

2019-2020 Year in Review



SE WASHINGTON
ECONOMIC DEVELOPMENT
ASSOCIATION
SEWEDA

SEWEDA
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Revised June 2020



From SEWEDA Executive Director, Dawn Smith:

On behalf of the SEWEDA Board of Directors, thank you for your interest in reviewing the activities of the SEWEDA organization!

This report is SEWEDA's way to inform our members and partner investors of our activities over the last year. Our staff take their direction from the guidance of SEWEDA's Board of Directors as well as the strategies that are developed every five years by industry, economic development organizations, and agencies that represent the three Washington counties of Asotin, Garfield and Whitman. The region's comprehensive economic development strategy (CEDS) may be accessed on the SEWEDA website: www.seweda.org. The strategy was just updated in 2018 and will guide SEWEDA activity until 2023. More information on the development of the CEDS is provided in this report.

With the economic issues that we are facing for the next few years as a result of the COVID-19 pandemic, SEWEDA is looking at a development strategy that will assess and address immediate needs and long-term recovery. The Southeast Washington region, like other regions around our country, is facing very real and deep challenges. We must be proactive in offering assistance as efficiently and timely as possible.

There has not been any down time for SEWEDA as we remain open to clients and members. Business is conducted via the phone, email, or video conference. We are focusing on organizing and sharing only the most relevant resource information in real time to industry, securing resources for valued training and workforce development programs, collaborating and strategizing with other local, state, and national economic development partners to meet the most critical needs, and watching federal stimulus funding packages and preparing clients and partners to jump on grant programs when they become available.

If you would like to provide input to SEWEDA activities, please reach out to myself or other SEWEDA staff. SEWEDA is always open to new thoughts and ideas for development!





2019-2020 Annual Report

Background

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.

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."



Overview

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 is 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 the Grant Manager 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.

SEWEDA's Vision Statement:

Drawing on the rich heritage and natural resources of the region, the Southeast Washington Economic Development Association is committed to enhancing economic vitality and an unparalleled quality of life through partnerships with business, civic interests, and government for the benefit of the residents of Asotin, Columbia, Garfield, and Whitman Counties.



Strategic Planning

The fiscal year of 2019-2020 was strenuous but engaging, with the following results achieved by SEWEDA on a Regional and on a Countywide basis:

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

Regional Projects Include:

- SEWEDA is a partner in the Northwest Intermountain Dream It Do It Council. The Council takes a role in forging strong and vital partnerships between business, the workforce, and the workforce development community. Leading to an entrepreneurial, market-driven, accountable and exceptional workforce investment system. The Youth Conference attracts many High School junior students and counselors and promotes the region's opportunities in manufacturing, health care, skilled trades, high technology, construction, transportation, and tourism industries. The conference was to be held at the University of Idaho with anticipation of over 500 students in attendance. Due to COVID-19, the conference was cancelled but SEWEDA will continue to support in 2021.
- 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.
- An active Economic Forum Group and Garfield County SEWEDA forum, facilitated by the Garfield County ADO and includes all the stakeholders within the county, meets regularly to address the economic needs in Pomeroy and the County regarding business recruitment, entrepreneurship, housing shortage, and infrastructure, and community development projects. Working closely with the Port of Garfield, City of Pomeroy, and the county with development of specific properties. Columbia Pulp Corporation is now open and operating, employing 15 people within the area. Furthermore, Oasis Park reached completion and we will look to support future additions.
- Ongoing support to small businesses within each of the four Counties SEWEDA serves. In light of COVID-19, SEWEDA used \$100,000 of reserve money to assist small businesses through critical needs and providing resources byway of grants in all three counties. In April 2020, SEWEDA partnered with the Department of Commerce for \$463,000 from Working Washington Small Business Emergency Grant. This was processed by application and reimbursement basis.



Selected 2019/2020 Economic Development Projects

- 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.
- 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 Clarkton to identify the business needs. The workshops included marketing, business finance, accounting basics, risk management, ex-offenders' workforce, and succession planning. Due to COVID-19, the workshops switched to webinars with a focus on COVID related resources.
- 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 hosted an educational workshop on wine making issues identified by the industry. A specialist was brought in from Walla Walla Community College's Director of Winemaking. This 2-day seminar was met with great success with about 30 people in attendance. Will look to expand in the future.
- Tourism continues to grow tremendously with the River Cruise Boat Industry. The dockings for 2019 are projected at 74. Bringing approximately 28,000 tourists and 4,000 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. This year, COVID restrictions put a halt to the cruise boat industry. SEWEDA is partnering with the Ports on a Cruise Boat/Tourism feasibility study with an EDA grant through the Port.
- 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 was used successfully and SEWEDA has been awarded another for the coming year. Needs have been reevaluated in light of COVID and business shutdowns.



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- Whitman County ADO continued to host monthly Cup O' Joe and interactive business support group that offered entrepreneurs and local small businesses the opportunity to network and share information. A replacement for this position is being currently being conducted. With COVID restrictions in mind, webinars will resume once the position has been filled. Until then, Garfield County ADO is offering assistance and support to those businesses.
- 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. These workshops have been converted to webinars and resources have been placed on the SEWEDA website to direct business owners to such support as Paycheck Protection, Disaster Loans, and Reopening/Phasing Requirements.
- 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. Due to COVID-19, the State and National levels competition was cancelled. SEWEDA was able to provide guidance during the students' initial presentations.
- SEWEDA partnered with CEDA, WWCC and LC to host Maker's Space: Fast, Cheap & Easy. James Finkbeiner from Asotin High School presented to 32 school districts from all over the region. Students were able to learn how to create a maker's space with hands on learning and created a network for support from fellow students. SEWEDA will continue to support this endeavor in the future.
- 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 was met with huge success. SEWEDA partnered with Walla Walla Community College Clarkston, for a breakfast and tour of the Workforce and Entrepreneur Development Center at the college and the region. This 2-day event brought awareness of our region to the 25 Legislatures who attended from across the state.
- 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 2019-2020:

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





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2019-2020 Board of Directors

As of 1/30/2019

Officers			
	Justin Dixon	Garfield County Commissioner	President
	Brian Shinn	Asotin County Commissioner	Vice President
	Dean Kinzer	Whitman County Commissioner	Secretary, Treasurer
	Larry Scoggins	Port of Garfield County	Ports Rep.
Asotin County			
	Monika Lawrence	Mayor, City of Clarkston	
	Brian Shinn	Asotin County Commissioner	
	Darrin Eberhardt	Mann Mortgage	
	Chad Miltenberger	Dean, WWCC Clarkston	
	Steven Ebert	Council Member, City of Clarkston	
Garfield County			
	Justin Dixon	Garfield County Commissioner	
	Paul Miller/Mike Cassetto	Mayor, City of Pomeroy	
	Rachel Anderson	Garfield Transit/Area Aging	
Whitman County			
	Dean Kinzer	Whitman County Commissioner	
	Al Sorenson	Pullman City Council	
Ports (Ex-Officio)			
	Wanda Keefer	Manager, Port of Clarkston	
	Diana Ruchert	Manager, Port of Garfield	
	Tom Kammerzell	Port of Whitman	
	Debbie Snell	Port of Whitman	



2019-2020 Staff for SEWEDA

Staff for SEWEDA consists of the Director/Bookkeeper and the Grants Manager 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.

SEWEDA Staff 2019-2020

Director/Bookkeeper	Dawn Smith
Grants Manager	Dovie Willey

Managing Directors

Asotin County	Dawn Smith
Garfield County	Jack Peasley
Whitman County	To be filled



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

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

Recent Publications

Southeast Washington Economic Development Association:

2019-2020 Year in Review (Annual Report)
2019 Comprehensive Economic Development Update
2018-2023 Comprehensive Economic Development Strategy
GPRA Report, completed annually



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

