

City of Richland Resolution No. 100-20 temporarily designates virtual locations for all municipal meetings. This meeting will be held remotely via Zoom. Members of the public may attend this meeting by selecting the Zoom link or by calling the phone numbers provided.



Agenda
Economic Development Committee Meeting
Monday, January 24, 2022
Join the Zoom meeting [here](#)
Public Telephone Access: (206) 337-9723 or (253) 215-8782
Meeting ID No. 862 8507 2432

Committee Members: Chair Bricker and Members Holmberg, Hughes, Knight, Newman, Potts and Spencer

Liaisons: Council Liaison Christensen
Staff Liaison: Economic Development Manager Wallner

Regular Meeting - 4:00 p.m.

Call to Order/Attendance:

Approval of Agenda: (Approved by Motion)

Approval of Minutes: (Approved by Motion)

October 25, 2021 Meeting Minutes

Public Comments: Please limit public comments to 3 minutes.

Presentations: (10 Minutes)

1. Introduction of New Economic Development Manager
 - Kerwin Jensen, Development Services Director
2. 2022 Business License Reserve Fund Applicant Presentations
 1. Economic Gardening - Tri-City Regional Chamber
 2. Uptown Art Program - Uptown Business Improvement District
 3. Live @ 5 - Stevens Media Group on Behalf of Tri-City Regional Chamber
 4. Uptown Chalk Art Event - Uptown Business Improvement District
 5. Uptown Facility Improvements - Uptown Business Improvement District
 6. Commercial Facade Improvement Program
 - Amanda Wallner, Economic Development Manager
3. 2021 Project Review
 - Amanda Wallner, Economic Development Manager

Business: (30 Minutes)

1. 2022 Business License Reserve Fund Recommendations
 - Amanda Wallner, Economic Development Manager

2. Committee Training
 - Amanda Wallner, Economic Development Manager

Election of Officers:

Announcements: (3 Minutes)

Adjournment

The next Economic Development Committee Meeting is February 28, 2022

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 509-942-7389.



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Approval of Minutes

Prepared By: Lynne Follett, Administrative Assistant II

Subject:

October 25, 2021 Meeting Minutes

Department:

Development Services

Recommended Motion:

Approve the minutes of the Economic Development Committee meeting held on October 25, 2021.

Summary:

Fiscal Impact:

Core Focus Area I - Promote Financial Stability & Operational Effectiveness

Attachments:

1. 2021.10.25 Economic Development Committee Meeting Minutes DRAFT



MINUTES

ECONOMIC DEVELOPMENT COMMITTEE

MONDAY, OCTOBER 25, 2021 – 4:00 P.M.

VIA ZOOM

CALL TO ORDER

Chairman Bricker called the meeting to order at 4:00 pm.

ATTENDANCE

Chairman Bricker, Committee Members Hughes, Knight, Newman, Spencer, and Holmberg. Committee member Richardson requested to be excused.

Also present were Director Jensen, Planner Arrasmith, Marketing Specialist Wallner and Administrative Assistant II Follett.

APPROVAL OF AGENDA

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

COMMITTEE MEMBER SPENCER MOVED AND COMMITTEE MEMBER HUGHES SECONDED THE MOTION TO APPROVE THE AGENDA AS PRESENTED. MOTION PASSED 5-0. COMMITTEE MEMBER HOLMBERG WAS NOT PRESENT FOR THE VOTE.

APPROVAL OF MINUTES

Chairman Bricker introduced the meeting minutes from August 23, 2021. There were no changes or discussion.

COMMITTEE MEMBER HUGHES MOVED AND COMMITTEE MEMBER NEWMAN SECONDED THE MOTION TO APPROVE THE MEETING MINUTES OF AUGUST 23, 2021. MOTION PASSED 5-0. COMMITTEE MEMBER HOLMBERG WAS NOT PRESENT FOR THE VOTE.

PUBLIC COMMENTS

Chairman Bricker opened the public comment period at 4:03 p.m. Having no one request time to address the committee, Chairman Bricker closed the public comment period at 4:03 p.m.

PRESENTATIONS

1. Port of Benton Partnership Update

Chairman Bricker recognized Ms. Wallner. Ms. Wallner introduced Diahann Howard, Executive Director of the Port of Benton and Miles Thomas, Director of Economic Development & Government Affairs. Ms. Howard and Mr. Thomas presented a Power Point

presentation highlighting key partnership accomplishments and opportunities. At the conclusion of the presentation, Ms. Howard and Mr. Thomas answered questions. Chairman Bricker thanked both for the update.

ITEMS OF BUSINESS

1. Richland Players – Purchase and Sale Agreement

Chairman Bricker recognized Mr. Arrasmith to give the staff report. Mr. Arrasmith outlined the proposal and noted the reason for the surplus and sale of this portion of 606 Jadwin Avenue was due to a storage shed encroachment onto city property. At the conclusion of Mr. Arrasmith's presentation, there were no questions or discussion.

COMMITTEE MEMBER SPENCER MOVED AND COMMITTEE MEMBER KNIGHT SECONDED THE MOTION TO RECOMMEND COUNCIL APPROVE THE PURCHASE AND SALE AGREEMENT WITH THE RICHLAND PLAYERS. MOTION PASSED 6-0.

ANNOUNCEMENTS

None

ADJOURNMENT

Chairman Bricker adjourned the meeting at 4:28 p.m.

Prepared by:

Lynne Follett, Administrative Assistant II

Reviewed by:

Kerwin Jensen, Development Services Director

Approved by:

Brad Bricker, Chairman



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Presentations

Prepared By: Kerwin Jensen, Development Services Director

Subject:
Introduction of New Economic Development Manager

Department:
Development Services

Recommended Motion:

Summary:

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

Attachments:



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Presentations

Prepared By: Amanda Wallner, Economic Development Manager

Subject:

2022 Business License Reserve Fund Applicant Presentations

1. Economic Gardening - Tri-City Regional Chamber
2. Uptown Art Program - Uptown Business Improvement District
3. Live @ 5 - Stevens Media Group on Behalf of Tri-City Regional Chamber
4. Uptown Chalk Art Event - Uptown Business Improvement District
5. Uptown Facility Improvements - Uptown Business Improvement District
6. Commercial Facade Improvement Program

Department:

Development Services

Recommended Motion:

Summary:

The committee will hear seven presentations from applicants seeking funds from the 2022 Business License Reserve Fund. The committee will then be asked to rank the projects and provide a funding recommendation to the Council later in the meeting.

Fiscal Impact:

Core Focus Area 3 - Increase Economic Vitality

Attachments:

1. 2022 BLRF Application 001 - TCRC - Economic Gardening
2. 2022 BLRF Application 002 - UBID Alley Mural Program
3. 2022 BLRF Application -003 TCRC - Live at 5
4. 2022 BRLF Application - 004 SBCE Business Consulting
5. 2022 BLRF Application - 005 UBID Events and Marketing Application
6. 2022 BLRF Application - 006 UBID Outdoor Furniture Refinishing
7. 2022 BLRF Application - 007 Facade Grant Program



Business License Reserve Program

Application

Eligible Applicant Agency			
☒ Tri-City Regional Chamber of Commerce ☐ Tri-City Visitor and Convention Bureau ☐ SCORE of the Mid-Columbia ☐ Commercial Façade Improvement Program		☐ Downtown Business Improvement District ☐ Uptown Business Improvement District ☐ Small Business Development Center	
Agency Address	7130 W Grandridge Blvd., Ste. C,	Agency Telephone	509-736-0510
Contact Person	Logan LaPierre	Contact Title	Program Manager
Contact Phone	509-736-0510	Contact Email	logan.lapierre@tricityregionalc
Project Title	Economic Gardening	Amount Requested	\$14,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
The Tri-City Regional Chamber of Commerce is the voice of business. The Chamber promotes regional prosperity and strengthens our member businesses through advocacy, leadership, networking and innovative business programs. Our mission is simple: to engage stakeholders, build capacity, and lead the region. The Chamber hosts various programs, such as Ask the Experts, which connect local business owners, managers, and employees with industry experts from a variety of industries.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
Economic Gardening is one of the oldest entrepreneurial economic development programs in the country. It provides strategic research and frameworks to help local companies scale up, adding jobs and wealth to the community and local economy. It complements economic development efforts that focus on startups or recruitment/retention of major companies by offering support to companies in the middle. This program is offered through a partnership with the National Center for Economic Gardening.			
3) What business activities does the proposed project promote? Check all that apply.			
☐ Core Development ☐ Tourism ☐ Capital Expenditures for Community Improvements		☒ General Economic Development ☐ Prevention of Blight ☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

Economic Gardening is a unique economic development process that focuses on second-stage companies already located in our community rather than assisting a startup or recruiting a new business. It is an entrepreneurial approach to traditional economic development strategies and provides companies with resources they might not otherwise know about or be able to afford. It allows small, second stage businesses the ability to grow from within.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

N/A

4) How does this project support Richland's business community?

Economic Gardening will provide the selected Richland businesses access to otherwise inaccessible data. They be able to identify new markets, possible investment opportunities, new marketing techniques, and other vital information. In conducting follow up with previous Richland businesses, the Chamber observed one business experienced a 40% increase in staff, and another who invested in a new, 25,000 square foot warehouse to contain new expansion.

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

2021 marks the 7th year the Chamber has offered this program. While Economic Gardening received private funding through 2017, partnering with the City of Richland since 2018 and beyond has allowed for a level of collaboration that wasn't previously known and has been an exclusive partnership the Chamber has with the City.

6) Will the project be completed by December 30? Please explain.

The Chamber has set goals to ensure the 2022 program will concluded no later than 12/31/2022: We aim to secure funding for two companies by March 30th, 2020, begin preliminary recruitment that same month and have final selections by June 1st, 2021. This timeline allows the companies to spend up to 6 months to complete the program, but should take no longer than 6-8 weeks.

Revenue (Attach additional pages as necessary)

Source	Amount
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$ \$0.00

Expenses (Attach additional pages as necessary)

Source	Amount
Company 1, Economic Gardening from the City of Richland, Economic	\$ \$7,000.00
Company 2, Economic Gardening from the City of Richland, Economic	\$ \$7,000.00
	\$
	\$

	\$
	\$
Total	\$ \$14,000.00

You may use additional pages if necessary to complete the application. Please attach any additional information about the project or your organization that you believe is relevant to this application.

APPLICATION CRITERIA
The Economic Development Committee annually determines criteria for the award of program funds. The committee utilizes these criteria to assist in determining whether applications make a good faith effort to reinforce annual goals for public/private redevelopment, economic development, and investment. Applicants shall make every effort for their project to support each criteria, but the Economic Development Committee may consider other factors if not all criteria are met.

☒	CRITERIA CONSIDERED
Physical	
☐	The project retains, enhances, or has no negative effect on Richland's natural resources (rivers, trails, recreation areas, parks, natural open space)
☐	The project is accessible to or benefits all members of the public
☐	The project improves or does not otherwise inhibit access to any Richland business
☐	The project targets positive development of the Richland Central Business District and/or outlying nodal areas of commerce
☐	The project enhances existing plans, strategies, and development by the City of Richland
Programmatic Goals	
☐	The project promotes social and cultural diversity
☐	The project enhances or has no negative impact on locally produced foods, wares, or agriculture
Relationship Building	
☐	The project has the support of or otherwise does not negatively impact any Business Improvement District
☐	The project promotes collaboration between multiple regional entities
Legal	
☐	The project does not violate any Richland Municipal Code
☐	The applicant clearly states the nature of the project and how it supports business activities for the purposes authorized herein.

By signing below, you are affirming that you:

- ☐ Have read the Business License Reserve Program Guidelines and Procedures document
- ☐ Are aware of the program permissions and limitations
- ☐ Certify that requested funds will only be used for purposes as described in this application and/or as approved by the City of Richland
- ☐ You understand that use of funds is subject to audit by the State of Washington

- ☐ Will submit, if approved for award, a detailed project schedule and updated budget within 30 days of receipt of a fully executed contract
- ☐ Understand that the fund is a reimbursement program and funds are released only once economic development staff has reviewed and approved of the expenses
- ☐ Expressly agree, if approved to the publicity of your project as part of the program, now and in the future
- ☐ Understand that all information provided is public

eSigned via SeamlessDocu.com
Logan LaPierre
Key: 251de9e7f6391e503125389cc899f9a8

Signature

Logan LaPierre

Printed Name

12/13/2021

Date



Business License Reserve Program

Application

Eligible Applicant Agency			
☐ Tri-City Regional Chamber of Commerce ☐ Tri-City Visitor and Convention Bureau ☐ SCORE of the Mid-Columbia ☐ Commercial Façade Improvement Program		☐ Downtown Business Improvement District ☒ Uptown Business Improvement District ☐ Small Business Development Center	
Agency Address	PO Richland	Agency Telephone	5099460077
Contact Person	Gus Sako	Contact Title	Chair Uptown BID
Contact Phone	509.946.0077	Contact Email	Oldoctopus@hotmail.com
Project Title	Uptown BID 2022 -Alley Art Program	Amount Requested	\$2,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
The Uptown BID supports small businesses, maintains aspects of the area, has - with the City - worked to enhance the visual presentation of the Uptown for both locals and travelers and has worked to provide community activities. We have worked to enhance the visual appeal and safety of the area by networking security cameras and also by increasing the presence of art at the Uptown through our various mural programs, which keep down the graffiti and hopefully crime in the area.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
\$2,000 to continue the art in the alley program. We have had a lot of interest in this program since it started. Art in the Alley preps the back walls of participating businesses with a base color to prepare the wall to be a canvas for participating artists. Art in the alley refreshes the buildings and mitigates graffiti. As art spreads through the alley we are seeing numerous people using it as a destination of choice photography. Art in the Alley is the beginning of our long term vision of using the Uptown Alley as an event space. Expenses for the Art in the Alley program include paint, labor and supplies to apply the base coat and a modest stipend to the artists to help cover the cost of their materials. The Uptown will match any BLRF grant money used for this program.			
3) What business activities does the proposed project promote? Check all that apply.			
☒ Core Development ☒ Tourism ☒ Capital Expenditures for Community Improvements		☒ General Economic Development ☒ Prevention of Blight ☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

The projects we propose for 2022 all work to enhance and improve an aging shopping district in the City core. This activity supports the resident businesses. We are lucky in that the Uptown hosts a number of businesses popular with tourists. Creating a more welcoming visual and physical presence to the Uptown helps build that popularity.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

Besides the revenue generated from our modest BID fees, we explore finding sponsors and community partners for each of our programs.

4) How does this project support Richland's business community?

Everything we propose supports businesses in the Uptown

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

With Chalk Art we have a loose relationship with Chief Joseph Middle School which we hope to grow.

6) Will the project be completed by December 30? Please explain.

All proposed projects will be completed in 2022.

Revenue (Attach additional pages as necessary)

Source	Amount
BLRF	\$ \$11,000.00 (total Request)
Uptown BID (includes Chalk Art entry fees)	\$ \$8,000.00
	\$
	\$
	\$
	\$
Total	\$ \$19,000.00

Expenses (Attach additional pages as necessary)

Source	Amount
Art in the Alley paint and labor	\$ \$4,000.00
Christmas Lights commercial grade lights and ancillary equipment	\$ \$3,000.00
Rehabilitate or Replace street furniture and fixtures	\$ \$9,000.00
Events and Marketing Chalk Art Production, Internet Marketing	\$ \$3,000.00

	\$
	\$
Total	\$ \$19,000.00

You may use additional pages if necessary to complete the application. Please attach any additional information about the project or your organization that you believe is relevant to this application.

APPLICATION CRITERIA
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☒	CRITERIA CONSIDERED
Physical	
☒	The project retains, enhances, or has no negative effect on Richland's natural resources (rivers, trails, recreation areas, parks, natural open space)
☒	The project is accessible to or benefits all members of the public
☒	The project improves or does not otherwise inhibit access to any Richland business
☒	The project targets positive development of the Richland Central Business District and/or outlying nodal areas of commerce
☒	The project enhances existing plans, strategies, and development by the City of Richland
Programmatic Goals	
☐	The project promotes social and cultural diversity
☒	The project enhances or has no negative impact on locally produced foods, wares, or agriculture
Relationship Building	
☒	The project has the support of or otherwise does not negatively impact any Business Improvement District
☐	The project promotes collaboration between multiple regional entities
Legal	
☒	The project does not violate any Richland Municipal Code
☒	The applicant clearly states the nature of the project and how it supports business activities for the purposes authorized herein.

By signing below, you are affirming that you:

- ☒ Have read the Business License Reserve Program Guidelines and Procedures document
- ☒ Are aware of the program permissions and limitations
- ☒ Certify that requested funds will only be used for purposes as described in this application and/or as approved by the City of Richland
- ☒ You understand that use of funds is subject to audit by the State of Washington

- ☒ Will submit, if approved for award, a detailed project schedule and updated budget within 30 days of receipt of a fully executed contract
- ☒ Understand that the fund is a reimbursement program and funds are released only once economic development staff has reviewed and approved of the expenses
- ☒ Expressly agree, if approved to the publicity of your project as part of the program, now and in the future
- ☒ Understand that all information provided is public

eSigned via SeamlessDocu.com

Key: 251de9e7f6391e503125389cc699f9a8

Signature

Douglas Sako

Printed Name

12/29/2021

Date



Business License Reserve Program

Application

Eligible Applicant Agency			
☒ Tri-City Regional Chamber of Commerce ☐ Tri-City Visitor and Convention Bureau ☐ SCORE of the Mid-Columbia ☐ Commercial Façade Improvement Program		☐ Downtown Business Improvement District ☐ Uptown Business Improvement District ☐ Small Business Development Center	
Agency Address	4304 W24th Ave Suite 200	Agency Telephone	509-783-0783
Contact Person	Jennifer Little	Contact Title	Events & Promotions Manager
Contact Phone	253-670-3522	Contact Email	jennifer.little@smgnational.com
Project Title	Live@5	Amount Requested	\$10,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
Live@5 has been a staple in our community for 18 years. Giving locals a great family "date night". Live@5 is about entertainment, food, and family friendly fun. This event also helps our local businesses grow and new businesses to get their start. Each year we invite new businesses and returning local businesses to be a part of the 9 week event. Families can come out to John Dam Plaza and bring a blanket, have dinner, enjoy music, do a little shopping and we even provide an entire kid zone.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
Live@5 Summer concert series has been running for 18 years. This years tentative dates are Thursday June 2nd- Thursday July 28th,2022. Every Thursday for 9 weeks. These are a series of free live evening concerts at John Dam Plaza from 5pm-9pm.			
3) What business activities does the proposed project promote? Check all that apply.			
☐ Core Development ☒ Tourism ☐ Capital Expenditures for Community Improvements		☒ General Economic Development ☐ Prevention of Blight ☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

At this time we have to signed any contracts with other vendors. HAPO is our main sponsor of the event each year, I hope is that they will be signed up again for this coming season.

4) How does this project support Richland's business community?

Live@5 invites local businesses to take part in our annual event. Allowing them to showcase their business each week. This gives them both advertising and revenue. We encourage businesses to share the event on their social media which in turn drives even more traffic to the event.

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

Without having any contracts signed this year for next season, I will list agencies/businesses that we normally collaborate with.

The Tri City Chamber of Commerce, The City of Richland and SMG. These vendors have first right of refusal: Smasne Wine Cellars, Columbia Distributors, Gourmet Soul, Ice Harbor Brewing, Don Taco, Grubbins, Botanical Bar, Free Culture Clothing, TROT, The Cookie Bar, Tomorrow's Health, Baby J's, Knockerball TriCities, Kettle Corn Factory and Fresh Squeezed Lemonade,

6) Will the project be completed by December 30? Please explain.

Yes, this event only runs in the summer

Revenue (Attach additional pages as necessary)

Source	Amount
TBD- 2022 sponsors are not yet confrimed	\$
First right of refusal March 2022	\$
	\$
	\$
	\$
	\$
Total	\$ \$0.00

Expenses (Attach additional pages as necessary)

Source	Amount
Advertising	\$ \$175,000.00
Bands \$11,400, Audio \$8,500, Security \$4,500	\$ \$24,400.00
Stage/Park Rental	\$ \$8,000.00
Staffing \$8,500, Supplies \$2,500, Equipment \$500	\$ \$11,500.00

	\$
	\$
Total	\$ \$218,900.00

You may use additional pages if necessary to complete the application. Please attach any additional information about the project or your organization that you believe is relevant to this application.

APPLICATION CRITERIA
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✓ CRITERIA CONSIDERED
Physical
☒ The project retains, enhances, or has no negative effect on Richland's natural resources (rivers, trails, recreation areas, parks, natural open space)
☒ The project is accessible to or benefits all members of the public
☒ The project improves or does not otherwise inhibit access to any Richland business
☒ The project targets positive development of the Richland Central Business District and/or outlying nodal areas of commerce
☒ The project enhances existing plans, strategies, and development by the City of Richland
Programmatic Goals
☒ The project promotes social and cultural diversity
☒ The project enhances or has no negative impact on locally produced foods, wares, or agriculture
Relationship Building
☒ The project has the support of or otherwise does not negatively impact any Business Improvement District
☒ The project promotes collaboration between multiple regional entities
Legal
☒ The project does not violate any Richland Municipal Code
☒ The applicant clearly states the nature of the project and how it supports business activities for the purposes authorized herein.

By signing below, you are affirming that you:

- ☒ Have read the Business License Reserve Program Guidelines and Procedures document
- ☒ Are aware of the program permissions and limitations
- ☒ Certify that requested funds will only be used for purposes as described in this application and/or as approved by the City of Richland
- ☒ You understand that use of funds is subject to audit by the State of Washington

- ☒ Will submit, if approved for award, a detailed project schedule and updated budget within 30 days of receipt of a fully executed contract
- ☒ Understand that the fund is a reimbursement program and funds are released only once economic development staff has reviewed and approved of the expenses
- ☒ Expressly agree, if approved to the publicity of your project as part of the program, now and in the future
- ☒ Understand that all information provided is public

eSigned via SeamlessDocu.com
Jennifer Little

Key: 251de9e7f6391e503125389cc899f9a8

Signature

Jennifer Little

Printed Name

12/22/2021

Date



Business License Reserve Program

Application

Eligible Applicant Agency

- | | |
|---|---|
| ☐ Tri-City Regional Chamber of Commerce | ☐ Downtown Business Improvement District |
| ☐ Tri-City Visitor and Convention Bureau | ☐ Uptown Business Improvement District |
| ☐ SCORE of the Mid-Columbia | ☒ Small Business Development Center |
| ☐ Commercial Façade Improvement Program | |

Agency Address	Click or tap here to enter text.	Agency Telephone	Click or tap here to enter text.
Contact Person	Duane Fladland	Contact Title	State Director
Contact Phone	509-358-7763	Contact Email	Duane.fladland@wsbdc.org
Project Title	Washington SBDC Business Resiliency Program	Amount Requested	\$15,000

1) Please explain how your organization supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.

The Washington Small Business Development Center is a network of more than 35 business advisors who provide no-cost, confidential, individualized assistance to business owners and entrepreneurs who want to start, grow, or buy/sell a business. The Washington SBDC is one of the oldest SBDC networks in the country and was established in 1980 through a cooperative agreement between Washington State University and the U.S. Small Business Administration. SBDC advisors provide assistance with all aspects of starting and operating a business including, but not limited to: financial literacy, recordkeeping, business planning, marketing, access to markets, access to capital and credit, legal structures, risk management, leases, succession planning, partnership strategies, human resources and international trade. The Washington SBDC also offers a variety of webinars and online training at no cost on a range of topics including cash flow management, social media strategies, Labor and Industries regulations, marketing, eCommerce, cybersecurity, and business resiliency. While the SBDC does not have a physical presence in the City of Richland currently, SBDC advisors do assist business owners via Zoom, phone calls, emails, and other technology. In 2021, 21 Richland business owners met one-on-one with an SBDC advisor for assistance. According to client records, the top reason for contacting a business advisor was for help with managing a business. Other areas of assistance included help with loan applications, disaster assistance, and cash flow management. With SBDC assistance, those businesses were able to access \$25,000 in capital and save or create 101 jobs. Seven different SBDC advisors contributed more than 65 hours of advising. In addition to utilizing no-cost, one-on-one advising, business owners in Richland also had access to no-cost live and on-demand webinars presented by SBDC advisors and resource partners. In 2021, 18 Richland business owners participated in a total of 44 webinars on topics including EIDL loans, PPP applications and forgiveness, social media, marketing and how to start a business. Over the past 10 years, more than 97 percent of respondents said SBDC services are beneficial, and 97 percent of pre-venture clients said they would recommend SBDC services to a friend.

2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary

This proposal seeks funding to increase SBDC visibility among economic development stakeholders in Richland and build partnerships within the small business ecosystem that will foster small business success, especially in Richland's Central Business District and among underserved community groups. At the \$15,000/year level, we will ensure that an SBDC advisor is physically present in Richland at least 16 hours per month for one-to-one advising and/or stakeholder meetings. In 2021, SBDC advisors worked with 21 Richland business owners or entrepreneurs. In 2022, our goal is to increase that number to more than 35 Richland business owners. SBDC advisors and SBDC Lead Office will do outreach with community groups and resource partners to raise awareness about SBDC services, but word-of-mouth referrals from trusted people/groups within the community are most effective at bringing in clients who are ready, willing and able to move forward. As part of this proposal we would also offer at least one training per quarter that is

specific to the needs of Richland business owners. The topic of the training would be determined based on training evaluations and discussions with local stakeholders.

3) What business activities does the proposed project promote? Check all that apply.

- | | |
|--|---|
| ☒ Core Development | ☒ General Economic Development |
| ☒ Tourism | ☐ Prevention of Blight |
| ☐ Capital Expenditures for Community Improvements | ☒ Small business development program (Richland) |

3a) Please explain how your proposal carries out each business activity identified above. Attach additional pages as necessary.

Core Development: SBDC business advisors are a tremendous resource for brick-and-mortar businesses in the downtown core. SBDC advisors can assist entrepreneurs and business owners who are working to strengthen their e-commerce presence while continuing with in-person sales. The Washington SBDC network has advisors who can assist businesses in every industry and at every phase of business development.

Tourism: The tourism and hospitality industries have been decimated by the pandemic. SBDC advisors provide advising, education and research to help business owners pivot or restructure their business to adapt to the current economy. The value of having an objective, expert business advisor to talk through decisions either virtually or in person cannot be overstated. In addition to one-to-one advising, SBDC advisors also offer webinars in collaboration with resource partners including the Washington Hospitality/Restaurant Association to provide integrated, tourism-specific webinars.

General Economic Development: Statewide, about 70 percent of SBDC clients are from the following industries: Service Establishments, Manufacturer/Producer, Retail, Accommodation & Food Service, Professional-Technical and Health Care businesses. This mirrors the business landscape of the City of Richland where more than 18,000 jobs (pre-pandemic) were in those industries.

Small Business Development: Every SBDC advisor must undergo a rigorous six-month certification process to ensure a thorough understanding of all phases of business development, best practices for business advising and the highest level of service across the network. Consistent with other communities across the country, more than 95 percent of businesses in Richland are small businesses. SBDC advisors can help with every stage of business development, from startup to succession.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

Currently SBDC services to the Tri-Cities area are being subsidized by local funding from other communities. This funding proposal will enable us to provide more targeted attention to resource partners and stakeholders in Richland so that we can ensure that business owners experience a seamless transition from one resource partner to another.

4) How does this project support Richland's business community?

When small businesses succeed, communities thrive. For many small businesses, the difference between sustainability and bankruptcy can be paper thin. SBDC advisors are experts at helping business owners analyze profit and loss statements to figure out how to cut expenses and increase profits. Since the beginning of mandated business restrictions because of COVID, SBDC advisors have been critical in helping business owners pivot their business and respond to changing conditions. SBDC advisors have also been instrumental in helping their clients apply for EIDL loans, PPP loans and Working Washington grants. We have clients who work with an advisor for several weeks to accomplish one specific goal, like getting a loan, and other clients who have an ongoing relationship with their advisor and seek assistance throughout the lifecycle of their business. Having that kind of resource available to small business owners in Richland will promote business sustainability and strengthen the entire small business support system.

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

Collaboration is one of the key values of the Washington SBDC. (The other two are innovation and integrity.) Our focus on collaboration has intensified since the pandemic. Business advising is always a collaboration because no one person or one agency has all the answers. Within our network, advisors collaborate constantly to leverage the specific expertise of different advisors. We also collaborate across resource partners including ADOs, SCORE, Women's Business Center, Veteran's Business Center, and community groups affiliated with WA Commerce's Business Resiliency Network. SBDC Lead Office works closely with WEDA and other industry groups, including Inland Northwest Partners and the Association of Washington Businesses. Our Washington SBDC Biz Buzz newsletter is sent to more than 900 resource partners across the state to keep them informed about new initiatives and resources they can use. At the Lead Office level, we are currently collaborating with the WA Department of Commerce on a needs assessment to better meet the needs of small business owners across the state. This survey will also help us better understand the needs of business owners in Richland.

6) Will the project be completed by December 30? Please explain.

SBDC advising is ongoing, but the deliverables described in this proposal will be completed by Dec. 30, 2022.

Revenue (Attach additional pages as necessary)

Source	Amount
Small Business Admin., OSBDC	\$2,750,000
Washington State, L&I	\$100,000
Washington State, Commerce	\$125,000
Washington State University	\$525,000
Various institutions of Higher Education	\$875,000
Various EDC, regional ports, chambers of commerce	\$375,000
Total	\$4,750,000

Expenses (Attach additional pages as necessary)

Source	Amount
Salaries & Wages	\$8,250
Benefits	\$2,718
Local Travel	\$937
Indirect Costs	\$3,095
Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.
Total	\$15,000

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APPLICATION CRITERIA

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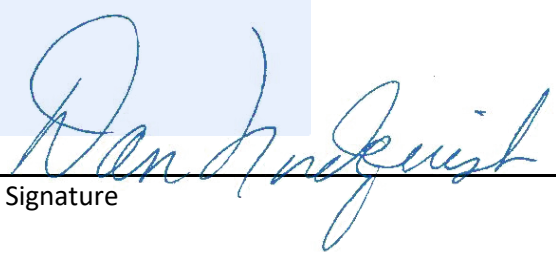
 CRITERIA CONSIDERED

Physical

☒	The project retains, enhances, or has no negative effect on Richland's natural resources (rivers, trails, recreation areas, parks, natural open space)
☒	The project is accessible to or benefits all members of the public
☒	The project improves or does not otherwise inhibit access to any Richland business
☒	The project targets positive development of the Richland Central Business District and/or outlying nodal areas of commerce
☒	The project enhances existing plans, strategies, and development by the City of Richland
Programmatic Goals	
☒	The project promotes social and cultural diversity
☒	The project enhances or has no negative impact on locally produced foods, wares, or agriculture
Relationship Building	
☒	The project has the support of or otherwise does not negatively impact any Business Improvement District
☒	The project promotes collaboration between multiple regional entities
Legal	
☒	The project does not violate any Richland Municipal Code
☒	The applicant clearly states the nature of the project and how it supports business activities for the purposes authorized herein.

By signing below, you are affirming that you:

- ☐ Have read the Business License Reserve Program Guidelines and Procedures document
- ☐ Are aware of the program permissions and limitations
- ☐ Certify that requested funds will only be used for purposes as described in this application and/or as approved by the City of Richland
- ☐ You understand that use of funds is subject to audit by the State of Washington
- ☐ Will submit, if approved for award, a detailed project schedule and updated budget within 30 days of receipt of a fully executed contract
- ☐ Understand that the fund is a reimbursement program and funds are released only once economic development staff has reviewed and approved of the expenses
- ☐ Expressly agree, if approved to the publicity of your project as part of the program, now and in the future
- ☐ Understand that all information provided is public



Signature

Application Submittal

Applications completed digitally:

- ☐ Applications that were completed digitally may be saved and sent via email to awallner@ci.richland.wa.us
- ☐ Save your application with a different file name than the original
- ☐ Attach any accompanying documentation as a separate attachment, saved as a PDF or JPG

Applications completed handwritten:

- ☐ Applications that are handwritten may be sent via email, dropped off, or mailed
- ☐ If sent via email, please legibly scan your document as a PDF
- ☐ If dropped off, bring to 625 Swift Blvd. in Richland
- ☐ If mailed, mail to:

City of Richland
Economic Development
Attn: Mandy Wallner, Economic Development Specialist
625 Swift Boulevard, MS-18
Richland, WA 99352



Business License Reserve Program

Application

Eligible Applicant Agency			
☐ Tri-City Regional Chamber of Commerce		☐ Downtown Business Improvement District	
☐ Tri-City Visitor and Convention Bureau		☒ Uptown Business Improvement District	
☐ SCORE of the Mid-Columbia		☐ Small Business Development Center	
☐ Commercial Façade Improvement Program			
Agency Address	PO Richland	Agency Telephone	5099460077
Contact Person	Gus Sako	Contact Title	Chair Uptown BID
Contact Phone	509.946.0077	Contact Email	Oldoc topus@hotmail.c om
Project Title	Uptown BID 2022 -Events and Marketing	Amount Requested	\$3,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
The Uptown BID supports small businesses, maintains aspects of the area, has - with the City - worked to enhance the visual presentation of the Uptown for both locals and travelers and has worked to provide community activities.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
\$1,500 for new holiday lights. We will also match funds from our reserves. The Uptown BID was a very early adopter of the LED lights. The commercial quality lights we purchased have served us well for years, but they are starting to show their age. Additionally, the trees around the Uptown have grown to a size that are problematic and sometimes dangerous to decorate. We will be trying to find a solution to holiday lighting in the Uptown that will compliment the beautiful lights in the Parkway and along Gway. \$1,500 for events and marketing. This will cover the Chalk Art Event (which is a revenue generator), Small Business Saturday, and possible new events and Internet marketing to promote the Uptown and our events. After two years of COVID shutdown and hesitancy, we are hoping 2022 will be a time we can safely invite people back to the Uptown.			
3) What business activities does the proposed project promote? Check all that apply.			
☒ Core Development		☒ General Economic Development	
☒ Tourism		☒ Prevention of Blight	
☒ Capital Expenditures for Community Improvements		☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

The projects we propose for 2022 all work to enhance and improve an aging shopping district in the City core. This activity supports the resident businesses. We are lucky in that the Uptown hosts a number of businesses popular with tourists. Creating a more welcoming visual and physical presence to the Uptown helps build that popularity.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

There will be some revenue from Chalk Art entry fees. Beyond that we explore finding other partners.

4) How does this project support Richland's business community?

Everything we propose supports businesses in the Uptown

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

With Chalk Art we have a loose relationship with Chief Joseph Middle School which we hope to grow.

6) Will the project be completed by December 30? Please explain.

All proposed projects will be completed in 2022.

Revenue (Attach additional pages as necessary)

Source	Amount
BLRF	\$ \$11,000.00 (total Request)
Uptown BID (includes Chalk Art entry fees)	\$ \$8,000.00
	\$
	\$
	\$
	\$
Total	\$ \$19,000.00

Expenses (Attach additional pages as necessary)

Source	Amount
Art in the Alley paint and labor	\$ \$4,000.00
Christmas Lights commercial grade lights and ancillary equipment	\$ \$3,000.00
Rehabilitate or Replace street furniture and fixtures	\$ \$9,000.00
Events and Marketing Chalk Art Production, Internet Marketing	\$ \$3,000.00

	\$
	\$
Total	\$ \$19,000.00

You may use additional pages if necessary to complete the application. Please attach any additional information about the project or your organization that you believe is relevant to this application.

APPLICATION CRITERIA
The Economic Development Committee annually determines criteria for the award of program funds. The committee utilizes these criteria to assist in determining whether applications make a good faith effort to reinforce annual goals for public/private redevelopment, economic development, and investment. Applicants shall make every effort for their project to support each criteria, but the Economic Development Committee may consider other factors if not all criteria are met.

☒	CRITERIA CONSIDERED
Physical	
☒	The project retains, enhances, or has no negative effect on Richland's natural resources (rivers, trails, recreation areas, parks, natural open space)
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Relationship Building	
☒	The project has the support of or otherwise does not negatively impact any Business Improvement District
☐	The project promotes collaboration between multiple regional entities
Legal	
☒	The project does not violate any Richland Municipal Code
☒	The applicant clearly states the nature of the project and how it supports business activities for the purposes authorized herein.

By signing below, you are affirming that you:

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- ☒ Are aware of the program permissions and limitations
- ☒ Certify that requested funds will only be used for purposes as described in this application and/or as approved by the City of Richland
- ☒ You understand that use of funds is subject to audit by the State of Washington

- ☒ Will submit, if approved for award, a detailed project schedule and updated budget within 30 days of receipt of a fully executed contract
- ☒ Understand that the fund is a reimbursement program and funds are released only once economic development staff has reviewed and approved of the expenses
- ☒ Expressly agree, if approved to the publicity of your project as part of the program, now and in the future
- ☒ Understand that all information provided is public

eSigned via SeamlessDocu.com

Key: 251de9e7f6391e503125389cc699f9a8

Signature

Douglas Sako

Printed Name

12/29/2021

Date



Business License Reserve Program

Application

Eligible Applicant Agency			
☐ Tri-City Regional Chamber of Commerce ☐ Tri-City Visitor and Convention Bureau ☐ SCORE of the Mid-Columbia ☐ Commercial Façade Improvement Program		☐ Downtown Business Improvement District ☒ Uptown Business Improvement District ☐ Small Business Development Center	
Agency Address	PO Richland	Agency Telephone	5099460077
Contact Person	Gus Sako	Contact Title	Chair Uptown BID
Contact Phone	509.946.0077	Contact Email	Oldoctopus@hotmail.com
Project Title	Uptown BID 2022 - Benches and Garbage Can Refinishing	Amount Requested	\$6,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
The Uptown BID supports small businesses, maintains aspects of the area, has - with the City - worked to enhance the visual presentation of the Uptown for both locals and travelers and has worked to provide community activities. We have worked to enhance the visual appeal and safety of the area by networking security cameras and also by increasing the presence of art at the Uptown through our various mural programs, which keep down the graffiti and hopefully crime in the area.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
These funds would be used to remove, transport, powder coat, and replace the benches and replacement of garbage can enclosures around the Uptown. Many years ago when the Uptown parking lot and sidewalks were rebuilt by the City a number of benches, tables, and trash can enclosures were installed. Over the years normal wear and tear, vandalism and the relentless Tri-City sunshine have taken their toll. It has been suggested that with the City doing some work in the Uptown in 2022 that this would be a good time to address these worn items. If it is possible to powder coat these pieces, we would use that method to rehabilitate the worst of them. Otherwise, we would look at outright replacement in some areas. Powder coating a large bench runs about \$400. Buying a new bench might run \$600. Additionally about half of our garbage enclosures are a diameter for which we can no longer find covers or plastic can inserts to sit inside the enclosures. These pieces we would look to replace. The BID would like to match half of the BLRF spending on this project and provide the labor for removing and reinstalling the pieces. As there are over 60 pieces in the Uptown full rehab or replacement will be a multi-year project.			
3) What business activities does the proposed project promote? Check all that apply.			
☒ Core Development ☒ Tourism ☒ Capital Expenditures for Community Improvements		☒ General Economic Development ☒ Prevention of Blight ☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

The projects we propose for 2022 all work to enhance and improve an aging shopping district in the City core. This activity supports the resident businesses. We are lucky in that the Uptown hosts a number of businesses popular with tourists. Creating a more welcoming visual and physical presence to the Uptown helps build that popularity.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

Besides the revenue generated from our modest BID fees, we explore finding sponsors and community partners for each of our programs.

4) How does this project support Richland's business community?

Everything we propose supports businesses in the Uptown

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

With Chalk Art we have a loose relationship with Chief Joseph Middle School which we hope to grow.

6) Will the project be completed by December 30? Please explain.

All proposed projects will be completed in 2022.

Revenue (Attach additional pages as necessary)

Source	Amount
BLRF	\$ \$11,000.00 (total Request)
Uptown BID (includes Chalk Art entry fees)	\$ \$8,000.00
	\$
	\$
	\$
	\$
Total	\$ \$19,000.00

Expenses (Attach additional pages as necessary)

Source	Amount
Art in the Alley paint and labor	\$ \$4,000.00
Christmas Lights commercial grade lights and ancillary equipment	\$ \$3,000.00
Rehabilitate or Replace street furniture and fixtures	\$ \$9,000.00
Events and Marketing Chalk Art Production, Internet Marketing	\$ \$3,000.00

	\$
	\$
Total	\$ \$19,000.00

You may use additional pages if necessary to complete the application. Please attach any additional information about the project or your organization that you believe is relevant to this application.

APPLICATION CRITERIA
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Physical	
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☒	The project has the support of or otherwise does not negatively impact any Business Improvement District
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Legal	
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- ☒ Understand that all information provided is public

eSigned via SeamlessDocu.com

Key: 251de9e7f6391e503125389cc699f9a8

Signature

Douglas Sako

Printed Name

12/29/2021

Date



Business License Reserve Program

Application

Eligible Applicant Agency			
☐ Tri-City Regional Chamber of Commerce		☐ Downtown Business Improvement District	
☐ Tri-City Visitor and Convention Bureau		☐ Uptown Business Improvement District	
☐ SCORE of the Mid-Columbia		☐ Small Business Development Center	
☒ Commercial Façade Improvement Program			
Agency Address	625 Swift Blvd., MS 18	Agency Telephone	509.942.7595
Contact Person	Mandy Wallner	Contact Title	Program Administrator
Contact Phone	509.942.7595	Contact Email	mwallner@ci.richland.wa.us
Project Title	Commercial Façade Improvement Program	Amount Requested	\$100,000
1) Please explain how your <u>organization</u> supports the enhancement of the local business community and the improvement of the environs of the City of Richland. Attach additional pages as necessary.			
The Business License Reserve Program directly provides the funding for the Commercial Façade Improvement Program by Ordinance 50-19 amending Chapter 5.04. The City of Richland Business and Economic Development Office (BEDO) is charged with the direct support of the local business community through its core mission. BEDO executes programs and projects designed to support local businesses and improve the built environment of the Central Business District and outlying nodal areas of commerce.			
2) Please provide a description of the proposed project or program, including a timetable for implementation. Attach additional pages as necessary			
The Commercial Façade Improvement Program (CFIP), has been an important tool to help leverage private investment funds to reinvest in deteriorating property and structures throughout the city, and update aging buildings. This type of project supports the core mission of preventing blight directly. The CFIP is an ongoing program through the economic development office that provides matching funds they invest in eligible permanent exterior enhancements to their buildings and storefronts. In 2020 the rules are changing to accommodate requests up to \$20,000 (for a project total of \$40,000) and offer 12 months for project completion. The eligible expenses were also further defined and enhanced for clarity and are outlined in the attached guidelines and available on the website. Applications are accepted for this program throughout the year until the funds are depleted. Please refer to the attached application guidelines that outline the program in more detail. It is the desire of the department and the City to expand and grow this program.			
3) What business activities does the proposed project promote? Check all that apply.			
☒ Core Development		☒ General Economic Development	
☐ Tourism		☒ Prevention of Blight	
☒ Capital Expenditures for Community Improvements		☐ Small business development program (Richland)	
3a) Please explain how your proposal carries out <u>each</u> business activity identified above. Attach additional pages as necessary.			

Public/Private investment in the rehabilitation or redevelopment of Richland's businesses is a tangible investment in core (central business district) development, general economic development, and directly preventing blight. In most cases, but for the City's investment in these projects, the business or property owner would not choose or be able to improve their building without detriment in other aspects of their business. This program also encourages a completion timeline for reimbursement to keep exterior projects from lingering on.

3b) Please identify other sources of revenue are being utilized and whether they have been secured.

This program is an annual program entirely funded from the Business License Reserve Fund. The nature of this program's guidelines require the applicant to pay for the entire cost of the improvement; the program then reimburses up to 50% of completed project expenses within the allowable guidelines provided. While the minimum participation by the applicant is 50%, most applicants expend more than required to receive the maximum reimbursement and on average carry 70% of the project cost.

4) How does this project support Richland's business community?

The CFIP promotes all objectives of the BLRF program, and encourages business and property owners to make investments in their Richland properties to the benefit of themselves, the City, neighboring businesses and residents. The purpose of the funding is to provide direct investment that improves curb appeal and aesthetic quality of Richland's business districts.

5) Is the project a collaboration with other agencies or organizations? Please provide the names of the other agencies and describe the relationship.

The project is a public/private partnership, with the business or property owner participating in at least 50% of the project cost.

6) Will the project be completed by December 30? Please explain.

This program operates entirely separate from the BLRF fund once funds are awarded, and the due date is not required because unspent funds remain in the CFIP program until the following year.

Revenue (Attach additional pages as necessary)

Source	Amount
Applicant Match – Private Investment	\$140,000
Commercial Façade Improvement Program	\$100,000
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Total	\$240,000

Expenses (Attach additional pages as necessary)

Source	Amount
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.

Click or tap here to enter text.	\$Click or tap here to enter text.
Click or tap here to enter text.	\$Click or tap here to enter text.
Total	\$Click or tap here to enter text.

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Programmatic Goals	
☐	The project promotes social and cultural diversity
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Relationship Building	
☒	The project has the support of or otherwise does not negatively impact any Business Improvement District
☒	The project promotes collaboration between multiple regional entities
Legal	
☒	The project does not violate any Richland Municipal Code
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Signature

Mandy Wallner

Printed Name

12/10/20

Date

Application Submittal

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- ☐ Attach any accompanying documentation as a separate attachment, saved as a PDF or JPG

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- ☐ Applications that are handwritten may be sent via email, dropped off, or mailed
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- ☐ If dropped off, bring to 625 Swift Blvd. in Richland
- ☐ If mailed, mail to:

City of Richland
Economic Development
Attn: Mandy Wallner, Economic Development Specialist
625 Swift Boulevard, MS-18
Richland, WA 99352



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Presentations

Prepared By: Amanda Wallner, Economic Development Manager

Subject:
2021 Project Review

Department:
Development Services

Recommended Motion:
n/a

Summary:
The attached Economic Development update includes a look back at projects and accomplishments during 2021.

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

Attachments:
1. 2021 Year in Review FINAL



2021

Project Update

Economic Development



Economic Development | 2021 Project Update



The Economic Development team is driven to ensure economic well-being and quality of life in our community. Some of the integral parts of economic development and core focus areas for the City are set to achieve or enhance vitality, economic growth and diversity, and vibrancy throughout the City. In addition, land sales, recommendations and strategies heavily consider job creation and thoughtful development. 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 essential part of the economic development flow of information and project implementation is the Economic Development Committee; this is a group of eight volunteers, with key sector focus, tasked with reviewing projects and initiatives related to development within the city. The group then makes recommendations to the City Council.

This update will highlight the major economic development projects of focus throughout 2021.

DEVELOPMENT HIGHLIGHTS

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 the major projects:

- **505 Swift Blvd. (Former City Hall Site):** In 2021, this site was taken off the market to allow time for a municipal needs assessment. The outcome of this study will determine whether the site is surplus to the City's needs and how best to move forward.

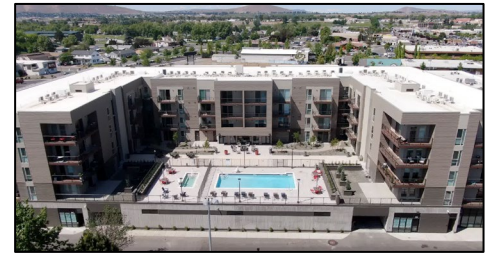
The City has seen a handful of development proposals, and have evaluated and considered the right project for the site and the future of downtown.



Economic Development | 2021 Project Update

- **Park Place Development:** The property is currently occupied with tenants and thriving. There are 106 apartment units and 6,000 square feet of retail/commercial space in this development.

The anchor tenant in the commercial space is Graze and the remainder is being built out slowly with several suites available.



- **1082-1092 George Washington Way:** The building is fully occupied! This location is home to Porter's Real BBQ, Amarilis Meat Market II, Pedego Electric Bikes Tri-Cities, Fresh Leaf Co. and Tri-Cities Cider House.



BUSINESS IMPROVEMENT DISTRICTS

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



DOWNTOWN (PARKWAY) BUSINESS IMPROVEMENT DISTRICT (DBID) –The Parkway saw a few changes in 2021 for many reasons. The BID Board is not moving forward with initiatives for the time being. There has been a change in ownership of some buildings stimulating new development or improvements to old buildings.

New businesses that opened in 2021 include; Hotoveli Boutique, Thrive Creative Dance, Legacy Barbershop, Pink Pearl (expanded), Soi 705 and Oh Sushi. There are plans for a new coffee shop and other renovations inviting new business are also in the planning stages. The Richland Players Theatre also underwent a large remodel project that has been happening in phases. This year they purchased the property behind their theatre that houses one of their storage sheds and also added a new reader board on the George Washington Way side of the building.

The DBID did not apply for 2021 Business License Reserve Funds.

- **Farmer's Market:** “Market at The Parkway” had a very successful year in the Parkway and is looking forward to returning in 2022. This market continues to be one of the largest and most successful in the state.

UPTOWN BUSINESS IMPROVEMENT DISTRICT (UBID) – The Uptown has been in recovery from COVID and their changing businesses climate.

Over the past year, the Uptown BID has continued to work on their alley art program as the primary mural program has been nearing completion. This is a way for local artists to participate and have an outlet to feature their art. In 2021,



Economic Development | 2021 Project Update

the UBID decided not to have the Chalk Art Festival, Art Walk or Trick or Treat Events. They did do some promotions for Cool Desert Nights and Small Business Saturday though. They hope to get their board meetings back to in person for the coming year and started the New Year with a hybrid plan.

New businesses that opened in 2021 include; VMC Boutique and More, Sugarfix Hair, Skin and Lash, Bullseye, Peony and Mod, Brazilian Joint and Mackstattooing.

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 – continued 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.

WSU Tri-Cities – Collaboration Hall finished construction and opened to students and the public this year. The ribbon cutting event was well attended and also offered a virtual option. While attendance is down a bit this year, they are working on new programming and staffing to continue to bring new cutting edge technology, buildings, professors and learning to our area.



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 the new Executive Director of the Tri-Cities Research District, and is managed as part of his duties as the Director of Economic Development and Government Affairs at the Port of Benton.

The District is playing a key role along with the Port of Benton in the new Washington Vertical project which is industry-led and being stood up with grant funds from the Washington State Department of Commerce under the Washington Innovation Cluster Accelerator Program. This program will maximize clean energy development in Washington State by developing an industry-led replicable, scalable and first-in-the-nation supply chain to solve industrywide challenges accelerating energy innovation.

HORN RAPIDS INDUSTRIAL PARK and BUSINESS CENTER

While we worked to build road projects in the industrial park to anticipate future growth, calls were coming in regarding vacant properties and availability.

The City closed on five commercial/industrial sales totaling \$1,941, 486 for twenty-five acres, which are outlined below.

In total, there are approximately 2,466 acres of land in the industrial park, of that 1,043 is available for development, 604



Economic Development | 2021 Project Update

acres are ready to build sites with infrastructure in place. Pricing for the available properties was updated by Council in 2021 to reflect current market rates. New appraisals are requested for these properties every two years currently.

These numbers do not include the 1341 acres of land received from the Department of Energy, co-owned with the Port of Benton and currently in the infrastructure-planning phase.

Property sales in the Industrial Park included:

- **D&I Investments**, 10 acres | \$400,000
- **R&R Properties**, 1.5 acres | \$81,205

Staff is working diligently on the planning and design for the extension of Henderson Loop which will create new one acre properties in the business park extension, which are always in the highest demand.



1st Street Extension which was completed in the fall of 2021, will create at least five lots for future growth west of Kingsgate Way in addition to offering connectivity for the next phase of build-out. *(Photo at the left)*

Horn Rapids Commercial Plaza, a collection of five commercial properties on the South

side of Hwy 240 and east of Horn Rapids Residential development. The corner property, sold this year as well and will be the future home of a gas station and coffee shop development. *(Photo at the right)*



- **Kamal Singh**, 3.5 acres | \$436,621

Clubhouse Lane was completed in the summer of 2021 which created the Commercial Plaza to assist in providing services to residents. This project included an extension of the road to the east and a roundabout to help with the flow of traffic moving through the area. The remaining four lots are available.

Staff worked with KPFF, a rail design firm to study and develop a rail masterplan for the Horn Rapids Industrial Park. Once complete, if adopted by Council, the study will provide plans and useful tools for the future buildout of the area increasing the access to rail and variety of transportation options to industrial customers. The Horn Rapids Industrial Park is uniquely positioned in the rail market because it is currently served by both Class 1 railroads, Union Pacific and Burlington Northern.

Master planning and discussions have also ensued this year with regard to the 1341 acres of property acquired by the City from DOE via TRIDEC. The first project for this site is to extend sewer service, through the Framatome site, across Horn Rapids Road for future development.

Economic Development | 2021 Project Update



WA State National Guard started work on their Readiness center which is currently finishing up construction. This building will be a training facility one weekend a month welcoming over 200 soldiers to the forty-acre campus. This site will have 3-4 year-round employees for rental and other programming opportunities that go on at the

facility. The value of this project is \$12M.

Central Washington Corn Processors has been working to secure financing to expand their occupancy and begin work on a second loop track inside the existing rail loop. This project is a private investment made on public property that is under a long-term lease agreement.



HORN RAPIDS BUSINESS CENTER

In 2021, with the Business Center nearly full (there is one remaining one-acre parcel), we watched as buildings went up on the parcels that sold in recent years. Currently, there is still some availability in the Business Center for larger lots and the remaining one-acre. The City closed on two commercial sales totaling \$1,941, 486 for ten acres. Property sales in the business center included:



- **Logan Properties LLC, 5 acres | \$511,830**
- **Matson Development, LLC 5 acres | \$511,830**

The Henderson Loop Phase 2 extension is in the design phase currently and is currently scheduled to go to bid in early summer of 2022 with plans for construction starting in the fall of 2022.

Commercial development west of Kingsgate continued this year with the addition of more apartment buildings in the Vicinity

Complex bringing more residents to Richland and increasing density at Horn Rapids.

QUEENSGATE VILLAGE

Completion of the Duportail Bridge created a direct connection between the Queensgate shopping area and downtown. This connection has seen increases in traffic as the year progressed relieving congestion. The Queensgate area welcomed Crumbl Cookie's first location and with Game Stop closing its doors, this left room for Jersey Mike's to open. There is still some opportunity for smaller development to take place in the area with infill in the parking lots.

Habit Burger also opened their doors this year in the parking lot of WalMart on the south side of Duportail.

Economic Development | 2021 Project Update

HORN RAPIDS RESIDENTIAL

Horn Rapids residential is one of the largest and fastest growing residential areas in Richland. The last remaining parcel as a part of an extended multi-year agreement with Pahlsh Homes was executed the end of 2021. This takes the current residential development up to Twin Bridges Road.

In 2022, we will begin planning the next phase of this development to the west of Twin Bridges Road and plan for infrastructure, commercial and residential development. This area will also receive increases in traffic as West Richland continues their expansion plans from the south.



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 funds in 2021 were reserved for a focus on business resiliency coming out of COVID and a limitation on events to follow the CDC guidelines for gathering. The committee recommended and Council approved funding for all applicants at some level in 2021. The following projects were completed and granted in 2021:

2021 Funds Awarded: Applicant:	Amount Requested	Amount Funded
Tri-City Regional Chamber of Commerce Economic Gardening Program	\$14,000	\$14,000
SCORE Small Business Recovery Program Support	\$6,000	\$6,000 UNSPENT
Uptown BID Mural Program	\$6,000	\$1,992 PARTIAL
Small Business Development Center Business Counseling Services	\$25,000	\$25,000
Tri-City Regional Chamber Live at 5 Concert Series	\$15,000	\$10,000

COMMERCIAL FAÇADE IMPROVEMENT PROGRAM – The Commercial Façade Improvement Program (CFIP), funded through the Business License Reserve Fund. The maximum available to each business is \$20,000 in matching funds with a contract term of 12 months. Projects receiving funding in 2021 include:

2021 Funds Awarded: Applicant:	Amount Requested	Amount Funded
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Economic Development | 2021 Project Update

Academy of Children's Theatre (completed) New door, fresh paint and signage.	\$20,000	\$15,070
610 The Parkway LLC Completely new façade at 1515 Wright Ave.	\$20,000	PENDING
Dovetail Joint Improvements and remodel of outdoor space.	\$17,500	PENDING
Parkway Dreams, LLC New awning covering the sidewalk at 610-616.	\$7,835.50	PENDING
1022 Lee Blvd. Completely new façade at 1022 Lee Blvd.	\$19,201	\$19,201
707 The Parkway, LLC	\$8,172	\$8,172

OUTREACH PROGRAMS

BUSINESS RESOURCES

The website is a one-stop resource for business, both new and existing. This tool will combine our programs with those of other departments as well.

BUSINESS RETENTION – The business retention program shifted in the spring of 2020 to accommodate the needs of businesses related to the COVID-19 pandemic and continued through 2021 with the support being primarily informational and providing resource contacts. This resource has tapered as funding opportunities have shifted from businesses and our way of life is finding a new normal.

Staff provided individual business support where needed.

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 program. The committee and Council have voted the last several years to support two businesses completing the program.

- 2021 Companies: Polestar Technical Services and NewEdge

WEBSITE AND MARKETING EFFORTS

WEBSITE – Richlandbusiness.com is a key focus for outreach both to residents of the Tri-Cities and those from outside the community. New resources added this year include a real estate leasing page for key private properties in Richland, and continually updating news articles about new businesses.

We also added emphasis on our e-notification program this year to help push news out to those interested in receiving it. If you have not already, sign up for our e-notifications by visiting our website and signing up (link at the top of the page)!

Economic Development | 2021 Project Update

SITE SELECTION MAGAZINE – In Partnership with the Port of Benton we placed two ads in the national Site Selection magazine with a mailing list of over ten thousand CEOs. We took this opportunity to again partner and develop the www.discoverRichland.com website to help market the area to areas outside the Tri-Cities as a key recruitment tool. This strategy helps us gauge how much interest we attract to the website. We also leveraged this opportunity to place an ad in the Washington Guide placed in partnership with the Department of Commerce as a means of advertising the state to businesses interested in relocating.



JOURNAL OF BUSINESS – We continued our partnership with the Journal this year 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.

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.



BUZZ ON RICHLAND – This year the Buzz on Richland articles within the staff newsletter each week featuring new businesses, new construction, projects and resources. This is also the name of the news feed on our website that features the same articles and also utilizes our e-notification feature to send out emails. 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.

REAL ESTATE FORUM – This event was postponed for 2021 and will take place in early 2022 or once we have new inventory to advise the realtors in the market about.

BILL INSERTS – This is a tool provided to the City with our billing provider to offer messages to our residents in their monthly billing statements. Economic Development specifically uses this tool to advise residents on business services such as e-notify, website access, Business Improvement Districts, and news primarily.

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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 presents content 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, façade and energy programs, real estate and Horn Rapids.

IN THE COMMUNITY

Staff is poised for speaking engagements and topics as requested by outside agencies for a variety of events and reasons. Staff has made every effort to accommodate speaking requests to feature activity and projects going on in Richland as well as attending most of the Richland ribbon cuttings hosted by the Regional Chamber of Commerce now that small gatherings are allowed again. 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 and at a state level. These boards and committees include:

Benton Franklin Council of Governments Loan Committee – Mandy Wallner

Inter-Tribal Advisory Board – Kerwin Jensen and Mandy Wallner

Powerful Connections Board of Directors – Mandy Wallner

Public Relations Society of America (Mid- Columbia Chapter), Membership Chair – Mandy Wallner

Tri-City Research District – Kerwin Jensen and Mandy Wallner (Chairs)

Tri-City Regional Chamber Ambassador – Mandy Wallner

Western Planners Board – Kerwin Jensen

Washington Economic Development Association Board of Directors – Mandy Wallner, also serves on the legislative committee and marketing committee.

West Richland Chamber Board of Directors – Mandy Wallner

STAFFING AND EDUCATION

The Economic Development Department saw some changes in 2021! In the fall, Mandy Wallner accepted the position of Economic Development Manager and has been working to fill her previous roll of Marketing Specialist (which will change to Economic Development Specialist) in 2022.

Mandy also completed her course work for certification from IEDC for Certified Economic Development Professional and hopes to test for certification in the coming year.



Staff attended both the Washington Economic Development Association

Economic Development |2021 Project Update

conferences as well as the national conference for the International Economic Development Council.

COMMUNITY PARTNERS

CASE MANAGEMENT: This group continued to meet monthly via Zoom and functions as a way for all the Cities, Ports and Economic Development Professionals to discuss questions, issues, topics of interest, presentations and current issues affecting each of our jurisdictions or areas of focus. 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.

This group 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.

ECONOMIC PROFESSIONALS NETWORKING: This committee was established in response to COVID-19 and the need for diverse business support. This group is comprised of economic development professionals throughout the region, 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.

PORT OF BENTON: The partnership with the Port of Benton continues to grow and change each year. In 2021, 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, Tri-Cities Research District Board management, Washington Vertical Collaboration 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.



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Business

Prepared By: Amanda Wallner, Economic Development Manager

Subject:
2022 Business License Reserve Fund Recommendations

Department:
Development Services

Recommended Motion:
Motion to recommend Council approve 2022 Business License Reserve Fund awards in the amount and to the applicants identified in the EDC final selection matrix.

Summary:
Each year the City of Richland solicits applications from eligible entities for awards from the Business License Reserve Fund (BLRF). The purpose of the BLRF is to promote business activities for the purposes of core development, tourism, general economic development, capital expenditures for community improvements, and the prevention of blight.

After hearing applicant presentations, the Committee is asked to use the attached ranking matrix to develop a funding recommendation for City Council consideration.

Available funds for awards in 2022 are expected to be \$139,066, including 2021 carryover. Requests for 2022 total \$150,000.

Fiscal Impact: n/a

Attachments:
1. 2022 BLRF Selection Matrix
2. 2022 BLRF Presentation Staff Recommendations

2022 BLRF Selection Matrix

Funds are properly utilized to promote business activities for the purpose of:

- 1) Core development
- 2) Tourism
- 3) General economic development
- 4) Capital expenditures
- 5) Community improvements

Instructions:

- 1) Consider the mix of projects before ranking them all 1-4 (1 being top priority)
- 2) Be sure each of the projects meets one or more of the above activities
- 3) Keep in mind the estimated funding for the year
- 4) Consider projects that have been funded historically
- 5) Determine whether the project is scalable and if the request could benefit from partial funding

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

Description	Applicant	Amount	Ranking Priority (1-7)	Full or Partial Fund	Previously Funded
Economic Gardening (001)	Chamber	\$14,000			X
Uptown Art Program (002)	UBID	\$2,000			X
Live @5 (003)	Chamber	\$10,000			X
SBDC (004)	SBDC	\$15,000			X
Events and Marketing (005)	UBID	\$3,000			X
Benches and Garbage Refinish (006)	UBID	\$6,000			NEW
Façade Program (007)	--	\$100,000			X

Total \$150,000

2022 BLRF Presentations and Staff Summary

BLRF2022-001 Chamber – Economic Gardening – TCR Chamber

Amount of Request: **\$14,000**

Details to note:

- This project will be in the 7th year and they have requested funds
- In 2020 we sponsored NewEdge and Polstar Technical Services participation in the program.
- Staff is working to help get the businesses identified well in advance to have a pipeline for going through the program.
- This request is scalable.

Staff Recommendation: \$14,000. This is consistent with previous years funding. Full reporting of expenses is required before payment is sent. Also noting that over half of the ask is to fund salaries and benefits which is not the intention of BLRF.

BLRF2022-002 Uptown Business Improvement District (UBID) Art at the Uptown

Amount of Request: **\$2,000**

Details to note:

- This is a proposal that only includes the alley art project instead of both mural programs.
- This includes a match with BID funds.
- This request is scalable.

Staff Recommendation: \$2,000. This is a much smaller budget than requested last year I believe they are running low on walls to be painted and determined the expenses not to be as high as originally planned due to a generous donation of paint.

BLRF2022-003 Live @5 Event, TCR Chamber

Amount of Request: **\$10,000**

Details to note:

- This proposal has been funded in years past at this level and they have requested the same amount.
- The event is usually supported as a sponsorship for the stage rental and security staffing.
- This program is sponsored as eligible for the program through the Tri-City Regional Chamber. This request is scalable.

Staff Recommendation: \$10,000. This is the same level of sponsorship for the last several years.

BLRF2022-004 Small Business Development Center Business Resiliency Program

Amount of Request: \$15,000

Details to note:

- This proposal offers a way for the SBDC to provide service in the area remotely assisting businesses with recovery and building their businesses.
- The funds are required to stay in Richland and be spent on Richland businesses.
- After assessing the program from 2021, it was determined that while a couple businesses were served we did not have the success from the program we would have hoped, which led to scaling back the request for this year.
- This request is scalable.

Staff Recommendation: \$10,000. Staff recommends some support of the program for 2022 but would need to see growth in marketing, participation, and program success to increase funds.

BLRF2022-005 Uptown Business Improvement District (UBID) Events and Marketing

Amount of Request: \$3,000

Details to note:

- This would support events at the Uptown such as Chalk Art, Small Business Saturday and any other events that are determined by the District.
- The Chalk Art event historically made money and if it is better post COVID, the funds will be used for other events.
- UBID plans to match funds from the grant.
- This request is scalable.

Staff Recommendation: \$3,000. This is a much smaller budget than requested last year I believe they are running low on walls to be painted and determined the expenses not to be as high as originally planned due to a generous donation of paint.

BLRF2022-006 Uptown Business Improvement District (UBID) Refinish benches and garbage cans

Amount of Request: \$6,000

Details to note:

- This proposal would allow for the removal powder coating and replacement of the benches at the Uptown and identifying replacement holders for the external garbage receptacles.
- This includes a match with BID funds.

- This request is scalable.

Staff Recommendation: \$6,000. This is a much smaller budget than requested last year I believe they are running low on walls to be painted and determined the expenses not to be as high as originally planned due to a generous donation of paint.

BLRF2022-007 Commercial Façade Improvement Program

Amount of Request: \$100,000

Details to note:

- This would allow for a minimum of five projects work toward starting the reserve.
- A lot of interest in this program to renovate old downtown buildings from new applicants.
- This is the designated funding source for the CFIP program.
- Administration would like to see this program grow.
- This program is a direct prevention of blight, core improvement and economic development program.
- There is no other funding source identified.
- This request is scalable.

Staff Recommendation: \$100,000. This is the same level of funding from 2021. There is some carryover from 2021 that is being used to grow the fund for future years. This level of funding would allow for 5 projects to be funded at the maximum level.



ECONOMIC DEVELOPMENT COMMITTEE AGENDA ITEM COVERSHEET

Meeting Date: 1/24/2022

Agenda Category: Business

Prepared By: Amanda Wallner, Economic Development Manager

Subject:
Committee Training

Department:
Development Services

Recommended Motion:
n/a

Summary:

The staff is in the process of putting together a training program of robust topics for the Economic Development Committee members to learn more about items of business that may come before them and the strategies used by the City for implementation. There will be one topic presented each month that is in line with the City's core values and strategies. This is an introduction to the new program, and a discussion with the Committee to review topics that are not included that they may have an interest in for future sessions.

Fiscal Impact: Core Focus Area 3 - Increase Economic Vitality

Attachments:

1. EDC Training and Core Values 1.2022

City of Richland Mission Vision and Values:

Values

In 2001, the City of Richland began a journey toward becoming a values-based organization, with less reliance on policies and “rules.” To further this effort, municipal staff and City Council have embraced the values of teamwork, integrity and excellence.

- **Teamwork:** We will work together, demonstrating collaboration through mutual reliability, openness and flexibility to accomplish our goals.
- **Integrity:** We will demonstrate an uncompromising allegiance to the core values of honesty, respect for others, loyalty, consistency, accountability and sincerity.
- **Excellence:** We will deliver a superior level of commitment, responsiveness, performance and provision of services to all, with the attitude that everything is worth our best effort.

Vision Statement

Richland is a progressive, safe and family-friendly community that welcomes diversity. It is noted for excellence in technology, medicine, education, recreation, tourism, and citizen participation. This dynamic city, situated on two rivers, actively supports opportunities for economic development that are in harmony with the area's unique natural resources.

Mission Statement

The City of Richland is responsible for furnishing cost-effective services and well maintained facilities, safeguarding the public and property, enhancing the community's favorable quality of life, protecting Richland's natural environment, and sustaining a healthy, growing economy.

STRATEGIC LEADERSHIP PLAN 6 CORE FOCUS AREAS



CORE FOCUS: INCREASE ECONOMIC VITALITY

Core Strategy

The City of Richland is economically competitive, resilient, and attractive to private and public enterprises. These factors enhance the City's economic vitality and ability to withstand the ups and downs of an economic cycle. To remain vital, Richland targets areas of economic growth, diversification of its capital, and works to attract and retain talent. Richland identifies opportunities to collaborate with regional organizations, neighboring cities, ports, other private entities and the private sector to enhance the strength of our community.

Objective: Improve the economic health of the community through a targeted investment in Richland's Waterfront District.

Actions

- ◆ Encourage greater residential densities in and around the Waterfront District
- ◆ Increase office and commercial demand within the core of downtown Richland
- ◆ Improve streets to enhance walkability in the core downtown area
- ◆ Increase tourism opportunities related to new or expanded facilities and business ventures
- ◆ Partner with the Port of Benton to develop Columbia Point South
- ◆ Evaluate the economic development opportunities for the Uptown parking lot

Objective: Encourage primary sector employment and enhance the tax base in Richland through targeted investments.

Actions

- ◆ Continue to market the Horn Rapids Industrial Park
- ◆ Implement the 1341-Acre Master Plan in north Richland
- ◆ Continue working with the Tri-Cities Research District in attracting research-related opportunities in north Richland
- ◆ Explore opportunities for economic development in the Island View neighborhood
- ◆ Implement the Columbia Park Master Plan
- ◆ Capitalize on opportunities to assist with the development of vacant properties in the area of Steptoe and Tapteal
- ◆ Enhance our industrial areas through Local Revitalization Funding programs or other state programs
- ◆ Work with Richland's port districts to target economic development throughout Richland
- ◆ Continue implementation of the Swift Corridor Plan

Outcomes

- Economic growth
- Robust, walkable downtown along waterfront

In addition to the above, Economic Development also develops strategies around these other key indicators:

- Develop and implement a process to communicate Council's strategic vision to all boards and commissions. (Focus 1)
- Develop a strategy to plan and fund long-term critical infrastructure 2025 and beyond. (As it relates to Horn Rapids – Focus 1)
- Track and acquire key properties for long-term critical infrastructure, economic development and facility needs. (Focus 2)
- Participate in regional evaluation of opportunities and challenges of obtaining ownership of public lands. (Focus 4)
- Prevent and reduce blight of neighborhoods and commercial property. (Focus 6)



STRATEGIC LEADERSHIP PLAN

6 CORE FOCUS AREAS

1. PROMOTE FINANCIAL STABILITY & OPERATIONAL EFFECTIVENESS
2. MANAGE & MAINTAIN INFRASTRUCTURE & FACILITIES
3. INCREASE ECONOMIC VITALITY
4. MANAGE OUR NATURAL RESOURCES
5. MAXIMIZE COMMUNITY AMENITIES
6. ENHANCE NEIGHBORHOODS & COMMUNITY SAFETY

CORE FOCUS

SHORT-TERM ACTIONS

LONG-TERM ACTIONS

OUTCOMES



- | | | |
|---|--|---|
| <ul style="list-style-type: none">Complete implementation of financial management systemMaximize efficiencies in customer service/permitting in the new City HallEstablish a comprehensive professional development program | <ul style="list-style-type: none">Implement biennial budget planning processContinue to assess and invest in technology to ensure highest efficiencies within the organizationDevelop funding strategy for long-term critical infrastructure 2025 and beyond | <ul style="list-style-type: none">Enhanced fiscal healthIncrease/maintain public trust and confidenceIncreased productivityIncreased use of technology solutions |
|---|--|---|



- | | | |
|--|---|---|
| <ul style="list-style-type: none">Transition into new City HallComplete large capital projects Duportal Bridge/Queensgate DriveImplement asset management program to maximize facility lifecycle | <ul style="list-style-type: none">Continue implementation of a sustainable pavement preservation programTrack and acquire key properties for long-term needs | <ul style="list-style-type: none">Continue to successfully meet demand of infrastructure and facilities needs |
|--|---|---|



- | | | |
|---|---|--|
| <ul style="list-style-type: none">Plan and improve more pedestrian-friendly downtown/waterfrontImplement Swift Corridor PlanEnhance industrial areas with LRF or other funding programs | <ul style="list-style-type: none">Implement the 1341-Acre Master Plan in north RichlandPartner with Port of Benton to develop Columbia Point South | <ul style="list-style-type: none">Robust, walkable downtown along waterfrontEconomic growth |
|---|---|--|



- | | | |
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| <ul style="list-style-type: none">Evaluate ownership of public lands (camps land transfer)Enhance the electric utility conservation program to strategically identify highest priorities | <ul style="list-style-type: none">Respond to increased usage of electric vehiclesRespond to community demand for recycling and waste reduction programs | <ul style="list-style-type: none">Increased public awareness of sustaining resourcesBalanced private and public interests in conservation and preservation of sensitive areas |
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| <ul style="list-style-type: none">Increase recreational opportunities and programming with emphasis on waterfrontImplement regional wayfinding signage planInitiate a feasibility study for multi-purpose sports fields with Visit TRI-CITIES | <ul style="list-style-type: none">Pursue opportunities to increase sports tourismImplement parks/trail/facility master plans | <ul style="list-style-type: none">Recognized regionally for programs and recreationEnhanced quality of lifeIncreased sports tourism |
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| <ul style="list-style-type: none">Improve identified areas through proactive code enforcementIntegrate regional dispatch services | <ul style="list-style-type: none">Improve wayfinding in parks/trails to identify emergency dispatching location accuracyImplement comprehensive records and jail management system | <ul style="list-style-type: none">Increased collaboration with Police/Fire/dispatchIncreased crime prevention and community pride |
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How the Economic Development Committee can help serve the City's Core Values:

- Assist staff with the formulation of economic development goals for the city in a structured framework.
- Assess existing economic development policies for the purpose of recommending such modifications as may be appropriate to achieve the economic goals approved by the city council.
- Prepare and submit recommendations to staff and council on a broad range of matters generally related to economic development.
- Assist in the development of plans and programs for the purpose of retaining and enhancing the existing commercial and industrial base of the city.
- Review and advise the city council on the relative merits of individual economic development proposals.
- Perform other such duties and provide such additional information, assistance and advice to the city council as the city council may request or direct.
- Be sure that each item meets the following initiative outcomes:
 - Creation of a robust, walkable downtown and along with waterfront
 - Economic growth

Training schedule for key focus/task areas:

Training topics are identified for each month, if additional items are not added to the agenda, the training topic will move to the next month and there will be multiple topics presented.

- **(January)** Training kickoff and topic identification, review of duties and election of officers
- **(February)** Surplus property actions
- **(March)** Review of purchase and sale agreements and recommendations – deal point identification and evaluation
- **(April)** Proposed project and site plan review and recommendations
- **(May)** Business License Reserve Fund Review
- **(June)** Commercial Façade Improvement Program Review
- **(July)** Review of lease agreements and terms
- **(August)** New business recruitment and attraction
- **(September)** Masterplanning process with implementation and strategy review
- **(October)**
- **(November)**
- **(December) – NO MEETING**