



STAFF REPORT

DEPARTMENT OF COMMUNITY DEVELOPMENT

TO: Economic Development Task Force

FROM: Erika Shook, Community Development Director

DATE: November 21, 2013

SUBJECT: Public Comments on the Economic Development Plan

Attached to this staff report you will find all written/mailed materials submitted regarding the Draft Strategic Plan for Economic Development.

The following is a summary of ideas brought forward in the written comments:

- *Tourism marketing, storefront arts and storefront improvement are important to creating a vibrant downtown which will attract seniors and a senior community and should be included.*
- *Enumclaw should consider branding itself as a base camp for recreational activities with the goal of attracting people to the City – spend time here, and not just a place to gas up, buy a few food items and keep going.*
- *The Arts, a significant draw for tourism, needs to have a place in our economic plan*
- *Create an electronic reader board located at the intersection of SR 410 to advertise local events.*
- *Apply for grants for Music in the Park, murals and public art projects*
- *Create and adopt a strategic plan for creation and construction of a future performing arts center*
- *Continue/increase funding for Arts Alive and Arts and City Art and Culture Department*
- *Create a funding mechanism for arts and performing arts here in the City or adjacent area*
- *Request grants and re-grant/disperse them for arts and performing arts in the City*
- *Build a concert hall and arts center*

- *Build a covered pavilion Downtown for events*
- *The right promotional effort coupled with wise incentives may cause small manufacturing firms to relocate here.*
- *Partner with GRCC to bring a trade school to Enumclaw*
- *I like the idea of a Buy Local campaign*
- *A Tourism Marketing campaign should include email, newspaper, radio, tv internet, billboards etc...*
- *A variety of comments are found in the Patch blog related to retail, big box stores (Fred Meyer preferred, not Walmart) and the type of retail stores people would like to see, including an expanded True Value, a men's clothing store, hobby store, sporting goods, household goods and kitchen store.*

Below are the verbal comments that we received from the various groups that we presented to:

Rotary - October 10, 2013

- *Need for a hotel/quality accommodations*
- *Past experience with Downtown partnership and willingness to help with new efforts.*

Downtown Merchants –October 15, 2013

- *The group has been discussing the possibility of electronic reader boards along SR 410 – at Cole and SR 410 and Expo Center area that would allow for advertising along SR 410. Purpose of the signs weren't entirely clear as to whether they would be for advertising community events or for individual businesses. They have provided their estimates to Rotary.*
- *A downtown event pavilion would help festivals and markets to happen all year long*
- *Downtown has been left out of the strategies: storefront improvements, artists in empty storefronts and similar projects are important and should be considered*
- *Day trip tourism has potential- targeted marketing to Seattle/Tacoma areas to attract day trippers*
- *Downtown merchants should be connected to Expo events – allow them to distribute brochures at Expo events. Brochure with businesses and maps could be handed out*
- *TV mounted at Expo ticket booths could show a video advertising experiences in Enumclaw to draw young Expo event attendees to shop/play in Enumclaw*
- *What are the roles and responsibilities – who will keep this effort going? Will there be a permanent economic development committee or staff person to keep this going?*
- *Promote Downtown as having unique shops*

Chamber of Commerce – October 29, 2013

- *Maybe Chinook Pass should be open year round*
- *Geographic location is an asset to some businesses*

- *Educated people want arts and cultural activities such as music theater and artistic activities, the plan should address this need. Would like to see presentation to arts and cultural groups.*
- *Tourism is important – a tourist is someone who might move here, spend time and money here. Roger Brooks report (Destination Development Inc) provided good information about branding and theme, important to identify niche and have a critical mass of commerce/shops to attract tourists*
- *We need active people to live here*
- *We need a publicist for Enumclaw*
- *Branding and publicity could be around quality of life, country living, tourism*
- *Families follow jobs, need jobs to attract families*
- *Retired people attracted by outdoor recreation*

Downtown Arts Group – November 14, 2013

- *Dream is to have Downtown be a place with all kinds of fun activities going on, concerts, art shows wine walk – there should always be something to do.*
- *Supporting arts and culture is a way to make Enumclaw a tourist destination and a way to attract educated residents. Should be included in the plan.*
- *We need to have interesting arts and cultural activities happening to be able to attract a people, including a senior community here.*
- *Enumclaw should be a destination with arts and entertainment, Interesting shops and restaurants.*
- *Arts and culture attract tourists*
- *Arts help stimulate the economy*
- *Covered pavilion over the downtown parking lot would help downtown activities and events*
- *Need a reader board on SR 410 to direct people downtown and to let them know what kind of activities are going on, increase tourist visits.*
- *Would like to see more murals*
- *Town is getting dirty, and there are empty storefronts*
- *There are no shops for men, we need some shops that would attract men*
- *Need more signage on SR 164 and SR 169 to let people know what is here*
- *We need more doctors – hospital seems to be empty*
- *Subsidize or make it cheaper to have performances – Expo and Danish hall to are too expensive. Would like to set up open mic nights, concerts etc...,but can't afford rental fees. Currently band members are paying to perform.*
- *Arts Alive or Expo could become an arts incubator or art Center with classes and studio space as a way to promote arts and culture and to expand tourism.*
- *We need youth activities. Starfire soccer center is an example.*
- *Sound publishing doesn't publish press releases for free anymore, no free advertising for the arts*
- *Why can't we be like Renton and have buses deliver seniors to our local art and cultural events?*

- *We need to market Enumclaw as a place to visit,*
- *We want to have a great downtown with lots of activities*
- *Arts and cultural events – music and entertainment contribute to the quality of life and attracts people – has been left out of the plan*
- *Can we have tour buses that stop downtown on their way to Crystal Mountain and Mt Rainier?*
- *We should have a Tourism Development Council*
- *Storefront improvement program important*
- *Need an Arts Endowment fund to subsidize performing arts*

Comments on the Enumclaw Draft Economic Plan

Major issues:

1. Tourism marketing, storefront arts, and storefront improvement, are listed as expensive and low impact and then not likely to get resources for improvement. This conclusion seems at odds with one of the main goals to bring “well healed” retired seniors (gated communities for example) into Enumclaw. Retired seniors, besides convenient health care and programs for seniors (Community College Classes, etc.) will be attracted by a vibrant downtown. This is also at odds with listing a vibrant downtown as one of the main attractions of Enumclaw now and in the future.

Minor issues:

2. Retailers within Enumclaw capture 40% of all spending within the Primary Trade Area. Forty percent is just the average of individual category capture rates which range from 96% for Drug and Health Stores to a low of 7% for Accommodations. Using the average of 40% to indicate room for growth may be arbitrary and without useful meaning.
3. Are tourism dollars somehow included in the spending within the Primary Trade Area?
4. It would be nice to be able to see the % of tourism dollars captured in Enumclaw as compared to Sumner or ? Sumner has had about twice the rate of growth in taxable sales as Enumclaw since the early 2000's. Was part of this growth due to tourism?
5. If trade capture was increased by 7% and this was spread evenly over all categories that is only an increase for each category of 7% in sales. A 7% increase in sales is hardly going to support present businesses that are barely making it, let alone make room for more retail business.
6. Is the Taxable Retail Sales chart adjusted for additional population in areas surrounding the city limits (in the Primary Trade Areas for those cities). If this were done then Covington would not be a comparable city, nor would Woodinville, etc.
7. If the category General Merchandize represents large “box stores” like Costco which are the large box stores in Enumclaw that get 18% of the spending?
8. I found it hard to understand the economic impact analysis of the Expo Center on Enumclaw. Was the revenue number of \$55,200 in 2012 actual “profit” to the city and includes expenses also? What about the effect of helping retain businesses by increasing their sales? Is the conclusion from the analysis is that the Expo Center is an asset or is the conclusion is that the Expo Center is a liability? Or, in the future could it become an asset?
9. I feel from my experience (in downtown) that the amount of spending in Enumclaw from patrons of the Expo Center was greatly over estimated. This was estimated from studies of the Showare Center in Kent. However, the Showare Center in Kent is embedded right in town and close to the popular Kent Station. The Expo Center is more isolated from downtown Enumclaw which limits the number of patrons that make the effort to come to downtown Enumclaw.

John Locatelli

Young's Enumclaw Flowers and Gifts

Erika Shook

From: Bill Otto [inetcon@msn.com]
Sent: Sunday, August 04, 2013 9:30 AM
To: Erika Shook
Subject: Economic Development for Enumclaw

Dear Erika,

I meet regularly with a few citizens of Enumclaw or in from the immediate area. Among other things, we are discussing ideas to try to develop for the betterment of the city, etc. I have spent some time researching the "art" of branding a community. A few years ago, as you probably recall, an effort was proposed to brand Enumclaw as an Equestrian Center. That idea didn't quite fly, right?

Well, as we look at the area, compare it a bit with other communities in the USA as well as Canada who have "found" their brand, we are toying around with the concept of a new approach. Enumclaw, because of its close proximity to a myriad of outdoor recreational and sports activities - from hiking to biking to rock climbing to horseback riding to snowmobiling to off-road sport to skiing and snowboarding, as well as the spectacular sightseeing facilities, we kind of see Enumclaw as potentially being the "Base Camp" for these attractions. One central place for visitors to stay for the time that they need to participate in one or more of these activities.

The goal is to attract people to the city - to spend time here, and not just a place to gas up, buy a few food items, and keep going.

What do you think? Where do you see us progressing with a concept such as this?

Enumclaw - Western Washington's BASE CAMP

Sincerely,

Bill Otto
Enumclaw, WA

*"You are never too old to set another goal or dream a new dream."
- C.S. Lewis*

TO: TASK FORCE – City of Enumclaw Economic Development Plan
From: Susan Etchey, Arts Advocate
Date: November 14, 2013

Research nationwide proves that the arts and culture of a city can be drivers of its economy. (Americans for the Arts see at www.usartas.org) However, **in our proposed plan, the economic potential of Arts & Culture in Enumclaw are not even mentioned.**

In our plan there are numerous strategies to overcome dropping revenues due to lack of sufficient business and residential growth. Sadly, for the past two years, **Enumclaw has lost population, not gained.** Some people moved away due to lack of jobs. We need jobs but what about arts and culture? What will attract people to move her? What spurs residential growth? ... Studies show many people, *especially professionals and retirees*, prefer to live in or near in towns where arts, culture and entertainment are abundant and accessible. Without a focused plan heading us in that direction we will suffer in the arts. **Arts, a significant draw for tourism, needs to have its place in our economic plan.** With a plan we can envision our Enumclaw becoming the “*Port Townsend of the mountains*” - a beautiful place unlike any other.

Here are just some possible strategies our economic development plan might include :

- 1) **Apply for grants to create an electronic (computerized) reader board located at the triangle on Hwy 410 advertising our local events on an updated and regular rotation basis. This would bring attention to and help increase attendance at the numerous events, performances, art shows, festivals, fundraisers that our local non-profit arts organizations offer, as well as Expo events and City meetings. (Our current static reader board on Griffin has shortcomings.)**
- 2) **Apply for grants for such things as: Music In The Park Series, murals and public art projects.**
- 3) **Develop a strategic plan for creation and construction of a future performing arts center.**
- 4) **Continue to fund the Enumclaw Arts & Culture Department with extended hours of operation, when funds are available.**
- 5) **Continue to help fund Arts Alive! Center for the Arts.**

Strengthening Rural Economies through the Arts

August 28, 2005

Every state has areas with rural characteristics. Rural areas are often noted for providing an enhanced quality of life and some of the highly distinctive and treasured dimensions of a state's culture and character. However, these regions also may face economic development challenges such as geographic isolation from metropolitan areas, infrastructure deficiencies, poor links with metropolitan and global markets, and the flight of skilled human resources to metropolitan regions. States have successfully addressed these challenges through the arts.

An arts-based economy can enhance state efforts to diversify rural economies, generate revenue, improve the quality of life, and attract visitors and investment. Rural areas often feature various arts and cultural industries, which, with some assistance, can become productive economic sectors. In addition to stimulating substantial employment and tax revenues, arts enterprises are highly entrepreneurial, readily available in many communities, and attractive to tourists. The arts also create a highly desirable quality of life that draws businesses and knowledge workers to further stimulate the economy.

Many state initiatives are harnessing these creative assets to help revitalize rural regions while improving their ability to compete in the new economy. State arts agencies are positioned to assist in economic development efforts; many already initiate, support, and grow arts programs that contribute to rural economies. States have adopted a wide array of arts-based economic development strategies, including the following.

- Integrate the arts as a formally recognized and quantified industry into state economic-development planning as a part of overall investment strategies and programs.
- Use traditional entrepreneurship and economic-development tools, including incubators, start-up capital, and training.
- Attract the arts community by offering incentives, supporting business collaboration, and improving physical infrastructure.
- Use higher-education systems in training and business assistance efforts.
- Integrate the arts into planning and marketing to build sustainable tourism.
- Invest in cultural resources for rural areas by helping fund rural programming and providing incentives for other entities to invest in rural communities.
- Identify, obtain, and creatively use the wide variety of federal resources available from sources including the National Endowment for the Arts and U.S. Departments of Agriculture, Transportation, and Commerce.

Related Content

- [Strengthening Rural Economies through the Arts](#)

Arts and Performing Arts --Proposed for 5 year Plan for Enumclaw, WA

In 1927 Joseph Maddy had a vision for a summer camp where students could come, learn, play music together and enjoy their summer. An organization called the National High School Orchestra Camp Association was formed, they bought land near Traverse City, Michigan and the place was called the Interlochen National Music Camp. In 1962, they formed the first Arts boarding school called Interlochen Arts Academy. The place and the structures have grown and it became known as the Interlochen Center for the Arts. Producing some of today's top performing artists, writers, artists, sculptors, composers and administrators, doctors, lawyers, et al.

Maddy's passion was to start something, then find the money to fill the hole, whether the construction of a building or a program. From about 1938 through last year...I have witnessed this progress of a place which reaches around the world for the world of talent.

We have much talent here in Enumclaw; artists, writers, sculptors, performing artists. We just do not have the money, the venues, nor the audiences to showcase what indeed is already here. But we have to start somewhere, and why not with the City's new 5 year plan.

Some of the money spent on consultants in the past by the city, could have supported some of the cultural groups here in town for a number of years. But this is not to criticize the past, but to say that money can be made available, whether to hire consultants, arrange for grants, arrange for long range advertising and promotions to bring audiences here, or to send our talent as ambassadors for Enumclaw to other areas.

I think the number one thing in the 5 year plan needs to be the development of funding for arts and performing arts and artists here in the city or adjacent area. Our Gateway Band for instance would play in Sumner except for the cost of \$400 to rent the auditorium, as well as enough money to advertise in that area that we would be playing there.

There are other instances of performance which have gone unknown to even people here in town for lack of good promotions. People who are artists often don't participate because as organizations we lack funds to promote our groups in a well-orchestrated marketing plan. 4-culture and other funding units have put restrictions on who can get those funds which are available, one of which is that an organization "must have a paid executive with \$125,000 compensation for two years."

I told the funding coop group their insane restriction was such that if we had money to pay someone that much, we wouldn't be asking for funding.

Given this; our first order of business would try and get the city to fund an executive at that rate (or whatever rate is now required by the granting group) so that that executive could request grants and be eligible to receive them for dispersion to arts and performing arts here in the city.

This is my "Joe Maddy" start-up request; proposal. If this first step would be achieved, we would start bringing in other funding...and maybe the matching money to build our own concert hall and arts center.

I visited the Starfire sports center in Renton today (9-10-2013.) "Build it and they will come"...from all over. An unbelievable number of soccer teams playing in one city, indoors and outdoors, in one day!

Arts and performance can be like that too, with the right venues, the right funding, and right promotions.

Submitted by Paul Jackson

The City of Enumclaw needs to incorporate arts in its draft economic development plan. Omitting the arts is an oversight, at best, and a great mistake at worst. Arts are a catalyst to the creation and sustaining of a healthy community, not only in terms of culture and activity, but also in terms of a vibrant economy. Other towns and cities in our region have successfully implemented arts as part of economic development and redevelopment. Cities of similar population that have integrated arts into economic development and redevelopment include Sumner, Gig Harbor, and Anacortes. Although having a larger population than Enumclaw, Edmonds remains a relatively small city that has leveraged arts to create a healthy economy. Tacoma, as one of Washington's larger cities, wisely incorporated arts into its revitalization planning that has transformed the city from years of decline into an once again desirable city. Before the City of Enumclaw adopts any economic development plan, the role of arts needs to be explored and included in the plan.

John S. Mayers

Historical Downtown
Enumclaw
Enhancement Foundation, Inc.

To enhance and promote our beautiful city



PURPOSE

A foundation to strengthen the economic base of Enumclaw, encouraging visual improvements and creation of public facilities that promote the downtown area as Enumclaw's social, cultural economic center.

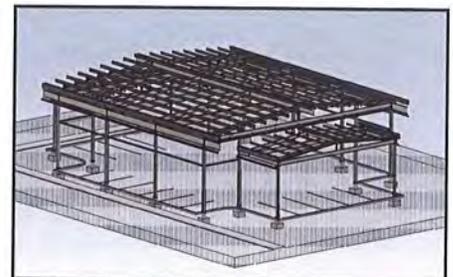
GOAL

To help create, in a public/private partnership with the City of Enumclaw, a functional and architecturally pleasing open air public pavilion in downtown Enumclaw that enhances the downtown parking experience and yet provides covered shelter for social, educational and recreational gatherings and events.

USES

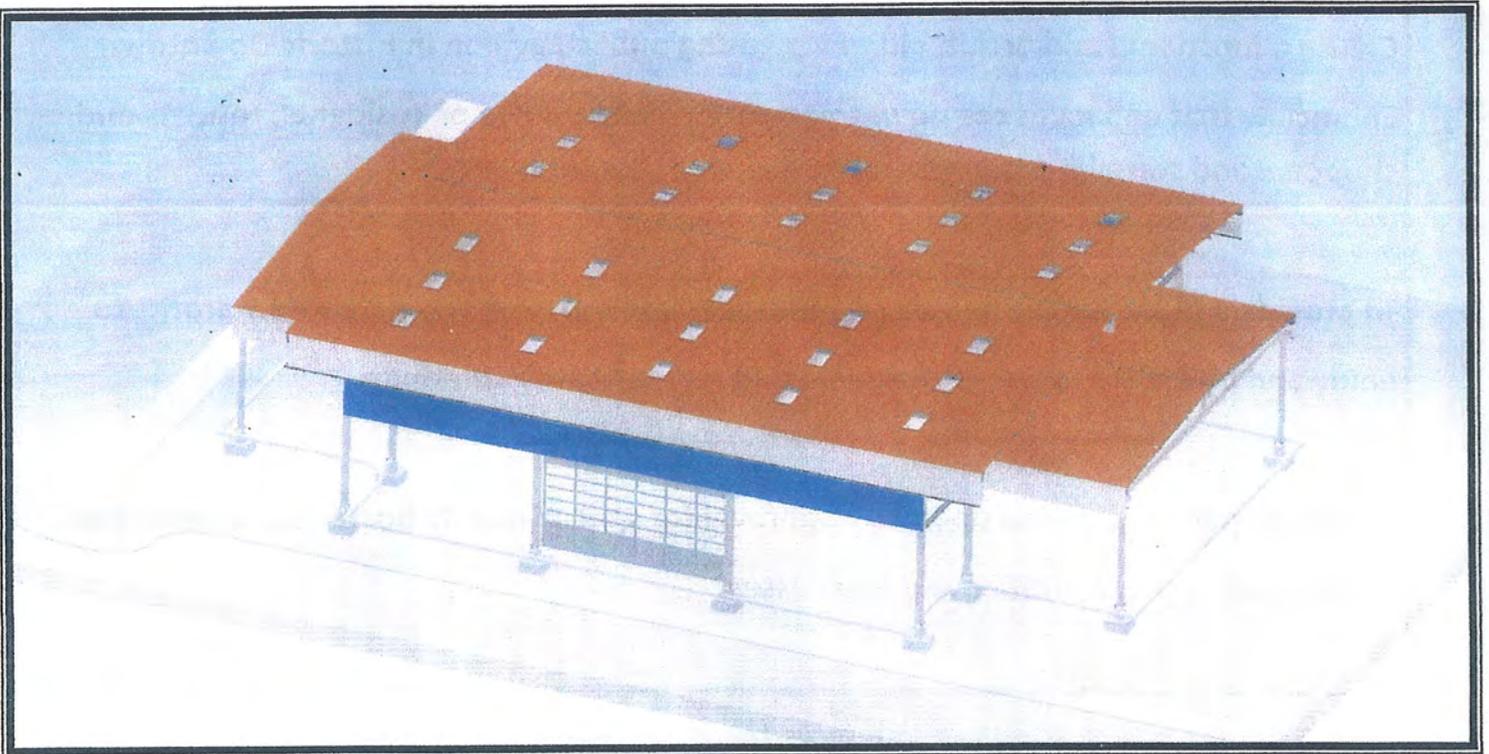
Available for a variety of community, civic and social events throughout the year like a Saturday farmer's market, dances and performances, concerts, chili cook-offs, rallies, tournaments, car and biker shows, youth exhibits and recitals, and more.

RENDERINGS



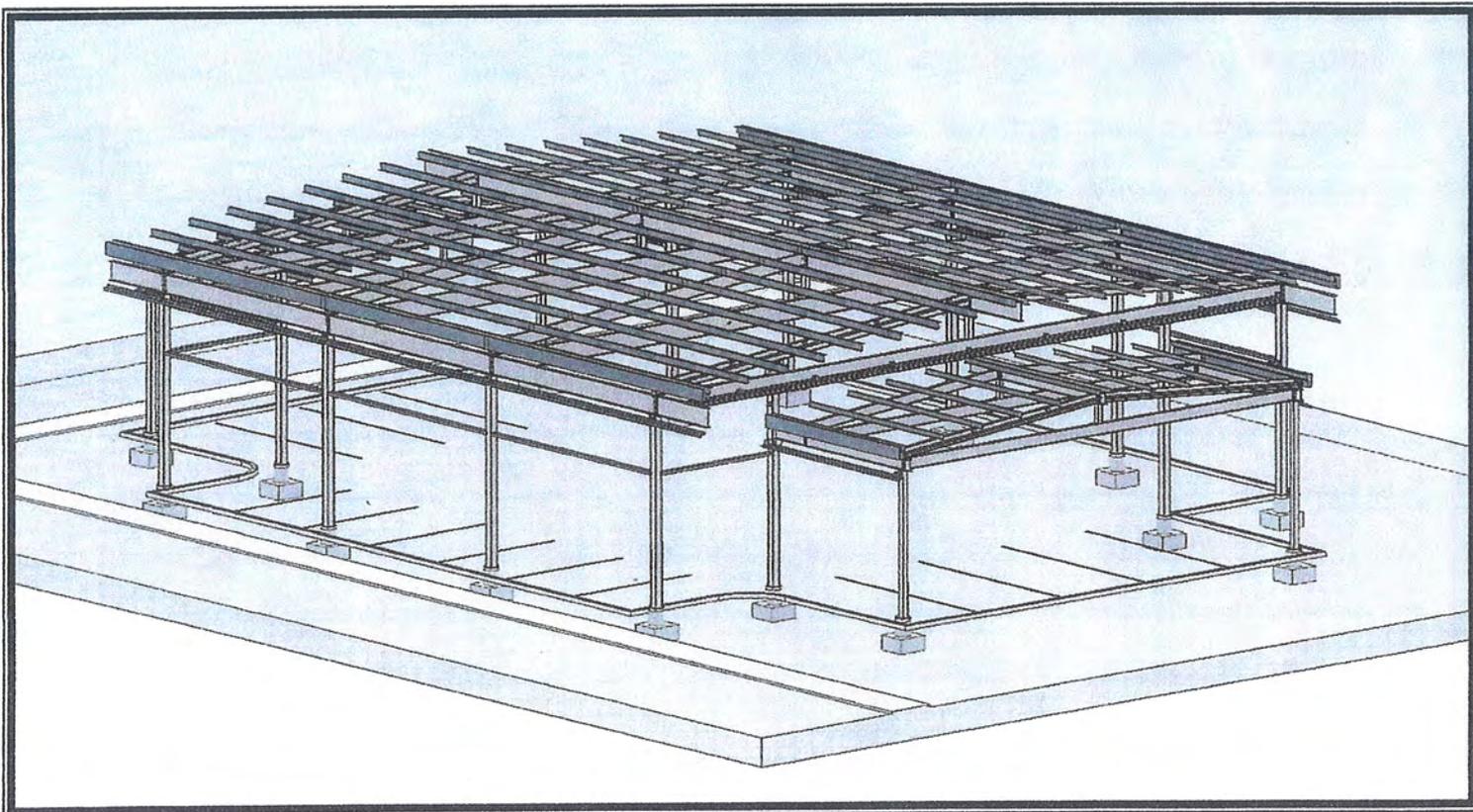
For more info contact:
Marilyn Nelson
360-825-3134 or
email azaroa1940@gmail.com

ECONOMIC DEVELOPMENT PROPOSAL



ENUMCLAW PAVILION

COLE STREET & INITIAL



10,000 Square Feet Under One Roof

All present parking stalls preserved. Available for a variety of community, civic and social events throughout the year.

For more information contact Marilyn Nelson 360-825-3134

GOAL:

Create a functional and architecturally pleasing public pavilion in Historic Downtown Enumclaw that enhances the downtown parking experience of residents, tourists and shoppers and stimulates tourism and economic development.

To provide a place for the people of Enumclaw and our own Enumclaw non-profits to enjoy and utilize for social, educational and recreational gatherings.

To utilize space as a rental upon city-approval for special events hosted by commercial enterprises, private entities and businesses.

Imagine the Possibilities!

Approximately 10,00 square feet for fun!

Saturday Farmer's Market (year round)

Garden Show

Street Dances

Chili or BBQ Cook-off

Car and Biker Shows

Annual Flea Market

Youth Exhibits and Recitals

Drum Circles

Concerts

Rallies

Community Gatherings

Rental Possibilities

Tournaments (like Ping Pong, Chess, Badminton, Volley Ball, Horseshoes (You name it!))

And much more!

NOTE: This property and structure will remain the property of the city of Enumclaw.

The proposed structure will be paid for by grants, endowments, donations and other creative financing possibilities.

Downtown Merchants & Friends Economic Development Proposal

WHAT:

To create a functional but decorative, architecturally pleasing * **Cole Street Pavilion Parking Area** in Historic Downtown Enumclaw that enhances the downtown parking experience for tourists and shoppers and aids in Tourism and Economic Development.

WHERE:

Utilizing the current municipal parking lot located on Cole Street between Initial and Stevenson Streets is a logical and strategic location.

WHY:

- A) **"To Increase Tourist Visits" is one of the major goals of the city as outlined in the city's May 2013 Economic Development Plan.**
Tourism is essential for the survival and economic sustainability of Historic Downtown Enumclaw. Revenues from thriving stores are essential for the city. The economic plan states: **"It is important to monitor the success of the Economic Development projects and programs. Overall, the City's Economic Development efforts should be considered successful if they 1) increase the number of jobs created, 2) increase the business survival rate, and 3) increase sales tax collection."** An enhanced parking experience for tourists and shoppers will help the city attain these goals.
- B) The municipal parking lot on Cole St is the only public parking lot for Tourists, other than curbside parking. It provides convenient access to many retail shops and restaurants dependent on foot traffic.
- C) Many cities have created public plaza-like settings in downtown cores to stimulate pedestrian traffic in shopping areas. A roofed parking with frontage facing the main street with easy access to shops can have the same goal as a plaza and would enhance tourism.

SPECIAL FEATURES:

- A) With the parking lot's current public rest rooms we can direct people driving through town on Griffin St. or Hwy 410 into the downtown core with new or additional signs to the parking lot plaza.
- B) Current signage on Hwy 410 is inadequate and needs improvement ASAP. Since it is the goal of the City to address the issue of **"way-finding and signage to direct people to and through Enumclaw instead of around"** this crucial matter needs to be addressed.
- C) Additional metal benches bordering the parking area would be appreciated by shoppers/tourists. Other downtown plazas like the ones in Kent and Renton provide sitting areas. Some have fountains and sculptures which could eventually be incorporated into this space.

- D) **Potential for providing an electric vehicle charging station, also called EV charging station, electric recharging point, charging point and EVSE (Electric Vehicle Supply Equipment) for recharging of plug-in electric vehicles, including all-electric cars, neighborhood electric vehicles and plug-in hybrids.**
- E) **A covered parking area will provide cover for rainy and sunny days alike, a welcome convenience for visitors and shoppers.**

MULTI-PURPOSE USES:

The city has an interest in a **“Revitalized historic downtown. The right mix of activities, restaurants and shops attracts tourists and residents to support it. There are downtown activities in the evenings, downtown gathering spaces.”**

To stimulate downtown activities a covered pavilion parking area could be used for many other purposes, such as:

- 1) Location of Saturday Farmers Market
The city's goal is **“Emphasis on healthy living, farmers market to spot light local farms, emphasis on maintaining farm fresh food/businesses.”**
- 2) Arts Alive! Center for the Arts sponsors a monthly “Lots of Art”
- 3) Annual Outdoor Events.
- 4) Staging Area/ Announcements Stage for organization's to conduct Christmas Parade/ 4th of July Parade/ Summer and Winter Wine Walk / Street Fairs, Rallies, High School Band Performance, dance performances, school events, etc.
- 5) With city permits it could be offered as a rentable area for commercial groups to stage an event, music, festival, market, etc. thus bringing in some city funds for upkeep costs.

NOTES:

* The name of this project is just a working title. The name is TBD at a later date.

*Explanation of Charging Station from Wikipedia: An **electric vehicle charging station**, also called **EV charging station**, **electric recharging point**, **charging point** and **EVSE** (Electric Vehicle Supply Equipment), is an element in an infrastructure that supplies electric energy for the recharging of plug-in electric vehicles, including all-electric cars, neighborhood electric vehicles and plug-in hybrids.

As plug-in hybrid electric vehicles and battery electric vehicle ownership is expanding, there is a growing need for widely distributed publicly accessible charging stations, some of which support faster charging at higher voltages and currents than are available from domestic supplies. Many charging stations are on-street facilities provided by electric utility companies, mobile charging stations have been recently introduced. Some of these special charging stations provide one or a range of heavy duty or special connectors and/or charging without a physical connection using parking places equipped with inductive charging mats.

JUL 15 2013

An **electric vehicle network** is a proposed infrastructure system of publicly accessible charging stations and possibly battery swap stations to recharge electric vehicles. Government, car manufacturers, and charging infrastructure providers have entered into many agreements to create such networks.

***The following are excerpts from the Enumclaw Strategic Plan for Economic Development May 2013**

POTENTIAL STRATEGIES

The following section provides examples of potential economic development strategies for the City of Enumclaw to consider. They include ideas brought forth by City staff as well as strategies discussed by the Economic Development Task Force. The City's Economic Development Task Force has structured economic development strategies into two categories:

Retain and Encourage Growth of Existing Businesses

Programs

- Store Front Improvement Program*: Loan interest revolving loan program to help fund the revitalization of existing building facades.
- Storefronts Art Program*: Bring art installations and artists into vacant downtown retail space

Marketing and Advertising

- Way-finding Signs
- Web page
- Marketing materials: Brochures, DVD, magazines
- Media: Television, Radio, Press Releases

Incubators and Industry Clusters

- Agricultural and Food Product Incubator*: Design and installation of facilities necessary for the production of agricultural and/or food product manufacturing that start-up companies can rent at low cost to create and develop products before investing in expensive equipment. Examples: jams/jellies, baked goods, wine-making, distilled spirits and cheese.
- Business Incubator*: Facility that offers office space, shared office equipment, accounting help and business counseling for start-up companies that aren't ready purchase their own space.
- Technical Assistance*: City staff helps the companies organize materials and provide needed data for bond offering statements for Washington Economic Development Finance Authority bonds.

Documents prepared by Marilyn Nelson and Susan Etchey, July 2013

Hi Erika

Here are some of my thoughts on the draft plan-----I don't need a response as I know that you are busy.

John Locatelli

Young's Flower's and Gifts

1. Retailers within Enumclaw capture 40% of all spending within the Primary Trade Area. Forty percent is just the average of individual category capture rates which range from 96% for Drug and Health Stores to a low of 7% for Accommodations. Using the average of 40% to indicate room for growth may be arbitrary and without useful meaning.
2. Are tourism dollars somehow included in the spending within the Primary Trade Area?
3. It would be nice to be able to see the % of tourism dollars captured in Enumclaw as compared to Sumner or ? Sumner has had about twice the rate of growth in taxable sales as Enumclaw since the early 2000's. Was part of this growth due to tourism?
4. If trade capture was increased by 7% and this was spread evenly over all categories that is only an increase for each category of 7% in sales. A 7% increase in sales is hardly going to support present businesses that are barely making it, let alone make room for more retail business.
5. Is the Taxable Retail Sales chart adjusted for additional population in areas surrounding the city limits (in the Primary Trade Areas for those cities). If this were done then Covington would not be a comparable city, nor would Woodinville, etc.
6. If the category General Merchandise represents large "box stores" like Costco which are the large box stores in Enumclaw that get 18% of the spending?
7. Tourism marketing, storefront arts, and storefront improvement, are listed as expensive and low impact and then not likely to get resources for improvement. This conclusion seems at odds with one of the main goals to bring

“well healed” retired seniors (gated communities for example) into Enumclaw. Retired seniors, besides convenient health care and programs for seniors (Community College Classes, etc.) will be attracted by a vibrant downtown. This is also at odds with listing a vibrant downtown as one of the main attractions of Enumclaw now and in the future.

8. I found it hard to understand the economic impact analysis of the Expo Center on Enumclaw. Was the revenue number of \$55,200 in 2012 actual “profit” to the city and includes expenses also? What about the effect of helping retain businesses by increasing their sales? Is the conclusion from the analysis is that the Expo Center is an asset or is the conclusion is that the Expo Center is a liability? Or, in the future could it become an asset?

9. I feel from my experience (in downtown) that the amount of spending in Enumclaw from patrons of the Expo Center was greatly over estimated. This was estimated from studies of the Showare Center in Kent. However, the Showare Center in Kent is embedded right in town and close to the popular Kent Station. The Expo Center is more isolated from downtown Enumclaw which limits the number of patrons that make the effort to come to downtown Enumclaw.

Erika Shook

From: Fred Sears [fsears55@yahoo.com]
Sent: Wednesday, July 24, 2013 5:21 PM
To: Erika Shook
Cc: David Hancock <hancock2010@hotmail.com> Fred Sears <fsears55@yahoo.com> Jeff Dahlquist (jeffdahlquist@comcast.net) <jeffdahlquist@comcast.net> Jessica Kinney <JKinney@Shannon-CPAs.com> Linda Kleppe-Olson (Kleppe43@msn.com) <Kleppe43@msn.com> Lori McDonald (lori@mcdcompany.com) <lori@mcdcompany.com> Mike Sando
Subject: Draft Economic Development Plan Comments

Erica,

Here are my comments regarding the Draft Enumclaw Strategic Plan for Economic Development. Please forward them to the Task Force and other appropriate members/participants. Thanks.

I have read through the plan 3 times and each time I gain more understanding of the thinking and effort that has been invested in this project. I am impressed. My comments are from the perspective of someone who has been living in Enumclaw for only 10 years. I moved here in 2003 as a career move, but shortly after moving here that career path ended and I became a small business owner. I own F&B Excavating as a sole proprietor. My children are on their own and self supportive, so it is just my wife and I. We live in Flensted Neighborhood.

In 2011 I applied for an opening on the planning commission and was accepted. I have an extensive background in Municipal Public Works Operations and thought it would be interesting to become more involved in community affairs relating to long range planning and all of the other responsibilities that come with being on the planning commission. We love Enumclaw, we have made many lifetime friendships here.

So I think my comments, though few, may bring a fresh perspective. They aren't very specific as to the plan itself because I think the work surrounding the ideas presented is thorough.

I see Enumclaw's geographic location as one of it's biggest strengths. Not only for the obvious beauty in it's natural surroundings, but also for the location in relation to the ease of access to Tacoma, Seattle, and everywhere in between. Our location has good access to the larger shipping and transportation hubs in the Central Puget Sound area. The report seemed to indicate that our location is too remote for the logistics of a large manufacturing company. Perhaps, but is that a weakness, given our natural surroundings and limited space available? No it is our primary strength. From my perspective I think with the right promotional effort coupled with wise incentives, many small manufacturing companies providing a living wage may give interest to locating/relocating here. Enumclaw should be promoted as the ideal package for light/clean industrial business. Good schools, good access, a business friendly environment, a small town feel, all in a gorgeous natural setting.

I would think there are many types of manufacturing businesses that manufacture 2nd and 3rd tier after market high tech components that would consider Enumclaw as the ideal package.

Another thought. One of the things I did not see addressed at length was education. Education that may benefit the types of businesses we would like to see move here. The trades for example. Trades related to the timber and construction and service industries. Did you know there are more excavating companies in Enumclaw per capita than just about anywhere else this side of the mountains? For a town our size I am amazed at the number of equipment repair services offered here. We have welders, mechanics, and equipment operators in abundance here. It is a fact trade skilled labor is declining in our country, and in the years ahead, skilled labor will be in great demand. Would a trade/technical school fit in here? What if Enumclaw, perhaps through Green River CC, or

whatever, had a trade school of some size, perhaps 300 students or more? Would that fit into our plan? Would it bring money into our area? What other businesses would benefit? Maybe we could get this guy to help with the idea.

<http://www.mikeroweworks.com/mikes-office/>

Imagine the jobs created by staffing and maintaining a Trade School. Would this help our local economy? Would it help retail and restaurants? Would it help our local agriculture, construction, and manufacturing businesses? Perhaps.

Thats about it. Thanks for your time. Contact me anytime.

Fred Sears, Planning Commission Chair
253-508-3512

Erika Shook

From: David Hancock [hancock2010@hotmail.com]
Sent: Saturday, July 20, 2013 1:51 PM
To: Erika Shook
Cc: fsears55@yahoo.com
Subject: Draft Economic Development Plan
Attachments: Enumclaw PED Hi All V2.pdf

Hi Erika - I'm submitting comments on the City's Draft Economic Development Plan, thanks for sharing this with the Planning Commission. I hope we can be of assistance in its adoption and execution. Please see attached file. Thanks, Dave

Instructions:

Now the City is seeking input and comments on the draft plan. To submit comments or to arrange for a presentation to your group or organization, please contact:

Erika Shook, Community Development Director
1309 Myrtle Avenue
Enumclaw, WA 98022
eshook@ci.enumclaw.wa.us
(360) 825-3593

***** This message contains confidential information intended for the use of the addressee(s) named above. If you received this message by mistake, please disregard and delete the original message.

Hi All: Many thanks to the Economic Development Task Force for their time and attention to City growth challenges and opportunities. Also, thanks to the Mayor and City Council members who drove this initiative. It's apparent to me, that much thought, discussion and compromise has contributed to the production of the 2013 Enumclaw Strategic Plan for Economic Development (herein after "PED").

As you will find out by reading to the signature at the bottom of this, I am on the City Planning Commission. Also, if familiar with the PED you will know the Planning Commission has an important role in the success of the PED. I am proud of the work the Planning Commission has done thus far and proud to serve the Enumclaw community. Each member of the Planning Commission takes their role seriously and is committed to do their best to understand and execute on the final adopted PED goals and tasks. As a Commission member, I strive to be informed and take a broad look at our community issues and help other Commissioners do the same. With that in mind, the comments and suggestions presented here are meant to address general PED topics. In other words, I am commenting on those topics the Commission has little likelihood of working on as projects, and on topics which may achieve greater success if additional information were made readily available the City business owners and residents at large.

The PED is comprehensive to the point of identifying 22 strategies for City growth and sustainability (see Fig. 1). From the broadest perspective "growth", however, may not answer a couple key questions. For example, is "growth" desired over "sustainability"? Meaning, are we seeking a sustainable picture for the City (growing or not) or is our need satisfied only if we have "growth" in our community? Are the voting residents of Enumclaw seeking growth? And, at what cost? Is there any chance that a majority of Enumclaw's 10,000-11,000 residents, 4500 workers and ??? local businesses feel we've grown enough. I believe some will say we've grown enough and should just "sustain". That's not my opinion, but I like to keep an open mind.

??? Side note: Is there any information available on the number of local employers (businesses)? Exhibit 32 lists Enumclaw's Top Ten employers, with the School District as our biggest employer. If the goal is to expand local business opportunities and grow jobs, shouldn't we start by understanding the exact number of local businesses, their specialty and location?

In addition to my growth vs. sustain question, is there any goal to increase City revenue? Does Growth include the desire to increase City budgets, City employment or City assets? Of the factors contributing to "growth" which one is most important, City increase in: (a) Population, (b) Jobs, (c) Employers, (d) Housing, or (d) Taxable Retail Sales? What if City revenues decreased -5% but all other City growth components increased by +5%; is that okay? Or, what if all other City growth factors decreased -5% but City Revenues increased by +5%; would that be okay? If there's an underlying desire is to "grow" City Revenues, shouldn't we include that as a requirement in the PED so it is not just an arbitrary outcome of business and job growth?

The PED says our target for growth is 3%-5% over five years. Essentially, less than 1% per year; but averaging 4% over five years, or if doubled, that's 8% over ten years. Did anyone check this growth rate against the 2000-2010 rate for Bonney Lake? Exhibit 24 shows Bonney Lake had 7.9% employment growth during that period; is the PED proposing a growth rate higher than Bonney Lake? And, does Bonney Lake gridlock come with it? Can we assume that a 7.9% employment growth rate (Bonney Lake) will mean an 80% increase in population (Exhibit 19) and 23% growth in retail sales (Exhibit 27)?

If we get a little more granular on this growth number...for the sake of argument, let's say we want +5% growth in jobs and +3% growth in businesses. Looking at just those two growth components, it would only take just one Big Box store (e.g., Fred Meyer, Wal-Mart, Home Depot, Lowes, Target, Office Depot, etc.) to create 5% job growth in Enumclaw; but this single-store opening may do the opposite to growing the number of businesses in Enumclaw, as a Big Box store may force several smaller businesses to close. Is that acceptable?

A few other questions around "growth": If we build more parks and open space, is that growth? If the School District expands to create more civil service jobs in Enumclaw, is that growth? If we get more people to shop in Enumclaw, but don't increase the number of businesses, is that growth? If we increase the number of residents via commercial building, but don't increase jobs, is that growth? If we increase retail traffic in the downtown, but the number of auto accidents and crime to go up, is that growth? If a business like Mutual of Enumclaw moves out, but is replaced by a business like Home Depot and Taxable Retail Sales in the City increase by 10%, is that growth?

Assuming our goal of 3%-5% growth over five years sounds reasonable and attainable is there more information available on similar sized cities with similar growth goals and how those cities are working to achieve those goals in a 'controlled' manner? It might also help to know the expected effects and means of control should a Big Box store move into a small town like Enumclaw. Our information should be robust on how to achieve 3%-5% growth and avoid uncontrolled growth.

There are a lot of questions on my mind concerning "growth" and regardless of the number solved, I am glad to see Enumclaw and the Task Force have made it to the Draft stage of our "Plan". A Plan firmly based on facts and clear goals will most likely result in sustained growth with minimal negative impacts such as traffic congestion, noise, pollution, crime, blight, etc.

Here are a few specific comments on the PED in order of their appearance:

Pg 3 – "export of jobs": can this be explained further as I don't think the numbers support a job decrease in the City.

Pg 8 & 10 – "great market for gated communities/amenities": can this be explained further, I didn't find any background within the PED lauding the benefits and/or fit associated with a gated community in Enumclaw.

Pg 8 – “SR 410 improvements and signage to direct people to and through Enumclaw”: haven’t new signs just been installed? Have we been monitoring traffic and or commercial sales before and after those signs were installed? If so, what is the trend?

Pg 9 & 10 – Reference on pg 9 to “lots of land” and “parking” going unused should be the solution for the proposed “farmers market” on pg 10, right? Where is this unused land and parking?

Pg 11 – “Geographically isolated” is one of the Weaknesses listed for the City; yet on pg 3, first paragraph of the PED, it is stated “...the City is not isolated”. Which is correct?

Pg 13 – It’s stated that City residents shop “elsewhere” because they work elsewhere. Is that a supported fact? In my view, most folks shop elsewhere for two reasons: convenience and price. ‘Convenience’, meaning the work commute as well as services such as store hours, variety, brands, parking and volume. For example, where can you purchase lumber in Enumclaw? Where can you buy a television, tools or a cell phone after 7pm in Enumclaw? Where can you have sit-down dinner after 10pm? And, price...well, we’ve all become savvy shoppers with the Internet and are willing to pay shipping or drive for a lower price; these are the times we live in and it’s not the City’s fault...unless we want a Wal-Mart, Home Depot and Target to be parked on Hwy 410 or Hwy 164 somewhere?

*I like the idea for a **Buy Local** campaign; we should drive toward a program that is sustainable and not just a ‘Band-Aid’ for this problem.

Pg 16 – “Enumclaw has a balanced mix of housing and employment”: please explain how this can be true, yet in many other sections of the PED we talk about the lack of jobs or the “export” of jobs?

Pg 18 & 20 - #10 “Tourism Marketing Campaign”: on pg 20 the PED explains this as development, zoning changes and adding events at the Expo Center, is that all there is to a marketing campaign? Doesn’t ‘marketing’ imply much more such as reaching out to individuals and groups by email, newspaper, radio, tv, Internet, billboards, etc?

Pg 22 – “City Resource Impact”: please explain how these numbers/costs were derived? What do we do if these costs trend higher?

Pg 22 - “Measure(s) of Success”: Do we have benchmarks to measure these proposed improvements? If so, can we put them in this table so the Benchmark is side-by-side with Tactic, Measure and the Improvement goals?

Exhibit 27 – table shows 2000-2010 timeframe for Taxable Retail Sales. Exhibit A10 table shows the about the same Retail Sales figures but has two different time periods in its header, “2000-2011” and “2005-2011”, which table/header is correct?

Thanks to the Mayor, City Council and Planning Department for convening a group of knowledgeable and engaged citizens who worked tirelessly to compose the 2013 Plan for Economic Development. I look forward to the opportunity to work with, and for, the Task Force to support and deliver on its ideas, strategies and goals.

Sincerely,

David Hancock
Hancock2010@hotmail.com

Enumclaw

Nearby

Join Sign In

Home News & Features Blogs Boards Events Businesses Real Estate Jobs

Advertise on Patch

News | Business

Community Pride For Shopping: Reaction To Development Plan

Patch users have responded strongly to the Economic Development Plan. See what the discussion's all about and learn how you can contribute.

Posted by Brita Moore (Editor) , August 03, 2013 at 11:13 PM

9 Comments Recommend



As the City of Enumclaw weighs its options with its economic development plan, community members have ideas of their own about how to enhance the local business atmosphere.

After the Enumclaw Economic Development Strategic Plan was released, citizens responded on Patch with concern that the City may turn to "big box stores" like Walmart or Costco to boost the economy, which has affected Enumclaw less favorably than neighboring cities.

"Why can't we just find a way to boost our downtown area as Leavenworth has done, or even for that matter Port Townsend, with their numerous small businesses?" Patch user Kimberly Fleming said. "There is a large mountain and ski resort right in front of us, why can't we get that traffic here?"

Community Development Director Erika Shook said in a press release that the City does want to turn to local resources. For instance, the Economic Development Task Force suggested a buy local campaign and a feasibility study for agricultural products as strategies

Boards All Boards »

Make an announcement, speak your mind, or sell something

Post

Head over to Pete's Pool tonight 6-7pm and purchase raffle tickets from the Enumclaw Footb...

Announcements August 05, 2013 at 08:17 AM
deborah azevedo

Pre-Moving Garage sale
Friday 8/9 and Saturday 8/10 from 9:00 am to 4:00 pm 208 Almadon St, Enumclaw We've cleane...

Buy | Sell | Trade
August 05, 2013 at 07:27 AM
bonnie.schofield

Grampa's Garage Sale
Grampa's Garage Sale! Lots of "guy stuff" from the shop & always things for t...

Buy | Sell | Trade
August 04, 2013 at 09:47 PM

"If, as a community, we were able to create some community pride around trying to shop locally it can have a pretty amazing impact," Task Force member Charles Bender said.

Besides growing employment in local businesses, the Task Force suggested attracting more senior living communities and more tourists to Enumclaw. Increasing tourism would mean more hotels, motels and bed and breakfasts, as well as more activity at the Enumclaw Expo Center.

In the meantime, the City encourages residents to keep talking about how to find the balance between a strong economy and a unique community, preventing citizens from spending too much of their money elsewhere.

"Plain and simple, people develop shopping patterns and we need to establish a pattern in our direction," Patch user Hoke Overland said. "If you keep doing what you are doing, you will keep getting what you are got."

To learn more about this project or to provide comments, contact:

Erika Shook, AICP
Community Development Director
1309 Myrtle Avenue
Enumclaw, WA 98022
Office: (360) 825-3593 ext 5725
eshook@ci.enumclaw.wa.us

9 Comments Recommend

From Propwash Junction Patch



Meet The Characters in Disney's Planes

What do a crop-duster and a corsair have in common? Here, meet the friends and flyers in Disney's Planes.

Comments

+ Leave a Comment



ItchieFeet August 04, 2013 at 10:00 AM

Would seem to me that business for the town is also being retarded by the signs directing visitor traffic to the Expo Center by way of Warner instead of continuing on down Hwy 410. I realize a lot of them would not be stopping but to send them away from any exposure to the town seems to be a mistake to me.

Recommend

Flag as Inappropriate



Hoke Overland August 04, 2013 at 05:30 PM

I'm not in favor of box stores; the exception would be a small scale Fred Meyer. We just don't have the diversity of products that most people need and use every day and the few stores we do have, don't stay open late enough for our citizens who work out of town. Our citizens then establish their shopping patterns away from our community. We also lose Buckley and Black Diamond shoppers and with a Fred Meyer, we could draw them back. Losing this tax revenue impacts needed money for streets and other services. I have seen our local store owners, elected officials and my neighbors in other communities shopping. Why? Because they can't find what they need in town. If we can attract niche stores to fill that gap, that would work too. I do shop Enumclaw first but leave when I can't find what I need.

1 Recommend

Flag as Inappropriate

Zumbathon to benefit POM Food Bank

Lets join Chris at a Zumbathon on August 10, 2013 from 8:00 AM to 9:30 AM. The event will be ...

Announcements August 03, 2013 at 06:50 AM
ItchieFeet

Historic Mint is Terrific!

The Historic Mint on Cole Street had it's opening yesterday, August 2nd and it was packed ...



Announcements August 03, 2013 at 06:43 AM
Susan Etchey

My Three Sons Restaurant

My Three Sons restaurant is a winner! A delicious breakfast (I had the chicken fried steak) a...

Business Updates August 02, 2013 at 07:38 PM
2 dexterjibs

Yard Sale Friday Only 606 Wallace Ave. Enumclaw 8am-4pm

8/2/13 Great items for sale! Large bookshelf, home decor, like new motorcycle gear, books, h...

Buy | Sell | Trade August 01, 2013 at 07:55 AM
Jenelle Murrell

Enumclaw Patch Editor

Jenny Manning
jenny.manning@patch.com

What do you think of the New Patch?

Let us know.

Connect with Patch

Get the Patch Newsletter
Follow us on Twitter
Like us on Facebook

Post Something

Post on the Boards
Post an Event
Write a Review
Start a Blog

Your Account

Sign In
Join Patch
Why Join?

Help

Solve a problem
Tips & Help
Contact us

Patch Info

About us
Jobs
Terms of Use
About our Ads
Privacy Policy
Patch Blog

Partner with Us

Advertise
Claim your listing
Add your business
PatchU
Volunteer



Paula Nordby August 04, 2013 at 06:00 PM
Well said, Hoke Overland.
Recommend

Flag as Inappropriate



dexterjibs August 04, 2013 at 10:05 PM
We are still going to need a Walmart or Lowes. I would put these stores near the Fred Meyer and on the west end of town in the area of 244th by the VFW Hall. This way, you can attract people living towards Auburn and Buckley. If it is on the east end of town, it may be a little further than people outside the 98022 zip code would be willing to travel.
Recommend

Flag as Inappropriate



Chris August 04, 2013 at 10:23 PM
Kroger won't build a Fred Meyer in Enumclaw for two reasons. 1) There's one 15mins down the road in BL and then another 5mins past that one in Sumner and 2) QFC does the majority of grocery service in Enumclaw. Kroger would make money either way, but they wouldn't want to steal business from QFC
Recommend

Flag as Inappropriate



Hoke Overland August 04, 2013 at 11:46 PM
Chris, Actually they moved into Sumner and closed the QFC. They are also in other small towns that are smaller markets than Enumclaw. They just opened one in Maple Valley 7 miles from their store in Covington.
Recommend

Flag as Inappropriate



Hoke Overland August 04, 2013 at 11:51 PM
Dexter, I personally don't think we need anything other than a Fred Meyer and an expanded True Value. Walmart is bad news for local stores and some say they have a history of not playing fair. Many communities have resisted Walmart and I think we should take the high road and do the same.
1 Recommend

Flag as Inappropriate



Chris August 05, 2013 at 12:22 AM
You're correct about the Sumner QFC Hoke I forget about that store since its been closed for years. I still don't see a Freds opening up in Enumclaw, but for some reason there was most likely be a Freds Marketplace which is the smaller version. I also agree NO Walmart!
Recommend

Flag as Inappropriate



J Mactutis August 05, 2013 at 09:47 AM
If we are truthfully, Freddie's is just a hometown Walmart sort of store. To be able to keep our heritage and small town charm, wouldn't it be wonderful to see a men's store like an equivalent to Bridget's Boutique open up? We'd need a source for shoes, kitchenware and households store, and some hobby stores...maybe some athletics goods. Could we support a farmers market? I understand the need for something "big" to come in so that there are more jobs available in the community, but I just hate to see something like those (insert city) Town Centers going in as they are all the same and don't really provide places to shop that most of a community with our values would shop. Something promoting community and the cultural heritage of Enumclaw would be astounding!
Recommend

Flag as Inappropriate

Spring to the Tap Information Night Thursday 7 pm

Reminder of Spring to the Tap Information Night this Thursday. From Austin's Spring to...



Announcements July 31, 2013 at 07:45 PM

Doreen Anderson

Lost Beagle

We lost our Beagle on Sun. July 28th near Hwy. 410 by Taco Time. If you have any information p...



Announcements July 31, 2013 at 04:24 PM

1 5 Mark Kullberg

EHS Class of '78 Reunion Aug. 17th at Men's Club 6:00 RSVP and Tickets <http://enumclaw.com>

Announcements July 31, 2013 at 03:07 PM

Tracie Waterhouse Morris

Artist Reception

Arts Alive! Gallery is celebrating the work of three local artists this month, and you are inv...



Announcements July 31, 2013 at 01:45 PM

Samantha Rheinford

Enumclaw

Nearby

Home

News & Features

Blogs

Boards

Events

Businesses

Real Estate

Blog | John Anderson's Blog

Enumclaw's Next Two Decades: 2013-2033 Part 1--Forecasting

Posted by John Anderson, July 22, 2013 at 10:35 pm

Comment

Recommend

Boards

All Boards

*Make an announcement,
speak your mind, or sell
something*

Post



Suburbia was a product of the last half of the 20th Century.



6 0

Artist Trading Card Exhibit Opens Friday Press Release

3 Enumclaw founder Frank Stevenson made a forecast that proved to be accurate: if the railroad built a siding on his land, his 160-acre property would become the hub of activity on the Plateau, despite several much larger settlements in the neighborhood. Enumclaw would never have developed into what it is today without Stevenson acting on his prediction and offering free property to the Northern Pacific.

What he couldn't have foreseen is that the northwest rail hub would move from Tacoma to Seattle, and Enumclaw would lose first its transcontinental trains and then all rail service. He couldn't have foreseen the eventual shift from trains to trucks, could not have imagined his town becoming a draw for Boeing workers and airline pilots or information technology commuters.

The accuracy of forecasting ranges from nearly certain (tomorrow) to nearly impossible (50 years from now.) Looking ahead two decades lies closer to the latter. Even so, we try to predict change so we can better influence it or at least adapt to it.

History is the starting point. How did Enumclaw get where it is today? The second step is to gather reliable information about where we are now, and compare it to the past to discover trends. The third step is to look at the outside world in the same way, since events there will also shape Enumclaw's future.

Historical (and future) change occurs in two distinct patterns, cyclical and structural; hence, the contradictory (but accurate) statements that "history repeats itself" and "the only constant is change". Examples of cyclical changes are war and peace or the swings in the economy. Structural changes include technological innovation (the railroad, the family car, the computer), geopolitical shifts (explosion of global trade, the rise of Asia and developing nations worldwide, outsourcing of jobs), and changes in the use of natural resources (depletion, alternative sources). Confounding these patterns are sudden surprises that could change a lot of things, such as hop lice; or everything, such as a mudflow from Mount Rainier.

As I wrote in the introduction to the history blogs, it is also impossible to forecast Enumclaw's future without understanding the past, and unreliable even if you do. Predicting the future is colored by wishful thinking and other biases. It can be rendered more accurate by understanding trends, and confounded by unforeseeable events. One way to improve the forecast is to pose alternative futures. If such and such occurs, then this is likely to happen, but if another thing occurs, this is the more likely future.

Arts Alive! Presents
Artist Trading Card
Exhibition July 23rd -
Sept...



Announcements July 2:
2013 at 07:08 am

Samantha
Rheinford

It's a boy!

Enumclaw
congratulates Will and
Kate! Local Moms and
Dads: What's your best
advice for the...



Announcements July 2:
2013 at 03:02 pm

1 Jenny Mannin
(Editor)

The City of Enumclaw has done just that on several occasions. In 1969, it completed its first comprehensive plan, with updates or new plans in 1980, 1989, 1995, and 1999, with the latest Comprehensive Plan adopted in 2005. Among the most important forecasts included in these plans are those for population and economic change. These plans, however, go beyond forecasting--they inform policy to influence the future of Enumclaw consistent with goals of the community in general and sometimes of specific stakeholders.

Population and economics impact nearly every aspect of what the town will look like in the next twenty years, but both are difficult to predict. "The 1980 plan did not foresee, and therefore did not address the rapid growth of the late 1980s and early 1990s. With increased growth, the stress on infrastructure and services became apparent. Deficiencies in Enumclaw's water and sewer systems caused the City to adopt moratoria on annexations and plats allowing only limited development in 1998. The moratoria have continued to be renewed on a yearly basis into 2004." (1)

The moratoria virtually curtailed residential development in Enumclaw during a period of even more rapid growth in the region, and were lifted just before the housing bubble burst, another event unforeseen by most. Accelerated development elsewhere, at least in residential housing, was fueled by illegal lending practices and speculation by the big banks and a shadow banking industry. Even though Enumclaw missed that hollow expansion, the crash brought down property values by 1/3 here and extended the virtual halt of new construction even after the moratoria expired, with a significant impact on city revenue.

Last year, Mayor Reynolds appointed a task force to assess Enumclaw's current economic strengths and weaknesses in light of the past few years' events, and make recommendations for future policy. The task force presented a preliminary report to the city council in May of 2013.

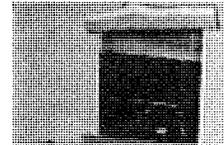
Since this was an economic development task force, it naturally equated health of the city with growth, an assumption everyone in the community might not share. To promote that growth, the members recommended three actions to insure the city's future health:

- 1- Promote employment growth in fields of retail, medical and light industrial;
- 2- attempt to attract one or more senior communities to town; and
- 3- ramp up efforts to draw tourists and the dollars they bring.

The task force noted that obstacles to implementing these strategies included "geographic isolation. . . , decreasing population, loss of businesses, and the continued trend toward

Win Free Custom Made Mirror at Enumclaw Street Fair

Studio 54 Furniture and Art Gallery has a gift for the lucky winner of a free drawing if you...



Announcements July 20, 2013 at 06:10 pm

Susan Etchey

yard sell

1066 harding street enumclaw Lots of kid and babies stuff, lots of women's jeans size 4...

Buy | Sell | Trade July 20, 2013 at 11:01 am

Letisha Nelson

Wine Tasting Tonight

Wine Tasting tonight Sip City from 4-10pm Taste Opolo Vineyard from Paso Robles, CA ...

Business Updates July 19, 2013 at 03:01 pm

1 Kristen

Enumclaw becoming a 'bedroom community.' " They stated that Maple Valley and Bonney Lake were able to achieve rapid expansion in recent years, while "Enumclaw has fallen off the pace." (2)

The purpose of these blogs is descriptive, not prescriptive, so I will try to look at the likelihood of various futures rather than promote any one of them. The effort of any group to influence the future is one factor among many that will affect the change.

There are several causes of population change in a small town. The birth rate is one, but people are having smaller families, and zero or negative growth from births appears possible in the United States in the next twenty years. It has already occurred in many developed countries. Patterns are even changing among ethnic and religious groups that have traditionally had larger families. The steady growth from 1945 to 2000 is over.

3.5% of people in Enumclaw who responded to the Census were born outside the United States. Immigration has surged at times in our history. The United States continues to be a draw to people from around the world, but that attraction appears to be in flux now as other economies develop. For example, "the net migration flow from Mexico to the United States has stopped and may have reversed,"(3) because of increased opportunity at home and high unemployment in certain fields here. Future policy decisions will likely also have an impact, but it is difficult at this point to know how. And the surge in immigration following the Viet Nam War does not appear to be happening following our wars in Iraq and Afghanistan.

The Task Force lamented the fact that Enumclaw is a bedroom community. Nevertheless, a large portion of our town's residents commute to work somewhere else, and much of our growth in the past came from commuters and their families. Plentiful jobs, cheap transportation, and affordable housing allowed the last half of the 20th century to be the period of suburbia. A nation-wide movement back to the cities in the past decade could portend troubled times for suburban development. If new and cheaper sources of energy are discovered, this could slow the return to urban centers. So could new employment in small towns such as ours, but the cost of transportation will be a planning factor for industries as well as for commuters.

The proliferation of suburbia was possible because of a rising middle class and its demand for single-family homes. The commuters' need for homes fueled the construction industry here and provided local employment for large numbers of people. The sewer and water moratoria put a hold on new housing in town, but most builders found ample work elsewhere. That came to a halt with the housing crash. There is some question about whether new construction will rebound now in a cyclical change, or whether a structural change will prevent this. The percentage

Enumclaw Fitness Center Space Available For Lease

1800-2600 sqft available for lease \$2,000/month. Call (360)825-2534 or email me at...



Announcements July 19, 2013 at 09:27 am

Aaron Mahelona

Flensted Neighborhood Garage Sale

Neighborhood garage sale in the Flensted neighborhood starting tomorrow morning.

Lots of...

Buy | Sell | Trade July 18, 2013 at 06:20 pm

Jaclyn Chabot

of people who were home owners in 2012 was the lowest in fifteen years.(4)

Other local businesses besides construction also grew during the boom years, but most have been struggling since 2008. Their problems in Enumclaw have been exacerbated by the out-of-town spending of residents, and now the town has several vacant buildings downtown. That is one reason the Task Force recommended a renewed Buy Local campaign.

Another element of population change in Enumclaw is out-migration, particularly of young people. As youth reach adulthood here, most leave for better employment opportunities elsewhere. The number and variety of jobs needed for adults entering the workforce cannot be provided by any small town, so most of them must choose between commuting and leaving.

Fifteen percent of the residents in Enumclaw are over 65.(5) If the average lifespan continues to lengthen, it will obviously affect population here. And if the Task Force is correct that we have a suitable location for senior living centers, there is potential for more elderly to move to Enumclaw and employment for those who serve them. Few jobs in this field pay well, so whether these workers would live here would depend upon affordable housing. The operations themselves, however, would provide considerable tax revenue to the city.

Since the late 1970s, the middle-class percentage of the population has been shrinking, reversing a 30-year trend after World War II, and this decline has accelerated in recent years. The "jobless recovery" impacted the upper and middle classes quite differently, with unemployment remaining relatively high and many average wage-earners working for less than they used to. At the same time, the wealthy have regained what they lost in the past five years and the stock market is at record highs.(6) Much of the profit has come from corporate investment and economic growth outside the United States. Several decades of tax changes have also disproportionately benefited the rich. If the declining of the middle class continues,(7) prospects for more homeowners in Enumclaw are not likely.

"Deep job losses in occupations such as construction, information technology, manufacturing and insurance are not likely to recover. Middle-class families also saw nearly 30 percent of their wealth disappear over the past decade, while the cost of goods and services they rely upon steadily climbed."(8)

The recommended strategies of the Task Force--attracting industry, promoting local business more, and making Enumclaw less of a bedroom community, will definitely be challenges. One recommendation that could more easily succeed would be the focus on tourism. Tourist dollars could grow the economy here even if population remained constant, and the additional revenue

One day left to help the MOVIE about Enumclaw!

Enumclaw native Rocky Hessler has returned from Hollywood to make a full-length indie film..



Announcements July 17, 2013 at 07:38 am

Rocky Hessler

Expo Event Coordinator Wanted

Part-time position working closely with and under the direction of the Expo Marketing Manager....

Business Updates July 17, 2013 at 11:18 am

2 Enumclaw Expo Center

Help Wanted

Wanted – Exceptional individuals with knowledge of fine wiring to join our dynamic team at Sip...

Business Updates July 17, 2013 at 11:13 am

Kristen

would not require additional city services. Discovering how to get those tourists to stop and spend is probably easier than trying to out-manuever long-term trends over which we have no control.

Since the underlying conditions fostering growth in Enumclaw during the last half of the 20th century have changed, it is unlikely that growth pattern will continue in the 21st--unless new stimuli emerge. The next blog will visualize several possible futures.

NOTES

(1) *Winds of Tomorrow--Comprehensive Plan for the City of Enumclaw: 2005-2022.* June 2005.

(2) Kevin Hanson. "Enumclaw Task Force Wrestles With Economic Development". Enumclaw Courier. June 24, 2013.

(3) "Net Migration from Mexico Falls to Zero--and Perhaps Less." Pew Research Hispanic Center. May 3, 2012.

(4) United States Census Bureau.

(5) State and County QuickFacts: Enumclaw, WA. United States Census Bureau.

(6) "While the middle class stagnated [since 1979], the ultra-rich (the top 0.01 percent) jumped from an annual average income of \$4 million in 1979 to\$24.3 million in 2006--a 600% gain per family." Hedrick Smith. *Who Stole the American Dream.* Random House. New York. 2012. pp. 73-74.

(7) According to the Pew Research Center, 61% of all American households were "middle class" in 1971. Today [2012], that figure has fallen to 51%. "The Lost Decade of the Middle Class." Pew Research & Demographic Trends. April 22, 2012.

(8) "Middle Class Income, Jobs Quickly Disappearing." Huff Post Business. June 7, 2013.

ENUMCLAW CENTENNIAL BLOG SERIES

- The Histories of Enumclaw
- Introduction--Enumclaw: The First 6020 Years
- Early Enumclaw: 6000 Years Ago to the Mid-1800s
- Early Enumclaw: The First European Americans Arrive
 - The Adventures of Allen Porter's Wagon
- Enumclaw's Early Plateau Neighbors
 - Schools and Districts
 - Franklin
 - Enumclaw's Railroads
- Enumclaw Becomes a Town: 1879-1913
 - Enumclaw, the Cooperative Capital
 - Historic Houses In and Around Enumclaw

1991 Ford Explorer for sale...

1991 Ford Explorer for sale. Good condition Two-toned red and silver. One owner.

No...

Buy | Sell | Trade July 17, 2013 at 08:46 am

1 msbethcrosse

Go Back Patch (to original format)

The Patch really need to change back to the original format. I really don't like this...

Speak Out July 16, 2013 at 08:52 pm

4 1 dexterjibs

For rent ...clean & comfortable...house in Buckley...3 bedrooms 1 bath...455 Balm Ave.....

Buy | Sell | Trade July 15, 2013 at 10:52 pm

2 termarlowe

Setting the Scene for the Centennial Celebration,
 1/27/1913
 Incorporation through World War II: Enumclaw from 1913-1945
 Logging and Lumber
 Enumclaw's Affair with Alcohol and Tobacco
 Tom Smith, Enumclaw Town Marshall
 Local Elders Know Their History
 Growth and Prosperity: Enumclaw from 1945-2008
 History of the Anderson Garden in Enumclaw
 120 Years of Churches in Enumclaw
 From Puncheon Roads to Scenic Byway
 Enumclaw History from 2008 to the Present
 A History of Banking in Enumclaw
 Enumclaw News Over the Years
 Fourth of July Celebrations
 Enumclaw News Then and Now
 Bill Kombol Receives 2013 History Award
 Enumclaw's Next Two Decades: 2013-2033
 The Limits of Growth
 Alternative Futures

Comment Recommend



Next Story
 Green River Community College
 Approved for 7-Year Reaccredit...
 Read Now »

Related Stories

Citizen Tip Lead to Felon Arrest
Last Week

Rock N' Roll Karaoke Nights

Artist Trading Card Exhibit Opens
Friday

Now Hiring: Wine Expert, Speech
Pathologist, Office Manager

From Propwash Junction Patch



Must-Know Guide to Planes

Have an aspiring pilot of your own at home? Find yourself trying to keep up with all the terminology? From gliders to fighter planes, here's what you need to know!

Books for Sale! Great Prices!

Six Books: I like him, He likes her. (Three in one). \$6 The Luxe. \$1 Balefire. (Four in one ...



Buy | Sell | Trade July 11, 2013 at 10:38 pm

1 Kenna Burnes

Jewelry For Sale

I have 5 pieces of jewelry for sale. The first is a charm bracelet that has little black...



Buy | Sell | Trade July 11, 2013 at 10:28 pm

Kenna Burnes

Enumclaw

Nearby

Join Sign In

Home News & Features Blogs Boards Events Businesses Real Estate Jobs

Advertise on Patch

Blog | John Anderson's Blog

Five Futures: Enumclaw's Next Two Decades Part 2

Posted by John Anderson , August 01, 2013 at 11:19 AM

Comment Recommend



What will Enumclaw look like in 20 years?

Included in *Winds of Tomorrow--Comprehensive Plan for the City of Enumclaw: 2005-2022* is "Enumclaw's Vision," a scenario describing one day in the life of a typical family of three in 2024. It illustrates what the town would be like if the Plan's forecasts were accurate and recommendations successfully implemented. The father and son head down a trail on Battersby property that the city bought from the railroad back in the 90s. They are off to the boy's first day at J. J. Smith School and the father's job at a big insurance company downtown. The mother takes the Mini to her job at the agricultural cooperative that helps local farmers reach distant markets. Growth in Enumclaw has continued since 2005 and now land within the Urban Growth Boundary is nearly full. Housing during that time continued to be single family homes in developments, despite zoning that allows it throughout the city and the trend toward apartments and condominiums elsewhere. Now in 2024, the city faces the difficult choice of increasing its density or seeing the predicted Plateau growth occur elsewhere.(1)

"Enumclaw's Vision" was based upon the assumption that current trends would continue. However, the rapid growth on the Plateau came to an abrupt halt three years after the report, and J. J. Smith School closed in 2009 following nine years of declining enrollment in the district. Annexations did proceed, taking the city limits closer to the Urban Growth Area limits. The big question for us is whether new housing demand will resume after its collapse or whether other factors will drive a different trend.

Boards All Boards >

Make an announcement, speak your mind, or sell something

Post

Yard Sale Friday Only 606 Wallace Ave. Enumclaw 8am-4pm

8/2/13 Great items for sale! Large bookshelf, home decor, like new motorcycle gear, books, h...

Buy | Sell | Trade
August 01, 2013 at 07:55 AM

Jenelle Murrell

Spring to the Tap Information Night Thursday 7 pm

Reminder of Spring to the Tap Information Night this Thursday. From Austin's Spring to...



Announcements July 31, 2013 at 07:45 PM

Doreen Anderson

It is interesting that in the scenario above, the two choices-- higher density or lack of growth--are both seen as negative.

The most accurate future scenarios are based upon an understanding of significant trends--whether they will accelerate, slow down, or reverse, and what latent new trends will emerge. The 1980 and 2005 planners did not foresee a few major changes triggered by internal and external factors, and the same could happen now as we make forecasts for 2033. Nevertheless, here are five brief scenarios, based on trends that will likely influence where Enumclaw will be at that time.

Enumclaw in 2033

Scenario 1: Growth slows to zero but economy gains on tourism. Enumclaw drivers experienced a steady but moderate increase in gasoline prices, tempered by a shift from petroleum to natural gas in non-transportation uses and continuing improvements in vehicle gas mileage.

The economy in the region continued to be strong and employment is now up for a variety of reasons: Some outsourced jobs returned to the region as wages and the standard of living increased in the developing world. The trend of the shrinking middle class slowed, and reversed by 2020 as populist sentiment returned, so consumers had both money to spend and confidence to do so. The burden of the national debt on economy eased over time, primarily because of a change in the internal revenue code, taxing income from investments and income at the same rates.

The population is now 18,000. Growth was slow for many years, but the annexed lands eventually filled. The low birth rate then kicked in, leaving the population virtually unchanged for the past five years.

Despite only modest growth in 20 years, the economy of Enumclaw is now strong. The city opted for tourism as the primary source of additional revenue. The neighboring cities of Auburn, Bonney Lake, and Black Diamond are all on the way to Mount Rainier and the Cascade forests, but are not strategically located like Enumclaw. Traffic from all three routes converges at Enumclaw, the final stop before the wilderness. The town's location is also unusual in that tourism through here is year-round. A number of bed and breakfasts are now a draw, and many out-of-towners attend our annual tours of historic homes, working farms, and area gardens. Enumclaw has become a magnet for artists. Many of them have set up shop here, and several galleries and numerous arts events bring in outsiders.

The town's biggest attraction as a destination has been the Expo Center, which has become a leading venue in the region.

Local businesses have been modestly successful, particularly those oriented to tourists. A large retirement facility also located here, complete with condominiums, assisted living, and care facilities. Finally, most locals still find it economically feasible to live here and commute to work elsewhere.

Scenario 2: Many commuters leave Enumclaw following increased cost of gasoline, continued economic problems, and global competition in regional industries. The economy never really recovered from the Great Recession of 2008, with several smaller dips and comebacks since then. Unemployment reached a high of 11% and a low of 5%, but the lows have been short-lived. The price of gasoline has risen to \$10 a gallon, resulting in a decreased demand for housing in Enumclaw, and a drop in population to 15,000, following a peak of 20,000 eight years ago. The loss of population, mainly commuters, has left many houses in town empty and some abandoned.

Enumclaw commuters got a boost with a number of strong years for the commercial airplane market and continued growth in the short term of the region's high tech industry. However, China eventually built up its aviation manufacturing and is now the world leader, and India took the lead in information technology. One bright spot for the state has been agriculture, as the U.S. economy has shifted more to feeding the world. However, this has primarily benefited eastern Washington and our ports, and it appears our dominance in agriculture will be surpassed by Africa in a few years.

Lost Beagle

We lost our Beagle on Sun. July 28th near Hwy. 410 by Taco Time. If you have any information p...



Announcements July 31, 2013 at 04:24 PM

2 Mark Kullberg

EHS Class of '78 Reunion Aug. 17th at Men's Club 6:00 RSVP and Tickets <http://enumclaw.com>

Announcements July 31, 2013 at 03:07 PM

Tracie Waterhouse Morris

Artist Reception

Arts Alive! Gallery is celebrating the work of three local artists this month, and you are inv...



Announcements July 31, 2013 at 01:45 PM

Samantha Rheinford

Lift Espresso Drive-Thru's New Menu Addition!

Hello, everyone! Lift Espresso Drive-Thru has a new addition to the menu! Stop by for a Toas...



Announcements July 31, 2013 at 12:55 PM

Michelle Smith

Enumclaw Patch Editor

Jenny Manning
jenny.manning@patch.com

What do you think of the New Patch?

Let us know.

Connect with Patch

- Get the Patch Newsletter
- Follow us on Twitter
- Like us on Facebook

Post Something

- Post on the Boards
- Post an Event
- Write a Review
- Start a Blog

Your Account

- Sign In
- Join Patch
- Why Join?

Help

- Solve a problem
- Tips & Help
- Contact us

Patch Info

- About us
- Jobs
- Terms of Use
- About our Ads
- Privacy Policy
- Patch Blog

Partner with Us

- Advertise
- Claim your listing
- Add your business
- PatchU
- Volunteer

The transfer of wealth in the United States from the middle class to the wealthy has continued unabated for sixty years and shows no signs of slowing. For Enumclaw, the effect has been as great as the transition to a bedroom community in the 20th Century. Now, despite the gradual decline within the city, the surrounding area has become a magnet for the ultra-rich. They have been buying up large adjoining properties, tearing down 30-year-old mansions, and creating super-estates the area has never seen. Most Enumclaw natives can now afford to live only in town.

Scenario 3: Gradual acceptance of the electric car and solar power and a strong regional economy benefit Enumclaw commuters, but world crises are driving the local prosperity. Although the cost of gasoline climbed sharply through 2025, increases since then have been modest because demand has shrunk so much. Advances and acceptance of the electric car have been gradual but steady, and the number of them eventually reached a critical mass to impact the oil industry. A similar pattern followed with solar power. Both trends had a significant impact on Enumclaw. The cost of driving long distances to work was becoming prohibitive, but rather than moving, many commuters were among the early adopters of electric cars beginning about 2015, when several workplaces added charging stations. But as improvement in the range of the vehicles increased, charging at work became less important. Then the numbers of drivers surged. As a result, the population of Enumclaw has grown steadily for the past ten years, despite a dip in the late teens.

The city was able to attract a solar equipment company to locate here in 2018. Various incentives for solar products produced in Washington, launched in 2008 and renewed in 2020, benefited consumers and strengthened this manufacturing sector in Washington, even when it appeared for a while that China would dominate the market.

The economy in the region has generally been strong for a decade, with our town as one of the beneficiaries. Unfortunately, the benefits have come from a world in crisis. For several years, we have been involved in a series of small wars in Africa, protecting U.S. interests in agri-business and water resources. (Corporate investment there escalated as the economies of Latin America flourished and became more independent of the United States.) The reason this turmoil affected the Puget Sound and Enumclaw economies is that the wars have been primarily waged by remote control. A segment of the hi tech industry, particularly the video game companies east of Lake Washington, has been a major player in the new systems, while Boeing, even with losses to China in airplane manufacturing, has made up for it with its satellite and drone advances. These companies are where many people from Enumclaw work.

Although the city itself is financially sound, the downtown never really revived. Enumclaw has been a bedroom community for close to 75 years, and has been unable to get those in its housing developments to shop here in sufficient numbers. Growth has been a challenge for retail businesses here. More people should have translated into more customers, but in fact, the population increase was a trigger for the financial viability of a megastore at the edge of town, and that was devastating to the small businesses. Our one remaining hardware store, now a five-generation local family enterprise, was forced to close, and the empty storefronts on Cole Street reminded old timers of the Great Recession early in the 21st century.

There were, however, local beneficiaries of growth--car dealerships, real estate offices, the Courier-Herald, and restaurants. However, their success was challenged by new competitors. The opening of a Toyota dealership in town took a large market share from the other three, and out-of-town restaurateurs put several family-run operations out of business.

Scenario 4: A strong economy and moderate gas prices triggered a decade of rapid growth in Enumclaw, but the bubble burst in 2028 with a global food crisis followed by economic depression. Several factors triggered rapid growth in the city between 2020 and 2028, with the population slightly down from its high of 30,000. Relatively low gas prices, a new growth management plan in 2022, followed by almost immediate annexation of additional lands, and a building bubble attracted new commuters. Besides the new apartment buildings and housing developments, primarily smaller starter homes.

National Night Out in Black Diamond

The Black Diamond Community Center, Black Diamond Police and Fire will be hosting a community ...



Announcements July 30, 2013 at 02:00 PM

Akiko Oda (Editor)

The EnumclawFootball Foundation Golf Tournament is August 10. Please consider sponsoring a go...

Business Updates July 29, 2013 at 08:28 PM

deborah azevedo

Womens Fashion Boutique

Big news! I've started an online jewelry boutique called Womens Fashion Boutique. Each we...



Buy | Sell | Trade July 29, 2013 at 07:00 PM

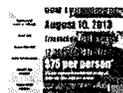
tina pitts

Register your team for the Enumclaw Football Golf Tournament. Early Bird savings.

Announcements July 29, 2013 at 04:32 PM

deborah azevedo

The Enumclaw Football Foundation Annual Golf Tournament is Aug 10. Local Retailers please rem...



Announcements July 29, 2013 at 04:29 PM

deborah azevedo

Walmart, helped by tax and other incentives from the city, built a large complex on 244th Street in 2025. Additionally, because of reasonable transportation costs and improved highways, the city was able to attract five small industries to set up shop here.

Trouble started in 2029 with a sharp rise in global food prices. Within a year, they doubled. Civil strife in many parts of the world began as food riots and ended with several revolutions. Even the U.S. had its share of riots, but Enumclaw was spared. Prices have since fallen back to near their previous levels, but the world-wide recession they triggered is still with us. Two of the new factories have closed and unemployment here is back up to nine percent. Foreclosures are up again, although apartments are still occupied to near capacity. The Walmart closed once the incentives expired. Local poverty increased in recent years, particularly among seniors because of cuts in Medicare and Social Security. With the socioeconomic profile of the city dropping during the past fifteen years, the population is more vulnerable to the swings of the economy than in previous generations.

As if the economic woes were not enough, Enumclaw experienced a massive forest fire east of town, similar to the one in 1902. Again, the town was spared, but many homes were destroyed in the Mount Peak and foothills areas.

Scenario 5: Escalating gas prices and low birth rates caused the population of Enumclaw to shrink, but the problem of downsizing a city proved almost unsolvable.

The economy has been much more volatile in the 21st century than the last half of the 20th. With the upswings also came inflation, but wages did not keep pace. The cost of building houses started to climb but people's ability to purchase them was limited, so it was very competitive for builders. Early on, massive developments in Black Diamond and Bonney Lake had the economy of scale, along with shorter commutes, so Enumclaw missed out on most of that growth spurt. The situation was exacerbated in the 2020s when the price of gasoline doubled in five years, forcing many wage earners to move closer to work. Since then, populations have stabilized in the region, but Enumclaw has lost 3,000 residents.

One unique reversal of history occurred in 2022. While the number of Enumclaw residents remained about the same, the school district population climbed substantially. Black Diamond petitioned the State Board of Education to become its own district once again. The Board had consolidated them with Enumclaw back in 1975,(2) but demographics changed considerably over the sixty-year period, and they wanted their own district again.

Downsizing the town was not an easy task. The infrastructure--sewers, waterlines, streets--remained the same size, but the number of people to support them declined. So rates and taxes have both gone up substantially. Downsizing is especially painful to employees who lose their jobs both in the public and private sector, especially now that other jobs are difficult to find. Many small businesses have closed. Even tourism is down, the one bright spot in Enumclaw's economy.

In early 2032, the mayor appointed a task force to consider how Enumclaw could thrive as a smaller town without any prospects for growth. We have too many houses, many of them are too big, and some of them are abandoned. It is difficult to even consider tearing them down, although that will get easier as they continue to deteriorate. Downtown is also a challenge. Since half of the buildings are empty, we could condense the city center into a smaller area the way you would prune a fruit tree to make it healthier, but how do you go about that? The town pioneers were regularly moving buildings around with rollers and teams of horses, but that was in a time of expansion, not contraction. The task force finally disbanded, unable to come up with a downsizing strategy.

A citizens' group formed quite spontaneously about the same time to look at the same issues. Rather than focus on the 3,000 citizens who had left, they looked at the 14,000 who remained. They realized that 9% unemployment meant 91% employment. They decided to look to those who were fortunate enough to escape the ravages of the recession to save the town. They proposed a bond issue to enable the city to negotiate with mortgage holders for deeply discounted purchase of abandoned and foreclosed homes. As they were acquired, the city would then offer them singly, at cost, to town residents only, who

Zumbathon to benefit POM Food Bank

Come one come all to the upcoming Zumbathon on August 10, 2013 from 8:00 AM to 9:30 AM. Lets ...

Announcements July 29, 2013 at 04:07 PM
ItchieFeet

2006 Jeep Commander Limited \$12,000

Fully loaded 2006 Jeep Commander, 5.7 Hemi, 107,000 Miles, small damage to rear bumper cover d...



Buy | Sell | Trade July 29, 2013 at 10:55 AM
Dana Gitchel

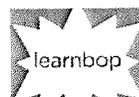
Multi Family Garage Sale

20926 SE 416th (Next to Blue Dot Farms) Furniture, household items, clothing and more. Satur...

Buy | Sell | Trade July 29, 2013 at 09:28 AM
Cathie Valentine-Mckinney

Parents—LearnBop's Free Back to School Math Review Starts...

Announcing a free Back to School Math Review for grades 6-9 from LearnBop. Sign up by clickin



Announcements July 29, 2013 at 06:05 AM
Zacc Dukowitz

wished to rehabilitate them for sale, rent, or habitation. Those that did not sell within two years were to be demolished. The proposal was accepted by the City and surprisingly, the bond issue passed. We have yet to see if it will be successful. The citizens' group was unable to come up with a parallel proposal for commercial buildings. Clearly, reducing a city's size while keeping it vibrant is one of the most difficult challenges for Enumclaw and many other municipalities in the coming years.

Making an accurate forecast twenty years into the future is both difficult and unlikely. There are multiple variables, and an unpredicted change in one affects the others. Nevertheless, we try to see what will happen so that we can have a hand in creating a future we want. To increase our odds of success, we study our past, objectively analyze current conditions, and try to understand whether and how trends are changing. Finally, we recognize that in creating a desirable future, we must also adapt to factors that we can't influence and surprise events, often negative, that we can't anticipate.

NOTES

1. "Enumclaw's Vision." *Winds of Tomorrow--Comprehensive Plan for the City of Enumclaw: 2005-2022.* . "Chapter 3 Community Issues, Vision and Goals." June 2005. p.1-5.
2. "Black Diamond School circa 1916." *Black Diamond Now.* Black Diamond Historical Society. April 16, 2013.

This post is contributed by a community member. The views expressed in this blog are those of the author and do not necessarily reflect those of Patch Media Corporation. Everyone is welcome to submit a post to Patch. If you'd like to post a blog, go here to get started.

Comment Recommend

From Propwash Junction Patch



Meet The Characters in Disney's Planes
What do a crop-duster and a corsair have in common? Here, meet the friends and flyers in Disney's Planes.

Comments

+ Leave a Comment

Post comment

Who's Blogging?

Become a blogger today!

Get started now

Start blogging

Born brand women's sz 8 black leather mule clogs - \$20

Super cute, never worn Born leather mules.



Buy | Sell | Trade July 28, 2013 at 12:07 PM

Rhonda

Nine West Women's 8M suede boots

Adorable Nine West blue suede ankle high boots. So cute for Fall!! Like new, barely worn. \$...



Buy | Sell | Trade July 28, 2013 at 12:02 PM

Rhonda

Guess brand Women's strappy silver/brown metallic 8M heels

Very cute women's Guess heels. Like new, barely worn. \$20



Buy | Sell | Trade July 28, 2013 at 11:54 AM

Rhonda

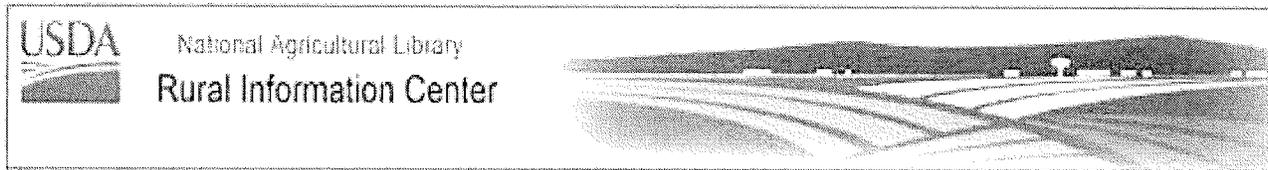
Aebleskiver and Bake Sale This Saturday

Just saw the Danish Sisterhood's aebleskiver breakfast and bake sale posted on the readerb...



Announcements July 25, 2013 at 09:58 PM

2 Doreen Anderson



Arts and Humanities in Rural America

Contents

- Introduction
- Internet Resources
 1. The Arts and Humanities
 2. Funding Trends
 3. Community Benefits
 4. Economic Impact
 5. Planning Resources
 6. Case Studies, Best Practices, and Model Programs
 7. Funding Sources
 - Federal Funding
 - Private Funding
- Journals
- State and Regional Arts Agencies and Humanities Councils
- Arts Organizations
- Humanities Organizations



The source for the image on the right is a USDA photo by Larry Rana.

Introduction

This online guide brings together full-text resources for local officials and organizations seeking information on planning arts and humanities programs in their communities. It includes resources on funding trends, community benefits, economic impact, planning, case studies and model programs, federal and private funding sources, and lists of key organizations.

Additional related resource guides:

- ***Promoting Tourism in Rural America***, <http://www.nal.usda.gov/ric/ricpubs/tourism.html>
- ***Historic Preservation Resources***, <http://www.nal.usda.gov/ric/ricpubs/preserve.html>

This resource guide was revised and updated by Patricia LaCaille John in May 2005.

Last Modified July, 2013.

Rural Information Center Publication Series; no. 74 2005. Beltsville, MD

The use of trade, firm, or corporation names in this publication (or page) is for the information and convenience of the reader. Such use does not constitute an official endorsement or approval by the United States Department of Agriculture or the Agricultural Research Service of any product or service to the exclusion of others that may be suitable.

For more information about National Agricultural Library [Policy and Disclaimers](#)

Internet Resources

The Arts and Humanities

1. *American Canvas*. Gary O. Larson. Washington, DC: National Endowment for the Arts, 1997. 194 p. <http://www.arts.gov/pub/AmCan/AmCanPDF.html>
2. *Arts Participation in America*. Arthur L. Dirks. Bridgewater, MA: The Author, 1999. 6 p. <http://webhost.bridgew.edu/adirks/ald/papers/artspart.htm>
3. *Authentic Passion: An Introduction to the Arts in Rural and Small Communities*. Janet Brown. Saxapachaw, NC: Community Arts Network, 2002. 5 p. http://www.communityarts.net/readingroom/archivefiles/2002/03/authentic_passi.php
4. *The Changing Faces of Tradition: A Report on the Folk and Traditional Arts in the United States*. Elizabeth Peterson. Research Division Report #38. Washington, DC: National Endowment for the Arts, 1996. 96 p. <http://www.arts.gov/pub/Report38/ChangingPDF.html>
5. "Don't Get Above Your Raisin" Bill C. Malone. *Tulanian*. (Winter 2003): 5 p. http://www2.tulane.edu/article_news_details.cfm?ArticleID=4588
6. "Feasts of Unnaming: Folk Festivals and the Representation of Folklife." Robert Cantwell. In *Public Folklore*, edited by Robert Baron and Nicholas R. Spitzer, pp. 263-305. Washington, DC: Smithsonian Institution Press, 1992. 370 p.
7. "Festivals and the Creation of Public Culture: Whose Voice(s)?" Robert H. Lavenda. In *Museums and Communities. The Politics of Public Culture*. Edited by Ivan Karp, Christine M. Kreamer, and Steven D. Lavine, pp. 76-104. Washington, DC: Smithsonian Institution Press, 1992. 624 p.
8. *Folk Art: Sometimes Fine Art, Sometimes Craft, It Defies Definition*. Dan Guillory. Illinois Issues (December 2002): 9 p. <http://illinoisissues.uis.edu/features/2002dec/folk.html>
9. *A New Framework for Building Participation in the Arts*. Kevin F. McCarthy, Kimberly Jinnett. Santa Monica, CA: Rand, 2001. 112 p. <http://www.rand.org/publications/MR/MR1323/index.html>
10. *The Performing Arts in a New Era*. Kevin McCarthy, and others. Santa Monica, CA: Rand, 2001. 137 p. <http://www.rand.org/publications/MR/MR1367/index.html>
11. *Raising the Barre: The Geographic, Financial, and Economic Trends of Nonprofit Dance Companies*. Thomas M. Smith. Research Division Report #44. Washington, DC: National Endowment for the Arts, 2003. 44 p. <http://www.arts.gov/pub/RaisingtheBarre.pdf>

Funding Trends

12. *Arts and Humanities: Background on Funding*. Susan Boren. CRS Report for Congress, RS20287. Washington, DC: Congressional Research Service, The Library of Congress, 2005. 6

- p. <http://fpc.state.gov/documents/organization/43371.pdf>
13. *Arts Funding IV: An Update on Foundation Trends*. New York: Foundation Center, 2003. 4 p. <http://foundationcenter.org/gainknowledge/research/pdf/03arthl.pdf>
 14. *Arts Funding Into the 21st Century*. Dian Magie. Washington, DC: President's Committee on the Arts and the Humanities, 1997. 24 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9165>
 15. *The Case for Public Support of the Arts is Pretty Much What It Was Nearly Seven Decades Ago*. Peggy Boyer Long. Illinois Issues. December 2002. 4 p. <http://illinoisissues-archive.uis.edu/editor/public.html>
 16. *How the United States Funds the Arts*. Washington, DC: National Endowment for the Arts, 2004. 23 p. <http://www.arts.gov/pub/how.pdf>
 17. *Foundation Funding for the Humanities: An Overview of Current and Historical Trends*. Loren Renz, Steven Lawrence. New York: Foundation Center, 2004. 20 p. <http://foundationcenter.org/gainknowledge/research/pdf/human.pdf>
 18. *Foundation Grants to Arts and Culture: A One-year Snapshot and Government Funding for the Arts*. New York: Foundation Center, 2007. 12 p. http://foundationcenter.org/gainknowledge/research/pdf/artsfunding_05.pdf
 19. *Funding Culture: The Report of the Task Force on the Public Funding of Cultural Institutions in Northeastern Illinois*. Chicago, IL: The Civic Federation, 2006. 128 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=12018>
 20. *National Investment in the Arts*. Bruce A. Seaman. Arlington, VA: Center for Arts and Culture, 2002. 70 p. <http://www.culturalpolicy.org/pdf/investment.pdf>

Community Benefits

21. *Art Works! Prevention Programs for Youth and Communities*. Paula Randall. Edited by Dian Magie and Christine E. Miller. Washington, DC: National Endowment for the Arts and U.S. Center for Substance Abuse, 1997. 96 p. <http://books.google.com/books?id=ntI97OP9G-YC>
22. *The Arts and Humanities as Agents for Social Change: 4th International Congress of Educating Cities, Summary Report*. Grady Hillman. Chicago: Chicago Department of Cultural Affairs, 1998. 47 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9168>
23. *Arts Programs for At-Risk Youth: How U.S. Communities are Using the Arts to Rescue Their Youth and Deter Crime*. Washington, DC: Americans for the Arts, 1998. 16 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9209>
24. *The CAN Report: The State of the Field of Community Cultural Development -- Something New Emerges*. A Report from the Community Arts Network Gathering, May 2004, by Linda Frye Burnham, Steven Durland and Maryo Gard Ewell. Saxapahaw, NC: Art in the Public Interest, 2004. 76 p. <http://www.communityarts.net/readingroom/archive/canreport/index.php>

25. ***Coming Up Taller***. Washington, DC: President's Committee on the Arts and the Humanities, 1996? 25 p. <http://www.cominguptaller.org/report/chapters.htm>
26. ***Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development***. Louise Glickman. Washington, DC: Americans for the Arts, 1997. 11 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=7995>
27. ***Gifts of the Muse: Reframing the Debate About the Benefits of the Arts***. Kevin F. McCarthy, and others. Santa Monica, CA: Rand, 2004. 104 p. <http://www.rand.org/publications/MG/MG218/>
28. ***Imagine! Introducing Your Child to the Arts***. 2nd ed. Washington, DC: National Endowment for the Arts, 2004. 67 p. <http://www.arts.gov/pub/imagine.pdf>
29. ***Learning Partnerships: Improving Learning in Schools with Arts Partners in the Community***. Craig Dreeszen, Arnold Aprill, and Richard Deasy. Washington, DC: Arts Education Partnership, 1999. 22 p. http://www.aep-arts.org/publications/info.htm?publication_id=15
30. ***Making Exact Change: How U.S. Arts-based Programs Have Made a Significant and Sustained Impact on their Communities***. William Cleveland. Saxapahaw, NC: Art in the Public Interest, 2005. 140 p. <http://www.communityarts.net/readingroom/archive/mec/index.php>
31. ***Strengthening Communities Through Culture***. Elizabeth Strom. Arlington, VA: Center for Arts and Culture, 2001. 52 p. <http://www.culturalpolicy.org/pdf/communities.pdf>
32. ***Ten Characteristics of a Healthy Community: How the Arts Can be Integrated: A Report from the First Joint Convention of Americans for the Arts and the National Assembly of State Arts Agencies***. Mara Walker, Johanna Misesy Boyer. Monograph. Washington, DC: Americans for the Arts, 2002. 19 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=11611>

Economic Impact

33. ***The Artistic Dividend: The Arts' Hidden Contributions to Regional Development***. Ann Markusen, David King. Minneapolis: Humphrey Institute of Public Affairs, University of Minnesota, 2003. 25 p. http://www.hhh.umn.edu/img/assets/6158/artistic_dividend.pdf
34. ***Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences, National Report***. Washington, DC: Americans for the Arts, 2002. 170 p. http://www.artsusa.org/pdf/information_resources/economic_impact/National_rpt.pdf
35. ***Arts and the Kentucky Economy***. Eric C. Thompson, Mark C. Berger, Steven N. Allen. Lexington: Center for Business and Economic Research, Gatton College of Business and Economics, University of Kentucky, 1998. 34 p. <http://artscouncil.ky.gov/artsecon.htm>
36. ***Culture and Commerce: Traditional Arts in Economic Development***. Chris Walker, Maria Jackson, Carole Rosenstein. Washington, DC: The Urban Institute, 2003. 52 p. <http://www.folkculture.org/LinkClick.aspx?fileticket=zf3YFnF8d9Y%3d&tabid=67>
37. ***Economic Impact of Florida's Arts and Cultural Industry***. William Stronge. West Palm Beach:

- Florida Cultural Alliance, 2004. 16 p. <http://www.florida-arts.org/resources/economicimpactofthearts.htm>
38. *The Economic Impact of the Arts in Watauga County, North Carolina*. James Stoddard, Dinesh Dave, Todd Cherry. Boone, NC: Appalachian State University, 2003. 81 p. <http://www.oca.appstate.edu/EconomicImpactStudy200305.pdf>
 39. *The Economic Impact of the Cultural Industry on the State of South Carolina*. Columbia: Division of Research, Moore School of Business, University of South Carolina, 2002. 18 p. <http://www.moore.sc.edu/UserFiles/moore/Documents/Presentations%20&%20Studies/2002%20Cultural.pdf>
 40. "The Economy of Mountain Crafts." *Mountain Promise*. 12, no. 2 (2001): 2-23. <http://www.berea.edu/brushyforkinstitute/documents/pdf/mountainnewsletter/Fall2001.pdf>
 41. "HandMade Communities." Fred D. Baldwin. *Appalachia*. January-April 1998, 5 p. http://www.arc.gov/magazine/articles.asp?ARTICLE_ID=134&F_ISSUE_ID=17&F_CATEGORY_ID=
 42. *The Impact of Folk Festivals*. Matlock, Derbyshire, UK: Association of Festival Organisers, 2004. 15 p. <http://www.folkarts-england.org/UserFiles/File/Resources/Event%20and%20Festival%20Management/AFO%20Impact%20Report%20March%202004.pdf>
 43. *Louisiana: Where Culture Means Business*. Mt. Auburn Associates. Baton Rouge: Office of the Lt. Governor, Department of Culture, Recreation and Tourism, Office of Cultural Development, Louisiana Division of the Arts, 2005. 200p. <http://www.crt.state.la.us/arts/Publications/culturaleconomyreport.pdf>
 44. *New Mexico Arts: Nurturing the State's Economy*. Dinah Zeiger, with Anthony Radich. Denver, CO: Western States Arts Federation, 2005. 66 p. <http://www.nmarts.org/pdf/westaf-econ-impact-report-jan05.pdf>
 45. *The Role of the Arts in Economic Development*. Issue Brief. Washington, DC: National Governors Association Center for Best Practices, 2001. 9 p. <http://www.nga.org/Files/pdf/062501ARTSDEV.pdf>
 46. *Rural America in Transition: Innovative Responses*. Martin Nagy. Monograph 5, no. 2. Washington, DC: National Assembly of Local Arts Agencies, 1996. 11 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=8841>
 47. *Strengthening Rural Economies through the Arts*. Washington, DC: National Governors Association Center for Best Practices, 2005. 23 p. <http://www.nga.org/Files/pdf/RURALARTS.pdf>

Planning Resources

48. *Arts Accessibility Planning Guide: A Self-Survey Tool for Small Arts Organizations in the Seven-County Metropolitan Area*. St. Paul, MN: Metropolitan Regional Arts Council, 1997. 23 p. <http://www.mrac.org/resources/pdf/artsaccessibilityGuide.pdf>

49. ***Building Creative Economies: The Arts, Entrepreneurship, and Sustainable Development.*** Monograph, Special Report. Washington, DC: Americans for the Arts, 2003. 15 p.
<http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=11605>
50. ***Community Arts: Developing a Project.*** Seattle, WA: Mayor's Office of Arts & Cultural Affairs, 2005. http://www.artsresourcenetwork.net/community_arts/developing_a_project/default.asp
51. ***Community Arts Handbooks.*** Patricia Boyd. Lead: South Dakotans for the Arts. 72 p.
<http://www.sdarts.org/commarts/CommunityArtsHandbookv4.pdf>
52. ***Community Cultural Planning: Developing and Design to Meet Local Needs.*** Craig Dreeszen. Monograph 1, no. 8. Washington, DC: Americans for the Arts, 1998. 7 p.
<http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9241>
53. ***Cultural Development in Creative Communities.*** Bill Bulick with Carol Coletta, and others. Monograph. Washington, DC: Americans for the Arts, 2003. 11 p.
<http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=10731>
54. ***Cultural Economic Development: A Practical Guide for Communities.*** Neeta Delaney with Ric Geyer. Lansing, MI: Office of the Governor, 2004. 11 p.
http://ref.michigan.org/cm/attach/9DB23875-35F0-42D9-AEBD-38F2E0DE27A4/Geyer_Cultural_Guide.pdf
55. ***How States Are Using Arts and Culture to Strengthen Their Global Trade Development: Executive Summary.*** Issue Brief. Washington, DC: National Governors Association Center for Best Practices, 2003. 15 p. <http://www.nga.org/Files/pdf/040103GLOBALTRADEDEV.pdf>
56. ***Lessons Learned: A Planning Toolsite.*** Washington, DC: National Endowment for the Arts, n.d.
<http://www.nea.gov/resources/Lessons/index.html>
57. ***North Carolina Summit Retreat on Craft: Proceedings March 21-24, 2002.*** Edited by Lynn Jones Ennis. Hendersonville: The Center for Craft, Creativity & Design, A Regional Inter-institutional Center of the University of North Carolina, 2002. 26 p.
<http://www.craftcreativitydesign.org/research/summit/2002/2002Proceedings.htm>
58. ***Policy Partners: Making the Case for State Investment in Culture.*** M. Christine Dwyer and Susan Frankel. Arlington, VA: Center for Arts and Culture, 2001? 70 p.
<http://www.culturalpolicy.org/pdf/policypartners.pdf>

Case Studies, Best Practices, and Model Programs

59. ***Allen County Common Threads Theater Project Case Study: Arts Council of Greater Lima.*** Sue Wood. Washington, DC: Americans for the Arts, 2004? 24 p.
http://ww3.artsusa.org/animatingdemocracy/pdf/labs/arts_council_of_lima_common_threads_new.pdf
60. ***Art and Culture in Communities: A Framework for Measurement.*** Maria-Rosario Jackson, Joaquin Herranz, Florence Kabwasa-Green. Policy Brief No. 1 of the Culture, Creativity and Communities Program. Washington, DC: Urban Institute, 2003. 6 p.
<http://www.urban.org/url.cfm?ID=311008>

61. *Arts and Culture: Community Connections -- Contributions from New Survey Research*. Chris Walker. Washington, DC: Urban Institute, 2002. 11 p. <http://www.urban.org/url.cfm?ID=310512>
62. *The Arts and the Wisconsin Idea: A Conference Report*. Maryo Gard Ewell. Saxapahaw, NC: Community Arts Network, 2003. 6 p. http://www.communityarts.net/readingroom/archivefiles/2003/12/report_on_the_a.php
63. *Arts Corps 2006-2007: Evaluation Report*. Seattle, WA: Arts Corps, 2007. 17 p. <http://www.artscorps.org/downloads/publications/2007%20Evaluation%20Report.pdf>
64. *Arts Education Partnerships: Lessons Learned from One School District's Experience*. Melissa Rowe, and others. Santa Monica, CA: Rand, 2004. 88 p. <http://www.rand.org/publications/MG/MG222/>
65. *Bright Stars: Charting the Impact of the Arts in Rural Minnesota*. Minneapolis, MN: McKnight Foundation, 2005. 81 p. http://www.mcknight.org/stream_document.aspx?rRID=3169&pRID=3168
66. *Building America's Communities II: A Compendium of Arts and Community Development Programs*. Washington, DC: Americans for the Arts and the Institute for Community Development and the Arts, 1997. 44 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=7773>
67. *Connecting Californians: Finding the Art of Community Change*". Cocke, Burnham, Kohl, McGarvey, *et al.* Saxapahaw, NC; San Francisco, CA: Community Arts Network; The James Irvine Foundation, 2001. 8 p. <http://www.communityarts.net/readingroom/archive/concal/index.php>
68. *Ecoartists: Engaging Communities in a New Metaphor*. Patricia Watts. Saxapahaw, NC: Community Arts Network, 2005. 8 p. http://www.communityarts.net/readingroom/archivefiles/2005/01/ecoartists_enga.php
69. *Five Keys to Growing a Healthy Community-Connected Museum*. Ron Chew. Saxapahaw, NC: Community Arts Network, 2005. 7 p. http://www.communityarts.net/readingroom/archivefiles/2005/02/five_keys_to_gr.php
70. *Hatching Art: Creating a Vital Arts Presence in Your Community*. Arlington County Cultural Affairs Division. Monograph 1, no. 4. Washington, DC: Americans for the Arts, 1997. 11 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=8353>
71. *HUD: Integrating the Arts into Community Development and Revitalization*. Nina Ozlu. Monograph 3, no. 5. Washington, DC: National Assembly of Local Agencies, 1994. 22 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=8373>
72. *A Legacy of Leadership: Investing in America's Living Cultural Heritage Since 1965*. Washington, DC: National Endowment for the Arts, 2000. 96 p. <http://www.arts.gov/pub/Legacy.pdf>
73. *Let Art Begin at Home: The Amery Story*. LaMoine MacLaughlin. Saxapahaw, NC: Community Arts Network, 2005. 19 p.

http://www.communityarts.net/readingroom/archivefiles/2005/03/let_art_begin_a.php

74. *Moby Dick -- Case Study: Perseverance Theatre*. Jeffrey Herrmann, Peter Dubois, Susan McInnis. Washington, DC: Americans for the Arts, 2003. 19 p.
http://ww3.artsusa.org/animatingdemocracy/pdf/labs/moby_dick_case_study.pdf
75. *Performing Communities: The Grassroots Ensemble Theater Research Project*. An Inquiry into Ensemble Theater Deeply Rooted in Eight U.S. Communities. Saxapahaw, NC: Community Arts Network, 2002. <http://www.communityarts.net/readingroom/archive/perfcomm/index.php>
76. *Schools, Communities, and the Arts: A Research Compendium*. by Nancy Welch, with Andrea Greene. Tempe: Morrison Institute for Public Policy, Arizona State University, and National Endowment for the Arts. 1995. 146 p. <http://morrisoninstitute.asu.edu/publications-reports/SchoolsCommunitiesAndArts-AResearchCompendium/view>
77. *Spirit of the Northwest: Claiming Community Identity 1998-2000*. Joint Project of the Idaho Commission on the Arts, the Oregon Arts Commission and the Washington State Arts Commission, 2000. 37 p.
http://www.communityarts.net/~commarts/readingroom/archivefiles/2001/03/spirit_of_the_n.php
78. *Telling the Truth in a Small Town: Ukiah Players Theater*. Saxapahaw, NC: Community Arts Network, 2001. 5 p.
http://www.communityarts.net/readingroom/archivefiles/2001/02/telling_the_tru.php
79. *University-Community Design Partnerships: Innovations In Practice*. Jason Pearson. Mark Robbins series editor. Washington, DC: National Endowment for the Arts, 2002. 121 p.
<http://www.arts.gov/pub/Design/UnivCommDesign.pdf>
80. *Your Town: Mississippi Delta*. Shelley S. Mastran editor, Mark Robbins series editor. Washington, DC: National Endowment for the Arts, 2002. 50 p.
<http://www.arts.gov/pub/Design/YourTown.pdf>

Funding Sources

Federal Funding

Three agencies provide most of the funding available to communities to promote the arts and humanities. These programs can be accessed in the *Catalog of Federal Domestic Assistance (CFDA)* cultural affairs section at: <http://www.cfda.gov>

1. The **National Endowment for the Arts (NEA)** is dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. The NEA is the nation's largest annual funder of the arts in the country, including rural areas, inner cities, and military bases.

The NEA publishes the *NEA ARTS*, a bimonthly newsletter. Each issue includes recent information on the NEA's national initiatives, sponsored programs, awards, grants, and a calendar of upcoming events. http://www.arts.gov/about/NEARTS/2010_v1/index.html

The National Endowment for the Arts

1100 Pennsylvania Avenue, NW
 Washington, DC 20506
 202-682-5400
<http://www.arts.gov>

2. The **Institute of Museum and Library Services (IMLS)** is dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. IMLS supports all types of museums, from art and history to science and zoos, and all types of libraries and archives, from public and academic to research and school.

Institute of Museum and Library Services

1100 Pennsylvania Avenue, NW, Room 510
 Washington, DC 20506
 202-606-8536
 Email: imlsinfo@imls.gov
<http://www.imls.gov>

3. **National Endowment for the Humanities (NEH)** supports research, education, preservation, and public programs in the humanities. NEH is the largest funder of humanities programs in the country. According to the 1956 National Foundation on the Arts and the Humanities Act, "The term 'humanities' includes, but is not limited to, the study of the following: language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism and theory of the arts; those aspects of social sciences which have humanistic content and employ humanistic methods; and the study and application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life."

The NEH publishes the *Humanities*, a bimonthly review of notable humanities programs.
<http://www.neh.gov/news/humanities.html>

The NEH in partnership with the National Trust for the Humanities and Marco Polo Education Foundation sponsor EDSITEMent, an online humanities resource from some of the world's great museums, libraries, cultural institutions, and universities.

EDSITEment -- The Best of the Humanities on the Web

<http://edsitement.neh.gov>

The National Endowment for the Humanities

1100 Pennsylvania Avenue, NW
 Washington, DC 20506
 800-NEH-1121
 Email: info@neh.gov
<http://www.neh.gov>

Private Funding

1. **Databases**

Searchable Databases of Arts Resources

Institute for the Management of Creative Enterprises
Carnegie Mellon University
<http://www.artsnet.org/databases/>

2. Guides to Funding Organizations

- *Alternative Sources of Income for the Arts: Final Report.* Morrie Washawski. San Francisco, CA: Bay Consulting Group, 1999. 23 p.
<http://www.theatreontario.org/download/Hand5-Alternative%20Sources%20of%20Income.pdf>
- **Art in Education Funding Sources**
Kentucky Arts Council. 3 p.
http://artscouncil.ky.gov/Education/edu_fund.htm
- **Federal Resource Guide Series for Arts Organizations.**
Americans for the Arts.
http://www.americansforthearts.org/get_involved/advocacy/funding_resources/default.asp
- **A Focus on Funding for the Arts**
Foundation Center. Current 2010 Web Page with an Arts Funding Watch, RSS News Feed, current publications and mp3 audio on art information.
<http://foundationcenter.org/focus/arts/>
- **Major Grant Makers to Arts and Culture.** 3 p.
National Assembly of State Arts Agencies
http://www.nasaa-arts.org/aoa/grant_makers.shtml
- **Regional Funding Resources.**
Fund for Folk Culture. 2 p.
<http://www.folkculture.org/InfoforGrantseekers/RegionalFunding/tabid/94/Default.aspx>

3. Article/Publications

- *Corporate Philanthropy in the Arts: A Resource List.* New York: Foundation Center. 6. p.
<http://foundationcenter.org/getstarted/topical/corparts.html>
- *Funding and Managing Arts Organizations: A Resource List.* New York: Foundation Center. 6 p. <http://foundationcenter.org/getstarted/topical/arts.html>
- *Property Tax: Funding for the Arts.* Amanda Rafool, Scott Mackey. Washington, DC: Americans for the Arts, 1998. 12 p.
<http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9610>
- *Sales Taxes for the Arts.* Duncan M. Webb. Washington, DC: Americans for the Arts, 2000. 14 p. <http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=11613>
- *United Arts Fund: Meeting the Challenge of Increased Private Sector Support for the Arts.* Robert Bush. Monograph. Washington, DC: Americans for the Arts, 2003. 11 p.

<http://www.artsusa.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9020>

Journals

African American Review

Saint Louis University
Humanities 317
3800 Lindell Blvd
St. Louis, MO 63108
Email: keenanam@slu.edu
<http://aar.slu.edu/>

American Art

The University of Chicago Press
Journals Division
P.O. Box 37005
Chicago, IL 60637
877-705-1878
Email: subscription@press.uchicago.edu
<http://www.journals.uchicago.edu/toc/amart/current>

American Craft

American Craft Council
72 Spring Street.
New York, NY 10012
212-274-0630
Email: council@craftcouncil.org
<http://www.craftcouncil.org/>

American Indian Culture and Research Journal

University of California at Los Angeles
American Indian Studies Center
3220 Campbell Hall
Los Angeles, CA 90095-1548
310-206-7508
Email: sales@aisc.ucla.edu
http://www.books.aisc.ucla.edu/comensus/store/comensus_listCategoriesAndProducts.aspx?idCategory=2

American Indian Quarterly

University of Nebraska Press
233 N. 8th St.
Box 880484
Lincoln, NE 68588-0255
1-800-755-1105
Email: cpress2@unl.edu
<http://www.nebraskapress.unl.edu/catalog/productinfo.aspx?id=673174&AspxAutoDetectCookieSupport=1>

American Music

University of Illinois Press
1325 S. Oak Street
Champaign, IL 61820
217-244-0626
Email: journals@uillinois.edu
<http://www.press.uillinois.edu/journals/am.html>

Craft Connection

Minnesota Crafts Council
Hennepin Center for the Arts
528 Hennepin Ave. Rm. 216
Minneapolis, MN 55403
612-333-7789

The Crafts Report

P.O. Box 1992
Wilmington, DE 19899-1992
800-777-7098
<http://www.craftsreport.com/>

Folk Art Finder

Gallery Press
117 North Main Street
Essex, CT 06426
860-767-0313

Folk Dance Directory

Folk Dance Association
P.O. Box 300500
Midwood Station
Brooklyn, NY 11230
888-321-1023
Email: director@folkdancing.org
http://www.folkdancing.org/fd_directory.html

Hoosier Folklore

Hoosier Folklore Society
Department of English
Indiana State University
Terre Haute, IN 47809
812-237-3160
Email: english@indstate.edu
<http://www.indstate.edu/english/content/organizations/hoosier-folklore-society/index.asp>

The Foxfire Magazine

Foxfire Fund, Inc.
PO Box 541
Mountain City, GA 30562
706-746-5828
Email: foxfire@foxfire.org

<http://www.foxfire.org/>

Goldenseal: West Virginia Traditional Life

West Virginia Division of Culture and History

The Cultural Center

1900 Kanawha Blvd. E.

Charleston, WV 25305-0300

304-558-0220 Ext. 153

Email: goldenseal@wvculture.org

<http://www.wvculture.org/goldenseal/index.html>

Journal of American Folklore

University of Illinois Press

1325 S. Oak Street

Champaign, IL 61820

217-244-0626

Email: journals@uillinois.edu

<http://www.press.uillinois.edu/journals/jaf.html>

Journal of Folklore Research

Indiana University Press Journals

601 N. Morton St.

Bloomington, IN 47404

800-842-6796

Email: iuporder@indiana.edu

<http://inscribe.iupress.org/loi/jfr>

MELUS

Society for the Study of the Multi-Ethnic Literature of the United States

University of Connecticut

Department of English

215 Glenbrook Rd. U-4025

Storrs, CT 06269

Email: melus@uconn.edu

<http://webpace.ship.edu/kmlong/melus/>

North Carolina Folklore Journal

North Carolina Folklore Society

P.O. Box 62271

Durham, NC 27715

Email: pcoyle@email.wcu.edu

<http://www.ncfolkloresociety.org/pub.htm>

Sing Out

Sing Out Corporation

PO Box 5460

Bethlehem, PA 18015

610-865-5366

Email: info@singout.org

<http://www.singout.org>

Southern Humanities Review

Department of English
9030 Haley Center
Auburn University, AL 36849-5203
334-844-4620
<http://media.cla.auburn.edu/english/shr/index.cfm>

Tennessee Folklore Society Bulletin

Tennessee Folklore Society
c/o Jubilee Community Arts
1538 Laurel Avenue
Knoxville, TN 37916-2016
615-898-2663
Email: tfseeditor@jubileearts.org
<http://www.tennesseefolklore.org/publications.html>

Western Humanities Review

University of Utah, Dept. of English
255 S. Central Campus Dr. Room 3500
Salt Lake City, UT 84112
801-581-6070
Email: whr@mail.hum.utah.edu
<http://vegeta.hum.utah.edu/whr/>

Woodworker's Journal

PO BOX 56585
Boulder, CO 80322-6585
800-765-4119
Email: support@woodworkersjournal.com
<http://www.woodworkersjournal.com/>

State and Regional Arts Agencies and Humanities Councils**State Arts Agency and Regional Arts Organizations Directory**

<http://www.nasaa-arts.org/aoa/saadir.shtml>

State Humanities Councils

<http://www.neh.gov/howeare/statecouncils.html>

Arts Organizations**Alternate Roots**

1083 Austin Ave.
Atlanta, GA 30307
1-888-871-9898

Email: info@alternateroots.org
<http://www.alternateroots.org/>

American Federation of Arts

41 E. 65th St.
New York, NY 10021-6594
212-988-7700
fax: 212-861-2487
Email: pubinfo@afaweb.org
<http://www.afaweb.org/>

Americans for the Arts

1000 Vermont Ave. NW, 6th fl.
Washington, DC 20005
202-371-2830
<http://www.artsusa.org/>

The Arts Coalition

P.O. Box 5266
San Antonio, TX 78201
210-736-9272
Email: artco@concentric.net
<http://www.artco.org/>

Arts Extension Service

Box 31650
University of Massachusetts
Amherst, MA 01003
413-545-2360
Email: aes@admin.umass.edu
<http://www.umass.edu/aes/>

Association of Independent Video and Filmmakers

304 Hudson St., 6th Fl.
New York, NY 10013
212-807-1400
Email: info@aivf.org
<http://www.aivf.org/>

Association of Performing Arts Presenters

1112 16th St. NW, Suite 400
Washington, DC 20036
202-833-2787
Email: artspres@artspresenters.org
<http://www.artspresenters.org/>

Business Committee for the Arts

1775 Broadway, Suite 510
New York, NY 10016
212-664-0600

Email: info@bcainc.org
<http://www.bcainc.org/>

Center for Arts and Cultural Policy Studies

Robertson Hall
Princeton, NJ 08544-1013
609-258-5180
Email: artspol@princeton.edu
<http://www.princeton.edu/~artspol/>

Community Arts Network (CAN)

Art in the Public Interest/CAN
P.O. Box 68
Saxapahaw, NC 27340
336-376-8404
Email: info@communityarts.net
<http://www.communityarts.net/>

Dance/USA

1156 15th St. NW, Suite 820
Washington, DC 20005
202-833-1717
Fax: 202-833-2686
Email: danceusa@danceusa.org
<http://www.danceusa.org/>

Kennedy Center Alliance for Arts Education Network

KCAAEN Education Department
Washington, DC 20566
202-416-8845
Email: kcaaen@kennedy-center.org
<http://kennedy-center.org/education/kcaaen/>

The League of Historic American Theatres

34 Market Place, Suite 320
Baltimore, MD 21202
410-659-9533
<http://www.lhat.org/>

National Assembly of State Arts Agencies

1029 Vermont Ave. NW, 2nd Fl.
Washington, DC 20005
202-347-6352
Email: nasaa@nasaa-arts.org
<http://www.nasaa-arts.org/>

National Association of Artists Organizations

918 F St. NW, Suite 611
Washington, DC 20004
202-347-6350

Email: nao2@artswire.org
<http://www.nao.net/>

National Council for the Traditional Arts

1320 Fenwick Ln., Suite 200
Silver Spring, MD 20910
301-565-0654
Email: info@ncta.net
<http://www.ncta.net/>

Partners for Livable Communities

1429 21st St. NW
Washington, DC 20036
202-887-5990
Email: partners@livable.com
<http://www.livable.com/>

Performing American Arts Alliance
formerly the American Arts Alliance

Advocates for the Arts
805 15th St. NW, Suite 500
Washington, DC 20005
202-289-1776
Email: aaa@artswire.org
<http://theperformingartsalliance.org/>

Humanities Organizations**American Association for Museums**

1575 Eye Street, NW, Suite 400
Washington, DC 20005
202-289-1818
Email: aamino@aam-us.org
<http://www.aam-us.org/>

American Association for State and Local History

1717 Church Street
Nashville, TN 37203-2991
615-320-3203
Email: membership@AASLH.org
<http://www.aaslh.org/>

American Folklife Center

Thomas Jefferson Building, Room LJ-G53
101 Independence Ave, SE
Washington, DC 20540-4610
202-707-5510
Email: folklife@loc.gov
<http://www.loc.gov/folklife/>

American Folklore Society

Mershon Center, Ohio State University
1501 Neil Avenue
Columbus, OH 43201-2602
614-292-3375
Fax: 614-292-2407
<http://www.afsnet.org/>

American Historical Association

400 A Street, SE
Washington, DC 20003-3889
202-544-2422
Email: info@historians.org
<http://www.historians.org/>

American Institute for Conservation of Historic & Artistic Works

1717 K Street NW, Suite 200
Washington, DC 20036-5346
202-452-9545
Email: info@aic-faic.org
<http://aic.stanford.edu/>

Association for Living History, Farm and Agricultural Museums

8774 Route 45 NW
North Bloomfield, OH 44450
Fax: 440-685-4410
<http://www.alhfam.org>

Center for the Study of Southern Culture

Barnard Observatory
The University of Mississippi
P.O. Box 1848
University, MS 38677-1848
662-915-5993
Email: cssc@olemiss.edu
<http://www.olemiss.edu/depts/south/>

Consortium of Humanities Centers and Institutes

c/o John Hope Franklin Humanities Institute
Box 90403, 2204 Erwin Road
Duke University
Durham, NC 27708-0403
919-668-0107
Fax: 919-668-1919
Email: chci@duke.edu
<http://www.chcinetwork.org>

Cultural Policy Center

University of Chicago
1155 E. 60th Street
Chicago, IL 60637-2745

773-702-4407

Email: culturalpolicy@listhost.uchicago.edu

<http://culturalpolicy.uchicago.edu/>

Federation of State Humanities Councils

1600 Wilson Boulevard, Suite 902

Arlington, VA 22209

703-908-9700

Email: info@statehumanities.com

<http://www.statehumanities.com>

Louisiana Folklife Program

(part of Louisiana Division of the Arts)

P. O. Box 44247

Baton Rouge, LA 70804

225-342-8180

Email: folklife@crt.state.la.us

<http://www.louisianafolklife.org/>

Museum on Main Street

Smithsonian Institute Traveling Exhibition Service

Arts & Industries Building

900 Jefferson Drive, SW, Suite 1271

Washington, DC 20560-0706

202-633-0078

<http://www.museumonmainstreet.org/>

National Humanities Alliance

21 Dupont Circle, NW, Suite 800

Washington, DC 20036

202-296-4994 ext. 149

<http://www.nhalliance.org/>

Smithsonian Center for Folklife and Cultural Heritage

Smithsonian Institution

750 9th Street, NW, Suite 4100

Washington, DC 20560-0953

202-275-1150

Email: folklife-info@si.edu

<http://www.folklife.si.edu/>

*USDA, Rural Information Center
National Agricultural Library
10301 Baltimore Ave., Room 123
Beltsville, MD 20705-2351
ric@ars.usda.gov
1-800-633-7701*
