



CITY OF PROSSER
Washington



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NEW Event Banners on Wine Country Road

The City of Prosser recently awarded Prosser Economic Development Association a *Community and Tourism Improvement Grant*. The \$7,000 grant funded the purchase of double-sided banners promoting local community events. The banners, located along Wine Country Road, will both draw potential visitors into the downtown area as well as advertise multiple community events held in Prosser each year.

This project is the first to be funded following the results of the Community and Tourism Assessment Report, sponsored by the City and United States Department of Agriculture (USDA), this spring.

That study, which is available on the City's webpage at www.cityofprosser.com, outlines ideas and improvements that could be made to enhance a visitor's experience throughout the community.

"We were incredibly happy to partner with the City of Prosser on this project to increase visibility and tourist traffic to our businesses in the downtown core," said Neal Ripplinger, Executive Director of Prosser Economic Development Association. "Our Business Recruitment Committee has been working on this project for some time, the City of Prosser's Grant gave us the opportunity to see it completed."

Mayor Randy Taylor said, "The City of Prosser is honored to work with Prosser EDA on this project to help promote our local economy and generate excitement about our multiple community events. This unified direction and vision for tourism will enhance visitors experience when they tour our town, and for that, we are grateful!"

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