

**307(B) Showing - Demographic, Economic and Other  
Non Engineering Information Relevant to Proposed  
Community of License Change**

This application seeks to modify the construction permit for the unbuilt station that is the subject of the application to change the station's community of license from Wells, Nevada, to Spring Creek, Nevada.

Although the station that is the subject of this application is the only radio station authorized to serve Wells, Nevada, since the station has not yet been built, the proposed change in community of license does not involve the Commission's policy against the removal of a community's sole *operating* local transmission service which was recently reaffirmed in *Revision of Procedures Governing Amendments To FM Table of Allotments and Changes of Community of License in the Radio Broadcast Services*, FCC 06-163, released November 29, 2006.

In this exhibit, the applicant will provide demographic, economic, and other information concerning Wells and Spring Creek, Nevada, which will establish that the proposed community of license change will further the goals of Section 307(b) of the Communications Act

**I. Population of Wells and Spring Creek**

The 2000 US Census placed the population of Wells at 1386 and the population of Spring Creek at 10,548. The population of Wells is currently estimated at 1,406, an increase of 20 people (1.4%) since the 2000 Census, whereas the population of Spring Creek is currently estimated by the Elko County Economic Diversification Authority to be in excess of 14,000, a 33% increase since the Census.

**II. Local Government and Services.**

Spring Creek is an unincorporated census designated place. However, the Spring Creek Association performs many of the functions of a city government such as negotiating for utilities, providing water & sewers and paving the roads. The Association recently began a strategic planning project to determine if Spring Creek should change its structure to a "General Improvement District." (GID). A

GID would collect taxes and use them to pave the roads, provide water and sewers and negotiate with the utilities.

Wells is an incorporated community with an elected mayor and city council.

Both wells and Spring Creek receive police services from the Elko County sheriff's department, and public education in both communities is provided by Elko County. The Elko County School Board provided the following information on school enrollment in Spring Creek and Wells for Kindergarten through 12<sup>th</sup> grade for the current school year and the three previous years:

	2003-04	2004-05	2005-06	2006-07	Change Since 2003
Spring Creek	2683	2776	2800	2813	4.85%
Wells	375	362	315	349	-6.93%

### **III. Commercial, Cultural, and Religious Activities and Facilities and Other Comparisons of Wells and Spring Creek**

Both Wells and Spring Creek are located in Elko County, Nevada, which is experiencing rapid economic growth. In the each of the last three years, retail sales in the County have grown at a double digit rate. Spring Creek is located approximately 13 miles from Elko, the largest community in the county, and Spring Creek and Elko are growing even faster than the rest of the county due in large part to rapid growth in the area's gold mining industry. In sharp contrast to the situation in Spring Creek, economic growth in Wells, which is located approximately 50 miles from Elko, has been stagnate. At a time when the national unemployment rate is 4.6%, the unemployment rate in Wells is 5.9% whereas in Spring Creek it is only 3.8%. While Elko County in general faces a housing shortage and rents are up 35% Wells has 'vacancy' signs everywhere and 27% percent of the residences in the Wells are vacant.

An indicator of the different level of economic activity in Spring Creek and Wells are following annualized (averaged) 1-day traffic counts for the busiest

intersection in Spring Creek and the busiest intersection in Wells. Coincidentally, each count was taken directly in front of the community's largest grocery store (in Wells' case, the only grocery store).

**Lamoille Highway at Spring Valley Parkway,  
Spring Creek**

<b>2001</b>	9800
<b>2002</b>	10100
<b>2003</b>	10300
<b>2004</b>	10500
<b>2005</b>	10000

**Humboldt Av at Starr Avenue,  
Wells**

<b>2001</b>	1350
<b>2002</b>	1150
<b>2003</b>	1250
<b>2004</b>	1200
<b>2005</b>	1050

Additional information concerning the each of the two communities is set out below.

**A. Spring Creek**

Spring Creek has in excess of one hundred businesses. Below is a partial list of the businesses which are named after either Spring Creek or the towering Ruby Mountains nearby:

Spring Creek Auto Sales  
Spring Creek Floral  
Spring Creek Golf Course  
Spring Creek Post Office  
Ruby View Veterinarian Clinic  
Touch of Heaven Spas of Spring Creek  
Ruby Mountain Pest Control  
Ruby Mountain Freestyle Wrestling  
Spring Creek Pharmacy  
Spring Creek Association  
Ruby Mountain Natural Spring Water  
Spring Creek Sand & Gravel  
Spring Creek Technology  
Spring Creek Inn

Spring Creek Marina  
Spring Creek Trap & Skeet  
Spring Creek Rock  
Ruby Mountain Air Care  
Shaw Plumbing of Spring Creek  
Spring Creek Wireless  
The Enchanted Florist of Spring Creek  
Ace Hardware of Spring Creek  
Calvary Chapel Fellowship of Spring Creek  
Kings Variety of Spring Creek  
Spring Creek Horse Palace  
Spring Creek Realty

Spring Creek does not have a daily or weekly newspaper, but news about Spring Creek news is covered in the Elko Daily Free Press, a daily newspaper published in Elko, Nevada, which borders Spring Creek.

Spring Creek also has a number of churches representing various denominations.

The Spring Creek Association Building is used for meetings of Spring Creek residents to discuss community issues and for other community related activities.

Spring Creek is continuing to grow. A developer in Santa Barbara, California is planning on building 1,500 new single-family homes in Spring Creek which will require the construction of at least two new schools, and a new water treatment facility.

## **B. Wells.**

The Wells Chamber of Commerce lists 54 commercial businesses in Wells. Eight of these are actually located in Elko, 50 miles to the west. The vast majority of the businesses are truck stops, restaurants, RV Parks, legal brothels, casinos and motels clustered around the junction of Interstate 80 and Nevada State Route 93. Except for the meager employment they provide, they appear to serve the highway, rather than the community. The main street in Wells, Humboldt Avenue is peppered with closed and weathered buildings that once housed stores and other businesses. The only local grocery store in Wells is actually more of a general store, selling sewing supplies, crafts, sporting goods, toys, some clothing, liquor and

jewelry. The store features a sandwich counter and a bank of slot machines.

Wells has a number of churches of various denominations. It also has a community center for the elderly.

Although a single sheet weekly newspaper identifies with Wells, it is available by mail only and it is written, printed and published in Elko, 50 miles away. Of the seven local stories a recent edition, three concerned a single city council meeting, in which residents complained about low city water pressure. (The city needs new equipment to fix the problem and cannot afford it.) The classified advertising section of that edition contained no listings for jobs.

#### **IV. Summary and Conclusion**

Spring Creek is currently 7.5 times bigger and is growing rapidly, while Wells' growth is stagnate, and in some categories -- public school enrollment, traffic - is declining. Moreover, the small size of Wells and the paucity of local businesses which cater to local residents as opposed to transients on Interstate 80, make it doubtful that any radio station operating in Wells could garner enough advertising revenue to survive.

At the present time, neither community has an operating broadcast service. In these circumstances, relocating the unbuilt station that is the subject of this application from Wells, to Spring Creek clearly will serve the objectives of Section 307(b).

