

# The Direction You'll Want To Grow

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## Contractual Funding Partners

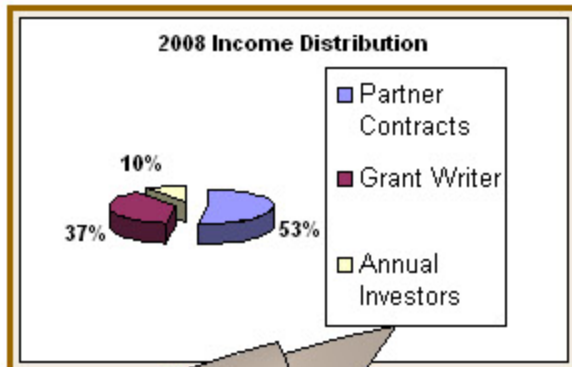
City of Prosser  
Port of Benton  
Benton County

## Grant Writer Funding Partners

Prosser Memorial Hospital  
City of Prosser  
Benton PUD  
Port of Benton

## 2007 Investors

Prosser Memorial Hospital  
AmericanWest Bank  
Benton PUD  
Benton REA  
Bleyhl Farm Service  
Cascade Natural Gas  
Hall Chevrolet  
Embarq  
Yakima Federal Savings



Thank You All For  
Your  
Generous Support!

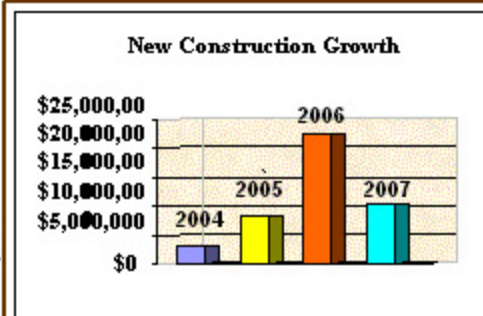
## Grant Writer Program

2007 Award Totals \$120,744  
Pending Applications \$478,675

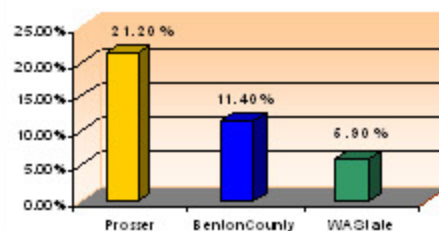
View of Horse Heaven Vista  
DOT Improvement Grant

## Growing Opportunities

Prior to 2004, Prosser averaged \$3 to \$4 million annually in new construction. Prosser's 2005 new construction growth totaled \$8.2 million doubling the 2004 figure. In 2006 the community experienced record new construction, totaling over \$22 million; with 2007 at \$10.5 million; a 250% increase over the 2004 - 2007



## 2007 Taxable Retail Sales Increases



## Prosser Outpaces State & County

Showcasing positive economic indicators, Prosser's taxable retail sales increased over 21%. This increase outpaced both county and state percentages.

Department of Revenue information shows that in 2006 sales tax revenue was \$734,294.99. In 2007, that figure rose to \$969,994.62, an increase of \$235,699.63.

"To an extraordinary degree, Prosser residents, including Prosser EDA, love and protect their town and are resolved to carefully manage and nurture its development and growth. This spirit and level of commitment—combined with a solid infrastructure, good schools and a hospitable environment make Prosser a very attractive place for high end companies to locate their businesses and jobs where both productivity and families can flourish."

Eric Leber, Founder  
Après Vin

## Prosser Ranked in The Top 5 U.S. Emerging Wine Investment Regions . . .

According to Jeremy Ames, CEO of NuWire Investment Magazine, "Selection was based on real estate prices, historical and projected tourism growth, relative strength of rental markets, employment, cost of living and natural appeal." Also noted were areas that had key infrastructure support, like economic development organizations. "This goes along with our belief that having organizations dedicated to regional growth greatly aid in the speed and quality of development in a given region," states NuWire's Executive Editor.

# PROSSER

ECONOMIC DEVELOPMENT ASSOC.  
THE DIRECTION YOU'LL WANT TO GROW

## 2007 ANNUAL REPORT



**Prosser Economic Development Association**  
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# Prosser Economic Development Association

## Executive Director's Message

### The Power of Collaborative Economic Development

On behalf of the Board of Directors and staff of the Prosser Economic Development Association, we are proud to present our 2007 Annual Report.

2007 was a year of opportunities and growing pains for the community. The focus last year on planning has laid the groundwork for prioritizing and funding strategies for future infrastructure. There are numerous, urgent issues quickly rising to the top of Prosser EDA's priority list. Those include: water to North Prosser, annexation strategy, land uses and classifications, future transportation and circulation issues and affordable housing needs. Ask the Prosser School District or Prosser Memorial Hospital for their future priority listing and you will be provided with a whole set of separate, yet equally as important, issues.



Deb Heintz, Ex. Dir.

The power of collaborative economic development is a key component in solving difficult decisions. Bringing community, members of agencies and organizations together to solve existing or emerging problems that could not be solved by one group alone is collaboration. As an example, last year I had the pleasure of serving on the WSU Industry-Based Unified Agriculture Initiative, under the direction of Dr. Dan Bernardo, WSU Dean of the College of Agricultural, Human, and Natural Resource Sciences. Many food and agricultural organizations joined WSU in supporting a proposal directly linking economic viability to Washington's agriculture industry. Six million dollars was granted and was one of the largest infusions of new funds into WSU agriculture programs in many years. This success was largely attributed to the fact that partners held together as a coalition through the legislative session in support of the effort. Collaboration produced results. In addition, these dollars trickle down into our local economy, by way of Prosser's Irrigated Agriculture Research and Extension Center; to the scientists and researchers employed there; to our farmers who use the expertise of the Center to grow premium crops, who in turn, buy goods and services from our local businesses.

2008 promises to be one filled with new opportunities and challenges. Building relationships with government sectors, citizens, businesses and property owners will be crucial in setting the foundation for a shared vision and mission and a key element to achieving outcomes. Collaborative economic development creates success stories. Let's continue to create a few of our own success stories this year.

### Prosser EDA Special Projects

#### Horse Heaven Vista Improvement Project

- Obtained \$267,000 grant for project improvement in 2006 & additional \$100,000 grant in 2007 totaling \$367,000 for site improvements

#### Benton County Grant Research Project

- Five month project Research Parks & Recreation funding opportunities for Benton County with presentations to County Commissioners and Parks & Rec Board

#### City Signage Recommendations

- Created citizen committee for signage issues & researched needs and reviewed city signage from other communities. Submitted signage document to city for implementation

#### Comprehensive Planning

- Third interchange conceptual design, presented to City, County, WSDOT; input on Urban Growth Boundary discussions, zoning regulations review, land uses & classifications, annexation strategy, future transportation issues, good roads priority listings and affordable housing needs.

#### Downtown Design Guidelines

- Historic Downtown Prosser Assn. and MAKERS collaborated effort creating downtown design document, currently in process of draft review by HDP; anticipated submission to City in Spring, 2008.

#### Use of Railex for Wine Distribution

- Winery interest in using Railex transportation to East Coast; coordinated meeting between winery and Railex. Winery now shipping product using Railex.

### Outreach & Public Relations

- ARS/National Grape Initiative lobby for WSU-IAREC research
- Tri City Roundtable representing Prosser EDA and Clore Center
- Hosted Soviet Republic of Georgia; delegates tour of Vintners Village, wine industry, & public/private partnerships
- WA State CTED Main Street Advisory Committee board member representing Prosser
- Thirty three "non local" earned media events; includes television, regional print publications and interviews
- Website hits increased an average of 40% per month over the previous year
- Eight groundbreakings/grand openings.

## Economic Development 2007

### Mercer Wine Estates

- 47,000 sf wine production facility located at Prosser Wine & Food Park
- New Construction costs - approx. \$3 million
- Employment of 5-7

### Milbrandt Winery

- 4,800 sf winery tasting room-retail - Vintners Village
- New Construction costs at \$340,000
- Employment of 6

### Valley Vista Medical Center

- 32,000 sf medical building
- New Construction Project cost at \$5.6 million
- Additional employment of 2-5

### Chardonnay Plaza

- 5,300 sf building
- New Construction Project cost at \$ 537,000
- Three new businesses with employment of 13

### Pizzeria Venti

- Italian Restaurant/Espresso, Gelato & Wine Bar
- Project remodel cost at \$ 50,000
- Employment of 10-12

### Picazo 7 Seventeen

- Spanish Cuisine Restaurant with Wine Bar
- Remodel costs of \$ 25,000
- Employment of 9

### Whitstran Brewing Company

- Restaurant, micro brewery, 14,000 sf building
- Expansion, remodel, & site improvements
- Employment of 4

### PUD Building Sale

- Purchase of 15,000 sf PUD building
- New Business relocation
- Office and R.V. repair shop

### Vine Tech Equipment

- New Warehouse Distribution Center, purchase of existing community center building
- Remodel of 15,000 sf cost of \$540,000
- Employment of 3

### Chukar Cherries Expansion

- New construction of \$ 300,000
- Additional 5,705 sf of warehouse space expansion

### Apr's Vin

- Start up business producing gourmet varietal grape seed oils
- Shared facilities with FruitSmart

These projects total 123,805 new commercial sq. footage

# The Direction You'll Want To Grow

## 2007 Contributor Award Prosser Memorial Hospital Jim Tavery, CEO

A special thanks to Prosser Memorial Hospital and their increased contribution. In 2007 they moved to Investor Gold Level. PMH is also a major supporter of the community Grant Writer Services administrated by Prosser EDA. Your continued support of Prosser EDA and the community is truly appreciated.

## Progress Thru Partnerships



"On behalf of Benton County, Prosser Economic Development is our economic engine."

Max Benitz,  
Benton County Commissioner

"Prosser EDA provides an invaluable service in providing answers to confidential inquiries allowing the entrepreneur or company to remain anonymous."

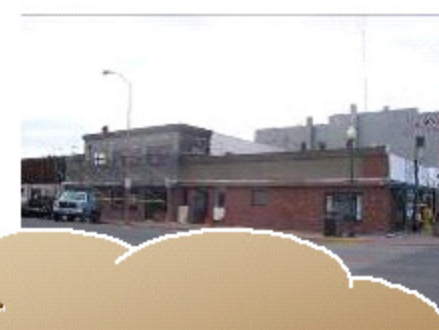
Mayor Paul Warden,  
City of Prosser

Striving to increase community economic vitality, Prosser EDA is a conduit for civic related assistance for other non profit groups: Chamber of Commerce, Prosser Farmers Market, Historic Downtown Prosser Association, Benton County Historical Museum and Wine and Food Fair.

Benton County Historical Museum  
Grant Writer Services  
Sivinski Grant Award

Prosser Farmers Market  
Assistance with Promotional Items, Newsletter, Website

Prosser Wine & Food Fair  
Chamber of Commerce & HDP  
Assistance WA Wine Country Award for Banners



## Historic Downtown Prosser Association

Restaurant openings, retail businesses, remodeling and numerous building renovations have been commonplace downtown in 2007. "The investment of dollars in renovation was huge and it has changed how our downtown core is perceived. Now in the evenings, parking lots are full and pedestrians are walking the streets. There is a lively bit of commerce going on downtown." comments Deb Heintz, PEDA Executive Director.



Citizen volunteers realized the importance of a downtown core to our community's prosperity. Their dedication and work efforts garnered Prosser a designation as a Washington State Start Up Community for revitalization. Four committees with Prosser EDA oversight, began to implement work plans for design, promotion, organization and economic restructuring. BOLA architects, HDP reps and business owners toured downtown Prosser providing improvement suggestions for existing storefronts. Another Start Up Community, benefit; Prosser was approved to participate in the Main Street Tax Credit Incentive Program and local businesses donated \$29,000 to HDP. Their contributions, tax dollars which normally get deposited into the state's general fund, will be designated to directly benefit Prosser. Donations will be used to support budgeted activities including; workshops, creating a down town brochure and color charts, providing samples of awning materials, and a plan to replace or add to existing pedestrian amenities such as benches, trash receptacles and bike racks. Over 30 dedicated volunteers are actively involved in committee work to start these tasks.