Agenda
Economic Development Committee Meeting
Monday, October 26, 2020
Zoom (206) 377-9723 or (253) 215-8782
Meeting ID 976 4670 2834

Pursuant to Resolution No. 100-20, this meeting will be conducted remotely via Zoom. The public may attend remotely by calling one of the numbers listed above.

Committee Members: Chair Bricker and Members Chacon, Hughes, Holmberg, Knight, Newman, Richardson and Spencer.

Liaisons: Council Liaison Christensen
Staff Liaison: Development Services Director Jensen

Regular Meeting - 4:00 p.m.

Call to Order/Attendance:

Approval of Agenda: (Approved by Motion)

Approval of Minutes: (Approved by Motion)

June 15, 2020 Meeting Minutes

August 27, 2020 Meeting Minutes

Presentations: (10 Minutes)

1. TRIDEC Update
   - Amanda Wallner
2. Economic Development Annual Update
   - Amanda Wallner

Announcements: (3 Minutes)

Adjournment

The next Economic Development Committee Meeting is November 23, 2020

Richland City Hall is ADA accessible. Requests for sign interpreters, audio equipment, and/or other special services must be received 48 hours prior to the meeting by calling the City Clerk's Office at 942-7389.

ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 10/26/2020 Agenda Category: Approval of Minutes

Prepared By: Joe Jacobs, Economic Development Manager

Subject:
June 15, 2020 Meeting Minutes

Department:
Development Services

Recommended Motion:
Approve the minutes of the Economic Development Committee meeting held on June 15, 2020.

Summary:

Fiscal Impact: Core Focus Area 1 - Promote Financial Stability & Operational Effectiveness

Attachments:

1. 2020.06.15 Economic Development Committee Meeting Minutes DRAFT

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
Via Zoom
Monday, June 15, 2020 – 4:00 p.m.

CALL TO ORDER
Chairman Bricker called the meeting to order at 4:05 pm

ATTENDANCE
Chairman Bricker, Committee members, Sako, Newman, Chacon, Hughes, Higgins, and Holmberg.

Also present were Economic Development Manager Jacobs, Economic Development Planner Arrasmith, Marketing Specialist Wallner and Administrative Assistant Follett.

APPROVAL OF AGENDA
Chairman Bricker presented the agenda and asked if there were any additions or changes.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO APPROVE THE AGENDA AS WRITTEN. MOTION PASSED 7-0.

APPROVAL OF MINUTES
Chairman Bricker asked for a motion to approve the minutes for February 24th.

COMMITTEE MEMBER NEWMAN MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO APPROVE THE MINUTES OF THE FEBRUARY 24, 2020 MEETING AS WRITTEN. MOTION PASSED 6-0. COMMITTEE MEMBER HUGHES ABSTAINED.

Chairman Bricker asked for a motion to approve the minutes for March 2nd.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO APPROVE THE MINUTES OF THE MARCH 2, 2020 MEETING AS WRITTEN. MOTION PASSED 6-0. COMMITTEE MEMBER HUGHES ABSTAINED.

BUSINESS

1. Land Exchange at Wellsian Way and Stevens Drive

Mr. Arrasmith provided the staff report and noted the map included in the packet was incorrect. He provided the Committee with the proper map and explained the circumstances relevant to each property and reason for the land exchange. Committee members asked several questions related to access from both Wellsian Way and Stevens Drive. Members also expressed concern with pedestrian traffic from the schools nearby. Staff provided

information about crosswalks and traffic lights at the intersection. Members also discussed and asked staff about future development plans in the vicinity. After lengthy discussion and consideration the Committee chose to put forward a motion to approve.

COMMITTEE MEMBER SAKO MOVED AND COMMITTEE MEMBER HIGGINS SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE THE LAND EXCHANGE AT WELLSIAN WAY AND STEVENS DRIVE. MOTION PASSED 6-0. COMMITTEE MEMBER NEWMAN ABSTAINED DUE TO CONCERNS OVER FUTURE DEVELOPMENT.

2. Repurchase of 5 Acres at City View

Chairman Bricker asked Mr. Arrasmith to give the staff report. Mr. Arrasmith outlined the reasons for the request to repurchase. He noted Energy Northwest originally purchased the property for an emergency operations center but has since decided not to move forward with development. Mr. Arrasmith answered questions related to current appraisal of commercial property in the area. Committee members held a brief discussion about merits of the repurchase request.

COMMITTEE MEMBER NEWMAN MOVED AND COMMITTEE MEMBER HIGGINS SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE THE REPURCHASE OF 5.1 ACRES AT CITY VIEW FROM ENERGY NORTHWEST. MOTION PASSED 7-0.

3. Purchase and Sale Agreement for Property Located at Wellsian Way and Stevens Drive

Mr. Arrasmith presented the staff report. He included an overview of the proposed project for the site and noted there would be a 3% finder's fee paid as part of the sale. Chairman Bricker asked for input from Committee members on thoughts about the use being compatible and desired in this area. Committee members discussed potential conflicts with access and crosswalks. Mr. Arrasmith noted that access would be required from Stevens Drive due to city codes and requirements. Other members voiced support for the proposal.

COMMITTEE MEMBER NEWMAN MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO RECOMMEND TO COUNCIL APPROVAL OF THE PURCHASE AND SALE AGREEMENT WITH THE REQUEST FOR STAFF TO PROVIDE AN UPDATE ON REQUIRED SAFETY MEASURES AT A FUTURE MEETING. MOTION PASSED 7-0.

4. Commercial Façade Improvement Program Application Review – Dovetail Joint

Chairman Bricker asked Ms. Wallner to give the staff report. Ms. Wallner outlined the project for Dovetail Joint. She also noted the plan may need to change due to new COVID-19 social distancing guidelines. Ms. Wallner also answered questions from Committee members relative to the overall project and funds remaining in the Façade Improvement Program fund for the year. After a short Q&A, Committee members held a brief discussion of the merits of the project.

COMMITTEE MEMBER NEWMAN MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO CONTINUE THIS ITEM TO THE NEXT MEETING.

DISCUSSION ON THE MOTION ENSUED. MOTION FAILED, WITH 3 IN FAVOR AND 4 OPPOSED.

AFTER ADDITIONAL DISCUSSION COMMITTEE MEMBER SAKO MOVED TO RECOMMEND APPROVAL OF UP TO $8,000 TO ESTABLISH THE OUTDOOR EATING AREA. HAVING NO SECOND, THE MOTION DIED.

CHAIRMAN BRICKER ASKED INDIVIDUAL MEMBERS TO VOICE CONCERNS AND THOUGHTS ABOUT HOW TO MOVE FORWARD ON THIS ITEM. FOLLOWING ADDITIONAL DISCUSSION COMMITTEE MEMBER HUGHES MOVED AND COMMITTEE MEMBER SAKO SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE HALF OF COST OF PROPOSED OUTDOOR SEATING AREA. MOTION PASSED 5-2. COMMITTEE MEMBERS ALSO AGREED TO COME BACK TO THIS APPLICATION AND POSSIBLY RECOMMEND AWARDING REMAINING AMOUNT AT A LATER DATE.

5. Commercial Façade Improvement Program Application Review – Frost Me Sweet

Chairman Bricker asked Ms. Wallner to give the staff report. Ms. Wallner outlined the project for Frost Me Sweet and showed graphic representations of the proposed façade updates. She showed additional renderings and information received from the applicant. Ms. Wallner also answered questions from the Committee relative to the overall project and costs. Committee members held a brief discussion of the merits of the project.

COMMITTEE MEMBER HOLMBERG MOVED AND COMMITTEE MEMBER SAKO SECONDED THE MOTION TO RECOMMEND APPROVAL OF HALF ($10,000) THE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM APPLICATION FOR FROST ME SWEET WITH THE CAVEAT THAT THE COMMITTEE WILL RECONSIDER THE OTHER HALF AT A LATER TIME. MOTION PASSED 7-0.

ANNOUNCEMENTS

Chairman Bricker thanked everyone for their point of view and participation.

ADJOURNMENT

Chairman Bricker adjourned the meeting at 5:59 p.m.

Prepared by: **Lynne Follett, Administrative Assistant II**
Reviewed by: **Joe Jacobs, Economic Development Manager**

DRAFT

ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 10/26/2020 Agenda Category: Approval of Minutes

Prepared By: Joe Jacobs, Economic Development Manager

Subject:
August 27, 2020 Meeting Minutes

Department:
Development Services

Recommended Motion:
Approve the minutes of the Economic Development Committee meeting held on August 27, 2020.

Summary:

Fiscal Impact: Core Focus Area 1 - Promote Financial Stability & Operational Effectiveness

Attachments:
1. 2020.08-27 Economic Development Committee Meeting Minutes DRAFT

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
Via Zoom
Monday, August 17, 2020 – 4:00 p.m.

CALL TO ORDER
Chairman Bricker called the meeting to order at 4:00 pm

ATTENDANCE
Chairman Bricker, Committee members, Kenney, Sako, Newman, Chacon, Hughes, and Holmberg.

Also present were Economic Development Manager Jacobs, Economic Development Planner Arrasmith and Administrative Assistant Follett.

APPROVAL OF AGENDA
Chairman Bricker presented the agenda and noted the minutes from the last meeting were left out of the packet and therefore that item needed to be removed from the agenda. He also asked if there were any additions or changes.

COMMITTEE MEMBER HOLMBERG MOVED AND COMMITTEE MEMBER SAKO SECONDED THE MOTION TO APPROVE THE AGENDA AS AMENDED WITHOUT APPROVAL OF MINUTES. MOTION PASSED 7-0.

PRESENTATIONS

1. TRIDEC Quarterly Review

Karl Dye, TRIDEC President & CEO, gave a PowerPoint presentation showing measures and year to date progress against TRIDEC's 2020 goals. He provided details on their work plan development initiative and efforts to support the business community during the COVID-19 pandemic. Mr. Dye also spoke about challenges during the pandemic.

At the conclusion of his presentation, Committee members asked questions and thanked Mr. Dye for his presentation.

BUSINESS

1. 3 Rivers Diesel Purchase and Sale Agreement

Mr. Arrasmith provided the staff report shared a map showing the location 3 Rivers Diesel plans to purchase. He also provided the Committee with background, proposed price and size of lot as well as the proposed use.

COMMITTEE MEMBER KENNEY MOVED AND COMMITTEE MEMBER HOLMBERG SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE THE PURCHASE AND SALE AGREEMENT WITH 3 RIVERS DIESEL. MOTION PASSED 7-0.

ANNOUNCEMENTS

No announcements

ADJOURNMENT

Chairman Bricker adjourned the meeting at 4:23 p.m.

Prepared by: **Lynne Follett, Administrative Assistant II**
Reviewed by: **Joe Jacobs, Economic Development Manager**

DRAFT

ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 10/26/2020

Agenda Category: Presentations

Prepared By: Amanda Wallner

Subject:
TRIDEC Update

Department:
Development Services

Recommended Motion:

Summary:
TRIDEC presentation of year to date economic activity.

Fiscal Impact: None

Attachments:
1. 10-26-2020 TRIDEC - Richland3QUpdate2020

TRIDEC Score Card 3Q2020

Task	Measurement	Target	3Q Update
Share project leads with City of Richland staff	Number of Leads	All leads that fit City of Richland's criteria	6
Connect City of Richland's Economic Development Team to state and regional partners	Number of Meetings	Continue weekly regional economic development meetings	20
Host regional meetings with all electrical utility providers and BPA	Number of Meetings	2 before 2021	1
Host regular meetings with City of Richland's Economic Development Team and Richland's largest employers to understand future growth plans	Number of Meetings	4 before 2021	0
Continue monthly BRE meetings with City of Richland businesses, inviting staff to participate	Number of Meetings	5/month beginning in July 2020	0

COVID RESPONSES

TRIDEC
Tri-City Development Council

Business Grants

- **WWSEBEG Grants**
  - $500,000
- **County CARES**
  - Benton County
    - $3,500,000
  - Franklin County
    - $3,000,000
- **Commerce CARES**
  - Benton County
    - $734,678
  - Franklin County
    - $440,083

Tri-Cities Open and Safe Coalition

PPE Donations and Drop Offs

Communications

ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 10/26/2020

Agenda Category: Presentations

Prepared By: Amanda Wallner

Subject:
Economic Development Annual Update

Department:
Development Services

Recommended Motion:

Summary:
Presentation of Economic activity from mid 2019 thru mid 2020.

Fiscal Impact:

Core Focus Area 1 - Promote Financial Stability & Operational Effectiveness

Attachments:

1. Project Update 2020 - complete

Richland

2020

Project Update

Economic Development

Economic Development |2020 Project Update

The Economic Development team is driven to ensure economic well-being and the quality of life in our our community. Some of the integral parts of economic development are vitality, economic growth and diversity, and vibrancy, which are often the basis of the most thriving areas. This direction, along with the strategic objectives of the City Council and City Management, have governed the guiding principles and focus areas of the Economic Development Division which is just one of three divisions in the Development Services Department alongside the Planning and Building Divisions.

An integral part of the economic development flow of information and implementation is the Economic Development Committee; this is a group of eight volunteers tasked with reviewing projects and initiatives related to development within the city. The group then makes recommendations to Council based on their own unique perspective and expertise within the business community.

This report will highlight the major projects completed from the end of 2019 and the first half of 2020.

CENTRAL BUSINESS DISTRICT

Some exciting projects have moved forward this year in the downtown core of Richland and surrounding areas. The following is a list of major projects:

- **505 Swift Blvd. (Former City Hall Site):** In 2019, the site was prepared for sale with the demolition of buildings and removal of some utilities. The property is currently being advertised both inside and outside the area, creating buzz and interest in future development. The City has seen a handful of proposals, and has taken time to evaluate and consider the right project for the site and the future of downtown. Staff continues working toward preparing the property for sale with the recording of necessary easements, property line adjustments and other utility related clean up.

- **Park Place Development:** The development has progressed through 2020 with slow-downs in construction; the team is looking forward to seeing the final product and occupancy begin to take shape. The Park Place development group is accepting leasing applications currently and hopes to gain occupancy soon.

- There are 106 apartment units and 6,000 square feet of retail/commercial space in this development. Half of the commercial space has been leased by Graze (which will move from the Parkway), and the remainder is still available.

- **702 The Parkway:** The project is complete!

In spite of a few construction delays, the building is complete and tenants are occupying space. The new building is home to three suites; Moniker Bar with outdoor seating (which opened in August 2020), Wine Social, who currently offers outdoor seating (which opened in October 2020) and Ethos Bakery (a second location for the Kennewick-based bakery which is still under construction).

- **Former Red Lion Hotel (802 GWay):** This location recently underwent a major remodel and reopened in October as a part of the Holiday Inn hotel chain. A grand opening and ribbon cutting will be scheduled.

- **1100 Jadwin:** In 2019, this property was sold to Boost Builds. They have been working diligently to update the façade and the landscaping surrounding the building. They have also renovated the inside of the building for the tenants that occupy it. Throughout the purchase and remodel there has been little turnover in tenants.

- **1082-1092 George Washington Way:** With construction finished and the façade already undergoing one update, tenants are moving in! This space is currently home to Porters Real BBQ (relocated from the Parkway) and TC Cider House with room for three more businesses.

BUSINESS IMPROVEMENT DISTRICTS

The Business Improvement Districts (BIDs) are continuing to make an impact in their neighborhoods.

DOWNTOWN (PARKWAY) BUSINESS IMPROVEMENTDISTRICT (DBID) –The Parkway has seen several businesses come and go from the area, with the COVID-19 pandemic adding stress. The BID Board is not moving forward with initiatives for the time being. The area saw two successful businesses move to other areas, few new businesses open, and sadly a couple have closed. Additionally, there has been a change in ownership of some buildings stimulating new development or improvements to old buildings.

The DBID received grant funds from BLRF for the refinishing of their garbage cans as they were also in disrepair (similar to the benches), this project has taken a backseat and they hope to finish them by the end of the year.

- **Farmer's Market:** "Market at The Parkway" is working on another successful year in the Parkway in light of new COVID-19 guidelines for Farmer's Markets from the state. They have also been going through some changes in their Board and the management of the organization. The Market has been one of the constant and steady events for the community throughout the pandemic and while the attendance is down this year, and the vendors restricted, those who have attended have enjoyed the market.

UPTOWN BUSINESS IMPROVEMENT DISTRICT (UBID) – The remainder of 2019 was strong for the UBID and 2020 started off strong until the Coronavirus affected the business community. The Uptown has been doing what they can to support each other and continue to work through the pandemic. They have also had a handful of new businesses open.

During the pandemic, the Uptown BID worked on their alley art project and some new murals were added to the alley art collection. 2020 has not afforded them the ability to have their recurring events, which adds to the difficulty businesses are having. Planning groups are still meeting and making plans for 'when' they can return to normal and what 'new' things they will add to their programs.

The group is working on putting together a long-range plan for Uptown improvements, future vision and discussing increased dues or other ways to generate income.

NORTH RICHLAND

This area of Richland, as with all business concentrations, is a focus for staff in various capacities. This section provides highlights that our key partners located in the area are working on:

PNNL – has been working on several land acquisitions from Battelle to own the property they occupy at the Richland campus. In this process, they have also been determining future development sites and needs in Richland as well as creating necessary buffers.

Staff took a tour of the facilities and technologies currently offered at the lab and working on building the

partnership and relationships with this very important business and employer. PNNL moved forward with the dedication on their $75M Grid Storage Launchpad facility in August of 2020 in spite of COVID-19 restrictions, which was not celebrated as groundbreakings often are. Construction begins in 2021, with the facility scheduled to open in 2023. This is the latest major research facility to be located within the Tri-Cities Research District and on the PNNL campus.

WSU Tri-Cities – was pleased to announce the groundbreaking of their new 40,000 square foot Academic Building in the spring of 2020. The building is currently under construction with plans to welcome students in the summer of 2021.

The building will be home to laboratories for a variety of practices and sciences, an engineering classroom and collaborative space for active learning, team-based learning, offices, and five various sized solution rooms.

Tri-Cities Research District – is administered by a local board of directors and offers a competitive advantage to the area by having this designation. Miles Thomas was designated as the new Executive Director of the Tri-Cities Research District. The district is managed as part of his duties as the Director of Economic Development and Government Affairs at the Port of Benton.

The District is also happy to have a refreshed and updated website with more current information, now sharing news stories about businesses and technologies coming out of the district in their new digital newsletter.

HORN RAPIDS INDUSTRIAL PARK

There has been a lot of interest in the Horn Rapids Industrial Park and Business Center with an emphasis on one-acre lots and very large sites. In spite of the pandemic, there are still many companies looking to expand or relocate. We have received more inquiries from large logistics companies and food service support companies looking to relocate to our area.

In light of the interest in the area, staff is working on a couple of new road extension projects at Horn Rapids both for connectivity and to add more property sizes and variety to our portfolio for growth.

Current projects include; 1st Street Extension and Henderson Loop Phase 2 Project. In addition to these projects staff is working to put together a future transportation plan for the area that will include all modes of transportation and encompass anticipated future growth needs and planned expansion in the area.

Master planning and discussions have also ensued this year with regard to the 1,341 acres of property acquired by the City from DOE via TRIDEC. The first project for this site is to extend sewer service to the site in preparation for future development.

There are multiple five-acre parcels available for sale, and many opportunities for larger sites that are perfect for large manufacturing and industrial development, staff worked diligently to sell the last two remaining one-acre parcels in 2020.

In total, there is approximately 2,466 acres of land in the industrial park, of that 1,065 is available for development. Of that, 625 acres are ready to build with infrastructure in place.

These numbers do not include the 1,341 acres of land received from the Department of Energy, co-owned with the Port of Benton and currently in the infrastructure-planning phase.

Private Investment. In 2020, ATI began an expansion on their property adding 3,920 square feet with a value of $1.4M, which will add to the capacity of their facilities. Central Washington Corn Processors is also working on building an additional rail loop inside of the current rail loop to double their capacity to handle more and larger trains. This project is a private investment made on public property that is under a long-term lease agreement.

HORN RAPIDS BUSINESS CENTER

In 2020, the final lots in the first phase of the Business Center sold leaving no availability of one-acre properties at this time. There is availability in the 5 acre size. The City closed on two sales totaling over $300,000 for 6 acres of property:

- **Aaron and Emily Sullivan,** 2 *acres* | *$102,463*
- **BDG Investments LLC (GF Blends),** 3.95 *acres* | *$215,272*

The Henderson Loop Phase 2 extension will provide more small lot availability with target availability of late 2021.

In addition, commercial development is expanding to the west side of Kingsgate with the private development of an apartment complex and new SunMarket, which includes a Fireshouse Subs.

WELLSIAN WAY CORRIDOR

The Duportail Bridge project is nearly complete which has generated interest in properties along the new alignment.

Staff has been worked diligently on a land exchange and sale at the Stevens and Wellsian intersection. The City, retaining the North property, finalized a sale with Dutch Brothers for the

development of a new coffee stand as well as a corporate warehouse and distribution center to service the Tri-Cities area.

There has also been interest in renovating and new facades in the Wellsian Way Corridor in the last year, with one of the companies, Accent Signs (the corner of Wellsian and Aaron), putting Commercial Façade Improvement Program dollars to work on the project.

DGR Construction has also been working on constructing two new commercial buildings on their vacant parcels along the new Stevens Drive alignment that are now complete. This will allow them to spread out and better operate their successful and growing business.

QUEENSGATE VILLAGE

Queensgate Village welcomed a new Grocery Outlet in 2019, which was the last of the major development opportunities to build out the complex. There is still some opportunity for smaller development to take place for some infill in the parking lots.

One example of this is the potential for Habit Burger, a California fast casual restaurant planning to build in the WalMart parking lot.

Once the bridge is complete and the alignment confirmed there will be approximately ten acres of Commercial- Limited Business land available for marketing and sale. There is already a lot of interest in the parcel and a lot of work to be done before a sale can be completed.

HORN RAPIDS RESIDENTIAL

Horn Rapids residential is one of the largest and fastest growing residential areas in Richland. This year the City started on the Clubhouse Lane Roundabout project, which will change the intersection of Clubhouse Lane and Kingsgate at the entry to the Horn Rapids Residential Development. This project will initially open up six new commercial sites to the East as Clubhouse Lane is extended.

One of these properties has a proposed project that includes a gas station and convenience store, and is looking at adjacent lots.

Economic Development |2020 Project Update

FUNDING PROGRAMS

BLRF FUNDS AT WORK – Through the Business License Reserve Fund (BLRF) the City offers a program each year available for application by seven agencies. The program saw some changes in 2020, the biggest of which was the shift to 18% from 22% allowing more money back to the general fund and the removal of City departments from the applicant pool. The following projects were completed and granted in 2020:

2020 Funds Awarded: Applicant:	Amount Requested	Amount Funded
City of Richland, Economic Development Commercial Improvement Program	**$70,000**	**$65,000**
Tri-City Regional Chamber of Commerce Economic Gardening Program	**$21,000**	**$14,000**
SCORE Business Fair	**$10,000**	**$6,000** **UNSPENT**
Uptown BID Maintenance & Security	**$6,000**	**$6,000** **UNSPENT**
Uptown BID Mural Program	**$13,000**	**$12,000** **PARTIAL**
Uptown BID Events at the Uptown (3)	**$8,500**	**$7,500** **PARTIAL**
Downtown BID Garbage can lid refinishing	**$5,000**	**$5,000** **UNSPENT**
Tri-City Regional Chamber Live at 5 Concert Series	**$18,000**	**$10,000** **UNSPENT**

COMMERCIAL FAÇADE IMPROVEMENT PROGRAM – The Commercial Façade Improvement Program (CFIP), funded through the Business License Reserve Fund. This fund also saw a few changes in 2020. Highlights include extending the contract term for 12 months, increasing the maximum amount to $20,000 (from $10,000), and clarifying the specific projects that can be approved within the program.

2019 Funds Awarded: Applicant:	Amount Requested	Amount Funded
Legacy Jiu Jitsu Academy New windows and tinting (Jadwin Side)	**$17,500**	**$17,500**
Accent Signs (Completed) New building façade stucco and wanes coating	**$10,000**	**$10,000**
Frost Me Sweet New Jadwin side window trim and sign backing	**$20,000**	**$20,000**

BUSINESS RESOURCES

The new website is a one-stop resource for business, both new and existing, in Richland. This tool will combine our programs with those of other departments; include outreach activities and an increased community presence.

BUSINESS RETENTION – The business retention program shifted in spring of 2020 to accommodate the needs of businesses related to the COVID-19 pandemic. Staff responded by creating a new page within the website for comprehensive, reliable resources and information on COVID-19 and resources available to businesses.

Staff provided individual business support where needed. Staff also responded to the shutdown by standing up a new loan program utilizing Community Development Block Grant (CDBG) Funds for small businesses. This program was funded with the transition of funds from the new façade program staff intended to start, shifting unspent HOME funds, but also CARES Act funds that were provided from the Housing and Urban Development (HUD).

ECONOMIC GARDENING -- In partnership with the Tri-City Regional Chamber of Commerce via our Business License Reserve Fund, staff works with the Chamber to identify businesses within Richland that meet the criteria of the Economic Gardening agency as candidates for the program. The committee and Council have voted the last two years to support two businesses completing the program.

- 2019 Companies proposed: Bookwalter Winery and the second is Sign Fracture Care International
- 2020 Companies: Malley's Compounding Pharmacy and the second is TBD

SMALL BUSINESS TOOLKIT PROGRAMMING – This new program is still in the works with new topics in the planning phase for the future but staff had not had the bandwidth to produce new episodes during the COVID response but we hope to resume in the spring of 2021 to get some new episodes added. The episodes are designed to have a more 'timeless' training message and not be something with a short 'expiration'.

WEBSITE AND MARKETING EFFORTS

WEBSITE – Richlandbusiness.com has been in operation for over a year. This has been a tremendous resource for the economic development department and our outreach efforts. New resources added this year include a real estate page for land sale information, land lease information for key private properties in Richland, COVID-19 business page (previously mentioned) and continually updating news articles about new business in Richland.

Staff is always working on the analytics of the website to determine the pages that are receiving the most visits and what information is accessed in order to offer users what they need and want from this resource.

Economic Development |2020 Project Update

SITE SELECTION MAGAZINE – We placed an ad in the national Site Selection magazine published six times per year with a mailing list of over ten thousand CEOs from around the country. We chose to place our ad opposite the Washington State information page to help as a recruitment tool to bring business to Richland, we tied the ad to a web page on the website in order to gauge how much interest we could attract to the website. We will place this ad again this year for a better assessment of the efficacy. (We will continue this partnership with Site Selector Magazine in 2021 with increased exposure and partnership with the Port of Benton.)

JOURNAL OF BUSINESS – We increased our buy in this publication as well as collaborated with their writers to feature more business related topics in their distribution this year, this paper is a monthly publication and goes out to all the businesses in the Tri-Cities and surrounding areas with a small distribution by subscription outside the area.

We place a series of ads with the Business Journal on an annual basis approximately 4-6 placements per year and additional e-blast and e-newsletter placements to highlight real estate and other topics related to their monthly themes that tie back to Richland. The FOCUS edition on Real Estate and Construction each October is our largest presence. The emphasis on this publication is due to industry research showing site selectors and companies in our target recruitment areas rely on local business and trade journals for news on communities they are considering.

MOM MAGAZINE – Staff was able to secure multiple low or no cost articles in the magazine to help with COVID-19 response and messaging as well as other key 'shop small' messages throughout the year.

BUZZ ON RICHLAND – This year the Buzz on Richland articles within the staff newsletter each week featuring new businesses, new construction, projects and resources. We also use this tool to advise staff of active programs available to businesses and residents in Richland. Having the support of the City is invaluable to our businesses.

ECONOMIC DEVELOPMENT WEEK – This promotion was simply advertised this year by featuring a series of videos on social media highlighting business types each day of the week including but not limited to; restaurants, coffee shops, automotive shops, retail and music shops.

Economic Development |2020 Project Update

REAL ESTATE FORUM – In cooperation with Roger Wright, of RGW Enterprises, staff is planning for the Fall 2020 Forum as planned which pay potentially end up as a virtual event. This will depend on the re-opening of City Hall as a venue and social distancing accommodations. We will also determine whether we can do a Q&A overview on Zoom at the very least.

BILL INSERTS – This is ta tool provided to the City with our billing provider to offer messages to our residents in their monthly billing statements. We take advantage of this opportunity whenever possible to provide resident related news and updates. Economic Development specifically uses this tool to advise residents on business services such as e-notify, website access, Business Improvement Districts, and news primarily.

KONA RADIO PROGRAM – The City has a weekly radio program on the KONA morning radio show. This opportunity is given to departments to share and projects with the public. Staff has been making an effort to present content monthly as relevant topics arise, especially those of interest to commuters and visitors to the City. Examples include COVID-Response, CDBG Funding programs, project updates, city hall site, real estate and Horn Rapids, and HOME Program.

IN THE COMMUNITY – The staff is poised for speaking engagements and topics as requested by outside agencies for a variety of events and reasons.

Staff typically provides an overview of the development projects currently underway, project updates and fun facts for housing, permitting and any code changes and topics of interest that may affect residents. Some examples of speaking engagements we have taken on in 2020 included the TRIDEC Annual Meeting, TRIDEC Economic Forum, the Women in Business Expo, and WSU Student Leadership meeting.

Coffee with Karl is a new program that occurs weekly, facilitated by the TRIDEC Team featuring Karl Dye the new Executive Director. The topics vary each week and content changes based on interests of the community. The program started with the COVID-19 response and grown in popularity. Staff has participated on multiple panels in response to COVID-19 efforts and other topics as needed.

Staff has also been making an effort to attend most of the Richland ribbon cuttings hosted by the Regional Chamber and some in our neighboring cities as well (prior to COVID-19). This helps us

welcome new businesses and get to know those involved in our community.

BOARDS AND COMMITTEES: In addition to attending a variety of events and networking activities, staff serves in many capacities on committees and boards throughout the Tri-Cities. These boards and committees include:

Benton Franklin Council of Governments Loan Committee – Joe Jacobs
Inter-Tribal Advisory Board – Kerwin Jensen and Mandy Wallner
Tri-City Research District – Kerwin Jensen and Mandy Wallner
Tri-City Regional Chamber Ambassador – Mandy Wallner
TRIDEC Board – Kerwin Jensen (Representing for Cindy Reents)
Western Planners Board – Kerwin Jensen
WEDA Legislative Committee – Mandy Wallner
WEDA Marketing Committee – Mandy Wallner
West Richland Chamber Board of Directors – Mandy Wallner

STAFFING AND EDUCATION

The Economic Development Department is growing! This year the staff grew by one, adding a new Civil Engineer, Danielle Mullins.

Her primary role is handling all of the infrastructure engineering for Horn Rapids and other property related projects for Economic Development. She came to Richland the City from West Richland where she worked for 7 years. Danielle has lived in the area since 2013 with her husband and two boys, ages 16 and 13.

In her spare time, she likes to cook for her family and nurture her plants. She loves being outdoors camping and hiking, she enjoys fishing, canning, picking huckleberries and morels, canning and reading.

Staff attended both the Washington Economic Development Association Conferences and breakout sessions growing their knowledge base on topics such as tribal affairs, legislative changes and initiatives, COVID responses and economic development projects in other cities across the state.

Mandy completed Neighborhood Development Strategies and Strategic Planning courses pursuant to her Certified Economic Development Professional Certification.

COMMUNITY PARTNERS

BUISINESS BUILDERS: The group facilitated by the Tri-City Regional Chamber of Commerce and features a presentation each month and round-table discussion for resources needed in each community and discussion of problems and solutions that arise in each agency. The meeting involves all regional partners and individuals from private agencies that come together on a quarterly basis. The main discussion points often focus on business support, recruitment, enhancement and retention of businesses in our communities.

CASE MANAGEMENT: This group usually meets monthly but during the pandemic, the group has been meeting on Zoom bi-weekly. This has translated into an opportunity with increased attendance, collaboration and consistency in the group. This has become a valuable resource, which will continue into the future whether in person or virtually. Representatives of the Cities and Ports participate, including West Richland, Benton City and Prosser. We also have representatives from Benton REA on occasion. TRIDEC facilitates this meeting and coordinates the agenda. The topics discussed focus around development projects in each of our jurisdictions and the recruitment efforts of TRIDEC. The group reviews all the project interest that has come in and what barriers to development we need to focus on to ease recruitment efforts in attracting new businesses.

ECONOMIC PROFESSIONALS NETWORKING: In response to COVID-19 and the need for diverse business support the group of economic development professionals throughout the region (from case management), in addition to the Tri-City Regional Chamber, Visit Tri-Cities, Historic Downtown Kennewick Association, Downtown Pasco Development association, WSU and CBC join the group. Topics discussed are ways that we can efficiently share resources and information as well as the needs of the community at large expediting our response and working together. This group meets bi-weekly opposite of Case Management.

PORT OF BENTON: The partnership with the Port of Benton continues to grow and change each year. In 2020, staff has grown stronger in our partnership by jointly marketing and working together collaboratively on the Horn Rapids Industrial Area(s), infrastructure planning for the new 1341 acres, grant applications, and recruitment and retention projects.

PORT OF KENNEWICK: Staff attends their board meetings quarterly or as needed based on the agenda and project needs. Attending meetings, even virtually has helped to increase our visibility and opportunities for partnership in the Island View area where the Port and the City overlap.

PROJECTS BEHIND THE SCENES

COMMERCIAL INVENTORY: Staff worked diligently over the last year to develop and maintain a listing of all commercial businesses within Richland. This list has been refined to remove businesses that are not consider 'commercial'. This data will then help us with projects going forward in providing 'gap analysis' of the city and specific areas of the City when working on recruitment and

retention projects. This data assist in determining what 'holes' we have in the market and types of businesses we are missing or have too many of.

This gap analysis then allows us to analyze leakage in income and spending between Richland and the other neighboring cities and regions.

PARTNER TOURS: This program started in 2020 and featured two tours (Energy Northwest and PNNL) prior to the pandemic. These tours were offered to City management to familiarize staff with our major employers and commercial assets within the City and the work that they are doing.

DEVELOPABLE PROPERTIES: This is an on-going project that staff works on throughout the year assisting with the strategy implementation of the department. Identifying properties that are candidate for acquisition or redevelopment assists staff with in working toward enhancing the City and private developers in working toward a shared vision.