

August 16, 2023
11:45 am – 1:30 pm
The Center
110 S. Main St.
Colfax, WA



**Port of
Whitman
County**

Whitman County Economic Development Informational Meeting (EDIM)

www.portwhitman.com

Port Staff Introductions



Kara Riebold
Executive Director



Brenda Stav
Operations and
Administration Director



Fletcher Aukerman
Finance Director



Jody Opheim
Community Outreach
Director



Kalvin Johanson
Broadband Director



Sarah Highfield
Communications Director



Doug Getz
Maintenance Director



Patty Kiebertz
Assistant
Communications Director



**Port of
Whitman
County**

What is an ADO?



Port of
Whitman
County



Washington State
Department of
Commerce

- Associate Development Organizations (ADOs) serve as the **lead entity for local economic development** activities in their county
- The Port of Whitman will serve as the county's ADO from **July 1, 2023 – June 30, 2025**



Core Elements of Work

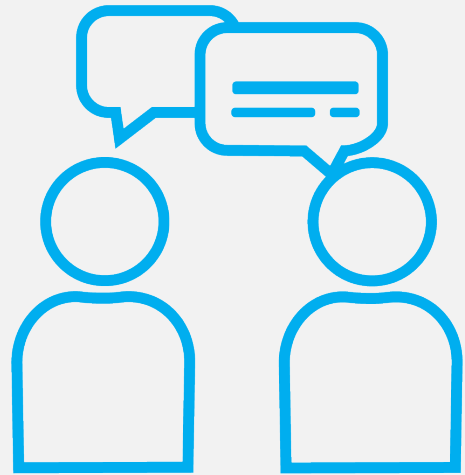
- Small Business Development
- Economic Profiling
- Existing Business Retention/Expansion
- Business Recruitment, Marketing & Advertising
- Site and Infrastructure Development
- Economic Development Advocacy

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

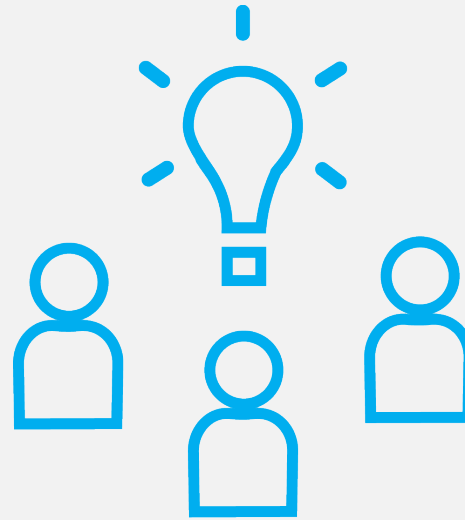
Our Approach



Port of
Whitman
County



COMMUNICATION



COLLABORATION



ACTION

Our Metrics



Port of
Whitman
County

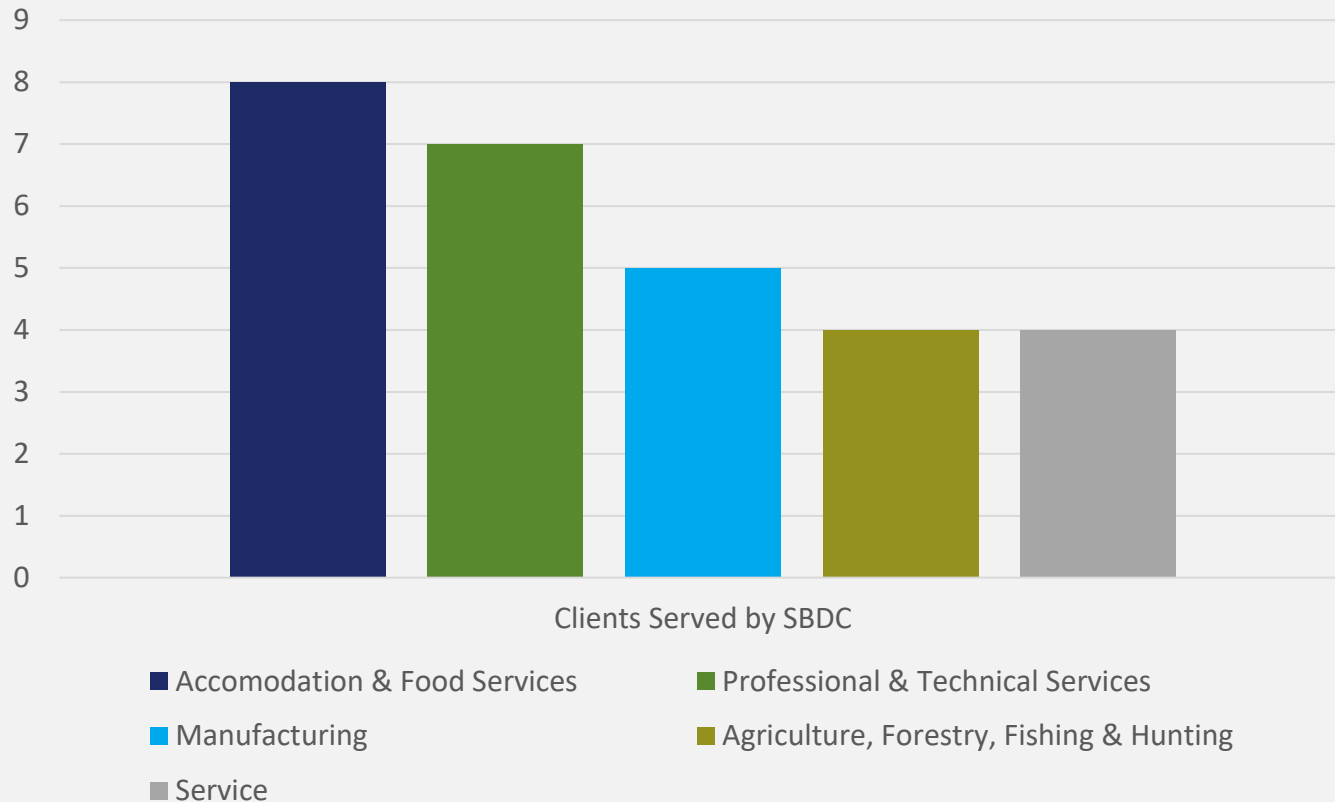
| Metric | Annual Goal | July 2023 |
|--|-------------|--|
| Marketing Plan | 1 | |
| Start-ups (businesses started within the last 2 years) | 8 | 3 |
| Existing Business Interactions | 75 | 2 |
| Business Recruitment (initiated contact with out-of-state businesses) | 6 | 1 |
| Export Assistance | 3 | |
| Training Opportunities | 12 | Formal partners include One Palouse and SBDC |

Small Business Development

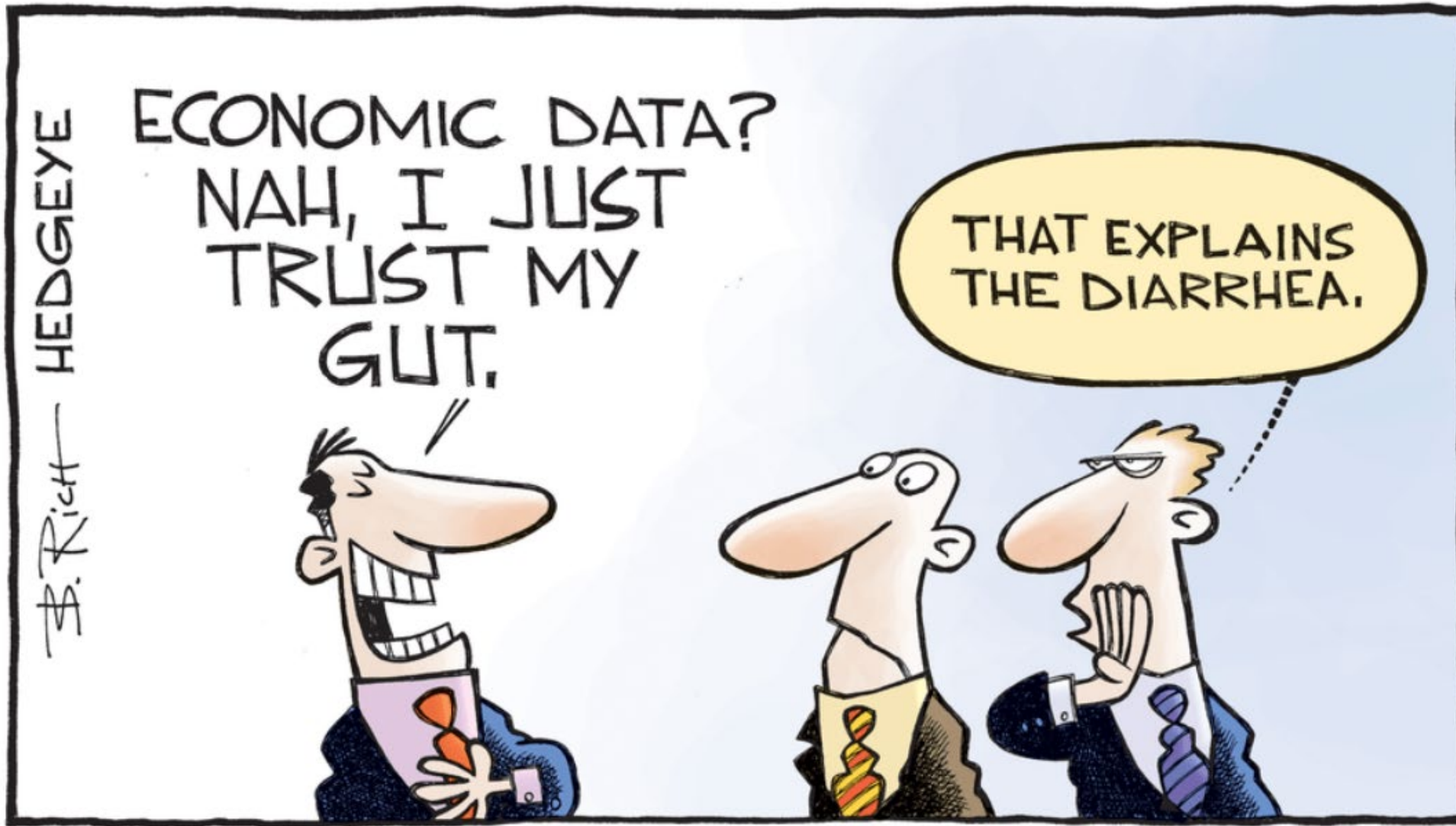


Port of
Whitman
County

Most Common SBDC Client Demographics, YTD



- Small Business Development Center (SBDC) offers startup and growth support to local businesses



Upcoming Resource | TRENDS Website



Port of
Whitman
County

wallawallatrends.org

WELCOME TO
WALLA WALLA TRENDS!

People

Economic Vitality

Education

Environment

Health

Housing

Public Safety

Transportation

Our Home

Walla Walla County the largest county in southeast Washington and home to approximately 60,000 residents. With Columbia County, it forms a metropolitan statistical area. It is also intimately tied to the surrounding counties of Benton and Franklin to the west and...

[Read More](#)

Blog

Throughout the year, each of the approximately 130 indicators on the Trends website are updated within a few weeks of new data becoming available. But, which ones and when? Our blog webpage provides the answers with a list of recently updated indicators - check it out

[Our Blog](#)

Map labels: WHATCOM, SKAGIT, OKANOGAN, FERRY, STEVENS, PEND, BELLIE, BANNER, CLALLAM, SAN JUAN ISLAND, SNOHOMISH, CHELAN, DOUGLAS, LINCOLN, SPOKANE, ROOTEVAI, BOUNDARY, CLATSOP, WASHINGTON, KING, GRANT, ADAMS, WHEATLAND, LATAH, GRAYSON, MASON, KITTITAS, THURSTON, FRANKLIN, COLUMBIA, GARFIELD, NEZ PERCE, LEWIS, PACIFIC, LEWIS, YAKIMA, BENTON, WALLA WALLA, COLUMBIA, GARFIELD, NEZ PERCE, LEWIS, CONWY.

Map labels: WATTSBURG, DAYTON, WALLA WALLA, COLLEGE PLACE.

Economic Profiling

- Select Economic Indicators
- Department of Commerce Housing for All Planning Tool (HAPT) Results

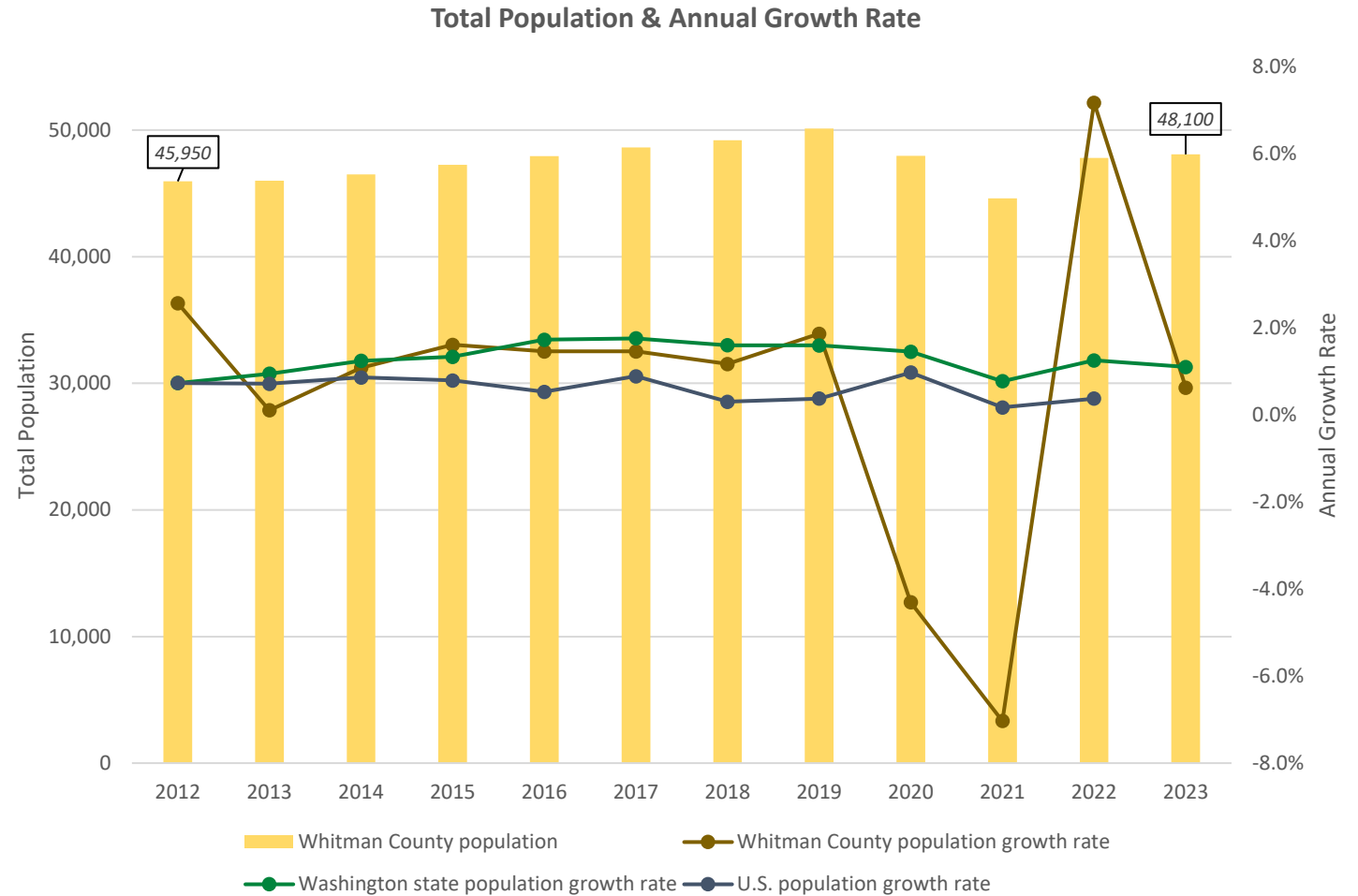


Port of
Whitman
County



Total Population & Annual Growth Rate

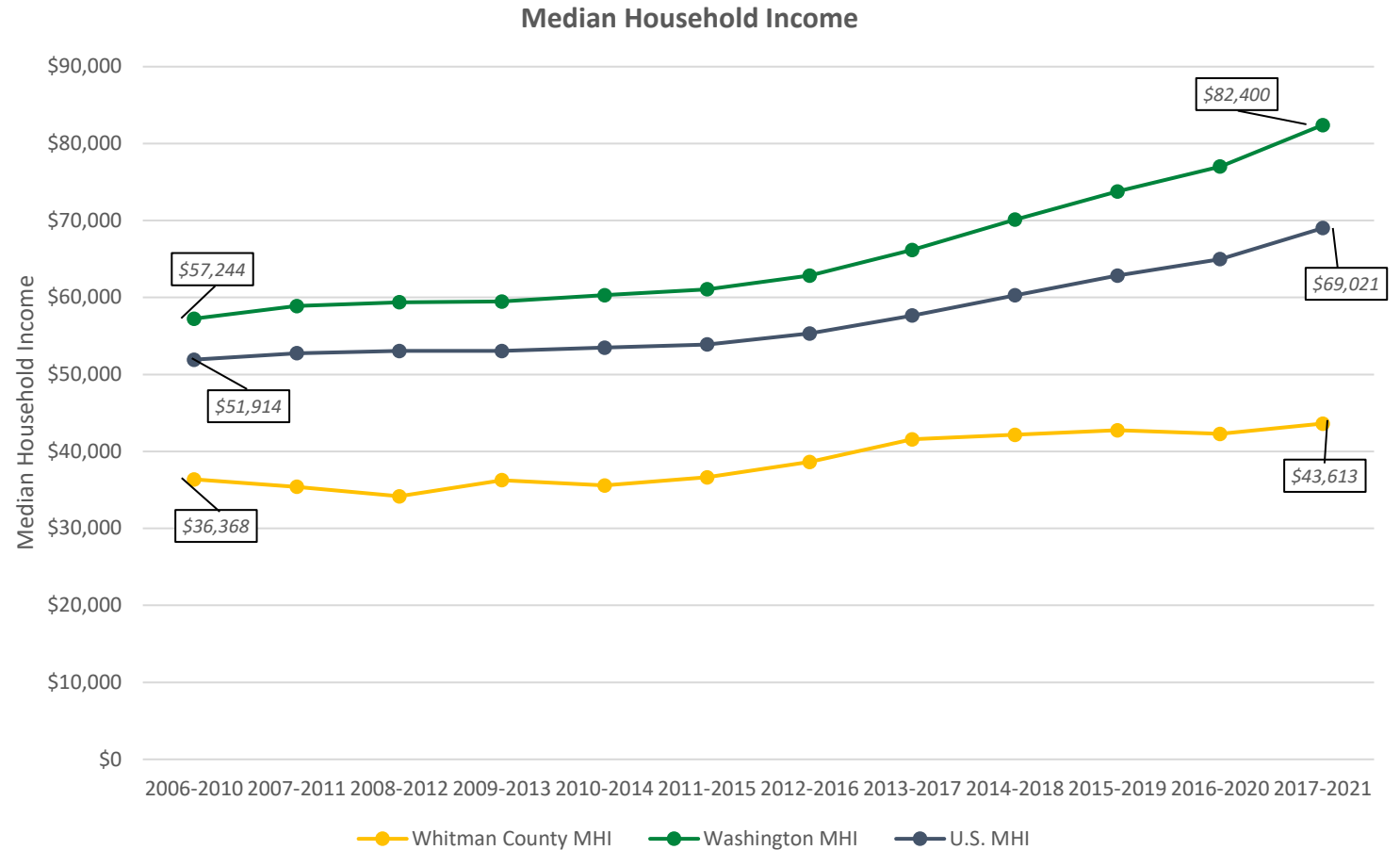
- Students living in WSU dorms (“group quarters”) are NOT included in state OFM or U.S. Census population numbers
- About 5,000 – 6,000 students are living in dorms in any given year



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

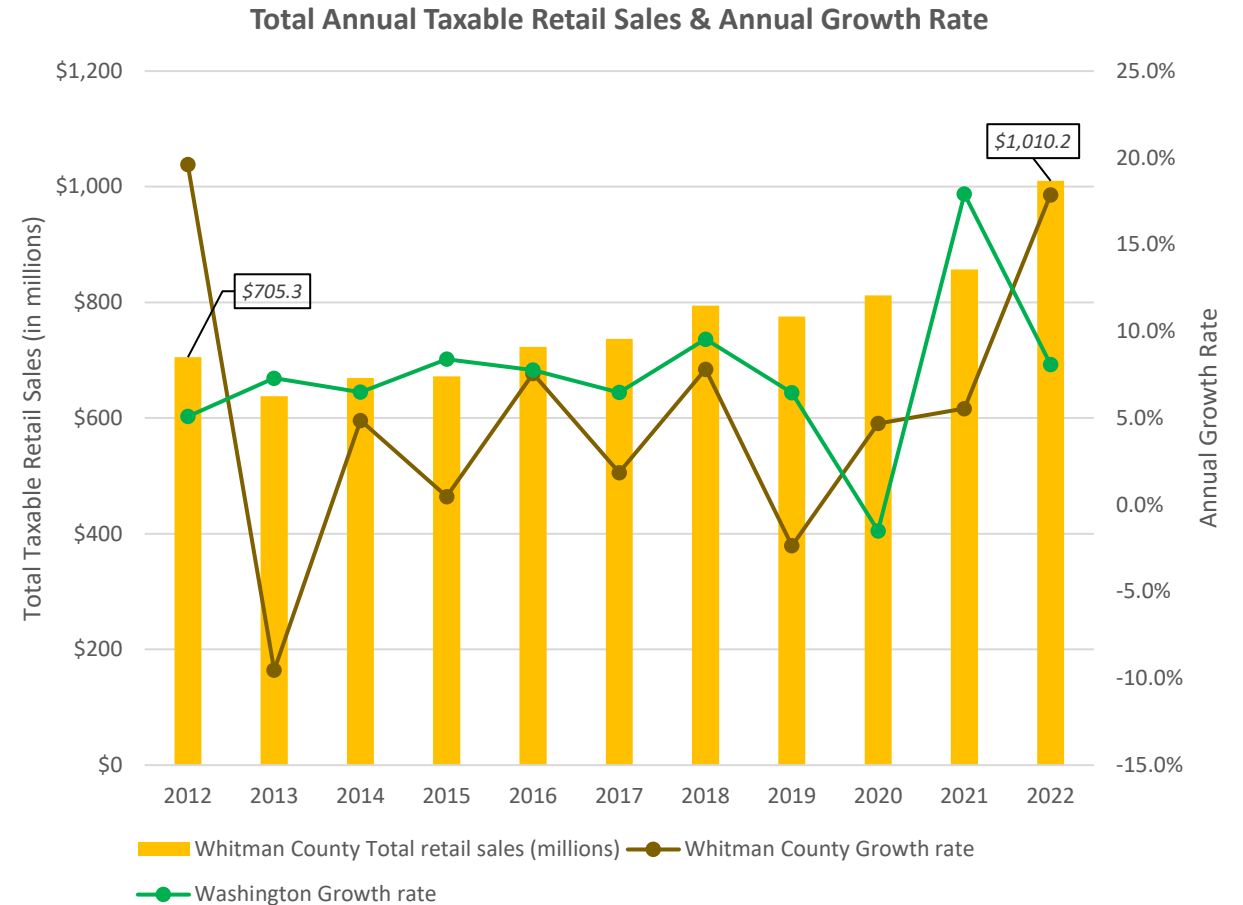
- Measurement of the annual earnings of all workers employed by county firms that pay into the Unemployment Insurance Trust Fund
- Students living in dorms, and people employed part-time, are included
- However, people living in Whitman County but working outside the county are not included



Source, ESDWAGOV

Total Annual Taxable Retail Sales & Annual Growth Rate

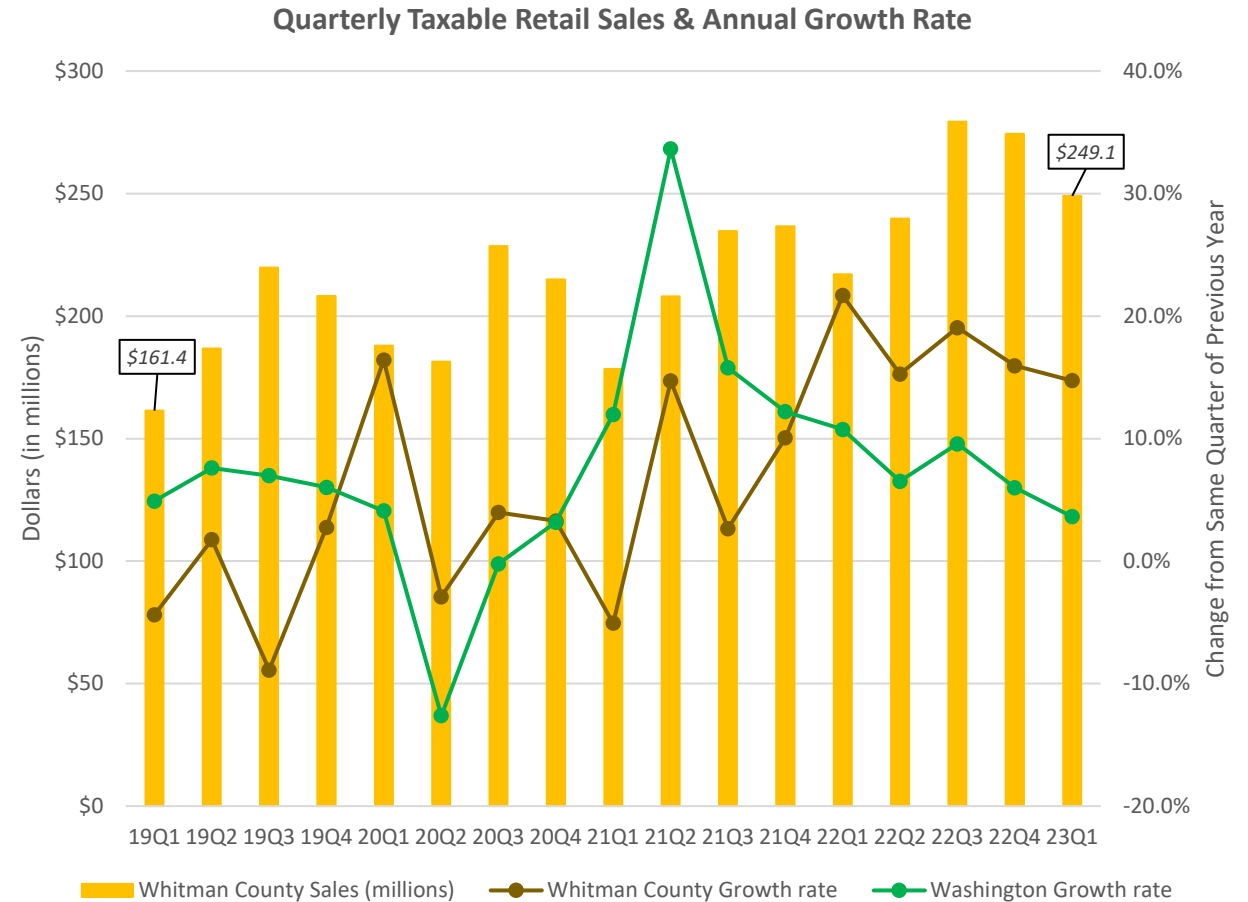
- University construction is included in this number
- The jump from 2021 to 2022 is likely due to federal stimulus dollars



Source, WSDR

Quarterly Taxable Retail Sales & Annual Growth Rate

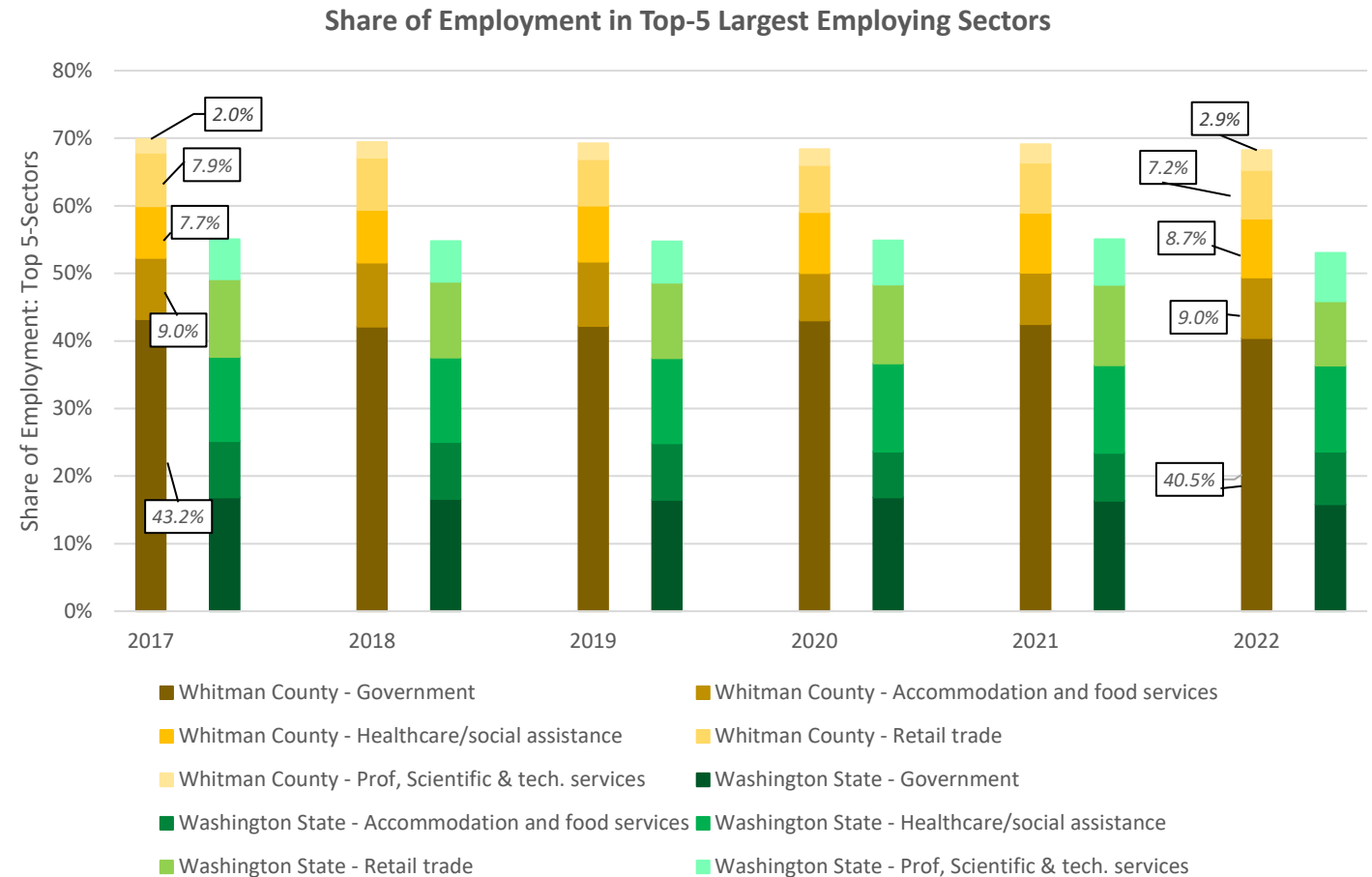
- There is a 4-month lag in reporting
- Q3 is always highest due to harvest activities and the return of WSU students



Source, WADOR

Share of Employment in Top-5 Largest Employing Sectors

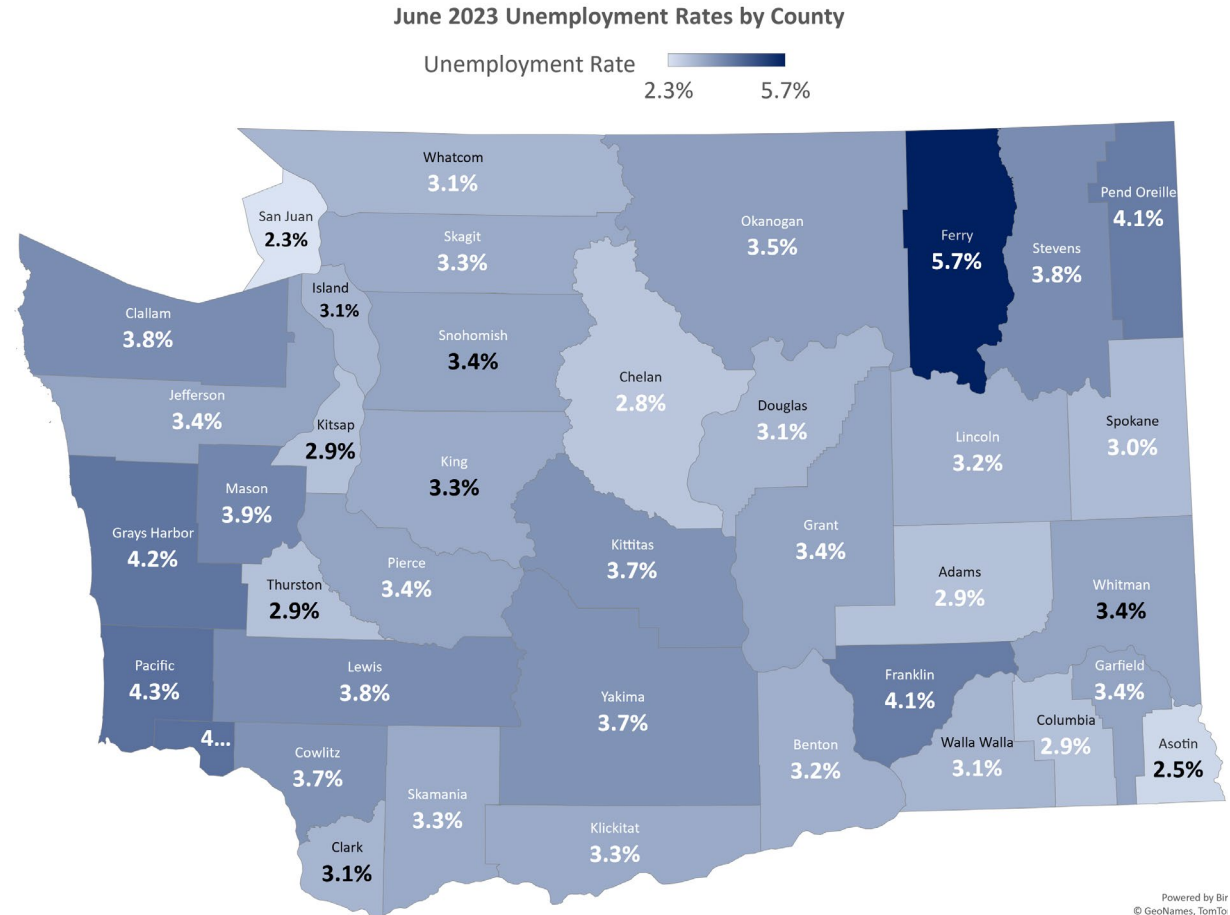
- There is no data on manufacturing because we have fewer than 10 companies and reporting is suppressed



Source, [ESDWAGOV](https://www.esdwagov.com/)

Unemployment

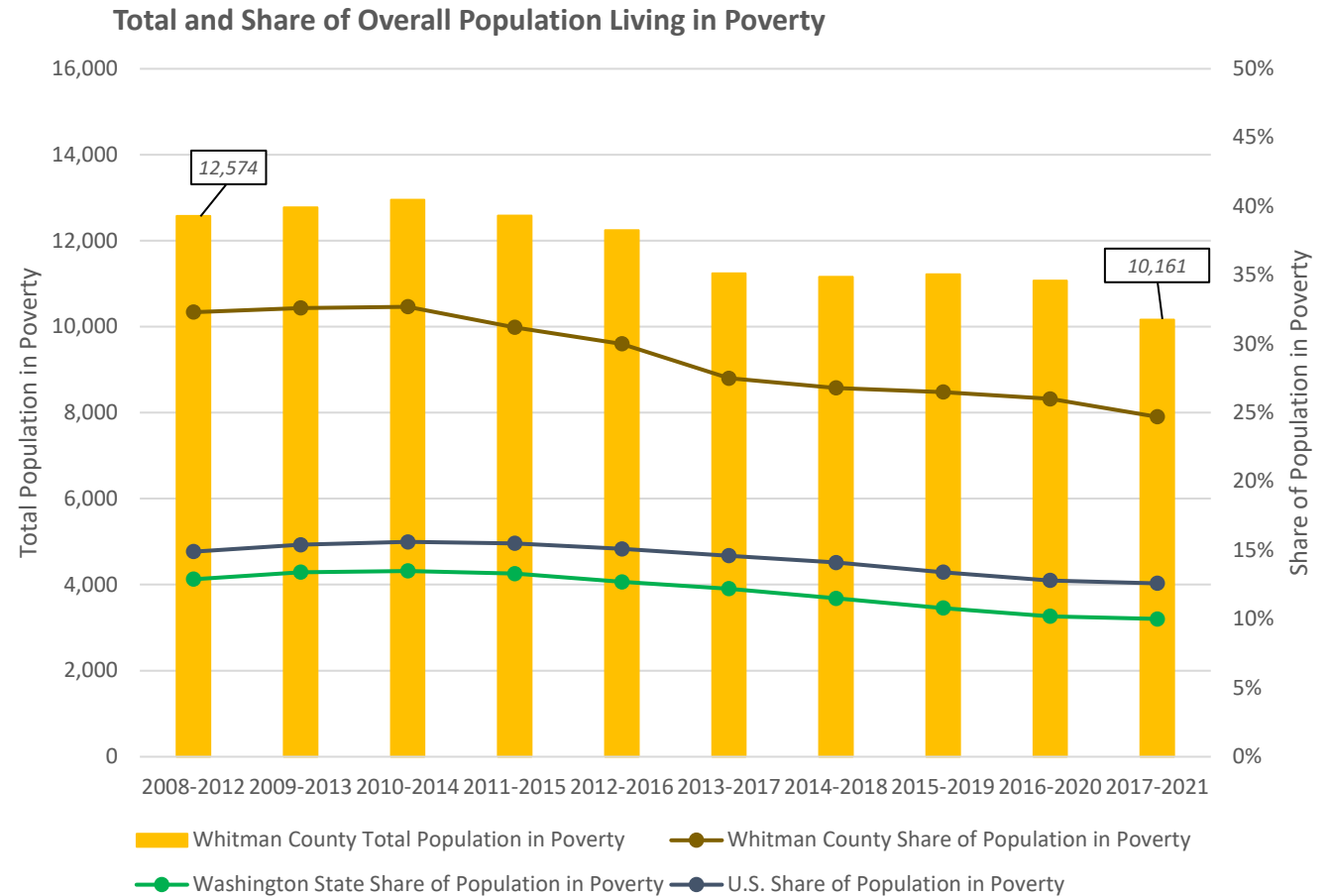
- Whitman County's average unemployment rate for 2022 was 4.8%
- Total number of employed persons for 2022 was 21,453; our high point for the last 10 years was 23,327 people in 2019.



Source, ESDWAGOV

Total and Share of Overall Population Living in Poverty

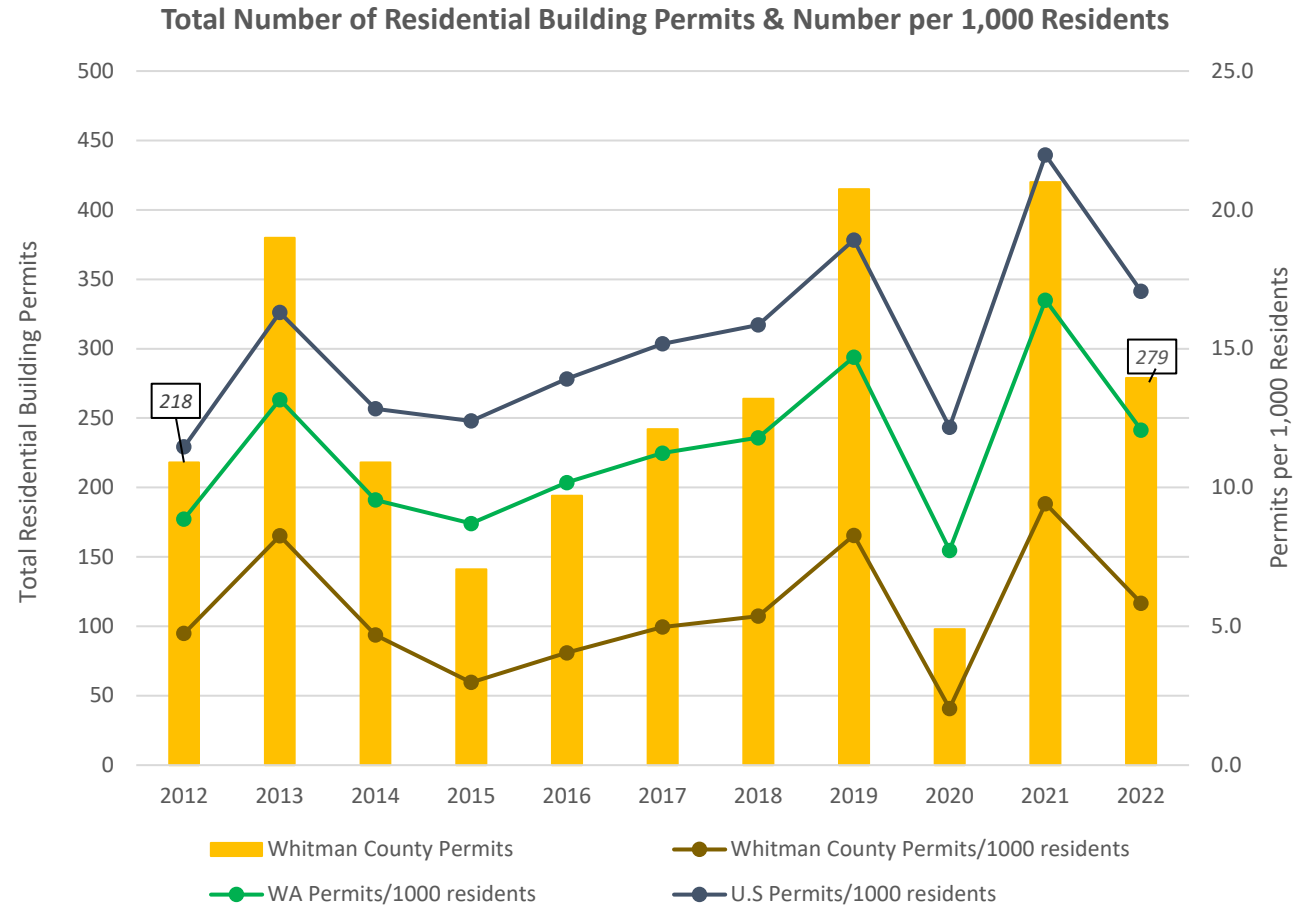
- Whitman was recently designated a Persistent Poverty county – a maintained poverty rate of 20% or more for the last 30 years
- Federal Poverty Levels (FPL) vary by household size and increase by the Consumer Price Index (CPI) every year



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

Housing | HAPT Results – Things to Note



Port of
Whitman
County

Table 2: Projected Countywide Housing Needs Based on User Inputs

| Whitman County Population Target = 50,000 | Affordability Level (% of Area Median Income) | | | | | | | | Emergency Housing/Shelter Beds |
|--|---|---------|-----|--------|--------|---------|----------|-------|--------------------------------------|
| | Total | 0-30% | | 30-50% | 50-80% | 80-100% | 100-120% | 120%+ | |
| | | Non-PSH | PSH | | | | | | |
| Total Future Housing Needed (2044) | 24,404 | 4,343 | 308 | 6,400 | 7,256 | 2,496 | 1,469 | 2,132 | 64 |
| Estimated Housing Supply (2020)* | 20,814 | 1,332 | 8 | 6,120 | 7,256 | 2,496 | 1,469 | 2,132 | 26 |
| Net New Housing Needed (2020-2044) | 3,591 | 3,011 | 300 | 280 | 0 | 0 | 0 | 0 | 38 |

* Note: Supply of PSH in 2020 is beds. However, projections of Net New Housing Needed (2020-2044) are in housing units. See Overview tab for details.

HAPT 2023 Graph – 50,000 population, 2044

PSH: PERMANENT SUPPORTIVE HOUSING (services for people with disabilities or special needs who are homeless or at risk of homelessness)

[Source: Growth Management Services](#)



Housing | HAPT Results – Things to Note

Comments about the 2044 projected net new housing demand:

- Whitman is the only county with such a high need (84%) for lowest-income housing (0-30% of area median income). Garfield is second with 77%
- Whitman is 1 of only 4 counties with NO demand for units above 50% of area median income (Columbia=4042 people, Ferry=7273 people, Garfield=2346 people)
- The large concentration of college students in Whitman County contributed to the high number of units needed in the 0-30% non-PSH category, as did the higher overall poverty rate and lower average income (also due to high student population) (*per Laura Hodgson*)
- Communities addressing housing shortages may want to conduct additional research

Upcoming Resource | Property Search Tool

Search feature to filter by location

Chelan Douglas Regional Port Authority

Property Results
116 total Properties

Sort By: Featured Descending

PDF Print Share

Expand Map Map Layers Show Properties

Search as I move the map

Map Satellite

1 - 30 of 116 Results (View All)

| | | |
|---|---|--|
| <p>Updated</p> <p>Retail</p> <p>201 Valley Mall Pkwy.</p> <p>Max Size: 1,606 sqft</p> <p>View Details</p> <p>Compare</p> | <p>Updated</p> <p>Retail</p> <p>210 Division St</p> <p>Address: 210 Division St City: Leavenworth County: Chelan County Zip Code: 98826 Min Size: 3,267 sqft Max Size: 3,267 sqft</p> <p>View Details</p> <p>Compare</p> | <p>Updated</p> <p>Vacant Land</p> <p>801 Eastmont Ave</p> <p>Address: 801 Eastmont Ave City: East Wenatchee County: Douglas County Zip Code: 98802 Min Size: 1.09 acres Max Size: 1.09 acres</p> <p>View Details</p> <p>Compare</p> |
| <p>Updated</p> <p>Industrial</p> <p>1260 Lower Sunnyslope Rd</p> | <p>Updated</p> <p>Industrial</p> <p>5824 Sunset Hwy.</p> | <p>Updated</p> <p>Retail</p> <p>1905 N Wenatchee Avenue</p> |

MAP TOOLS: Pinpoint Measure Aa By Address Filter: Area Filter: Radius Filter: Drive Time Export

Property photos and specs featured

Interactive mapping tool with filtering and street view

Business Recruitment, Retention & Expansion

BUSINESS RECRUITMENT – ACTIVE BUSINESS LEAD REPORT

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

Business Lead Cold or on Hold

Still Active Business Lead

New or Reactivated Business Lead

Site & Infrastructure



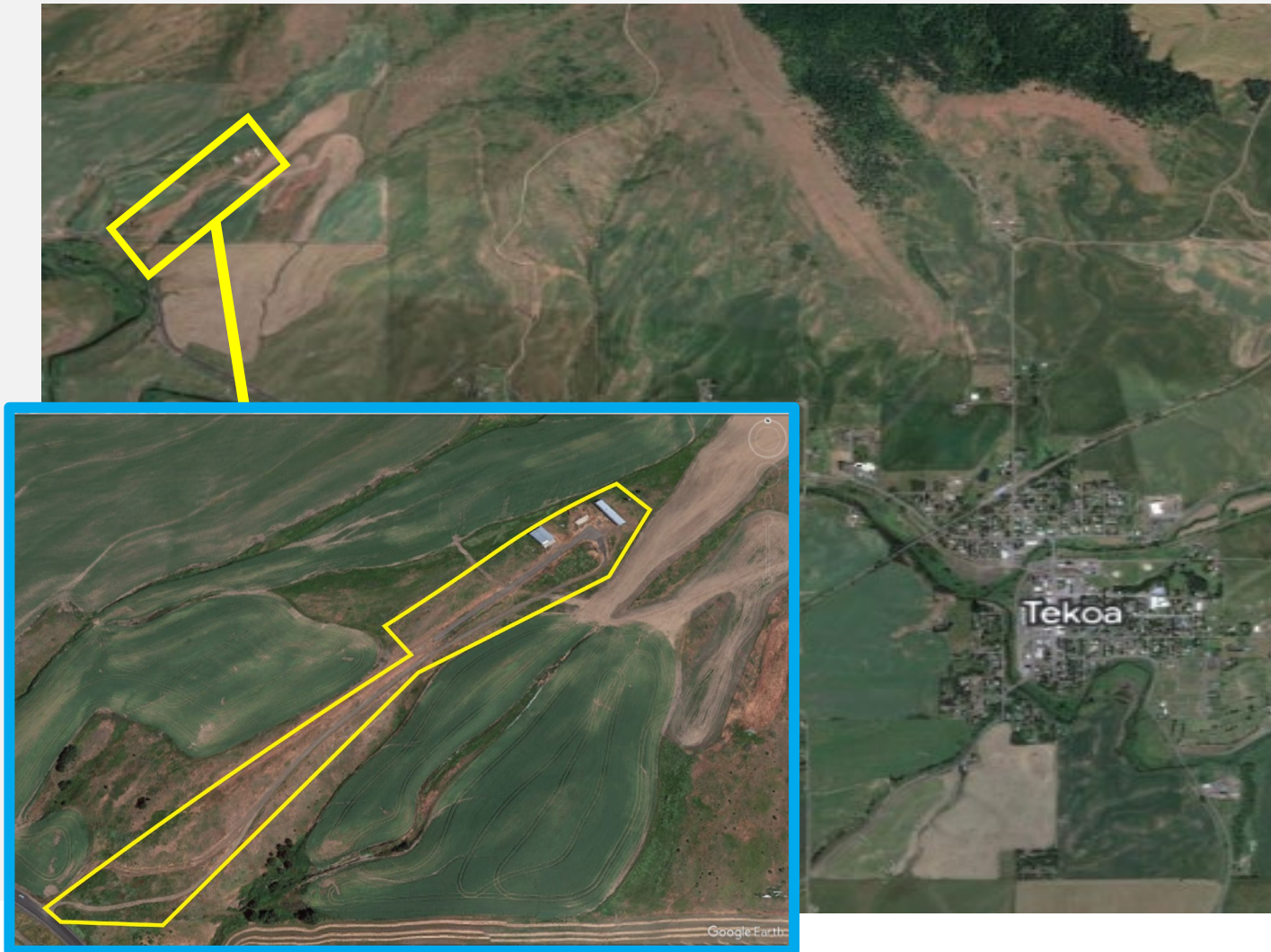
Port of
Whitman
County

- The Port is working to expand its provision of economic development facilities through the development of sites and industrial real estate opportunities
- Ongoing projects include:
 - 14-acre property northwest of Tekoa
 - 12-acre expansion and development at Port of Whitman Business Air Center

Site & Infrastructure | Tekoa Property



Port of
Whitman
County

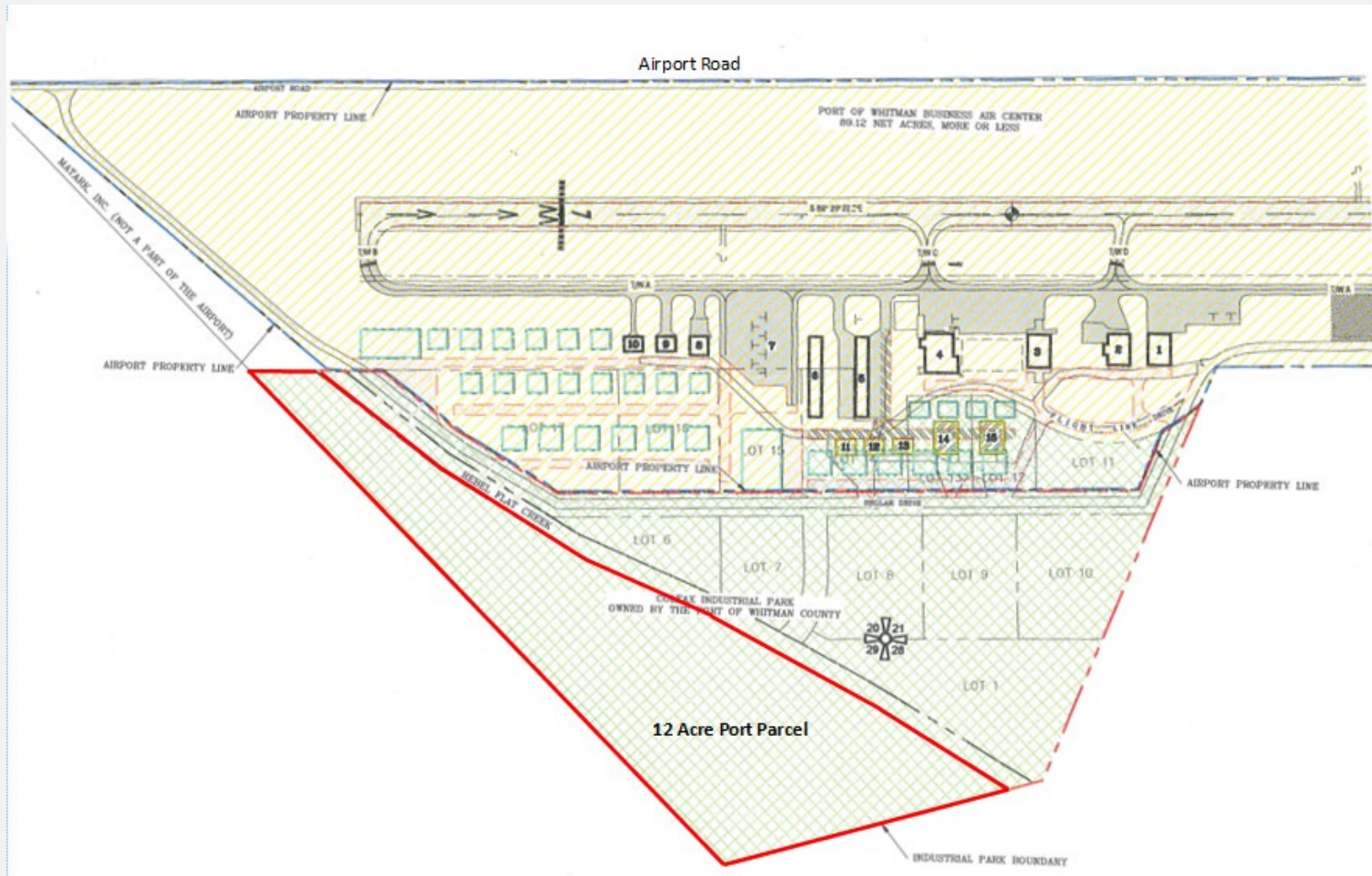


- The Port closed on the 14-acre Tekoa property in June
- A two-phase environmental site assessment was completed
- Once rezoned and rehabilitated, the property will serve as an industrial site for local businesses

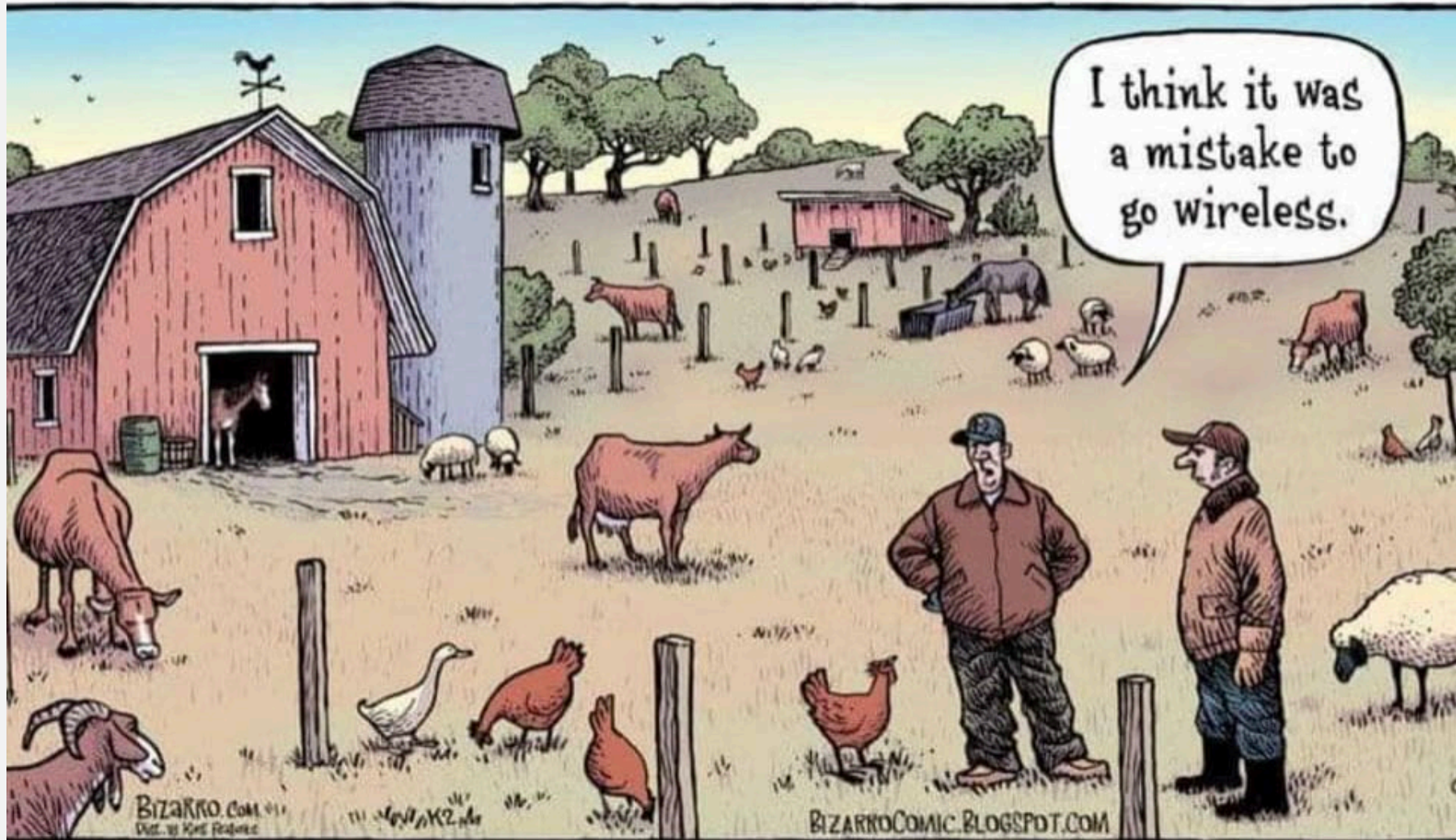
Site & Infrastructure | POWBAC Development



Port of
Whitman
County



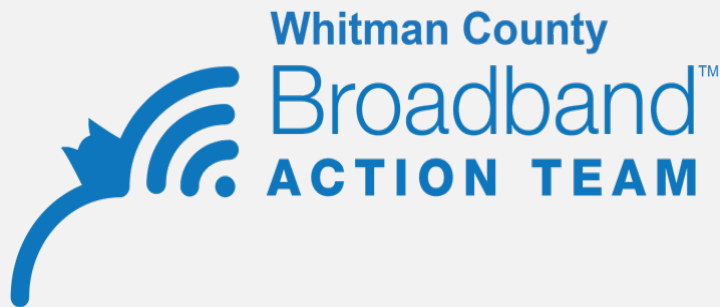
- 12-acre plot southwest of airport
- Opportunities for access road, bridge and utilities expansion projects
- Water rights agreement established with city of Colfax



Broadband & Digital Equity Local Action Plan



Port of
Whitman
County



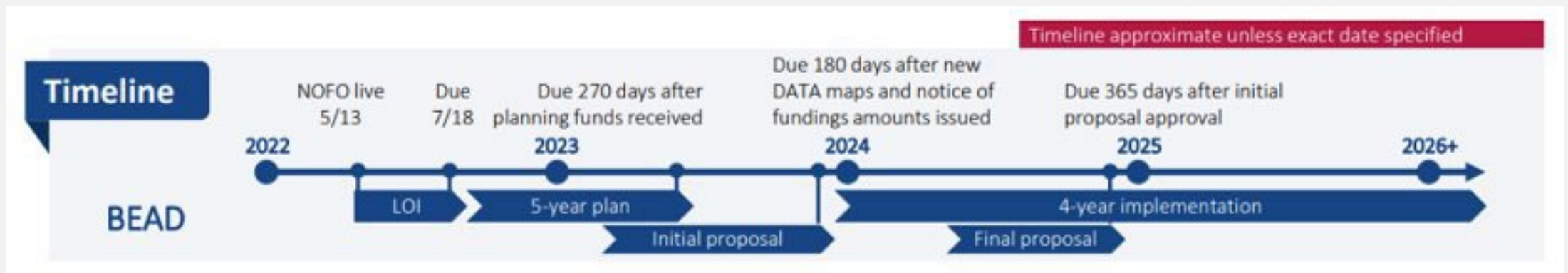
- 6-month planning process at the start of 2023
- Whitman County BAT in partnership with WSU Extension
- Executive Summary submitted end of June 2023
- Incorporated in the State Broadband Office's Planning

Broadband Equity Access and Deployment (BEAD)



Port of
Whitman
County

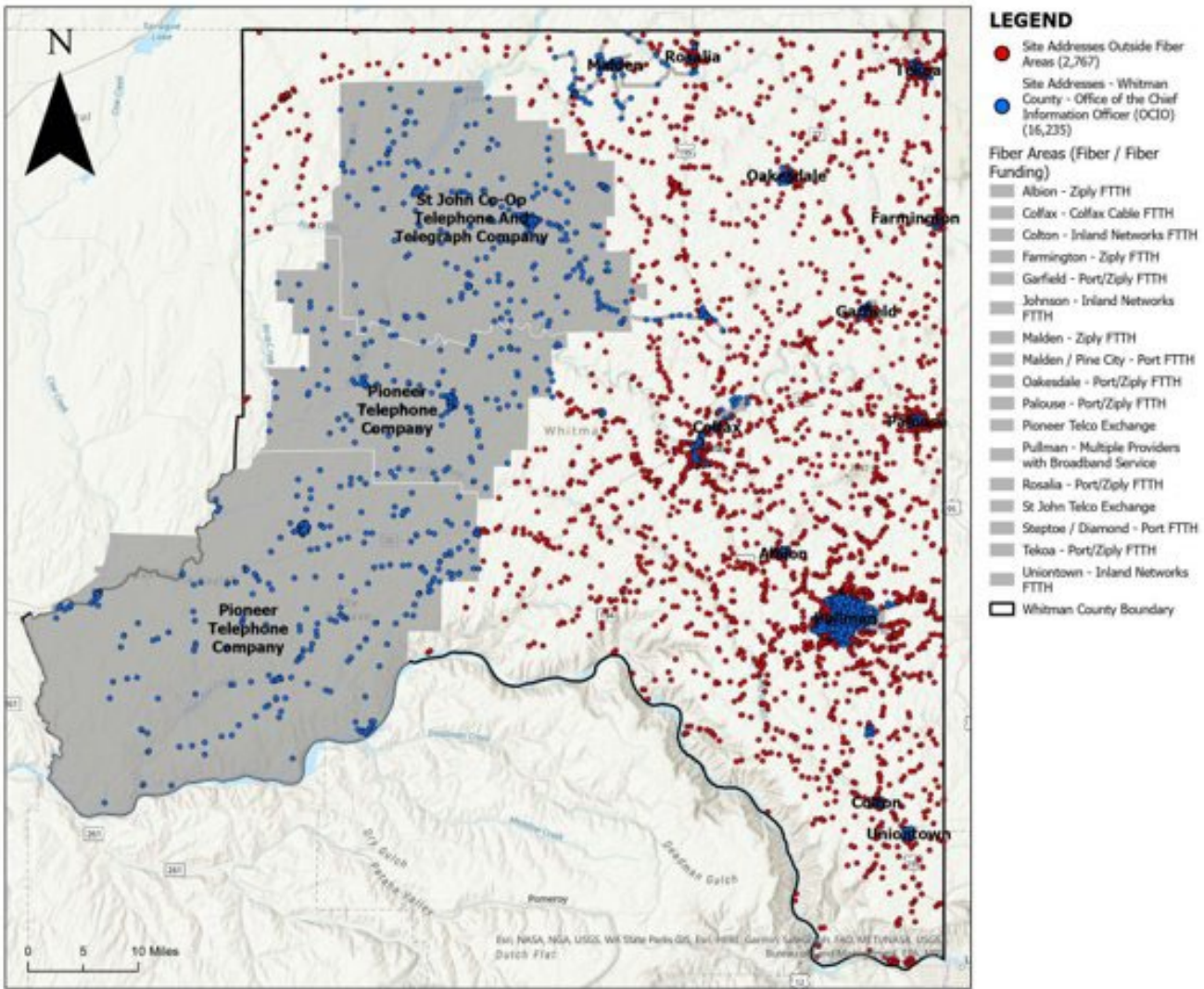
- \$42B for high-speed Internet access
- Funded by the Bipartisan Infrastructure Law (BIL)
- Each state's BEAD funding allocation is based on their percentage of "unserved" households (25/3Mbps) as determined by the FCC National Broadband Map
- Washington received the 10th largest allocation (~\$1.23B)
- ~1.64 Billion total investment with matches
- ~\$40 Million per county in WA



Whitman County Areas with Fiber



Port of
Whitman
County



Economic Development Advocacy



Port of
Whitman
County

- Community development is essential to successful economic development
- In-person with mayors and clerks representing every town/city in the county
- Assisting towns with grant applications

Economic Development Advocacy



Port of
Whitman
County





Future Meeting Topics

- **Community/county projects:**
 - Site/infrastructure
 - Community development efforts
- **Port projects:**
 - Brownfield Community Assessment
 - Scaling facility feasibility study
 - Childcare facility
- **Funding opportunities**
- **Business specific updates**

What topics interest YOU?



Port of
Whitman
County

Closing & Contact Information

Email: ado@portwhitman.com

Next EDIM: October 18, 2023

www.portwhitman.com