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SELAH DOWNTOWN ASSOCIATION RECEIVES GRANT FUNDING FROM PACIFIC POWER FOUNDATION

Funding received from Pacific Power Foundation will support community and economic development programs in Selah

Selah, WA, September 27, 2016 – Selah Downtown Association (SDA) announced on Tuesday that the organization had received two \$500.00 grants from Pacific Power Foundation. These funds will support SDA's ongoing and future programs in downtown Selah.

"We truly appreciate this show of support from Pacific Power Foundation. SDA is still a relatively new organization, so to receive grants of this type is a big deal for us. We have several significant programs we hope to develop over the next year, and this funding is crucial to our ability to roll out those programs and ensure that they are sustainable," said Whitney Stohr, Executive Director of Selah Downtown Association.

The funding received from Pacific Power Foundation will support SDA's community and economic development programs centered in downtown Selah. One of the \$500.00 grants will be invested in SDA's ongoing "Second Saturdays in Downtown Selah" program launched last June. Each month, the organization selects a theme and encourages Selah's business community to develop programs, activities or retail promotions around that theme. SDA then advertises the day's activities as a single, downtown-wide event.

"The goal of the program is to combine everyone's efforts to bring people downtown. The idea is that, if you have multiple activities all happening in the same area at the

same time, people are more likely to come downtown and hopefully stay longer," said Stohr.

The second \$500.00 grant will be used as start-up funding for a new program that will offer regular business training and educational opportunities and mentoring for local entrepreneurs and new business owners. SDA plans to launch the program in January 2017.

"The support from Pacific Power Foundation has afforded SDA more opportunities to further our mission of growing our downtown. Our pursuit of bringing more traffic to our downtown area through Second Saturdays and strengthening our business education can begin to move even faster thanks to the generous grant from this foundation," said Barb Petrea, SDA Board President.

Selah Downtown Association will also encourage participation from other local businesses and community partners to further develop and expand "Second Saturdays" and the business training program.

"On behalf of my entire organization, I want to thank Pacific Power Foundation for selecting Selah Downtown Association to receive this grant funding, and in addition, I thank those at the Foundation for seeing the value in these programs and in our mission. Their support and belief in what we're doing in the community further strengthens our resolve," said Stohr.

"'Coming together is a beginning; keeping together is progress; working together is success,' [said] Henry Ford. Thank you for partnering with us," concluded Petrea.

About Selah Downtown Association

Selah Downtown Association is a community organization and a member of the Washington State Main Street Program, and is committed to the revitalization of downtown Selah, Washington, and the promotion of the downtown as the community's social, cultural and economic center. For more information, visit www.selahdowntown.org.

About Pacific Power Foundation

Pacific Power Foundation is part of the PacifiCorp Foundation, one of the largest utility-endowed foundations in the United States. The foundation was created in 1988 by PacifiCorp, an electric utility serving 1.8 million customers in six Western states as Pacific Power (Oregon, Washington and California) and Rocky Mountain Power (Utah, Wyoming and Idaho). The foundation's mission, through charitable investments, is to support the growth and vitality of the communities served by Pacific Power and Rocky Mountain Power. For more information, visit www.pacificpower.net/ppfoundation.