



Cultivating a Cuisine Culture:

How the Wine Industry Ignited Walla Walla's Economy



Bellingham City Club

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Bellingham, Washington

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The Challenges of our Time

Balancing Security, Prosperity, and the Environment

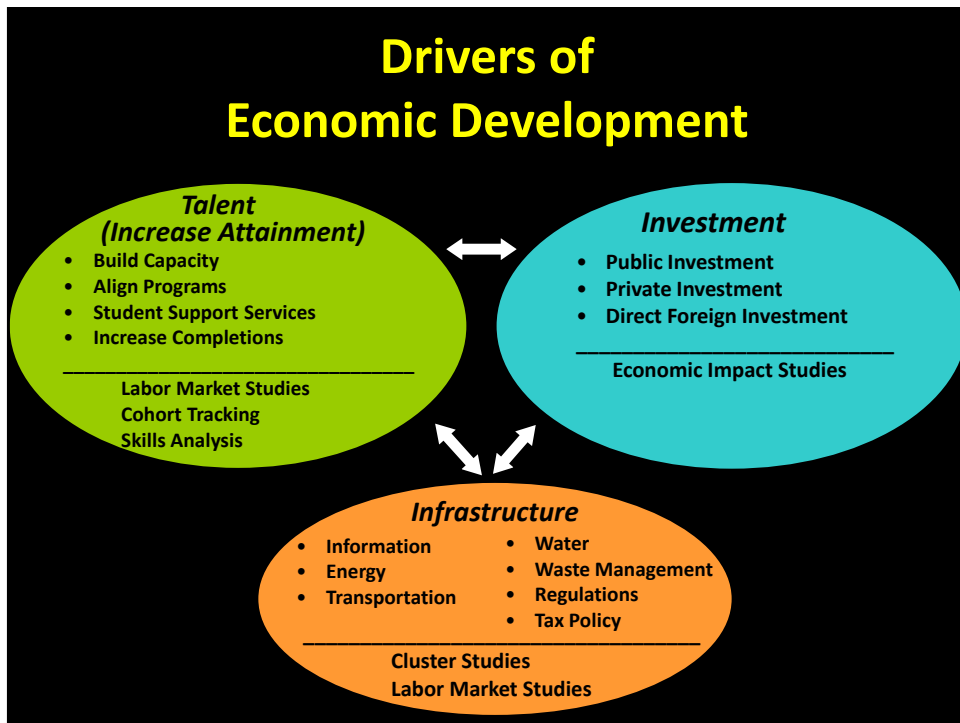
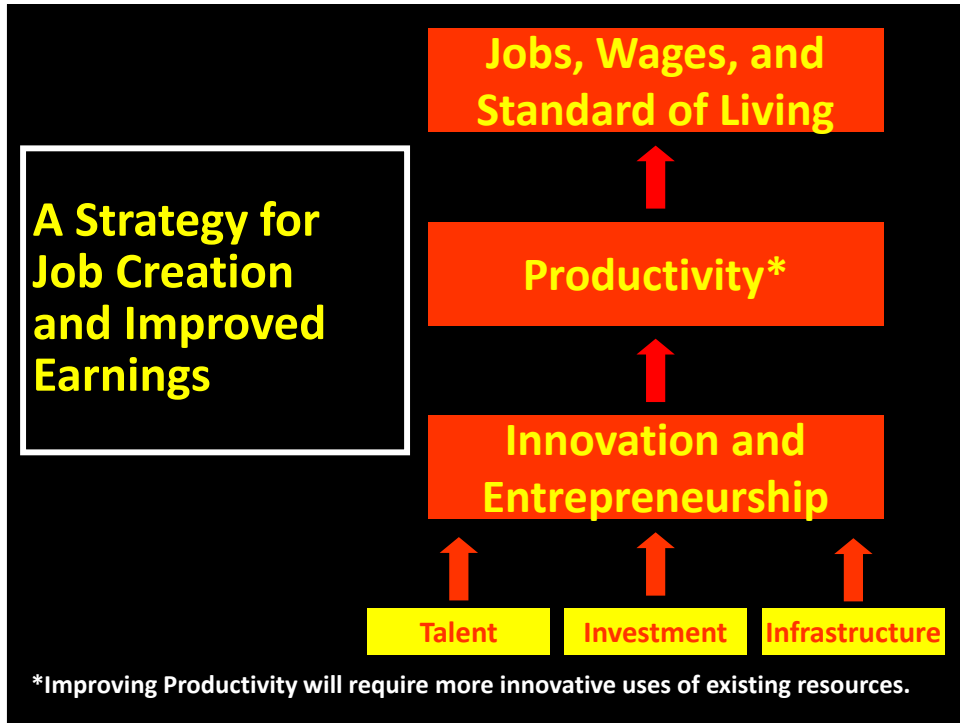
Safety and
Security



Economic
Competitiveness



Environmental
Sustainability



Our Vision: Wine / Food / Art



WWCC Center for Enology & Viticulture Center of Innovation for the Wine Industry



***2006 Governor's Workforce and Economic
Development Best Practice Award***

WWCC Enology Students Learning While Creating College Cellars Wine



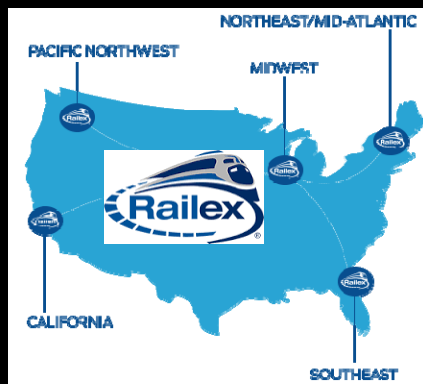
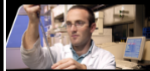
Wine Country Culinary Institute With a Focus on Pairing Food and Wine



Water & Environmental Center



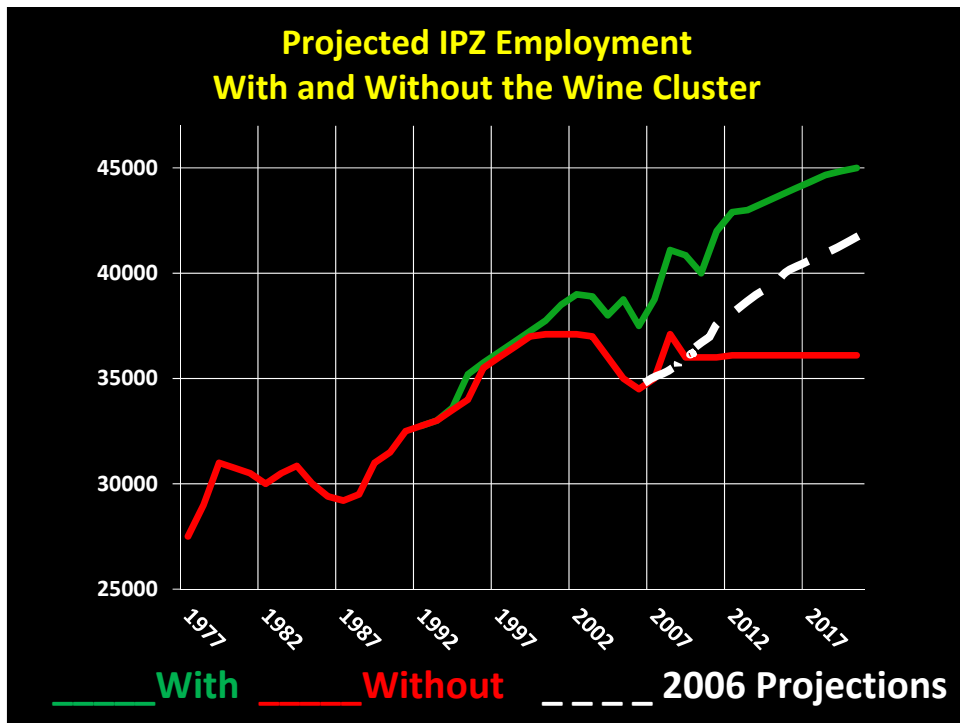
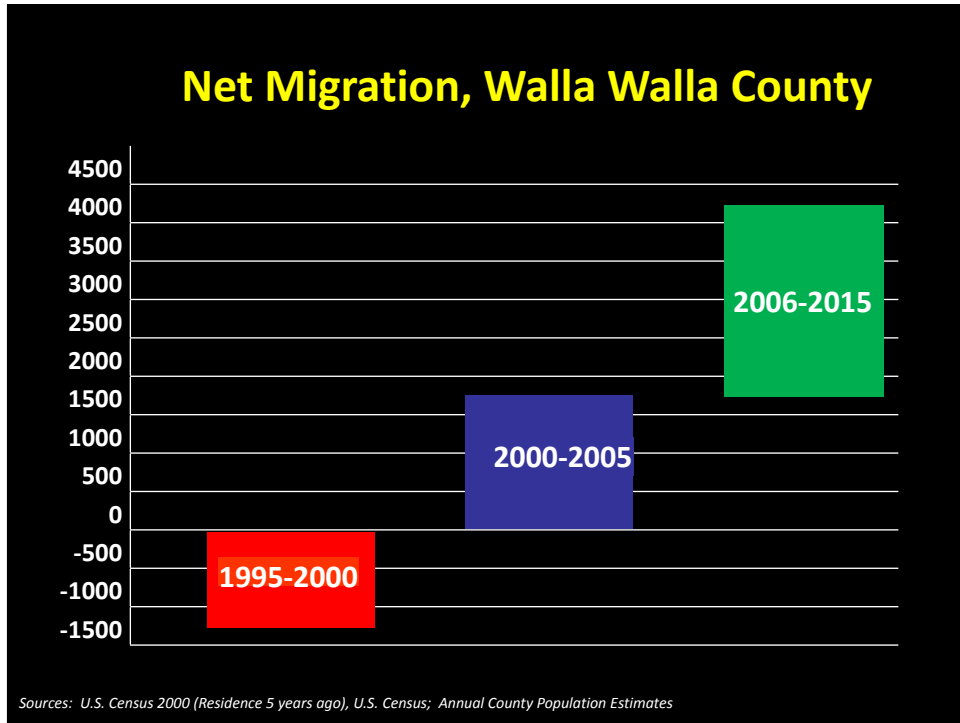
ETS Laboratories is the leading independent laboratory serving the global wine industry today. ETS Labs assists wineries in the consistent production of better wines.






A High Value-Added Industry

- When processed, 300 acres of wine grapes generates the same revenue as 20,000 acres of 100 bushel/acre wheat.
- Wine production contributes \$4.8 billion to Washington's economy (*Washington Wine Commission 2015*).
- Wine production in Walla Walla County contributes over \$300 million to the local economy (*Washington Wine Commission 2015*).
- 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.





Economic Impact of Establishing 1,000 Acres Of Vineyard Production in the Walla Walla Valley

Employment, Earnings, and Sales							
		Vineyard Operations			Winery Operations		
Time Period	New Acres	New Full-Time Jobs	Total Combined Earnings	Gross Sales	New Full-Time Jobs	Total Combined Earnings	Gross Sales
Year 3	200						
Year 6	500						
Year 9	1,000	120	\$4,392,000	\$8,750,000	200	\$6,000,000	\$60,000,000
	Indirect	48	\$2,898,720	\$2,800,000	80	\$3,960,000	\$19,200,000
	Total	168	\$7,290,720	\$11,550,000	280	\$9,960,000	\$79,200,000

Are We Making a Difference?

1. EMSI cluster study projected creation of 8,913 jobs and \$300 million in earned income by 2020.
2. Total direct travel and tourism spending has increased 250 percent from \$50 million (2000) to \$125 million (2015).
3. Hotel room demand has increased 44 percent to 180,000 room nights (2004 - 2013).
4. Assessed value has increased 90 percent to \$4.75 billion (1999 - 2015).
5. 119 rentals currently listed on Airbnb.
6. Sales of agriculture products increased 230 percent to \$4.3 billion (1987 - 2012).
7. Full-service restaurants project to provide 1,326 jobs in 2020.

“The Walla Walla Valley is a place where scenic beauty, incredible wineries, enticing restaurants, cultural inspiration, outdoor adventures, and small town friendliness come together to create an experience you’ll want to share again and again.”

Visit Walla Walla