



**Three
Rivers
Community
Roundtable**

Annual Report 2003

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Three Rivers Community Roundtable Annual Report 2003

Introduction

Mike Schwenk, Chair

The Three Rivers Community Roundtable (CRT) was created in April 2001. Its creation came from a series of three public meetings, involving 150 people, conducted during the preceding 6 months. Based on a similar community planning process conducted in the early 90's and the positive changes resulting from that effort, the theme of this more recent activity was to once again create a vision of our preferred future for the decade ahead. This time, however, the implementation of the plan would take a different form.

The CRT was conceived not as another economic development organization, but rather to serve as a forum where community leaders come together to communicate, coordinate, integrate, and facilitate their respective strategies for achievement of the regional vision. The CRT serves as the steward of this vision and holds itself accountable to the public by reporting annually on progress toward realizing that vision.

A simple economic development model has been used to provide the framework upon which the vision was built (see Figure 1). This model recognizes the importance and interdependence of starting new businesses, keeping and growing the ones we have, and recruiting new industry. The success of these rely heavily on the business climate and quality of life in our region. The vision drives these five elements with particular emphasis on technology, education, water, and "connectivity," which together become our competitive differentiators and the things that make our region great.

This second Annual Report of the CRT presents the consensus regional vision developed by the participating community leaders and their respective "focus groups." It provides, in summary form, the vision's sub-elements, projected 10-year goals, measures of success, and past-year accomplishments for each of these groups. As you will discover, there is much to celebrate in the advancement of our community. There is much still to do, yet we see an exciting future ahead.

The effectiveness of the CRT lies in the willingness and intentions of community leaders to share their viewpoints, to seek consensus on the overall vision, and to engage with one another while working toward the desired economic future of our community. Consistent with this community spirit and motivation, the CRT participants are pleased to provide this report.

The Community Roundtable would like to acknowledge the contribution of Battelle for the preparation of this annual report.

Community Roundtable Vision

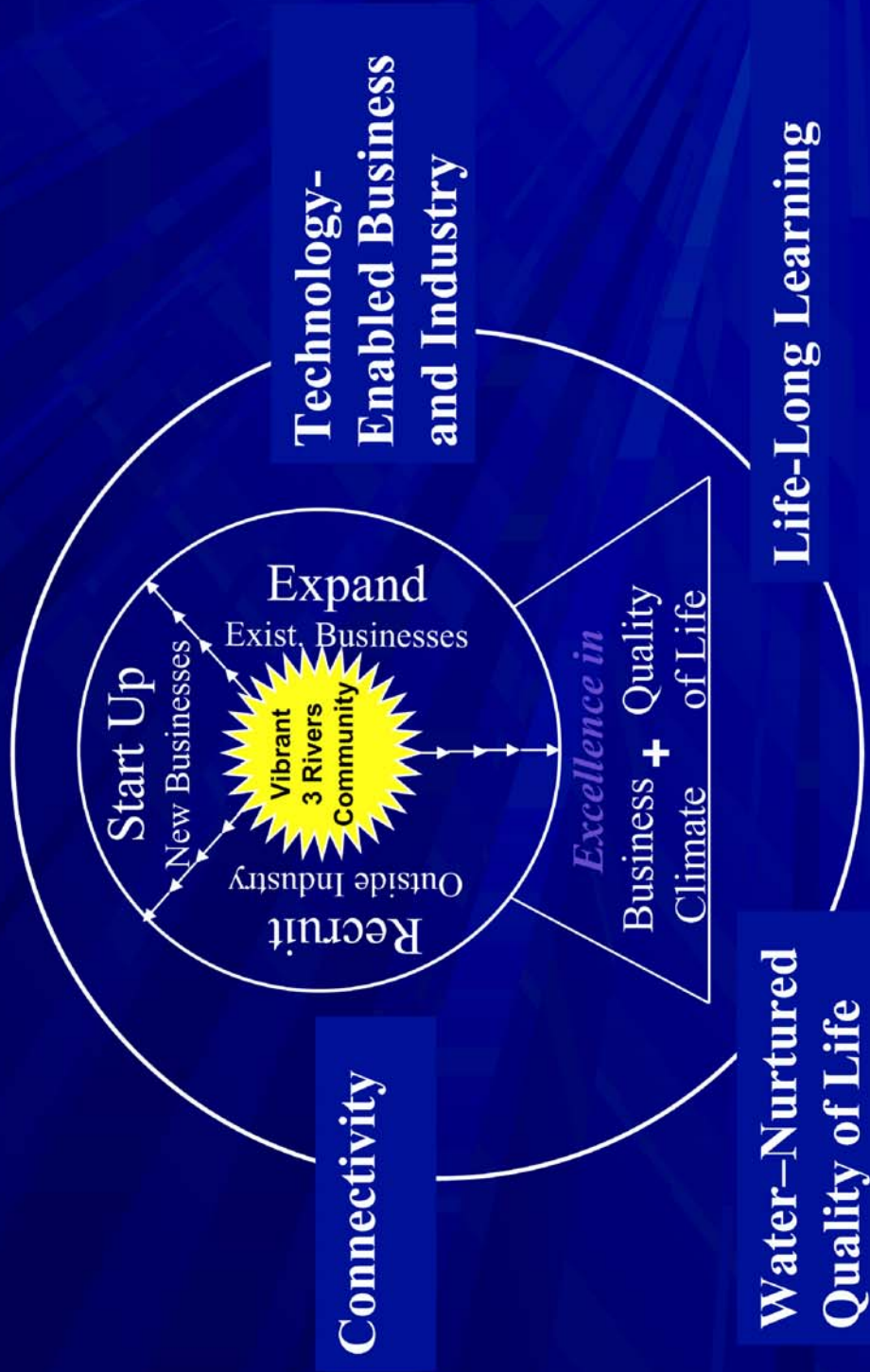


Figure 1. Three Rivers Region Economic Development Model

The Three Rivers Region: A Shared Vision

The Three Rivers region is a family-friendly place where quality living is achieved through energetic people, advanced technology, and a vibrant waterfront...

Technology-Enabled Business and Industry...

With a focus on starting new businesses, growing existing ones, and attracting new industry, jobs are readily available for citizens of every skill level. From the high-tech entrepreneur to the food-processing specialist, from the health care provider to the legal and business professional, and from the retailer to government and school staff, the Three Rivers region builds its job base by infusing technology into every single enterprise. As the Pacific Northwest National Laboratory (PNNL) and other research entities infuse new technologies into the community, the Three Rivers region is a place where those who desire to be on the leading edge choose to locate. New materials are manufactured based on the latest breakthroughs in nanoscience; bio- and micro-technologies break barriers to enable chemical production from agricultural feedstock; and microbial science is applied to environmental restoration. Sustainability is practiced as part of the model community. The Three Rivers region has become known for its energy efficiency and environmental stewardship.

New industry migrates and disperses more evenly throughout the Pacific Northwest, including into the Three Rivers region. Aerospace, distribution centers, computer hardware, and software are real contributors to local payrolls. Even the federal presence is transformed as the Department of Homeland Security, the National Science Foundation, and the National Institutes of Health establish major programs through investments at Hazardous Material Management and Emergency Response (HAMMER) Training Center and PNNL. All of this is coupled with dramatic advances in new alternative energy technologies pilot tested by Energy Northwest.

Agribusiness builds upon its phenomenal history of being the leading private sector industry in the region as it supplies diversified fruits, grains, and specialty produce. Capitalizing on good water supply, ideal climate, and excellent soil conditions, it expands into new technological frontiers via the world-class Bioproducts, Sciences, and Engineering Laboratory at Washington State University Tri-Cities (WSUTC). Sophisticated value-added processing, alternative bio-engineered products, and new crop development are commonplace. Ancillary businesses abound, such as manufacturers of farm-enhancing equipment, integrated global positioning field mapping with chemical and nutrient application, disease and pest-resistant crop development, and ultra-advanced irrigation systems. Building on the example of the Pasco Processing Center, state-of-the-art infrastructure systems attract and support high-tech agribusiness. The Three Rivers region is recognized as "the place to do business," which is more than evidenced by our internationally acclaimed wine industry.

Life-Long Learning...

Behind the technology-driven basis of the community rests its people. In particular, a people inspired to educate its citizens from cradle to grave. The focus on education and training begins during the earliest years of life to ensure every child has the mental development necessary to enter school willing, able, and receptive to the opportunities presented. Learning continues throughout the schooling process in a seamless system designed to guarantee every child's success. It culminates with alternative learning pathways for the adult choosing to pursue professional or technical training, higher education, or general enrichment. In the Three Rivers region, education is a holistic system. And it is the root that nurtures all other success.

Exceptionally well-qualified staff means high-caliber schools, innovative teaching approaches, and broad community support. Because of this, the best and brightest workers are attracted to the Three Rivers region as the place to have their children educated. Best of all, because of the emphasis on quality education and the very exciting nature of the technology-driven economy, students stay locally to continue their education. Whether taking advantage of the two-year, four-year, or even Ph.D.-granting capabilities at the Washington State University/Columbia Basin College (CBC) system, or the local industry-relevant training for ensuring an internationally competitive workforce, they are able to stay and work in an enriching environment. An environment which, by the way, attracts students from elsewhere to come for their graduate and even post-graduate education.

Water-Nurtured Quality of Life...

From the time of Ice Age floods until today, the Three Rivers region is all about water. The existing landforms and geography derive their existence from water. That people ever settled here was because of abundant water. That the community prospered first in agriculture and later from Hanford is because of available water. Once again, taking advantage of technology, the community practices recycle and reuse of water for domestic and industrial purposes. As use efficiencies increase, demands for additional water are dramatically curtailed. Advances in technology also result in new ways of applying and conserving water for irrigated agriculture.

The rivershore is a 22-mile aquatic playground of family-friendly activities. Tourists and business travelers from around the world flock to the shores to enjoy the same amenities it provides the community's citizens. Among these are the new Cultural Complex and gateway to the Hanford Reach National Monument, the Lewis and Clark Interpretive Overlook, and the Washington Wine Country Visitor Center. All of this is a key factor in the huge success of the Regional Convention Center, whose expansion is already on the drawing boards. And interestingly, the rivershore is a major reason young adults and retirees remain in the Three Rivers region given the wide variety of affordable places to congregate, socialize, and recreate. From all of this emerges unique retail and dining establishments. Whether looking for boutique shops or upscale shopping districts, or whether enjoying a variety of cuisine in pleasant surroundings, the Three Rivers region has it all.

Connectivity...

The Three Rivers region understands that connectivity plays a vital role in economic development. Strategic roadways, waterways, airways, and railways make the region a transportation hub. Such connectivity gives the region's agricultural products a competitive advantage on their way to domestic and overseas destinations. And it makes for convenient and affordable business and pleasure travel to all destinations. Superior bandwidth is a different kind of connectivity, as it transports knowledge to and from the region and underpins the entire technology agenda. Another form of connectivity, the community-built affiliations with political, educational, financial, social, and cultural influence centers of the region and nation, creates a backbone and rich resource base to tap for growth. All this is done to be part of the world scene – to be able to reach out and invite in.

The end result, at long last, is a vibrant region. By caring for ourselves through our health care system and active living lifestyles, and by caring for our safe clean environment, we have built an enduring place that brings out the best in all its people, while respecting and nurturing the land it occupies.

Three Rivers Community Round Table (2004)

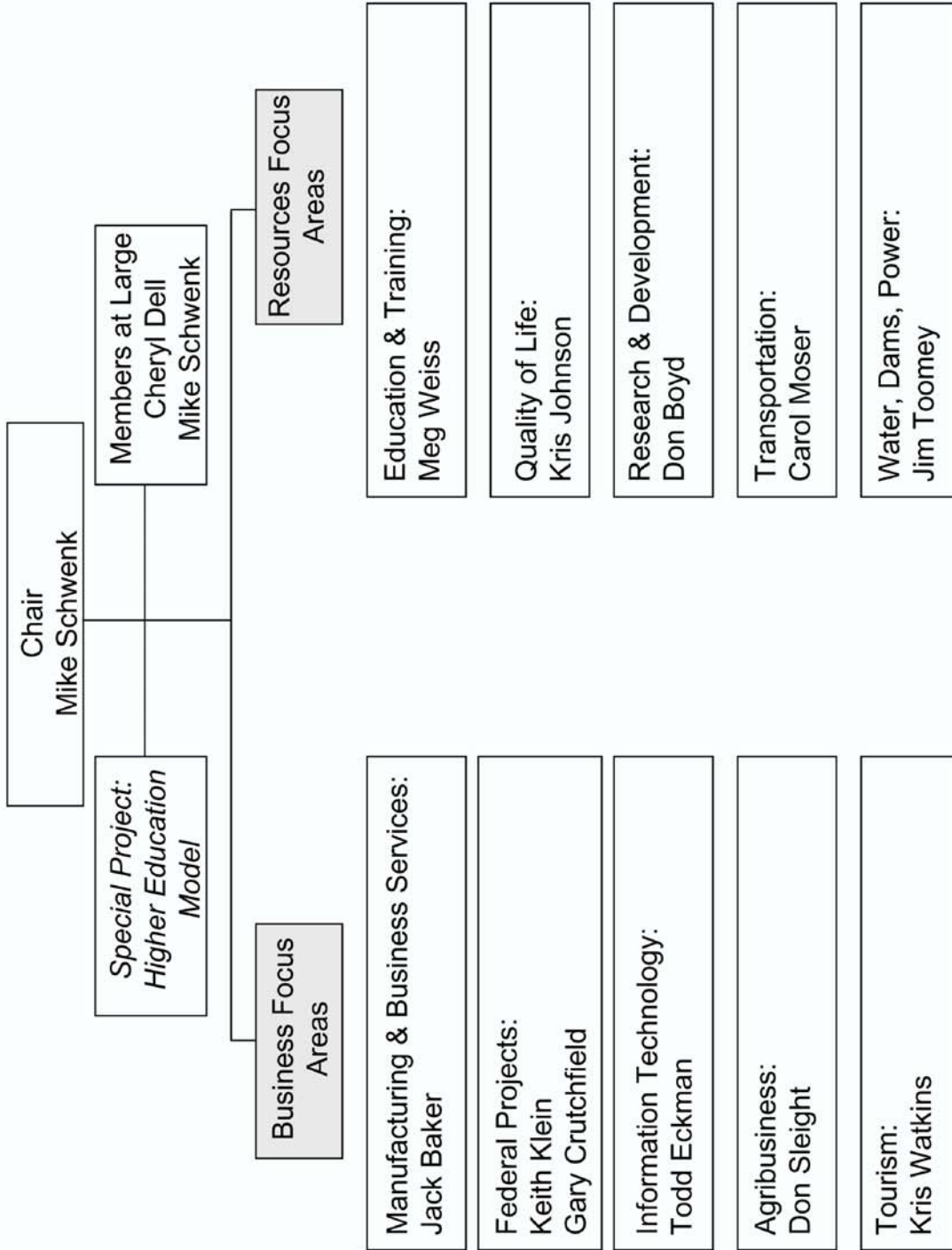


Figure 2. 2004 Champions and Community Roundtable

2004 CRT Focus Area Contacts

Business Focus Areas

Agribusiness

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Federal Projects

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CRT Focus Area Visions

Agribusiness: The Three Rivers region builds upon its history as the leading private sector industry to set a national example in new value-added agriculture processing, alternative and new crops, and alternative bio-source energy.

Federal Projects: The region is known as a place where solutions to the critical national problems of clean abundant energy, homeland security, and environmental management are solved.

Information Technology: A community with a growing and sustainable information technology industry that supports local and regional businesses.

Manufacturing and Business Services: The Three Rivers region enjoys a vital, high-value, technology-led export sector economy.

Tourism: The premier tourism and convention destination in eastern Washington.

Education and Training: A community system of learning and education that prepares students for fulfilling and productive lives, and significantly improves the region's quality of life and economy.

Quality of Life: A community enjoying a high quality of life for its diverse people:

- A variety of first-class **recreational** activities appealing to all ages.
- A **health care** system promoting healthy lifestyle and providing quality medical care for everyone.
- A sense of **security** prevailing in all neighborhoods/areas.
- **Social services** focusing on positive childhood experiences, prevention of social injustice, and serving the needs of the elderly.
- A community **education system** preparing students for productive lives and supporting life-long learning.
- **Art and entertainment** providing vibrant, frequent, and appealing leisure activity for our diverse people.

Research and Development: Regional R&D partnerships stimulate innovation, increase economic diversity, and improve the area's business infrastructure and quality of life.

Transportation: There is a progressive and efficient multi-modal transportation system that contributes to economic development and sustains a high quality of life.

Water, Dams, and Power: There are sufficient committed water resources to meet the economic and quality of life needs of the region.

Agribusiness

Vision for Agribusiness

The Three Rivers region builds upon its history as the leading private sector industry to set a national example in new value-added agriculture processing, alternative and new crops, and alternative bio-source energy.

10-Year Outcomes and Goals:

- Maintain and enhance critical resources required by agriculture.
- Develop the region into the hub of the Washington State wine industry.
- Expand opportunity for value-added conversion of local agricultural production.
- Promote development of nontraditional or alternative uses for agricultural production.
- Develop a network of agriculture-related strategic business alliances.
- Enhance agriculture and food processing education and training.

Key Measures of Success Over 10 Years:

1. Complete significant new Yakima water storage.
2. Three new major business expansions; five new crops being processed.
3. Area recognized as center for innovative agricultural technologies, which may include processing, irrigation, and utilization of by-products of agricultural production.
4. Hold a world-class event that promotes the agricultural production of our area.
5. The Tri-Cities will become known as a center for agricultural production, processing, and industry groups in the State of Washington.

Accomplishments During 2003:

- Hosted a greatly expanded Wine Expo. The sponsorship of this event is now being assumed by the Washington Wine Commission.
- Most recent survey results concerning agribusiness in the Tri-Cities were compiled and presented to the TRIDEC Agribusiness Committee.
- State Representative Eric Pettigrew of Seattle was hosted to a tour addressing water and its effect on the Tri-Cities' economy.
- Numerous members of the agribusiness community participated in the Trade Consuls' Tour in September.

Federal Projects

Vision for Federal Projects

The region is known as a place where solutions to the critical national problems of clean energy, homeland security, and environmental management are solved.

10-Year Outcomes and Goals:

- Promote the future of PNNL and HAMMER.
- Encourage collaboration on clean energy pilots and demonstrations.
- Enhance the community small business base.
- Continue support for the Hanford Reach National Monument and a B-Reactor Museum.

Key Measures of Success Over 10 Years:

1. PNNL and HAMMER will continue to be a growing part of the economic base of the community with specific growth targeted in the areas of homeland security, energy, and fundamental science. Under the U.S. Department of Energy (DOE) Office of Energy Assurance, HAMMER will continue to grow as a national asset focused on providing national and homeland security training for personnel working in law enforcement, the military, and national energy infrastructure.
2. PNNL will continue to work with DOE and industry clients to explore how to use resources in the most efficient and environmentally acceptable manner possible. At the same time, PNNL will focus on bridging the gap between today's energy systems and tomorrow's hydrogen economy. PNNL researchers will concentrate on new methods for controlling and protecting the national energy grid, future generation sources that transition into the use of hydrogen, solid oxide fuels cells, and the broad and safe use of hydrogen. Energy Northwest (ENW) will work to increase the use of existing secure, affordable clean energy sources, such as wind energy, biomass, and hydrogen.
3. The DOE, Richland Operations Office (RL) will set aside an increasing amount of the EM cleanup dollars for small businesses with a goal of having \$100 million in small business contracts in place by FY 2007.
4. Although not able to contribute direct funding to the Hanford Reach National Monument and the B-Reactor Museum initiative, the DOE, in concert with Three Rivers' communities, will provide appropriate support to the Federal Fish and Wildlife Service and the National Park Service in their work toward development of a fully functional Hanford Reach National Monument and B-Reactor Museum.

Accomplishments During 2003:

- PNNL has developed a broad-based focus on a fully integrated national energy system that seeks breakthroughs in electrical grid control and security and improved efficiency.
- Work is underway in the design of a state-of-the-art prototype power station that will generate both electricity and hydrogen.

- PNNL, along with the National Energy Technology Laboratory, has been managing the Solid State Energy Conversion Alliance, a public-private alliance focused on making high-efficiency, low-cost solid oxide fuel cells commercially for a variety of applications.
- PNNL is working on solid oxide fuel cells for auxiliary power systems and essential power systems in heavy trucks, which will increase fuel efficiency and reduce emissions dramatically.
- PNNL is leading the national hydrogen safety program and has made advances in the development of hydrogen production, storage, and delivery technologies. PNNL hosted the Hydrogen Production and Northwest Transportation Conference in Seattle this past summer.
- PNNL completed installation of upgrades to the EMSL supercomputer.
- Laboratory growth has continued in support of the Genomes to Life program.
- Bio-based products are being pursued by PNNL, including work in collaboration with Archer Daniels Midland and the National Corn Growers Association where processes were developed that will reclaim greater value from the hull fiber removed from corn kernels during milling that are used for livestock feed.
- WSU and PNNL have begun the design phase of a new, state-of-the-art Bio- products, Sciences, and Engineering Laboratory at the WSU Tri-Cities campus to be shared by PNNL and WSU researchers. Construction should be completed by 2007.
- HAMMER has begun its transition to the DOE Office of Energy Assurance in recognition of its emerging role as a training and simulation facility for Homeland and Energy Systems security. Law enforcement and military personnel from the Department of Homeland Security, the Transportation Security Agency, the National Nuclear Security Agency, the National Counterdrug Center, the Federal Emergency Management Agency, U.S. Customs, and the Department of Defense are all either currently involved in training at HAMMER or are seeking funding and authorization to do so.
- In the small business arena, RL has set aside the D&D of FFTF as a small business opportunity. At a contract value of approximately \$500 million, the FFTF D&D represents the largest small business set aside in DOE's history. DOE also intends that the River Corridor contract contain a significant quantity of small business cleanup work scope.
- In the Phase 2 expansion of its Nine Canyon Wind Project, ENW added 12 wind turbines in 2003 to the existing 37 turbines for a total of 49 in the complex. The additional 15.6 megawatts of electrical generating capacity added to that of the existing turbines brings the total capacity for this clean energy source to 63.7 megawatts.
- By the end of 2003, the critical Comprehensive Conservation Plan that will provide the mission, goals, objectives, and strategies for managing the Hanford Reach National Monument was 40% complete.
- The site dedication for the Hanford Reach National Monument Interpretive Center was accomplished on December 5, 2003.
- The historic White Bluffs bank restoration was begun.
- Congressman Hastings and Senator Cantwell introduced legislation to direct the National Park Service to study the feasibility of turning the B-Reactor into a national museum. In early December, the Federal Fish and Wildlife Service met with the National Park Service to begin exploring the concept.

Information Technology

The following reports reflect the progress made by the TRIDEC IT Taskforce committees in 2003 and include future plans and goals. The IT Taskforce has been very active in promoting growth and development of both IT industry and infrastructure for the benefit of local and regional businesses. Additionally we continue to work with other community groups to better understand their challenges as it pertains to IT and educate them on the progress that is being made.

Vision for Information Technology Bandwidth Committee

A community with a growing and sustainable IT industry that supports local and regional businesses.

10-Year Outcomes and Goals:

- A diverse group of carriers offering a robust communications infrastructure that provides low-cost, universal, high-speed access to and within the southeastern Washington region.
- Improved "last-mile" connectivity and increased available bandwidth built around one or more "meet-me-facilities" in the region.
- Regional internet traffic exchange operational for peering between local service providers in order to keep local traffic local and improve regional business-to-business and home-to-business connectivity to support virtual industry networks and enhance work-from-home capabilities.
- Tri-Cities point-of-presence established for a nationally recognized leading-edge research and education network to attract high-tech companies to the region and support growth in programs at WSUTC and CBC.

Key Measures of Success Over 10 Years:

1. Development of IT infrastructure in the region to support requirements for both existing and new business growth.
2. Growth in the IT-based industry over the 10-year period.

Accomplishments During 2003:

- Held monthly planning meeting supported by technical specialists from PNNL, ENW, Benton PUD, Franklin PUD, City of Richland, and Lockheed Martin.
- Developed and presented IT Infrastructure update to Medical Taskforce.
- Supported "IT Day" with Bandwidth Panel Discussion.
- Met with construction project managers and presented KPFD with enhanced IT recommendations for new Convention Center.
- Participating members established Three Rivers Local Internetwork Exchange (TRLINX) presence in APEL facility to provide local peering.
- Support to SWIFT in project planning to enhance local bandwidth initiatives, such as interconnecting local "meet-me" points at Franklin/Benton CoLo and APEL.
- Supported Benton and Franklin PUD wireless canopy projects in Kennewick and Pasco.

- Introduced several new IT Service Providers to Tri-Cities business community including One-Eighty Communications, which now serves Kennewick General.

Vision for Future IT Industry Equity Capital

A community with a growing and sustainable IT industry.

10-Year Outcomes and Goals:

- Quadrupling of equity investments into Tri-Cities-based IT companies.
- TRIDEC-sponsored program providing assistance to companies seeking equity investments.

Key Measures of Success Over 10 Years:

1. Bringing Angel investors into the Tri-Cities to review our technology.
2. Growth in the IT-based industry over the 10-year period.

Accomplishments During 2003:

FY03 PNNL Services Supporting Mid-Columbia Small Businesses

- **Technology Assistance** – Under the Technology Assistance Program, PNNL engineers and scientists offer up to a week of technology assistance annually at no cost to qualifying commercial businesses. In FY03, PNNL provided tech assistance to 31 Mid-Columbia businesses, which included 11 IT-related projects.
- **Entrepreneurial Assistance** – PNNL provided entrepreneurial assistance to a number of local firms in FY03, including IT companies. Examples include supporting WSU-led market assessments, identifying funding sources, strategic business consulting, helping position firms to seek investment capital, and linking emerging companies with experienced CEOs.
- **Seminars for Entrepreneurs** – IT firms were among the businesses represented at these events.
 1. **Afternoon with the Experts.** November 14, 2002, at Gordon Brothers Cellars in Pasco. Six Seattle-area experts advised entrepreneurs on seeking investment capital, building experienced management teams, creating brand awareness, protecting intellectual property, and structuring corporations. Available URL: <http://www.pnl.gov/edo/afternoon.stm>
 2. **Intellectual Property Issues for High-Tech Businesses.** May 16, 2003, at PNNL. Three Preston, Gates & Ellis attorneys described the legal issues surrounding intellectual assets. Available URL: http://www.pnl.gov/edo/ip_issues.stm
 3. **Commercializing High-Tech Devices.** July 15, 2003, at the Richland Community Center (Three Rivers Venture Group meeting). The speaker was Al Stephan, CEO of the Seattle-based Stratos Product Development Group. Available URL: <http://www.pnl.gov/edo/stratos.htm>
 4. **Middle-Market Mergers and Acquisitions: Dead or Alive?** September 16, 2003, at the Richland Community Center (Three Rivers Venture Group meeting). The speaker was Tom McDowell of the Seattle-based investment banking firm Windswept Capital. Available URL: <http://www.pnl.gov/edo/threeriver.stm>

5. **MIT Enterprise Forum Broadcast Site.** MIT Enterprise Forum, Inc., a worldwide organization of alumni of the Massachusetts Institute of Technology, offers satellite broadcasts to participating chapters to educate entrepreneurs and foster business networking. WSUTC and PNNL worked with MIT Enterprise Forum of the Northwest to establish the first satellite downlink location in Southeastern Washington State, at WSUTC. The first broadcast, “No Money Down: Raising Capital from Unconventional Sources,” was held September 18; additional satellite broadcasts will be offered on a regular basis. Available URL: <http://web.mit.edu/entforum/pastSBS21petri.htm>
- **Equity Investment Groups –**
 1. **Delta Angel Group.** In FY03, PNNL became a sponsor of this new Spokane-based angel group that was formed to link Northwest entrepreneurs with investors, and Gary Spanner joined the Board of that group. Two Tri-Cities firms presented to the group this year. Available URL: <http://www.deltaangelgroup.org>
 2. **Washington State Angel Networks.** Washington Technology Center (WTC) received a grant from the Economic Development Administration to set up angel investing networks in under-represented parts of the state, including the Tri-Cities. PNNL began working with WTC’s angel network coordinator, Nate Silverman, to establish a Tri-Cities investor network. Available URL: <http://www.pnl.gov/edo/tips2003.stm#boost>

Manufacturing and Business Services

Vision for Manufacturing and Business Services

The Three Rivers region enjoys a vital, high-value, technology-led export sector economy.

10-Year Outcomes and Goals:

- Increase percentage of Three Rivers regional workforce involved in manufacturing and business services to equal or greater than Washington State average.
- Provide a business climate that encourages job creation.
- Improve cooperation, coordination, and delivery of services from local economic development agencies.

Key Measures of Success Over 10 years:

1. Three Rivers percentage of workforce in manufacturing and business exceeds State average.
2. The Tri-Cities area business climate is ranked among the best in the Pacific Northwest and the nation.
3. Local economic development efforts are considered model programs in the state, region, and nation.

Accomplishments During 2003:

- Plants, Sites and Parks (PS&P) Magazine reviewed three major projects underway in Washington: Hanford's VIT plant, Ferguson's Richland warehouse, and Wal-Mart's Grandview facility. The magazine is sent to about 45,000 subscribers each month.
- TRIDEC and several partners hosted the Washington Economic Development Association's two-day spring conference in Pasco.
- The state Community Economic Revitalization Board (CERB) toured projects in the Tri-Cities area where investments had been made in local, publicly owned infrastructure to support business growth, job retention, and job creation. CERB members and guests toured 16 infrastructure projects funded by CERB between 1984 and 2003. The projects were located in the City of Prosser, City of Richland, Port of Benton, Benton City, City of Kennewick, Port of Kennewick, and Port of Pasco.
- Expansion Management Magazine's *Inside E.D.* publication listed the Richland-Kennewick-Pasco, Washington MSA 69th out of 332 areas in their "Creativity Index." The index measures what the developer calls "the 3 Ts of economic development: technology, talent, and tolerance." Richard Florida outlines the system in the book "The Rise of the Creative Class." Seattle ranked 5th, Portland-Salem 18th, Boise 30th, Eugene 82nd, Spokane 97th, Bellingham 188th, and Yakima 242nd.
- TRIDEC was major sponsor of the Lieutenant Governor's "Bringing the World to Eastern Washington" visit. The two-day event was a tour of eastern Washington for representatives from the consular offices of 35 nations. The event was arranged in collaboration with the Lieutenant Governor's Office, members of the Legislative Committee on Economic Development, TCVCB, and a large list of local sponsors.

- TRIDEC hosted value-added agriculture press trip to the area. Staff received great support from a number of TRIDEC members, with particular assistance from the Prosser EDA.
- Hosted 29 client visits.
- Contacted 37,420 firms through direct mail program.
- Participated in 12 trade shows in target industries.
- Responded to 50 RFPs from companies interested in expanding or relocating operations to the Tri-Cities.

Tourism

Vision for Tourism

The premier tourism and convention destination in Eastern Washington.

10-Year Outcomes and Goals:

- Develop a first-class regional convention center.
- Ensure long-term funding of tourism programs.
- Develop a visitor-friendly regional information & welcome center.
- Coordinate successful regional Lewis & Clark bicentennial commemoration (2003–2006).
- Develop/enhance river front to improve our community's quality of life and economic viability.
- Become the premier wine tourism destination in the northwest.
- Become the "Sports Mecca" of the northwest.
- Develop and maintain a positive quality-of-life image through trade/travel publicity and advertising.

Key Measures of Success Over 10 Years:

1. The Tri-Cities has become a premier sports and convention destination in the northwest with new facilities and continued growth in valley and off-season business.
2. The Tri-Cities is recognized throughout the northwest as a "river city" destination for water sports, trails, and shoreline businesses, activities, and events.
3. The Tri-Cities serves the needs of visitors and businesses in the region with a first-class information and visitor welcome center.
4. The Tri-Cities is recognized as a premier visitor destination on the National Lewis & Clark Trail.
5. Tourism funding is adequate and self-sustaining.

Accomplishments During 2003:

- Kennewick, in partnership with Benton County and Pasco, began construction of Regional Convention Center; sales and management staff hired; facility expanded from 74,000 to 75,000 square feet; logo and branding materials developed; facility named Three Rivers Convention Center. Contacted more than 300 local meeting planners during 2003 "Bring Your Meeting Home" campaign.
- Richland completed construction of Lee Boulevard cruise boat dock, and construction began on Anthony's Home Port Restaurant at Columbia Point.
- Columbia Point selected for Hanford Reach National Monument Heritage and Visitor Center; completed economic assessment and initial designs; began construction of infrastructure and utilities; completed initial re-vegetation and dust abatement at Columbia Point.
- Conducted trail improvement and cleanup activities, and established base for interpretive kiosk at Richland's Chamna Natural Preserve.

- Construction completed on an 82 room Holiday Inn Express in Richland; Construction began on a 120-room Courtyard Suites by Marriott in Richland; a 110-room Best Western Inn & Suites, and an 85-room AmeriSuites in Pasco.
- Partnered with Washington State Tourism to complete “wine country” consumer profile survey.
- Continued successful golf & wine package promotions with hotels, golf courses, and wineries.
- Pasco and Kennewick working to lower levee between blue and cable bridges; Richland working on habitat/trail enhancements for Columbia Park West; continued pursuing long-term lease for shoreline lands.
- Bridge-to-Bridge, River-to-Rail community master plan developed for downtown Kennewick.
- Secured \$1.4 million for improvements at Sacajawea State Park; secured local funding for support of The Confluence Project (Maya Lin artwork); installed four Lewis & Clark Interpretive markers along Sacagawea Heritage Trail; Richland developed plans for new Lewis & Clark/informational kiosks; partnered with *Tri-City Herald* to showcase weekly Lewis & Clark journal vignettes; held Lewis & Clark speaker series with nationally recognized speakers; and coordinated the 16th Annual Washington State Heritage Conference.
- Secured National Park Service grant; and conducted very successful, first annual Lewis & Clark Heritage Day, “Down the Great Columbia,” at Sacajawea State Park.
- Secured more than 280 positive articles and interviews in publications and broadcast stations worldwide reaching 12 million people with a positive message about the Tri-Cities’ quality of life.
- Held fifth annual Central Washington Sports Hall of Fame banquet and induction.
- Helped coordinate the “Bringing the World to Eastern Washington” tour for international officials.
- Helped secure legislative approval for the Tourism Promotion Act, creating a potential new funding source for tourism programs.

Education and Training

Vision for Education and Training

A community system of learning and education that prepares students for fulfilling and productive lives, and significantly improves the region's quality of life and economy.

10-Year Outcomes and Goals:

- Establish and support a comprehensive post-secondary education program encompassing bachelor, masters, and Ph.D. degrees that are relevant to the region's economic development initiatives.
- Initiative underway to formally partner CBC with WSUTC creating a 4-year seamless educational program in the regional community.

Key Measures of Success Over 10 Years:

1. Key strategies adopted and implemented by early childhood care providers. A general community awareness achieved through key messages on early childhood development.
2. An accredited comprehensive higher education program exists locally to provide opportunities for academic degrees from undergraduate through graduate levels.
3. A fully articulated K-16 education system exists within the Three Rivers region.

Accomplishments During 2003:

- Community group to examine the potential of establishing a university in the Tri-Cities.
- Committee is currently being identified with a meeting scheduled within the next month.
- Specific goal to develop a business plan that would document the need for a university in the Tri-Cities, identify a methodology for achieving the goal, and complete a cost analysis – by July 2004.

Regional Educational Council

K-12 Education, Mid-Columbia Education Alliance (MCEA)

Vision for Regional Educational Council

A nonprofit partnership supported by business, community, and educational leaders in the Mid-Columbia region, MCEA works to increase awareness and understanding of Washington's efforts to improve student learning.

MCEA was restructured in the spring of 2002 in order to more effectively accomplish its mission.

Accomplishments During 2002-2003:

1. MCEA sponsored a program series entitled *Public Education Today...Enhanced Learning for all Students*. All events were free and open to the public.
 - November 2002, *Living, Learning and Working in the 21st Century*, featuring Dr. William H. Schmidt, Michigan State University.
 - February 2003, *Education Responds*, featuring Dr. Terry Bergeson, State Superintendent of Public Instruction.
 - April 2003, *Tri-Cities Responds to the Call for Action*, a partnership with the Tri-City Area Chamber of Commerce. Attendees participated in small group discussions with educational leaders from local school districts.
 - May 2003, Annual Recognition Breakfast honoring teachers and community leaders for their efforts to increase student achievement.
2. Topical articles written by members of the local community were solicited by MCEA and published in the *Tri-City Herald* prior to each event.

Accomplishments During 2003-2004:

This year's program focuses on one specific topic: *Washington State's New Graduation Requirements* that include, beginning with the class of 2008, passing the 10th grade Washington Assessment of Student Learning (WASL) in order to graduate.

1. MCEA's Executive Director is speaking on this topic at approximately 20 local service clubs and other organizations.
2. A program series is also planned focusing on this topic:
 - November 2003, featuring Brian Jeffries, Division of Curriculum and Instruction, Office of the Superintendent of Public Instruction.
 - April 14, 2004, featuring Dr. Terry Bergeson, State Superintendent of Public Instruction.
 - May 11, 2004, Annual Recognition Breakfast honoring teachers and community leaders for their efforts to increase student achievement.
3. One newspaper article on this topic was written by the Mid-Columbia Education Alliance and published in the *Tri-City Herald* prior to the November program. A second article is planned for the spring.

Regional Educational Council

Early Childhood Development Education, Success By 6[®]

Vision for Regional Educational Council

“Bringing our community together to identify and address unmet developmental needs of children ages 0-6.”

Long-Term Goals of Initiative:

- Widespread community understanding of the need for the healthy development of our young children.
- Creating partnerships to increase efficiency and impact.
- Educating caregivers and parents about best practices.
- Overcoming system barriers to services.
- Leveraging funding sources.

Accomplishments During 2003:

- Local media partners continue to communicate key early childhood development messages through public service announcements, vignettes, and news articles. Two examples, KNDU-25 television developed new series of vignettes using early brain development research materials targeting parents. *Tri-City Herald* continues to provide advertisement space for many community organizations providing services for children and families; and supports great community events including Family a-Fair and National Family Week.
- Collaborated with several organizations to provide training and education on several early childhood development issues. Leveraged time, talent, and funding resources to accomplish goals.

Organizations include: CBC, Mid-Columbia Reading Foundation, Benton Franklin Volunteer Center, Benton Franklin Health District, Benton Franklin Infant Toddler Program, Benton Franklin Head Start, Catholic Family and Child Service, WSU Cooperative Extension, Safe Schools/Healthy Kids program, Early Childhood Education and Assistance Program (ECEAP), Council for Children & Youth, and Comprehensive Health Education Foundation (CHEF).

Selected Highlights: *“Loving, Listening, Learning – Everyday moments Count”* pilot project, which utilized child-care providers as a conduit to get key early learning messages to parents.

“Community Resource Outreach Team,” a home-visitation team that provides onsite visits with both parents and child-care providers and provides a variety of services from developmental screenings to best-practices early learning.

“Mayor’s Summit – Little Kids, Big Plans.” This breakfast meeting included three speakers, Matt Taylor from the *Tri-City Herald*, Lynn Fielding from Kennewick School District Board, and Elaine Von Rosenstiel from the League of Educational Voters Foundation. They talked about the life-long impact on a child’s development in its first six years to an audience of 40+ community leaders.

The promotion of *“National Family Week”* (11-23 to 11-29-03) occurred within several school districts including family nights at various schools. Richland, Kennewick, and Pasco Mayors

continued its time-honored presentation of proclaiming the week of Thanksgiving “Family Week.” In addition, the “National Family Volunteer Day” event began this year 11-22-03. Over 90 family members participated in making meal tray tags for hospital patients, hot chocolate packets for Meals on Wheels clients, and memory books for children in foster care.

- The Success By 6[®] Committee and Advisory Council met during the summer to determine the top system changes needed in our community to help young children grow up in a nurturing and enriching environment. The top three focus areas include: (1) child development (for all children, all ages, all families, all cultures, all socio-economic levels), (2) parent education (all socio-economic levels, all cities, counties), and (3) quality child care through provider training/education.

Quality of Life

Vision for Quality of Life

A community enjoying a high quality of life for its diverse people.

10-Year Outcomes and Goals:

- Provide a variety of first-class recreational activities appealing to all ages.
- Offer a health-care system promoting healthy lifestyle and providing quality medical care for everyone.
- Have a prevailing sense of security in all area neighborhoods.
- Offer social services focusing on positive childhood experiences, prevention of social injustice, and serving the needs of the elderly.
- Provide a community education system preparing students for productive lives and supporting life-long learning.
- Offer arts and entertainment providing vibrant, frequent, and appealing leisure activity for our diverse people.

Key Measures of Success Over 10 Years:

1. Development of a first-class indoor aquatic center for competitive recreation and local use.
2. The community, health care providers, governmental and social service agencies working together to provide a comprehensive and complementary health delivery system for all area residents, young and old, rich and poor, insured and uninsured.
3. The three area hospitals (Kadlec, Kennewick, and Lourdes) share a common vision for patient care.
4. Success with theatre and galleries puts the local Arts and Entertainment District "on the map."

Accomplishments During 2003:

- The moving wall was on exhibit from November 2-9, 2003, at Flat Top Park in West Richland. Estimated attendance was over 50,000.
- The Tri-Cities Lewis & Clark Bicentennial Council successfully hosted over 4,000 people during its "Down the great Columbia" at Sacajawea State Park.
- The Benton Franklin Community Health Alliance joined the Quality of Life taskforce of the community roundtable.
- Benton Franklin United Way concluded its 2003 drive, raising over \$4.1 million.
- The Richland Public Facilities District broke ground on the Hanford Reach Interpretative Center.
- The Three Rivers Convention Center is nearly complete with an expected completion date of early spring 2004.
- Congressman Doc Hastings champions federal funding for the Bicounty Police Information Network (BI-PIN).
- The Three Rivers Justice Center opens up, exceeding anticipated reservations.

Research and Development

Vision for Research and Development

Regional R&D partnerships stimulate innovation, increase economic diversity, and improve the area's business infrastructure and quality of life.

10-Year Outcomes and Goals:

- Increase the R&D capacity of the Three Rivers region to grow and diversify the economy.
- Encourage entrepreneurship, new business creation, and sustained business success.
- Have an educational base in science and engineering that supports the needs of R&D and the new high-tech companies in the Three Rivers region.

Key Measures of Success Over 10 Years:

1. Increase in research expenditures from public and private sources.
2. Increase in public-private partnership investments in our intellectual infrastructure (e.g., facilities, equipment, faculty at universities) to enable first-rate R&D.
3. Increase in SBIR program and STTR awards and the number of local technology-based companies receiving equity investments.
4. Increase in patents generated and the number of technologies licensed by companies in the Three Rivers region.
5. An accredited research university in the Three Rivers region with Ph.D. programs in strategic science and engineering areas and a K-12 system that produces students who can enter and be productive in research institutions and high-tech businesses.

Accomplishments During 2003:

- Began working with an economist to establish the baseline for tracking R&D expenditures from public and private sources.
- WSU and PNNL are working together to design a Bioproducts, Sciences, and Engineering Laboratory, and state funding for construction will be requested in the 2006-07 budget; PNNL is planning to compete for a new DOE user facility for biology research.
- Economic development professionals from PNNL and WSU received additional training to help local firms compete for SBIR/STTR grants.
- Battelle established a new \$150-million venture fund, called Battelle Ventures, to invest in seed-stage or early-stage companies in life sciences, homeland security, IT, materials, and energy.
- The WTC received a grant from the Economic Development Administration (matched by WTC) to set up angel investing networks in under-represented parts of the state, including the Tri-Cities.
- One technology license from PNNL was issued to a Tri-Cities-based company in FY03, bringing the local PNNL total to seven since 1995. In addition, a California company opened a Richland office this year after licensing a technology from PNNL.

Transportation

Vision for Transportation

There is a progressive and efficient multi-modal transportation system that contributes to economic development and sustains a high quality of life.

10-Year Outcomes and Goals:

- Provide different modes of transportation that meet the needs of citizens, keep industry competitive, and promote sustainable economic growth.
- Provide a well-maintained, efficient passenger and freight transportation system; and one that facilitates emergency evacuations.
- Protect the region's natural assets and easily access major destination facilities.

Key Measures of Success Over 10 Years:

1. Complete 90% of jurisdictional projects in the Transportation Improvement Program (TIP).
2. Reduce accidents 5% in both rural and urban areas.
3. Increase transit ridership 25%.

Accomplishments During 2003:

- Passed the statewide gas tax (Nickel Package), which will complete the SR 240/I-182 to Columbia Center Interchange project; SR 12 4-lanes from Pasco to Wallula; and the Columbia Center Boulevard Railroad elevated rail crossing.
- Continue to develop the Benton County Commute Trip Reduction (CTR) program to reduce auto trips to and from major employers.
- Completed the annual Benton-Franklin-Walla Walla TIP for 2004-6. Includes all major local, regional, and state transportation improvements.
- Completed the Hillsboro interchange project in Pasco.
- The RTPO led the effort to showcase the regional freight mobility projects with Senator Jim Horn, Chairman of the key state transportation committee. The briefings included both public and private sector representatives.
- Hosted the Regional Transportation Planning Organization meeting with 8th, 9th, and 16th legislative district Senators and Representatives to discuss 2004 session and transportation issues.
- Responded and promoted RTPO views on the (6-year) Federal Transportation Reauthorization Act of 2003. The Act is still pending in congress.
- Added air service to Denver from Tri-Cities and improved connection from Salt Lake City to Washington, D.C. via Reagan National Airport.

Water, Dams, and Power

Vision for Water, Dams, and Power

There are sufficient committed water resources to meet the economic and quality of life needs of the region.

10-Year Outcomes and Goals:

- Maintain regional price competitiveness for power resources.
- Ensure adequate water resources for agribusiness, industrial, community, and quality-of-life usages.
- Ensure management of regional water resources is based on sound science, is adequately founded, and balances a complete spectrum of federally authorized purposes.
- Continue pursuing one message from many voices for matters relating to preservation of a multi-purpose river system.
- Achieve success through educating people about the right things to do.

Key Measure of Success Over 10 Years:

To develop and sustain a process whereby the community can engage in issues and actions of significance and importance that affect the preservation of a multi-purpose river system.

Accomplishments During 2003:

- Facilitated a community river user's interactive luncheon with Tom Fitzsimmons, Washington State Department of Ecology. He presented the status and plans of the Columbia River Regional Initiative (CRRRI), and conducted a subsequent meeting for WPD members.
- Held forums for organizations actively participating in the CRRRI to communicate their activities and plans.
- Assisted TRIDEC and Tri-Ports with the visit by the Seattle House member, Representative Eric Pettigrew, who is actively engaged in the state competitive council.
- Facilitated the communications on a variety of court actions involving water usage, the biological opinion, and dredging.
- Obtained the participation of the Corps of Engineers in detailed presentations on river operations, biology of the river, and tour of the Ice Harbor Dam turbine down for maintenance.
- Continue education of group members on the ever-changing world of power rates.
- Provided key input to the Northwest Power Planning Council regarding proposed amendments to fish and wildlife plans.
- Continued the ongoing speaker's bureau to broaden the available information and understanding of local water-user interests about the complexity and diversity of managing a multi-purpose river system.