



# **SEWEDA**

Southeast Washington Economic  
Development Association

## **2020-2021 Year in Review**

**Serving the  
Asotin, Columbia, Garfield & Whitman  
Counties**

## **From SEWEDA Executive Director, Dawn Smith:**

On behalf of the SEWEDA Board of Directors, thank you for your interest in reviewing the activities of the SEWEDA organization!

This report is SEWEDA's way to inform our members and partner investors of our activities over the last year. Our staff take their direction from the guidance of SEWEDA's Board of Directors as well as the strategies that are developed every five years by industry, economic development organizations, and agencies that represent the three Washington counties of Asotin, Garfield and Whitman. The region's comprehensive economic development strategy (CEDS) may be accessed on the SEWEDA website: [www.seweda.org](http://www.seweda.org). The strategy was just updated in 2018 and will guide SEWEDA activity until 2023. The annual strategy update took place in 2020. More information on the development of the CEDS is provided in this report.

With the economic issues that we are facing for the next few years as a result of the COVID-19 pandemic, SEWEDA is looking at a development strategy that will assess and address immediate needs and long-term recovery. The Southeast Washington region, like other regions around our country, is facing very real and deep challenges. We must be proactive in offering assistance as efficiently and timely as possible.

There has not been any down time for SEWEDA as we remain open to clients and members. Business is conducted via the phone, email, or video conference. We are focusing on organizing and sharing only the most relevant resource information in real time to industry, securing resources for valued training and workforce development programs, collaborating and strategizing with other local, state, and national economic development partners to meet the most critical needs, and watching federal stimulus funding packages and preparing clients and partners to jump on grant programs when they become available.

If you would like to provide input to SEWEDA activities, please reach out to myself or other SEWEDA staff. SEWEDA is always open to new thoughts and ideas for development.



# 2020-2021 Annual Report

## Background

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.

### 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."*

## Overview

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 the Director of Grants 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 in part by a grant from the Washington State Department of Commerce to SEWEDA, and the Managing Directors rely on added support from members and county governments within the SEWEDA region. SEWEDA is a 501(c)3 Non-Profit Organization.

### **SEWEDA's Vision Statement:**

***Drawing on the rich heritage and natural resources of the region, the Southeast Washington Economic Development Association is committed to enhancing economic vitality and an unparalleled quality of life through partnerships with business, civic interests, and government for the benefit of the residents of Asotin, Columbia, Garfield, and Whitman Counties.***

## Strategic Planning

The fiscal year of 2020-2021 was strenuous but engaging, with the following results achieved by SEWEDA on a Regional and on a Countywide basis:

The 2018-2023, five-year Comprehensive Economic Development Strategy (CEDS) was updated for 2020. Input from stakeholders was solicited in each county. The sections regarding the Region's Economic Clusters, SWOT analysis, and the integration of the Strategy with the State's current Economic Development policies and plans were put into the plan. The CEDS, a major project for the District, 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: [www.seweda.org](http://www.seweda.org)

### Regional Projects Include:

- SEWEDA is a partner in the Northwest Intermountain Dream It Do It Council. The Council takes a role in forging strong and vital partnerships between business, the workforce, and the workforce development community. Leading to an entrepreneurial, market-driven, accountable and exceptional workforce investment system. The Youth Conference attracts many High School junior students and counselors and promotes the region's opportunities in manufacturing, health care, skilled trades, high technology, construction, transportation, and tourism industries. The conference was held virtually with the University of Idaho as its host. There were over 500 students who participated. SEWEDA will continue to offer support in 2022.
- Continued support and participation with Walla Walla Community College in Clarkston for support with the Workforce and Entrepreneur Development Center. SEWEDA holds various Business educational workshops and partners with them for the many workforce, and business needs from within the region. The workshops included marketing, business finance, accounting basics, risk management, ex-offenders' workforce, and succession planning. Will continue once COVID restrictions are lifted.
- An active Economic Forum Group and Garfield County SEWEDA forum, facilitated by the Garfield County ADO and includes all the stakeholders within the county, meets regularly to address the economic needs in Pomeroy and the County regarding business recruitment, entrepreneurship, housing shortage, and infrastructure, and community development projects. Working closely with the Port of Garfield, City of Pomeroy, and the county with development of specific properties.
- Ongoing support to small businesses within each of the four Counties SEWEDA serves. SEWEDA used \$100,000 of reserve money to assist small businesses through critical needs and providing resources by way of grants in all three counties. In 2020-2021, SEWEDA partnered with the Department of Commerce, Asotin, Garfield and Whitman Counties and administered \$6.4 million in grants to assist small businesses. This was processed by application and reimbursement basis.

## Selected 2020/2021 Economic Development Projects

- Continued participation in the Regional Workforce Development Council, Legislation Committee's, Rural Job Task Force Committee, and Washington Economic Development Assoc., Washington Dept. of Commerce Best Practices, and American Manufacturing Network, Clearwater Confluence Committee, Transfer of Wealth Tech. Advisory Committee.
- Assist various cities, ports, and counties with infrastructure needs, and grant support where needed. Locate resources and outreach to Commerce and other entities as needed.
- Continue to promote the region with the wine and viticulture industry. The region retained an AVA status in 2017. The Lewis Clark Wine Alliance has been formed and membership established. Marketing of the wineries and vineyards in the region are making gains in the tourism industry. With COVID restrictions impacting the winery tours, Summer 2021 brings hope with the Summer Passport to Wine promotion. Will look to continue expansion of events in the future.
- Tourism continues to grow tremendously with the River Cruise Boat Industry. Bringing approximately 28,000 tourists and 4,000 crew members. This is a \$4-million-dollar industry for this region. SEWEDA and partnering stakeholders are working together to promote the region, grow the activities, and increase transportation options for the tourists. SEWEDA has developed a tour for Garfield County, to promote the Agriculture Museum, Lewis and Clark history, as well as showcase the historic downtown area of Pomeroy. This year, COVID restrictions continues to put a halt to the cruise boat industry. SEWEDA partnered with the Ports on a Cruise Boat/Tourism feasibility study with an EDA grant through the Port which was completed in March 2021.
- Whitman County ADO will resume hosting monthly interactive business support group workshops that offer entrepreneurs and local small businesses the opportunity to network and share information. With COVID restrictions in mind, the workshops are on hold but webinars have taken place. In addition to the Whitman County ADO, the Garfield County ADO is offering assistance and support to businesses within Whitman County.
- Hold regular business educational workshops in Asotin County at Walla Walla Community College Clarkston and in Whitman County. These workshops have included succession planning, marketing, website development, basic business accounting, risk management, workforce issues, and financing a business. These events are very well attended and received. They are free and give the businesses access to professionals to address their specific needs. These workshops have been converted to webinars and resources have been placed on the SEWEDA website to direct business owners to such support as Paycheck Protection, Disaster Loans, and Reopening/Phasing Requirements.
- Sponsor the Clarkston High School DECA Entrepreneur Development Conference during GEW Week. They have a business plan competition and present this project at the state and national levels. Due to COVID-19, the students competed virtually at the beginning

of 2021. SEWEDA was able to provide guidance during the students' initial presentations.

- SEWEDA partnered with CEDA, WWCC and LC to host Maker's Space: Fast, Cheap & Easy in 2019. James Finkbeiner from Asotin High School presented to 32 school districts from all over the region. Students were able to learn how to create a maker's space with hands on learning and created a network for support from fellow students. This was put on hold in 2020 due to COVID restrictions but SEWEDA will continue to support this endeavor in the future. Hope remains to hold the next event in Fall 2021 or Spring 2022.
- Each ADO attends and supports committees with other Economic Development Entities throughout our region. Working to provide support and resources to the many needs and issues within our rural communities.
- SEWEDA ADO's assist and sustain businesses everyday with help in financing, location, startup, record keeping, marketing, and help with expansion and retention issues. We often wear many different hats to help keep our community businesses viable in this rural area.

## **Program Support**

Major public sources of income for SEWEDA, 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 2018, the five-year rewrite of the CEDS was completed. In 2020, the yearly 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 in 2020-2021:

Asotin County  
City of Asotin  
City of Clarkston  
City of Palouse  
City of Pomeroy  
City of Pullman  
Columbia REA  
Garfield County  
Port of Clarkston  
Port of Garfield  
Port of Whitman County  
Town of Albion  
Town of Colton  
Town of Endicott  
Town of Farmington  
Town of Garfield  
Town of Lacrosse  
Town of Oakesdale  
Town of Rosalia  
Town of St John  
Town of Tekoa  
Town of Uniontown  
Walla Walla Community College  
Whitman County



## 2020-2021 Board of Directors

### *Officers*

Brian Shinn	Asotin County Commissioner	President
Larry Ledgerwood	Garfield County Commissioner	Vice President
Al Sorensen	Pullman City Council	Secretary
Chad Miltenberger	Dean, WWCC Clarkston	Treasurer
Larry Scoggins	Port of Garfield County	Ports Rep.

### *Asotin County*

Brian Shinn	Asotin County Commissioner
Monika Lawrence	Mayor, City of Clarkston
Darrin Eberhardt	Mann Mortgage
Chad Miltenberger	Dean, WWCC Clarkston
Steven Ebert	Clarkston City Council

### *Garfield County*

Larry Ledgerwood	Garfield County Commissioner
Paul Miller	Mayor, City of Pomeroy
Mike Cassetto	Pomeroy City Council
Rachel Anderson	Garfield Transit/Area Aging

### *Whitman County*

Tom Handy	Whitman County Commissioner
Al Sorensen	Pullman City Council

### *Ports (Ex-Officio)*

Wanda Keefer	Manager, Port of Clarkston
Diana Ruchert	Manager, Port of Garfield
Karl Webber/Debbie Snell	Port of Whitman

## 2020-2021 Staff for SEWEDA

Staff for SEWEDA consists of the Director and the Director of Grants 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 2020-2021**

Director	Dawn Smith
Director of Grants	Dovie Willey
<b>Managing Directors</b>	
Asotin County	Dawn Smith
Garfield County	Jack Peasley
Whitman County	Suzy McNeilly

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## **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 (Port of Clarkston) committee  
Member, Dream It Do It Workforce Development Council  
Organizer, Lewis Clark Valley Business Service Team  
Member, AVA Lewis Clark Valley Wine Alliance  
Member, Lewis Clark Valley Chamber  
Organizer, Off Shore Activities and Transportation Committee for Cruise Boat Industry  
Member, Visit LC Valley Marketing Board  
Member, Long Range Capacity Planning Committee (Clarkston & Lewiston)  
Member, AWB Rural Job Task Force Committee  
Member, Assoc. of Washington Business Legislative Committee  
Member, Washington Economic Development Assoc. (WEDA)  
Member, Innovia Transfer of Wealth Technical Advisory Committee  
Member, Washington Workforce Development Council

### **Director of Grants – Dovie Willey**

Member, Association of Washington Business (AWB)  
Member, Dream It Do It Workforce Development Council  
Member, LC Valley Chamber of Commerce  
Member, Washington Economic Development Assoc. (WEDA)

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

Member, Garfield County Fair Committee Member  
Member, Pomeroy Chamber of Commerce  
Organizer, Community Planning Task Force Business and Services  
Organizer, Garfield County SEWEDA Board  
Organizer, Garfield County Economic Strategy Forum  
Member Snake River Salmon Recovery Board

### **Whitman County Managing Director – Suzy McNeilly**

Member, Pullman Chamber of Commerce  
Member, Colfax Chamber of Commerce  
Colfax Downtown Association

## **Recent Publications**

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

2020-2021 Year in Review (Annual Report)  
2020 Comprehensive Economic Development Strategy Update  
2018-2023 Comprehensive Economic Development Strategy Report  
GPRA Report, completed annually

*Committed  
to enhancing economic vitality  
and an unparalleled quality of life.*



**SEWEDA**

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Development Association

**845 Port Way  
Clarkston, WA 99403**

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