

CHAPTER 6

ECONOMIC DEVELOPMENT & TOURISM



INTRODUCTION

The City of Prosser was founded and thrived based on a strong agricultural industry. Today you will find the same strong agricultural base with the added economic drivers of a growing population and commercial and tourism services and amenities.

Prosser has developed five specific and unique commercial districts. Each of these districts have different needs, goals, and marketing strategies. The City of Prosser has worked closely with districts to ensure that ordinances and regulations are designed to meet the district needs and when necessary modified to reflect change.

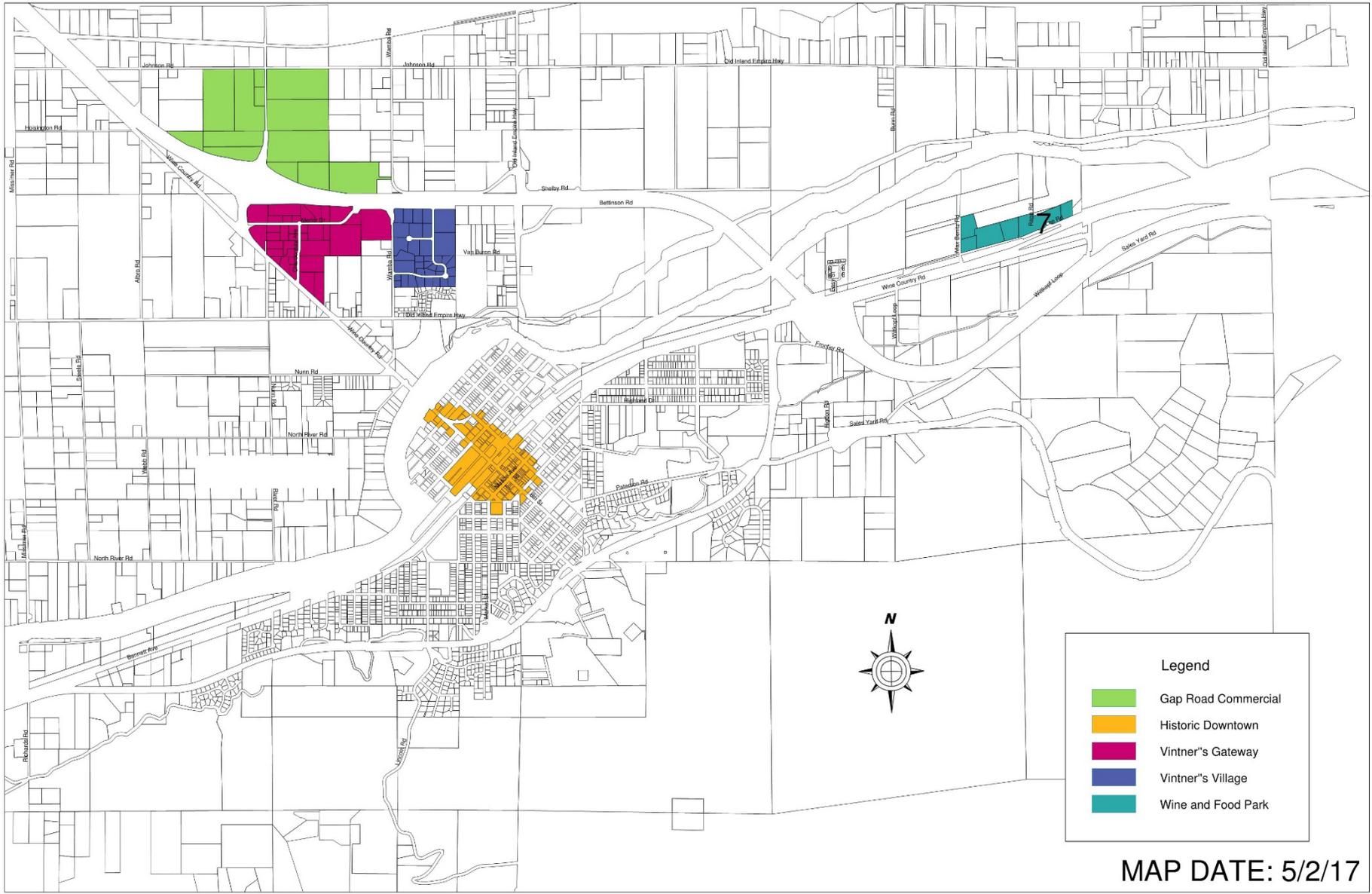
Prosser Industrial development is comprised of a multitude of large agriculture processing facilities as well as wine production and fabrication. Industrial development continues to expand through the addition of new facilities as well as the expansion of existing ones.

Prosser's Commercial areas consist of a historic downtown and a north commercial area. Tourism is enhanced with a cluster of wineries located at Vintners Village and Prosser Wine & Food Park. Visitors and residents enjoy a variety of commercial services that include many locally owned businesses and services.

Prosser is home to many events that draw visitors to the area. Good weather and small town charm add to a sense of community.



FIGURE ED-1. PROSSER DISTRICT MAP





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ECONOMIC DEVELOPMENT GOALS AND POLICIES

GOAL ED-1: Build a strong and diverse economy that provides employment and financial base to support public services and maintain community livability.

- Policy ED-1.1. Invest in education, housing, and other areas that support the development of a skilled local workforce that meets the hiring needs of business and industry.
- Policy ED-1.2. Help to make local businesses be more competitive by evaluating and addressing some of their key needs and concerns.
- Policy ED-1.3. Actively recruit new industrial and commercial business to Prosser.
- Policy ED-1.4. Increase the number of jobs for local residents and reduce the need for residents to commute long distances to work.

GOAL ED-2: Cultivate a commercial and industrial environment that generates, facilitates and sustains economic development.

- Policy ED-2.1. Actively coordinate with local and regional government and economic agencies to develop and implement countywide and shared economic development policies.
- Policy ED-2.2. Strive to provide an efficient, streamlined, timely, predictable and customer-focused permit processes.
- Policy ED-2.3. Seek the input of local businesses and carefully consider the economic impacts of proposed programs, regulations and decisions related to implementing the community's comprehensive plan.
- Policy ED-2.4. Facilitate economic development through public/private partnerships where appropriate.

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- Policy ED-2.5. Recognize and consider the economic and environmental impacts of proposed legislative actions prior to adoption.

GOAL ED-3: Generate opportunities for agricultural businesses to flourish in Prosser's tourism economy.

- Policy ED-3.1. Promote agricultural enterprises as a component of Prosser's economic development program.
- Policy ED-3.2. Encourage and promote Prosser's agricultural tourism provisions as economically viable alternatives to large-scale agriculture and farming.
- Policy ED-3.3. Promote local businesses and locally-produced goods and services.

GOAL ED-4: Promote the vitality of Prosser's different economic centers and provide for their unique infrastructure needs.

- Policy ED-4.1. Anticipate needs and coordinate city infrastructure investments with economic development opportunities.
- Policy ED-4.2. Emphasize economic development of downtown and north Prosser as separate economic centers and retail destinations with different needs.

GOAL ED-5: Strengthen Prosser's position as a tourism hub for the region.

- Policy ED-5.1. Ensure that visitors to Prosser are welcomed in the community and provided with a unique and memorable experience.
- Policy ED-5.2. Create travel routes and wayfinding signage systems that assist visitors in locating tourist-related destinations.

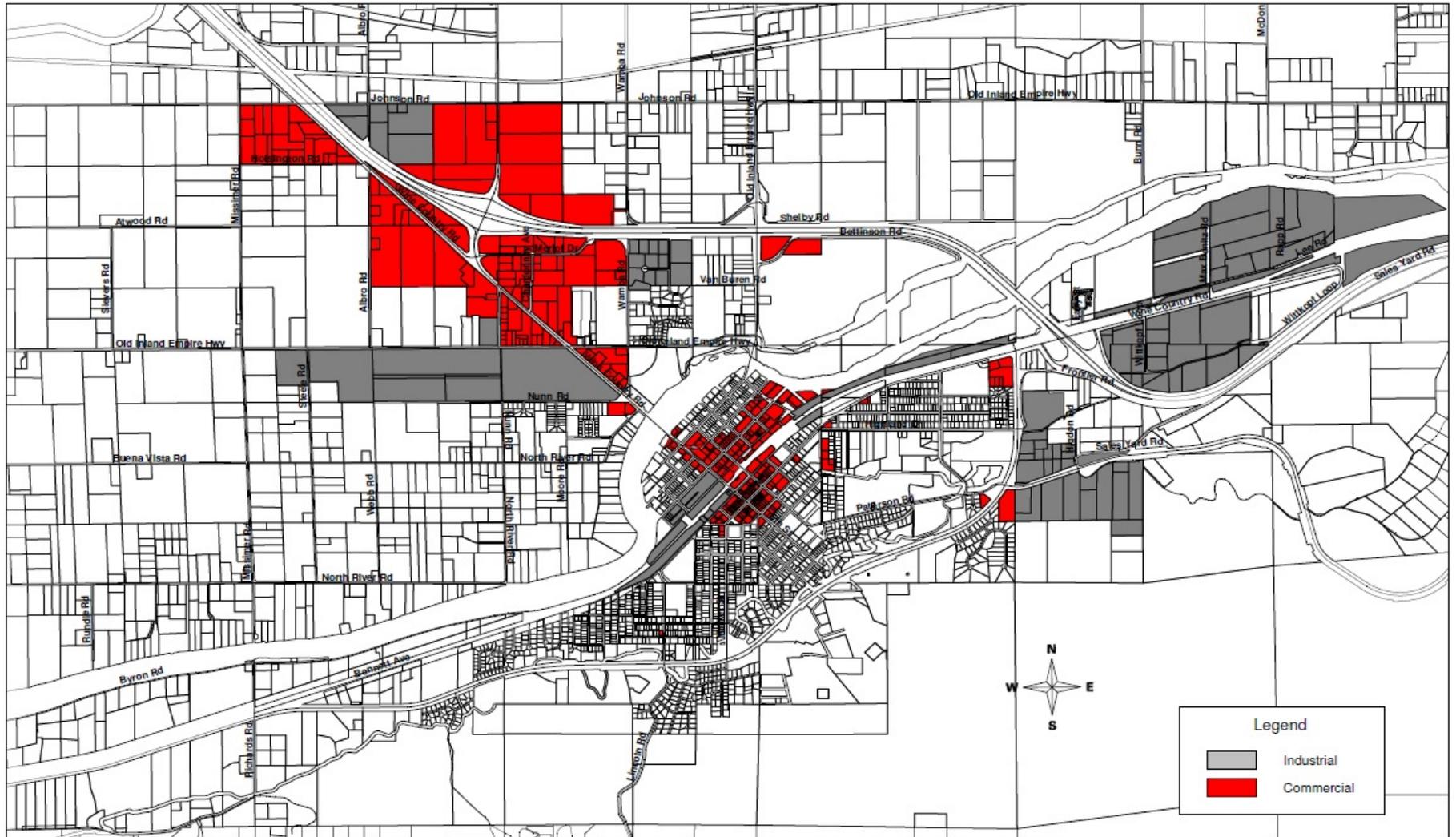
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Policy ED-5.3. Develop attractive welcome signs and message centers at entry points to the City that promote Prosser's events and tourist related industries.

Policy ED-5.4. Recognize city and private sector investments in amenities like arts and culture, open space and recreational facilities, and high-quality urban design as assets in the city's economic-development strategy.



FIGURE ED-2. INVENTORY OF COMMERCIAL AND INDUSTRIAL LANDS.



CITY OF PROSSER - COMMERCIAL/INDUSTRIAL

MAP DATE 10/24/17