

14 Enhancing Rural Prosperity at the Center for Enology and Viticulture, Walla Walla Community College

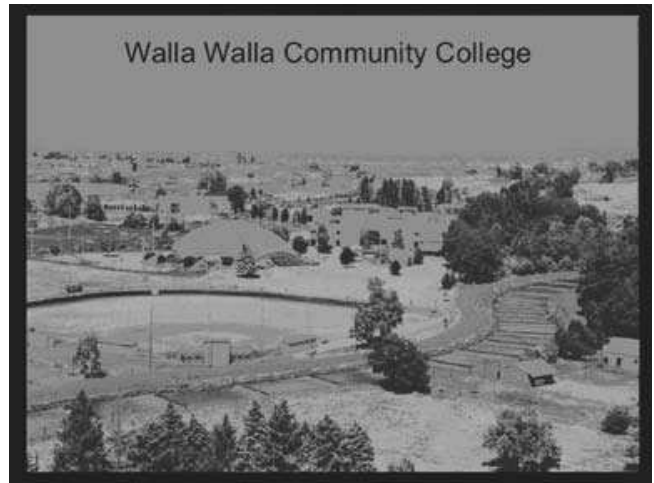
Steven L. VanAusdle

Enhancing Rural Prosperity
at
The Center for Enology and Viticulture
Walla Walla Community College

Putting It Together: The Role of Entrepreneurship in Economic Development
Washington, D.C.

Sponsored by:
The Office of Advocacy of the Small Business Administration,
The Ewing Marion Kauffman Foundation, The Council of State Governments,
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Steven L. VanAusdle, President
Walla Walla Community College
Walla Walla, Washington
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OUR VISION
Wine / Food / Art



Statewide Industry Growth

- **Acreage**
 - 11,000 acres in 1993 to 30,000 acres in 2004
- **Wineries established**
 - 19 wineries in 1981 to 320 wineries in 2004
- **Wine Production**
 - Increased from 2 million gallons in 1981 to 17 million gallons in 2004
- **Employment**
 - Projected up to 3 thousand new wine-related positions by 2006 (Washington State University Study 2005)

Culinary Arts with a Focus on Pairing Food and Wine



Promoting the Creative Economy



Partnerships

- Walla Walla Wine Alliance
- Washington State Wine Commission
- Washington State University
- Yakima Valley Community College
- Blue Mountain Arts Alliance
- Walla Walla Valley Restaurants
- ETS Labs
- College Cellars



Major Funding Partners for the Center

	Capital	Operations	Total
• College Foundation	\$2,898,229	\$ 25,000	\$2,923,229
• State Legislature	\$ 984,000	\$ 397,109	\$1,381,109
• County/Port	\$ 450,000		\$ 450,000
• Wine Commission	\$ 75,000	\$ 75,000	\$ 150,000
• Federal	\$ 98,800		\$ 98,800
Totals	\$4,506,029	\$ 497,109	\$5,003,138



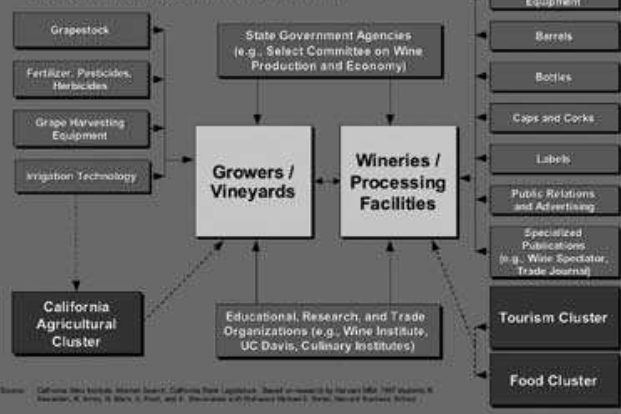
Link to Economic Development A High Value-Added Industry



- 300 acres of unprocessed wine grapes generates the same revenue as 8,000 acres of 100 bushel/acre wheat.
- When processed, 300 acres of wine grapes generates the same revenue as 20,000 acres of 100 bushel/acre wheat.
- Wine production in 2004 contributed \$2.9 Billion dollars to Washington's economy.
- Wine production in Walla Walla County contributed over \$500 million to the local economy.
- Tourism is anticipated to produce more revenue than wine production. A wine tourist spends approximately 2.5 times as much as the average tourist at their destination.



The Northern California Wine Cluster




Are We Making A Difference? Key Economic Indicators 2000-2004*

- Walla Walla wineries increased from 19 to 63.
- County Labor Force Growth / Loss
 - 1999 to 2001 Labor Force Losses 685
 - 2002 to 2004 Labor Force Gains 1,043
- County unemployment dropped from 6.5% to 5.0%.
- Median Home Prices increased by 49.8%.
- Tourism & Marketing
 - General Merchandising Retail Sales increased by 66.5% (2003)*
 - Hotel / Motels Retail Sales increased by 60.9% (2003)*

Sources: Washington State Employment Security Department, Labor Market and Economic Analysis Branch, January, 2005; Washington Center for Real Estate Research, 2004; Washington State Department of Revenue, 2004.

Enhancing Prosperity in Wine Country


- Prosperity for all citizens is the fundamental goal of economic development.
- Productivity drives prosperity.
- Innovation drives productivity.
- Entrepreneurship is a necessary but not sufficient condition for innovation and productivity.
- Entrepreneurship and skilled human capital have become absolutely essential aspects of fostering innovation, productivity and prosperity.
- Walla Walla Community College plays a critical role by providing skilled workers and enhancing entrepreneurship.
- Walla Walla Community College is a leading partner in fostering economic development in wine country.



VINTAGE
WALLA WALLA VALLEY

“There may not be a single thing that’s had as much impact on Washington State’s wine industry as the Walla Walla Community College’s Center for Enology and Viticulture.”

Vintage, Walla Walla Valley Magazine, Winter 2004, published by The Walla Walla Union Bulletin.



Wine is Prosperity in a Bottle