

Appendix C: Demographic & Economic Profile



Easton Comprehensive Plan

Demographic & Economic Profile

June 23, 2024



ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

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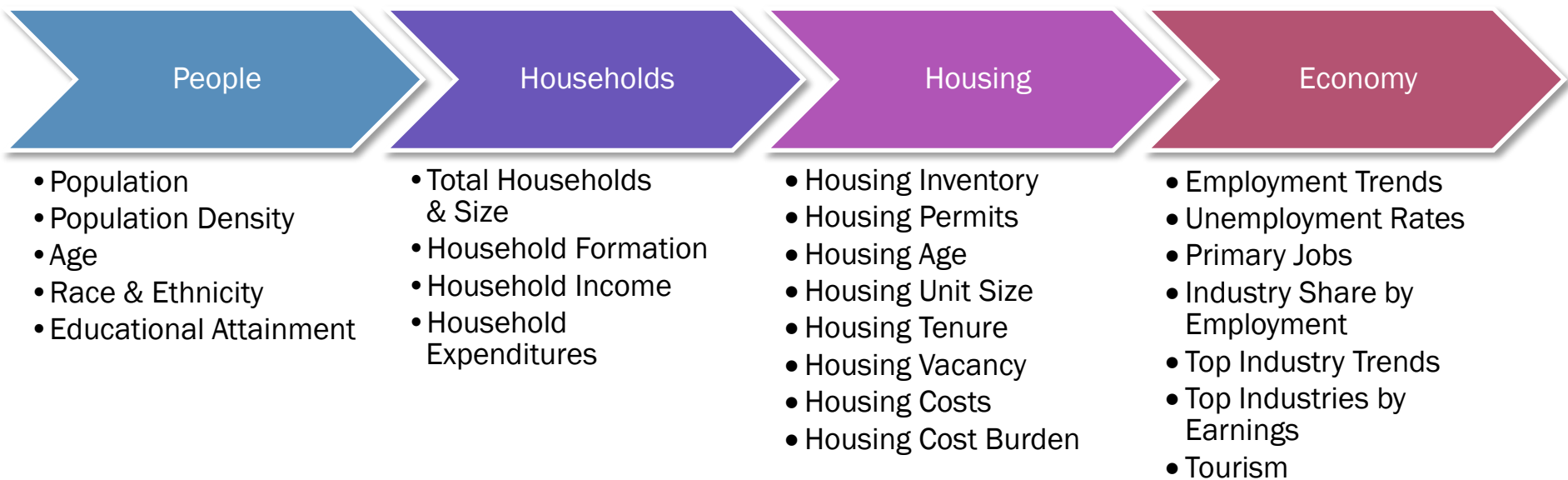
EXECUTIVE SUMMARY

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™



Background: Study Purpose & Metrics

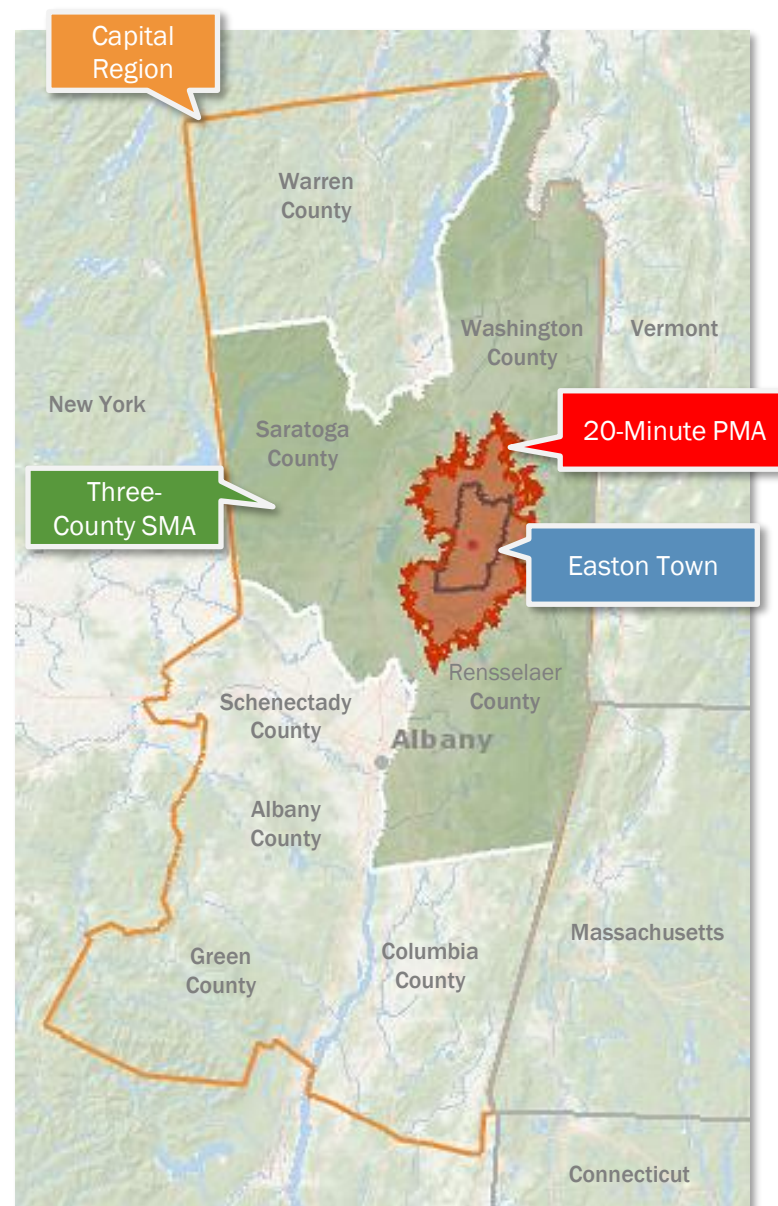
The town of Easton is known for its agrarian lifestyle, scenic landscape, small-town character, high quality of life, and predominantly rural, agricultural community. However, the town is currently experiencing a gradual shift in its industry to non-agricultural, home-based businesses and large-scale solar energy facilities. Easton’s current comprehensive plan lacks an economics discussion aside from agricultural production, and the Town would like to rectify this for the updated plan. As a result, working in collaboration with Laberge Group, 4ward Planning prepared an assessment of housing and economic trends (outlined in more detail below) in support of the Easton Comprehensive Plan Update. Report findings will help identify market-supportable opportunities for encouraging future development in Easton that is compatible with the protection, preservation, and enhancement of its natural resources, landscape, and economy.



Background: Study Areas

The town of Easton is in Washington County, within New York's Capital Region. For purposes of analysis, this report focuses on the following study areas:

- **Easton Town:** Serves as the base area.
- **20-Minute PMA:** The Primary Market Area (PMA) represents the catchment area from which 70 percent or more of consumer patronage originates – here defined as the 20-minute drive-time contour from the intersection of State Route 40 and Sarles Ferry Road, the town's approximate center point.
- **Three-County SMA:** Serves as the Secondary Market Area (SMA), representing a larger catchment area from which the town could prospectively compete for new residents and businesses.
- **Capital Region:** The Capital Region consists of Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, and Washington Counties.

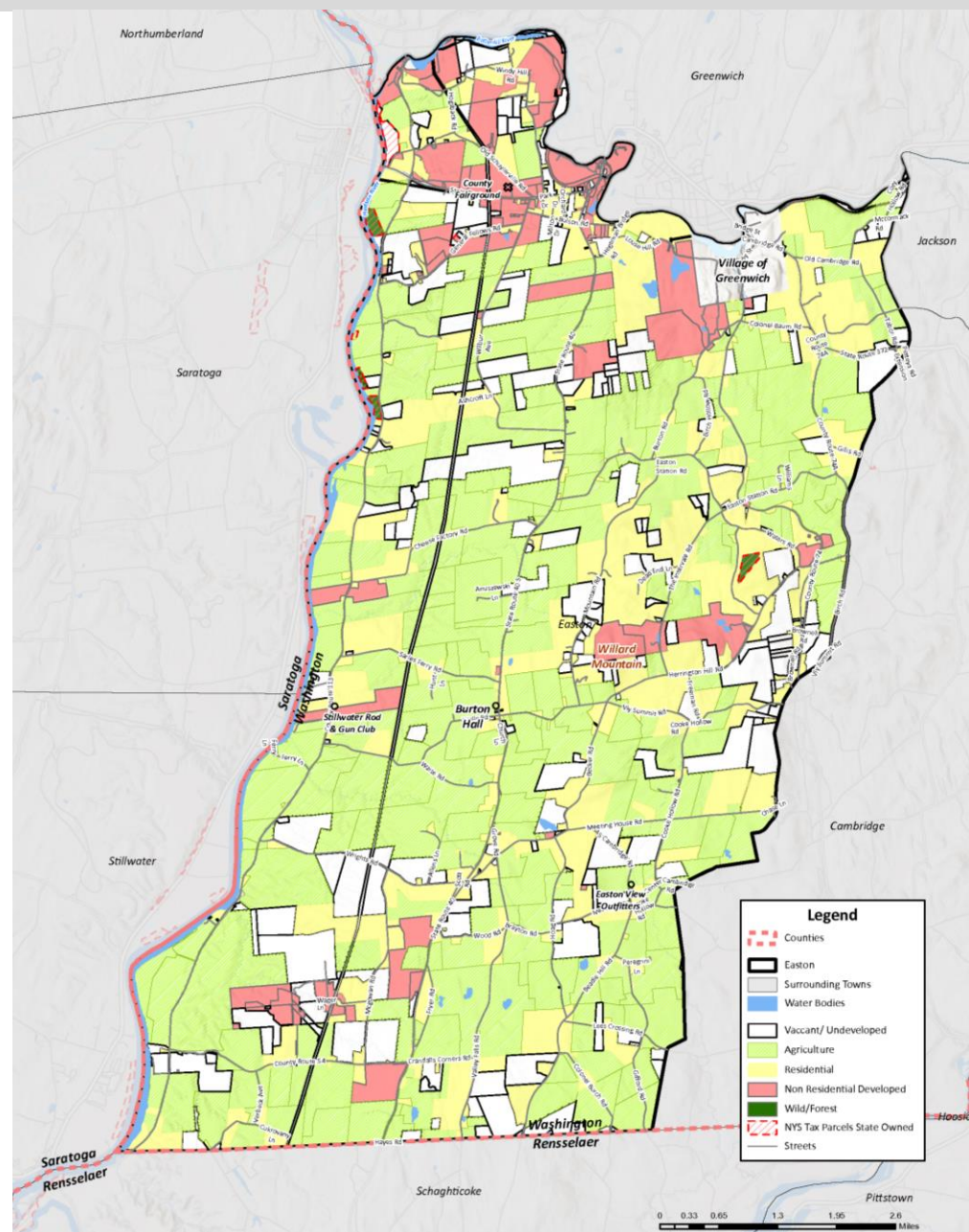


Background: Land Use

As illustrated to the right, much of the land in Easton is agricultural in character. According to the *Washington County Agricultural and Farmland Protection Plan*, the town of Easton has the most farming activity within the county, with 307 parcels on 28,174 acres (69 percent of the town).

A total of 205 parcels are enrolled in the New York State Agriculture Assessment program. According to the plan, concerns about increasing land prices and competition for farmland between farmers and with others for conversion to residential or commercial use are significant issues in Washington County and reflect residential and commercial development pressure observed nationally.

Source: Laberge Group



Consequential Issues Identified

People

Flat to declining population growth within Easton and the 20-minute PMA suggests local demand for general retail goods and services will ebb lower over the foreseeable future.

Households

Local and regional household formation in the coming years will be concentrated within the non-family household category - meaning increases in one- and two-person households and far fewer three- and four-person family households. This will influence demand for smaller housing stock.

Housing

Over half of Easton's vacant homes are categorized as "other vacant" and may represent distressed properties with potential to be converted into habitable homes. The large share of "seasonal" vacant units in town suggest there is a high share of seasonal residents which is likely limiting the number of year-round business that can be supported in town without outside visitor spending.

Economy

Currently, the town's economy is largely dominated by three sectors: manufacturing; agriculture, forestry, fishing and hunting; and construction. There is an opportunity to better capture regional visitor spending and diversity within the local economy by expanding local agritourism offerings. Diversifying farm operations with a tourism component could leverage the town's rural lifestyle and agricultural history and support local businesses.

Key Market Analysis Findings

People

- Flat to declining population growth in the town and PMA suggests local demand for general retail goods and services will ebb lower over the foreseeable future.
- Easton is relatively rural, with just 40 persons per square mile – a third of the population density of the PMA.
- Easton's population is older, compared to the PMA, with higher shares of residents ages 55 and older.
- Easton's population is predominately White (92 percent), while the larger region is more racially diverse.
- Easton and the PMA have relatively comparable educational attainment levels.

Housing

- Half of vacant units in Easton are categorized as “other vacant,” and 40 percent are vacant due to seasonal use.
- Easton has a relatively low share of renter-occupied housing units (15 percent), an increase in which would support local service workers.
- The inflation adjusted median rent in Easton increased by more than five-percent annually from 2016 to 2021.
- The share of owner-occupied households in Easton spending more than 30 percent of their incomes on housing (cost-burdened) has been increasing since 2019.

Households

- The current average household size in Easton (2.4 persons) has been decreasing over the past decade, likely due to declining family-household formations.
- Relatively flat household formation is expected in the PMA through 2028. As a result, near-term housing demand will arise more from shifts in housing needs and preferences and less from new household formation.
- Average household spending levels on a broad range of goods and services in the PMA are lower than those in Easton, the larger SMA, and the region.

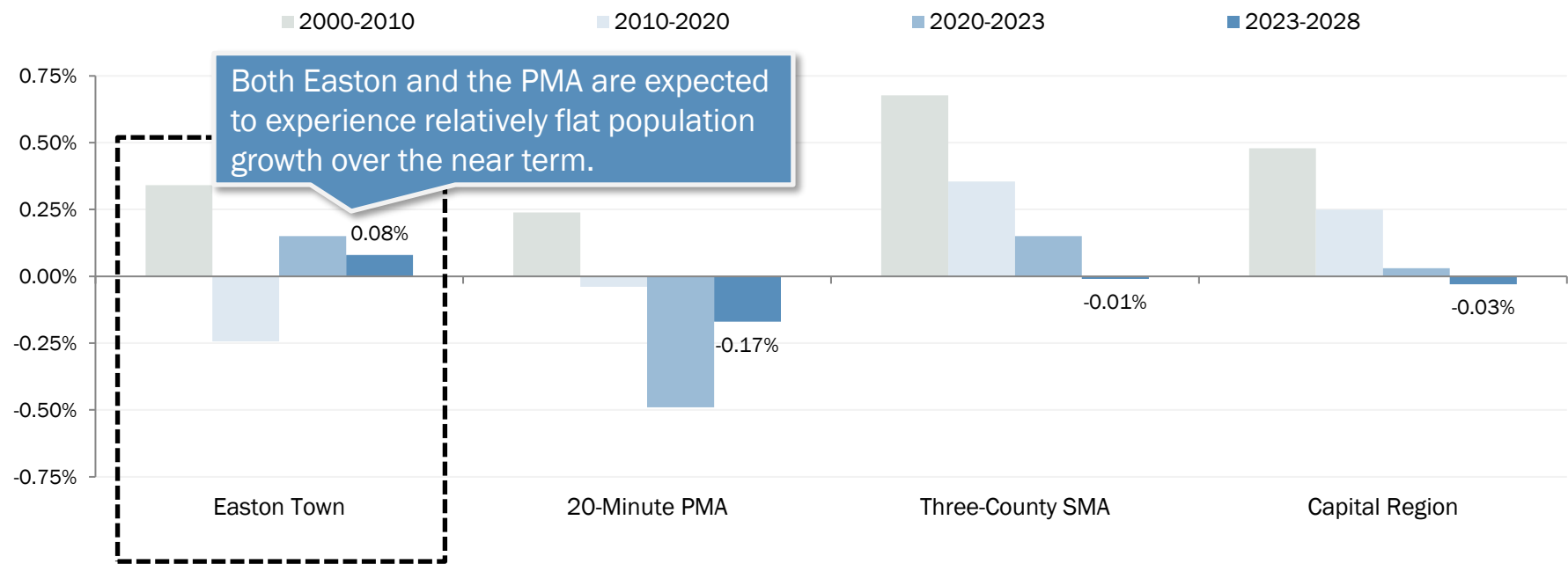
Economy

- Primary jobs in the PMA are largely clustered in its northern portion.
- The 672 primary job workers employed in the PMA but living outside represent potential unmet housing demand, as a share of these commuting workers may prefer to live closer to work if adequate housing were available in Easton.
- Washington County captured just four percent of total traveler spending in the SMA, with 68 percent of this spending associated with the upkeep of seasonal second homes for recreational use.

People

Population

Annualized Percentage Change, Total Population



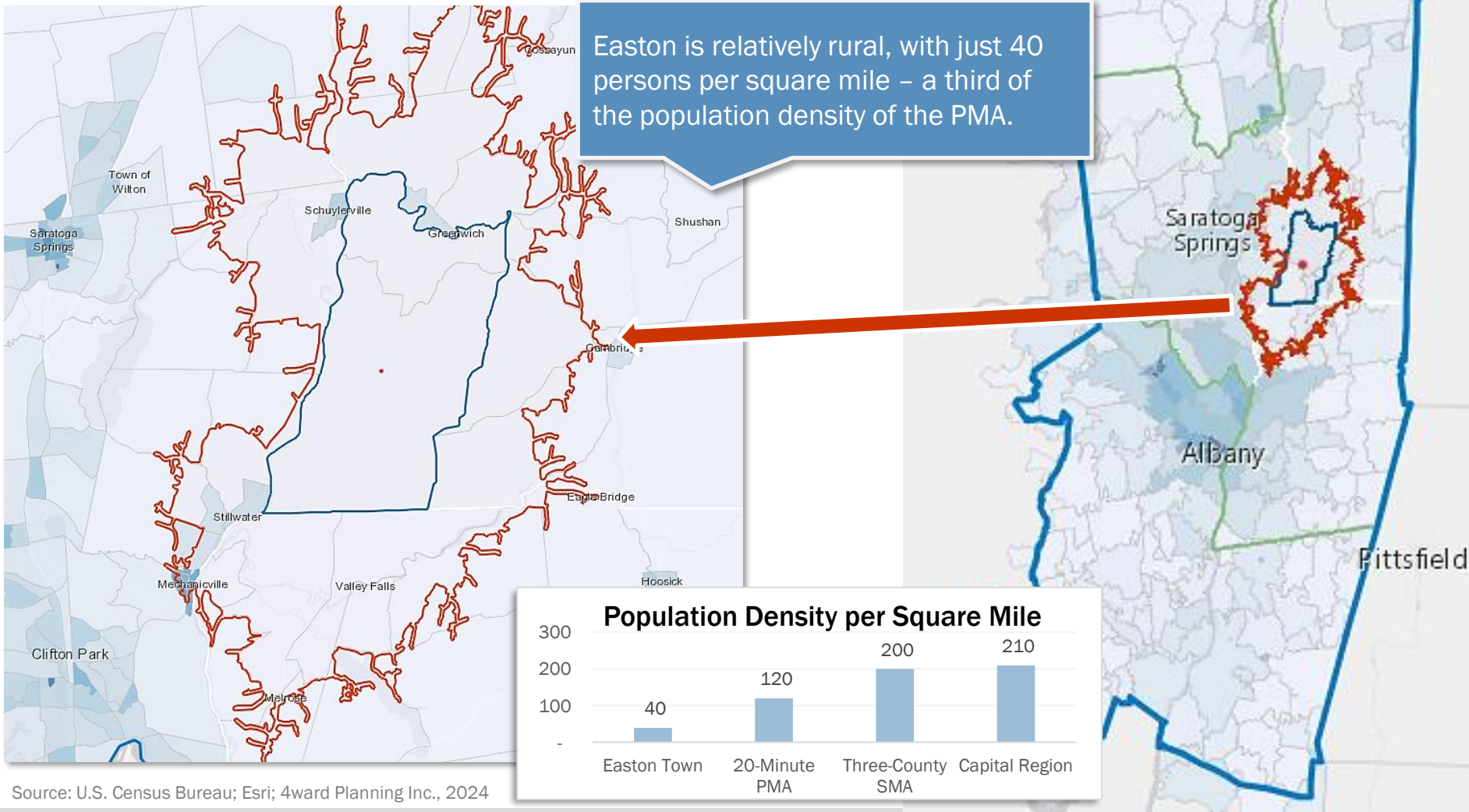
Population by Geography

	2000	2010	2020	2023	2028	2023-2028 Change
Easton Town	2,260	2,340	2,280	2,290	2,300	10
20-Minute PMA	26,630	27,270	27,160	26,730	26,510	-220
Three-County SMA	414,220	442,250	457,940	460,130	459,980	-150
Capital Region	1,029,930	1,079,210	1,106,090	1,107,210	1,105,320	-1,890

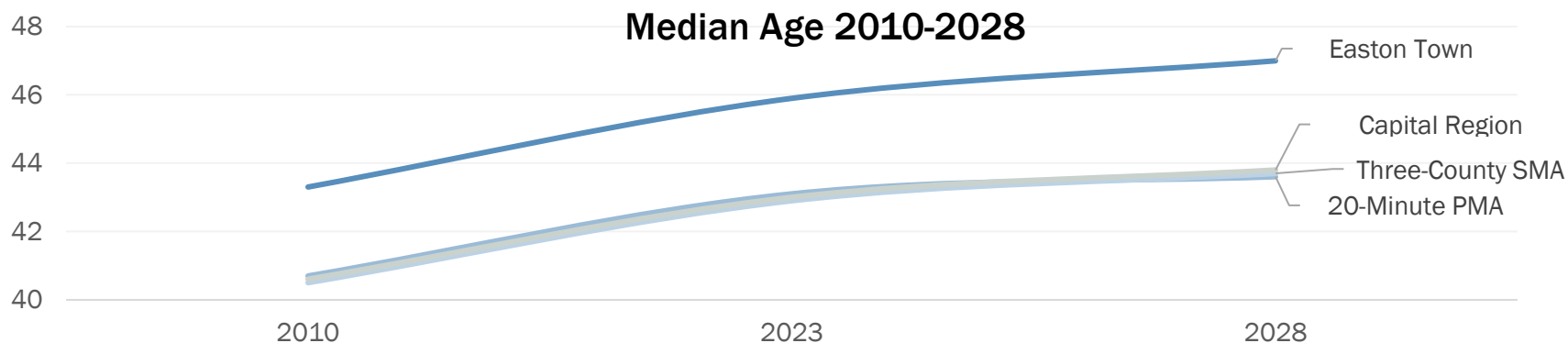
Source: U.S. Census Bureau; Esri; 4ward Planning Inc., 2024

Population Density

Persons per Square Mile by Census Tract

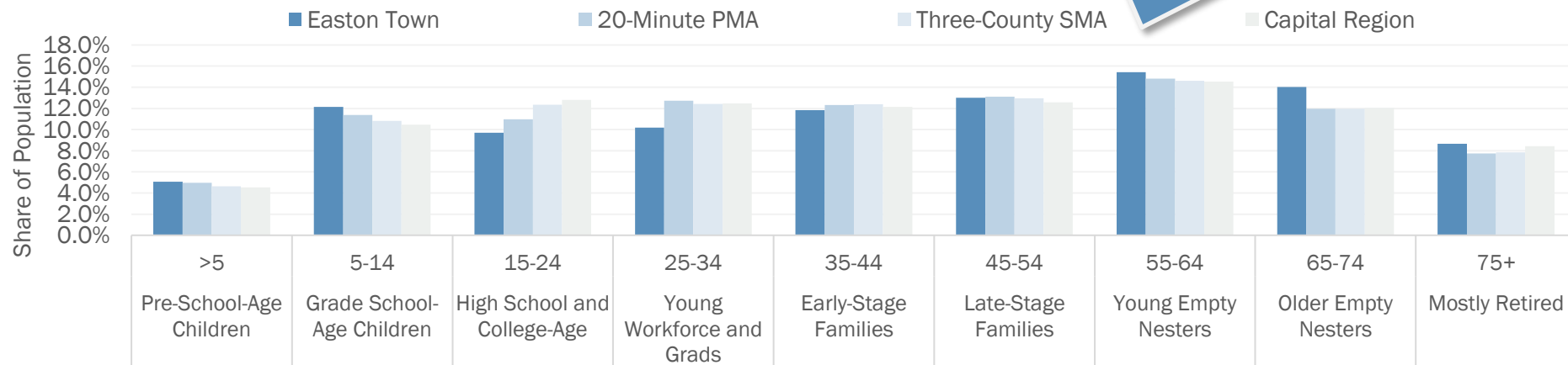


Age



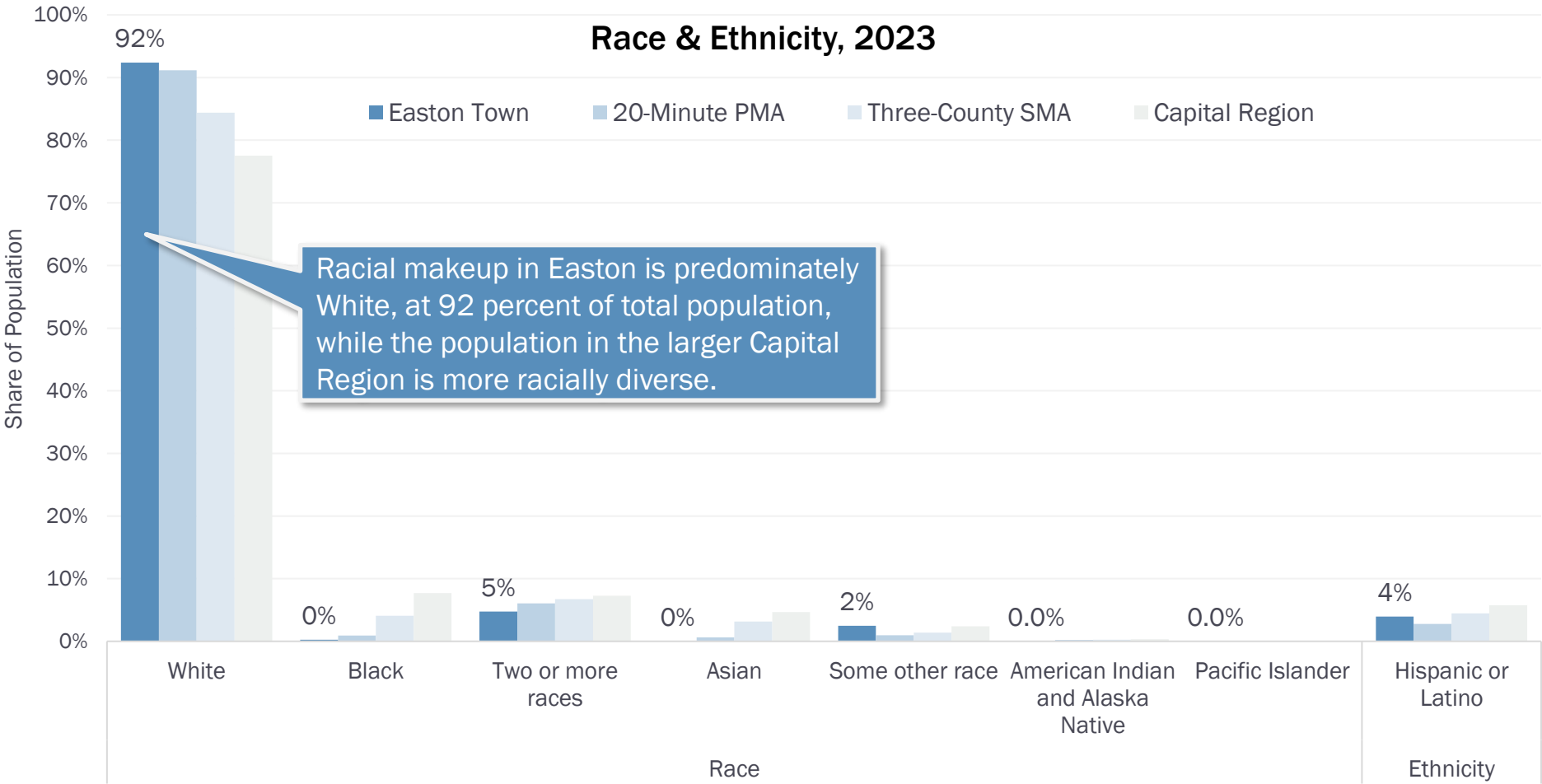
The town's population is relatively old compared to the PMA's population, with higher shares of residents ages 55 and older.

Age Distribution, 2023



Source: Esri; 4ward Planning Inc., 2024

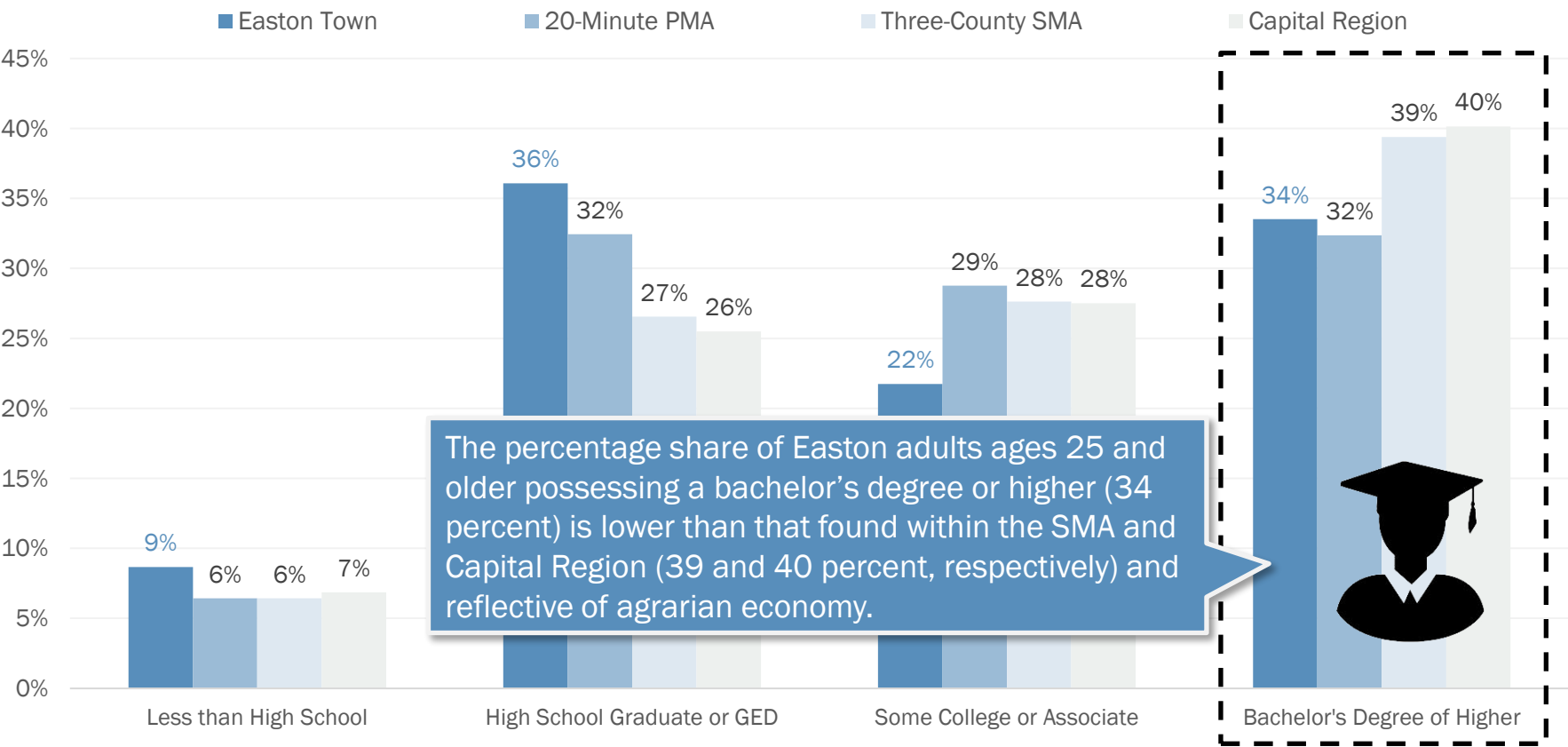
Race & Ethnicity



Sources: U.S. Census Bureau; Esri; 4ward Planning Inc.

Educational Attainment

Highest Educational Attainment (% of Adult Population 25 and Older) 2023



Source: Esri; 4ward Planning Inc., 2024

Households

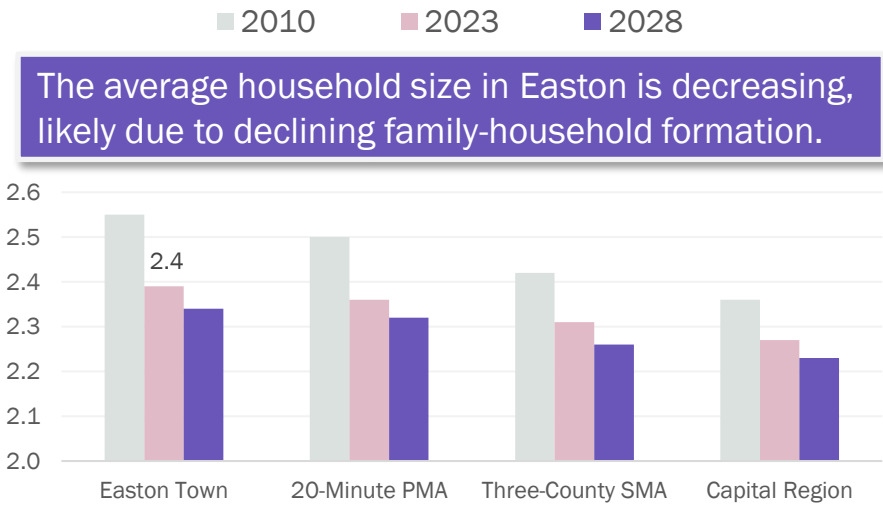
Total Households & Size

Over the next five years, Easton is projected to gain just 30 households

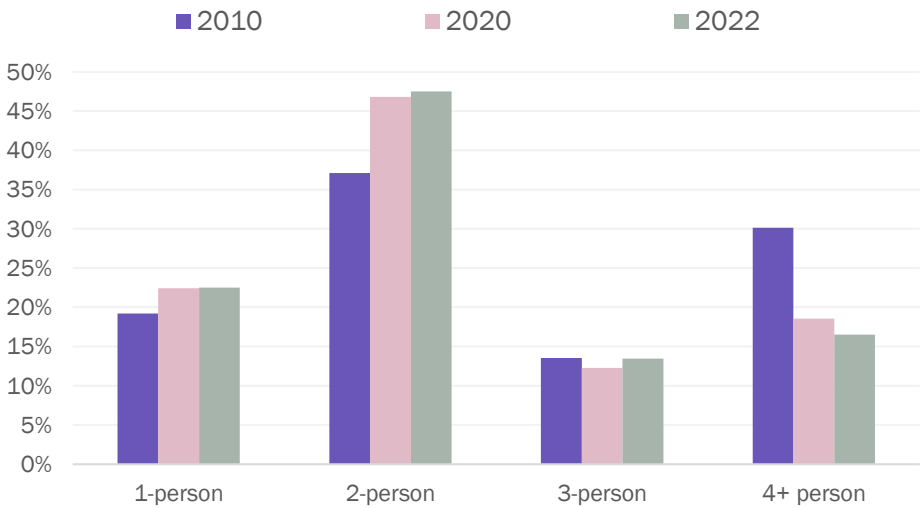
Households by Geography

	2000	2010	2020	2023	2028	2023-2028 Change
Easton Town	850	910	940	950	980	30
20-Minute PMA	10,270	10,870	11,190	11,250	11,380	130
Three-County SMA	160,520	177,140	190,170	193,520	197,260	3,740
Capital Region	409,490	440,000	463,670	469,670	477,380	7,710

Household Size Trends



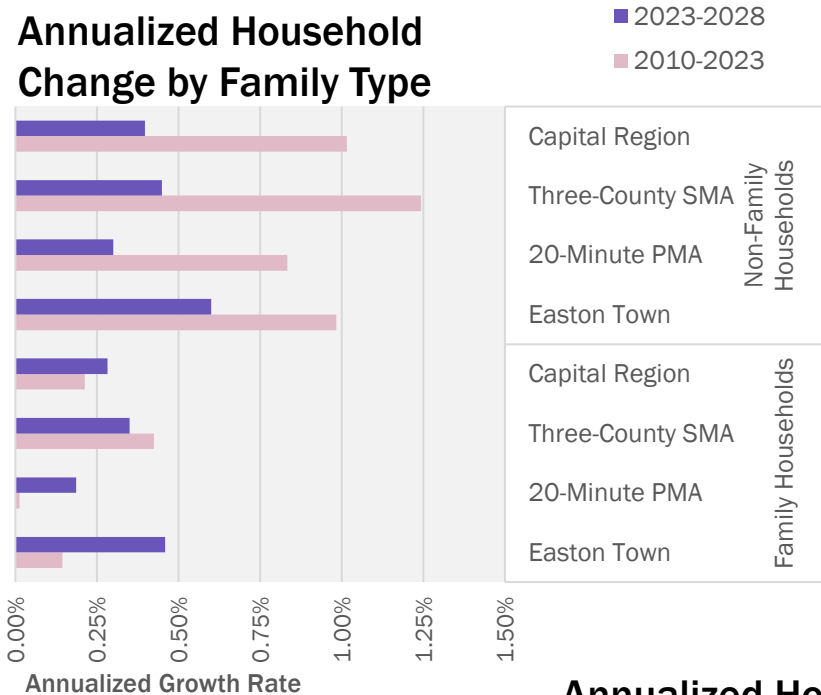
Easton Households by Size Trends



Sources: U.S. Census Bureau; American Community Survey, 2022, Esri; 4ward Planning Inc., 2024

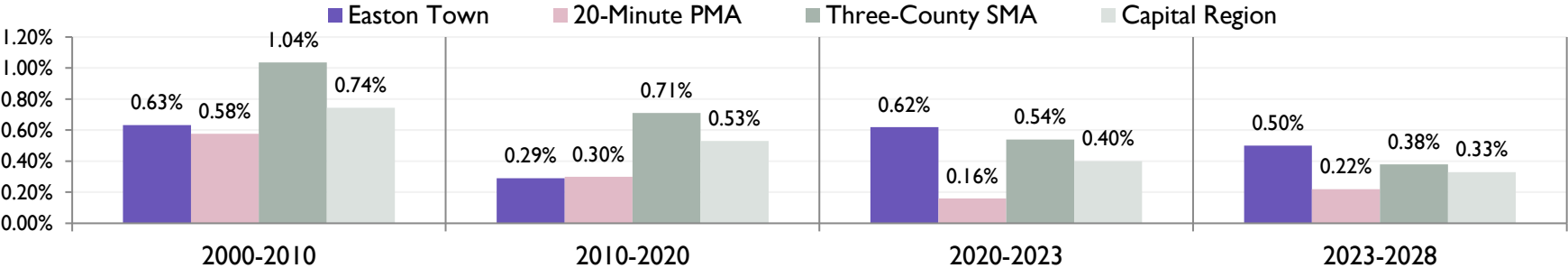
Household Formation

Annualized Household Change by Family Type



Relatively flat household formation is expected in Easton through 2028. As a result, near-term housing demand will arise more from shifts in housing needs and preferences and less from new household formation. Further, flat household formation (particularly as the share of existing households with occupants 55 and older increases) will lead to less economic activity in the form of new retail and food service businesses in the area.

Annualized Household Change



Sources: U.S. Census Bureau; Esri; 4ward Planning Inc., 2024

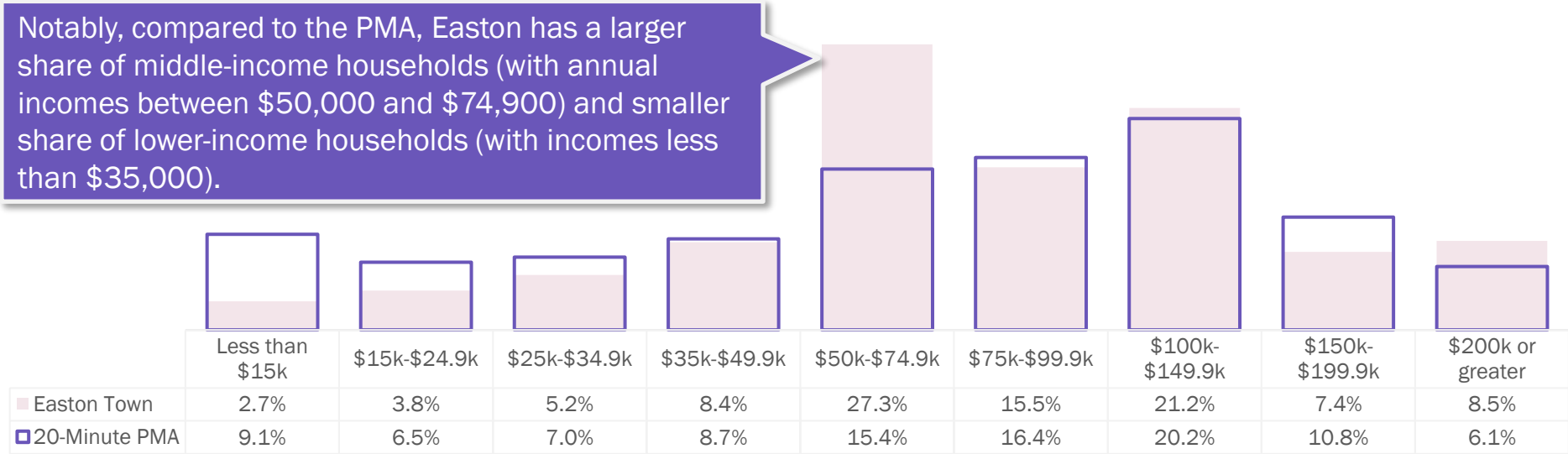
Household Income

The 2023 median household income in Easton is relatively high and comparable to the median household income in the PMA , SMA, and region.

Projected Median Household Income 2023-2028

	2023 (Estimated)	2028 (Projected)	2023-2028	% Change
Easton Town	\$78,220	\$85,500	\$7,280	1.9%
20-Minute PMA	\$78,990	\$85,410	\$6,420	1.6%
Three-County SMA	\$82,310	\$89,750	\$7,440	1.8%
Capital Region	\$78,320	\$84,740	\$6,420	1.6%

Estimated Median Household Income Distribution, 2023

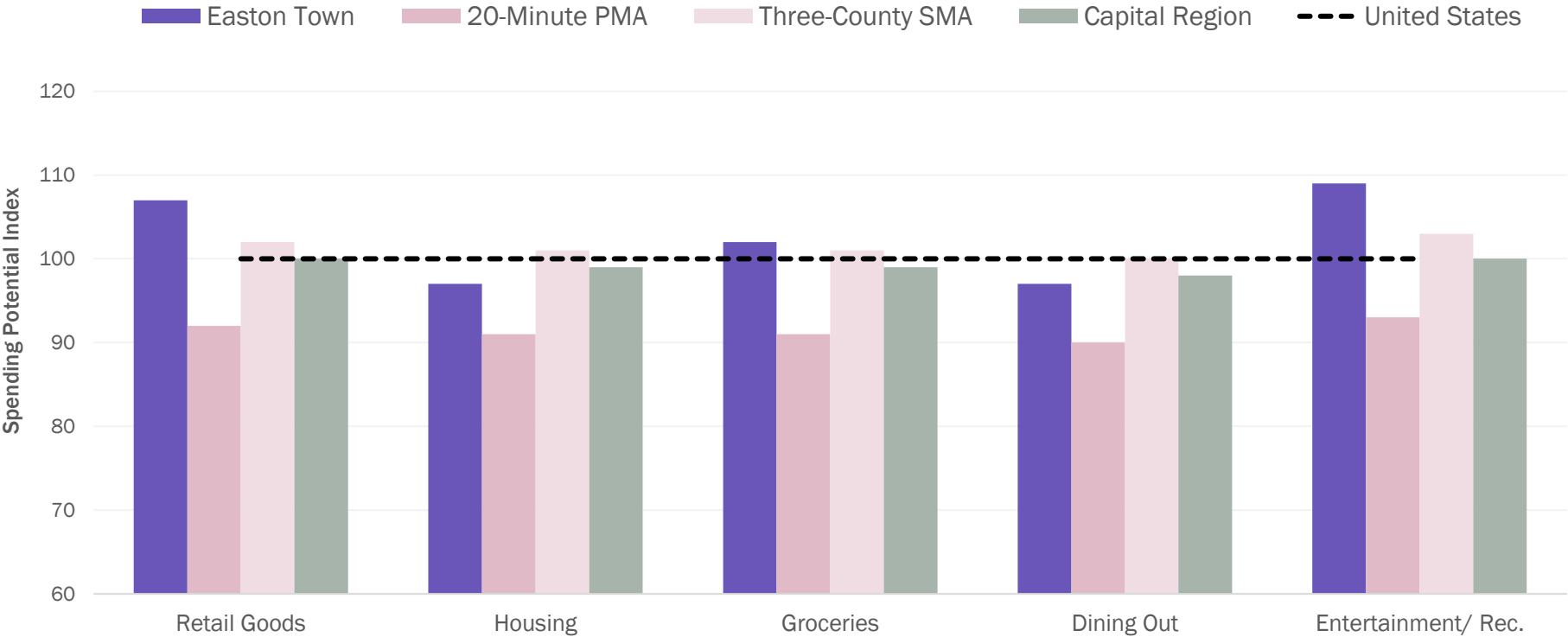


Source: Esri; 4ward Planning Inc., 2024

Household Expenditures

Easton’s household spending potential (spending as a percentage of its disposable income compared against the national average household spending potential) within the categories of retail goods, groceries and entertainment and recreation is above the household spending potential among all other geographies examined, including the U.S.

2023 Average Household Spending Potential Index by Geography



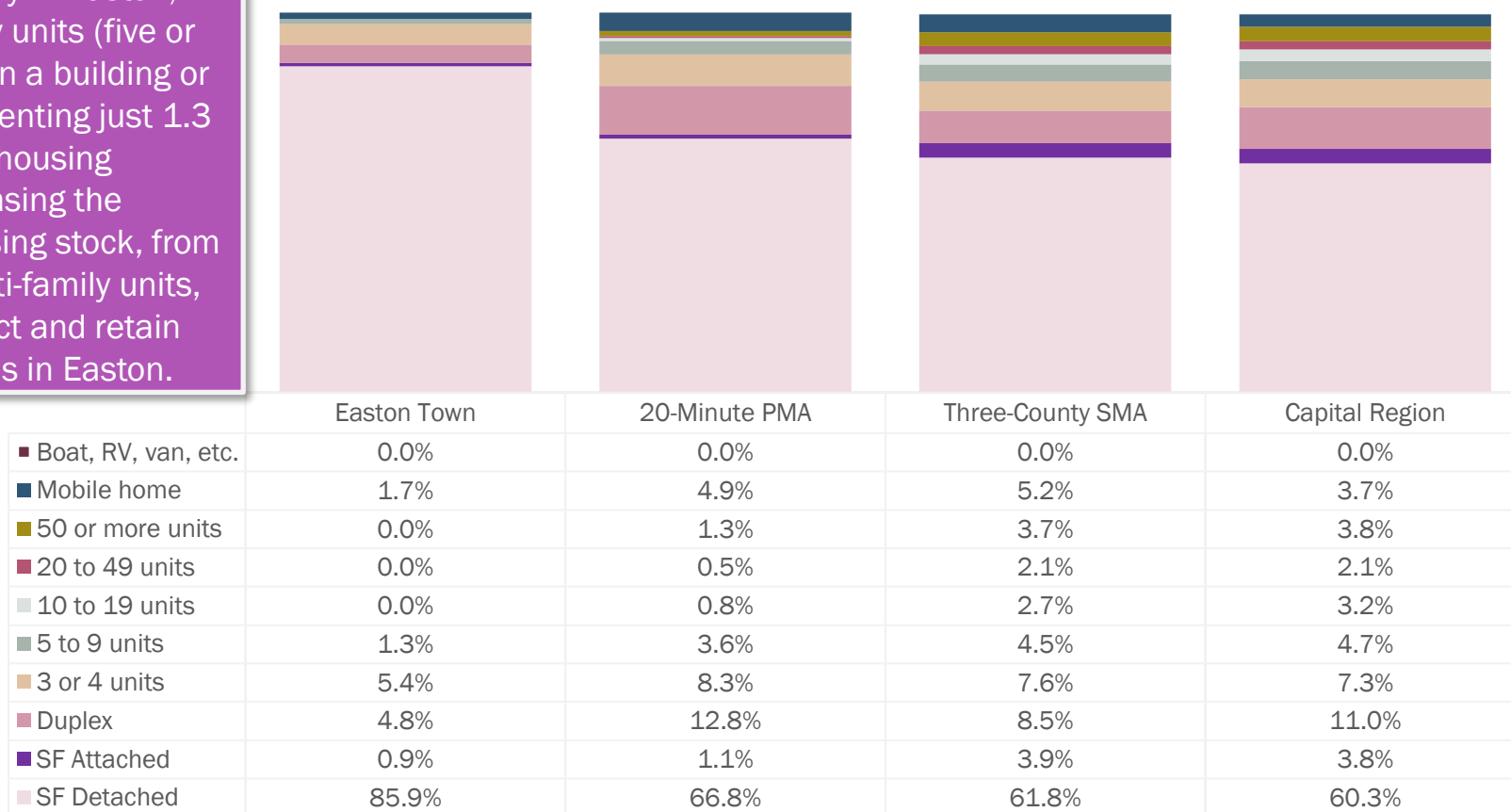
Source: Esri; 4ward Planning Inc., 2024

Housing

Housing Inventory

Single-family detached housing comprises 86 percent of total housing inventory in Easton, with multi-family units (five or more units within a building or complex) representing just 1.3 percent of total housing inventory. Increasing the diversity of housing stock, from duplexes to multi-family units, could help attract and retain more households in Easton.

Housing Inventory by Structure Type, 2021

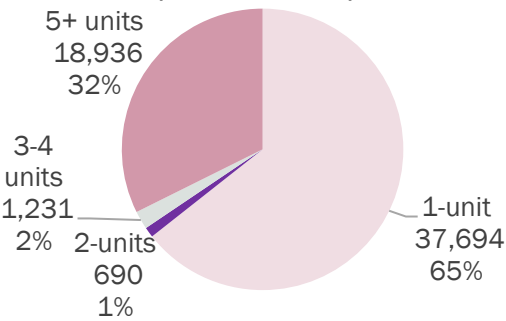


Source: U.S. Census Bureau, 2021 American Community Survey, 4ward Planning Inc., 2024

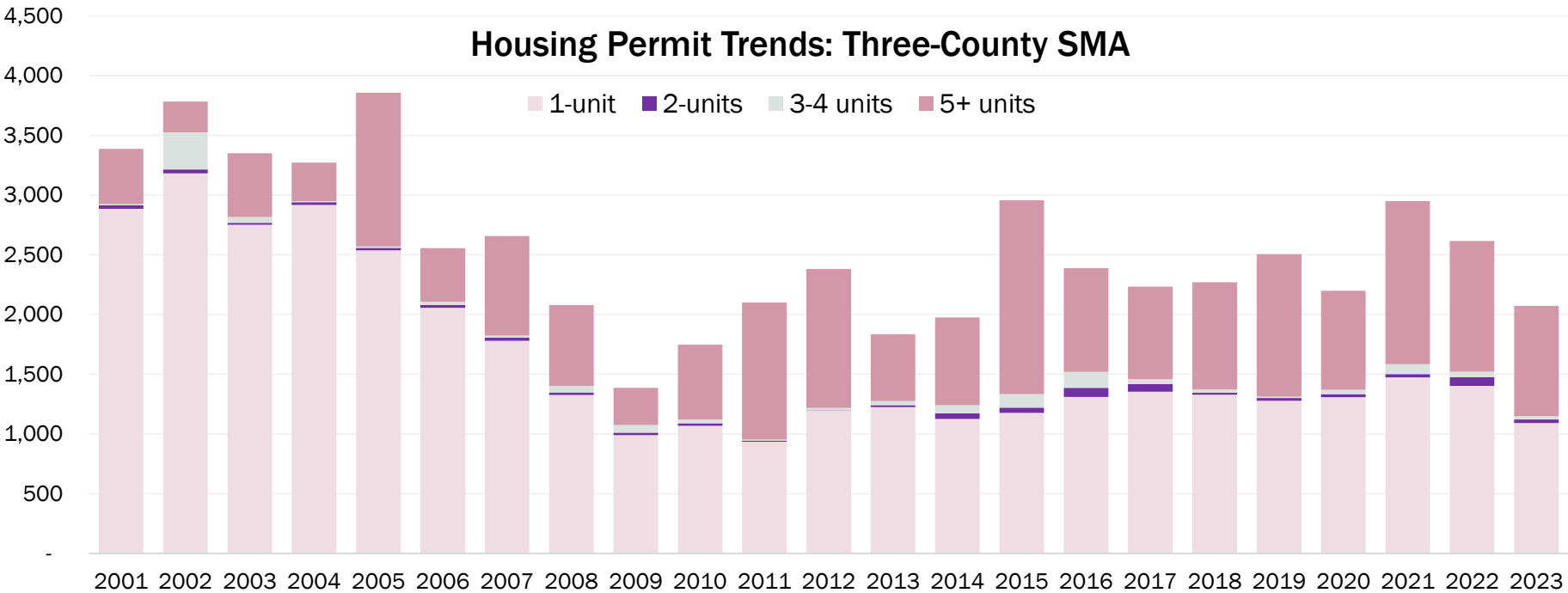
Housing Permits

In 2023, there were approximately 2,070 housing permits issued in the three-county SMA, 53 percent of which were for single-family homes.

Total Housing Permits:
Three-County SMA
(2001-2023)



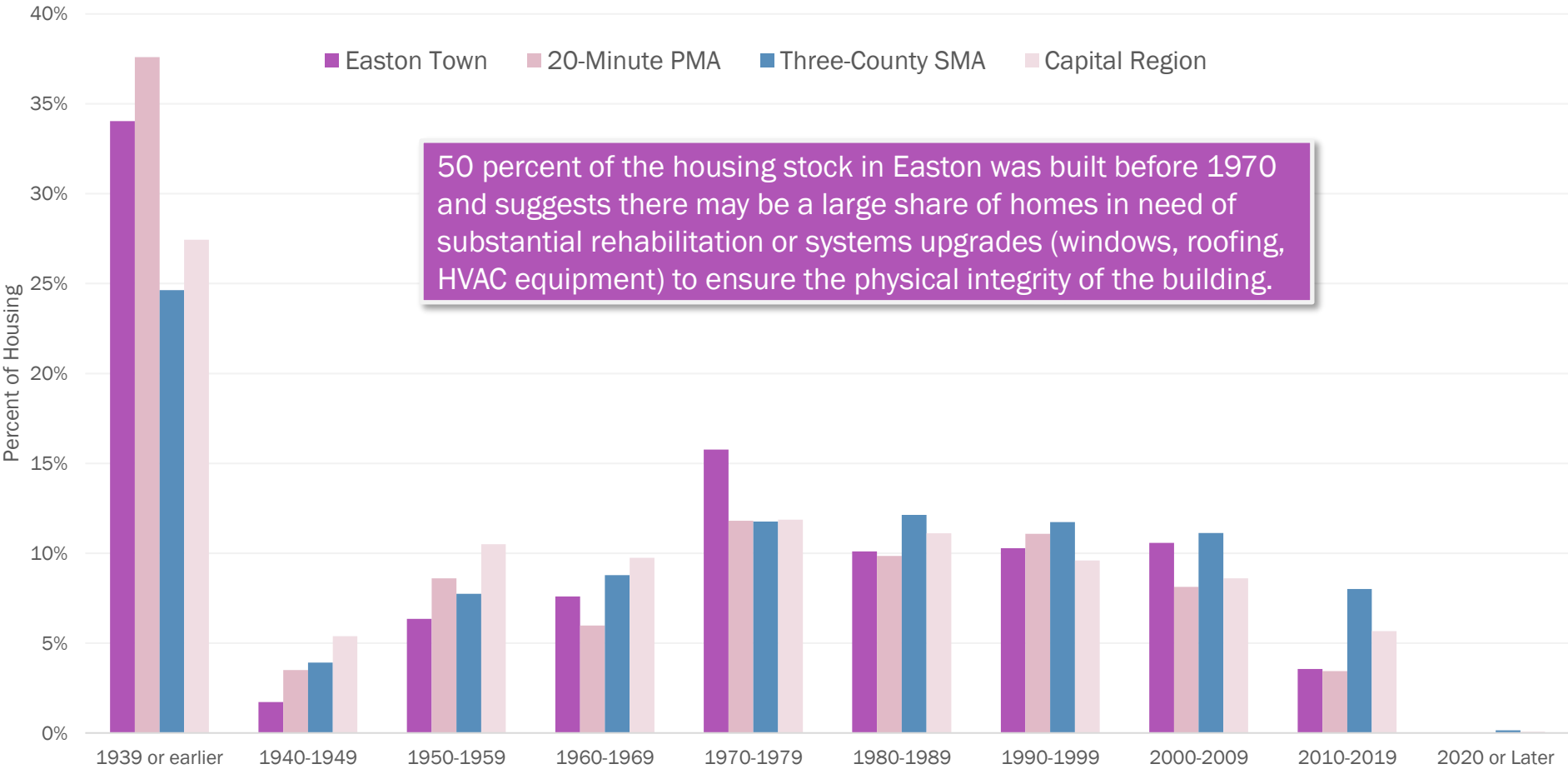
Housing Permit Trends: Three-County SMA



Source: U.S. Census Bureau's Building Permits Survey, 2023,

Housing Age

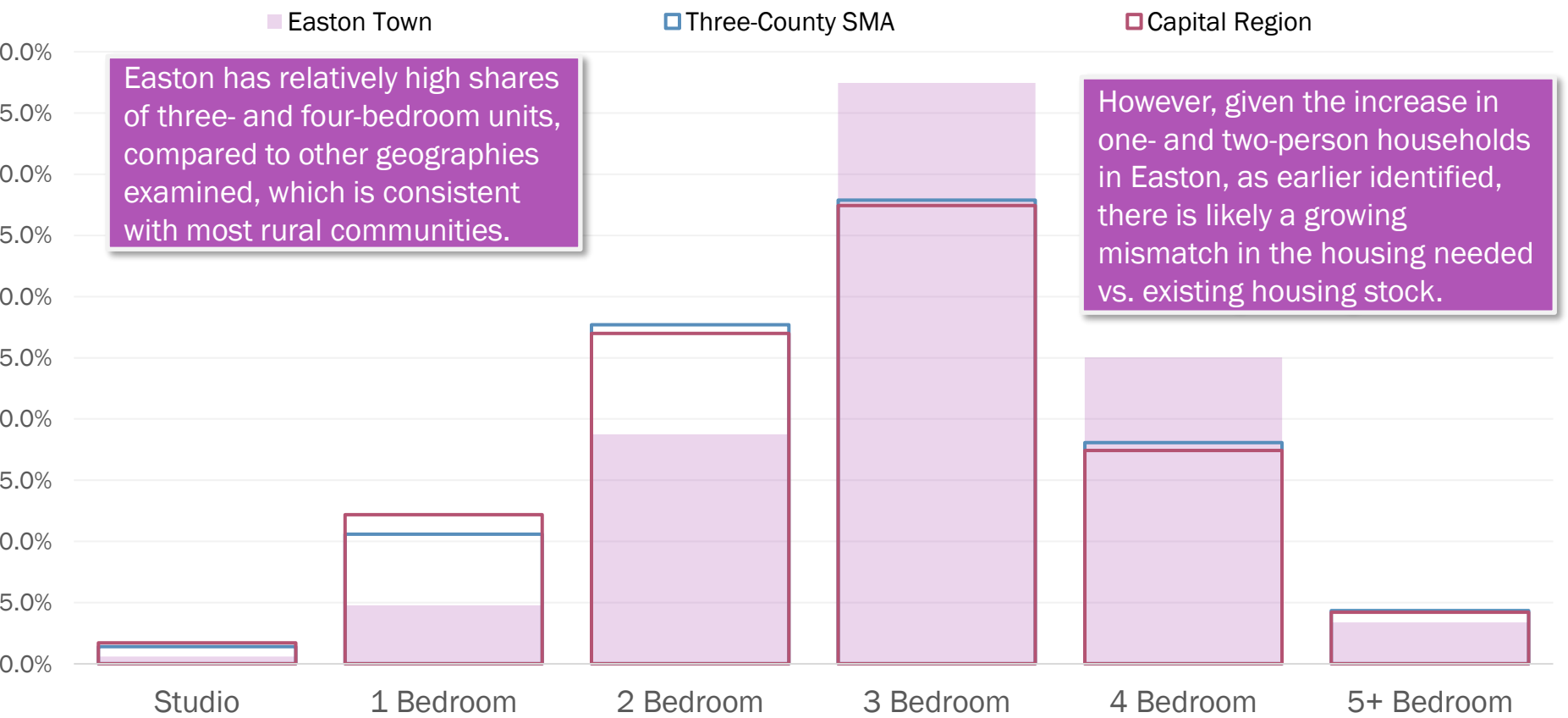
Housing by Year Built, 2021



Source: U.S. Census Bureau, 2020 American Community Survey, 4ward Planning Inc., 2024

Housing Unit Size

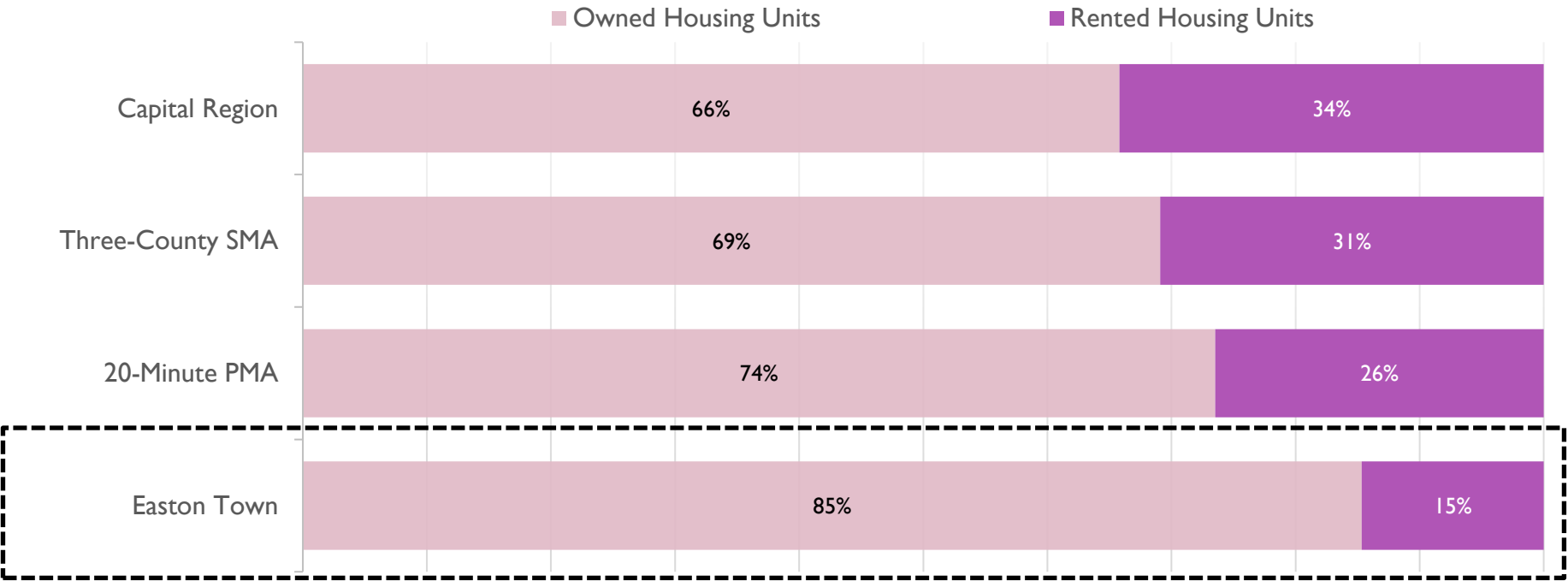
Housing by Bedrooms, 2022



Source: 2021 ACS 5-Year Estimates, DP04

Housing Tenure

Housing Tenure as Share of Total Occupied Units, 2023

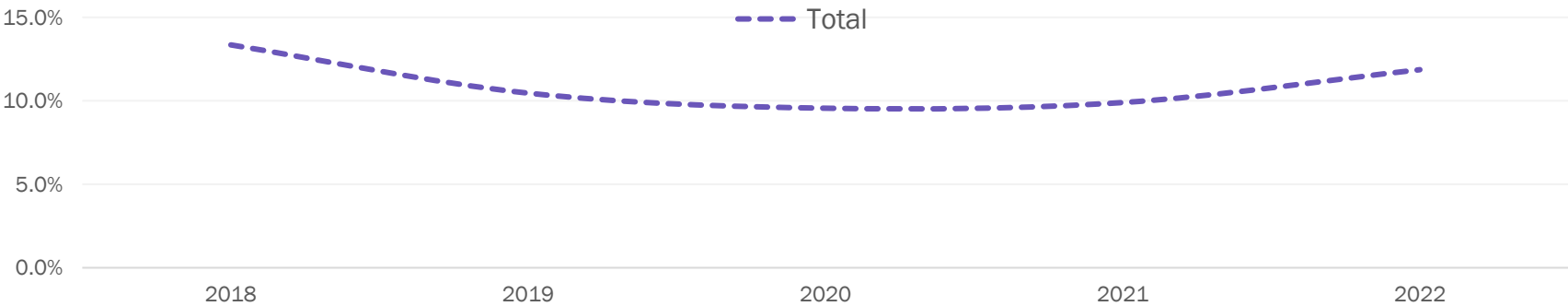


Just 15-percent of Easton’s housing stock is classified as renter-occupied, far below the renter-occupied shares of housing in the other geographies examined. Given younger persons are challenged to purchase housing in today’s relatively high interest rate and home price environment, increasing the share of rental units in Easton could help attract and retain more households and contribute to the Village’s economic vibrancy.

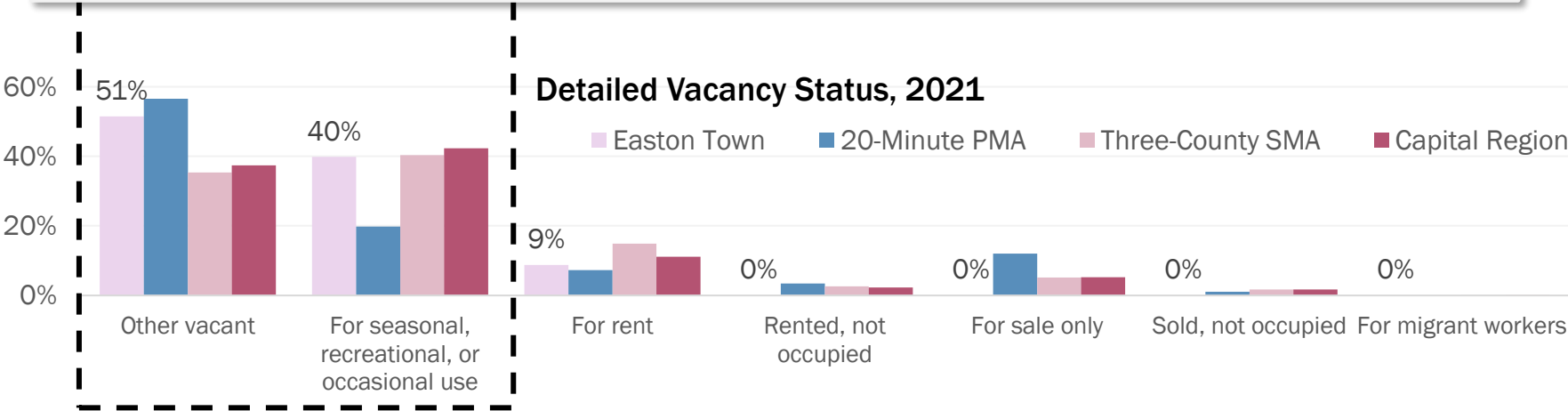
Source: Esri; 4ward Planning Inc., 2024

Housing Vacancy

Total Housing Vacancy Rate Trends in Easton: 2018 to 2022



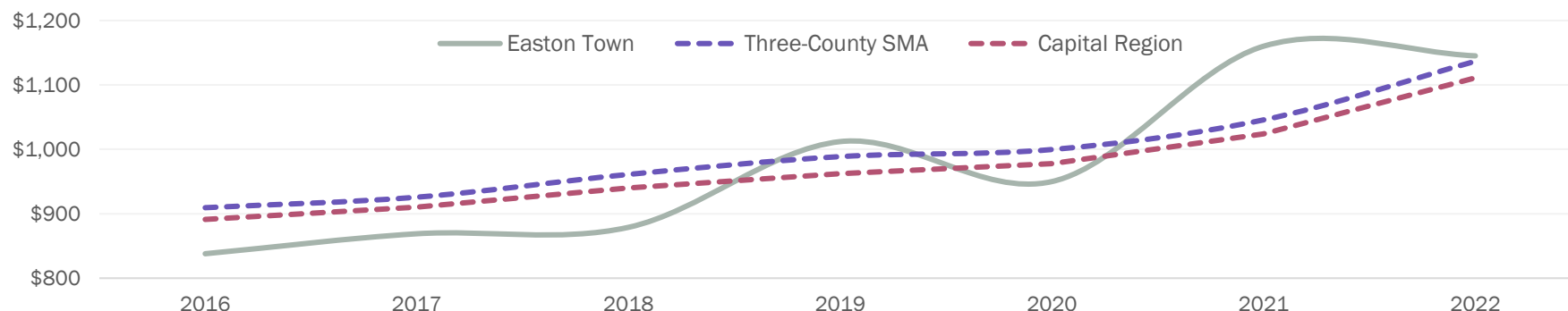
As of 2022, the latest year of data availability, the total housing vacancy rate in Easton was approximately 12 percent with season and “other vacant” housing largely responsible for that relatively high rate (rental units had a vacancy rate of less than nine-percent and owner units had no vacancy).



Note: Rental and homeowner vacancy rates do not include "other vacant" or "seasonal" units in the calculation of vacancy rates.
Source: American Community Survey 5-Year Estimates; 4ward Planning Inc., 2024

Housing Costs

Median Real Gross Rent Trends



Median gross rents locally and regionally have been increasing relatively rapidly in recent years (median real gross rent in Easton, for example, increased by 31.8 percent from 2016 through 2022 or 5.3 percent per year and was well above annual average real wage increases over the same period). Consequently, facilitating the development of more rental housing units, as well as ensuring vacant units in disrepair are addressed, will help to moderate rent increases and support needed housing for local workers.

Further, examining the existing share of short-term rental housing stock in Easton (e.g., owners listing their properties on Airbnb and VRBO) may identify a need to regulate such housing to address the shortage of permanent rental housing stock.

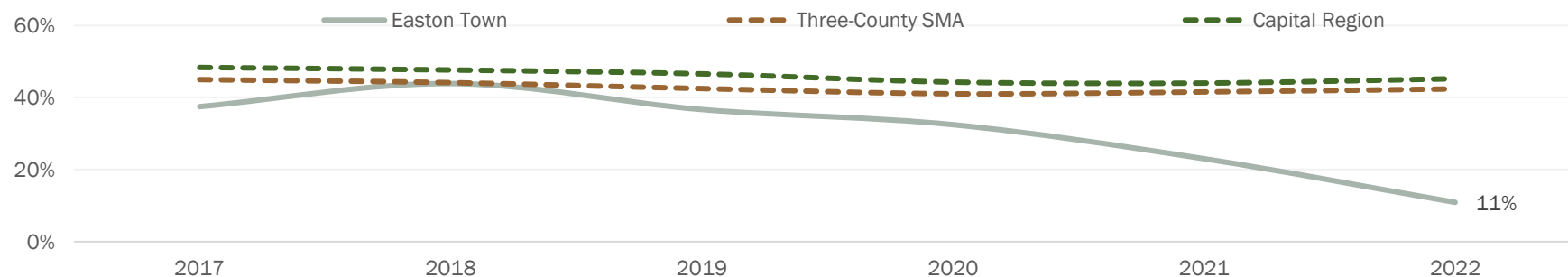
Note: Median real (inflation-adjusted) gross rent includes contract rent plus utilities.

Source: American Community

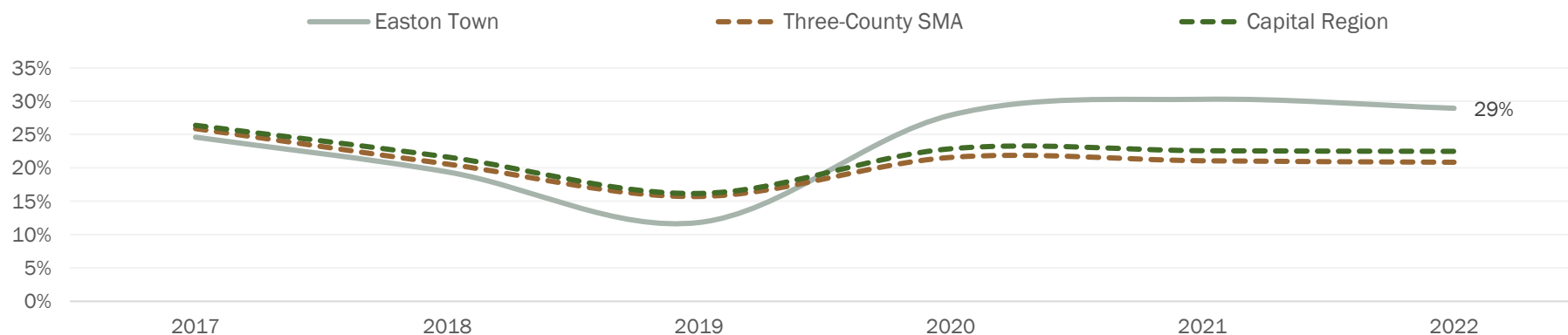
Housing Cost Burden

While the share of renter-occupied households in Easton spending more than 30 percent of their incomes on housing has been declining in recent years, the share of owner-occupied households with mortgages in Easton spending more than 30 percent of their incomes on housing has been increasing since 2019 - likely due to fast rising home prices.

Renter-Occupied Households with Housing Cost Burden



Owner-Occupied Households with a Mortgage and Housing Cost Burden



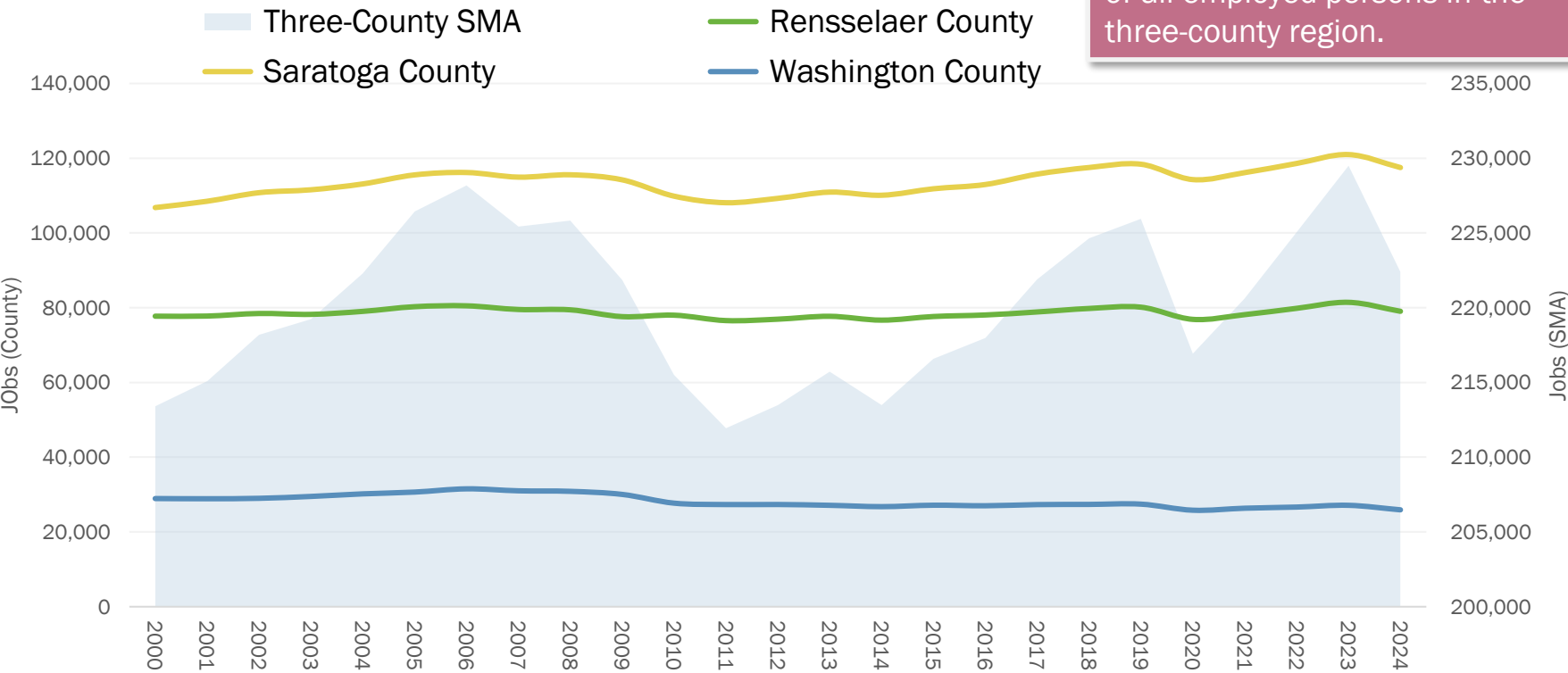
HUD defines cost-burdened families as those “who pay more than 30 percent of their income for housing” and “may have difficulty affording necessities such as food, clothing, transportation, and medical care.”

Sources: American Community Survey, Esri

Economy

Employment Trends: Three-County SMA

Employment Trends: Three-County SMA



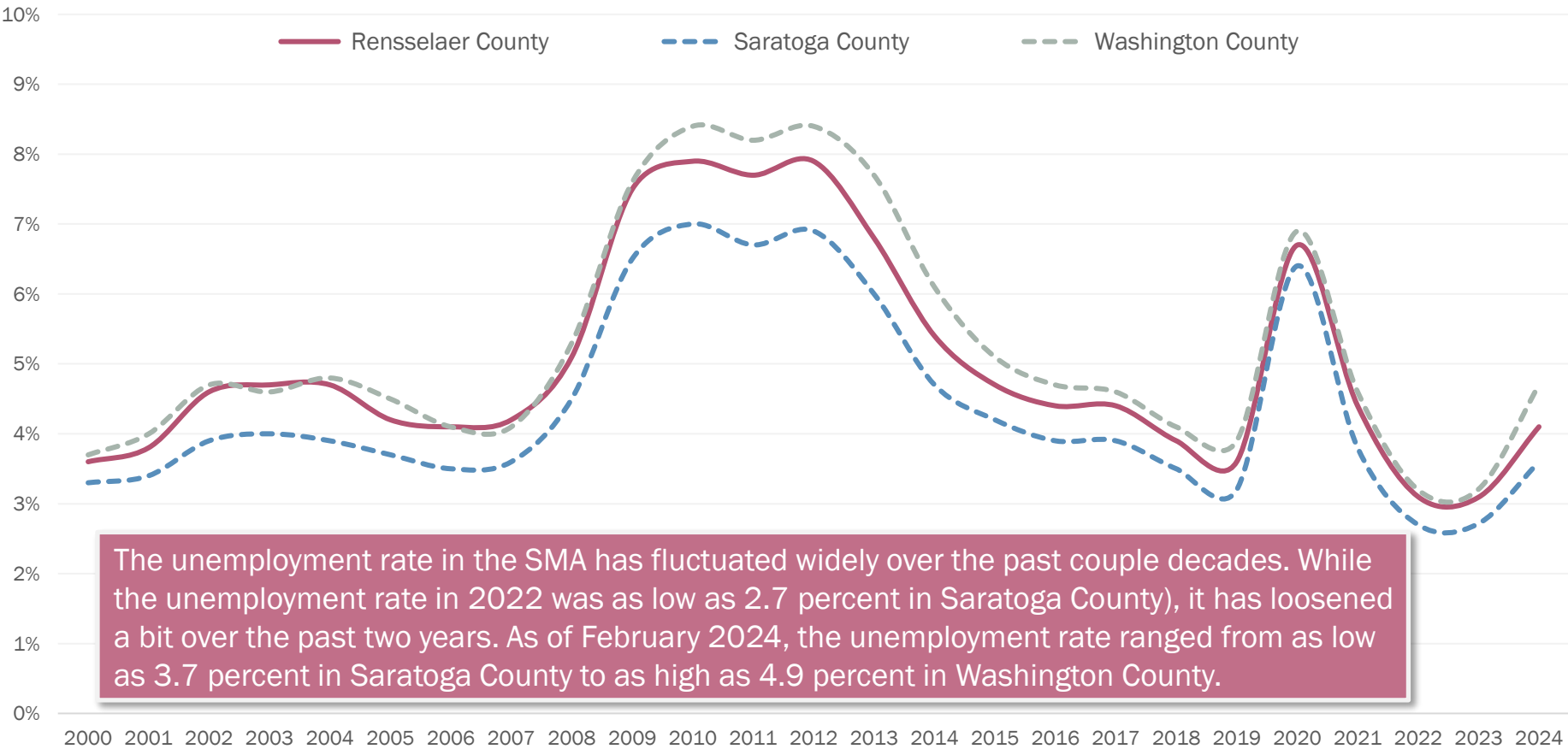
The number of employed persons among the three counties is highest in Saratoga County at 114,474, representing nearly half of all employed persons in the three-county region.

As of February 2024, total employment in the SMA has recovered to above pre-pandemic levels (approximately 11,00 more jobs than in February 2020).

Note: Non-seasonally adjusted. Average 2024 data is as of February 2024.
Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics

Unemployment Rates: Three-County SMA

Historical Average Annual Unemployment Trends

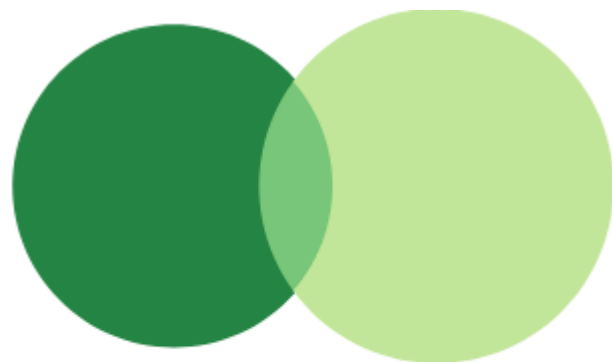


The unemployment rate in the SMA has fluctuated widely over the past couple decades. While the unemployment rate in 2022 was as low as 2.7 percent in Saratoga County), it has loosened a bit over the past two years. As of February 2024, the unemployment rate ranged from as low as 3.7 percent in Saratoga County to as high as 4.9 percent in Washington County.

Note: Average 2024 data is as of February 2024.
Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics

Primary Jobs: Three-County SMA

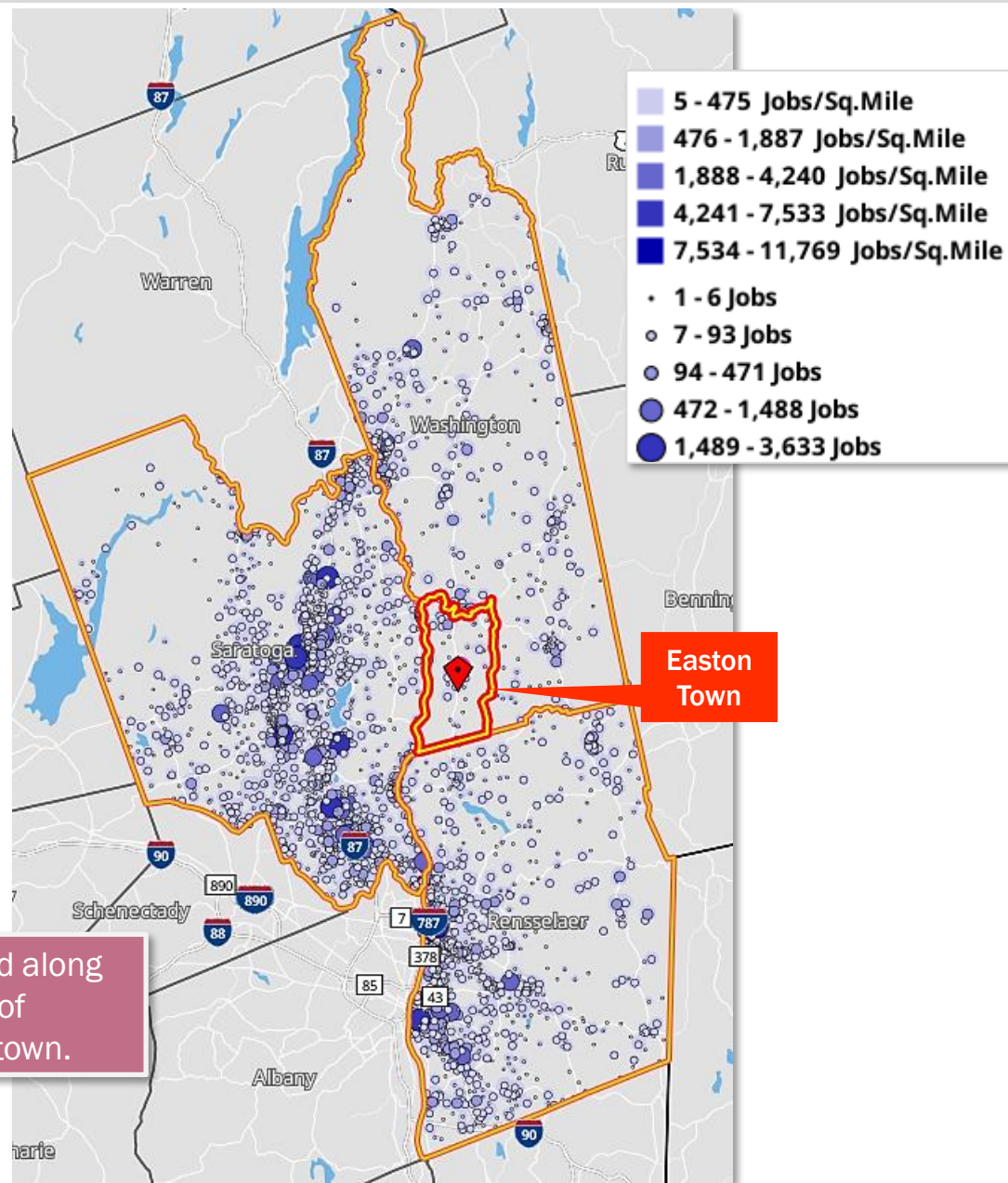
Inflow/Outflow Analysis, 2021



■ 672 - Employed in Selection Area, Live Outside
■ 833 - Live in Selection Area, Employed Outside
■ 101 - Employed and Live in Selection Area

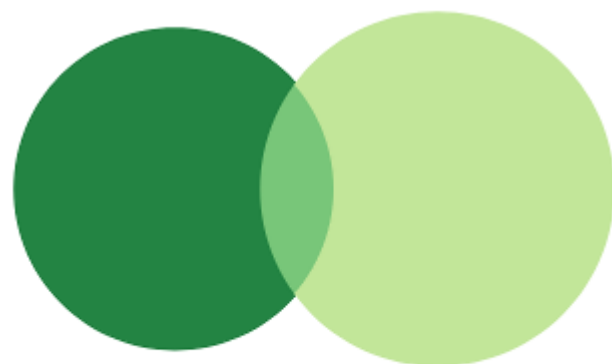
Much of the SMA's primary jobs are clustered along Interstates 87 and 787, due east and south of Easton, but within a reasonable drive of the town.

* A primary job is the highest paying job for an individual worker.
Source: U.S. Census Bureau, Center for Economic Studies, LEHD



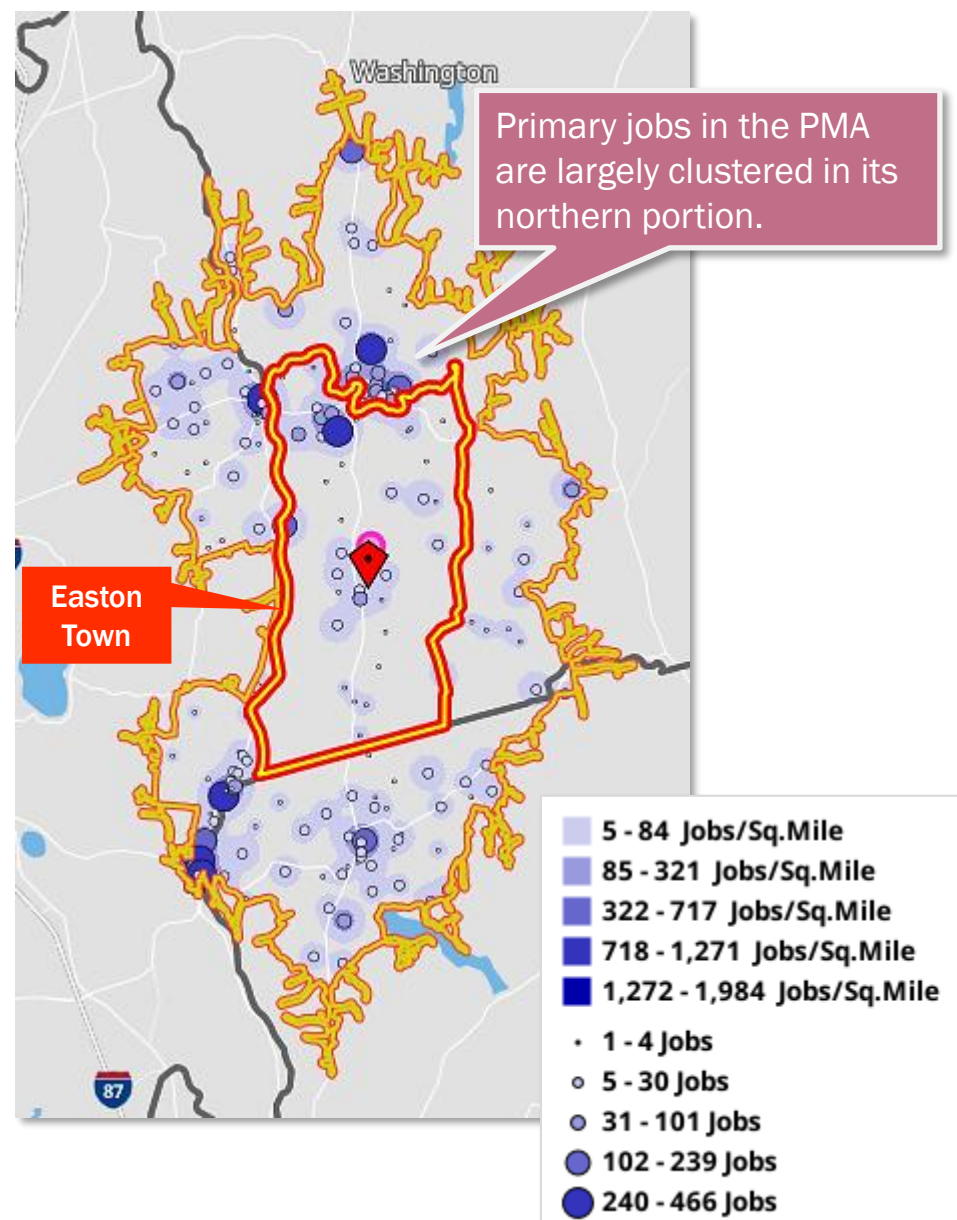
Private Primary Jobs: 20-Minute PMA

Inflow/Outflow Analysis, 2021



- 672 - Employed in Selection Area, Live Outside
- 833 - Live in Selection Area, Employed Outside
- 101 - Employed and Live in Selection Area

The 672 primary job workers employed in the PMA but living outside represent potential unmet housing demand, as a share of these commuting workers may prefer to live closer to work if quality affordable housing were available in Easton.



* A primary job is the highest paying job for an individual worker.
Source: U.S. Census Bureau, Center for Economic Studies, LEHD

Industry by Employment

The manufacturing sector is Easton's top industry by primary job employment (478 jobs in 2021, equivalent to 62 percent of total jobs), with Easton having a relatively high share of manufacturing jobs compared to the PMA, SMA, and region.

Primary Job Share, 2021

	Easton Town	20-Minute PMA	Three-County SMA	Capital Region
Manufacturing	478	854	15,750	32,314
Agriculture, Forestry, Fishing and Hunting	90	248	1,093	2,313
Construction	55	379	8,374	21,185
Finance and Insurance	35	139	4,850	21,279
Other Services (excluding Public Administration)	31	165	4,348	14,849
Wholesale Trade	26	602	5,583	15,165
Arts, Entertainment, and Recreation	20	33	1,333	3,864
Professional, Scientific, and Technical Services	10	105	8,117	31,564
Retail Trade	7	960	15,687	47,245
Administration & Support, Waste Management and Remediation	6	76	4,734	20,447
Information	5	35	1,535	8,129
Accommodation and Food Services	5	327	10,586	29,333
Transportation and Warehousing	4	34	4,841	15,807
Mining, Quarrying, and Oil and Gas Extraction	1	1	460	1,236
Utilities	-	-	895	1,884
Real Estate and Rental and Leasing	-	30	1,677	5,624
Management of Companies and Enterprises	-	3	1,613	7,132
Educational Services	-	1,164	19,061	49,761
Health Care and Social Assistance	-	276	19,150	72,079
Public Administration	-	228	9,111	68,797
Total	773	5,659	138,798	470,007

Note: A primary job is the highest paying job for an individual worker. Data for 2021 is the latest year provided for this geography. The top six industries by geography are highlighted in **bold**.

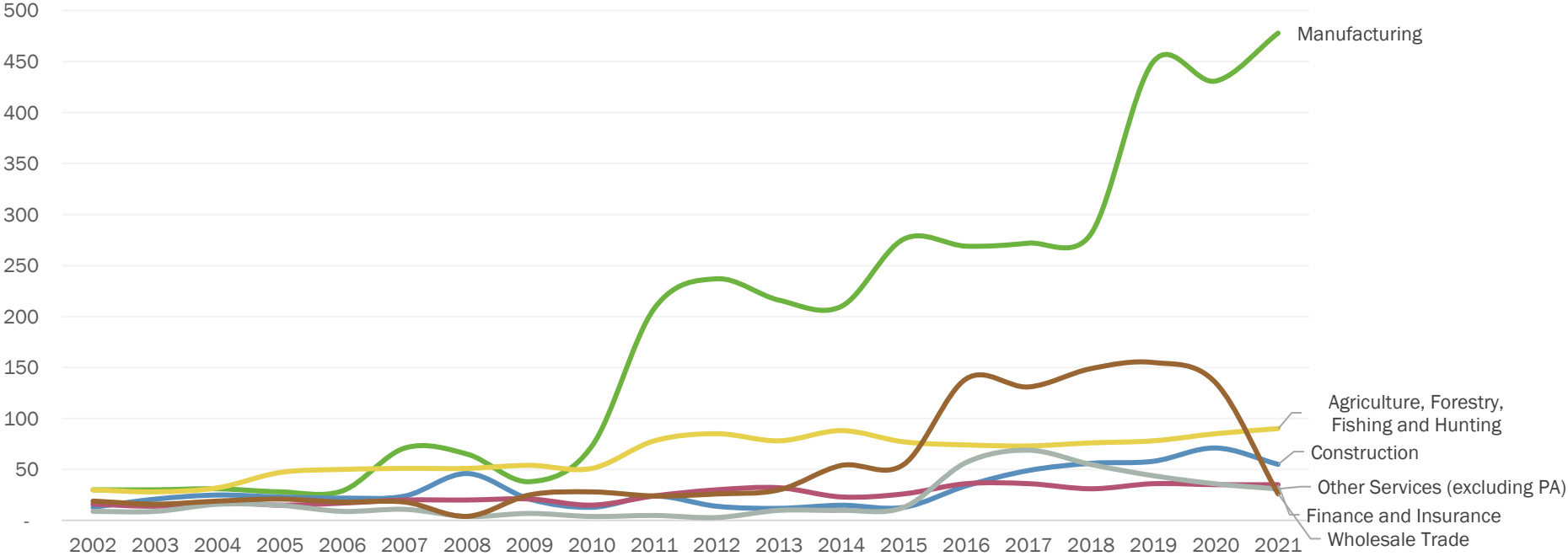
Source: U.S. Census Bureau, for Economic Studies, LEHD

Top Industry Trends: Easton Town

The town’s top sector by current employment (manufacturing) has seen significant job growth over the past decade, reflecting an expansion and/or new manufacturers establishing operations in the town. In 2021, the manufacturing sector employed nearly 478 primary workers in town (67 percent of the top six industry sector’s total employment (715)).

Top Sector by Employment	Primary Jobs (2021)	Job Change (2002-2021)
Manufacturing	478	448
Agriculture, Forestry, Fishing and Hunting	90	60
Construction	55	42
Finance and Insurance	35	19
Other Services (excluding PA)	31	22
Wholesale Trade	26	7

Jobs Trends by Top Six Industry Sectors: Easton Town, 2021



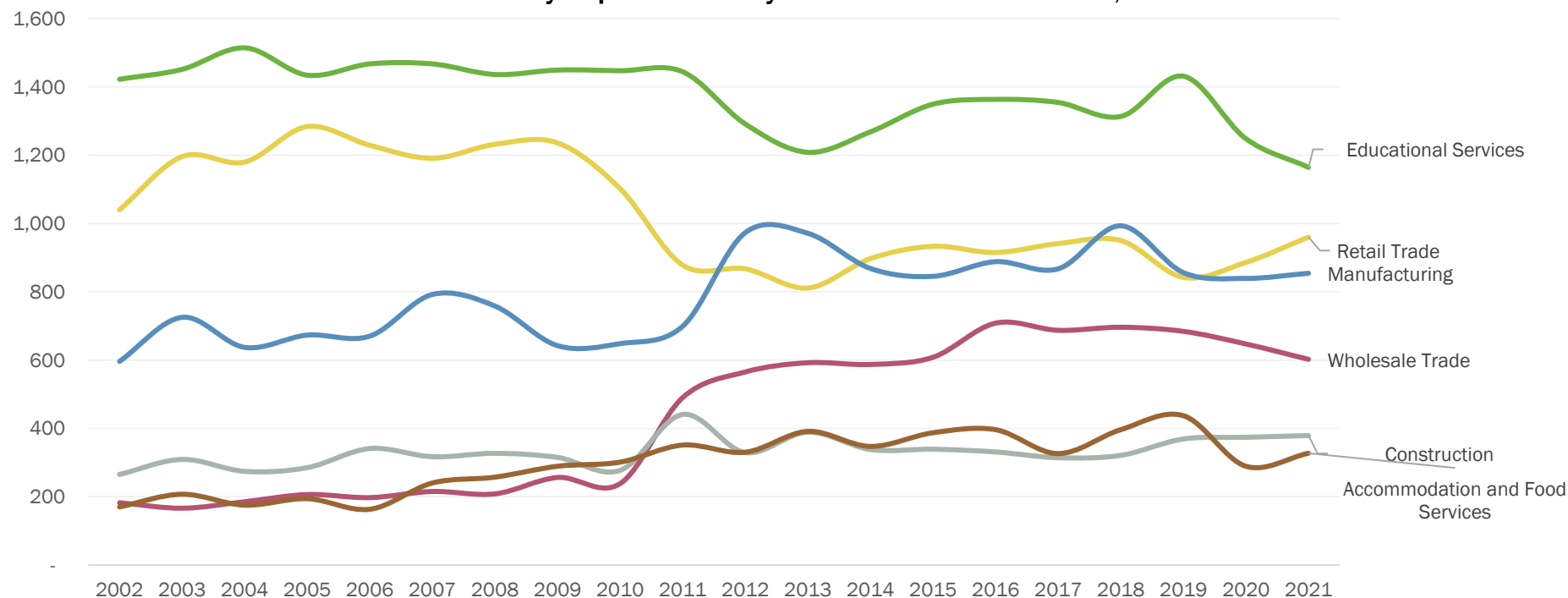
Source: U.S. Census Bureau, for Economic Studies, LEHD

Top Industry Trends: 20-Minute PMA

The PMA's top two sectors by primary job employment, educational services and retail trade, experienced overall job decline from 2002 to 2021, and is reflective of national trends.

Top Sector by Employment	Primary Jobs (2021)	Job Change (2002-2021)
Educational Services	1,164	(258)
Retail Trade	960	(80)
Manufacturing	854	258
Wholesale Trade	602	420
Construction	379	114
Accommodation and Food Services	327	157

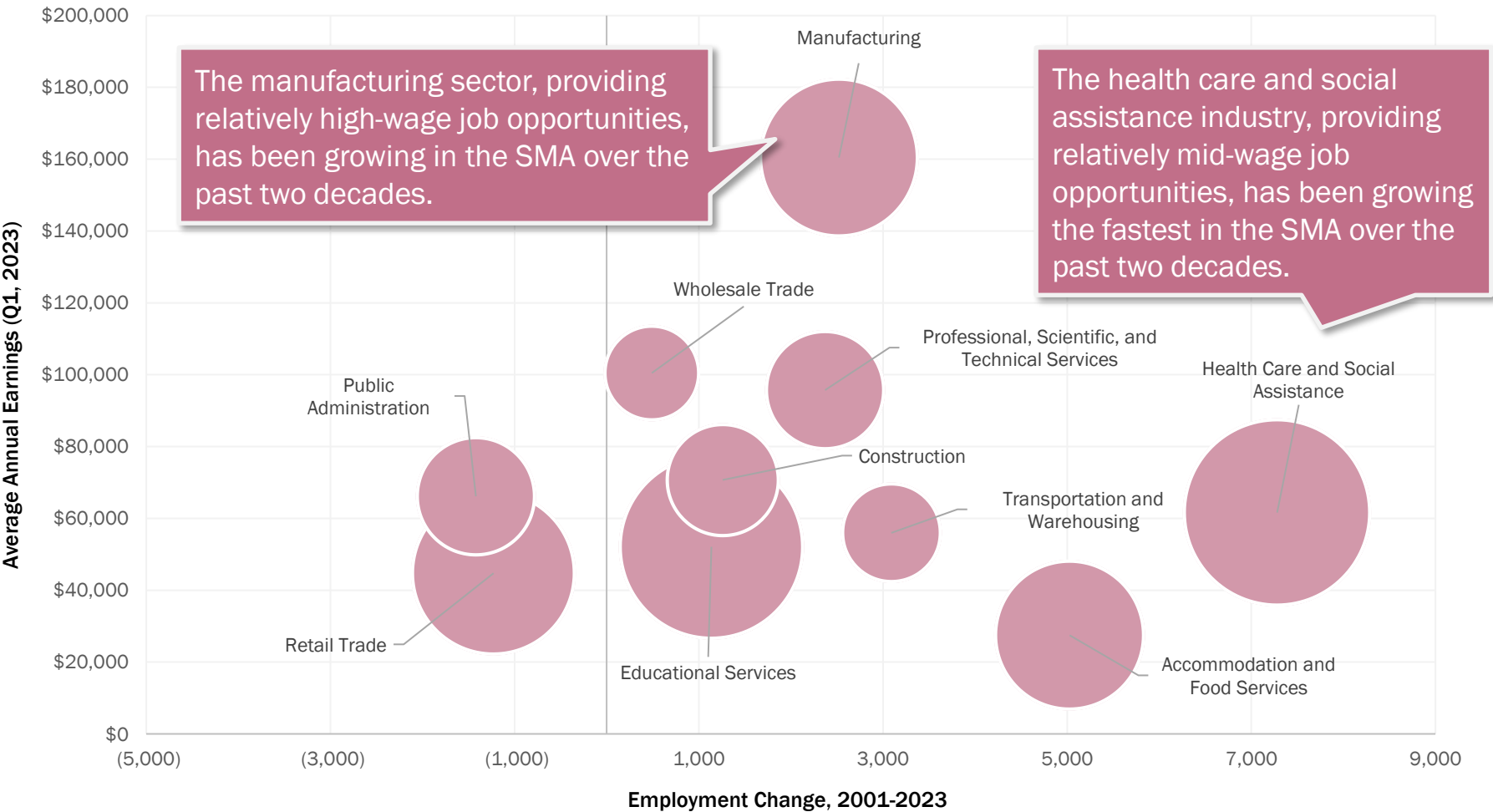
Jobs Trends by Top Six Industry Sectors: 20-Minute PMA, 2021



Source: U.S. Census Bureau, for Economic Studies, LEHD

Top Industries by Earnings: Three-County SMA

Top Six Industries by Total Employment

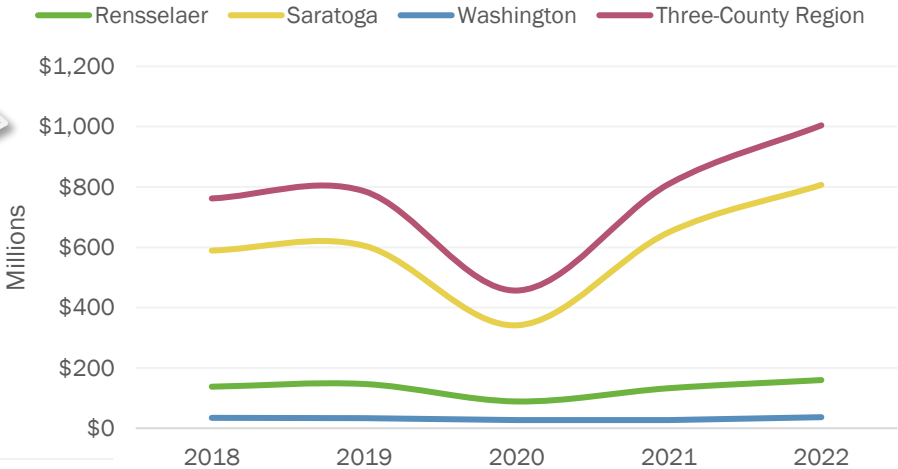


Note: Bubble size represents average 2021 employment.
Source: U.S. Census Bureau, for Economic Studies, LEHD

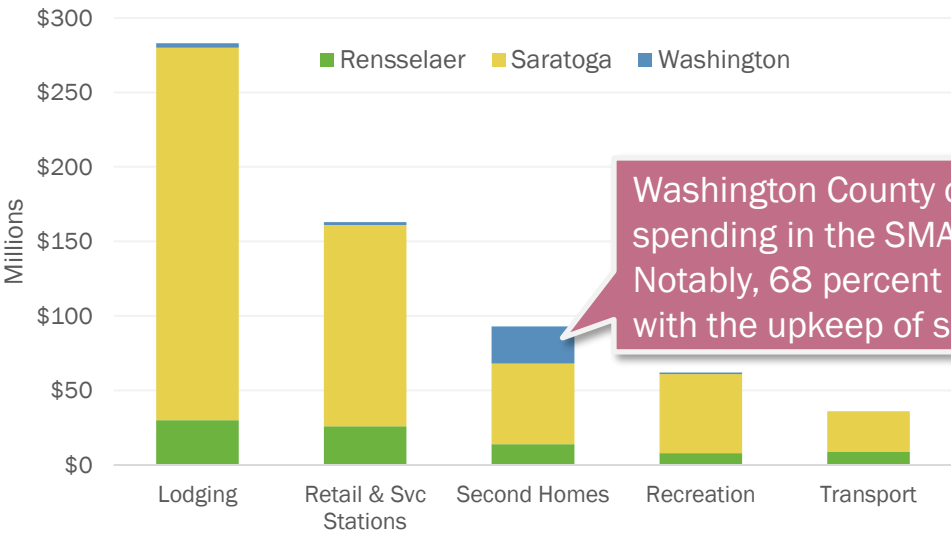
Tourism: Three-County SMA

Visitor spending is a critical driver of a region’s tourism economy. Currently, the three-county SMA’s tourism economy is largely driven by travel spending in Saratoga County

Traveler Spending Trends



Traveler Spending, 2022



Washington County captured just four percent of total travel spending in the SMA, with \$37 million in direct tourism spending. Notably, 68 percent of this spending in the county was associated with the upkeep of seasonal second homes for recreational use.

Source: Tourism Economics, *Economic Impact Of Visitors In New York 2022: Capital-Saratoga Focus*, September 2023

Tourism and Recreation: Economic Opportunities

Site Planning and Prep	Site planning and preparation can help encourage infill and orderly growth on and by places in the north like along NYS Route 29 and County Route 113.
Scenic Road Corridors	There are opportunities to promote scenic road corridors and crossroads with views of the landscape. Existing small restaurants and nurseries located along Route 29 would benefit from increased visitors traveling along these roadways.
Outdoor Recreation	There are extensive waterfront environments around the Hudson River and Batten Kill. Marketing Easton’s outdoor recreation opportunities such as fishing on area rivers and streams, hunting, two golf courses, and bicycle touring can help attract out-of-town visitors and associated spending.
Unique History	The first loss of territory in the Battle of Saratoga was in the town of Easton. Promoting the town’s unique history can help attract out-of-town visitors and associated spending.
Washington County Fairgrounds	Easton hosts Washington County’s premiere regional event space. Every August the fairgrounds hosts livestock displays, exhibits, a farm museum, livestock judging, horse events, tractor pulls, truck pulls, rodeo, and live demonstrations attracting approximately 100,000 visitors per year.
Agritourism	To combat rising development pressures, Easton’s farms can integrate agritourism offerings into farm operation to create new revenue generating activities and help ensure long-term economic resiliency. These include offering agricultural-related educational offerings, event space or activities, and food or beverage offerings.

Appendix: Agritourism Case Studies

Stone's Throw Pub: Farm Setting

Located at Shady Brook Farm in Yardley, Stone's Throw Pub serves locally made wine, beer, and Pennsylvania distilled spirits, exclusively - offering a potential partnership opportunity for a distillery at Patterson Farm (e.g., Stone's Throw could serve Patterson Farm spirits and direct patrons to the farm for tours). Our conversation with the pub's beverage manager confirmed the prodigious growth of the regional distillery scene. While the pub is currently cutting back on its extensive beverage offerings due to storage and demand considerations, its management remains open to sampling new product and promoting local beverages. While the popularity of particular distilleries and their offerings (e.g., Philadelphia-based Stateside Vodka's Surfside spiked teas and lemonades are currently very popular) may dominate the regional market for a time, a well-crafted, hyper-local product can still successfully establish its own niche in the area.



Stone's Throw Pub (Yardley, PA)

Located at Shady Brook Farm in Yardley, the pub is nestled between the Farm Market and Greenhouse. The pub serves locally brewed craft beer, cider, Rose Bank Winery wines, and Pennsylvania distilled spirits, with its hours and offerings based on seasonal traffic and local growing timeframes.

Sources: Shady Brook Farm, 4ward Planning, 2023

Farm Heritage Snapshot: Dudley Farm, Guilford, CT

Built in 1845, the Dudley Farm in Guilford, Connecticut, is a 25-minute drive from New Haven. Although the 501(c)(3) nonprofit Dudley Foundation was formed in 1994 to preserve the farmstead as a community resource, it wasn't until the past 10 years that organization, fundraising, and much-needed building rehabilitation picked up momentum, making the reinvigorated property what it is today. Currently, the nonprofit-owned house, barns, and surrounding 10.5 acres – supporting a heritage center; rustic event space; small working farm with period crops, gardens, and livestock; community garden; and small gift shop - occupy a slender portion of the farm's original 700 acres. Regular programming at Dudley Farm includes individual and group tours of the house, barns, and outbuildings, offering visitors glimpses into late 19th-century farm life, and a weekly summer farmers market.

Although Dudley Farm generates revenue through membership (\$25 per year, with approximately 250 members), tour donations (suggested five dollars per adult, with approximately 400 visitors per year), and event space rental, the bulk of its income stems from foundation support – making grant applications and identifying community partners an essential heritage center function. The director of Dudley Farm, the only paid staff, credits much of the center's success on collaboration with Connecticut Humanities, the state affiliate of the National Endowment for the Humanities (NEH), which assists with capital campaigns, sponsorships, and operations support, and has found that private land conservation foundations have been among the farm's largest donors. From a broader perspective, the director credits the modestly growing vitality of Dudley Farm to “a mission statement that drives what we do and what we offer,” exemplified by providing its event space guests with a profile of the property's history and invitation to a tour of the grounds and heritage center prior to the event.

Sources: Dudley Farm www.dudleyfarm.com; Interview with Beth Payne, Director, Dudley Farm, May 18, 2023



Program Model: Peters Valley School of Craft

Background

Located in the scenic Delaware Water Gap Recreation Area in Layton, New Jersey, the Peters Valley School of Craft, formerly known as Peters Valley Craftsmen, was established in 1970 in partnership with the National Park Service to promote and encourage education and excellence in craft. The school is considered a thought leader in the field of fine craft and one of the top five institutions of its kind in the nation. The Peters Valley property, owned by the National Park Service and leased to the school, is nestled in what was once the farm village of Bevans. Through adaptive reuse, 22 to 24 of the site's historic buildings including houses, barns, and sheds are now used as studios and living quarters for a community of artists, school administrative offices, and storage.

Programs & Events

Each May through October, the school offers a vast array of immersive learning experiences in unique studio-based settings, for beginners through experts alike. Its programs include adult summer workshops, youth and online programs, opportunities for artists, public exhibitions in the campus gallery, artist residencies, demonstrations, community outreach, and customized retreats and workshops. Peters Valley focuses on eight disciplines: blacksmithing, ceramics, woodworking, fiber surface design, fiber structure, fine metals, photography, and special topics (glass, printmaking and mixed media). More than 125 intensive two- to five-day, full-day workshops are offered each year and are detailed in the school's comprehensive, user-friendly website. Virtual and in-person instructor presentations are featured on Friday evenings through August and are available on the Peters Valley YouTube channel. In October, November, and April, Peters Valley offers two- to four-week residency opportunities for practicing artists.



Program Model: Peters Valley School of Craft (continued)

With participants travelling from around the nation (50 percent are regional), approximately half stay overnight, either in the simple accommodations of the historical farmhouses on campus (\$65 to \$95/night), which are limited, or in local lodging. Prepared meals are available at the school dining hall, with lunch included in workshop tuition, which ranges from approximately \$100 to \$1,000 per workshop. Peters Valley offers numerous scholarships, which are posted on its website.

There are also many opportunities for visitors to Peters Valley, including weekly auctions through August, in which the public is invited to bid on artwork donated by visiting artists, staff, and workshop participants. Auction proceeds go to studio equipment and improvements, and pieces made by workshop participants are also on display for show and tell. Additionally, the Peters Valley Fine Craft Studios are open for public self-guided tours on Saturday and Sunday afternoons through the middle of September, allowing visitors to observe ongoing workshops. The Fall Craft Fair and spring Art in the Park Day are among other annual events open to the public.

Partnerships & Funding

In an effort to promote inclusive opportunities, Peters Valley is partnering with GlassRoots of Newark, offers young adults from Essex County fellowships to attend classes at GlassRoots followed by seven weeks of learning at Peters Valley.

Along with the National Park Service and Delaware Water Gap Recreational Area, other partners and funders include the New Jersey State Council on the Arts, Geraldine R. Dodge Foundation, National Endowment for the Arts, New Jersey Historic Trust, Hunterdon Museum of Art, Crafting the Future, local colleges, individual donors, and corporate sponsors.

Sources: Interview with Kristin Müller, Executive Director, Peters Valley School of Craft, May 10, 2023; Pellichero, Laurie "Peters Valley School of Craft," Princeton Magazine, Summer 2022; Peters Valley School of Craft www.petersvalley.org; Scenic Wild Delaware River www.scenicwilddelawariver.com



Program Model: Sanborn Mills Farm

Background

Located approximately an hour and 15 minutes northwest of Boston in Loudon, New Hampshire, Sanborn Mills Farm is “a working farm with a mission to sustain and teach traditional farming and craft skills while stewarding its agricultural landscape for social, environmental, and economic benefits.” The farm sits on approximately 540 acres, which includes an operational sawmill; grist mill; blacksmith shop with five forge stations; organic flower, herb, and vegetable gardens; cultivated fields; draft animals; new carriage barn for gatherings and workshops; and a restored 1800s barn housing a dining hall with tables made from trees growing on the property. Attached to the barn is a new wing of seven dormitory-style rooms for workshop participants.

Programs & Events

Workshops at Sanborn Mills include blacksmithing, woodworking, fiber arts, historic craft (e.g., basketweaving, shoe-making, calligraphy, spinning, and rug-hooking), and traditional farming (e.g., working with draft animals, canning, gardening) – primarily using tools and techniques from the 18th and 19th centuries. Generally, workshops range in from one to five full days and cost between \$110 and \$600 plus any materials fees. Scholarships awarded on a periodic basis. Workshop participants can reserve on-site dormitory rooms for between \$60 and \$120 per night and are also eligible to camp free of charge on designated property grounds.

Meals made with fresh produce and meat from the farm, as well as sourced from other local farms and small businesses are prepared by the in-house chef. Sanborn Mills also hosts pop-up community lunches (\$25 per person), and a farm-to-table dinner and silent auction featuring workshop instructors' creations.



Program Model: Sanborn Mills Farm (continued)

Sanborn Mills hosts other events such as an open farm day, open house day with demonstrations, fall festival, and winter market. Guided individual and group tours (\$10 per person) of the farm can be arranged in advance.

The farm is also home to a successful community-supported agriculture (CSA) program, running for 18 weeks from the first week of June until October. CSA members can select either the weekly half-bushel or quarter-bushel vegetable share each season (\$450 or \$270 per season, respectively). In 2023, Sanborn Mills added the options of supplemental organic bread and cut flower CSA shares.

Partnerships & Funding

To address the farm's sustainability, its private owners established the 501(c)(3) nonprofit Sanborn Mills Inc., with its own executive director and board in 2001. Plans are currently underway to design a long-term business model that identifies more sources of revenue and an endowment to cover operating costs and further develop the center. Expansion of public programming and training partnerships (apprenticeships already exist with North Bennet Street School in Boston and the Guild of New Hampshire Woodworkers) are among the nonprofit's goals. Additionally, Sanborn Mills Inc. is exploring partnerships with academic, architectural, and trade organizations such as the International Molinological Society, Society for the Preservation of Old Mills, and Timber Framers Guild, who could use the farm for conferences and educational events.

Sources: Brown, "Back to the Future," Harvard Magazine, Nov-Dec 2019; Nell Porter Sanborn Mills Farm www.sanbornmills.org; Soule, Carol "From the Farm: Visit Sanborn Mills Farm!" Concord Monitor, Sep 3, 2022





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