



Whitman County Economic Development Informational Meeting

August 16, 2023
11:45 am – 1:30 pm
The Center, Colfax

Economic Development Informational Meetings (EDIMs) are updates on the Port's implementation of the ADO's economic development plan. No business or official actions will be taken by the Port Commissioners.

Agenda Details

1. **Welcome and Introductions** – 12:00 pm
2. **2023 Economic Development Plan**
 - a. **Small Business Development**
 - Washington Small Business Development Center (SBDC) **(Exhibit 1)**
 - b. **Economic Profiling**
 - Economic Development Tools (NEW)
 - Whitman County TRENDS Site – Economic Data Search Tool
 - Select Economic Indicators **(Exhibit 2)**
 - Housing for All Planning Tool Results, Department of Commerce **(Exhibit 3)**
 - c. **Existing Business Retention & Expansion**
 - Economic Development Tools (NEW)
 - Choose Whitman County Site - Property Search Tool
 - Project Palouse – POWBAC
 - d. **Business Recruitment/Marketing & Advertising**
 - Update on Recent and/or New Business Leads **(Exhibit 4)**
 - Project Distribution – Pullman Industrial Park
 - e. **Site & Infrastructure**
 - Update - Tekoa Property Purchase
 - Update - POWBAC 12-acre Expansion
 - Update – Steptoe/Diamond and Malden/Pine City Broadband projects **(Exhibit 5)**
 - f. **Economic Development Advocacy**
 - Whitman Economic Development Organizations (WeDO)
3. **Future Meeting Topics and Closing**

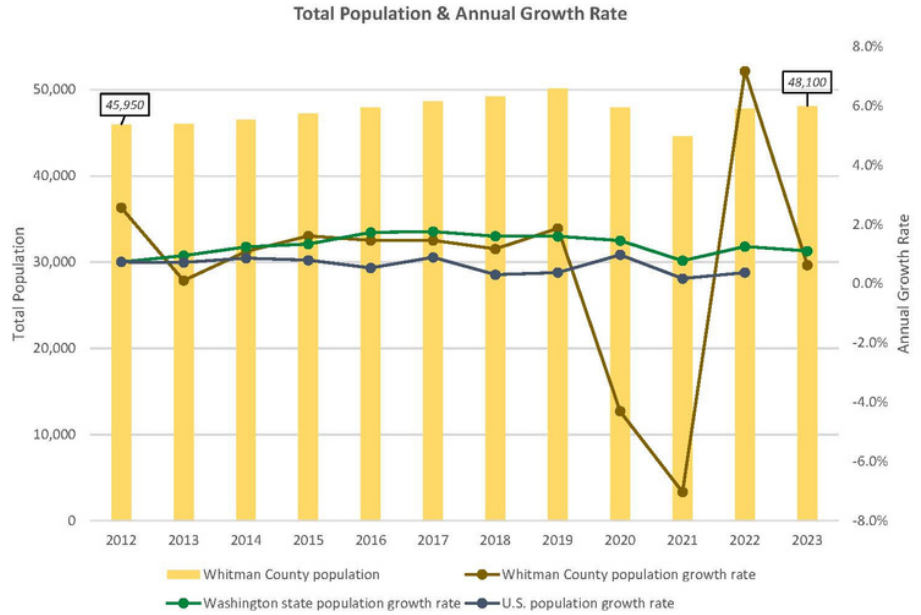
Exhibit 1 - Washington Small Business Development Center Data

PULLMAN CENTER		
Layout: Stakeholder Primary Scorecard		
Data Elements	4.1.23 - 6.30.23	1.1.23 - 6.30.23
CASE TOTALS (Clients)		
Number of Clients Counseled	28	50
Number of New Clients	14	31
Company Status		
Pre-venture/Nascent	11	22
Startups	6	6
In Business	11	22
CASE TOTALS (Total Hours)		
All Prep + Contact Client Hours	196	327
New Client Hours	49	97
CASE TOTALS (Impacts)		
Capital Infusion	0	\$2,958,259
Number Businesses Created	0	1
Jobs Created	0	82
Jobs Saved/Retained	0	37
Jobs Supported (In Business)	85	144
DEMOGRAPHICS (Type of Business, # of Clients)		
Accommodation and Food Services	3	8
Agriculture, Forestry, Fishing and Hunting	2	4
Arts and Entertainment	1	2
Construction	1	2
Educational Services	0	0
Finance and Insurance	0	0
Healthcare and Social Assistance	2	2
Management of Companies and Enterprises	0	0
Manufacturing	2	5
Professional/Technical Services	6	7
Real Estate, Rental and Leasing	0	1
Research and Development	0	2
Retail	1	2
Service	2	4
Technology Services	1	1
Transportation and Warehousing	1	1
Wholesale	0	0
No Response	6	9
DEMOGRAPHICS (Business Ownership Gender)		
Male	13	18
Female	5	11
Male/Female	4	13
No Response	6	8
DEMOGRAPHICS (Ethnic Background - Race)		
American Indian or Alaskan Native	0	0
Asian	3	3
Black or African American	3	4
Native Hawaiian or Pacific Islander	0	0
Multiracial	2	3
White	15	35
No Response	5	5
DEMOGRAPHICS (Ethnicity)		
Hispanic	4	5

Non-Hispanic	20	40
No Response	4	5
DEMOGRAPHICS (Business Ownership Vet. Status)		
Veteran	1	1
Service-Disabled Veteran	0	1
Non-veteran	21	39
No Response	6	9
COUNSELING ACTIVITY (Areas of Counseling, # of Sessions)		
Business Accounting/Budget	0	0
Business Plan	3	5
Buy/Sell Business	0	0
Cash Flow Management	0	0
COVID-19 Related	0	0
Financing/Capital	0	0
Human Resources/Employee Mg't	0	0
International Trade	0	0
Managing a Business	28	50
Marketing/Sales	0	0
Start-up Assistance	0	0
No Response	0	0
Other	28	50

Total Population & Annual Growth Rate

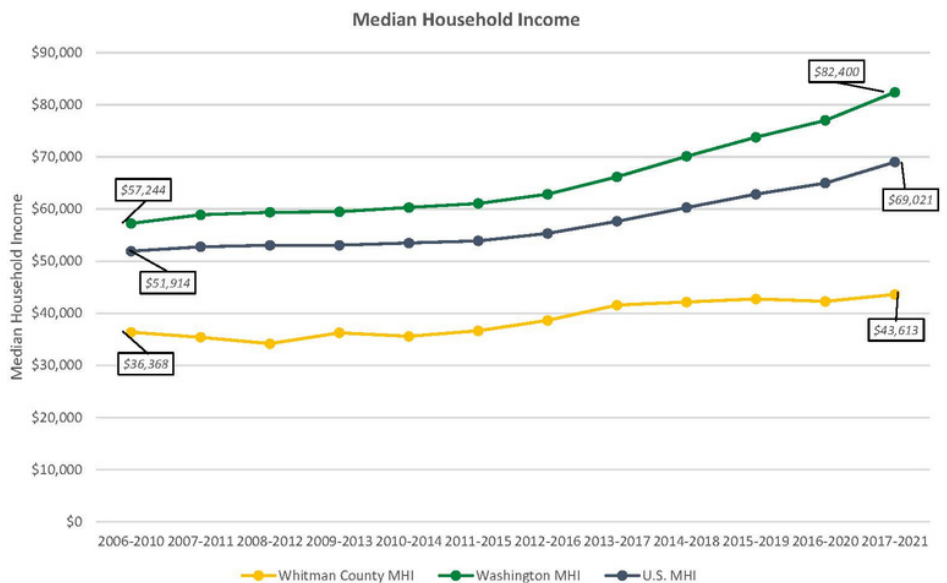
- Students living in WSU dorms (“group quarters”) are NOT included in state OFM or U.S. Census population numbers
- About 5,000 – 6,000 students are living in dorms in any given year



Source, WAOFM

Median Household Income (MHI)

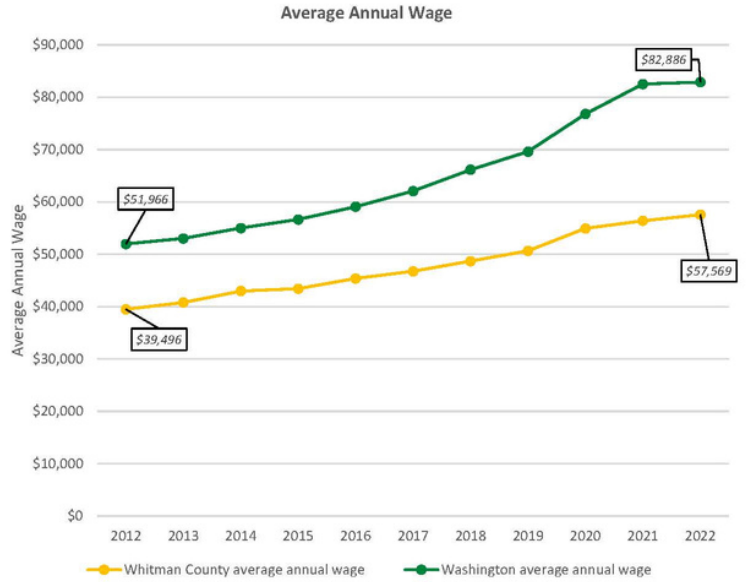
- MHI does NOT include people living in dorms
- Because we have fewer than 65,000 people, making the population too small for an annual average, the American Community Survey (U.S. Census) uses a 5 year moving average



Source, ACS

Average Annual Wage

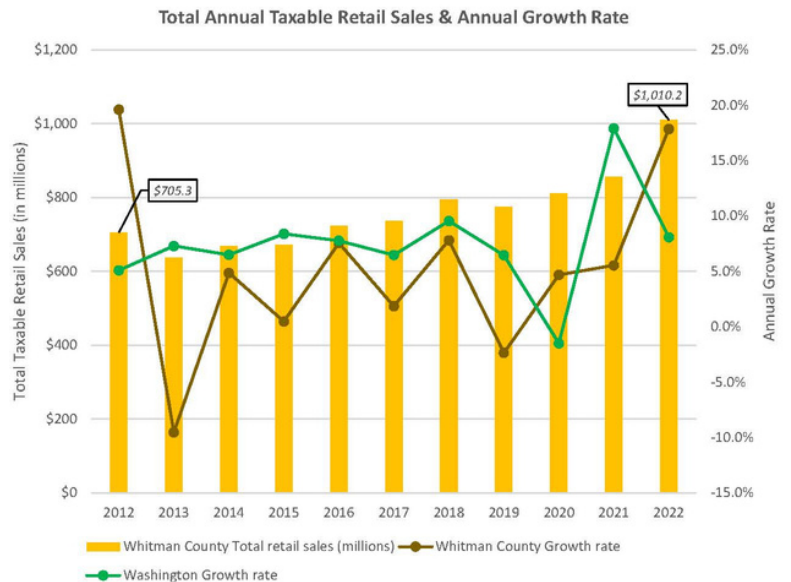
- Measurement of the annual earnings of all workers employed by county firms that pay into the Unemployment Insurance fund
- Students living in dorms, and people employed part-time, are included
- However, people living in Whitman County but working outside the county are not included



Source, ESDWAGOV

Total Annual Taxable Retail Sales & Annual Growth Rate

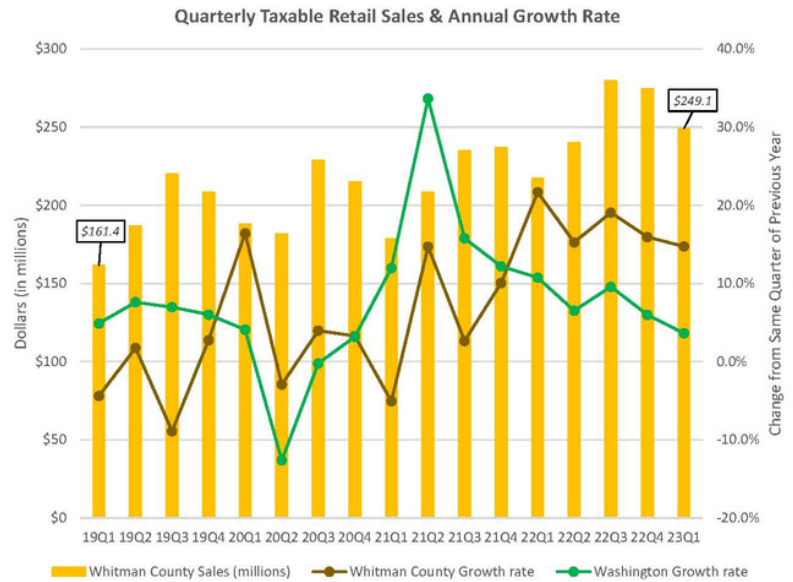
- University construction is included in this number
- The jump from 2021 to 2022 is likely due to federal stimulus dollars



Source, WSDR

Quarterly Taxable Retail Sales & Annual Growth Rate

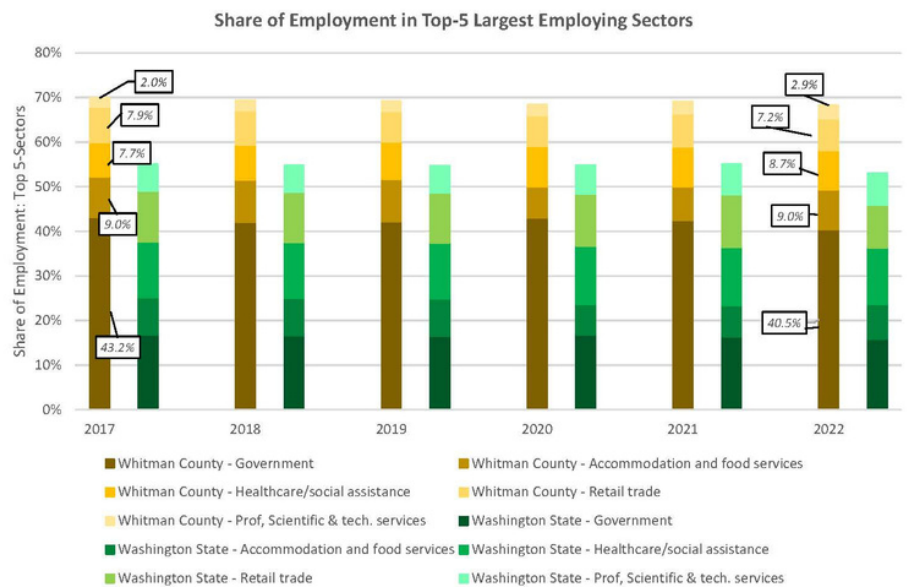
- There is a 4-month lag in reporting
- Q3 is always highest due to harvest activities and the return of WSU students



Source, WADOR

Share of Employment in Top-5 Largest Employing Sectors

- There is no data on manufacturing because we have fewer than 10 companies and reporting is suppressed



Source, ESDWAGOV

Washington state
Employment Security Department
Labor Market and Economic Analysis
Date: 7/25/2023

June 2023

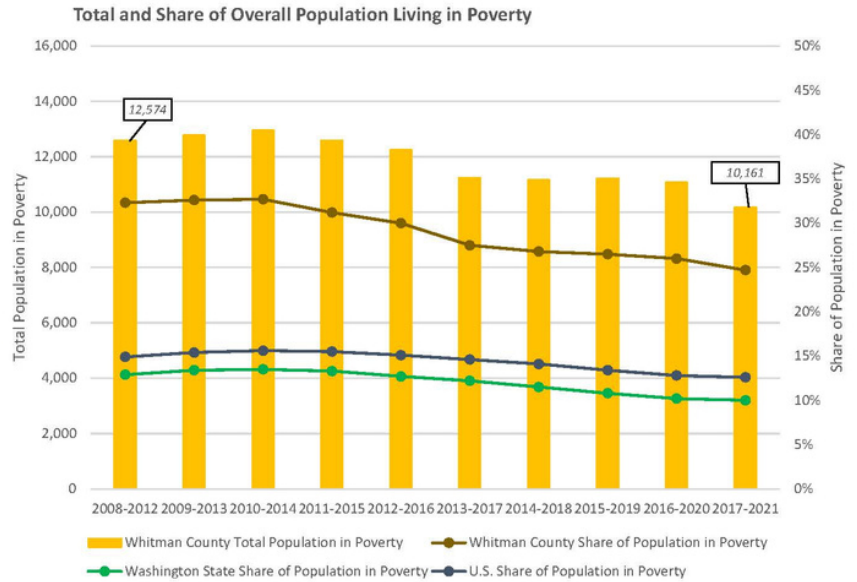
Washington state resident civilian labor force and employment*

County	Civilian labor force	Employment	Unemployment	Unemployment rate
Adams	9,709	9,424	285	2.9%
Asotin	10,654	10,383	271	2.5%
Benton	108,087	104,581	3,506	3.2%
Chelan	45,156	43,909	1,247	2.8%
Clallam	28,906	27,822	1,084	3.8%
Clark	251,754	243,878	7,876	3.1%
Columbia	1,737	1,686	51	2.9%
Cowlitz	49,396	47,593	1,803	3.7%
Douglas	22,210	21,528	682	3.1%
Ferry	2,184	2,059	125	5.7%
Franklin	44,510	42,676	1,834	4.1%
Garfield	820	792	28	3.4%
Grant	48,776	47,138	1,638	3.4%
Grays Harbor	29,571	28,321	1,250	4.2%
Island	36,687	35,568	1,119	3.1%
Jefferson	12,500	12,070	430	3.4%
King	1,359,131	1,313,637	45,494	3.3%
Kitsap	130,639	126,793	3,846	2.9%
Kittitas	22,786	21,950	836	3.7%
Klickitat	10,008	9,676	332	3.3%
Lewis	34,504	33,195	1,309	3.8%
Lincoln	4,673	4,523	150	3.2%
Mason	25,295	24,305	990	3.9%
Okanogan	19,483	18,798	685	3.5%
Pacific	8,444	8,084	360	4.3%
Pend Oreille	5,154	4,942	212	4.1%
Pierce	455,801	440,476	15,325	3.4%
San Juan	9,140	8,926	214	2.3%
Skagit	62,559	60,511	2,048	3.3%
Skamania	5,617	5,431	186	3.3%
Snohomish	461,974	446,218	15,756	3.4%
Spokane	265,850	257,997	7,853	3.0%
Stevens	19,199	18,461	738	3.8%
Thurston	151,102	146,659	4,443	2.9%
Wahkiakum	1,372	1,313	59	4.3%
Walla Walla	30,885	29,927	958	3.1%
Whatcom	116,051	112,426	3,625	3.1%
Whitman	23,226	22,427	799	3.4%
Yakima	132,587	127,634	4,953	3.7%

*Not seasonally adjusted

Total and Share of Overall Population Living in Poverty

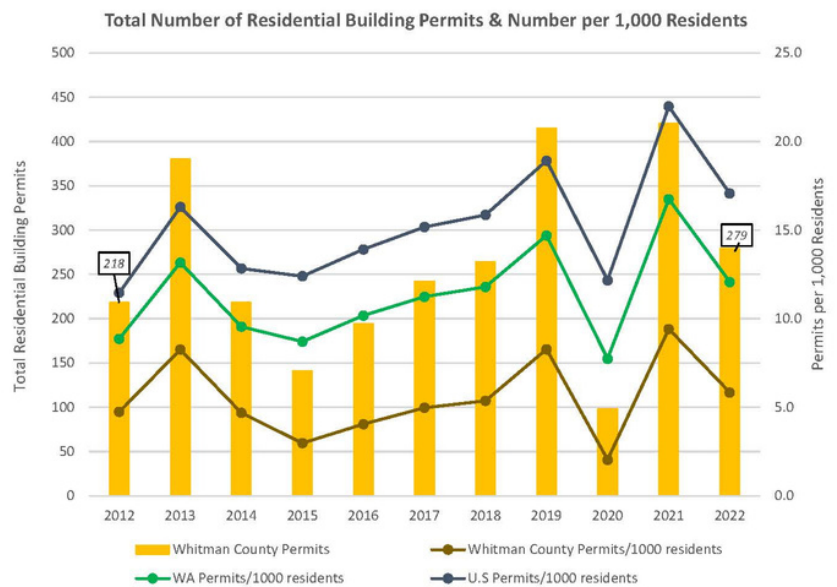
- Whitman was recently designated a Persistent Poverty county – a maintained poverty rate of 20% or more for the last 30 years
- Federal Poverty Levels (FPL) vary by household size and increase by the Consumer Price Index (CPI) every year



Source, ACS (5 year moving average)

Residential Building Permits & Number per 1,000 Residents

- Our rates are much lower on a per capita basis due to the high number of students
- The drop in 2022 is likely due to rising mortgage rates



Source, UWRER

Planning for Housing in Washington

March 2023 Update

In 2021, the Washington Legislature changed the way communities are required to plan for housing with [House Bill 1220 \(HB 1220\)](#). The Growth Management Act (GMA) housing goal was amended to “plan for and accommodate” housing affordable to all income levels, significantly strengthening the previous goal, which was to “encourage affordable housing.” Significant updates were also made to how jurisdictions are to plan for housing in the housing element of their comprehensive plans.

Projected Housing Needs

HB 1220, codified in RCW 36.70A.070(2), directs the Department of Commerce to provide existing and future housing needs for communities in Washington, including units for moderate, low, very low and extremely low-income households, and for emergency housing, emergency shelters and permanent supportive housing (see sidebar).

To develop the projected housing needs, Commerce worked with [an advisory committee](#) of stakeholders to [develop methodology](#) and an Excel tool to project housing needs based on county population projections. To be consistent with the framework for planning under the GMA, Commerce projected housing need at the county level and is providing [guidance to local governments](#) for how counties, cities and towns should work together to allocate the needs based on land and infrastructure capacity, jobs, services and other factors.

Based on the Office of Financial Management’s (OFM) medium population projections, the final projected housing needs by income bracket for 2044 is available at the end of this document. These housing projections are from the [final Housing for All Planning Tool \(HAPT\)](#) available on the Commerce [Updating GMA Housing Elements web page](#).

Certain faster growing communities will be using these projections to update their comprehensive plans and regulations over the next few years. Counties may choose a higher or lower population target from the OFM range and then use Commerce’s new tool to identify how much housing is needed in each income bracket. Counties, cities and towns then must work together to decide how to plan for and accommodate housing to meet the needs of each income bracket, and ensure enough emergency housing can be sited.

Housing Units by Income Band	Area Median Income (AMI)
Emergency housing/shelters	NA
Extremely low	0-30% AMI, including some PSH*
Very low	>30-50%
Low	>50-80%
Moderate	>80-120%
Other	Above 120%

*PSH = permanent supportive housing

Housing Element Requirements

The updated housing element requirements of RCW 36.70A.070(2), now require jurisdictions fully planning under the GMA to address the following as they update their comprehensive plan housing element:

- Document local portion of countywide housing needs as provided by Commerce,
- Include a statement of goals, policies, objectives and mandatory provisions for moderate density housing options within an urban growth area,
- Identify sufficient capacity of land for all housing needs, including by the income brackets noted above, emergency housing and emergency shelters, and permanent supportive housing,

- Make adequate provisions for existing and projected housing needs of all income brackets, including documenting barriers and actions needed to achieve housing availability,
- Identify local policies and regulations that result in racially disparate impacts, displacement and exclusion in housing, and identify and implement policies and regulations to begin to address and begin to undo such impacts, and
- Identify areas that may be at higher risk of displacement and establish anti-displacement policies.

Commerce Guidance

Commerce has developed draft guidance to advise communities on how to address these requirements, and will publish final guidance in three documents according to this table.

Final guidance title	Draft material	Final publication date	Webinar
Book 1: Establishing Housing Targets for your Community	<ul style="list-style-type: none"> • Allocating countywide housing needs to local governments • HAPT tool with projections • Projection methodology 	March 2023	March 2023
Book 2: Guidance for Updating your Housing Element	<ul style="list-style-type: none"> • Evaluating land capacity • Making adequate provisions for all income brackets 	April 2023	April 2023
Book 3: Guidance for Addressing Racially Disparate Impacts	<ul style="list-style-type: none"> • Racially disparate impacts draft guidance 	March 2023	Dec. 2022 webinar

Projected Housing Needs by County (Medium OFM Projection, 2044)

County	Total Housing Need	0-30% Non-PSH	0-30% PSH	30-50%	50-80%	80-100%	100-120%	120%+	Emergency Housing
Adams	1,753	276	200	197	333	127	88	532	19
Asotin	1,360	207	218	461	142	63	57	212	35
Benton	35,822	4,037	2,597	6,371	4,319	2,718	3,082	12,698	130
Chelan	10,032	1,226	912	1,725	1,678	803	728	2,960	294
Clallam	5,847	1,654	751	1,504	712	246	186	794	437
Clark	103,475	12,030	7,393	16,188	15,661	9,011	8,534	34,658	3,821
Columbia	98	48	30	20	0	0	0	0	1
Cowlitz	10,000	2,704	1,378	2,425	872	409	423	1,789	173
Douglas	6,755	912	0	826	1,095	573	668	2,681	33
Ferry	184	110	54	20	0	0	0	0	22
Franklin	20,608	1,786	1,804	2,408	3,729	1,935	1,717	7,229	150
Garfield	82	63	6	13	0	0	0	0	2
Grant	17,185	1,743	813	2,448	3,039	1,449	1,382	6,311	93
Grays Harbor	4,152	1,797	1,113	1,183	41	18	0	0	188
Island	8,475	970	833	1,754	1,476	689	654	2,099	262
Jefferson	3,985	1,599	247	558	444	174	221	742	556
King	336,591	84,873	42,993	50,971	25,309	17,395	19,734	95,316	59,616
Kitsap	24,066	5,494	2,646	4,589	3,144	1,393	1,365	5,435	1,280
Kittitas	5,217	1,870	570	1,011	352	271	261	882	0
Klickitat	2,319	565	135	476	337	85	145	576	89
Lewis	5,598	1,799	890	1,133	618	220	170	768	478
Lincoln	203	0	117	80	0	6	0	0	1
Mason	7,848	1,009	1,048	1,499	995	442	547	2,308	89
Okanogan	2,036	875	445	379	160	51	19	107	98
Pacific	1,399	954	217	144	55	5	4	20	255
Pend Oreille	911	221	84	146	146	58	43	213	0
Pierce	135,652	16,098	20,142	22,874	20,255	9,624	8,776	37,883	7,218
San Juan	3,097	560	48	500	418	250	252	1,069	34
Skagit	16,914	2,811	1,607	2,817	2,418	1,282	1,136	4,843	281
Skamania	1,672	569	61	169	190	145	150	388	63
Snohomish	143,182	26,836	14,567	20,800	14,149	11,296	13,246	42,288	9,811
Spokane	70,874	19,416	5,721	13,147	8,117	4,327	3,552	16,594	2,992
Stevens	4,857	1,188	488	450	622	371	314	1,424	41
Thurston	52,456	8,576	3,591	8,264	7,979	4,168	4,162	15,716	921
Wahkiakum	334	11	109	37	40	17	19	101	9
Walla Walla	2,751	1,149	727	767	43	7	58	0	0
Whatcom	34,377	7,929	3,416	6,708	3,776	2,194	2,115	8,239	508
Whitman	3,591	3,011	300	280	0	0	0	0	39
Yakima	21,078	3,563	4,198	4,974	2,264	1,342	872	3,865	1,318
TOTAL	1,106,836	220,539	122,469	180,316	124,928	73,164	74,680	310,740	91,357

Questions and comments on this work may be directed to the project manager, Laura Hodgson, at laura.hodgson@commerce.wa.gov or 360-764-3143.

BUSINESS RECRUITMENT - ACTIVE BUSINESS LEAD REPORT

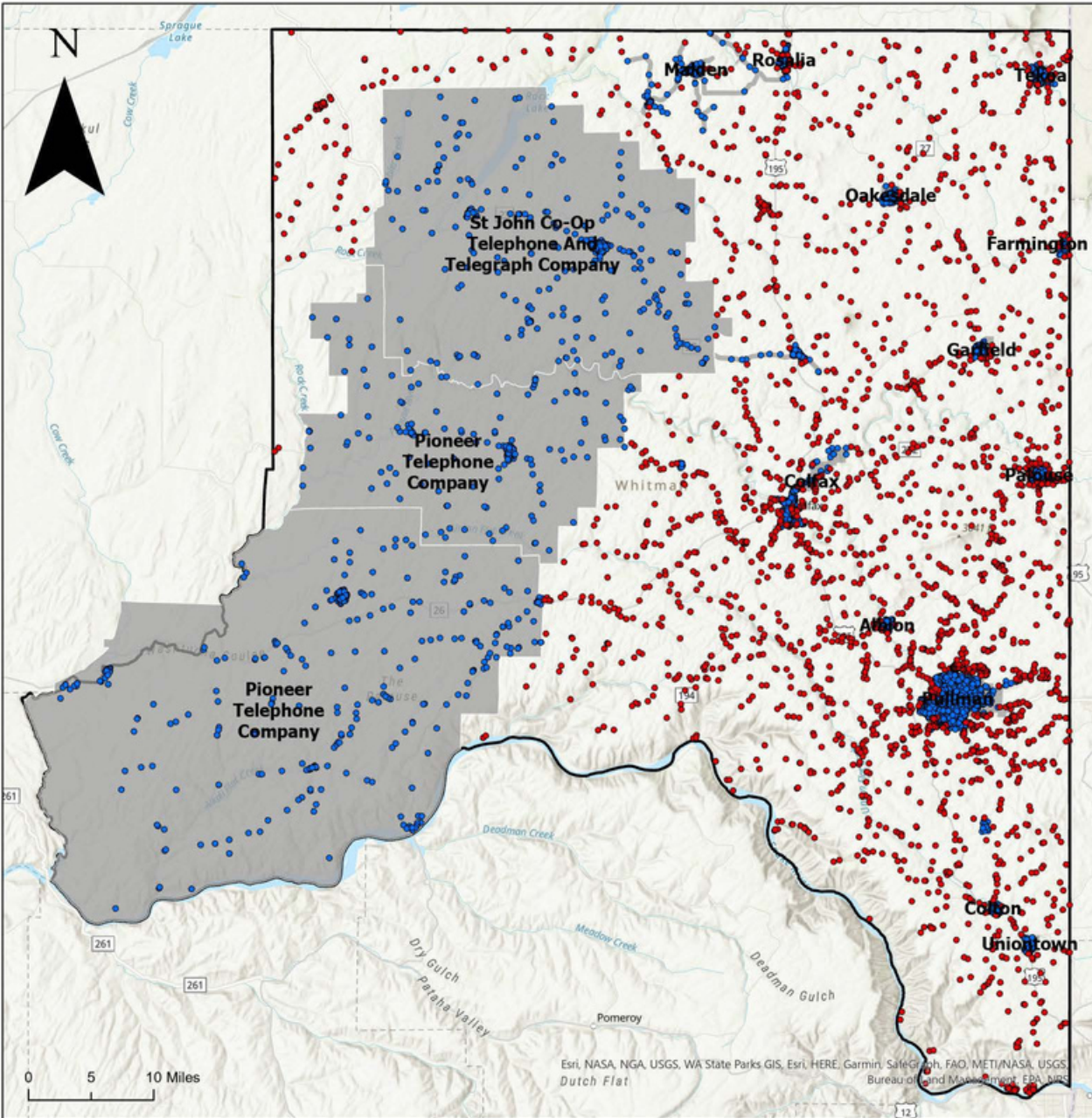
DATE	LEAD SOURCE	TYPE OF BUSINESS	CRITERIA	BENEFITS	STATUS
Jul-23	Private	Brewery	Industrial zoned property	15 - 20 FTE	Site visit August 2023
Jul-23	Private	Green energy	Industrial zoned property	~5 FTE	Several site visits and meetings
Jul-23	Private	Marketing agency	1,500 - 2,000 sq ft. 3 offices	~5 FTE	Site proposal in process
Jul-23	Private	Food co-op	6,000 - 8,000 sq ft	15 - 20 FTE Private investment unknown	Preferred site identified
Jul-23	Private	Green energy	Seeking location for pilot project, industrial zoned property	FTE unknown Private investment unknown	Awaiting additional information from lead
Jul-23	Private	Childcare	Needs larger space	FTE unknown Private investment unknown	Awaiting additional information from lead

 Business Lead Cold or on Hold

 Still Active Business Lead

 New or Reactivated Business Lead

Exhibit 5 - Fiber Areas



LEGEND

- Site Addresses Outside Fiber Areas (2,767)
 - Site Addresses - Whitman County - Office of the Chief Information Officer (OCIO) (16,235)
- Fiber Areas (Fiber / Fiber Funding)**
- Albion - Ziplly FTTH
 - Colfax - Colfax Cable FTTH
 - Colton - Inland Networks FTTH
 - Farmington - Ziplly FTTH
 - Garfield - Port/Ziplly FTTH
 - Johnson - Inland Networks FTTH
 - Malden - Ziplly FTTH
 - Malden / Pine City - Port FTTH
 - Oakesdale - Port/Ziplly FTTH
 - Palouse - Port/Ziplly FTTH
 - Pioneer Telco Exchange
 - Pullman - Multiple Providers with Broadband Service
 - Rosalia - Port/Ziplly FTTH
 - St John Telco Exchange
 - Steptoe / Diamond - Port FTTH
 - Tekoa - Port/Ziplly FTTH
 - Uniontown - Inland Networks FTTH
- Whitman County Boundary

Esri, NASA, NGA, USGS, WA State Parks GIS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS