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# Application Questions

You will answer the following questions and provide support documents required for Certification.

1. What type of organization is the lead applicant?

The Long Beach Merchants Association, a 501(c)6 Merchants Association.
2. Is there a co-applicant for this Creative District?

The Peninsula Arts Association, a 501(c)3 organization.
3. What is the name of the proposed Creative District?

The Long Beach Creative District.
4. Upload a map of the proposed Creative District (PDF or JPEG file format please):

**Creative District Map.pdf**
5. Please describe the Creative District’s organizational and/or governance structure (i.e., (501(c) 3, 501(c) 6, local government, Tribal Entity, Business Improvement District, Main Street organization, other):

The primary organizational vehicle for the District is the Long Beach Merchants Association, a 501(c)6 Merchants Association
6. Is there a governing board/organizational subcommittee that provides oversight of the Creative District?

The people comprising the governing board for the District are:

Wm. Svendsen, Ph.D. Email: bill@billsvendsen.com phone: 360 901 0962

Sue Yirku, Pacific County Economic Development Council Director. Email: director@pacificcountyedc.org phone: 503 519 7811

Sue Svendsen, City of Long Beach Mayor, watercolor artist. Email: ssvendsen@longbeachwa.gov phone: 360 771 5708
Josh Phillips, Pacific County Tourism Bureau Executive Directior. Email: Jphillips@evergreencoastwa.com phone 360 642 2400

Additionally, we have these artists, creative entrepreneurs, and business owners acting as a steering committee to advise the governing board:

Daneka Ewert, Bold Gallery Owner. Email: danekae@gmail.com phone 307 231 0755

Jason Sheaux, Musician. Email: sheauxjason@gmail.com phone 360 931 7325

Breanda Sharkey, Peninsula Arts Association President, painter. Email: my3mcats@gmail.com phone 360 909 9279

Hans Bruhner, Hans Bruhner Mortgage, Principal. Email: Hans@BarrettFinancial.com phone 707 529 9951

1. Describe the designated staff liaison role for the Creative District. How will this position incorporate Creative District activities into its annual work plan? How much approximate time will be spent per month by this person on Creative District activity?

The designated staff liaison role for the Creative District will ensure the successful integration of Creative District activities into the annual work plan for the Merchants Association, the City of Long Beach, and the activities of the Pacific County Economic Development Council and the Pacific County Tourism Bureau. The key responsibilities of this position include:
* **Strategic Planning**: The liaison will develop and implement strategic plans that align with the goals and objectives of the Creative District. This involves setting short-term and long-term goals, identifying key activities, and outlining the steps needed to achieve these goals.
* **Community Engagement**: The liaison will oversee engagement with the community to promote Creative District activities and gather feedback. This includes organizing events, workshops, and meetings to involve community members in the planning and execution of District initiatives.
* **Partnership Development**: The liaison will establish and maintain partnerships with local organizations, businesses, and stakeholders. These partnerships will leverage resources, maintain support, and ensure the sustainability of the District.
* **Monitoring and Reporting**: The liaison will monitor the progress of Creative District activities and report on their impact. This includes tracking key performance indicators, evaluating the effectiveness of initiatives, and providing regular updates to stakeholders.
* **Resource Management**: The liaison will manage resources such as funding, volunteers, and materials, to support District activities. This includes budgeting, securing grants, and ensuring that resources are used efficiently and effectively.

It’s anticipated that the liaison will spend twenty to forty hours per month on these activities, depending on the seasonal aspects of our coastal economy and the scheduling of the regular festivals and events.

1. If applicable, please describe additional paid and or volunteer staffing and support of the district: (500 words max)

As the liaison’s time will vary as noted in item 7, above, so will the hours devoted to Creative District activities by our two employees, the Welcome Center Manager and the Volunteer Coordinator. We are initially budgeting one-quarter of each employee’s time to be spent on District activities. This will be reviewed on a regular basis and adjusted as needed.
2. How is the District funded, and what is the source of funds? What is the Creative District’s annual budget? Do you have a plan for financial sustainability? (500 words max)

The District will be funded by city and County Lodging Tax (LTAC) grants, donations, vendor fees charged at events initiated by or sponsored by the District. Our initial annual budget estimate is $13,000. All funding sources are renewable and the amounts can be reviewed each year.
3. Upload a budget showing cash and in-kind line items separately. Budget does not need to adhere to a specific format.

Budget.xls
4. Does the Creative District have a membership structure?

No.
5. If a membership structure exists, how many members are in the district and what is the membership dues structure? (500 words max)

N/A
6. Upload a completed W-9 for the organization that will administer the District:

LBMA W-9.pdf
7. Please describe in detail the demographics of your community. Include information about gender/ethnicity/age/disability/immigrant status/socioeconomic status/etc. (500 words max.)

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). Long Beach's elderly or the senior population (over 65 age) is 29.34% as compared to 16.84% nationwide.

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. While city-level data isn’t available, the Washington state LGBTQA+ population is 5.4%. Our area is known for being very welcoming to LGBTQA+ people and they are well-represented among our business owners, arts patrons, civic and arts organizations, and City government.

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

The poverty rate is 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%

1. Please describe the DEI (diversity, equity, inclusion) work your Creative District has done/will do. What kind of outreach have you done to ensure your district reflects the demographics you referenced in the previous question? How are you including underserved groups in your Creative District? What kinds of initiatives are you bringing into the community to support equity?

The nature of Long Beach is to be very inclusive. During our planning process we reached out to:
* 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, LGBTQA+, and other marginalized groups will find ways to contribute and participate in the District’s offerings.

Through our various governing board and steering committee members we have connections with the underserved and/or marginalized groups in our community:

* Daneka Ewert – the neurodivergent and LQBTQA+ communities through personal contacts, work with PRIDE, and her Facebook group for these communities, “[**Better Together, Long Beach Peninsula POC, LGBTQ+ and Allies**](https://www.facebook.com/groups/408794063889926/).”
* Sue Svendsen – the Chinook Tribe, through her work with the Tribe as Mayor of Long Beach and membership on various Pacific County committees that interface with the Tribe.
* We all make sure our events and activities are promoted to the older and lower-income communities though the Peninsula Senior Activity Center, Peninsula Poverty Response, the Peninsula Players theater group, the Peninsula Arts Center, the BOLD Gallery, the Long Beach Merchants Association, and others as the occasions arise.
* We have several governing board and steering committee members who are a part of the older community, ranging in age from 60 to 76
1. Describe the unique cultural or historical heritage of your district. Include information about indigenous people, early pioneers, foundational economy, etc. How does the history relate to the current activities and future plan of your District? (1000 words max)

Long Beach, in Pacific County, one of Washington's oldest seaside resorts, has drawn visitors to its 28 miles of open beach, clam digging grounds, and town full of attractions, for more than a hundred years. Long Beach began as a resort community for wealthy Portlanders. Once Oregon's coastal resort towns began to develop, Washington residents began to flock there. 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**

Chinook Indians living along the Columbia River and around Willapa Bay used the ocean side of the peninsula as a highway to travel between villages.

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 of the Corps of Discovery first sighted the Pacific Ocean on the peninsula, walking up the beach to where Long Beach is today.

**Stagecoach and Steamer**

In 1870 Jonathan Stout began stage service between Ilwaco and Oysterville, then the county seat. In 1875 the Ilwaco Navigation Company was formed. They had a steamship, the *General Canby*, 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*.

**Seaside Tourists**

Enough tourists from Portland sought overnight accommodations that hotels began to open on the peninsula. In 1880, Henry H. and Nancy Tinker moved 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. In August the town's name changed to Long Beach, in reference to the peninsula-long stretch of sandy beach on which it fronted.

**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". 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. 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"

**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 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".

A 2000 report 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.
**Moving Forward**
In Long Beach the history and culture are always close by and accessible. Visitors walk through our history and culture and see what’s been created by that. New and planned initiatives build on that, such as:

* A new stage in the center of downtown for music, art, and performance.
* Plans for a permanent farmers market & exhibition hall in Veterans Field, the town’s central park.
* Murals, sculptures, and other public art are continually being added.
1. Please describe your Creative District’s unique competitive advantage – the thing(s) that sets your District apart from the others. What is your unique niche, and key differentiator(s)? (1500 words max)

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.

The beach is a short walk from town, along with the Discovery Trail, an eight-mile walking trail connecting Long Beach with Ilwaco and the Ocean Beach Boardwalk, a half-mile wooden walkway through the dunes with kiosks and sculptures along its length explaining the local environment and history, commemorating Captain William Clark's visit to the beach in 1805.

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, street art on many sidewalks, several public sculptures, go-karts and miniature golf, 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 the “Holidays at the Beach” festival in the Winter.
* Regular weekly concerts with both local and touring musicians at the Peninsula Arts Center.
* A farmers market with live music and food vendors at Veterans Field every Friday during the Summer.
* 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 and sales (twice annually), and the Peninsula Arts Association studio tour.
* Authors and book fairs.

Just East of town is a Snow Peak Campfield; the only one in the U.S.

A complete list of events at: https://www.evergreencoastwa.com/event-calendar/

1. Please provide the top three (3) short-term and top three (3) long term goals you have for your Creative District. Describe what you hope to achieve with these goals. (1500 words max)

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

The pocket park will provide an arts space at the main/central downtown intersection, easily accessible to both creative enterprises and the general public. It will bring additional life to the downtown core and encourage visitors linger.

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.

Activities in Long Beach are weather-limited, only allowing large (100+) gatherings for 3-4 months out of the year. A year-round facility will extend the opportunities for community gatherings and events and contribute to the economy by bringing visitors to town in what have traditionally been the off-season months of the Spring and Fall.

GOAL 3: Start an annual Brew & Spirits Festival.

Current festivals and events tend to be beach-themed (Razor Clam Festival, Sandsations sand castle event, International Kite Festival). This would extend such activities into other areas of endeavor.

**Long-term Goals**

GOAL 1: Start an annual acoustic music festival.

We’d started an annual Celtic music festival in 2019, but it was discontinued after the second year due to Covid and the primary organizers moved out of the area. While there are currently two music festivals on the Peninsula (the Peninsula Blues Festival and Jazz and Oysters), we’ve been asked to start an event based more around the folk/bluegrass/singer-songwriter genres.

GOAL 2: Create maker spaces

Our inventory of available, affordable, and appropriate spaces is low. We are currently in the process of identifying suitable properties and exploring funding options (grants, a public/private partnership with the City, a private developer).

GOAL 3: Establish the community as a recognized regional hub for Creative endeavor

The community already has an informal reputation, but to attract grants, media attention, visiting creatives, and cultural tourism, it needs to be recognized formally, through both State recognitions and a strategic communications plan.

1. What do you see as your district’s biggest challenge(s), and how do you anticipate overcoming them? (1000 words max)

Long Beach is a destination rather than a stopping place along a well-traveled route. As such, we have to work to encourage people to make a specific trip here. For the Creative District designation we will add information, maps, and FAQ to our existing marketing and promotional channels, such as [www.evergreencoastwa.com](http://www.evergreencoastwa.com), [www.longbeachmerchants.com](http://www.longbeachmerchants.com), [www.pacificcountyedc.org](http://www.pacificcountyedc.org), and the like.

In order to qualify for lodging tax funds from the City and County we will need to demonstrate the District's effectiveness in driving visits here. The Pacific County Tourism Bureau has access to cell phone data and other data bases that will allow us to quantify our impact.

Visitation to the beach is very seasonal, and we’ll be working to find ways to expand the season beyond its current May – September time frame. We are working with the City and local businesses and developers to find ways of funding additional indoor spaces (a Farmers Market building at Veterans Field, a conference center) that will allow activities such as art shows, book fairs, poetry gatherings, and the like year-round.

Like many small Washington towns, the City of Long Beach creative district area is experiencing a shortage of affordable housing and commercial space. The average median income (AMI) is significantly below the WA state AMI. A considerable percentage of existing housing are utilized for second homes and vacation rentals contributing to housing challenges for the arts community.

Long Beach, Washington, and Pacific County as a whole, face a complex set of housing challenges, from rising home prices and environmentally strained developable land, which is exacerbated by restrictive zoning regulations and land use codes. Recent state legislation such as HB 1220 and HB 1110 provide a potential framework for addressing these issues through proactive planning and zoning reforms. By implementing policy changes, the city will be able to maximize its development potential in a way that still fits the town’s character and continues to drive tourism into the area. By allowing middle housing types into residential zones where they are currently prohibited, the City will still have control over new development to ensure that higher density is reached, but not at the expense of local character and design. Tourism represents a significant portion of the local economy and continues to grow in importance as more visitors choose to explore the Washington Coast. Building recreation and creative economy assets is an economic priority.

Pacific County Economic Development Council has partnered with the City and local artists to promote and advance the creative economy. The group has identified the need for combined studio and gallery space, as well as designated housing for creatives.

1. Upload the proposed Creative District strategic program plan document (PDF or Word format)

**Strategic Plan**
2. Describe how your district engages with the community. Does your district have or will have signature events or activities? Do these events appeal to a broad cross-section of the population? (500 words max)

The District provides a wide range of activities and events to appeal to full-time residents, part-timers, and visitors.

The events that draw large numbers from all three of these audiences include the Music in the Park series of twice- weekly concerts, the Razor Clam Festival, the Sandsations sand sculpture event, the week-long International Kite Festival, Farmers Market, and Holidays at the Beach.

The music venues have programming featuring both local musicians and national and international touring artists, and the galleries have featured-artist showings.

There are many opportunities to become involved with the District, from volunteering at festivals and events to joining various interest groups, such as fiber arts, creative writing, open mics, and the like.

The majority of our events and activities are free.

1. Describe the mix of uses within your district (is it primarily retail/commercial, residential, industrial, mixed use). What other types of businesses or activities exist in the District that can support or bolster District activity? (1000 words max)

The proposed District is primarily retail and commercial uses, with apartments on the second floors of many of the buildings. It is comprised of approximately one-third creative enterprises (such as galleries, music venues, boutiques, museums), one-third retail establishments (including lodging), and one-third restaurants and takeout (including food trucks and coffee stands).

Public facilities include City Hall, two outdoor stages, a large central park, and pocket parks at most downtown street corners.

This mix of uses insures that the District will have “something for everyone” and provide many opportunities for discovery and appreciation.
2. Describe how your district has established/will establish a unique physical sense of place. Do you have wayfinding or signage, distinguishable streetscape, public art, unique geography, etc.? (500 words max)

Over half of the area of the proposed District is within Long Beach Old Town zoning district, the intent of which is to provide a compact retail core that will stimulate foot traffic, promote tourism and serve the needs of visitors. The OT Old Town District partially implements the visitor commercial (VC) land use designation of the Long Beach comprehensive plan.

Design review standards are aimed at preserving an “old time beach town” look and feel in the Old Town zone, which gives the District a very distinguishable appearance, which is enhanced by a profusion of public art, pocket parks at many of the intersections, street furniture, landscaped planters, and sidewalk awnings and canopies.

The beach is a short distance from the proposed District, with beach accesses near the North and South ends of the District. The dunes near the beach have The Discovery Trail, an 8.5-mile footpath that retraces the route taken by Lewis and Clark Corp of Discovery in 1805. There is public art along the Trail that complements its historic nature.
3. Describe the accessibility of your creative district. Is it walkable or otherwise easy to navigate? Is it accessible to those who use alternative transportation, such as bike or walking paths, wheelchairs/mobility devices, public transit (if available in the region)? (500 words max)

Long Beach is a very compact town – overall, about 52 blocks long and four blacks wide. The proposed Creative District is approximately 15 blocks long and two blocks wide (one block either side of the Peninsula’s man thoroughfare); the total length from the Southwest to the North is about one mile. Most of the District’s signature places are within an approximately half-mile long stretch of the downtown core.

There are sidewalks and bike paths the entire length of the District and ample parking. Bus rides are free to and from anywhere on the Peninsula. As a tourist town, we are set up to handle extremely large influxes of visitors during the tourist season.
4. Please upload 5-8 images or documents that demonstrate arts or cultural activities and/or typify the feel of your proposed District. You can include photos, promotional materials (for an event, for example), news articles, video etc. (PDF or JPEG format please):

**Promo pieces (RCF, Sandsations, Kite Festival, Concerts) and photos**
5. How will becoming a Creative District advance your community's goals? How does the Creative District reflect the values of the residents and businesses in your community? (1000 words max)

The City of Long Beach set out these principles in its current comprehensive plan:
6. Long Beach will continue to grow as a vibrant resort community that shares its unique coastal environment with residents, businesses, and visitors.
7. We will manage our growth to provide a sound and diverse economic base where families can afford to live.
8. We will create and maintain a pedestrian and bike-friendly community that has excellent infrastructure to meet the needs of our businesses, residents, and visitors.
9. We will create a sense of place by establishing a healthy city center.
10. We will establish an atmosphere of cooperation with our neighbors all along the Peninsula.
11. We will value and encourage diversity, equality, and inclusion.

Together, we will strive for a community where we pay tribute to our rich cultural and natural heritage; a community that has quality health care and other essential services; and above all is a safe place where all residents can live, work, and play.

Designation as a Creative District will directly support goals 1, 3, 4, and 6.

The District will support Goal 1 by focusing attention towards the aspects of our community that contribute to the vibrancy mentioned in the goal.

 Goals 3 and 4 are embodied in the physical layout and design for the District, which is informed by the need for accessibility and ease of movement.

Our outreach during the District planning process reflects the priorities established by goal 6.

1. Please describe public outreach activities you undertook during the Creative District planning process. What types of outreach activities did you engage in? Who were some of the groups that you reached out to? How did you connect to underserved and/or marginalized groups in your community?

Our outreach activities have included:

Regularly scheduled discussions of workbook topics, open to all residents.

Creation of a Creative District Facebook group, now with over 220 members.

Putting together a steering committee of community stakeholders.

One-on-one meetings with local citizens representing the Chinook Tribe, the LGBTQA+ community, veterans, low-income residents, and those age 65+.

Presentations to the members of local organizations including the Peninsula Arts Association and the Long Beach Merchants Association.

Presentations to the Long Beach City Council at their monthly meetings.

1. Please describe how the Creative District will interface with economic development and/or workforce development plans that may currently exist in the community. Do these plans reflect the activities of the Creative District? Does the Creative District plan include a path toward creation of jobs or investment in business growth or entrepreneurialism the region?

Public meetings have been held in collaboration with Arts.WA to educate communities on the opportunity to achieve creative district status. In 2023, Long Beach Peninsula Acoustic Music Foundation (a 501(c)3 non-profit) partnered with PCEDC to obtain an LTAC grant to host a creative district planning meeting and plan a collaborative public art project featuring upcycled materials found on the beach. Participating artists will be compensated for their participation. The event will be held in October 2023.

The Long Beach Peninsula Acoustic Music Foundation has taken a leading role in identifying resources and hosting community arts and performance events. They regularly work closely with local artists, performers venues and partners to enhance arts and culture experiences, as well as generate economic solvency for artists and arts related businesses.

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>

Peninsula Arts Center (PAC) is the heart of the Long Beach arts community in SW coastal Washington. PAC was founded by Bill and Sue Svendsen when they felt a lack of arts and entertainment in their retirement community of under 2000. Bill’s musical background and Sue’s management ability went to work obtaining an old house and converting it to an intimate music venue targeted at the local audience. This popular venue hosts musical guests from a variety of genres from throughout the region. Audiences are primarily over 50. Their extensive musical performer network led to PAC being sought out to find talent for local festivals and nonprofit community events. They are passionate about finding paid work for local performers and eventually expanded into establishing a summer concert series at the City Park (Veteran’s Field). The venue also hosts nonprofit gatherings and meetings, including the Peninsula Arts Association.

1. Please provide information related to the creative industries within your district. Please describe the data source and collection method for each data set (PDF, Word or Excel format). Types of data can include, but are not limited to:

	1. Number of creative establishments within the District currently. Please include the definition(s) of the types of establishments counted.
	2. Number of creative-sector jobs in the District. Please include definition(s) of jobs counted.

	Within the 30 square blocks of the proposed Creative District there are 22 creative establishments employing up to 67 people.

	The establishments are:

	 Home Occupations 4

 Music Venues 2

 Artists & Galleries 5

 Designer Boutiques 5

 Theater & Dance 2

 Self-improvement 1

 Craft Distillers 1

 Museums 2
 Source: City of Long Beach, July 2025

Eleven of those employed are owners, eighteen are managers or directors, and twelve are artisans, technicians, and craftspeople, while the remainder work in various administrative and service positions.

* 1. Estimated number of annual visitors to your Creative District, and the reason(s) for these visits (are they event driven, venue driven, other)

	Based on data from the Long Beach Welcome Center, Pacific County Tourism Bureau, and Washington State, the estimated number of annual visitors is approximately 1,200,000.
	80% of visits occur during the April-September tourist season:

|  |  |
| --- | --- |
| **Apr-Sept Visitor days** | **2,250,000** |
| **Off-season Visitor days** | **562,500** |
| **TOTAL VISITOR DAYS** | **2,812,500** |
| Ave. length of stay, days | 2.4 |
| **Average visitors** | **1,171,875** |

The main drivers of these visits are the beach, our various festivals and events, and various other entertainments (e.g., the movie theater, go-karts, horseback rides, bicycle rentals, putt-putt gold, and others).

* 1. Estimated number of children and youth directly who benefit through Creative District activities. Please describe activities.

	There are approximately 235 school-age children in Long Beach at the present time. Of these, about a third are involved in activities that will be supported by the Creative District, such as band, dance, theater, and visual arts.

	5 to 9 years 75

10 to 14 years 79

15 to 19 years 81

Source: Neilsberg Research, February 2025

We’ve brought in Equity Actors to put on theater workshops, touring musicians to work with the various bands, and visual artists to demonstrate various media and techniques.

* 1. Other meaningful data that you have collected for your Creative District (property value trends, sales tax revenue data, occupancy rates, etc.)

	Between 2023 and 2024 out-of-area visitors coming to the Welcome Center (those from more than 50 miles away) increased 30%, from 7,186 to 9,334.

	Sales tax collections are up ~10% over 2024.

	The occupancy rate of the Long Beach lodging sector is essentially 100% during the summer season. Several of the initiatives the District is working with the City on are aimed at expanding our tourist season into the “shoulder months” of the Spring and Fall. An enclosed farmers market building at Veterans Field, a conference center, and additional storm watching sites are examples of this.
1. Please upload a local government ordinance and/or planning documents that show local government endorsement of the Creative District

**Resolution 2024-12 Creative District.docx**
2. Upload letters of recommendation that support Creative District certification from the following sources. You may upload as many as you feel appropriate, but *no more than 30 letters total*. All letters must be consolidated into one PDF file. Letters of support are required from the following entities:
	* + Elected official or county representative, city administrator or director of planning or economic development.
		+ Local downtown development authority, business district association or chamber of commerce, tourism association or board
		+ Local arts commission (municipal or non-profit) or cultural affairs liaison
		+ Tribal support / participation (if applicable)
		+ At least one local community agency that focuses on underserved populations
		+ At least one creative entrepreneur, such as an artist or business owner that lives or works in the district

**Letters of support.pdf**

1. Please upload any additional documents that are pertinent to Creative District activities (such as municipal planning documents), or that are directly referenced in your application materials. (Word or PDF format, please)

**Castaways pocket park
Veterans Field market building**