



# Whitman County Economic Development Informational Meeting (EDIM)

March 20, 2024  
11:45 am – 1:30 pm  
The Center  
110 S. Main St.  
Colfax, WA

[www.portwhitman.com](http://www.portwhitman.com)



# Core Elements of Work

- Small Business Development
- Economic Profiling
- Existing Business Retention/Expansion
- Business Recruitment, Marketing & Advertising
- Site and Infrastructure Development
- Economic Development Advocacy

\* Elements of work are not listed in any order of importance. Each element is important in this economic development plan.

# Small Business Development Center (SBDC)

- Aziz Makhani



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Whitman  
County





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# A new, invaluable business website

- <https://www.business.wa.gov/>

## Small Business Guide

- > Plan Your Business
- > Open Your Business
- > Close Your Business
- > Start Your Business
- > Run Your Business
- > Loan Programs for Your Business
- > Payroll Your Business
- > Grow Your Business
- > Download the Guide

# A new, invaluable business website



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- <https://www.business.wa.gov/>

WORKSHOPS

## Small Business Requirements & Resources Free Workshops



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# A new, invaluable business website

- <https://www.business.wa.gov/>

RESOURCES

## Directory of Business Resources

> Nonprofit Resources

> State Resources

> Federal Resources



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# A new, invaluable business website

- <https://www.business.wa.gov/>

BUSINESS CHECKLISTS

## Checklist for Opening a Business

# Economic Profiling Indicators



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Resident civilian labor force and unemployment, seasonally adjusted

United States and Washington state, November and December 2022 and 2023

Source: Employment Security Department/DATA Division; U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics

	December 2023 (Preliminary)	November 2023 (Revised)	December 2022 (Revised)	November 2022 (Revised)
<b>United States</b>				
Unemployment rate	3.7%	3.7%	3.5%	3.6%
<i>Seasonally adjusted</i>				
<b>Washington</b>				
Unemployment rate	4.2%	4.0%	4.5%	4.6%
Resident labor force	4,059,627	4,057,720	4,015,286	4,016,453
Unemployed	170,380	161,573	182,517	183,636
<b>Seattle/Bellevue/Everett</b>				
Unemployment rate	3.6%	3.6%	3.2%	3.2%
Resident labor force	1,820,891	1,820,884	1,781,209	1,781,394
Unemployed	66,198	64,745	57,086	57,511

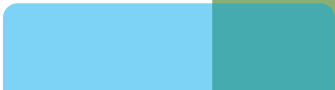
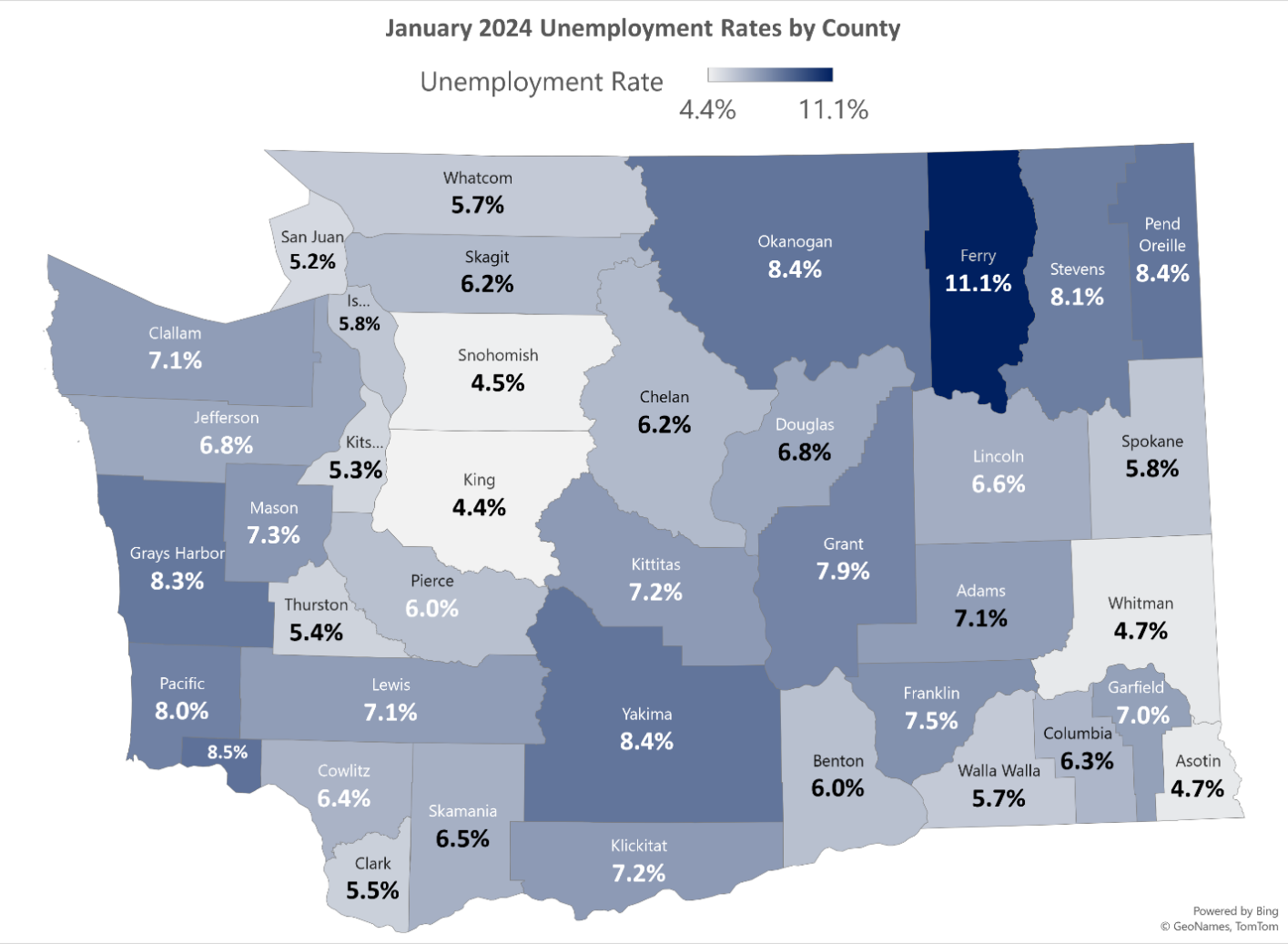
<sup>1</sup>Most of the employment numbers discussed in this report refer to jobs, not people. For example, if a person holds two positions, these positions are counted as two jobs in the employment series. In the section titled "Unemployment," these positions refer to individuals, not jobs. In this case, a person holding two jobs is counted only once.



# Economic Profiling Indicators



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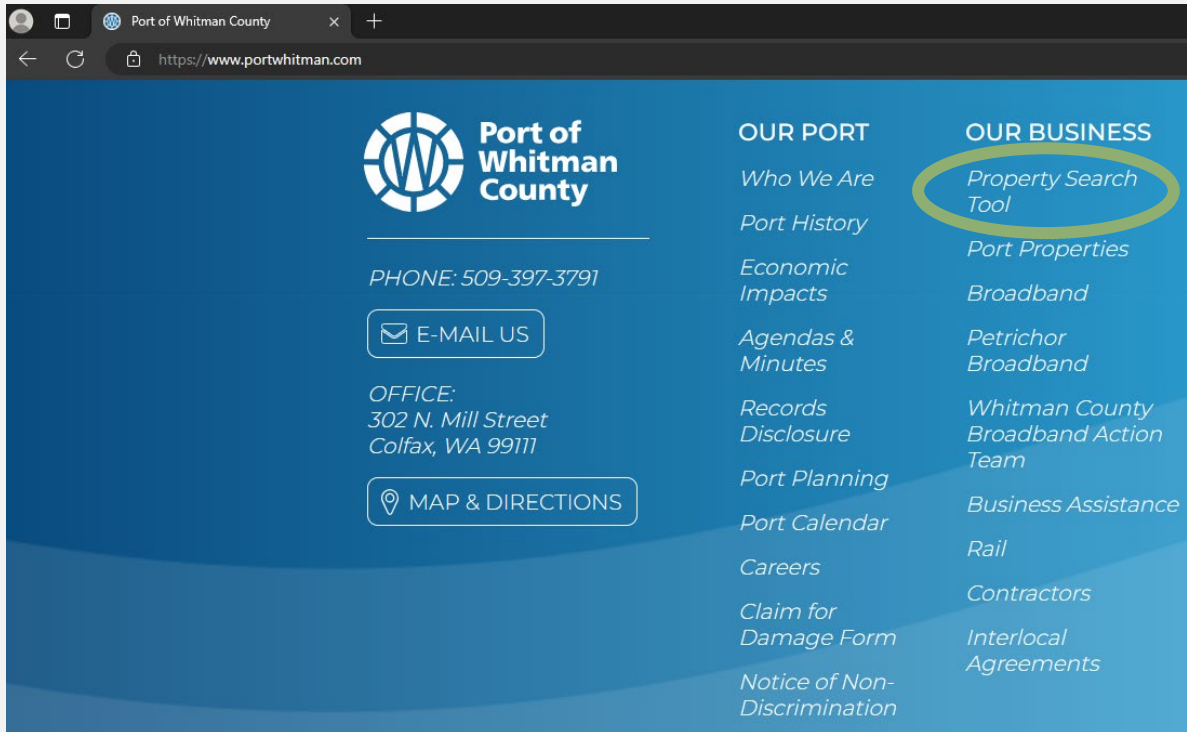




# Existing Business Retention & Expansion

Metric	Annual Goal (July 2023-June 2024)	Current Count
Marketing Plan	1	1
Start-ups (businesses started within the last 2 years)	8	7
Existing Business Interactions	75	35
Business Recruitment (initiated contact with out-of-state businesses)	6	3
Export Assistance	3	3
Training Opportunities	12	1

# Economic Development Tools



Try it out yourself:



<https://www.portwhitman.com/property-search>

# Economic Development Tools



Port of  
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County

Port of Whitman County | Property Search

https://www.portwhitman.com/property-search

Port of Whitman County

OUR PORT | OUR BUSINESS | OUR RIVERS | OUR NEWS

Port of Whitman County | PROPERTY SEARCH | EXPLORE COMMUNITIES | COMPARE COMMUNITIES | Sign In/Add Properties

Location: [Input Field] | All Properties | Size | Sale / Lease | All Types | All Filters | New Search | Saved Results: 0

Property Results  
47 total Properties (Save All)

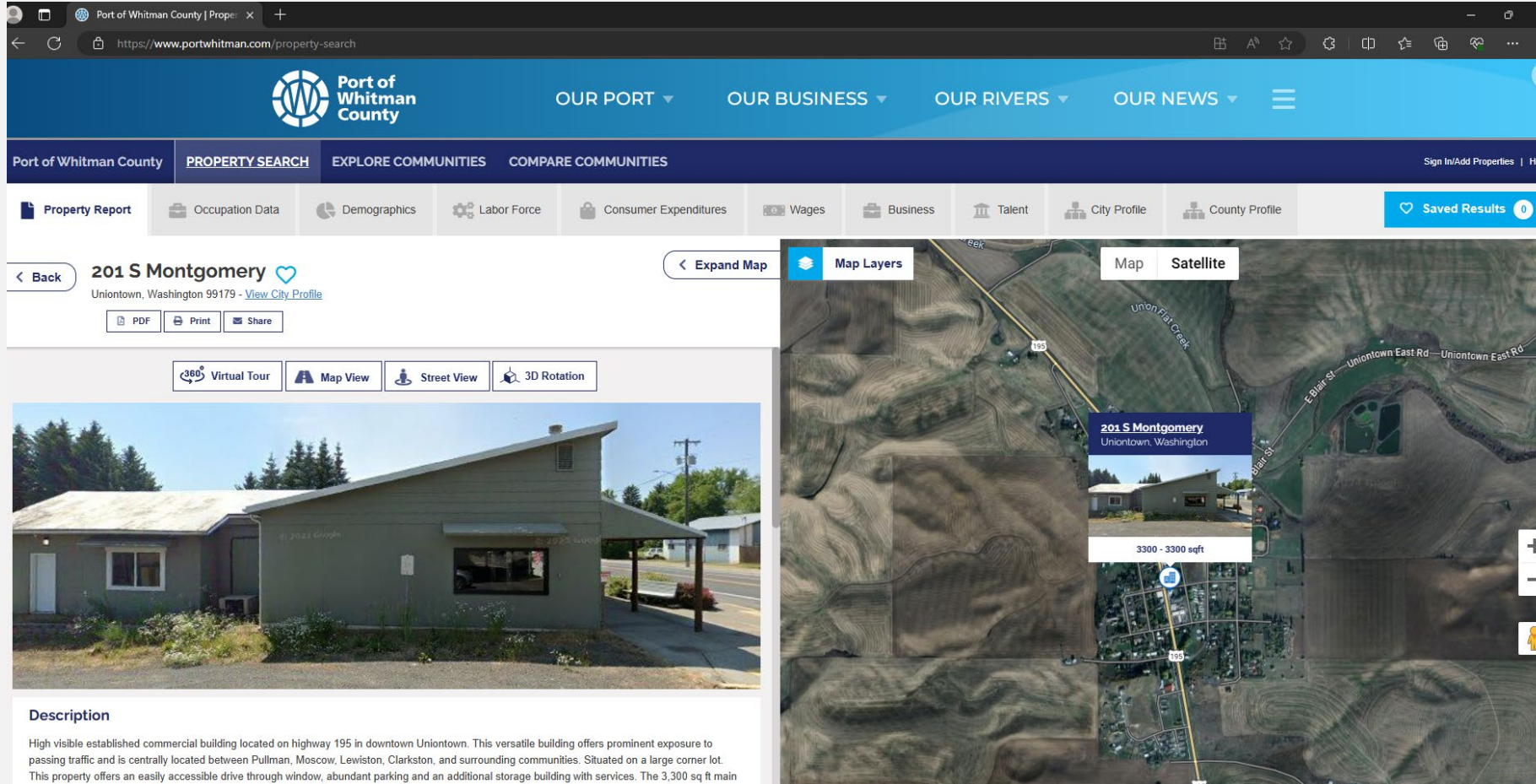
Sort By: Date Added | Descending | PDF | Excel | Print | Share

1 - 30 of 47 Results (View All)

- 303 Old Moscow Rd**  
Address: 303 Old Moscow Rd  
City: Pullman  
County: Whitman County  
Zip Code: 99163  
Min Size: 33 acres  
Max Size: 33 acres  
View Details
- 100 E Main Street**  
Address: 100 E Main Street  
City: Palouse  
County: Whitman County  
Zip Code: 99161  
Min Size: 3,437 sqft  
Max Size: 3,437 sqft  
View Details
- 201 S Montgomery**  
Address: 201 S Montgomery  
City: Uniontown  
County: Whitman County  
Zip Code: 99179  
Min Size: 3,300 sqft  
Max Size: 3,300 sqft  
View Details

This page highlights all the properties we have listed. You can click on “View Details” to see more about a specific site and can also print and make PDFs of the list at large or search by a specific property type.

# Economic Development Tools



Port of Whitman County | Property Search

OUR PORT | OUR BUSINESS | OUR RIVERS | OUR NEWS

Port of Whitman County | **PROPERTY SEARCH** | EXPLORE COMMUNITIES | COMPARE COMMUNITIES

Property Report | Occupation Data | Demographics | Labor Force | Consumer Expenditures | Wages | Business | Talent | City Profile | County Profile | Saved Results 0

[Back](#) **201 S Montgomery** [View City Profile](#)

Uniontown, Washington 99179

PDF | Print | Share

Virtual Tour | Map View | Street View | 3D Rotation

**201 S Montgomery**  
Uniontown, Washington

3300 - 3300 sqft

**Description**

High visible established commercial building located on highway 195 in downtown Uniontown. This versatile building offers prominent exposure to passing traffic and is centrally located between Pullman, Moscow, Lewiston, Clarkston, and surrounding communities. Situated on a large corner lot. This property offers an easily accessible drive through window, abundant parking and an additional storage building with services. The 3,300 sq ft main

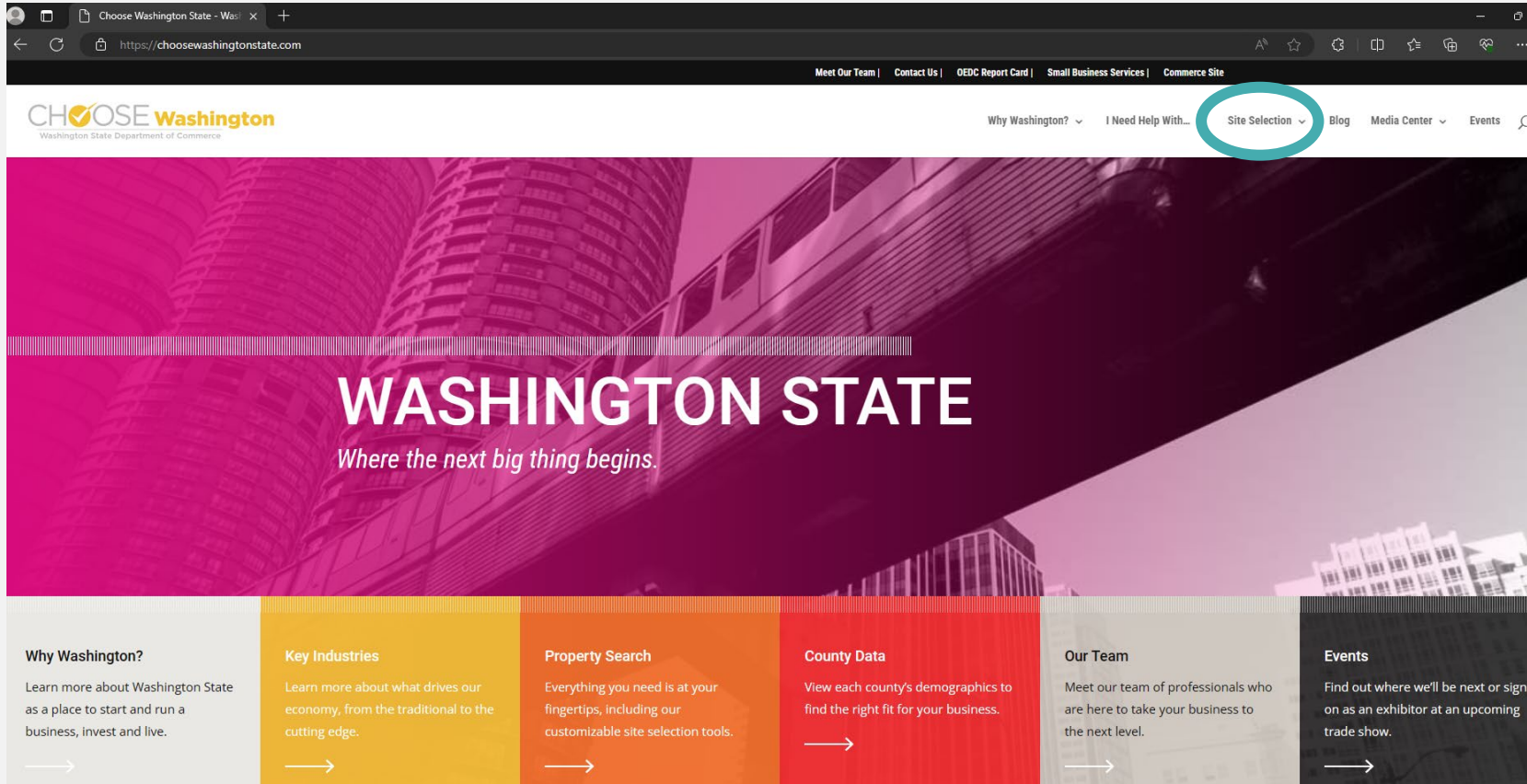
Here is an example property in Uniontown. You can scroll down the page to learn more about the property, who to contact for details, cost, etc. It also shows approximate location.



# Economic Development Tools



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A screenshot of the Choose Washington State website. The browser address bar shows 'https://choosewashingtonstate.com'. The navigation menu includes 'Meet Our Team', 'Contact Us', 'OEDC Report Card', 'Small Business Services', and 'Commerce Site'. The main navigation bar features 'Why Washington?', 'I Need Help With...', 'Site Selection' (circled in red), 'Blog', 'Media Center', and 'Events'. The main content area has a large banner with the text 'WASHINGTON STATE' and the tagline 'Where the next big thing begins.' Below the banner are six colored boxes with titles and descriptions: 'Why Washington?' (grey), 'Key Industries' (yellow), 'Property Search' (orange), 'County Data' (red), 'Our Team' (light green), and 'Events' (dark green). Each box has a white arrow pointing right.

Try it out yourself:



<https://choosewashingtonstate.com/>

# Economic Development Tools



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State of Washington Prospector: x +  
https://properties.zoomprospector.com/washington?page=1&%5BSortDirection%5D=true&%5BradiusLat%5D=0&%5Bradius%5D=0&%5BradiusLng%5D=0&%5BSortBy%5D=featured&%5BSizeUnits%5D=1

Choose Washington PROPERTY SEARCH EXPLORE COMMUNITIES COMPARE COMMUNITIES WORKFORCE BUSINESSES FDI

Location All Properties Size Sale / Lease All Types All Filters New Search Save

CHOOSE Washington Property Results  
11381 total Properties  
Sort By: Featured Descending PDF Excel Print Share

1 - 30 of 11381 Results

<b>Office</b> 316 W Boone Ave Address: 316 W Boone Ave City: Spokane County: Spokane County Zip Code: 99201 Min Size: 1,216 sqft Max Size: 1,216 sqft View Details	<b>Vacant Land</b> 15706 Canyon Rd E Address: 15706 Canyon Rd E City: Puyallup County: Pierce County Zip Code: 98375 Min Size: 0.54 acres Max Size: 0.54 acres View Details	<b>Office</b> 2815 2nd Ave Address: 2815 2nd Ave City: Seattle County: King County Zip Code: 98121 Min Size: 2,175 sqft Max Size: 2,175 sqft View Details
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State of Washington Prospector: x +  
https://properties.zoomprospector.com/washington?page=1&%5BSortDirection%5D=true&%5BradiusLat%5D=0&%5Bradius%5D=0&%5BradiusLng%5D=0&%5BSortBy%5D=featured&%5BSizeUnits%5D=1

Choose Washington PROPERTY SEARCH EXPLORE COMMUNITIES COMPARE COMMUNITIES WORKFORCE BUSINESSES FDI

Whitman ... All Properties Size Sale / Lease All Types All Filters New Search

CHOOSE Washington Property Results  
47 total Properties (Save All)  
Sort By: Date Added Descending PDF Excel Print Share

1 - 30 of 47 Results (View All)

<b>Vacant Land</b> 303 Old Moscow Rd Address: 303 Old Moscow Rd City: Pullman County: Whitman County Zip Code: 99163 Min Size: 33 acres Max Size: 33 acres View Details	<b>Industrial   Retail</b> 100 E Main Street Address: 100 E Main Street City: Palouse County: Whitman County Zip Code: 99161 Min Size: 3,437 sqft Max Size: 3,437 sqft View Details	<b>Retail</b> 201 S Montgomery Address: 201 S Montgomery City: Uniontown County: Whitman County Zip Code: 99179 Min Size: 3,300 sqft Max Size: 3,300 sqft View Details
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Can filter by county:

Choose Washington PROPERTY SEARCH EXPLORE COMMUNITIES COMPARE COMMUNITIES WORKFORCE BUSINESSES FDI

Whitman ... All Properties Size Sale / Lease All Types All Filters New Search

# Business Recruitment, Retention, & Expansion



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COMMERCE LEADS				
DATE	LEAD SOURCE	TYPE OF BUSINESS	CRITERIA	BENEFITS
Jan - 24	Dept. of Commerce	Project Organic Farming	500 acre sites	FTE unknown, private investment unknown
Jan - 24	Dept. of Commerce	Project Dominic Contact Support Center	15,000 – 25,000 sq. ft. 100 – 300 workstations in place	300-400 FTE: 50-100 in first 3-6 months, 10% bilingual Spanish; private investment unknown
Feb - 24	Dept. of Commerce	Project Eco Farm Organic Farming / Agribusiness	400-625 acres	400+ FTE, farmworkers expected to comprise ½ of FTE private investment unknown
Feb - 24	Dept. of Commerce	Project Apollo Solar Manufacturing	30 acres / 100,000 sq. ft. building and 200+ acres / 2 million sq. ft. building	900 FTE, 200+ by Phase 1 \$900 mil private investment
Mar - 24	Dept. of Commerce	Project Civil Manufacturing	Two 350-450,000 sq. ft facilities with 36' clearance height	400 FTE, \$250 mil investment and 300 FTE, \$30-50 mil investment



# Site & Infrastructure Development



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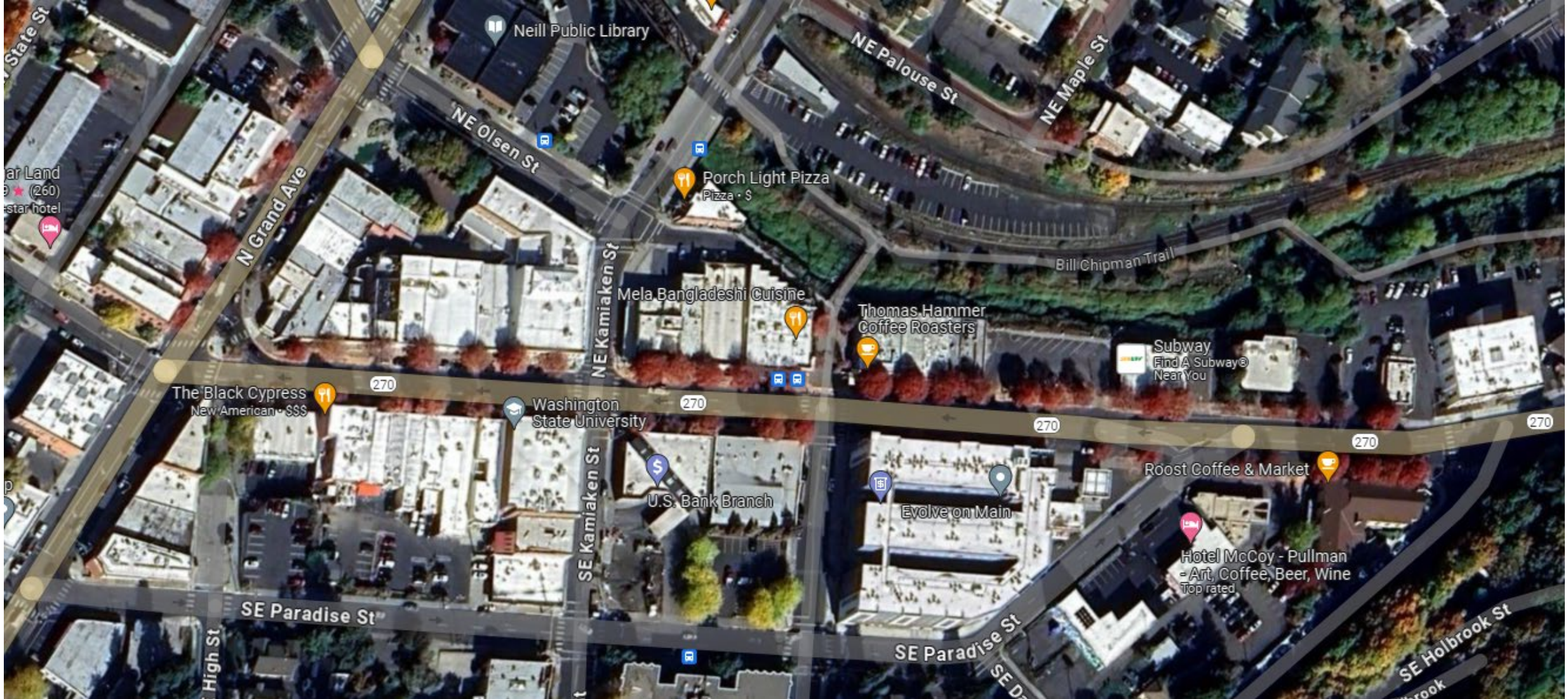
- Downtown Pullman Project – Mayor Francis Benjamin
- Pullman Regional Hospital Patient Care Expansion Plan – Matt Forge



# **Project Downtown**

- Pullman -





State St  
ar Land  
(260)  
star hotel

Neill Public Library

NE Olsen St

NE Palouse St

NE Maple St

N Grand Ave

NE Kamiaken St

Mela Bangladeshi Cuisine

Thomas Hammer  
Coffee Roasters

Subway  
Find A Subway®  
Near You

The Black Cypress  
New American • \$\$\$

Washington  
State University

U.S. Bank Branch

Evolve on Main

Roost Coffee & Market

Hotel McCoy - Pullman  
- Art, Coffee, Beer, Wine  
Top rated

SE Paradise St

SE Kamiaken St

SE Paradise St

SE Holbrook St

Bill Chipman Trail

270

270

270

270

270

High St

SE D

brook



## GOAL: People-Centric Spaces



### Before Construction—Vehicle Focused



The existing roadway configuration is **vehicle-focused**. Wide lanes, narrow sidewalks, substandard ADA compliance, and general wear and tear doesn't provide an atmosphere that promotes commerce and activation.

### After Construction—People Focused



Where Main Street has been reduced from 3-lanes to 2-lanes (east of Kamiaken), wider sidewalks allow people-centric spaces and activation opportunities. This new configuration is **people-focused**.



## GOAL: Accessibility for All



Over time, the growth of mature street trees has caused damage to sidewalks, posing a safety risk for various users, particularly individuals in wheelchairs and those with visual impairments.



New street trees will be planted with irrigation and a specialized bridge system to facilitate root growth, preventing sidewalk buckling issues and promoting the health of the trees.



## GOAL: Slow Traffic



The concrete raised intersection at Main Street and Pine Street will serve as a pedestrian hub. The presence of a narrowed roadway, a concrete speed table, colored hard-scape, decorative traffic bollards and a entryway into Pine Street Plaza will signal to drivers that pedestrians are present and speeds will be reduced. Pedestrians will be able to activate a crosswalk signal to stop traffic and cross Main Street north to south.



Creating a welcoming space for people includes slowing vehicular traffic. Reduced speeds are typical when strategic elements of "corridor friction" are introduced, including:

- Narrowed travel lanes from 12' to 10'
- Reduced to 2 lanes east of Kamiaken
- Concrete raised Intersection (speed table) at Main Street & Pine Street
- New street trees and illumination set close to the road-



## GOAL: Fix Infrastructure



Aging/Failing Utilities



Failing Sidewalk due to Tree Roots



Substandard Pedestrian Signal Equipment



Undersized Stormwater System





# Overall Project Development



## 5: Activation

- Business use of sidewalks for dining and sales
- Community use of public spaces

## 4: Ribbon Cutting

- Celebration of completed project

## 3: Construction

- Contractor coordination
- Business access coordination
- Traffic management

## 2: Final Design

- Stakeholder engagement on final design decisions
- Final design development and approval
- Bid process management

## 1: Concept Design

- Public engagement on design objectives
- Design alternatives analysis
- Concept design affirmation

**We are here!**



**Published Master Plan**

**Late 2021**

**Jan–Aug 2022**

**Sept 2022–  
Summer 2023**

**Spring–Fall**

**Fall 2024**

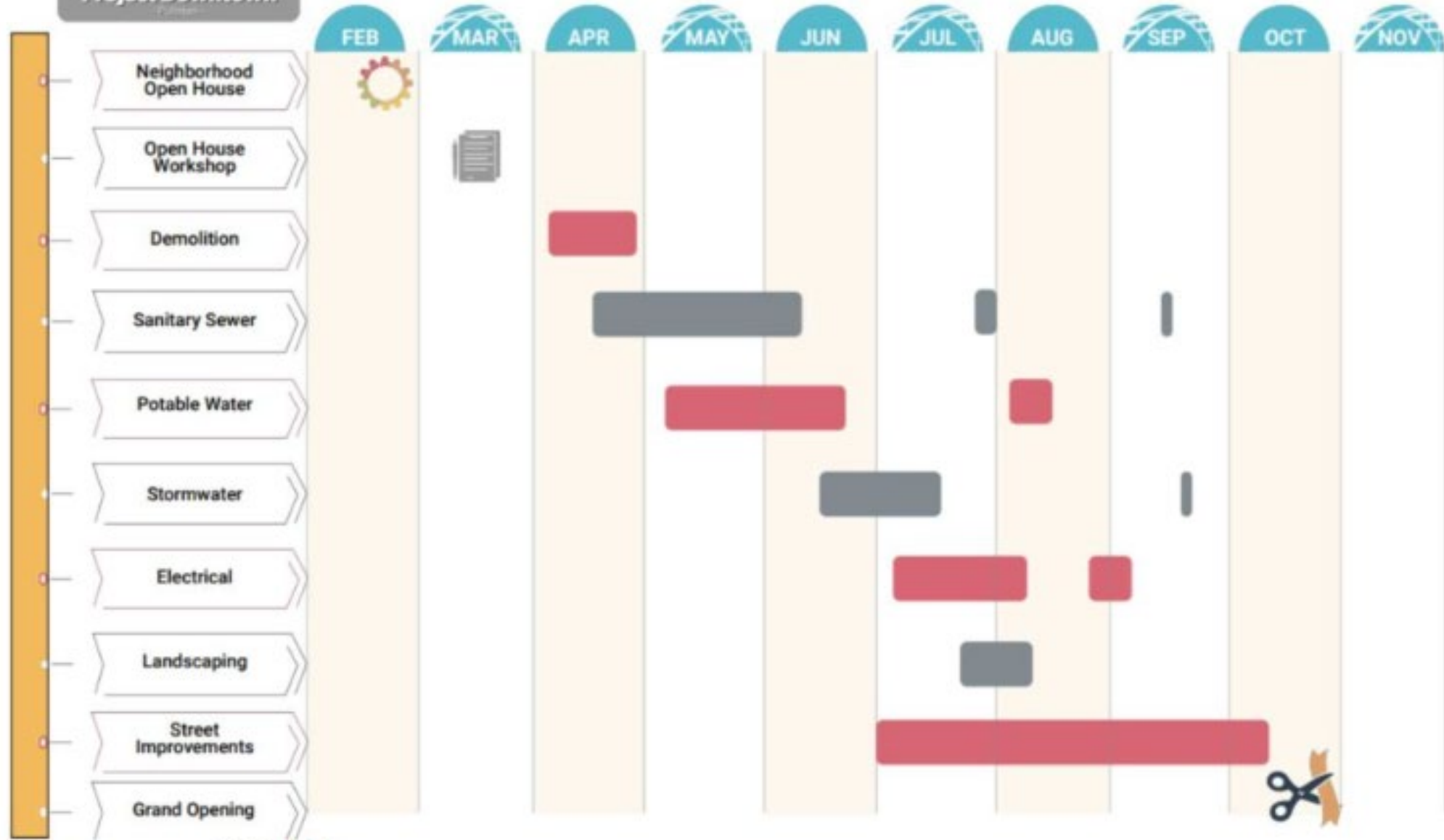




Project Downtown

# Pullman Downtown Preliminary Construction Schedule

February 29, 2024





# Expansion Project Update

Matt Forge, CEO Pullman Regional Hospital

A decorative graphic at the bottom of the slide consists of several overlapping, wavy bands of green in various shades, creating a sense of movement and depth.



# Why now?

- Pullman is growing, and so is the demand for healthcare
- 35% increase in surgeries
- Doubled ER visits (14,000 today)
- Added a dozen clinics
- Third largest employer in Pullman
- 20 year-old building (95,000 square feet with one 10,000 addition and a dozen remodels)



# Delivering on our commitment to expand patient care:

*Less wait, less travel, more access to premier healthcare*

- Expanded Emergency Department – more space and space for mental health
- 5<sup>th</sup> Operating Room, revised post-surgery recovery (PACU), space for more GI services
- One campus

# Project details



- \$45-50 million, 5+ year phased project
- Includes remodel and expansion of the hospital and new medical office building on campus
- GC/CM (General Contractor as Construction Manager) approach
- Funded through \$27.5M bond, hospital operations and financing and philanthropy

# Timeline of Activities

- Community Focus Group – 2022
- Citizens Committee – 2022
- Bond (76.19% YES!) – 2022 Thank you Pullman!
- Architect partner selection process – local Design West & internationally known SRG Partnership – 2023
- Bond was rated A1 and successfully sold
- Concept designs for the best patient experience (100+ employees, nurses, physicians, commissioners and community members)
- Board approval on concept design for hospital remodel & expansion – 2023
- Application to use General Contractor as Construction Manager (GC/CM) process was approved by the State of Washington
- Schematic design workshops THE DETAILED WORK BEGINS! – 2024
- Contractor selection process – Bouten Construction Company

# Project Priority = Patient Experience



- Reduce wait times (increase efficiency)
- Reduce the number times a patient is moved (reduces risk/error)
- Maximize utilization of rooms/spaces
- Improve wayfinding and security
- Increase connectivity and shared resources
- Address current capacity and plan for growth
- Evolve given 20 years of change! (outpatient growth, technology, best practices)





What does it take to remodel and expand a hospital and continue high quality patient care, access to parking, minimize noise, and temporarily relocate services during a multi-year construction project?

# Teamwork

*604 employees | 100 community physicians & providers | 18 foundation board members | 12 clinics | 7 commissioners | 1 hospital*

- Department Design Teams
  - Employee/nurse/physician workgroups representing all departments working directly with architects and medical planning experts
- Medical Staff Committee (safe, quality and innovative healthcare services)
- Facilities Steering Committee (overall facility growth and maintenance)
- Strategic Planning Committee (organizational priorities and long-term planning)
- Standards Committee (consistent IT, infection prevention, EVS, safety, aesthetic and regulatory compliance)
- Space & People Committee (temporary relocations)
- Aesthetics Committee (organizational consistency using research based biophilic design principles)
- Internal Expansion Communications Committee (employee voice and feedback)
- Board of Commissioners (elected liaisons for the community)
- Foundation Board (volunteer advocates for fundraising priorities)



# Up Next...

- Collaborative design workshops with our contractor
- Phased construction timelines
- Planning for the Medical Office Building
- Timelines for ground-breaking
- Operational workflow planning to reduce wait times and maximize our spaces
- Fundraising campaign





# Key learnings

- Mindset: Balance department needs and the needs of our entire organization
- Rules: Cool, calm, collected
- Never lose sight of the Patient Experience
- Invest in the process (people & time)
- Strong teams = mix of institutional knowledge, the next generation of leaders, external expertise
- Transparency in decision-making



An aerial photograph of a city during sunset. The sun is low on the horizon, casting a warm, golden glow over the landscape. The city buildings and parking lots are visible in the foreground, with rolling hills in the background. A large, bold green text 'Thank you!' is overlaid on the top left of the image.

# Thank you!

## Any questions?

Contact information

- **Matt Forge**, [matthew.forge@pullmanregional.org](mailto:matthew.forge@pullmanregional.org)
- **Alison Weigley**, [alison.weigley@pullmanregional.org](mailto:alison.weigley@pullmanregional.org)

# Economic Development Advocacy



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- WSU Pullman Strategic Plan – Hailey James
- Legislative Session Update – Representative Mary Dye



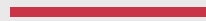
Photo credit: Cacophony



WASHINGTON STATE UNIVERSITY  
**PULLMAN**

# WSU PULLMAN STRATEGIC PLAN

September 2023



# WSU PULLMAN STRATEGIC PLAN







PULLMAN STRATEGIC PLAN

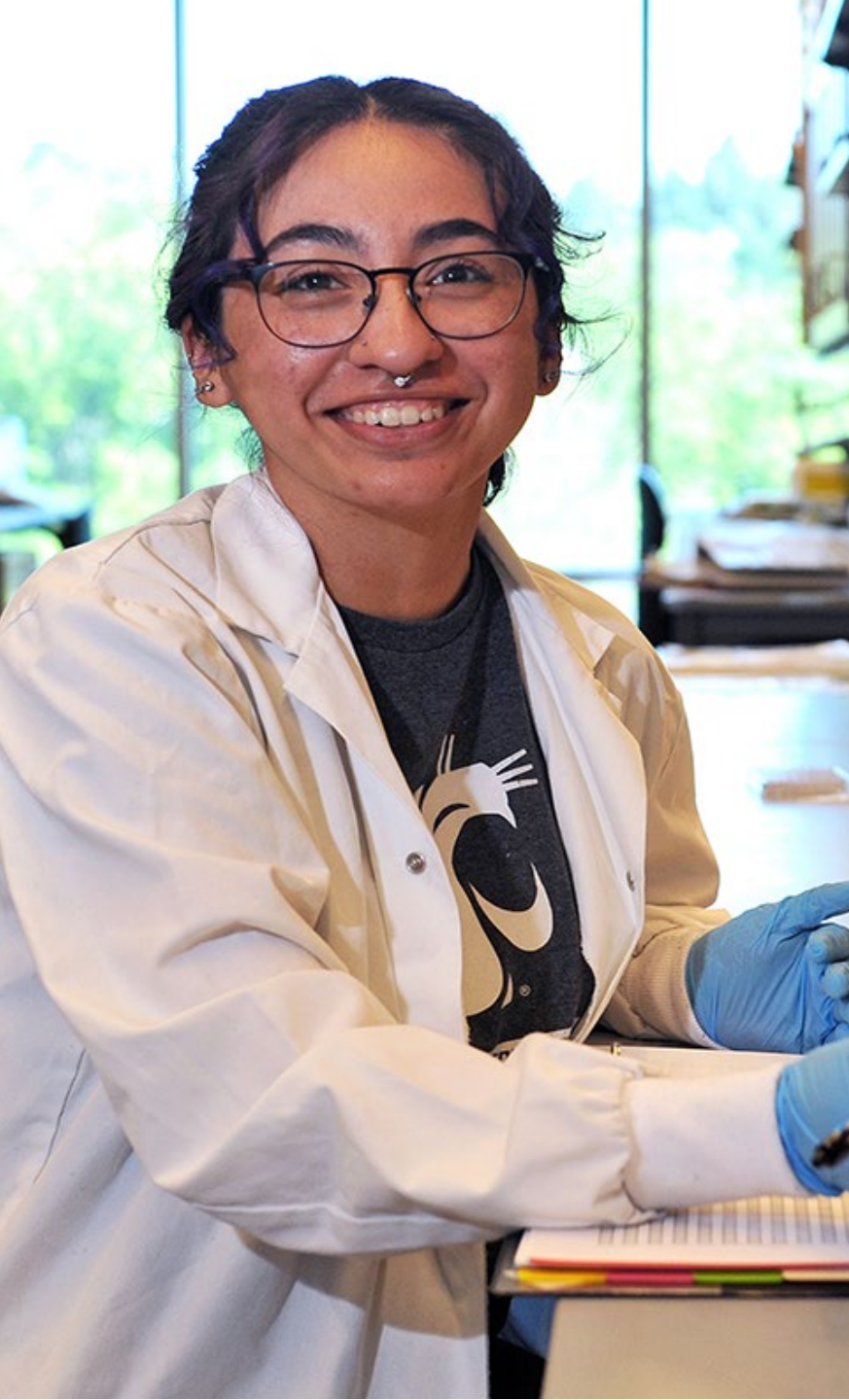
## EQUITABLE STUDENT SUCCESS

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**GOAL 1** WSU Pullman will provide a safe and exceptional residential undergraduate, professional, and graduate student experience that supports the success of and provides opportunities for all Cougs.

**METRICS** WSU Pullman first-year retention rates (indicated by class year)

Number of doctoral degrees awarded at WSU Pullman



PULLMAN STRATEGIC PLAN

## EQUITABLE STUDENT SUCCESS

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**GOAL 2** **WSU Pullman will capitalize on its residential campus status to build upon a campus environment that fosters student personal growth, belonging, and safety.**

**METRIC** **WSU Pullman student engagement satisfaction rate**



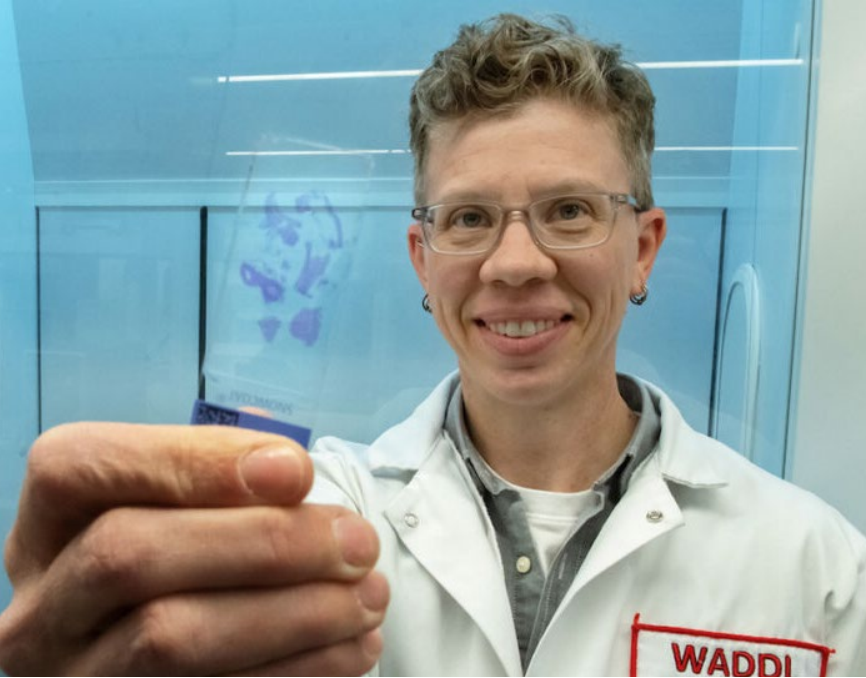


PULLMAN STRATEGIC PLAN  
INNOVATION IN RESEARCH AND  
CREATIVE ACTIVITIES

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**GOAL 1** WSU Pullman will foster an environment that encourages innovation, partnership, and disciplinary, inter- and transdisciplinary scholarship, establishing the campus as a hub of expertise in diverse areas of scholarly inquiry.

**METRIC** WSU Pullman research expenditures



PULLMAN STRATEGIC PLAN  
INNOVATION IN RESEARCH AND  
CREATIVE ACTIVITIES

**GOAL 2** WSU Pullman will promote a campus culture that recognizes and celebrates the diverse forms of scholarship that lead to the betterment of society.

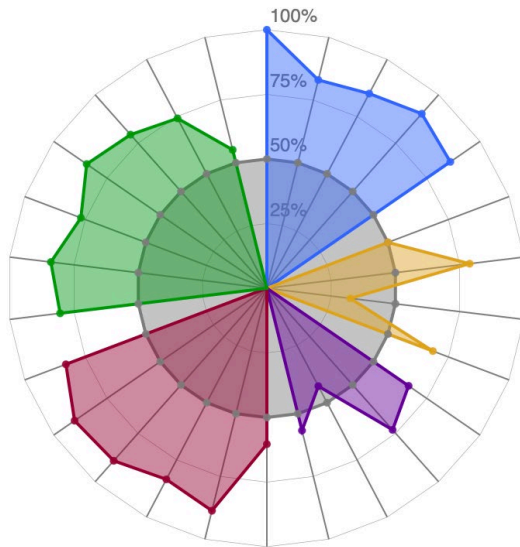
**METRIC** Number of faculty awards, prizes, and commissions

PRODUCTIVITY RADAR



ALL ▾

- Median
- Articles
- Awards
- Books
- Citations
- Federal Grants







PULLMAN STRATEGIC PLAN  
EMPLOYEE DEVELOPMENT,  
WELLNESS, AND BELONGING

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**GOAL 1** **WSU Pullman will recruit and retain a diverse workforce that advances its land-grant mission of serving the public good.**

**METRIC** *Pending comprehensive review of the recently released Employee Engagement Survey and COACHE Survey results.*



PULLMAN STRATEGIC PLAN  
EMPLOYEE DEVELOPMENT,  
WELLNESS, AND BELONGING

---

**GOAL 2** **WSU Pullman will establish a working environment and ethos that supports the wellness of all employees and creates enhanced opportunities for professional development and career enhancement.**

**METRIC** *Pending comprehensive review of the recently released Employee Engagement Survey and COACHE Survey results.*





PULLMAN STRATEGIC PLAN  
**COMMUNITY ENGAGEMENT**

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**GOAL 1** WSU Pullman will foster a warm and inclusive community that welcomes students, faculty, staff, visitors, and alumni to the Palouse, and provides them with lifelong learning opportunities and a sense of belonging.

**METRIC** Number of WSU Pullman students participating in community engagement (service, service-learning, educational outreach)



PULLMAN STRATEGIC PLAN  
**COMMUNITY ENGAGEMENT**

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**GOAL 2** WSU Pullman will serve Pullman, the greater Palouse region, and beyond through our land-grant mission of research, education, and outreach to support the common good.

**METRIC** Percentage of WSU Pullman courses that utilize service-learning in their curriculum.





PULLMAN STRATEGIC PLAN  
**INSTITUTIONAL EFFECTIVENESS  
AND ACCESSIBILITY**

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**GOAL 1** **WSU Pullman will foster an accessible physical and cultural environment that promotes collaboration and innovation.**

**METRIC** Percentage of WSU Pullman classrooms, laboratory spaces, and conference rooms equipped for accessibility and virtual collaboration.



PULLMAN STRATEGIC PLAN  
**INSTITUTIONAL EFFECTIVENESS  
AND ACCESSIBILITY**

---

**GOAL 2** WSU Pullman will align resources, processes, and policies with strategic priorities in an inclusive, well-articulated, and publicized process that is facilitated by the analysis and interpretation of data.

**METRIC** WSU Pullman percentage of space utilization per capita.



WSU PULLMAN STRATEGIC PLAN

# Next steps

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- Pending approval, release plan to WSU Pullman faculty, staff, students, and community members.
- Work with the Pullman Strategic Plan Implementation Council to develop scorecard, annual report material, and baselines for metrics.







# Legislative Update

- Representative Mary Dye
- Senator Mark Schoesler



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# Public Records Training



Port of  
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- Today at The Center, 1:30pm-5pm
- Free to attend



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## Closing & Contact Information

Email: [ado@portwhitman.com](mailto:ado@portwhitman.com)

Next EDIM: May 22, 2024

[www.portwhitman.com](http://www.portwhitman.com)