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PROSSER

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



Our Mission: Prosser EDA creates and promotes a sustainable community by leading projects to create economic growth for our citizens. Prosser EDA initiatives add value to Prosser by improving the quality of life, stimulating a diverse economy, preserving environmental assets, and forging key alliances which result in measurable increases in vital economic indicators of a healthy, growing community.

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Fall 2012

Dear Deb,

As the weather gets cooler, it becomes more and more apparent that fall is upon us. With the fall season comes harvest. Most farmers are in full harvest mode and are diligently at work bringing the fruits of their labors to market so we can delight in the wonderful offerings on the table.

In honor of the season, this newsletter has a Harvest theme, which we hope will bring some creative ideas to warm you through the long winter!



Deb Heintz
Prosser Economic Development Association
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Prosser Demographic Data:

Quick Facts:

Population: 5,714

10 year growth rate: 18.1%

Land area: 4.30 sq. mi.

Pop. Density: 1329 / sq. mi.

Demographics 2010 Census:

Males: 2,725 - 47.7%

Females: 2,989 - 52.3%

Median resident age: 32.8 yrs.

WA median age: 46.6 yrs.

Finding Your Way in Prosser...

The installation of six new directional signs along Wine Country Road from Exit 80 to Exit 82 will provide tourists and visitors a helpful guide to locating destinations in Prosser. The signage system relies on a cohesive theme, refreshed logo and updated colors for a vibrant look that will be sure to catch the eye of passersby.



"The best part of this project was the passion of the grassroots committee that never lost sight of the goal." commented Deb Heintz, Prosser Economic Development Association. The committee found themselves asking basic questions and requesting information, i.e., what does the current signage ordinances allow, what types of signs are currently in place, what are other cities doing for signage. The committee studied, researched and submitted a document to City Hall to use as a basis to create new sign ordinances. Once the ordinances were Council approved, the committee went to work on the design. Aaron O'Brien of Chinook Signs, Inc. assisted in design and construction. Funding for the \$20,000 project was made possible by the collaborative efforts of public in-kind support and private donations. "Prosser's non-profit organizations, i.e. Prosser Chamber, Tourism Committee, Historic Downtown Prosser and Prosser Economic Development, and with the help of the Port of Benton played a huge role in contributing to this project," stated Mayor Paul Warden.

Specialty Crops Grant

The Washington State Department of Agriculture (WSDA) received word today that the U.S. Department of Agriculture has approved the state's application for \$3.3 million in grant funding for projects to support the state's fruit, vegetable and horticulture growers. The 2012 USDA Specialty Crop Block Grant will fund 25 projects managed by the department and other Washington organizations to benefit the third largest specialty crop industry in the nation. Awards for individual projects range from \$26,000 to \$250,000.

"These federal dollars will help us support innovation, jobs and profits for a large percentage of Washington-grown products," said Gov. Chris Gregoire. "The Specialty Crop Block Grant Program, authorized under the 2008 Farm Bill, is a great tool to help enhance the sustainability of Washington agriculture. We must have the Farm Bill renewed and include funding for specialty crops in future years."

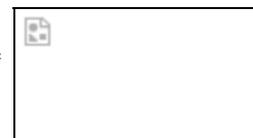
"These projects strengthen the capacity of our diverse agricultural producers...[read more](#)

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WA Export Initiative on track to increase number of companies exporting by 30%

OLYMPIA, WA - Washington State reported strong Fiscal Year 2012 sales of \$198.2 million from state export assistance, the Washington State Department of Agriculture and Department of Commerce announced. Both agencies are encouraging and helping more businesses to [read more...](#)



Taste Washington

On Sept. 26, over 300 schools and at least 30 local



farms will participate in Taste Washington Day to celebrate the state's agricultural diversity and encourage healthy eating habits. The Washington State Department of Agriculture (WSDA) and the Washington School Nutrition Association (WSNA) are partnering with local schools to feature Washington-grown foods in their school meals.



"We encourage students and school representatives to try a variety of locally grown foods, support growth and appreciation for Washington agriculture and enjoy Taste Washington Day," said Tricia Kovacs, a WSDA outreach and education specialist. "Schools from Walla Walla to Bellingham are participating by partnering with farmers to serve the freshest foods during the current harvest."

[Read more...](#)

How to Build a Support Network

By Nadia Goodman
entrepreneur.com

As every business leader quickly finds, it's lonely at the top. With the burden of decisions and risks falling on your plate, you need a strong support network that can offer advice and understanding.



"When I started my first business, it was pretty lonely, like it is for most entrepreneurs," says Kevin Miles, a serial entrepreneur and founder of Avantras Consulting Group. Over time, he built a strong group of friends, peers, and mentors that supported him throughout his career and helped his businesses grow. Building that network takes effort and energy. "You have to put value on building [read more...](#)

Leadership Prosser 2013

Applications are being accepted through November 30, 2012 for the 2013 class of Leadership Prosser.

The eight-month community learning program welcomes those living in, or working in,

Prosser to apply. The class, which kicks off in late January, has 12 openings. For details, stop by Prosser Economic Development Association, 1230 Bennett St., Prosser, or go to <http://www.prosser.org/news> and download the brochure and application. Questions? ProsserLeadership@hotmail.com



Washington State Receives \$1.4 million SBA Grant for Boosting Small Business Exports

The U.S. Small Business Administration (SBA) has awarded the Washington State Department of Commerce another year of



Department of Commerce
Innovation is in our nature.

federal funding to help state small businesses grow through exporting. The \$1.4 million grant, part of the SBA's State Trade and Export Promotion (STEP) program, represents the fourth largest state award and continues the successful programs offered through Commerce's Export Washington initiative.

More than 100 small businesses from around the state [read more...](#)

Supercharged Entrepreneurs

Millennial Entrepreneurs, young people under the age of 29, are quickly transforming the boomtowns that we found in our original research for my "BoomtownUSA"



book. Those towns that are figuring out how to inspire, instruct, and assist these young entrepreneurs are the ones that are going to transform their towns for the future. It is a profound paradigm shift that is occurring in rural America with economic developers spending less time on recruiting in new businesses, and instead channeling recruitment resources into [read more...](#)

Economic Census

This fall, businesses in Prosser will receive 2012 Economic Census forms from the U.S. Census Bureau. Selected companies will receive forms in November, but most will get them in December.

Federal Reserve Board Chairman Ben Bernanke has called this census "indispensable to understanding America's economy." Taken every five years, the

Economic Census "assures the accuracy of the statistics we rely on for sound economic policy and for successful business planning," said Bernanke.

There are a lot of interesting facts from the last Economic Census, available about all industries at business.census.gov. Examples there illustrate how Census Bureau economic statistics are used by local businesses for marketing and planning, as well as by government agencies and researchers. [Learn more at census.gov](#)



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