



What is the Difference Between Tamarack and the Tamarack Foundation?

Both Tamarack and the Tamarack Foundation exist to foster artisan entrepreneurship in West Virginia, while preserving its unique cultural history.

The Tamarack Foundation is a statewide, independent, nonprofit organization whose mission is to stimulate a creative economy by providing small business training and support services to artisans in all 55 counties.

Tamarack, an economic development project of the West Virginia Parkways Economic Development and Tourism Authority, opened in Beckley, West Virginia, in 1996. This unique retail center, the first of its kind in the country, houses a theater, fine art gallery, food court and conference center. Tamarack has showcased the work of more than 3,000 juried artisans from every West Virginia county by providing a marketplace that celebrates our state's cultural heritage, while contributing to a significant cottage industry.

For full details, call 304-926-3770, or email Sally Barton, Executive Director, Tamarack Foundation, at sbarton@tamarackwv.com.



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The Economic Impact of Tamarack and the Tamarack Foundation

**\$18.6 million in total
economic impact**

**236 full-time jobs created
by Tamarack system**

These are just two of the important statistics in a 2008 study of the annual impact of Tamarack on the artisan industry in West Virginia.

Artisan Entrepreneurship in West Virginia

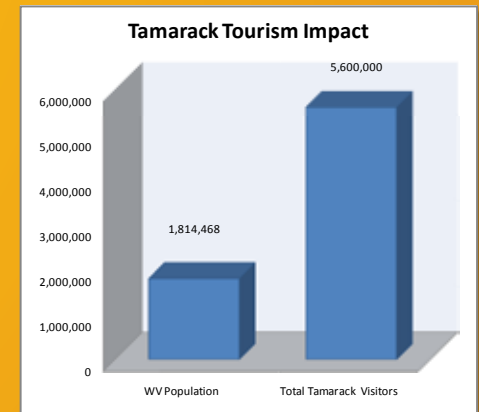
Jobs • Revenue • A Creative Economy

Did You Know?

- Artisan entrepreneurship -- cultivated by Tamarack and the Tamarack Foundation **in one year** -- has resulted in:
 - **\$18.6 million** in total economic impact that benefits the people of West Virginia
 - **\$5.9 million** in additional income to West Virginia workers
 - Nearly **240 jobs** to the West Virginia economy
 - Generated over **\$1.4 million** in state and local taxes and collected an additional **\$400,000** in sales tax at the Caperton Center
 - All of the above activity has occurred without the expenditure of a single state tax dollar or the addition of a state employee.
- Since Tamarack's Caperton Center opened in 1996, the facts prove its economic impact:
 - Generated in excess of **\$86 million** in gross sales
 - Collected more than **\$4.5 million** in tax revenue
 - Represented over **3,000** juried West Virginia artisans
 - Welcomed more than **5.6 million** visitors
- Artisans from all **55 counties** in West Virginia, supported by Tamarack and the Tamarack Foundation, stimulate economic activity through the production of handcrafted products, art and performing arts.
- The areas of the country showing the fastest growth are those with strong arts industries. It is proven that arts are important to a growing community and have a continuing positive effect on the areas and states where they operate.

An Artistic Showcase for Visitors

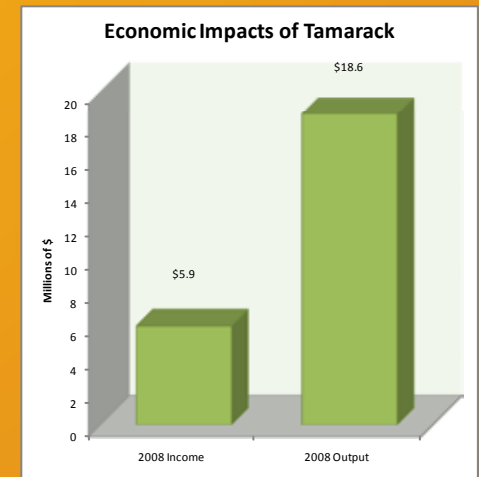
Tamarack is a significant business in the state that supports tourism and promotes a positive image for West Virginia.



An Artisan Economy Stimulates Prosperity

75% of West Virginia artisans surveyed said they were able to expand their production and generate additional income because of exposure, support and training provided by the Tamarack Foundation and the sale of those products at Tamarack.

Tamarack is nationally recognized as an innovative showcase for West Virginia's cultural heritage and arts. It contributes significantly to sustaining the state's artisan business community.



All data conveyed in this document was compiled as part of an economic impact study prepared by the Marshall University Center for Economic and Business Research. The study provides a snapshot of one 12-month period from July 1, 2007 – June 30, 2008; Tamarack has been in operation since 1996 and the Tamarack Foundation has been in operation since 2003.