

# Southeast Washington Economic Development Association



# 2016 Annual Report

For

Asotin, Columbia, Garfield, and  
Whitman Counties

[www.seweda.org](http://www.seweda.org)

March 2017

# **Southeast Washington Economic Development Association**

## **2016 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. At the same time, the SEWEDA office was moved from Colfax to Clarkston, Washington near the geographic center of the District.

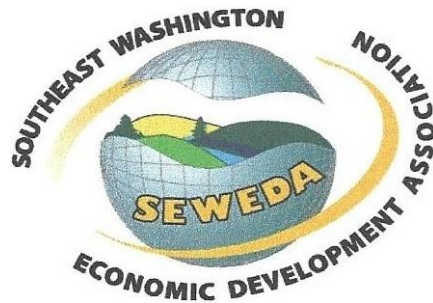
SEWEDA currently receives funding from three sources - the Washington State Department of Commerce (WSDOC), the US Economic Development Administration (EDA), and membership dues from local public and private sources. SEWEDA also derives income from contracts and grants that the organization sources for specific programs.

## **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. The other role is 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 Director and an Administrative Assistant, and funded through the EDA Planning Grant. The Managing Directors in each County 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 promote economic vitality by creating jobs and building wealth through innovation and entrepreneurship, through business support and community development, while preserving the culture and environment of the region."***

**2016**  
**SEWEDA Board of Directors**

As of 1/30/16

Officers	Dean Kinzer, Whitman County Commissioner Justin Dixon, Garfield County Commissioner Mike Tatko, Avista Utilities Brian Shinn, Asotin County Commissioner Dan Boone, Port of Whitman County	President President Vice Secretary Treasurer Ports Rep.
Columbia County	Craig George, Mayor, City of Dayton Bill Clemens, Pacific Power	
Asotin County	Monika Beauchamp, City of Clarkston Brian Shinn, Asotin County Commissioner	
Garfield County	Justin Dixon, Garfield County Commissioner Paul Miller, Pomeroy City Mayor Mike Tatko, Avista Utilities	
Whitman County	Michael J. Gordon, Private Sector Dean Kinzer, Whitman County Commissioner Fritz Hughes, 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	

## 2016 Staff for SEWEDA

Staff for SEWEDA consisted of the Director and 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.

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### **SEWEDA Staff, 2016**

Director	Dawn Smith
Bookkeeper	Dawn Smith
<b>Managing Directors</b>	
Asotin County	Dawn Smith
Columbia County	Brad McMasters
Garfield County	Jack Peasley
Whitman County	Sarah McKnight

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## **The 2016 Year in Review**

The calendar year 2016 was busy, with the following results achieved by SEWEDA on a Regional and on a Countywide basis:

### **The Southeast Washington Economic Development Association:**

In 2016, the new Comprehensive Economic Development Strategy (CEDS) update was developed, with input from stakeholders added to the new sections regarding the Region's Economic Clusters and the integration the Strategy with the State's current Economic Development policies and plans. The new CEDS, a major project for the District, is undertaken once each five years with annual updates made yearly inbetween 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/2016-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. In 2015 and 2016, no new initiatives or direction was received by the State regarding economic development, with the exception of rewriting the performance metrics contained within the ADO contracts.

Regional projects included substantial support to the Palouse Knowledge Corridor's (PKC) 'Be the Entrepreneur' Bootcamp, which took place in June of 2016. 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 within the region. The SEWEDA support to the PKC in a collaborative manner has been critical for that association's development.

### **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. Additional efforts were ongoing for individual instructional support through program activities throughout the year.
- Continued support to the Port of Columbia's Blue Mountain Station through our Columbia County Managing Director.
- Support to retail business entrepreneurship in Pomeroy, and recruitment efforts on behalf of the Port of Garfield to fill vacant industrial space.
- Developed a new business model for the Palouse RTPO and hired the organization's first Planning Engineer. Successes have come through the Washington Safety Traffic Grant and the Complete Street program started this past year.
- Became the recipient organization to be a site for the new Startup Washington program through the Department of Commerce. Completed the first year with support to entrepreneurs, provided program and networking opportunities.
- In the private sector, several other projects we worked on include:
- Ongoing support to small businesses within each of the four Counties SEWEDA serves.
- Providing business workshops lunch and learns, cup of Joe, and office hours with professionals for startup and established businesses.
- Sponsoring and providing support to the Dream it Do it initiative to bring awareness to the jobs available in manufacturing, healthcare and tech industries.
- Sponsoring Impact Washington in Asotin County to tie their services to the manufacturing sector.

### **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.

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

SEWEDA contracts with the EDA to provide economic development services in the Southeast 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 2017, the fourth update to the CEDS was accomplished for the four-county District.

The District also works as an organization that seeks partnerships and programs to **fulfill** The annual Scope of Work developed for the District.

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

SEWEDA manages the State contracts for three 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 2016:

Avista Utilities	Port of Garfield	Medical Micro Machining, Inc
Umpqua Bank	ColumbiaBank	City of Palouse
City of Asotin	Shinn-Reimers Satellite Ctr.	Town of Colton
Asotin County	Columbia REA	Town of Endicott
Whitman County	Puget Sound Energy	Town of Farmington
Pacific Power	Frontier Communication	Town of Garfield
City of Clarkston	City of Colfax	Town of Oakesdale
City of Albion	City of Pullman	Town of Rosalia
Columbia County	Garfield County	Town of Tekoa
Port of Clarkston	Port of Columbia	Town of Uniontown
Port of Whitman County	Walla Walla Community College	
Palouse Hills Computing	Palouse Commercial Real Estate, LLC	

## Regional Business Activity Highlights 2016

<p><b><u>Recruitment Activities</u></b></p> <p>81 Business contacts initiated</p> <p>4 Collaborative Recruitment Activities</p> <p>2 Site Selector / Trade Show Events</p>	<p><b><u>Business Retention and Expansion</u></b></p> <p>87 Outreach interactions</p> <p>33 Local assistance cases</p> <p>56 Businesses referred for assistance</p>
<p><b><u>Business Start-Up Assistance</u></b></p> <p>126 Start-ups requesting assistance</p> <p>68 Workshops</p> <p>332 Referrals to Resources</p>	<p><b><u>Readiness and Capacity/Asset Building</u></b></p> <p>168 Engagements with other organizations</p> <p>50 Community forums sponsored</p> <p>15 Collaborations to build capacity</p>

## **Selected 2016 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 appended to the CEDS.

The Human Services Transportation Coordination Plan was written in 2014 for the RTPO, and the plan will be updated in 2016.

The Washington Traffic Safety Grant campaign started in the fall of 2016 and is in progress promoting driver awareness for driving distractions on highway 195 and SR26.

A Regional Freight Study was substantially completed in 2016

Copies and access to all plans are available on the web and at the SEWEDA/PRTPPO office.

### **Southeast Washington Wind Farm Projects**

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.

### **Additional Major Areas of Emphasis in 2016**

- Co-sponsors with Avista, Frontier Communications, and the Whitman County Commission 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 countywide collaborative dedicated to integrating the CEDS planning process with community asset building.

- Initiated advisory groups within Garfield, Asotin, and Whitman counties for support of the Managing Directors, and for increase communications and program support.
- Continued supporting the “Dream it Do it” marketing efforts in the Nez Perce/Asotin County region for manufacturing workforce development and marketing. Sponsored and participated in the first “Dream it, Do it” Youth Conference to bring awareness of manufacturing, technology and healthcare opportunities within this region.

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

#### **Director/Asotin County Managing Director — Dawn Smith**

Member, Washington Association of Economic Development Districts  
 Member, American Manufacturing Network Inc.  
 Member, LC Valley Chamber of Commerce Legislative Committee  
 Member Community Development Committee, City of Clarkston  
 Member Confluence Waterfront Coalition  
 Member Riverfest committee  
 Member Dream it Do it Initiative  
 Member AVA Lewis Clark Valley Wine Alliance  
 Member Lewis Clark Valley Chamber

#### **Garfield County Managing Director –Jack Peasley**

Member, Garfield County Fair Committee Member  
 Member, Pomeroy Chamber of Commerce Board  
 Member, Community Planning Task Force Business and Services Committee

#### **Whitman County Managing Director – Sarah McKnight**

Co-Chairman, Whitman County Mayor's Roundtable Committee  
 Board Member, Palouse Knowledge Corridor  
 Member, Whitman County Scenic By-ways Committee  
 Member, Palouse-Clearwater Food Cooperative  
 Member, Pullman Chamber of Commerce  
 Member, Colfax Chamber of Commerce  
 Member, Colfax City Council

#### **Columbia County Managing Director - Brad McMasters**

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

## Recent Publications

### **Palouse Regional Transportation Planning Organization:**

2017 Palouse Regional Transportation Plan (RTP)  
2016 Palouse Regional Freight Study  
2014 Human Services Transportation Coordination Plan  
2013 Data Collection and Analysis Project for Safe Routes to Schools  
2012 HSTCP Update Report

## Recent Publications

### **Southeast Washington Economic Development Association:**

2016 Comprehensive Economic Development Strategy  
2015 Comprehensive Economic Development Strategy 2014  
Comprehensive Economic Development Strategy 2013 Comprehensive  
Economic Development Strategy  
GPRA Report, completed annually  
2012 Comprehensive Economic Development Strategy Update  
2012 'Bowie' Wind Energy Report