

Monday, December 9, 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

Agenda: <https://go.boarddocs.com/wa/cocp/Board.nsf/goto?open&id=DBKP6V62F4A1>

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSI-g/featured

Zoom Attendee Link: <https://us06web.zoom.us/j/85674793385>

Or you may call this number to listen: 1-669-900-9128 ID#85674793385

Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Dec 9, 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 :	Dec 9, 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

Maryelizabeth Garcia-City Clerk

Subject : 1.03 Public Comment

Meeting : Dec 9, 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 Members to 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 written comments to be included in the meeting documents.

- Your Name
- Your Address

Written Public comments may be provided by submitting comment to Clerk@cpwa.us no later than 4:30 PM on 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 - Call 1-669-900-9128, 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 the Zoom 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 December 9, 2024

Meeting : Dec 9, 2024 - College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic)

Category : 2. Consent Agenda

Type : Action (Consent)

Consent

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

Subject : 2.02 Approve Minutes from November 4, 2024

Meeting : Dec 9, 2024 - College Place Economic Development,

Category : 2. Consent Agenda
Type : Action (Consent), Minutes

Consent

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Subject : 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.

Meeting : Dec 9, 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

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3. Guest Presentations

Subject : 3.01 CEDS Update - Mr. Saldana

Meeting : Dec 9, 2024 - College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic)

Category : 3. Guest Presentations

Type : Discussion, Information

Public Content

Historical Perspective:

The City obtained a \$40,000 Federal Economic Development Administration Planning Grant to complete a Comprehensive Economic Development Strategy (CEDS) for the City. This will double as the Economic Development element for the forthcoming Comprehensive Plan Update.

Information for Consideration:

The City issued a RSQ and put it out via MRSC Small Works Roster Vendor Directory. We received four responses. It was graded that Economic Growth Strategies was the most responsive bidder. This plan is needed so we can qualify for Federal Economic Development Administration funding.

File Attachments

[CEDS College Place PDF.pdf \(429 KB\)](#)

[CEDS College Place PPT.pptx \(696 KB\)](#)

Subject :	3.02 Martin Airfield Area Planning Study - Mr. Ben Hoppe (JUB Engineers)
Meeting :	Dec 9, 2024 - College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic)
Category :	3. Guest Presentations
Type :	Discussion, Information

Public Content

Historical Perspective:

The City obtained a State Community Economic Revitalization Board grant for \$100,000 to conduct a site development plan for around the Martin Airfield area back in January 2024.

Information for Consideration:

Mr. Ben Hoppe of J-U-B Engineers will provide an update as to activities surrounding the development of the plan.

File Attachments

[MartinAirfield_EconDevComm_Dec9.pptx \(6,914 KB\)](#)

4. Action Agenda

5. Staff Reports

Subject :	5.01 Downtown Association Formation Update- Ms. Garcia
Meeting :	Dec 9, 2024 - College Place Economic Development,

Category : 5. Staff Reports
Type : Discussion, Information

Public Content

Historical Perspective:

On October 10, 2024, an email invitation went out to 16 College Place businesses and organizations notifying interested parties in a scheduled Downtown College Place Interest Meeting.

Information for Consideration:

The group convened on November 19, 2024 at the College Place Fire Station and agreed to form a Board. On November 21, Maryelizabeth Garcia met with CM Bell owner, DeLona Bell, who volunteered to help with various aspects of College Place branding as well as the formation of the downtown group. The next meeting will be held at the Fire Station on December 10, 2024 to discuss the next steps outlined below.

Next Steps:

- 1. Form a Board. In Washington, we need at least 3 Directors to form a Board.
- 2. Establish Committee Chairs Organization, Design, Promotion, and Economic Vitality (see attachment for committee descriptions)
- 3. Choose 1-3 projects the group will work on in its first year.
- 4. If appropriate, choose first official meeting date for the new Nonprofit!

File Attachments

[Committee Descriptions.png \(93 KB\)](#)

Subject : 5.02 2025 LTAC Funding Recommendations - Ms. Garcia
Meeting : Dec 9, 2024 - College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic)
Category : 5. Staff Reports
Type : Information

Public Content

To be included in expenditures for Fund 130 in the 2025 Budget.

Historical Perspective:

The Lodging Tax Advisory Commission reviews applications each year to recommend funding from the lodging tax funds received by the City.

Information for Consideration:

A Request for Proposals (RFP) for Lodging Tax Funds was published in the Walla Walla Union Bulletin on September 19, 2024. The RFP was also published on our five social media channels and sent to the members on the RFP Distribution List on Monday, September 16, 2024 along with the 2024 Application for Lodging Tax Funds. The deadline for applications was October 24, 2024.

Nine proposals were received:

- City of College Place in the amount of \$15,000 for the College Place Freedom Festival event for marketing/promotion, promotional items, and live entertainment.
- Walla Walla Valley Chamber of Commerce in the amount of \$18,000 for General Operating Support of the Film Walla Walla Valley/Taste of WW Valley/Tour D' Farm projects with emphasis on College Place.
- Power House Theatre in the amount of \$15,500 for General Operating Support.
- Little Theatre of Walla Walla in the amount of \$5,000 for General Operating Support.
- City of College Place in the amount of \$3,000 for the Refresh, Renew, Restore Welcome Pamphlet/Visitor's Guide for the City of College Place.
- Visit Walla Walla in the amount of \$10,000 for the Valley Wide Branding project and the Walla Walla Visitor's Guide with additional emphasis on College Place promotion.
- Walla Walla Movie Crush in the amount of \$6,000 for General Operating Support with emphasis on College Place businesses.
- CoWalla in the amount of \$2,000 for General Operating Support with additional emphasis on College Place's creative sector.
- Fort Walla Walla Museum in the amount of \$5,000 for General Operating Support.

The total of all nine requests was \$94,630. The Lodging Tax Advisory Commission had a meeting on November 7, 2024. The Commission reviewed the applications and recommended funding all nine applications as presented with two exceptions: reducing the funding of the City of College Place Refresh, Renew, Restore Welcome Pamphlet to \$3000 and reducing the funding of CoWalla General Operating Support to \$2000.

Fund 130 - Hotel/Motel Tax

Estimated 2025 Available Funds \$79,955.61

2025 Funding Requests Total -\$79,500.00

Estimated Fund 130 Balance \$ 455.61

File Attachments

[2024-9-19_Notice of LTAC Grant Opening.pdf \(79 KB\)](#)

[2024_RFP_Distribution_List.pdf \(92 KB\)](#)

6. Closing Items

Subject :	6.01 Next Meeting: January 6, 2025
Meeting :	Dec 9, 2024 - College Place Economic Development, Tourism, and Events Commission- Hybrid (In-Person & Electronic)
Category :	6. Closing Items
Type :	Information
Subject :	6.02 Conclude
Meeting :	Dec 9, 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, November 4, 2024)

Generated by Maryelizabeth Garcia on Friday, November 1, 2024

1. Opening Items

Procedural: 1.01 Call To Order

Commission Vice Chair Peck called the meeting to order at 5:03 PM.

Information: 1.02 Roll Call

PRESENT:

Commission Members	Kelli Leen; Tracy Warner; Doug Case; Allison Peck; Bruce Morehead
Ex- Officio	Arlene Alen - Walla Walla Valley Chamber of Commerce City Administrator, Michael Rizzitiello
Staff	Finance Director, Brian Carleton; City Clerk, Maryelizabeth Garcia

Also Present:

MEMBERS EXCUSED:

MEMBERS ABSENT: Chloe Congleton;

Procedural: 1.03 Public Comment - None.

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for November 4, 2024

Action (Consent), Minutes: 2.02 Approve Minutes from October 7, 2024

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 Warner made a motion to approve the consent agenda. Second by Chair Morehead and the motion passed 6-0.

3. Guest Presentations

Discussion, Information: 3.01 CEDS Update - Mr. Saldana

Mr. Rizzitiello introduced to the Commission Mr. Paul Saldana to the Commission who introduced his company, Economic Growth Strategies, which has been awarded the Comprehensive Economic Development Strategy (CEDS) contract with the City. Mr. Saldana described the CEDS process and identified a target completion within six years.

Discussion, Information: 3.02 Martin Airfield Area Planning Study - Mr. Ben Hoppe (JUB Engineers)

Mr. Hoppe provided to the Commission an overview of the Martin Airfield Area Planning Study and presented an updated economic feasibility analysis. Mr. Hoppe introduced the concept of Developable Land which is how the Martin Airfield Area is defined and announced that J-U-B Engineers is on track to complete the study in December 2024.

4. Action Agenda

Action: 4.01 FY 2025 to 2030 Capital Facility Plan - Mr. Rizzitiello

Mr. Rizzitiello provided an overview of the project prioritization within the Draft FY 2025-2030 Capital Facility Plan and outlined key upcoming projects.

Council Member Alen made a motion to recommend the FY 2025 to 2030 Capital Facility Plan to Council. Second by Member Case and the motion passed 6-0.

5. Staff ReportsDiscussion, Information: 5.01 Community Events Update - Ms. Garcia

Ms. Garcia provided a review of the Halloween 2024 event and gave an update on the plans for Winterfest 2024.

Discussion, Information: 5.02 Downtown Association Formation - Ms. Garcia

Ms. Garcia introduced the concept of a Downtown College Place group to the Commission and reviewed information, goals, and branding related to the project.

Discussion, Information: 5.03 November 2024 Development Update - Mr. Rizzitiello

Mr. Rizzitiello presented the November 2024 Development Activity regarding commercial and residential developments within the City of College Place.

6. Closing ItemsInformation: 6.01 Next Meeting: December 9, 2024Procedural: 6.02 Conclude

Vice Chair Peck made a motion to conclude the meeting at 5:53 PM. Second by Chair Morehead and with no objection, the meeting concluded.

Approved:

Allison Peck – Vice Chair

Attest:

Maryelizabeth E. Garcia – City
Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred November 4, 2024. Further detail may be obtained by reviewing the actual audio recording made during this session.

City of College Place

**Economic Development, Tourism,
and Events Commission**



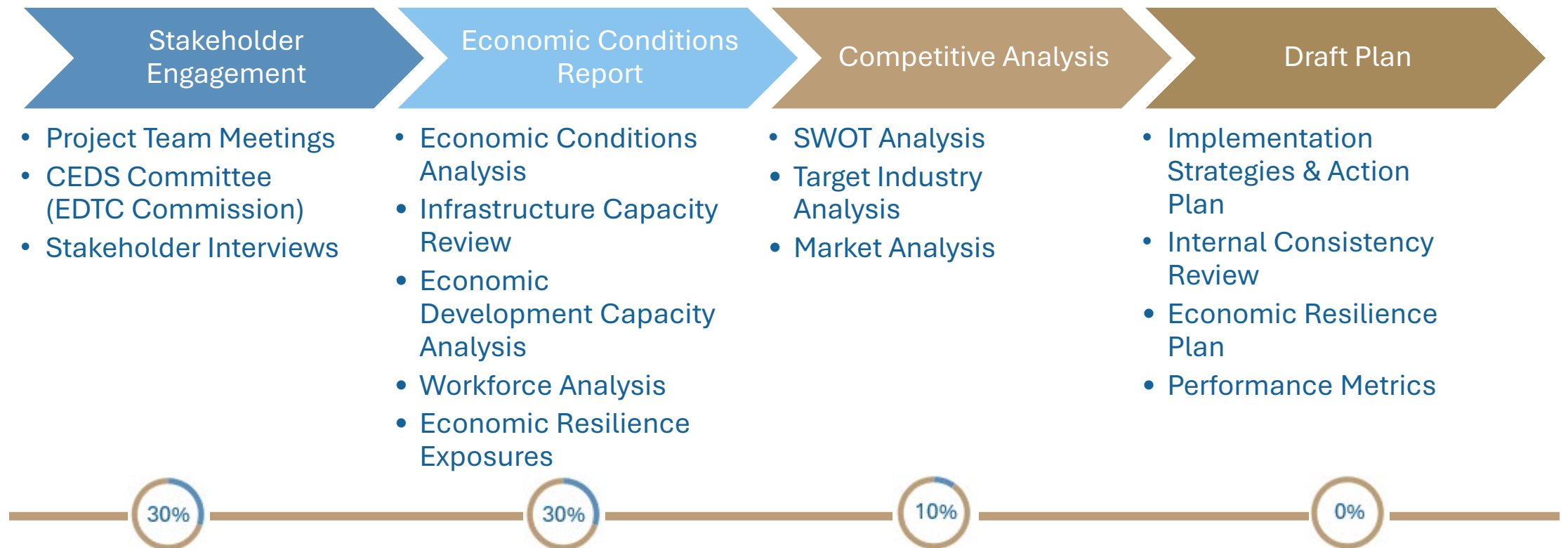
Comprehensive Economic Development Strategy

CEDS Update #1

December 2, 2024



The CEDS Planning Process



Economic Conditions Analysis

Population & Demographic Initial Profile

Consumer Segmentation Profile

Residential Market Activity Report

National Risk Index Report (Resiliency)

EDA Innovation Capacity Index

College Place At a Glance

Population and Demographics

- **Population:** College Place has a population of approximately 9,796 people.
- **Median Age:** The median age is 32.2 years, which is slightly younger than the national average.
- **Ethnicity:** The largest ethnic groups are White (Non-Hispanic) at 73.8%, White (Hispanic) at 7.68%, and Other (Hispanic) at 7%.

Income and Housing

- **Median Household Income:** The median household income is \$60,417, which has seen a 7.04% increase from the previous year.
- **Median Property Value:** The median property value is \$294,700, with an 18% increase over the past year.
- **Homeownership Rate:** The homeownership rate is 65.5%.

Employment and Unemployment

- **Employed Population:** The employed population is 4,400, which has seen a slight decline of 2.11% over the past year.
- **Unemployment Rate:** The unemployment rate is 5.6%, which is relatively close to the national average.

Cost of Living

- **Cost of Living:** The cost-of-living index in College Place is 96, which is lower than the national average.
- **Median Rent:** The median rent is \$1,027.

Residential Market

- **Median Home Value:** \$420,000 as of 10/31/2024, a decrease of 5.71% over last month and a decrease of 6.64% over 12 months.
- **Median Sales Price:** \$414,000 and increase of 3.59% over last month and 4.9% over 12 months.
- **Activity Summary:** 10 sales, low of \$250,000 high of \$735,000 total sales volume of \$4.3 million.

Key Trends

- **Population Growth:** The population has seen a slight increase of 0.585% over the past year.
- **Income Growth:** There has been a notable increase in median household income.
- **Property Value Growth:** Property values have increased significantly, indicating a strong real estate market.

Consumer Segmentation

What are the people like that live in this area?

GenXurban
Gen X in middle age; families with fewer kids and a mortgage

Urbanization
Where do people like this usually live?

Suburban Periphery
The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

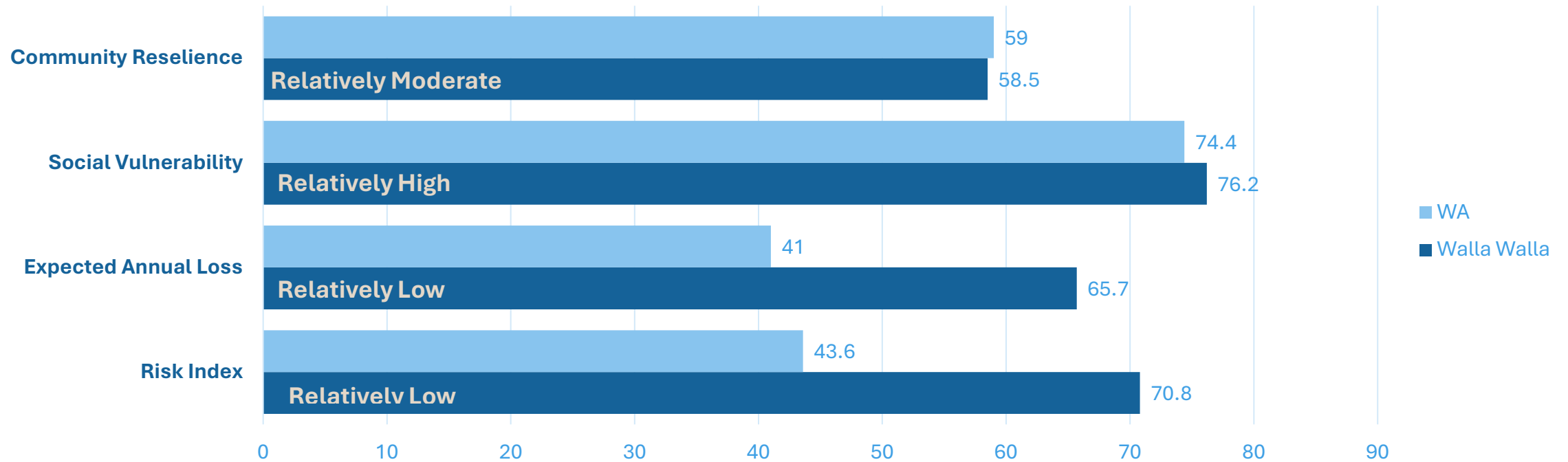
Top Tapestry Segments	Midlife Constants	Old and Newcomers	Set to Impress	College Towns	Salt of the Earth
% of Households	1,499 (39.4%)	912 (23.9%)	586 (15.4%)	378 (9.9%)	311 (8.2%)
% of Walla Walla County	2,128 (9.0%)	1,918 (8.2%)	1,404 (6.0%)	902 (3.8%)	823 (3.5%)
Lifestyle Group	GenXurban	Middle Ground	Midtown Singles	Scholars and Patriots	Cozy Country Living
Urbanization Group	Suburban Periphery	Metro Cities	Metro Cities	Metro Cities	Rural
Residence Type	Single Family	Single Family; Multi-Units	Multi-Unit Rentals; Single Family	Multi-Unit Rentals; Single Family	Single Family
Household Type	Married Couples w/No Kids	Singles	Singles	Singles	Married Couples
Average Household Size	2.3	2.11	2.06	2.07	2.52
Median Age	48	40.5	35.1	22.8	45
Diversity Index	48	62.3	72.4	65	28.3
Median Household Income	\$56,700	\$55,400	\$44,700	\$44,400	\$72,300
Median Net Worth	\$57,800	\$63,100	\$17,000	\$13,500	\$231,300
Median Home Value	\$215,400	\$242,900	\$207,900	\$271,400	\$220,300
Homeownership	75.2 %	49.3 %	31.3 %	28.3 %	85.4 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Services	Services or Professional	Professional or Services	Professional or Mgmt/Bus/Financial
Education	High School Diploma	Some College No Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Maintain close relationships with family . Enjoy going to rock concerts, night clubs, and the zoo.	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Spending time with family is their top priority . Outdoor sports and activities.
Financial	42% receive Social Security, 27% also receive retirement income	Price aware and coupon clippers, but open to impulse buys	Prefer name brands, buy generic when it's a better deal	Limited incomes result in thrifty purchases	Prefer to conduct business in person
Media	After TV, Radio and newspapers are medias of choice	Features the Internet, listening to country music and read the paper	Use the Internet for social media, video games and watching TV	Use the Internet for social media, blogging, watch movies and TV.	Satellite dishes and high speed internet through DSL
Vehicle	Own domestic SUVs, trucks	View car as transportation only	Own used, imported vehicles	Prefer vehicle with good gas mileage	Own truck, ATV

Consumer Segmentation Market Profile

Midlife Constants 39.4% 2.4% in US	Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, health, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or movie channels. Leisure activities include movies at home, reading, fishing, and golf.
Old and Newcomers 23.9% 2.3% in US	Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.
Set to Impress 15.4% 1.4% in US	Listen to a variety of the latest music and download music online. Majority have cell phones only, no landlines. Use the Internet for social media, downloading video games, and watching TV programs. Own used, imported vehicles. Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store. Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.
College Towns 9.9% 0.9% in US	Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.
Salt of the Earth 8.2% 2.8% in US	Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

National Risk Index

FEMA National Risk Database for Walla Walla County, WA (11/23/2024)



EDA Innovation Capacity Profile

Human Capital and Knowledge Creation Index 116.3

The relative availability of human capital resources is moderate in this area. The top measures for this index are:

- Associate's Degree Attainment (rank 316)
- Some College Attainment (rank 396)

Business Dynamics Index 122.6

Patterns of establishment formation and composition indicate a moderate level of business competitiveness. The top measures for this index are:

- Traded Sector Establishment Births to Deaths Ratio (rank 514)
- Change in Establishment Births to All Establishment Ratio (rank 1227)

Business Profile Index 67.2

The relative availability of resources for entrepreneurs and businesses is low in this area. The top measures for this index are:

- Industry Diversity (rank 814)
- Average Large Establishments (per 10,000 Workers) (rank 769)

Employment and Productivity Index 120.6

Industry performance in Walla Walla County, WA indicate a moderate level of positive outcomes from existing economic activity. The top measures for this index are:

- Patent Diversity (rank 878)
- Change in Gross Domestic Product (per Worker) (rank 548)

Economic Well-Being Index 133.1

As measured by residential internet connectivity and income, this area has a moderate standard of living. The top measures for this index are:

- Broadband Infrastructure and Adoption (rank 971)
- Change in Annual Wage and Salary Earnings per Worker (rank 858)

The Next Steps



Complete Economic
Conditions Analysis



Conduct SWOT
Analysis Survey



January Commission
Meeting – Strategic
Discussion



Site Visit by Team

Questions



ECONOMIC GROWTH
STRATEGIES

City of College Place

**Economic Development, Tourism,
and Events Commission**



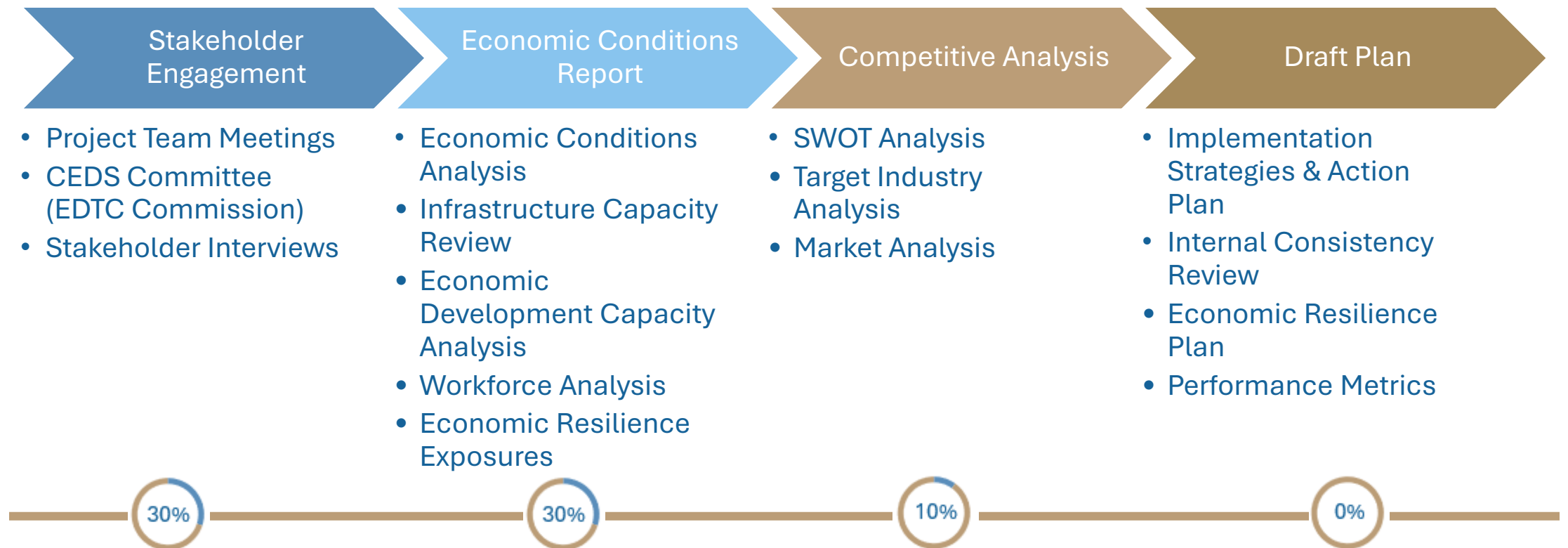
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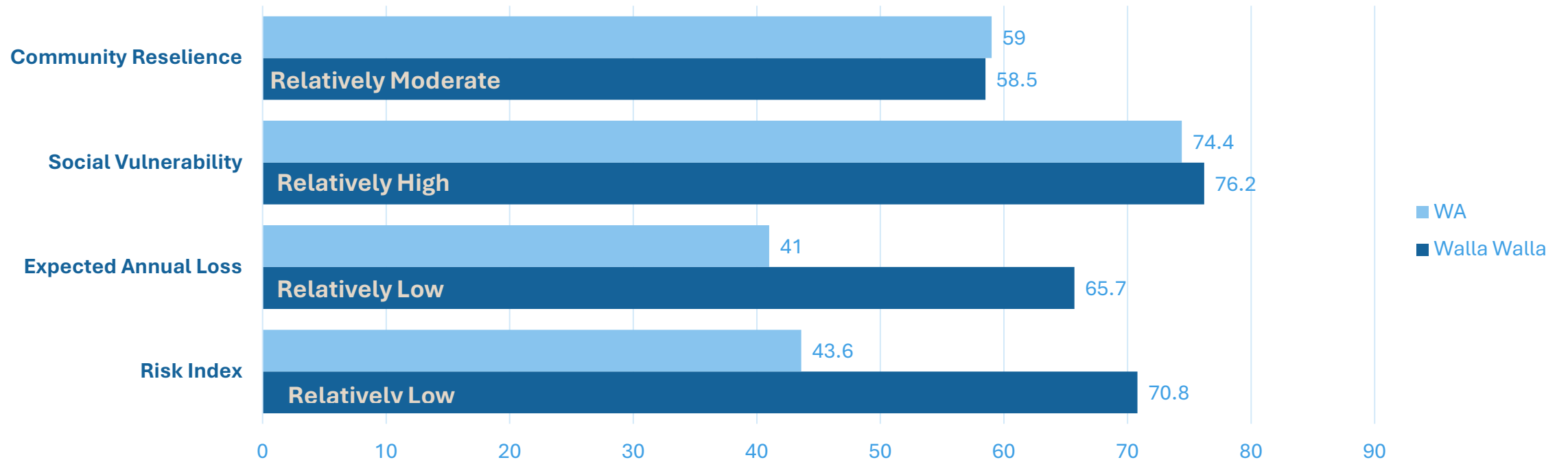
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Homeownership	75.2 %	49.3 %	31.3 %	28.3 %	85.4 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Services	Services or Professional	Professional or Services	Professional or Mgmt/Bus/Financial
Education	High School Diploma	Some College No Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Maintain close relationships with family . Enjoy going to rock concerts, night clubs, and the zoo.	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Spending time with family is their top priority . Outdoor sports and activities.
Financial	42% receive Social Security, 27% also receive retirement income	Price aware and coupon clippers, but open to impulse buys	Prefer name brands, buy generic when it's a better deal	Limited incomes result in thrifty purchases	Prefer to conduct business in person
Media	After TV, Radio and newspapers are medias of choice	Features the Internet, listening to country music and read the paper	Use the Internet for social media, video games and watching TV	Use the Internet for social media, blogging, watch movies and TV.	Satellite dishes and high speed internet through DSL
Vehicle	Own domestic SUVs, trucks	View car as transportation only	Own used, imported vehicles	Prefer vehicle with good gas mileage	Own truck, ATV

Consumer Segmentation Market Profile

Midlife Constants 39.4% 2.4% in US	Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, health, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or movie channels. Leisure activities include movies at home, reading, fishing, and golf.
Old and Newcomers 23.9% 2.3% in US	Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.
Set to Impress 15.4% 1.4% in US	Listen to a variety of the latest music and download music online. Majority have cell phones only, no landlines. Use the Internet for social media, downloading video games, and watching TV programs. Own used, imported vehicles. Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store. Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.
College Towns 9.9% 0.9% in US	Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.
Salt of the Earth 8.2% 2.8% in US	Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

National Risk Index

FEMA National Risk Database for Walla Walla County, WA (11/23/2024)



EDA Innovation Capacity Profile

Human Capital and Knowledge Creation Index 116.3

The relative availability of human capital resources is moderate in this area. The top measures for this index are:

- Associate's Degree Attainment (rank 316)
- Some College Attainment (rank 396)

Business Dynamics Index 122.6

Patterns of establishment formation and composition indicate a moderate level of business competitiveness. The top measures for this index are:

- Traded Sector Establishment Births to Deaths Ratio (rank 514)
- Change in Establishment Births to All Establishment Ratio (rank 1227)

Business Profile Index 67.2

The relative availability of resources for entrepreneurs and businesses is low in this area. The top measures for this index are:

- Industry Diversity (rank 814)
- Average Large Establishments (per 10,000 Workers) (rank 769)

Employment and Productivity Index 120.6

Industry performance in Walla Walla County, WA indicate a moderate level of positive outcomes from existing economic activity. The top measures for this index are:

- Patent Diversity (rank 878)
- Change in Gross Domestic Product (per Worker) (rank 548)

Economic Well-Being Index 133.1

As measured by residential internet connectivity and income, this area has a moderate standard of living. The top measures for this index are:

- Broadband Infrastructure and Adoption (rank 971)
- Change in Annual Wage and Salary Earnings per Worker (rank 858)

The Next Steps



Complete Economic
Conditions Analysis



Conduct SWOT
Analysis Survey



January Commission
Meeting – Strategic
Discussion



Site Visit by Team

Questions

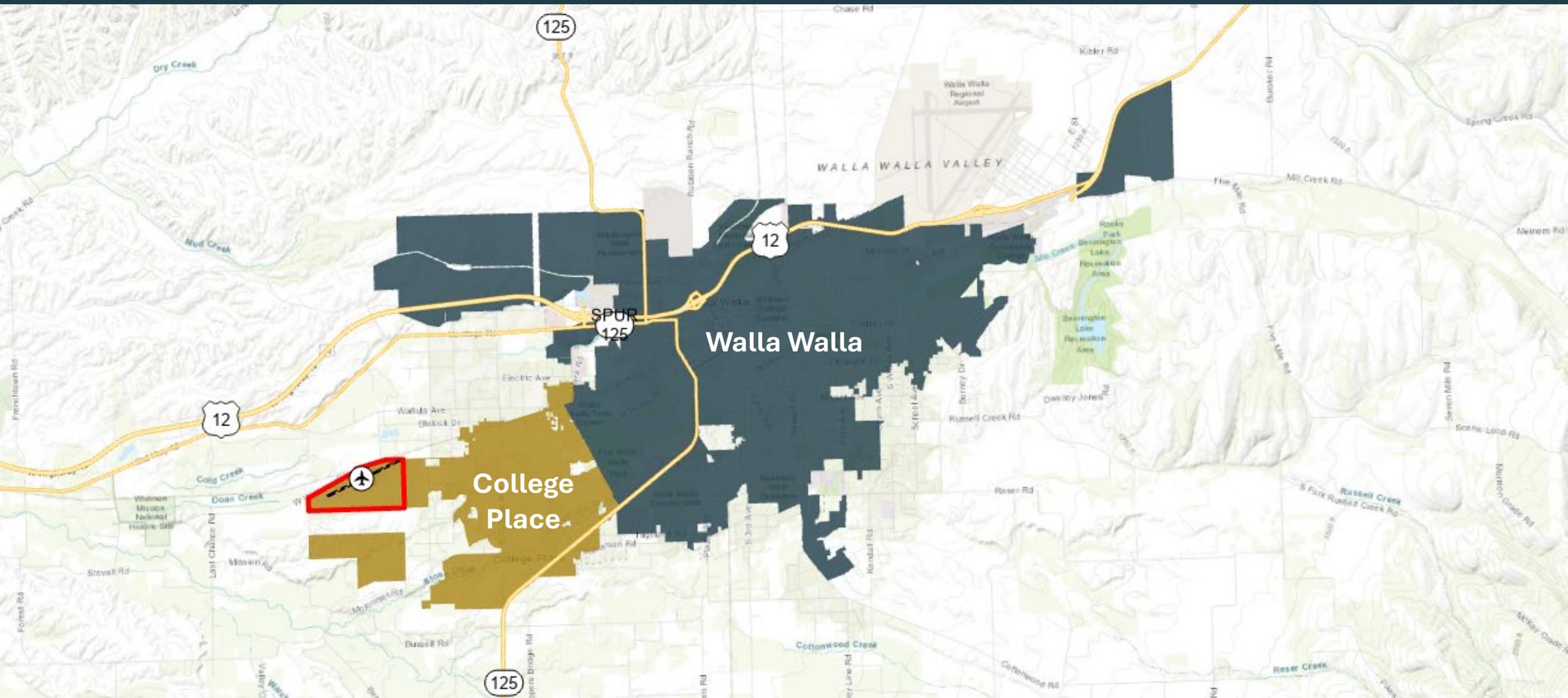


ECONOMIC GROWTH
STRATEGIES



THE CITY OF COLLEGE PLACE MARTIN AIRFIELD AREA PLANNING STUDY

Project Location



Overview of Scope

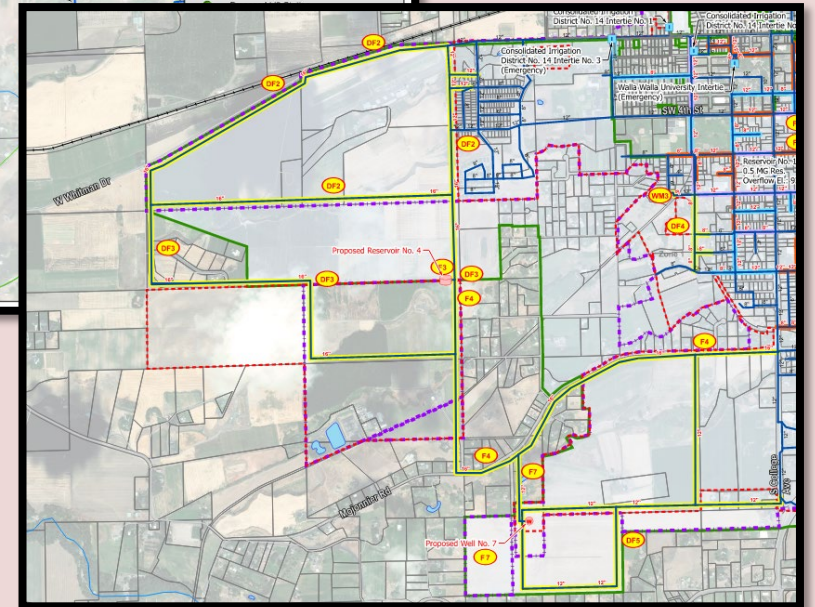
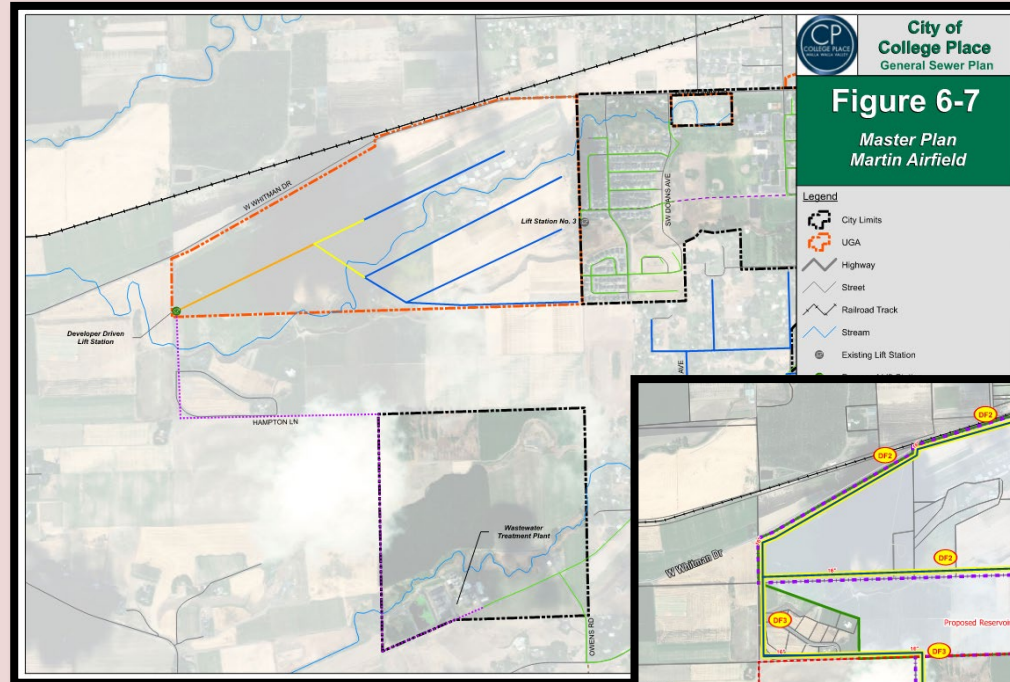


Current Progress

Site Analysis

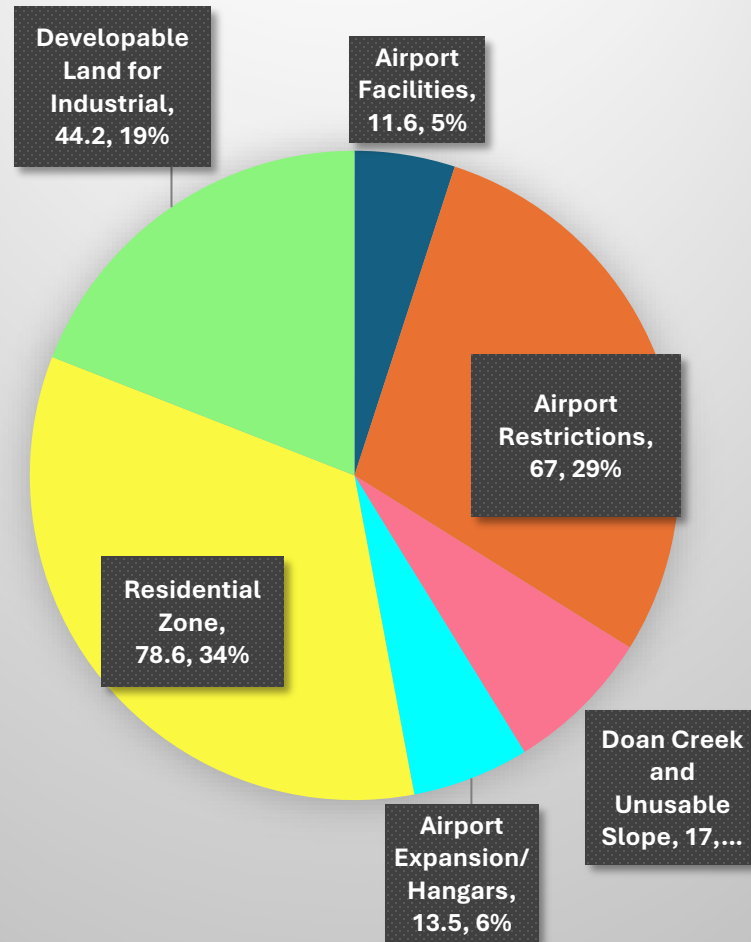
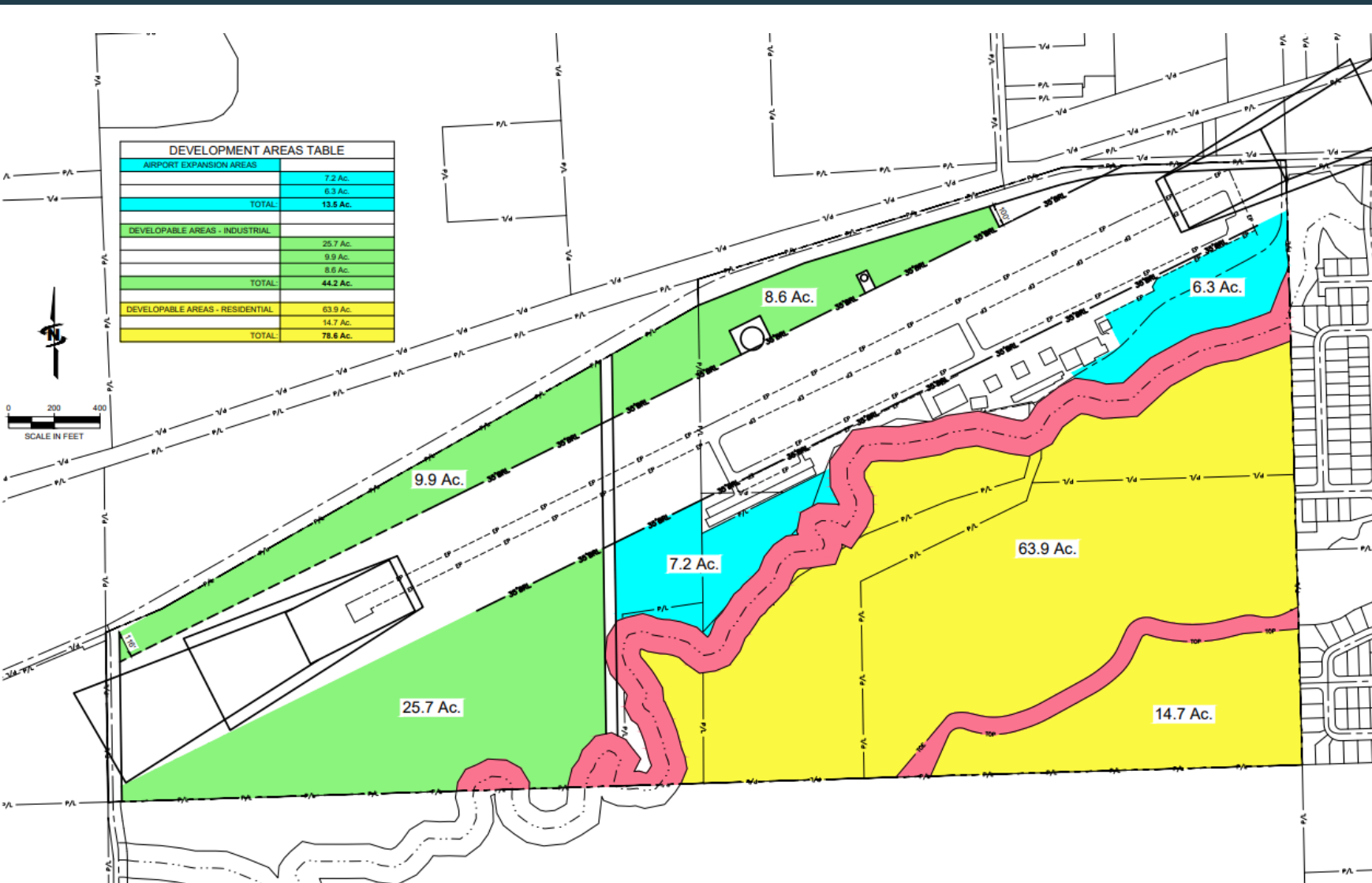


- Sanitary Sewer
 - No on-site collection system
 - Some on-site sewage/septic systems
- Industrial Wastewater
 - No on-site collection system
- Potable Water Service
 - Within Retail Service Area
 - No on-site distribution system



Current Progress

Developable Land



Schedule of Completion

Task	Nov	Dec	Jan	Feb	Mar
Project State/Kick-Off Meeting					
Economic Feasibility					
Site Analysis					
Infrastructure Analysis					
Project Coord/Final Plan					

THANK YOU!

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. [Learn more >](#)

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. [Learn more >](#)

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics. [Learn more >](#)

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. [Learn more >](#)



WALLA WALLA
UNION-BULLETIN
We Bring the Valley to You

AFFIDAVIT OF PUBLICATION

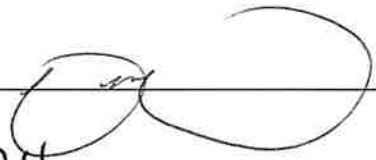
Maryelizabeth Garcia
City Of College Place
625 S College Ave
College Place WA 99324

STATE OF WASHINGTON, COUNTIES OF WALLA WALLA

The undersigned, on oath states that he/she is an authorized representative of Walla Walla Union-Bulletin, Inc., publisher of the Walla Walla Union-Bulletin, of general circulation published daily in Walla Walla County, State of Washington. The Walla Walla Union-Bulletin has been approved as a legal newspaper by orders of the Superior Court of Walla Walla County.

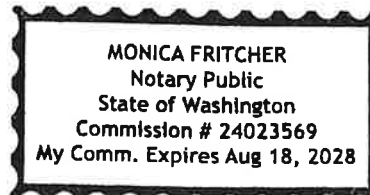
The notice, in the exact form annexed, was published in the regular and entire issue of said paper or papers and distributed to its subscribers during all of the said period.

09/19/2024

Agent Frankie Flight Signature 

Subscribed and sworn to before me on 9/19/2024
Monica Fritcher Monica Fritcher
(Notary Signature) Notary Public in and for the State of Washington, residing at Yakima

Publication Cost: \$96.28
Order No: 85418
Customer No: 22369
PO #:



City of College Place's Fiscal
Year 2024 Lodging Tax Funds
Grant Application Is Open!!!

Application
Here: https://www.cpwa.us/government/boards_and_commissions/lodging_tax_advisory_commission.php

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2024 fiscal year. Lodging tax revenue under this chapter may be used directly by any municipality, or indirectly through a convention and visitors bureau or destination marketing organization for: a.) Tourism marketing; b.) The marketing and operations of special events and festivals designed to attract tourists; c.) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or d.) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

Such proposals are to be submitted using the city provided form, or by emailing the City Clerk at Mgarcia@cpwa.us after September 16, 2024. Application Deadline: October 24, 2024 at 4:00 PM received electronically at Mgarcia@cpwa.us. Questions may be directed to the City Clerk at 509-394-8569.

(85418) September 19, 2024

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Customer No: 22369
PO #:

Organization

Sherwood Trust
Sherwood Trust
Blue Mountain Community Foundation
Blue Mountain Community Foundation
WW Valley Chamber of Commerce
Port of Walla Walla
Port of Walla Walla
United Way of Blue Mountains
Walla Walla Union Bulletin
Walla Walla Union Bulletin
Fort Walla Walla Museum
Power House Theatre Walla Walla
Visit Walla Walla
Milton-Freewater Chamber Downtown Alliance

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Brian Hunt
Kol Medina
Megan Patnode
Arlene Arlen
Paul Gerola
Pat Reay
Jodi
Classified staff
Simon Sizer
Katy Sassara
Monica Boyle
Guy Glaeser

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President & CEO
Grant's Manager
President & CEO
Economic Development Director
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Director of Development
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Executive Assistant
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Executive Director

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		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax							
Revenue							
130-308-31-00-03	Beginning Balance - Hotel/Motel Ta	63,644.83	63,644.83	0.00	0.00	-63,644.83	0.00 %
130-313-31-00-01	Hotel/Motel Lodging	20,000.00	20,000.00	0.00	19,063.23	-936.77	95.32 %
130-313-31-00-02	Transient Rental	20,000.00	20,000.00	0.00	18,812.12	-1,187.88	94.06 %
130-361-10-00-30	Unrealized Gain/Loss	0.00	0.00	0.00	407.69	407.69	0.00 %
130-361-11-01-30	Investment Interest	500.00	500.00	0.00	1,993.22	1,493.22	398.64 %
130-361-30-00-30	Realized Gain/Loss On Investments	0.00	0.00	0.00	-74.99	-74.99	0.00 %
130-361-41-00-30	Investment Interest - Purchased	0.00	0.00	0.00	57.69	57.69	0.00 %
	Revenue Total:	104,144.83	104,144.83	0.00	40,258.96	-63,885.87	38.66%
Expense							
130-508-31-00-03	Ending Balance - Hotel/Motel Tax	65,741.83	65,741.83	0.00	0.00	65,741.83	0.00 %
130-557-30-31-30	Community Services - Office & Ope	0.00	0.00	0.00	0.00	0.00	0.00 %
130-557-30-41-30	Professional Financial / Banking Co	3.00	3.00	0.00	22.08	-19.08	736.00 %
130-557-30-44-30	Tourism Advertising	1,900.00	1,900.00	0.00	1,530.00	370.00	80.53 %
130-557-30-49-01	Contributions To Other Agencies -	22,500.00	22,500.00	0.00	0.00	22,500.00	0.00 %
130-557-30-49-30	City Event Entertainment	14,000.00	14,000.00	0.00	9,776.64	4,223.36	69.83 %
	Expense Total:	104,144.83	104,144.83	0.00	11,328.72	92,816.11	10.88%
	Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	0.00	0.00	0.00	28,930.24	28,930.24	0.00%
	Report Surplus (Deficit):	0.00	0.00	0.00	28,930.24	28,930.24	0.00%

Group Summary

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax						
Revenue	104,144.83	104,144.83	0.00	40,258.96	-63,885.87	38.66%
Expense	104,144.83	104,144.83	0.00	11,328.72	92,816.11	10.88%
Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	0.00	0.00	0.00	28,930.24	28,930.24	0.00%
Report Surplus (Deficit):	0.00	0.00	0.00	28,930.24	28,930.24	0.00%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
130 - Hotel/Motel Tax	0.00	0.00	0.00	28,930.24	28,930.24
Report Surplus (Deficit):	0.00	0.00	0.00	28,930.24	28,930.24

2024 Budget Report - Fund 130 Summary

Fund 130 Hotel/Motel Tax

Amount	Remark
\$ 92,328.62	Actual 2024 Beginning Balance
\$ 40,258.96	YTD 2024 Revenues
\$ 3,085.65	Estimated Additional 2024 Revenues
\$ 135,673.23	Estimated Total 2024 Revenues
11,328.72	YTD 2024 Expenditures
\$ 24,400.00	Estimated Additional 2024 Expenditures
\$ 35,728.72	Estimated Total 2024 Expenditures
\$ 99,944.51	Estimated Ending Fund Balance
\$ 19,988.90	Policy 20% Reserve Minimum
\$ 79,955.61	Estimated 2025 Available Funds