



Prosser EDA Launches Revamped Website!

Imageworks, the award winning communications agency in Pasco, WA has worked closely with Prosser EDA staff to completely revamp our website. After winning their "Refresh 2010 Award", with free design services valued at \$5,000, our organization and ImageWorks experienced team went to work on a new, updated look.

<http://www.prosser.org>

Please take a moment to visit our site and see the new information and design!

WA Wine Industry Still Producing

- 33% increase in grape production past five years
- Number of wineries doubled in past five years
- WA state licenses 700th winery
- Record high 2010 production of 160,000 tons
- Growers received average of \$1,040 per ton; \$10 higher than previous record set in 2008

Maximize Your Marketing \$'s Tips For Small Biz

As small business owners prepare to spend their marketing dollars this year, there are a few tips to make



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Partner Quick Links

[Port of Benton](#)
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[Benton County](#)

Small Biz Briefs

[IRS steps up audits for small businesses](#)

[Three reasons small biz may be unable to lead the way out of recession](#)

[Smaller firms more vulnerable to in-house larceny: What to do about it](#)

[The growing IT threat most small](#)

smart use of their budget. Regular and repetitive marketing to a niche market, developing a consistent brand and co-marketing with other small businesses are some of the strategies considered. See the following article from [The Street](#).

[businesses don't see coming](#)

Article links courtesy of [Businessbrief.com](#)



Ag in America

Rural America could lead U.S. economic gains in 2011. Stronger commodity markets and export activity has positioned rural America for sustained growth in the year ahead with commodity industries the primary drivers. USDA projects agricultural commodity inventories to remain just above historical lows with increasing demand offsetting strong production. Energy and agricultural prices are projected to remain

high in 2011. Strong global demand could also support rural export and manufacturing activity. 2010 agricultural exports are expected to have reached the second-highest level on record and continue strong into 2011. Healthy rural employment and income gains could lift consumer spending further in the year ahead. *Data taken from the "Main Street Economist"*

Challenging Ag Trends

1. Few farms and fewer farmers - Since World War II farm consolidation and the transition of ag land into non-agricultural uses have challenged rural communities. With fewer farming families, the skills, traditions, and culture built around a rural economy are less likely to contribute to a rural community's sense of place. By understanding the challenges and thinking strategically about future growth and development, rural decision-makers can direct growth in a way that benefits the community while preserving its rural heritage and traditions.

2. Loss of forest land - The U.S. Forest Service estimates that between 1982 and 1997, 10.3 million acres of forest land were converted to development, indicating a decline in the ecological health of rural communities. It also means that forestry-based economy of some rural communities may be in jeopardy. The landscapes of communities are changing and that may have a negative impact on tourism and residents' quality of life.

3. Rapid growth at metropolitan edges - Highest rates of population growth have been occurring where suburban and rural areas meet; consuming 1.2 million acres of prime farmland every year. Communities, due to rapidly growing populations, face infrastructure challenges, finding it difficult to provide the necessary new infrastructure and services.

4. Shrinking population in other areas - While some areas struggle to keep up with growth, other regions have the opposite problem. According to the USDA, one in four rural counties saw a drop in population between 1990 and 2000, due to declining farm employment, remoteness from metropolitan areas, and a lack of amenities like a vibrant Main Street or natural features.

This report from the International City/County Management Association and the EPA includes a multitude of information that can be helpful to rural communities and areas looking for a guide to future growth and development. The full report can be found at: [Putting Smart Growth to Work in Rural Communities](#)

Board of Directors 2011

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Robert Stevens, Vice President
Shelley Clark, Secretary
Steve Sensney, Treasurer
Max Benitz Jr., Past President



Jane Hagarty,
President

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Community Organization Updates

Prosser Farmers Market

Prosser Farmers Market is gearing up for the upcoming season. Every Saturday, 8 am to 12:00 noon, May through October, visit the Prosser City Park and partake of the freshest fruits and vegetables, artisan breads, pastries and cheeses from a wide variety of vendors. Enjoy a hearty breakfast from the Kiwanis booth or your favorite latte, espresso or smoothie from Becky's Coffee Corner. There's musical entertainment each Saturday, special events scheduled throughout the season and you'll meet



the friendliest people at the Market. Visit their website for information of events and sign up for the Newsletter.



The Clore Center received an approval letter for further consideration from the National Economic Development Association on its \$2m grant application. Phase II construction began on the

Outdoor Event Pavilion - estimated completion date is May, 2011.



Historic Downtown Prosser Association

HDPHA has been successful in creating a flurry of revitalization within the downtown core. After obtaining a Start-Up Community designation the organization's Design Committee became an essential component in providing resources for store front improvements. To date, property owners have invested over \$1 million in downtown improvements and renovations. HDPHA has gained financial support from the business community through the Main Street Tax Incentive Program. Recently, new streetscape features have been added to the downtown, including attractive benches, bike racks and trash receptacles. In addition, a low or no interest loan program for enhancement of building improvements is unveiling. The organization is in the process of their third and final application for full Main Street Community Status.

HDPHA is now conducting part II of their survey sent out by the Economic Restructuring Committee. You may visit the HDPHA site by clicking on their logo and take part in the survey.

This survey builds on the responses to Part 1 of the survey. Your participation in this second survey will help inform the May 2011 one-day planning workshop that the

American Planning Association, Washington Chapter, will be conducting. The purpose of the workshop is to enhance downtown Prosser's attractiveness and vitality. The workshop will be led by APA's Community Planning Assistance Team that assisted with the North Prosser, Exit 80 Area Growth Strategy Workshop hosted by Prosser EDA in October 2010.

For more information contact Historic Downtown Manager, Alisa Groenen at (509)-786-2399 or historicdowntownprosser@gmail.com

2010 Economic Development

Job Creation & Resource Assistance

- Community Resource Fairs for family assistance with non-profit agencies & City
- Job Fair in partnership with Columbia Basin WorkSource
- 27 participating agencies
- Continue to have follow-up meetings with ConAgra after plant closing

Future Growth Discussions

- Conversations with City & County Planning Departments.
- Prosser EDA Board directs focus on I-82, north & south of Exit 80, I82.
- Awarded grant for community planning assistance from the Planning Association of Washington.
- Held a workshop on Oct. 7th, where experts state-wide came to assist in this planning process.

Historic Downtown Prosser Association (*Assisting Economic Restructuring Committee*)

- Lobbying efforts to preserve State Main Street Program
- Fundraising under the Main Street Tax Incentive Program
- Assisting Economic Restructuring Committee with Gap Analysis Study & Loan Incentive Program

Grant Writer Program

- Liaison with program partners and administrative oversight
- Since inception the program has generated \$11.57 for every \$1 invested
- \$795,146 awarded in 2010
- \$2,005,904 in pending applications

Benton County Citizens for Responsible Government

- Organized committee to educate citizens regarding initiative to move Benton Co. Seat from Prosser to Kennewick
- Initiated weekly meetings in August 2010
- Raising of Funds
- Campaign Advertising
- Debates
- Public Disclosure Commission Reporting

Public Relations

- 2010 Annual Meeting & Community Tour for officials & dignitaries
- New website design and update for launch March 2011
- WAWGG & WA State Grape Society Trade Shows
- 38 Earned media events in 2010
- Quarterly Newsletters
- "Progress in Motion" local articles and Press Releases
- Social media integration Facebook - Website - Newsletter

Join Our Mailing List!

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