

A H A V E N F O R B U S I N E S S

Kalla Kalla
W A S H I N G T O N



Walla Walla is a haven for business

WHY SHOULD YOU TRUST the Walla Walla valley with all the hopes and dreams you've ever had for your growing business?

It's a valid question, one you have the right to ask. You've worked hard to get where you are, and probably have no intention of making a move without some very good reasons.

We think there's a simple answer: Walla Walla offers a dynamic, economically thriving environment in which to grow your business, and an affordable, safe and vibrant place for your employees to live.

It's true, we're famous for our wine, sweet onions and wheat. But these days we're most proud of our thriving economy, educated workforce and culture-rich and family-friendly community. It all adds up to a haven for multimillion dollar international industries and small businesses alike.



A REVITALIZED DOWNTOWN

Walla Walla was one of five cities nationally to receive a 2001 "Great American Main Street" award from the National Trust for Historic Preservation. Through economic ingenuity and aggressive historic renovation, we've reconnected with our past, invigorated our retail district and created a downtown that's culturally rich and artistically alive.

HOME OF INNOVATIVE
ENERGY SOLUTIONS

The Stateline Wind Project is the largest in the Pacific Northwest, using 396 turbines to churn out 260 megawatts of electricity annually. It's an example of our commitment to innovation and to our environment.

A place where business can thrive



KNOWN FOR
WORLD-CLASS WINES

"Wines from Walla Walla have put this little valley on the map of the world's great wines," said The New York Times Magazine. More than 30 wineries now call this valley home.

AS A BUSINESS OWNER, there are certain things you'd expect from your community—essential elements necessary for success. We think you'll find those here.

A SKILLED WORKFORCE. With a regional population of more than 67,380 to draw from and three colleges in town, you'll choose your employees from the best and brightest.

A STABLE ECONOMY. Economic activity in Walla Walla has never been the unnerving roller coaster ride some cities have experienced. In fact, during the last decade Walla Walla's population grew at a very manageable rate of just over one percent per year, creating a stable environment for businesses—just the way we like it.

MODERATE CLIMATE. With four distinct seasons, average temperatures range from 32 to 89 degrees, allowing for an abundance of outdoor activities. The average rainfall is 15.96 inches, and Walla Walla enjoys an average of 260 days of sunshine per year.

A COMMITMENT TO EDUCATION. Take one look at our educational system, and you'll see that we've invested heavily in the future by developing outstanding public and private schools for K-12 and college students alike. Our elementary and high schools are among the finest in the nation, and we recently received a blue-ribbon ranking from *Expansion Management* magazine for the way we prepare our students to enter the workforce.

With all these pieces in place, your business will be free to thrive and grow in a community in which you'll not only like to work, but like to live, as well.



NAMED ONE OF THE BEST
SMALL ART TOWNS

Walla Walla is well known for its love of art and culture. So well known, in fact, that we were recently ranked among the 100 best small art towns in America. Our community boasts the oldest symphony west of the Mississippi, and a diverse schedule of local theater, musical events and art openings are year-round highlights.



An employee's dream community


IT'S NOT ROCKET SCIENCE. When the families of your employees feel safe and content, everyone benefits, including your business. By locating your business within our family-friendly community, you'll be better able to recruit and retain quality personnel.

A SAFE LIVING ENVIRONMENT. Our low crime rate and small town family atmosphere means parents breathe a little easier when they tuck their children into bed at night. It's a town where we both know and care about our neighbors, and where we feel accountable to each other.

AFFORDABLE HOUSING. Home prices well below the national average make employee relocation affordable, and a vigorous real estate market makes the investment attractive. You benefit both ways.

CULTURE AND COMMUNITY. The pervasive academic influence of three colleges nurtures an appreciation for artistic endeavors of all kinds. Our sense of community is enhanced by outdoor summer concerts, holiday festivities and a wide range of family recreational options.

We know it's not easy to find and keep qualified employees these days, but the Walla Walla living experience could prove to be your most persuasive enticement.



"Communities succeed when lots of people are involved in thinking smart and working hard to create a future. That, plus the blessings of history, make Walla Walla an unusually interesting place to be..."

MINDY CAMERON
Seattle Times—2001



THREE GREAT COLLEGES

Our highly skilled workforce is no accident. To this day Walla Walla bears the imprint of the three colleges that have defined this community for decades.

WALLA WALLA COLLEGE

Founded in 1892 and sponsored by the Seventh-day Adventist church, Walla Walla College is a four-year comprehensive college that serves more than 1,800 students. *US News & World Report* recently ranked WWC in the top tier of universities in the West.

WALLA WALLA COMMUNITY COLLEGE

Walla Walla Community College was founded in 1967 and has an annual enrollment of 12,000. Recognized as a leader in customized workforce training, WWCC is the fastest growing community college in the state.

WHITMAN COLLEGE

The *Princeton Review* lists Whitman College as one of the top 20 undergraduate programs in the nation. Chartered in 1859 as the state's first institution of higher learning, Whitman College offers a vigorous liberal arts education for its 1,400 students.



Walla Walla
WASHINGTON



TODAY, A WALK DOWN THE NEWLY restored Main Street reveals much about our colorful past, as art galleries, coffee shops and retail stores occupy ornate and newly restored turn-of-the-century buildings that pay homage to our history.

The magic of our community has charmed long-time residents and newcomers for decades. So today, we invite you to take some time to get to know us. Read about our community. Think about what it might hold for your business. Then consider yourself officially invited to make the Walla Walla valley an integral part of your successful business future.

We're convinced you'll discover what we've quietly known all along: That your business will thrive here, that your families will be safe and happy here, and that all in all, moving to Walla Walla could just be the best business decision you've made. Ever.

Walla Walla
WASHINGTON

WALLA WALLA REGIONAL AIRPORT



BARGE ON THE SNAKE RIVER

ARMY CORP OF ENGINEERS



GREEN PARK ELEMENTARY SCHOOL

WHITEHOUSE-CRAWFORD



An ideal location for your business

WE DON'T KNOW WHAT YOU'VE HEARD ABOUT US, so here's some background. Our unusual name is said to have Native American roots, and according to at least one legend means "many waters." The Walla Walla valley was one of the first areas in the Northwest to be permanently settled, and with the discovery of nearby gold in 1860, Walla Walla was transformed from a primitive settlement to a bustling commercial, banking, agricultural and manufacturing center. In fact, at one time it was the largest city in the Washington Territory.

You'll find the Walla Walla valley nestled in the southeastern corner of Washington state, at the foot of the Blue Mountains and within easy reach of the Snake and Columbia rivers—all with abundant outdoor recreational opportunities. It's beautiful here, and rush hour lasts all of 15 minutes.

Centrally located in the growing Pacific Northwest, we're easily accessible to the West Coast and the Pacific Rim. Transportation and infrastructure options are plentiful, and include truck, access to the BNSF and UP rail lines, river barges, a new regional airport terminal building with commercial air service and the latest fiber optics.

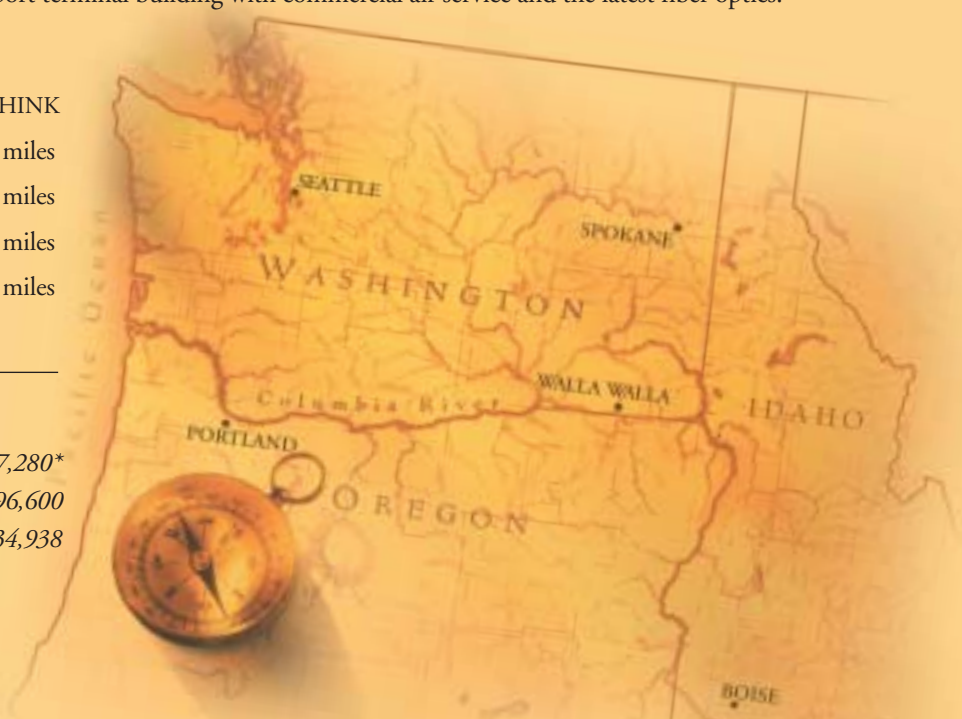
WE'RE CLOSER THAN YOU THINK

- Seattle, WA273 miles
- Portland, OR 262 miles
- Spokane, WA157 miles
- Boise, ID258 miles

AREA SNAPSHOT

- Population67,280*
- Median home price\$96,600
- Median household income .. .\$34,938

*Walla Walla County, Milton-Freewater, Columbia County
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What Lewis and Clark didn't see.

THE YEAR WAS 1805 WHEN AMERICA'S two most intrepid explorers first wandered through our Walla Walla valley.

What they couldn't have known then were the good things that Walla Walla would someday offer to businesses—expected tangibles like a qualified workforce, plenty of room to spread out in and affordable taxes and utilities, as well as increasingly rare intangibles like a sense of community and a pervasive atmosphere of creativity and innovation.

So if you're looking for a place where your business can thrive, consider Walla Walla. We think you'll like what you find.

PORT OF WALLA WALLA: YOUR PARTNER IN PROGRESS

Businesses with family-wage jobs looking to relocate here will find an ideal partner in the Port of Walla Walla, which leads the economic development efforts in the area. Through progressive and forward-thinking leadership, the Port is aggressively creating initiatives to help businesses make the transition to our community. These include:

- Developing and pre-zoning industrial sites throughout Walla Walla County so they can be sold or leased for job-creating economic development projects
- Maintaining the financial capacity to issue general obligation bonds, revenue bonds and tax-exempt non-recourse revenue bonds to assist in business expansion
- Developing "build to suit" manufacturing facilities
- Creating access to state and federal economic development programs and resources
- Managing a local sales tax fund dedicated to funding economic development infrastructure projects
- Facilitating successful economic development projects in Walla Walla County for the past 50 years.

PORT OF WALLA WALLA

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Walla Walla
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