

Community Summit

February 22nd, 2025

Pacifica, Williams, OR







Prosperous & Vital

This focus area is about creating a prosperous and economically vital Applegate Valley. It covers topics such as creating an innovative rural economy, Destination Applegate, local business and artist networks, and supporting a healthy workforce.

Our Vision: A prosperous and vital Applegate Valley that supports an innovative, locally-based, rural economy and a healthy work environment through the creation of Village Hubs, encouraging conscious, community-based tourism, contributing to a strong Business Network, and facilitating a dynamic art, music and theater scene.



OUR STRATEGIES FOR A PROSPEROUS AND VITAL APPLGATE VALLEY

- Supporting an innovative, locally-based, rural economy by re-developing the 5 recognized but unincorporated Village Hubs in the Applegate→ (Ruch, Applegate, Williams, Murphy, Wilderville)
- Developing low-impact, conscious, community-based tourism
- Facilitating growing, and strengthening the Applegate Valley Business Network
- Integrating art, music and theater more into the community, the economy and existing events
- Connecting the Applegate Wineries into the business network, the local community, and tourism opportunities
- Maintaining and enhancing our local food and agricultural system
- Expanding and improving access to the Applegate Valley's outdoor recreational opportunities

WELLINGTON WILDLANDS COUNCIL



UNIVERSITY OF
OREGON

Institute for Policy
Research and Engagement

Applegate Valley Economic Conditions Assessment

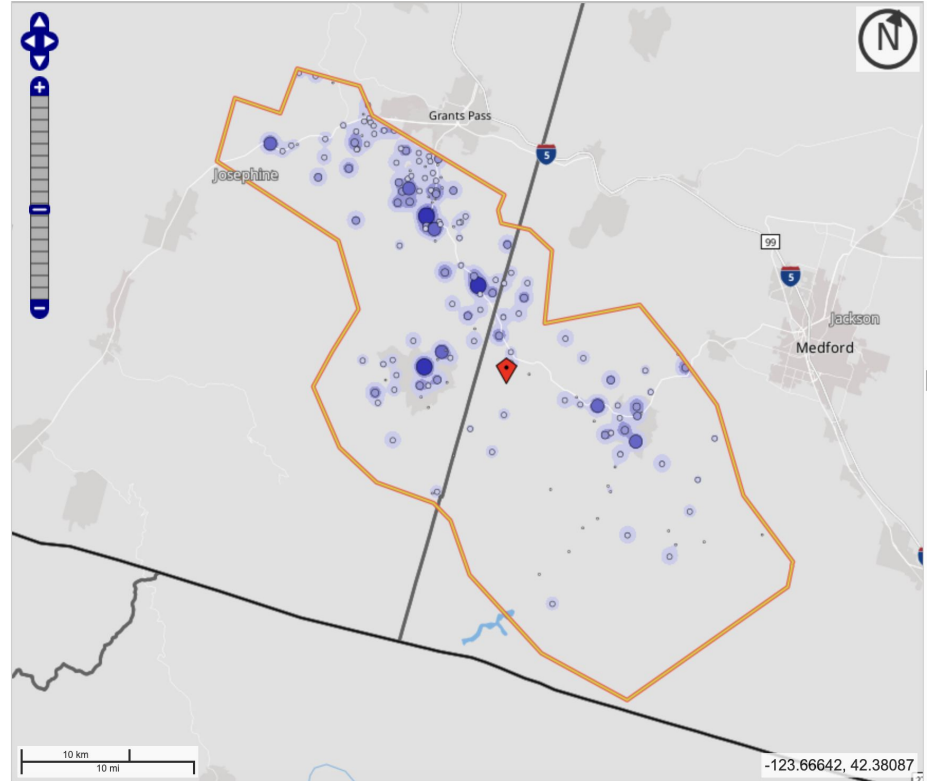
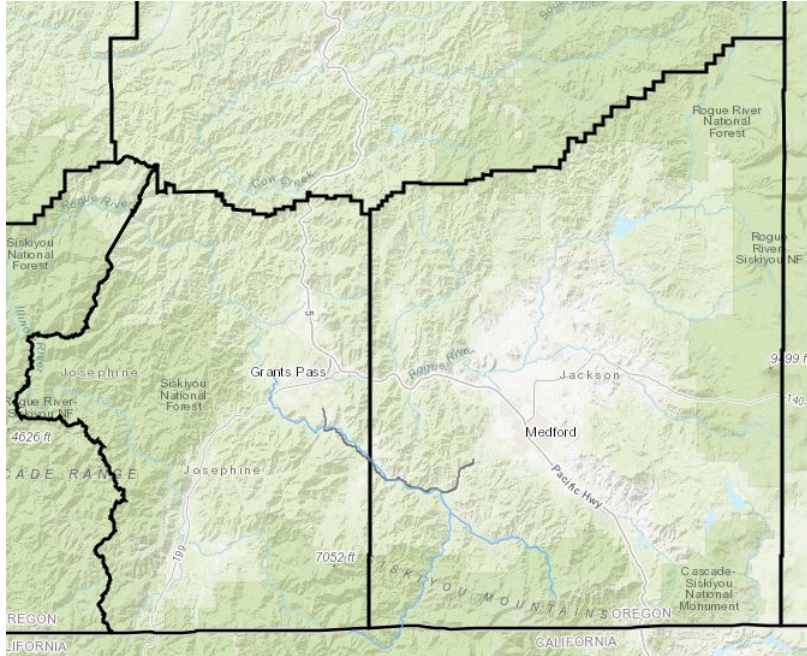


Study Purpose

1. Detail industry, employment, and wage data for the Applegate Valley; and
2. Provide a baseline of economic data to further local conversations about rural economic vitality in the Applegate Valley, including discussion about the current benefits and impacts of leading industries.

Methods

- **US Census and American Community Survey**
 - Socio-economic characteristics
 - Nonemployer statistics
 - Longitudinal Employer-Household Dynamics (LEHD)
Origin-Destination Employment Statistics
 - County Business Patterns
- **Bureau of Labor Statistics**
 - Quarterly Census of Employment and Wages
 - Local area unemployment statistics
- **National Agricultural Statistics Service**
 - Census of Agriculture
- **Oregon Employment Department**
 - Industry Employment Projections
- **Tools from Census OnTheMap and Headwaters Economics' Economic Profile System**



Outcomes

Applegate Valley Economic Conditions Assessment Report

- Pulled from available data at the state, regional, and local level to outline employment, wage, location quotient, business patterns, and flow in and out of the Applegate Valley.

Applegate Valley Business Survey

- Survey distributed to local business owners asking about business characteristics, employees, needs, and gaps.



CURRENT CONDITIONS, by percent of jobs

Rogue Valley, 2023

1. Healthcare and social assistance (21%)
2. Retail trade (13%)
3. Government (11%)
4. Leisure and hospitality (11%)
5. Manufacturing (8%)

Total # of jobs: 131,920

Applegate Valley, 2021

1. Agriculture, forestry, fishing and hunting (18%)
2. Educational services (15%)
3. Construction (12%)
4. Manufacturing (11%)
5. Accommodation and Food Services (8%)

Total # of jobs: 2,626



CURRENT CONDITIONS, by Rogue Valley job projections

Rogue Valley, 2023 - 2033

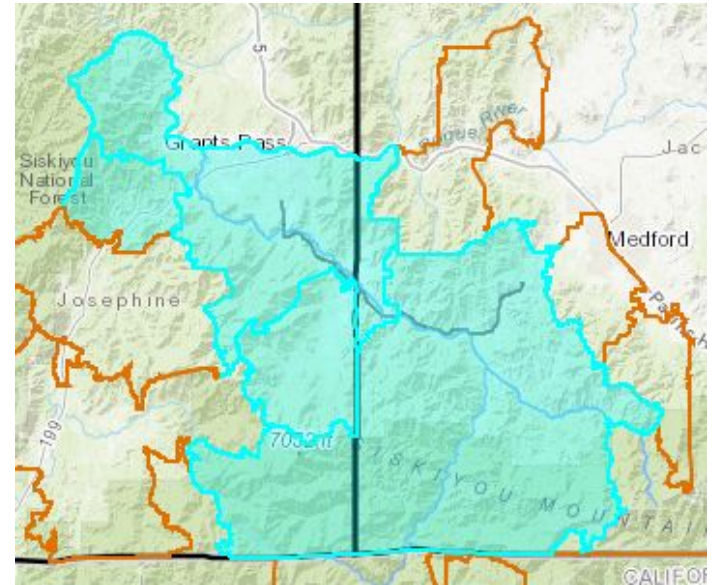
1. Healthcare and social assistance: **+3540**
2. Leisure and hospitality **+1670**
3. Professional and business services **+ 970**
4. Construction **+ 690**
5. Transportation, warehousing, and utilities **+450**
6. Manufacturing **+360**

Projected decrease in mining and logging jobs - the smallest portion of Rogue Valley jobs (530 in 2023) and expected to decrease by 10 jobs.

All other available industry data shows smaller projected job increases between 20 – 250

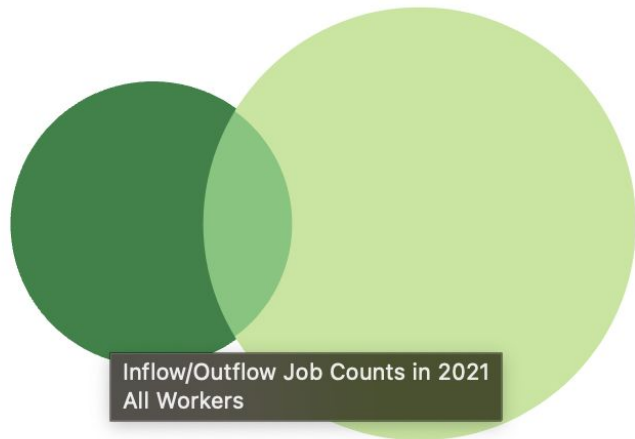
Applegate Valley Business Patterns, by ZIP code

1. **Construction** – # of businesses: 168
2. **Healthcare and social assistance** - # of businesses: 118
3. **Retail Trade** - # of businesses: 104; 11% of total businesses
4. **Professional, scientific, and technical services** - # of businesses: 93
5. **Accommodation and food services** - # of businesses: 83

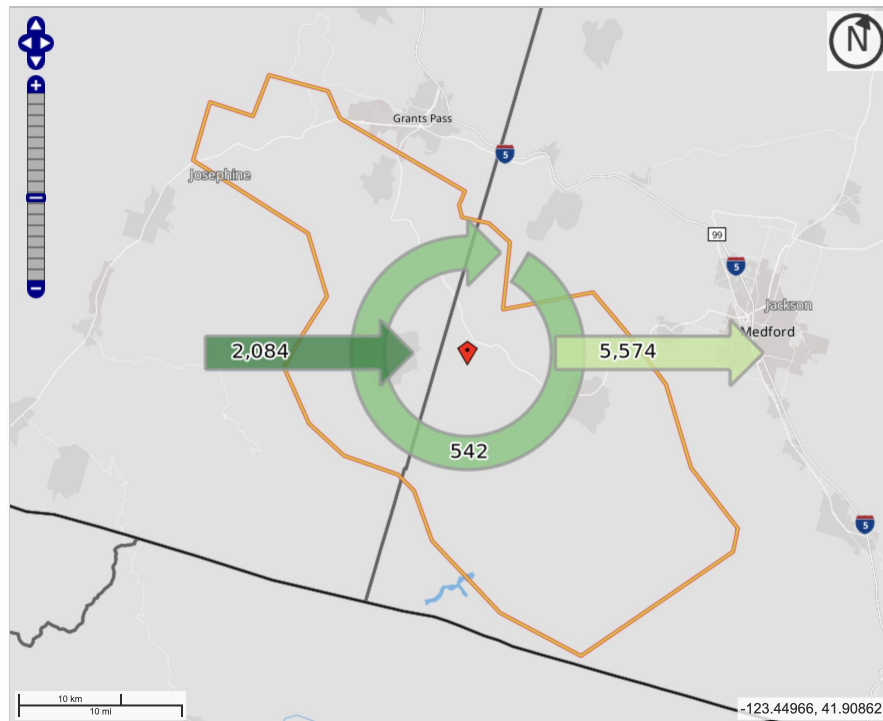


Applegate Valley Workforce Flow

Inflow/Outflow Job Counts in 2021
All Workers



- 2,084 - Employed in Selection Area, Live Outside
- 5,574 - Live in Selection Area, Employed Outside
- 542 - Employed and Live in Selection Area





Industry Snapshot – Rogue Valley Agriculture

- Total employment – 2% of total Rogue Valley employment
 - Jackson – 2,368 jobs
 - Josephine – 847 jobs
- Farm earnings have decreased since the 1970s
 - Jackson – \$40.7 M to \$8.4 M
 - Josephine - \$11.9M to \$1M
- Current average wage - \$38.6K Rogue Valley
 - Jackson - \$42.6 K
 - Josephine - \$34.6 K
- Farm Characteristics
 - Jackson – 2396 farms
 - Josephine – 605 farms
 - 26% of total farms in Rogue Valley – “other crop”. Examples include tobacco, cotton, sugarcane, hay, herbs, spices, and grass seed, marijuana grown in an open field
- Southern Oregon recognized regionally for sheep and cattle, pears and other fruits, increasing in wine production

By the Numbers: Agriculture in the Rogue Valley

5,910

the total number of producers, representing 8% of all Oregon producers.

3,001

farms and ranches equating to 233,427 acres in production (or 2% of Oregon's agricultural acreage).

50%

the increase in producers since 2012. By contrast, the number of producers across the entire state increased by only 19% during that same time frame.

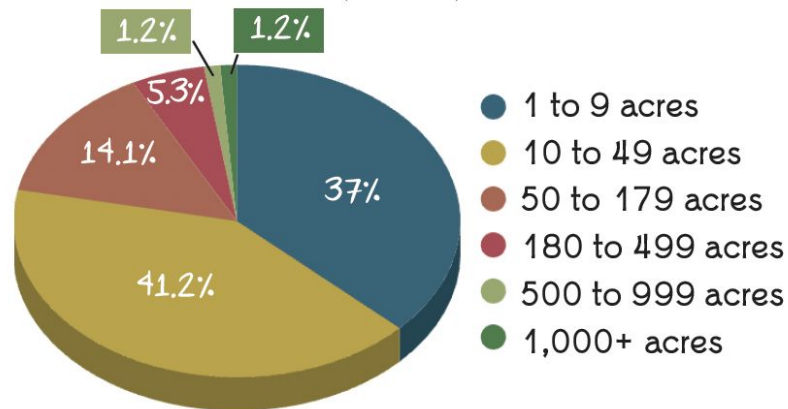
40% or 2,364

the number of producers who rely on farming as their primary source of income, while the remaining 3,546 work additional jobs to make a living.

Ag Production

Fig. 3

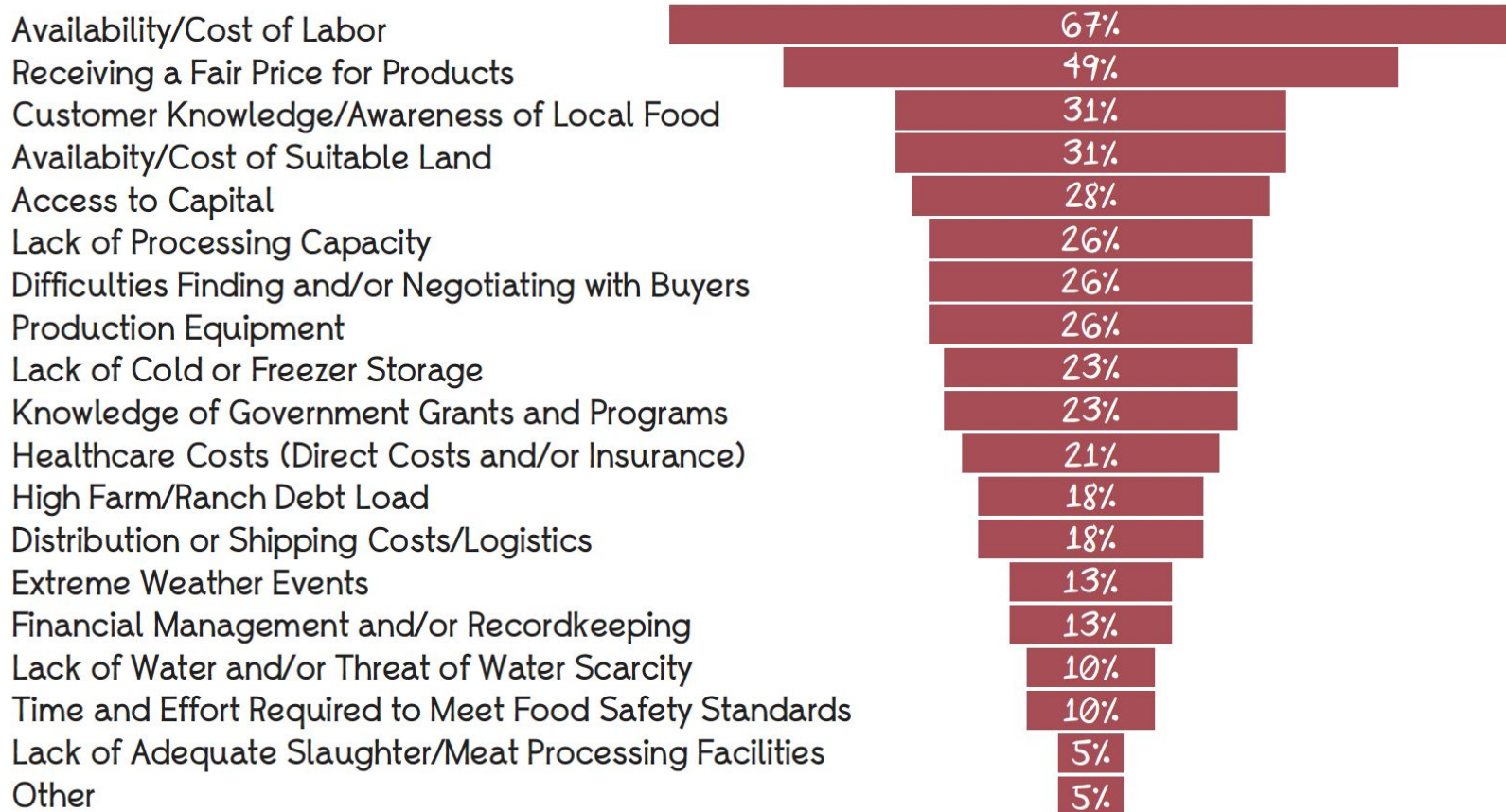
Breakdown of Rogue Valley Farm Sizes
(2022)



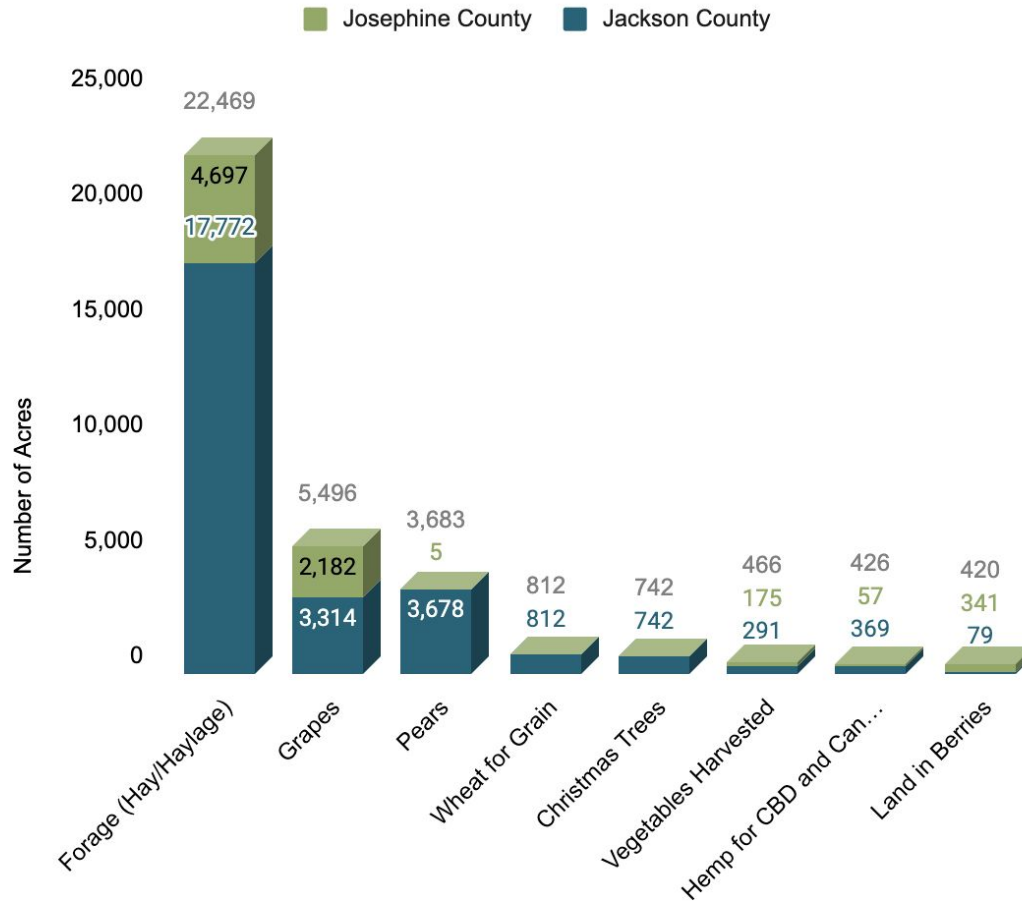
Source: United States Department of Agriculture.
2022 Census by State - Oregon | 2022 Census of
Agriculture

Fig. 7

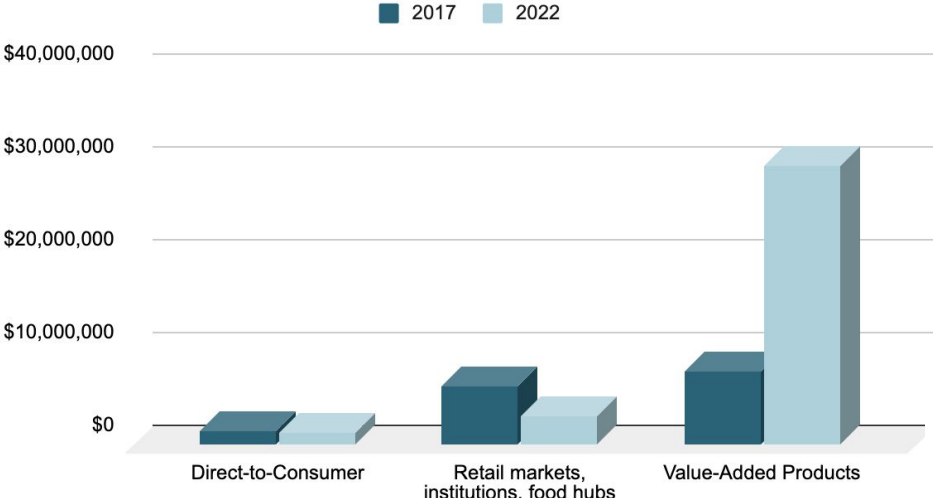
Top Barriers or Concerns that Farmers Face



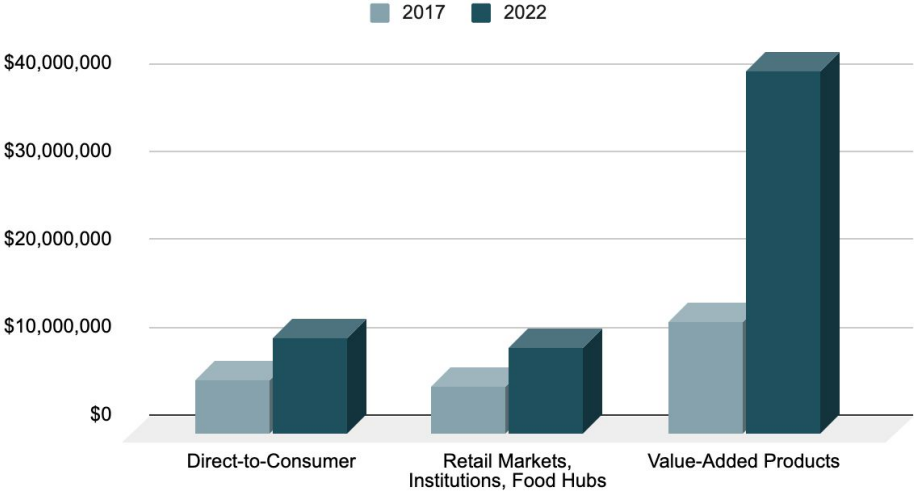
Top Crops in the Rogue Valley by Acreage (2022)



Agricultural Sales by Market Channel (Josephine County)



Agricultural Sales by Market Channel (Jackson County)

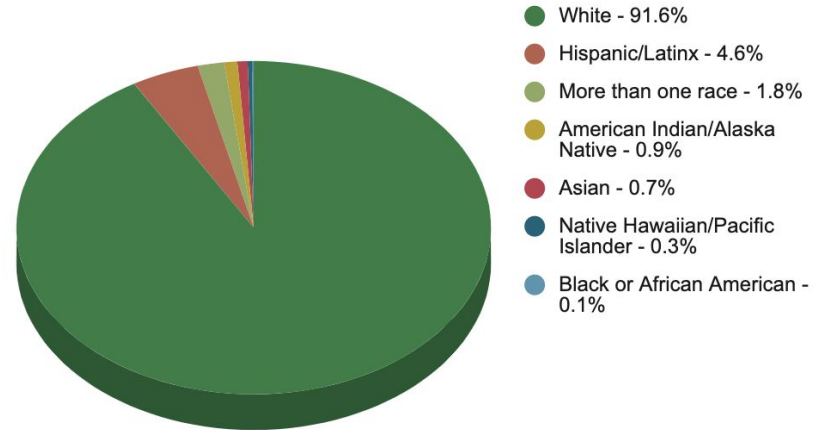
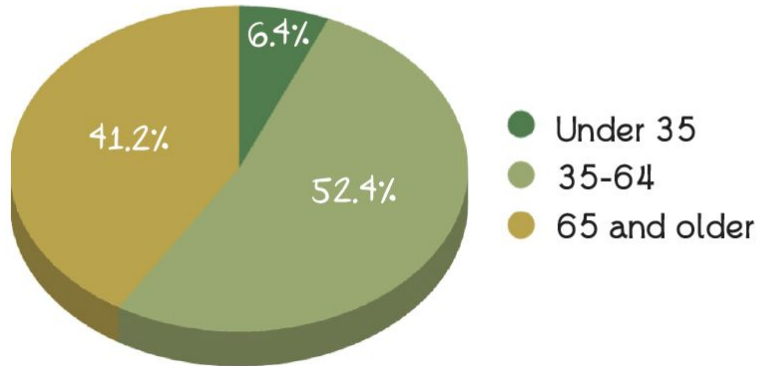


Labor and Employment

- Labor is a critical limiting factor in increasing local production.
- Access to land is limiting the expansion of current enterprises and the growth of additional farms.

Fig. 2

Farm Labor Demographics by Age (2022)





Industry Snapshot – Rogue Valley Timber and Wood Products

- Total employment – 3.8% Rogue Valley jobs
 - Jackson – 4,330 jobs
 - Josephine – 871 jobs
- Industry includes jobs in growing and harvesting, sawmills and paper mills, wood products manufacturing
- Average wage - \$67.5K Rogue Valley
 - Jackson - \$65K
 - Josephine - \$70K
- OR Industry outputs have remained nearly the same since the 1970s, but make up a smaller percentage of the state's total GDP
- Oregon is still the leads as the largest softwood lumber producer in the US
- Trends of declining # of workers, but increasing outputs via automation



CURRENT CONDITIONS, by Applegate Valley change in jobs

Applegate Valley, 2014 - 2021

1. Agricultural, Forestry, Fishing, and Hunting **+315**
2. Construction **+183**
3. Accommodation and Food Services **+111**
4. Manufacturing **+103**
5. Professional, Scientific, and Technical Services **+86**
6. Retail Trade **+77**

Most industries with job increases do not require post-secondary educational requirements.

Industries that lost jobs from 2014 – 2021 were (1) Other Services (-61); and (2) Educational Services (-10)

Location Quotient:

Local concentration compared to regional concentration

$$\frac{\text{Local industry jobs}}{\text{Total local jobs}} \div \frac{\text{Regional industry jobs}}{\text{Total regional jobs}}$$

Value of Location Quotient	Interpretation
LQ > 1.00	Industry is producing more than is locally consumed. LQs greater than 1.25 typically represent significant export industries.
LQ = 1.00	Local production is meeting local demand
LQ < 1.00	Industry is producing less than is locally consumed. LQs less than 1.00 rely on services and goods from outside the region and may represent opportunities for business development to meet local demand.

Location Quotient

Rogue Valley Compared to the State

- Agriculture, forestry, fishing and hunting
- Healthcare and social assistance
- Retail trade

	Jackson County	Josephine County
Accommodation and food services	1.07	1.45
Administrative and support and waste management and remediation services	0.63	0.96
Agriculture, forestry, fishing and hunting	2.49	1.47
Arts, entertainment, and recreation	1.17	0.82
Construction	0.97	0.74
Educational services	0.71	0.51
Finance and insurance	0.82	0.79
Health care and social assistance	1.26	1.32
Industries not classified	1.13	0.00
Information	0.89	0.38
Management of companies and enterprises	1.08	0.29
Manufacturing	0.84	0.98
Mining, quarrying, and oil and gas extraction	1.74	0.00
Other services (except public administration)	0.92	0.83
Professional, scientific, and technical services	0.55	0.54
Real estate and rental and leasing	0.78	1.26
Retail trade	1.29	1.47
Transportation and warehousing	1.14	0.43
Utilities	0.61	0.46
Wholesale trade	0.71	0.48

Location Quotient

Applegate Valley compared to Rogue Valley

- Educational Services
- Agriculture, forestry, fishing and hunting
- Construction
- Professional, Scientific, and technical services

Industry Sector	Applegate Valley
Accommodation and Food Services	0.62
Administration & Support, Waste Management and Remediation	0.85
Agriculture, Forestry, Fishing and Hunting	9.79
Arts, Entertainment, and Recreation	0.57
Construction	1.99
Educational Services	11.29
Finance and Insurance	1.10
Health Care and Social Assistance	0.13
Information	0.93
Management of Companies and Enterprises	0.03
Manufacturing	1.22
Mining, Quarrying, and Oil and Gas Extraction	0.32
Other Services (excluding Public Admin)	1.01
Professional, Scientific, and Technical Services	1.56
Real Estate and Rental and Leasing	0.79
Retail Trade	0.41
Transportation and Warehousing	0.25
Utilities	0.00
Wholesale Trade	0.82

Key Report Takeaways

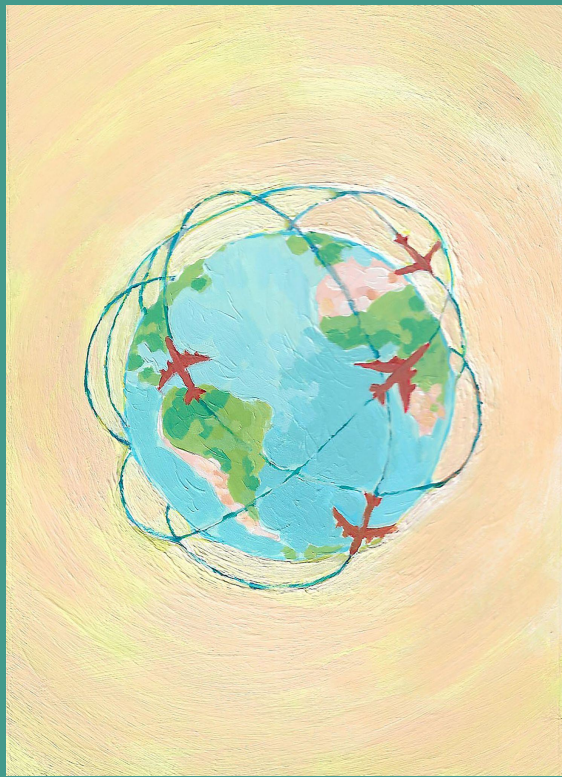
Important Applegate Valley Industries

(# jobs, job growth, local concentration)

1. Agriculture, forestry, fishing and hunting
2. Educational Services
3. Construction
4. Professional, scientific, and technical services
5. Manufacturing

Opportunity to develop where there is a positive regional trend, recent local job growth, lower concentration of jobs – retail trade, accommodation and food services.

Workers who live in the Applegate Valley and commute outside valley for jobs in “other services”. Opportunity to support “other services” business development in the valley for an existing skilled workforce.



Applegate Valley Travel & Tourism Trends

GLOBAL

*Travel contributes 5.8 trillion to the global economy

*\$1 out of every \$10 dollars is spent on travel/tourism

*Growing annually rate of about 4 percent

*Countries that contribute the most to travel economy:

Germany

United States

China

STATE (2023)

Oregon Visitor Spend: 14 billion

SOUTHERN OREGON

1.4 billion Visitor Spend Southern Oregon
(more than half spent in Jackson County)

30,000 visitors to the I-5 Oregon Welcome Center
near Ashland

ROGUE VALLEY (2023)

15 percent of jobs are in tourism

Expected to add +1670 jobs over the next 10 years

APPLEGATE VALLEY

8 percent of jobs (pandemic skew)

83 accommodations and food services

+111 accommodations and food services added between
2014-2021

|

Occupancy Rates

STATEWIDE: 62.3-percent

SOUTHERN OREGON: 60.7-percent

LINDSAY LODGE: 40.4 (expect it to rise)

MINE: 18.9 percent (down over 12 years)

[History](#)[Lodging](#)[Things to Do](#)[Eats](#)[Events](#)[Stories](#)[Tips](#)

Welcome, Wanderer



wanderapplegate.com



In our nooks and valleys, you'll find vineyards, lavender fields, historic sites, swimming holes, farmers markets, over 70 different wine varieties and hiking trails that traverse one of the most biodiverse regions in North America—our Klamath-Siskiyou Mountains. This land was made for wandering.

#WanderApplegate

Active users ?

5.4K

New users ?

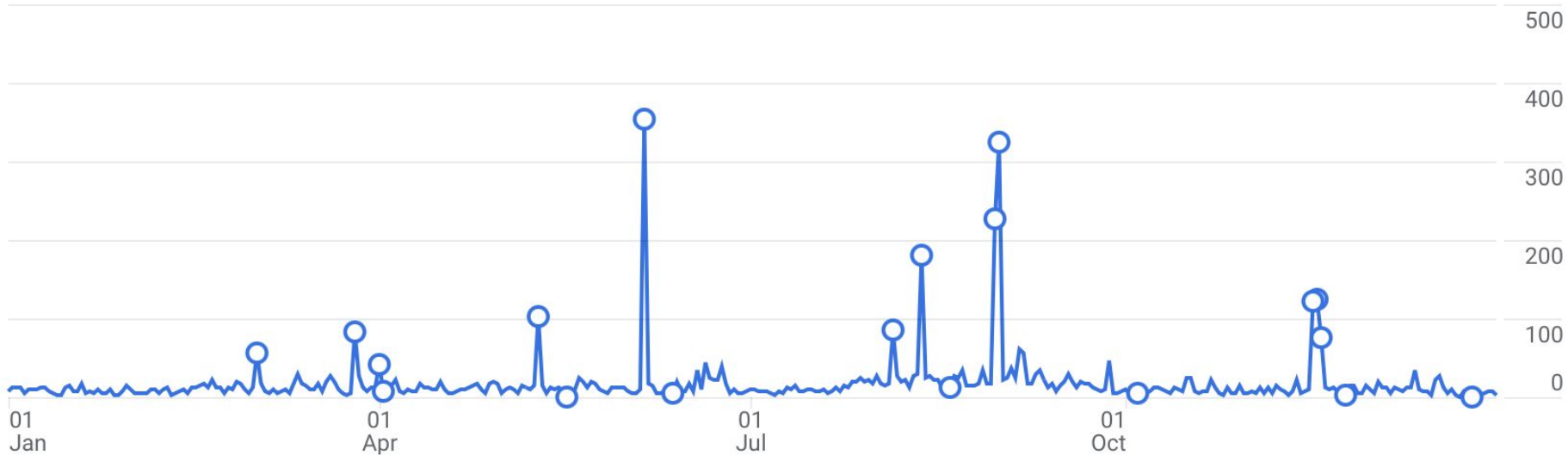
5.5K

Average engagement time per active user ?

1m 51s

Total revenue ?

\$0.00



Active users ▼ by Country ID ▼



COUNTRY	ACTIVE USERS	
United States	4K	-
United Kingdom	119	-
Netherlands	115	-
Canada	108	-
China	22	-
Germany	17	-
France	14	-

Last year ▼

[View countries](#) →

FUTURE OF TRAVEL

Nature-based

Less crowded

Longer trips

Food-focused

Pet-friendly

Solo

Ease of digital booking and planning

Experiences, not things (star-gazing)



Travel Southern Oregon

Food, Wine & Farm

Mountain biking

Heritage Tourism



45%

of all U.S. Travel Spend

Multicultural Travelers

Seeing a surge in Hispanic,
Asian, and Black populations

Source: MMGY Travel Intelligence 2019 DK Shifflet'S TRAVEL PERFORMANCE/Monitor

A photograph of two men sitting at an outdoor table. The man on the left is Black, wearing sunglasses and a patterned sweater. The man on the right is white, wearing a black hat, sunglasses, a patterned sweater, and a brown jacket with a white fur collar. They are both smiling and looking at each other. In front of them are coffee drinks. The background is a blurred outdoor setting with trees.

Global Leisure LGBTQ+ Travel Spend.

\$211 Billion

Globally, LGBTQ travelers account for \$211 billion, according to the International LGBTQ+ Travel Association.

Source: MMGY Travel Intelligence 2019 DK Shifflet'S TRAVEL PERFORMANCE/Monitor

Our own local PRIDE festival draws 400+
people from up & down the West Coast





Stay Current

www.travelsouthernoregon.org

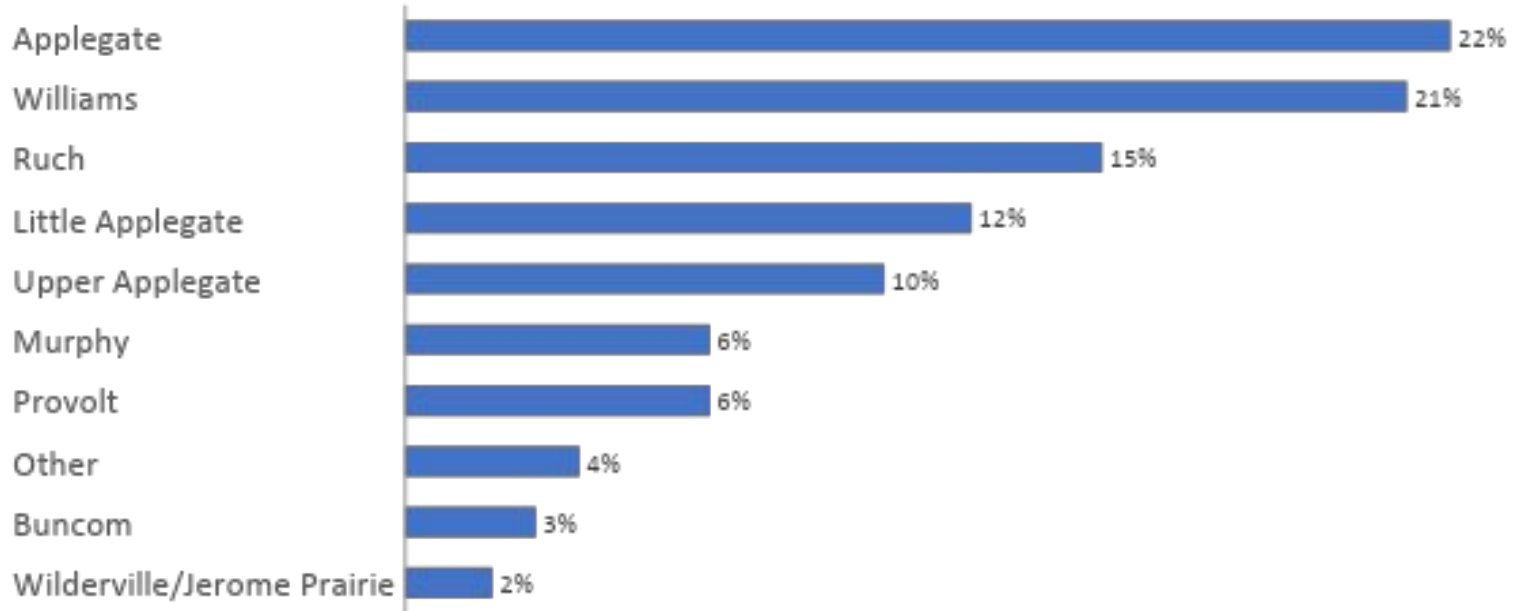
www.traveloregon.com



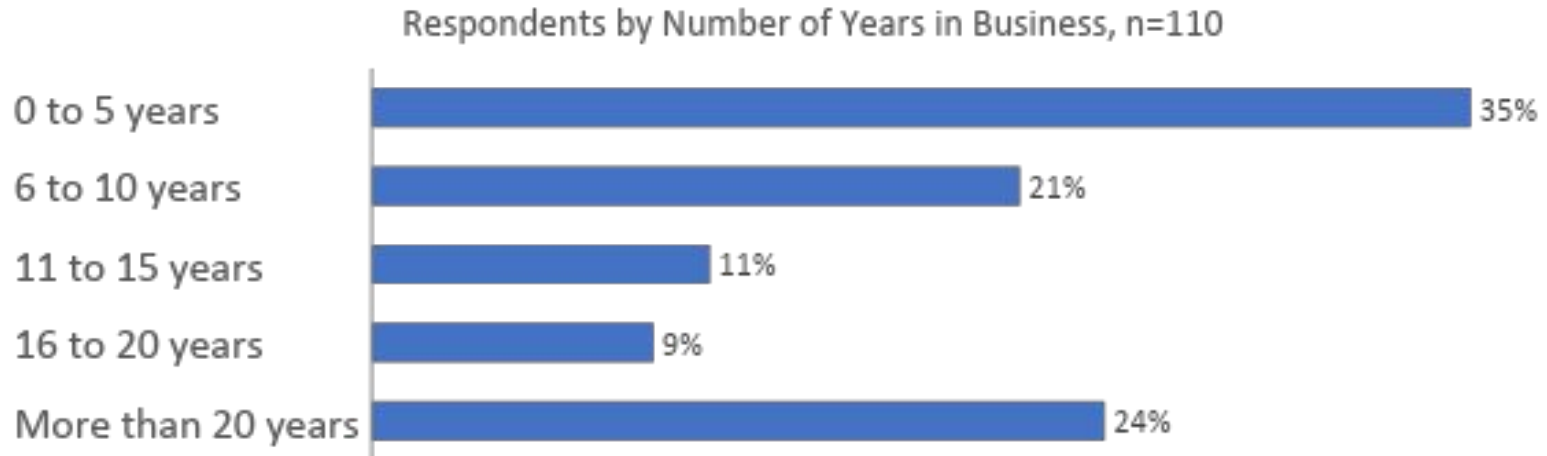
Applegate Valley Business Survey

Respondents, by location

Survey Respondents by Location, n= 110

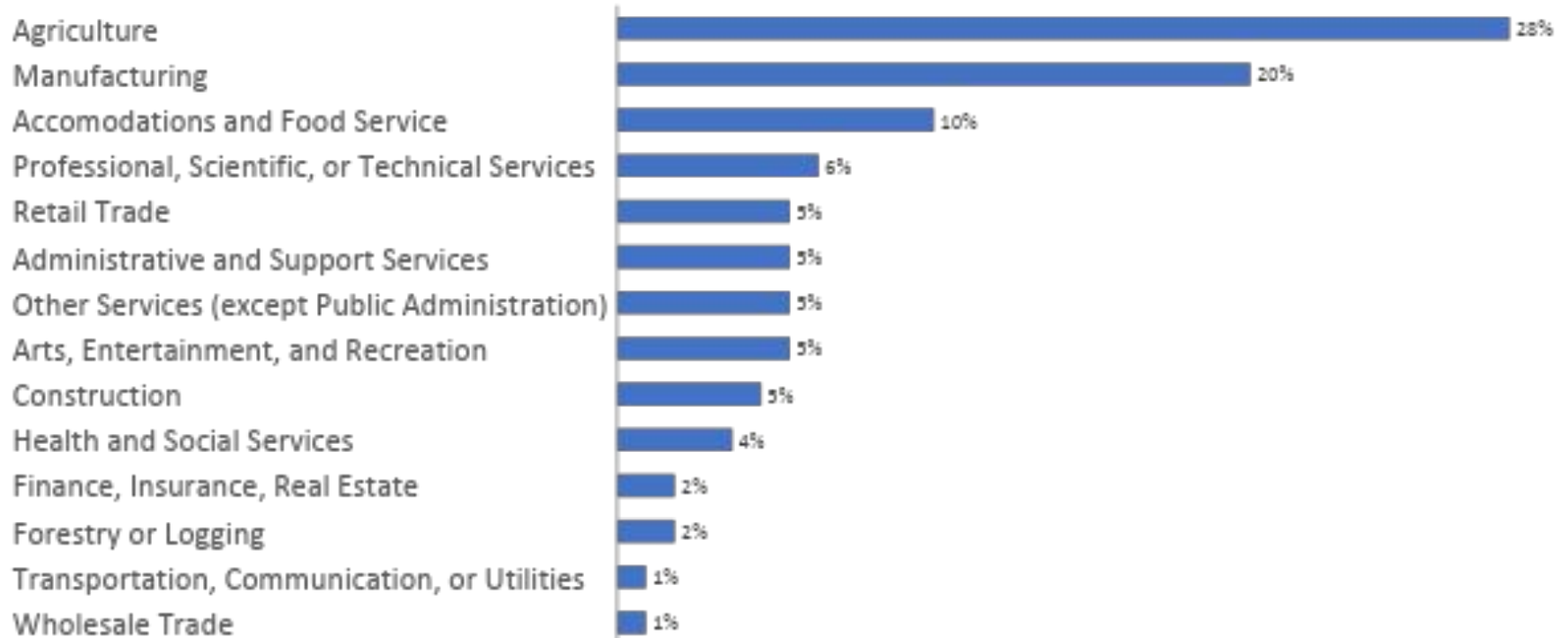


Respondents, by years in business



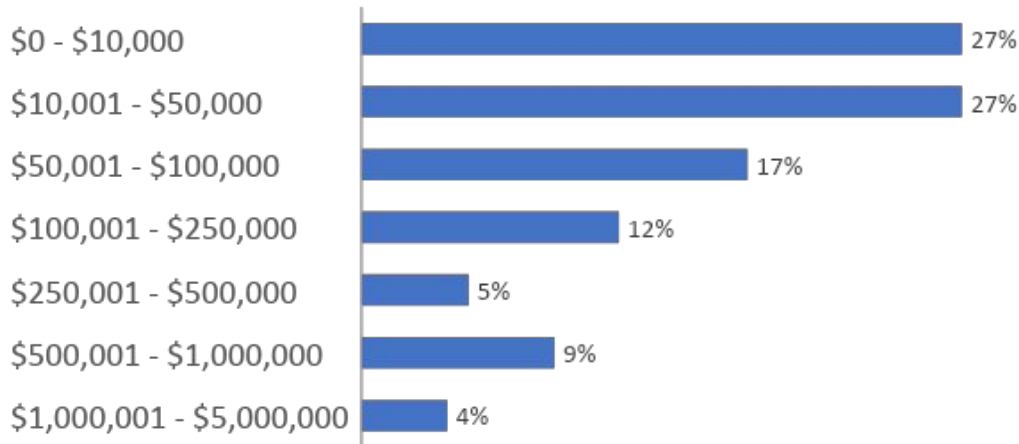
Respondents by Industry Sector

Survey Respondents by Industry, n=110



Respondents by annual gross revenue

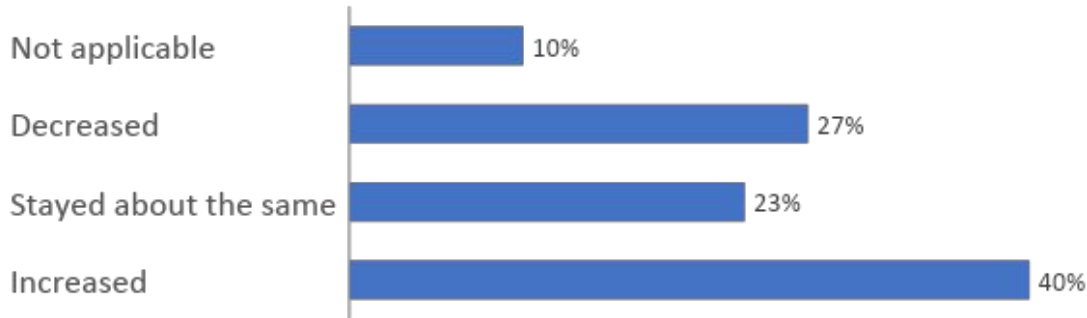
Respondents by 2023 Annual Gross Revenue, n=104



- 27% of respondents had an annual gross revenue of 10K or less in 2023
- 50% had an annual gross revenue of 50K or less

Changes in annual gross revenue

Respondents by Change in Annual Gross Revenue, 2021- 2024,
n=108



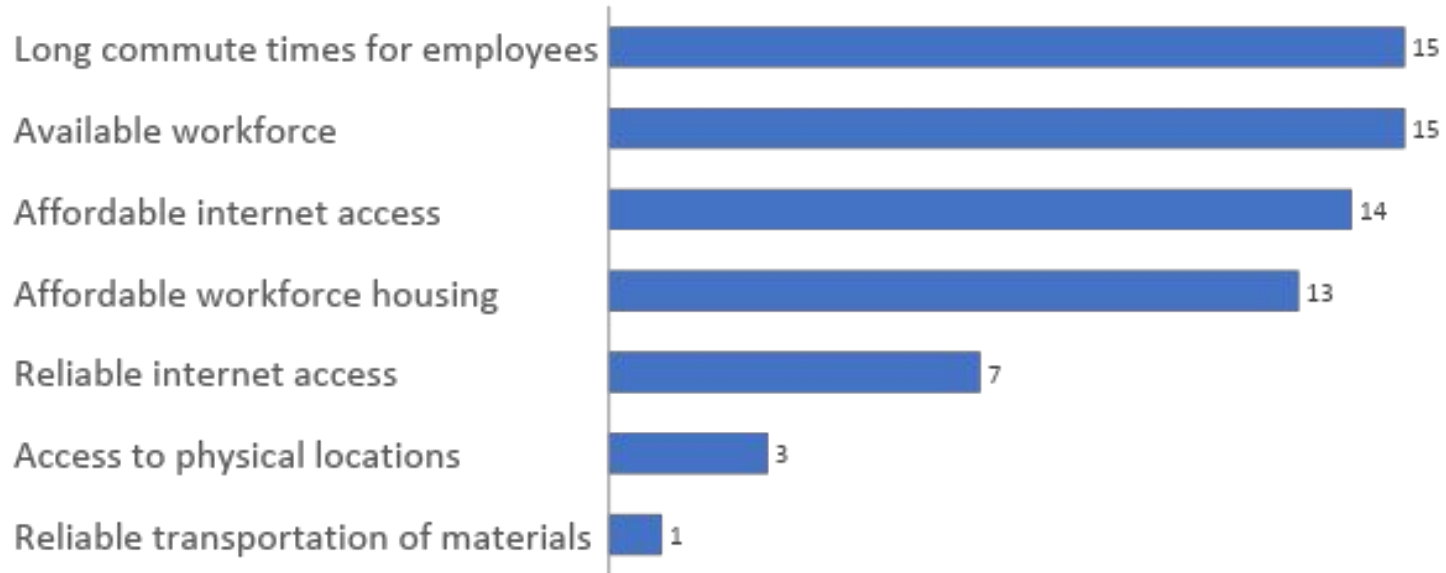
- 40% experienced an increase in annual gross revenue between 2021 and 2024
- Q3 was the most profitable quarter across respondents

Business priorities

	Priority 1	Priority 2	Priority 3	Total Frequency
Increasing revenue or profit margins	22	8	1	31
Improving operational efficiency or productivity	1	8	9	18
Providing local employment opportunities	0	1	1	2
Increasing employee wage or benefits	1	4	1	6
Reaching new customers or clients	6	12	0	18
Increasing brand awareness or improving business reputation	3	0	2	5
Reducing environmental impact	3	2	0	5
Implementing sustainable practices	2	1	0	3
Promoting ethical sources	1	2	0	3

Barriers to successful operation

Respondent Frequency to Barriers to Successful Business Operation, n=36





Experiences as a business owner in the Applegate Valley

- Supportive local (business) community
- Need skilled and willing workforce
- Challenging to reach new audiences
- Challenging to communicate value of services, cost of product
- Harder to make profit margins in smaller markets while competing with larger businesses or businesses with more capital flow



Support and services needed

- Social media and website development
- Business plan development
- Financial guidance, financial assistance
- Marketing and reaching new audiences
- How to access grant assistance

Panel: Local Businesses as Key Economic Drivers

- Wine Industry (Rachael Martin, Red Lily/ AVVA)
- Agricultural production, Value-added, & Retail (Mary Alionis, Whistling Duck)
- Cannabis (Toni & Casey Branham, Phoenix Rising Farm)
- Forestry (Bradford Goshorn, Bear Creek Forest Management)
- Food Service, Accommodation, and AEM (Anna Eastman, The Lindsay Lodge)
- Alternative Lodging & Event Space (Tyson Fehrman, Yale Creek Ranch)



Code 3 Coffee & Snacks in the Sunshine Plaza sold 1700 Pickle Lemonades in 2024

The Lindsay Lodge hosted 16,866 diners in 2024

GATHER | EAT | CELEBRATE

APPLEGATE'S RIVER LODGE

They embody the 'stay local' ideals by sourcing beef and wine from Plaisance and produce from Troon. They also host the Applegate Evening Market and are a new candidate for the Rogue Valley Food Trail



The Lindsay Lodge's
most popular item is
their Burger
with 3,072 sold

Most popular cocktail
is the Calabria
Margarita
with 1,074 sold



In 2024, PLAISANCE RANCH sold:

12,000 lbs of beef

1,400 cases of wine

And produced 6000 bales of hay to feed the cows in the winter

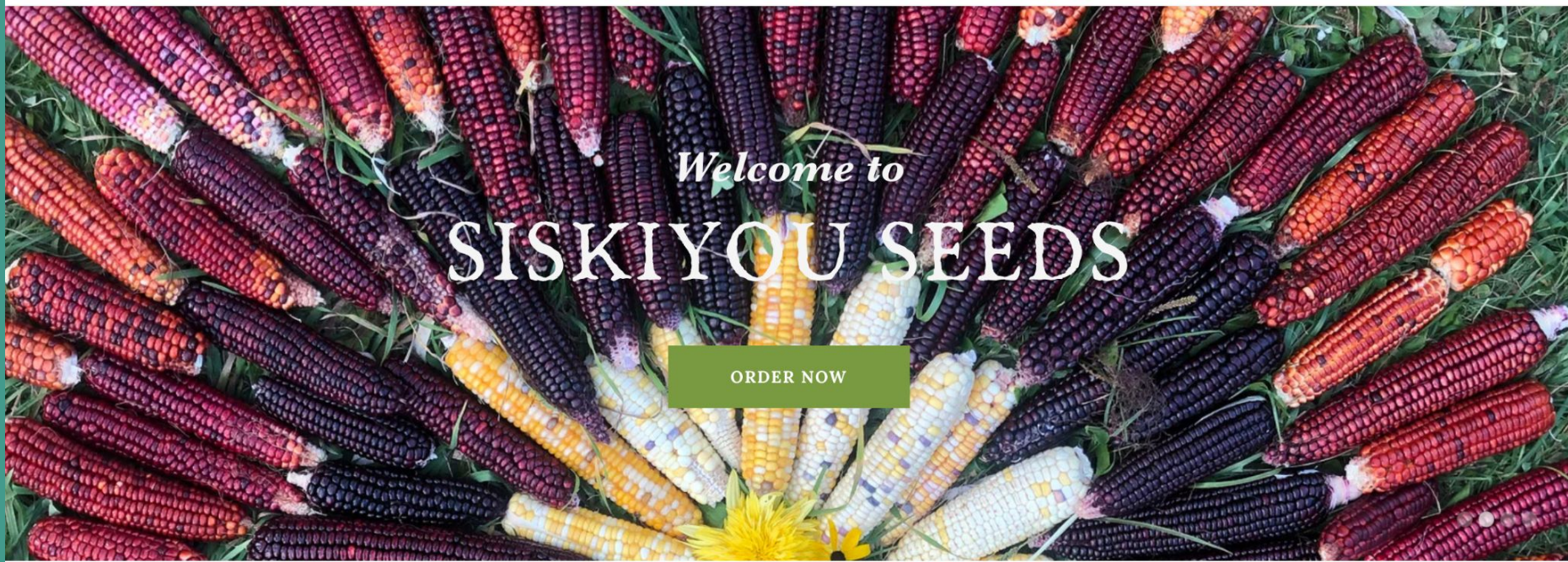
Only Farmers
Market on a river
in Oregon (and
probably CA, too)
28 Vendors in
2024
57 Vendors in
2025



Intergalactic
Acres sold
about:
250 bunches
of kale
400 pounds of
tomatoes



Sold 2,108 bottles of Crystal Geyser water, 5883 bags of ice, 1,511 library books, and Rise Up! Bread gets an honorable mention for also being very popular among the local population



Welcome to
SISKIYOU SEEDS

[ORDER NOW](#)

2024 SISKIYOU SEEDS

Total Gross sales: \$379,267,24 (up 16-percent over 2023)

Web sales: \$322,200 (up 19 percent)

Seed Racks: \$51,400 (up 4 percent)

They are a local company that embraces online sales, affiliate marketing, and the ability to reach a national audience

OSHALA FARM

Grows 8-10 million seeds annually,
80 different types of crops sold throughout the nation,
And harvested 5,000 lbs of fresh chamomile last year
They host an acclaimed herb camp annually in the Applegate





The State of the Applegate:

Wine

**Rachael Martin
Red Lily Vineyards &
the Applegate Valley Vintner's Association**



The State of the Applegate:

Agricultural Production, Value-added Products, And Retail

**Mary Alionis
Whistling Duck Farm**





The State of the Applegate:

Cannabis

**Toni & Casey Branham
Phoenix Rising Farm**



Current OLCC Cannabis License Stats For All of Oregon

TOTAL Licenses :

2,706

Producers: 1,374

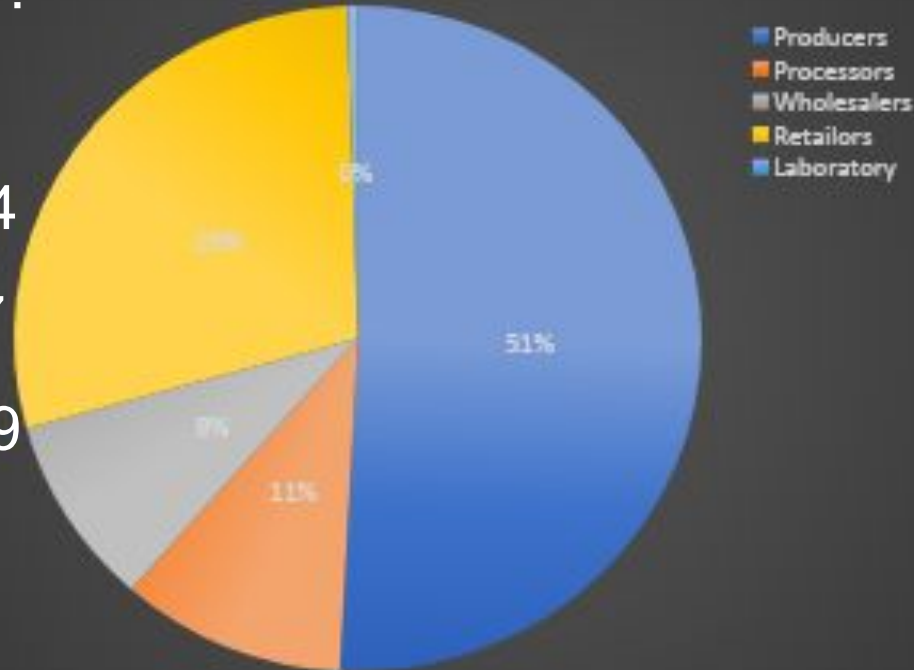
Processors: 287

Wholesalers: 249

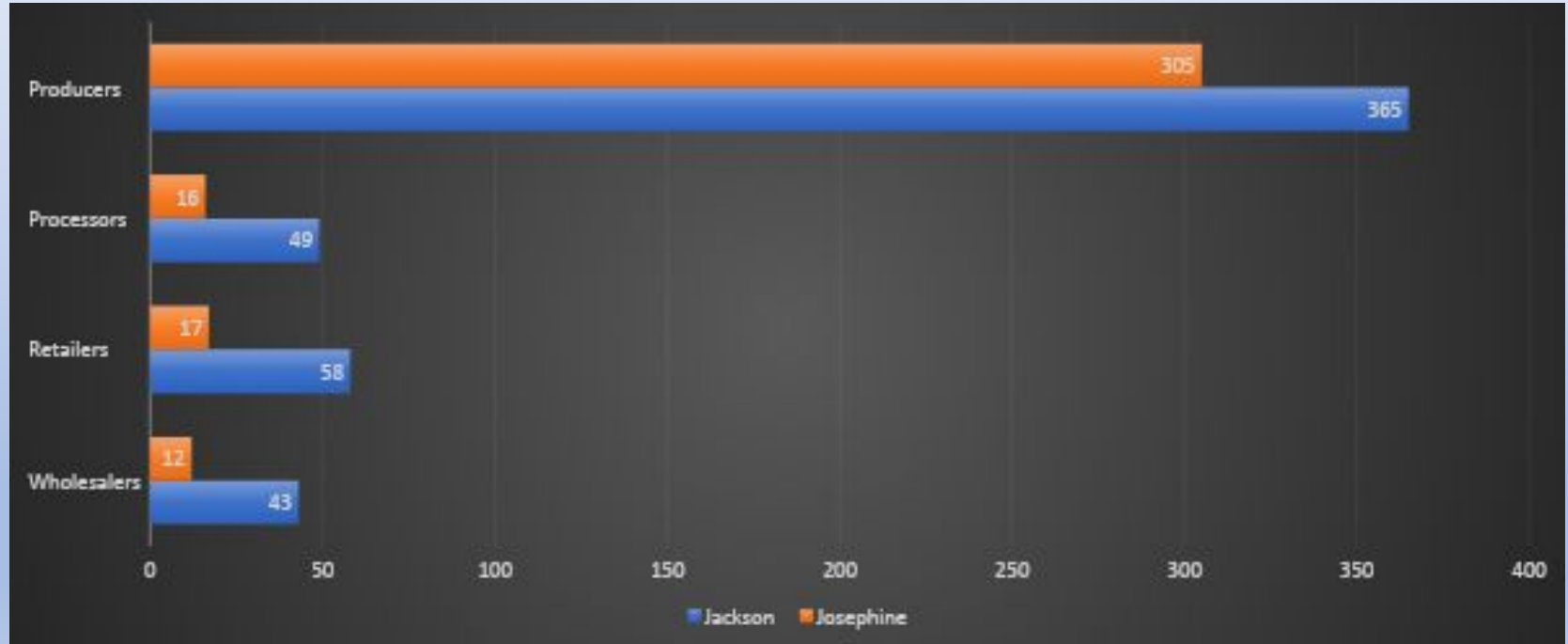
Retailers: 780


Labs: 13

Distribution of Licenses in OR



Current Cannabis Licenses in Jackson and Josephine County





Jackson and Josephine Counties hold over 63% of the total OLCC Cannabis Licenses

Producer licenses in our two counties account for a whopping 49% of all PRODUCER licenses

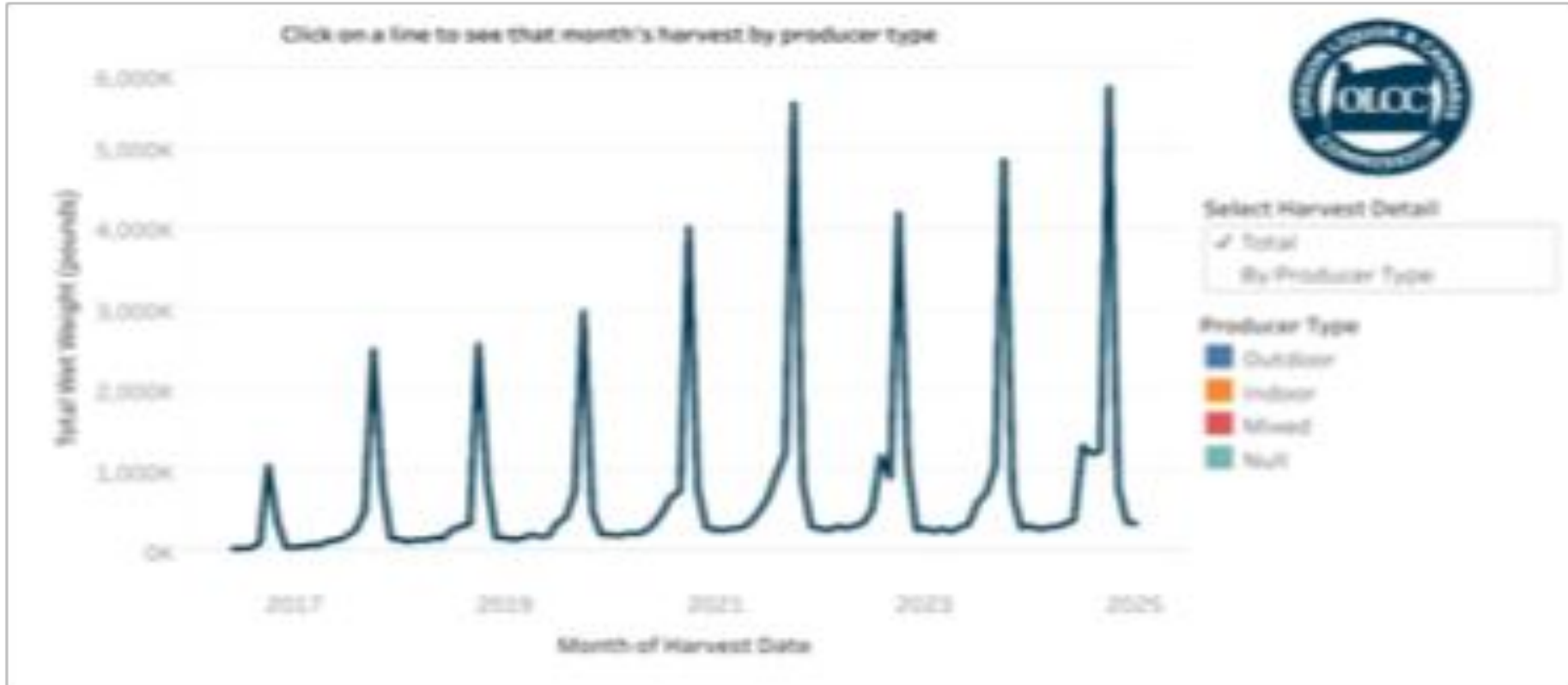
The passage of HB4121 has put a moratorium on the issuance of ALL NEW LICENSE TYPES



Market Trends

- Consumers have seen retail prices of cannabis flower and extracts decreasing steadily since legalization
 - Avg price of 1 gram flower in October, 2016 - \$10.50
 - Avg price in January, 2025 - \$3.50
- The wholesale price per pound of cannabis paid to producers/farmers has also declined steadily and is now at its lowest point since legalization

Massive Oversupply





The State of the Applegate:

Forestry

**Bradford Goshorn
Bear Creek Forest Management**





**The State of the Applegate:
Accommodation & Food Service**

**Anna Eastman
The Lindsay Lodge**



The State of the Applegate:

**Alternative Lodging &
Event Space**

**Tyson Fehrman
Yale Creek Ranch**







Panel: Weaving Arts, Recreation, and Events into the Economy

- Rogue Valley Hang Gliders and Paragliders Association (Joshua Dean Paddock, RVHPA president)
- Outdoor Recreation Working Group + Activity Planner (Angie Braley, Applegate Paddlers Club)
- The Lavender Trail (Annita Phillips, Kingfisher Farm)
- The Arts (jb Palasini, Applegate Artists Working Group)
- Jacksaphine Count(r)y Fair (Megan Fehrman, AGA)

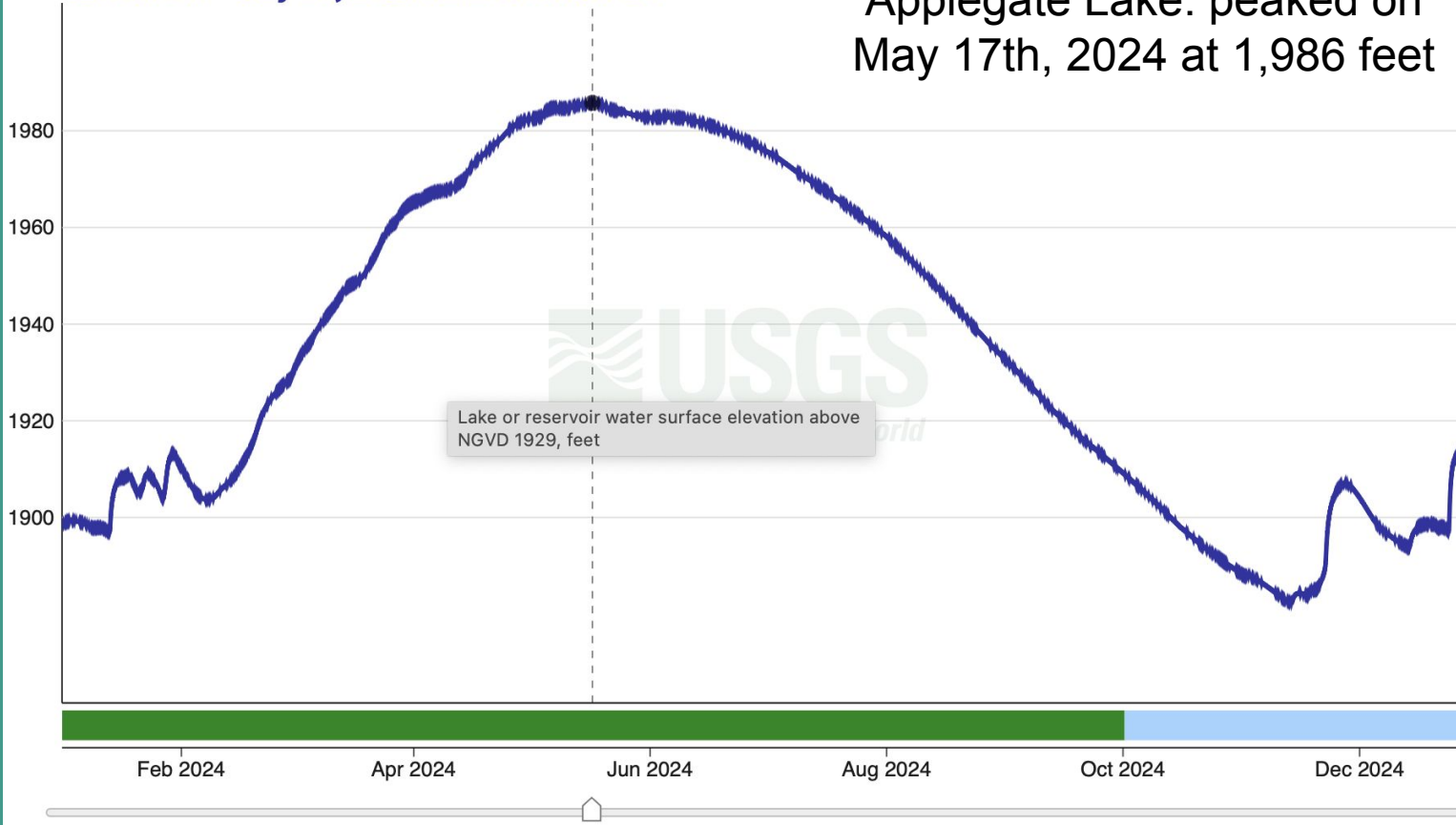
In 2024, the Applegate Partnership and Watershed Council and their volunteers removed 9 acres of invasive blackberries at Cantrall Buckley Park



At the Provolt Recreation Site, 10,000 native species were planted and 150 acres of blackberries treated by 30 volunteers who worked 467 hours

1985.75 ft - May 17, 2024 02:25:00 AM PDT

Applegate Lake: peaked on
May 17th, 2024 at 1,986 feet



IMPORTANT Data may be [provisional](#)

[Show legend](#) ▾

The Siskiyou Upland Trails Association added 7.4 miles of trail added to the Jack-Ash Trail System last year

Sterling Mine Ditch Trail	
Armstrong Gulch TH	6 miles
← Deming TH	7 miles
← Deming Equestrian Pkg	10 miles
← Wolf Gap TH	2.5 miles
← Grub Gulch TH	9.7 miles

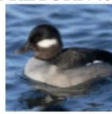
← Jack-Ash Trail
"Follow signs to Grub Gulch TH"
or Greenstone TH

WINTER WATERFOWL

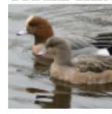
PLEASE RETURN to any TRAIL HEAD or the OFFICE. THANK YOU



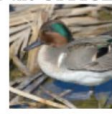
Canada Goose



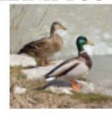
Bufflehead



Eurasian Wigeon



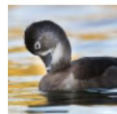
Green-winged Teal



Mallard



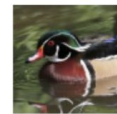
Common Merganser



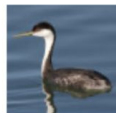
Ring-necked Duck



American Wigeon



Wood Duck



Western Grebe



Pied-billed Grebe



American Coot

WADING & SHORE BIRDS

Belted Kingfisher



Great Blue Heron



Killdeer



Spotted Sandpiper



Common Snipe



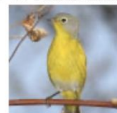
SPRING WARBLERS



Black-throated Gray



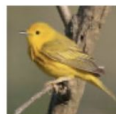
Hermit Warbler



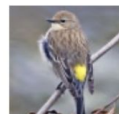
Nashville Warbler



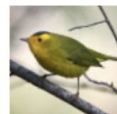
Orange-Crowned



Yellow warbler



Yellow-rumped warbler



Wilson's Warbler



Yellow-breasted Chat

Pacifica is working hard to get a bird count going in the Applegate to have better numbers next year.



How many extra days of sun does Ruch and the surrounding area in the Blue Hole get? We're guessing at least 30...

The world-class flying here is an under-recognized economic driver.

The RVHPA weeklong, member-only event attracts 100-200 people who stay overnight for a week.

Be kind, pick them up when you see them hitch hiking.





The State of the Applegate:

Flying

**Joshua Dean
Rogue Valley Hang Gliders and
Paragliders Association**



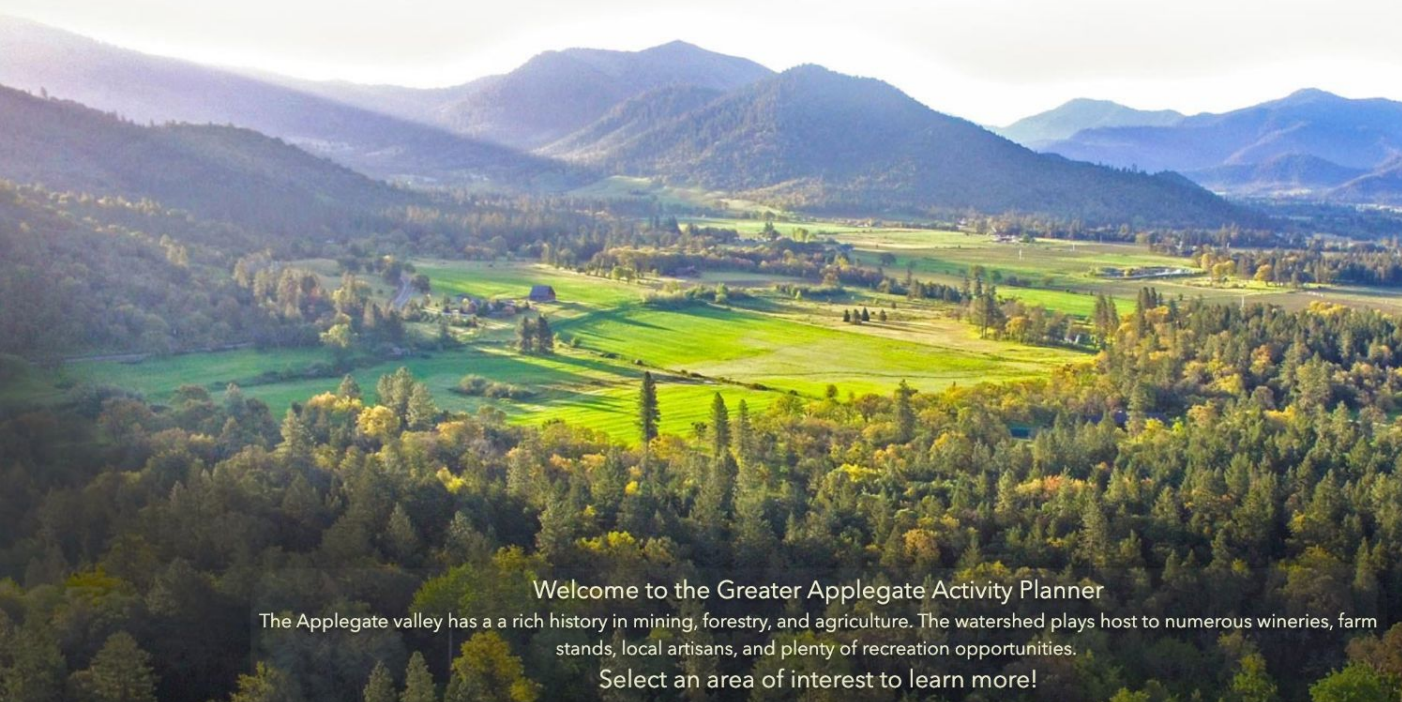
The State of the Applegate:

Outdoor Recreation

**Angie Braley
Applegate Paddlers Club**



A Greater APPLGATE Find Your Next Adventure



Welcome to the Greater Applegate Activity Planner

The Applegate valley has a rich history in mining, forestry, and agriculture. The watershed plays host to numerous wineries, farm stands, local artisans, and plenty of recreation opportunities.

Select an area of interest to learn more!



<https://experience.arcgis.com/experience/817131593ce84e779ce47eb2d6bbd626/page/Home/?views=Siskiyou-Upland-Trails-Association>



The State of the Applegate:

The Lavender Trail

**Annita Phillips
Kingfisher Lavender Farm**

SOUTHERN OREGON
LAVENDER TRAIL

LAVENDER FESTIVAL WEEKENDS JUNE 20-22 & JULY 11-13

2025



Southern Oregon Lavender Trail Farms



Southern Oregon Lavender Farms

Applegate River Lavender Farm (closed for 2025 summer)



Applegate River Lavender Farm **Applegate Valley**



Dos Mariposas Vineyards & Lavender



Dos Mariposas Vineyards & Lavender
541-224-7881



Lavender Ally Farm



Lavender Ally Farm
541-582-8998



Butte Creek Lavender Farm



Butte Creek Lavender Farm
541-324-7700



Charsaw Farms (Goodwin Creek Gardens Nursery)



Goodwin Creek Gardens **Applegate Valley**
541-846-7357



Kingfisher Farms



Kingfisher Farms **Applegate Valley**
541-702-2019



The English Lavender Farm



English Lavender Farm **Applegate Valley**
541-846-0375





The State of the Applegate:

The Arts

**Jb Palasini
The Applegate Artists
Working Group**



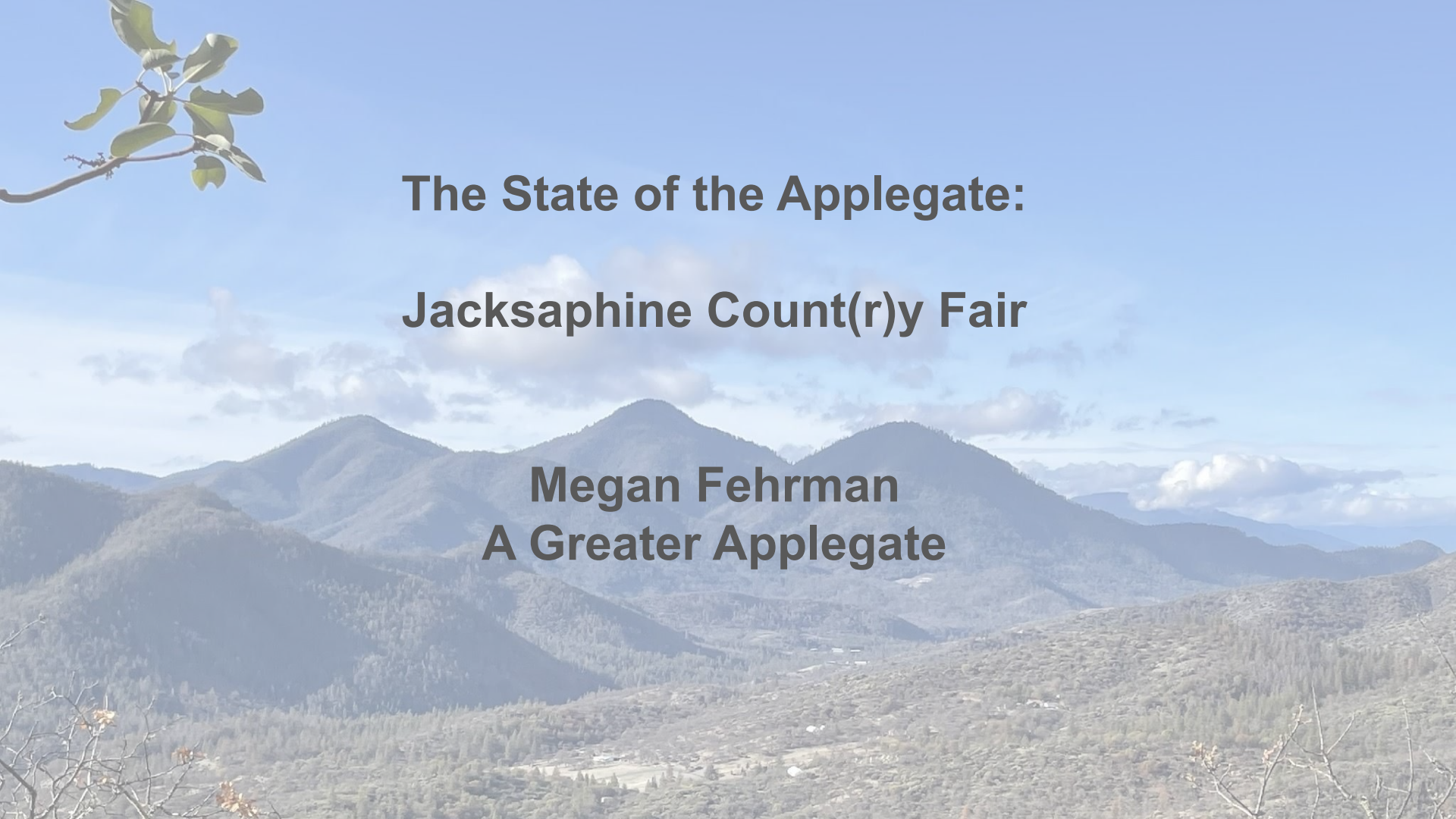
Art and Wine Fest in the Oaks in Ruch

Applegate Artists @ The Grants Pass Museum of Art





Art in the Vineyard @ Wooldridge Creek Winery



**The State of the Applegate:
Jacksaphine Count(r)y Fair**

**Megan Fehrman
A Greater Applegate**

Jacksaphine

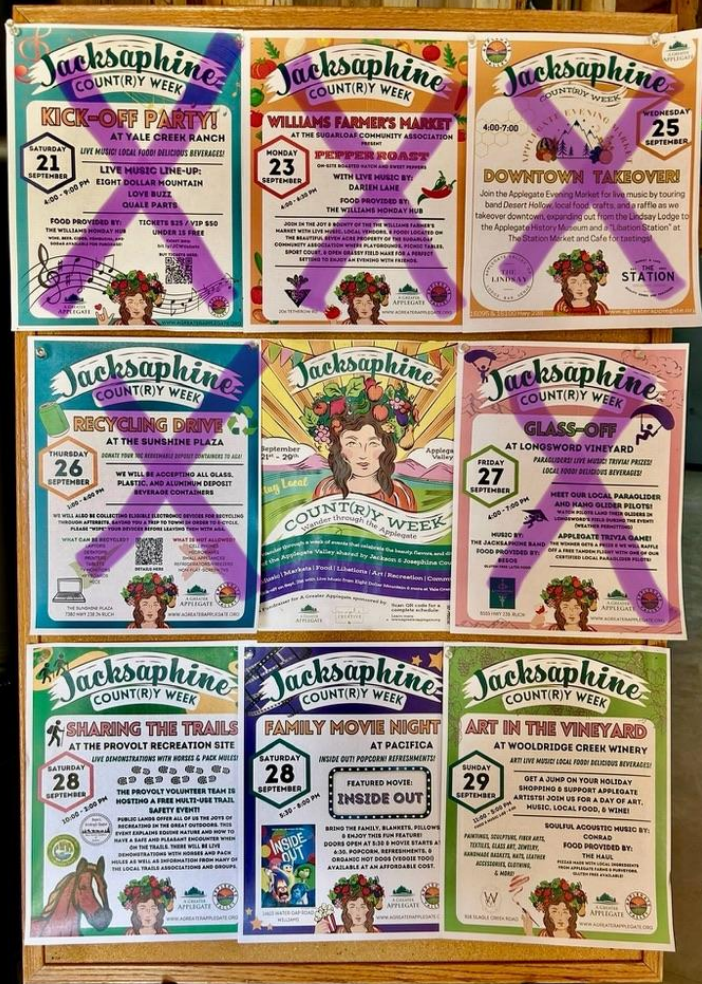
September
21st - 29th

Applegate Valley

Stay
Local

COUNT(R)Y WEEK

Wander through the Applegate



A Week of Events featuring the best that the Applegate has to offer— Art, Music, Food, Views, Venues, and Community

Save the Date for Jacksaphine Count(r)y Fair 2025!

September 19th - 28th





The RUCH LIBRARY (turned 40 years old in 2024) and they welcomed 12,588 visits (up 16.4 % since 2023)

- **Popular Checkouts in 2024: Adult books**
 - The Vaster Wilds by Lauren Groff
 - Tripping on Utopia by Benjamin Breen
 - Ruch (roosh) and the upper Applegate Valley by John Black
 - Better Off Dead by Lee Child

- **Popular Checkouts in 2024: Young Adult & Children's books**
 - Minecraft
 - Dog Man by Dav Pilkey
 - Cleopatra in Space
 - Big Nate
 - One Piece
 - Dragon Ball
 - The Big Book of Bugs
 - Fortnite
 - Baby-sitters Little Sister

- **Popular Checkouts in 2024: DVD or Blu-ray**
 - Bonanza
 - Star trek
 - Murdoch mysteries
 - The Sopranos
 - 30 Rock
 - Paw patrol

Overall, the Children's picture book collection and the video collection are especially popular at the Ruch Library.



WINTER 2024
Volume 17, No. 4

Applegate Valley Community Newsmagazine
Serving Jackson and Josephine Counties — Circulation: 13,500

Celebrating
~30~
Years

67,500 issues of the APPLEGATER were printed in 2024

AGA sold \$3,463 of APPLGATE SWAG in 2024





2024 Donations

Individual donations: \$25,000

In Kind: \$10,000

Fundraisers: \$14,611

Sponsorships: \$11,500

TOTAL: \$61,111

Become a Business Network Member!

Membership starts at \$50 and up!

Donation Amount

\$50

Friend of the Applegate

\$100

Neighborhood Level,
\$100-\$249

\$250

Community Level, \$250-
\$499

\$500

Valley All-star, \$500+

\$

Choose your own
amount

Apply My Donation To



I'M KIND
OF A
BIG DILL!

From
here...

Economic Development is the “activities, organizations, and resources that contribute to a **community’s well-being** through factors of job-creation, business growth, and income growth... as well as through improvements to the wider social and natural environment that strengthen the economy.”

Best practices in rural economic vitality

include those that:

- Emphasize community capacity-building,
- Cultivate collaborations and partnerships,
- Align with regional efforts,
- Build from widely supported community visions,
- Pursue creative, non-traditional economic development strategies

COMMUNITY DISCUSSION QUESTIONS:

Are we on track with supporting these top industries? If so, what strategies and practical ideas can be used to support them and our existing businesses in ways that align with our community's environmental and economic goals?

What other industries might be able to exist here (given landscape, population, finances) that would also support economic vitality, community wellbeing, and a healthy environment?

What other kinds of businesses would you like to see here AND would support with your dollars?

What types of innovations, access to capital, or other resources would businesses or workers in these industries need to build on the Applegate Valley's unique strengths and meet the goals of the community vision, such as resilience, sustainability, and economic vitality?

What opportunities are there to make connections across the region that amplify and maintain the uniqueness and strengths of the Applegate Valley and benefit from resources available in regional urban centers?

How can we engage more community members to support local retail trade, accommodation, food services and farmers markets? (As these align with regional trends that point to growth in these sectors).

What data do you have or would you like to see if we do this again next year?

Thank
You!

