

**GRANDVIEW CITY COUNCIL  
COMMITTEE-OF-THE-WHOLE MEETING MINUTES  
DECEMBER 14, 2021**

**1. CALL TO ORDER**

Mayor Gloria Mendoza called the Committee-of-the-Whole meeting to order at 6:00 p.m., in the Council Chambers at City Hall.

The meeting was held in person and was also available via teleconference.

**2. ROLL CALL**

Present in person: Mayor Mendoza and Councilmembers David Diaz, Bill Moore (Mayor Pro Tem), Robert Ozuna and Joan Souders

Present via teleconference: Councilmembers Mike Everett, Diana Jennings and Javier Rodriguez

Absent: None

Staff present: City Administrator/Public Works Director Cus Arteaga, City Attorney Quinn Plant, City Treasurer Matt Cordray, Fire Chief Pat Mason, Assistant Public Works Director Todd Dorsett and City Clerk Anita Palacios

**3. PUBLIC COMMENT**

Cody Goepfner, President of the Grandview Chamber of Commerce, thanked the Public Works Department for setting up the Christmas tree for the Cocoa and Carols event.

**4. NEW BUSINESS**

**A. Resolution authorizing the Mayor to sign the Washington State Transportation Improvement Board Fuel Tax Grant Agreement Project Number 8-4-183(004)-1 for the Wine Country Road and McCreddie Road Roundabout**

City Administrator Arteaga explained that the City submitted a grant funding application to the Washington State Transportation Improvement Board for the Wine Country Road and McCreddie Road Roundabout. On November 23, 2021, the Washington State Transportation Improvement Board announced that the City was awarded 90% of approved eligible project costs with a maximum grant of \$1,512,684 for the Wine Country Road and McCreddie Road Roundabout. The City would be required to provide a 10% local match which would be allocated from the Capital Improvement Fund. He presented the Fuel Tax Grant Agreement with TIB that would require Council approval.

Discussion took place.

On motion by Councilmember Diaz, second by Councilmember Moore, the C.O.W. moved a resolution authorizing the Mayor to sign the Washington State Transportation Improvement Board Fuel Tax Grant Agreement Project Number 8-4-183(004)-1 for the Wine Country Road and McCreddie Road Roundabout to the December 14, 2021 regular Council

**meeting for consideration.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**B. Resolution approving Task Order No. 2021-06 with HLA Engineering and Land Surveying, Inc., for the Wine Country Road and McCreadie Road Roundabout**

City Administrator Arteaga explained that on November 23, 2021, the City was awarded grant funding from the Washington State Transportation Improvement Board for the Wine Country Road and McCreadie Road Roundabout. He presented Task Order No. 2021-06 with HLA Engineering and Land Surveying, Inc., to provide professional engineering services and land surveying for the Wine Country Road and McCreadie Road Roundabout in the amount of \$192,180 for design engineering, \$15,000 for right-of-way services and \$182,180 for construction engineering with a total fee for services in the amount of \$389,360.00.

Discussion took place.

**On motion by Councilmember Moore, second by Councilmember Souders, the C.O.W. moved a resolution approving Task Order No. 2021-06 with HLA Engineering and Land Surveying, Inc., for the Wine Country Road and McCreadie Road Roundabout to the December 14, 2021 regular Council meeting for consideration.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**C. Resolution approving Task Order No. 2019-06 Amendment No. 2 with HLA Engineering and Land Surveying, Inc., for the Sanitary Sewer Trunk Main Replacement**

City Administrator Arteaga explained that the City applied for and was granted a Water Quality Combined Financial Assistance 2019 Agreement between the State of Washington Department of Ecology to fund the Sanitary Sewer Trunk Main Replacement project. On December 10, 2019, the City approved Task Order No. 2019-06 with HLA Engineering and Land Surveying, Inc., for the Sanitary Sewer Trunk Main Replacement for professional engineering services and land surveying during construction. Amendment No. 2 to both Task Order No. 2019-06 and

Amendment No. 1 revised time of performance and fee for services to reflect 54 additional construction contract days utilized by the former contractor C&R Tractor, work necessary to formalize contract termination with C&R Tractor, preparation of a new bid package reflecting remaining contract work, re-bid services, and 60 construction contract days associated with completion of the re-bid work. The total fee for services under Amendment No. 2 was \$195,000.

Discussion took place.

**On motion by Councilmember Ozuna, second by Councilmember Diaz, the C.O.W. moved a resolution approving Task Order No. 2019-06 Amendment No. 2 with HLA Engineering and Land Surveying, Inc., for the Sanitary Sewer Trunk Main Replacement to the December 14, 2021 regular Council meeting for consideration.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**D. Resolution authorizing the Mayor to sign the Equipment Use Agreement between West Benton Regional Fire Authority, City of Grandview and City of Sunnyside**

Fire Chief Mason explained that the Grandview Fire Department has a reserve fire engine, the 1995 E-One Engine, that was replaced in April 2018. It was determined that it would be of more benefit to the City in regards to the Washington Survey and Rating Bureau (WSRB) score to keep the engine rather than sell it. It was also determined that if the City of Grandview puts this agreement in place with West Benton Regional Fire Authority and the City of Sunnyside, WSRB would recognize that all three agencies have a reserve engine when scored. It was the intent of the fire chiefs of the West Benton Regional Fire Authority, Sunnyside FD and Grandview FD to put an agreement in place that would benefit all three agencies in regards to: provide replacement apparatus if one of their front line apparatus has a major mechanical issue and is out of service for an extended amount of time; provide all three agencies with the opportunity to improve their score with the WSRB; and decrease annual maintenance costs by sharing the cost to maintain the apparatus among all three agencies. The end goal was to eventually have two engines and one aerial available to all three agencies as reserve apparatus. This would allow each department to cover ourselves in the event of an unexpected emergency and gain the maximum benefit in regards to the WSRB scoring system as it pertains to apparatus. The City currently has one engine that was designated as a reserve engine. Initially this would slightly decrease current budget costs. When the three reserve apparatus level was reached, costs would be back to the current level.

Discussion took place.

**On motion by Councilmember Everett, second by Councilmember Moore, the C.O.W. moved a resolution authorizing the Mayor to sign the Equipment Use Agreement between West Benton Regional Fire Authority, City of Grandview and City of Sunnyside to the December 14, 2021 regular Council meeting for consideration.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**E. Ordinance amending the 2021 Annual Budget**

City Treasurer Cordray explained that in September 2021, Council passed Ordinance No. 2021-11 authorizing the refinance of the City of Grandview's Joint Library. There was no cost to the City for this action and there would be a savings of \$75,520 over the remaining life of the loan. This ordinance was to show the sources and uses of the refinance. By Fund the highlights of the budget change was:

- Current Expense Fund: Increased revenues with an equal change in expenditures for the refinancing of the Joint Library. This created no effect in the estimated ending fund balance.

Discussion took place.

**On motion by Councilmember Diaz, second by Councilmember Rodriguez, the C.O.W. moved an Ordinance amending the 2021 Annual Budget to the December 14, 2021 regular Council meeting for consideration.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**F. ARPA Plan Timeline and Tasks – ARPA Group**

Mayor Mendoza explained that the ARPA Group members would consist of Mayor Mendoza, Councilmember Ozuna, Councilmember Moore, City Administrator Arteaga and City Treasurer Cordray. She presented the ARPA Plan Timeline and Tasks as follows:

Phase 1 – Goal: ARPA Group is organized (11/23/21 – 12/16/21)

- ARPA Group is appointed by Mayor Mendoza
- 1<sup>st</sup> group meeting – Group was organized

- 2<sup>nd</sup> group meeting – Identified potential eligible activities
- 3<sup>rd</sup> group meeting to review range of possible activities
- ARPA group visits City of Walla Walla

Phase 2 – Goal: Input from City Council (12/14/21 – 1/2/22)

- Provide ARPA Plan and Timeline to Councilmembers
- Receive input from City Council on potential ideas and activities
- ARPA Group finalizes list

Phase 3 – Goal: Review of Activities for Eligibility (January 2022 – 1/25/22)

- City Council reviews all projects to determine if they were eligible and meeting the funding agency requirements
- List is revised based on eligible projects
- List is presented to City Council for approval

Phase 4 – Goal: Develop Process for Disbursement of Funds (February 2022)

- City Council and ARPA Group develops procedures for granting of funds for business, organizations and residents
- ARPA Group prepared marketing strategies and materials

Phase 5 – Goal: Disbursement of Funds (March 2022)

- City Council announces availability of funds to businesses, organizations and community
- City Council receives and reviews all applicants
- City Council select successful applicants
- Applicants receive ARPA funds for selected projects
- City staff monitors and tracks expenses

Phase 6 – Goal: Begin reviewing 2<sup>nd</sup> ARPA Funding (June/July 2022)

- Follow similar process as first round of funding
- City Council approves final list of activities

Discussion took place.

**On motion by Councilmember Everett, second by Councilmember Rodriguez, the Council agreed to decide on the ARPA funding list and process at the January 25, 2021 C.O.W. meeting.**

Roll Call Vote:

- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**G. Economic Development Report – Economic Development Group**

Present on behalf of the Economic Development Group was consultant Jeanna Hernandez.

Councilmember Everett, on behalf of the Economic Development Group, presented the Grandview Economic Development Strategic Guide, a copy of which is attached hereto and incorporated herein as part of these minutes.

Discussion took place.

**On motion by Councilmember Everett, second by Councilmember Souders, the C.O.W. agreed to schedule a stakeholder's meeting at the February 22, 2022 C.O.W. meeting.**

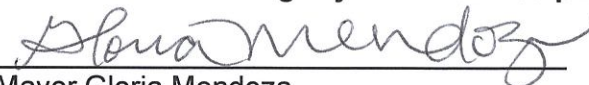
Roll Call Vote:


- Councilmember Diaz – Yes
- Councilmember Everett – Yes
- Councilmember Jennings – Yes
- Councilmember Moore – Yes
- Councilmember Ozuna – Yes
- Councilmember Rodriguez – Yes
- Councilmember Souders – Yes

**5. OTHER BUSINESS – None**

**6. ADJOURNMENT**

**On motion by Councilmember Moore, second by Councilmember Souders, the Committee-of-the-Whole meeting adjourned at 7:00 p.m.**

  
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Mayor Gloria Mendoza

  
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Anita Palacios, City Clerk



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## EXECUTIVE SUMMARY

This Economic Development Strategic Guide is a framework that seeks to bring together the different efforts and priorities for Grandview's economic growth and vitality in an overview and to address the 44 items prioritized by Grandview's City Council. It is recognized herein that Grandview has more than one entity seeking to progress and expand its gainful commerce. This Strategic Guide is intended to help unite and propel the varied Economic Development efforts of the Grandview City Council and provide added cohesion while still being an adaptable living document.

Based on the list created by Grandview's City Council as desired for "Economic Development" in 2021, those line items have been compiled, considered and categorized. How the entire City Council's priority list has addressed each item is included as Appendix A following a Supplement of Community Enhancement.






## VISION:

With a strong, connected community valuing its workforce, education, business districts and increasing entrepreneurs, the City of Grandview is inclusive and vigorous, well situated in the Pacific Northwest - growing industry, intellect and innovation while enjoying life wholistically.

## MISSION



The mission of the City of Grandview Economic Development Agenda is to provide a financially sustainable community and offer cost effective municipal services to its citizens. The city strives to promote civic responsibility and partnerships with other government entities for the betterment of its citizens.

The City of Grandview specifically desires to:

- ❖ Ensure that all community individuals and businesses are welcome
  - We value inclusion, diversity, equity and choice
- ❖ Provide an economic environment (business climate) which cultivates and invites business investment that is advantageous to the City and its residents
- ❖ Facilitate strategic (and expandable where suitable) infrastructure for development, residents and business options
- ❖ Plan for creative solutions including local and regional opportunities with regard to infrastructure issues
  - Including water, sewer, improved transportation, internet access
  - We desire to be a walkable and bikeable city
  - We desire to foster varied housing options
  - We will consider all development and planning to be strategic
  - We will collaborate for desired business sections/districts within the City that are distinct and complementary
- ❖ Ensure a workforce that is preferred and pursued
  - We desire education options to be valued and obtained, serving a vibrant workforce
  - We will encourage and incubate learning, knowledge, experiences and opportunities for our residents
- ❖ Grow Grandview as “a great place to live,” but also to work, shop and play (recognizing that the Branding focus may change as more work is done)

## Downtown Revitalization

Combining efforts with interested stakeholders, those willing and capable of driving logical, sequential changes in the Downtown area and for the betterment of Grandview as a whole, the objective is to revitalize the downtown area as part of overall economic growth in Grandview.

The Downtown Revitalization efforts, in cooperation with stakeholders, may further determine how to address and persist with these City Council identified objectives:

- Improve downtown building appearance
- Hotel
- Restaurant
- Economic Dev Opportunities to Pursue
- Drugstore
- Art Contest
- Identify City Ambassadors for Potential Business
- City Stroll Event on Wine Country Road
- Grape Stomp
- Develop Artisan Gallery in Downtown



# Economic Development Task Force

## **Develop marketing and promotional materials Economic development opportunities to pursue**

An Economic Development Task Force (EDT) is suggested to be formed in order to persist with Economic Development matters in cooperation with stakeholders, particularly from Grandview. The EDT is to seek to collaborate with all stakeholders as appropriate.

A top priority is IDENTIFYING the Branding message and methods for Grandview and seeks to be done in partnership with stakeholders for a cohesive message. The EDT should ensure the foundation is laid with stakeholders and that Grandview's *intentional* Branding message and methods are determined prior to strategizing any marketing because the marketing is to be based on the Branding.

Branding is that consistent, cohesive, identifying message that communicates WHO Grandview is and/or WHO they are becoming. Branding ensures that Grandview is identifiable - even distinct, and recognizable. Branding helps make sure that the City's voice is unmistakable and alive.

An individual to promote the Branding and other economic development efforts is reasonably necessary, so funding is required. Equally important, however, is the commitment of City Council and stakeholders (as community leaders) to uphold the Branding and strategies put forth. While there may not always be complete agreement in all aspects, there should be steadfast support for the destination and roadmap that will be jointly laid out for the growing City of Grandview.

The need to strategize for Economic Development and/or Communication staffing, recruiting and retaining in order to persist in obtaining objectives is considered a (possibly *the*) major priority.

## Economic Development Task Force, continued

### Regarding **Marketing**

Whether under EDT, stakeholders or a combination, it's important to ask what success from Marketing & Promotional Materials would look like.

**How will you gauge marketing or promotional *Progress? Failure? Success?***

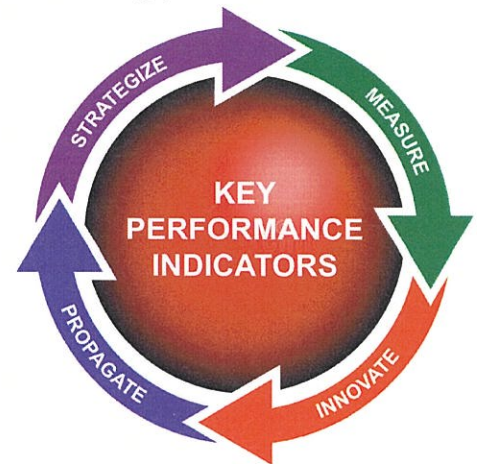
Initially Agreed Upon Objectives are how materials are developed and how they logically hunt results.



#### → Key Performance Indicators (KPIs)

- ◆ KPIs make sure we are tracking what we've determined matters
- ◆ KPIs tell us if there is effectual change following a promotion or marketing effort
- ◆ KPIs help us gauge the value received for the marketing/promotional cost and effort

KPIs and ROI go hand in hand



#### → Return On Investment (ROI)

- ◆ How much time and/or money was allocated for specifically what?
- ◆ What was the direct result of the investment? What was the Return?
- ◆ Gauging HOW MUCH of specifically what was wanted was actually delivered tells if the investment was well spent
- ◆ A positive ROI validates the value of the cost and proves the City has been enhanced or enriched

Careful consideration for professionalism, staffing, recruitment and all expenses should be considered here.



## Economic Development Task Force, continued

### *added:* **Central Source of Information**

There needs to be one source of all information marketing and promoting Grandview.

This will allow for any and all future efforts to go to one source and see what's been done, by whom, for what, when, and whether or not there's a copyright or conclusion involved. This will be a repository for promotional materials, calendar of events and other efforts are to be compiled for Grandview.

With future targeted promotions or marketing efforts an assessment may be made of what might be reused, revised, needs updating or needs to be done afresh.

Not only would this reduce labor hours/costs, but it would coalesce the materials, making it easier to coalesce Grandview's message.

Determine which organization and which of its members will be trusted with being the resource/collection point.

### *added:* **Normalize "Get The Word Out" Options**

Create procedures and protocols that ensure **Getting The Word Out** happens timely, consistently and promotes the **Branding** in the chosen formats, and is reviewed prior to publishing - **in English and Spanish**.

"Getting The Word Out" refers to a central and dependable source of information and delivery methods. Carefully Select and promote the Primary, Secondary and Tertiary methods the City (by way of EDT or MSG or ...) will use to "Get the Word Out" to its residents, organizations and businesses - for Promotion, for Emergencies, for Information and All.

It needs to be dependable.

It needs to always be in Spanish, too, but note that will require that extra translation element in the procedures and protocols.

Make sure the Get The Word Out option has a Calendar function - or at very least, a list of events under each month (or season).

The critical nature of this being a fresh, consistent and reliable source of information cannot be overstated. A trusted and capable party with the time and will is what is needed, with a backup plan clearly established.

Keep in mind: Feedback will be wanted (surveys, sign ups, ticket purchases, donations, ... Data Capture for further marketing is an option) and this would be online searchable by Tourists, so plan for that and write it well / inviting.



[Megaphone Royalty Free Stock Images - Image: 11971679 dreamstime.com](https://www.dreamstime.com/stock-image-megaphone-royalty-free-image-image11971679-image11971679-dreamstime-com)

### **Engage community to access needs and wants - The Survey**

The City Council has approved the Burke Group to conduct a survey which will be used to gauge community concerns and desires. YVCOG input may be sought and information (sample questions) will be shared with the Burke team when they come to meet with the City Council.

Grandview is experiencing a growth spike. In order to gauge the needs and wants of Grandview, it is vital to get perspectives and priorities from the community; its residents and its businesses. City government could specify exactly what it is seeking to learn. In return, this data would position the City for informed action with regard to preparations, pursuits and funding.

Following the survey results, stakeholder input is to be sought in order to further refine the data and its application. YVCOG has shared a number of complimentary, minimal cost, and efficient methods for ensuring that the community voice is heard and amalgamated for appropriate action.

### **Pursue grant availability Business grants**

While this is pressing, we can quickly limit opportunities and funds if we don't put our ducks in a row here. The Community Assessment and stakeholder input is essential in properly prioritizing where resources should be allocated, particularly where to focus time and effort given that the City currently has budget items on hold.

The Council may recall that it has existing relationships with Yakima County Development Association (YCDA), with HLA Engineering and Land Surveying, Inc., and with Yakima Valley Council of Governments (YVCOG), all of which offer grant writing services. YVCOG makes no profit from its grant writing and the current leadership is in direct communication with legislators, the Department of Commerce and such entities from which grants are awarded.

Stakeholders will also have ideas and pursuits with regard to grants and are well suited to discuss funding priorities with regard to Economic Development in Grandview.

## Planning and Infrastructure

Strategic infrastructure in Grandview requires extensive planning, integration, timing and bankrolling. This list of tasks includes intricate, costly and lengthy processes. Grandview's City Administration has worked and is working with various entities on a number of challenging projects including the increasing of water and internet services. Some of those tasks are already in motion and others are currently in planning stages. Certain aspects are further addressed below.

### **East entrance business clean-up**

### **Increase code enforcement**

### **Add Code Enforcement Officer**

The resources and resolve to guide and guard the safety and attractiveness of Grandview would not just add to visual appeal and structural stability, but they are likely to promote a positive image of the City's efficiency. Thus, current City Codes might be further emphasized in order to encourage widespread compliance, with the will of the Council and the appropriate staffing.

Input from residents and contributions from the Police and Fire Departments may be considered by EDT (and perhaps other stakeholders) going forward as they consider options to boost code conformity. In the meantime, Code Enforcement has a page of resources given out regarding clean up help. Another list of resources is made available to senior citizens who are in need of volunteer clean up assistance from local church offerings. A City-wide spring cleanup event is held twice yearly and costs to the City are minimized by partnerships made with local businesses to maximize efficiency (recycling appliances and landscape materials). An informational (reminder) letter giving residents a positive view of specific Codes to be sent out before the spring cleanups can, with regular reminders, help the City collectively view the set standards as beneficial. A consistent expectation of Code enforcement (collective accountability) tends toward initial compliance.



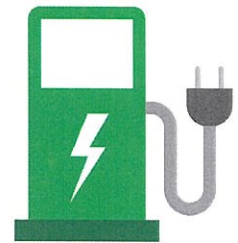


### Vehicle charging stations

Pacific Power has already agreed to provide funding for some charging stations for low or transitional emission vehicles (LEVs and TZEVs, respectively) and zero emission vehicles (ZEVs). The plug-in hybrid vehicles are PHEVs and are generally the same as TZEVs. Just for reference, a battery electric vehicle is a BEV and the fuel cell vehicle, which uses hydrogen is a FCV).

PacifiCorp doing business as Pacific Power advised that the City was selected in 2021 “to receive an Electric Vehicle Charging Station Grant award of up to \$75,639 to help advance the City’s electric vehicle charging project at the Lower Yakima Valley Pathway (Rose Garden Park),” per City Council Meeting Minutes.

<https://grandview.wa.us/wp-content/uploads/2021/07/June-22-2021-Council-Meeting-Minutes.pdf>



### Commercial Truck Stop

This is currently thought to be viable due to the transportation industry in the Grandview area and the inflow of visitors and their currency. A partnership between the City of Grandview and the Port of Grandview could maximize opportunities to bring this to fruition, initially identifying a suitable location and truck routes. It will be necessary to verify that sufficient market demand exists, evaluate varied risks, City costs and determine what segment of the market might reasonably be expected and why.

[Royalty Free Electric Vehicle Charging Station Clip Art, Vector Images & Illustrations - iStock - istockphoto.com](#)  
[Cartoon semi truck Royalty Free Vector Image - VectorStock - vectorstock.com](#)



### Aquatic Splash Pool

Also more Community Enhancement than Economic Development, this has a strong Planning and Infrastructure component as well as already being in the City's plans before being offered for an economic development list, so it is included here rather than under Community Enhancement.

This is currently on hold as funds have been redirected. When resumed (target date of March 1, 2022), the splash pad is to be located outside of the pool area in order that the City offers a convenient recreational space

without fee to our residents and responsibly mitigates expenses with an "at your own risk" placement.



From the Grandview City Council

Special Meeting Minutes - Budget, October 18, 2021

2021 Budget \$142,775

2022 Proposed \$145,835

Notable Changes in 2022–

- Request to redirect the \$180,000 (within the Capital Improvement Fund) from future swim pool splash pad project to swim pool tank restoration & park pathway project. Discussion took place regarding utilizing ARPA funding for swim pool tank restoration and park pathway project.

Aquatics Services:

<https://secureservercdn.net/45.40.150.47/8zg.139.myftpupload.com/wp-content/uploads/2021/10/October-18-2021-Special-Budget-Meeting-Minutes.pdf>



## CONCLUSION

The Economic Development Group formed as a sort of committee from the Grandview City Council has considered and prioritized many options. It has looked at where Grandview is and the economic efforts the City Council desires to see going forward. Ultimately, a consistent, persistent effort is absolutely necessary in order for much of this to come to fruition. The ongoing Economic Development Taskforce would address such efforts while working with Grandview's stakeholders in order to persevere for Grandview, strategically and cohesively.

Quarterly EDT meetings would include stakeholders and the first would be held on or before February 28 of 2022. The second quarterly meeting would be held before the end of May, the third by the close of August and the year end quarterly meeting would be before November 30th in 2022. Following the quarterly meetings with stakeholders, the EDT might provide an update to Grandview's City Council the following month.

The entire purpose of the EDT, quarterly meetings and more is to persist with the foundations laid in the process that brings you this strategic guide.



# Supplement

## Community Enhancement

While encouraging City participation, healthy pursuits and general enhancement of the city, some things do not directly benefit a city's economic base or its businesses. Community Enhancement is important, perhaps some is even critical, and yet it is important to distinguish the difference from Economic Development. Making a place more attractive or more fun does not expand its gainful commerce, of itself. A *business* might benefit from a remodeled space, but the *business* itself (like a taco truck or hair salon - beautified or worn) is what creates the *business* wealth. It is possible to dilute rather than strengthen efforts, including grant requests, if one does not correctly distinguish city efforts.

As presented, the points that follow are considered to be more appropriate under Community Enhancement (*please note that economic aspects have been considered and are included, as applicable*).

### A Note about Economic Development Opportunities to Pursue

Many "Opportunities to Pursue" were addressed as part of **Downtown Revitalization** and the **EDT**, above. These tasks and their follow up would run optimally as a cooperative between applicable and interested stakeholders.

Certain items on the City's Economic Development prioritized list that are currently here with Community Enhancement items are here because other services are currently in place (Ambulance), because a market has not yet been formally identified (Golf Course), or because a stakeholder organization has not yet proven a listed item to be profitable (Increase use of Country Park and Amphitheater / Movie in the Park). These three options (and others) could well become profitable and beneficial to Grandview as a whole, they are just not always expressly businesses and/or there is another service at the moment.

## Supplement: Community Enhancement

### Ambulance

Pursuit of this task and its follow up would run cooperatively between the EDT, and other Grandview participant organization/s until it transitions to (presumably) Public Safety.

Ambulance Program Costs could be mitigated with ARPA Funds, likely.

Anticipated:

- ❖ Sleeping Quarters
  - Purchase and place or site build a sleeping quarters to be located in the gravel lot adjacent to the Fire Station and City Hall.
- ❖ Ambulance and Equipment
  - Purchase Ambulance
- ❖ Residency Program
  - 6 Person program
- ❖ FTE's
  - Hire 5 Paramedics as FTE's



A local ambulance system may be a prudent and viable option to serve Grandview with excellence based on American Rescue Plan Act (ARPA) Funds. Said funds are expected to be available for the betterment of communities to “Address systemic public health and economic challenges that have contributed to the unequal impact of the pandemic.”

<https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds> and below.

Ambulance Royalty Free Vector Image - VectorStock vectorstock.com

## Increase use of Country Park and Amphitheater

The City's use of these facilities is expected to encourage and increase the attention/participation of residents leading to increased private use as well as public exposure. There are a few options and outlines included in the Appendix that are offered for the pursuit of the EDT, as deemed appropriate.

Again, this is more Community Enhancement than actual Economic Development, but Grandview does well to leverage what it can and this is a marvelous feature. There is clearly potential to create events that draw people and funds\* from surrounding communities and create opportunities for City marketing photos for use in furthering Grandview branding. [ \* The draw of funds may be anticipated at the events but also into local markets, restaurants, gas stations and such.]

### **Movie in the Park Nights** - possibilities

- 1-2 x monthly movies in park hosted by nonprofit organizations
- May - September, 2022
- Local Organizations run their own event (1 per year) compensated by concession profit
- One Flyer is promoted & distributed by each Org, but includes all other movie night info allowing increased visibility for all movie events and manages costs/efforts
- A Free event for families/community where they bring their own lawn chairs/blankets
- Sponsored by the City of Grandview and multiple Orgs. - determine the City's role (compliance lead, providing movies - to assure family/community friendliness, Parking Diagram, Concession Awning, ... )

**Expense:** Minimal but Variable. Maybe ~\$250 (per event) to rent a portable screen and buy a movie. YVC has a screen. Maybe the partnering/sponsoring Org covers that cost or Donors are sought. Promotional Flyers. Event Assessment Form.

## Supplement: Community Enhancement Increase use of Country Park and Amphitheater, continued

### Movie in the Park Nights - continued

The City will send information and a "Request for Consideration" application to all known/registered nonprofit groups and entities within city limits.

The "Request for Consideration" will allow groups to request dates by priority (a minimum of 3, maximum of 5 dates, from which it is expected that only one date will be available).

The "Nights" will be awarded with a set criteria, predetermined and included in the information sent.

- "Requests" must meet all criteria/standards set
- Requests will be assigned dates of preference as received (or by drawing starting on a set date, or ...)
- Dates requested with conflicts will be determined by a live FaceBook drawing at a set time and date (also noted in published info, and during business hours). The names of the organizations and priority of request will be clear and clean and obviously random in the drawing. Who will oversee the draw is to be predetermined with an alternate - any non-conflict individual may actually draw, appropriately. An appropriate age child doing the draw is always peace promoting.

The drawing could be at a City Council Meeting or other...

- Dates awarded are 1x (or 2x) monthly on a Friday or Saturday, alternatively.
- Movie times are to be set in advance. This info may help:

Fri, May 27, 2022 (sunset) **8:40:58 pm** (twilight end) 9:16:16 pm

Sat, Aug 6, 2022 (sunset) **8:24:41 pm** (twilight end) 8:56:59 pm

Sat, Sep 17, 2022 (sunset) **7:08:47 pm** (twilight end) 7:37:21 pm

- EACH Night to be followed up within 3 days with an Event Assessment (Evaluation/Recap/Debrief) where concerns, successes, modifications and "next time, we ought to's." Event Assessment form to be created.

### Theatrical Events - possibilities

- Consider partnering with YVC, the High School, Middle School, Senior Center, or Church(es)... for performances such as Music/Concerts, Family Friendly Comedy, Plays, Monologues, Dialogues, Debates, Host Candidate Forums (at least "both" sides) here
- Christmas Carols - Dual Language, ...
- Consider lighting safety, and/or Portable holiday lighting
- August has a Tractor Parade for the Fair/Rodeo. Consider any desire for a Christmas/Holiday Parade that ends up at the Park/Amphitheater for Carols or similar. A walking (or non-motorized) Christmas light parade might allow wagons, bikes and promote the walk & bike-ability of Grandview while not competing with other motorized parades nearby
- Also, consider using this space to give thanks and/or recognition - for Community Members, groups, contributors, volunteers, those 90 or 95 or 100+ years of age... As stand alone events or in conjunction with other events

## Supplement: Community Enhancement Increase use of Country Park and Amphitheater, continued

### **Coffee with Councilmembers - possibilities**

Like Coffee with a Cop. 2+ Council members and a Staff member host an opportunity to engage with constituents on a systematic basis. Feedback, conversations and care will build relationships and offer opportunities for further Branding.

These may be held at the park in good weather.

IF meetings are Quarterly, March, June, September and December, the middle two meetings would be good options to plan to hold in the park. In the case of quarterly options, each Council member would only need to commit to attend 2-3 events, yearly and still have at least 2 Council members at each event.

Meetings could also be used as an ongoing means of community response.

Anticipated cost: notices, pan dulce and coffee or similar.

This is ONLY suggested as an effective option IF and WHEN there is a familiar and reliable method to Get the Word Out, and perhaps an Economic Communications Liaison (or such) for effective promotion.

### **Skate Park**



This will take a qualified location, planning, finances, and time but is desired for a wide range of youth in Grandview. We have existing park space that would accommodate the skate space. Beneficial exercise, enjoyable activity and a chance at sharpening skills would be possible. Constructive options for our youth benefit the entire community. Skateboarding competitions might be leveraged to bring both business and events to the city. [Youth occupied with healthy pursuits helps avoid unproductive and destructive actions. Competitions and healthy Branded events could be monetized for the community.]

<https://www.shutterstock.com/image-vector/illustrations-skating-labels-skateboarders-vector-monochrome-781161862>



## Extend Rose Garden to Veterans Park

Already recognized as Tree City USA, the Veterans Park and the Rose Garden together host residents, events and visitors. Additional roses, benches, lighting and repair of the water fountain are sought.

Together they offer a healthy stroll and relaxation respite. Enhancing this part of the city is desired to entice visitors to stop and visit the location. Adding lighting and a few more benches might make the site a pleasant place to stop and relax.



## Golf course

Grandview is within 15 minutes of Prosser Hospital (within the oncall staff's limit) and has potential for the only high desert golf course within about an hour's drive. The next nearest high desert course is in Mattawa and boasts a bit of housing, camping, fly fishing, hiking, tennis and pickleball. This won't be hosting tee time tomorrow afternoon, but Branding Grandview and having our ducks in a row could see us on Grandview greens before we know it. This will, of course, require cooperation with Planning and Infrastructure and more. This could certainly become beneficial to Economic Development, depending upon how things proceed.



<https://www.shutterstock.com/image-vector/illustrations-skating-labels-skateboarders-vector-monochrome-781161862>  
<https://negativespace.co/aerial-view-of-golf-course/>

## APPENDIX A

### Grandview Economic Development Strategic Guide

#### City Council Provided Priority List

### HOW Each Line Item Was Addressed

Downtown Revitalization is now **MSG** = the Main Street Grandview Association  
Suggested Economic Development Taskforce = **EDT**, intended to collaborate & complete  
Planning and Infrastructure = **PI**

#	Line Item	Addressed in Guide	Notes..	S-Short Term I-Intermediate L-Long Term
1	Improve Downtown Building Appearance	Cooperatives,	Possible bldgs assessment, Plan, buy-in, funds	S
2	Serve the Community		Not Definable	ELIMINATED
3	Extend Infrastructure to east & west Entrances	Included under #8/Improve Infrastruct		L
4	Develop Marketing & Promotional Materials	- EDT	SWOT, Branding, Plan to Destination, KPIs	S / L
5	Economic Development Policies for Growth	- EDT	Collaboration with other stakeholders	S
6	Exit 75 Roundabout	- PI		I
7	Engage the Community; Assess Needs & Wants	- EDT	Burke Group Contracted by Council	
8	Improve Infrastructure	- PI	Inc #s 3, 6, 14, 15	L
9	Pursue Grant Availability	- EDT		S / I / L
10	East Entrance Business Clean Up	- PI	Meeting held . . .	Ongoing BiAnnual ✓
11	Hotel		Also, See # 4 above	L
12	Develop Mission Statement for Econ Development	✓		S Done - David
13	Improve Internet Access	See #8, Improve Infrastructure		S / ongoing

14	Water / Sewer Capacity.	See #8, Improve Infrastructure		S / L
15	Business Grants	- EDT		ongoing
16	Restaurant.		Also, See # 4 above	
17	Truck Stop	- PI , EDT	req's needed traffic, parking, roads, ...	S ? / L
18	Econ Dev Opportunities to Pursue	- EDT	Also, See # 4 above	
19	Drugstore		Also, See # 4 above	I
20	Comprehensive Plan Update	A YVCOG item. Next update is 20026.		S/I 2026, a ten year cycle
21	National Econ Dev Conference	This conf is not novice friendly.	Unelected staff is apt to b best \$, IF any	
22	Increase Code Enforcement	- PI	Codes in existing need personnel & protocol for enforcemt	Ongoing; Resources, Clean Ups
23	Business Profile on Website	Needs strategy, development & admin. Is part of #4, above	After plan, a Website policy review is needed for protocol	S
24	Aquatic Center/Splash Pool	- PI		I Funding redirected
25	Vehicle Charging Stations	EDT & stakeholder to consider options for next locations		S / L First set are secured
26	ELIMINATED Transportation Accessibility.	Not City authority/ job.	Much is under People to People. Roads/ etc Covered in Infrastructure	Eliminated
27	Vocational Ed/Training Opportunities	Options Exist; private & public. Other efforts should grow desire for Ed expansion in GV.	Anything further would need to be a collaboration, creative.	Refer to EDT for additional consideration
28	Beautification Projects	- EDT	Collaborate w/ Beautif Commission	S / I
29	Youth Leadership Initiative	Is Under Parks & Rec Director	Possible to assist	?Consider covered

30	Skate Park	- EDT	needs SWOT analysis	L
31	Increase Use of Country Park & Amphitheatre.	- EDT	Coordinator/ Communicator funded, selected	S / I
32	Community Art Contest	- w/ 38, 40, 41		
33	Additional Housing Opportunities	- Planning - EDT		L
34	Extend Rose Garden to Veterans Park	- EDT Basics needed . . .	Who is responsible for fixing water fountain?	I
35	Resurface Bsktbl Crts	Planning/		DONE
36	Increase Library.	Is Under Parks & Rec...Joint w/ College	Possible to assist	Consider covered
37	Identify City Ambassadors for potential business	- EDT - w/ stakeholders	Objectives	Active stakeholders exist
38	City Stroll Event on Wine Country Road	- EDT	Plan, Contacts. Possible business intern at City, or . . .	
39	Golf Course	W/in 15 min of Prosser Hosp... requires population to sustain.	Plan... Identify location options, Consider Infrastructure	L
40	Grape Stomp - w/ 32, 38, 41	- w/ 32, 38, 41	Plan, Contacts. Possible business intern at City, or . . .	
41	Develop Artisan Gallery in Downtown - w/ 32, 38, 40	- w/ 32, 38, 40	Plan, Contacts. Possible business intern at City, or . . .	
42	Enhance partnerships w/ School Dist, YVC, etc.	- EDT	Plan, Contacts. Possible business intern at City, or . . .	
43	Restaurant Grease Trap	-Process in Place for Civic Effort, if desired	- A code change request by Company benefiting from it	ELIMINATED
44	Ambulance	EDT	Possible bldg/s, Plan, buy-in, funds	L
?	Add Communications, Liaison, Code Enforcement or other Position? or a Split job description?			