| Rural Population | 2.5% |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| | |
|---|---|
| **Top 3 Tapestry Segments** | |
| **1.** | Midlife Constants (5E) |
| **2.** | Old and Newcomers (8F) |
| **3.** | Set to Impress (11D) |
| **2023 Consumer Spending** | |
| Apparel & Services: Total $ | $6,943,890 |
| Average Spent | $1,819.68 |
| Spending Potential Index | 83 |
| Education: Total $ | $5,391,755 |
| Average Spent | $1,412.93 |
| Spending Potential Index | 79 |
| Entertainment/Recreation: Total $ | $12,010,543 |
| Average Spent | $3,147.42 |
| Spending Potential Index | 83 |
| Food at Home: Total $ | $21,677,800 |
| Average Spent | $5,680.77 |
| Spending Potential Index | 84 |
| Food Away from Home: Total $ | $11,698,919 |
| Average Spent | $3,065.75 |
| Spending Potential Index | 82 |
| Health Care: Total $ | $24,143,205 |
| Average Spent | $6,326.84 |
| Spending Potential Index | 86 |
| HH Furnishings & Equipment: Total $ | $9,311,722 |
| Average Spent | $2,440.18 |
| Spending Potential Index | 83 |
| Personal Care Products & Services: Total $ | $3,042,803 |
| Average Spent | $797.38 |
| Spending Potential Index | 83 |
| Shelter: Total $ | $77,362,784 |
| Average Spent | $20,273.27 |
| Spending Potential Index | 82 |
| Support Payments/Cash Contributions/Gifts in Kind: Total | $10,052,169 |
| Average Spent | $2,634.22 |
| Spending Potential Index | 84 |
| Travel: Total $ | $6,932,127 |
| Average Spent | $1,816.60 |
| Spending Potential Index | 81 |
| Vehicle Maintenance & Repairs: Total $ | $4,286,175 |
| Average Spent | $1,123.21 |
| Spending Potential Index | 86 |

Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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# Housing Market Characteristics

CITY OF COLLEGE PLACE
Area: 3.43 square miles

**$311,372** ↓
Median Home Value

**65%** lower than **Washington** which is **$512,499**

**77**
Housing Affordability Index

**30.7%**
Percent of Income for Mortgage

**120**
Percent of Income for Mortgage (Index)

Age <18 **1,772**

Age 18-64 **5,849**

Age 65+ **2,189**

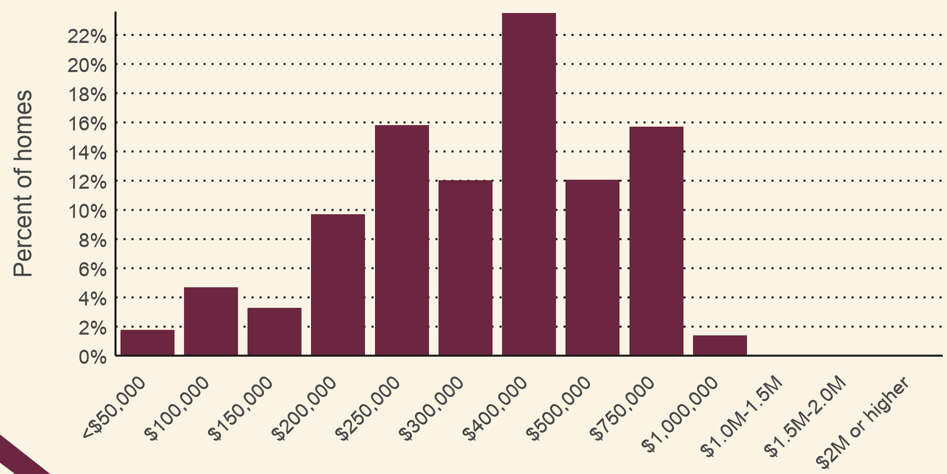
Total Pop
**9,810**

Pop Growth
**-0.42%**

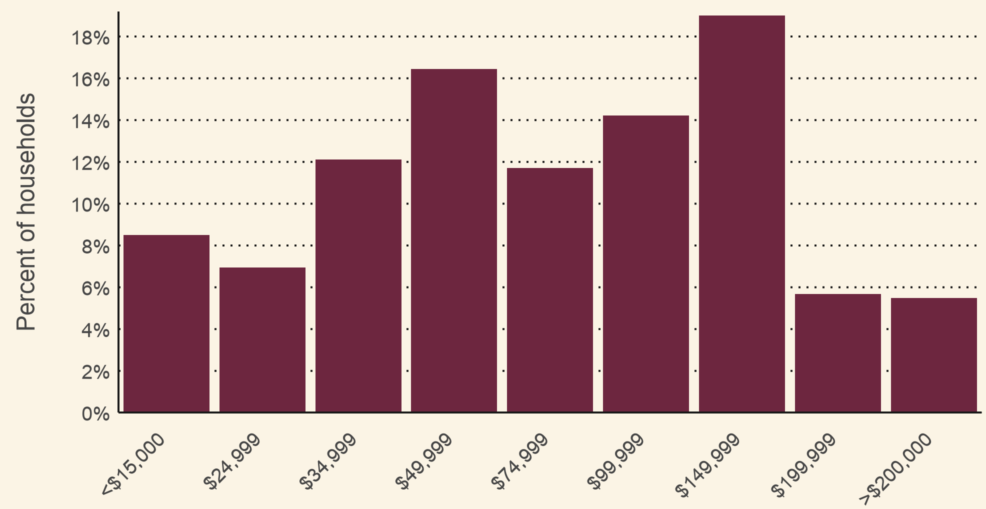
Average HH Size
**2.29**

Median Net Worth
**$143,201**

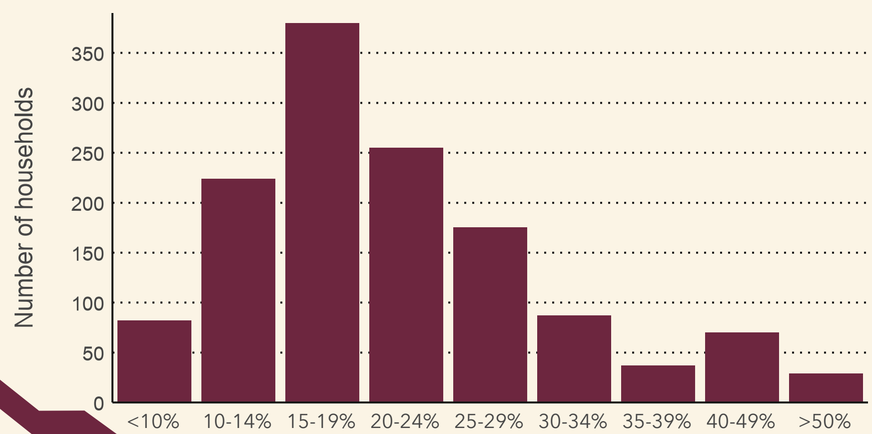
## Home Value



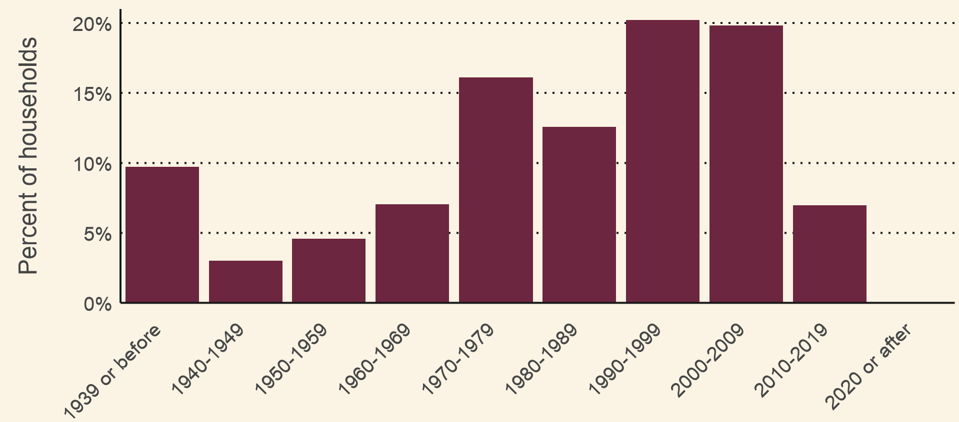

## Household Income



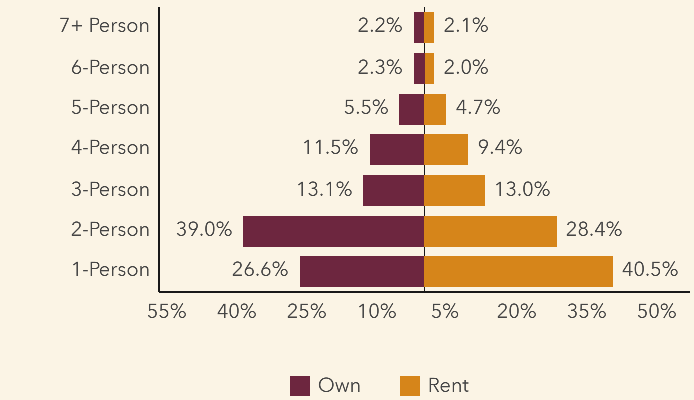

## Mortgage as % Salary



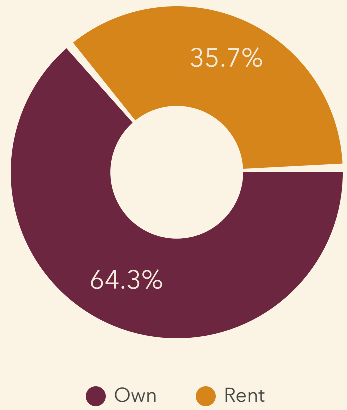

## Year Property Built



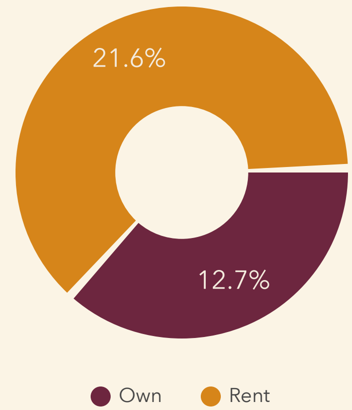
## Census Housing by Size



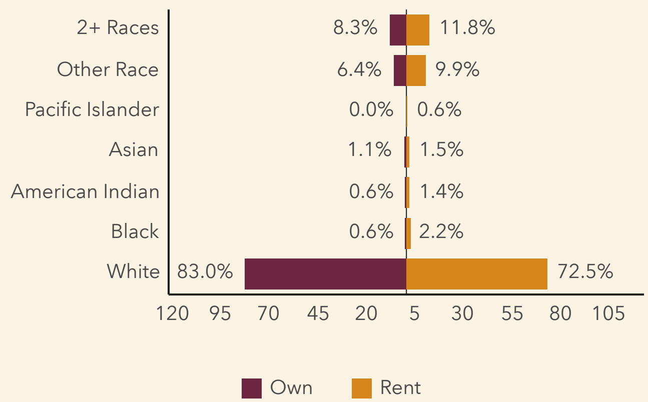

## Home Ownership



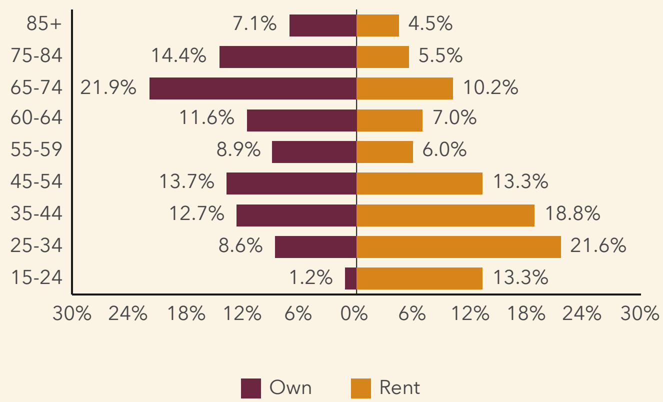

## Hispanic Home Ownership



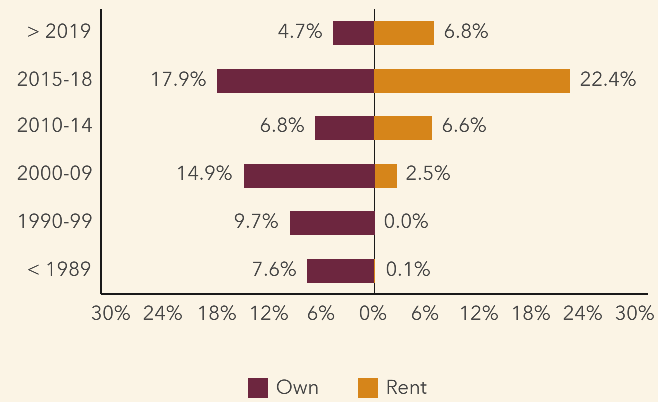

## Housing by Race of Householder



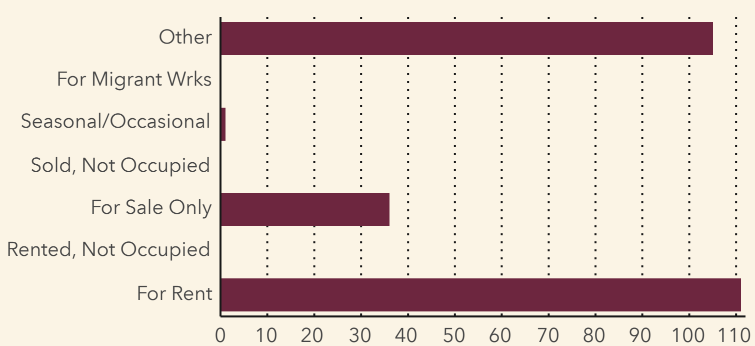

## Housing by Age of Householder



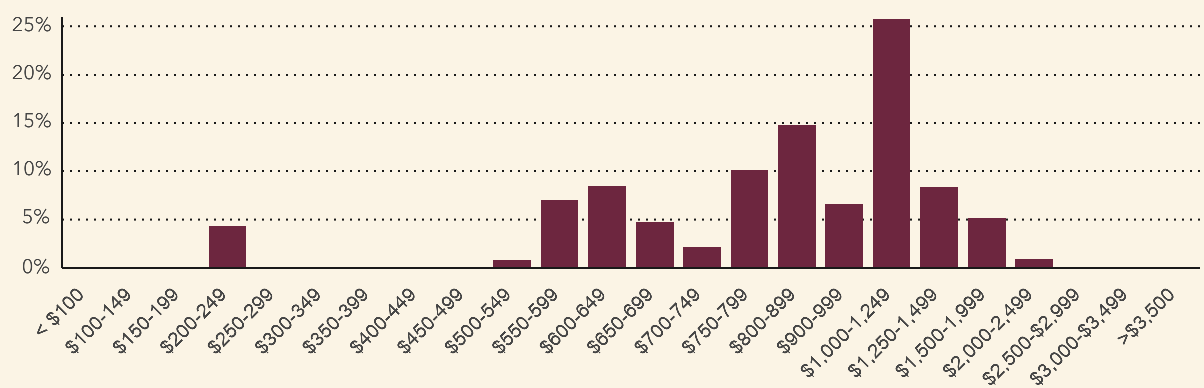

## Year Householder Moved In




## Vacant Housing Units ( Total 253 )




## Gross Rent






Source: This infographic contains data provided by Esri (2023), ACS (2017-2021), U.S. Census (2020).

# Restaurant Market Potential

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Demographic Summary | | 2023 | 2028 |
|---|---|---|---|
| Population | | 9,810 | 9,878 |
| Population 18+ | | 8,038 | 8,115 |
| Households | | 3,816 | 3,879 |
| Median Household Income | | $60,902 | $78,966 |

| Product/Consumer Behavior | Expected Number Adults | Percent | MPI |
|---|---|---|---|
| Went to Family Restaurant/Steak House/6 Mo | 5,409 | 67.3% | 102 |
| Went to Family Restaurant/Steak House 4+ Times/30 Days | 1,668 | 20.8% | 101 |
| Spent $1-30 at Family Restaurant/Steak House/30 Days | 718 | 8.9% | 134 |
| Spent $31-50 at Family Restaurant/Steak House/30 Days | 737 | 9.2% | 107 |
| Spent $51-100 at Family Restaurant/Steak House/30 Days | 1,228 | 15.3% | 103 |
| Spent $101-200 at Family Restaurant/Steak House/30 Days | 754 | 9.4% | 96 |
| Spent $201+ at Family Restaurant/Steak House/30 Days | 308 | 3.8% | 78 |
| Spent $1-100 at Fine Dining Restaurants/30 Days | 244 | 3.0% | 101 |
| Spent $101-200 at Fine Dining Restaurants/30 Days | 137 | 1.7% | 73 |
| Spent $201+ at Fine Dining Restaurants/30 Days | 116 | 1.4% | 72 |
| Went for Breakfast at Family Restaurant/Steak House/6 Mo | 854 | 10.6% | 104 |
| Went for Lunch at Family Restaurant/Steak House/6 Mo | 1,321 | 16.4% | 101 |
| Went for Dinner at Family Restaurant/Steak House/6 Mo | 3,608 | 44.9% | 103 |
| Went for Snacks at Family Restaurant/Steak House/6 Mo | 109 | 1.4% | 96 |
| Went on Workday to Family Restaurant/Steak House/6 Mo | 2,566 | 31.9% | 107 |
| Went on Weekend to Family Restaurant/Steak House/6 Mo | 2,899 | 36.1% | 98 |
| Went to Applebee`s/6 Mo | 1,230 | 15.3% | 115 |
| Went to Bob Evans/6 Mo | 284 | 3.5% | 157 |
| Went to Buffalo Wild Wings/6 Mo | 637 | 7.9% | 98 |
| Went to California Pizza Kitchen/6 Mo | 58 | 0.7% | 52 |
| Went to Carrabba`s/6 Mo | 156 | 1.9% | 99 |
| Went to The Cheesecake Factory/6 Mo | 362 | 4.5% | 73 |
| Went to Chili`s Grill & Bar/6 Mo | 629 | 7.8% | 87 |
| Went to Cracker Barrel/6 Mo | 979 | 12.2% | 124 |
| Went to Denny`s/6 Mo | 435 | 5.4% | 95 |
| Went to Golden Corral/6 Mo | 210 | 2.6% | 89 |
| Went to IHOP/6 Mo | 519 | 6.5% | 90 |
| Went to Logan`s Roadhouse/6 Mo | 122 | 1.5% | 88 |
| Went to Longhorn Steakhouse/6 Mo | 531 | 6.6% | 120 |
| Went to Olive Garden/6 Mo | 1,176 | 14.6% | 108 |
| Went to Outback Steakhouse/6 Mo | 538 | 6.7% | 95 |
| Went to Red Lobster/6 Mo | 510 | 6.3% | 102 |
| Went to Red Robin/6 Mo | 449 | 5.6% | 111 |
| Went to Ruby Tuesday/6 Mo | 142 | 1.8% | 107 |
| Went to Texas Roadhouse/6 Mo | 993 | 12.4% | 116 |
| Went to T.G.I. Friday`s/6 Mo | 163 | 2.0% | 93 |
| Went to Waffle House/6 Mo | 318 | 4.0% | 90 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 7,358 | 91.5% | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 3,076 | 38.3% | 98 |
| Spent $1-10 at Fast Food Restaurant/30 Days | 393 | 4.9% | 119 |
| Spent $11-20 at Fast Food Restaurant/30 Days | 743 | 9.2% | 110 |
| Spent $21-40 at Fast Food Restaurant/30 Days | 1,513 | 18.8% | 113 |
| Spent $41-50 at Fast Food Restaurant/30 Days | 767 | 9.5% | 103 |
| Spent $51-100 at Fast Food Restaurant/30 Days | 1,685 | 21.0% | 102 |
| Spent $101-200 at Fast Food Restaurant/30 Days | 860 | 10.7% | 87 |
| Spent $201+ at Fast Food Restaurant/30 Days | 357 | 4.4% | 85 |
| Ordered Eat-In Fast Food/6 Mo | 1,658 | 20.6% | 101 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

December 22, 2023

# Restaurant Market Potential

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Ordered Home Delivery Fast Food/6 Mo | 998 | 12.4% | 93 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 5,012 | 62.4% | 107 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 1,600 | 19.9% | 89 |
| Bought Breakfast at Fast Food Restaurant/6 Mo | 2,899 | 36.1% | 103 |
| Bought Lunch at Fast Food Restaurant/6 Mo | 4,425 | 55.1% | 103 |
| Bought Dinner at Fast Food Restaurant/6 Mo | 4,537 | 56.4% | 104 |
| Bought Snack at Fast Food Restaurant/6 Mo | 1,050 | 13.1% | 98 |
| Bought from Fast Food Restaurant on Weekday/6 Mo | 5,606 | 69.7% | 106 |
| Bought from Fast Food Restaurant on Weekend/6 Mo | 4,207 | 52.3% | 100 |
| Bought A&W/6 Mo | 239 | 3.0% | 144 |
| Bought Arby`s/6 Mo | 1,894 | 23.6% | 132 |
| Bought Baskin-Robbins/6 Mo | 167 | 2.1% | 67 |
| Bought Boston Market/6 Mo | 95 | 1.2% | 61 |
| Bought Burger King/6 Mo | 2,336 | 29.1% | 104 |
| Bought Captain D`s/6 Mo | 238 | 3.0% | 106 |
| Bought Carl`s Jr./6 Mo | 322 | 4.0% | 85 |
| Bought Checkers/6 Mo | 149 | 1.9% | 75 |
| Bought Chick-Fil-A/6 Mo | 2,536 | 31.6% | 96 |
| Bought Chipotle Mexican Grill/6 Mo | 1,184 | 14.7% | 92 |
| Bought Chuck E. Cheese`s/6 Mo | 59 | 0.7% | 70 |
| Bought Church`s Fried Chicken/6 Mo | 191 | 2.4% | 73 |
| Bought Cold Stone Creamery/6 Mo | 238 | 3.0% | 105 |
| Bought Dairy Queen/6 Mo | 1,490 | 18.5% | 122 |
| Bought Del Taco/6 Mo | 174 | 2.2% | 66 |
| Bought Domino`s Pizza/6 Mo | 1,336 | 16.6% | 103 |
| Bought Dunkin` Donuts/6 Mo | 1,112 | 13.8% | 93 |
| Bought Five Guys/6 Mo | 773 | 9.6% | 99 |
| Bought Hardee`s/6 Mo | 565 | 7.0% | 137 |
| Bought Jack in the Box/6 Mo | 371 | 4.6% | 68 |
| Bought Jersey Mike`s/6 Mo | 540 | 6.7% | 93 |
| Bought Jimmy John`s/6 Mo | 563 | 7.0% | 119 |
| Bought KFC/6 Mo | 1,444 | 18.0% | 104 |
| Bought Krispy Kreme Doughnuts/6 Mo | 442 | 5.5% | 80 |
| Bought Little Caesars/6 Mo | 949 | 11.8% | 101 |
| Bought Long John Silver`s/6 Mo | 224 | 2.8% | 118 |
| Bought McDonald`s/6 Mo | 4,218 | 52.5% | 104 |
| Bought Panda Express/6 Mo | 825 | 10.3% | 85 |
| Bought Panera Bread/6 Mo | 1,126 | 14.0% | 109 |
| Bought Papa John`s/6 Mo | 633 | 7.9% | 97 |
| Bought Papa Murphy`s/6 Mo | 345 | 4.3% | 120 |
| Bought Pizza Hut/6 Mo | 1,063 | 13.2% | 107 |
| Bought Popeyes Chicken/6 Mo | 882 | 11.0% | 79 |
| Bought Sonic Drive-In/6 Mo | 1,026 | 12.8% | 108 |
| Bought Starbucks/6 Mo | 1,506 | 18.7% | 91 |
| Bought Steak `N Shake/6 Mo | 248 | 3.1% | 105 |
| Bought Subway/6 Mo | 1,843 | 22.9% | 106 |
| Bought Taco Bell/6 Mo | 2,374 | 29.5% | 108 |
| Bought Wendy`s/6 Mo | 2,354 | 29.3% | 112 |
| Bought Whataburger/6 Mo | 368 | 4.6% | 77 |
| Bought White Castle/6 Mo | 155 | 1.9% | 78 |
| Bought Wing-Stop/6 Mo | 190 | 2.4% | 70 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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| | | | |
|---|---|---|---|
| Went to Fine Dining Restaurant/6 Mo | 862 | 10.7% | 88 |
| Went to Fine Dining Restaurant/30 Days | 634 | 7.9% | 87 |
| Went to Fine Dining Restaurant 2+ Times/30 Days | 256 | 3.2% | 77 |
| Used DoorDash Site/App for Take-Out/Del/30 Days | 882 | 11.0% | 95 |
| Used Grubhub Site/App for Take-Out/Del/30 Days | 382 | 4.8% | 87 |
| Used Postmates Site/App for Take-Out/Del/30 Days | 87 | 1.1% | 64 |
| Used Restrnt Site/App for Take-Out/Del/30 Days | 1,748 | 21.7% | 98 |
| Used Uber Eats Site/App for Take-Out/Del/30 Days | 332 | 4.1% | 64 |
| Used Yelp Site/App for Take-Out/Del/30 Days | 96 | 1.2% | 72 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

# Retail Demand by Industry

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| NAICS Code | Industry Summary | Spending Potential Index | Average Amount Spent | Total |
|---|---|---|---|---|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 84 | $23,036.37 | $87,906,779 |
| 44-45 | Retail Trade | 84 | $19,758.04 | $75,396,699 |
| 722 | Food Services & Drinking Places | 82 | $3,278.32 | $12,510,080 |
| | | | | |
| **NAICS Code** | Industry Subsector & Group | | | |
| 441 | Motor Vehicle & Parts Dealers | 85 | $2,440.84 | $9,314,260 |
| 4411 | Automobile Dealers | 85 | $2,082.13 | $7,945,421 |
| 4412 | Other Motor Vehicle Dealers | 85 | $161.48 | $616,191 |
| 4413 | Auto Parts, Accessories & Tire Stores | 87 | $197.23 | $752,648 |
| 442 | Furniture and Home Furnishings Stores | 83 | $804.08 | $3,068,360 |
| 4421 | Furniture Stores | 84 | $513.85 | $1,960,853 |
| 4422 | Home Furnishings Stores | 81 | $290.23 | $1,107,507 |
| 443, 4431 | Electronics and Appliance Stores | 83 | $249.89 | $953,569 |
| 444 | Bldg Material & Garden Equipment & Supplies Dealers | 84 | $1,206.14 | $4,602,620 |
| 4441 | Building Material and Supplies Dealers | 84 | $1,091.68 | $4,165,852 |
| 4442 | Lawn and Garden Equipment and Supplies Stores | 86 | $114.46 | $436,768 |
| 445 | Food and Beverage Stores | 84 | $4,481.39 | $17,100,986 |
| 4451 | Grocery Stores | 84 | $4,173.94 | $15,927,749 |
| 4452 | Specialty Food Stores | 83 | $138.59 | $528,847 |
| 4453 | Beer, Wine, and Liquor Stores | 82 | $168.87 | $644,390 |
| 446, 4461 | Health and Personal Care Stores | 88 | $648.26 | $2,473,751 |
| 447, 4471 | Gasoline Stations | 86 | $2,462.94 | $9,398,560 |
| 448 | Clothing and Clothing Accessories Stores | 82 | $945.00 | $3,606,119 |
| 4481 | Clothing Stores | 83 | $748.16 | $2,854,966 |
| 4482 | Shoe Stores | 82 | $184.42 | $703,756 |
| 4483 | Jewelry, Luggage, and Leather Goods Stores | 84 | $12.42 | $47,397 |
| 451 | Sporting Goods, Hobby, Musical Instrument, and Book | 83 | $343.35 | $1,310,226 |
| 4511 | Sporting Goods, Hobby, and Musical Instrument | 82 | $281.39 | $1,073,768 |
| 4512 | Book Stores and News Dealers | 84 | $61.96 | $236,458 |
| 452 | General Merchandise Stores | 84 | $3,495.20 | $13,337,699 |
| 4522 | Department Stores | 82 | $297.38 | $1,134,804 |
| 4523 | Gen. Merch. Stores, incl. Warehouse Clubs, | 84 | $3,197.82 | $12,202,895 |
| 453 | Miscellaneous Store Retailers | 86 | $492.69 | $1,880,093 |
| 4531 | Florists | 86 | $24.99 | $95,364 |
| 4532 | Office Supplies, Stationery, and Gift Stores | 83 | $75.84 | $289,424 |
| 4533 | Used Merchandise Stores | 85 | $66.69 | $254,494 |
| 4539 | Other Miscellaneous Store Retailers | 87 | $325.16 | $1,240,812 |
| 454 | Nonstore Retailers | 85 | $2,188.27 | $8,350,456 |
| 4541 | Electronic Shopping and Mail-Order Houses | 84 | $1,897.55 | $7,241,046 |
| 4542 | Vending Machine Operators | 85 | $30.39 | $115,983 |
| 4543 | Direct Selling Establishments | 86 | $260.33 | $993,428 |
| 722 | Food Services & Drinking Places | 82 | $3,278.32 | $12,510,080 |
| 7223 | Special Food Services | 82 | $11.70 | $44,660 |
| 7224 | Drinking Places (Alcoholic Beverages) | 81 | $76.01 | $290,046 |
| 7225 | Restaurants and Other Eating Places | 82 | $3,190.61 | $12,175,374 |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
**Source:** Esri 2023/2028 Consumer Spending databases are derived from the 2019, 2020 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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# Retail Demand Outlook

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Top Tapestry Segments | Percen | Demographic Summary | 2023 | 2028 |
|---|---|---|---|---|
| Midlife Constants (5E) | 39.3% | Population | 9,810 | 9,878 |
| Old and Newcomers (8F) | 23.9% | Households | 3,816 | 3,879 |
| Set to Impress (11D) | 15.4% | Families | 2,315 | 2,363 |
| College Towns (14B) | 9.9% | Median Age | 36.3 | 38.2 |
| Salt of the Earth (6B) | 8.3% | Median Household | $60,902 | $78,966 |

| | 2023 Consumer Spending | 2028 Forecasted Demand | Projected Spending Growth |
|---|---|---|---|
| **Apparel and Services** | $6,943,890 | $8,372,883 | $1,428,993 |
| Men's | $1,299,298 | $1,566,633 | $267,335 |
| Women's | $2,384,061 | $2,874,869 | $490,808 |
| Children's | $1,026,058 | $1,237,249 | $211,191 |
| Footwear | $1,570,757 | $1,893,829 | $323,072 |
| Watches & Jewelry | $520,735 | $627,887 | $107,152 |
| Apparel Products and Services (1) | $142,981 | $172,416 | $29,435 |
| **Computer** | | | |
| Computers and Hardware for Home Use | $808,808 | $975,138 | $166,330 |
| Portable Memory | $14,880 | $17,946 | $3,066 |
| Computer Software | $47,203 | $56,903 | $9,700 |
| Computer Accessories | $81,030 | $97,714 | $16,684 |
| **Entertainment & Recreation** | $12,010,543 | $14,486,574 | $2,476,031 |
| Fees and Admissions | $2,123,281 | $2,560,935 | $437,654 |
| Membership Fees for Clubs (2) | $848,546 | $1,023,407 | $174,861 |
| Fees for Participant Sports, excl. Trips | $357,300 | $431,028 | $73,728 |
| Tickets to Theatre/Operas/Concerts | $171,274 | $206,569 | $35,295 |
| Tickets to Movies | $85,123 | $102,626 | $17,503 |
| Tickets to Parks or Museums | $87,652 | $105,706 | $18,054 |
| Admission to Sporting Events, excl. Trips | $187,082 | $225,635 | $38,553 |
| Fees for Recreational Lessons | $382,834 | $461,780 | $78,946 |
| Dating Services | $3,472 | $4,184 | $712 |
| TV/Video/Audio | $4,460,013 | $5,378,927 | $918,914 |
| Cable and Satellite Television Services | $2,837,354 | $3,422,486 | $585,132 |
| Televisions | $476,263 | $574,276 | $98,013 |
| Satellite Dishes | $5,407 | $6,519 | $1,112 |
| VCRs, Video Cameras, and DVD Players | $15,853 | $19,113 | $3,260 |
| Miscellaneous Video Equipment | $39,556 | $47,694 | $8,138 |
| Video Cassettes and DVDs | $22,118 | $26,668 | $4,550 |
| Video Game Hardware/Accessories | $138,749 | $167,240 | $28,491 |
| Video Game Software | $67,848 | $81,770 | $13,922 |
| Rental/Streaming/Downloaded Video | $407,735 | $491,605 | $83,870 |
| Installation of Televisions | $4,607 | $5,557 | $950 |
| Audio (3) | $434,211 | $523,573 | $89,362 |
| Rental and Repair of TV/Radio/Sound Equipment | $10,312 | $12,427 | $2,115 |
| Pets | $2,925,958 | $3,529,842 | $603,884 |
| Toys/Games/Crafts/Hobbies (4) | $515,782 | $622,012 | $106,230 |
| Recreational Vehicles and Fees (5) | $464,851 | $560,943 | $96,092 |
| Sports/Recreation/Exercise Equipment (6) | $872,175 | $1,051,865 | $179,690 |
| Photo Equipment and Supplies (7) | $147,688 | $178,088 | $30,400 |
| Reading (8) | $410,178 | $494,714 | $84,536 |
| Catered Affairs (9) | $90,616 | $109,248 | $18,632 |
| **Food** | $33,376,719 | $40,250,914 | $6,874,195 |
| Food at Home | $21,677,800 | $26,143,751 | $4,465,951 |
| Bakery and Cereal Products | $2,819,559 | $3,400,451 | $580,892 |
| Meats, Poultry, Fish, and Eggs | $4,667,778 | $5,629,331 | $961,553 |
| Dairy Products | $2,091,721 | $2,522,792 | $431,071 |
| Fruits and Vegetables | $4,232,668 | $5,104,644 | $871,976 |
| Snacks and Other Food at Home (10) | $7,866,074 | $9,486,534 | $1,620,460 |
| Food Away from Home | $11,698,919 | $14,107,163 | $2,408,244 |
| Alcoholic Beverages | $2,105,192 | $2,538,993 | $433,801 |

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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December 22, 2023

# Retail Demand Outlook

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| | 2023 Consumer Spending | 2028 Forecasted Demand | Projected Spending Growth |
|---|---|---|---|
| **Financial** | | | |
| Value of Stocks/Bonds/Mutual Funds | $120,179,908 | $144,983,424 | $24,803,516 |
| Value of Retirement Plans | $433,096,008 | $522,549,063 | $89,453,055 |
| Value of Other Financial Assets | $25,815,099 | $31,144,693 | $5,329,594 |
| Vehicle Loan Amount excluding Interest | $11,736,174 | $14,153,841 | $2,417,667 |
| Value of Credit Card Debt | $10,004,251 | $12,066,340 | $2,062,089 |
| **Health** | | | |
| Nonprescription Drugs | $575,284 | $693,944 | $118,660 |
| Prescription Drugs | $1,283,894 | $1,548,763 | $264,869 |
| Eyeglasses and Contact Lenses | $364,592 | $439,763 | $75,171 |
| **Home** | | | |
| Mortgage Payment and Basics (11) | $37,750,867 | $45,549,936 | $7,799,069 |
| Maintenance and Remodeling Services | $11,294,305 | $13,629,567 | $2,335,262 |
| Maintenance and Remodeling Materials (12) | $2,443,485 | $2,948,712 | $505,227 |
| Utilities, Fuel, and Public Services | $18,825,773 | $22,705,180 | $3,879,407 |
| **Household Furnishings and Equipment** | | | |
| Household Textiles (13) | $389,192 | $469,321 | $80,129 |
| Furniture | $2,633,018 | $3,175,278 | $542,260 |
| Rugs | $129,280 | $155,937 | $26,657 |
| Major Appliances (14) | $1,655,020 | $1,996,504 | $341,484 |
| Housewares (15) | $338,801 | $408,608 | $69,807 |
| Small Appliances | $235,091 | $283,466 | $48,375 |
| Luggage | $45,035 | $54,302 | $9,267 |
| Telephones and Accessories | $341,819 | $412,188 | $70,369 |
| **Household Operations** | | | |
| Child Care | $1,489,972 | $1,796,898 | $306,926 |
| Lawn and Garden (16) | $2,074,064 | $2,502,580 | $428,516 |
| Moving/Storage/Freight Express | $289,809 | $349,485 | $59,676 |
| Housekeeping Supplies (17) | $2,999,009 | $3,617,185 | $618,176 |
| **Insurance** | | | |
| Owners and Renters Insurance | $2,499,132 | $3,015,280 | $516,148 |
| Vehicle Insurance | $7,011,343 | $8,455,155 | $1,443,812 |
| Life/Other Insurance | $2,165,337 | $2,612,308 | $446,971 |
| Health Insurance | $16,155,749 | $19,488,432 | $3,332,683 |
| Personal Care Products (18) | $1,761,180 | $2,123,809 | $362,629 |
| School Books and Supplies (19) | $429,026 | $517,289 | $88,263 |
| Smoking Products | $1,553,833 | $1,873,502 | $319,669 |
| **Transportation** | | | |
| Payments on Vehicles excluding Leases | $9,780,799 | $11,796,341 | $2,015,542 |
| Gasoline and Motor Oil | $8,134,133 | $9,809,537 | $1,675,404 |
| Vehicle Maintenance and Repairs | $4,286,175 | $5,169,176 | $883,001 |
| **Travel** | | | |
| Airline Fares | $1,402,314 | $1,691,211 | $288,897 |
| Lodging on Trips | $2,208,568 | $2,663,963 | $455,395 |
| Auto/Truck Rental on Trips | $251,084 | $302,805 | $51,721 |
| Food and Drink on Trips | $1,738,840 | $2,097,180 | $358,340 |

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**(1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

**(2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

**(4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

**(6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

**(7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**(8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

**(10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

**(11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

**(13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

**(14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

**(15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

**(16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**(17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

**(18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

**(19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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# Retail Market Potential

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Demographic Summary | 2023 | 2028 |
|---|---|---|
| Population | 9,810 | 9,878 |
| Population 18+ | 8,038 | 8,115 |
| Households | 3,816 | 3,879 |
| Median Household Income | $60,902 | $78,966 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| Apparel (Adults) | | | |
| Bought Men`s Clothing/12 Mo | 4,976 | 61.9% | 101 |
| Bought Women`s Clothing/12 Mo | 4,088 | 50.9% | 98 |
| Bought Shoes/12 Mo | 5,930 | 73.8% | 99 |
| Bought Fine Jewelry/12 Mo | 1,540 | 19.2% | 94 |
| Bought Watch/12 Mo | 995 | 12.4% | 89 |
| Automobiles (Households) | | | |
| HH Owns or Leases Any Vehicle | 3,530 | 92.5% | 101 |
| HH Bought or Leased New Vehicle/12 Mo | 380 | 10.0% | 99 |
| Automotive Aftermarket (Adults) | | | |
| Bought Gasoline/6 Mo | 7,378 | 91.8% | 101 |
| Bought or Changed Motor Oil/12 Mo | 4,317 | 53.7% | 105 |
| Had Vehicle Tune-Up/12 Mo | 1,907 | 23.7% | 96 |
| Beverages (Adults) | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 2,956 | 36.8% | 99 |
| Drank Beer or Ale/6 Mo | 3,128 | 38.9% | 98 |
| Cameras (Adults) | | | |
| Own Digital Point and Shoot Camera/Camcorder | 998 | 12.4% | 113 |
| Own Digital SLR Camera or Camcorder | 780 | 9.7% | 90 |
| Printed Digital Photos/12 Mo | 2,208 | 27.5% | 102 |
| Cell Phones (Adults/Households) | | | |
| Bought Cell Phone/12 Mo | 2,854 | 35.5% | 102 |
| Have a Smartphone | 7,499 | 93.3% | 100 |
| Have Android Phone (Any Brand) Smartphone | 3,224 | 40.1% | 104 |
| Have Apple iPhone Smartphone | 4,327 | 53.8% | 95 |
| HH Owns 1 Cell Phone | 1,419 | 37.2% | 122 |
| HH Owns 2 Cell Phones | 1,506 | 39.5% | 101 |
| HH Owns 3+ Cell Phones | 798 | 20.9% | 73 |
| HH Has Cell Phone Only (No Landline Telephone) | 2,715 | 71.1% | 104 |
| Computers (Households) | | | |
| HH Owns Computer | 3,245 | 85.0% | 99 |
| HH Owns Desktop Computer | 1,543 | 40.4% | 101 |
| HH Owns Laptop or Notebook | 2,660 | 69.7% | 99 |
| HH Owns Apple/Mac Brand Computer | 816 | 21.4% | 88 |
| HH Owns PC/Non-Apple Brand Computer | 2,761 | 72.4% | 102 |
| HH Purchased Most Recent Home Computer at Store | 1,492 | 39.1% | 100 |
| HH Purchased Most Recent Home Computer Online | 1,059 | 27.8% | 101 |
| HH Spent $1-499 on Most Recent Home Computer | 672 | 17.6% | 111 |
| HH Spent $500-999 on Most Recent Home Computer | 837 | 21.9% | 108 |
| HH Spent $1K-1499 on Most Recent Home Computer | 434 | 11.4% | 94 |
| HH Spent $1500-1999 on Most Recent Home Computer | 147 | 3.9% | 84 |
| HH Spent $2K+ on Most Recent Home Computer | 179 | 4.7% | 87 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

December 22, 2023

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| Convenience Stores (Adults) | | | |
| Shopped at C-Store/6 Mo | 5,371 | 66.8% | 105 |
| Bought Brewed Coffee at C-Store/30 Days | 913 | 11.4% | 94 |
| Bought Cigarettes at C-Store/30 Days | 524 | 6.5% | 107 |
| Bought Gas at C-Store/30 Days | 3,449 | 42.9% | 109 |
| Spent $1-19 at C-Store/30 Days | 628 | 7.8% | 106 |
| Spent $20-39 at C-Store/30 Days | 810 | 10.1% | 102 |
| Spent $40-50 at C-Store/30 Days | 666 | 8.3% | 107 |
| Spent $51-99 at C-Store/30 Days | 582 | 7.2% | 118 |
| Spent $100+ at C-Store/30 Days | 1,758 | 21.9% | 105 |
| | | | |
| Entertainment (Adults) | | | |
| Attended Movie/6 Mo | 2,849 | 35.4% | 96 |
| Went to Live Theater/12 Mo | 549 | 6.8% | 100 |
| Went to Bar or Night Club/12 Mo | 1,447 | 18.0% | 111 |
| Dined Out/12 Mo | 4,362 | 54.3% | 104 |
| Gambled at Casino/12 Mo | 818 | 10.2% | 95 |
| Visited Theme Park/12 Mo | 783 | 9.7% | 84 |
| Viewed Movie (Video-on-Demand)/30 Days | 718 | 8.9% | 81 |
| Viewed TV Show (Video-on-Demand)/30 Days | 554 | 6.9% | 91 |
| Used Internet to Download Movie/30 Days | 427 | 5.3% | 88 |
| Downloaded Individual Song/6 Mo | 1,509 | 18.8% | 93 |
| Used Internet to Watch Movie/30 Days | 2,747 | 34.2% | 100 |
| Used Internet to Watch TV Program/30 Days | 1,763 | 21.9% | 99 |
| Played (Console) Video or Electronic Game/12 Mo | 1,098 | 13.7% | 106 |
| Played (Portable) Video or Electronic Game/12 Mo | 557 | 6.9% | 104 |
| | | | |
| Financial (Adults) | | | |
| Have 1st Home Mortgage | 2,944 | 36.6% | 96 |
| Used ATM or Cash Machine/12 Mo | 4,909 | 61.1% | 97 |
| Own Any Stock | 1,199 | 14.9% | 100 |
| Own U.S. Savings Bonds | 537 | 6.7% | 94 |
| Own Shares in Mutual Fund (Stocks) | 1,118 | 13.9% | 101 |
| Own Shares in Mutual Fund (Bonds) | 701 | 8.7% | 102 |
| Have Interest Checking Account | 3,189 | 39.7% | 101 |
| Have Non-Interest Checking Account | 3,245 | 40.4% | 106 |
| Have Savings Account | 5,955 | 74.1% | 100 |
| Have 401(k) Retirement Savings Plan | 1,885 | 23.5% | 96 |
| Own or Used Any Credit/Debit Card/12 Mo | 7,455 | 92.7% | 100 |
| Avg $1-110 Monthly Credit Card Expenditures | 1,016 | 12.6% | 110 |
| Avg $111-225 Monthly Credit Card Expenditures | 598 | 7.4% | 97 |
| Avg $226-450 Monthly Credit Card Expenditures | 713 | 8.9% | 96 |
| Avg $451-700 Monthly Credit Card Expenditures | 778 | 9.7% | 105 |
| Avg $701-1000 Monthly Credit Card Expenditures | 706 | 8.8% | 107 |
| Avg $1001-2000 Monthly Credit Card Expenditures | 851 | 10.6% | 90 |
| Avg $2001+ Monthly Credit Card Expenditures | 732 | 9.1% | 82 |
| Did Banking Online/12 Mo | 4,778 | 59.4% | 101 |
| Did Banking by Mobile Device/12 Mo | 3,793 | 47.2% | 98 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

December 22, 2023

# Retail Market Potential

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| Grocery (Adults) | | | |
| HH Used Bread/6 Mo | 3,611 | 94.6% | 100 |
| HH Used Chicken (Fresh or Frozen)/6 Mo | 2,621 | 68.7% | 99 |
| HH Used Turkey (Fresh or Frozen)/6 Mo | 562 | 14.7% | 100 |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo | 2,256 | 59.1% | 98 |
| HH Used Fresh Fruit or Vegetables/6 Mo | 3,330 | 87.3% | 99 |
| HH Used Fresh Milk/6 Mo | 3,147 | 82.5% | 100 |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo | 2,256 | 59.1% | 91 |
| Health (Adults) | | | |
| Exercise at Home 2+ Times/Wk | 4,014 | 49.9% | 101 |
| Exercise at Club 2+ Times/Wk | 880 | 10.9% | 93 |
| Visited Doctor/12 Mo | 6,514 | 81.0% | 101 |
| Used Vitamins or Dietary Supplements/6 Mo | 5,188 | 64.5% | 98 |
| Home (Households) | | | |
| HH Did Home Improvement/12 Mo | 1,566 | 41.0% | 104 |
| HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo | 1,120 | 29.4% | 96 |
| HH Purchased Low Ticket HH Furnishing/12 Mo | 946 | 24.8% | 101 |
| HH Purchased Big Ticket HH Furnishing/12 Mo | 1,121 | 29.4% | 103 |
| HH Bought Small Kitchen Appliance/12 Mo | 995 | 26.1% | 100 |
| HH Bought Large Kitchen Appliance/12 Mo | 601 | 15.7% | 97 |
| Insurance (Adults/Households) | | | |
| Currently Carry Life Insurance | 4,058 | 50.5% | 99 |
| Personally Carry Any Med/Hosp/Accident Insur | 6,879 | 85.6% | 100 |
| Homeowner Carries Home/Personal Property Insurance | 4,966 | 61.8% | 100 |
| Renter Carries Home/Pers Property Insurance | 1,061 | 13.2% | 111 |
| HH Has 1 Vehicle Covered w/Auto Insurance | 1,281 | 33.6% | 110 |
| HH Has 2 Vehicles Covered w/Auto Insurance | 1,251 | 32.8% | 100 |
| HH Has 3+ Vehicles Covered w/Auto Insurance | 963 | 25.2% | 95 |
| Pets (Households) | | | |
| HH Owns Cat | 958 | 25.1% | 109 |
| HH Owns Dog | 1,442 | 37.8% | 96 |
| **Psychographics (Adults)** | | | |
| **Represents adults who "completely agree" with the statement:** | | | |
| Am Interested in How to Help Env: 4-Agr Cmpl | 1,454 | 18.1% | 97 |
| Buying American Is Important: 4-Agr Cmpl | 2,747 | 34.2% | 106 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 1,154 | 14.4% | 95 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 918 | 11.4% | 90 |
| Only Use Coupons Brands Usually Buy: 4-Agr Cmpl | 889 | 11.1% | 100 |
| Will Pay More for Env Safe Prods: 4-Agr Cmpl | 998 | 12.4% | 102 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 2,199 | 27.4% | 101 |
| Am Interested in How to Help Env: 4-Agr Cmpl | 1,454 | 18.1% | 97 |
| **Reading (Adults)** | | | |
| Bought Digital Book/12 Mo | 1,480 | 18.4% | 98 |
| Bought Hardcover Book/12 Mo | 2,260 | 28.1% | 104 |
| Bought Paperback Book/12 Mo | 2,798 | 34.8% | 102 |
| Read Daily Newspaper (Paper Version) | 1,303 | 16.2% | 106 |
| Read Digital Newspaper/30 Days | 4,056 | 50.5% | 100 |
| Read Magazine (Paper/Electronic Vers)/6 Mo | 7,004 | 87.1% | 100 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

December 22, 2023

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Restaurants (Adults)** | | | |
| Went to Family Restrnt/SteakHse/6 Mo | 5,409 | 67.3% | 102 |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days | 1,668 | 20.8% | 101 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 7,358 | 91.5% | 101 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 3,076 | 38.3% | 98 |
| Ordered Eat-In Fast Food/6 Mo | 1,658 | 20.6% | 101 |
| Ordered Home Delivery Fast Food/6 Mo | 998 | 12.4% | 93 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 5,012 | 62.4% | 107 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 1,600 | 19.9% | 89 |
| | | | |
| **Television & Electronics (Adults/Households)** | | | |
| Own Tablet | 4,604 | 57.3% | 97 |
| Own E-Reader | 1,111 | 13.8% | 96 |
| Own E-Reader/Tablet: Apple iPad | 2,681 | 33.4% | 89 |
| HH Owns Internet Connectable TV | 1,682 | 44.1% | 102 |
| Own Portable MP3 Player | 903 | 11.2% | 100 |
| HH Owns 1 TV | 782 | 20.5% | 113 |
| HH Owns 2 TVs | 1,153 | 30.2% | 107 |
| HH Owns 3 TVs | 846 | 22.2% | 97 |
| HH Owns 4+ TVs | 746 | 19.5% | 87 |
| HH Subscribes to Cable TV | 1,323 | 34.7% | 102 |
| HH Subscribes to Fiber Optic TV | 136 | 3.6% | 68 |
| HH Owns Portable GPS Device | 856 | 22.4% | 108 |
| HH Purchased Video Game System/12 Mo | 211 | 5.5% | 69 |
| HH Owns Internet Video Device for TV | 1,960 | 51.4% | 98 |
| | | | |
| **Travel (Adults)** | | | |
| Took Domestic Trip in Continental U.S./12 Mo | 4,330 | 53.9% | 100 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 1,085 | 13.5% | 97 |
| Spent $1-999 on Domestic Vacations/12 Mo | 1,157 | 14.4% | 105 |
| Spent $1K-1499 on Domestic Vacations/12 Mo | 489 | 6.1% | 95 |
| Spent $1500-1999 on Domestic Vacations/12 Mo | 308 | 3.8% | 100 |
| Spent $2K-2999 on Domestic Vacations/12 Mo | 301 | 3.7% | 94 |
| Spent $3K+ on Domestic Vacations/12 Mo | 517 | 6.4% | 97 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 399 | 5.0% | 89 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 2,244 | 27.9% | 84 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 398 | 5.0% | 68 |
| Spent $1-999 on Foreign Vacations/12 Mo | 540 | 6.7% | 86 |
| Index: Spent $1K-2999 on Foreign Vacations/12 Mo | 171 | 2.1% | 69 |
| Spent $3K+ on Foreign Vacations/12 Mo | 213 | 2.6% | 62 |
| Used General Travel Site: Foreign Trip/3 Yrs | 374 | 4.7% | 73 |
| Spent Night at Hotel or Motel/12 Mo | 3,640 | 45.3% | 100 |
| Took Cruise of More Than One Day/3 Yrs | 685 | 8.5% | 84 |
| Member of Frequent Flyer Program | 2,034 | 25.3% | 92 |
| Member of Hotel Rewards Program | 2,180 | 27.1% | 94 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

December 22, 2023

# Tapestry Segmentation Area Profile

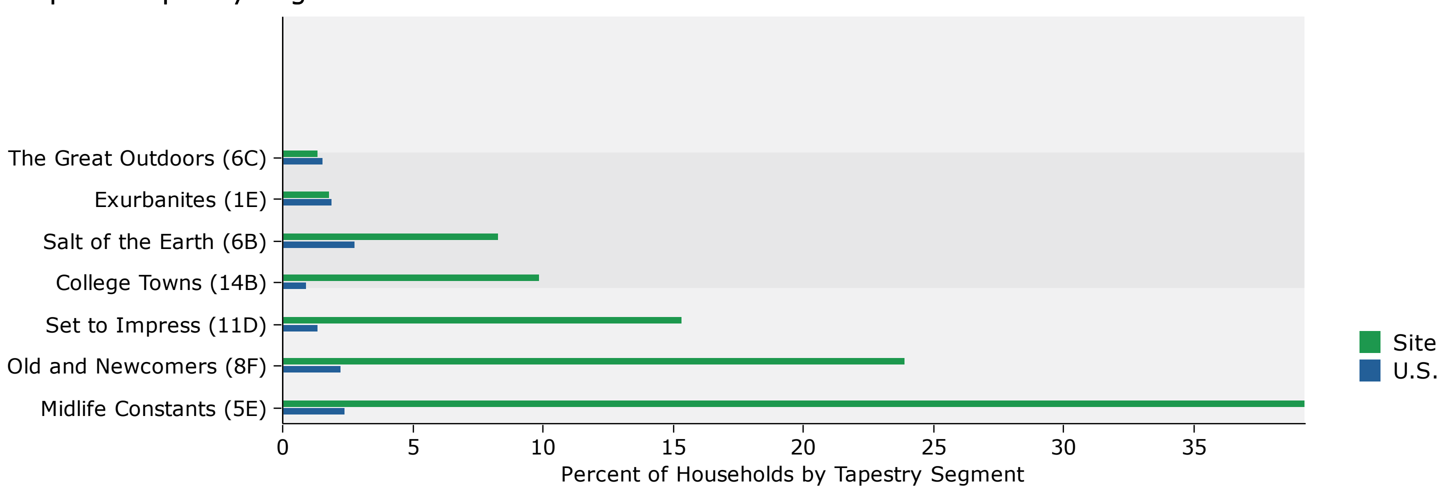
CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

**Top Twenty Tapestry Segments**

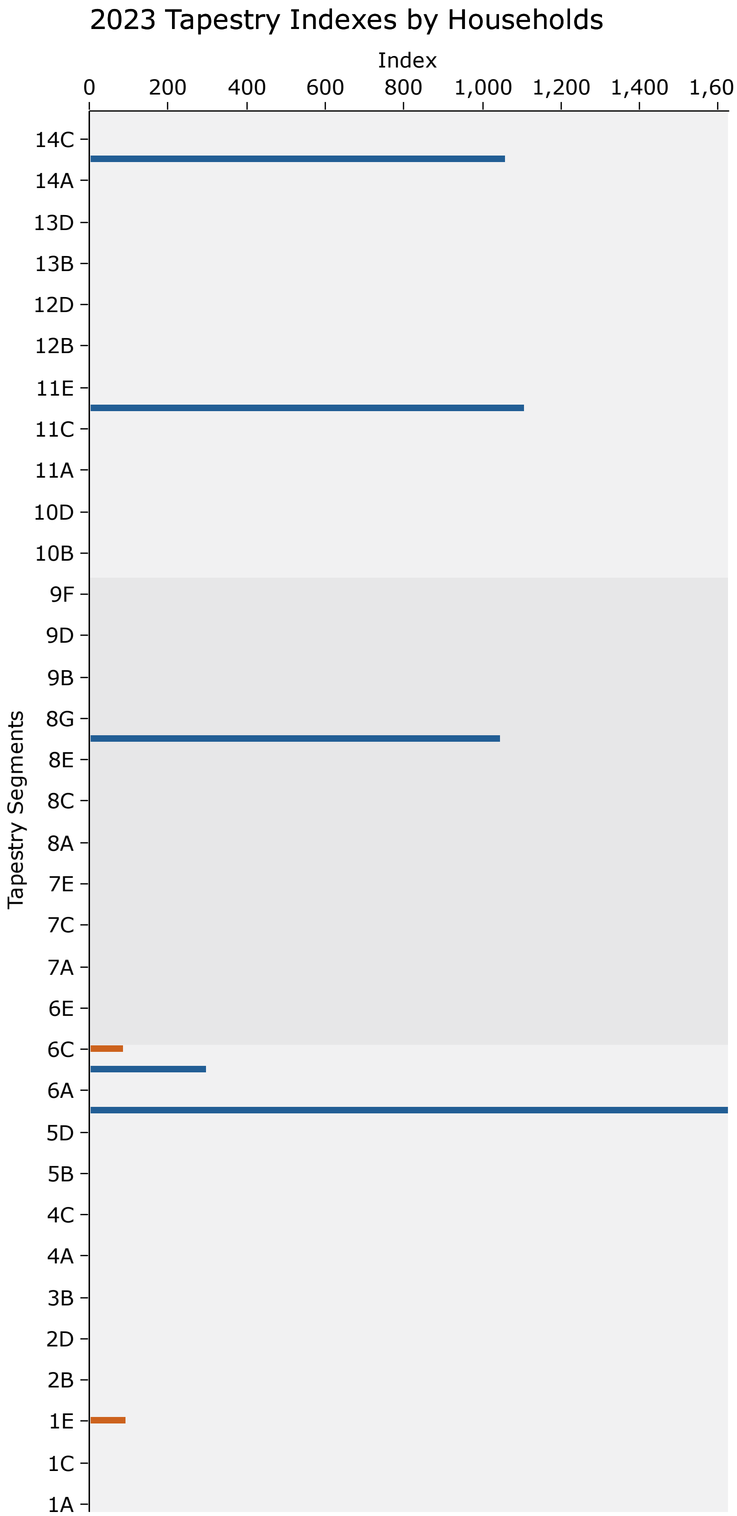
| | | 2023 Households | | 2023 U.S. Households | | |
|---|---|---|---|---|---|---|
| | | | Cumulativ | | Cumulativ | |
| **Rank** | **Tapestry Segment** | **Percent** | **Percent** | **Percent** | **Percent** | **Index** |
| 1 | Midlife Constants (5E) | 39.3% | 39.3% | 2.4% | 2.4% | 1628 |
| 2 | Old and Newcomers (8F) | 23.9% | 63.2% | 2.3% | 4.7% | 1,048 |
| 3 | Set to Impress (11D) | 15.4% | 78.6% | 1.4% | 6.1% | 1,109 |
| 4 | College Towns (14B) | 9.9% | 88.5% | 0.9% | 7.0% | 1,061 |
| 5 | Salt of the Earth (6B) | 8.3% | 96.8% | 2.8% | 9.8% | 299 |
| | **Subtotal** | **96.8%** | | **9.8%** | | |
| 6 | Exurbanites (1E) | 1.8% | 98.6% | 1.9% | 11.7% | 95 |
| 7 | The Great Outdoors (6C) | 1.4% | 100.0% | 1.6% | 13.3% | 88 |
| | **Subtotal** | **3.2%** | | **3.5%** | | |
| | **Total** | **100.0%** | | **13.3%** | | **754** |

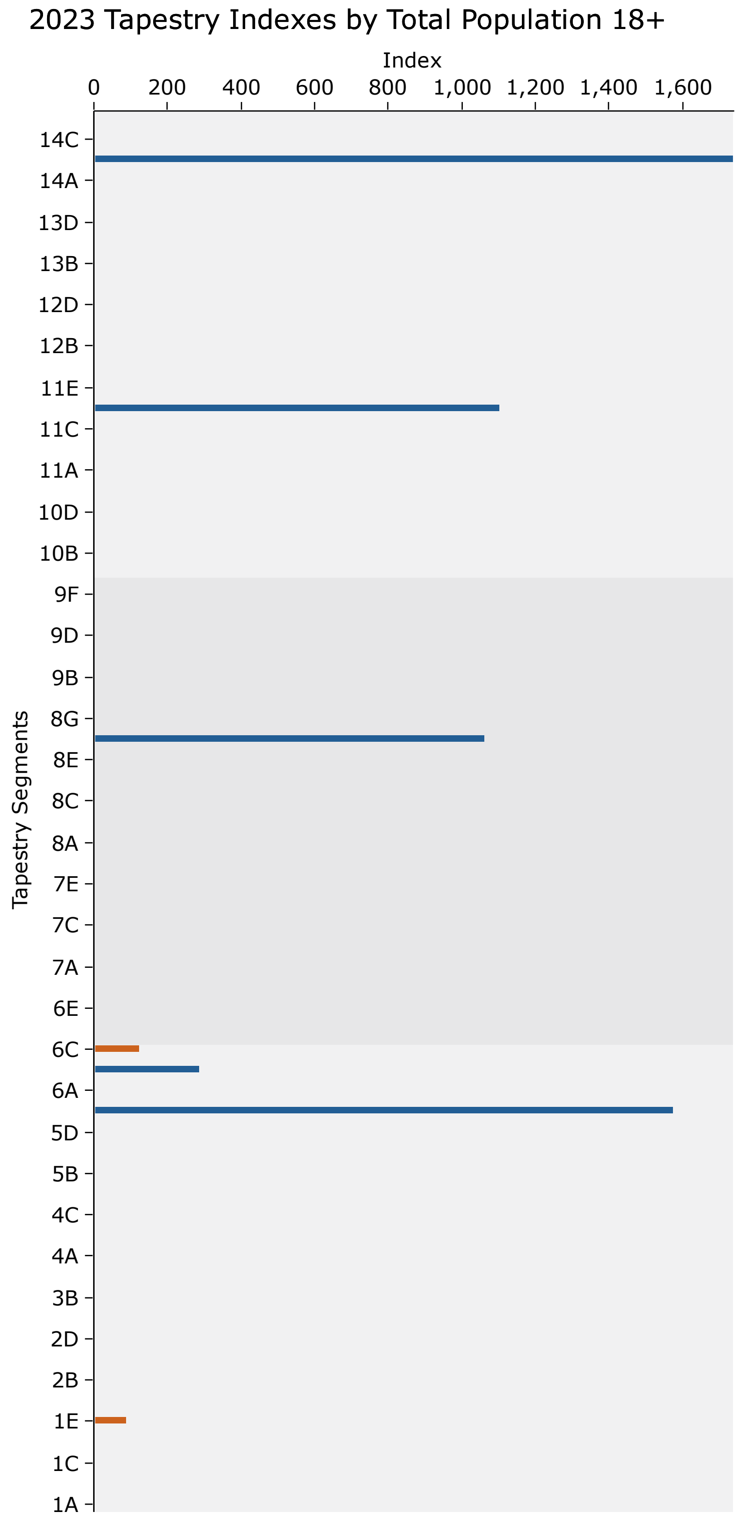
Top Ten Tapestry Segments Site vs. U.S.




**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

December 22, 2023




States, by segment. An index of 100 is the US average.
**Source:** Esri

# Tapestry Segmentation Area Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Tapestry LifeMode Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 3,816 | 100.0% | | 8,037 | 100.0% | |
| | | | | | | |
| **1. Affluent Estates** | **70** | **1.8%** | **18** | **141** | **1.8%** | **16** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 70 | 1.8% | 95 | 141 | 1.8% | 89 |
| | | | | | | |
| **2. Upscale Avenues** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **3. Uptown Individuals** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **4. Family Landscapes** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **5. GenXurban** | **1,499** | **39.3%** | **352** | **2,947** | **36.7%** | **339** |
| Comfortable Empty Nesters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 1,499 | 39.3% | 1,628 | 2,947 | 36.7% | 1,576 |
| | | | | | | |
| **6. Cozy Country Living** | **370** | **9.7%** | **82** | **804** | **10.0%** | **86** |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 318 | 8.3% | 299 | 648 | 8.1% | 289 |
| The Great Outdoors (6C) | 52 | 1.4% | 88 | 156 | 1.9% | 127 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **7. Sprouting Explorers** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Forging Opportunity (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

December 22, 2023

COLLEGE PLACE WALLA WALLA VALLEY

# Tapestry Segmentation Area Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Tapestry LifeMode Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 3,816 | 100.0% | | 8,037 | 100.0% | |
| | | | | | | |
| 8. Middle Ground | **913** | **23.9%** | **221** | **1,710** | **21.3%** | **210** |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 913 | 23.9% | 1,048 | 1,710 | 21.3% | 1,064 |
| Hometown Heritage (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 9. Senior Styles | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 10. Rustic Outposts | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 11. Midtown Singles | **586** | **15.4%** | **245** | **1,035** | **12.9%** | **236** |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 586 | 15.4% | 1,109 | 1,035 | 12.9% | 1,106 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 12. Hometown | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Sincerity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 13. Next Wave | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 14. Scholars and Patriots | **378** | **9.9%** | **631** | **1,400** | **17.4%** | **776** |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 378 | 9.9% | 1,061 | 1,400 | 17.4% | 1,741 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

December 22, 2023

| Tapestry Urbanization | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| **Total:** | 3,816 | 100.0% | | 8,037 | 100.0% | |
| | | | | | | |
| **1. Principal Urban Center** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 2. Urban Periphery | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Forging Opportunity (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 3. Metro Cities | **1,877** | **49.2%** | **273** | **4,145** | **51.6%** | **308** |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 913 | 23.9% | 1,048 | 1,710 | 21.3% | 1,064 |
| Hometown Heritage (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 586 | 15.4% | 1,109 | 1,035 | 12.9% | 1,106 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 378 | 9.9% | 1,061 | 1,400 | 17.4% | 1,741 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

# Tapestry Segmentation Area Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Tapestry Urbanization | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total:** | 3,816 | 100.0% | | 8,037 | 100.0% | |
| 4. Suburban Periphery | **1,569** | **41.1%** | **127** | **3,088** | **38.4%** | **115** |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 70 | 1.8% | 95 | 141 | 1.8% | 89 |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 1,499 | 39.3% | 1,628 | 2,947 | 36.7% | 1,576 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| 5. Semirural | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Sincerity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **6. Rural** | **370** | **9.7%** | **59** | **804** | **10.0%** | **61** |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 318 | 8.3% | 299 | 648 | 8.1% | 289 |
| The Great Outdoors (6C) | 52 | 1.4% | 88 | 156 | 1.9% | 127 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

December 22, 2023

# Housing Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Population | | Households | |
|---|---|---|---|
| 2020 Total Population | 9,946 | 2023 Median Household Income | $60,902 |
| 2023 Total Population | 9,810 | 2028 Median Household Income | $78,966 |
| 2028 Total Population | 9,878 | 2023-2028 Annual Rate | 5.33% |
| 2023-2028 Annual Rate | 0.14% | | |

| | Census 2020 | | 2023 | | 2028 | |
|---|---|---|---|---|---|---|
| Housing Units by Occupancy Status and Tenure | Number | Percent | Number | Percent | Number | Percent |
| Total Housing Units | 4,188 | 100.0% | 4,239 | 100.0% | 4,286 | 100.0% |
| Occupied | 3,756 | 89.7% | 3,816 | 90.0% | 3,879 | 90.5% |
| Owner | 2,167 | 51.7% | 2,452 | 57.8% | 2,574 | 60.1% |
| Renter | 1,589 | 37.9% | 1,364 | 32.2% | 1,305 | 30.4% |
| Vacant | 434 | 10.4% | 423 | 10.0% | 407 | 9.5% |

| | 2023 | | 2028 | |
|---|---|---|---|---|
| Owner Occupied Housing Units by Value | Number | Percent | Number | Percent |
| Total | 2,453 | 100.0% | 2,576 | 100.0% |
| <$50,000 | 44 | 1.8% | 0 | 0.0% |
| $50,000-$99,999 | 115 | 4.7% | 2 | 0.1% |
| $100,000-$149,999 | 81 | 3.3% | 0 | 0.0% |
| $150,000-$199,999 | 238 | 9.7% | 2 | 0.1% |
| $200,000-$249,999 | 388 | 15.8% | 30 | 1.2% |
| $250,000-$299,999 | 295 | 12.0% | 106 | 4.1% |
| $300,000-$399,999 | 576 | 23.5% | 705 | 27.4% |
| $400,000-$499,999 | 296 | 12.1% | 607 | 23.6% |
| $500,000-$749,999 | 385 | 15.7% | 969 | 37.6% |
| $750,000-$999,999 | 34 | 1.4% | 131 | 5.1% |
| $1,000,000-$1,499,999 | 1 | 0.0% | 15 | 0.6% |
| $1,500,000-$1,999,999 | 0 | 0.0% | 7 | 0.3% |
| $2,000,000+ | 0 | 0.0% | 2 | 0.1% |
| | | | | |
| Median Value | $311,372 | | $472,982 | |
| Average Value | $340,950 | | $509,336 | |

| Census 2020 Housing Units | Number | Percent |
|---|---|---|
| Total | 4,188 | 100.0% |
| Housing Units In Urbanized Areas | 4,086 | 97.6% |
| Rural Housing Units | 102 | 2.4% |

| Census 2020 Owner Occupied Housing Units by Mortgage Status | Number | Percent |
|---|---|---|
| Total | 2,166 | 100.0% |
| Owned with a Mortgage/Loan | 1,311 | 60.5% |
| Owned Free and Clear | 855 | 39.5% |

**Data Note:** Persons of Hispanic Origin may be of any race.
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.

December 22, 2023

# Housing Profile

CITY OF COLLEGE PLACE
Area: 3.43 square miles

Prepared by Esri

| Census 2020 Vacant Housing Units by Status | Number | Percent |
|---|---|---|
| Total | 434 | 100.0% |
| For Rent | 151 | 34.8% |
| Rented- Not Occupied | 23 | 5.3% |
| For Sale Only | 52 | 12.0% |
| Sold - Not Occupied | 8 | 1.8% |
| Seasonal/Recreational/Occasional Use | 54 | 12.4% |
| For Migrant Workers | 2 | 0.5% |
| Other Vacant | 144 | 33.2% |

| **Census 2020 Occupied Housing Units by Age of Householder and Home Ownership** | | **Owner Occupied Units** | |
|---|---|---|---|
| | **Occupied** | **Number** | **% of Occupied** |
| Total | 3,756 | 2,167 | 57.7% |
| 15-24 | 237 | 26 | 11.0% |
| 25-34 | 529 | 186 | 35.2% |
| 35-44 | 574 | 275 | 47.9% |
| 45-54 | 508 | 297 | 58.5% |
| 55-59 | 288 | 193 | 67.0% |
| 60-64 | 362 | 251 | 69.3% |
| 65-74 | 636 | 474 | 74.5% |
| 75-84 | 401 | 313 | 78.1% |
| 85+ | 224 | 153 | 68.3% |

| Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership | | **Owner Occupied Units** | |
|---|---|---|---|
| | **Occupied** | **Number** | **% of Occupied** |
| Total | 3,756 | 2,167 | 57.7% |
| White Alone | 2,951 | 1,799 | 61.0% |
| Black/African American | 47 | 12 | 25.5% |
| American Indian/Alaska | 35 | 12 | 34.3% |
| Asian Alone | 48 | 24 | 50.0% |
| Pacific Islander Alone | 9 | 0 | 0.0% |
| Other Race Alone | 297 | 139 | 46.8% |
| Two or More Races | 369 | 181 | 49.1% |
| | | | |
| Hispanic Origin | 619 | 276 | 44.6% |

| **Census 2020 Occupied Housing Units by Size and Home Ownership** | | **Owner Occupied Units** | |
|---|---|---|---|
| | **Occupied** | **Number** | **% of Occupied** |
| Total | 3,756 | 2,167 | 57.7% |
| 1-Person | 1,219 | 576 | 47.3% |
| 2-Person | 1,296 | 844 | 65.1% |
| 3-Person | 490 | 284 | 58.0% |
| 4-Person | 399 | 250 | 62.7% |
| 5-Person | 193 | 118 | 61.1% |
| 6-Person | 81 | 49 | 60.5% |
| 7+ Person | 80 | 47 | 58.8% |

| **2023 Housing Affordability** | |
|---|---|
| Housing Affordability Index | 77 |
| Percent of Income for Mortgage | 30.7% |

**Data Note:** Persons of Hispanic Origin may be of any race.
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census data.

December 22, 2023

*City of College Place, Washington*
# RESOLUTION NO. 24-xxx

**A RESOLUTION PERMITTING STAFF TO UTILIZE THE PREPARED ECONOMIC DEVELOPMENT FLIERS FOR RECRUITMENT OF COMMERCIAL/LIGHT INDUSTRIAL BUSINESSES AS WELL AS THE RESIDENTIAL, COMMERCIAL, AND LIGHT INDUSTRIAL DEVELOPMENT COMMUNITY.**

**WHEREAS**, the City of College Place is a non-charter code city under Title 35A RCW; and

**WHEREAS**, the College Place Economic Development, Tourism, and Events Commission voted to recommend approval of the fliers to the College Place City Council during its February 5th, 2024 meeting.

**NOW THEREFORE, BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLLEGE PLACE AS FOLLOWS:**

1. Permitting staff to utilize the prepared economic development fliers for recruitment of commercial/light industrial businesses as well as the residential, commercial, and light industrial development community.

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

**Effective Date.** This resolution shall take effect and be in full force upon its passage as provided by law.

**PASSED** by the City Council of the City of College Place, Washington, this 13th day of February, 2024.

Attest:

Norma L. Hernández, Mayor

Sherri St. Clair
City Clerk

# City of College Place

CP
COLLEGE PLACE
WALLA WALLA VALLEY

# 2024 Events Schedule

★City Block Party★

May 19th: 1 PM to 6 PM

★ College Place Farmers Market ★

May 30th through September 26th:

Thursdays from 4 PM to 7 PM at Kiwanis Park

★Movies in the Park★

June 22nd, July 13th, August 3rd,

and August 24th at Sundown

★ College Place Freedom Festival ★

June 30th: 6 PM to 10 PM

★Trunk or Treat★

October 31st: 3 PM to 6 PM

College Place Municipal Campus

★Winterfest★

December 5th: 6 PM to 8 PM

**DEVELOPMENT AGREEMENT**

**BY AND BETWEEN THE CITY OF COLLEGE PLACE AND**

**____________________________________, FOR THE**

**____________________________________DEVELOPMENT**



THIS DEVELOPMENT AGREEMENT is made and entered into by and between the City of College Place, Washington, a noncharter, optional code Washington municipal corporation (**City**), and ____________________________________, an individual/corporation/partnership, (**Developer)**, pursuant to Revised Code of Washington 36.70B.170-210 and College Place Municipal Code (CPMC) 14.10.080, regarding the development of real property located in the City of College Place.

**RECITALS**

WHEREAS, to promote certainty in the local review and approval process of land use development projects to reduce waste of private and public resources to combat escalating housing costs, Washington state law and City of College Place code authorize development agreements between a local government and the owner of real property within its jurisdiction, (RCW 36.70B.170(1) CPMC 14.10.080); and

WHEREAS, development agreements ***must*** set forth the development standards and other provisions that apply to and govern and vest the development, use, and mitigation of the development of real property subject to the development agreement, for the duration specified in the development agreement (RCW 36.70B.170(1) and CPMC 14.10.180); and

WHEREAS, a development agreement must be consistent with the applicable development regulations adopted by a local government planning under chapter 36.70A RCW (Growth Management Act) (RCW 36.70B.170(1)); and

WHEREAS the following relevant events have occurred relating to the development known as ______________________________, which is located at: __________________________________

______________________________________________________________________________

(Property):

1. City determined the Developer's ______________________________Application to be Complete on ______________ [date].

2. College Place Hearing Examiner's issued findings, conclusion, and decision titled ______ ______________________________________, on __________________________, which approved the Application with conditions, including the recommendation the Parties enter into a development agreement as contemplated by RCW 36.70B.170-210 and CPMC 14.10.080 [and 14.100.060 for Master Planned Developments].
3. After a public hearing, by Ordinance No. 23-____________, the City Council authorized the Mayor to sign this Development Agreement with the Developer; and

WHEREAS, the Parties desire to enter into this Development Agreement (Agreement) relating to the Development; and

***NOW THEREFORE, the Parties agree as follows:***

**SECTION 1 GENERAL PROVISIONS**

**1.1** ***Property.*** The real property to which this Agreement applies is that real property identified as:

[tax assessor parcel number(s)]

Exhibit ______ map depicting Property

Exhibit ______ legal description of Property

Consisting of approximately _______ contiguous acres;

**1.2** ***Project/Development***. The Development to which this Agreement applies is that approved with conditions in Hearings Examiner's Findings, Conclusions and Decision Approving the _ __________________________________; a copy of which is attached hereto as Exhibit _____ ___ and incorporated herein by reference.

**1.3** ***Developer***. The Developer is a private person/entity owning the Property who applied for, was granted, and is subject to the Hearings Examiner's Findings, Conclusions and Decision Approving the Development.

**1.4** ***Purpose.*** This Agreement sets forth certain obligations and rights of the Parties as it pertains to the Development to reduce uncertainty and waste of public and private resources in the development process to encourage maximum efficient use of resources at the least economic cost to the public while encouraging development of scare residential housing resources.

**1.5** ***Compliance with RCW 36.70B.170-210 and CPMC 14.10.080 – mandatory elements.*** This Agreement, and thus the Parties obligations pursuant to this Agreement, must comply with the mandatory requirements of RCW 36.70B.170-210 and CPMC 14.10.080. The Parties thus agree the following are addressed and governed by this Agreement:

1. **Project elements.** The permitted uses, residential densities, and nonresidential densities and intensities or building size; and
2. **Impact fees, reimbursements, financial contributions.** The amount and payment of impact fees imposed or agreed to, any reimbursement provisions, other financial contributions by the property owner, inspection fees and/or dedications; and
3. **Environmental.** The mitigation measures, development conditions and other requirements pursuant to the chapter 43.21C RCW, State Environmental Policy Act (SEPA) .
4. **Design/development standards.** The General and/or special standards and conditions applicable to specific types or locations of development activities and land use, including but not limited to maximum heights, setbacks, drainage and water quality requirements, landscaping, and other development features;
5. **Affordable Housing.** Number of residential units designated as temporary or permanent "affordable housing".
6. **Parks and open space preservation.** Type and acreage of parks and/or open space preservation.
7. **Phasing.**
8. **Review procedure and standards for implementing decisions.**
9. **Build-out or vesting period for applicable standards; and**
10. **Other appropriate development requirements or procedure.**

    [list other requirements]

**1.6** ***City reserves authority to impose new or different regulations to the extent required by a serious threat to public health and safety pursuant to RCW 36.70B.170(4) and CPMC 14.10.080(3).***

**1.7** ***Recording.*** Once executed, this Agreement shall be recorded with the Walla Walla County Auditor with all affected parcel numbers identified.

**1.8** ***Exhibits.*** Exhibits to this Agreement are:

Exhibit A –

Exhibit B –

Exhibit C –

Exhibit D –

Exhibit E –

**1.10** ***Parties to this Agreement/Subsequent Landowners.*** The parties to this Agreement are the City and the Developer, (collectively Parties; individually Party). Subsequent owners of the Property in part or in whole may be subject to the terms and conditions of this Agreement. See Section 19.4 below.

**1.11** ***Private Undertaking.*** The Parties agree that the Project is a private development, and the City has no interest in the Project except as it may pertain to the general City governance and public benefit.

**1.12** ***Consistency.*** All terms of this Agreement are intended to be and shall be consistent with all applicable development regulations. Any conflict therewith shall be resolved in favor of applicable development regulation.

**1.13** ***Other agreements***. This Agreement does not affect the validity of any other agreement in existence or adopted under authority separate from the authority to enter into this Agreement, such as annexation agreement.



## SECTION 2. EFFECTIVE DATE, VESTING DATE, AND TERM

**2.1 Effective Date.** The Effective Date of this Agreement shall be the date of the last signature to this Agreement.

**2.2 Vesting Date**. The Vesting date of this Agreement is **[date]**, 2024, the date the City accepted the ________________________________Application as complete, (Vesting Date).

**2.3 Term.** This Agreement shall be for a period of **[#]** years (no more than 10) from the Effective Date**.**

**2.4 Extension.** This Agreement may be extended only upon written agreement of Developer and the City, or as otherwise required by law. No extension shall be for a period of less than a year or more than ten years.

**SECTION 3. DEVELOPER'S OBLIGATIONS**

Developer must:

**3.1** Comply with all terms and conditions of this Agreement;

**3.2** Comply with all terms and conditions of the Hearings Examiner's Findings, Conclusions and Decision;

**3.3** Comply with all Applicable Law as defined in section 5 below;

**3.4** Comply with all Administrative Decisions as defined herein;

**3.5** Cooperate with the City in seeking, becoming eligible for and securing funding, appropriations, grants, forgiveness, or other public benefit as directed by the City. An example of such cooperation would be a letter of support from the Developer in favor of the City (or a third-party); and

**3.6** Fund or provide for:______________________________________________________

**3.7** Other:

**SECTION 4 – CITY OBLIGATIONS.**

The City must:

**4.1** Comply with all terms and conditions of this Agreement;

**4.2** Notify Developer as soon as reasonably practicable should the City determine that it must exercise its authority to impose new or different regulations to the extent required by a serious threat to public health and safety pursuant to RCW 36.70B.170(4) and CPMC 14.10.080(3).

**4.3** Fund or provide for the following: ____________________________________________

**4.4** Other:

**SECTION 5 – VESTED RIGHTS OF DEVELOPER – Applicable Law (Design Standards)**

During the term of this Agreement, Developer, in developing the Property consistent with the Project described herein and approved pursuant to the Hearings Examiner's Decision, shall have the vested legal right to develop the Development pursuant to the rules, regulations, ordinances, codes, official policies, laws, standards and specifications, and obligations in effect as of the Vesting Date. (Applicable Law). The Applicable Law includes for reference, but is not limited to the following:

Hearing's Examiner's Decision;

Applicable provisions of RCW 36.70A (Growth Management) and 58.17 (Plats, Subdivisions, and Dedications;

College Place Comprehensive Plan

The following municipal code:

CPMC Chapter 8.30 – Flood Damage Prevention

CPMC Title 12 – Streets, Sidewalks and Public Places

CPMC Title 13 – Public Services

CPMC Title 14 – Unified Development Regulations

The following standards, policies, and plans:

City of College Place Urban Forestry Management Plan

City of College Place Standard, Specifications and Drawings

City of College Place Stormwater Facility Standards

City of College Place Local Road Safety Plan

Other:

The City may not change or modify the Applicable Law in whole or in part except as allowed pursuant to Section 6.

**SECTION 6 – MODIFICATION OR CHANGE OF APPLICABLE LAW**

The Applicable Law may be changed or modified, to the extent required by a serious threat to public health and safety, as expressly consented thereto by the Developer, or as follows:

**6.1** Legal mandates. When the City reasonably determines that applying Applicable Law without a change or modification likely would result in an unconstitutional or illegal act or inaction by the City in applying the law; or

**6.2** Loss of funding/eligibility. When the City reasonably determines that applying Applicable Law without a change or modification would result in a decision by a State or Federal government or administrative agency, or a Court of competent jurisdiction, that the City's eligibility for funding, grants, program eligibility, appropriations, or other resources sought, secured, or received by the City likely would be impaired; or

**6.3** Non-compliance. When the City reasonably determines that applying Applicable Law without a change or modification likely would result in a decision by a State or Federal government, administrative agency, or a Court of competent jurisdiction that the City unlawfully failed to comply with State or Federal laws or regulations. In lieu of the modifying Developer's vested rights, the City and the Developer may agree that the Developer indemnify the City for all financial consequences of any final and binding decision of an administrative agency or court of competent jurisdiction made due to application of unmodified vested rights. Such indemnification must be made in writing, executed by all parties, and in the form and substance as directed by the City.

**SECTION 7 – PERMITTED USES AND DEVELOPMENT STANDARDS**

See Hearing Examiner's Decision and Section 5

Other:

**SECTION 8 – MODIFICATIONS TO PERMITTED/APPROVED USES**

Modification to permitted/approved land use(s) are processed as Major or Minor which may be approved in accordance with applicable City code. Minor modifications will not require an amendment to this Agreement. Major modifications will require an amendment to this Agreement and such amendment may require approval of the City Council of College Place at the Community Development Director, Mayor, or City Administrator's request.

**SECTION 9 – FURTHER DISCRETIONARY ACTIONS**

Developer acknowledges that the existing land use regulations contemplate the exercise of further discretionary powers by the City to set conditions, terms, restrictions, permissions, or requirements and the like. These powers include, but are not limited to, review of additional permit applications under SEPA. Nothing in this Agreement shall be construed to limit the authority or the obligation of the City to hold legally required public hearings, or to limit the discretion of the City and any of its officers or officials in complying with or applying existing land use regulations. Such further discretionary actions do not require an Amendment to this Agreement.

**SECTION 10 – FINANCING (contribution/reimbursement) OF PUBLIC/PRIVATE FACILITIES**

Developer's obligations:

**SECTION 11 – EXISTING LAND USE FEES AND IMPACT FEES**

Land use fees adopted by the City by ordinance as of the Effective Date of this Agreement may be increased by the City from time to time, and such increases will apply to development activities pursuant to this Agreement.

Impact fees adopted by the City by ordinance as of the Effective Date of this Agreement may be increased by the City from time to time, and applicable to permits and approvals for the Subject Property, as long as such fees are applied uniformly to all applicants/developers.

**SECTION 12 – PHASING OF DEVELOPMENT**

The Parties acknowledge that the most efficient and economical development of the Property depends upon numerous factors, such as market orientation and demand, interest rates, competition, and similar factors, and that generally it will be most economically beneficial to the ultimate purchasers of the Property to have the rate of development determined by the Developer. However, the Parties also acknowledge that because the Development will be phased, certain amenities associated with the Project must be available to all phases of the Project, in order to address health, safety and welfare of the public. Therefore, the Parties agree that the improvements associated with the Project shall be constructed according to the following schedule:

A. Essential improvements as determined by the City to include:
   1. Street Improvements;

2. Potable Water and Fire Flow Facilities
3. Sewer Facilities
4. Stormwater Facilities
5. Private utilities (natural gas, electricity, fiber optic, cable, telephone etc.)

B. Parks and Open Space

**SECTION 13 – DEDICATION OF PUBLIC LANDS**

Except as otherwise provided herein, the Developer shall dedicate all public lands required in the permits/approvals in a timely manner as directed in the Hearings Examiner's decision or as agreed by the Parties as follows:

[insert requirements re: Parks, ROWs, other Easements consistent with agreed Phasing].

**SECTION 14 – ENVIRONMENTAL**

The City has conducted its environmental review and issued a determination for the Development. The City retains substantive SEPA authority to address environmental impacts not considered under the determination. In addition, further SEPA review may be required in connection with Plans submitted by Developer. See Chapter 14.40 CPMC.

**SECTION 15 – AFFORDABLE HOUSING**

The Parties agree to the following terms and conditions regarding affordable housing defined as ___________________________:

**SECTION 16 – REVIEW PROCEDURE AND STANDARDS FOR IMPLEMENTING DECISIONS**

The City's review procedure and standards for implementing decisions is contained in Chapters 14.10 and 14.30 CPMC. The Parties recognize that such review procedures and standards may be modified from time to time and that such modifications shall apply to this Development.

**SECTION 17 – BUILD-OUT OR VESTING PERIOD**

[provision for timeframe for standards to apply to any particular development phase if necessary]

**SECTION 18 – OTHER GOVERNMENTAL REQUIREMENTS**.

Developer is responsible for and shall apply and obtain for such other permits, license, and other approvals required by other governmental or quasi-governmental agencies in connection with the development of, or the provision of services to, the Development. The City shall cooperate with Developer in its efforts to obtain such permits and approvals.

**SECTION 19 – ADDITIONAL TERMS AND CONDITIONS**

**19.1 Amendment.** This Agreement may be amended from time to time, in whole or in part, by mutual written agreement of the Parties. If any portion of the Development is transferred to a third-party, said third-party must agree to and execute an amendment to this Agreement when such amendment would materially alter the rights or obligations of said third-party or the City. Developer shall notify the third-party within thirty (30) days prior to the amendment of the need for written consent.

**19.2 Cooperation.** In the event of any administrative, legal, or equitable action or other proceeding instituted by any person not a party to this Agreement challenging the validity of any provision of the Hearings Examiner's Decision, this Agreement, an Amendment to this Agreement, or any Discretionary Action, the Parties shall cooperate in defending such action or proceeding to settlement or final judgment, including all appeals. The City may elect to tender the defense of such lawsuit or individual claims in the lawsuit to Developer. In such event, Developer shall hold the City harmless from and defend the City from all costs and expenses incurred in the defense of such action, lawsuit, or individual claims in the lawsuit, including but not limited to, attorneys' fees and expenses of litigation, and damages awarded to the prevailing party or parties in such litigation. The Developer shall not settle any lawsuit without the express written consent of the City. The City shall act in good faith and shall not unreasonably withhold consent to settle.

**19.3 Default.** Any failure by either Party to perform any term or provision of this Agreement, which failure continues uncured for a period of sixty (60) days following written notice from the other Party, (unless the Parties have mutually agreed in writing to extend this period) shall constitute a default under this Agreement. Any notice of default shall specify the nature of the alleged default and, where appropriate, the manner in which the alleged default may be satisfactorily cured. If the nature of the alleged default is such that it cannot reasonably be cured within the 60-day period, and the diligent prosecution of actions necessary to complete the cure of the alleged default after the 60-day period, shall be deemed to be a cure within the 60-day period. Upon a default of this Agreement that is not cured as provided above, the non-defaulting Party may institute legal proceedings to enforce the terms of this Agreement. If the default is cured, then no default exists, and the noticing Party shall take no further action.

The Parties agree that, the City has a separate and distinct authority to enforce its land use regulations, an example of such is a Stop Work Order regardless of this Agreement and the City is not required to institute legal proceedings to enforce land use regulations as it relates to the Property.

**19.4 Enforced Delay; Extension of Time of Performance.** Notwithstanding anything to the contrary contained herein, neither Party shall be deemed to be in default where delays in performance or failures to perform are due to war, insurrection, strikes or other labor disturbances, walk-outs, riots, floods, earthquakes, fires, casualties, acts of God, restrictions imposed or mandated by other governmental entities, enactment of conflicting state or federal laws or regulations, extended appeals, or similar basis for excused performance which is not within the reasonable control of the Party to be excused. Upon the request of either Party, an extension of time for such cause shall be granted in writing for the period of the enforced delay, or longer as may be mutually agreed upon by the Parties. In the event such delays preclude development of the Project in an economically feasible manner, consistent with the MPD Permit and this Agreement, the Parties agree to negotiate in good faith to revise or terminate this Agreement.

**19.5 Assignment.**

Developer shall have the right to assign or transfer all or any portion of its interests, rights, obligations, or responsibilities under this Agreement to third parties acquiring an interest in the Development or any portion thereof. Such assignments or transfers shall be made pursuant to a written agreement (Transfer Agreement) with consent of the City, except that the following shall not require consent of the City:

A. any single residential parcel conveyed to a purchaser;

B. any condominium, time-share or fractionally owned unit conveyed to a purchaser;

C. any property that has been established as a separate legal parcel for a commercial, open space, park, hotel, recreational facility, or other use agreed to by Developer and the City as long as Developer or its assigns retain all obligations and responsibilities pursuant to this Agreement, except for those obligations and responsibilities that can be fulfilled exclusively within the boundaries of, and by the development upon, the parcel or parcels transferred, such as individual lot landscaping or buffering requirements.

To be eligible for a transfer without consent pursuant to this subsection, Developer shall retain all obligations and responsibilities pursuant to this Agreement, including, by way of illustration and without limitation, overall infrastructure necessary to serve more than one parcel of the Development.

**19.6 Reimbursement for Agreement Expenses of the City.** Developer agrees to reimburse the City for actual expenses incurred over and above fees paid by Developer as an applicant incurred by City directly relating to this Agreement, including recording fees, publishing fess and reasonable staff and consultant costs not otherwise included within application fees. Such payment of all fees shall be paid, at the latest, within thirty (30) days from the City's presentation of a written statement of charges to the Developer. Notices.

**19.7 Notices.**

Required notices shall be made in writing by hand-delivery or registered first-class USPS mail to the following:

| Developer: | City: |
| --- | --- |
| | Director of Community Development<br>625 S. College Ave<br>College Place, WA 99324 |

**19.8 Severability.** If any phrase, provision or section of this Agreement is determined by a court of competent jurisdiction to be invalid, void, or unenforceable, or if any provision of this

Agreement is rendered invalid for unenforceable according to the terms of any statue of the State of Washington which became effective after the date of the ordinance adopting this Development Agreement, and either Party in good faith determines that such provisions are material to its entering into this Agreement, that Party may elect to terminate this Agreement as to all of its obligations remaining unperformed.

**19.9 Annual Review.** The City shall, at least every twelve (12) months during the term of this Agreement, review the extent of good faith substantial compliance by Developer and any Landowner (transferee) with this Agreement. The City may charge Developer fees as necessary to cover the costs of conducting the annual review.

**19.10 Termination.** This Agreement shall expire and/or terminate as provided below:

**19.10.1** This Agreement shall expire and be of no further force and effect if the development contemplated in this Agreement and all of the permits and/or approvals issued by the City for such development are not substantially underway prior to expiration of such permits and/or approvals. Nothing in this Agreement shall extend the expiration date of any permit or approval issued by the City for development.

**19.10.2** This Agreement shall expire and be of no further force and effect if the Development does not construct the Project as contemplated by the permits and approvals identified in this Agreement and submits applications for development of the Property that are inconsistent with such permits and approvals.

**19.10.3** This Agreement shall terminate upon the expiration of the term identified in Section 2 or when the Subject Property has been fully developed, which ever first occurs, and all of the Developer's obligations in connection therewith are satisfied as determined by the City. Upon termination of this Agreement, the City shall record a notice of such termination in a form satisfactory to the City Attorney that the Agreement has been terminated. This Agreement shall automatically terminate and be of no further force and effect as to any single-family residence, any other residential dwelling unit or any non-residential building and the lot or parcel upon which such residence or building is located, when it has been approved by the City for occupancy.

**19.11 Effect upon Termination on Developer Obligations.** Termination of this Agreement as to the Developer of the Property or any portion thereof shall not affect any of the Devleoper's obligations to comply with the City Comprehensive Plan and the terms and conditions or any applicable zoning code(s) or subdivision map or other land use entitlements approved with respect to the Subject Property, any other conditions of any other development specified in the Agreement to continue after the termination of this Agreement or obligation to pay assessments, liens, fees or taxes of any kind or nature whatsoever.

**19.12 Effects upon Termination on City.** Upon any termination of this Agreement as to the Developer of the Subject Property, or any portion thereof, the entitlements, conditions of development, limitations on fees and all other terms and conditions of this Agreement shall no longer be vested hereby with respect to the property affected by such termination (provided that vesting of such entitlements, conditions or fees may then be established for such property pursuant to then existing planning and zoning laws.

**19.13 Covenants Running with the Land.** The conditions and covenants set forth in this Agreement and incorporated herein by the Exhibits shall run with the land and the benefits and burdens shall bind and inure to the benefit of the parties. The Developer, Landowner and every purchaser, assignee, or transferee of an interest in the Subject Property, or any portion thereof, shall be obligated and bound by the terms and conditions of this Agreement, and shall be the beneficiary thereof and a party thereto, but only with respect to the Subject Property, or such portion thereof, sold, assigned, or transferred to it. Any such purchaser, assignee or transferee shall observe and fully perform all of the duties and obligations of a Developer contained in this Agreement, as such duties and obligations pertain to the portion of the Subject Property sold, assigned, or transferred to it.

**19.14 Releases.** Developer, and any subsequent Landowner, may free itself from further obligations relating to the sold, assigned, or transferred property, provided that the buyer, assignee, or transferee expressly assumes the obligations under this Agreement, in writing and approved by the City.

**19.15 Washington law and attorneys' fees.** This Agreement shall be construed and enforced in accordance with the laws of the State of Washington. If litigation is initiated to enforce the terms of this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees and costs from the non-prevailing party. Should a determination be made that both Parties were at fault, each Party shall be responsible for its pro-rata share of reasonable attorneys' fees and costs. Venue for any action shall lie in Walla Walla County Superior Court or the U.S. District Court for Eastern Washington.

**19.16 Specific Performance.** The Parties agree that damages are not an adequate remedy for breach of this Agreement, and that the Parties are entitled to compel specific performance of all material terms of this Development Agreement by any Party in default thereof.

**19.17 No Third-Party Beneficiaries.** This Agreement is entered into by the City as a benefit to the public as a whole and therefore, this Agreement creates no benefit to any third-party and creates no obligation or duty of the City to any third-party.

**19.18 Waiver.** No officer, employee, agent, or other individual acting on behalf of either Party has the power, right or authority to waive any of the conditions or provisions of this Agreement. A waiver in one instance shall not be held to be a waiver of any other subsequent breach or nonperformance. All remedies afforded in this Agreement or by law, shall be taken and construed as cumulative, and in addition to every other remedy provided herein or by law. Failure of either Party to enforce at any time any of the provisions of this Agreement or to require at any time performance by the other Party of any provision hereof shall in no way be construed to be a waiver of such provisions nor shall it affect the validity of this Agreement or any part thereof.

**19.19. Anti-kickback.** No officer or employee of City, having the power or duty to perform an official act or action related to this Agreement shall have or acquire any interest in this Agreement, or have solicited, accepted, or granted a present or future gift, favor, service, or other thing of value from any person with an interest in this Agreement.

**19.20 Funding.** Nothing in this Agreement requires the City to appropriate future funding and should any funds appropriated at the time of execution of this Agreement be, at the sole discretion of the City not expended pursuant to this Agreement, the City is not required to expend said funds.



**CITY OF COLLEGE PLACE**

______________________________
Norma Hernandez, Mayor

**DEVELOPER:**

______________________________
By:
Its: Authorized Representative

**ATTEST:**

______________________________

Sherri St Clair, City Clerk

**APPROVED AS TO FORM:**

______________________________

Rea Culwell, City Attorney

Washington State
House of Representatives
Office of Program Research

# BILL ANALYSIS

# Local Government Committee

# HB 2428

**Brief Description:** Allowing cities to voluntarily share certain sales and use tax revenue.

**Sponsors:** Representatives Klicker, Rude and Springer.

**Brief Summary of Bill**

- Allows cities and towns to enter into interlocal agreements to share a portion of general purpose local government sales and use tax revenue.

**Hearing Date:** 1/30/24

**Staff:** Kellen Wright (786-7134).

**Background:**

A sales tax is a tax applied to the sale, rental, repair, or installation of tangible personal property, digital products, or some services purchased for the buyer's own use. It is a percentage tax based on the selling price of the items. A use tax is similar, except that it applies to the value of goods used within the state when a sales tax for them has not been paid. For example, a sales tax would be imposed on the sale of a car inside Washington, while a use tax would be imposed on a car purchased outside of Washington when it is registered in Washington if no sales tax, or a sales tax at a lower rate than Washington's, was paid at the time of purchase.

The state imposes a sales and use tax at the rate of 6.5 percent of the selling price or value of the article sold or used. Counties and cities can also impose sales and use taxes when authorized to do so by the Legislature. In many cases, when the Legislature authorizes the imposition of a tax, it also directs how the tax is to be used.

In two cases, however, the Legislature has authorized the imposition of a sales and use tax while

*This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not part of the legislation nor does it constitute a statement of legislative intent.*

allowing the revenue to be used at the discretion of the local government imposing the tax. Both of these taxes are similar. Both can be imposed legislatively by the governing body of a county or city.

The first of these taxes does not apply to natural or manufactured gas, except for natural gas used as transportation fuel. The tax may be imposed at a rate of up to 0.5 percent by a county, or a city within a county that has not imposed the tax. If both the county and a city within the county impose the tax, then the city's tax rate is reduced to 0.425 percent.

The second of these taxes can also be imposed at a rate of up to 0.5 percent by a county or city. If a county imposes the tax at an equal or greater rate than a city within the county, the county must receive 15 percent of the tax revenue collected by the city. If a county imposes the tax at a lower rate than a city within the county, then the county must instead receive 15 percent of the tax revenue that the county would have collected had the city not imposed a tax. This second tax may be subject to a referendum if 15 percent of voters within the county or city that is imposing the tax sign a petition for a referendum. If sufficient signatures are gathered, the tax will then be approved or rejected by voters at a special or general election.

With both taxes, if a tax would be collected by both a county and a city on the same taxable event, the city tax is instead a credit against the county tax.

The rate of either or both taxes imposed by a city, or the percentage of either or both taxes that a county receives from within a city that imposes the tax, may be altered as part of an agreement between local governments for the provision of government services.

An interlocal agreement is an agreement between local governments or other public agencies to cooperatively conduct government activities or provide services. The agreement must include certain terms, including the duration of the agreement, the precise organization of any entity created, the purpose of the agreement, how the undertaking will be financed, and how the agreement can be terminated.

**Summary of Bill:**

Cities and towns may enter into an interlocal agreement to share a portion of the two general purpose sales and use taxes. In addition to the terms required to be included in any interlocal agreement, an agreement to share sales and use tax revenue must include

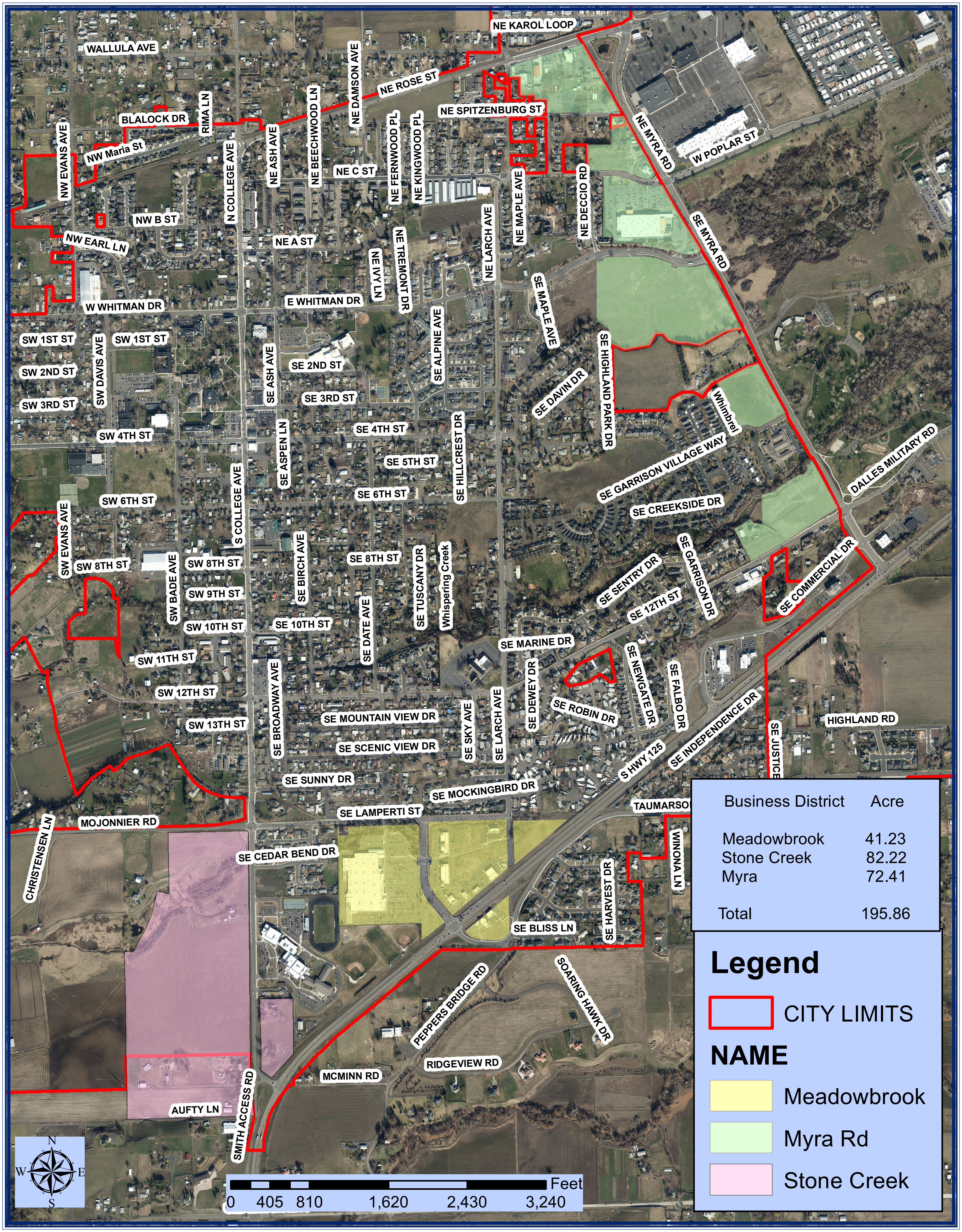
- the area or areas in which the agreement applies, if it is only applicable to revenue collected in certain areas;
- the amount or proportion of revenue to be shared; and
- the mechanism for sharing the revenue.

**Appropriation:** None.

**Fiscal Note:** Preliminary fiscal note available.

**Effective Date:** The bill takes effect 90 days after adjournment of the session in which the bill is passed.

# PROPOSED COLLEGE PLACE SALES TAX SHARING AREAS




| Business District | Acre |
|---|---|
| Meadowbrook | 41.23 |
| Stone Creek | 82.22 |
| Myra | 72.41 |
| Total | 195.86 |

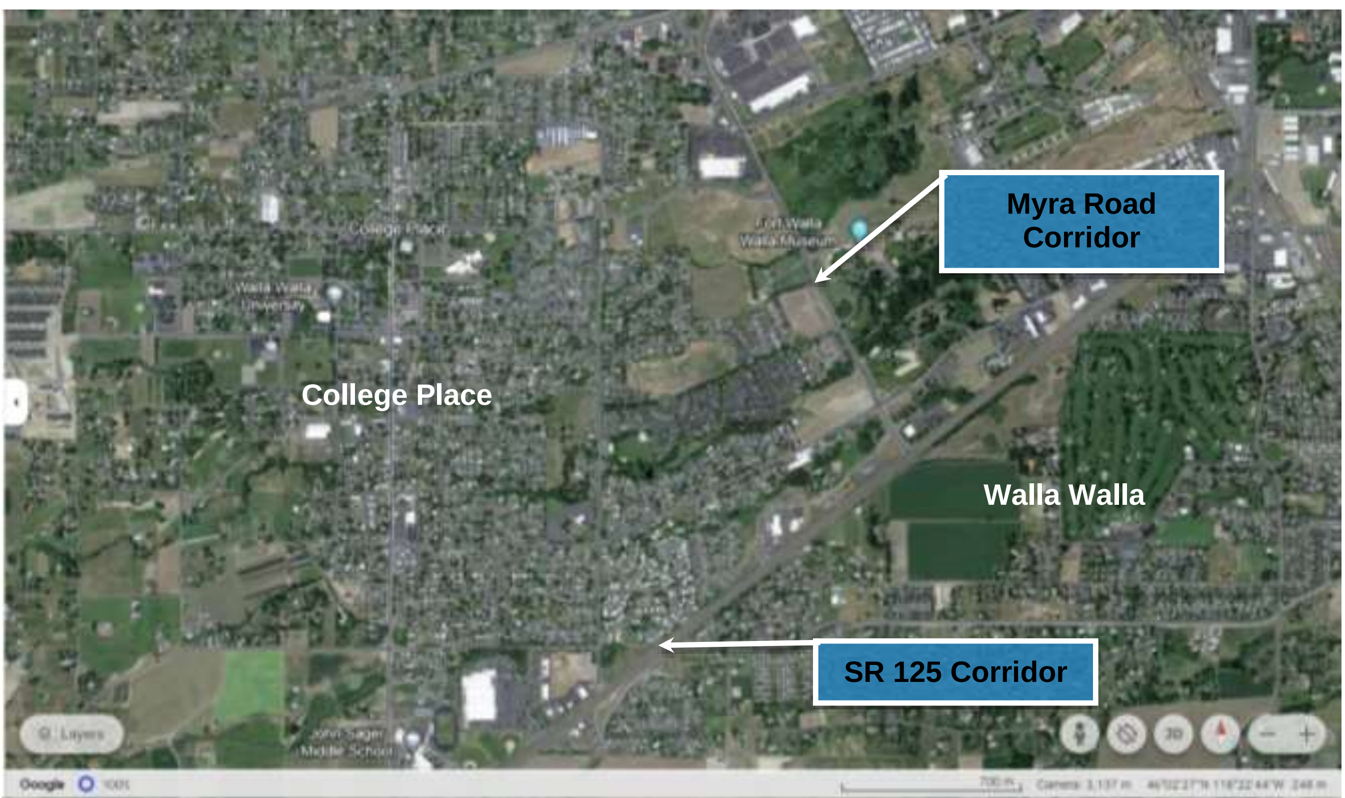
Support HB 2428 – Allowing cities to voluntarily share certain sales and use tax revenue

The cities are Walla Walla and College Place are the urban center of Walla Walla County. Residents of both cities (through resident satisfaction surveys) have shared the need for more retail and limit the sales tax leakage to the Tri-cities. Through a voluntary interlocal agreement that would allow the cities to share certain sales and use tax, the two cities don't need to compete for new development.

The Ask: **Support HB 2428 allowing cities to voluntarily share certain sales and use tax (the cities portion only) through an interlocal agreement.**

The Why:
- Would permit Walla Walla and College Place to jointly work on economic development efforts particularly along the Myra Road corridor and along SR 125 (dividing roadways between the two cities).

# Thank you for your support!



INTERLOCAL AGREEMENT
BETWEEN
CITY OF WALLA WALLA AND CITY OF COLLEGE PLACE
CONCERNING WALLA WALLA VALLEY COMMERCIAL DEVELOPMENT

This Agreement is made by and between the City of Walla Walla (hereinafter referred to as Walla Walla) and the City of College Place (hereinafter referred to as College Place), municipal corporations, pursuant to the Interlocal Cooperation Act, Chapter 39.34 RCW.

WHEREAS, College Place is a city consisting of approximately 3 square miles of land, located in Walla Walla County with a population of approximately 9,902;

WHEREAS, Walla Walla is a city consisting of approximately 14~~3~~ square miles of land, located in Walla Walla County with a population of approximately 34,060, with approximately 1950 individuals living in the Washington State Penitentiary located in Walla Walla;

WHEREAS, College Place and Walla Walla share a border of approximately 2.2 miles and share many of the same city metrics such as household income, race and ethnic diversity, employment and unemployment rates, living costs, housing value, poverty rate, and occupations;

WHEREAS, College Place and Walla Walla cooperatively govern and provide services to their residents as evidenced by prior agreements such as Graffiti Abatement, Emergency Water Supply, Micro-Business Assistance/Community Development Block Grant implementation, Countywide Planning Policies for Comprehensive Plan Updates, and GIS Data Sharing and evidenced through joint advisory groups such as Blue Mountain Action Council, Council on Housing, Emergency Management, Port of Walla Walla Economic Advisory Committee, Solid Waste Advisory Committee, Valley Transit Board, Walla Walla Valley Metropolitan Planning Organization;

WHEREAS, residents from and visitors to both cities benefit from both cities' financial and civic investment and services provided to their respective communities;

WHEREAS, residents of College Place benefit from Walla Walla provided services and residents of Walla Walla benefit from College Place provided services;

WHEREAS, for each $1 Washington state transfers to a city, Washington state generates approximately $134 in revenue which funds the state budget, including state funded city and regional projects and services;

WHEREAS, while each city has a distinct identity, distinguishing itself from the other city, they share many characteristics making both cities attractive to the same or similar commercial development such as combined population, geographical location, median income and cost of living;

WHEREAS, should one city be the location of a big-box commercial store, the other city would then not be an attractive location for a similar big-box retail store without an implausible increase in population;

WHEREAS, because big-box commercial stores generally cause customers from other cities, counties, and states to travel to the city where the big-box store is located, jurisdictions near a city with a big-box store incur increased use of public services such as law enforcement and traffic systems;

WHEREAS, Walla Walla and College Place desire to enter into an interlocal agreement providing for the sharing of sales tax revenue associated with development of a new or expanded commercial area anchored by one or more big-box stores in the Walla Walla valley regardless of what jurisdiction the development is located to accommodate for increase in public services associated with the big-box store;

WHEREAS, RCW 43.09.210 requires that all service rendered by, or property transferred from one department, public improvement, undertaking, institution, or public service industry to another, shall be paid for at its true and full value by the department, public improvement, undertaking, institution, or public service industry receiving the same, and no department public improvement, undertaking, institution, or public service industry shall benefit in nay financial manner whatever by an appropriation or fund made for the support of another and the revenue sharing agreed to here is intended to represent the true cost and benefit between the cities should one big-box store develop within a city jurisdictional limit;

NOW THEREFORE, it is agreed by the Parties:

1. The Parties agree to the following definitions:
    - Big-box store is a single commercial use of approximately 25,000 square feet or more. Examples include major department stores, warehouse clubs, including but not limited to Fred Meyer, Costco, Lowe's, Dick's Sporting Goods, Burlington, HomeGoods and Target. A big-box store may be an anchor store which attracts smaller retailers to the area of the big-box store.

    - Anchored store is a smaller commercial use that is located at or near a big-box store. Examples of anchored stores include, but is not limited to, clothing stores such as Maurices, restaurants such as Papa Murphy's and Subway, wireless phone providers such as Verizon, other retail stores such as GameStop, optic stores, specialty food stores, beauty products stores and jewelry stores, small entertainment retailers such as arcades, and small service providers such as beauty salons.

    - Significant Redevelopment: Commercial Redevelopment of buildings 25,000 square feet or more in which at least 51% of the gross leasable floor area is repurposed with new commercial enterprises. Increased in assessed valuation of commercial structure due to redevelopment by 20% or greater.

**Commented [EC1]:** Need to add a definition for significant redevelopment since referencing in clause 4

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**Commented [MR2]:** First stab at Significant Redevelopment Definition

2. This Agreement shall apply only to the following geographical areas (maps in Appendix 1):

   Walla Walla:

   Myra Road corridor:
   Walla Walla Town Center
   Myra Road South of SR 125
   ~~Eastgate/Wilbur area~~

**Commented [EC3]:** I thought we are focusing on Myra Rd and SR 125 vicinity.

**Commented [MR4R3]:** Nabiel and I were going back and forth on this one. If you all included Eastgate/Wilbur then I would add in Guglielmelli/North Rose/Martin Airfield to counter.

   College Place:

   Myra Road corridor
   Meadowbrook area
   Stone Creek area

   As depicted on Exhibit A to this agreement.

**Commented [EC5]:** What is the square footage of the two proposed boundaries in CP?

**Commented [MR6R5]:** In attached map. Our lands amount to over 195 acres. Can be more in include Commercial Drive. I just cant fathom commercial over 25,000 fitting within that Commercial Drive footprint

3. Should, prior to the development of a big-box store as contemplated by this Agreement, either city annex property of sufficient size and zoning to develop a big-box store, the Parties agree that such area will be included in this Agreement and shall amend this Agreement to identify the specific area to be included in this Agreement. Neither Party will unreasonably withhold agreeing to such amendment.

4. This Agreement shall apply only to new development or significant redevelopment of property that has not been used for a big-box store in the last **five** of years.

**Commented [EC7]:** Need to define

5. This Agreement shall not apply to stores which relocate within a city to be anchored with a new or significant redevelopment big-box.

6. This Agreement shall not apply to a retail store which, without relocation, becomes an anchored store due to the development or redevelopment of a big-box store.

7. Sales tax revenue to be shared includes all sales tax revenue from the big-box store and all sales tax revenue from anchor stores operating at or near the big-box store.

8. For all sales tax revenue generated by the big-box store and any smaller businesses anchored to the big-box store shall be distributed on a quarterly basis based on the following formula: Sales Tax from Big Box = 50% Host Community Distribution and remaining 50% is divvied up in this way: Percentage Population of each jurisdiction + Percentage representing Median Household Income + Percentage representing Poverty Rate. Fraction tables will be located below. Statistics will be updated annually based upon State Office of Financial Management population estimates and US Census American Community Survey.

**Commented [EC8]:** We need to work on some examples. If I understood the formula, it does not quite work out using AMI and poverty rate in the example I worked through. More is distributed then collected.

Where did this approach come from?

Also, construction sales tax from any development not subject to this agreement.

Also need to work out that Walla Walla collects .02 % for our TBD and that is also not subject to this agreement.

**Commented [MR9R8]:** The formula I proposed was borrowed from a Sales Tax Sharing Agreement I worked on 13 years ago in the south suburbs of Chicago.

9. Revenue sharing shall continue until mutually negotiated termination of this Agreement. Minimum notice to begin termination negotiations shall be 60 days. No Party shall unreasonably withhold negotiations and agreement to terminate. If the Parties shall submit to Arbitration pursuant to Parties cannot agree on termination or terms of termination, the Parties shall submit to arbitration pursuant to Chapter 7.04A RCW.

Table 1: Population Percentage for Each Jurisdiction source where obtaining data

| Jurisdiction | Population | Percentage |
|---|---|---|
| Walla Walla | 34,060 | 77.5% |
| College Place | 9,902 | 22.5% |

Table 2.A: Median Household Income

| | |
|---|---|
| Walla Walla | $54, 412 |
| College Place | $49,406 |

Table 2.B: Percentage Decrease/Increase for Median Household Income

| Median Household Income Deviations | Percentage |
|---|---|
| $45,000 to $46,499 | +5.0% |
| $46,500 to $47,999 | +4.0% |
| $48,000 to $49,499 | +3.0% |
| $49,500 to $50,999 | +2.0% |
| $51,000 to $52,499 | +1.0% |
| $52,500 to $53,999 | -1.0% |
| $54,000 to $55,499 | -2.0% |
| $55,500 to $56,999 | -3.0% |
| $57,000 to $58,499 | -4.0% |
| $58,500 + | -5.0% |

Table 3.A: Poverty Rate

| | |
|---|---|
| Walla Walla | 14.2% |
| College Place | 11.6% |

Table 3.B Percentage Decrease/Increase for Poverty Rate

| Poverty Rate Deviations | Percentage |
|---|---|
| 10.0% to 11.0% | -2.0% |
| 11.1% to 12.0% | -1.0% |
| 12.1% to 13.0% | 0.0% |
| 13.1% to 14.0% | +1.0% |
| 14.1% to 15.0% | +2.0% |

10. This formula shall be applied toward each new big box store over 25,000 square feet in the respective jurisdictions.

11. Should a second or subsequent big-box store open, Parties agree as follows:

    - A second or subsequent big-box store located in the same city as the initial big-box store shall have no effect on this Agreement and revenue sharing shall apply to the second and any subsequent big-box stores and all anchor retail stores.

    - A second big-box store located in the city which is not the location of the initial big-box store shall result in a recalculation of tax sharing such that, depending upon expected and actual sales tax receipts from the second big-box store. If it is expected that the big-box stores will generate substantially the same sales revenue, the Parties shall not share

12. It is the intent of the Parties that this Agreement and the revenue sharing pursuant to it comply with RCW 43.09.210 in that, neither city is gifting funds to the other city and all funds are used for each city to provide services to their respective citizens and visitors due to the location of a big-box store in the Walla Walla valley.

13. The Parties shall meet at least bi-annually (two times a year) to analyze the revenue sharing and changes, if any, of the cities respective demographics to determine if the revenue sharing formula continues to serve the purpose of this Agreement, including, but not limited compliance with paragraph 11 here.

14. Should, by agreement of the Parties, or ruling by a court of competent jurisdiction, this Agreement be declared unlawful or void in part, the Parties agree that the remaining lawful portions of this Agreement shall remain in full force and effect.

15. Should any or all of the revenue sharing under this Agreement be found by a court of competent jurisdiction or by agreement of the Parties be declared unlawful or in violation of any state administrative rule or ruling, all distributions pursuant to this Agreement shall be reversed within a reasonable period of time.

16. This Agreement is intended to be binding on both Parties regardless of any change in respective governance, including elected officials.

17. Any and all third-party costs associated with administering this Agreement shall be born by both Parties using the same calculation as that for the revenue sharing.

18. Each Party shall be solely responsible for their own acts and omissions and shall hold the other harmless from liability for said acts. Should, by agreement or by order of a court

**Commented [EC10]:** I think this will be complicated.

**Commented [MR11R10]:** Open to other concepts with competent jurisdiction determine that the Parties are jointly liable, the Parties shall be responsible for their pro rata portion of any judgment, award, or settlement. Each Party shall be soley responsible for any attorneys' fees and costs, regardless of fault.

19. Notices to either party shall be in writing via US Mail and provided to the following:

| | |
|---|---|
| City of Walla Walla | City of College Place |
| City Manager | City Administrator |
| 15 N. 3rd Avenue | |
| Walla Walla, WA 99362 | |

With copy provided to:

Walla Walla City Attorney and City Clerk
15 N. 3rd Avenue
Walla Walla, WA 99362

Additional comments:

- Add an amendment clause to the agreement
- Map exhibits need square footage included so we are looking at relatively equal sales tax sharing areas
- Clause that any boundary changes (which would be an amendment) requires both parties to agree
- Clause regarding permitting – any development that locates within a particular cost sharing area, that jurisdiction handles all permitting. No permit revenue sharing.

H-2712.2

**HOUSE BILL 2428**

**State of Washington** **68th Legislature** **2024 Regular Session**

**By** Representatives Klicker and Rude

AN ACT Relating to allowing cities to voluntarily share certain sales and use tax revenue; amending RCW 82.14.032; and adding a new section to chapter 39.34 RCW.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

NEW SECTION. **Sec. 1.** A new section is added to chapter 39.34 RCW to read as follows:

(1) Cities and towns may enter into an agreement under this chapter to share a portion of general purpose sales and use tax revenue collected under RCW 82.14.030.

(2) Any agreement to share such revenue must specify, in addition to the conditions required to be included under RCW 39.34.030, the following:

(a) If the agreement applies only to sales and use tax revenue collected in a certain area or areas, then the area or areas in which it is applicable;

(b) The amount or proportion of the sales and use tax revenue that is to be shared; and

(c) The precise mechanism or method that will be used to share the revenue.

(3) This section shall not be construed to diminish or reduce the authority of local governments to enter into agreements under this chapter or as otherwise allowed by law.

**Sec. 2.** RCW 82.14.032 and 1994 c 266 s 11 are each amended to read as follows:

<u>(1)</u> The rate of sales and use tax imposed by a city under RCW 82.14.030 (1) and (2) may be altered pursuant to a government service agreement as provided in RCW 36.115.040 and 36.115.050.

<u>(2) Revenue from a sales and use tax imposed by a city under RCW 82.14.030 (1) and (2) may be shared with another city as part of an agreement entered into pursuant to section 1 of this act.</u>

**--- END ---**

REVIEW DETAILS

# Addendum A

## 2021 Legislative Changes

### 2021 Legislature made changes to chapter 84.25 RCW

The following table details JLARC staff analysis of changes made in 2021 legislation (Engrossed House Bill 1386) to the local property tax preference provided in chapter 84.25 RCW (Targeted Urban Area Construction). These changes are effective July 25, 2021.

| Statute prior to 7/25/2021 | Changes effective 7/25/2021, per EHB 1386 |
| --- | --- |
| A qualifying city must:<br>• Be located in a county with a population between 700,000 and 800,000.<br>• Have a population of at least 18,000.<br>• Be located east or north of the largest city in the county. | All population and **location qualification criteria removed**. Any city or town in Washington may use the preference if all other requirements are met. |
| “Family living wage job” is defined as a job with an average wage of $18 or more an hour, working 2,080 hours per year on the subject site. | “Family living wage job” is defined as a job that **offers health care benefits** with an average wage of **$23 an hour** or more, working 2,080 hours per year on the subject site. |
| “Industrial/manufacturing facilities” are defined, in part, for uses categorized as "division D: | “Industrial/manufacturing facilities” are defined, in part, for uses categorized as either “division D: manufacturing” or **“division E:** |

| | |
|---|---|
| The preference expires to new applicants December 31, 2022. | The preference expires to new applicants **December 31, 2030**. |
| Each project must create a minimum of 25 new family living wage jobs at the subject site as a result of the new construction within one year of building occupancy. | Each project must create a minimum 25 new family living wage jobs at the subject site as a result of the new construction within one year of building occupancy.<br>Priority must be given to applications that meet the following labor specifications during construction and the ongoing business operations:<br>• Compensate workers at the prevailing wage rates as determined by the Department of Labor & Industries.<br>• Buy from and contract with women-owned, minority-owned, or veteran-owned businesses.<br>• Buy from and contract with businesses with a history of complying with federal and state wage and hour laws and regulations.<br>• Use state-registered apprenticeship programs.<br>• Give preferred entry for workers living in the area where construction occurs.<br>• Maintain certain labor standards for workers employed primarily at the facility after construction, including production, maintenance, and operational employees. |
| | Details steps for cities to follow if they discover that a facility maintains fewer than 25 family living wage jobs after the local property tax exemption has been filed. These include loss of exemption for the facility and the owner being billed for the additional property tax that would have been due. |

❮ Previous Next ❯

ORDINANCE NO. 2016-008

AN ORDINANCE OF THE CITY OF ARLINGTON, WASHINGTON
ADOPTING PROVISIONS RELATING TO TAX INCENTIVES IN TARGETED AREAS
FOR NEW CONSTRUCTION OF INDUSTRIAL OR MANUFACTURING FACILITIES
CREATING FAMILY LIVING WAGE JOBS

WHEREAS, the City of Arlington has been granted the authority to create tax incentives in targeted areas for new construction of industrial or manufacturing facilities creating family living wage jobs as a result of Senate Bill 5761 (Chapter 9, 2015 Laws 1st Special Session) and RCW 84.25; and

WHEREAS, the City Council previously passed Resolution No. 2016-005 which notified the public of its intent to create targeted areas in support of this authority, which resolution scheduled a public hearing for May 2, 2016; and

WHEREAS, the City Council conducted a public hearing on May 2, 2016; and

WHEREAS, the City Council wishes to create tax incentives to support construction that will create new family living wage jobs;

NOW, THEREFORE, the City Council of the City of Arlington do hereby ordain as follows:

Section 1. A new chapter 3.98 of the Arlington Municipal Code (AMC) is hereby created, to read as follows:

Chapter 3.98 – Property Tax Exemption

| | |
|---|---|
| 3.98.100 | Purpose |
| 3.98.110 | Applicability |
| 3.98.120 | Definitions |
| 3.98.130 | Exemption Created |
| 3.98.140 | General Requirements |
| 3.98.150 | Application |
| 3.98.160 | Approval Criteria |
| 3.98.170 | Approval/Denial |
| 3.98.180 | Application Fee |
| 3.98.190 | Additional Requirements |
| 3.98.200 | Reporting |
| 3.98.210 | Continuance and Discontinuance |

3.98.100 Purpose. It is the purpose of this chapter to encourage new manufacturing and industrial uses on undeveloped or underutilized lands zoned for industrial and manufacturing uses within the city through tax incentive, thereby increasing employment opportunities for family living wage jobs.

3.98.110 Applicability. All undeveloped or underutilized properties within the city's Light Industrial and General Industrial zones shall be eligible to receive an ad valorem tax exemption as allowed by Senate Bill 5761 (Chapter 9, 2015 Laws 1st Special Session) and RCW 84.25 for the value of new construction of industrial/manufacturing facilities.

3.98.120 Definitions. The definitions in this section shall apply to this chapter unless the context clearly requires otherwise:

(1) "Administrative Authority" means the Department of Community and Economic Development.

(2) "City" means the City of Arlington.

(3) "Designee" means the Director of Community and Economic Development.

(4) "Director" means the Director of Community and Economic Development.

(5) "Family living wage job" means a job with a wage that is sufficient for raising a family. A family living wage job shall have an average wage of eighteen dollars an hour or more, working two thousand eighty hours per year on the subject site, as adjusted annually for inflation by the consumer price index.

(6) "Governing Authority" means the Arlington City Council.

(7) "Industrial/manufacturing facilities" means building improvements that are ten thousand square feet or larger, representing a minimum improvement valuation of eight hundred thousand dollars ($800,000.00) for uses categorized as "division D: manufacturing" by the United States Department of Labor in the Occupation Safety and Health Administration's standard industrial classification manual.

(8) "Lands zoned for industrial and manufacturing uses" means lands in the City zoned as of December 31, 2014, for an industrial or manufacturing use consistent with the City's Comprehensive Plan where the lands are designated for industry.

(9) "Owner" means the property owner of record.

(10) "Targeted area" means an area of undeveloped lands zoned for industrial and manufacturing uses in the City that is located with or contiguous to an innovation partnership zone, foreign trade zone, or EB-5

regional center, and designated for possible exemption under the provisions of this chapter.

(11) "Undeveloped or underutilized" means that there are no existing building improvements on the property or portions of the property targeted for new or expanded industrial or manufacturing uses.

3.98.130 Exemption Created

(a) The value of new construction of industrial/manufacturing facilities qualifying under this chapter is exempt from property taxation under this title, as provided in this section. The value of new construction of industrial/manufacturing facilities is exempt from taxation for properties for which an application for a certificate of tax exemption is submitted under this chapter before December 31, 2022. The value is exempt under this section for ten successive years beginning January 1st of the year immediately following the calendar year of issuance of the certificate.

(b) The exemption provided in this section does not include the value of land or nonindustrial/manufacturing-related improvements not qualifying under this chapter.

(c) The exemption provided in this section is in addition to any other exemptions, deferrals, credits, grants, or other tax incentives provided by law.

(d) This chapter does not apply to state levies or increases in assessed valuation made by the assessor on non-qualifying portions of buildings and value of land nor to increases made by lawful order of a county board of equalization, the department of revenue, or a county, to a class of property throughout the county or specific area of the county to achieve the uniformity of assessment or appraisal required by law.

(e) This exemption does not apply to any county property taxes unless the governing body of the county adopts a resolution and notifies the governing authority of its intent to allow the property to be exempted from county property taxes.

(f) At the conclusion of the exemption period, the new industrial/manufacturing facilities cost shall be considered as new construction for the purposes of chapter 84.55 RCW.

3.98.140 General requirements. An owner of property making application under this chapter shall meet the following requirements:

(a) The new construction of industrial/manufacturing facilities shall be located on land zoned for industrial and manufacturing uses, undeveloped or underutilized, and as provided in section 6 of Senate Bill 5761 (Chapter 9, 2015 Laws 1st Special Session), designated by the city as a targeted area;

(b) The new construction of industrial/manufacturing facilities shall meet all construction and development regulations of the city;

(c) The new construction of industrial/manufacturing facilities shall be completed within three years from the date of approval of the application; and

(d) The applicant shall enter into a contract with the city approved by the Director of Community & Economic Development, under which the applicant has agreed to the implementation of the development on terms and conditions satisfactory to the administrative authority.

3.98.150 Application. An owner of property seeking an exemption under this chapter shall apply to the city on the application form adopted by the governing authority. The application shall contain the following:

A. Information setting forth the grounds supporting the requested exemption, including information indicated on the application form or in the guidelines;

B. A description of the project and site plan, and other information requested;

C. A statement of the expected number of new family living wage jobs to be created;

D. A statement that the applicant is aware of the potential tax liability involved when the property ceases to be eligible for the incentive provided under this chapter; and

E. A statement that the applicant would not have built in this location but for the availability of the tax exemption under this chapter;

F. The applicant shall verify the application by oath or affirmation; and

G. The application shall be accompanied by the application fee required under this chapter. The Director may permit the applicant to revise an application before final action by the Department of Community and Economic Development.

3.98.160 Approval criteria. The duly authorized administrative authority of the city may approve the application if it finds that:

(1) A minimum of twenty-five new family living wage jobs will be created on the subject site as a result of new construction of manufacturing/industrial facilities within one year of building occupancy;

(2) The proposed project is, or will be, at the time of completion, in conformance with all local plans and regulations that apply at the time the application is approved; and

(3) The criteria of this chapter have been satisfied.

3.98.170 Approval/Denial.

(a) The Director shall approve or deny an application filed under this chapter within ninety days after receipt of the application.

(b) If the application is approved, the city shall issue the owner of the property a conditional certificate of acceptance of tax exemption. The certificate shall contain a statement by the Director that the property has complied with the required criteria of this chapter.

(c) If the application is denied, the Director shall state in writing the reasons for denial and send the notice to the applicant at the applicant's last known address within ten days of the denial.

(d) Upon denial by the Director, an applicant may appeal the denial to the city's governing authority within thirty days after receipt of the denial. The appeal before the city's governing authority shall be based upon the record made before the city with the burden of proof on the applicant to show that there was no substantial evidence to support the city's decision. The decision of the city in denying or approving the application is final.

3.98.180 Application fee. An administrative application fee of $500.00 (five hundred dollars) plus the required county assessor fee shall be paid at the time the application for limited exemption is filed. If the application is approved, the city shall pay the application fee to the county assessor for deposit in the county current expense fund, after first deducting that portion of the fee attributable to its own administrative costs in processing the application and administering the tax exemption program. If the application is denied, the city may retain that portion of the application fee attributable to its own administrative costs and refund the balance to the applicant.

3.98.190 Additional requirements.

(a) Upon completion of the new construction of a manufacturing/industrial facility for which an application for an exemption under this chapter has been approved and issued a certificate of occupancy, the owner shall file with the city the following:

(1) A description of the work that has been completed and a statement that the new construction on the owner's property qualify the property for a partial exemption under this chapter;

(2) A statement of the new family living wage jobs to be offered as a result of the new construction of manufacturing/industrial facilities; and

(3) A statement that the work has been completed within three years of the issuance of the conditional certificate of tax exemption.

(b) Within thirty days after receipt of the statements required under subsection (a) of this section, the city shall determine whether the work completed and the jobs to be offered are consistent with the application and the contract approved by the city and whether the application is qualified for a tax exemption under this chapter.

(c) If the criteria of this chapter have been satisfied and the owner's property is qualified for a tax exemption under this chapter, the city shall file the certificate of tax exemption with the county assessor within ten days of the expiration of the thirty-day period provided under subsection (b) of this section.

(d) The city shall notify the applicant that a certificate of tax exemption is denied if the city determines that:

(1) The work was not completed within three years of the application date;

(2) The work was not constructed consistent with the application or other applicable requirements;

(3) The jobs to be offered are not consistent with the application and criteria of this chapter; or

(4) The owner's property is otherwise not qualified for an exemption under this chapter.

(e) If the city finds that the work was not completed within the required time period due to circumstances beyond the control of the owner and that the owner has been acting and could reasonably be expected to act in good faith and with due diligence, the Director may extend the deadline for completion of the work for a period not to exceed twenty-four consecutive months.

(f) The owner may appeal a decision by the city to deny a certificate of tax exemption in superior court under RCW 34.05.510 through 34.05.598, if the appeal is filed within thirty days of notification by the city to the owner of the exemption denial.

3.98.200 Reporting.

(a) Thirty days after the anniversary of the date of the certificate of tax exemption and each year for the tax exemption period, the owner of the new industrial/manufacturing facilities shall file with the Administrative Authority an annual report indicating the following:

(1) A statement of the family living wage jobs at the facility as of the anniversary date;

(2) A certification by the owner that the property has not changed use;

(3) A description of changes or improvements constructed after issuance of the certificate of tax exemption; and

(4) Any additional information requested by the city.

(b) The City shall report annually by December 31st of each year, beginning in 2016, to the Department of Commerce. The report shall include the following information:

(1) The number of tax exemption certificates granted;

(2) The total number and type of new manufacturing/industrial

facilities constructed;

(3) The number of family living wage jobs resulting from the new manufacturing/industrial facilities; and

(4) The value of the tax exemption for each project receiving a tax exemption and the total value of tax exemptions granted.

3.98.210 <u>Continuance and discontinuance</u>.

(a) If the value of improvements have been exempted under this chapter, the improvements continue to be exempted for the applicable period under this chapter so long as they are not converted to another use and continue to satisfy all applicable conditions including, but not limited to, zoning, land use, building, and family wage job creation.

(b) If an owner voluntarily opts to discontinue compliance with the requirements of this chapter, the owner shall notify the assessor within sixty days of the change in use or intended discontinuance.

(c) If, after a certificate of tax exemption has been filed with the county assessor, the city discovers that a portion of the property is changed or will be changed to disqualify the owner for exemption eligibility under this chapter, the tax exemption shall be canceled and the following occurs:

(1) Additional real property tax shall be imposed on the value of the non-qualifying improvements in the amount that would be imposed if an exemption had not been available under this chapter, plus a penalty equal to twenty percent of the additional value. This additional tax is calculated based upon the difference between the property tax paid and the property tax that would have been paid if it had included the value of the non-qualifying improvements dated back to the date that the improvements were converted to a non-qualifying use;

(2) The tax shall include interest upon the amounts of the additional tax at the same statutory rate charged on delinquent property taxes from the dates on which the additional tax could have been paid without penalty if the improvements had been assessed at a value without regard to this chapter; and

(3) The additional tax owed together with interest and penalty becomes a lien on the property and attaches at the time the property or portion of the property is removed from the qualifying use under this chapter or the amenities no longer meet the applicable requirements for exemption under this chapter. A lien under this section has priority to, and shall be fully paid and satisfied before, a recognizance, mortgage, judgment, debt, obligation, or responsibility to or with which the property may become charged or liable. The lien may be foreclosed upon expiration of the same period after delinquency and in the same

manner provided by law for foreclosure of liens for delinquent real property taxes. An additional tax unpaid on its due date is delinquent. From the date of delinquency until paid, interest shall be charged at the same rate applied by law to delinquent property taxes.

(d) Upon a determination that a tax exemption is to be terminated for a reason stated in this section, the Director shall notify the record owner of the property as shown by the tax rolls by mail, return receipt requested, of the determination to terminate the exemption. The owner may appeal the determination to the city, within thirty days by filing a notice of appeal with the city, which notice shall specify the factual and legal basis on which the determination of termination is alleged to be erroneous. At an appeal hearing, all affected parties may be heard and all competent evidence received. After the hearing, the governing authority shall either affirm, modify, or repeal the decision of termination of exemption based on the evidence received. An aggrieved party may appeal the decision of the governing authority to the superior court as provided in RCW 34.05.510 through 34.05.598.

(e) Upon determination by the city to terminate an exemption, the county officials having possession of the assessment and tax rolls shall correct the rolls in the manner provided for omitted property under RCW 84.40.080. The county assessor shall make such a valuation of the property and improvements as is necessary to permit the correction of the rolls. The value of the new industrial/manufacturing facilities added to the rolls is considered new construction for the purposes of chapter 84.40 RCW. The owner may appeal the valuation to the county board of equalization as provided in chapter 84.40 RCW. If there has been a failure to comply with this chapter, the property shall be listed as an omitted assessment for assessment years beginning January 1st of the calendar year in which the noncompliance first occurred, but the listing as an omitted assessment may not be for a period more than three calendar years preceding the year in which the failure to comply was discovered.

Section 2. Severability. If any provision, section, or part of this ordinance shall be adjudged to be invalid or unconstitutional, such adjudication shall not affect the validity of the ordinance as a whole or any section, provision or part thereof not adjudged invalid or unconstitutional.

Section 3. Effective Date. This ordinance shall be effective five days from its adoption and publication as required by law.

PASSED BY the City Council and APPROVED by the Mayor this 2nd day of May, 2016.

CITY OF ARLINGTON

Barbara Tolbert

Barbara Tolbert, Mayor

Attest:

Kristin Banfield

Kristin Banfield, City Clerk

Approved as to form:

Steven J. Peiffle
City Attorney

CERTIFICATION OF ORDINANCE

I, Kristin Banfield, being the duly appointed and acting Clerk of the City of Arlington, Washington, a municipal corporation, do hereby certify that the following Ordinance No. 2016-008 was approved at the May 2, 2016 City Council meeting.

ORDINANCE NO. 2016-008

"AN ORDINANCE OF THE CITY OF ARLINGTON, WASHINGTON, ADOPTING PROVISIONS RELATING TO TAX INCENTIVES IN TARGETED AREAS FOR NEW CONSTRUCTION OF INDUSTRIAL OR MANUFACTURING FACILITIES CREATING FAMILY LIVING WAGE JOBS"

A true and correct copy of the original ordinance is attached.

Dated this 9th day of May, 2016.


Kristin Banfield
City Clerk for the City of Arlington

SUMMARY OF ORDINANCE ADOPTION

You are hereby notified that on May 2, 2016, the City Council of the City of Arlington, Washington, did adopt Ordinance No. 2016-008 entitled,

"AN ORDINANCE OF THE CITY OF ARLINGTON, WASHINGTON, ADOPTING PROVISIONS RELATING TO TAX INCENTIVES IN TARGETED AREAS FOR NEW CONSTRUCTION OF INDUSTRIAL OR MANUFACTURING FACILITIES CREATING FAMILY LIVING WAGE JOBS"

This ordinance is effective five days from passage and publication, except as otherwise specified in the ordinance.

The full text of the ordinance is available to interested persons and will be mailed upon request.

Kristin Banfield

Kristin Banfield
City Clerk
City of Arlington

# Chapter 3.48

# INDUSTRIAL/MANUFACTURING PROPERTY TAX EXEMPTION

Sections:



**3.48.010 Findings.**
There are insufficient family living wage jobs, as those jobs are defined by RCW 84.25.030, for College Place's wage earning population. It is the purpose of this chapter to encourage new manufacturing and industrial uses on undeveloped and underutilized lands zoned for industrial and manufacturing uses in the area identified in this chapter.

**3.48.020 Affected Areas.**
Underdeveloped or underutilized lands zoned for industrial/manufacturing uses located in the Light Industrial zoning district in the community are eligible for this incentive for qualifying projects.

**3.48.025 Adoption by Reference.**[1]
Chapter 84.25 RCW as currently enacted or subsequently amended is hereby adopted by reference.

**3.48.030 Definitions.**
The following definitions shall apply to this chapter:

"Authorized representative" or "duly authorized representative" means the Community Development Director--also referenced herein as "Director" or designee.

"City" means the City of College Place.

**3.48.040 Application and Fees.**
(a) An owner of property seeking a tax exemption under this chapter shall submit an application to the Community Development Director or designee prior to the application for any building permit for the project. The application shall be on a form established by the Director, along with the required fees.

(b) The initial application fees to the City shall be $500.00 plus any amount required by the County Assessor in administering this chapter. If the application is approved, the City shall pay the application fee to the County Assessor for deposit in the County current expense fund, after first deducting that portion of the fee attributable to the City's administrative costs in processing the application. If the application shall result in a denial by the City, the City shall retain that portion of the fee attributable to its own administrative costs and refund the balance to the applicant.

**3.48.050 Certificate of Tax Exemption, Approval, Denial, Termination, and Appeal.**
(a) The Community Development Director or designee shall make the determination whether a holder of a conditional acceptance of tax exemption qualifies for a certificate of tax exemption upon the completion of the new construction of a manufacturing/industrial facility and a certificate of occupancy issued. The Director shall also review each certificate of tax exemption annually for compliance with this chapter.

(b) If the Director determines that the property is not qualified for an exemption under this chapter or that it no longer meets the criteria of this chapter for eligibility for a tax exemption, he or she shall notify the owner of the property, as shown in the assessor's records, of the determination to deny or terminate the tax exemption. The notification shall be by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Walla Walla County Assessor.

(c) The owner may appeal the determination by filing a written notice of appeal specifying the factual and legal basis on which the determination of termination is alleged to be erroneous. Such appeal must be served on the City Clerk within 30 days of the date the notice was placed in the mail.

(d) The Hearing Examiner of the City shall hold a hearing within 30 days of the notice of appeal. The parties may be heard at the hearing and the Hearing Examiner may use the procedures set forth in Chapter 34.05 RCW to control the conduct of the hearing and admission of evidence.

(e) The Hearing Examiner shall issue a decision affirming, modifying, or repealing the determination of termination based on the evidence admitted at the hearing. A copy of the decision shall be served on the owner within 30 days of the hearing by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Walla Walla County Assessor.

(f) An aggrieved party may appeal the decision of the Hearing Examiner to the Walla Walla County Superior Court as provided in RCW 34.05.510 through 34.05.598.

# Chapter 3.48

# INDUSTRIAL/MANUFACTURING PROPERTY TAX EXEMPTION

Sections:


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**3.48.050 Certificate of Tax Exemption, Approval, Denial, Termination, and Appeal.**
(a) The Community Development Director or designee shall make the determination whether a holder of a conditional acceptance of tax exemption qualifies for a certificate of tax exemption upon the completion of the new construction of a manufacturing/industrial facility and a certificate of occupancy issued. The Director shall also review each certificate of tax exemption annually for compliance with this chapter.

(b) If the Director determines that the property is not qualified for an exemption under this chapter or that it no longer meets the criteria of this chapter for eligibility for a tax exemption, he or she shall notify the owner of the property, as shown in the assessor's records, of the determination to deny or terminate the tax exemption. The notification shall be by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Walla Walla County Assessor.

(c) The owner may appeal the determination by filing a written notice of appeal specifying the factual and legal basis on which the determination of termination is alleged to be erroneous. Such appeal must be served on the City Clerk within 30 days of the date the notice was placed in the mail.

(d) The Hearing Examiner of the City shall hold a hearing within 30 days of the notice of appeal. The parties may be heard at the hearing and the Hearing Examiner may use the procedures set forth in Chapter 34.05 RCW to control the conduct of the hearing and admission of evidence.

(e) The Hearing Examiner shall issue a decision affirming, modifying, or repealing the determination of termination based on the evidence admitted at the hearing. A copy of the decision shall be served on the owner within 30 days of the hearing by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Walla Walla County Assessor.

(f) An aggrieved party may appeal the decision of the Hearing Examiner to the Walla Walla County Superior Court as provided in RCW 34.05.510 through 34.05.598.

# COUNCIL AGENDA ITEM COVERSHEET

Council Date: 1/2/2024 | Agenda Category: Resolutions - Adoption

Strategic Priority 2 - Financial Sustainability
Strategic Priority 3 - Focused Development

Subject:
Resolution No. 2024-04, Approving a Targeted Urban Area Application Submitted by Framatome for Phase One

| Department/Office | Ordinance/Resolution Number: | Document Type: |
|---|---|---|
| Development Services | 2024-04 | Resolution |

Recommended Motion:
Adopt Resolution No. 2024-04, accepting Framatome's Phase 1 TUA application and authorizing the City Manager to sign and execute a 10-year property tax abatement agreement with Framatome for Richland's portion of property tax in a form consistent with Chapter 84.25 RCW and approved by the City Attorney and City Manager.

Summary:
On January 17, 2023, Richland City Council adopted Resolution No. 2023-10 to create a Targeted Urban Area (TUA) in the City of Richland. The TUA, located in north Richland, is a zone where the City may offer 10-year property tax abatement to certain new industrial projects that create living wage jobs as defined by the State of Washington. The TUA program is authorized by Chapter 84.25 RCW.

A property tax exemption is available to businesses located within the designated area operating specific Manufacturing/Industrial uses as identified in the Standard Industrial Class (SIC) List D (manufacturing) or E (transportation). These codes are determined by the Interdepartmental Committee on Industrial Statistics of the Central Statistical Board of the United States. The exemption applies to building improvements made on undeveloped or underdeveloped property with a minimum improvement valuation of $800,000 that will create at least 25 living wage jobs. The exemption does not apply to land value or pre-existing improvements.

Framatome's Richland operation is an existing nuclear fuel manufacturing facility that produces uranium dioxide (UO2) powder, pellets, fuel rods and fuel assemblies. Framatome is proposing a Phase 1 project at its Richland site located at 2455 Horn Rapids Road to repurpose an existing building on its 155-acre property for the manufacturing of nuclear fuel for advanced reactors. The project will add 15,852 square feet of improvements. Phase 1 of the project will create 20 new jobs, and an additional 200 jobs in Phase 2, that will meet or exceed the State's living wage definition. The project is valued at $39 million. Framatome's Phase 1 expansion supports the City's plans to attract advanced manufacturing to north Richland.

The proposed 10-year property tax exemption on the value of the new improvements provides an attractive incentive for Richland to compete nationally with other cities to attract new manufacturing and industrial jobs to the area.

Staff recommends adoption of Resolution No. 2024-04.

| Fiscal Impact: | The estimated impact of the Phase 1 project over the ten (10) year exemption period is $700,000 in waived property tax revenue. This number is based on 2024 levy rates. |
|---|---|

Attachments:
1. Resolution No. 2024-04
2. Parcel ID and Site Map - Framatome (Phase 1)

# RESOLUTION NO. 2024-04

**A RESOLUTION OF THE CITY OF RICHLAND, WASHINGTON, APPROVING AN APPLICATION FROM FRAMATOME FOR PROPERTY TAX EXEMPTION UNDER THE CITY'S TARGETED URBAN AREA EXEMPTION PROGRAM FOR PHASE 1 OF FRAMATOME'S PROJECT.**

**WHEREAS**, the City of Richland encourages construction of new industrial/manufacturing facilities on undeveloped or underutilized land in the City that will provide family-wage job growth; and

**WHEREAS**, the City has, pursuant to the authority granted by Chapter 84.25 RCW, adopted a Targeted Urban Area (TUA) for undeveloped or underutilized industrial lands in the Horn Rapids Industrial Park; and

**WHEREAS**, on January 17, 2023, by the adoption of Resolution No. 2023-10, Richland City Council authorized a program whereby industrial property owners may qualify for a Certificate of Property Tax Exemption for Industrial Manufacturing Uses, certifying to the Benton County Assessor and Benton County Treasurer that the applicant is eligible to receive a property tax exemption for new industrial facilities constructed on undeveloped lands; and

**WHEREAS**, Framatome has applied for a property tax exemption for the value of its Phase 1 construction of a new industrial manufacturing facility on their property located at 2101 Horn Rapids Road within Richland's TUA; and

**WHEREAS**, on November 7, 2023, Framatome submitted to the City a completed application for the TUA property tax exemption, outlining the development of new industrial facilities including size and cost, and the intended number of new positions created that will be paid a minimum living wage of $23 per hour as a result of the construction of the new industrial facilities; and

**WHEREAS**, the new improvements to the industrial facilities on Framatome's property satisfy the requirements for a TUA Property Tax Exemption Certificate; and

**WHEREAS**, pursuant to Chapter 84.25 RCW, the City has 90 days, or until February 25, 2024, to present Framatome with a Certificate of Tax Exemption Agreement and issue a TUA Property Tax Exemption Certificate.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Richland that the Property Tax Exemption Application for Industrial Manufacturing Uses submitted by Framatome for Phase 1 of their project, attached hereto as **Exhibit A**, is hereby approved.

**BE IT FURTHER RESOLVED** that the City Manager is authorized to sign and execute a Certificate of Tax Exemption Agreement with Framatome for Phase 1 of their project, consistent with the requirements of Chapter 84.25 RCW, granting a 10-year property tax abatement for Richland's portion of property tax.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect immediately.

**ADOPTED** by the City Council of the City of Richland, Washington, at a regular meeting on the 2nd day of January, 2024.

____________________________
Mayor

| | |
|---|---|
| Attest: | Approved as to Form: |
| ____________________________ | ____________________________ |
| Jennifer Rogers, City Clerk | Heather Kintzley, City Attorney |

Richland

# PROPERTY TAX EXEMPTION APPLICATION FOR INDUSTRIAL/MANUFACTURING USES (CHAPTER 84.25 RCW)

**ALL SECTIONS MUST BE COMPLETED**

**EXHIBIT A**

| FOR AGENCY USE | Date: | Application # | FEE: $500 |
|---|---|---|---|
| EDR TR A | 11-27-2023 | TUA10-11212023 | Credit Card # ********** Exp. Date 11/26 CVV 928 |

**PROPERTY INFORMATION**

| | | | |
|---|---|---|---|
| Project Name | Project Eagle Phase I | | |
| Ownership Company | Framatome | | |
| Site Address | 2101 Horn Rapids Road | Tax Parcel ID Number | 11508300000100 |

**MAIN CONTACT**

| | | | |
|---|---|---|---|
| Applicant Name | Thomas Galioto | | |
| Address | 2101 Horn Rapids Road | | |
| City, State, Zip | Richland, WA, 99354 | | |
| Work Phone | 509-375-8699 | Mobile Phone | 509-531-4456 |
| Email | tom.galioto@framatome.com | | |

**PROJECT INFORMATION**

| Standard Industrial Class (SIC) | SIC – D: Manufacturing # | SIC – E: Transportation # |
|---|---|---|
| Division D: Manufacturing | 2819 | |

| | |
|---|---|
| Project Description (Attach additional pages, if needed) | see attached |

| Project Cost | Industrial/Manufacturing Uses Only | Total Building Costs |
|---|---|---|
| $ 39,000,000 | $ 39,000,000 | $ 39,000,000 |

| Square Footage of Existing Building | Proposed Exemption Square Footage (new buildings only) | Total Building Square Footage (upon completion) |
|---|---|---|
| 15,852 | 13,459 | 15,852 |

**EMPLOYEE INFORMATION**

1. Will the business offer healthcare benefits? ☑ Yes ☐ No
2. How many permanent, full-time (2,080 hours/year) positions will be created? 20
3. How many of the new positions created will be paid a minimum living wage of $23/hour or more? 100%
4. Will the business compensate workers at prevailing wage rates? ☐ Yes ☑ No
5. Will the business procure from/ contract with women-owned, minority-owned, or veteran-owned businesses? ☑ Yes ☐ No
6. Will the business procure from/contract with entities with a history of federal and state wage and hour law and regulation compliance? ☑ Yes ☐ No
7. Will the business use apprenticeships from state-regulated apprenticeship programs? ☑ Yes ☐ No
8. Will the business provide for preferred entry for workers living in the area where the project is constructed? ☑ Yes ☐ No
9. Will the business maintain certain labor standards for workers employed primarily at the facility after construction is complete, including production, maintenance, and operational employees? ☑ Yes ☐ No
10. Is the subject parcel located within the boundary of the City's established Targeted Urban Area? ☑ Yes ☐ No

| EXEMPTION CERTIFICATIONS | |
|---|---|
| ☑ | I understand the potential tax liability involved when the property ceases to be eligible for the incentive provided under Chapter 84.25 RCW. |
| ☑ | The project meets the industrial/manufacturing requirements described in Chapter 84.25 RCW. |
| ☑ | There are no existing building improvements on the portion of the property targeted for the tax exemption. |
| ☑ | I understand that the new construction of industrial/manufacturing facilities must meet all of the City of Richland's construction and development regulations. |
| ☑ | I understand that this waiver pertains only to the City's portion of property taxes related to the building improvements. The improved valuation of the land and the taxing authority of other jurisdictions is not a part of this tax incentive program. |
| ☑ | I understand that I will be required to enter into and abide by an agreement with the City of Richland to implement the program requirements of Chapter 84.25 RCW. |
| ☑ | I understand that construction of the industrial/manufacturing facility must be completed in three (3) years from the date the application is approved. |
| ☑ | I understand that the value of new construction of industrial/manufacturing facilities is exempt under RCW 84.25 for ten (10) consecutive years beginning January 1st of the year immediately following the calendar year of issuance of a certificate of tax exemption. I further understand there are no extensions of this 10-year timeframe. |
| ☑ | I understand that the City of Richland's decision regarding the tax exemption is final. |
| ☑ | I understand that the City will require certification of project completion. |
| ☑ | I understand the requirement to annually report, for the duration of the exemption, the number of jobs created. |
| ☑ | I certify that this project would not have been built in Richland but for the availability of the tax exemption. |

## ACKNOWLEDGEMENT

My signature below certifies that I am the property owner or legal agent of the property owner with lawful authority to submit this application. My acknowledgment of the Exemption Certifications above indicates my understanding thereof.

I declare under penalty of perjury under the law of the state of Washington that the foregoing is true and correct.

Signed this 21st day of November, 2023 in Richland (city), WA (state).

Printed Name: Thomas Michael Galioto

Signature: eSigned via SeamlessDocs.com Thomas Michael Galioto Key: 918a4c15-408f-4119-8a93-105d7726df31

If your application is approved, the City will issue a conditional certificate of acceptance of the tax exemption within ninety (90) days after receipt of the application. The certificate will contain a statement by a duly authorized administrative official of the City of Richland that the property has complied with the requirements of Chapter 84.25 RCW.

Denied applications may be appealed to the Richland City Council within thirty (30) days of the denial. The appeal must be based on the existing record. The applicant bears the burden to prove that the City's decision was not supported by substantial evidence. The Richland City Council's decision on appeal is final.

# Chapter 3.70

# INDUSTRIAL/MANUFACTURING PROPERTY TAX EXEMPTION

Sections:



**3.70.010 Findings.**
There are insufficient family living wage jobs, as those jobs are defined by RCW 84.25.030, for Lake Stevens's wage earning population. It is the purpose of this chapter to encourage new manufacturing and industrial uses on undeveloped and underutilized lands zoned for industrial and manufacturing uses in the area identified in this chapter. (Ord. 962, Sec. 2 (Exh. A), 2016)

**3.70.020 Affected Areas.**
Underdeveloped or underutilized lands zoned for industrial/manufacturing uses located in the Light Industrial and General Industrial zoning districts, in the Hartford area, along with the Business District zoning district, in the 20th Street SE Corridor, are eligible for this incentive for qualifying projects. (Ord. 962, Sec. 2 (Exh. A), 2016)

**3.70.025 Adoption by Reference.**[1]
Chapter 84.25 RCW as currently enacted or subsequently amended is hereby adopted by reference. (Ord. 962, Sec. 2 (Exh. A), 2016)

**3.70.030 Definitions.**
The following definitions shall apply to this chapter:

"Authorized representative" or "duly authorized representative" means the Community Development Director--also referenced herein as "Director" or designee.

"City" means the City of Lake Stevens. (Ord. 962, Sec. 2 (Exh. A), 2016)

**3.70.040 Application and Fees.**
(a) An owner of property seeking a tax exemption under this chapter shall submit an application to the Community Development Director or designee prior to the application for any building permit for the project. The application shall be on a form established by the Director, along with the required fees.

(b) The initial application fees to the City shall be $500.00 plus any amount required by the County Assessor in administering this chapter. If the application is approved, the City shall pay the application fee to the County Assessor for deposit in the County current expense fund, after first deducting that portion of the fee attributable to the City's administrative costs in processing the application. If the application shall result in a denial by the City, the City shall retain that portion of the fee attributable to its own administrative costs and refund the balance to the applicant. (Ord. 962, Sec. 2 (Exh. A), 2016)

**3.70.050 Certificate of Tax Exemption, Approval, Denial, Termination, and Appeal.**
(a) The Community Development Director or designee shall make the determination whether a holder of a conditional acceptance of tax exemption qualifies for a certificate of tax exemption upon the completion of the new construction of a manufacturing/industrial facility and a certificate of occupancy issued. The Director shall also review each certificate of tax exemption annually for compliance with this chapter.

(b) If the Director determines that the property is not qualified for an exemption under this chapter or that it no longer meets the criteria of this chapter for eligibility for a tax exemption, he or she shall notify the owner of the property, as shown in the assessor's records, of the determination to deny or terminate the tax exemption. The notification shall be by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Snohomish County Assessor.

(c) The owner may appeal the determination by filing a written notice of appeal specifying the factual and legal basis on which the determination of termination is alleged to be erroneous. Such appeal must be served on the City Clerk within 30 days of the date the notice was placed in the mail.

(d) The Hearing Examiner of the City shall hold a hearing within 30 days of the notice of appeal. The parties may be heard at the hearing and the Hearing Examiner may use the procedures set forth in Chapter 34.05 RCW to control the conduct of the hearing and admission of evidence.

(e) The Hearing Examiner shall issue a decision affirming, modifying, or repealing the determination of termination based on the evidence admitted at the hearing. A copy of the decision shall be served on the owner within 30 days of the hearing by certified mail, return receipt requested, and by regular first class mail. A recognized courier service may be substituted for first class mail. A copy shall also be sent to the Snohomish County Assessor.

(f) An aggrieved party may appeal the decision of the Hearing Examiner to the Snohomish County Superior Court as provided in RCW 34.05.510 through 34.05.598. (Ord. 962, Sec. 2 (Exh. A), 2016)

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[1] Code reviser's note: Ord. 962 adds these provisions as Section 3.70.020. The section has been renumbered to avoid duplication of numbering.

# STRATEGY SESSION – WALLA WALLA VALLEY

## Steering Committee Strategy Session | Jan. 18, 2024 | 9:00 AM – 3:30 PM

Intended outcomes:

- Participants feel energized by all the forward momentum
- Steering committee has some new energy at the table
- Steering committee has a chance to reflect on the program performance
- Steering committee has a firm understanding of priority projects it plans to support in the short term
- Participants have a clear understanding of next steps

| TIMING | TOPIC | ROLE(S) | OUTCOME |
|---|---|---|---|
| 10 min<br>*Timings are approx.* | WELCOME, CONTEXT<br>• Welcome, get settled<br>• Introductions (esp. if new people!)<br>• Review today's outcomes | Kristin, Matt, Guy | Grounded in why we're here today and what we're going to do |
| 30 min | HIGH FIVE + WOW!!<br>*Reflections* (Mike)<br><br>*Review all that's been accomplished* (Kristin)<br>• Steering committee formation<br>• Development of a community engagement program to fit the region's goals<br>• Visitor opportunity survey<br>• Stakeholder survey<br>• Community engagement phase incl. highlights from each segment<br><br>PROGRAM REFLECTION – PART 1<br>*To move forward powerfully, it's important to look back and draw forward the learnings and the good ideas we want to carry with us. This activity will consist of individual 'think time', writing time and then a full group share out and discussion.*<br>• What key learnings have you had during the program?<br>• What do you want to make sure you bring forward into this next phase of work? | Mike<br><br>Kristin<br><br>*PPT: Program process review (so far)*<br><br>*Handout: Program reflection form – copies for all* | An appreciation for where we've been and a clear understanding of what happens next |
| 55 min | WHAT COMES NEXT<br>• Quick overview of process moving forward<br>• In detail: Establishment of a Destination Leadership Team / DLT Overview (Kristin + Guy)<br>    o Creation of action teams for priority projects<br>• SWT priority project grants (Matt)<br><br>PROGRAM REFLECTION – PART 2<br>• When looking ahead what could you see yourself supporting? What are you personally most excited about?<br>• What is your chief concern when you look at the work ahead? | Kristin, Matt, Guy<br><br>*PPT: Program process overview* | |

| | | | |
|---|---|---|---|
| 10:35 AM<br>15 min | **BREAK – stretch, get fresh air and take care of your needs** | All | |
| 10:50 AM<br>20-30 min | **ENVISIONING FUTURE SUCCESS FOR DESTINATION**<br>• Review the Statement of Intent<br>• Review draft Vision Narrative<br><br>Review individually, discuss at table groups, popcorn feedback. | Kristin<br>*Handout: Statement of Intent and *draft* Vision Narrative – one handout – WORKSHOP MORNING* | We're grounded in the collective vision of success |
| 11:20 AM<br>30 min | **FINALIZE PROJECT SELECTION CRITERIA + *DRAFT* LIST OF PRIORITY PROJECTS**<br><br>• Review and discuss project criteria; finalize<br>• Share draft list of priority projects created by production team (Crosscurrent, SWT + VWW)<br><br>INDIVIDUAL WORK - instructions<br>• At your tables, review the priority project list independently (5 min)<br>• Ask yourself – are these the priorities I recall from my experience? Is there anything that you heard persistently that we missed?<br>• Past workshop notes are on the center of your tables should you need to refer to them<br><br>TABLE GROUP WORK - instructions<br>• Go around and share your reflections one by one –<br>• Does this list look solid?<br>• Is there anything critical missing that a) meets our criteria and b) that we could complete in the next 1-2 years?<br>• Is there anything that your group feels strongly should be added?<br><br>REPORTING OUT TO FULL GROUP + DISCUSSION | Kristin<br><br>*Handout: Priority project list w/ room for extra projects and ranking – WORKSHOP MORNING*<br><br>*Handouts: copies of workshop notes. (5 sets for each workshop) – or, have everyone bring their laptop* | We have a final set of priority projects |
| 11:50 AM<br>40 min | **SETTING PRIORITIES WITH FINAL PROJECT LIST**<br>*Now that we have a final list of projects…*<br><br>**Project selection steps:**<br>• Individually score / rank from 1-5 using criteria<br>• Share out your top three and why at each of your table groups (1st project, 2nd project, 3rd project)<br>• Make final edits to your scoring after listening<br>• Each individual comes up with three sticky notes representing (one per each of their top three projects) and puts on the flip chart using the grid with axis representing IMPACT + EFFORT | Kristin, SC<br><br>*PPT slide: Suggested project criteria*<br><br>*Handout: Priority project list (should have columns for ranking)* | SC clear on priority actions/initiatives to support |

<table>
<tr><td>12:30 PM<br>45 min</td><td>LUNCH BREAK –<br>Utilize this time to eat, get out for a quick walk you're your colleagues and discuss your thoughts on project priorities.</td><td></td><td></td></tr>
<tr><td>1:15 PM<br>30 min</td><td>PROJECT SELECTION FINALIZATION (IF NEEDED)<br><br>Final project selection process TBD by lead trainer</td><td>Kristin</td><td></td></tr>
<tr><td>1:45 PM<br>60 min</td><td>OPERATIONALIZING NEXT STEPS<br><br>We will break into working groups to identify next steps for each realm of work including – project/initiative title and description, project lead, members of a project team, first meeting date and location.<br><br>Breakout groups will include:<ul><li>One for solidifying the regional Destination Leadership Team</li><li>One for each of the priority projects (up to three)</li></ul></td><td>Kristin, Kate<br><br>Handouts: Priority project development worksheet<br><br>Destination Leadership Team overview</td><td>The start of a work plan for each of the priorities and the Destination Leadership Team</td></tr>
<tr><td>2:45 PM<br>30 min</td><td>RECONVENE + SHARE<ul><li>Destination Leadership Team</li><li>Priority project 1</li><li>Priority project 2</li><li>Priority project 3</li></ul></td><td>Kristin, all</td><td>Everyone is clear on the game plan for each of the priorities</td></tr>
<tr><td>3:15 PM<br>15 min</td><td>NEXT STEPS<ul><li>Summarize action items – who, what, when</li><li>Expectations – Crosscurrent's next steps</li><li>Expectations – State of Washington Tourism next steps</li><li>Expectations – Visit Walla Walla's next steps (convener)</li></ul></td><td>Kristin, Matt, Guy</td><td>Everyone is clear on our next steps and roles</td></tr>
<tr><td>3:30</td><td>HIGH FIVES (!!!) + ADJOURN<ul><li>Break it down</li><li>Pack it up</li></ul></td><td>All</td><td></td></tr>
</table>

# WALLA WALLA VALLEY'S DESTINATION ROADMAP
# 10-YEAR COMMUNITY VISION OF SUCCESS

## HOW THINGS LOOK IN 2034 | Draft 2 | 1.30.24

Tourism in the Walla Walla Valley has developed in step with the local community, acknowledging a thriving workforce and livable community as the foundation to a strong visitor economy. The best version of our region's future has resulted from a high level of coordination among local members of the tourism industry, and intentional experience development that builds upon the Walla Walla Valley's strengths. Locals feel at home and in balance with tourism, thanks in large part to strong continued community engagement and policies that meet the needs of those who live and work here.

Valley-wide connections on many levels support robust and accessible visitor information, a user-friendly visitor transportation system that facilitates travel throughout the Valley, connectivity between different types of experiences, and most importantly -- opportunities for deep and respectful connection with our community and culture, both past and present.

New visitor experiences and legacy projects have come to fruition through a strong network of local tourism partners. Key stakeholders are working effortlessly to cultivate connections and inclusive approaches across the region. As a result, the region now offers year-round visitor experiences rich in opportunities to learn, recreate and feast. The culinary, agricultural and food sectors bring strong local flavor, which complements the robust world-class wine destination experience. The landscape is protected and enhanced by good planning and sustainability approaches.

### STRONG SENSE OF PLACE

While the visitor experience in the Walla WallaValley has evolved and diversified it has retained a unique sense of place through this evolution. This strong sense of place is reflected in a valley-wide brand and tourism messaging that conveys our distinct communities and warm, approachable, and inclusive hospitality. While Valley-wide connection is strong, each of its communities has a strong and distinct identity. The strong ties between the local tourism ecosystem and local community leaders have created a culture where people naturally work to cultivate dynamic connections and inclusive approaches across the region.

### ARTS, CULTURE + HERITAGE TOURISM

The Walla Walla Valley has an unmistakable sense of place, where all of its past and present communities are celebrated and honored. Intentional and respectful storytelling has brought past and current cultures to the forefront of the visitor experience. This sense of place is built by both indigenous-led storytelling and interpretation throughout the valley, as well as our art and culture experiences—from high quality performing and visual arts, to immersive experiences learning alongside artisans, or sampling some of our makers many wares. New events and experiences have emerged in coordination to activate our downtowns more consistently. Partners leverage shared communication tools to connects potential travelers with curated itineraries highlighting the best that the Valley has to offer all year long—ranging from weekend ideas to extend casual visits or day trips, to must-know tips for more niche visitors.

### CULINARY + AGRITOURISM

Walla Walla Valley wine is still a primary draw to our region, with visitors coming and returning for the unique experiences not found in other wine countries. Wine is a springboard for greater culinary experiences—from locally sourced tasting room bites to incredible meals in restaurants across the Valley. One thing is clear—it's impossible to come to Walla Walla Valley and not eat a good meal. Our culinary scene is grounded in our agricultural economy and history, with new farm-to-table or on-farm experiences to get closer to the source of these unforgettable meals.

### OUTDOOR RECREATION

The Valley hosts many outdoor recreation experiences that are accessible year-round, and is gaining a reputation with visitors as a unique and fun basecamp for many different adventures. A strong, central recreation organization has spearheaded information and stewardship of these experiences to help visitors find the right activity for their visit. The Blue Mountain Regional Trails plan is continuing to come to fruition through locally led catalyst projects. Cyclists follow curated routes to enjoy the wide-open-spaces of the Valley, and the area has a strong seasonal pull for quieter pursuits like birding. Snow enthusiasts of all ages enjoy the trails and slopes at Bluewood and Tollgate by day, and the hard-to-beat apres-ski in town by night.

### VISITOR TRANSPORTATION NETWORK

Getting around the Walla Walla Valley without a car is a piece of cake! Major infrastructure developments in transit and active transportation have not only helped physically unite the valley but also made it easier for travelers to visit and enjoy our sites car-free. Communities, wineries, and major outdoor recreation sites are served by a combination of public and private transportation. Navigating this new system is easy thanks to user-friendly online ride-guides. The new developments in public transportation and coordinated parking strategies have helped ease parking pressures during peak times. Apart from easing congestion, these new services have eased winter driving concerns and boosted visitor confidence in coming to Walla Walla year-round.

| City of College Place: Development Activity - February 2024 | | | | |
|---|---|---|---|---|
| **Project Name** | **Use** | **Location** | **Status** | **Lead Generated** |
| **Commericial/Industrial** | | | | |
| Project Inspire | Fast Food Restaurant | Meadowbrook | - Sept 2023 Another fast food sandwich tenant will go in space next to Chipotle.<br>- Dec 2023 Awaiting building permit app.<br>- Feb 2024 Awaiting permits. | ICSC Las Vegas |
| Burger King | Fast Food restaurant | Tamaurson | - May 2022 Yakima area franchisee is looking at rescuing plans and continuing project.<br>- Sept 2023 Project should be open by the holidays.<br>- Nov 2023 Building under construction.<br>- Dec 2023 Should be open by next month.<br>- Feb 2024 Facility Open. | Cold Call |
| Project Cobble | Hotel | Whitman & Myra | - November 2023 Hotelier working out development agreement with property owner. Still trying to hammer out road access.<br>- February 2024 Still working out development agreement. | ICSC Las Vegas |

| | | | | |
|---|---|---|---|---|
| Project Bullseye | Big Box | Whitman & Myra | - November 2023 Option purchased on site by a big box retailer.<br>- February 2024 Option agreement exists. | ICSC Las Vegas |
| Project OPH | Breakfast Restaurant | Whitman & Myra | - November 2023 Option for breakfast restaurant. Dependent upon hotel.<br>- February 2024 Signed agreement based on hotel coming in adjacent. | Property Owner. |
| Project Q | Fast Food Restaurant | WWU Area | - November 2023 National mexican fast food franchise is looking at entering area adjacent to WWU Campus.<br>- February 2024 No Update | WWU Contact |
| Project Y | Grocer | Whitman & Myra | - December 2023 option for regional grocer at play.<br>- February 2024 Grocer is also looking at 12th and Myra site. | Cold Call |
| Project MP | Hotel | Meadowbrook | - December 2023 National hotel brand looking at going adjacent to HopThief. Should have plans turned in by Summer.<br>- February 2024 No Change. | ICSC Las Vegas |

| | | | | |
|---|---|---|---|---|
| Project FM | Medium sized grocery and general merchandise store. | College Avenue, across from College Place High School. | - Jan 2019 This site is shortlisted with another site at end of Myra Rd in Walla Walla. User would like to open up by 2021/2022.<br>-Dec 2022 Awaiting if Feds will approve merger of Kroger/Safeway. WIll have impact on viability of this deal.<br>- Feb 2024 Continue monitoring progress of Lakeside development before making decision. | ICSC Las Vegas |
| Project C | Large Wholesaler | Myra | - Nov 2022 Commercial retailer had deal in Pasco that went south. Trying to woo them to our market.<br>- Feb 2023 No Change.<br>- May 2023 ICSC meeting requested by organization.<br>- June 2023 Hermiston fell out of running. Between us and West RIchland Dallas Rd Site.<br>- June 2023 West Richland getting a location. Potentially still in running for a smaller one.<br>- Feb 2024 No update. | Cold Call |
| Project Flight | Aerospace | Martin Airfield | - Nov 2023 Project is now annexed into the City. Working with property owner on future planning.<br>- Dec 2023 No Update.<br>- Feb 2024 Working with developer via State CERB Grant for infrastructure planning. | Property owner. |
| **Residential** | | | | |

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| Homestead Subdivision Phase 3C, 3D, and 3E. | Residential subdivision constructed by Hayden Homes. | Homestead and Doans Street south of Fourth Street. | - December 2021 Reviewing plans for wisesize.<br>- April 2022 No change.<br>- October 2022 Planning to break ground this Fall.<br>- Dec 2022 Wise size development got moved to next Spring.<br>- February 2024 No Change. | Hayden Homes has owned property for the last decade. |
| Villages at Fort Walla Walla | 180 multi-family apartment units. | South side of Whitman Drive/Deccion intersection. | - Jan 2019 Plan submittal is being reviewed by development staff. Spring 2019 construction.<br>- Nov 2022 Revizing development plans. Likely will develop in 2023.<br>- Feb 2023 Developer paid us bill due. Will turn in new, different plans. Likely will petition for MFTE.<br>- May 2023 Continue going through permitting. Getting near end.<br>- June 2023 Working through energy code issues.<br>- Sept 2023 Getting through final civil site plan. Issuing permits shortly.<br>- Dec 2023 Grading underway. Planned for full groundbreaking in March.<br>- February 2024 Processing MFTE Form. | Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City. |

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| Sirmon Development | Multi-family apartments. | 942 NE Spitzenburg St | - Jan 2019 Plan submittal is being reviewed by development staff. - November 2019 Planning to develop next Summer. - April 2021 Still planning on doing this development this year. - April 2021 Awaiting final engineering drawings. - August 2021 Final edits to drawings underway. - October 2021 One plat developed. Getting ready for development. - Dec 2022 Project appears to be on ice for now. Tad asked about vesting rights. - Feb 2024 Talked to developer. Expecting dirt to be turned this year. | Property owner. |
| Lakeside/College Holdings Development | Single & Multi-Family | 197 Mojonnier Rd | - Feb 2019 SW Trunk Line MOU contents agreed upon with property owners. MOU needed to make this property and others developable. -Feb 2024 Expecting Master Planned Development proposal soon. | Property owner. |

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| Villages at Garrison Creek Phase 11 and 13 | Single Family | Villages at Garrison Creek development. | - December 2021 Received submittal for 72 lot single family in vacant middle donut hole to finish up development.<br>- Sept 2023 Engineer for developer is working on site issues.<br>- Dec 2023 Expecting infrastructure to go in soon.<br>- Feb 2024 Infrastructure being installed. | Property developer. |
| VESPR | Mixed-Use | 8th & College | - February 2022 Still in due diligence.<br>- April 2022 Developer out of Prosser closed on property. Plans to construct mixed-use building.<br>- December 2022 Incentive granted. Going through final permitting. Expected to break ground early 2023.<br>- Feb 2023 Expecting to break ground by Q2.<br>- May 2023 Broke ground. Plumbing and foundation is in.<br>- June 2023 Foundation is in.<br>- Nov 2023 Construction Continues.<br>- Feb 2024 SHould be complete in Q1 2024. | Property owner. |

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| Deer Meadows Subdivision | Townhome | SW 12th | - December 2021 Developer Jeff Kelly out of Tri Cities is planning townhomes for site purchased from Marc Maiuri - Sept 2022 SEPA out now. 13 lot subdivision proposed by Jeff Kelly out of Pasco. - October 2022 Hearing Examiner meeting held.<br>- December 2022 Going through final entitlements. - February 2023 Planning for a Summer start.<br>- Feb 2024 Construction to start soon. | Developer |
| Martin Airfield/Tarrgon Development | Airfield Update, Flex Facilities, Residential | West Whitman Drive | - Feb 2024 Project is now annexed into the City. Working with property owner on future planning. | Developer |
| Salerno Estates | Single Family Homes | 359 SW 12th | - May 2023 Had public comment period for this development. 8 homes on approximately half acres. Reviewing comments and finalizing conditions of approval.<br>- June 2023 Site plans approved. Past appeal period.<br>- Dec 2023 Working with developer on issues.<br>- Feb 2024 Infrasturcture plans getting turned in. | Developer |