

Monday, July 7, 2025

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=DHWSRT73F90F>

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/85157030043>

Or you may call this number to listen: 1-669-900-9128 ID# 851 5703 0043

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

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Type :	Procedural
Subject :	1.02 Roll Call
Meeting :	Jul 7, 2025 - 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 12/31/2028

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

Position 4 - Teri Lesmeister - term expires 12/31/2028

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

Position 6 - Kirk Amick - term ends 12/31/2028

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

Advisory Members

Mike Rizzitiello - City Administrator

Brian Carleton - Finance Director

Maryelizabeth E. Garcia - City Clerk

Subject :	1.03 Public Comment
Meeting :	Jul 7, 2025 - 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

WrittenPublic 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).

VerbalPublic 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 July 7, 2025.
Meeting :	Jul 7, 2025 - 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 June 2, 2025.
Meeting :	Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Type :	Action (Consent), Minutes

File Attachments

[2025-6-2 EDTEC Minutes.pdf \(746 KB\)](#)

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 :	Jul 7, 2025 - 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

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3. Guest Presentations

Subject :	3.01 Welcome Interim City Administrator Michael Matthias - Ms. Garcia
Meeting :	Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)
Category :	3. Guest Presentations
Type :	Information

File Attachments

[Michael Matthias resume - 2024.pdf \(201 KB\)](#)

4. Action Agenda

Subject :	4.01 EDTEC Meeting Schedule Amendment - Ms. Garcia
Meeting :	Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person &

	Electronic)
Category :	4. Action Agenda
Type :	Action, Discussion
Preferred Date :	Jul 07, 2025
Absolute Date :	Jul 07, 2025
Fiscal Impact :	No
Recommended Action :	Make a motion to amend the Economic Development, Tourism, and Events Commission Regular Meeting Schedule to quarterly instead of monthly and schedule the next regular meeting for October 6, 2025.

Public Content

Historical Perspective:

In 2017, the Economic Development, Tourism, and Events Commission was created with the purpose of garnering special expertise and input from various professional disciplines relative to the monitoring, assessing, and strengthening of existing economic development strategies and to develop new strategies. According to College Place Municipal Code 2.30.040, the commission is supposed to meet initially and determine a meeting schedule for the rest of the year.

It appears as though that meeting schedule was never officially adopted and EDTEC has been meeting monthly since its inception in 2019. The Commission typically reviews pertinent studies and makes recommendations to Council, provides input on upcoming events, and receives a monthly development report.

Information for Consideration:

Former City Administrator Mike Rizzitiello oversaw EDTEC and, due to his departure, a void is left with the monthly development reports. Mr. Rizzitiello completed a July update, which is attached, and Interim City Administrator Michael Matthias will do his best to continue work Mr. Rizzitiello was doing. At this time, City Staff are at capacity and unable to continue everything Mr. Rizzitiello managed, but are trying to keep the spirit going until a permanent City Administrator is hired.

In the meantime, City Clerk Garcia recommends amending what has become the monthly "Regular Meeting Schedule" to quarterly. This is a good time to do so as we only have two major events left this year- Halloween and Winterfest.

File Attachments

[DevelopmentTrackSheetMay2025.pdf \(135 KB\)](#)

Subject :	4.02 Passage of the Comprehensive Economic Development Strategy (CEDS) Update - Mr. Saldana
Meeting :	Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)

Category :

4. Action Agenda

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 Council Presentation.pptx \(664 KB\)](#)

[College Place Project List.pdf \(23 KB\)](#)

[College Place CEDS Final.pdf \(17,011 KB\)](#)

5. Staff Reports

Subject :

5.01 Freedom Festival Report - Ms. Garcia

Meeting :

Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)

Category :

5. Staff Reports

Type :

Discussion, Information

Public Content

Historical Perspective:

College Place Freedom Festival is an annual event that was started in 2018 and has run fairly consistently over the years since then, except for a few years' recession due to the COVID 19 Pandemic. Freedom Festival appears to have always featured live music, vendors, and a fireworks show sponsored by Columbia REA.

Information for Consideration:

This year, Deputy City Clerk Beardemphl and City Clerk Garcia decided to deviate from previous years vendors which were mostly informational and/or political. We had 30 vendors this year including more than 25 were retail and food vendors. This year, Paris Olympics Silver Medalist Kenneth Rooks attended the event and made an official appearance. Mr. Rooks received a warm welcome and Key to the City from Mayor Hernández, did a Community Q&A, signed

autographs and did photos in front of the backdrop we made for him, and ran a few laps around the track.

File Attachments

[2025 Freedom Festival Kenneth Rooks Announcement.png \(2,577 KB\)](#)

[Freedom Fest Flyer.png \(2,246 KB\)](#)

[Press Release - Silver Medal Olympian Kenneth Rooks to Appear at Freedom Fest.pdf \(164 KB\)](#)

[1.jpg \(92 KB\)](#)

[2.jpg \(325 KB\)](#)

[3.jpg \(291 KB\)](#)

[4.jpg \(425 KB\)](#)

[5.jpg \(389 KB\)](#)

[6.jpg \(338 KB\)](#)

[7.jpg \(541 KB\)](#)

[8.jpg \(409 KB\)](#)

[9.jpg \(363 KB\)](#)

[10.jpg \(466 KB\)](#)

[11.jpg \(256 KB\)](#)

[12.jpg \(291 KB\)](#)

[13.jpg \(320 KB\)](#)

[14.jpg \(291 KB\)](#)

[15.jpg \(410 KB\)](#)

Subject :

5.02 Upcoming Community Events - Ms. Garcia

Meeting :

Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)

Category :

5. Staff Reports

Type :

Information

Public Content

Historical Perspective:

The City puts on several community events per year in an effort to build community, identity, and recreation.

Information for Consideration:

Remaining events for the rest of the year are:

Thursdays until 9/25/2025: Market in the Park

- 7/12/2025 - Movies @ The Park: Top Gun Maverick
- 8/2/2025 -Movies @ The Park: Wicked
- 8/23/2025 -Movies @ The Park: E.T.
- 9/13/2025 -Movies @ The Park: Coco
- TENTATIVE 9/27/2025 -Movies @ The Park: Fern Gully (rescheduled due to weather)
- TENTATIVE 10/11/2023 - Artful Celebration (CoWalla related)
- 10/31/2025: Trunk or Treat
- 12/4/2025: Winterfest

File Attachments

[Top Gun.jpg \(188 KB\)](#)
[Wicked.jpg \(184 KB\)](#)
[E.T.jpg \(188 KB\)](#)
[Coco.jpg \(232 KB\)](#)
[MitP Vendor Flyer.png \(2.606 KB\)](#)
[2025 Winterfest.png \(2.043 KB\)](#)
[2025 Trunk or Treat Flyer \(2\).png \(793 KB\)](#)

Subject : 5.03 Development Activity (July 2025) - Mr. Matthias
Meeting : Jul 7, 2025 - College Place Economic Development, Tourism, and Events Commission - Hybrid (In-Person & Electronic)
Category : 5. Staff Reports
Type : Discussion, Information

Public Content

Historical Perspective:

Information for Consideration:

Development Activity for July 2025.

Before his departure, Mr. Rizzitiello advised Mr. Matthias to pay close attention to the following four projects:

1. SW Mojonner Rd Reconstruction (College Avenue to Bluevue)
2. SE 8th Street Sidewalk Project (Downtown to Lions Park, Larch to Birch, Birch to College Avenue)
3. NE Rose Street Pedestrian Lighting Project (College Avenue to Carey Court)
4. Lakeside Development Agreement

File Attachments

[DevelopmentActivity_July2025.pdf \(454 KB\)](#)

6. Closing Items

Subject : 6.01 Conclude
Meeting : Jul 7, 2025 - 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, June 2, 2025)

Generated by Maryelizabeth Garcia on Friday, May 30, 2025

1. Opening Items

Procedural: 1.01 Call To Order

Commission Chair Peck called the meeting to order at 5:02 PM.

Information: 1.02 Roll Call

PRESENT:

Commission Members	Tracy Warner; Teri Lesmeister; Allison Peck; Kirk Amick; Doug Case;
Ex - Officio	Arlene Alen - Walla Walla Valley Chamber of Commerce City Administrator, Michael Rizzitiello
Staff	Finance Director, Brian Carleton; Deputy City Clerk, Rhett Beardemphl Paul Saldana, Stradd Herrera

Also Present:

MEMBERS EXCUSED:

MEMBERS ABSENT: Kelli Leen;

Procedural: 1.03 Public Comment - None.

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for June 2, 2025.

Action (Consent), Minutes: 2.02 Approve Minutes from May 5, 2025.

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 Amick made a motion to approve the Consent Agenda. Second by Commission Member Alen and the motion passed 6-0.

3. Guest Presentations

Discussion, Information: 3.01 Final Update on Comprehensive Economic Development Strategy (CEDS) Update - Mr. Saldana

Mr. Saldana updated the committee about the administrative draft for the Comprehensive Economic Development Strategy, highlighting updates. An alignment page has been added, which shows how the current plan aligns with the planning and growth policies. Also, the SWOT Analysis has addressed a weakness by striking the weakness from the list of weaknesses, as it was deemed not fully relevant to the plan's components. Finally, Mr. Saldana noted that they are expanding on the market analysis that was done initially for the CEDS planning process.

4. Action Agenda

Action: 4.01 Final Update on Comprehensive Economic Development Strategy (CEDS) Update - Mr. Rizzitiello

Mr. Rizzitiello updated the committee on adding a goals and objectives sections to the CEDS.

Commission Member Lesmeister made a motion to approve the Comprehensive Economic Development Strategy for the City of College Place to be added to the forthcoming Comprehensive Plan Update. Second by Commission Member Amick and the motion passed 6-0.

Action: 4.02 Proposed College Place Code 10.18 - Truck Routes - Mr. Rizzitiello

Mr. Rizzitiello informed the Commission that creating a state freight route as an addition to the City Municipal Code emerged as a result of the Martin Airfield Planning Study. State freight maps never officially included any College Place city streets. This addition will designate Hwy 125, Myra Road, W Whitman Drive, and others as official City Freight Routes. This would also allow us to receive grants for the roads.

Commission Member Amick made a motion to approve College Place Code 10.18 regarding Truck Routes to the College Place Municipal Code. Second by Commission Member Warner and the motion passed 6-0.

5. Staff Reports

Reports: 5.01 Market in the Park Kick Off - Mr. Beardemphl

Mr. Beardemphl reviewed the first week of the new Market in the Park which was held in Lions Park on May 29. It was held in conjunction with the Lions Club Fishing Derby and the Lions Park Dedication Ceremony. Attendance is estimated at at least 1000 over the course of the event. Market sales numbers were as high as the market has seen.

6. Closing Items

Information: 6.01 Next Meeting: July 1, 2025

Procedural: 6.02 Conclude

Commission Member Case made a motion to conclude the meeting at 5:22 PM. Second by Commission Member Lesmeister and with no objection, the meeting concluded.

Approved:

Allison Peck – Chair

Attest:

Rhett Beardemphl – Deputy
City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred June 2, 2025. Further detail may be obtained by reviewing the actual audio recording made during this session.

MICHAEL F. MATTHIAS

23641 7th Ave S #10
Des Moines, WA 98198
425-943-0607 - mmatthias26@hotmail.com

Education

M.Sc. Sustainable Urban Development, University of Oxford, England
M.Sc. Applied Economics, University of California, Santa Cruz
M.Phil. International Relations, University of Cambridge, England
B. A. (Honors) Political Science, University of California, Santa Barbara

Professional Experience

City Manager

Des Moines, WA (2016 – present)

Government management for a municipal jurisdiction, operating budget of approximately \$30 million, and 200 employees, overall finances of more than \$100 million. Regional government responsibilities for a region of approximately 300,000 population. Responsible for City administration, emergency operations, labor relations, economic development, organizational development, strategic planning, City Council relations, intergovernmental legislative and regulatory requirements, formulation and recommendation of budget to City Council, conduct of external relations, in addition to other duties.

The city recently issued a \$26 million bond for Marina redevelopment projects.

8/2019 Received Washington City Manager's Association "Award for Excellence for achievements as Des Moines City Manager."

City of Des Moines received the 2023 Innovation in Local Government award – emphasis on Sustainability – from the Washington City and County Managers Association.

Assistant City Manager/Economic Development Director

Des Moines, WA (2014 – 2016)

Senior management position, responsible for all aspects of City government, City Council relations, Acting City Manager as required. Responsibilities as Director of Economic Development responsible for all aspects of economic development: finding investors, meeting with developers, prepared first Economic Element of the City Comprehensive Plan that will be the basis for the City's first Economic Development Strategic Plan. Work on land use, zoning, public/private partnerships, represent City with development community and other public agencies.

Redevelopment Project Manager

Lacey, WA (2011 - 2013)

Consultant for brewery redevelopment including sustainable development; financing; achieving public/private partnerships; viable project finance options through offshore private investment for development; and compliance with land use regulatory/zoning requirements and development review process. Manage Planned Action (to meet State Environmental

Policy Act) process with Integrated Planning Grant (\$200,000) from Washington State Department of Ecology. Wrote grant application and made presentation to State Department of Commerce (Community Economic Revitalization Board). Grant (\$50,000) was approved and I managed the grant.

Adjunct Professor

St. Martin's University (2012)

Taught upper division course on international business.

Town Center Project Manager

City of Sammamish, WA (2007 - 2010)

Responsible for managing the Town Center project, including land use subarea planning process, financial analysis of project feasibility, SEPA, regulatory elements of rezone, development process and community relations for 240 acre site including five mixed-use zones.

- Emphasis on sustainable environmental practices
- Awarded City of Sammamish Milestone Award for accomplishments related to Town Center – December, 2008.

Assistant City Manager

Maple Valley, WA (2005-2007)

Responsible for administrative functions of City government with direct duties for economic development, public safety, emergency management, special projects and City Council and government relations. Worked closely with large-scale developers. Provided staff support to Public Safety Oversight Committee and Economic Development Committee, Co-Chair Emergency Operations Center; fulfilled Acting City Manager duties.

Economic Development Manager

City of Fort Lauderdale, FL (2002-03)

Responsible for managing City (population 160,000) economic development functions including business development and retention activities, incentives, regulatory (planning, zoning, site plan development) interface, intergovernmental relationships, public/private partnerships, international business attraction, small business development, economic research, efforts to diversify the economic base of the City, and analysis and recommendations for public policy decision-makers.

Developed City of Fort Lauderdale "Economic Development Strategic Plan," organized City Economic Summit for over 150 stakeholders.

Director, Community & Economic Development

Director, Community Redevelopment Agency

Lauderdale Lakes, FL (2000-2002)

Over \$40 million of investment occurred in the City (population 30,000) during the period Mr. Matthias was the City's primary economic development official.

Established Community Redevelopment Agency (CRA) and served as first Director for the Agency, investment during the first two years Mr. Matthias managed the CRA will provide over \$13 million in Tax Increment Finance resources over the life of the CRA.

Responsible for combining economic development, redevelopment and community development functions into a single city department and then directing new multi-functional department (annual operating budget of \$ 1million/ 22 full time positions).

Organized and managed One-Stop Permitting Center that included planning & zoning, code enforcement, building/permitting, CDBG, grants and housing to provide speed-to-market incentives for development.

Served as Acting City Manager upon request.

Budget Manager/Acting Deputy Treasurer

City of Morgan Hill, CA (1999-2000)

Managed city budget process (operating and capital), provided financial analysis, treasury functions, and special projects including preparation of Mayor's "State of the City Address."

Sr. Financial Analyst

San Jose/Silicon Valley

Robert Half International, San Jose, CA (1996-1999)

Consultant providing financial and economic analysis to Fortune 100 and technology sector clients.

Analyst II

San Jose, International Airport (1989-1994)

Project Manager, Airport Economic Impact Analysis, strategic aspects of lengthening major commercial runway and Airport Noise Monitoring program, special projects, research and analysis and econometric analysis of water quality for compliance with national standards.

Mr. Matthias has also held positions **including Assistant Vice President at Bank of America for Governmental Affairs and Corporate Strategic Planning.**

Executive Director of the Children's Advocacy Center in Oakland, CA.

Honors and Associations

Mr. Matthias has received numerous awards, including:

- Award for Excellence – City Manager of the Year in the State of Washington (2019), Washington State City Manager Association
- Robert F. Kennedy Fellow
- Employee of the Month, San Jose, CA International Airport
- State of California Graduate Fellowship
- University of California, Santa Barbara Scholars Program
- University President Honors List

He is fluent in Spanish.

Mr. Matthias is a member of:

- Oxford/Cambridge Club (London)
- International City Managers' Association
- Lifetime Member, Wolfson College, Cambridge, and St. Catherine's College, Oxford

City of College Place: Development Activity - May 2025

Project Name	Use	Location	Status	Lead Generated
Commercial/Industrial				
Project Murph	Gas Station	Meadowbrook	- June 2024 Interested in establishing gas station in outlot of Walmart. - August 2024 Getting permission from corporate. - May 2025 Planning to turn in site plan soon.	ICSC Las Vegas
Project Cobble	Hotel	Whitman & Myra	- November 2023 Hotelier working out development agreement with property owner. Still trying to hammer out road access. - May 2024 Purchase and Sale agreement in place. Dependent upon roundabout. - September 2024 Gave them new Hotel Study. Going after TIB roundabout grant. - May 2025 Roundabout grant didn't get awarded. City is self funding engineering of roundabout.	ICSC Las Vegas
Project LK	Senior Assisted Living	Myra & Garrison Village Way	- May 2025 Assisted Living operator interested in buying vacant parcel on northwest corner for development of senior village.	Developer on another project in town.

Project Bullseye	Big Box	Whitman & Myra	- March 2024 Option agreement exists. - May 2025 Tied to project Cobble and its success.	ICSC Las Vegas
Project OPH	Breakfast Restaurant	Whitman & Myra	- November 2023 Option for breakfast restaurant. Dependent upon hotel. -March 2024 Signed agreement based on hotel coming in adjacent. -May 2025 Tied to Project Cobble.	Property Owner.
Project Y	Grocer	Whitman & Myra	- June 2024 Is going to Board of Company for site approval. -May 2025 On back burner for now. Operator is trying to sell store up in Spokane area and use funds to do new store here. In process.	Cold Call
Project Smile	Industrial	West Whitman Drive	-May 2025 Due diligence on warehousing and production.	Cold Call
Project FM	Medium sized grocery and general merchandise store.	College Avenue, across from College Place High School.	- June 2024 Continue monitoring progress of Lakeside development before making decision. - May 2025 Evaluating property near SR 125 and College.	ICSC Las Vegas

Project Flight	Aerospace	Martin Airfield	- Nov 2023 Project is now annexed into the City. Working with property owner on future planning. - August 2024 Working with developer via State CERB Grant for infrastructure planning. - November 2024 Aiming to have study completed by end of year. - May 2025 Conceptual Airfield Area Planning Study Draft out.	Property owner.
Residential				
Homestead Subdivision Phase 3C, 3D, and 3E.	Residential subdivision constructed by Hayden Homes.	Homestead and Doans Street south of Fourth Street.	- May 2025 Waiting for plans to get turned in.	Hayden Homes has owned property for the last decade.
NW Residential	20 Apartments	SW Oakwood Pl off of SW 6th	- June 2024 Going through entitlement process. - July 2024 Company decided to buy eight homes on market in town to rehab and will be putting site with plans up for sale. - May 2025 Expecting plan submittal by Summer.	NW Residential Properties
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. - June 2024 Getting last minute additional financing to make reality. - September 2024 - Under deadline by end of September to get something out of the ground to fall in old building codes. - May 2025 First two apartment buildings and clubhouse to start construction this summer.	Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City.

			- Jan 2019 Plan submittal is being reviewed by development staff. - April 2021 Awaiting final engineering drawings. - 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. -August 2024 Buildings are being built. - May 2025 First two structures have Certificate of Occupancy.	
Sirmon Development	Multi-family apartments.	942 NE Spitzenburg St		Property owner.
			-August 2024 Expecting Master Planned Development application is planned for July 2024. Engineering on East-West Rd has started. - September 2024 Master Planned Development Application filed. Staff reviewing. - May 2025 Waiting for last couple of memos to get turned in to review and then issue completeness notice and forward to Hearing Examiner if ok.	
Lakeside/College Holdings Development	Single & Multi-Family	197 Mojonnier Rd		Property owner.

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. - Sept 2023 Engineer for developer is working on site issues. - Dec 2023 Expecting infrastructure to go in soon. - May 2024 Infrastructure being installed. -October 2024 Still working on site infrastructure. - November 2024 Getting ready to file plats. - May 2025 Under construction.	Property developer.
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. - December 2022 Going through final entitlements. - February 2023 Planning for a Summer start. - May 2024 Have turned in plans for grading permits. - May 2025 No Update.	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. - May 2024 Martin Airfield study is starting. - July 2024 Working with City on area study. Also, Tarragon bought Hinshaw Ranch property. - February 2025 Early negotiations on development agreement. - May 2025 No Update.	Developer
Project Sod	Residential	Wallua Avenue	- August 2024 Property owners wants to do affordable housing. Wants into UGA next time it opens up.	Land Owner

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. - June 2023 Site plans approved. Past appeal period. - Dec 2023 Working with developer on issues. - Feb 2024 Infrastructure plans getting turned in. - March 2024 Expecting construction to start soon. - May 2024 Working on site utilities. -August 2024 Working on area utilities. - November 2024 Continuing development. - May 2025 Continuing to develop.	Developer
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City of College Place

City Council Presentation



Comprehensive Economic Development Strategy

July 1, 2025





THE NATELSON DALE GROUP, INC

Target industry analysis

Real estate strategies and
downtown revitalization

Retail market analysis and
repositioning



ECONOMIC GROWTH
STRATEGIES

Economic development strategic
planning

Successful implementation
nationally recognized economic
development initiatives

Combining practical on the
ground experience with academic
level analysis



ISRC
INTERNATIONAL
SUSTAINABLE RESILIENCE
CENTER

International recognized for
economic resilience practice

Creator of Economic Resilience
Scorecard & Infrastructure Tool Kit

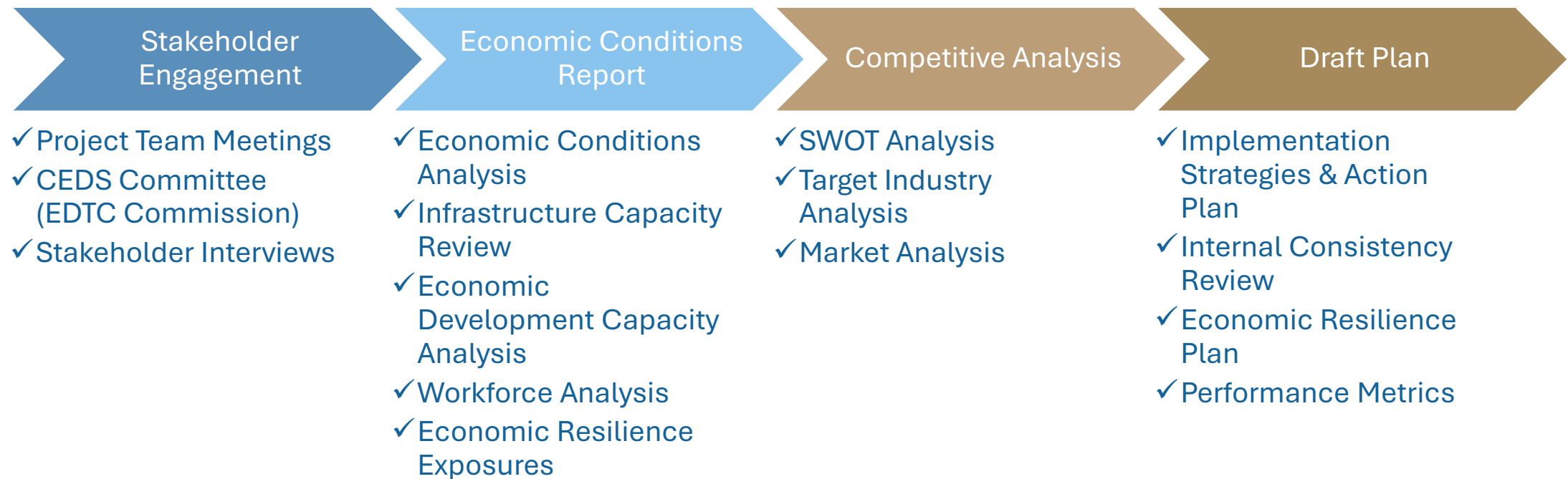
The Team

What is a CEDS?

- CEDS is short for “**Comprehensive Economic Development Strategy**” - an extensive process managed by the U.S. Economic Development Administration (EDA)
- **Planning document** required by EDA to be eligible for federal funding through their grant programs
- A CEDS is designed to **bring together the public and private sectors** in the creation of an economic roadmap to diversify and strengthen regional economies



The CEDS Planning Process



S

STRENGTH

1. Strong educational institutions, including Walla Walla University and quality K-12 schools
2. Affordable housing compared to neighboring areas
3. Growing population and new residential developments
4. Proximity to wine tourism and agricultural assets
5. Recent expansion of Highway 12, improving connectivity to Tri-Cities
6. Established Creative District spanning College Place and Walla Walla
7. Clean, safe community with good parks and outdoor recreation

W

WEAKNESSES

1. Limited commercial and retail options within city limits
2. Lack of fine dining and hotel accommodations
3. Traffic congestion, particularly at key intersections
4. Limited available space for new businesses
5. Perception as primarily a Seventh-day-Adventist community
6. Underdeveloped downtown area and lack of walkable shopping districts
7. Limited public transportation options

O

OPPORTUNITIES

1. Development of Martin Airfield for commercial and light industrial use
2. Expansion of the urban growth area for new residential and commercial development
3. Potential for mixed-use developments to create vibrant, walkable areas
4. Leveraging the Creative District to attract artists, tourists, and creative businesses
5. Collaboration with Walla Walla University for workforce development and innovation
6. Attraction of remote workers due to quality of life and affordability
7. Development of incubator spaces for growing businesses

T

THREATS

1. Competition from neighboring Walla Walla for businesses and development
2. Potential loss of agricultural land to development
3. Resistance to change from some long-time residents
4. Rising housing costs affecting affordability
5. Dependence on wine tourism, which can be volatile
6. Potential for overregulation hindering business growth
7. Brain drain of young professionals to larger cities

Vision

The City of College Place vision for economic development emphasizes fostering a vibrant, sustainable community that balances small-town charm with growth opportunities.



Foundational Goals

- Attract Diverse Businesses
- Encourage downtown revitalization
- Foster collaboration with local institutions
- Enhance infrastructure and connectivity
- Expand tourism opportunities

Attract Diverse Businesses

- Marketing & Outreach
 - Expand Marketing Campaign
 - Attend Trade Shows & Conferences
- Incentives & Support
 - Offer Financial Incentives
 - Provide Business Support Services
- Enhance Development Opportunity Areas
 - Flex industrial on Gugliemelli site
 - Implementation of Martin Airfield Planning Study
 - Recruit large retail and other commercial uses
 - Replace Lions Park Community Center

Encourage Downtown Revitalization

- Beautification and Aesthetic Improvements
 - Enhance Streetscapes
 - Facade Improvement Programs
 - Public Art and Murals
- Supporting Local Businesses
 - Marketing and Promotion
- Events and Activities
 - Host Community Events
 - Pop-Up Shops and Temporary Installations
- Long-Term Planning and Sustainability
 - Create a Downtown Master Plan
 - Downtown Association

Foster Collaboration with Local Institutions

- Partnerships with Educational Institutions
 - Develop Internship and Job Placement Programs
 - Collaborative Research Projects
 - Continuing Education and Workforce Training
- Shared Resources and Facilities
 - Joint Use of Facilities
 - Resource Sharing Programs
- Communication and Advocacy
 - Regular Communication Channels
 - Advocate for Policy Changes



Enhance Infrastructure and Connectivity

- Transportation
 - Upgrade roadways
 - Railroad Expansion/Access
 - Public Transportation
 - Parking Facilities
- Utilities & Services
 - Broadband Internet
 - Water & Waste Management
- Technology & Innovation
 - Innovation Hubs
- Land Use & Development
- Public-Private Partnerships



Expand Tourism Opportunities

- Highlight Local Attractions
 - Promote Local Attractions
 - Develop Themed Tours
- Events & Festivals
 - Expand, Identify and Host Annual Festivals & Events
 - Collaborating with Local Organizations
- Marketing & Promotion
 - Maintain & Connect Tourism Website
 - Leverage Social Media
 - Partner with Travel Influencers
- Expand Accommodations & Hospitality Options
- Infrastructure & Accessibility
 - Improve Transportation Options
 - Develop Tourist-friendly Amenities
 - Engage with Local Businesses



Evaluation Framework

- **Business Growth & Retention**

- Number of new businesses established annually
- Percentage of business retention within key development zones
- Increase in commercial occupancy rates downtown
- Number of jobs created in targeted industries (e.g., ag tech, logistics, aerospace)

- **Infrastructure Improvements**

- Miles of roads improved or expanded to support business access
- Broadband coverage expansion and internet speed improvements
- Utility upgrades supporting industrial and commercial growth

- **Investment & Funding Secured**

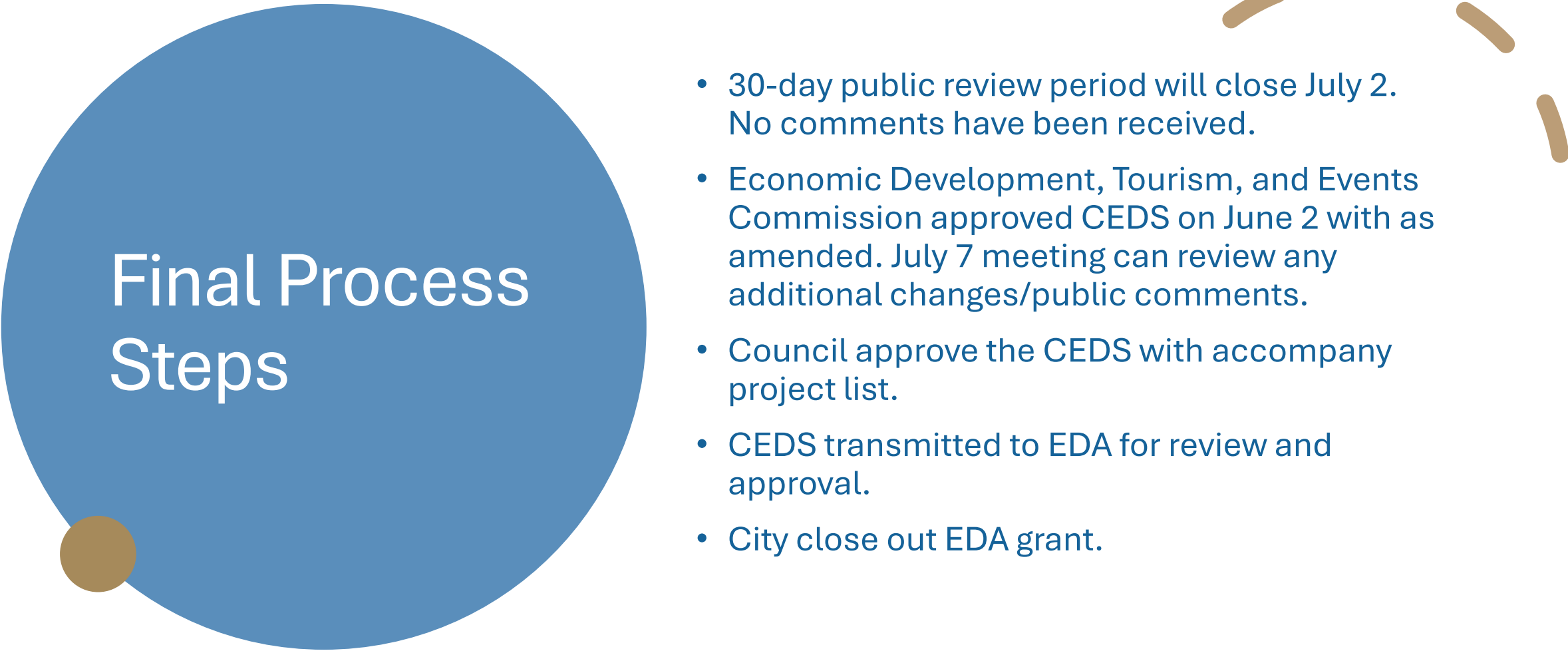
- Total amount of grants and private investments secured for development projects
- Number of businesses utilizing financial incentives or tax credits
- Growth in local government revenue from business-related taxes

- **Downtown Revitalization Impact**

- Increase in foot traffic and visitor spending in downtown areas
- Growth in mixed-use development projects
- Number of public space enhancements completed (e.g., parks, plazas)

- **Industry Diversification**

- Number of new industries established in College Place
- Percentage of economic activity generated by emerging sectors
- Expansion of business clusters in targeted industries



Final Process Steps

- 30-day public review period will close July 2. No comments have been received.
- Economic Development, Tourism, and Events Commission approved CEDS on June 2 with as amended. July 7 meeting can review any additional changes/public comments.
- Council approve the CEDS with accompany project list.
- CEDS transmitted to EDA for review and approval.
- City close out EDA grant.

Questions



THE NATELSON DALE GROUP, INC



ECONOMIC GROWTH
STRATEGIES



ISRC
INTERNATIONAL
SUSTAINABLE RESILIENCE
CENTER

Submission Date	Nominating Agency/Lead	Project Title	Project Description	Project Location	Project Type	Est. Cost (\$)	EDA Assistance
2025-01-31	City of College Place	Guglielmelli Flex-Industrial Building	Development of a 4.52 acre site with two 18,000 sq ft light industrial flex buildings and one 3,300 sq ft light industrial flex structure.	SE corner of Rose St & Damson Ave	Manufacturing	16,000,000	Yes
2025-01-12	City of College Place	Drinking Water Reservoir #4 Construction	Construction of 1 million gallon water reservoir to serve western College Place Commercial/Light Industrial area. City owns site.	420 S Owens Rd, College Place, WA	Recovery & Resilience	20,000,000	Yes
2025-01-12	City of College Place	Creation of Pop-Up Shops & Food Truck Area	Creation of low cost pop-up shop, food truck row area in Downtown College Place.	628 S. College Ave, College Place, WA	Equity	500,000	Yes
2025-01-12	City of College Place	Lions Park Community Center Replacement	Replace 1969 community center with 14,700 sq ft center with business incubator, computer lab, library, childcare, and commercial kitchen.	801 SE Larch Ave, College Place	Workforce development	10,118,000	Yes
2025-01-12	City of College Place	Replacement Public Works Facility	Replacement public works facility for current operations, replacing 1940s facility, relocated to Wastewater Treatment Plant grounds.	420 Owens Rd, Walla Walla, WA	Recovery & Resilience	6,000,000	Yes
2025-01-12	City of College Place	Development of Shared Parking Lots	Acquisition and development of shared public parking lots for Downtown College Place businesses along College Ave (13th to Rose).	College Ave (13th to Rose)	Env. Sustainable Dev.	4,000,000	Yes
2025-01-12	City of College Place	Police Station Replacement	Relocate existing building to a centralized location near commercial/light industrial districts. Construct new Police Station.	College Ave & Cedar Bend Dr	Recovery & Resilience	14,000,000	Yes
2025-01-12	City of College Place	Whitman Drive Path Extension	Construct multiuse path extension across Last Chance Rd to Whitman Monument. Key tourism linkage.	Whitman Dr & Last Chance Rd	Env. Sustainable Dev.	2,000,000	Yes

Submission Date	Nominating Agency/Lead	Project Title	Project Description	Project Location	Project Type	Est. Cost (\$)	EDA Assistance
2025-01-12	City of College Place	Satellite Fire Station	Construct fire station to serve western College Place, Martin Airfield Light Industrial area.	West Whitman Dr around Hampton Ln	Recovery & Resilience	6,000,000	Yes
2025-01-10	City of College Place	Consolidation of Irrigation Systems	Consolidate Irrigation 14 and Green Tank into City Water System, rehabbing wells, backups, and connections.	NE Rose St & Carey Ct	Recovery & Resilience	15,000,000	Yes
2025-01-10	City of College Place	Wastewater Treatment Plant Conversion	Improve wastewater treatment plant to Class A for purple pipe irrigation or downstream use.	430 Owens Rd, Walla Walla, WA	Recovery & Resilience	25,000,000	Yes
2025-01-10	City of College Place - Tarragon	Wastewater Lift Station Replacement	Replace lift station at Homestead to accommodate Martin Airfield and Former WWU Dairy Lands.	Whitman Dr & Hampton Ln	Equity	5,000,000	Yes
2025-01-10	City of College Place	Water Tower Improvement	Renovate 1940s water tower for seismic resilience, durability, and backup power.	4th, 6th, Date, and Birch	Equity	4,000,000	Yes
2025-01-10	City of College Place - Meadowbrook Plaza LLC	Lamperti Ln & Meadowbrook Blvd Intersection	Convert intersection to three-way stop or roundabout for better traffic flow.	Lamperti Ln & Meadowbrook Blvd	Env. Sustainable Dev.	1,000,000	Yes
2025-01-10	Walla Walla County - City of College Place	Reconstruction of Peppers Bridge Rd	Reconstruct road with sidewalk, bike lanes, lighting, and pavement for commercial areas.	Peppers Bridge Rd (Tamaurson Rd to Old Milton Hwy)	Env. Sustainable Dev.	4,000,000	Yes
2025-01-10	WSDOT - City of College Place - Konen	SR 125 & College Dual Roundabout	Convert intersection to dual roundabout to open 100+ acres for commercial/industrial development.	State Route 125 & College Ave	Env. Sustainable Dev.	5,000,000	Yes
2025-01-10	City of College Place/ELDA WA CP LLC	Villages at Fort Walla Walla	Develop road network, parking, and roundabout for mixed-use development (hotel, medical office, stores).	SW corner of Myra Rd & Whitman Dr	Env. Sustainable Dev.	10,000,000	Yes
2025-01-10	City of College Place - Tarragon Development	Owens Rd Extension	Construct collector roadway with freight capacity, bike lanes, sidewalks, and lighting.	Owens Rd Ext - 420 Owens Rd, College Place, WA	Env. Sustainable Dev.	6,000,000	Yes

Submission Date	Nominating Agency/Lead	Project Title	Project Description	Project Location	Project Type	Est. Cost (\$)	EDA Assistance
2025-01-10	City of College Place - Guglielmelli Site	City-Owned Flex Space Structure	Install flex industrial structures for lease to startups, addressing lack of prebuilt space.	SE corner of NE Rose & Damson Ave	Env. Sustainable Dev.	6,000,000	Yes
2025-01-10	Walla Walla County - City of College Place - Tarragon	Last Chance Rd Improvements	Reconstruct Last Chance Rd with lighting, bike lanes, and sidewalk for freight traffic.	Last Chance Rd (US Hwy 12 to Whitman Dr)	Manufacturing	10,000,000	Yes
2025-01-10	City of College Place: Martin Airfield (Tarragon)	Whitman Dr Freight Improvements	Improve pavement and lighting on Whitman Dr for freight traffic to Martin Airfield.	West Whitman Dr (Last Chance Rd to NW Earl Ln)	Manufacturing	4,000,000	Yes
N/A	ICSC Las Vegas	Jersey Mike's	Aiming for Thanksgiving 2024 opening. Filed sign permit and building plan submittals.	Meadowbrook	Fast Food Restaurant	N/A	N/A
N/A	ICSC Las Vegas	Project Morph	Gas station in Walmart outlot, moving forward after Walmart renovation completion (Nov 2024).	Meadowbrook	Gas Station	N/A	N/A
N/A	ICSC Las Vegas	Project Palouse	Commercial developer pursuing option agreement for properties along South College Ave (Nov 2024).	South College Ave	Commercial Developer	N/A	N/A
N/A	ICSC Las Vegas	Project Cobble	Hotel awaiting TIB roundabout grant announcement (Nov 2024). Purchase and sale agreement in place.	Whitman & Myra	Hotel	N/A	N/A
N/A	Developer	Project LK	Assisted living operator interested in buying parcel for senior village (Nov 2024).	Myra & Garrison Village Way	Senior Assisted Living	N/A	N/A
N/A	ICSC Las Vegas	Project MP	Hotel project getting investors together (Nov 2024).	Meadowbrook	Hotel	N/A	N/A
N/A	Cold Call	Project Smile	Due diligence on warehousing and production (Nov 2024).	West Whitman Dr	Industrial	N/A	N/A

Submission Date	Nominating Agency/Lead	Project Title	Project Description	Project Location	Project Type	Est. Cost (\$)	EDA Assistance
N/A	ICSC Las Vegas	Project FM	Evaluating property near SR 125 and College for grocery and merchandise store (Nov 2024).	College Ave, across from College Place High School	Grocery and Merchandise	N/A	N/A
N/A	Property Owner	Project Flight	Aerospace project with study completion planned by end of 2024.	Unspecified	Aerospace	N/A	N/A
N/A	Property Owner	Project Lawn	Headquarters for small lawn care business, awaiting building permit (Nov 2024).	Unspecified	Small Business	N/A	N/A
N/A	Hayden Homes	Homestead Subdivision Phase 3C, 3D, 3E	Residential subdivision to develop once Avery Estates is complete (Nov 2024).	Homestead and Doans St, south of Fourth St	Residential	N/A	N/A
N/A	NW Residential Properties	NW Residential	Group reengaging on 20-apartment development early next year (Nov 2024).	Unspecified	Apartments	N/A	N/A
N/A	Farran Group	Villages at Fort Walla Walla	180 multi-family units, purchased permitting for first structure (Oct 2024).	South side of Whitman Dr/Deccion intersection	Multi-family Apartments	N/A	N/A
N/A	Property Developer	Villages at Garri-son Creek Phase 11 and 13	72-lot single-family development, getting ready to file plats (Nov 2024).	Villages at Garri-son Creek	Single Family	N/A	N/A
N/A	Developer	Deer Meadows Sub-division	Townhome development, no update since grading permits submitted (Oct 2024).	SW 12th	Townhome	N/A	N/A
N/A	Developer	Martin Air-field/Tarragon Development	Airfield update and flex facilities, working on area study (Oct 2024).	West Whitman Dr	Airfield and Residential	N/A	N/A
N/A	Land Owner	Project Dairy	Discussions for residential inclusion in UGA (Aug 2024).	West Whitman Dr	Residential	N/A	N/A
N/A	Land Owner	Project Sod	Affordable housing project for UGA inclusion (Aug 2024).	Wallua Ave	Residential	N/A	N/A
N/A	Developer	Salerno Estates	Continuing development of 8 single-family homes (Nov 2024).	359 SW 12th	Single Family	N/A	N/A

Comprehensive
Economic
**Development
Strategy**



CITY OF
COLLEGE PLACE



July 2025

ACKNOWLEDGEMENTS

City Council

Mayor	-----	Norma Hernandez
Council Position 1	-----	Paul Jessup
Council Position 2	-----	Michael Cleveland
Council Position 3	-----	Tito Espinoza
Council Position 4	-----	Loren Peterson
Council Position 5	-----	Melodie Williams
Council Position 6	-----	Heather Schermann
Council Position 7	-----	Monica Boyle

Economic Development Tourism & Events Commission (CEDS Steering Committee)

- Allison Peck (Chair)
- Doug Case (Vice Chair) – Columbia REA
- Tracy Warner – Goodwill
- Kelli Leen – Rogers Bakery
- Teri Lesmeister
- Kirk Amick – STCU
- Arlene Alen, Walla Walla Valley Chamber of Commerce (Ex-officio)

City Staff

- Michael Matthais, Interim City Administrator
- Maryelizabeth Garcia, City Clerk
- Brian Carleton, Finance Director
- Jon Rickard, Community Development Director

Consulting Team



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Project Number: ED24SEA0G0351



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About **The CEDS**

The **Comprehensive Economic Development Strategy (CEDS)** for College Place provides a roadmap for fostering sustainable growth, attracting investment, and ensuring long-term economic resilience. Developed in alignment with the **U.S. Economic Development Administration (EDA)** guidelines, this strategy outlines key priorities such as industry diversification, infrastructure investment, tourism, and downtown revitalization. By strengthening commercial and industrial zones, improving transportation networks and broadband access, and cultivating partnerships with local institutions, College Place can create a business-friendly environment that supports innovation and job creation. Through collaboration with businesses, community stakeholders, and regional partners, College Place can build a dynamic economy that fosters prosperity and inclusivity for residents and entrepreneurs alike.



The EDA outlines specific requirements for a CEDS to ensure a structured, regionally driven approach to economic planning. The CEDS must be developed through broad-based public and private sector participation and serve as a roadmap for strengthening regional economies. Key components include:

1. **Economic Conditions Analysis (Summary Background)** – An overview of the City and regional economic conditions, including demographic and industry trends.
2. **SWOT Analysis** – A detailed assessment of strengths, weaknesses, opportunities, and threats affecting economic development.
3. **Strategic Direction & Action Plan** – A framework for leveraging regional assets, addressing challenges, and implementing economic growth strategies.
4. **Evaluation Framework** – Performance measures to track progress and assess the effectiveness of development initiatives.
5. **Economic Resilience** – Strategies to enhance the region's ability to withstand economic disruptions and adapt to changing conditions.

Regions must maintain an updated CEDS at least every five years to remain eligible for EDA assistance and funding opportunities. The strategy should also align with state and local economic development plans to ensure consistency and maximize impact.

The CEDS Planning Process

The CEDS planning process is a structured, community driven approach to economic development that ensures broad stakeholder engagement and strategic alignment. The key steps in preparing the CEDS included:



➤ **STRATEGY COMMITTEE**

The EDTC Commission served as the Strategy Committee as they represent a diverse group of stakeholders, including business leaders, government officials, and community representatives, oversees the planning process.

➤ **DEFINING REGIONAL PRIORITIES**

The consulting team, with input from the City staff and Strategy Committee, identified economic challenges, opportunities, and long-term development goals.

➤ **CONDUCTING A SWOT ANALYSIS**

Through a series of interviews, surveys and analysis of existing programs, the team assessed the strengths, weaknesses, opportunities, and threats to guide strategic decision-making.

➤ **DEVELOPING A STRATEGIC ACTION PLAN**

The CEDS outlines specific initiatives, policies, and investments to drive economic growth.

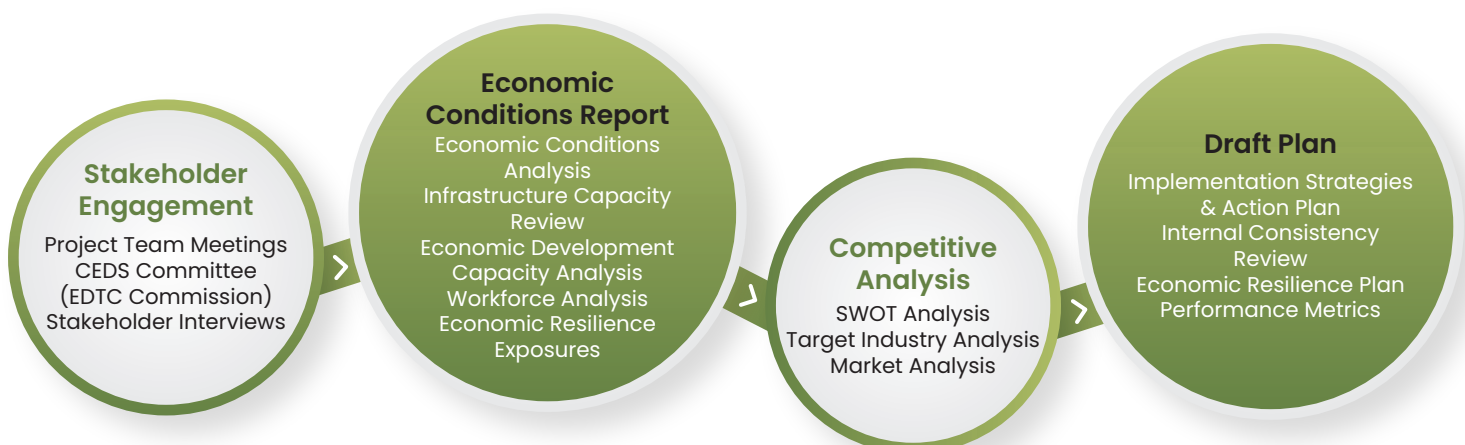
➤ **FINALIZING THE CEDS DOCUMENT**

The Draft CEDS is a compilation of the findings into a formal strategy that aligns with EDA guidelines and regional economic objectives.

➤ **IMPLEMENTING & MONITORING PROGRESS**

The Draft CEDS establishes performance measures to track success and adapt strategies as needed.

THE FOLLOWING GRAPHIC ILLUSTRATES THE PROCESS USED IN THE DEVELOPMENT OF THE COLLEGE PLACE CEDS.



Alignment with Planning & Growth Policies

The College Place Comprehensive Economic Development Strategy (CEDS) is a forward-thinking framework that integrates the city's economic development priorities with broader policy mandates, ensuring strategic growth, infrastructure investment, and community engagement. This strategy aligns with the College Place Economic Development Element, reinforcing efforts to enhance business expansion, workforce development, and sustainable infrastructure. Additionally, it adheres to the Washington Growth Management Act (GMA) by promoting efficient land use, environmental stewardship, and inclusive economic opportunities. Together, these components create a cohesive blueprint for long-term resilience, innovation, and prosperity.

COMPREHENSIVE PLAN: ECONOMIC DEVELOPMENT ELEMENT

The College Place CEDS serves as a foundational framework for advancing sustainable growth resilience, and economic opportunities within the City. The CEDS aligns seamlessly with the City's Comprehensive Plan Economic Development Element by integrating strategic priorities that foster business expansion, workforce development, and infrastructure improvements.

KEY AREAS OF ALIGNMENT INCLUDE:

- **Business Growth & Entrepreneurship:** The CEDS emphasizes fostering a dynamic business environment, supporting local enterprises, and attracting new industries—directly complementing College Place's economic development initiatives aimed at enhancing job creation and investment.
- **Infrastructure & Sustainability:** The strategy underscores the importance of modernizing infrastructure, expanding broadband access, and promoting climate resilience, aligning with College Place's long-term economic development goals.

The following table shows the alignment between the goals of the CEDS and the Comprehensive Plan Economic Development Element.

The Goals of the CEDS	Comprehensive Plan: Economic Development Element Alignment
Attract Diverse Businesses	
Marketing & Outreach	ED 1.1, 2.1, 3.1, 3.2, 3.4, 8.4
Incentives & Support	ED 2.6, 3.10
Enhance Development Opportunity Areas	ED 1.5, 3.3, 5.1, 5.2, 6.3, 7.1
Encourage Downtown Revitalization	
Beautification and Aesthetic Improvements	ED 7.2
Supporting Local Businesses	ED 1.3, 3.1, 3.7, 3.11, 8.1
Events and Activities	ED 3.8, 3.9,
Long-Term Planning and Sustainability	ED 2.3, 2.4, 6.4, 6.5

Foster Collaboration with Local Institutions	
Partnerships with Educational Institutions	ED 1.2, 3.5, 6.2, 8.3, 10.3
Shared Resources and Facilities	ED 1.2
Communication and Advocacy	ED 1.4
Enhance Infrastructure and Connectivity	
Transportation	ED 1.6, 4.1, 4.2, 7.3
Utilities & Services	ED 1.6, 4.1
Technology and Innovation	ED 3.5, 6.6
Collaboration and Funding	ED 1.1
Expand Tourism Opportunities	
Highlight Local Attractions	ED 3.6, 9.5, 9.6, 11.1
Events and Festivals	ED 4.3, 10.1
Marketing and Promotion	ED 9.1, 9.2
Accommodation and Hospitality	ED 9.3, 10.2
Infrastructure and Accessibility	ED 4.1, 9.4, 11.2

GROWTH MANAGEMENT ACT ALIGNMENT

The College Place CEDS aligns with the Washington Growth Management Act (GMA) by reinforcing key principles of sustainable growth, infrastructure planning, and economic resilience. Here's how:

Comprehensive Planning:

The GMA requires cities to develop long-term plans that guide land use, housing, and economic development. The College Place CEDS complements this by outlining strategies for business expansion, workforce development, and infrastructure improvements in alignment with the City's Comprehensive Plan.

Economic Development Balance:

The GMA encourages economic development while protecting natural resources and ensuring equitable access to opportunities. The CEDS aligns with this by fostering workforce programs, supporting entrepreneurship, and ensuring that economic benefits reach underserved communities.

Urban Growth & Infrastructure:

The GMA emphasizes efficient land use and infrastructure investment to support economic vitality. The CEDS integrates these priorities by promoting broadband expansion, transportation improvements, and climate-resilient infrastructure, ensuring that growth is both strategic and sustainable.

Public Participation & Governance:

The GMA mandates community engagement in planning processes. The College Place CEDS incorporates stakeholder collaboration and community-led governance, ensuring that economic strategies reflect local needs and aspirations.



ECONOMIC CONDITIONS ANALYSIS

Census-Based Demographic and Economic Overview

A comprehensive demographic and economic data analysis was performed (Appendix A). Data was derived from the U.S. Census Bureau, American Community Survey (ACS) 5-year estimates (2018-23). Data are provided for the City of College Place, Walla Walla County, Franklin and Benton Counties (Kennewick-Richland MSA), Washington State, along with neighboring Umatilla County in Oregon. Topics address current conditions related to economic characteristics, housing units, educational attainment, and households/families.

- For the 16 years and over population, the City has a relatively slightly higher share of the population (61.8%) in the labor force compared to Walla Walla County, but a relatively low percentage compared to Franklin County and the State. The unemployment rate (4.6%) was lower than all the reference geographies.
- For workers 16 years and over commuting work, the mean travel time to work was relatively low for College Place residents (13.2 minutes) compared to all the reference geographies.
- In terms of occupational employment (Table), a larger share of College Place residents is employed in Service and Sales and office occupations compared to the benchmark geographies. In contrast, College Place residents hold a relatively lower share of jobs in Natural resources, construction, and maintenance occupations.

VARIABLE	COLLEGE PLACE	WALLA WALLA COUNTY	FRANKLIN COUNTY	BENTON COUNTY	UMATILLA COUNTY
OCCUPATION					
Civilian employed population 16 years and over	4,605	28,129	44,093	95,245	34,442
Management, business, science, and arts occupations	37.1%	36.6%	33.0%	41.7%	28.8%
Service occupations	28.1%	21.8%	17.0%	16.2%	21.0%
Sales and office occupations	22.8%	18.2%	16.6%	17.7%	20.2%
Natural resources, construction, and maintenance occupations	2.3%	9.6%	18.8%	12.2%	14.2%
Production, transportation, and material moving occupations	9.7%	13.8%	14.6%	12.3%	15.8%

- In terms of industry sector employment, the largest share of College Place residents (37.3%) is employed in the Educational services, and health care and social assistance industry sector, which is significantly higher than all of the benchmark geographies. In contrast, the City has a relatively smaller share (2.8%) of its residents employed in the Construction sector.
- For the income and benefits category, the largest share of College Place households (20.6%) is in the \$50,000 to \$74,999 household income range. The City's households are relatively underrepresented (10.7%) in the \$75,000 to \$99,999 household income range.
 - Following from above, the City's median household income level (\$59,768) is well below the median level in the benchmark geographies.
- The City's health insurance coverage rate (95.4%) is slightly higher than the benchmark geographies' rates .
- Poverty rates – as measured by families and people whose income in the past 12 months was below the poverty level – for all categories of families are slightly higher (10.3%) in College Place compared to the benchmark regions, while significantly higher than the statewide average (6.4%).

Commercial / Industrial Real Estate Market Data

This section provides a summary of the retail, office, and industrial real estate markets in the City of College Place, compared to the benchmark Walla Walla County region.

RETAIL MARKET

Table III 1, below, shows key retail market indicators for the City of College Place. The table provides key market indicators for the most recent quarter (2024, Q4) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average. The retail market in the City is relatively healthy, with the existing overall vacancy rate estimated at 0.0%. Market asking rents and market sales prices are both up over the prior year.

Table 2. Key Retail Market Indicators, City of College Place

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	456,244	1,760	0.0%	\$17.50	\$140	8.2%
Prior Period	456,244	1,844	0.4%	\$16.97	\$136	8.1%
	+0%	-4.6%	-0.4%	+3.1%	+2.9%	+0.1%
Typical Range		(3,823) – 4,482	0.50% – 1.16%	\$13.02 – \$16.19	\$124 – \$140	7.20% – 8.04%
10 Yr Avg		642	1.06%	\$14.60	\$132	7.63%

Source: CoStar

Table 3. Key Retail Market Indicators, Walla Walla County

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	2,860,185	26,455	3.2%	\$16.81	\$150	7.8%
Prior Period	2,860,185	(20,737)	4.0%	\$16.44	\$149	7.7%
	+0%	+227.6%	-0.8%	+2.3%	+0.7%	+0.1%
Typical Range		(49,491)- 59,289	1.72% - 3.83%	\$13.01 - \$15.73	\$127 - \$147	7.32% - 7.73%
10 Yr Avg		4,688	2.77%	\$14.37	\$137	7.53%

Source: CoStar

OFFICE MARKET

Table III 3, below, shows key office market indicators for the City of College Place. The table provides key market indicators for the most recent quarter (2024, Q4) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average.

The office market in the City is relatively small, with about 7,900 square feet of total inventory.

Table 4. Key Office Market Indicators, City of College Place

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	7,898	0	0.0%	\$22.15	\$456	8.3%
Prior Period	7,898	0	0.0%	\$21.83	\$464	8.1%
	+0%	-	+0.4%	+1.5%	-1.7%	+0.2%
Typical Range		--	--	\$17.64 - \$21.25	\$388 - \$477	6.63% - 7.70%
10 Yr Avg		1,300	--	\$19.44	\$433	7.16%

Source: CoStar

Table 5. Key Office Market Indicators, Walla Walla County

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	796,109	(4,174)	2.6%	\$21.31	\$172	9.7%
Prior Period	796,109	4,207	2.1%	\$21.01	\$177	9.3%
	+0%	-199.2%	+0.5%	+1.4%	-2.8%	+0.4%
Typical Range		(9,922) - 21,590	0.92% - 6.40%	\$16.94 - \$20.42	\$168 - \$193	7.50% - 8.85%
10 Yr Avg		5,860	3.66%	\$18.88	\$180	8.17%

Source: CoStar

INDUSTRIAL MARKET

Table III 5, below, shows key industrial market indicators for the City of College Place. The table provides key market indicators for the most recent quarter (2024, Q4) and one year earlier. In addition, the table shows the typical range for these indicators along with the 10-year average.

The industrial market in the City is relatively small, with only 1,200 square feet of total inventory.

Table 6. Key Industrial Market Indicators, City of College Place

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	1,200	0	0.0%	\$7.12	\$73	9.2%
Prior Period	1,200	0	0.0%	\$7.17	\$74	8.8%
	+0%	-	+0.4%	-0.7%	-1.4%	+0.4%
Typical Range	--	--	--	\$5.04 - \$6.84	\$50-\$73 \$62	7.64% - 8.64%
10 Yr Avg	--	--	--	\$5.94		8.14%

Source: CoStar
'-' = No data available

Table 7. Key Industrial Market Indicators, Walla Walla County

TIME PERIOD	INVENTORY	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT / SF	MARKET STALES PRICE / SF	MARKET CAP RATE
Current	4,218,423	40,980	4.9%	\$8.46	\$135	7.2%
Prior Period	4,218,423	395,573	5.9%	\$8.50	\$136	6.9%
	+0%	-89.6%	-1.0%	-0.5%	-0.7%	+0.3%
Typical Range		(9,926) - 190,946	3.40% - 9.07%	\$8.25 - \$9.40	\$135 - \$158	6.43% - 7.19%
10 Yr Avg		90,778	6.23%	\$8.82	\$146	6.81%

Source: CoStar



This section presents an initial overview of industry “clusters” that are prominent in College Place and the surrounding region.

DEFINITIONS AND FOCUS OF LOCAL/REGIONAL INDUSTRY CLUSTERS ANALYSIS

The clusters analyzed in this study are based on definitions (i.e., industry groupings) from the U.S. Cluster Mapping Project (Cluster Mapping Project), an economic development initiative led by Harvard Business School’s Institute for Strategy and Competitiveness. In accordance with the North American Industry Classification System (NAICS), the U.S. economy includes a total of approximately 1,100 individual industry sectors. The U.S. Cluster Mapping Project assigns each of these sectors to unique clusters, which are based on linkages through supply-chain relationships, as well as commonalities in terms of workforce requirements and infrastructure needs. Nationally, the Cluster Mapping Project recognizes a total of 67 clusters, with 16 classified as “local” clusters and 51 classified as “traded” clusters.

Total current (2023) employment in the College Place area (“College Place”) is estimated at 3,519 . The local clusters currently represent a total of 2,216 jobs in College Place, while the traded clusters account for 1,286 jobs. Non-cluster employment totals 17 jobs . Whereas local and traded clusters are both critically important components of a balanced economy, they have distinct roles and characteristics, and these distinctions can be helpful in terms of planning economic development programs. Some of these distinctions are summarized as follows:

- **Local clusters** typically form the core of a region’s economy; they primarily provide goods and services for the local (resident) population. They tend to account for the majority of jobs in a region (in the case of College Place, local clusters represent about 63% of total jobs), and support a high quality of life by ensuring the availability of a diverse range of goods and services. In College Place, important local clusters include Local Health Services, Local Education and Training and Local Government Services. These clusters account for more than one-fourth (27.4%) of College Place’s total jobs.
- **Traded clusters** are “export-oriented” in the sense that they include industries that are engaged in producing goods and services for end customers outside the region. Traded clusters account for about 37% of the jobs in College Place, and are especially important from an economic development perspective given that they tend to have higher wages and higher “multiplier impacts” compared to local clusters. That is, they have a strong potential to inject new dollars into the local economy and thereby serve as “drivers” for broader economic growth. In College Place, the bulk of traded cluster employment is in the Education and Knowledge Creation cluster, accounting for about 83% of total traded cluster employment.

Based on the industry cluster analysis, the City and surrounding regions have a strong competitive advantage in the following traded clusters:

- Education and Knowledge Creation
- Agricultural Inputs and Services
- Food Processing and Manufacturing
- Forestry
- Livestock Processing

Local Clusters with a strong competitive advantage include the following:

- Local Education and Training
- Local Federal Government Services
- Local Government Services
- Local Retailing of Clothing and General Merchandise
- Local State Government Services

CLUSTER GROWTH

Cluster employment job growth is strong in several categories. The shift share analysis conducted as part of the cluster analysis indicates that some clusters are projected to have higher shares of job growth than the national average and as such, can be considered as positive targets for recruitment.

Table 8 Cluster Employment Growth Projections By Region

Cluster	College Place	Walla Walla	Franklin County	Benton County	Umatilla County
Aerospace Vehicles and Defense	--	--	49.7%	57.5%	32.2%
Agricultural Inputs and Services	13.0%	16.1%	-10.3%	35.4%	15.2%
Apparel	45.6%	-1.9%	51.5%	8.1%	26.5%
Automotive	26.8%	59.3%	--	-48.1%	47.1%
Biopharmaceuticals	24.6%	44.0%	--	-56.6%	--
Business Services	28.4%	36.1%	36.1%	5.1%	44.7%
Coal Mining	--	--	--	--	--
Communications Equipment and Services	2.6%	100.2%	12.8%	45.4%	59.8%
Construction Products and Services	69.1%	43.2%	45.5%	37.4%	22.9%
Distribution and Electronic Commerce	24.0%	23.8%	18.4%	19.3%	-12.3%
Downstream Chemical Products	40.6%	47.0%	--	61.4%	-8.0%
Downstream Metal Products	-25.5%	-25.9%	18.9%	12.2%	3.0%
Education and Knowledge Creation	8.2%	2.0%	-0.5%	-0.2%	6.7%
Electric Power Generation and Transmission	--	-78.0%	--	99.2%	0.0%
Environmental Services	--	--	--	9.1%	31.9%
Financial Services	20.9%	24.2%	70.4%	19.3%	20.0%
Fishing and Fishing Products	--	-68.4%	24.1%	-58.9%	-78.7%
Food Processing and Manufacturing	47.7%	29.2%	34.4%	9.4%	-11.1%
Footwear	--	--	--	80.0%	--
Forestry	14.2%	27.0%	59.5%	105.9%	-41.6%
Furniture	111.0%	37.2%	-39.1%	11.4%	7.6%

Cluster	College Place	Walla Walla	Franklin County	Benton County	Umatilla County
Hospitality and Tourism	15.7%	11.0%	8.4%	18.4%	7.3%
Information Technology and Analytical Instruments	71.6%	45.8%	62.9%	61.6%	50.9%
Insurance Services	-29.9%	-24.7%	79.9%	-2.4%	49.6%
Jewelry and Precious Metals	--	--	--	12.8%	--
Leather and Related Products	--	--	--	9.4%	-0.3%
Lighting and Electrical Equipment	--	--	--	24.3%	--
Livestock Processing	33.6%	47.5%	-89.1%	46.4%	4.4%
Marketing, Design, and Publishing	4.7%	23.3%	34.7%	7.3%	35.8%
Medical Devices	--	--	85.1%	7.2%	43.6%
Metal Mining	--	--	--	--	--
Metal working Technology	0.5%	18.1%	72.2%	-11.0%	92.6%
Music and Sound Recording	49.2%	49.2%	--	3.8%	--
Nonmetal Mining	74.6%	82.9%	-15.8%	171.8%	-13.2%
Oil and Gas Production and Transportation	--	--	21.0%	-26.9%	--
Paper and Packaging	2.8%	-1.8%	-18.9%	58.2%	79.7%
Performing Arts	45.2%	30.1%	52.1%	28.5%	31.1%
Plastics	-4.7%	6.4%	--	-85.1%	25.5%
Printing Services	-11.0%	56.6%	90.6%	33.0%	16.5%
Production Technology and Heavy Machinery	12.2%	-1.5%	88.4%	53.1%	-37.2%
Recreational and Small Electric Goods	14.6%	-34.0%	79.0%	17.3%	-11.1%
Textile Manufacturing	--	--	--	-12.5%	-12.1%
Tobacco	--	--	--	--	--
Trailers, Motor Homes, and Appliances	--	--	--	--	-26.4%
Transportation and Logistics	43.7%	20.7%	22.0%	38.8%	0.0%
Upstream Chemical Products	24.7%	4.0%	--	-12.8%	87.7%
Upstream Metal Manufacturing	21.8%	63.5%	--	57.9%	7.8%
Video Production and Distribution	36.3%	36.3%	80.5%	34.9%	11.6%
Vulcanized and Fired Materials	--	75.6%	66.5%	25.5%	22.8%
Water Transportation	-0.9%	74.6%	0.9%	14.1%	43.8%
Wood Products	34.2%	90.5%	-17.8%	6.0%	-46.4%
Local Commercial Services	18.9%	8.1%	20.5%	11.2%	46.7%
Local Community and Civic Organizations	60.5%	23.9%	34.3%	38.5%	35.9%
Local Education and Training	3.3%	6.2%	18.0%	17.8%	8.7%
Local Entertainment and Media	10.2%	-0.1%	-2.3%	17.9%	-5.1%
Local Federal Government Services	8.0%	21.0%	12.8%	0.8%	-14.0%
Local Financial Services	-44.2%	-33.1%	24.9%	11.9%	-10.3%
Local Food and Beverage Processing and Distribution	26.1%	9.6%	24.5%	15.2%	13.7%
Local Government Services	4.5%	7.2%	16.5%	0.6%	15.4%
Local Health Services	7.7%	8.5%	18.0%	21.4%	8.6%
Local Hospitality Establishments	23.4%	21.5%	16.4%	17.1%	13.5%
Local Household Goods and Services	15.9%	7.5%	19.6%	-1.5%	0.2%
Local Industrial Products and Services	-34.0%	-8.7%	7.0%	0.3%	9.6%

Cluster	College Place	Walla Walla	Franklin County	Benton County	Umatilla County
Local Logistical Services	21.4%	26.6%	22.9%	32.5%	4.5%
Local Motor Vehicle Products and Services	10.9%	5.8%	17.0%	14.0%	-0.8%
Local Personal Services (Non-Medical)	-8.5%	-2.7%	-0.8%	16.8%	7.7%
Local Real Estate, Construction, and Development	19.1%	13.2%	24.3%	14.6%	15.1%
Local Retailing of Clothing and General Merchandise	-16.0%	-4.6%	15.1%	4.1%	4.5%
Local State Government Services	2.3%	10.0%	6.0%	32.6%	4.7%
Local Utilities	26.9%	-0.9%	39.0%	-16.7%	19.9%
Non-Cluster	27.1%	8.4%	-36.0%	-0.7%	-66.2%
Total	8.1%	14.1%	16.8%	15.3%	11.7%
Traded Total	10.4%	19.2%	13.3%	17.4%	7.8%
Local Total	6.6%	10.9%	19.2%	14.4%	13.7%



Martin Airfield Area **Planning Study**

The cluster analysis conducted for the CEDS reinforces the suitability of the Martin Airfield area for potential industrial users. Manufacturing and wholesale operations are well-positioned for success both within the Airfield and in other designated light industrial zones across the city. Additionally, the airport property is particularly advantageous for aerospace and aircraft-related industries, aligning with the findings of the Planning Study. While ag tech and logistics could be accommodated at Martin Airfield, other areas within the city may provide even greater opportunities for higher-value development, allowing the airport to focus on industries directly related to aerospace and aviation.

Economic Development Capacity Index

EDCI OVERVIEW

The Economic Development Capacity Index (EDCI), developed through a partnership between the Economic Development Administration (EDA) and the National Economic Research and Resilience Center at Argonne National Laboratory (Argonne), uses publicly available data to assess critical elements that contribute to a county's overall economic development capacity.

Economic development capacity is comprised of the knowledge, skills, assets, and resources that foster prosperity, innovation, entrepreneurship, and high quality of life in a community.

The EDCI brings together 53 indicators across five major capacity areas:

- Financial
- Human Capital
- Industry Composition
- Infrastructure
- Institutions and Partnerships

Specifically, the EDCI provides county- level quantitative and qualitative scores by capacity area, as well as the national percentile, relative to the rest of the nation, for each individual indicator.

The EDCI can be used to support or inform economic development planning, project identification, or applications for assistance. It is intended to provide an accessible breakdown and evaluation of the constituent components of economic development capacity.



EDCI Scores for **Walla Walla County**



Human Capital: This capacity area focuses on the overall composition of the workforce and the quality of life for all residents in a county. Economic development differentiates itself from economic growth by incorporating the goal of improving the quality of life of individuals. This capacity area includes indicators related to education attainment, creative or inventive.

Human Capital Level:

Moderate Percentile: 0.30

Financial: This capacity area considers the financial environment within a county. Ready access to capital can spur economic growth and entrepreneurship. Conversely, capital constraints are a significant limiter of economic growth and can inhibit innovation. This capacity area includes indicators related to local government financial health, private sector access to small business loans, small business access to federal seed funding for technology and research development activities, and access to local banks.

Financial Capacity Level:

Moderate Percentile: 0.78

Industry: This capacity area considers the overall business environment within a county. Diverse economies, with robust local clusters, do not rely on a single source for their economic stability, whether that is a single business or a single industry. Increases in industry diversity and the presence of clusters contribute to economic growth and can increase resilience to economic shocks. This capacity area specifically includes measures related to local clusters for establishments and employment, industry diversity, business entries and exits, and the presence of advanced industries.

Industry Capacity Level:

Moderate Percentile: 0.18

Institutions and Partnerships: This capacity area focuses on the public and private entities that support and facilitate economic development through collaborative networks. The support network created by these institutions and partnerships act as a force multiplier for economic development planning and investments. This capacity area includes indicators related to local government capacity, experience with grants, participation in Economic Development Districts (EDDs), institutions of higher education, non-profits, and cultural organizations.

Institutions & Partnerships Capacity Level:

Low Percentile: 0.14



Innovation Intelligence Index

The Innovation Index provides a set of analytic tools that can help communities reach a strong consensus on regional strategic direction. This data can also help understand a region's weaknesses, strengths and potential. The data is provided at the countywide level. Walla Walla County has moderate relative Innovation Capacity.

➤ 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)

SWOT ANALYSIS

The SWOT analysis is a structured framework used to evaluate the Strengths, Weaknesses, Opportunities, and Threats related to the City of College Place and to some extent the region in the context of economic growth. It helps identify internal factors (strengths and weaknesses) such as workforce skills, infrastructure, or local resources, as well as external factors (opportunities and threats) like market trends, competition, or regulatory changes. This analysis serves as a strategic planning tool, enabling decision-makers to craft targeted, informed strategies for fostering sustainable economic development and addressing potential challenges.

The SWOT analysis for College Place highlights a community with strong educational institutions, affordable housing, and burgeoning growth, bolstered by its proximity to wine tourism and a creative district. However, limited commercial options, underdeveloped infrastructure, and a narrow public perception pose challenges. Opportunities lie in strategic developments, including mixed-use spaces and collaboration with local institutions to attract remote workers and businesses. Yet, competition, rising costs, and resistance to change underscore potential threats. A balance of leveraging strengths while addressing weaknesses is essential for sustainable progress.

Strengths:

1. Strong educational institutions, including Walla Walla University and quality K-12 schools.
2. Affordable housing compared to neighboring areas.
3. Growing population and new residential developments.
4. Proximity to wine tourism and agricultural assets.
5. Recent expansion of Highway 12, improving connectivity to Tri-Cities.
6. Established Creative District spanning College Place and Walla Walla.
7. Clean, safe community with good parks and outdoor recreation.

Weaknesses:

1. Limited commercial and retail options within city limits
2. Lack of fine dining and hotel accommodation
3. Traffic congestion, particularly at key intersections
4. Limited available space for new businesses
5. Underdeveloped downtown area and lack of walkable shopping districts
6. Limited public transportation options

Opportunities:

1. Development of Martin Airfield for commercial and light industrial use
2. Expansion of the urban growth area for new residential and commercial
3. Potential for mixed-use developments to create vibrant, walkable areas
4. Leveraging the Creative District to attract artists, tourists, and creative businesses
5. Collaboration with Walla Walla University for workforce development and innovation
6. Attraction of remote workers and digital nomads due to quality of life and affordability
7. Development of incubator spaces for growing businesses

Threats:

1. Competition from neighboring Walla Walla for businesses and development
2. Potential loss of agricultural land to development
3. Resistance to change from some long-time residents
4. Rising housing costs affecting affordability
5. Dependence on wine tourism, which can be volatile
6. Potential for overregulation hindering business growth
7. Brain drain of young professionals to larger cities

STRATEGIC DIRECTION / ACTION PLAN

Vision

The City of College Place vision for economic development emphasizes fostering a vibrant, sustainable community that balances small-town charm with growth opportunities.

Foundational Goals

- Attract Diverse Businesses
- Encourage downtown revitalization
- Foster collaboration with local institutions
- Enhance infrastructure and connectivity
- Expand tourism opportunities

Attract Diverse Businesses

MARKETING AND OUTREACH

College Place presents itself as a small-town community with strong educational and economic ties. Here are some key aspects of its brand identity:

- **Educational Hub** – Home to Walla Walla University, College Place benefits from a student-driven economy and intellectual engagement.
- **Economic Development Focus** – The city actively promotes business growth through initiatives like the Downtown Catalyst Incentive and Opportunity Zone programs.
- **Community-Oriented Values** – The strategic plan emphasizes cooperation, infrastructure investment, and sustainable growth.
- **Tourism Potential** – Positioned within the Walla Walla Valley, College Place has opportunities to expand agritourism and cultural attractions.
- **Design Standards for Growth** – The city has developed guidelines to ensure cohesive urban planning and economic expansion.

1. EXPAND MARKETING CAMPAIGN:

- o Expand brand identity for College Place that continues to highlight its unique qualities and business-friendly environment.
- o Utilize digital marketing, social media, and traditional advertising to promote College Place to potential businesses.

2. ATTEND TRADE SHOWS AND CONFERENCES:

- o Participate in industry-specific trade shows and conferences to network with potential business partners, such as the success found in the ICSC trade show.
- o Showcase College Place as an attractive location for diverse industries. This would include working with regional and state economic development partners in bringing more awareness to the opportunities in the City, particularly at Martin Airfield.

INCENTIVES AND SUPPORT

Supporting businesses through access to financial incentives and entrepreneurial resources can be a key driver of economic stability and growth in College Place. By fostering an environment that encourages investment, business expansion, and workforce development, the City can strengthen its local economy and enhance its long-term competitiveness. Incentive programs, such as tax benefits, grants, and technical assistance, help businesses thrive while attracting new enterprises and entrepreneurs. Additionally, strategic investments in infrastructure and workforce training ensure that businesses have the tools needed to succeed. By prioritizing business support services, College Place can create lasting economic resilience and foster a vibrant, dynamic community.

3. OFFER FINANCIAL INCENTIVES:

- o Provide access to state incentive programs, such as tax exemptions, grants, or low-interest loans, to attract new businesses.
- o Promote these incentives to potential business owners and assist with access.
- o Monitor and seek designation from State for targeted business incentive programs (Targeted Urban Area Tax Exemption, etc.)

4. PROVIDE BUSINESS SUPPORT SERVICES:

- o Establish a business incubator or co-working space to support startups and small businesses (Kindling Coworking in Walla Walla; multiple spaces in Moses Lake)
- o Offer resources such as mentorship programs, networking events, and business development workshops.

ENHANCE DEVELOPMENT OPPORTUNITY AREAS

Enhancing development opportunity areas in College Place is essential for fostering long-term economic growth and attracting diverse industries. By expanding commercial and industrial zones, the city can create spaces that support business expansion, job creation, and investment opportunities. Strengthening key corridors, particularly in downtown and designated business districts, will encourage retail growth and mixed-use projects that contribute to a vibrant economic landscape. Infrastructure improvements—such as upgraded transportation networks, modern utility systems, and broadband expansion—ensure businesses have the resources they need to operate efficiently and remain competitive. Additionally, business-friendly policies and streamlined permitting processes can attract entrepreneurs and larger enterprises looking to establish operations in College Place. By prioritizing these strategies, the city can build a resilient economy that supports both local businesses and long-term industrial investments.

- o Establish flex industrial facility on Guglielmelli site (Rose & Damson) through public-private partnership.
- o Implementation of the Martin Airfield Area Planning Study to create light industrial flex area.
- o Identify and recruit large retail users and other commercial businesses in key retail districts: Myra Rd (Rose to Hwy 125), State Route 125 (Myra to Old Milton), Stone Creek Area, College Ave. (Hwy 125 to Mojonier).
- o Replace Lions Park Community Center (Library Branch, Community Kitchen, Childcare, Community Room).

Encourage Downtown Revitalization

College Place is actively supporting downtown revitalization through its Downtown Catalyst Incentive Program. This initiative encourages mixed-use, sustainable development along College Avenue by offering financial incentives to projects that align with the city's comprehensive plan and design standards. Developers can submit proposals that include public benefits such as shared parking or public art, and successful applicants may receive partial or full waivers on building and grading permit fees. The following recommendations support the enhancement of the City's current strategy.

BEAUTIFICATION AND AESTHETIC IMPROVEMENTS

1. Enhance Streetscapes:

- o Improve sidewalks, street lighting, and landscaping to create an inviting and pedestrian-friendly environment.
- o Install street furniture such as benches, planters, and trash receptacles.

2. Facade Improvement Programs:

- o Offer grants or incentives for property owners to renovate and improve the facades of their buildings (Examples Auburn and Richland).
- o Encourage uniform design standards to create a cohesive and attractive streetscape.

3. Public Art and Murals:

- o In conjunction with Coalla Creative District, commission local artists to create murals and public art installations that reflect the community's culture and history.
- o Organize public art events and festivals to attract visitors and engage residents.

SUPPORTING LOCAL BUSINESSES

4. Marketing and Promotion:

- o Launch marketing campaigns to promote downtown College Place as a destination for shopping, dining, and entertainment.
- o Utilize social media, local media, and events to highlight downtown businesses and attractions.

EVENTS AND ACTIVITIES

5. Host Community Events:

- o Organize events such as farmers' markets, street fairs, concerts, and holiday celebrations to draw visitors downtown.
- o Partner with local organizations to offer a diverse range of activities that appeal to different demographics.

6. Pop-Up Shops and Temporary Installations:

- o Allow temporary pop-up shops and installations in vacant storefronts to attract foot traffic and test new business concepts.
- o Work with local entrepreneurs and artists to create dynamic and engaging temporary spaces.
- o Identify location for small entrepreneurs (locally made products) to locate in small shed-style buildings (Muskegon, MI example)

LONG-TERM PLANNING AND SUSTAINABILITY

7. Create a Downtown Master Plan:

- o Develop a comprehensive master plan that outlines the vision, goals, and strategies for downtown revitalization.
- o Include elements such as land use, transportation, infrastructure, and economic development.

8. Downtown Association

- o Continue development of a Downtown College Place group and direct resources to access Washington Main Street Tax Credits, community events and other activities that support Downtown.
- o Continue and expand partnership with the Washington State Department of Archaeology & Historic Preservation (DAHP), accessing technical assistance for historic rehabilitation and promote preservation efforts.

Foster Collaboration with Local Institutions

Strengthening collaboration between College Place and local institutions is essential for fostering economic growth, innovation, and community development. By partnering with organizations like Walla Walla University, Whitman College, Walla Walla Community College, local businesses, and regional stakeholders, the city can leverage shared resources, expertise, and networks to drive workforce development, entrepreneurship, and infrastructure improvements. These partnerships create opportunities for research, training programs, and business incubation, ensuring that College Place remains competitive and adaptable in a rapidly evolving economy. Investing in institutional collaboration not only enhances educational and economic outcomes but also strengthens the city's identity as a hub for knowledge, sustainability, and inclusive growth.

PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS

1. **Develop Internship and Job Placement Programs:**
 - Partner with local colleges and universities to create internship opportunities for students in various fields.
 - Facilitate job placement programs that connect graduates with local businesses.
2. **Collaborative Research Projects:**
 - Work with academic institutions to conduct research that addresses community needs and economic development.
 - Encourage joint research projects that attract funding and provide valuable insights for local industries.
3. **Continuing Education and Workforce Training:**
 - Collaborate with local educational institutions to offer continuing education and professional development programs for the community.
 - Develop tailored workforce training programs that equip residents with skills needed by local businesses.

SHARED RESOURCES AND FACILITIES

4. **Joint Use of Facilities:**
 - Explore opportunities for shared use of facilities such as meeting spaces, labs, and recreational areas.
 - Create agreements that outline the terms of shared use and ensure mutual benefits.
5. **Resource Sharing Programs:**
 - Establish programs that allow local institutions to share resources such as equipment, technology, and expertise (Lions Park example community kitchen, YMCA childcare, library).
 - Promote the benefits of resource sharing through community outreach and communication.

COMMUNICATION AND ADVOCACY

6. Regular Communication Channels:

- Establish regular communication channels such as newsletters, social media groups, and meetings to keep local institutions informed and engaged.
- Share updates on collaboration efforts and celebrate successes.

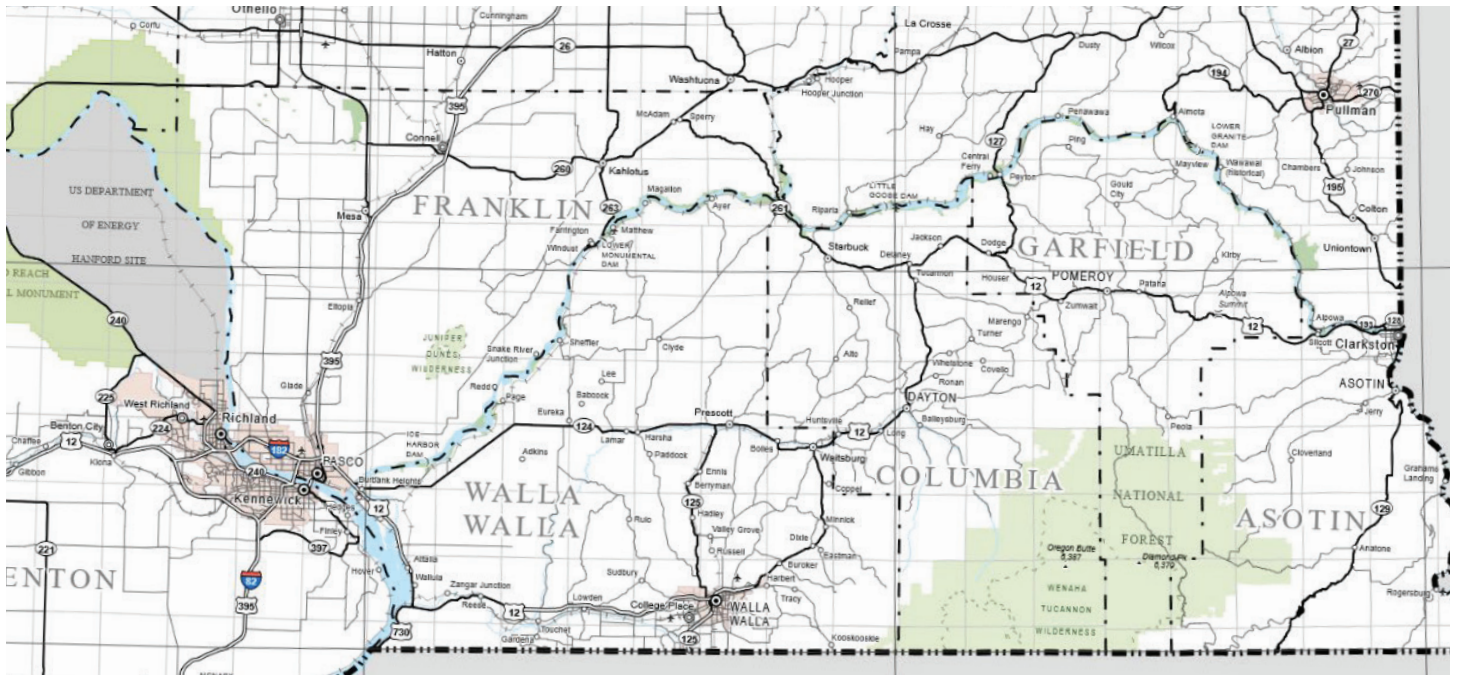
7. Advocate for Policy Changes:

- Work with local institutions to advocate for policy changes that support collaboration and community development.
- Participate in regional and state-level initiatives that promote economic growth and resource sharing.

Enhance Infrastructure and Connectivity

Investing in infrastructure development is essential for College Place to attract a diverse range of businesses and foster long-term economic growth. Upgraded roads, reliable utilities, and modern technology create a business-friendly environment that supports industries ranging from retail and hospitality to advanced manufacturing and technology-driven enterprises. Well-planned commercial districts and accessible public spaces enhance the city's appeal, while streamlined regulations and sustainability initiatives ensure that businesses can thrive in a resilient, forward-looking community. By prioritizing infrastructure improvements, College Place can position itself as an attractive destination for entrepreneurs, investors, and businesses seeking a dynamic and supportive location.

TRANSPORTATION



1. UPGRADE ROADWAYS:

- **Maintenance and Expansion:** Invest in regular maintenance and the expansion of key roadways to support increased traffic and commercial activities, including SW Murray Blvd at Stone Creek, SW Aufte Lane (South of Stone Creek), SW Owens Rd extension (Mojonnier to Whitman) and SE Peppers Bridge (Tamaurson to Old Milton).
- **Safety Improvements:** Implement safety measures such as improved signage, pedestrian crosswalks, and traffic calming devices.

2. RAILROAD EXPANSION/ACCESS

- Review 2025 State Rail Plan and advocate for improvements to both goods movement and passenger service that benefits the region.

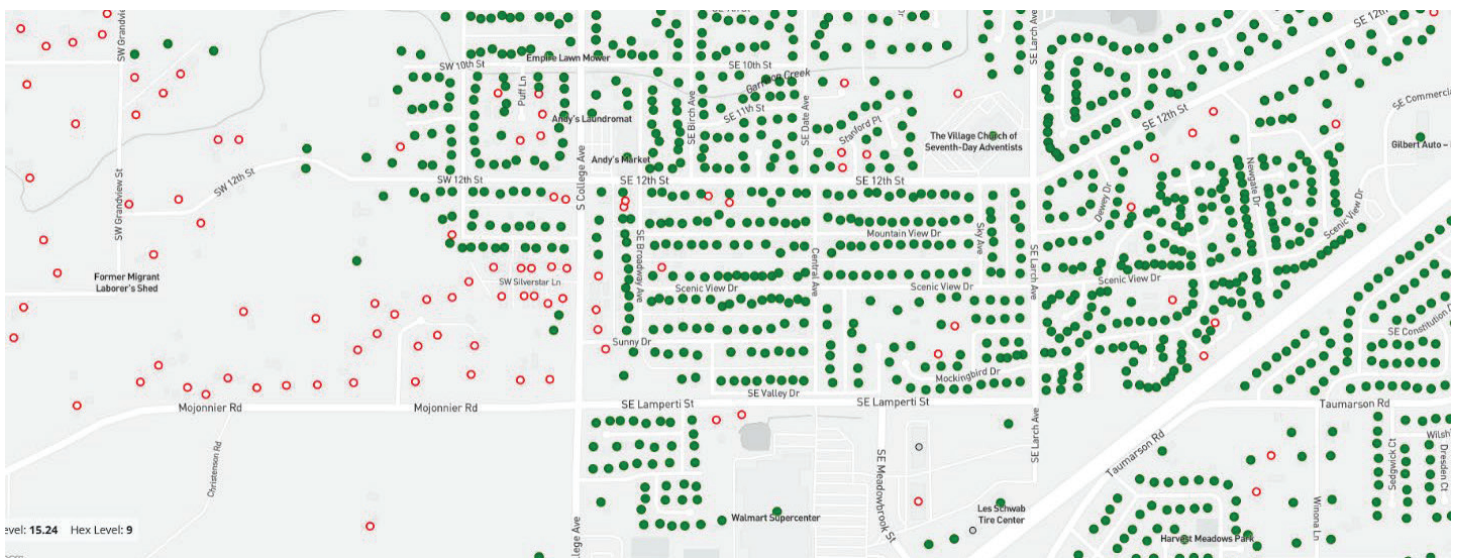
3. PUBLIC TRANSPORTATION:

- **Bus Services:** Expand and improve public bus services to ensure convenient and reliable transportation options for residents and visitors such as the Grap Line to Tri-cities, Kayak Transit to Milton–Freewater, Pendleton and Hermiston OR.
- **Bike Lanes and Paths:** Develop dedicated bike lanes and pedestrian pathways to promote eco-friendly transportation and connectivity within the community.

4. PARKING SOLUTIONS:

- **Parking Facilities:** Construct or improve parking facilities in commercial areas to accommodate increased visitors and shoppers, with a targeted priority of parking in the downtown area.

UTILITIES AND SERVICES



Broadband service in southern area of College Place showing standard service (green dots) and high speed service (red dots).

5. **BROADBAND INTERNET:**

- **High-Speed Internet:** Invest in expanding high-speed internet access to all parts of the city to support businesses, remote work, and education.
- **Public Wi-Fi:** Provide public Wi-Fi in key areas such as downtown, parks, and community centers.

6. **WATER AND WASTE MANAGEMENT:**

- **Infrastructure Upgrades:** Upgrade water supply and sewage systems to meet the demands of a growing population and businesses.
- **Sustainable Practices:** Implement sustainable waste management practices such as recycling programs and eco-friendly waste disposal methods.

TECHNOLOGY AND INNOVATION

7. **INNOVATION HUBS:**

- **Business Incubators:** Create innovation hubs and business incubators to support startups and foster a culture of entrepreneurship, including colocation with Walla Walla University of the Gugliemelli industrial site.
- **Collaborative Spaces:** Develop co-working spaces that encourage collaboration and innovation among businesses and community members.

LAND USE & DEVELOPMENT

8. Evaluate and implement recommendations from March 2025 Martin Airfield Planning Study.

COLLABORATION AND FUNDING

9. **PUBLIC-PRIVATE PARTNERSHIPS:**

- **Collaborative Projects:** Partner with private sector companies to fund and implement infrastructure projects, leveraging their expertise and resources.
- **Grant Programs:** Apply for state and federal grants to support infrastructure improvements and connectivity projects.

Expand Tourism Opportunities

College Place's tourism strategy focuses on leveraging its community assets, enhancing visitor experiences, and fostering regional collaboration to strengthen economic growth. While the city does not have a standalone tourism plan, it integrates tourism initiatives into broader development efforts. By investing in infrastructure, promoting local attractions, and working with neighboring cities, College Place can expand its tourism reach and create a more dynamic destination for visitors.

HIGHLIGHT LOCAL ATTRACTIONS

1. Promote Local Attractions:

- Identify and promote key attractions such as historical sites (Whitman Monument, Walla Walla University, Poor Farm Cemetery, Fort Walla Walla Park, etc.), parks (Lions Park, Kiwanis Park, Veterans Park, etc.), wineries (Reininger Winery – Old Hwy 12; Grosgrain Vineyards, Basel Cellars Estate, etc. (Old Milton Hwy, Hwy125, Peppers Bridge)), and unique local businesses.
- Create informative brochures, maps, and online guides that highlight these attractions.

2. Develop Themed Tours:

- Collaborating with Visit Walla Walla, create themed tours that cater to various interests, such as historical tours, wine tasting tours, and outdoor adventure tours.
- Partner with local tour operators to offer guided experiences that provide in-depth knowledge and insights.

EVENTS AND FESTIVALS

3. Expand, Identify and Host Annual Festivals and Events:

- Organize annual festivals and events (Block Part, Freedom Festival, Halloween, Winterfest, etc.) that celebrate the town's culture, history, and local products.
- Examples include food and wine festivals, music and arts festivals, and seasonal celebrations.

4. Collaborating with Local Organizations:

- Partner with local organizations and businesses to host events that attract visitors and engage the community.
- Promote these events through various marketing channels to reach a wider audience.

MARKETING AND PROMOTION

5. Maintain & Connect Tourism Website:

- Maintain the City's tourism webpage that provides information on attractions, events, accommodations, and dining options in College Place.
- Ensure the website is user-friendly and optimized for mobile devices and links to Visit Walla Walla
- Design seasonal or event-based promotions that integrate multiple stakeholders, such as wineries, restaurants, and cultural sites.
- Establish partnerships where businesses promote each other's services through bundled offers or joint discounts.

6. Leverage Social Media:

- In cooperation with Visit Walla Walla, utilize social media platforms to promote College Place as a tourist destination.
- Share engaging content such as photos, videos, and stories that showcase the town's unique charm and attractions.
- Engage Walla Walla University students in ambassador programs that promote College Place's attractions through peer networks.

7. Partner with Travel Influencers:

- Collaborate with travel influencers and bloggers to feature College Place in their content.
- Organize exclusive tours or events where influencers can engage with local attractions and share their experiences with their audiences.
- Use targeted ads on platforms like Instagram, TikTok, and YouTube to amplify reach and engagement.

ACCOMMODATIONS AND HOSPITALITY

8. Expand Accommodation & Hospitality Options:

- Encourage the development of a range of accommodation options, including hotels, bed and breakfasts, vacation rentals, and campgrounds.
- Focus particularly on branded hotels adjacent to Walla Walla University, Whitman & Myra, Meadowbrook Plaza and Stone Creek South College Avenue area.
- Utilize shared parking lots in Downtown with permitting for food truck areas and retail sheds for start-up businesses.
- Work with Visit Walla Walla.

INFRASTRUCTURE AND ACCESSIBILITY

9. Improve Transportation Options:

- Enhance transportation options, such as roundabout at SR 125 and College & Aufte/McMinn, improvements to Last Chance Road and new entrance from US 12, to make it easier for visitors to reach and navigate College Place.
- Consider shuttle services, bike rentals, and improved signage to guide tourists to key attractions.

10. Develop Tourist-Friendly Amenities:

- Invest in amenities such as public restrooms, parking facilities, and picnic areas to enhance the visitor experience, particularly in the downtown and Whitman Drive area.
- Ensure that tourist information centers are easily accessible and well-stocked with helpful materials.

11. Engage with Local Businesses:

- Encourage local businesses to participate in tourism initiatives and offer special promotions for visitors.
- Create a network of businesses that work together to enhance the overall tourist experience.

EVALUATION FRAMEWORK

Evaluating the implementation of College Place’s Comprehensive Economic Development Strategy (CEDS) requires a clear framework for measuring progress and impact. By establishing key performance indicators in areas such as business growth, workforce development, infrastructure investment, and industry diversification, the city can assess how effectively its strategies are fostering economic resilience. Tracking funding secured, community engagement levels, and sustainability initiatives ensures that development efforts remain aligned with long-term goals. With well-defined metrics, College Place can refine its approach, maximize opportunities, and drive continued success in creating a dynamic and thriving economy.

Business Growth & Retention

- Number of new businesses established annually
- Percentage of business retention within key development zones
- Increase in commercial occupancy rates downtown
- Number of jobs created in targeted industries (e.g., ag tech, logistics, aerospace)

Infrastructure Improvements

- Miles of roads improved or expanded to support business access
- Broadband coverage expansion and internet speed improvements
- Utility upgrades supporting industrial and commercial growth

Investment & Funding Secured

- Total amount of grants and private investments secured for development projects
- Number of businesses utilizing financial incentives or tax credits
- Growth in local government revenue from business-related taxes

Downtown Revitalization Impact

- Increase in foot traffic and visitor spending in downtown areas
- Growth in mixed-use development projects
- Number of public space enhancements completed (e.g., parks, plazas)

ADMINISTRATIVE DRAFT 4 City of College Place CEDS 35

Industry Diversification

- Number of new industries established in College Place
- Percentage of economic activity generated by emerging sectors
- Expansion of business clusters in targeted industries

What is Economic Resilience?

Economic resilience refers to the ability of an economy, whether at the level of households, firms, or entire regions, to withstand, recover from, and adapt to economic shocks or disruptions. It involves two main components:

- **Absorption:** The capacity to absorb the impact of economic shock, minimizing immediate losses.
- **Adaptation:** The ability to adapt to changing circumstances and strengthen responses to future shocks

This concept is crucial for ensuring long-term economic stability and growth, as it helps mitigate the adverse effects of unexpected events, such as natural disasters, financial crises, or pandemics. Measuring economic resilience involves evaluating how well an economy can absorb, recover from, and adapt to shocks. Here are some key methods and indicators used:

- **Economic Diversification:** Assessing the variety of industries within an economy. A more diversified economy is generally more resilient because it doesn't rely on a single sector.
- **Employment Rates:** Monitoring changes in employment levels can indicate how well an economy is coping with disruptions.
- **Income Stability:** Evaluating the consistency of income levels across different periods and economic conditions.
- **Access to Resources:** Measuring the availability and accessibility of essential resources, such as capital, technology, and infrastructure.
- **Social Safety Nets:** Analyzing the effectiveness of social programs that support individuals during economic downturns.
- **Adaptive Capacity:** Assessing the ability of businesses and individuals to innovate and adapt to new economic conditions

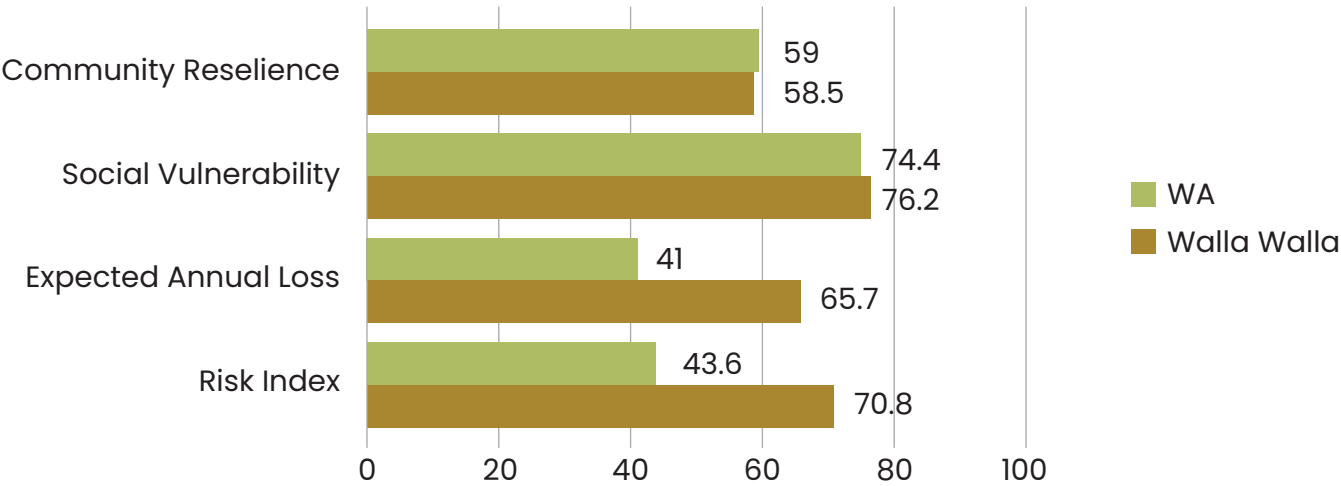
Establishing economic resilience in a local or regional economy requires the ability to anticipate risk, evaluate how that risk can impact key economic assets, and build up the capacity to mitigate and respond to that risk.



FEMA National Risk Index

The Risk Index leverages available source data for natural hazard and community risk factors to develop a baseline risk measurement for communities at risk to identify natural disasters. Combined with the Multi-jurisdictional Hazard Mitigation, this serves as a viable tool to evaluate and develop economic resilience strategies and initiatives.

- Risk Index is Relatively Low Score 70.8
- Expected Annual Loss is Relatively Low Score 65.7
- Social Vulnerability is Relatively High Score 76.2
- Community Resilience is Relatively Moderate Score 58.5



Communities in Walla Walla County, WA have a Relatively Moderate ability to prepare for anticipated natural hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions when compared to the rest of the U.S.

Social groups have a Relatively High susceptibility to the adverse impacts of natural hazards when compared to the rest of the U.S.

The Risk Index rating is Relatively Low when compared to the rest of the U.S.

Expected annual loss due to natural disasters is Relatively Low according to FEMA compared to the rest of the US.

Risk Factor Breakdown

HAZARD TYPE	EAL VALUE	SOCIAL VULNERABILITY	COMMUNIT RESILIENCE	CRF	RISK VALUE	RISK INDEX SCORE
Earthquake	\$4,903,997	Relatively High	Relatively Moderate	1.33	\$6,800,269	93.8
Heat Wave	\$2,443,370	Relatively High	Relatively Moderate	1.33	\$3,133,722	96
Cold Wave	\$724,432	Relatively High	Relatively Moderate	1.33	\$924,590	91.9
Ice Storm	\$325,376	Relatively High	Relatively Moderate	1.33	\$421,355	85.2
Wildfire	\$182,231	Relatively High	Relatively Moderate	1.33	\$240,951	72.7
Strong Wind	\$153,628	Relatively High	Relatively Moderate	1.33	\$199,795	30.8
Riverine Flooding	\$168,036	Relatively High	Relatively Moderate	1.33	\$178,487	31.4
Avalanche	\$123,223	Relatively High	Relatively Moderate	1.33	\$137,749	48.1
Drought	\$100,359	Relatively High	Relatively Moderate	1.33	\$124,655	69.1
Tornado	\$71,704	Relatively High	Relatively Moderate	1.33	\$91,047	12.3
Winter Weather	\$28,361	Relatively High	Relatively Moderate	1.33	\$36,176	37.8
Landslide	\$24,516	Relatively High	Relatively Moderate	1.33	\$30,324	64
Lightning	\$18,450	Relatively High	Relatively Moderate	1.33	\$23,405	13.6
Hail	\$12,998	Relatively High	Relatively Moderate	1.33	\$16,341	14.8

Overall Economic Resilience Strategies

The CEDS action plan will promote steady-state initiatives in economic resilience strategies through:

Diversification Initiatives: The City will broaden their industrial base by developing emerging clusters or industries that build on unique local assets and strengths. This reduces reliance on any single sector and provides stability during downturn.

Pre-Disaster Recovery Planning: The City, as part of the multi-jurisdictional Hazard Mitigation Plan, will establishing plans that define key stakeholders, roles, responsibilities, and actions to take before a disaster occurs. This ensures a coordinated and efficient response when disruptions happen.

Investment in Infrastructure: The CEDS will promote the building and maintaining of robust infrastructure, such as transportation networks and communication systems, to support economic activities and ensure quick recovery from disruptions.

WORKFORCE DEVELOPMENT PROGRAMS:

Promote the development of training and education to equip the workforce with skills needed for emerging industries and technologies. This helps workers adapt to changing economic conditions.

INNOVATION AND TECHNOLOGY ADOPTION:

Promoting innovation and the adoption of new technologies to enhance productivity and adaptability. This includes supporting research and development initiatives.

EDA CANDIDATE PROJECT LIST

EDA candidate project list will be added to final report.

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July 2025

College Place
FREEDOM
Festival



Paris Olympics Silver Medalist
Kenneth Rooks
Meet-n-Greet

College Place High School Campus
June 29, 2025 6-9 PM



College Place

FREEDOM *Festival*

June 29, 2025 6-10PM

College Place High School Campus

Vendors • Food Trucks • Kid's Zone

1000+ Fireworks Show by Columbia REA!!!

Free Admission!

FEATURING:





-- For Immediate Release --

Contact: Maryelizabeth E. Garcia, City Clerk

Phone: (509) 394-8569

Email: mgarcia@cpwa.us

Press Release: College Place Freedom Festival to be attended by Olympian Kenneth Rooks

College Place, Washington, June 12, 2025: City of College Place Mayor Norma L. Hernández is elated to announce that Silver Medal Olympian and College Place native Kenneth Rooks will make an appearance at the 2025 College Place Freedom Festival at College Place High School from 6-9PM!

Freedom Festival is College Place's Independence Day celebration with four family-friendly hours of food trucks, vendors, the Kid's Zone, an outdoor concert featuring FEEDBACK from 7-10PM, and, as always, our 1000+ fireworks show at 10PM courtesy of Columbia REA. Admission is free, the event is typically held on the last Sunday before July 4th, and runs from 6-10PM.

Mr. Rooks' appearance is scheduled as follows:

- 6-6:30PM – Welcome from Mayor Hernández and Community Q&A
- 6:45-7:45PM – Autographs and Photos
- 8PM – Lap(s) around the track with community members

Mayor Hernández expressed her gratitude and excitement for the community, "I am so proud of College Place's explosive cultural and economic growth over the last few years. Just this year, we've embarked on establishing an official Sister City relationship with Jungapeo, Mexico, completed Lions Park after almost a decade of work, and now we get to welcome Mr. Rooks to our City who is one of the only Olympic athletes from the region!"

Mr. Rooks graduated from College Place High School in 2018. He competed for the district in track and field and won multiple state titles in cross country and track. Mr. Rooks went on to compete professionally in the 3000m Steeplechase for Nike in the 2024 Paris Olympics, and graduated from Brigham Young University with a Bachelors Degree in Civil Engineering in April of this year.

For more information, please contact City Clerk Garcia by emailing mgarcia@cpwa.us or calling 509-394-8569































7 • 12 • 2025

MOVIES



@ the Park

Lions Park
@ Sunset

FEATURING:

TOP GUN
MAVERICK



8 • 2 • 2025

MCP MOVIES



@ the Park

Lions Park
@ Sunset

FEATURING:
WICKED



8 • 23 • 2025

MCP MOVIES



@ the Park

Lions Park
@ Sunset

FEATURING:
E.T.

The Extra-Terrestrial



9 • 13 • 2025

MCP MOVIES



@ the Park

Lions Park
@ Sunset

FEATURING:
COCO





COLLEGE PLACE
MARKET
IN THE PARK

THURSDAYS • 4-7PM • LIONS PARK • 801 SE LARCH AVE 99324

CITY OF COLLEGE PLACE MARKET IN THE PARK

SENIOR FMNP



KIDS CASH



WIC FMNP



MARKET MATCH



SNAP-EBT



WE GLADLY ACCEPT

- SNAP-EBT
- SNAP MARKET MATCH
- KIDS CASH
- SUN BUCKS
- WIC FMNP
- SENIOR FMNP



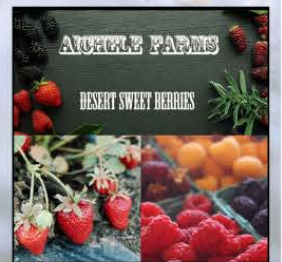
OUR VENDORS



Walla Walla County
Rural Library District



eliminating racism
empowering women
ywca
Walla Walla



AND MORE!!!

JOIN US EVERY THURSDAY AT LIONS PARK FROM 4-7PM FOR HOURS OF FUN, FOOD, AND FRIENDS AS YOU STOCK UP ON YOUR LOCAL FOODS & GOODS! LAWN CHAIRS AND PICNICS ENTHUSIASTICALLY ENCOURAGED!
MARKET RUNS MAY 29-SEPTEMBER 25, 2025



(509) 394-8511



RBEARDEMPHL@CPWA.US

FREE!

**SANTA
MEET-N-GREET**

**TREE LIGHTING
CEREMONY WITH
THE MAYOR**



ACTIVITIES!

**GINGERBREAD HOUSE
DECORATING CONTEST**

CAROLERS!

Winterfest

& LIGHTED PARADE!

THURSDAY, DECEMBER 4, 2025 FROM 6-8PM

HOLIDAY BAZAAR * FOOD & HOT DRINKS

FREE!

ACTIVITIES!

**FOOD FOR
PURCHASE!**



COLLEGE PLACE
TRUNK OR TREAT

FRIDAY, OCTOBER 31ST

3:00PM-6:00PM



City of College Place: Development Activity - July 2025

Project Name	Use	Location	Status	Lead Generated
Commercial/Industrial				
Project Murph	Gas Station	Meadowbrook	- June 2024 Interested in establishing gas station in outlot of Walmart. - August 2024 Getting permission from corporate. - May 2025 Planning to turn in site plan soon. - July 2025 Supply chain issues. On hold for a bit.	ICSC Las Vegas
Project Cobble	Hotel	Whitman & Myra	- November 2023 Hotelier working out development agreement with property owner. Still trying to hammer out road access. - May 2024 Purchase and Sale agreement in place. Dependent upon roundabout. - September 2024 Q5 Gave them new Hotel Study. Going after TIB roundabout grant. - July 2025 Roundabout grant didn't get awarded. City is self funding engineering of roundabout.	ICSC Las Vegas
Project LK	Senior Assisted Living	Myra & Garrison Village Way	- June 2025 Assisted Living operator interested in buying vacant parcel on northwest corner for development of senior village.	Developer on another project in town.

Project Bullseye	Big Box	Whitman & Myra	- March 2024 Option agreement exists. -July 2025 Tied to project Cobble and its success.	ICSC Las Vegas
Project OPH	Breakfast Restaurant	Whitman & Myra	- November 2023 Option for breakfast restaurant. Dependent upon hotel. -March 2024 Signed agreement based on hotel coming in adjacent. -July 2025 Tied to Project Cobble.	Property Owner.
Project Y	Grocer	Whitman & Myra	- June 2024 Is going to Board of Company for site approval. -July 2025 On back burner for now. Operator is trying to sell store up in Spokane area and use funds to do new store here. In process.	Cold Call
Project Smile	Industrial	West Whitman Drive	-July 2025 Due diligence on warehousing and production.	Cold Call
Project FM	Medium sized grocery and general merchandise store.	College Avenue, across from College Place High School.	- June 2024 Continue monitoring progress of Lakeside development before making decision. - July 2025 Evaluating property near SR 125 and College.	ICSC Las Vegas

Project Flight	Aerospace	Martin Airfield	- Nov 2023 Project is now annexed into the City. Working with property owner on future planning. - August 2024 Working with developer via State CERB Grant for infrastructure planning. - November 2024 Aiming to have study completed by end of year. - May 2025 Conceptual Airfield Area Planning Study Adopted.	Property owner.
Residential				
Homestead Subdivision Phase 3C, 3D, and 3E.	Residential subdivision constructed by Hayden Homes.	Homestead and Doans Street south of Fourth Street.	- July 2025 Waiting for plans to get turned in.	Hayden Homes has owned property for the last decade.
NW Residential	20 Apartments	SW Oakwood Pl off of SW 6th	- June 2024 Going through entitlement process. - July 2024 Company decided to buy eight homes on market in town to rehab and will be putting site with plans up for sale. - July 2025 Plans out for public comment.	NW Residential Properties

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. - June 2024 Getting last minute additional financing to make reality. - September 2024 - Under deadline by end of September to get something out of the ground to fall in old building codes. - July 2025 First two apartment buildings and clubhouse to start construction this summer.	Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City.
Sirmon Development	Multi-family apartments.	942 NE Spitzenburg St	- Jan 2019 Plan submittal is being reviewed by development staff. - April 2021 Awaiting final engineering drawings. - 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. - August 2024 Buildings are being built. - July 2025 First two structures have Certificate of Occupancy.	Property owner.

Lakeside/College Holdings Development	Single & Multi-Family	197 Mojonnier Rd	-August 2024 Expecting Master Planned Development application is planned for July 2024. Engineering on East-West Rd has started. - September 2024 Master Planned Development Application filed. Staff reviewing. - May 2025 Waiting for last couple of memos to get turned in to review and then issue completeness notice and forward to Hearing Examiner if ok. - July 2025 Information turned in. Reviewing it and then will tee off to Hearing Examiner.	Property owner.
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. - Sept 2023 Engineer for developer is working on site issues. - Dec 2023 Expecting infrastructure to go in soon. - May 2024 Infrastructure being installed. -October 2024 Still working on site infrastructure. - November 2024 Getting ready to file plats. - May 2025 Under construction.	Property developer.

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. - December 2022 Going through final entitlements. - February 2023 Planning for a Summer start. - May 2024 Have turned in plans for grading permits. - July 2025 No Update.	Developer
Martin Airfield/Tarragon 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. - May 2024 Martin Airfield study is starting. - July 2024 Working with City on area study. Also, Tarragon bought Hinshaw Ranch property. - February 2025 Early negotiations on development agreement. - May 2025 No Update. - July 2025 Martin Airfield Plan Adopted	Developer
Project Sod	Residential	Wallua Avenue	- August 2024 Property owners wants to do affordable housing. Wants into UGA next time it opens up.	Land Owner

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. - June 2023 Site plans approved. Past appeal period. - Dec 2023 Working with developer on issues. - Feb 2024 Infrastructure plans getting turned in. - March 2024 Expecting construction to start soon. - May 2024 Working on site utilities. -August 2024 Working on area utilities. - November 2024 Continuing development. - May 2025 Continuing to develop.	Developer
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