

NONPROFIT NEWS AND UPDATES

— A Greater Applegate —

Who are we?

A Greater Applegate (AGA) began an 18-month outreach effort to better understand who Applegaters are and what they care about by hosting two Neighborhood Listening Sessions, one on October 17 in the Little Applegate and the other on November 21 in the Upper Applegate. We are scheduling at least eight other neighborhood sessions in 2020. These listening sessions are being augmented by outreach to AGA's Applegate Valley Business and Nonprofit Networks. We also intend to reach out specifically to local schools, the Latinx community, and other targeted audiences. Collectively, this will inform our 20/20 Community Visioning process in the fall of 2020.

We are excited to learn as much as we can about all of us who inhabit this beautiful watershed and to share it with you. This information will be meaningful to our work at AGA, as well as to many other businesses, organizations, and individuals whose work helps make the Applegate Valley a place we love to live in. Please contact us at info@agreaterapplegate.org or 541-702-2108 if you want to learn more about Neighborhood Listening Sessions.

In preparation for this extensive outreach, we have contracted with Rural Development Initiatives and the data analysis firm Esri to gather the most current demographics about the Applegate Valley. This data is not readily accessible because our watershed features no municipalities and few census-designated places. The Comparative Demographics table below shows a summary of data gathered, comparing the 2010 census, 2019 Esri analysis, and projections for 2024.

Esri has created 20 national profiles of population segments. Almost 95 percent of us in the Applegate fit into one of these three profiles:

The Great Outdoors (Applegate Valley 47.2 percent, nationally 1.6 percent): Neighborhoods populated by this segment are found in pastoral settings throughout the United States. People who generally fall into this category are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than in stocks. They are active gardeners and partial to homegrown

and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the national level.

Rural Resort Dwellers (Applegate Valley 27.7 percent, nationally 1 percent): Although the Great Recession forced many people to sell a second home, the Rural Resort Dwellers remain an active segment, though a bit smaller than before. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue-collar, older householders, but workers are postponing retirement or are returning to work to maintain their current lifestyles. Workers are traveling farther to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have simple tastes.

Senior Escapes (Applegate Valley 20 percent, nationally 0.9 percent): Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner-occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly 40 percent are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and are knowledgeable about specialty foods and dietary supplements.

While I hope you find this demographic survey interesting, it obviously doesn't truly capture who we are in the Applegate Valley. Growers, craftspeople, and young families, among others, are not represented in these snapshots. As AGA begins its listening sessions across the watershed, we recognize the importance of hearing from people directly about what most matters to each of us. We look forward to listening to and learning from you!

Seth Kaplan, Executive Director
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Comparative Demographics for the Applegate Valley

Category	2010	2019	2024
Population	18,114	19,141	19,782
Owner/Renter Housing	80% / 20%	80% / 20%	80% / 20%
Caucasian	94%	93%	92%
Two or More Races	2.6%	3.2%	3.5%
Median Age	51	54.2	55.5
American Indian	1.2%	1.3%	1.4%
All Other Races	2.2%	2.5%	3.1%
Hispanic (All Races)	4.6%	5.8%	6.6%
Ages 0-9	8.3%	7.4%	7.2%
Ages 10-19	11.3%	9.2%	8.9%
Ages 20-24	3.9%	4.1%	3.4%
Ages 25-34	7.7%	8.7%	8.5%
Ages 35-44	9.9%	9.2%	9.7%
Ages 45-54	15.9%	12.4%	11.6%
Ages 55-64	19.8%	19.6%	17.3%
Ages 65-74	13.9%	18.4%	20%
Ages 75+	9.2%	11%	13.5%
Median Household Income	---	\$55,600	\$64,546
Percentage < \$15,000	---	13.5%	10.1%
Percentage > \$150,000	---	10.2%	14.3%

Table created by Seth Kaplan from data provided by Esri in August 2019.

— McKee Bridge Historical Society —

Annual Meeting

The annual meeting of the McKee Bridge Historical Society (MBHS) on September 28, out on the bridge, gave us a first taste of fall: a temperature of 45 degrees, rain, and even a bit of thunder to end the afternoon. Dolores Lisman and Janeen Sathre gave a dual presentation titled "Gold Miners' Daughters." The first part, told by Dolores, was based on *The Secret Diary of Emily A, Gold Miner's Daughter* by C. Ellen Watts, about a young woman growing up in a family whose patriarch followed the gold throughout the Upper Applegate and even down to Jacksonville. [Read a review of this book in the winter 2018 *Applegater* at applegater.org.]

The second part, told by Janeen, included reminiscences of her family history: great-great-grandparents John and Maryum McKee mining on Forest Creek at Logtown and great-grandfather Amos McKee mining on Palmer Creek.

Unfortunately, attendance was small, likely due to the weather. But Dolores and Janeen saw it as a good rehearsal, and others interested in tales of local history told by these two great storytellers may be able to catch their presentation at a future venue.

Our annual meeting and elections yielded a new president for MBHS, Laura Ahearn, who brings many talents to the organization, not the least of which is her ability and willingness to connect the society to a greater audience through Facebook and other social media, as well as standard media coverage and promotion. She's proven to be a great asset to us already, and we will undoubtedly move strongly into the future under her leadership. (I am moving into the unfilled vice president position on the board, so this article is my "swan song," Laura will bring her writing skills to these pages in the future.)

We're also very grateful to a few volunteers who have stepped up to take on small jobs and duties that make it easier for the board to be involved in local historical events. And many thanks, as always, to our dedicated board members, some of whom have been with the organization for many years. And then there's Evelyn



McKee family antique dolls and toys from the collection of Evelyn Williams will be displayed on the bridge during the Christmas celebration on December 14.

Williams, the original instigator of the McKee Bridge Historical Society and still our honorary board member and constant source of good ideas as we finish up our second decade as an organization!

Christmas on a Covered Bridge celebration

Wow, 20 years! We should celebrate! So come help us out with that celebration on Saturday, December 14, from 2 till 6 pm, with Christmas on a Covered Bridge, a social event open to all. The bridge will be decked out in Christmas finery and beautifully decorated trees, which will be given away at the end of the evening. You could be the lucky winner of a decorated Christmas tree! We'll provide cookies for the children to decorate, and we can't have a Christmas event without hot cider and cocoa, so we'll have some warmed up for you. If it's cold out there, you can warm up by the fire in the park's old stone-and-timber gazebo. A display of McKee family antique dolls and toys from the collection of (who else?) Evelyn Williams will be set up on the bridge too. (You can find some background information on how Evelyn came to possess these items by reading the fall 2013 *Applegater* "Back In Time" article on the *Applegater's* website at applegater.org.) And you might want to sing along with the carolers who will be there to help us give a joyful voice to the Christmas season.

So come out and join us for an old-time Christmas social celebrating the community's commitment to keeping McKee Bridge in excellent shape throughout its 102-year history. MBHS has taken up that task for the past 20 years, but the community stepped up many times before then to ensure that the bridge was here for us to enjoy. We hope to continue its preservation for many generations to come. This is not a fundraising event, but your donations and membership are always greatly appreciated.

For more information, contact Laura Ahearn at mckeebridge1917@gmail.com or 458-226-0600 or write to PO Box 854, Jacksonville, OR 97530.

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