

2010 ANNUAL REPORT

Working to . . . promote and advance the economic welfare and development of the City of Prosser and the surrounding area, thereby improving the quality of life and contributing to the overall economic development of the State of Washington.

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

www.prosser.org



PROGRESS IN MOTION

Executive Director's Message

First the Bad News, Then The Good News in 2010

Bad News: 2010 was a difficult year for not only Prosser, but for Washington State and the nation. The economy tanked and we found ourselves with the closure of ConAgra, one of our largest employers. The City of Prosser and Columbia Basin WorkSource partnered with Prosser EDA to hold a Community Resource Fair and followed up by hosting a Job Fair. A total of 27 agencies participated to provide much needed resources.

Bad News: For the majority of our retail, service and entertainment businesses there were decreased sales and revenue streams. Consumer habits changed requiring businesses to revamp by becoming leaner without diminishing quality. Although it could have been much worse, the city and county tax bases remained relatively intact with only minor revenue declines.

Good News: The initiative to move the County Seat was hard fought and successfully won. Prosser EDA began this three month ordeal by organizing weekly meetings. Fundraising, speaking engagements, scheduled debates and a whole host of campaign advertisements and promotions were put into place, thanks to the outpouring of private contributors and volunteer support. Fortunately, the county seat will not be moved and we will keep the 100+ jobs in Prosser.

Good News: Prosser EDA's grant writer program, funded by the City of Prosser, Prosser Memorial Hospital, Port of Benton and Benton PUD continues to reap grant awards. Since inception in 2006, the program has generated \$11.57 for every \$1 invested. \$795,146 was awarded in 2010, with \$2,005,904 pending applications. A heartfelt "Thank You" to our partners who continue to share the vision of helping the community as a whole by contributing to this successful program.

Good News: The Walter Clore Wine & Culinary Center began Phase II construction on the Outdoor Event Facility (OEF) scheduled to open May 2011. The 2,400 square foot OEF will include indoor and outdoor assembly areas, a catering kitchen, office space, rest rooms and a storage area. The Legends of Washington Wine event and the annual Prosser Wine and Food Fair will permanently relocate to the grounds this August. Phase III, the main Clore Center building is awaiting word on an EDA \$2 million grant application, which will fulfill the final funding piece for construction.

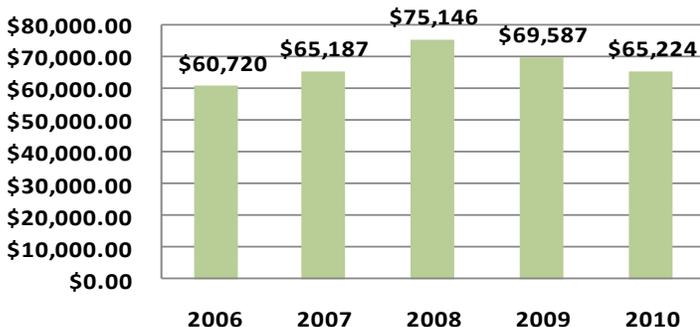
In Summary: Prosser benefited from \$9.3 million in construction costs in 2010. There were 9 single family homes built in Montecito Estates, the City began the swimming pool renovation, a new commercial retail building was constructed at Exit 80 and the Port of Benton began infrastructure on Vintner's Village II. All in all, it was a pretty good year considering the economic environment!



City Revenues

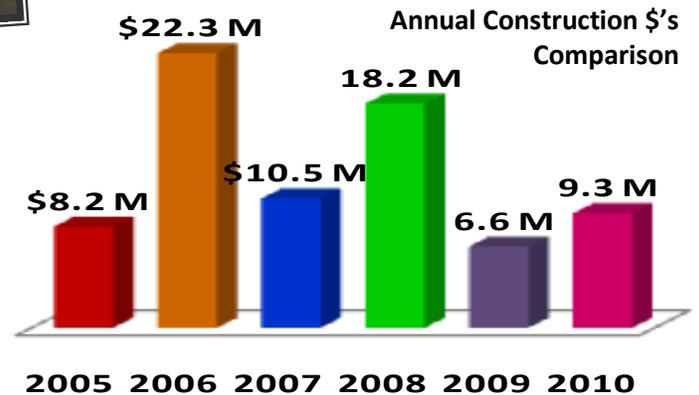
Slight declines were seen in City of Prosser tax revenues for 2010. Sales tax revenues were \$971,113; Motor Vehicle Fuel Tax garnered \$110,681 and Hotel/Motel Taxes raised \$65,224 for City coffers.

CITY OF PROSSER, WASHINGTON HOTEL MOTEL TAX REVENUES



North Prosser Development

Business development and expansion has flourished in the North Prosser area. A total of 173,463 sq. ft. of new commercial space has been built in the past six years, housing 28 new businesses and 5 expansions, creating 184 jobs. The Port of Benton has 52 new acres of property primed for future development. Construction of a city water tower for the area is expected to be completed summer, 2011.



Prosser Construction Growth

217 building permits were issued in 2010. The majority were homes, repair and remodels. Montesano Estates added 9 new single family homes. A 10,000 sq. ft. commercial retail building at Exit 80 is projected to add 20 new jobs. Other projects include the Walter Clore site's 2,300 sq. ft. Outdoor Event Pavilion, the City swimming pool renovation and 17 acres of infrastructure at Vintner's Village Phase II site.

2010 RETROSPECT

Annual Meeting & Tour

Prosser EDA welcomed Congressman Richard "Doc" Hastings as featured speaker at its annual meeting. The meeting capped a whirlwind day for invited guests, government officials and dignitaries in Prosser with a luncheon and afternoon bus tour showcasing the community's growth and development. After a brief tour through the downtown, guests boarded a tour bus and visited the transformed Horse Heaven Vista, Walter Clore Wine & Culinary Center site, Vintners Village I & II, Prosser Wine & Food Park, Prosser Airport; and commercial development near I82 Exit 80 along with undeveloped sites with future growth potential. At the tour conclusion invitees disembarked at the Princess Theatre where Congressman Hastings addressed attendees. As an added benefit this year, Prosser EDA members had an opportunity to exhibit business displays providing exposure and networking possibilities with government officials, agencies and businesses.



Job & Resource Fairs

In a quick response to the announced closing of the Prosser ConAgra plant in March 2010, Prosser Economic Development Association, Prosser's Jubilee Ministry, Prosser School District, and City of Prosser immediately implemented a **Resource Fair** to provide information on assistance available to employees and community members during the difficult time. "The recent ConAgra layoffs are a big blow to our city budget," said Mayor Paul Warden. "However, impacts of the layoffs on individuals and families are much more significant," "We are acting quickly and doing what we can as a City with our partners in human services and economic development to make sure that local residents are aware of the services that are available to them."

The **Prosser Job Fair** sponsored jointly in May by Prosser EDA and Mid Columbia WorkSource proved valuable to the community with 171 job seekers attending. The event proved beneficial to employers, job seekers and service agencies. Employers were given a chance to explore skill sets offered by prospective employees within our local workforce. Those in search of employment were able to apply for open positions from a wide variety of companies. Social and service agencies on hand were able to field questions, provide program education and assist those in immediate need. One such agency saw 53 individuals and identified 3 homeless families. Given the success and positive feedback we're looking forward to Job Fair 2011.



Growth Strategy Workshop

Participating in an application process with the Washington Chapter of the American Planning Association, Prosser EDA secured assistance to create a planning strategy for future growth and development. The resulting workshop hosted by the CPAT team included a group of interdisciplinary planners with expertise in areas such as transportation, historic preservation, economic development, growth management, urban design and land use and zoning. The session provided Prosser EDA and other stakeholders with implementation tasks and a timeline geared toward reaching planning goals. Given the original projects' scope, CPAT's team of professionals suggested a two phase set of workshops. The first session focused on the area around I82 Exit 80. A second session to focus on downtown revitalization issues will be addressed in Spring 2011.

Partnerships

Ongoing efforts continued in support of **Historic Downtown Prosser Association** via lobbying efforts to preserve State Main Street Program and fundraising under the Main Street Tax Incentive Program. Prosser EDA assists the HDPA Economic Restructuring Committee with a Gap Analysis Study & Loan Incentive Program.

As a sitting member on the **Walter Clore Wine & Culinary Center Board of Directors**, Prosser EDA Executive Director, Deb Heintz provided oversight with the \$2 million grant application to the Economic Development Administration. Phase II, construction of the Outdoor Event Pavilion began in the winter 2010; with an estimated completion date of May, 2011.

OUR ORGANIZATION

2011

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Deb Heintz – Ex. Director

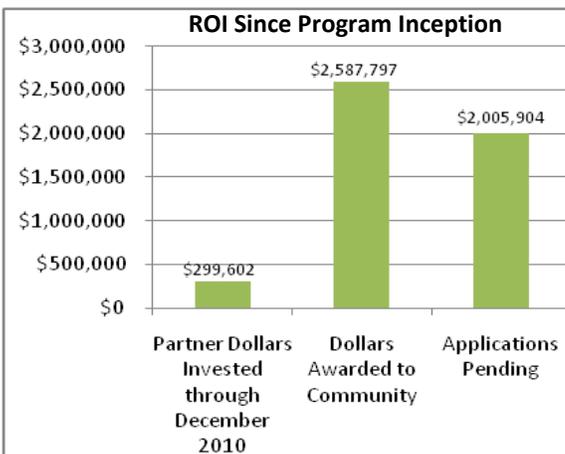
Sharon Crosby – Office Mgr.

Funding Partners

City of Prosser · Port of Benton · Benton County
Working in cooperation with public entities and private business Prosser EDA fosters economic development within our service area. Our partners investment shows continued confidence, support and commitment to Prossers' vitality. Partnerships between our organizations are extremely important to the community and its' journey towards continuing progress and prosperity.

Grant Writer Program Successes

The Community Grant Writer Program administered by Prosser EDA has maintained a successful record securing dollars for the community. Partners include the **City of Prosser, Port of Benton, Prosser Memorial Hospital and Benton PUD.** Through December 2010, the program has generated \$11.57 for every \$1 invested. At year end there were over \$2 million in applications pending.



Public Relations

- 2010 ImageWorks Refresh Award \$5,000 website redesign, launch March 2011
- Annual Meeting and Community Tour
- WAWGG & WSGS Grape Society Trade Shows
- 38 Earned media events TV, print & radio
- Quarterly Newsletters, Progress in Motion - local update articles and Press Releases
- Social media integration - Facebook – Website and Newsletter

2010 Membership

Our sincere appreciation to the following for their support.

Platinum Level

Kenyon Zero Storage

Gold Level

Prosser Memorial Hospital

Silver Level

Benton PUD

Ben Franklin Transit

Benton REA

Brown's Tire Company

Edward Jones Prosser

Gap Road Properties, LLC

Ste. Michelle/Snoqualmie Winery

Yakima Federal Savings

Zirkle Fruit Company

Contributor Level

Bleyhl Farm Service

Con Agra Foods

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Member Level

Airfield Estates Winery

Alexandria Nicole Cellars

AmericanWest Bank

Après Vin

Chardonnay Event Center

Conover Insurance

Heavens Cave Cellars

Mercer Building, LLC

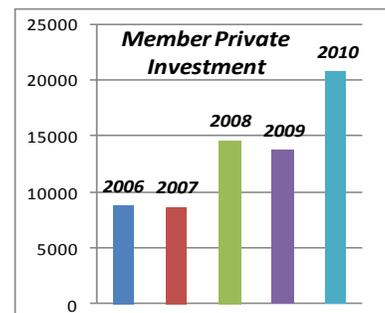
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Prosser EDA
2010 Contributor Award
Ben Franklin Transit

Thank You
Your Support Advances
Economic Development
Within the Community

From The Membership . . .

Over the years I have watched positive and continuing economic growth in Prosser while many of the other communities in our state have experienced little or no increase in economic benefit. I have personally been very involved for many years in trying to help promote our valley as a great place to live and do business. I know from first hand experience that economic growth just doesn't happen by itself. I attribute the majority of this positive economic impact in Prosser to the Prosser Economic Development Association and its staff for the tenacity and creativity that has encouraged viable businesses to take a strong look at the benefits in moving to and expanding in the Prosser area.

Gary Christensen, R. E. Powell Distributing

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