



FIRST IMPRESSIONS

***A Program for Community
Improvement***

For

***Berkeley Springs,
W.Va.***

Sponsored by Travel Berkeley Springs



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Introduction

How do others see our community? What are the community's good traits? Its negative traits? What can we do to improve and develop our community? These are some questions and issues that the community of Berkeley Springs, W.Va., explored through a West Virginia University Extension Service program called First Impressions¹. This is a summary report of the First Impressions program carried out in Berkeley Springs in July and August 2001.

Communities often attempt to improve themselves with very little outside evaluation. Often, this sort of approach overlooks real problems and opportunities. The purpose of the First Impressions Program is to help communities raise local awareness of community strengths and weaknesses as seen through the eyes of a first-time visitor. The program provides a fresh, unbiased perspective that can help communities act on problem areas and build upon their strengths.

Visitors to Berkeley Springs included volunteers from the towns of Morgantown, W.Va. and Waynesburg, Pa.

Perceptions Before Visiting

Before visiting Berkeley Springs, visitors were aware of the history of the area and expected to find an attractive town of historic significance. One visitor expected an All-American community similar to "Mayberry, USA" as depicted on the Andy Griffith television show. This visitor also expected to see few minorities and thought local people would be stand-offish. Several visitors, aware of the resorts in town and the nearby area, had Berkeley Springs on their list of places to visit.

"I had passed through Berkeley Springs on several previous occasions but never had time to stop and look around. It was a place I had wanted to visit based on what I had seen driving through on Route 322."

¹ First Impressions was developed by Andy Lewis, University of Wisconsin Extension science agent, and James Schneider, Grant County (WI) economic development director. The West Virginia University Extension Service program was edited and revised by Alison Blanton, Business Research Analyst.

"I grew up in Mayberry, USA, and my perception of Berkeley Springs was that I would see Aunt Bee and Sheriff Andy walking down the street. I did not think I would see any minorities in town and I expected the local people would be stand-offish."

"It was that of going to a historic area and expecting to see many old sites of great interest."

"I expected a farmers' market with local produce and some antique shops because it's an old town. I knew it was named here because of the spa (87 grade WV history teaches that). I figured there were no factories because I couldn't recall having come such as furniture with a made in Berkeley Springs trademark."

"I expected to see a quiet town with a 'well-preserved' historical feel."

After an initial, quick drive through town, visitors were asked to form a five-minute impression of Berkeley Springs. On the positive side, visitors noted a quaint, charming town that piqued their interest enough to want to stop and explore. After passing through town, one visitor quickly felt the influence of the town's heritage. Another visitor commented on the lack of roadside litter and the many informational signs for events and services. This visitor was also pleased to see the movie house marquee.

"The downtown area is very quaint with many small retail shops designed with the visitor in mind. Other parts of town on Routes 322 and 9 are fairly standard, unremarkable small town scenes. I definitely felt like I wanted to investigate the small downtown area."

"Too quiet. Not easy to do, what with traffic. The community appeared to be thriving in many ways. I quickly felt the influence of its heritage with many beautiful buildings and homes. There were some run-down areas interspersed."

"The location of newer attractive shopping areas apart from other locales is well marked and with a traffic light. The segregation of old and new seems to work best. Rarely are "blends" successful."

"I was the driver. We entered Berkeley Springs on Rt. 522 from Hancock. I noticed parking available, saw a shopper with a bag, and diners seated at the window inside a restaurant. Various signs at intersections informed me of events upcoming and directions to public buildings/offices. Time/temperature signs welcomed me to Morgan County. I noticed very little litter on Rt. 522 or the sidewalks. No dogs or cats were running loose. I saw a movie marquee and thought this was neat for a small town."

On the negative side, one visitor was disappointed with his/her quick impression of Berkeley Springs. Compared to other small tourist towns this visitor thought Berkeley Springs could improve on the aesthetic details that give visitors the impression that the community really cares about how it looks.

"Scruffy. I was expecting a more 'we care about how we look' appearance from a community that bills itself as a tourist-oriented historic community. (I must admit that I recently visited Niagara-on-the-Lake, Ontario, Canada. You wanted to live there! Kiosk were neatly trimmed. Flowers and shrubbery were maintained.) My first 'glimpse' of Berkeley Springs left me disappointed."

Driving Through Town

Town entrances

Impressions of a community often begin at this point. In general, the visitors did not feel a sense of welcome to the community until they were actually downtown. The consensus of this group of visitors is that the entrances to Berkeley Springs need to be improved. In some cases visitors noted signs partially covered with foliage and in others, signs too small to read and poorly positioned. Also noted were some residential areas and older businesses on the outskirts of town that do not create an appealing impression of the area. Several visitors commented that because some of the town en-

trances are not obvious, they were not quite sure when they had arrived in Berkeley Springs.

"Route 522S from 164: Nice landscape except for a large stone quarry. Route 522N from Winchester: Not very aesthetically pleasing and no real welcoming entrance to town from this direction. Many older businesses are in need of improvement to their general appearance and signage."

"Route 9W from Martinsburg: Mostly residential and not particularly attractive or enticing."

"Route 522 South: The first intersection was Williams Street. This first block is mostly residential, the homes were old, however everything was cared for. The positive is the ads for many Antique malls off the main street."

"Signs not too effective. Either too small to see much from moving car or poorly located."

"Away from town - Rt 9 East and Rt. 522 going South: This is not as attractive as Rt. 9 West. Rt. 522 into town (from North) is also more interesting."

"522 from Hancock: Foliage covers half of the signs leading into town. The welcome sign is tired...needs some zip. The first gas sign piques interest. Perhaps art should be promoted more."

"Rt 9 West: The town limits end rather quickly. Dwellings are rather random. Brack."

"South on Route 522: The visitor's first impression of the community is not one that says welcome or that the community is a special place. You have to reach the heart of the downtown area before you get that feeling. Unkept private property and no special welcoming entrance made me feel like I was in the wrong place. If this is the main route for most of the tourists, the business community needs to work with this "first impression" area. Is only the business community committed to the beauty of Berkeley Springs?"

"Some of the homes were really maintained. That's particularly important for this type of community. However, their residences (and some small businesses) that one sees when traveling south on 322 need to find the Berkeley Springs spirit."

"North on Route 322: A better entry. However, you're not quite sure you have arrived at your destination."

"Route 9: When am I in Berkeley Springs?"



A new welcome sign, but beginning to show its age.

Welcome Signs

A sign welcoming people to a place is typically the first thing visitors see when they enter a community. Welcome signs not only create a sense of arrival to a place, but they also provide an opportunity for communities to create a positive impression of their town — a unique identity — and exhibit community pride. Visitors did find welcome signs at the entrance to Berkeley Springs, however, several people thought they could be improved with landscaping at the base of signs and more strategic placement. Visitors also mentioned seeing several signs on the approach to town from the South on Rt. 322. One sign is high on a bank, old, and impossible to read. Another sign, located farther outside town, displays the logos of many of the local civic groups and, according to one visitor, is not in good shape. These types of signs are fairly standard welcome signs in many small towns. They are not appealing and do not showcase the community; however, they do serve the purpose of advertising active civic groups in the area.



An old, hard-to-read welcome sign that is poorly placed.

"The welcome sign on the north side of town is nice but is beginning to show its age. The area around and at the base of the sign could be landscaped and planted with shrubs and flowers (perhaps a fountain!) to further showcase the community. This should be replicated on the south side of town as well, where an old, faded sign high on a hill serves as the visitor's welcome into town. Farther out of town, there is the standard signboard with the logos of various city organizations. This sign is not particularly attractive or in very good shape. I saw no welcome signs on Route 9."

"There are welcome signs entering the town from the north, south, and coming east from Coalport."

"Use signs and welcome areas (flowers, etc.) to herald the visitor's arrival to a special place! Berkeley Springs needs to do more of this."



The impact of this sign could be improved with landscaping.



A standard welcome sign that needs better maintenance.

Downtown and other business areas

Visitors to Berkeley Springs had very positive impressions of the downtown area. The overall impression was that it definitely is a place that has enough appeal to entice people to stop and explore. It is evident that the community has worked hard to create an interesting and inviting atmosphere downtown. Several visitors commented on attractive business signs and banners downtown although one visitor found the banners hard to read. Visitors also commented on the interest created by the presence of several unique businesses. One visitor commented that the majority of businesses downtown are concentrated on one side of Washington Street and thought this gave the impression of being a very walkable area. Another visitor noted several empty buildings including an old train depot and suggested the depot could be redeveloped to become an additional focal point downtown.

"It was well advertised that in 1761 George Washington had paid a visit to Warm Springs as Berkeley Springs was then known. There are many signs that advertised where Washington bathed and that the first Spa in the USA was in Warm Springs. My evaluation of the downtown area was they (the community) had worked hard at making the appearance warm and to make you feel at home. I like Antique Shops and there were several in Berkeley Springs: The Old Factory Antique Mall, Heritage Trail Antique Mall, Berkeley Springs Antique Mall, Youngblood's Antiques, and New Country Furniture."

"Very quaint with many small retail shops, restaurants, and galleries geared towards out-of-town visitors."

"Berkeley Springs appears to be an antique paradise."



A very interesting and attractive streetscape



Impressive and eye-catching business signs

"Entering town from the north on Route 322, there are several nice shops and restaurants on both sides of the street. One building appears to be empty and does stand out in a negative way. Also, the railroad depot appears to be empty. This building could be attractively restored to become more of a focal point and fit in with the rest of the downtown retail area."



New attractive signs direct visitors to retail shops downtown.



Attractive banners decorate the street downtown.



One of the few empty buildings detracts from the otherwise positive impression of downtown.



Old depot could be redeveloped to become an additional focal point downtown.



Attractive, small shopping center

First Impressions for Berkeley Springs, W.Va.

"I noticed some nice green banners celebrating the town's claim to fame."

"I noticed a very nice sign on the corner of Washington and Fairfax Streets listing all of the shops on the block."

"Good enough to tempt, make you want to stop and explore."

"Signs had few words – that's good! Staggered – again, good. Overload of words kills messages. Size did not mean the rest of the landscape. Most businesses are on one side of Washington St. That said, to me if I stop here and walk around I'm not going to wear out before I see what I want to see."

"Tart's had immediate curb appeal (art in the windows, the "comfortable" and "welcoming" exterior. I knew I wanted to stop there when we parked the car. I was happy to see signs that told me where I could find the Visitor's Center. I thought the green banner signs were attractive – but too hard to read. I couldn't read them until we parked the car. I believe they are too small. The words are too small."

Visitors also commented on businesses located on the outskirts of Berkeley Springs such as Morgan Plaza, which they found to be attractive but mentioned the appearance of other nearby businesses were in need of improvement.

"Morgan Plaza is on the south side of Berkeley Springs and has an assortment of small businesses and a Food Lion, McDonald's, and Rite Aid. Although attractive, this area could be any other strip mall in the country. In general, business establishments on the south side of town appear a bit run down and some signs need to be improved."

"Driving west on Union Street, as you leave the downtown area the street becomes Route 9 west. About a mile out you pass Maria's Garden and Inn, which is a cozy, romantic Italian restaurant where I received information about how to get to Coalport Conference Center. Coalport was about 15 minutes away and it was well worth the drive. Coalport is about two hours from Washington, D.C. and Baltimore and I observed a number of cars and people from those areas. There was an Office of Personnel Management Conference in session and many minorities participating. I had lunch there at the top of the Tree Restaurant, the food was excellent."

"Some service areas at edges of community are not too appealing, but no worse than other places of similar size or, even, larger."

"Signs were neat. Buildings appear to be kept up. The shopping center on 522 was neat and set back from highway with a stoplight to enter/exit. I saw one grocery store and one drug store...also a Goodwill store."

"It seems that the downtown is the only business area... except for the shopping plaza outside of Berkeley Springs. Are tourists told where the McDonald's is located? Many families need to know that!"

Visitors thought the street signs in Berkeley Springs were plentiful, easy to locate, and well maintained.

"Street signs are standard with black lettering on white signs."

"Street signs were plentiful and well maintained."

"Signs were all up and easy to locate."

Street Signs, traffic patterns, and street conditions

Visitors indicated that street conditions and traffic patterns in Berkeley Springs are adequate but noted that the main artery running through the center of downtown creates traffic backups. One visitor commented that this situation is particularly bad at the Shatz gas/convenience store at the



Excellent street signs

junction of Rts. 322 and 9. This visitor also thought the Sheetz building does not blend well with the historic character of other nearby buildings. Another visitor commented on the heavy truck traffic through town and wondered if an alternate route could be created for trucks.

"Street conditions are good. A main artery (Route 322) goes straight through downtown and creates a bit of a bottleneck. Where Route 9 intersects Route 322, there is a Sheetz gas/convenience store. This is poor planning on the part of the town because this is also a bottleneck area and the business does not fit well with the historic character of nearby churches, buildings, and homes."

"Traffic was bad when I arrived in Berkeley Springs."

"I wish Rt. 322 was not a truck thruway between Hancock and Winchester. Could a small beltway passage (trucks only) be created somewhere east of Washington Street and rejoin Rt. 322 at the town's outer limits? Berkeley Springs (BATH) is, unfortunately, situated to be a victim of today's transport realities."

"Pavement and paint lines are excellent until after Sheetz (intersection with Rt. 9) where the pavement appears to be in



A steady flow of traffic moves through town.



Heavy truck traffic moves through downtown.



A traffic bottleneck and poor planning at this intersection.

Direction signs to parks, tourist attractions, and services

Many rural, small towns lack good signage to local attractions and services. Berkeley Springs, however, stands out as a small town doing a great job with signage. Visitors thought directional signs were excellent.

"The directional signs were easy to follow, were the right size, and placed well to locate both motels, restaurants and other attractions."

"Signage is good, in general, to the Visitor's Center and Chamber of Commerce, library, and local state parks, one of which is in the center of town."

"There were signs for current events as well as up-coming events such as: the Apple Butter Festival - Columbus Day weekend; Water Festival of the Waters (honoring the mineral water) January-March; Spa Feast - third week end of January; Berkeley Springs International Water Tasting and competition - last weekend February; Celebrating George Washington's Birthday - mid-March; and Uniquely West Virginia, wine and food festival at the Inn House - two days in April"

"I saw signs for Berkeley Springs State Park - Bathhouse and the Old Roman Bath Building, Berkeley Castle, Blue Ridge Factory Outlet, Caspian Resort State Park, Charles Town Race Track, C&O Canal, Harpers Ferry National Historical Park, and Ridge Fish Hatchery."

"Services in town such as the County Court & Clerk's Office, Chamber of Commerce, Local Police, State Police and Sheriff's offices were all well marked."



Attractive sign for Berkeley Springs State Park.

Walking Around Town

Physical appearance of businesses (signs, displays, etc.)

As mentioned earlier, visitors to Berkeley Springs found the downtown to be very attractive. After walking around, visitors commented on with many distinctive, meticulously restored buildings, window displays, and other details that create an attractive streetscape. Several visitors commented again on the inviting atmosphere and one visitor was impressed with the attractive use of color and the design of the exterior of many downtown businesses. Another visitor commented on the natural atmosphere and the great variety of shops the town has to offer. On the negative side, one visitor found the empty building with the internet advertisement for Berkeley Springs Inn to be unattractive. Another visitor pointed out that many of the downtown businesses are closed on Wednesday, which happened to be the day this visitor came to Berkeley Springs. She/he pointed out that this may be a problem for other tourists.

"Businesses are very attractive... nice use of color and attractive design of business facades. Most have excellent signs, facades, and window displays that entice a visitor inside."

"There appears to be an empty building on the east side of Rt. 522 as you enter town. At present, it serves as an advertisement (and not an attractive one) for the Berkeley Springs Inn with a green web site address across the front of the building."

"We started walking around downtown by following a sign to the Visitor Center - Chamber of Commerce. A young woman by the name of Carol stopped to answer questions for us. She was very helpful and even let me use her phone. For the next two hours we visited two of the local Antique Malls. While in the Heritage Trail Antique Mall we talked to the owner who was a lot of fun. She advised us where to eat and where to go for entertainment in the evening. Our next stop was Berkeley Springs Antique Mall. Here we met a Black

couple who were warm and friendly. They shared that they were from Chevy Chase, Maryland and have come to Berkeley Springs every summer for the last five years."

"Inviting... a 'natural' flavor about the town. The town has much to offer; food, shops (antiques, etc.) bars, B&Bs and great variety."

"The CitySquare Park is the hub of the town. The old, old buildings, the springs, all fascinating and restful yet energizing."



Very attractive sign and window display.

"I was really impressed with all the details that help create an appealing streetscape like the benches, tables and chairs, sidewalk planters, and artistic business signs."

"Signs told hours of operation. Some shops advised not to enter with food or drinks."

"I visited Berkeley Springs on a Wednesday and found that many of the shops I wanted to visit are closed on Wednesday afternoon. If a tourist was visiting a nearby area and decided to take an afternoon trip to explore Berkeley Springs on a Wednesday, they would be very disappointed!"



Excellent business signs



First Impression for Berkeley Springs, W.Va.



Excellent Businesses

Attractive mix of color and design of extensions of downtown businesses.



Flowerpots and artistic business signs still appeal to the downtown area.



Old fashioned baggy and wagon are eye-catching displays.



Sidewalk planters are very attractive and help create a positive impression.



Wrought-iron benches and planters are inviting.



Several visitors were very disappointed because they visited Berkeley Springs on a Wednesday.

People (friendliness, helpfulness, and appearance)

Visitors had very favorable impressions of the people they encountered during their visits to Berkeley Springs. Everyone commented on the friendliness of people. Because local residents were so friendly and helpful, one visitor had the impression that they were happy and contented to be there.

"People in shops were very friendly. There appeared to be many out-of-town visitors walking around. I only saw one scruffy looking guy with a backpack...possibly homeless."

"People were friendly and helpful."

"I encountered many friendly and helpful people. Whether residents or tourists, an air of contentment prevailed."

"People were friendly, willingly answered questions, and were mostly dressed."

"Positive reaction: Adults using the track for exercise. Made community seem open."

Tourist information (brochures, maps, museums, and festivals)

Visitors found information about the town of Berkeley Springs to be plentiful and very tastefully designed and produced. The Berkeley Springs Visitor Center is an excellent source of tourist information with a wide variety of promotional materials. In addition, visitors found that many of the downtown shops also had a good supply of brochures. Maps were also plentiful and easy to read.

"I found many attractive and informative brochures at the Visitor's Center."

"There were brochures and flyers on every thing in town and surrounding areas."

"A profuse number available most everywhere. Most seem tastefully and occasionally done with great pride and enthusiasm. Good answers to just about any questions one might have. Mostly handsome photographs, illustrations and error-free text."

"Excellent supply at the Visitor's Center. Earl's Gift also had several brochures."

"There were maps of the downtown area in almost every shop I visited and I also found a map of the town at the Visitor's Center."

"There were maps found in every shop and restaurant visited."

"Good map. Some points a bit confusing in terminology from map to map and brochure to brochure."

"Easy to follow map."

Visitors noted many advertisements for local festivals and commented that there appeared to be a festival for every season in Berkeley Springs.

"There was a sign advertising the Apple Festival on Route 312 in town. A small carnival was in progress when I visited. I found materials for both of these events at the Visitor's Center."



Eye-catching Apple Butter Festival sign.

"The Berkeley Springs State Park brochure list all the festivals and their dates."

"At least one (usually more) for each season well described in brochures, bulletins/bulletins."

*"None going on during visit
Two upcoming ones had signs with dates."*

The visitors also noticed placards at various historic sites in Berkeley Springs. They also spotted an information kiosk on Washington Street.



Morgan County Fair sign

"There are placards at many different historic sites around town. George Washington is known to have visited and spent a lot of time here. The Visitor's Center had a good brochure with information about all of this."

"There is a nice small kiosk on Washington Street."

"There was information on the inter-net, and there were bulletins in the resorts."

"Kiosk and new music theatre...an excellent idea."



Information Kiosk is a great idea.

Parks, Tourist Attractions and Tourist Related Businesses

Recreation, tourist attractions, and other cultural amenities are important factors to visitors and potential residents. While driving around the area and walking downtown, visitors located many tourist attractions and tourism related businesses. Most had very favorable impressions of the facilities and the many different tourist opportunities in Berkeley Springs and the surrounding area. Visitors thought the state park in the center of town is an attractive focal point and creates a restful atmosphere for Berkeley Springs. One visitor thought the employees at the park needed to be just a bit more welcoming and another visitor thought the employees at the gift shop in the Country Inn should be more welcoming. Downtown shops, restaurants, and the Visitor's Center all received favorable reviews, as did Coolfont Resort. Visitors indicated they would like to return to most of the tourist sites and/or service facilities they visited in Berkeley Springs. (See Table on page 26).

"There is a small state park in the center of town next to a resort call The Country Inn. Both sites are very attractive and provide interest for the traveler passing through town."

"Berkeley Springs State Park - Everyone was very helpful and provided bath-house notes. The prices were very good, ranging from \$8.00 for inflated foot treatment to \$65.00 for Roman Bath and 60minute massage. The facilities were clean and well manned."

"The mineral water is the main attraction for the area. They consider the area a part of the health trend, with focus on outdoor adventure, step tracking for healthier living, aromatherapy, homeopathy and massages."

"The State Park looked to be neat and clean with a handsome metal sign at entrance."

"The park is the middle of the community reminds one of the "good feeling" small towns... the kind to escape to every now and then. The park was very family-friendly and inviting. I noticed all ages enjoying the park. However, the shrubbery, etc., was overgrown and not well maintained."



Berkeley Springs State Park bathhouse and museum.



The gazebo at Berkeley Springs State Park helps create the historic, "good feeling", small town impression.

"Berkeley Springs State Park is a wonderful asset to the downtown. When you get out and walk around you realize how much this park contributes to creating the atmosphere of the downtown. It's a shaded, restful place. A couple of points deserve mention here. I tried to visit the museum at the park but it was closed after 1 p.m. on the day I visited. This seems like a lost opportunity. Additionally, I encountered employees at the Roman Bath and the gift shop that lacked public relations skills, therefore I did not feel particularly welcome."

"The museum over the Roman Bath House was closed when I visited (Wednesday afternoon)."

"Canaan Resort State Park - I have stayed here before this trip, this time I only drive around. There were a diversity of people out hiking, looking out over the mountain into the valley and it appeared that they were up to capacity."

"Crestline Resort and Conference Center is a well run business with a staff wanting to help you in any way they could. I arrived there at about 1:30 p.m. on a Thursday. A large conference from Washington was going on and everyone appeared to be very busy. I stopped here for lunch and then visited their small beach area. The place was clean and well run. My wife was traveling with me and we both commented that this will be a place we will return to."

"The Country Inn is beautiful. I went inside to look around gift shop and the employees never asked if they could help me. Maybe they are used to people just browsing, but this gave me the impression that they did not care whether I spent any money in their shop."



The Country Inn is very attractive.



Beautiful flowers and rocking chairs on the porch of the Country Inn make it very inviting.



Crestone Beach and paddle boat area.



*Many downtown shops are oriented toward the hotel
and theme.*

"We stayed at the Berkeley Springs Motel. The motel was clean. However, I don't think I will recommend it to anyone."

"I would lump the downtown shops into the category of tourist attractions. They were attractive and interesting for the most part. Since shopping is the number one activity tourists engage in while traveling, these shops are very important to the tourist industry in Berkeley Springs."



An interesting and testing business

Places Visited	Appearance	Helpfulness	Feel Welcome	Will Return
Berkeley Springs State Park	Good	Little	Not particularly	Maybe
Berkeley Springs Antiques	Good	Little	Yes	No
Berkeley Springs Motel	Fair	Little	Yes	No
Craftsman Resort	Outstanding	Very	Yes	Yes
Country Inn	Excellent	Little	No	Maybe
Heritage Trail Antique Mall	Good	Very	Yes	Yes
Indian Springs Restaurant	Fair	Little	Yes	Yes
Tan's	Excellent	Very	Yes	Yes
Deerup Restaurant	Good	Very	Yes	Yes
Shops on Fairfax Street	Excellent	Very	Yes	Yes

Visitor's Center/Chamber of Commerce (appearance, signing, and helpfulness of staff)

Visitors had very favorable impressions of the Visitor's Center/Chamber of Commerce in Berkeley Springs. This facility has a prominent, easy-to-find location, a wealth of informative, professionally produced brochures, and a friendly, helpful staff. According to the visitors, Berkeley Springs is doing a great job providing information to tourists.

"It's in a prominent location in town."

"Lots of informative and professionally produced brochures about the town and local area as well as regional and statewide information is available at the Chamber of Commerce which doubles as a Visitor's Center."

"Very Good!"

"Attractive appearance, nice sign, easy location to find. Very helpful staff."

Other stuff (parking, public restrooms, pay phones, water fountains, benches, etc.)

Visitors found parking without any problem in the downtown area of Berkeley Springs. However, one visitor did note limited parking at the state park in the center of town and found it awkward during this parking area.

"Parking in town did not seem to be a problem...plenty of on-street spots and I think I saw a parking lot."

"Found place without much difficulty on mid-weekday."

"Parking is very limited at the State Park and hard to get out of when you leave."

Visitors located public restrooms at the state park and in gas stations and restaurants. Visitors also noted many attractive benches throughout the downtown area and thought this detail helps create the warm, welcoming atmosphere in Berkeley Springs.

"Many attractive benches outside the shops



The Visitor's Center has an attractive sign and a good location in town.

downtown. This creates a very warm welcoming atmosphere."

"Nice benches...some benches in need of repair, but their abundance most welcome."

Using your "senses"...what did the community feel like (emotional or physical response)

The emotional response of the visitors to Berkeley Springs was very positive. Everyone commented on the pleasant, relaxed, and inviting atmosphere of the town.

"Quaint, historic, appealing small town atmosphere."

"I felt relaxed here."

"Inviting."

"Pleasant."

"I felt welcome here."

The most positive things you observed, what idea would you steal, and what will you remember most about the community six months from now

According to the visitors, the town of Berkeley Springs has several things going for it. The most common positive aspects mentioned were the historic character and overall appearance of downtown, a not too polished, ... more natural feel than many historic places; a good place to visit whether you do or don't have much money to spend; the live and let live ambience; and the proximity to nearby resorts and Washington, D.C.

When asked to describe one idea that they would steal for use in their own business or community, visitors mentioned the spa theme and the tables and benches on the sidewalk downtown.

Six months from now, visitors said they would remember the spa and health resort orientation and the ambience of Berkeley Springs.



First Impressions visitors would like to steal this idea for their own businesses and communities

Visitor's Recommendations

- Niagara-on-the-Lake is a community that appears to embrace and enjoy its status as a heritage resort community and provides an example of what the town of Berkeley Springs should strive for. The businesses are joined by the churches and the property owners in a best-foot-forward demonstration of pride and invitation. Public and private sectors seem to have a common mission and vision for the community. Private and public spaces are neat and well groomed. Everything may not be developed as full-blown gardens, but all greenery is neat. The public spaces are well tended. The place looks like it's expecting guests whom everyone wants to come and stay for a spell. I would summarize my feeling about the Canadian community with these key words: clean, neat, green, colorful, historic, proud, warm, inviting, quality services, quality goods, quality ambience/experience, informative (historic markers, maps, signs, etc.). I recommend that the Berkeley Springs Chamber of Commerce members visit Niagara-on-the-Lake and talk to their counterparts about how they achieved their community's common commitment to quality.
- Consider using whatever legal means available and acceptable to keep the historic character of downtown intact by limiting or mitigating incompatible development adjacent to and within the historic downtown area.
- Consider developing a program to improve the appearance of some of the buildings and businesses in Berkeley Springs.
- Some tourist attractions are not open all day, every day. Consider extending business hours Monday through Saturday, 9 'til 7.
- Educate seasonal service workers. This could be a Chamber-sponsored program through which all restaurant, tourism, and other service industry workers are educated on (1) the positive attributes of the community, (2) on public and civic events, and (3) hospitality.
- Consider having some attractive welcome signs designed that capture the historic character of Berkeley Springs. Landscape the areas at the base of the signs with shrubs and flower beds to further showcase the community and provide a unique identity for the city. Install new signs at key town entrances.
- Consider engaging local civic and youth groups in weeding, mowing, and garden planting from town entrances all the way in to downtown, something like "Adopt-A-Image" rather than Adopt-A-Highway.
- The old train depot has potential for redevelopment as a business or museum. Care should be taken to maintain and utilize this structure as an additional focal point down town.

APPENDIX

Area : Flice
WV, South (Berkeley Springs) town

Population	Population	719	100.0 %
	Per Square Mile	3942	
	Urban	0	0.0 %
	Rural	719	100.0 %
	Rural Pace	0	0.0 %
Age	Average Age	43.2	
	Children Ages 0-17	129	18.1 %
	Age 0-4	65	9.0 %
	Age 5-14	68	9.5 %
	Age 15-24	83	11.5 %
	Age 25-34	108	15.0 %
	Age 35-44	62	8.6 %
	Age 45-54	78	10.8 %
	Age 55-64	57	7.9 %
	Age 65+	187	26.1 %
Sex	White	715	99.4 %
	Black	4	0.6 %
	American Indian	0	0.0 %
	Asian, Pacific	0	0.0 %
	Other	0	0.0 %
	Hispanic (any race)	0	0.0 %
Females Age	Females	431	59.9 %
	Average Age	48.5	
	Age 0-4	29	6.7 %
	Age 5-14	40	9.3 %
	Age 15-24	41	9.5 %
	Age 25-34	66	15.3 %
	Age 35-44	43	10.0 %
	Age 45-54	68	15.8 %
	Age 55-64	30	7.0 %
	Age 65+	142	32.9 %
Males Age	Males	288	40.1 %
	Average Age	38.3	
	Age 0-4	36	12.5 %
	Age 5-14	28	9.7 %
	Age 15-24	42	14.6 %
	Age 25-34	62	21.5 %
	Age 35-44	19	6.6 %
	Age 45-54	31	10.8 %
	Age 55-64	27	9.4 %
	Age 65+	65	22.6 %

Ethnicity	Specified Nationalities	488	67.9 %
	1 German	134	39.8 %
	2 English	86	17.6 %
	3 Irish	78	16.0 %
	4 U.S. or American	54	11.0 %
	5 Dutch	17	3.5 %
	6 Italian	12	2.5 %
	7 Swedish	11	2.3 %
	8 Scottish	10	2.0 %
	9 French (not Belgian)	7	1.4 %
	10 Scotch-Irish	6	1.2 %
	11 Other	11	2.3 %
Citizenship	Native Citizens	714	99.3 %
	Foreign Born	5	0.7 %
	Naturalized Citizen	3	40.0 %
	Not a Citizen	2	40.0 %
	Enter US 1960-69	0	0.0 %
	Enter US 1970-79	0	0.0 %
	Enter US 1980-89	3	60.0 %
Enter US Ref. 40	3	60.0 %	
Living Arrangement	In Family Households	527	73.3 %
	In Nonfamily Households	160	22.3 %
	In Group Quarters	32	4.5 %
	College Dorm	0	0.0 %
	Nursing Home	32	100.0 %
	Military Quarters	0	0.0 %
	Correctional	0	0.0 %
	Psychiatric	0	0.0 %
	Juvenile	0	0.0 %
	Other Group Quarters	0	0.0 %
Disability	Persons Ages 18-44	389	54.1 %
	No Disability	347	89.2 %
	With Mobility Limitation	20	5.1 %
	With Self-care Limitation	3	0.8 %
	With Work Disabled	19	4.9 %
	Persons Ages 45+	188	27.3 %
	No Disability	165	88.0 %
	With Mobility Limitation	18	9.1 %
	With Self-care Limitation	17	8.5 %
With Work Disabled	13	6.9 %	
Marital Status	Persons Ages 18+	584	81.5 %
	Married	263	45.2 %
	Single	321	54.8 %
	Wives Ages 18+	254	32.5 %
	Married	127	50.0 %
	Never Married	71	28.0 %
	Divorced/Separated	14	5.5 %
	Widowed	24	9.5 %
Female Ages 18+	352	49.0 %	

	Married	142	40.3 %
	Never Married	52	14.8 %
	Divorced/Separated	55	15.4 %
	Widowed	121	34.4 %
Home Language			
	Persons Age 14+	604	81.0 %
	1 Speak only English	600	99.3 %
	2 Other West Germanic	3	0.5 %
	3 Spanish/Sp. Creole	2	0.3 %
	4 Italian	1	0.2 %
	Speak English Not Very Well	4	0.6 %
Military Status			
	Persons Ages 14+	188	81.5 %
	In Armed Forces	3	0.2 %
	Veteran	55	14.7 %
	Veteran Vietnam era	16	2.4 %
	Veteran Korean era	15	1.7 %
	Veteran WWII era	49	8.4 %
	Veteran WWI era	5	0.0 %
Education			
	Persons Ages 2+ In School	90	12.2 %
	Pre-School	9	0.5 %
	Elementary or HS	70	73.7 %
	College	16	16.8 %
	Public School	85	89.5 %
	Private School	10	10.5 %
	Persons Ages 25+	503	78.0 %
	Not HS Graduate	235	42.7 %
	HS Graduate	288	57.3 %
	HS Graduate only	155	53.8 %
	Some College	45	15.6 %
	College Graduate	88	31.5 %
	Degree, Associates	22	25.0 %
	Degree, Bachelor's	47	53.4 %
	Degree, Master's	19	21.6 %
Employment			
	Employed Persons Ages 14+	254	35.5 %
	White Collar	127	50.0 %
	Blue Collar	127	50.0 %
	Male	133	52.4 %
	Female	121	47.6 %
	Wage & Salary	180	70.9 %
	Self Employed	14	5.5 %
	Government Local	17	6.7 %
	Government State	21	8.3 %
	Government Fed.	1	2.0 %
	Unpaid Family Wkr	1	2.0 %
	Work in County of Residence	127	50.0 %
	Work in State of Residence	29	11.4 %
	Work Outside of State	88	34.6 %

Apr 27 - 1988	14	1.2 %
Other support services	0	0.0 %
Professional services	0	0.0 %
Services include post/ret	14	1.2 %
Professional services	10	1.2 %
Other	14	1.2 %
Executive/administrative	15	1.2 %
Other	13	1.1 %
Industry		
Retail Trade	18	1.5 %
Construction	11	0.9 %
Educational services	15	1.2 %
Finance/insurance/real estate	11	1.1 %
Other post & retail trade	11	1.1 %
Manufacturing durable	11	1.1 %
Other	11	1.1 %
Journey to Work		
Commuter to work	119	92.1 %
Drive alone	111	89.9 %
Carpool	11	8.9 %
Bus or trolley bus	7	5.6 %
Taxi/public transportation	1	0.8 %
Travel 0-29 Minutes	111	89.2 %
Travel 30-59 Minutes	19	15.2 %
Travel 60+ Minutes	14	11.1 %
Mean travel minutes	14.1	
Working Parents		
Children 0-5 in families	11	12.2 %
All Parents in Labor Work	99	68.2 %
Children 6-17 in families	63	4.3 %
All Parents in Labor Work	17	66.7 %
Personal Poverty		
Population in Poverty	119	13.3 %
Ages 0-17	19	17.3 %
Ages 18-64	24	15.5 %
Ages 65+	12	47.3 %
Male	16	22.8 %
Female	94	76.4 %
White	119	100.0 %
Black	0	0.0 %
American Indian	0	0.0 %
Asian, Pacific	0	0.0 %
Other	0	0.0 %
Hispanic (any race)	0	0.0 %
Household		
Household	119	100.0 %
Family & Child		
Family Household	166	41.0 %

	Married-couple	122	73.5 %
	w/Children 0-17	48	39.7 %
	Male Headshld, no Wife	11	6.6 %
	w/Children 0-17	6	54.5 %
	Female Headshld, no Husband	33	19.3 %
	w/Children 0-17	11	33.3 %
	Family Median Income	\$ 24,362	
Nonfamily Shlds			
	NonFamily Households	152	41.2 %
	Male Headshld Alone	98	22.4 %
	Male Headshld w/Alone	2	2.2 %
	Female Headshld Alone	117	72.0 %
	Female Headshld w/Alone	5	3.3 %
	Nonfamily Median Income	\$ 9,244	
Household Income			
	Household Income Under \$15,000	138	43.4 %
	Household Income \$15,000-\$24,999	83	26.7 %
	Household Income \$25,000-\$34,999	30	9.4 %
	Household Income \$35,000-\$44,999	32	10.2 %
	Household Income \$45,000-\$74,999	24	8.2 %
	Household Income \$75,000-\$99,999	1	0.3 %
	Household Income \$100,000+	6	1.9 %
	Median Household Income	\$ 17,283	
	Average Household Income	\$ 23,619	
Household Income Type			
	Wage and Salary	174	54.7 %
	Nonfarm Self-emp	19	6.0 %
	Farm Self-emp	0	0.0 %
	Social Security	153	48.1 %
	Public Assistance	39	11.9 %
	Retirement	78	24.5 %
	Mean Wage and Salary	\$ 25,913	
	Mean Nonfarm Self-emp	\$ 9,253	
	Mean Farm Self-emp	\$ 0	
	Mean Social Security	\$ 4,491	
	Mean Public Assist.	\$ 2,273	
	Mean Retirement	\$ 19,600	
Family Poverty			
	Families in Poverty	25	12.7 %
	Married-Couples	4	16.0 %
	Male Headshld, no Wife	4	19.0 %
	Female Headshld, no Husband	17	30.8 %
Housing Units			
	Housing Units	437	100.0 %
	Vacant	68	15.6 %
	For Rent	30	44.2 %
	Seasonal	7	10.3 %
	Urban	0	0.0 %
	Rural nonfarm	437	100.0 %
	Rural Farm	0	0.0 %
	On Water System	430	98.4 %
	Well Water	2	0.5 %
	On Public Sewer	425	97.3 %

Financing Incomplete	3	0.7 %
Housing Structure		
1 Unit	243	40.7 %
2-9 Units	118	20.5 %
10+ Units	68	10.5 %
Mobile/Trailer Home	0	0.0 %
Swing Room/Unit	5.8	
Built 1980+	98	22.0 %
Built 1960-1979	69	15.8 %
Built 1940-1959	93	21.3 %
Built Before 1940	179	41.0 %
Median Year Built	1947	
Condo	0	0.0 %
Occupied Housing		
Occupied Housing	369	86.4 %
1 Person	171	46.3 %
2 Persons	103	27.9 %
3-5 Persons	68	23.0 %
6+ Persons	7	3.9 %
Moved in 1980+	241	65.3 %
Moved in 1960-1979	74	20.1 %
Moved in Before 1960	27	7.3 %
With Vehicle(s)	276	74.8 %
Eng. No. Vehicle	1.2	
With Telephone	326	88.3 %
Denser Occupied	175	47.4 %
Persons/Unit	2.2	
Heater Occupied	194	52.6 %
Persons/Unit	1.4	
1 Heat Fuel oil, kerosene-	185	50.1 %
2 Heat Electricity	136	36.9 %
3 Heat Wood	20	5.4 %
4 Heat Bottle/Look/LP gas	12	3.3 %
5 Other	16	4.3 %
Housing Value		
Specified Own. Occ. Housing	163	100.0 %
Home Val. Under \$10,000	42	26.0 %
Home Val. \$10,000 - 299,999	84	51.5 %
Home Val. \$100,000-\$199,999	17	10.4 %
Home Val. \$200,000-\$299,999	0	0.0 %
Home Val. \$300,000-\$499,999	0	0.0 %
Home Val. \$500,000+	0	0.0 %
Median Home Value	\$ 38,500	
Average Home Value	\$ 44,524	
Monthly Housing Costs		
Spec. Own-Occ. w/Mortgage	68	100.0 %
Under \$200	7	10.1 %
\$200-\$299	36	52.2 %
\$300-\$499	36	52.2 %
\$500-\$999	10	14.3 %
\$1,000-\$1,499	0	0.0 %
\$1,500-\$1,999	0	0.0 %
\$2,000+	0	0.0 %
Median Housing Costs	\$ 443	

Average Housing Costs		\$ 704	
Cross SMT	Specified Member Occ. Housing	198	100.0 %
	Rent Under \$200	38	17.5 %
	Rent \$200-\$299	63	22.5 %
	Rent \$300-\$499	65	23.5 %
	Rent \$500-\$749	13	5.7 %
	Rent \$750-\$999	3	1.3 %
	Rent \$1,000+	0	0.0 %
	No Cash Rent	18	9.3 %
	Median Rent	\$ 290	
	Average Rent	\$ 287	

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Area : County
WV, Morgan County

	Date Range	First Year	Last Year	% Chg
Age				
Persons under 65 7/1	90-95	10,143	10,827	+7%
Persons 65+ 7/1	90-95	2,035	2,355	+16%
Agriculture				
Farms, #	82-92	143	134	-6%
Farms under 10 acres	82-92	2	5	+150%
Farms 10-49 acres	82-92	20	18	-5%
Farms 50-99 acres	82-92	13	13	+13%
Farms 100-99 acres	82-92	14	18	+29%
Farms 100-199 acres	82-92	29	22	-23%
Farms 200-499 acres	82-92	12	12	0
Farms 500-999 acres	82-92	1	8	+700%
Farms 1,000-1,999 acres	82-92	1	0	
Farms 2,000+ acres	82-92	0	0	
Farmland (acres)	82-92	26,948	21,871	-18%
Irrigated land, (acres)	82-92	0	12	
Cropland, (acres)	82-92	18,325	8,814	-52%
Cropland, harvested (acres)	82-92	4,512	3,274	-29%
Avg size of farm (acres)	82-92	183	163	-10%
Avg val land & bldg /farm	82-92	182,881	120,879	-34%
Indiv/family farms, number	82-92	130	125	-4%
Indiv/family farms, (acres)	82-92	21,424	18,679	-13%
Rural farm population	90-99	81	190	+133%
Avg age farm oper	92-92	34	34	+0%
Foreign own holdings (acres)	89-94	36	0	
Farms with sales of				
\$2,500-\$4,999	82-92	34	19	-44%
\$5,000-\$9,999	82-92	19	13	-32%
\$10,000-\$19,999	82-92	3	11	+267%
\$20,000-\$29,999	82-92	8	10	+25%
\$30,000-\$39,999	82-92	8	1	-88%
\$40,000-\$49,999	82-92	2	2	0
\$50,000-\$99,999	82-92	1	1	0
\$100,000+	82-92	1	0	
Farm products sold				
Total \$K	82-92	2,168	1,399	-36%
Crops \$K	82-92	2,158	1,333	-38%
Meat, poultry/preds \$K	82-92	418	367	-12%
Dairy \$K	82-92	0	0	
Poultry/poultry prods \$K	82-92	0	2	
Banking				
Commercial banks offices	84-94	3	5	+67%
deposits \$K	84-94	40,747	109,492	+169%
Crme banks offices	90-94	3	5	+67%
deposits \$K	90-94	78,201	109,492	+40%
Exp banks offices	90-94	0	0	
deposits \$K	90-94	0	0	

Building Permits					
New HO auto	84-84	1	119	+18000	
Val new HO auto kb	84-84	16	8,190	+16259	
New HO auto, 2 unit	84-84	1	119	+18000	
2+ unit	84-84	0	0		
Workshop hctll/motl/oth kb	84-84	0	0		
AAA/altc car workshop kb	84-84	37	823	+21514	
Garage+carports kb	84-84	0	247		
AAA/altc inc workshop kb	84-84	84	43	-386	
Pre const ex add-alt kb	84-84	98	724	+6128	
Pre const ind bldg kb	84-84	0	0		
Pre const off-bank-prof kb	84-84	0	0		
Pre const steam-watr kb	84-84	80	234	+1904	
Business Private Nonfarm					
Employees	83-83	1,342	2,034	+329	
Payroll/yr kb	83-83	20,582	22,852	+604	
Establishments	83-83	160	221	+389	
estab construction	83-83	41	33	-204	
payroll/yr construction kb	83-83	4,235	1,379	-678	
employees construction	83-83	83	117	+364	
manufacturing establishments	83-83	17	17	0	
payroll/yr manufac kb	79-83	1,442	4,963	+1078	
employees manufac	83-83	252	263	+254	
manufac with 100+ employees	83-83	1	1	0	
estab, trans, pub util	83-83	10	13	+204	
payroll/yr trans-pub util kb	83-83	2,444	0		
employees trans-pub util	83-83	124	0		
estab wholesale trade	84-83	17	15	+86	
payroll/yr wholesale trade kb	83-83	2,395	2,190	-84	
employees wholesale trade	83-83	120	80	-214	
retail establishments	83-83	44	53	+204	
payroll/yr. retail kb	83-83	3,094	4,332	+344	
employees retail	83-83	224	408	+424	
finance, insur, real est	83-83	13	20	+544	
payroll/yr fin-ins-real kb	83-83	1,378	1,924	+404	
employees pay fin-ins-real	83-83	0	103		
service establishments	83-83	43	66	+324	
employees services	83-83	272	718	+1014	
payroll/yr. services kb	83-83	1,647	6,204	+444	
Crime Known to Police					
Crimes (crime index)	83-83	221	229	+44	
Serious crimes /100,000 pop	83-83	2,031	1,781	-124	
Violent crimes	83-83	4	11	+834	
Murders & manslaughter	90-83	0	1		
Possible rapes	90-83	2	3	+504	
Robberies	83-83	1	4	+5004	
Aggravated assaults	83-83	2	1	-474	
Property crimes	83-83	215	228	+14	
Burglaries	83-83	136	88	-254	
Larceny-thefts	83-83	79	114	+624	
Motor vehicle thefts	83-83	0	16	+184	
Arsons	90-83	2	1	-474	
Police officers	77-82	4	8	+324	
Earnings in Industry					
In all ind kb	73-83	16,947	18,855	+1444	
	83-83	18,855	12,413	-874	

Farm earnings \$B	73-83	426	304	-28%
	83-85	304	485	+29%
Agri except forest+fishry \$B	73-83	0	138	
	83-85	130	868	+814%
Mining \$B	73-83	8	0	
	83-85	0	0	
Construction \$B	73-83	712	1,499	+109%
	83-85	1,499	4,307	+189%
Manufact \$B	73-83	1,662	1,304	-12%
	83-85	1,304	6,533	+98%
Pub util \$B	73-83	1,268	0	
	83-85	8	0	
Wholesale trade \$B	73-83	2	2,295	
	83-85	2,295	2,977	+30%
Retail \$B	73-83	1,966	3,515	+79%
	83-85	3,515	8,115	+132%
Finance int, real \$B	73-83	344	952	+164%
	83-85	952	1,131	+24%
Services \$B	73-83	1,387	5,812	+319%
	83-85	1,812	15,467	+170%
Education age 3+ enrolled				
School	80-90	2,506	2,184	-13%
College	80-90	179	300	+68%
Preparatory, elementary, \$B	80-90	2,300	1,964	-15%
Public proprie, elem, \$B	80-90	2,245	1,903	-15%
Private proprie, elem, \$B	80-90	55	61	+11%
Education age 25+ Bhan Attainment				
Age 25+	80-90	6,542	8,336	+27%
Capit less than 9th grade	80-90	1,947	1,407	-28%
7-12th grade, no degree	80-90	1,063	1,527	+43%
12+ yrs of school	80-90	3,532	5,402	+53%
No graduate	80-90	2,358	3,275	+39%
Some college/assoc degree	80-90	584	1,162	+100%
Bach-grad-prof degree	80-90	629	892	+42%
Government Earnings and Employment (1982)				
Earnings in govt \$B	83-85	8,428	15,070	+79%
Earnings fed civilian \$B	83-85	629	834	+33%
Empl fed civilian	83-85	23	23	-30%
Earnings fed military \$B	83-85	273	434	+58%
Empl fed military	83-85	60	60	+29%
Earnings state & local \$B	83-85	1,599	13,800	+82%
Empl state & local	83-85	547	607	+22%
Tot less empl	83-85	1,398	4,314	+20%
Dis fed exp/oblig				
Total \$B	84-94	57,437	67,463	+17%
Per capita	84-94	1,163	1,664	+29%
DCO \$B	80-94	1,878	3,971	+17%
Perf for Indiv, \$B	84-94	26,049	28,672	+10%
Perf indiv actiy/disch \$B	90-94	22,439	25,824	+13%
Contract awards, \$B	84-94	19,301	3,914	-83%
Contract awards, DCO \$B	90-94	0	171	
Grant awards \$B	84-94	1,082	5,549	+166%
Salaries & wages, \$B	84-94	808	1,708	+109%
Salaries & wages, DCO \$B	90-94	198	0	
Other Fed Reser				

Dir loans \$2	90-94	118	212	+88%
Guaranteed loans \$2	90-94	4,094	2,722	-34%
Local Govt General Rev				
Total \$2	77-87	3,580	11,941	+234%
Per capita	77-87	355	1,043	+194%
Inter govt \$2	77-87	2,403	3,523	+134%
Income govt fr state govt \$2	77-87	2,260	3,374	+167%
Total taxes \$2	77-87	1,532	2,208	+114%
Prop taxes \$2	77-87	999	2,092	+109%
Prop taxes per capita	77-87	99	281	+85%
Local Govt Direct General Expense				
Total \$2	77-87	3,796	11,645	+207%
Per capita	77-87	371	1,051	+170%
Education \$2	77-87	3,200	7,052	+120%
Health & hosp \$2	77-87	49	2,469	+5047%
Public welfare \$2	77-87	1	8	+500%
Highways \$2	77-87	5	38	+500%
Pipe prot \$2	82-87	7	1	-86%
Police prot \$2	77-87	86	111	+29%
Local Govt				
Total debt outstanding \$2	82-87	12,649	12,379	-2%
Total debt per capita \$2	82-87	1,151	1,081	-6%
Gen debt outstanding \$2	77-87	1,718	12,379	+597%
Long-term debt, utility \$2	82-87	0	0	
Employees, total	82-87	418	472	+10%
Employees, full-time	77-87	232	426	+27%
Payroll \$2	77-87	259	614	+137%
Health - Nursing Homes				
With in beds	86-88	1	1	+0%
Beds	78-81	60	122	+103%
Residents	78-81	60	118	+97%
Households				
Households	70-80	2,766	3,816	+38%
Households	80-90	3,816	4,731	+24%
Households w/persons 65+	80-90	1,011	1,390	+38%
Family Households				
Total	80-90	2,968	3,304	+20%
w/child 0-17	80-90	1,543	2,078	+24%
Married	80-90	2,430	3,064	+14%
Married w/child 0-17	80-90	1,362	1,900	+14%
Male HH, no spouse pres	80-90	85	133	+56%
Female HH, no spouse pres	80-90	201	257	+47%
Nonfamily HH	80-90	848	1,177	+39%
Non-Family Households				
1-person	80-90	772	1,048	+36%
1-person w/female HH	80-90	685	828	+20%
Housing Units				
Total	70-80	6,422	8,899	+43%
Total	80-90	8,884	8,757	-2%
Vacant	80-90	1,068	2,825	+90%
Occ	80-90	3,816	4,731	+24%
Owner-occ	80-90	3,132	3,927	+25%
Median val owner-occ households	80-90	25,000	41,900	+74%
Renter-occ	80-90	684	804	+18%
Median rent renter-occ	80-90	111	217	+95%

Own w/one vehicles available	80-90	515	396	+23%
Own w/one vehicle available	80-90	1,050	1,329	+26%
Own with 2+ vehicles avail	80-90	2,246	3,006	+34%
Own/rent heat, all types gas	80-90	183	272	+49%
Own/rent heat, electricity	80-90	342	1,413	+30%
Own/rent heat, oil-keocan-etc	80-90	1,937	1,634	-17%
Own/rent heat, coal or coke	80-90	99	49	-50%
Own/rent heat, wood	80-90	600	1,325	+120%
Own/rent heat, no fuel used	80-90	9	0	
Median no. cars/trucks owned	80-90	302	481	+59%
Income Family Money				
Median	79-89	16,072	29,262	+79%
Less than \$5,000	79-89	292	327	+12%
\$5,000-\$9,999	79-89	553	188	-66%
\$10,000-\$14,999	79-89	539	389	-29%
\$15,000-\$19,999	79-89	471	404	-14%
\$20,000-\$24,999	79-89	440	402	-9%
\$25,000-\$29,999	79-89	326	472	+45%
\$30,000-\$34,999	79-89	147	327	+123%
\$35,000-\$39,999	79-89	74	285	+275%
\$40,000-\$49,999	79-89	43	427	+889%
\$50,000-\$74,999	79-89	32	349	+989%
\$75,000+	79-89	31	159	+413%
Income Household Money				
Median income	79-89	13,632	24,372	+79%
Less than \$5,000	79-89	497	337	-32%
\$5,000-\$9,999	79-89	749	484	-35%
\$10,000-\$14,999	79-89	649	547	-16%
\$15,000-\$19,999	79-89	536	569	+6%
\$20,000-\$24,999	79-89	479	474	-1%
\$25,000-\$29,999	79-89	345	516	+50%
\$30,000-\$34,999	79-89	147	375	+155%
\$35,000-\$39,999	79-89	82	292	+253%
\$40,000-\$49,999	79-89	43	431	+904%
\$50,000-\$74,999	79-89	42	423	+903%
\$75,000+	79-89	31	189	+506%
Income Money				
Aggregate in 88	88-79	18,232	64,858	+257%
	79-89	66,958	128,563	+107%
Per capita income	88-79	2,332	6,242	+183%
	79-89	6,242	11,426	+83%
Income Personal				
Personal income AD	73-83	36,899	97,596	+217%
	83-88	97,596	190,353	+100%
Per capita personal income	73-83	3,441	8,474	+150%
	83-88	8,474	15,179	+78%
Transfer payments AD	73-83	5,963	22,943	+283%
	83-88	22,943	35,305	+54%
Dividends/interest/wast AD	72-83	3,089	19,744	+413%
	83-88	19,744	24,888	+26%
Labor Force				
Civilian	84-84	4,832	5,781	+20%
Civilian unemployment	84-84	517	353	-31%
Total	80-80	4,315	5,428	+26%

Total labor force, Males	80-90	2,823	3,250	+15%
Females	80-90	1,764	2,355	+34%
Armed forces, Total	80-90	0	23	+188%
Males	80-90	0	23	+188%
Females	80-90	0	0	
Civilian, total	80-90	4,579	5,582	+22%
Males	80-90	2,823	3,227	+15%
Females	80-90	1,764	2,355	+34%
Families with no worker	80-90	488	613	+26%
Families with 2+ worker	80-90	1,490	1,883	+26%
Labor Force - Employed persons				
Ind, agri-forest-fishery	80-90	118	155	+31%
Ind, mining	80-90	218	139	-36%
Ind, construction	80-90	690	488	-30%
Ind, manufacturing	80-90	849	1,061	+25%
Ind, trans-comm-pub util	80-90	818	425	-48%
Ind, wholesale & retail	80-90	667	897	+34%
Ind, fin-ins-real	80-90	152	203	+33%
Ind, business & repair svcs	80-90	121	218	+81%
Ind, personal-serv-entmt-acc	80-90	225	372	+65%
Ind, prof svcs total	80-90	683	934	+37%
Ind, prof svcs health	80-90	232	350	+51%
Ind, prof svcs educ	80-90	354	354	0
Ind, prof svcs not hlt/edu	80-90	97	230	+137%
Occ, public admsn	80-90	168	269	+59%
Occ, mgr & prof speciality	80-90	480	682	+42%
Occ, executive, admsn, mgr	80-90	342	367	+7%
Occ, prof speciality	80-90	139	155	+12%
Occ, tech, sta, admsn suppt	80-90	914	1,098	+19%
Occ, tech & related support	80-90	71	88	+25%
Occ, precise prod/craft/rep	80-90	842	928	+10%
Occ, oper/fabric/labocers	80-90	1,893	2,297	+21%
Occ, mech oper/asmbl/insp	80-90	813	606	-26%
Class of worker, lao govt	80-90	328	322	-2%
Class of worker, state govt	80-90	321	249	-23%
Class of worker, fed govt	80-90	171	242	+42%
Class of worker, self-emp	80-90	282	282	0
Driving alone to work	80-90	2,670	3,188	+19%
Carpooling to work	80-90	1,165	983	-15%
Public transportation	80-90	18	48	+167%
Walking to work	80-90	171	179	+5%
Working at home	80-90	83	112	+35%
Manufacturing				
Establishments	77-87	11	13	+18%
with 20+ employees	77-87	1	2	0
with 100+ employees	77-87	0	1	
Manufac payroll empl	77-87	1	1	+100%
Manufac payroll empl	77-87	15	47	+213%
Prod worker (200)	77-87	1	2	+100%
Prod workers work hrs sta	77-87	2	4	+100%
Prod workers wages sta	77-87	11	30	+173%
Value added sta	77-87	42	90	+114%
Val shipment sta	77-87	71	172	+142%
New capital exp sta	77-87	0	2	
Population				
Resident population	70-80	8,547	10,711	+25%

	80-90	10,711	12,129	+12%
	80-90	12,129	13,320	+10%
Urban population	80-90	0	0	
Rural population	80-90	10,711	12,129	+13%
Male population	80-90	5,242	5,890	+12%
Female population	80-90	5,469	6,220	+14%
White population	80-90	8,203	8,425	+3%
	70-80	8,425	10,583	+26%
	80-90	10,583	11,985	+13%
Black population	80-90	124	166	+35%
	70-80	109	109	0%
	80-90	109	90	-17%
Native American	80-90	0	25	+212%
Asian, pacific	80-90	11	43	+309%
OTH race	80-90	7	8	+43%
Persons of hisp orig	80-90	49	10	-79%
Male 15+ yrs, single	80-90	907	1,012	+12%
Male 15+ yrs, now married	80-90	2,796	3,164	+13%
Male 15+ yrs, separated	80-90	54	62	+15%
Male 15+ yrs, widowed	80-90	139	182	+31%
Male 15+ yrs, divorced	80-90	109	134	+22%
Female 15+ yrs, single	80-90	659	743	+12%
Female 15+ yrs, now married	80-90	2,700	3,178	+17%
Female 15+ yrs, sep	80-90	45	65	+44%
Female 15+ yrs, widowed	80-90	476	548	+15%
Female 15+ yrs, divorced	80-90	173	267	+54%
1+ speak non english at home	80-90	144	271	+88%
1+ speak spanish at home	80-90	36	71	+97%
Persons in grp qtrs	80-90	152	181	+19%
	80-90	181	181	0%
Persons in inst grp qtrs tot	80-90	126	181	+44%
Persons mental hosp	80-90	0	0	
Persons college dormitories	80-90	0	0	
Poverty				
Persons below poverty level	79-89	1,785	1,317	-26%
Age 65+	79-89	214	214	0%
Families below poverty level	79-89	390	311	-20%
w/tenure hb, no spouse pres	79-89	53	79	+49%
w/related child 0-17	79-89	437	232	-47%
Retail Trade				
Establishments	82-92	79	138	+75%
Sales \$B	82-92	18,868	61,474	+226%
Sales establishments \$B	82-92	17,914	62,432	+248%
Payroll/yr \$B	82-92	1,646	3,996	+143%
Paid employees	72-82	126	224	+78%
	82-92	224	244	+9%
Stdg w/wh-grdn supp.	87-92	4	3	-25%
Stdg w/wh-grdn supp a/c \$B	87-92	4,024	5,328	+32%
Gen merch stores,	82-92	4	0	-100%
Gen merch stores, a/c \$B	82-92	0	0	
Dept stores	82-92	0	0	
Dept stores a/c \$B	82-92	0	0	
Food stores	82-92	8	7	-12%
Food stores, a/c \$B	82-92	6,433	12,452	+190%
Auto dealer establishments	82-92	4	4	0%
Auto dealer, a/c establs \$B	82-92	2,329	3,474	+49%
Gas station, establishments	82-92	3	11	+267%

Gas stations, s/a k\$	82-92	2,841	3,927	+249%
Appliances & acc stores,	82-92	1	2	+100%
Appliances & acc stores s/a k\$	82-92	0	0	
Furniture-home furnishings	82-92	2	3	+50%
Furniture-home furn s/a k\$	82-92	0	0	
Eat/drink places	82-92	13	14	+8%
Eat/drink places s/a k\$	82-92	1,047	2,249	+114%
Drug/proprietary stores	82-92	1	2	+100%
Drug/proprietary stores s/a k\$	82-92	0	0	
Service Industry				
Establishments	82-92	25	34	+36%
Receipts k\$	77-92	2,379	18,791	+699%
Receipts establishments k\$	82-92	5,830	14,845	+154%
Payroll/yr k\$	82-92	2,442	2,208	-9%
Paid employees	82-92	202	492	+144%
Noni-worl-oth k\$	82-92	3,810	0	
Personal svcs, receipts k\$	82-92	0	541	
Business svcs, establs	87-92	2	5	+150%
Business svcs, receipts k\$	87-92	0	929	
Auto repair-parking	82-92	3	3	0
Auto repair-parking svcs k\$	82-92	193	499	+157%
Auto-recr-thest	87-92	1	1	0
Auto-recr-thest receipts k\$	87-92	0	0	
Health services,	87-92	0	7	+12%
Health svcs, receipts k\$	87-92	2,141	4,147	+93%
Legal services,	82-92	3	4	+33%
Legal svcs, receipts k\$	82-92	143	254	+42%
Social services,	87-92	0	2	
Social svcs, receipts k\$	87-92	0	0	
Enginer-acct-research-apt	87-92	3	4	+33%
Eng-acct-rech-apt rcpts k\$	87-92	218	277	+13%
Social Security				
Benefit recipients	82-92	1,977	2,879	+45%
Payments k\$	82-92	809	1,411	+144%
Retired worker, recipients	82-92	1,067	1,815	+70%
Retired wrkr, payments k\$	82-92	397	1,113	+180%
Disab wrkr, recipients	82-92	147	235	+59%
Disab wrkr, payments k\$	82-92	71	249	+130%
Widow & widowers, recipients	82-92	305	350	+15%
Widow & widowers, payments k\$	88-92	138	191	+38%
SSI recipients	84-94	174	224	+29%
SSI, payments k\$	84-94	29	81	+176%
SSI, avg no pmts /recipient	84-94	167	272	+62%
AFDC, total recipients	82-92	0	0	
AFDC, recipient childrn	84-92	0	0	
AFDC, recipient families	84-92	0	0	
Veterans				
Total	80-80	1,241	1,757	+39%
Vital Statistics				
Births	84-83	121	139	+15%
Births per 1000 population	84-83	108	109	+1%
Births to mothers under 20	84-83	21	30	+43%
Births to mothers 15-19	84-83	21	30	+43%
Births to mothers under 15	84-83	0	0	

Deaths	88-93	127	128	+54
Deaths per 1000 population	88-93	117	100	-124
Deaths cardiovascular disease	82-88	57	53	-74
Deaths motor vehicle accident	82-88	2	4	+1004
Infant deaths under one year	84-93	0	1	
Infant deaths /1000 births	88-93	0	72	
Marriages	78-88	58	73	+284
Marriages /1000 population	78-88	27	62	+98
Divorces	78-88	46	34	-228
Divorces /1000 population	78-88	45	31	-214
Wholesale trade,				
Establishments	82-82	12	13	+84
Sales \$B	82-82	24,254	15,663	-354
Payroll/yr \$B	82-82	2,145	2,287	+74
Full employees	82-82	130	98	-254
Merchant wholes, establs	82-82	12	12	0
Merchant wholes, sales \$B	82-82	24,258	0	

\$B = thousands of dollars

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