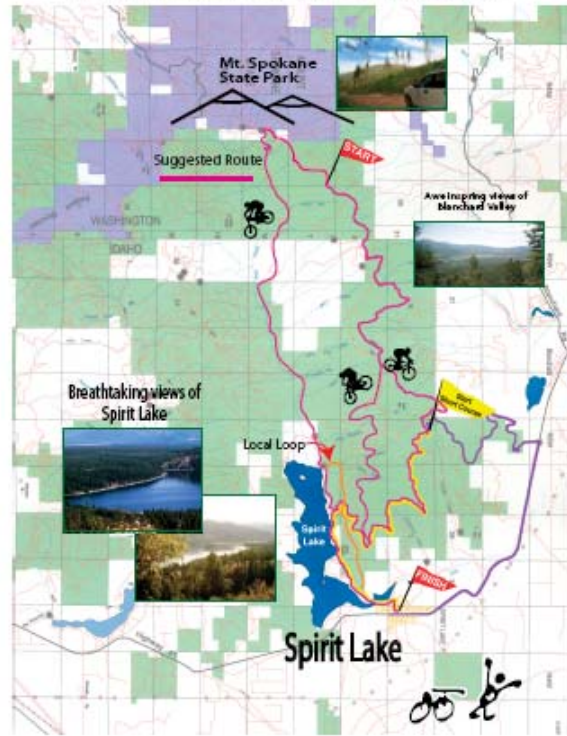


"The *Creating a Value Added Community* curriculum has been developed by the Northwest Area Foundation to address rural poverty through the building of both community and wealth. It's multi-dimensional, multi-sector approach to community betterment focuses on the community as a whole. Rather than protecting stagnant, near dead existing industries, it instead encourages the pursuit of a community-wide competitive advantage that promotes healthy individuals and businesses within a community of cooperation. Creating A Value-Added Community encourages communities to focus on regional connections that foster competitiveness rather than isolation."



Create a recreational center for rentals of kayaks, canoes, paddle boats and bikes.

Centennial Ride & Suggested Trail Map



Strategic Partners

City of Spirit Lake, Idaho Fish & Game,
 Inland Empire Paper, Washington State Parks Dept.,
 Spirit Lake Police Dept., Spirit Lake Fire Dept.,
 Spirit Lake Ambulance, ID Dept. of Transportation,
 S.L. Chamber of Commerce, Local Land Owners,
 Lakeland Joint School District #272, Silverwood,
 Spirit Lake Urban Renewal District, Stoneridge,
 Spirit Lake Property Owners Association

For answers to your questions contact:

Marc Kroetch ... 623-5130

Tom Russell ... 819-4152



Creating A Value Added Community

"A Greater Spirit Lake is too important to leave to chance"



In the spring of 2008 Spirit Lake had an opportunity to participate in an educational program, "Creating a Value Added Community", that is meant to help rural communities rebuild their economic futures.

Volunteers from our city, as well as outside our town, have participated in meetings and exercises that have helped to identify areas that we as a community can work toward that will achieve our common goal of a more prosperous Spirit Lake without sacrificing the quality of life that keeps us here....

"Creating a Value Added Community"

Mission Statement Design, lead, and implement lasting community change. Identify and develop community assets. Expand economic opportunities, and include in the decision-making base as many as possible.

Survey Residents surveyed said...

Our Economic Engines All businesses, the Lake, parks, schools, historic Maine Street, Chamber of Commerce, real estate developed and yet to be developed, hunting, fishing, community events.

Leveraging our Capital Natural, Social, Political, Build, Human, Financial

Sandpoint Story 20,000 visitors generate 2.5 million in additional revenue to area businesses at the Music Festival.

Taft Tunnel Story 28,000 paid rides generate 280,000 dollars to trail maintenance and overhead, plus fees for rental equip, shuttle ride, and incidentals.

Trail of the Coeur d'Alenes Wallace Chamber of Commerce - over one thousand visitors per month come to the Visitor Center that are on bikes.

Of the residents polled over several weeks in early 2008, a total of 381 questionnaires were collected, representing approximately a 30% response.

Spirit Lake needs :	Agree	Disagree	Neutral	DNR
Improvement to roads, water and sewer	75.1%	2.3%	12.1%	10.5%
Revitalize downtown	69.3%	2.4%	13.1%	15.2%
Bicycle / Pedestrian path along Hwy 41 and the Lake	66.9%	4.5%	11.6%	17.0%
Encourage additional economic development	61.4%	6.3%	17.9%	14.4%
Transportation to Coeur d'Alene, Post Falls, (Bus	56.7%	3.9%	20.7%	18.7%

Our survey was conducted by questionnaire and personal interviews. Questionnaires were available at City Hall; personal interviewing took place in front of Millers Harvest Foods, Old West Hardware, the Senior Center and Timberlake High School.

Identifying and Building Economic Engines

"The best way to predict the future is to create it."

It's important to start understanding community assets through the concept of economic engines or the platforms on which

communities create wealth through a continuous infusion of outside resources, and by building and strengthening local assets.

Local Engines

All area Merchants, Schools, Historic Downtown, Existing Infrastructure, Real Estate Developed and yet to be developed, Tourism, Walking Tour, Festivals in the Park, the Forest, the Mountains, the Lake, Swimming, Boating, Hunting, Fishing, Golf, and Recreation.

Fact

Spirit Lake has been a recreational haven for residents of Coeur d'Alene and Spokane for 80 years. The Washington and Idaho Railroad brought guests to "the Lake" to escape the heat of the city, to spend the day by the lake and enjoy the hospitality of the area. When the railroad engines stopped so did the economic engine of Spirit Lake. We still have all the parts of the puzzle, we as a community need to capitalize on them.



Leveraging our Capital

Tourism

Significant economic opportunities exist for rural communities that can attract visitors. In small towns all across America, tourism is an engine of economic development fueled by the money that travelers spend on food and beverages, lodging, recreation, shopping, entertainment and transportation. Community-based tourism differs from mass-market or corporate tourism in two fundamental ways:

- 1) profits are spread among the small businesses that make up the local tourism industry;
- 2) decisions about what community assets will be shared (and not shared) with travelers are made at the local level.

The economic impact of tourism in a specific locale depends on how many travelers' needs it can meet. The more needs a community can meet, the greater its opportunity to generate revenue. Tourism is increasingly important for economic development in many rural communities. The following examples of economic engines focus on their role as platforms for creating wealth, and providing a continuous infusion of outside resources. Note that the engines don't specify what types of businesses should be created. Instead, they represent the foundation on which a community can build its economic future.

Revvng Spirit Lake's Economic Engine

"The Plan" addresses all of the top responses in the survey compiled in early 2008.

- 1) Revitalize downtown Spirit Lake
New sidewalks, trees, and benches
Attracts tourism and businesses
- 2) Create a pedestrian/ bike path from downtown to the public boat launch lake access
Generates tourism dollars
- 3) Improve access to the lake for residents and guests
Partner with Idaho Fish & Game and Kootenai County Parks Department
- 4) Improve a trail from Mt. Spokane State Park to Spirit Lake
Attracts tourism
- 5) Create a recreational center for rentals of kayaks, canoes, paddle boats, and bikes
Provide organized bike tours of existing area mountain trails
Generates tourism dollars
- 6) Promote Spirit Lake as an entertainment mecca
Outdoor entertainment center to promote a cultural venue for performing arts, concerts and activities for families in search of a day's outing, thus expanding infrastructure to accommodate additional tourism and growth.

Summer Concerts & Entertainment

Events:

Music, Food, Bike Rides, Lawn Mowers, Historic Walking Tours and Wine Tasting Entertained Thousands at Spirit Lake Centennial...

... Our Centennial Celebration is a good local indicator that with promotion, the guests will come to our town and spend money to be entertained. Expanding on this will generate additional tourism dollars, which in-turn, creates the value in our community to fight poverty and a stagnant economy.

