

City of Tenino Creative District Application Information (As of May 13, 2019)

Pre-Application Checklist:

The following criteria and weights will be used by the review panel to evaluate proposals • Creative District Information (30%) • District Characteristics (40%) • Community Partnerships and Buy-In (30%)

The bulleted items below will help guide you to complete the online application, where you will answer the narrative questions and provide support documents required for Certification.

CREATIVE DISTRICT INFORMATION

In January 2019 City of Tenino Mayor Wayne Fournier convened a Tenino Creative District Taskforce to prepare the application to become a Washington State Arts Commission Certified Creative District. The Taskforce spent the first four months of 2019 meeting as a group as well as with the community stakeholders and partners, researching and preparing the application. The information was shared with the community through an open house, survey and social media and three times with Tenino City Council and approved to proceed with application for Certification on May 13, 2019.

• **What is the name of the Creative District?** Answer: Tenino Creative District

• **Upload a map (or provide a link to a map) of the Creative District See Map**

Answer: Create new map with proposed extension of the District to include Tenino City Park and extend from Tenino City limits East and West on State Highway 507. (Still to determine the width of the district and to not include all city limits. (Annette Roth with Washington State Arts Commission will do a site visit on May 16, 2019 to discuss)

• **Please describe the Creative District's organizational and/or governance structure (501(c) 3, 501(c) 6, local government, Business Improvement District, Main Street organization, other?)**

Answer: The Tenino Creative District shall be organized and operated as the City of Tenino "Arts, Recreation, Culture, and Historic (ARCH) Commission," which shall be an advisory body to the City Council.

• **Is there a governing board that provides oversight of the Creative District? If so, please provide a list of names and the affiliations of those involved**

Answer: Ultimately, the Tenino City Council is the decisional authority for any activity, process, or event that impacts the City's Comprehensive Plan. The City is hopeful that the volunteers currently working in support of the Tenino Creative District will apply for membership on the ARCH Commission, which is envisioned as a 5-member Commission organized, staffed, and managed in a fashion similar to the City's current Planning Commission. Charter that will be adopted by the city via a resolution or ordinance.

• **Describe the designated staff liaison role for the Creative District.**

Answer: John Millard, City Clerk-Treasurer will provide administrative support and coordinate logistical support of the Creative District.

How will this role incorporate Creative District activities into its annual work plan?

Answer: Through annual budget and planning processes.

How much approximate time will be spent per month by this person on Creative District activity?

Answer: John Millard will be supported through contracts with the Thurston Economic Development Council, Experience Olympia & Beyond and SCJ Alliance. It is estimated that John will spend 5% or 8 hours per month. The others supporting the Creative District are estimated to provide up to 40 hours per month.

• Describe additional paid, and or volunteer staffing and support of the district.

Answer: The ARCH Commission, the Thurston Economic Development Council, Experience Olympia & Beyond (destination marketing organization), SCJ Alliance, Tenino Area Chamber of Commerce and other volunteers will support the district.

• How is the District funded, and what is the source of funds?

Answer: The District shall be funded by the City of Tenino, as well as donations from the community, fundraisers and grants. The City has the ability to match the Washington State Arts Commission grant.

• What is the Creative District’s annual budget? Answer: \$10,000 and funded by the City of Tenino and the Washington State Arts Commission Creative District Grant in the first year, then to be determined annually through City of Tenino budgeting process.

• Do you have a plan for financial sustainability? Answer: The City shall support the Creative District via annual appropriations in an amount that accords with the City’s annual Municipal Budget.

• Upload a budget showing cash and in-kind line items separately. Budget does not need to adhere to a specific format. Answer: See uploaded budget

• Does the District have a membership structure? If so, how many members are in, or projected to be in the district, and what is the membership dues structure? Answer: No

• Upload the Creative District strategic program / business plan document.

Answer: See uploaded Strategic Program/Business Plan to be finished after May 16 meeting with Annette Roth.

• Please provide the top three (3) short-term and top three (3) long term goals you have for your Creative District.

Short Term:

1. Encourage and coordinate Creative Industries entrepreneurs and organizations to work together in as many ways as possible including Co-op opportunities, Makers Fair, SW Washington Agriculture and Innovation Park, and placing products in local businesses and identify available commercial space for creative entrepreneurs
2. Host workshops on how to start and run an Creative/Artisan business
3. Market Tenino as a Creative District Area

Long Term:

1. Brand Tenino as an Artisan Community by creating place-making opportunities for artists in the community and showcasing local artisans and their work
2. Rehabilitate existing infrastructure and encourage the development of spaces for Artisans (Creative Industries) to work and show/sale their products and services
3. Encourage and hold workshops for Creative/Artisan Business and the public.

• What do you see as your district’s biggest challenges, and how do you anticipate overcoming them?

Answer: Communication about district activities and financial funding to implement projects. We plan to host community open houses, use the City of Tenino’s Website and Water Bill inserts, place notices in the Tenino Independent and use social media to communicate about the creative district. As part of the City’s budgeting process and identification of grants and funding sources for specific projects will address the financial challenges.

Another challenge is Tenino is on the road less traveled by compared to I-5. Marketing and Public Relations and creating specific events targeted towards consumers who appreciate the arts will help overcome this challenge.

Available working family housing is also a challenge currently in the Tenino. A solution is to work with local developers and brainstorm ideas on how to accomplish creating housing units people can afford to live in and work in the Tenino Creative District.

• How do you see certification as a Creative District advancing your district and community?

Answer: The City’s Comprehensive Plan for the years 2016-2036 identifies numerous Goals, Policies, and Actions across the spectrums of Land Use, Natural Resources, Housing, Transportation, Capital Facilities, and Utilities that a Certified Creative District would be well-suited to help the City achieve. Additionally, the Creative District may form the basis of a new Comprehensive Plan chapter for Economic Development. The certification of the Tenino Creative District will help attract and connect creative industries entrepreneurs and help shape and share Tenino’s vision for the future. The Creative District will help attract additional visitors to the community.

• Upload a completed W-9 for the managing entity that will receive district funds.

Answer: **To be provide by City of Tenino**

DISTRICT CHARACTERISTICS

• Please describe your Creative District’s unique competitive advantage – the (one) thing(s) that sets your District apart from the others.

Answer: The Tenino Creative District is most noticeably unique because of its historical connection to the stone industry, specifically the quarrying and shaping of the local sandstone which from 1900 to the 1920s was a booming industry. The City of Tenino today still proudly displays its sandstone history through the historic buildings of downtown, the quarry swimming pool, the public art carved in stone, and through the Tenino Depot Museum. Tenino is also unique in other important ways. The City of Tenino is free from chain stores and big box retailers and is composed entirely of locally owned small businesses. It is located off the I-5 corridor and along the historic Old Highway 99. It also sits at the end of a bike and walking trail system that spans 36 miles connecting Olympia, Lacey, Yelm, and Rainier. The following are also unique competitive advantages for the Tenino Creative District: Rich agricultural and timber history, Keith Phillips (Master Carver and Educator), Ed Salerno and Tenino Stone Carvers, Stone Carvers Shed, Sandstone Quarry’s, Glass Artist, Stain Glass Artist, Wood Workers, Soap Makers, Quilter, Liz Meinberg, Randy Cryderman, Wooden Money Printing Press, Aunt

Kate's Chocolates, Scatter Creek Winery and Brewery, Stone City Brewery, the Campbell and Campbell Building including the Vault, Hercules Farms, Walking Tour of Sandstone Carvings, Printing Press at Newspaper, Timberland Regional Library, Photographers, Tenino Farmers Market, Scotty B's Coloring Contest and Car Show, Arbutus Stone Carving Classes, and Susan Langman-Mosaic Tile Art.

What is your unique niche, and key differentiators? Answer: Tenino's niche is clearly the sandstone and the unique character it lends to the appearance of Tenino, from its presence in the structures and facades of City Hall and downtown Tenino, to the entrance gates of City Park, the countless stone signs and sculptures, and Sandstone is embraced throughout the community in its use as a decorative building material in homes and commercial buildings.

• Describe the unique cultural or historical heritage of your district.

Answer: The Tenino Depot tells the one-of-a-kind story of Tenino's heritage through artifacts and living history. This stone building sat across town as the train station until the 1970s when it was moved to Tenino City Park and retrofitted as a museum. Here visitors can see the original printing press used to make Tenino's famous Great Depression solution, the Tenino wooden money. This press still operates and produces commemorative wooden money that can be spent like real money at participating Tenino businesses. The Tenino Depot museum also includes displays on railroad history, the sandstone, lumber and coal industries and an original one-room territorial schoolhouse and bell tower. The museum and the volunteers that make up the Tenino Historical Society put together the annual Pioneer Village craft fair, part of the large Oregon Trail Days celebration. At Pioneer Village we celebrate the creative skills of the past and how today's makers and artists are contributing to the character of Tenino. Tenino was a Sandstone Quarry Town and is the Stone City, use of Sandstone in new building construction is encouraged, Quarry House, Tenino Depot Museum, Tenino Memorial Pool, Tenino Motorcycle Drill Team, and the Presbyterian Church. The Quarry House will receive funding of \$400,000+ for a complete upgrade of the building. The Tenino City Hall Building was appropriated \$500,000 to remodel and upgrade it. Tenino has also become a desirable place for movies and commercials to be filmed at including the Mountain and Cinebar.

How does this story relate to the current activities and future plan of your District?

Answer: The Creative District and the Historic District are being formed to implement the cultural and historic aspect of the city's comprehensive plan. Today, Tenino's biggest attractions are the Quarry Swimming Pool, the Tenino Depot Museum and the unique stone architecture of Tenino's historic district. Also widely visited are the workshop of the Tenino Stone Carvers and the numerous sculptures and signs they've created around town which can be navigated by visitors using the free Tenino Sandstone Walking Tour Guide put together by the Tenino Area Chamber of Commerce. The Tenino Stone Carvers tell the story of Tenino sandstone through a living history, as an active stone carving and sculpting workshop maintained by a collective of stone artists and led by a master cutter with 30+ years of experience. They offer classes and free workshops for kids and allow visitors to see inside their workshop in an effort to preserve the history of their art and their craft for future generations. Tenino's annual 3-day festival Oregon Trail Days celebrates our heritage as a stone city with a craftsperson fair at the Tenino Depot Museum, swimming in the Quarry Pool, rock and gem show, main street parade and concert in the park. The event relies largely on the volunteer support of Tenino citizens, business owners and craftspeople. Oregon Trail Days is an example of our creative citizens coming together to provide education and entertainment that tells the unique story of our community. It also provides an economic opportunity to artisans to promote their craft and artistry to a wide audience. The future plan of the Tenino Creative District is to scale up our Pioneer Village model to allow our creative businesses to grow and increase their economic potential. By gradually increasing the opportunities for creative industries entrepreneurs we

hope to encourage more entrepreneurs to open brick and mortar stores and workshops. A Tenino Creative District Tour is underdevelopment and will debut in June of 2019.

• **Describe the accessibility of your creative district. Is it walkable or otherwise easy to navigate?**

Answer: The entire area of downtown Tenino is walkable. Nearly all of the retail/commercial space is located along a half mile stretch of Sussex Avenue with the Tenino City Park, Depot Museum and the Quarry Pool located just two blocks south along Park Street, four blocks north is the Tenino High School. The Tenino Area Chamber of Commerce already provides a free walking tour map that shows this area and the location of all its stone architecture and sculptural art.

Is it accessible to those who use alternative transportation, such as bike or walking paths, public transit (if available in the region?)

Answer: Yes Rural Transit (rT) connects the communities of Rochester, Tenino, Bucoda, Rainier and Yelm, and the Confederated Tribes of the Chehalis Reservation to the greater tri-city area of Tumwater, Olympia, and Lacey. rT is the connection between Twin Transit in Lewis County and Intercity Transit in Thurston County. Tenino offers free bike rentals through the Yellow Bike program. The Yelm-Tenino trail passes through Tenino City Park and provides walking and bike routes to the neighboring communities of Yelm, Rainier and Olympia. Plans are underway to expand the trail west to the city of Rochester and South to Lewis County in the near future, connecting people to nearly 50 miles of uninterrupted trails. Also accessible from the trail is the Monarch Sculpture Park.

• **Describe how your district engages with the community.**

Answer: Open Houses, Facebook updates, direct contact and one on one communication with key partners and stakeholders, recruitment of partners to participate in the development of and implementation of the Tenino Creative District plan.

Does your district have any signature events or activities?

Answer: Tenino's annual 3-day festival Oregon Trail Days celebrates our heritage as a stone city with a craftsperson fair at the Tenino Depot Museum, swimming in the Quarry Pool, rock and gem show, main street parade and concert in the park. The event relies largely on the volunteer support of Tenino citizens, business owners and craftspeople.

Other annual events such as Mayfaire (Renaissance Fair) and charitable events like Adam Craig Four Square Music Festival, Quarrymen Car Show, Antique Motorcycle Show, Fashion Shows, Raise for Rowyn and Winterfest happen throughout the year.

Do these events appeal to a broad cross-section of the population? Answer: Yes

• **Describe how your district has established a unique physical sense of place.**

Answer: Tenino is a small community framed by the unmistakable walls of the old sandstone quarries. The historic stone buildings along Sussex Avenue and our Quarry Pool are two examples of public spaces that both tell the story of Tenino's cultural heritage while engaging with the community in the present. Craftspeople like the Tenino Stone Carvers offer a unique opportunity for people to experience art and history coming alive.

Do you have wayfinding or signage? Answer: Tenino has wayfinding signs made by local wooden sign carver Shawn Hickox. The signs direct traffic along Sussex Ave towards the City Park and Quarry Pool a few blocks away on Park Street. Signs carved by Shawn Hickox are also situated at the entrance to City Park, the Quarry

Pool, the Tenino Depot Museum and Welcome to Tenino sign. At the opposite end of town a stone sign with a functioning waterfall and the names of businesses that support the Tenino Area Chamber of Commerce welcomes visitors arriving from the west along Old Highway 99. Future wayfinding signage will be created to match current wayfinding signs and will include the Tenino Creative District.

Distinguishable streetscape? Public art? Answer: A portion of downtown Tenino has been designated a historical district for its stone architecture dating back to early 20th century. It is a unique and distinguishable streetscape and draws lots of annual visitors.

There are works of art carved from Tenino sandstone by local artists Keith Phillips and Ed Salerno all throughout town including:

- Tenino Market Fresh (Bag of Groceries sculpture)
- Tenino Timberland Library (Book sculpture)
- Hedden's Pharmacy (Mortar and Pestle sculpture)
- Tenino Farmers Market (Symbolic Stone Piers)
- Tenino City Park (entrance, visitor kiosk, Tenino Veterans Memorial and Wall)
- Tenino High School Beaver Stadium (Hal Williams Monument)
- Tenino Valley View Health Center (Stone arch)

• **Describe the mix of uses within your district (is it primarily retail/commercial, residential, industrial, mixed use).** Answer: The district as currently delineate is Commercial 1, 2 or 3. Primary retail/commercial area, some residential, and schools.

What other types of businesses or activities exist in the District than can support or bolster District activity? Answer: Tenino Stone Carvers, Iron Works Boutique, Western Coffee Company Aunt Kate's Chocolates, The Tenino Independent, Scatter Creek Winery & Brewery, Tenino Farmers Market (and all its vendors), Campbell and Campbell Building including the Vault, Hedden's Pharmacy, Tenino Antique Mall, Tenino Time Machine.

Other creative business and activities near the district and that may be brought in for workshops and events include: A G Piano & Violin, Art Sporseen-Woodworker, Larry Corbit & Otis Curry-Ferrier & Blacksmiths, Mill Lane Winery, John Brooks, Floating Feet Studios & Monarch Sculpture Park, Stu Waldrup-Creative Ironworks, Mark Hyman-Earthenware and Ceramics, Swans Candle Co., Stone City Farm, A Stitch in Time-Sewing and alterations, Shawn Hickox-Wood Sign Maker, Papa Dick-Painter, Verne Ames-Sharp Right Sharpening Service, and Loralin Toney-Sculptor & Carpenter.

The Vault Event Center and the Quarry House, two historic stone buildings, can be rented for events. The Library offers free family-friendly events year round and works with local creative businesses. Yearly events such as Mayfaire (Renaissance Fair), Oregon Trail Days, 4 Square Mile Music Festival, as well charitable events like the Splash Bash, Race for Rowyn, Winterfest and the Tenino Area Chamber Auction. Tenino High School CTE program (Career and Technical Education led by teacher Fletcher Mann). In 2017 Tenino's CTE students built a wheel-chair accessible tiny home and donated it to a homeless village.

- Please provide the following information related to the creative industries within your district.

Please describe the data source and collection method for each data set:

Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

Number of creative establishments within the District currently.

Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

Please include the definition(s) of the types of establishments counted

Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

Number of creative-sector jobs in the District.

Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

Please include definition(s) of jobs counted.

Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

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

Estimated number of children and youth directly benefitting through Creative District activities.

Answer: The Tenino Stone Carvers work with, on average, 800 school kids per year throughout the South Puget Sounds area teaching stone carving in classrooms. We also work one-on-one with a Tenino High School student in part of a year-long apprenticeship grant program awarded to them by the Washington Center for Cultural Traditions.

Please describe activities.

• **Describe any existing or proposed all income / affordable, live-work, creative maker space in the proposed district.** Answer: There is no existing or proposed live-work creative maker space in the district at the time of application. It will be addressed in the future.

• **Please provide any other meaningful data that you have collected for your Creative District (property value trends, sales tax revenue data, occupancy rates, etc.)** Answer: Data is being compiled by Gene Angel, Research Manager for the Thurston Economic Development Council

COMMUNITY BUY-IN

• **Please upload a local government ordinance and/or planning documents that provide evidence of local government endorsement of the Creative District.** Answer: to be loaded

• **Upload letters of recommendation that support efforts to apply for 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. Answer: **To be collected**

Letters of support are required from the following entities:

- ◆ Mayor or county representative, city administrator or director of planning; or tribal executive or council member (if District is to be situated on tribal lands)
- ◆ Community or economic development agency or workforce development agency
- ◆ Local downtown development authority, business district association or chamber of commerce
- ◆ Local tourism association or board
- ◆ Local arts commission (municipal or non-profit) or cultural affairs liaison
- ◆ At least one local community agency that focuses on underserved populations
- ◆ At least two creative entrepreneurs, such as an artist or business owner that lives or works in the District
- ◆ At least one business owner from a non-creative-sector company that endorses the District Additional letters of recommendation from community stakeholders that support Creative District certification are strongly encouraged.

• **Please describe outreach activities to promote or elicit feedback about the Creative District certification that were inclusive to the community at large.** Answer: A survey was sent to all City of Tenino Water customers in their bill. A community open house was held. A Tenino Creative District Facebook page and group was established to share information and provide opportunity for questions and answers and to showcase Creative Industries entrepreneurs and organizations.

How did you reach out to the various groups within your District? Answer: Personal contact was made with various groups in the community.

• **Please describe how the Creative District will interface with economic development and/or workforce development plans that may currently exist in the community.**

Answer: The Tenino Creative District and the City of Tenino will work with the Thurston Economic Development Council Center for Business and Innovation and Experience Olympia & Beyond on economic development, tourism and workforce development plans.

Do these plans reflect the activities of the Creative District? Answer: The plans in the future will incorporate and support 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?

Answer: The Tenino Creative District and the City of Tenino will work with the Thurston Economic Development Council Center for Business and Innovation on economic development and creation of jobs and investment in business growth and entrepreneurialism. A Hobby to Profit workshop has been scheduled for June 6th, 2019 at Tenino City Hall.

Branding and Promotion. Is your community engage in promotion of local arts, culture, tourist activities? Answer: Yes, the Tenino Area Chamber of Commerce, Experience Olympia & Beyond, Thurston Economic Development Council STEDI Shop South Local-Buy local campaign all support the district.

Who is the target market for the district? Answer: Local, Area and Western Washington residents who are interested in creative industries and experiences.

Why would they want to come to this district? Answer: The unique nature of Tenino Sandstone, Wine & Beer makers, Chocolate maker, historic Train Depot, Quarry House and Pool, downtown Tenino business and historic district, and access to Bike Trails and nearby nature.

Will there be a marketing and promotional budget assigned to the promotion of the district? Answer: Yes

How does the district intend to promote its arts and tourist activities in the future? Answer: Through the Tenino Area Chamber of Commerce, Experience Olympia & Beyond, Thurston Economic Development Council using marketing, promotions, marketing and public relations efforts.

Are there additional artistic, cultural or creative economy activities the proposed district is interested in introducing in the future? Answer: Arbutus school, South Puget Sound Community College, K-12 showcase, establishment of the Makers Faire Space.

Does the community demonstrably support and foster arts educational opportunities for K-12 students? Answer: The Tenino Creative District Taskforce is exploring ways to work closely with Tenino School District to support and foster arts in K-12 Students.

Other:

Support of the Tenino Creative District will also be through contracts the City of Tenino has with the Thurston Economic Development Council and Experience Olympia & Beyond, along with work being done by SCJ Alliance. The City of Tenino will also coordinate the work being done on the Ag-Business Park to benefit the Creative District and vis-versa. Continue to build partnership with the Tenino School District and other organizations to support the Creative District. Tenino has been and will continue investing in the infrastructure to support the Creative District to the extent the budget allows. The Mayor and Tenino City Council are fully supportive of the Tenino Creative District effort and engage with its development and implementation.

The End