

December 2002  
Final Project Performance Report  
Southern Utah Forest Products Association  
Resource center

Utah Department of Agriculture and Food  
PO Box 146500  
350 North Redwood Road  
Salt Lake City, UT 84114-6500

Project Contacts

*Susan Snow*  
(435) 425-3740

*Richard Sparks*  
(801) 538-4913

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## **Summary**

The SUFPA Resource Center is now a reality. The Open House and Gala Reception was held on May 11, 2002. From the humble beginnings of a long closed retail building the resource center has developed into a showcase of products available from local craftsmen.

The resource center is a retail store showcasing locally crafted wood furnishings by members of the SUFPA, a research library and a focal point for development of the local rural economy. Retail items on display and or for sale include jewelry boxes to flutes, lodge pole pine beds, doors to log homes plus complementary interior design accessories. In addition, other retail outlets have been established with additional outlets being sought. The resource center has established a web-site on which items for sale are displayed and by which consumers can reach the resource center.

The resource center library is constantly growing as are the number of SUFPA members who utilize the library.

The re-opening of the Escalante, Utah saw mill is counted as a first success in helping rural economies. Continuing to create additional opportunities for local craftsmen to create new retail products is providing additional help for rural economies.

## **October through December 2001**

The remodeling and finishing of the office and retail space located on the Main Street of Torrey, Utah was completed. The raw space began as two bays of a former auto repair shop and gas station. The spaces have now been wired, plumbed and sheet rocked. The floors have been leveled and a rest room was included in the renovation. Duct work for a new heating system has been installed. Two exterior doors and four windows have been installed. The exterior has been clad in a variety of siding materials. Commercial grades, vinyl, flooring tiles have been laid. Decorative painting and glazing has been applied to the walls. New track lighting is in place.

Hired Karen Kessler as Marketing Director who began work in November. Hired Pat Priebe as Store Manager and she began her employment in March.

## **January 2002**

Items for sale and display were selected during visits to association members' workshops. Some items will be in the store on consignment and some items that can be designated as SUFPA products will be purchased. To complement the wood items, rugs, quilts, hand-woven place mats and rugs, dolls and pillows were selected for the resource center as well.

## **February 2002**

Began looking for computer and digital camera for the store.

## **March 2002**

Continued looking for inventory items for store. Began moving into the new location and developing inventory control and bookkeeping systems and payroll. Susan Snow attended 7<sup>th</sup> Annual Forest Congress during which meetings, Susan met with Janise Zygmont of FSMIP and Jim Hansen congressman from Utah. To get ready for the opening of the store, installation of outdoor signs was completed, donations for outdoor garden area were received, inventory priced and office supplies were purchased. The marketing effort was begun in earnest with mailing labels created, post cards purchased and mailers created.

## **May 2002**

An Open House for resource center was organized and held on May 11<sup>th</sup>. Most of the local community attended as well as many SUFPA members and local political leaders. Sales were made during the Open House amounting to \$700.00.

## **June 2002**

Resource Center staff worked with Small Business Administration to fine tune the record keeping and learned to use the many software programs available. New products began to accumulate with building inventory a short-term goal. Sales were not as strong as hoped but were steady. An “expectation barometer” was developed during interviews with other local businesses. They reported a 15% to 30% drop in business sales compared to last year’s sales volume, indicating 2002 was a comparative slow year.

The resource computer is being used regularly by SUFPA members with the rapidly developing research materials encouragement to review material regularly.

The staff began working with Living Utah! a non-profit organization which has the goal of developing ecotourism with local cattlemen who graze on national forest permits. Synergy between the marketing activities of the resource center and Living Utah! will result in greater opportunity for cattlemen to capitalize on their inherent scenic amenities which will generate greater traffic to the retail store.

## **July 2002**

Highway 12 which originates in Torrey and on which the resource center is located has been designated an All-American Highway by the Federal Transportation Administration. Since there are only 20 such scenic highway designations in the United States, this should bring additional attention and resultant traffic to the area and the resource center. Media coverage has resulted by press releases with stories appearing in the Salt Lake Tribune (copies attached).

A great success for the efforts of SUFPA and the resource center is the re-opening of the sawmill in Escalante, Utah. The re-opening of the mill will provide jobs to several logging families. Governor Leavitt and many other state officials attended the event which brought additional exposure to the resource center.

## August 2002

The size of the resource center makes it clear that the amount of inventory that can be maintained and marketed will be limited. Marketing agreements have been made with the Utah Museum of Natural History Shop and the Sundance Store and Catalog, which will help with marketing exposure for products of local craftsmen. The Sundance Shop and Catalog have begun ordering specialty products from local craftsmen. The search continues for larger retail outlets for products as well. The resource center will continue to function as it is designed, a resource center and retail outlet.

The web site for the resource center and SUFPA is now posted on the Internet. The web-site address is: [www.torreyhomeandgarden.com](http://www.torreyhomeandgarden.com). The web site will display products but is not yet available for Internet sales.

There exists a need to utilize small diameter materials from national forests in order to reduce the threat of forest fires. Work has begun with an industrial designer to develop new products utilizing this material.

## Goals and Objectives

The goals and objectives of the Resource Center Project are:

Goal 1	Develop nationally recognized sustainable forest resource center			
	Objective	Develop resource library	August 2001	In place and on-going
	Objective	Rent building site for resource center	March 2001	Completed
	Objective	Refurbish building site	May 2001	Completed March 2002
Goal 2	Develop and implement a fully integrated forest product marketing and development program which enables small timber operators to add maximum value to timber resources			
	Objective	Develop web site	August 2001	Completed (www.torreyhomeandgarden.com)
	Objective	Hire marketing director	May 2001	Completed November 2001
Goal 3	Provide technical and business assistance to small wood products businesses			

	Objective	Conduct workshops for wood product producers	April 2001	In process, visited several members to demonstrate what is required to produce saleable products for store.
Goal 4	Promote sustainable forestry practices			
	Objective	Conduct workshops for logging companies	August 2002	On-going
<p>Plan of Work</p> <p>SUPFA will lease a building in Torrey, Utah on the highway to the Visitors Center and entrance to Capital Reef Monument. The owner has agreed to refurbish the building to the satisfaction of SUPFA and lease it to SUPFA at below market rates. The difference between the lease rate and market rates is being donated as an in-kind contribution to the FSMIP proposal of the Resource Center.</p>			Completed.	
<p>Expected Outcome</p> <p>As a result of the project an outlet for value added wood products would generate retail sales of \$500,000 for the first year and, at a 20% sales fee to the Resource Center, generate \$100,000 in income to the project. An injection of \$500,000 to the agricultural industry will have a major impact on local economies.</p> <p>It is anticipated that artisans and craftsmen throughout the country will eventually display their actual products or catalogs of products at the Resource Center in addition to those of the local community.</p> <p>It is anticipated that the growth of sales through the internet will also provide not only an outlet for added value wood products but also bring notoriety to the effort to sustain forests and agricultural communities.</p>			<p>Not enough sales to date to evaluate as of March 2002.</p> <p>Sawmill at Escalante, Utah reopened.</p> <p>Several artisans have products on display and for sale in resource center.</p> <p>Internet web site completed, sales are made through contact with resource center.</p>	