



MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
MONDAY, JANUARY 24, 2022 – 4:00 P.M.
VIA ZOOM

CALL TO ORDER

Chairman Bricker called the meeting to order at 4:02 pm.

ATTENDANCE

Chairman Bricker, Committee Members Hughes, Knight, Newman, Spencer, and Potts.

Also present were Council Liaison Christensen, Director Jensen, Planner Arrasmith, Economic Development Manager Wallner and Administrative Assistant II Follett.

APPROVAL OF AGENDA

Chairman Bricker presented the agenda for approval. There were no changes or additions.

COMMITTEE MEMBER HUGHES MOVED AND COMMITTEE MEMBER SPENCER SECONDED THE MOTION TO APPROVE THE AGENDA AS PRESENTED. MOTION PASSED 6-0.

APPROVAL OF MINUTES

Chairman Bricker introduced the meeting minutes from October 25, 2021. There were no changes or discussion.

COMMITTEE MEMBER POTTS MOVED AND COMMITTEE MEMBER KNIGHT SECONDED THE MOTION TO APPROVE THE MEETING MINUTES OF OCTOBER 25, 2021. MOTION PASSED 6-0.

PUBLIC COMMENTS

Chairman Bricker opened the public comment period at 4:05 p.m. Having no one request time to address the committee, Chairman Bricker closed the public comment period at 4:05 p.m.

PRESENTATIONS

1. Introduction of New Economic Development Manager

Development Services Director Jensen introduced the newly appointed Economic Development Manager, Mandy Wallner.

2. 2022 Business License Reserve Fund Applicant Presentations

Logan LaPierre, Tri-Cities Regional Chamber of Commerce, presented a Power Point presentation, outlining the Economic Gardening program and the funding request to support the program. (Attached)

Gus Sako, Uptown Business Improvement District, provided an overview of the alley art program and how the money has been spent in previous years.

Jennifer Little, Stevens Media Group - Live @ 5 event, overviewed the annual Live @ 5 event in John Dam Plaza. She highlighted the number of weeks, and number of bands expected this year. She also stressed this is a free family event.

Ron Nielsen, Small Business Development Council (SBDC) Business Consulting Program, gave information on the program provided by the SBDC. He provided a recap of 2021 and talked about how the program was impacted by COVID-19. As part of his presentation Mr. Nielsen reported 68 hours spent by 9 advisors during 2021 and noted that 19 clients were serviced, 2 of which received SBDC loans. His presentation included a list of businesses.

Gus Sako, Uptown Business Improvement District, also presented the applications for event support, new holiday lights, and new street furniture.

Economic Development Manager Wallner overviewed the Commercial Façade Improvement Program funding request for 2022.

3. 2021 Project Review

Economic Development Manager Wallner provided highlights to the project review contained in the agenda packet. She also answered questions and talked about upcoming projects and plans for 2022.

ITEMS OF BUSINESS

1. 2022 Business License Reserve Fund Recommendations

Committee members discussed applications and funding requests, as well as how they ranked each request.

COMMITTEE MEMBER SPENCER MOVED AND COMMITTEE MEMBER POTTS SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE THE 2022 BUSINESS LICENSE RESERVE FUND AWARDS IN THE AMOUNTS, AND TO THE APPLICANTS IDENTIFIED IN THE EDC FINAL SELECTION MATRIX (ATTACHED). MOTION PASSED 6-0.

2. Committee Training

Economic Development Manager Wallner introduced the training program and topics that will be reviewed at each meeting during 2022. Ms. Wallner also asked for input from the Committee on additional topics they would like training for.

ELECTION OF OFFICERS

Nominations were made for Brad Bricker as Chairperson and Megan Hughes as Vice-Chairperson.

COMMITTEE MEMBER SPENCER MOVED AND COMMITTEE MEMBER NEWMAN SECONDED THE MOTION TO ELECT BRAD BRICKER AS CHAIRPERSON. MOTION PASSED 6-0.

COMMITTEE MEMBER NEWMAN MOVED AND COMMITTEE MEMBER SPENCER SECONDED THE MOTION TO ELECT MEGAN HUGHES AS VICE-CHAIRPERSON. MOTION PASSED 6-0.

ANNOUNCEMENTS

None

ADJOURNMENT

Chairman Bricker adjourned the meeting at 5:56 p.m.

Prepared by:	<u><i>Lynne Follett</i></u> Lynne Follett, Administrative Assistant II
Reviewed by:	<u><i>Kerwin Jensen</i></u> Kerwin Jensen, Development Services Director
Approved by:	<u><i>Brad Bricker</i></u> Brad Bricker, Chairman



NATIONAL CENTER FOR
**ECONOMIC
GARDENING**

Tri-Cities Economic Gardening Program

What is EG?

- EG is a program that targets second stage businesses and assists them with strategic issues while providing customized research
- After connecting with a team of research specialists, EG provides participants with:
 - **Market trends:** Potential competitors are identified, and previously unknown resources are uncovered
 - **Targeted marketing:** Specialists map geographic regions for more specialized marketing efforts
 - **SEO:** The team will ensure the participant's company is being seen when a search is performed online which in turn increases web traffic
 - **Core strategy:** All members of the team assists with the refinement or revision of the company's core strategy to ensure a competitive advantage is achieved

How long does it take?

- The National Center for Economic Gardening (NCEG) advises company CEOs that a typical EG engagement runs for 6-8 weeks.
- During this time, 36 hours is devoted to each company:
 - 31 hours are used solely for researching and delivering data back to the company
 - 5 hours are used for learning the needs of the company
 - This includes a discovery call between the company and the National Strategic Research Team (NSRT) and,
 - A Team Call between the NSRT and the team leader to develop a strategy to maximizing the engagement

City of Richland Sponsorship History

- To date, the City of Richland has sponsored and assisted with the selection of six companies to go through Economic Gardening - more than another other entity we've partnered with previously.
 - 2018:
 - SIGN Fracture Care International
 - Patio Covers Unlimited
 - 2019:
 - J. Bookwalter Wines
 - Perfection Glass
 - 2020:
 - Malley's Compounding Pharmacy
 - Highland Organic Foods
 - 2021:
 - NewEdge, Inc.
 - Polestar Technical Services





SIGN Fracture Care Int'l

Sponsored by:



- Accepted: 9/2021
- Engagement ended: 11/2021
- Duration: 8 weeks
- Focus:
 - New market opportunities (1-3 yrs)
 - Recruiting trends for millennials
- Outcome:
 - Creating strategies to pursue markets outside of the region
 - Building candidate pool for future hiring needs while navigating the millennial challenge (professionals who stay in a job for less than three years)

SIGN Fracture Care Int'l

Sponsored by:



- Accepted: 11/2018
- Engagement ended: 3/2019
- Duration: 20 weeks
- Focus:
 - Markets that SIGN can pursue as clients
 - Increase donor retention
- Outcome:
 - Pursuing Madagascar, Burkina Faso and Botswana as potential new mission sites
 - Approaching donors that align with their mission
 - Advanced search techniques will be used within LinkedIn to identify potential donors, and create connections and relationships

SIGN Fracture Care Int'l

Sponsored by:



- “The Economic Gardening team was able to figure out who we were so quickly and tailor the information they uncovered to locate solid leads for our growth efforts. We are so happy to have had the opportunity to participate in this program and we want to commend the founder and team members as they are making a huge difference for the small business community.”

-Jeanne Diller, CEO

Our Ask

- The Tri-City Regional Chamber asks for funding to send two Richland-based companies through Economic Gardening, totaling \$14,000, or \$7,000 per company.

Our Ask

- Each engagement costs a total of \$7,000:
 - \$4,290 in expenses from the National Center for Economic Gardening
 - 36 hours of research
 - \$2,710 in expenses from the Tri-City Regional Chamber
 - This cost consists of three major items:
 - **Program Management**
 - Recruitment, retention, follow up
 - **Executive Oversight & program reporting**
 - Weekly program updates
 - **Communications & marketing**
 - 2022 plan includes multichannel marketing to:
 - 6,830 Facebook followers
 - 6,000 email contacts
 - In total, the Chamber spends 60 hours, primarily in recruiting, assisting companies through Economic Gardening.

Thank you

2022 BLRF Selection Matrix

The final 2022 recommendations from the Economic Development Committee for Business License Reserve Funds are as follows:

2021 estimated carryover \$16,695 / Total for 2022 \$139,066

Description	Applicant	Amount
Economic Gardening (001)	Tri-City Regional Chamber	\$14,000
Uptown Art Program (002)	UBID	\$2,000
Live @5 (003)	Tri-City Regional Chamber	\$10,000
SBDC (004)	Small Business Development Council	\$15,000
Events and Marketing (005)	UBID	\$3,000
Benches and Garbage Refinish (006)	UBID	\$6,000
Façade Program (007)	--	\$89,066
Total		\$139,066

Any additional program funds are to be added to the Commercial Façade Improvement Program or brought back to the committee for consideration.