



WALTER CLORE

Wine and Culinary Center



PLAN OVERVIEW

APRIL 2010



Mission



- **The Walter Clore Wine and Culinary Center will be a centrally located, must-see learning center that promotes regional wine and food by actively engaging visitors to learn, experience and appreciate the quality and diversity of the regions' wine and food products.**



Phase 1

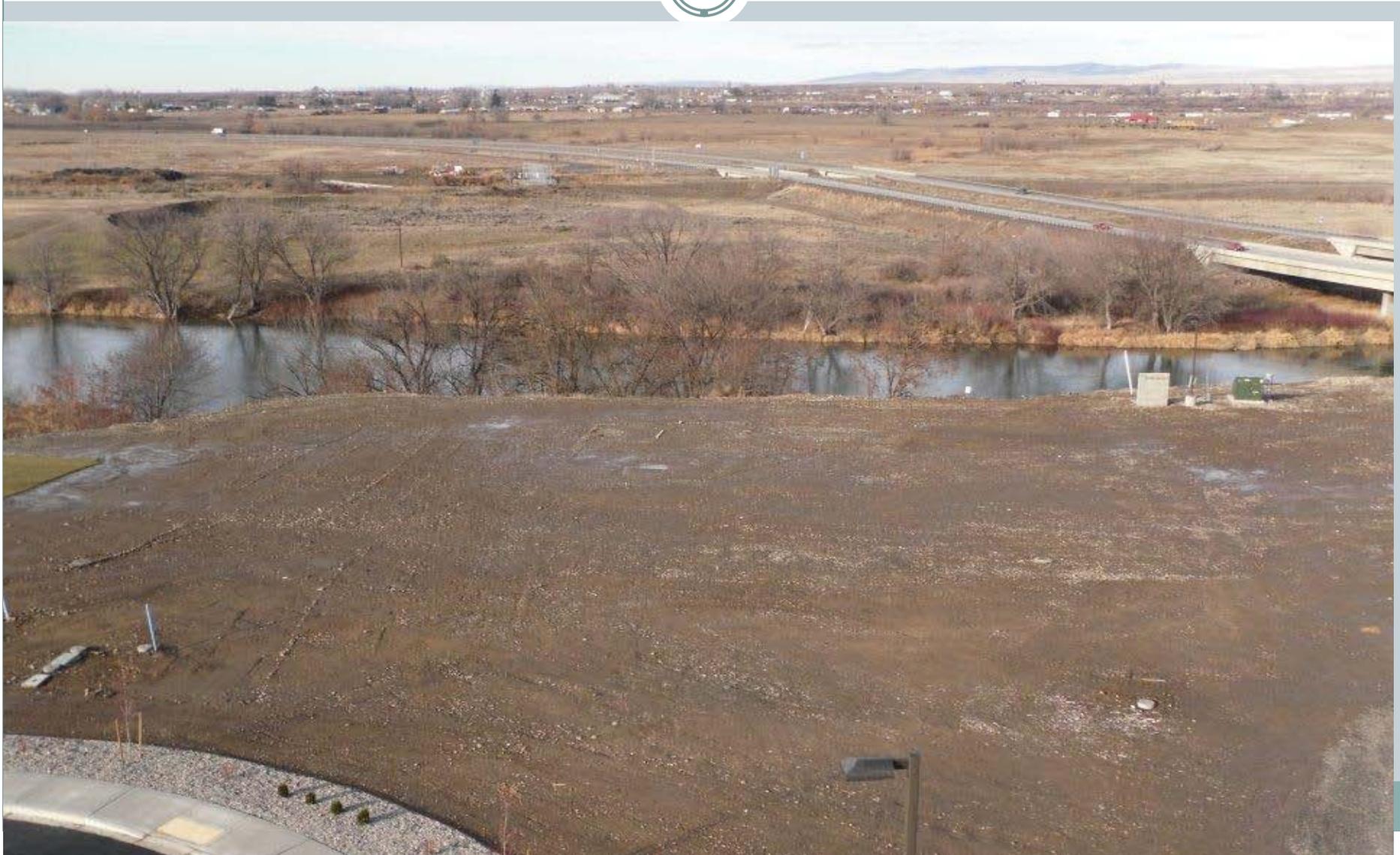
Completed 2008

- ✓ Business plan
- ✓ Property leased
- ✓ Site plan
- ✓ Initial engineering



**Future home of the Walter Clore Wine and Culinary Center
23-acre site overlooking the Yakima River
Prosser, Washington**

Clore Center Site



Phase 2

2009-2010

✓ Infrastructure complete

✓ Outdoor events facility underway

- ✓ Washington State Funds
- ✓ RFP issued, design firm selected
- ✓ Fall 2010



Top left – parking lot paved, curb and sidewalks installed
Middle – sod installed
Bottom left – Entrance to property







E east elevation
Scale: NTS

Sheet Title: east elevation
Scale: NTS

Drawn by: VMD
Issued: 02/19/10

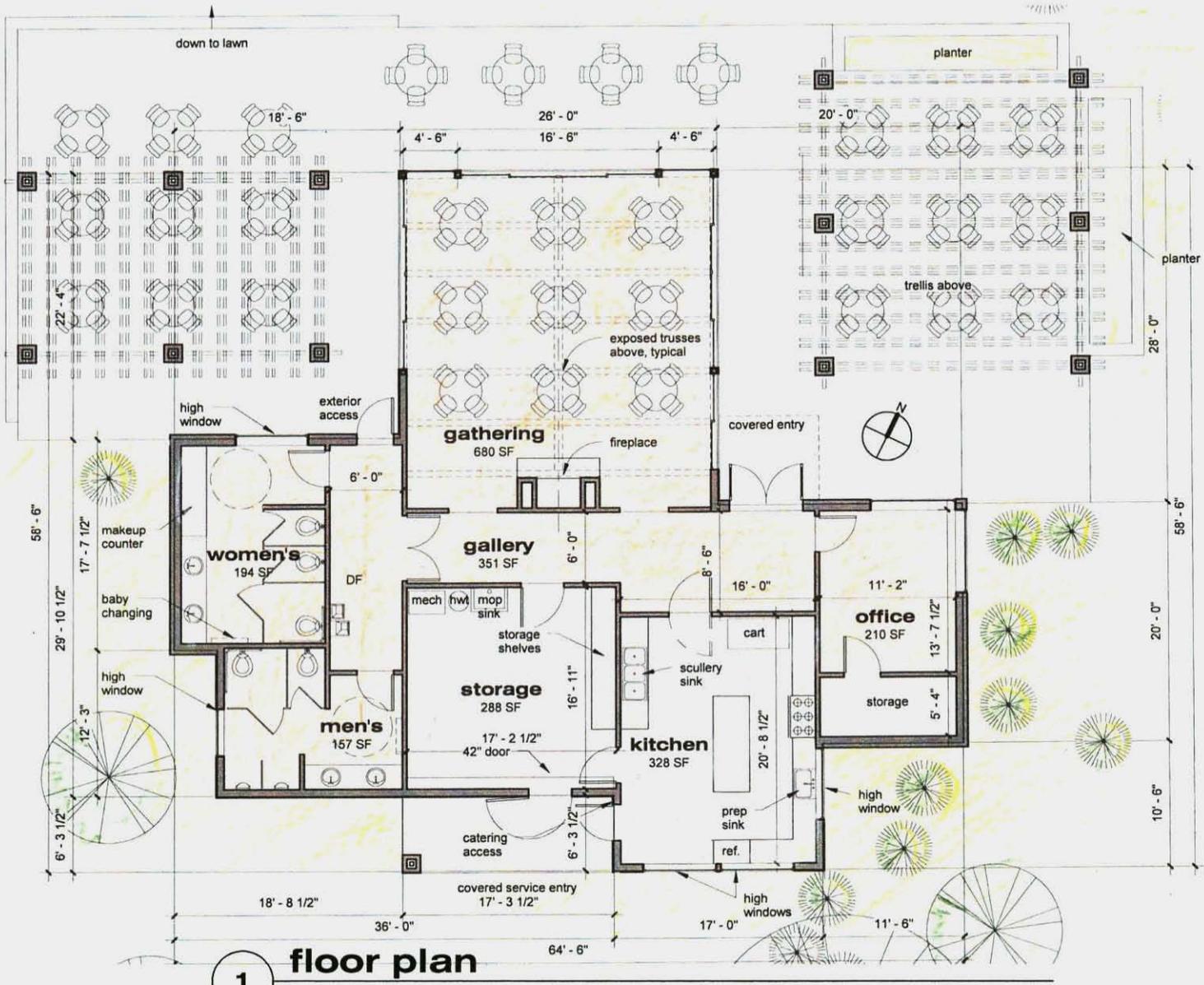
Revision No: -
Date: -

Clore Pavilion
458.01

RD-01

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Sheet Title: floor plan
Scale: NTS

Drawn by: VMD
Issued: 02/19/10

Revision No: -
Date: -

Clore Pavilion
458.01

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RD-02



Phase 3

Start date 2010

Upon conclusion of capital funding.

- Design and build Walter Clore Wine and Culinary Center
- Funding status
 - \$2.0mm State of Washington – committed
 - \$.65mm private donors – pledged
 - \$2.0 EDA grant application – pending
 - Expect Q3 2010 response

EDA Grant Application



- **Port of Benton and WCWCC co-applicants**
 - **POB public entity**
 - ✦ Guarantees compliance with grant conditions
 - ✦ Can receive additional public funds
 - ✦ Has taxing authority
 - ✦ Construct and own WCWCC
 - **WCWCC private non-profit entity**
 - ✦ Exclusive long-term operating agreement with POB
 - ✦ Operating expense annual savings

Roundtable Presentation

Highlights



- **Visitor experience concepts**
 - Entry – Dr. Walter Clore
 - Tasting room – education experience
 - Multi-purpose room – kitchen, entertainment, web cast
 - Exhibits – AVA and people stories, maps
 - Retail shop – wine, food, merchandise sales
 - Office space - staff and leased
 - Grounds – instructional and interpretive

Budget & Visitors

(1,000s)



	Year 1	Year 2	Year 3	Year 4	Year 5
Total revenue	\$551	\$739	\$928	\$1,046	\$1,187
Total expenses	\$631	\$729	\$845	\$943	\$1,054
Difference	(\$80)	\$10	\$83	\$103	\$133

Visitors

20,000

25,000

30,000

35,000

40,000

Clare Center Contacts



Acting Executive Director, Marv Kinney
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Executive Board Members

Jack Chapman, Co-President

Bud Mercer, Co-President

Mike Hogue, 1st Vice President

Deb Heintz, 2nd Vice President

Kathy Corliss
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Roundtable Findings

Highlights



- **Expectations**

- **Increase**

- ✦ wine sales
- ✦ traffic
- ✦ awareness

- **Provide**

- ✦ winery information
- ✦ industry education –trained labor pool
- ✦ meeting place
- ✦ consumer education

- **Brand neutral**

- **No competition**



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THANK YOU