



SE WASHINGTON  
ECONOMIC DEVELOPMENT  
ASSOCIATION  
SEWEDA

# 2018-2019 YEAR IN REVIEW

For

Asotin, Garfield, and  
Whitman Counties

# **Southeast Washington Economic Development Association**

## **2018 Annual Report**

### **Overview**

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.

## The Southeast Washington Economic Development Association

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 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 an Administrative Assistant, 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.



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ECONOMIC DEVELOPMENT ASSOCIATION

**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."*

2019

**SEWEDA Board of Directors**

As of 1/30/19

<b>Officers</b>	Dean Kinzer, Whitman County Commissioner Justin Dixon, Garfield County Commissioner Brian Shinn, Asotin County Commissioner Joel Profitt, Clarkston City Council Larry Scoggins, Port of Garfield County	Past President President Vice President Secretary, Treasurer Ports Rep.
<b>Columbia County</b>	Zac Weatherford, Mayor, City of Dayton Norm Passmore, Columbia County Commissioner Scott Peters/Doug Case, Columbia REA	
<b>Asotin County</b>	Monika Lawrence, Mayor, City of Clarkston Brian Shinn, Asotin County Commissioner Darrin Eberhardt, Wells Fargo Bank Chad Miltenberger, Dean WWCC Clarkston Joel Profitt, Council Member, City of Clarkston	
<b>Garfield County</b>	Justin Dixon, Garfield County Commissioner Paul Miller, Mayor, City of Pomeroy Rachel Anderson, Garfield Transit/Area Aging	
<b>Whitman County</b>	Dean Kinzer, Whitman County Commissioner Pullman City Council Hector Lopez, Washington Trust Bank	
<b>Ports (Ex-Officio)</b>	Wanda Keefer, Manager, Port of Clarkston Diana Ruchert, Manager, Port of Garfield Kristine Meyer, Port of Whitman Debbie Snell, Port of Whitman	

## 2018-2019 Staff for SEWEDA

Staff for SEWEDA consists of the Director and Bookkeeper 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 2018-2019**

Director	Dawn Smith
Bookkeeper	Dawn Smith
Admin Assistant	Student

#### **Managing Directors**

Asotin County	Dawn Smith
Garfield County	Jack Peasley
Whitman County	Sarah McKnight

## **The 2018-2019 Year in Review**

The fiscal year of 2018-2019 was busy, with the following results achieved by SEWEDA on a Regional and on a Countywide basis:

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

The 2018-2023, five year Comprehensive Economic Development Strategy (CEDs) was updated for 2019. 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 and the Annual Dream it Do it Youth Conference is held in March each year. The Council takes a role in forging strong and vital partnership between business, the workforce, and the workforce development community resulting in an entrepreneurial, market-driven, accountable and exceptional workforce investment system. The Youth Conference attracts the regions many High School junior students and counselors to be immersed in a one-day event to promote the regions opportunities in manufacturing, health care, skilled trades, high technology, construction, transportation, and tourism industries. In 2018 this event was held at University of Idaho, and in 2019 at Lewis Clark State College. This event hosted approximately 500 students and councilors. There were 11 school districts in attendance within the SEWEDA district.
- 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.
- Support to retail businesses and entrepreneurship in Pomeroy, an active Economic Forum group and a Garfield County SEWEDA forum, is available to help with recruitment efforts for business development, community development projects (new community park will be complete in 2019), and to assist with housing and infrastructure issues within the county. Working closely with the Port of Garfield, City of Pomeroy, and the county with development of specific properties, and the location of Columbia Pulp Corporation into and industrial space at the port.
- Ongoing support to small businesses within each of the four Counties SEWEDA serves.

## Selected 2018/2019 Economic Development Projects

- Initiated advisory groups within Garfield, Asotin, and Whitman counties for support of the Managing Directors, and for increased communications and program support.
- Recruited construction management/fabricator to Asotin County, secured Governors Strategic Funds of \$100,000. These funds were used for moving expenses and to remodel a vacant building within the Port of Clarkston, for the company to locate. This company will bring 18-25 jobs to the region and will gross approximately 7 million in revenues.
- 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,
- Economic Forum Group in Garfield County meets regularly to address the economic needs in business recruitment, housing shortage, and infrastructure. The group is facilitated by the Garfield County ADO, and includes all the stakeholders within the county.
- Assist various cities, ports, and counties with various infrastructure needs, and grant support where needed. Locate resources and outreach to Commerce and other entities as needed.
- Received a Microenterprise Grant to help small businesses with educational workshops to help them thrive and grow in rural regions. Partnered with Walla Walla Community College in Clarkston to identify the business needs. The workshops included marketing, business finance, accounting basics, risk management, ex-offenders workforce, and succession planning.
- 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. SEWEDA will host an educational workshop on wine making issues identified by the industry. We will bring in a specialist from Walla Walla Community College's Director of Winemaking in Walla Walla, in July.
- Tourism continues to grow tremendously with the River Cruise Boat Industry. This is The dockings for 2019 are projected at 74. Bringing approximately 28000 tourists and 4000 crew members. This is a \$3 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.
- Received USDA grant to provide technical assistance to small and emerging businesses located within Asotin, Garfield, and Whitman counties with business resource centers and training workshops. This grant will continue through June 30, 2020.
- Whitman County ADO continues to host monthly Cup O Joe, and interactive business support group that offers entrepreneurs and local small businesses the opportunity to network, and share information.

- 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.
- Sponsor the Clarkston High School DECA Entrepreneur Conference during GEW Week. They have a business plan competition and present this project at the state and national levels. They placed in the top 10 nationally this year.
- 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.
- Sponsoring the Washington Legislative tour coming to Clarkston and Pullman this fall. SEWEDA will partner with Walla Walla Community College Clarkston, for a breakfast and tour of the Workforce and Entrepreneur Development Center at the college. This event will bring awareness of our region to the Legislatures from across the state.
- Contributed to Palouse Scenic By Ways for the making of videos of the entire Palouse Region. This helps support tourism and recognition of the areas agriculture, small communities, and history of this area. These are used by multiple groups to attract and educate visitors coming to the area.
- 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 2019, the first 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 2018/2019:

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

## Regional Business Activity Highlights 2018/2019

<p><b><u>Recruitment Activities</u></b></p> <p>94 Business contacts initiated</p> <p>13 Collaborative Recruitment Activities</p> <p>3 Site Selector / Trade Show Events</p>	<p><b><u>Business Retention and Expansion</u></b></p> <p>67 Outreach interactions</p> <p>54 Local assistance cases</p> <p>44 Businesses referred for assistance</p>
<p><b><u>Business Start-Up Assistance</u></b></p> <p>91 Start-ups requesting assistance</p> <p>22 Workshops</p> <p>218 Referrals to Resources</p>	<p><b><u>Readiness and Capacity/Asset Building</u></b></p> <p>105 Engagements with other organizations</p> <p>33 Community forums sponsored</p> <p>23 Collaborations to build capacity</p>

## **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

### **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 – Sarah McKnight**

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

## **Recent Publications**

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

2018/2019 Year in Review (Annual Report)  
2019 Comprehensive Economic Development Update  
2018-2023 Comprehensive Economic Development Strategy  
GPRA Report, completed annually

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



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