



City of Yakima

News Release

Subject: "Profiles in Business" Highlighting Yakima Economy

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Release Date: Thursday, April 5th, 2018

"Profiles in Business" Highlighting Yakima Economy

From the open road to the friendly skies . . . and a few stops in between . . . the City of Yakima's "Profiles in Business" video magazine series is highlighting local success stories.

"The videos give the public a behind-the-scenes look at the hard work and vision of our area businesses," said City Council Member and Council Economic Development Committee Chair Jason White. "The goal for the videos is to raise awareness of and celebrate what's here in our own community."

Five "Profiles in Business" segments have been produced to date. Each of the approximately two-and-a-half minute videos focuses on a specific Yakima business. Those featured to date include Adventurer RV, Tieton Cider Works, Cub Crafters, YCH HOPS, and Xochimilco Mexican Restaurants.

"Many of these businesses ship products all over the country and they're in our backyard," said Economic Development Manager Sean Hawkins. "Many of us drive right by them and don't realize their impact."

Hawkins has hosted some of the videos. Other hosts include New Vision Director Jonathan Smith, Yakima Terminal-McAllister Airfield Director Rob Peterson, and Yakima Hispanic Chamber of Commerce member Luz Bazan Gutierrez.

Sean Davido of the City's Community Relations Office shoots, edits, and produces each of the videos.

"Sean Davido's tremendous videographer skills are crucial in realizing the vision for this video series," said Communications and Public Affairs Director Randy Beehler.

The "Profiles in Business" video series is an essential element of the City's Economic Development Strategic Plan, available at <https://www.yakimawa.gov/services/economic-development/>. The plan was created in partnership with the local business community and guides the City's economic development efforts through 2020.

"Profiles in Business" videos appear regularly on the City of Yakima's CityCast video magazine, Yakima Public Affairs Channel, Charter Cable Channel 194, and can be viewed anytime on the City of Yakima's YouTube channel, <https://www.youtube.com/c/CityofYakimaWA>