

2019 ANNUAL REPORT

A MESSAGE FROM THE PRESIDENT



2019 was a year of firsts for the Yakima County Development Association. It was the first year of the new “Choose Yakima Valley” campaign and we are off to a great start. As you will see in the rest of this report, YCDA is delivering significant results in each of the five initiatives. It was the first year of the YCDA Business Management Academy, with over 45 professionals from 20 companies participating. 2019 is also the first year we have had dedicated staff to address the critical initiatives of investor relations and communications. We ran marketing campaigns on the radio, newspaper, and TV that increased awareness of our services and generated new leads.

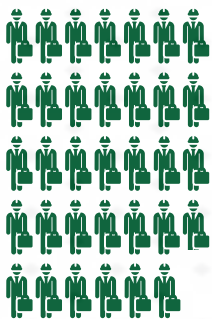
With so many firsts in 2019 it’s hard to imagine what could be next, but 2020 is already off to a strong start. Trade shows are generating more leads than ever and we have hosted several businesses that are interested in setting up operations in Yakima County.

Thanks for your support in 2019 and your continued support in the future. We are excited for Moriet Miketa’s leadership as president in 2020 as we continue the work of growing jobs and business in Yakima County.

DAVID COBIA
2019 YCDA President of the Board

CHOOSE YAKIMA VALLEY CAMPAIGN STRATEGIC INITIATIVES

EXPAND AND RETAIN INDUSTRIES



339
JOBS CREATED AT
14
LOCAL COMPANIES

= 10 jobs

SUPPORTING INVESTMENT IN ECONOMIC DEVELOPMENT (SIED)

\$8,620,000
FUNDING

\$106,550,000
PRIVATE INVESTMENT

SIED awards grants and loans to finance public infrastructure such as access roads, rail lines, sewer and water extensions, or other public works to support private investment and job creation.

RECRUIT NEW INDUSTRY

4 PROSPECTING TRIPS

70 PROSPECTIVE COMPANY CONTACTS

3 HOSTED SITE VISITS

24 REQUEST FOR INFORMATION IN MANUFACTURING, AGRIBUSINESS, WAREHOUSE AND DISTRIBUTION, AND TOURISM.

ENCOURAGE SMALL BUSINESS GROWTH



164 BUSINESS CLIENTS

18 BUSINESS LAUNCHED

172 JOBS CREATED



= 10 jobs



18 BUSINESS STARTUPS AND ENTREPRENEURS

ENHANCE INVESTOR RELATIONS AND COMMUNICATION



55 CAMPAIGN VISITS



150 INVESTOR CAMPAIGN ASKS



15 NEWSLETTERS

22 BLOG ARTICLES



120 RADIO ADS

STRENGTHEN BUSINESS ENVIRONMENT TO IMPROVE QUALITY OF PLACE

2 NEW RESIDENT WELCOME RECEPTIONS

40 NEW RESIDENT ATTENDEES

48 BUSINESS MANAGEMENT ACADEMY REGISTRATIONS

3 ROUNDTABLES

101 ROUNDTABLE ATTENDEES

37 SCALEUP REGISTRATIONS

LOOKING AHEAD...



We are only one year into the "Choose Yakima Valley" campaign, and YCDA has already contributed to the creation of over 500 new jobs. As we move into the future, what does this new job growth mean for you? It means a growing labor pool; it means more dollars spent at our restaurants and stores; it means more support for public services like fire, police, schools, and parks; it means more of the amenities and quality of life that make the Yakima Valley such a great place to live. A big thanks to all of the investors that make this success a reality for our community!

JON SMITH
YCDA Executive Director