

1: VISION, MISSION, VALUES

WHAT IS THE VISION FOR THE CREATIVE DISTRICT? *A statement that describes your ideal future. This short statement should describe how your District will change your community.*

A place where music drifts out from the restaurants and is heard coming from the parks as you move up and down the streets; where art galleries intermingle with retail boutiques, bakeries, restaurants featuring many cuisines, authors, crafter, and museums; where the streetscape includes public art, pocket parks for relaxing and watching the people come and go; and where creative individuals are welcomed and encouraged.

WHAT IS THE MISSION OF THE CREATIVE DISTRICT? *A phrase that describes how you will work toward achieving your vision. In other words, it's what you'll do and how you'll do it.*

To provide an environment and framework in which the creative community can flourish and their efforts can be seen, heard, and appreciated by all.

WHAT ARE THE COMMUNITY/CREATIVE DISTRICT'S VALUES? *Use short words or phrases to describe the core beliefs or guiding principles your community holds dear.*

Inclusiveness - we respect people, value diversity and are committed to equality.

Community

Acceptance

Exploratory

Participation - we value and recognize the contribution of volunteers and supporters within organizations and communities.

Openness - we are committed to a culture of teamwork and collaboration.

2: ARTISTIC AND CULTURAL ACTIVITIES, AND CREATIVE INDUSTRIES

ARTS AND CULTURAL ACTIVITIES

Please describe the types of **artistic or cultural activities** that take place in the region. *Examples: a community center/theatre, business district, training/educational facility, production facility, annual festival, recurring arts-related activity (e.g., Arts Walk), etc.*

The Long Beach Peninsula, and the City of Long Beach in particular, is home to a diverse range of activities, from custom seafood packing to theaters and galleries.

In Long Beach in particular, we have:

- a vibrant downtown core with shops, a curio museum, restaurants ranging from take-out fries to gourmet dining, a video arcade, a bakery, a candy store, and more.
 - A full schedule of Summer festivals, including our Music in the Park series of twice-weekly concerts, the Razor Clam Festival, the Sandsations sand sculpture event with professional sculptors as well as amateur categories, the week-long International Kite Festival, and ..
 - Unique lodging featuring classic recreational vehicles of the '50s and 60s, along with art exhibits and classes, wellness and mindfulness programs, live music, and more.
 - Yoga, meditation, and movement offerings at Inspired Minds
 - Monthly meetings for those working in the fiber arts (at the PAC)
 - Annual 2-day fiber arts festival, sales and classes ("Columbia Pacific Fiber Festival" - November)
 - Monthly meetings of the Peninsula Arts Association
 - PAA sales (twice annually)
 - PAA studio tour
 - Authors and book fairs
 - Complete list of events at: <https://www.evergreencoastwa.com/event-calendar/>
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PLACE-MAKING/ARTS ANCHOR

Are there **place-making** and/or arts-related anchor attractions that exist in the community? *Examples include an entertainment complex, museum, waterfront access, etc.*

- Yes
- No
- Don't Know

If so, please list them below:

BOLD art gallery, custom framing, and gourmet coffee.

Peninsula Art Center - music venue, rehearsal space, and professional recording studio.

North Jetty Brewery

World Kite Museum

Old Salt Fabrication metal art

Discovery Trail

CREATIVE ECONOMY INDUSTRIES

What other activities take place in the proposed creative district? What other businesses and attractions exist that would appeal to residents and visitors?

Examples include: breweries, food production, publishing, video production/broadcasting, design services, performing arts companies, photography, museums, boat building, etc.

- Yes
- No
- Don't Know

If YES, what are they?

Niva Green - curated crafts, jewelry, kitchenware, and gifts.

Minto Jewelers

Adrift Distillery

Dylan's Cottage Bakery

North Beach Tavern

Raven's Ridge -designer-owned retail

Marsh's Free Museum

What is missing from these lists? What would you like to see come into your community?

Glass blowing

International foods store

3: COMMUNITY DEMOGRAPHICS AND IDENTITY

DEMOGRAPHICS AND CULTURAL HERITAGE

Please describe the demographics of your community: gender, ethnicity, age, disability, etc. You can find this information from the [US Census Bureau](#) and [Washington State's Office of Financial Management](#).

Long Beach is a tourism-oriented city located in Pacific County, Washington along the picturesque coastline. Long Beach is comprised of:

Long Beach is home to approximately 1,831 residents.

The median age in Long Beach is 51.3 years, which is a little less than the figure for Pacific County as a whole (where folks tend to be around 54.7 years old).

About 56% of the population identifies as female, while the remaining 44% are male.

While the majority of the population is White, the presence of Hispanic, Native American, and Asian communities adds to the cultural fabric of the city.

White (Non-Hispanic) folks make up a significant proportion at 87%.

There are a variety of other ethnicities: 1% Native American, 1% Asian, and a smattering of other backgrounds. Hispanic residents (of any race) account for 7% of the population.

Economics:

The median household income in Long Beach is \$47,188, which is about three-quarters of the amount in Pacific County.

Poverty rate: It stands at 22.5%, which is higher than the county average. 33% of children are living in poverty.

Housing: The median property value is \$308,700.

In Long Beach, WA, approximately 22.5% of the population lives with a disability. This rate is higher than the overall disability rate in Washington state, which is around 12.9%

Please describe your community's cultural or historical heritage. Include information about: indigenous people, pioneers or settlers, the origins of the local economy (consider and include immigrant and migrant populations), etc.

Long Beach, in Pacific County, one of Washington's oldest seaside resorts, has drawn visitors, first from Oregon and later from all over the Northwest, to its 28 miles of open beach, clam digging grounds, and town full of attractions, for more than a hundred years. Hemmed in by hills and water, early visitors had to travel there via sternwheelers and stage coach, and later rail, until the 1920s when roads connected the town to Washington's interior. Long Beach began as a resort community for wealthy Portlanders. Once Oregon's coastal resort towns began to develop, more visitors from Washington residents began to flock to its beaches. After declines suffered in the 1980s following the near-failure of razor clam and salmon fisheries and the 1979 energy crisis, Long Beach has shifted its focus to the spectacular local environment, the community's unique history, and a thriving artistic community to attract visitors.

A Peninsula and its First People

Pacific County's Long Beach Peninsula extends like a finger between Willapa Bay and the Pacific Ocean, just north of the Columbia River, in the southwest corner of the state.

Chinook Indians lived along the Columbia River and around Willapa Bay. They used the ocean side of the peninsula as a highway to travel between villages on the river and villages on the bay side of the peninsula. The hard sands on the beach provided a smooth, unimpeded path for the entire 28-mile length of the peninsula.

The Chinook had been trade intermediaries between tribes from the north and tribes farther inland on the Columbia. When European and American traders began visiting the North Pacific Coast's rivers in search of otter and beaver pelts in the late eighteenth and early nineteenth centuries, the Chinooks' adeptness at trading stymied the traders' efforts to bargain prices down to a pittance.

William Clark (1770-1838), one of the captains of the Corps of Discovery, first sighted the Pacific Ocean on the peninsula, traversed the peninsula in 1805, walking up the beach to where Long Beach is today. In his journal he recorded carving his name and the date in a tree.

Stage Coach and Steamer

In 1870 Jonathan Stout (1820-1890) began stage service between Ilwaco and the Oysterville, then the county seat. At that time the beach was nearly a quarter of a mile closer to the future Long Beach townsite than it is today. The north jetty of the Columbia River has caused sand to build up on the peninsula, significantly widening it.

In 1875 the Ilwaco Navigation Company was formed. They had a steamship, the *General Canby*, built at South Bend and used it to ferry passengers and freight across the river between Astoria and Ilwaco. Travelers from Portland could take a steamship to Astoria and then travel across the river on the *General Canby*.

Portland residents came north to the Long Beach Peninsula because neither railroads nor roads had opened to the Oregon coast. For the same reason, very few Washington residents came to the peninsula. The Willapa Hills blocked most overland routes and the water route via the Chehalis River and Grays Harbor entailed considerable difficulty.

Seaside Tourists

Enough tourists from Portland sought overnight accommodations that hotels began to open on the peninsula. In 1880, Henry H. (1839-1924) and Nancy (1847-1902) Tinker moved with their three children to a tract of land just north of Seaview. Tinker platted the land and began to develop it as a tourist destination.

Enter the Railroad

In the late 1880s and early 1890s, the Ilwaco Navigation Company decided to build a line from its dock at Ilwaco to the landing at Nahcotta. On July 1888, the first five miles of track reached Tinkertown. The railroad stopped at the Tinker Hotel, which lay so close to the tracks passengers could disembark on a plank laid between the train and the hotel's front door. In August the town's name changed to Long Beach, in reference to the peninsula-long stretch of sandy beach on which it fronted.

"The train stopped on the slightest excuse — to pick up a family carrying tired children, to shovel drifting sand from the curve at Oceanside, or to shoot a bear spied in a field. Once at Cranberry, passengers waited while the engine crew caught a runaway horse. Another time a woman dropped a ball of yarn out of a coach window; the conductor halted the train, got out, retrieved the wool, and rolled it" (100-101).

It gained nicknames, some friendly, some not, including the Clamshell Railroad and the Irregular Rambling and Never-Get-There Railroad.

In May 1889 the tracks reached Nahcotta. This new line benefited the tourists, the farmers, the oystermen, and the logging and milling companies because it carried both people and freight to the Columbia River. From there people could reach Portland and freight could continue on to various markets.

Becoming a Resort Town

Between the 1880s and about 1910, Portland's wealthier residents filled the hotels and cottages at Long Beach. Often families would bring their household to the beach for the summer, with the working fathers commuting each weekend by boat and rail. The Saturday afternoon boat was known as the "husband's special" (Jessett, 15). For years *The Oregonian* ran a society page that regularly updated readers on the activities of Portlanders in Long Beach.

Age of Auto and Motorcycle

Automobiles brought tremendous change to the peninsula. Early on they were just a novelty, but then they began to be a significant transportation mode for visitors coming to the peninsula and a source of entertainment once at the beach.

Long Beach voted unanimously to incorporate in 1921. The local paper, *The Chinook Observer*, supported the move, arguing,

"In fact, if Long Beach is to take its rightful place as a leading summer resort it will have to widen its streets, and a municipal organization is necessary to force this to be done. In the height of the summer season the narrow main street there is as hard to navigate as the streets of Jerusalem"

A pavilion built for dances proved to be a popular attraction for decades, from at least the 1920s until about the 1950s. The Annual Tourist Ball opened each summer season and the pavilion's manager worked with the Jantzen Beach Pavilion's manager to have the bands schedule for Jantzen Beach also play a night at Long Beach.

The Seashore Conservation Area

In the 1960s a legal battle ensued over the accumulated, or accreted, lands on the ocean side of Long Beach. In 1966 the Washington Supreme Court ruled against a challenge by Ocean Park waterfront land owner Stella Hughes to Washington's shorelands ownership law. The court upheld the state's contention that landowners only held title to land east of the line of high tide as it existed at Washington's statehood in 1889, when the state gained title to the shorelands from the federal government.

New Attractions, New Possibilities

Faced with declining clam and salmon populations, and, thus, declining tourist activities, and the general troubles in the economy, Long Beach residents began to develop new attractions to attract tourism. In 1981 they held a kite festival, which has grown into the Washington State International Kite Festival held each August. The World Kite Museum sponsors events year-round, including the indoor Windless Kite Festival

In 1990 the city built the Ocean Beach Boardwalk, a half-mile wooden walkway through the dunes. Kiosks and sculptures along its length explain local environment and history and commemorate Captain William Clark's visit to the beach in 1805.

The Boardwalk intersects with the Discovery Trail, an eight-mile walking trail connecting Long Beach with Ilwaco. It was developed beginning in 2002 in preparation for celebrations of the bicentennial of the Lewis and Clark Expedition that were held in 2005.

In 1995 the City of Long Beach carried out a renovation of its downtown. They added vintage lighting, placed electrical lines underground, and re-landscaped public spaces. According to the city's website, this effort led to the development of design review standards that require an "early seashore architectural theme" ("Long Beach History").

A 2000 report produced by the City of Long Beach identified the peninsula's "open space, wild coastlines, untouched wildlife habitat," and its rich history as the key elements that set the region apart from other vacation destinations.

The Present

In 2024 the City elected its first woman Mayor since its founding over a century ago. The new Mayor, Sue Svendsen, began to bring Long Beach's rich artistic and cultural environment to the forefront of the City's identity.

COMMUNITY IDENTITY

Please describe what your community's unique identity is: What sets it apart from other places? Why do you or people you know love your community?

Feelings: peaceful, invigorated, inspired, welcomed, belonging, encouraged

Unique, early-twentieth-century beach town ambience.

An Original Western Beach Town

Robust and supportive music community

Beach-centered activities & events

Please describe the district's unique arts and culture niche. What kinds of arts, heritage or cultural activities will people find in your District that they can't find anywhere else?

HS original music programs, Ilwaco actors at their playhouse, BOLD, Penn Art Studio, roadside chainsaw carver, kite festival, native arts including local tribes, Snow Peak with Japanese influence, Rod Run, Sand castle competitions, beach carvings, several local music groups that play at locations including the 97 year old Long Beach Grange 667 that also has children's dance performances, local shops like Boondocks, chinook school events, pacific traders, Ilwaco market, LB farmers market, Oysterville market, PAA activities, ocean park chamber events including but not limited to jazz fest, garlic fest, coming renaissance fest, Author's Book Fair Immersion – the history and culture are always close by and accessible. Walk through our history and culture and see what's been created by that.

The end of the Lewis & Clark trail. Dismal Nitch. Where the Columbia meets the Pacific. Columbia

Snow Peak Campfield is the only one in the U.S.

Really long beach that is part of the state highway system

Graveyard of the Pacific

Columbia River Bar

The rugged coast and the tradition of coastal fishing and agriculture all influence and inspire the arts on the Long Beach Peninsula giving us a unique look and sound.

Creative Cultural Center – Long Beach

The Tourist Town That Time Forgot

Cranberries, razor clams, oysters

To always be part of a community

COMMUNITY IDENTITY

What are some adjectives that describe the personality or vibe of your future Creative District? How do you want visitors and residents to feel when they are in your District?

Cohesive

Welcoming and safe

Inspired / inspiring

Invigorated / recharged / refreshed

Encouraged, calm

Welcome and safe regardless of your political or religious beliefs.

Supportive

Inclusive

A diverse community, where EVERY SINGLE PERSON IS WELCOME, EVERY ONE!!!

Quirky, Eclectic, eccentric, thought provoking

Describe how the Creative District will reflect the values of the community:

The nature of Long Beach is to be very inclusive. Our Creative District will include:

- Older residents and visitors needs for social contacts (new ones upon retirement, moving here, or other loss of friends), new challenges for older brains, physical coordination, possibly significant although small bits of income, relief from depression, feeling overlooked, ..
 - The low income - participating in the arts help give a sense of power over one's environment, a small sense of significance.
 - Edge communities – the neurodivergent, LGBTQ+, and other marginalized groups will find ways to contribute and participate in the District's offerings.
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4: PARTNERSHIPS

Partnership amongst community members and organizations is key to the district's success. A broad agreement of community leaders is a good sign that a district will be successful long-term. Partnership(s) must include local government(s) (or similar entity), and shall include arts organizations, artists and other creatives, local chamber or downtown association, economic development agencies, businesses engaged in arts activities, local tourism bureau, local colleges and/or school districts, local arts agencies, other public agencies such as local port authority or regional transit, regional planning agencies, local tribal governments or agencies, businesses engaged in complimentary industries, etc.

WHO ARE OUR KEY PARTNERS?

Which groups, people, and organizations do we already have on board to ensure our Creative District is successful?

City of Long Beach	
Long Beach Peninsula Acoustic Music Foundation	
BOLD Gallery	
Peninsula Arts Center	
World Kite Museum	
Chinook Tribe	
LGBTQ+	
Age 60+	
Long Beach Merchants Association	
Peninsula Arts Association	
Ocean Beach Hospital Foundation	
Adrift Hospitality Group	
Economic Development Council (EDC)	
Pacific County Tourism Bureau	
Port of Peninsula	

Will the partners you've identified write letters of support for your district application?

Will there be a partnership agreement/[memorandum of understanding](#) (MOU) between the main partners to help guide activities in district?

Yes No Don't Know

5: DISTRICT ADMINISTRATION

Proposed Districts must designate a structured business entity to act as the **district administrator**. *Types of allowed entities include: local government (municipal or tribal), 501(c)(3) or 501 (c)(6) (such as registered neighborhood organization, downtown development authority, associate development organization).*

Is the total annual operating budget of the administrative organization at least \$20,000 (does not refer to Creative District budget)?

- Yes
- No
- Don't Know

Does the administrative entity agree to include district activities as part of the annual work plan of staff liaison, in compliance with ArtsWA requirements?

- Yes
- No

If the entity is not a local government, does it have the cooperation of the municipal entity that governs the geographical location of the proposed district?

- Yes
- No
- Don't Know

Please identify administrative entity and its operating structure.

Peninsula Arts Association, a 501(c)3 non-profit

Long Beach Merchants Association, a 501(c)6 non-profit.

Is there a designated staff position assigned to oversee district activities?

- Yes
- Not yet

If YES, please describe staff role

ASSET MAP TEMPLATE

On this page you will make a list (or 'ASSET MAP') of all the resources in your community within the following areas. The purpose is to identify the resources in your area, and to understand how these resources are connected. This exercise can also be used in a larger community engagement meeting to get a full picture of the assets your community has.



6: GEOGRAPHY AND BUILT ENVIRONMENT CHARACTERISTICS

Is the proposed Creative District a contiguous, well-defined, appropriately sized area?

Yes No Don't Know

If the locale is urban, is the proposed district walkable?

Yes No Don't Know

If the locale is rural, are there geophysical barriers that prevent district from being well-defined and functional?

Yes No Don't Know

Are there any barriers that prevent the movement from one place to another in the District? (e.g., impassable river, freeway, railroad crossing, etc.)?

Yes No Don't Know

Please describe the physical boundaries of the proposed area and include a map♦

From Sid Snyder to 9th St. N. and from the ocean to Pacific Ave.





SECTION 2: DISTRICT DEVELOPMENT AND PROMOTION

The focus of this section will be a deeper dive into the Creative District planning process. You will work on:

- understanding and developing community assets
- reaching underserved communities and incorporating them into the planning process
- knowing your community's strengths and weaknesses
- branding and promoting your Creative District, and
- preparing your community to focus on creative economy activities.

Units in this section include:

- community buy-in
- branding and promotion
- economic development
- education and workforce development, and
- development, land use, and housing.

Please note: Some of the elements in this section are not *required* for your district application, but planning for them will help your Creative District be more successful over time.

7: COMMUNITY BUY-IN & CONNECTION

Has this idea been presented to the elected officials in proposed district?

Yes No Don't Know

If so, will they officially endorse the Creative District as an approved activity?

Yes No Don't Know

If YES, what type of endorsement will they provide?

The City passed a resolution supporting the creation of a Creative District and providing for a representative of the City to be a part of the administration of the District.

Are there citizens who can act as advocates or cheerleaders on behalf of the Creative District?

Yes No Don't Know

Sue Svendsen, Mayor

Bill Svendsen, LBMA and Kite

Museum Board member

Brenda Sharkey, President,

Peninsula Arts Association

Sue Yirku, Director

Pacific Co. Economic Development

Is there broad community buy-in for the proposed Creative District?

Yes No Don't Know

Have you made concerted outreach efforts to artists and other creatives? Do you have artists and creatives actively working on your planning committee?

Yes No Don't Know

Please describe community outreach activities that your group has done:

Regularly scheduled discussions of workbook topics

Facebook group

Steering committee

Citizens' committee

Workbook-specific discussion groups

Has your outreach been inclusive of underrepresented groups in your community? How are their voices being added to your Creative District planning or activities?

In Long Beach, the racial breakdown comprises:

- 95% White, (1,710 people),
- 0% Black or African American,
- 0.9% Asian (16 people),
- 1.3% American Indian (23 people)
- 0% Native Hawaiian, and
- 7.4% identifying as Hispanic or Latino (133 people).

Our area is known for being very welcoming to LGBTQ+ people and they are well-represented among our business owners, arts patrons, civic and arts organizations, and City government.

About 14% of our residents are Veterans.

In addition to our Facebook group we have a community-based board and steering committee with ~30 members who are active in promoting our efforts to the community in general.

What challenges have you had in your outreach efforts?

In the current political environment it's much more difficult to include and involve our Hispanic/Latino community.

How are you ensuring your Creative District activities reflect the diversity of your community?

Developing mechanisms that enable ANY group to contribute to the District's activities. That includes the Chinook, the Northern Europeans, the Hispanics, the LGBTQ+, the old, the young, and so on.

Putting together an outreach project to see what they would like to contribute and how they should be included. E.g., Chinooks, Scandinavians, but how about seniors, gardeners, horse/animal lovers . .

8: BRANDING AND PROMOTION

Based on the arts and creative activities you identified in Section 1, list 3 - 4 target markets for the district. Why would they want to come to this District?

TARGET MARKET 1: Foodies

Why will they come to the District?

We have everything from Mexican/Asian fusion to regional takes on modern American dishes and, of course, an abundance of creative seafood dishes.

Fans of craft brews and cocktails will find fine craft beers, collaborative distillery/brewery liquors, and the widest selection of small-batch tequilas and mezcals North of Southern California along with rare whiskeys and scotches.

TARGET MARKET 2: Art lovers

Why will they come to the District?

Expertly-curated galleries and an abundance of public artworks, all the work of local artists and artisans insure a rich experience for art collectors and those who simply appreciate fine works.

TARGET MARKET 3: Kite flyers (and watchers)

Why will they come to the District?

As the home of the World Kite Museum and the International Kite Festival, along with miles of sandy beach and a typically windy Northwest climate, our area draws kite flyers and fanciers from around the world.

TARGET MARKET 4: Sand sculptors

Why will they come to the District?

Both professional sand sculptors and enthusiastic amateurs convene on Long Beach each Summer for the Sandsations and sculpture festival or just to enjoy building on the beach.

TARGET MARKET 5: Music lovers

Why will they come to the District?

Long Beach is a hub for music on the Southern Washington/Northern Oregon Coast. In addition to a dedicated music venue we have regular live music at several restaurants and bars, and our Music in the Park series that runs from early June until early September with two concerts a week at the City's central park stage.

Will there be a marketing and promotional budget assigned to the promotion of the District?

Yes No Don't Know

How does the District intend to promote its arts and tourist activities to these target markets? What types of marketing will you do throughout your first five years of District designation?

We will have dedicated Creative District pages or links on the websites of the Pacific County Tourism Bureau, The Long Beach Merchants Association, the City of Long Beach, Adrift Hospitality, others.

Printed materials promoting the District and providing a guide & map will be available at the Long Beach Welcome Center and various merchants in and near the District.

The Long Beach Merchants Association will provide press releases and announcements to the media within 50 miles, and the Tourism Bureau will extend that coverage to the wide Washington/Oregon markets.

What type of marketing or promotional materials or collateral do you think you will need to create in order to successfully market your District?

As a tourist destination for the last 100 years we have good understanding of promotional needs. Specifically for the Creative District we will have:

- dedicated Creative District pages or links on the websites of the Pacific County Tourism Bureau, The Long Beach Merchants Association, the City of Long Beach, Adrift Hospitality, others.
- printed materials promoting the District and providing a guide & map will be available at the Long Beach Welcome Center and various merchants in and near the District.
- the Long Beach Merchants Association will provide press releases and announcements to the media within 50 miles, and the Tourism Bureau will extent that coverage to the wide Washington/Oregon markets.

9: ECONOMIC DEVELOPMENT ACTIVITIES

What is the organization(s) that does economic development work on behalf of the local community?

Pacific County Economic Development Council

Please describe activities that community and this organization does or will do to support **creative-sector** economic development

Pacific County Economic Development Council (PCEDC) advocated for Creative District development as part of our promotion of the local creative economy and recreation development. WA State creative district certification would endorse creative activities in our communities. PCEDC recognizes the potential for economic growth in the creative sector. Certification can help promote our community's creative identity, grow jobs in the creative sector, increase tourism and bring new visitors, attract artists, start-ups, and creative businesses and redevelop historic assets in our community. Pacific County EDC is working with three local communities to advance the creative economy and attract new visitors through creative district development.

Is there a designated economic development plan that includes the arts as a driver of economic activity?

Yes No

If yes, please describe key aspects of the plan.

PCEDC endorses incorporating development of the creative economy into local and regional planning

- Regional- Pacific-Salish Economic Development District Comprehensive Economic Development Strategy (CEDS)
- Pacific County - Comprehensive Plan
- Pacific County Overall Economic Development Plan
- Pacific County Recreational Development Plan
- Pacific County Tourism Bureau Strategic Plan
- City of Long Beach Comp Plan

PCEDC partners with local arts organizations and Pacific County Tourism Bureau to co- host local events to promote the creative economy and local engagement with the arts, and create economic opportunity for creatives.

PCEDC partners with local efforts to establish creative districts by hosting community meetings in partnership with Arts.WA

PCEDC does outreach and promotion of creative district planning events, and hosts a social media group for local artists.

PCEDC offers business development and technical assistance to local creative businesses.

Are there additional creative economy activities the proposed district is interested in introducing in the future?

PCEDC has hosted preliminary meetings exploring the formation of a Pacific County Arts Council.

Does the region currently have systems in place to help support, train and grow entrepreneurs and small businesses?

Yes No Don't Know

Please describe these systems that exist in the community already. If NO, describe those that you would like to see in the future:

PCEDC offers development and technical assistance to local creative businesses. As the designated Associate Development Organization (ADO), Pacific County Economic Development Council (PCEDC) connects businesses with experts and resources to help them achieve prosperity through training and technical assistance services. Over 80% of the businesses in Pacific County have 5 employees or less. Our work serves all businesses, including Pacific County's smallest and most marginalized businesses. PCEDC convenes collaborative partners, shares resources, hosts trainings and provides consulting and referral. We support efforts to increase community vitality, economic prosperity, environmental quality, and social fairness in Pacific County.

PCEDC provides marketing and outreach services to businesses to engage and enroll small businesses (emerging and existing) in promoting BEST (Business Entrepreneurship Startup Training) programs and services offered in collaboration with our valued partners.

10: EDUCATION, WORKFORCE AND JOB CREATION

ARTS EDUCATION & TRAINING

Does the community support and foster arts educational opportunities for K-12 students?

- Yes
 No
 Don't Know

What are some of the organizations that do this work? What services do they provide?

The Water Music Society provides Artistic outreach programs for all the school along with Grant opportunities for K-12 to all the Art programs.

The Peninsula Association of Performing Artists and the Peninsula Players offer the opportunity for Dramatic Arts for all ages.

The Long Beach Grange offers classes for all ages in the dramatic arts.

A dance studio in Long Beach provides free lessons for students who would like to try dance.

Many performing arts locations on the Peninsula offer students free or reduced ticket prices to see top notch musicians.

Ilwaco High School has a particularly strong arts curricula.

Does the local community college/ school district offer arts-based job training curriculum?

- Yes No Don't Know If YES, list the curricula:

The local high school offers Career and Technical Education (CTE) programs to prepare students for future careers and post-secondary opportunities, with courses aligned to Washington State CTE Program Standards and industry needs

Key Features of CTE at our High School:

- **Focus on 21st-Century Skills:**

CTE programs aim to equip students with the academic and technical skills necessary for success in the modern workforce.

- **Career Exploration:**

CTE courses help students explore various career paths, identify their interests, and develop a High School and Beyond Plan.

- **Industry Partnerships:**

CTE programs often collaborate with local businesses and industry partners to ensure relevance and meet workforce demands.

- **Career Clusters:**

CTE courses are organized into "career clusters," which are groups of related jobs and industries, and students can pursue pathways within these clusters.

- **Dual Credit Opportunities:**

Students may have the opportunity to earn college credits while still in high school through CTE dual credit courses.

- **CTE Graduation Pathway:**

Ilwaco High School may have a CTE graduation pathway, allowing students to meet graduation requirements through CTE courses.

- **High School and Beyond Plan:**

Students are required to create a High School and Beyond Plan, which is a process to guide them through high school and prepare them for their future.

- **Community Service Requirement:**

Ilwaco High School requires students to complete a certain number of hours of community service to graduate.

- **Career Exploration Experience:**

The school requires students to participate in activities that include job shadowing and informational interviews.

WORKFORCE DEVELOPMENT

Does the local workforce development agency have a plan to create **workforce development** opportunities in creative economy jobs in region?

Yes No Don't Know

Do these plans include disadvantaged demographic groups (such as veterans, low-income, persons with disabilities, etc)?

Yes No Don't Know

If YES (to either question), please describe some of the plans that assist with developing the local workforce. *Please note, answering this question may require you to forge a partnership with an organization outside the Creative District region.*

Pacific Mountain WorkForce Development (PACMTN) is a nonprofit organization that is the recognized convener of regional workforce development efforts in Pacific County as part of its five-County region.

Pacific County has multiple representatives on its board of directors. The PacMtn Board is dedicated to the development of a workforce system that supports business, industry, and all levels of employers and job seekers. PacMountain has prioritized workforce development in the creative economy, through “Arts Entertainment and Recreation” as part of the Hospitality and Tourism cluster, one of its target career clusters for development.

Services include hosting career fairs, job placement, career workshops and culinary arts training, in addition to employer recruitment assistance and maintaining statistics and workforce needs projections.

<https://pacmtn.org/local-economy/career-pathways/hospitality-and-tourism/>

Full Pac Mountain Strategic Plan: <https://pacmtn.org/wp-content/uploads/2024/06/2024-2028-PacMtn-Strategic-Plan-FINAL-SIGNED.pdf>

11: DEVELOPMENT, LAND USE, & HOUSING

LAND USE AND ZONING

Is this area appropriately zoned for intended uses or activities?

Yes No Don't Know

Are there restrictions that could hinder potential development of this area (such as restricted-use zones, environmental mitigation, etc.)?

Yes No Don't Know

Please list the types of land use zone categories in the area:

Old Town

Old Town West

Residential/Commercial

Are there infrastructure projects (*e.g., traffic mitigation, improved lighting*) that may need to take place to make the area more accessible or user-friendly?

Yes No Don't Know

Please list any infrastructure upgrades, etc.

RE/DEVELOPMENT OPPORTUNITIES

Are there designated assets that people would like to see redeveloped? *Examples include: historic buildings, transit centers, community plazas, etc..*

Yes No Don't Know

Please describe the identified assets

Veterans Field (the Long Beach central park)

HOUSING/ARTIST WORKSPACE

Is there a local need for affordable housing and/or workspace for artists?

Yes No Don't Know

Please describe the greatest need, and if the Creative District would like to pursue opportunities in this arena:

Long Beach has little developable vacant land and significant natural impediments, primarily wetlands to the East of town and the dunes and ocean to the West.

The City is studying zoning and comprehensive plan changes aimed at mitigating these challenges and studies are currently underway.

12: EVALUATING COMMUNITY ASSETS

A **SWOT analysis** is a powerful tool to help you develop your Creative District. A SWOT helps you organize your top strengths, weaknesses, opportunities and threat into a simple organized list.

STRENGTHS	WEAKNESSES
<p>STRONG COMMUNITY EFFICIENT & OPEN CITY GOV'T. COMPACT GEOGRAPHY NATURAL ATTRACTIONS - BEACH - ROCKS - WILDLIFE ESTABLISHED TOURIST DESTINATION STRONG CREATIVE ECONOMY PENINSULA-WIDE Numerous Public Art pieces Excellent Museum City wide music</p>	<p>SMALL SIZE - BUDGET - FEWER PEOPLE REMOTE LOCATION Older Population WEATHER</p>
OPPORTUNITIES	THREATS
<p>EXPANSION OF YEAR-ROUND FACILITIES - FARMERS MKT. BLDG - POCKET PARKS - PEDESTRIAN/BIKE FERRY - CONFERENCE CENTER</p>	<p>COMPETITION FROM ASTORIA AND N. OREGON COAST CURRENT ADMINISTRATION Suppression of indigenous & Hispanic populations by above.</p>



SECTION 3: CRAFTING YOUR DISTRICT PLAN

You should have a good understanding of what makes your community unique. You should also know how your community can support a cohesive, sustainable, creative and cultural economy. Now it's time to start crafting your Creative District [program plan](#).

In your plan, you should identify goals for your District, and how you plan to achieve those goals. You should measure your creative economy progress in the form of data tracking. ArtsWA will require specific types of data to be tracked in each Creative District. However, we encourage you to think about what other types of data will help you to measure progress that reflects your community values and standards.

13: SETTING GOALS AND MILESTONES

SETTING CREATIVE DISTRICT PROGRAM GOALS

Please describe 3 – 5 goals your District would like to achieve over the next 3 – 5 years:

- GOAL 1: Redo the pocket park next Castaways to include a small stage for music and art exhibits.

How will this goal advance your Creative District?

The pocket park will provide an arts space at the main/central downtown intersection, easily accessible to both creative enterprises and the general public.

- GOAL 2: Make Veterans Field a year-round space by working with the City to create an indoor space in Veteran's Field for the Farmers Market, Art Shows, readings, and similar gatherings.

How will this goal advance your Creative District?

Activities in Long Beach are weather-limited, only allowing large (50+) gatherings for 3-4 months out of the year. A year-round facility will extend the opportunities for community gatherings and events.

- GOAL 3: Start an annual Brew & Spirits Festival.

How will this goal advance your Creative District?

Current creative enterprises and events tend to focus on visual arts. This would extend such activities into other areas of endeavor.

GOAL 4: Put on an acoustic music festival.

How will this goal advance your Creative District?

We'd started an annual music festival in 2019, but it was discontinued after the second year due to Covid. Current creative enterprises and events tend to focus on visual arts. This would extend such activities into other areas of endeavor.

GOAL 5: Create maker space(s)

How will this goal advance your Creative District?

Our inventory of available, affordable, and appropriate spaces is low.

SETTING PROGRAM MILESTONES

Please describe program milestones for Program Years 1, 2, 3 and 5:

YEAR 1 MILESTONES:

Expanded local public awareness:

- Signage
 - Features in local media
 - Branded events
-

Creative District map

- Physical distribution
 - Online distribution and new public art.
 - Tie-in to QR codes
-

Construction of central downtown pocket park space.

YEAR 3 MILESTONES:

Identify locations, funding mechanisms, needs for affordable housing.

YEAR 2 MILESTONES:

Expanded regional awareness through the Tourism Bureau (website and media buys) and Economic Development Council (EDC) website.

Funding secured for Veterans Field building.

Establish a maintenance program for existing and new public art.

YEAR 5 MILESTONES:

Identify locations, funding mechanisms, needs for maker spaces.

14: MEASURING PROGRESS

TRACKING ECONOMIC DEVELOPMENT DATA

Does the proposed district have economic data to demonstrate current or projected growth of sector(s) in region*? Below are a few examples of data you can track. Please feel free to add in data points that are important to your community:

Data Points	Current Data	5 Year Projection (goal)
Number of creative industry jobs within Creative District boundaries	30	32-35
Number of creative businesses within Creative District boundaries	12	14-16
Number of total businesses within Creative district boundaries	~100	~115-125
Number of visitors/tourists to activities/venues within Creative District boundaries	~450,000	~480,000-490,000
Estimated number of children/youth that directly benefit through Creative District activities (include students, participants)	~250/year	~265-275

**ArtsWA has a subscription to Creative Vitality Suite, an online tool that tracks economic data in the creative sector throughout the United States. We can help you create a benchmark for data analysis if needed.*

Are there additional categories of data, based on stated community values or standards, that the district would like to track that demonstrate creative economy vitality in the region? *Examples include: property value trends, occupancy rates, crime statistics, income levels, relative percentage increase in creative businesses/activities in the region, etc.*

Lodging and sales tax revenues

Housing growth

Increases in length of tourist season

Visitor counts

15: PROGRAM SUSTAINABILITY

The Creative District certification comes with a small one-time seed grant from ArtsWA (subject to availability) Does the proposed district administrator have the ability to provide matching operating funds to begin program?

- Yes
- No
- Don't Know

Please describe where these match funds will come from:

Lodging Tax (LTAC) funding
Economic Development Council
City support
B&O taxes

Creative District certification lasts for five (5) years Has the administrative entity thought about how District program activities will be funded during this time?

- Yes
- No
- Don't Know

Please describe funding mechanisms Please provide 5-year funding projections for Creative District:

Lodging Tax (LTAC) funding
Economic Development Council
City support
B&O taxes

GLOSSARY

Artistic or cultural activities: arts or culture-related actions by individuals or companies that generate income or develop job or business opportunities

Arts and culture niche: arts and cultural products, services or activities that appeal to a specific group of people

Asset mapping: a process to make an inventory or 'map' of resources, skills and talents of people and organizations to find out and connect the links between different parts of a community

Community assets: a resource that can be used to improve the quality of community life. Examples include: the capacities and abilities of community members; a building or place; a business that provides jobs; or local private, public, and nonprofit institutions or organizations

Community development strategy: an action plan created to promote economic and social progress for a community

Competitive advantage: something that a company or community does better than its competitors due to its services or its brand position

Creative industries: a group of businesses with highly similar, creative activities at their heart. Examples include: design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, culinary arts, and the performing arts

Creative sector: a general segment within the economy that describes a general economic activity, in this case, arts, culture and creativity

District administrator: an appointed staff person or organization responsible for overseeing the work plan and activities of the Creative District

Economic development: a sustained community effort to improve the local economy and quality of life by building capacity to adapt to economic change

Goals: an observable and measurable end result to be completed within a specific time frame

Identity: the qualities of a person or group that make them different from others; who or what a person or group is,

Memorandum of understanding (MOU): a document that describes a common agreement on an issue between two or more parties. Generally recognized as binding, even if no legal claim could be based on the rights and obligations laid down in them

Milestone: a task, objective or stage into which a project is divided. Milestones serve as progress markers for monitoring and measuring achievements

Partnership: a relationship in which two or more people or organizations work together to achieve a common goal

Program plan: a written plan for a program that defines goals and describes a plan to reach those goals

Stakeholder: a person and/or organization who has an interest in or investment in an activity, and who is impacted by, and cares about how it turns out

SWOT Analysis: a study taken on by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats

Workforce development: an approach to economic development that works to enhance a region's economic stability by focusing on the overall employment needs of a region

CREATIVE DISTRICT PRE-APPLICATION CHECKLIST

MINIMUM REQUIREMENTS TO APPLY

- Clearly defined District mission, vision and values
- Clearly defined arts and culture identity, with a concentration of artistic or cultural activities or 1 - 2 primary arts or culture-related industries occurring in region
- Clearly defined Creative District brand
- Designated, contiguous geographic area recognized by local government
- Area is walkable and/or easily navigable
- Designated area is appropriately zoned for activities/intended uses
- Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- Administrative entity has a minimum \$20,000 total annual operating budget (includes entire budget, not just Creative District funds)
- Broad community buy-in for community designation as Creative District
- Local artists and creatives are actively engaged and participating in District
- Community is actively promoting local arts, culture and tourist activities
- A diverse coalition of community members, including underrepresented groups, are actively participating in District planning
- Program strategic plan covering 3 - 5 years of activity
- Site visit to proposed district by Creative District program staff has been completed
- Completed Community Readiness Workbook, to be included in district application

ADDITIONAL CONSIDERATIONS FOR A SUCCESSFUL DISTRICT

- Partnership agreement amongst entities, to help guide activities in district (if applicable)
- Engaged in preservation or promotion of cultural or historical heritage
- Exploring opportunities around maker space and/or affordable housing for artists and creatives
- Economic and workforce development plans to bolster creative economy for region
- Economic development data to demonstrate current or projected growth of sector(s) in region
- Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community



WASHINGTON CERTIFIED
CREATIVE DISTRICTS PROGRAM



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