



Whitman County Economic Development Informational Meeting

March 26, 2025
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

1. **Welcome and Introductions** – 12:00 pm
2. **2024 Economic Development Plan**
 - a. **Small Business Development**
 - Washington Small Business Development Center (SBDC) – Juan Garcia, Business Advisor
 - b. **Economic Profiling**
 - Select Economic Indicators **(Exhibit 1)**
 - c. **Site & Infrastructure**
 - Whitman County Planning Commission – Alan Thomson, County Engineer
 - Whitman County Roads: Planned Projects and Maintenance – Dean Cornelison, County Engineer
 - d. **Existing Business Retention & Expansion**
 - Upcoming Social Media Workshop for Artisan / Creative Businesses
 - Upcoming Social Media, Web Design, and SEO Workshop for Small Business – Rachel Schad, Colfax Chamber of Commerce Executive Director
 - e. **Business Recruitment/Marketing & Advertising**
 - Business Leads **(Exhibit 2)**
 - Tekoa Site Update
 - Technology Transfer & Commercialization Facility
 - f. **Economic Development Advocacy**
 - Council on Aging Colfax-Moscow Shuttle Bus Project – Paige Collins, Executive Director and Aly Sterman, Manager of COAST Transportation
 - Snake River Family Festival Planning and Event Overview **(Exhibit 3)**
3. **Future Meeting Topics and Closing**

The next EDIM is scheduled for **May 28, 2025**. Port staff will keep EDIM participants informed if there are any changes to the meeting format.



**Economic & Revenue Forecast Council
State of Washington**

Revenue Review: March 18, 2025

Executive Summary



United States

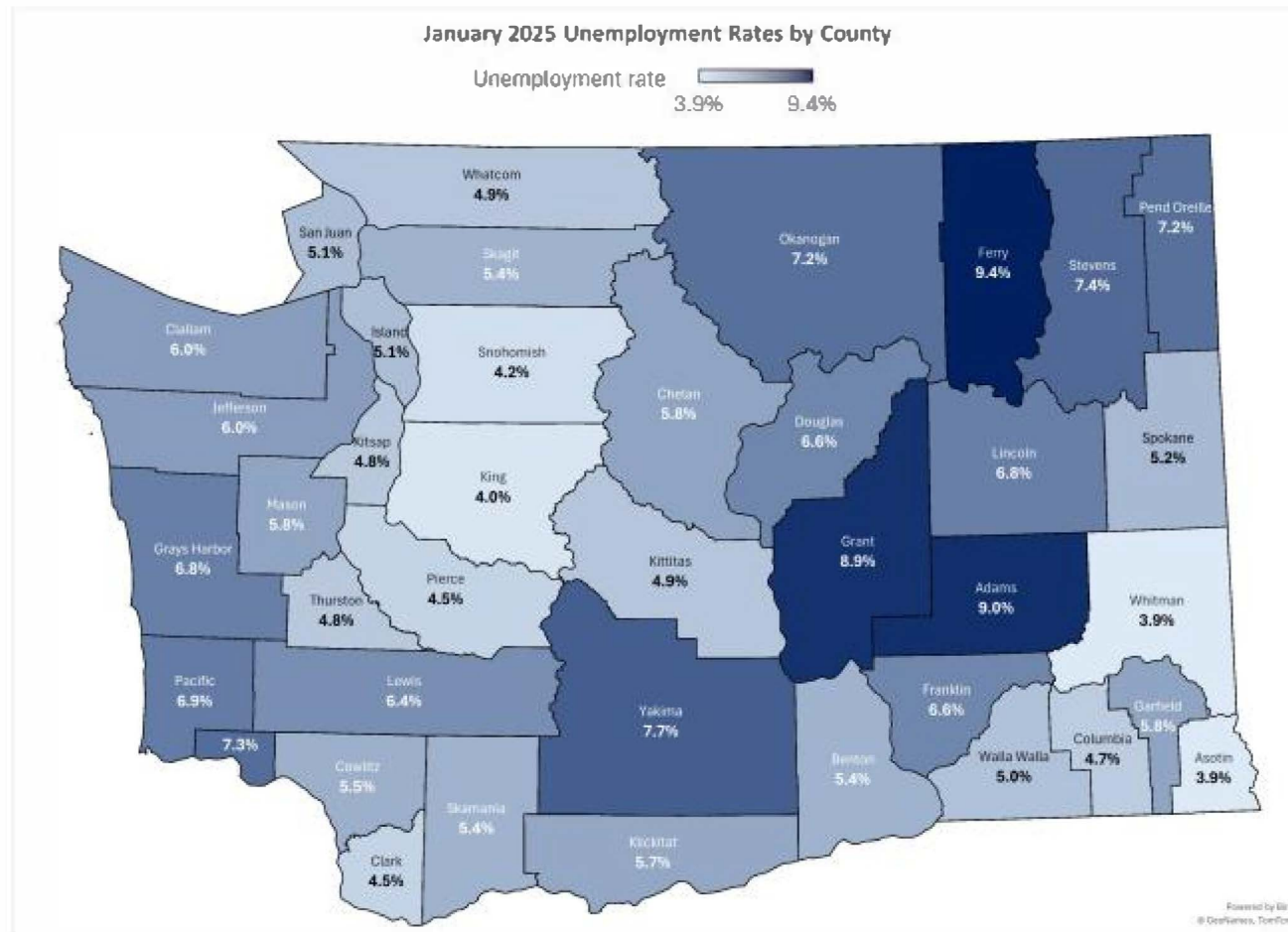
- This forecast is based on a modified version of S&P Global Market Intelligence's February 2025 control forecast for the U.S. economy. We have adjusted real gross domestic product (GDP) to be consistent with the February 2025 Blue Chip "Consensus" GDP forecast for 2025 and 2026. We expect real GDP to increase 2.2% in 2025 and 2.0% in 2026, compared with the 2.0% and 2.1% growth rates assumed in the November forecast. Our forecast for real GDP growth in 2027-29 is based on the bottom 10 long-term forecast from Blue Chip which was released in October 2024. We expect growth rates of 1.9%, 1.9%, and 1.8% in 2027 through 2029 down 0.1 percentage point each year from the November forecast.
- Our oil price forecast reflects futures market prices for the Brent (North Sea) oil price and West Texas Intermediate (WTI) benchmark. This forecast was based on the Wednesday, March 5, 2025 closing prices for Brent and WTI futures. Oil prices are unchanged compared with the November forecast for the first quarter of 2025 and then lower afterwards. As in November, oil prices are expected to decline throughout the forecast. The latest futures prices indicate that the refiner acquisition price of crude oil will average \$71 per barrel in the first quarter of 2025, unchanged compared to the November forecast. By the fourth quarter of 2029 the refiner acquisition price of crude is expected to average \$63 per barrel, down \$1 compared with the \$64 per barrel in the November forecast.
- National employment in February increased by 151,000 net jobs but employment levels for December and January were revised down due to additional data and updated seasonal factors by a combined 2,000 jobs. Sectors with the largest job gains in February included healthcare (+52,000), financial activities (+21,000), and construction (+19,000). Sectors with declining employment in February included accommodation and food service (-23,800), food and beverage retailers (-15,000) and temporary help services (-12,300).
- Two key measures of consumer confidence decreased in February. The University of Michigan (UM) consumer sentiment survey decreased by 7.0 points to 64.7 in February after decreasing by 2.3 points in January. The Conference Board index of consumer confidence decreased by 7.0 points in February to 98.3. Survey results indicated increased pessimism about current and future labor markets, income, and business conditions.
- Consumer prices increased 0.2% (SA) in February following a 0.5% increase in January. Compared to February 2024, prices are up 2.8%. Core prices, which exclude food and energy, rose by 3.1% compared to February 2024.

- Initial claims for unemployment insurance decreased by 2,000 to 220,000 (SA) in the week ending March 8th. The four-week moving average of initial claims increased by 1,500 to 226,000.
- Industrial production increased by 0.5% in January following a 1.0% increase in December. Industrial production was up 2.0% compared with its January 2024 level. New orders for core capital goods (i.e., durables excluding aircraft and military), which is a proxy for business investment, increased by 0.8% (SA) in January following a 0.2% increase in December according to U.S. Census Bureau data. New orders for core capital goods were 2.2% above their January 2024 level.
- Residential construction activity was mixed in January compared with December, and new and existing home sales were down. January housing starts decreased by 9.8% (SA) compared to December and were 0.7% below their January 2024 level. Housing units authorized by building permits in January were 0.1% (SA) above their December level but 1.7% below their year-ago level. New home sales in January decreased by 10.5% (SA) compared to December and were 1.1% below their year-ago level. Existing home sales in January decreased by 4.9% (SA) compared to December but were up 2.0% compared to January 2024. The seasonally adjusted Case-Shiller national home price index for December was 0.5% above its November level and 4.0% above its year-ago level.
- The major risks to the U.S. and Washington economies continue to be the impacts of elevated prices, high interest rates and geopolitical conflict along with trade policy and changes in employment and spending by the federal government.

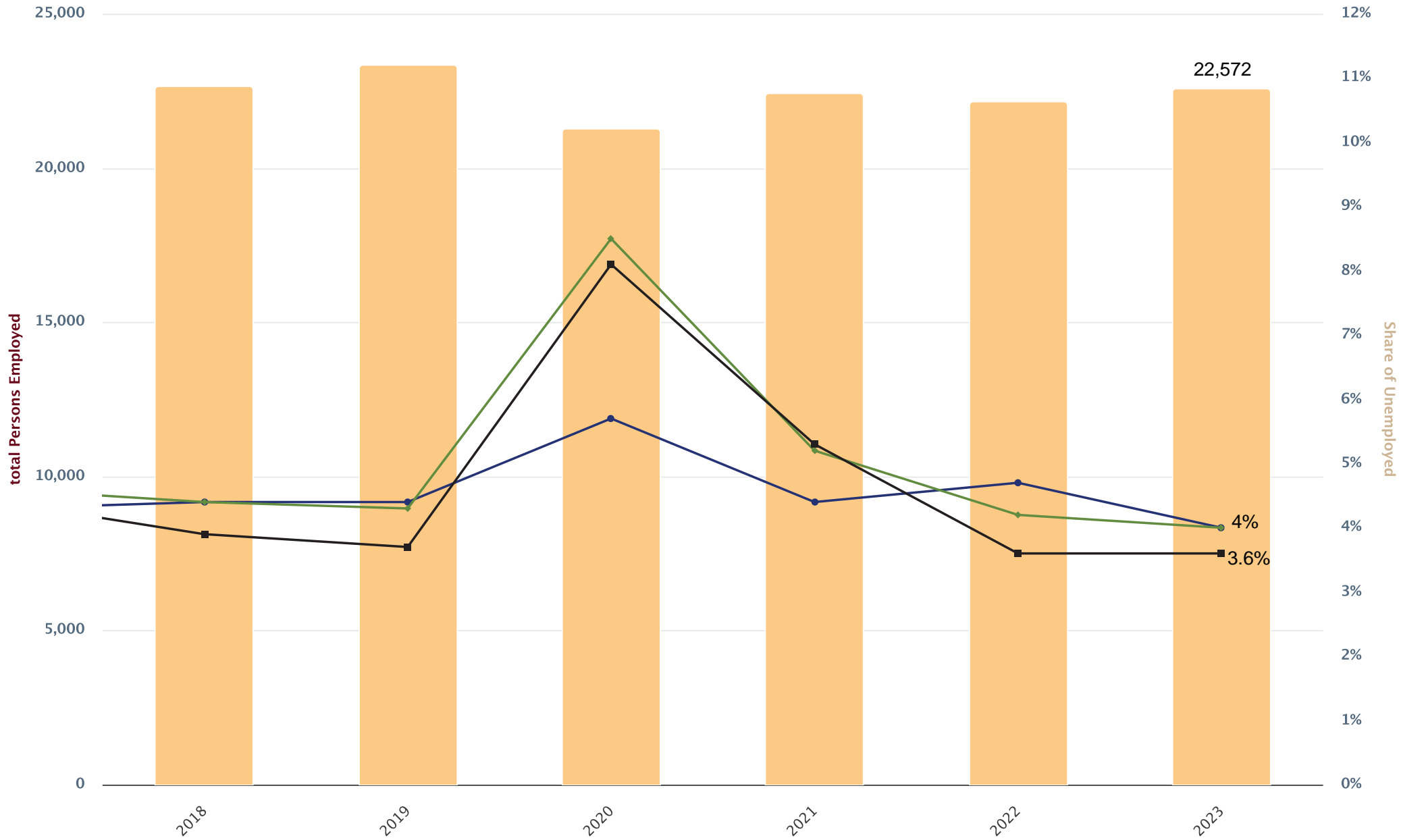
Washington

- Washington job growth has been stronger than expected compared to the November forecast. Total seasonally adjusted nonfarm payroll employment increased 48,200 in November and December which was 9,100 more than the increase of 39,200 expected in the forecast. The recently resolved Boeing strike raised employment in November by approximately 33,000 as striking workers returned to payrolls. The construction sector increased by 600 jobs while manufacturing employment increased by 31,500 in the two months since the forecast. Leisure and hospitality had the largest increase in the private service sector, gaining 4,300 jobs over the two months. The largest decline was in non air, water, and truck transportation and warehousing with a loss of 1,800 jobs. Government employment increased by 4,600, with a decline of 600 jobs in federal government partially offsetting a 5,200 job gain in state and local government.
- In March, the Bureau of Labor Statistics released preliminary Washington labor forecast estimates for January 2025 and revised earlier estimates. The revised estimates show that the Washington unemployment rate didn't rise as much as previously believed. The 2024 peak in the unemployment rate is now 4.6%, down from the 4.9% peak prior to the revision. In January, the Washington unemployment rate decreased to 4.3% (SA) from a revised 4.4% in December.

Whitman County unemployment rate in January 2025: 3.9%



2.4.1 Total Number of Employed Persons & Unemployment Rate

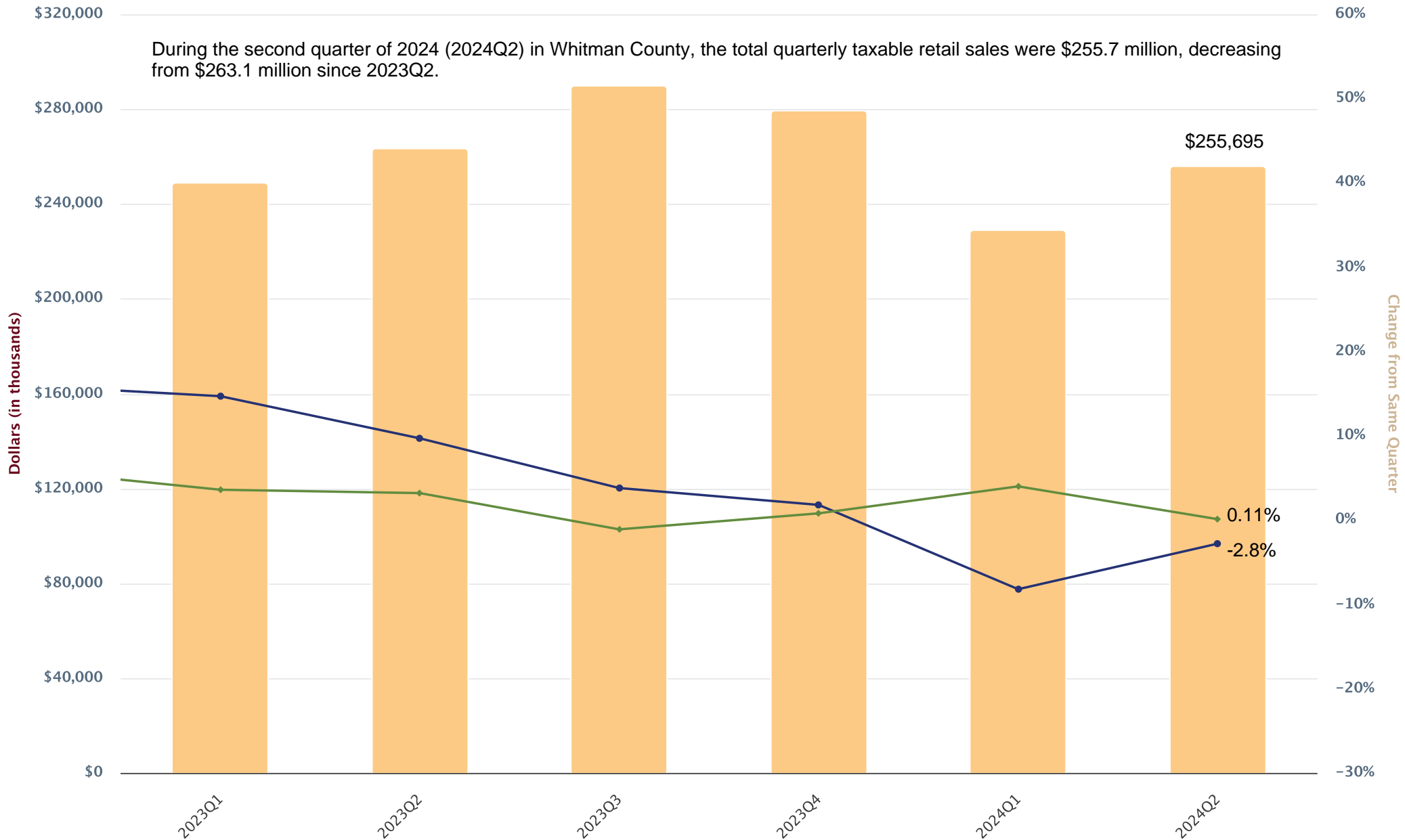


This graph was downloaded on 3/25/2025 from www.whitmancountytrends.org

- Whitman County - Total Employed
- Whitman County - Unemployment Rate
- Washington State - Unemployment Rate
- United States - Unemployment Rate

2.2.4 Quarterly Taxable Retail Sales & Annual Growth Rate from Same Quarter of Previous Year

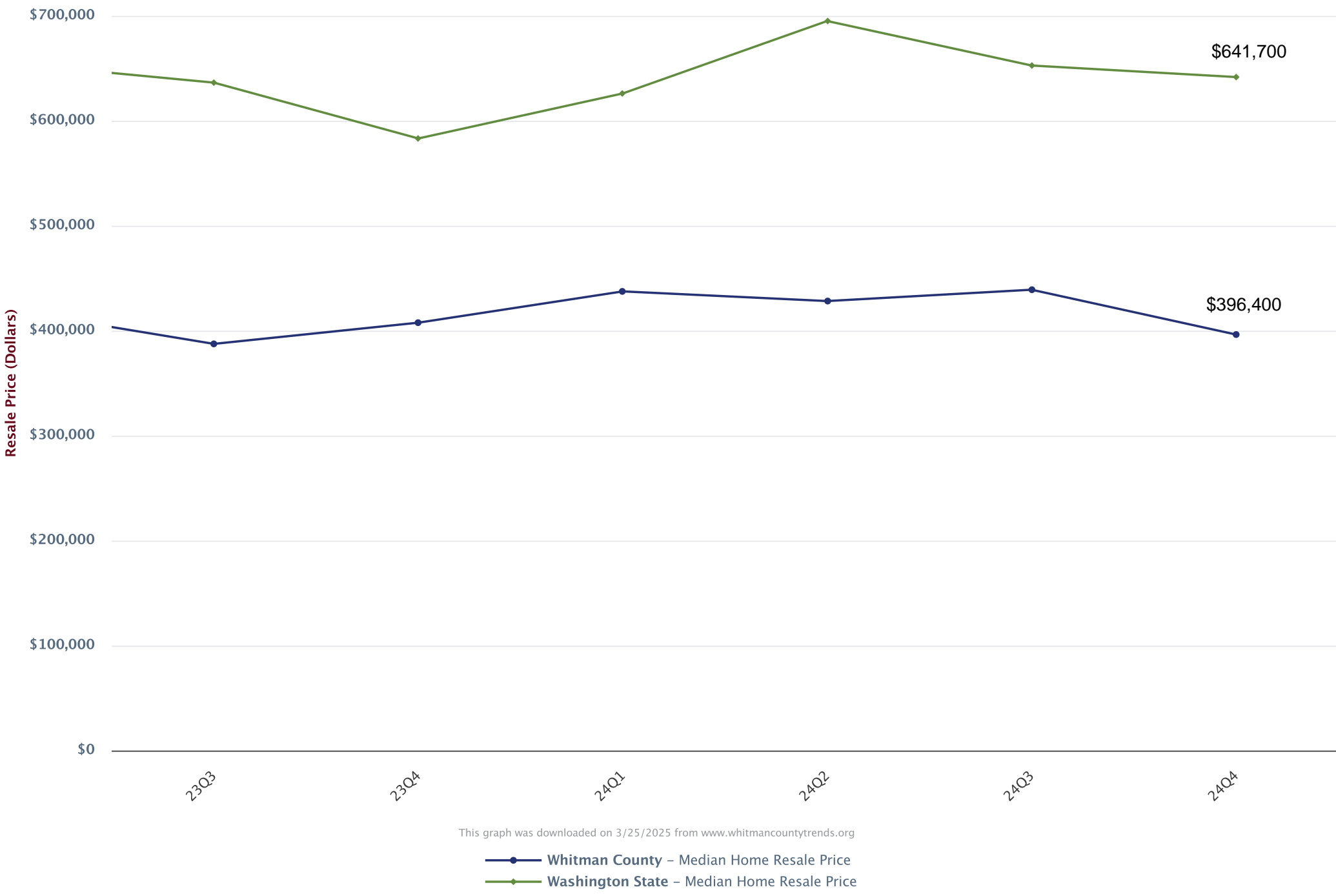
During the second quarter of 2024 (2024Q2) in Whitman County, the total quarterly taxable retail sales were \$255.7 million, decreasing from \$263.1 million since 2023Q2.



This graph was downloaded on 3/25/2025 from www.whitmancountytrends.org

- Whitman County - Total Retail Sales (thousands)
- Whitman County - % change from previous year
- Washington State - % change from previous year

6.3.1 Median Home Resale Price



BUSINESS RECRUITMENT - ACTIVE BUSINESS LEAD REPORT					
Project Completed or Permit Phase	New or Re-Activated Business Lead	Still Active Business Lead		Business Lead Cold or on Hold	Business Lead Closed
Date	Lead Source	Type of Business	Criteria	Benefits	Status
Sept-24	DOC	Project NLS Manufacturing	700 - 1,300 acres (ideal size is 1,000 acres); minimum 250MW; 3 million gal/day water; 1,500 dekatherm/hour	FTE: 1000+ Capital Investment: \$1B+	No sites meet preferred criteria.
Sept-24	DOC	Project Condor Nuclear Manufacturing and Recycling	65-150+ acres, 57.5 MW by 2031, 164,560 gal/day, spur access to freight rail and/or year-round navigable barge waterway	FTE: 600 Capital Investment: \$1.53 billion	No sites meet preferred criteria.
Sept-24	DOC	Project Frontier Manufacturing	1-15 acres, 6-7 MW, 13 MCFH, 1500 gal/minute, adjacent to rail	FTE: 200	No sites meet preferred criteria.
Sept-24	DOC	Project Oribi	50+MW with capacity to scale to 100MW by 2025, 500,000+ square feet	FTE / capital investment: Unknown	No sites meet preferred criteria.
Sept-24	DOC	Project Radiance Solar	100,000 sq ft, 2.5 MW expand to 3 MW	FTE: 100 Capital investment: Unknown	No sites meet preferred criteria.
Oct-24	DOC	Project Builtwell Modular Manufacturing	60 acre site near rail terminal, water supply	FTE: 16 Capital investment: Unknown	
Oct-24	DOC	Project ASIC Mining	50,000 - 80,000 sq ft building	FTE: 60+ Capital investment: Unknown	
Nov-24	DOC	Project Paddle Quest	40,000-45,000 sq ft building	FTE: 10 Capital investment: Unknown	
Nov-24	DOC	Project Hydra International Beverage Manufacturing	1 million gal/day minimum, up to 4-5 million gal/day, 4.8MW minimum, 225,000 gal discharge/day minimum, 150,000 sq ft minimum	FTE / capital investment: unknown	No sites meet preferred criteria.
Dec-24	DOC	Project Family Formula	25,000-50,000 sqft; 1-5 acres, high electricity and natural gas capacity, good ventilation	FTE: 20-50 Capital investment: Unknown	No sites meet preferred criteria.
Dec-24	Private	Project Beverage Production	1 million gal/day minimum, 4.8 MW minimum, 11.5 acres minimum	FTE / capital investment: Unknown	No sites meet preferred criteria.
Jan-25	DOC	Project Twilight	200-300 MW; reginery site or adjacent to refinery		No sites meet preferred criteria.
Jan-25	DOC	Project Saline Clean Tech	30,000 square ft. manufacturing / warehouse space for lease; 1500 gallons / day, 300kW peak demand	FTE: 50 Capital investment: \$750,000	
Jan-25	DOC	Project Mjolnir Fusion Energy Facility	542M gallons/year; 50-75MW	FTE: 200 Capital Investment: \$637M	No sites meet preferred criteria.
Feb-25	DOC	Project Traction Manufacturing	200-250 acres, 30MW scalable to 100MW, existing rail access	FTE: 600-2200, with up to 1000 construction jobs Capital Investment: \$500M	No sites meet preferred criteria.
Mar-25	DOC	Project Tectonix ICT / Advanced Manufacturing	150,000 sq ft including 100,000 sq ft clean room; 10,000KVA	FTE: 100	
Mar-25	DOC	Project Timberline	SAF Facility: 23 acres, 10MW Methanol Facility: 6 acres, 4MW Proximity to biomass sources, ports, refineries	FTE: 25-55 Capital Investment: \$100-150M	No sites meet preferred criteria.

EVENT PLANNING AND OUTREACH PROCESS & TOOLS

This document provides an overview of the processes and tools used by the Port of Whitman County to plan the Snake River Family Festival and facilitate outreach efforts. From goal development to post-event follow-up, this document outlines the steps and tools we use for planning, promoting, and engaging with stakeholders and attendees. **We are happy to share our tools, lists, and templates!**

PROCESS	
Define the Event Purpose and Goals	Start by clearly identifying the purpose of the event. What are you trying to achieve?
Set a Budget	<ul style="list-style-type: none"> Determine overall budget and allocate funds for various aspects of the event such as venue, catering, entertainment, marketing, and more. If you charge vendors, determine the amount to charge to recover costs (at a minimum!) Don't forget about insurance.
Choose a Date and Venue	<ul style="list-style-type: none"> Consider logistics such as parking, accessibility, and technology needs. Create the event layout.
Plan the Event Agenda	Create a detailed schedule of the event.
Assemble the Team	Identify the people who will help execute the event. Assign roles such as event coordinator, logistics, marketing lead, volunteer coordinator, and others based on the needs of your event.
Secure Exhibitors, Entertainment, and Vendors	Reach out to potential participants, negotiate terms, and confirm availability. Ensure that all contracts and agreements are signed and clarified. Include insurance indemnification clauses.
Develop a Marketing and Outreach Plan	Design a marketing strategy to promote the event. Include social media campaigns, email newsletters, press releases, and partnerships. Target the right audience and choose the channels that best suit your event.
Prepare Event Materials and Logistics	Organize all necessary materials, such as event signage, programs, name tags, giveaways, and equipment. Confirm logistics such as transportation, catering orders, technical equipment setup, and any other required supplies.
Evaluate and Follow Up	<ul style="list-style-type: none"> After the event, gather feedback from attendees, staff, and stakeholders. Assess whether your goals were met and identify areas for improvement. Send thank-you notes.
Start planning for next year!	Re-create planning documents from templates. Adds notes, tasks, and reminders and make adjustments as ideas and changes arise.

PLANNING DOCUMENTS

Event Planning Workbook	<p>Workbook Tabs include:</p> <ul style="list-style-type: none"> • Questions, Ideas, and Notes • Tasks and Timeline • Advertising, Media and Promotion with contacts and a list of promotional items ideas • Budget • Exhibitor List • Items Needed for the Event • Event Assignments and Instructions • Invite Lists with contacts for stakeholders, legislators, school districts, community partners, and more • Entertainment • Event Rental List
Marketing and Promotion Plan	<ul style="list-style-type: none"> • Detailed outline of the marketing and outreach plan with publication dates and tasks • Plan and budget for social media ads
Requests for Proposals	<ul style="list-style-type: none"> • Caterers • Event Equipment and Rentals
Emergency Plan	Includes emergency response protocol, assignments and lost child protocol
Event Binder Template	Includes all contacts, contracts, layout plans, assignments, and emergency plan. Printed copy available at event.

TOOLS AND TEMPLATES

Marketing and Promotional Materials	<ul style="list-style-type: none"> • Canva.com – free, easy-to-use tool to create social media posts, flyers, advertisements, and event logos • Media Releases • Radio Ads 																						
Contact List for Publications and Promotion Outlets	<table> <tr> <td>Colfax Chamber of Commerce</td><td>NWPB Community Calendar</td></tr> <tr> <td>Google Ads/Facebook Ads</td><td>Palouse Chamber of Commerce</td></tr> <tr> <td>Inland 360</td><td>Palouse Scenic Byway Website</td></tr> <tr> <td>Inland Northwest Broadcasting</td><td>Peachjar (Pullman School District)</td></tr> <tr> <td>Inlander</td><td>Pullman Chamber of Commerce</td></tr> <tr> <td>Innovia Foundation Community Calendar</td><td>Pullman Community Update</td></tr> <tr> <td>Lewiston Tribune</td><td>Spokesman Review</td></tr> <tr> <td>Local Radio Stations</td><td>State of Washington Tourism Calendar</td></tr> <tr> <td>Moscow Pullman Daily News</td><td>Tekoa Chamber of Commerce</td></tr> <tr> <td>Neill Public Library</td><td>Whitman County Gazette</td></tr> <tr> <td>Northwest Public Broadcasting</td><td>Whitman County Library</td></tr> </table>	Colfax Chamber of Commerce	NWPB Community Calendar	Google Ads/Facebook Ads	Palouse Chamber of Commerce	Inland 360	Palouse Scenic Byway Website	Inland Northwest Broadcasting	Peachjar (Pullman School District)	Inlander	Pullman Chamber of Commerce	Innovia Foundation Community Calendar	Pullman Community Update	Lewiston Tribune	Spokesman Review	Local Radio Stations	State of Washington Tourism Calendar	Moscow Pullman Daily News	Tekoa Chamber of Commerce	Neill Public Library	Whitman County Gazette	Northwest Public Broadcasting	Whitman County Library
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