



Southeast Washington Economic  
Development Association

**2014**

**Annual Report**

for  
Asotin, Columbia, Garfield, and  
Whitman Counties

# **Southeast Washington Economic Development Association**

## **2014 Annual Report**

### **Overview**

The Southeast Washington Economic Development Association (SEWEDA) was incorporated in 1985 in Idaho as the Clearwater Economic Development Association, an association of four Washington State Counties with five Idaho State Counties. After separating into two Federal Economic Development Districts in 1993, the Washington District was renamed the Palouse Economic Development Council.

The Palouse Economic Development Council (PEDC) subsequently added four Managing Director positions in fulfillment of Governor Booth Gardner's creation of a network of associate economic development organizations (or ADOs) throughout the State. The PEDC name was changed to SEWEDA in 2008 to more accurately describe the organization's place and role in the Southeast Region of Washington State.

SEWEDA currently receives funding from three sources - the Washington State Department of Commerce (WSDOC), the US Economic Development Administration (EDA), and membership dues from local public and private sources.

## The Southeast Washington Economic Development Association

The Southeast Washington Economic Development Association is governed by a Board of Directors made up of representatives from the public and private sectors within the four counties served by the association. The Board manages the association's business through a committee structure, and through staff guided by an Executive Director. The association serves a dual role in that it is a Federal Economic Development District as defined by the US Economic Development Administration, and continues its role as the Associate Development Organization in the four Southeastern Counties for the State of Washington's local economic development programs administered through the Department of Commerce, in partnership with the County Commissions of each of the four Counties.

The regional services provided by SEWEDA are provided through the Executive Director, with implementation provided by the Managing Directors, one located within each County of the District. The Managing Directors act as the association's local points of contact, tying the delivery of services to the communities and businesses in each County with the appropriate State and local resources.

Each SEWEDA County Managing Director's salary and operating budget is funded primarily by a grant from the Washington State Department of Commerce to SEWEDA as each County's Associate Development Organization (ADO).



SEWEDA's mission is:

***“To initiate and implement economic development planning, and market and promote the region in such a way as to foster and create new jobs, new investment and new development that enhance economic vitality and quality of life while protecting the unique character and quality of our culture and environment.”***

**2014**  
**SEWEDA Board of Directors**

As of 12/31/13

Officers	Janet Danley, Walla Walla Community College Dean Kinzer, Whitman County Commissioner Bill Clemens, Pacific Power Brian Shinn, Asotin County Commissioner Dan Boone, Port of Whitman County Francis Benjamin, Pullman City Council	President Vice President Secretary Treasurer Ports Rep. Past President
Columbia County	Craig George, Mayor, City of Dayton Dwight Robanske, Columbia County Commissioner Bill Clemens, Pacific Power	
Asotin County	Jim Martin, City of Clarkston Janet Danley, Walla Walla Community College Brian Shinn, Asotin County Commissioner	
Garfield County	Wynne McCabe, Garfield County Commissioner Donna Hunt, Pomeroy City Councilwoman Mike Tatko, Avista Utilities	
Whitman County	Michael J. Gordon, Private Sector Dean Kinzer, Whitman County Commissioner Tom Johnson, Private Sector Francis Benjamin, Pullman City Council	
Ports (Ex-Officio)	Wanda Keefer, Manager, Port of Clarkston Lora Brazell, Manager, Port of Garfield Dan Boone, Commissioner, Port of Whitman County Jennie Dickinson, Port of Columbia	

## 2014 Staff for SEWEDA

Staff for SEWEDA consisted of the Executive Director and Administrative Assistant / Bookkeeper representing the Economic Development District through the EDA Planning Grant, housed at the main office in Clarkston, WA. Each County has a 'Managing Director' to lead local economic development efforts from individual offices within their respective County.

### SEWEDA Staff, 2014

Executive Director	Marshall Doak
Administrative Assistant / Bookkeeper	Dawn Smith
Managing Directors	
Asotin County	Brad Styner
Columbia County	Jennie Dickinson/ Christine Jarski
Garfield County	Alesia Ruchert
Whitman County	Robin Ohlgren

## The 2014 Year in Review

The calendar year 2014 was busy, with the following results achieved by SEWEDA on a regional and on a County-wide basis:

### The Southeast Washington Economic Development Association:

In 2014, the new Comprehensive Economic Development Strategy (CEDS) update was developed, with new sections regarding the Region's Economic Clusters and integrating the Strategy with the State's Economic Development policies and plans, as offered through the Washington State Economic Development Commission. This major project is undertaken once each five years, with annual updates made yearly in between Strategy rewrites. The final document is a great resource for groups that wish to write grants and need definitive information on the region's economy. The original document is easily sourced through our website at:

<http://www.seweda.org/wp-content/uploads/2013/07/2013-CEDS-FINAL.pdf> and the update is at:

<http://www.seweda.org/wp-content/uploads/2014-CEDS-Update.pdf>

SEWEDA was involved in a statewide effort to quantify the value of investments in economic development, and to review the appropriate measures to use when making value judgments. The report from the Economic Development Commission's proviso committee was made available in February 2014.

Regional projects included substantial support to the Palouse Knowledge Corridor's (PKC) 'Be the Entrepreneur' Bootcamp, which took place in June of 2014. The support to the PKC has placed SEWEDA at the heart of a collaborative effort to bring a foundational entrepreneur development program to life within the region. This is an important part of continuing to develop the 'entrepreneurial ecosystem' so important to continued development of new innovative business ventures.

Other initiatives we were involved with:

- Continued support and participation with Walla Walla Community College / Avista Center for Entrepreneurship on the WWCC campus in Clarkston. Support included having seats on the program advisory committee, and teaching several

classes as a guest lecturer for the first cohort in 2014. Additional efforts were ongoing for individual instructional support through mentoring activities throughout the year.

- Continued support to the Port of Columbia’s Blue Mountain Station through our Columbia County Managing Director. Support included active recruitment of candidate firms to lease production space from the Port. Additional support for a Blue Mountain Station tenant to attend the ‘Be the Entrepreneur’ Bootcamp was delivered in June.
- Continued support to the AMN as an organization dedicated to assisting rural manufacturers.
- A new partnership was formed with SEWEDA joining with the Port of Columbia to host the Columbia County ADO position, under the Port’s leadership.
- Support to retail business entrepreneurship in Pomeroy.
- In the private sector, several other projects we worked on include:
  - Assistance to a large potential employer in Columbia County, resource-based;
  - Arranging meetings geared to financing a large industrial employer in Whitman County;
  - Working with other interested parties in forming a Venture Capital Fund within the region to invest in new ventures;
  - Ongoing support to small businesses within each of the four Counties SEWEDA serves.

## **Program Support**

Major public sources of income for SEWEDA and the PRTPO, and brief program descriptions are included for reference and program clarity. These organizations provide the basis that local partnerships and memberships are built from.

### **US Department of Commerce Economic Development Administration (EDA)**

SEWEDA contracts with the EDA to provide economic development services in the South East Washington region as a Federal Economic Development District. Through this contract, a Comprehensive Economic Development Strategy (CEDS) is developed for the region, and updated annually between complete rewrites of the region’s strategy every five years. Through the strategy formation and through services, public and private organizations are able to access Federal resources to develop their programs and to address important community needs. In 2013, the five-year rewrite of the CEDS was completed. In 2014, the first update to the CEDS was accomplished for the four-county District.

### **State of Washington Associate Development Organization (ADO)**

SEWEDA manages the State contracts for the four counties for local economic development activities as an Associate Development Organization. Four key business development areas are identified in the contract that provide the basis for developing metrics to evaluate the services, being:

1. Marketing and recruitment activities.
2. Business retention and expansion activities.
3. Business assistance.
4. Readiness and capacity building.

Individual programs are written for each County, and the accomplishments achieved through the year are reported back to the State and Legislature. Each County Managing Director prepares quarterly reports of activities accomplished, and are measured against the contracted deliverables established annually.

### **Local and Private Member Support**

The following organizations and public agencies were critical to the success of SEWEDA and the Palouse RTPO in 2014:

Avista Utilities  
Sterling Savings  
City of Asotin  
City of Dayton

Pacific Power  
Puget Sound Energy  
City of Clarkston  
City of Pomeroy

Mc Gregor Company  
Columbia REA  
City of Colfax  
City of Pullman



Asotin County  
Whitman County  
Port of Garfield  
Columbia Bank

Columbia County  
Port of Clarkston  
Port of Whitman County

Garfield County  
Port of Columbia  
Walla Walla Community  
College

## Regional Business Activity Highlights 2014

<u>Recruitment Activities</u>	<u>Business Retention and Expansion Activities</u>
263 Business contacts initiated	62 Outreach interactions
10 New clients interested in SE WA	21 Local assistance cases
3 Collaborative Recruitment Activities	32 Businesses referred for assistance
7 Site Selector / Trade Show Events	
<u>Business Start-Up Assistance</u>	<u>Readiness and Capacity/Asset Building</u>
15 Start-ups requesting assistance	104 Engagements with other organizations
16 Workshops	26 Community forums sponsored
41 Referrals to Resources	11 Collaborations to build capacity

## Selected 2014 Economic Development Projects

### Regional Economic Development Planning Efforts

Transportation planning is a key component of the CEDS process. A detailed Palouse Regional Transportation Plan (RTP) is completed as mandated in the Washington State Growth Management Act and RCW 47.80, and is integrated within the CEDS.

The Human Services Transportation Coordination Plan was updated in 2012 for the RTPO, and a new plan will be written in 2014.

Copies and access to all plans are available off of the web and at the SEWEDA/PRTPO office.

## **South East Washington Wind Farm Projects**

SEWEDA continued active support of the build-out of wind power generating projects in 2014, as has been the case for the last several years since wind generation projects came to South East Washington.

In 2009, SEWEDA contracted a study by ENTRIX, Inc. on the “Economic Impacts of Wind Energy Projects in Southeast Washington.” The ENTRIX study evaluated the economic, fiscal, and social effects of the Hopkins Ridge, Marengo I, and Marengo II wind energy projects near Dayton in Columbia County. In 2011 and 2012, SEWEDA worked in partnership with the Port of Walla Walla and Walla Walla Community College’s Wind Technician program to sponsor a USDA Rural Business Enterprise Grant to have NW Seed look at the direct contracting opportunities for rural businesses in areas affected by wind projects. This ‘Business Opportunities in Wind Energy’ study was completed in 2012.

In 2012, SEWEDA worked closely with First Wind, the owner/operating company that developed the Palouse Wind Farm in Whitman County, hosting a ‘contractor’s open house’ to educate local contractors regarding the opportunities available to contract with First Wind to build the project. This project was placed on-line just before the close of 2012. With the completion of this project, South East Washington boasts having over one-fourth of the renewable wind energy generating capacity for the State. Three of the four SEWEDA counties have major wind farm installations.

SEWEDA staff has supported the various wind energy projects in a variety of ways, including public oral and written testimony, hosting public gatherings on wind energy, providing tours for elected officials, interfacing with local vendors and interested contractors, and providing economic impact data.

In 2013, announcement was made of a sale of assets to Portland Natural Gas for the development of a new, large scale wind project in Columbia County alongside the existing Marengo I project. This project was built in 2014 in the rolling hills just outside of Dayton, WA., and was commissioned at the end of the year.

### **Additional Major Areas of Emphasis in 2013**

- Co-sponsors with Avista for the Whitman County Mayors/elected officials roundtable. This forum is gaining recognition as an excellent venue to increase interdependence and cooperation between governments for advancing common goals.
- Continued active participation and support of the Palouse Knowledge Corridor, an important collaboration across State lines to enhance regional cooperation in economic development, promote a common branding of the area, and transfer the intellectual property achievements from the public to the private sector for commercialization.

- Continued active support and leadership in the economic development steering committee within Columbia County, a county-wide collaborative dedicated to integrating the CEDS planning process with community asset building.
- Reactivation of the Economic Development Steering Committee in Garfield County, with the Managing Director leading the group.
- Board member of the American Manufacturers Network non-profit organization. This organization works with Idaho, North East Oregon, and South East Washington manufacturers to procure contracts with Federal Agencies, thus providing the business retention and expansion activities critical to the success of this vital industry.

## **Staff – Memberships on Boards of Directors and Committees**

### **Executive Director – Marshall Doak**

Member, MPO/RTPO/WSDOT Transportation Coordinating Committee  
 Member, Washington Association of Economic Development Districts  
 Board Member, Washington Economic Development Association (WEDA)  
 Member, Walla Walla Community College Workforce Advisory Committee  
 Member, Snake River Boat Builders Export Program Steering Committee  
 Board Member, American Manufacturing Network Inc.  
 Member, Inland Northwest Economic Alliance Advisory Board  
 Member, LCVMPPO TAC Committee

### **Asotin County Managing Director – Brad Styner**

Member, Lewis-Clark Valley Chamber of Commerce  
 Member, Legislative Committee  
 Member, Community Development Committee, City of Clarkston

### **Garfield County Managing Director –Alesia Ruchert**

Member, Garfield County Fair Market Sale Committee  
 Member, Pony Punchers Rodeo Committee  
 Member, Pomeroy Chamber of Commerce Board of Directors  
 Chairperson, Chamber of Commerce Community Education Committee  
 Member, Walla Walla Community College Wind Technology Program Advisory Committee  
 Member, Community Planning Task Force Business and Services Committee

### **Whitman County Managing Director – Robin Ohlgren**

Co-Chairman, Whitman County Mayor’s Roundtable Committee  
 Co-chairperson, Palouse Knowledge Corridor  
 Member, Whitman County Scenic By-Ways Committee  
 Chair, Latah County Arts Commission  
 Chair, Palouse-Clearwater Food Cooperative

Member, Pullman Chamber of Commerce Legislative Committee  
Member, Pullman Chamber of Commerce  
Member, Colfax Chamber of Commerce

**Columbia County Managing Director – Christine Jarski**

Member, Dayton Chamber of Commerce  
Member, Dayton Downtown Task Force  
Chairperson, Economic Development Steering Committee  
Member, Walla Walla Community Council

## **Recent SEWEDA Publications**

**Palouse Regional Transportation Planning Organization:**

- 2014 Human Services Transportation Coordination Plan
- 2013 Data Collection and Analysis Project for Safe Routes to Schools
- 2012 HSTCP Update Report
- 2010 Human Services Transportation Plan
- 2010 Palouse Regional Transportation Plan
- 2009 Palouse Transportation Funding Guide
- 2007 Palouse Regional Freight Study.

**Southeast Washington Economic Development Association:**

- 2014 Comprehensive Economic Development Strategy Update
- 2013 Comprehensive Economic Development Strategy
- GPRA Report, completed annually
- 2012 Comprehensive Economic Development Strategy Update
- 2012 'BOWiE' Wind Energy Report
- 2009 - 2011 Videos for Asotin, Columbia, Garfield, and Whitman Counties
- 2010 Garfield County Business and Services Committee Final Report