



We are OPEN for business!!!!

And ready for yours.

Nestled in the picturesque Walla Walla Valley, our stunning blue skies offer more than an ideal climate; they represent the boundless investment opportunities of College Place. College Place offers residents and business direct access to three superb higher education institutions, a quality public and private secondary education system, reliable infrastructure, extensive labor market, efficient transportation systems, and a forward-thinking government that thrives on innovation. College Place offers investors, businesses, and employees the perfect place to live, work, and play. We build upon the foundation of small town character to enhance the quality of life, while providing reliable, innovative, efficient, and courteous service that is second to none.

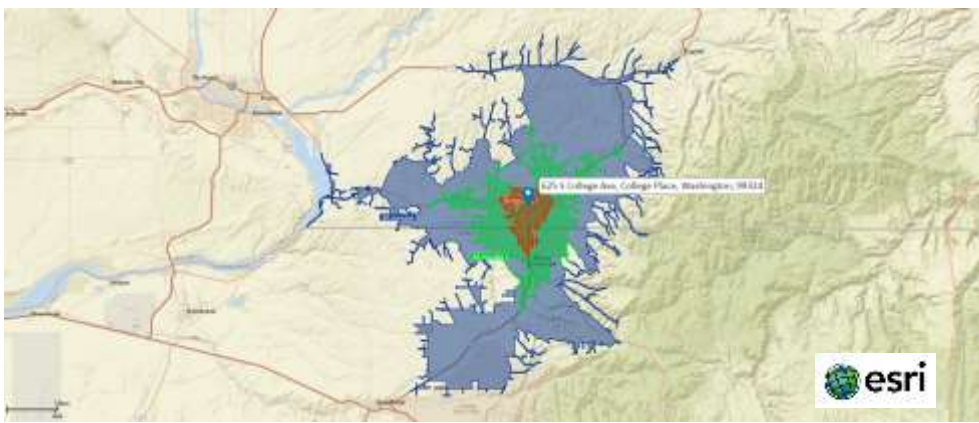


Demographic Overview

	10 Minute Drive		20 Minute Drive		40 Minute Drive	
	2020	2025	2020	2025	2020	2025
Population	42,608	43,784	61,588	63,154	71,740	73,448
Households	16,829	17,326	23,804	24,468	26,857	27,571
Median Income	\$46,847	\$50,641	\$50,255	\$53,439	\$51,411	\$54,981
Per Capita Income	\$25,146	\$27,954	\$26,314	\$29,428	\$26,141	\$29,310
Median Age	37.3	38.7	37.9	39.0	38.2	39.3

- ✓ Pro-business attitude
- ✓ Prime location
- ✓ Inexpensive business license and permitting costs
- ✓ Efficient development review process
- ✓ Access to highway, rail, and airports
- ✓ Great quality of life
- ✓ Outstanding public and private K thru 12th grade school systems
- ✓ Three superb higher education institutions
- ✓ Over 85 acres of Infill and greenfield development sites
- ✓ Competitively priced utilities

Drive Time Trade Area Map



City of College Place Economic Development

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These retailers are *Beautifully positioned* in College Place, Washington!

Based on an analysis of lifestyle characteristics of our households, College Place's consumers match the core customers of concepts such as:

Potential Retail Leakage 40 Minute Drive Time

- Restaurants: \$10,497,991
- Automotive Dealers: \$33,781,639
- Electronic and Appliances: \$11,432,448
- Health & Personal Care: \$12,580,946
- Gasoline Stations: \$22,792,825
- Clothing Stores: \$20,542,773
- Grocery Stores: \$3,759,388
- Furniture & Home: \$8,679,475



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