

**ANNOTATED MINUTES**

*Tuesday, April 7, 1992 - 9:30 AM  
Multnomah County Courthouse, Room 602*

**EXECUTIVE BUDGET MESSAGE**

1. *1992-93 Executive Budget Message Presented by Chair Gladys McCoy.*

**THE EXECUTIVE BUDGET MESSAGE WAS PRESENTED BY  
CHAIR GLADYS MCCOY.**

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*Tuesday, April 7, 1992 - 10:15 AM  
Multnomah County Courthouse, Room 602*

**BOARD BRIEFINGS**

- B-1 *Update on Library Activities - Presented by Ginnie Cooper.*

**LIBRARY DIRECTOR GINNIE COOPER AND LIBRARY  
STAFF PRESENTED AN UPDATE ON MULTNOMAH  
COUNTY LIBRARY ACTIVITIES.**

- B-2 *Briefing for the Corbett Community Strategy Plan - Presented by Sharon Timko and  
Corbett Community Plan Task Force Members.*

**SHARRON TIMKO, STAFF TO CHAIR GLADYS MCCOY,  
BRIEFED THE BOARD ON THE CORBETT COMMUNITY  
STRATEGY PLAN.**

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*Tuesday, April 7, 1992 - 11:15 AM  
Multnomah County Courthouse, Room 602*

**AGENDA REVIEW**

- B-3 *Review of Agenda for Regular Meeting of April 9, 1992*
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*Tuesday, April 7, 1992 - 1:30 PM  
Multnomah County Courthouse, Room 602*

**EXECUTIVE SESSION**

- E-1 *The Multnomah County Board of Commissioners Will Meet in Executive Session to  
Discuss Pending Litigation Pursuant to ORS 192.660 (1)(h).*

**EXECUTIVE SESSION HELD.**

Wednesday, April 8, 1992 - 9:30 AM  
Multnomah County Courthouse, Room 602

**PUBLIC HEARING/BUDGET**

1. *Public Hearing and Testimony for the SHERIFF'S OFFICE BUDGET*

**PUBLIC HEARING WAS HELD AND TESTIMONY WAS  
HEARD ON THE SHERIFF'S OFFICE BUDGET.**

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Wednesday, April 8, 1992 - 1:30 PM  
Multnomah County Courthouse, Room 602

**PUBLIC HEARING/BUDGET**

2. *Public Hearing and Testimony for the DEPARTMENT OF COMMUNITY CORRECTIONS  
BUDGET*

**PUBLIC HEARING ON THE DEPARTMENT OF COMMUNITY  
CORRECTIONS BUDGET RESCHEDULED TO FRIDAY,  
APRIL 17, 1992, 9:30 A.M. TO NOON.**

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Thursday, April 9, 1992 - 9:30 AM  
Multnomah County Courthouse, Room 602

**REGULAR MEETING**

*Chair Gladys McCoy convened the meeting at 9:30 a.m., with Vice-Chair Sharron Kelley,  
Commissioners Pauline Anderson, Rick Bauman and Gary Hansen present.*

**CONSENT CALENDAR**

**UPON MOTION OF COMMISSIONER KELLEY, SECONDED  
BY COMMISSIONER HANSEN, THE CONSENT CALENDAR  
(ITEMS C-1 THROUGH C-3) WAS UNANIMOUSLY  
APPROVED.**

**NON-DEPARTMENTAL**

- C-1 *In the Matter of the Appointment of Isadore G. Maney, Jr., term expires 9/95; to the  
DEPARTMENT OF COMMUNITY CORRECTIONS CITIZENS BUDGET ADVISORY  
COMMITTEE (CBAC)*
- C-2 *In the Matter of the Appointments of Al Armstrong, term expires 3/31/94; and Michael  
Zollitsch, term expires 4/30/94; to the CITIZEN INVOLVEMENT COMMITTEE*
- C-3 *In the Matter of the Appointments of Kevin Fitts, term expires 1994; Susan Ziglinski, term*

*expires 1992; Linda Reilly, term expires 1994; Sandra Bright-Fish, term expires 1992; and Mary Anne Hannibal, term expires 1994; to the MENTAL HEALTH ADVISORY COMMITTEE*

**REGULAR AGENDA**

**NON-DEPARTMENTAL**  
**MANAGEMENT SUPPORT**

- R-1** *PUBLIC HEARING in the Matter of the Presentation, Discussion and Approval of the 1992-93 Budget for the Dunthorpe Riverdale Sanitary Service District No. 1*

**COMMISSIONER KELLEY MOVED AND COMMISSIONER HANSEN SECONDED, APPROVAL OF R-1. PUBLIC HEARING HELD. THE 1992-93 DUNTHORPE RIVERDALE SANITARY SERVICE DISTRICT NO. 1 BUDGET WAS UNANIMOUSLY APPROVED.**

- R-2** *PUBLIC HEARING in the Matter of the Presentation, Discussion and Approval of the 1992-93 Budget for the Mid-County Street Lighting Service District No. 14*

**COMMISSIONER KELLEY MOVED AND COMMISSIONER HANSEN SECONDED, APPROVAL OF R-2. PUBLIC HEARING HELD. THE 1992-93 MID-COUNTY STREET LIGHTING SERVICE DISTRICT NO. 14 BUDGET WAS UNANIMOUSLY APPROVED.**

**DEPARTMENT OF ENVIRONMENTAL SERVICES**

- R-3** *Ratification of an Intergovernmental Agreement between the Oregon State Highway Division and Multnomah County Transportation Division for the County's Share of the Construction Costs and Other Obligations for an Eight Phase Traffic Signal at SE Stark Street at 202nd under Title II Highway Enhancement System*

**COMMISSIONER HANSEN MOVED AND COMMISSIONER BAUMAN SECONDED. AGREEMENT WAS UNANIMOUSLY APPROVED.**

**DEPARTMENT OF HEALTH**

- R-4** *RESOLUTION in the Matter of the Asian Gypsy Moth Spray Program for North Portland*

**COMMISSIONER ANDERSON MOVED AND COMMISSIONER KELLEY SECONDED, APPROVAL OF R-4. PUBLIC TESTIMONY WAS HEARD. RESOLUTION 92-47 WAS UNANIMOUSLY APPROVED.**

- R-5** *Budget Modification MCHD #3 Authorizing Transfer of \$37,000 Professional Services to Capital within the Inverness Corrections Health Program Budget*

**COMMISSIONER KELLEY MOVED AND COMMISSIONER HANSEN SECONDED, APPROVAL OF R-5. BUDGET MODIFICATION WAS UNANIMOUSLY APPROVED.**

**DEPARTMENT OF SOCIAL SERVICES**

- R-6 *Budget Modification DSS #64 Authorizing Transfer \$19,899 Earmarked Minority Service Funds from Pass Through within the Aging Services Division/Contracted Services Budget to Temporary Personnel to create 4 to 6 Minority Outreach Community Liaison Positions (\$14,999), Education & Training (\$3,900) and Professional Services (\$1,000) to Cover Costs of Foreign Language Classes and Translation of Agency Materials*

**COMMISSIONER BAUMAN MOVED AND COMMISSIONER HANSEN SECONDED, APPROVAL OF R-6. BUDGET MODIFICATION WAS UNANIMOUSLY APPROVED.**

- R-7 *Budget Modification DSS #65 Authorizing Transfer of \$12,000 from Aging Services Division/Public Guardian Savings from Vacant/Late Hire Positions to Professional Services and Supplies to Pay for Increased Court Visitor Fees, Income Tax Preparation, and Administrative Support for the New Positions Approved in the FY 91-92 Add Package*

**COMMISSIONER KELLEY MOVED AND COMMISSIONER BAUMAN SECONDED, APPROVAL OF R-7. BUDGET MODIFICATION WAS UNANIMOUSLY APPROVED.**

- R-8 *Budget Modification DSS #66 Requesting Authorization to Adjust Housing and Community Services Division/Community Action Program Budget Authority to Reflect Revenue Awards by Adding a net of \$339,619 which are used to Increase Pass Through, Temporary and Related Materials & Services*

**COMMISSIONER KELLEY MOVED AND COMMISSIONER BAUMAN SECONDED, APPROVAL OF R-8. BUDGET MODIFICATION WAS UNANIMOUSLY APPROVED.**

- R-9 *Budget Modification DSS #67 Requesting Authorization to Reclassify an Office Assistant 2 to an Office Assistant/Senior Position*

**COMMISSIONER BAUMAN MOVED AND COMMISSIONER KELLEY SECONDED, APPROVAL OF R-9. BUDGET MODIFICATION WAS UNANIMOUSLY APPROVED.**

**NON-DEPARTMENTAL**

- R-10 *RESOLUTION in the Matter of Accepting the Corbett Community Strategy Plan*

**COMMISSIONER ANDERSON MOVED AND COMMISSIONER KELLEY SECONDED, APPROVAL OF R-10. RESOLUTION 92-48 WAS UNANIMOUSLY APPROVED.**

- R-11 *Second Reading and Possible Adoption of an ORDINANCE Adding New Chapter 8.75 to*

the Multnomah County Code in Order to Regulate Refuse Hauling, Dumping and Littering

**PROPOSED ORDINANCE READ BY TITLE ONLY. COPIES AVAILABLE. COMMISSIONER KELLEY MOVED AND COMMISSIONER BAUMAN SECONDED, APPROVAL OF THE SECOND READING AND ADOPTION. TESTIMONY RECEIVED. ORDINANCE NO. 717 WAS UNANIMOUSLY APPROVED.**

- R-12 *Second Reading and Possible Adoption of an ORDINANCE Amending Multnomah County Code Chapter 3.11, Relating to Charitable Fund Raising on County Premises, by Changing the Membership of the Campaign Management Council and the Certification Criteria*

**PROPOSED ORDINANCE READ BY TITLE ONLY. COPIES AVAILABLE. COMMISSIONER ANDERSON MOVED AND COMMISSIONER KELLEY SECONDED, APPROVAL OF THE SECOND READING AND ADOPTION. NO TESTIMONY RECEIVED. ORDINANCE NO. 718 WAS UNANIMOUSLY APPROVED.**

*There being no further business, the meeting was adjourned at 10:30 a.m.*

OFFICE OF THE BOARD CLERK  
for MULTNOMAH COUNTY, OREGON

  
Carrie A. Parkerson

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Thursday, April 9, 1992 - 1:30 PM  
Multnomah County Courthouse, Room 602

**PUBLIC HEARING/BUDGET**

1. *Public Hearing and Testimony for the DEPARTMENT OF ENVIRONMENTAL SERVICES BUDGET*

**PUBLIC HEARING WAS HELD AND TESTIMONY HEARD ON THE DEPARTMENT OF ENVIRONMENTAL SERVICES BUDGET.**

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Friday, April 10, 1992 - 9:30 AM  
Multnomah County Courthouse, Room 602

**PUBLIC HEARING/BUDGET**

1. *Public Hearing and Testimony for the DEPARTMENT OF SOCIAL SERVICES BUDGET*

***PUBLIC HEARING WAS HELD AND TESTIMONY HEARD ON  
THE DEPARTMENT OF SOCIAL SERVICES BUDGET.***

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*Friday, April 10, 1992 - 1:30 PM  
Multnomah County Courthouse, Room 602*

**PUBLIC HEARING/BUDGET**

2. *Public Hearing and Testimony for the DEPARTMENT OF HEALTH BUDGET*

***CAROLE MURDOCK, LUANA SHIPP, BILLI ODEGAARD,  
TOM FRONK, MARY LOU HENNRICH, GORDON EMPEY,  
JAN SINCLAIR, DWAYNE PRATHER, GLORIA McCLENDON,  
JEANNE GOULD AND KATHY PAGE PRESENTATION AND  
RESPONSE TO BOARD QUESTIONS. VIRNIN McKELLAR,  
DONNA LEE SATHER, KATHY HAMMOCK AND CLINTON  
NELSON TESTIMONY IN SUPPORT OF VARIOUS HEALTH  
PROGRAMS FUNDING.***

Meeting Date: APR 07 1992

Agenda No.: B-1

(Above space for Clerk's Office Use)

AGENDA PLACEMENT FORM  
(For Non-Budgetary Items)

SUBJECT: Update on Library Activities

TC 10:15am  
BCC Informal April 7, 1992 BCC Formal \_\_\_\_\_  
(date) (date)

DEPARTMENT Library DIVISION \_\_\_\_\_

CONTACT Ginnie Cooper TELEPHONE 5403

PERSON(S) MAKING PRESENTATION Ginnie Cooper

ACTION REQUESTED:

☒ INFORMATIONAL ONLY ☐ POLICY DIRECTION ☐ APPROVAL

ESTIMATED TIME NEEDED ON BOARD AGENDA: 1/2 hour

CHECK IF YOU REQUIRE OFFICIAL WRITTEN NOTICE OF ACTION TAKEN: \_\_\_\_\_

BRIEF SUMMARY (include statement of rationale for action requested,  
as well as personnel and fiscal/budgetary impacts, if applicable):

See attached.

(If space is inadequate, please use other side)

SIGNATURES:

ELECTED OFFICIAL \_\_\_\_\_

Or

DEPARTMENT MANAGER Ginnie Cooper

(All accompanying documents must have required signatures)

1992 APR -1 5PM 12:40  
MULTNOMAH COUNTY  
OREGON

## BRIEF SUMMARY

Agenda Placement

BCC Informal - April 7, 1992

There are three matters in process at the Library of which the Board of County Commissioners should be aware. All three will have the Library in the public eye in one way or another.

### 1. LIBRARY FUNDRAISING.

The Board of County Commissioners has urged the Library Board to pursue private fundraising for the Library. Acting on behalf of the Library Board, Bill Failing and Karen Hinsdale have selected a group of about fifty community leaders whom they have invited to meet on Tuesday, April 14, to discuss strategy for private fund-raising for the Library in our community. Elliot Shelkrot, director of Philadelphia's public library, will join us for this discussion. His library has had success facing many of the same challenges our own library faces.

### 2. THE LIBRARY CELEBRATION: CHECK IT OUT!

This community celebration of libraries will take place April 25 through May 2. Events will be held at every branch and at Central Library and include a bike tour, special children's programs, and more. Media sponsors include the Oregonian, KATU - TV, and K103 FM. Powell's Books, Melvin Mark, Gundersons, and the Friends of the Library are major financial sponsors. In addition, forty businesses have agreed to give discounts to those who present their library card during the celebration.

We are very excited about this opportunity to focus on the GOOD NEWS about libraries.

### 3. TELLING THE LIBRARY'S STORY

The Library Board is working with me to tell the Library's story as widely as possible. We will use the slide presentation that members of the BCC have seen. I will be speaking to a number of community organizations over the next several months.



Hand out  
from library  
to BCC

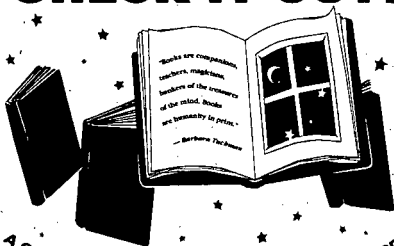
4.7.92



POWELL'S  
BOOKS

Presents

# CHECK IT OUT!



A Celebration of the Multnomah County Library

## April 27 - May 2

Join us in celebrating a very special week honoring the vital role of Multnomah County Library in our community, April 27 - May 2. Indulge in a variety of activities including — literary readings, live music, theatre, food and coffee, “backstage” tours of the historic Central Library, films, a trivia contest and the biggest library book in the world — for adults and children at Central Library and at each of the 14 branch libraries. And don't forget that your library card is gold throughout the week!

Spirit  
KATU 900 **2**

The Oregonian

K103fm  
Soft Rock Hits



**GUNDERSON**  
INC.

*Special Thanks to The Friends of The Library*

## So Check It Out!

### Celebrate Your Multnomah County Library



Designed and Produced by Metropolitan Events

# All Week Long . . . System Wide

## And At Your Neighborhood Branch Library . . .

### SATURDAY, APRIL 25

#### Albina

2:30 p.m. - *May Baskets*, stories and crafts for school age children

#### Belmont

11 a.m. - *Pre-school Storytime* (ages 3-6)

11:30 a.m. - *Fun Films*, "Velveteen Rabbit" and "Rabbits"

#### Gregory Heights

2 - 5 p.m. - *Open House*, entertainment and exhibits including Snuggle Bunny Sing-A-Long with Sheila Rubin

#### Hillsdale

11 a.m. - *The Frog Prince*, with the Tecklewood Puppeteers

#### Midland

2 p.m. - *Magic Show* with Bob Eaton, Magician

#### North Portland

2:30 p.m. - *Face Painting & Storywriting for One Big Library Book* (for children)

#### Sellwood-Moreland

1 p.m. - *Craft demonstrations* by local artists, including Richard Lambert, woodcarver and Mary Godfrey, spinner

#### St. Johns

11 a.m. - 2 p.m. - *Library Celebration Open House* - Check Us Out!

11:30 a.m. - *St. Johns, A Look Into The Past - Visions For The Future* St. Johns Heritage Association presents local history (all ages welcome)

12:30 - 5:30 p.m. - *One Big Library Book Write-A-Thon*

#### Woodstock

10 - 11 a.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

2:30 p.m. - *Puff The Magic Dragon*, hand puppet show by Celeste Rose

### TUESDAY, APRIL 28

#### Capitol Hill

7 p.m. - *Pajama Party* - have your bedtime stories and cookies at the library (ages 2-6)

#### Holgate

7 p.m. - *May Baskets*, create a paper May Basket and flowers to put in it (school age, younger with parent)

#### Rockwood

1 p.m. - *Preschool Partytime*, ages 3-5

#### St. Johns

6:30 p.m. - *Mr. Phil's Favorites*, family storytime - come meet the new youth librarian (all ages welcome)

#### Woodstock

12 - 1 p.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

6 - 8 p.m. - *Video Marathon* - "Anne of Green Gables" and "Anne of Avonlea"

### WEDNESDAY, APRIL 29

#### Belmont

4 p.m. - *May Baskets*, stories and crafts for school age children, younger with parent

7 p.m. - *An Evening of Music & Friends* - Join us in celebrating our library! Enjoy music and friends (adults and families)

#### Rockwood

4 - 7 p.m. - *Be A Link In Learning*, Rockwood Lifelong Learning Center highlights "Your Golden Moment." Film and tour, International Food Festival, contest, games and activities, GED testing

#### St. Johns

6:30 p.m. - *An Evening With St. Johns* - local talent, friends and neighbors, stories, skits and surprises

#### Woodstock

Noon - 1 p.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

6 - 8 p.m. - *Video Marathon* - "Anne of Green Gables" and "Anne of Avonlea"

### THURSDAY, APRIL 30

#### Holgate

7 p.m. - *International Song Fest* with Mary Rose and others (for families)

#### Hollywood

7 p.m. - *Celebrating Storytime*, Old & New Fairytales (pre-school through 1st grade)

#### Midland

7 p.m. - *Jazz and lyrical dance performances* by children from the Vicki Mills Studio of Dance

#### Sellwood-Moreland

4 p.m. - *May Baskets*, fold a basket and fill it with a bouquet of flowers (school age, younger with parent)

### FRIDAY, MAY 1

#### Belmont

11 a.m. - *Celebration Storytime*, songs and stories (ages 2-6)

#### Gregory Heights

10:30 a.m. and 11 a.m. (two sessions) - *Dance For Tots*; pre-registration required, call 248-5386

#### Gresham

7 p.m. Friday - 8 a.m. Saturday, May 2 - *Sleepover!* Kids of all ages are invited to spend the night at the Gresham Library. We'll open the library at 7 p.m., and lock the doors at 7:30 p.m. Beginning at 7:30 p.m. there will be a puppet show, a magic show, crafts, videos, popcorn, computers, and of course, books. Lights out will be at 10 p.m. There must be a responsible adult spending the night with each group of children. Registration begins Wednesday, April 1, with a limit of 100 people, but you may register until the day of the sleepover as long as there is room.

#### Rockwood

10:30 a.m. - *Toddler Tales*, storytime for ages 12-36 months

4:30 p.m. - *The Light Force*, community youth group presenting a potpourri of talents in drama and music

#### Woodstock

10 - 11 a.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

3:30 - 5:30 p.m. - *Video Marathon*, "Anne of Green Gables" and "Anne of Avonlea"

### SATURDAY, MAY 2

#### Capitol Hill

2:30 - 3:30 p.m. - *Bim the Clown*, unicycling, juggling, balloons, etc.

#### Gresham

2 p.m. - *Music at the Library*, an afternoon of music and friends

#### Hillsdale

11 a.m. - *Artist John Waddingham*, a demonstration of watercolor painting

#### Hollywood

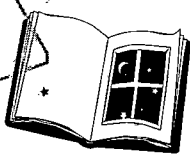
Noon - *Oral Tradition and the Printed Word*, Folktales Yesterday & Today (for families)

#### Rockwood

11 a.m. - *Childcare Mini-Workshop*, new ideas, materials, resources for home and center childcare

2 - 4 p.m. - *Clown Around Kids' Day*, entertainment, crafts, surprises

Use your Yellow Pages for library locations.



## An Evening With Ken Kesey, Jean Auel and Katherine Dunn

Come support the Old Town Reading Room on Wednesday, April 29, 8 p.m., at the First Congregational Church, 1126 S.W. Park in Portland.



## Photography Contest

Submit photographs of your neighborhood or of the library to any branch by April 25. The Library Photography Contest is sponsored by Sandy's Camera Shops, who will provide a \$150 gift certificate to the 1st Place Winner. Information will be available at your branch or at Sandy's beginning April 3.

## One Big Library Book

### An Anthology of Great Multnomah County Authors

Be a part of literary history! The entire metropolitan area is invited to create one standard page of original work — poetry, short stories, essays, children's literature etc. — for submission in the world's largest library book, to be housed at Multnomah County Library's Central Library.

#### Rules:

- ★ Standard 8.5" x 11" sheet of paper, one-sided.
- ★ Entries accepted at all library branches until noon Friday, May 1 and all day Saturday, May 2 at Central Library.
- ★ The first 600 submitted selections will be entered in the huge library book.
- ★ Multnomah County Library reserves the right to select or reject any submission.
- ★ Submissions become the property of Multnomah County Library.

## Your Library Card is Gold

Yes, it's true! During the Celebration Week, your Multnomah County Library card entitles you to discounts at stores and restaurants throughout the metropolitan area. Just take your card into participating businesses between April 27 and May 2 to take advantage of their offers.

#### Accuardi's Old Town Pizza

226 N.W. Davis - Free mini-pizza and salad during lunch with purchase of same

#### Armchair Bookstore

3205 S.E. Milwaukie - 10% extra discount on already discounted items

#### Black Cat Coffee

1811 S.W. River Drive, Suite 400 - Free latte with purchase of same or drink of equal value

#### The Book Cellar

15 S. State Street, Lake Oswego - 10% discount on all full price books

#### Books, Etc.

16200 S.W. Pacific Hwy., Suite B1, Tigard - 10% off purchase price

#### Book Port

0315 S.W. Montgomery Esplanade, Suite 340 - 10% off purchase price

#### The Book Vault

3125 S.W. Cedar Hills Blvd., Beaverton - 15% discount off purchase price

#### Café Roma

1001 S.W. 10th - Free espresso drink with purchase of any drink — buy one get one free!

#### Catbird Seat

913 S.W. Broadway - 10% discount on one book (textbooks and special orders excluded)

#### Children's Books

79 N.W. Miller Street, Gresham - 10% off price of 2nd book when a full-priced book is purchased

#### A Children's Place

1631 N.E. Broadway - 10% off book purchases

#### Concordia College Bookstore

6400 N.E. 29th Avenue - 10% discount on the purchase of non-text books

#### Elizabeth's Café

1706 N.E. 32nd - \$5 off total check; one check per table

#### Excalibur Books & Comics

2444 S.E. Hawthorne Blvd. - 10% off any purchase

#### Flashback Photo

900 S.W. 4th - 2nd set of prints free; valid for 35mm film only; valid for original development and print only

#### Ginger & Pickles

425 S.W. 2nd, Lake Oswego - 10% off any purchase in store

#### The Good Earth Restaurant & Bakery

Clackamas Town Center - Buy 1 lunch and receive another of equal or lesser value

#### Gresham Book Exchange

30 N.W. 2nd, Gresham - 50% discount off any purchase

#### Hawthorne Blvd. Books

3129 S.E. Hawthorne - 10% discount off purchase

#### Hot Lips Pizza

1909 S.W. 6th, 222 S.W. Washington, 4825 S.W. 76th, 4703 N. Lagoon - Buy one slice of pizza and get a second slice of equal value free

#### House Calls

14297 S.E. Rupert #54, Milwaukie - 50% discount off an initial chiropractic care visit and treatment, in your home or office

#### Jelly Bean's Deli

400 N.W. Miller, Gresham - Buy 1 ice cream, get 2nd cone free

#### The Kobos Company

Any size espresso bar drink for \$1; good at Downtown, Lloyd Center, John's Landing, Beaverton Town Square & Washington Square stores

#### Ladd's Editions

1864 S.E. Hawthorne - 10% discount off purchase price

#### Lair Hill Market & Lair Hill Too!

2823 S.W. 1st and 2501 S.W. 1st, Suite 123 - Free gourmet coffee or espresso drink of your choice with purchase of same or drink of equal value

#### Looking Glass Bookstore

318 S.W. Taylor - 10% discount off purchase price

#### Main Street Restaurant

120 N. Main, Gresham - Free coffee or tea with purchase of pastry or meal

#### Marylhurst College Bookstore

Marylhurst College - 10% discount on the purchase of non-text books

#### Murder By The Book

3210 S.E. Hawthorne - 15% discount off purchase price

#### New Renaissance Bookstore

1338 N.W. 23rd - 15% off any one book or tape

#### The Paper Parlour Ltd.

921 S.W. Morrison, 2nd Floor - 10% off any purchase of \$5 or more

#### Pappaccino's

4441 S.E. Woodstock - Free mocha with purchase of same or drink of equal value

#### Portland State University Bookstore

1880 S.W. 6th Avenue - 10% discount on the purchase of non-text books

#### Presents of Mind

3633 S.E. Hawthorne - 10% off any purchase

#### Ricci's Ristorante Italia

3619 S.E. Milwaukie - 10% discount on any lunch or dinner

#### Ron Paul Catering & Charcuterie

1438 N.W. 23rd - Free coffee drink (latte, espresso, cappuccino, etc.) with minimum purchase of \$4.50

#### Royal Video, Inc.

8237 S.E. 17th - Free movie rental with rental of equal or greater value

#### Standard T.V. and Appliance

4804 S.E. Woodstock - Additional \$30 discount off sale price of any TV, VCR or appliance in stock, minimum purchase \$300

#### Title Wave Used Bookstore

216 N.E., Knott Street - 10% discount on all books and magazines

#### Warner Pacific College Bookstore

2219 S.E. 68th Avenue - 10% discount on the purchase of non-text books



## Bike To Books

Ride your bike on one of the three loop routes to discover the branches of the library. The Bike to Books Bicycle Tour is sponsored by The Bike Gallery and the Portland Wheelmen. Register at any branch or at the Bike Gallery beginning April 6. One lucky rider will win a drawing for a Trek 830 Mountain Bike.



**GUNDERSON**

Wherregoman

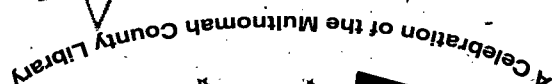


**Spun 2**

**Admission is FREE**

**So Check It Out!**  
Celebrate Your Multnomah County Library

Join us in celebrating a very special week honoring the vital role of Multnomah County Library in our community, April 27 - May 2! Indulge in a variety of activities including — literary readings, live music, theatre, food and coffee, “backstage” tours of the historic Central Library, films, a trivia contest and the biggest library book in the world — for adults and children at Central Library and at each of the 14 branch libraries. And, don't forget that your library card is gold throughout the week! Look inside for details.



POWELL'S BOOKS  
Presents

Special thanks to  
The Friends of the Library

# The Big Search

A trivia buff's dream! Enter for a chance to win \$1,000 worth of gift certificates from Powell's Books. Library users complete and deliver this easily performed, but challenging, trivia questionnaire to any library branch by noon Friday, May 1. Answers to **The Big Search** questions are readily available at your neighborhood branch of the Multnomah County Library. All correctly answered questionnaires will be entered in the drawing.

1. Who is the "Mother of Oregon?"

**2. Where in Portland is Easy Street?**

3. Who wrote I Took My Frog To The Library?

4. In what year did the name "Oregon" first appear

Year
------

### Spelling

5. What is the longest authenticated distance for throwing a fresh hen's egg without breaking it?

No mail-in forms can be accepted. Please help busy library staff by coming into the library to find **The Big Search** answers instead of calling. Multnomah County Library employees and family members are ineligible. Need not be present to win.

**CHECK IT OUT!**



*A Celebration of the Multnomah County Library*

# A Photography Contest

## HOW TO ENTER

- ENTER YOUR PHOTO OF ANYTHING THAT SHOWS YOUR NEIGHBORHOOD OR ITS LIBRARY; FRIENDS, BOOKS, BUILDINGS, WHATEVER YOU LIKE.
- LIMIT ONE ENTRY PER PERSON. PLEASE, NO PROFESSIONALS.
- COLOR OR BLACK AND WHITE PHOTOS; 5" x 7" OR SMALLER.
- WRITE YOUR NAME, ADDRESS AND PHONE NUMBER ON THE BACK OF YOUR PHOTO AND TURN IT IN AT YOUR FAVORITE BRANCH LIBRARY NO LATER THAN **APRIL 25TH, 1992.**
- ALL ENTRIES BECOME THE PROPERTY OF MULTNOMAH COUNTY.
- YOUR ENTRY WILL BE DISPLAYED AT YOUR BRANCH LIBRARY DURING CHECK IT OUT! APRIL 27- MAY 2, 1992.
- JUDGING WILL BE BY LIBRARY PATRONS DURING CHECK IT OUT! THERE WILL BE 2 WINNERS AT EACH BRANCH. BRANCH WINNERS COMPETE FOR THE GRAND PRIZE.

**Grand Prize: \$150 Sandy's Gift Certificate**

**Second Prize: \$50 Sandy's Gift Certificate**

**Branch Winners: \$20 Sandy's Gift Certificate**

**\$5.75**

(regular \$9.18)

To develop  
and print your  
24 exposure  
roll of film

**Sandy's**  
Camera Shops

— or —

**\$7.75**

(regular \$13.02)

To develop  
and print your  
36 exposure  
roll of film

C-41 process 35mm & 110 color  
print film only.  
Coupon must accompany order.  
Expires 6-30-92  
\$.75 extra for Express (35mm only)

Multnomah  
County  
Library use  
ranks in the  
upper 15  
percent of  
libraries in  
the U.S.,  
yet funding  
ranks among  
the lowest for  
libraries of  
our size.



## IN RESPONSE

### To the voters

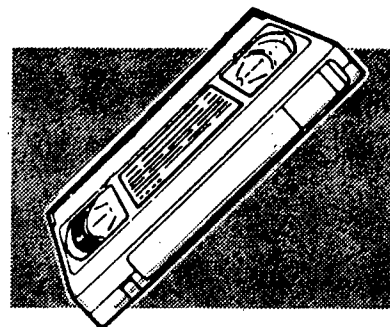
In passing Ballot Measure Five, voters told government to spend less money and still provide the service people wanted. This is how the library responded.

- Staff positions were eliminated at all levels — and we continued to automate. As a result, we're checking out more books — with fewer people — than we did last year.
- A strong corps of library volunteers now donates over 500 hours of time each week, the equivalent of more than 3,000 work days each year.
- Fines were raised for the first time in eight years, despite complaints from many library users.

## DYNA

### People ask us...

*Why did the library change the video check-out time from three days to seven days? It seems like there are never any videos on the shelves at my branch any more.*



Answer: The loan period was changed to seven days in October when the number of days that branch libraries are open each week was reduced from five days to four. With this shorter schedule of open hours, videos would have come due on days that libraries were closed. People like yourself would have had to go to the library to return videos but would not have been able to check out additional videos or other library materials. In order to make videos available to as many library users as possible, individual branch libraries now set the number that can be checked out at one time. Because these numbers are based on the usage patterns of individual library neighborhoods, the numbers vary from branch library to branch library. We are also hoping to buy more of this increasingly popular source of information.

### Tips for users of dial-up DYNA

If you're a dial-up user of DYNA, Multnomah County Library's computerized card catalog, then you'll be glad to hear that we have just added our fifth dial-up phone line and modem for public access. All the lines "rotate" from the main number, 227-3962.

The dial-up service is averaging well over 3,000 calls a month, according to Brian Williams, Multnomah County Library systems manager.

Dial-up access to DYNA is available 24 hours a day, any time we aren't loading new software or backing up the system. Full system backups are done on Friday evening from 5:30 p.m. to about 9:30 p.m. New software is not loaded on a regular basis, but when we do load it, it is also done in the evenings.

If you get connected but are prevented from logging onto the system, we are probably in

the middle of one of these processes.

A common problem users have is with terminal emulation. DYNA requires either VT100 or ADDS-VP terminal emulation. Without terminal emulation, you may be able to get connected to the system, but your screens will display the control characters the system is trying to use to talk to a VT or ADDS terminal, and they won't look very intelligible.

Right now, we are supporting 300, 1200 and 2400 baud access. Later this year we will add 9600 to that and add several new features to our holds process for dial-up users.

If you are having trouble logging on to DYNA, you can call us at 248-5223. We can sometimes recommend communications software with good terminal emulation. Two introductory brochures to DYNA are also available at Central Library or any branch library.

## FOR KIDS

### Your library's summer reading program begins June 1

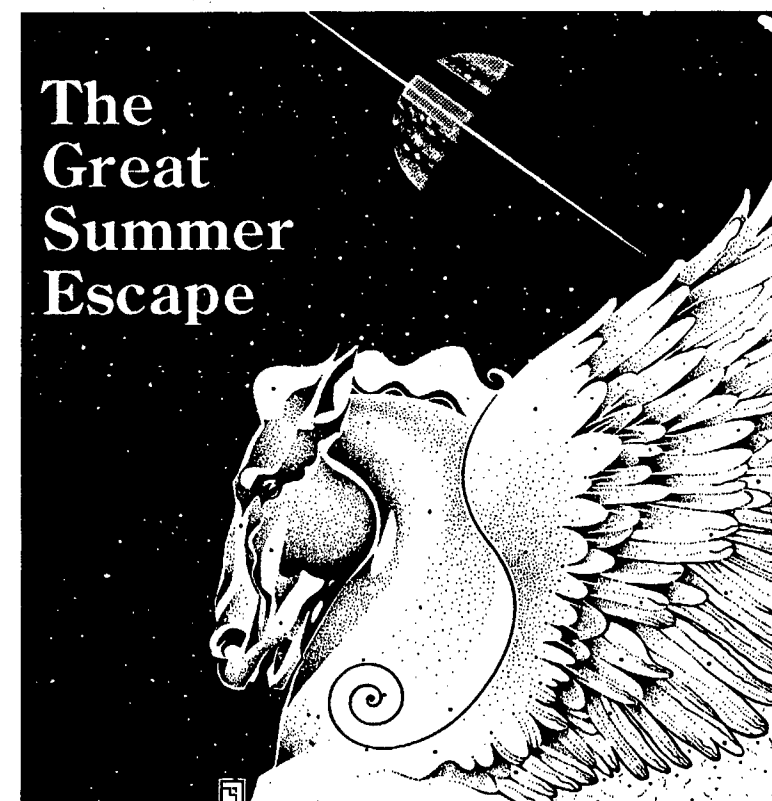
Calling all kids, (and young adults too)! Join Multnomah County Library for "The Great Summer Escape" reading program beginning June 1 and continuing through September 1.

Summertime reading is lots of fun and can help keep reading skills sharp.

To join, complete and sign a reading contract available from all libraries. Contracts, reading records and a list of summer reading events will be available at your library June 1. Ask your librarian for your copy.

Special craft programs, storytimes, films and puppet shows for kids will be featured at every library.

Young adults can kick-off summer reading with Z100's Officer Tony and the Jammin' Salmon and help solve a "Mystery in the Library." Pick up your young adult summer reading brochure with all the details at any library beginning June 1.



See your librarian to find out more  
about summer reading.

## FRIENDS OF THE LIBRARY

### Friends of the Library to hold annual meeting May 20

The annual Friends of the Library meeting will be held Wednesday, May 20, at noon in the Central Library auditorium.

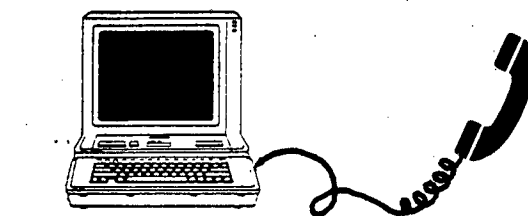
The Friends of the Library work together to support and enhance the Multnomah County Library in its rich history of service to the community. To become a Friend, fill out the attached coupon or sign up at the door at the annual meeting.

Membership dues and contributions are tax deductible. Return coupon to: Friends of the Library, 205 N.E. Russell Street, Portland, OR 97212-3708.

### Yes, I want to be a Friend of the Library!

<input type="checkbox"/> Family-\$25	<input type="checkbox"/> Individual-\$15	<input type="checkbox"/> Senior/Student-\$5
<input type="checkbox"/> Sustaining-\$50	<input type="checkbox"/> Patron/Corporate-\$100	<input type="checkbox"/> Special Friend-
<input type="checkbox"/> VISA	<input type="checkbox"/> Mastercard	Acct. No. _____ Exp. Date _____
Signature _____		
Name _____		
Address _____		
City _____ State _____ Zip _____		
Telephone _____		
This membership is a gift from _____		
<input type="checkbox"/> In honor of <input type="checkbox"/> In memory of _____		
<input type="checkbox"/> Please send volunteer information		

Summertime  
reading is lots  
of fun and  
can help keep  
reading skills  
sharp.



### Dialing DYNA, Multnomah County Library's computerized card catalog

To log on: 227-3962  
(503) 227-3962 if dialing from out of the area

Settings: 8, 1, None  
Full Duplex/Echo on

Emulation: VT100, ADDS VP

Hours: All (except Fridays 5:30-9:30 p.m.)

Login: FASTCAT  
(In capital letters followed by about six <cr>'s)

Help: ? or .?

Logoff: Use Menu option 9

Need help? Call 248-5223  
TDD 248-5246  
(Telecommunications for the Deaf)  
Monday - Saturday 9 a.m. to 8:30 p.m.



# System Wide

## One Big Library Book

**An Anthology of Great Multnomah County Authors** — Be a part of literary history! The entire metropolitan area is invited to create one standard page of original work — poetry, short stories, essays, children's literature etc. — for submission in the world's largest library book, to be housed at Multnomah County Library's Central Library.

### Rules:

- ★ Standard 8.5" x 11" sheet of paper, one-sided.
- ★ Entries accepted at all library branches until noon Friday, May 1 and all day Saturday, May 2 at Central Library.
- ★ The first 600 submitted selections will be entered in the huge library book.
- ★ Multnomah County Library reserves the right to select or reject any submission.
- ★ Submissions become the property of Multnomah County Library.

## Your Library Card is Gold

Yes, it's true! During the Celebration Week, your Multnomah County Library card entitles you to discounts at stores and restaurants throughout the metropolitan area. Just take your card into participating businesses between April 27 and May 2 to take advantage of their offers.

- Accuardi's Old Town Pizza**  
226 N.W. Davis - Free mini-pizza and salad during lunch with purchase of same
- Armchair Bookstore**  
3205 S.E. Milwaukie - 10% extra discount on already discounted items
- Black Cat Coffee**  
1811 S.W. River Drive, Suite 400 - Free latte with purchase of same or drink of equal value
- The Book Cellar**  
15 S. State Street, Lake Oswego - 10% discount on all full price books
- Books, Etc.**  
16200 S.W. Pacific Hwy., Suite B1, Tigard - 10% off purchase price
- Book Port**  
0315 S.W. Montgomery Esplanade, Suite 340 - 10% off purchase price
- The Book Vault**  
3125 S.W. Cedar Hills Blvd., Beaverton - 15% discount off purchase price
- Café Roma**  
1001 S.W. 10th - Free espresso drink with purchase of any drink — buy one get one free!
- Catbird Seat**  
913 S.W. Broadway - 10% discount on one book (textbooks and special orders excluded)
- Children's Books**  
79 N.W. Miller Street, Gresham - 10% off price of 2nd book when a full-priced book is purchased
- A Children's Place**  
1631 N.E. Broadway - 10% off book purchases
- Concordia College Bookstore**  
6400 N.E. 29th Avenue - 10% discount on the purchase of non-text books
- Elizabeth's Café**  
1706 N.E. 32nd - \$5 off total check, one check per table
- Excalibur Books & Comics**  
2444 S.E. Hawthorne Blvd. - 10% off any purchase
- Flashback Photo**  
900 S.W. 4th - 2nd set of prints free, valid for 35mm film only, valid for original development and print only
- Ginger & Pickles**  
425 S.W. 2nd, Lake Oswego - 10% off any purchase in store
- The Good Earth Restaurant & Bakery**  
Clackamas Town Center - Buy 1 lunch and receive another of equal or lesser value
- Gresham Book Exchange**  
30 N.W. 2nd, Gresham - 50% discount off any purchase
- Hawthorne Blvd. Books**  
3129 S.E. Hawthorne - 10% discount off purchase
- Hot Lips Pizza**  
1909 S.W. 6th, 222 S.W. Washington, 4825 S.W. 76th, 4703 N. Lagoon - Buy one slice of pizza and get a second slice of equal value free
- House Calls**  
14297 S.E. Rupert #54, Milwaukie - 50% discount off an initial chiropractic care visit and treatment, in your home or office

- Jelly Bean's Deli**  
400 N.W. Miller, Gresham - Buy 1 ice cream, get 2nd cone free
- The Kobos Company**  
Any size espresso bar drink for \$1; good at Downtown, Lloyd Center, John's Landing, Beaverton Town Square & Washington Square stores
- Ladd's Editions**  
1864 S.E. Hawthorne - 10% discount off purchase price
- Lair Hill Market & Lair Hill Too!**  
2823 S.W. 1st and 2501 S.W. 1st, Suite 123 - Free gourmet coffee or espresso drink of your choice with purchase of same or drink of equal value
- Looking Glass Bookstore**  
318 S.W. Taylor - 10% discount off purchase price
- Main Street Restaurant**  
120 N. Main, Gresham - Free coffee or tea with purchase of pastry or meal
- Marylhurst College Bookstore**  
Marylhurst College - 10% discount on the purchase of non-text books
- Murder By The Book**  
3210 S.E. Hawthorne - 15% discount off purchase price
- New Renaissance Bookstore**  
1338 N.W. 23rd - 15% off any one book or tape
- The Paper Parlour Ltd.**  
921 S.W. Morrison, 2nd Floor - 10% off any purchase of \$5 or more
- Pappaccino's**  
4441 S.E. Woodstock - Free mocha with purchase of same or drink of equal value
- Portland State University Bookstore**  
1880 S.W. 6th Avenue - 10% discount on the purchase of non-text books
- Presents of Mind**  
3633 S.E. Hawthorne - 10% off any purchase
- Ricci's Ristorante Italia**  
3619 S.E. Milwaukie - 10% discount on any lunch or dinner
- Ron Paul Catering & Charcuterie**  
1438 N.W. 23rd - Free coffee drink (latte, espresso, cappuccino, etc.) with minimum purchase of \$4.50
- Royal Video, Inc.**  
8237 S.E. 17th - Free movie rental with rental of equal or greater value
- Standard T.V. and Appliance**  
4804 S.E. Woodstock - Additional \$30 discount off sale price of any TV, VCR or appliance in stock, minimum purchase \$300
- Title Wave Used Bookstore**  
216 N.E., Knott Street - 10% discount on all books and magazines
- Warner Pacific College Bookstore**  
2219 S.E. 68th Avenue - 10% discount on the purchase of non-text books



## Bike To Books

Ride your bike on one of the three loop routes to discover the branches of the library. The Bike to Books Bicycle Tour is sponsored by The Bike Gallery and the Portland Wheelmen. Register at any branch or at the Bike Gallery beginning April 6. One lucky rider will win a drawing for a Trek 830 Mountain Bike.

# The Main Event

Saturday, May 2 ★ 10 a.m. - 5:30 p.m.  
Downtown Central Library ★ 801 S.W. 10th, Portland

## The Popular Café Coffeehouse

Presented by **Cunderson, Inc.**

Central's Popular Library section serves as the backdrop for this unique café and entertainment. Enjoy live jazz and a variety of literary readings, complemented by delicious food from Panini and hot coffee and espresso drinks from Torrefazione Italia.

10 a.m.	Dory Hylton World-Class Jazz Quartet
11:15 a.m.	Tom Spanbauer (Author)
Noon	Tall Jazz
1:15 p.m.	Vern Rutsala (Poet)
2 p.m.	Ron Steen Trio
3:15 p.m.	Molly Gloss (Author)
4 p.m.	Marianne Mayfield Quartet

## Children's Literature Comes to Life!

Presented by **The Melvin Mark Companies**

Bring the whole family and take advantage of a full schedule of fun and educational entertainment designed for the young and young at heart. Experience children's literary characters brought to life on stage with theatre, friendly clowns and live music.

10 a.m.	Sheila Rubin's <i>Stories From the Web</i>
11:30 a.m.	Jelly Bean's <i>Stories, Magic and More</i>
1 p.m.	Steffie and Empee's <i>Clown Tales</i>
2:30 p.m.	The Timothy Turtle Show
4 p.m. & 4:45 p.m.	The Lady Bug Theater

## Audubon Wildlife Exhibit and Live Classical Music

A truly unique mixture of the Northwest's finest classical music and historical lithographs comprise this exhibit. John James Audubon (1785-1851) was the first naturalist/artist to work directly from observation to illustrate American birds in lifelike poses. He dedicated much of his life to traveling throughout North America compiling the definitive record of its mammals and birds and their habitats. This exhibit, located on the first and third floors of Central Library, is entitled *Audubon's Animals and Birds* and consists of 51 original lithographs, plus the library's own special treasure, a rare first edition of Audubon's *Birds of America*.

10 a.m.	Bridgeport String Quartet
11:30 a.m.	Musica Femina
1 p.m.	Dell Arco Trio
2:30 p.m.	Thara Memory Classical Trumpet
4 p.m.	Hollis Taylor Trio

## Steppin' in the Stacks

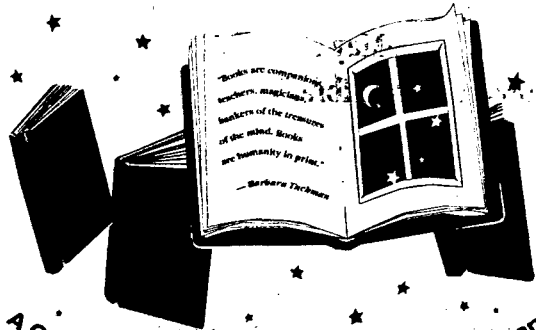
A "backstage" tour of the historic Central Library! From exquisite marble cat walks in the stacks to the shadowy depths of hidden book rooms, be sure and take part in one of these tours departing from the main floor lobby every half hour from 10:30 a.m. - 4 p.m.





Presents

## CHECK IT OUT!



A Celebration of the Multnomah County Library

Join us in celebrating a very special week honoring the vital role of Multnomah County Library in our community, April 27 - May 2. Indulge in a variety of activities including — literary readings, live music, theatre, food and coffee, “backstage” tours of the historic Central Library, films, a trivia contest and the biggest library book in the world — for adults and children at Central Library and at each of the 14 branch libraries. And don't forget that your library card is gold throughout the week! Look inside for details.

**So Check It Out!**  
**Celebrate your Multnomah County Library**

Admission is FREE

Spirit  
KATU 2



The Oregonian

GUNDERSON

K103fm

Special Thanks to  
The Friends of the Library



Designed and Produced by Metropolitan Events

## The Big Search

A trivia buff's dream! Enter for a chance to win \$1,000 worth of gift certificates from Powell's Books. Library users complete and deliver this easily performed, but challenging, trivia questionnaire to any library branch by noon Friday, May 1. Answers to **The Big Search** questions are readily available at your neighborhood Branch of the Multnomah County Library. All correctly answered questionnaires will be entered in the drawing.

1. Who is the “Mother of Oregon?” \_\_\_\_\_

2. Where in Portland is Easy Street? \_\_\_\_\_

3. Who wrote *I Took My Frog To The Library*? \_\_\_\_\_

4. In what year did the name “Oregon” first appear \_\_\_\_\_  
in print and how was it spelled? \_\_\_\_\_  
Spelling

5. What is the longest authenticated distance for throwing a fresh hen's egg without breaking it? \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

No mail-in forms can be accepted. Please help busy library staff by coming into the library to find **The Big Search** answers instead of calling. Multnomah County Library employees and family members are ineligible. Need not be present to win.

# All Week Long -

## And At Your Neighborhood Branch Library . . .

### SATURDAY, APRIL 25

#### Albina

2:30 p.m. - *May Baskets*, stories and crafts for school age children

#### Belmont

11 a.m. - *Preschool Storytime* (ages 3-4)

11:30 a.m. - *Fun Films*, “Velveten Rabbit” and “Rabbits”

#### Gregory Heights

2 - 5 p.m. - *Open House*, entertainment and exhibits including Snuggle Bunny Sing-A-Long with Sheila Rubin

#### Hillsdale

11 a.m. - *The Frog Prince*, with the Tecklewood Puppeteers

#### Midland

2 p.m. - *Magic Show* with Bob Eaton, Magician

#### North Portland

2:30 p.m. - *Face Painting & Storywriting for One Big Library Book* (for children)

#### Sellwood-Moreland

1 p.m. - *Craft demonstrations* by local artists, including Richard Lambert, woodcarver and Mary Godfrey, spinner

#### St. Johns

11 a.m. - 2 p.m. - *Library Celebration Open House - Check Us Out!*

11:30 a.m. - *St. Johns, A Look Into The Past - Visions For The Future* St. Johns Heritage Association presents local history (all ages welcome)

12:30 - 5:30 p.m. - *One Big Library Book Write-A-Thon*

#### Woodstock

10 - 11 a.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

2:30 p.m. - *Puff The Magic Dragon*, hand puppet show by Celeste Rose

### TUESDAY, APRIL 28

#### Capitol Hill

7 p.m. - *Pajama Party*, have your bedtime stories and cookies at the library (ages 2-6)

#### Holgate

7 p.m. - *May Baskets*, create a paper May Basket and flowers to put in it (school age, younger with parent)

#### Rockwood

1 p.m. - *Preschool Partytime*, ages 3-5

#### St. Johns

6:30 p.m. - *Mr. Phil's Favorites*, family storytime - come meet the new youth librarian (all ages welcome)

#### Woodstock

12 - 1 p.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

6 - 8 p.m. - *Video Marathon* - “Anne of Green Gables” and “Anne of Avonlea”

### WEDNESDAY, APRIL 29

#### Belmont

4 p.m. - *May Baskets*, stories and crafts for school age children, younger with parent

7 p.m. - *An Evening of Music & Friends* — Join us in celebrating our library! Enjoy music and friends (adults and families)

#### Rockwood

4 - 7 p.m. - *Be A Link In Learning*, Rockwood Lifelong Learning Center highlights “Your Golden Moment.” Film and tour, International Food Festival, contest, games and activities, GED testing

#### St. Johns

6:30 p.m. - *An Evening With St. Johns* - local talent, friends and neighbors, stories, skits and surprises

#### Woodstock

Noon - 1 p.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

6 - 8 p.m. - *Video Marathon* — “Anne of Green Gables” and “Anne of Avonlea”

### THURSDAY, APRIL 30

#### Holgate

7 p.m. - *International Song Fest* with Mary Rose and others (for families)

#### Hollywood

7 p.m. - *Celebrating Storytime*, Old & New Fairytales (pre-school through 1st grade)

#### Midland

7 p.m. - *Jazz and lyrical dance performances* by children from the Vicki Mills Studio of Dance

#### Sellwood-Moreland

4 p.m. - *May Baskets*, fold a basket and fill it with a bouquet of flowers (school age, younger with parent)

### FRIDAY, MAY 1

#### Belmont

11 a.m. - *Celebration Storytime*, songs and stories (ages 2-6)

#### Gregory Heights

10:30 a.m. and 11 a.m. (two sessions) - *Dance For Tots*; pre-registration required, call 248-5386

#### Gresham

7 p.m. Friday - 8 a.m. Saturday, May 2 - *Sleepover!* Kids of all ages are invited to spend the night at the Gresham Library. We'll open the library at 7 p.m., and lock the doors at 7:30 p.m. Beginning at 7:30 p.m. there will be a puppet show, a magic show, crafts, videos, popcorn, computers, and of course, books. Lights out will be at 10 p.m. There must be a responsible adult spending the night with each group of children. Registration begins Wednesday, April 1, with a limit of 100 people, but you may register until the day of the sleepover as long as there is room.

#### Rockwood

10:30 a.m. - *Toddler Tales*, storytime for ages 12-36 months

4:30 p.m. - *The Light Force*, community youth group presenting a potpourri of talents in drama and music

#### Woodstock

10 - 11 a.m. - *DYNA - Learn to use the library's computerized card catalog*; call 248-5399 to reserve a spot, spaces are limited

3:30 - 5:30 p.m. - *Video Marathon*, “Anne of Green Gables” and “Anne of Avonlea”

### SATURDAY, MAY 2

#### Capitol Hill

2:30 - 3:30 p.m. - *Bin the Clown*, unicycling, juggling, balloons, etc.

#### Gresham

2 p.m. - *Music at the Library*, an afternoon of music and friends

#### Hillsdale

11 a.m. - *Artist John Waddingham*, a demonstration of watercolor painting

#### Hollywood

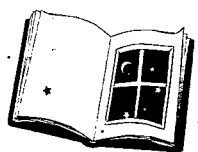
Noon - *Oral Tradition and the Printed Word*, Folktales Yesterday & Today (for families)

#### Rockwood

11 a.m. - *Childcare Mini-Workshop*, new ideas, materials, resources for home and center childcare

2 - 4 p.m. - *Clown Around Kids' Day*, entertainment, crafts, surprises

See your Yellow Pages for library locations.



## An Evening With Ken Kesey, Jean Auel and Katherine Dunn

Come support the Old Town Reading Room on Wednesday, April 29, 8 p.m., at the First Congregational Church, 1126 S.W. Park in Portland.



## Photography Contest

Submit photographs of your neighborhood or of the library to any branch by April 25. The Library Photography Contest is sponsored by Sandy's Camera Shops, who will provide a \$150 gift certificate to the 1st Place Winner. Information will be available at your branch or at Sandy's beginning April 3.



THE BOOKMARK is published for the friends and patrons of Multnomah County Library. Comments and suggestions are welcome.

This issue has been sent to all Multnomah County households where one or more library cardholders reside. If you received more than one copy of this issue or would like your name removed from THE BOOKMARK's mailing list, please drop us a line at 205 N.E. Russell, Portland, OR 97212 or call (503) 248-5469 or our TDD at 248-5246. We'd appreciate hearing from you.

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Director of Libraries: Ginnie Cooper

Board of County Commissioners:

Gladys McCoy, Chair

Pauline Anderson

Rick Bauman

Sharon Kelley

Gary Hansen

The Multnomah County Library Board advises the Board of County Commissioners on matters relating to library services, policies and funding. Members are:

Bill Naito

Don Barney

Felicia Trader

Jolinda Osborne

Karen Hinsdale

William Failing

Yvonne Williams

Evelyn Crowell

Ursula LeGuin

Paul Millius

Angel Lopez

Cliff Carlsen

Chris Landon

Terry McCall

Bonnie Morris

## LIBRARY LOCATIONS AND HOURS

Albina • 3605 NE 15th, 97212 • 248-5362  
T & Th 1-8 • F 1-5:30 • S 11-5:30  
Belmont • 1038 SE 39th, 97214 • 248-5382  
T & W 1-8 • F & S 11-5:30  
Capitol Hill • 10723 SW Capitol Hwy., 97219 • 248-5385  
T & W 1-8 • F & S 11-5:30  
Central • 801 SW Tenth, 97205 • 248-5123  
Su 1-5 • M - Th 10-8 • F & S 10-5:30  
Gregory Heights • 7921 NE Sandy Blvd., 97213 • 248-5386  
T & W 1-8 • F & S 11-5:30  
Gresham • 385 NW Miller, Gresham, 97030 • 248-5387  
Su 1-5 • T - Th 10-8 • F & S 11-5:30  
Hillsdale • 1525 SW Sunset Blvd., 97201 • 248-5388  
T - Th 10-8 • S 11-5:30  
Holgate • 7905 SE Holgate Blvd., 97206 • 248-5389  
T - Th 1-8 • S 11-5:30  
Hollywood • 3930 NE Hancock, 97212 • 248-5391  
T - Th 10-8 • S 11-5:30  
Midland • 805 SE 122nd, 97233 • 248-5392  
T - Th 10-8 • S 11-5:30  
North Portland • 512 N Killingsworth, 97217 • 248-5394  
T - Th 10-8 • S 11-5:30  
Rockwood • 17917 SE Stark, 97233 • 248-5396  
T & W 1-8 • F & S 11-5:30  
St. Johns • 7510 N Charleston, 97203 • 248-5397  
T & W 1-8 • F & S 11-5:30  
Sellwood-Moreland • 7904 SE Milwaukie, 97202 • 248-5398  
T & Th 1-8 • F 1-5:30 • S 11-5:30  
Woodstock • 6008 SE 49th, 97206 • 248-5399  
T & W 1-8 • F & S 11-5:30  
Library Outreach • Bookmobile and Homebound Service  
248-5404 • M - S 9-4:45  
Old Town Reading Room • 219 NW Couch, 97209  
248-5352 • M - F 9-12 & 1-4  
Title Wave Used Books • 216 NE Knott • 248-5021 • M - S 10-4

Multnomah County Library  
205 N.E. Russell Street  
Portland, OR 97212-3708

## INSIDE...

- Your guide to **Check It Out!**  
A week-long celebration of your library April 27-May 2.
- Tips on connecting to DYNA via modem.
- The Great Summer Escape reading program for kids and young adults.
- How to become a member of the Friends of the Library.
- And more news about your library.

# THE BOOKMARK

SPRING/SUMMER 1992

VOLUME 1 ISSUE 1

## FROM THE DIRECTOR

### Celebrate your library; Check It Out!

by Ginnie Cooper, Director of Libraries

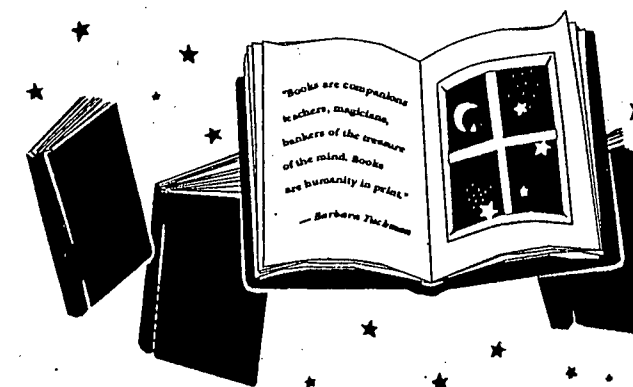
Your public library is something to celebrate. I'll bet you already know this, you and any one of the 70 percent of Multnomah County residents who, like you, have a library card.

Six million times last year, you or a member of your family saw something you liked at Central Library or one of the 14 neighborhood libraries and took it home with you. More of you came to Central Library to find information or check out books than attended Trail Blazer home games last year.

You and your neighbors checked out **20 percent** more books and other library materials than you did the year before — non-fiction and fiction, paperbacks, audiovisual materials, large print books, foreign language materials, musical scores and pamphlets. You

**"...two-thirds of the library's funding runs out June 30, 1993."**

consulted maps and slides and computer data bases. Approximately one-fourth of what you checked out were books for children; at some branch libraries, most of the books you checked out were for kids. You also borrowed three quarters of a million picture books for your littlest ones — because the best preparation for young children



getting ready to learn to read is often found at your library.

Join with us and all of our community this month because of the good news: you and your Multnomah County neighbors love your library and recognize the library as a valuable community resource. For news of our gala "Check It Out!" celebration, look inside this newsletter.

But even while we're celebrating, we are looking ahead — and we're more than a little bit worried. We are worried because the special library levy that provides two-thirds of the library's current funding runs out on June 30, 1993.

For many years, voters have approved special three-year property tax levies to fund Multnomah County Library. The current three-year levy was approved by you, Multnomah County voters, in 1990.

Money is also needed for library buildings.

Our Central Library is in trouble. We need to get rid of the emergency scaffolding on the second floor that is in place

because the 80-year-old walls are crumbling and must be repaired. Books should be available to the public instead of in storage. The building needs changes to meet today's needs — more electrical capacity, for example.

Our next priority is replacing the Midland Branch Library building on 122nd Avenue to serve this growing population. And other branch libraries are also wearing out even as their use is increasing.


If there were easy solutions to finding money to solve these problems, they would already be in place. That's why we continue to need your help and support. We're asking you: What do you think? What will you do? How will you help us?

I hope we can count on your help to answer these critical questions.

I also hope you and your family will join in the fun of "The Big Search," "The Big Book," the bike tour, the photo contest and all the other activities that are a part of "Check It Out!" a wonderful week of celebrating libraries.

Look inside for a special section about **Check It Out!** the library celebration, April 27-May 2.



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# C O R B E T T

## COMMUNITY STRATEGY

MARCH, 1991



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## **ACKNOWLEDGEMENTS**

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# SUMMARY

The Corbett rural center is located about six miles east of the city of Troutdale in the Columbia River Gorge National Scenic Area. Since the designation of the Columbia River Gorge National Scenic Area in 1986, public attention has focused on the economic viability of the communities located within the Gorge. The supposition is that the national scenic area designation, through land use policies, is greatly restricting the economic development of Corbett.

The primary reasons for minimal economic growth in the Corbett rural center is not the national scenic area designation, but its proximity to the Portland Metropolitan Area, past County land use policies, its growth as a bedroom community, and lack of demand. Most residents do not depend on the area for employment opportunities. Yet, the population of the area and the demographics have remained relatively the same despite the decreasing number of employment opportunities in the area. Providing family wage employment opportunities in the area is not crucial for the survival of the community. Many residents advocate for quality economic development, not just economic growth as a means to enhance their community and quality of life.

Growth in the area has primarily consisted of single family houses; most other uses require special land use approval. The County's land use policies seek to retain the rural atmosphere. Springdale, just a few miles west of Corbett, is very similar to Corbett but is located outside the national scenic area. Similarly, Springdale has not experienced substantial economic development. The scenic area designation is not the major cause for lack of development in the Corbett rural center.

Less than one percent of the County's population live east of the Sandy River in over 39 percent of the County's land base. The demographic data reveals a middle age, middle class, and well-educated community in comparison to the overall

County. These people primarily reside in the area to enjoy the quality of life afforded by a rural lifestyle. As the community grows and changes, the community's main concern is preserving and enhancing its rural lifestyle. But only limited resources are available to the unincorporated Corbett community to pursue community enhancement.

The low population makes it difficult to garner County and State resources for community development projects. Thus the community is seeking limited economic development as a means to achieve community enhancement. But it has been difficult for the community to support local businesses. Historically, fewer and fewer businesses have been locating in the area; many existing businesses have relocated. The community has one major untapped economic resource — tourism and recreation. The community is uniquely located along the Historic Columbia River Highway, designated in 1990 as one of the ten "Most Beautiful" highways in North America by the American Automobile Association, and within a national scenic area.

Economic studies indicate that tourism/recreation is a major industry in the region and is expected to continue growing in importance. Tourism business will be more easily attracted to the area as the community and the Columbia River Gorge National Scenic Area grows in prominence and gains world class recognition for its extraordinary and stunning scenic and natural resources. The few new businesses in the area are based on the visitor industry. But it will take time to develop the tourism/recreation industry. Corbett lacks many of the visitor service components necessary to support a successful tourism program.

The tourism strategy provided in this report is based on a five year projection. The recommendations involve three key players: Corbett citizens, the County, and the State. It strongly con-

siders the limited resources of each group. These recommendations are based on a realistic assessment of each group's capabilities. This tourism strategy is doable. Local citizens and business investors can implement this tourism strategy with assistance from county, state, and federal programs. Successful projects are the key to moving the community forward towards its goals. It should be periodically assessed to determine if community goals are achieved. Some of the recommendations for implementing a community tourism strategy are:

**RECOMMENDATION #1:**

**Establish a comprehensive tourism organization to coordinate tourism activities.**

A tourism organization is the nucleus of a successful tourism program. The time and resources committed to a structured and focused program will ensure Corbett's success at developing and promoting tourism while being responsive to the community's desires. A tourism program provides direction for efficient and effective use of limited resources. Tourism goals should be based upon realistic expectations of the coordinating organization, not unattainable dreams.

**RECOMMENDATION #2:**

**Implement a community plan for the Corbett rural center through the County's Division of Planning and Development.**

A community plan provides future direction. It allows limited resources to be directed and focused. The plan would be crafted in cooperation with the community to provide them an active role in realizing their goal of community enhancement. A community plan begins to define the community's identity or sense of place. Visitors seek unique experiences and attractions. The plan assists the community in identifying and capitalizing on those attributes, while providing a more livable community.

**RECOMMENDATION #3:**

**Focus on a specific annual event or project that promotes Corbett's natural, recreational, and historical assets.**

From the onset, Corbett must address both attraction development and marketing issues. With limited resources, this is a very difficult task. It will be more effective if the tourism organization concentrates on one or two projects. Special events are important vehicles for developing tourism with limited resources. Special events generate revenue by bringing a large number of people into a community for a day or two without requiring permanent infrastructure or major financial investments.

**RECOMMENDATION #4:**

**Develop regional partners and tourism networks throughout the Gorge and the Portland Metropolitan Area.**

Regional cooperation is essential in the tourism industry. Few organizations are financially able to support all their marketing and product development. Limited resources are leveraged through regional partnerships. Partnerships and networking assist in promoting an entire region; the sum is greater than its parts. Corbett businesses and leaders have not networked with nearby communities or groups — either in the Gorge or the East Portland Region.

**RECOMMENDATION #5:**

**Fund rural tourism start-up programs and projects through County initiative.**

Resources are needed to implement any plan. Unlike cities or counties, the unincorporated rural communities have very limited financial resources. The County needs to explore opportunities for providing seed monies for leveraging other available resources. Without initial financial support, it will be very difficult for the communities to establish a self-sustaining tourism program.

# CHAPTER ONE: INTRODUCTION

In 1986 the Columbia River Gorge was designated a national scenic area. Almost 11 percent of Multnomah County is within the Columbia River Gorge National Scenic Area (NSA). Corbett, Latourell, Bridal Veil, Dodson, and Warrendale are small communities located in the County's portion of the NSA. As directed by Congress, the Columbia River Gorge Commission and the USDA Forest Service are working with the six Columbia River Gorge counties to develop a comprehensive management plan. Adoption of the final management plan will have major implications, both positive and negative, for the economic future of the Columbia River Gorge (referred to as the Gorge).

In the spring of 1988, the Multnomah County Planning Department completed an initial summary of the economic status of the Corbett community and the possible economic effects of the national scenic area designation. The paper concluded that commercial activities will generally be restricted throughout the NSA. The proximity to the Portland Metropolitan Area makes it unfeasible and undesirable for the rural areas in east Multnomah County to pursue urbanization and industrialization by becoming mini-urban areas. The initial summary paper also concluded that Corbett's greatest economic attributes are its natural environment and rural atmosphere. The paper recommended that Corbett capitalize on the NSA's recreation and tourism opportunities.

Tourism and recreation opportunities have always been a recognized economic component of the Gorge communities, but the scale of and commitment to tourism/recreation development has been limited, scattered, and uncoordinated. For example, Multnomah Falls, located in Multnomah County, is the most often visited attraction in the state; yet in the neighboring community of Corbett, few remaining businesses cater to the visitor industry. Since the creation of the NSA, tourism and recreation development is more feasible. The designation of the Columbia River Gorge as a national scenic area has given

national recognition to the Gorge as an attraction and focused national efforts and funding to its management. Associated with this growing tourism industry will be an increasing demand for related wholesale, retail trade and visitor services.

## PURPOSE

Based on the recommendations of the initial summary, and the concurring findings from this analysis, the purpose of this report is to develop a tourism strategy for the community of Corbett. Recommendations for community development opportunities are based on a comprehensive economic assessment. This report is a consideration of future impacts and events — it is not a business or marketing plan. Actual implementation of the report's recommendations will need to occur through public and private initiatives.

The report is divided into three main sections. First, an overview of the economic history of the area is provided. Second, an analysis of the current economic and community situation is performed to assist in understanding the changes that have occurred and the effects these may have on future tourism opportunities. Third, a tourism strategy is discussed to provide a framework for future community development opportunities.

## STUDY AREA

As outlined in the draft management plan, commercial development in the NSA is encouraged to take place within urban areas and in designated rural centers. Multnomah County has one small urban area designation at the Bonneville Dam site. Legal authority over land use policies for this area is under the authority of the Army Corps. of Engineers, a federal agency. The County has limited land use jurisdiction at the site; therefore, from a County planning perspective, this area is not considered. The draft management plan does have one rural center designa-



tion in Multnomah County. The recommended policy defines rural centers as: *"those areas which act as service centers and gathering places for concentrations of rural residences."*

Corbett was chosen as the focus of this report because of its rural center designation by both the County and the Gorge Commission. No other Gorge communities in Multnomah County (Latourell, Bridal Veil, Dodson, or Warrendale) were designated rural centers under the NSA draft management plan. Corbett is the only area in Multnomah County in the NSA where concentrated commercial development is permitted. The Corbett Rural Center is located about six miles east of the city of Troutdale.

### **PLANNING PROCESS**

Public involvement was a key component of the planning process. A Corbett citizens task force was formed to generate the community's economic goals, objectives, and recommendations. The group's charge was to identify desirable types and levels of economic development activities. To actualize the goals of the Corbett community, support and input is required from the entire community.

In addition to the community input, this report incorporates information from existing County plans and other relevant planning efforts and reports to arrive at a community assessment. County and regional experts in various fields were consulted for feedback on the proposed strategy. As with any plan, this report should be reviewed and updated in the future to address changes and trends in the Corbett area.

## CHAPTER TWO: ECONOMIC HISTORY

The Gorge's natural resources have long been the focus of man's attraction to the area. Traditionally, the economy of the Gorge has been dependent on its natural resources. Lumbering, fishing, mining, farming, and trapping were the main economic activities in the area. Historians view commercial activity as support for resource based commerce. "Modest trade centers developed and served as the focal point for goods and services in the region" (Spranger, 1985).

East Multnomah County's economic dependence on natural resources can easily be traced back to the birth of the communities of Bridal Veil, Palmer (no longer exists), Dodson, Warrendale, and Corbett. For example, the Bridal Veil Lumber Company operated for seventy-five years in the town of Bridal Veil. Just west of Palmer, the Latourell Falls Wagon Road and Lumber Company also operated.

In addition to timber operations, the salmon industry played a major role in the early economic development of the area. With the invention of the fish wheel, fisheries and canneries (e.g. Rooster Rock Cannery, Tunnel Wheel at Corbett, Lower and Upper Dodson Wheel, and McGowan's Cannery) sprang up along the banks of the Columbia River, creating communities. The salmon industry was important to the early economy of Multnomah County, with operations existing until the 1930s. Farming and cattle raising also occurred throughout the area, both on the rim of the Gorge and in the fields along the Columbia River.

The communities of Bonneville, Dodson, Latourell, and Corbett originated as railroad station stops along the Oregon Railroad and Navigation Company's line. Corbett Station was named after a prominent Portland business leader and senator, Henry W. Corbett. Corbett was established in the early 1880's as a station stop, although the first store in the town itself was not established until 1888 (Koler/Morrison, 1990).

Timber and agriculture were the mainstay of the economy in the early 1900's.

During the same time period, tourism and recreation were also considered partners in the economic growth of the area. With the completion of the now Historic Columbia River Highway in 1915, roadhouses became major attractions to visitors from the Portland area. Familiar roadhouses were the Chanticleer, with a beautiful view of the Gorge; Forest Hall, famous for its "Kentucky chicken dinners"; Mist Falls near Wakeenah Falls; and many more. The visitor industry flourished along the Columbia River Highway in the 1910's and 1920's and there was demand for more visitor facilities such as Multnomah Falls and Vista House. Federal and state recreation sites were also developed along the highway to meet the increasing demands of the visitors.

Prior to the opening of the Columbia River Highway, railroads and steamboats were the major transportation links between Portland and the Gorge. The "Grocery Picnic Special" was an open air pavilion rail car that traveled from Portland to Bonneville on weekends for picnics and dances.

It is interesting to note that the Historic Columbia River Highway was built in the early 1900's with the specific intent of facilitating tourism/recreation use in the Gorge. Numerous tracts of land were either donated or bought to provide the numerous parks that dot the cliffsides and along the river. Since then, we have broadened the tourism and recreation interests of the Gorge with national and even international recognition and support.

# CHAPTER THREE: CURRENT ECONOMIC ASSESSMENT

An overview of the most current employment data from the State, County, and the area east of the Sandy River is presented. Knowing where people work and what they do assists in evaluating the current economic status in relation to recreation and tourism. Data is based on the 1980 and the most recently available 1990 U.S. census data.

The economic situation east of the Sandy River in Multnomah County is not completely represented by either the greater Portland Metropolitan economy or the Gorge economy. These communities are sandwiched between two contrasting economies: the natural resource economy of the Gorge and the industrial/commercial economy of the greater Portland Metropolitan Area. But clearly the greatest influence is the area's proximity to the Portland area.

## ECONOMIC OVERVIEW

Forestry, agriculture, and tourism are three of the largest industries in Oregon. Manufacturing, trade, and service sectors are the respective elements of these major industries. In 1980, these three major industries comprised 71 percent of all the County's rural employment based on place of work. After the recession in 1985, rural jobs in these industries dropped to an estimated 50 percent.

## FORESTRY

The forest product industry in Multnomah County accounted for 20-30 percent of the total rural employment, or an estimated 5,500 jobs in 1980 (Multnomah County, 1989). The majority of wood production in Multnomah County is on public lands. Modernization and changes in the overall timber industry as well as increasing environmental concerns are causing land management agencies to evaluate their forest plans. This will continue to lead to a significant reduction in the number of workers employed in

the forest products industry. Secondary wood production operations may retain a portion of these jobs.

## AGRICULTURE

In 1980, an estimated 1.2 percent of Multnomah County's population was employed in agriculture. By 1986, the level fell to .6 percent of the total population employed in this sector (Multnomah County, 1989). Part-time farmers are estimated to comprise a larger portion of the total agricultural enterprise. The average County farm size is less than 20 acres. There has been a growing trend toward urban fringe, small, high-yield farms that produce high-value speciality crops such as integrated vineyard/winery operations, nursery stock, herbs, cut flowers, U-pick, and truck farm operations. This trend is consistent with the trends that show the average farm size is shrinking, operations are generally part-time and supported by secondary incomes. The Corbett/ North Springdale area appears to have untapped agricultural potential within this subset of the industry.

## TOURISM

Tourism is Oregon's third largest and growing industry. Services, retail trade, transportation, and food processing are important sectors of the tourism industry. Multnomah County was ranked first among all Oregon counties in travel and tourism expenditures with over \$383 million dollars generated in travel expenditures (Dean Runyan Assoc., 1989). Tourism is also estimated to be the second largest employer in rural Multnomah County (Multnomah County, 1989). An example of the region's expanding tourism commitment is the Oregon Convention Center. It is projected to generate \$59 million a year for the local economy and attract 150,000 visitors a year to the city (The Oregonian, 1990). Multnomah County joined the Oregon Tourism Alliance (OTA) in 1988. The Alliance repre-

sents 11 governments – 8 northwest counties, the city of Portland, the Port of Portland, and Metropolitan Service District – working together to develop tourism in the region. Corbett is currently involved with a small community tourism program sponsored through OTA.

Rural employment opportunities in Multnomah County are decreasing in the forestry and agriculture industries. Tourism continues to grow in importance throughout rural Multnomah County, especially in the Columbia River Gorge.

## OCCUPATION

This section provides employment information on people who live in, but do not necessarily work in, the area east of the Sandy River (Figure 1). Over one-quarter of the residents are employed in executive and professional fields. Craftspeople, service providers, and administrative support account for the largest remaining employment fields. The area provides a well-educated and well-trained workforce. Many of the residents employed in the professional and executive fields commute into the metropolitan area; the Corbett area does not provide a large number of these employment opportunities. Fewer residents are relying on the traditional farming, fishing, and timber industries.

**FIGURE 1: OCCUPATIONS OF PERSON IN 1980**  
(Multnomah County East of Sandy River)

OCCUPATION	PERCENT	ACTUAL
Executive/Professional	26.3	387
Precision Operator & Craft	16.4	243
Services	14.4	215
Admin. Support	13.6	201
Machine Operator	7.2	106
Sales	6.4	95
Laborers	5.3	79
Trans. & Material Moving	4.9	72
Farming, Forestry, Fishing	3.0	45
Technical Support	2.5	37
Total	100.0	1,480

Source: 1980 U.S. Census Data

Because of Corbett's proximity to the Portland Metropolitan Area and easy access to Interstate 84, Corbett is a "bedroom community". It would be helpful to know exactly where the residents work, but census information on the location of employment is unavailable. However, given the limited number of businesses located in area east of the Sandy River a logical assumption is that a large portion of the residents are commuters.

Some contend that more family wage job opportunities should be provided in the Corbett area to fulfill a perceived employment need. In actuality, findings suggest that local residents no longer depend on local employment opportunities. A large percentage of the residents appear willing to commute. Demographic data indicates the population has increased slightly. Even as employers left the area, the population of the area has not reflected any major out-migration. The perceived lack of employment opportunities in the area has not hindered the population growth of the area, nor has it greatly affected the demographics of the community.

## LAND USE HISTORY

Detractors suggest that the proposed NSA management plan has prevented economic growth from occurring in areas east of the Sandy River. It may be true that the management plan has restricted economic growth, but it has not curtailed economic development. The real issue is whether economic growth or economic development is appropriate for the Corbett rural center. Economic growth focuses on increasing the number of businesses — the more the better. Economic development, on the other hand, focuses on building, strengthening, and enhancing a limited number of businesses — an improved state.

Upon reviewing Corbett's land use planning history, the County has historically supported controlled economic development in rural areas (see Appendix B). The proposed NSA management plan generally parallels existing County land use policies with respect to commercial activities in rural areas. Many of the proposed commercial

policies are not new to Multnomah County.

Growth in the Corbett Area has primarily consisted of single family homes, with very few businesses locating or even inquiring about locating there. Corbett cannot compete with nearby locations in Troutdale and Gresham in terms of access to markets, transportation, work force, and the inherent "economies of scale" most urban areas provide for commercial enterprises. "Rural Multnomah County is experiencing its greatest growth in single family residential dwellings. New rural residents are combining rural lifestyles with urban amenities and are willing to commute to work" (Multnomah County, 1989). This bedroom community has continued to grow more as a residential area than as a commercial area. Many of the once thriving businesses (one grocery store, a dentist's office, beauty shop, and real estate office) have now closed or relocated; very few new businesses have moved into the area. Since the County's policy has been to retain the rural atmosphere, most uses require special land use approval, except single family dwellings.

Since commercial establishments in the Corbett rural center have gradually been relocating or closing, it begs the question: Can the community support commercial establishments? In other words, is there a need or is it more convenient to work and shop in the metropolitan area where the selection is greater and the prices lower? Any new commercial establishments will require the support of the community if they are to survive.

In 1986, the 289,200 acre Columbia River Gorge National Scenic Area was created under federal law. The purposes of the Act were to protect and enhance the scenic, cultural, recreational, and natural resources of the Gorge while encouraging economic development in urban areas. A significant portion of the County's land east of the Sandy River is included in this NSA designation. As the NSA management plans nears completion, it has become evident that commercial development will continue to be directed to urban areas and rural centers. This parallels the

County's current rural area policies.

However, the NSA management plan differs in the number of areas designated urban and rural. Prior to the NSA designation, Multnomah County had four rural centers in the Gorge: Corbett, Bridal Veil, Dodson, and Warrendale. The NSA plan only designates Corbett as a rural center. This policy decision will concentrate commercial development potential in Corbett rather than dispersing commercial uses throughout the area. It protects the natural, scenic, cultural, and recreation resources and creates the potential for establishing a cluster of activities and attractions in Corbett. Both the elements of protection and focussed development are necessary for promoting a successful tourism strategy in a rural environment.

Commercial uses allowed by the NSA plan in the Corbett Rural Center are similar to the County's current rural center policy, except that light industrial uses are now prohibited and there are more specific provisions on the scale of commercial structures. Since the NSA designation, the Gorge Commission has discouraged commercial uses outside urban areas and rural centers. A few commercial nodes, (isolated commercial developments) exist in the Gorge.

Because of these restrictions, the Corbett Rural Center is unfolding as the most significant area for commercial development in the NSA within Multnomah County. In keeping with past County land use policies and the proposed NSA plan, future activities need to focus on controlled economic development, not economic growth.

## CHAPTER FOUR: COMMUNITY ANALYSIS

In addition to assessing the economic potential of the community, it is important to gauge the community's desire for future economic development opportunities. This section begins to answer three basic questions about the Corbett community:

- 1) Who lives in Corbett?
- 2) What do they envision for Corbett's economic future?
- 3) Are the goals realistic?

### CORBETT RESIDENTS: DEMOGRAPHIC PROFILE

This demographic profile provides direction for the future economic growth of the community. It can be an extremely important tool for developing the community's vision and establishing its future economic potential. Changes in demographics can affect the needs for certain types of land uses in a community, i.e. housing, employment, transportation, public services and facilities.

Demographic information of the Corbett Area is based mainly on the 1980 U.S. census information and recently released 1990 U.S. census data. Census tract #105 — the area in Multnomah County east of the Sandy River — was used to generate the profile for the Corbett community. The communities east of the Sandy River are similar in nature, so the general trends are applicable to Corbett. Data reflective of the period after the 1980 census is based on the Metropolitan Service District's trend analysis and the recently released 1990 U.S. census data.

It is important to note that the trend analysis was completed under the assumption that future land-use plans will be consistent with the current plans. The NSA management plan may be somewhat different than the current land use planning, but the general trends appear to be consistent with the current planning (Stickel,

1990). Additional factors that were not considered in this trend analysis were the economic vitality of the region and the current effects of oil prices on transportation.

### Population

Growth patterns of the area east of the Sandy River show a fairly steady increase in the rural population until 1970 (Figure 2). Following 1970, growth increased substantially due to the popularity of rural lifestyles and increasing incomes in the metropolitan area. Since that time there has been a drastic deceleration in the growth rate. Only a 2.7 percent growth increase occurred between the period 1980 and 1990. This decrease in growth which may be attributed to NSA designations or the limited number of lots of records still available. Population growth is stabilizing.

FIGURE 2: POPULATION

YEAR	E. SANDY	COUNTY	% of COUNTY
1950	2,300	471,537	.49
1960	2,428	522,813	.46
1970	2,729	556,667	.49
1980	3,633	562,203	.65
1990	3,732	583,887	.64

Source: U.S. Census Data

To gain a perspective for the population in the area east of the Sandy River the figures need to be compared to the overall County population. Since 1950, the total area east of the Sandy River has comprised less than one percent of the total County population. This percent is actually very small considering approximately 39 percent of all the County land is east of the Sandy River. But the majority of this land is under state and federal ownership.

## Demographics

In 1989, the median age in the rural area east of the Sandy River was 34.4 while in 1985 the median age was 31.7. The population is getting older. In general, the trends suggest that the residents are getting older, with the majority between the ages of 35 and 54. Only 10 percent of the population is 55 or older. (Figure 3).

Children from the ages of 0-19 account for 32.5% of the population while in 1980 they accounted for 36.8% of the population. Since 1980, the trends indicate an overall slight decrease in the number of school age children (Figure 4). Nationally, during the same period there was also a forecasted decline in the elementary and high school enrollment (Sternlieb, 1986).

According to the 1980 census, over 83.8 percent of the residents were high school graduates, 22.1 percent had attended some college, and 17.0 percent were college graduates. The education level of the Corbett residents is comparable to the County's general population.

By definition, household income is the total income earned by all members of a household. Average household incomes were \$34,900

whereas the County average was \$29,700. Generally, the households east of the Sandy River had higher incomes than the households in the County-wide profile (Figure 5).

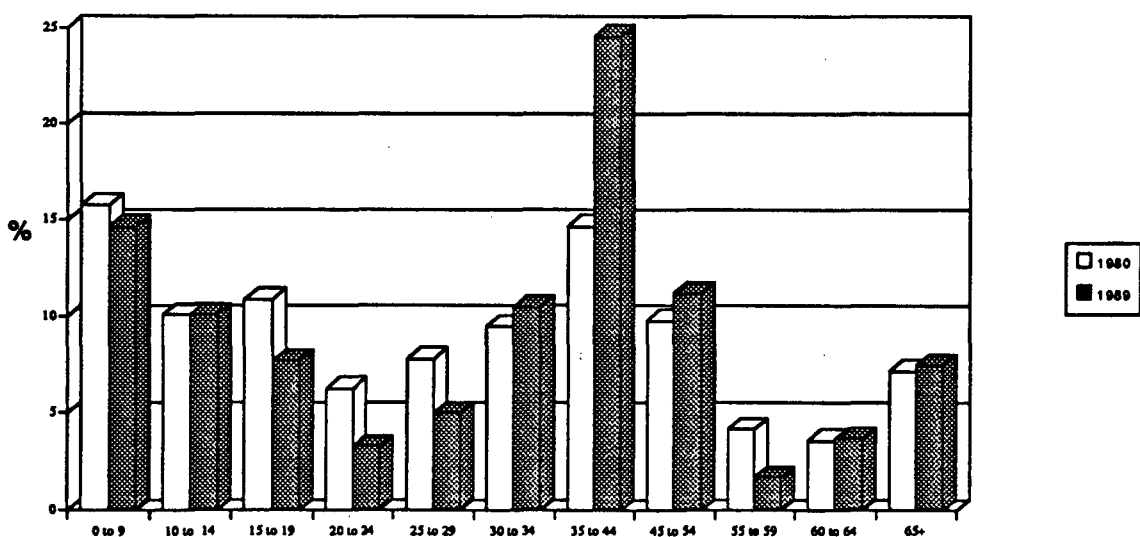
Average residents of Corbett are in their mid-thirties, earning an average household income of \$34,900 and have at minimum a high school degree with a substantial number having a college degree.

The majority of the residents are of the "baby boom" generation. This generation waited later in life to have children. Many families in the area are probably actively involved in raising their children and have less discretionary time available for volunteer work and community services. Knowing how many volunteers are available is an important consideration for a community that depends on volunteer efforts.

## WHAT DOES THE CORBETT COMMUNITY ENVISION FOR THEIR ECONOMIC FUTURE?: COMMUNITY GOALS

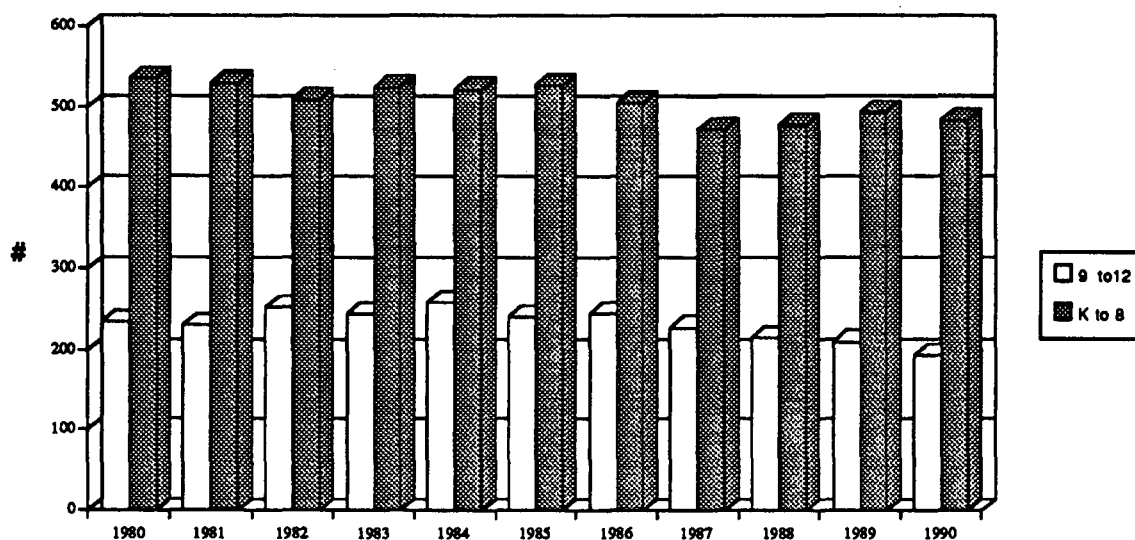
It is important to note that community economic planning does not occur in a vacuum irrespective of the lifestyle goals of the community. As stated in the beginning of this

Figure 3: Age Groups East of Sandy River — 1980 and 1989



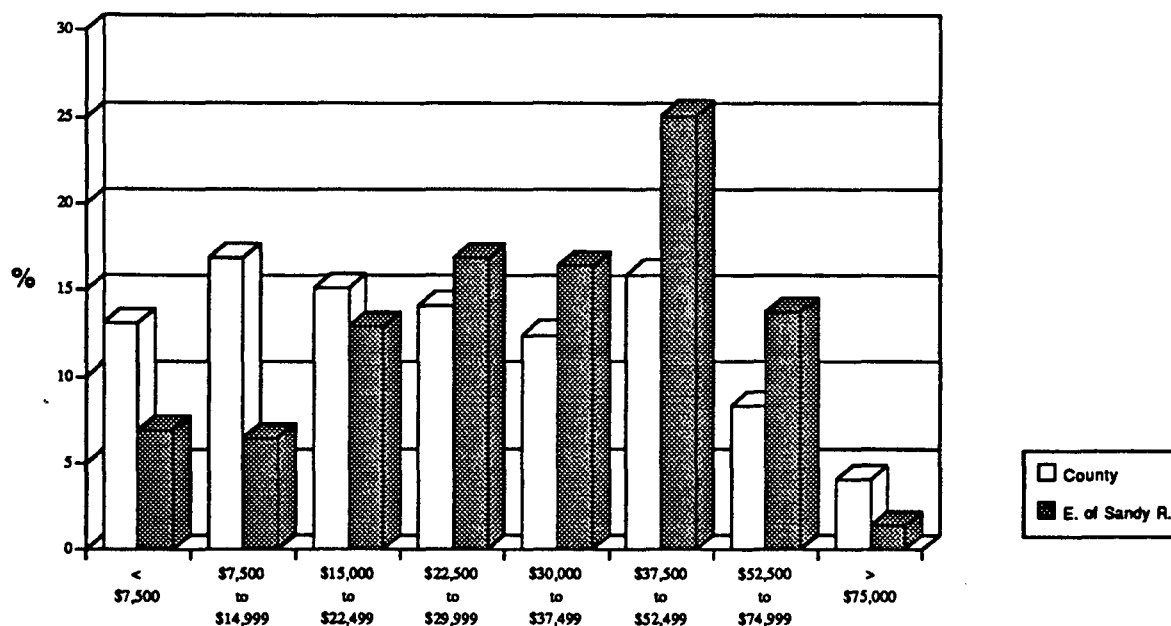
Source: 1980 U.S. Census Data & Metro

Figure 4: School Enrollment Trends —East of the Sandy River



Source: Corbett School District No 39

Figure 5: Income of Households in 1988 — Mult. Co. and East of Sandy River



Source: Metro



report, a citizens involvement task force was convened to craft economic development goals. The task force began the process of deriving community economic goals by first identifying the "Qualities of Life" they value. These qualities provided the framework for crafting broad community economic goals. This report will only focus on the community economic goals, but the group also identified specific community economic objectives and projects(see Appendix A). This latter exercise was performed to provide the community with additional direction for short term projects, if they choose to pursue them. This section provides the information generated directly from the community involvement group without any additional commentary.

The group was provided with the following definition of economic development as a basic premise for the discussions: *"Economic development is often taken as synonymous with growth in volume and intensity of economic activity. Economic development refers to progress toward an improved economic state. An improved economic state may or may not involve a higher intensity of economic activity and all that attends it"* (Bendavid-Val, 1980).

#### IMPORTANT ATTRIBUTES IDENTIFIED BY TASK FORCE

- A rural lifestyle that offers a diversity of life-enhancing qualities which include a desirable family atmosphere, an independent spirit, an opportunity to be self-sufficient, and a sense of family and local history.
- The physical and historical environments, mainly the scenic resources, historic sites, elbowroom, and the weather.
- An education system based on the "little red school house image," including:
  - smaller classes
  - more personal contact between children and teachers
  - more opportunities for children's

involvement in school activities

- more parent and community involvement

- The proximity of Corbett to the Portland Metropolitan Area for working, shopping, recreation, and education.
- The traditional rural employment opportunities afforded by the rural environment , such as farming, fishing, and logging.

#### COMMUNITY GOALS

The group felt very strong about ranking the goals; originally there was to be no ranking of the goals. List below are the ranked order of the eight goals the group crafted:

- 1) Preserve and enhance Corbett's small town lifestyle that provides a sense of place and encourages a commitment and interest in the community.
- 2) Support, maintain, and enhance existing businesses and structures in the community.
- 3) Facilitate communication and coordination of community activities between public and private sectors.
- 4) Increase rural commercial services and visitor services facilities in the Corbett rural center that provides both public and private services (e.g. retain schools K-12, gas stations, etc.).
- 5) Maximize quality low impact economic development opportunities which are compatible with the NSA management plan and County Comprehensive Plan.
- 6) Implement an economic focus plan which is responsive to both local businesses and community needs.
- 7) Provide consistent and compatible design standards for the Corbett Rural Center.

- 8) Encourage the development of infrastructure in the Corbett rural area.

## ARE THE GOALS REALISTIC?

Yes, the community's goals are realistic. The goals parallel the County's and the Gorge Commission's position on rural development. This well-educated, middle age, and middle class community is concerned about protecting and enhancing the quality of life for themselves and their children.

The community goals and economic assessment reflect a community in transition. Decreasing numbers of community members are economically dependent on the area. Corbett continues to grow as a bedroom community with increasing emphasis on preserving and enhancing the rural lifestyle — not expanding the local job market. Yet many community members who have invested in the business community are concerned about its economic viability, and rightly so. They advocate for the retention and maintenance of existing businesses and expansion for new commercial development.

The goals offer the community direction. Prior to this report there was no formalized community direction. Many differing opinions emerged from the community but not community consensus. Now there is a community vision for local residents, the County, and other decision makers. Individual decisions can now be made in relation to the articulated community goals.

However, limited resources are available to assist Corbett in achieving its goals. The low population makes it difficult to garner County and State support and resources. When a community represents less than one percent of the total County population, it is difficult to justify a commitment of resources to the area. The community is aware of its limited County and State support and have begun to explore untapped economic resources — tourism and recreation.

The tourism/recreation industry is one of the

most viable economic development opportunities available for the area. Tourism related businesses will be more easily attracted to the area as the community and the NSA grow in prominence and gain world class recognition for its extraordinary scenic and natural resources. Small scale tourism development can be a tool for achieving community preservation and enhancement while maintaining and enhancing the business environment.

The goals must be pursued in a way that allows the community to take advantage of its strengths and be aware of its weaknesses as well as protecting the community's lifestyle interests. Time is an important issue when evaluating the relevance of these goals. Implementation may be a slow cumbersome process; with limited resources it may take five to ten years before many of the goals are realized.

Focused economic development efforts and preservation of the rural lifestyle can be married through a tourism strategy. But can Corbett support tourism activities? The next section will explore the components of a potential tourism development and enhancement strategy.

# CHAPTER FIVE: COMPONENTS OF TOURISM

Three main elements must be present to successfully market tourism: the community, attraction, and the visitor market (For further community tourism analysis, see Appendix C). There must be interaction between public and private sectors in all areas to adequately and successfully support community tourism activities.

*The community component consists of an organization to coordinate and manage tourism activities; labor force; public services such as roads, transportation, and parking; support services such as lodging and eating facilities; and hospitality.*

Corbett has difficulty supplying all the community components necessary for marketing tourism. Basic support services are lacking and the local community does not control the public services for the area. But Corbett's proximity to the Portland Metropolitan Area reduces the initial need to provide such services to visitors. Many of the support service needs can be filled in neighboring communities, but Corbett should refrain from relying on this situation for long because of lost revenues.

Corbett lacks a comprehensive tourism organization. Without a comprehensive organization, Corbett limits its ability to fully capitalize on tourism. The community can support limited tourism activities but is unable to support major activities or projects requiring a substantial commitment of time and resources. It will also take many years of developing and marketing activities to generate significant community returns.

*Attractions and special events provide the motivation for visitors to visit the community.* Corbett has many potential attractions but they need to be defined and developed in respect to the existing and potential tourism market. Trends suggest that the NSA will continue to increase as a visitor attraction. Corbett needs to respond accordingly and tap into their natural, historic,

scenic, and recreational resources.

*The traveler market is defined by geographic area, and specific income-behavior characteristics of the visitors to a community. The visitor market is a reflection of the "uniqueness" a community offers to the traveler. The types of public facilities, public services, and local businesses affect the community's image and the type of tourists that visit the area.*

Corbett's location in the Columbia River Gorge National Scenic Area provides the community with a potential wealth of travelers. The challenge for Corbett is to establish a unique visitors' experience to capitalize on the large number of visitors traveling through the Gorge. Eventually, Corbett can even establish new visitor markets. Corbett can capitalize on visitors to the Gorge but it will take many years to develop and market their community before realizing many of the benefits.

## IS TOURISM DEVELOPMENT WORTHWHILE TO CORBETT?

Corbett, as it exists today, has major obstacles that need to be overcome if the community wishes to pursue tourism development:

- Lack of visitor services;
- Lack of a comprehensive tourism organization;
- Lack of local control over public services;
- Lack of a demand to provide such opportunities.

Major public and private investments are needed to address these obstacles.

Even without a tourism strategy, Corbett residents and the County are still saddled with increasing visitor-related problems:

- Increasing costs to provide basic support ser-

vices such as law enforcement and fire protection;

- Increasing vehicular traffic along the Historic Columbia River Highway and associated problems such as congestion during peak seasons and litter;
- Escalating real estate values due to increasing demand and less developable, land driving low income and resource dependent residents from the area;
- Increasing demand for maintenance of infrastructure such as roads;
- Increasing potential for detrimental aspects such as vandalism and crime;
- Increasing potential for influence from outside investors, developer's interests that differ from community interests.

Recognizing that many of these impacts will occur anyway, the community has a great opportunity to capitalize on the existing situation to advocate for a tourism strategy that will assist them in mitigating many of these negative impacts while enhancing their community. With these increasing visitor needs, the community can more easily justify the need for such improvements as well maintained roads and pedestrian walkways, improved directional signing, and increased law enforcement. All of which are community goals regardless of the number of visitors traveling through the community.

Other negative impacts can also be mitigated through a tourism strategy. For example, an adopted community plan places the community's goals before an outside investor or developer's interests. The community can turn these negative impacts into positive ones through a community tourism strategy and influence development to benefit the community at large.

Tourism development is a very worthwhile economic strategy for Corbett. Its location in a

national scenic area and its proximity to Portland and the Oregon Convention Center provides the area with a wealth of current and potential visitors. The Oregon Convention Center is in its infancy. As it continues to gain national recognition, so will the NSA. The economic impacts to the local businesses and government is tremendous. In 1987, Multnomah County generated over \$383 million dollars in travel expenditures, the highest in the state. The three business groups most impacted by tourism dollars were retail sales, accommodations, and eating/drinking. More specifically, retail sales generated \$112 million (29% of the overall total travel expenditure), accommodations generated \$78 million (20%), and eating/drinking generated \$89 million (23%) (Dean Runyan Assoc., 1989). Corbett has a great opportunity to capitalize on the growing number of visitors to Multnomah County, and garner a significant portion of these increasing revenues.

A community tourism strategy is also a means for historic preservation. Corbett's past is slowly slipping away as more outsiders move into the area. Through historic special events, community signage, and restoration of historic buildings, the past can enrich the community culture, instill pride in the community, and strengthen the "sense of place." By telling Corbett's story, the community also begins to tell the history of the NSA.

Corbett has taken the initial steps in tourism development; the community has embarked on development but it is not an integrated part of their community. The possibilities for tourism development are limitless.

## CHAPTER SIX: TOURISM DEVELOPMENT SCENARIOS

The following three achievable tourism scenarios represent broadly defined visions of the future. These are presented as a tool to evaluate the trade-offs involved.

### THE NO PLANNED ACTION TOURISM SCENARIO— CURRENT SITUATION

This alternative describes what currently exists. Tourism has no special status in Corbett; it is just one of the many potential land uses. Any tourism development project is usually initiated independently by a private investor, governmental agency, or nonprofit organization. As a result, little consideration is given to the cumulative effects of such an action. The overall implications are not adequately considered in the decision and approval process. This lack of a community tourism direction results in limited resources being dispersed as opposed to focused and networked.

This unplanned approach results in more short-term tourism growth. With this scenario, community enhancement, business retention, job creation, beautification, and other community improvements are overlooked or are addressed in a piecemeal fashion without ever actually achieving the overall community goals. As a result, the community's desires will not be realized. The community, in their struggle for community enhancement, will continue to seek County and other agencies' financial assistance. With Measure 5, cities and counties consolidation discussions, and reduced State funding, there will be fewer and fewer resources available.

Lastly, Corbett is experiencing increasing pressures as a residential community due to the quality of life the area provides in proximity to the Portland Metropolitan Area. As a result, the vacant, older commercial buildings could be converted into residential lots. There is a chance that residential pressures will out-pace tourism

development needs and the rural center will convert to all residential lands, except for the schools and community service buildings.

### THE COMMUNITY INTEGRATED TOURISM SCENARIO

This alternative seeks to develop and design tourism infrastructure and services that are compatible with the community. This scenario provides access for increased services to both residents and visitors. This type of strategy is not dependent on large scale projects requiring massive amounts of private investment capital, but rather is based on numerous small and moderate-scale public and private projects that are well planned and networked. Innovative planning, collaborative financing, cooperative marketing, and interaction among the industry members is the basis for this approach.

Through this approach the community is able to work towards their goals. Preserving and enhancing the rural lifestyle was ranked as the most important community goal. Initiating this scenario places more local control over the community's future. Through continuing partnerships with the County and the State, the community begins to maintain and enhance the rural center.

Since there is not an urgent need to provide employment opportunities in the area, this approach allows for gradual implementation, providing the community an adjustment period. It also allows the community to explore their commitment and success with the visitor industry.

### MAJOR OUTSIDE INVESTORS — LARGE SCALE PROJECT

This strategy incorporates all the elements of the "Community Integrated Scenario" but acknowledges the potential to develop larger complexes.

Private investors are the key component of this alternative. Feasibility studies, market analyses, and financing are provided by private investors. Major investments are committed to the project and the community.

An example of this type of project could be based on one of the Northwest's greatest resources —the artists and craftspeople. Through private and public resources a residential countryside crafts center could be established in Corbett. Imagine potters' wheels, looms, blacksmith's forge as integral parts of a community that focuses on traditional crafts — quilt-making, basketry, folk carving, and spinning. By design, the complex would meet the NSA requirements and provide an environment for both living and working. The proximity to the Portland Metropolitan Area would allow the artisans the best of both worlds. They would have all the amenities and resources of a metropolitan area, yet they would be living and working in a national scenic area preserving its culture and heritage.

The large population base in Portland would also provide a year-round market for the artisans community. Corbett would not only accommodate en route travelers but could become a unique up-scale specialty gallery for local and regional artisans to promote their work. The center could offer workshops and sponsor conferences as another way to generate revenues and interest. Art exhibits and gallery openings would draw year round audiences. Many other special events, such as tours, classes, or craft vacations, could be spin-offs to encourage year-round visitor use.

Change occurs more rapidly with this type of development. Community support is necessary for the success of such a project: Is the community receptive to such a development in a predominantly residential community?

#### **PREFERRED ALTERNATIVE**

Based on the current evaluation of Corbett's tourism status, the "No Planned Action" contin-

ues to perpetuate the lack of success that comes with just short term projects that are not part of a larger strategy. The task force did not want to see continuing deterioration of their community. This action would do nothing to address their concerns or assist them in achieving their goals.

The "Community Integrated" scenario is the most achievable one for many reasons. First, the community is concerned about giving up what they perceive is a lack of control to outside investors. Community control and planning is the main component of this approach. Second, the community is not ready to make major changes. Incremental planning and implementation would garner more public support and the small successes would foster new projects. Third, the resources are not readily available to make major changes or solicit outside investors to the area. The County does not have an economic development department. Many of the recommendations will have to be handled through the County's Division of Planning and Development. There are financial limitations on what the planning department can do. An incremental approach would lessen the planning department's and the community's burden.

With the "Community Integrated" scenario, the community involvement is a critical factor. Generating community support at the conceptual level will increase the likelihood of implementation. Private investors are still a necessary component of this scenario, but with all the community infrastructure planning completed by the County, private investors may be more inclined to locate in a planned and focused community

A drawback on the "Community Integrated" approach is that the County can only address infrastructure and design needs. Once this work is completed there still needs to be business recruitment and ongoing tourism planning and implementation to guarantee success.

The "Major Outside Investor" approach is possible. But implementation of this scenario goes beyond the resources of the County. The largest financial commitment is from private investors.

It will be difficult for the community to attract such developers. The County offers no assistance since they lack an economic development department. It would be a formidable challenge for the community but not totally impossible.

The most achievable scenario is the "Community Integrated" approach but it does not preclude the inclusion of the "Major Outside Investor" at a later date. The community integrated approach can only succeed if the community commits to developing tourism. If the community continues in a piecemeal fashion, the "No Planned Action" scenario is likely to come to fruition.

# CHAPTER SEVEN: THE TOURISM STRATEGY

This chapter presents a number of recommendations and suggestions for developing a community integrated approach to tourism development in Corbett. This strategy examines the realistic opportunities afforded the community in the next five years.

## **RECOMMENDATION #1:**

**Establish a comprehensive tourism organization to coordinate tourism activities.**

A tourism organization is the nucleus of a successful tourism program. The time and resources committed to a structured and focused program will ensure Corbett's success at developing and promoting tourism while achieving the community's goals. A tourism program provides direction for efficient and effective use of limited resources. Tourism goals should be based upon realistic expectations of the coordinating organization, not unattainable dreams.

Establishing a tourism organization might include the following:

- Crafting tourism goals and objectives based on the group's ability to be effective.
- Coordinating among all community organizations involved in tourism planning and promotion. Currently the Corbett Area Economic Development Committee is the lead tourism development organization in the community. The newly formed Troutdale Area Chamber of Commerce is also pursuing tourism development. With limited resources, synergism is the key to a successful tourism strategy.
- Forming two committees: attraction development and marketing. This approach addresses the two major areas in tourism development.

- Identifying the tourism organization. Choose a name that is easily associated with a credible tourism organization. A name is also an inexpensive marketing tool.
- Recruiting members. Everyone promotes the Gorge; get them to help support it: Gresham Chamber of Commerce, I84 Association, Troutdale Area Chamber of Commerce, USDA Forest Service, State Parks and Recreation Department.
- Providing nominal salary for coordinator.
- Identifying and pursuing regional projects that are tourism related, such as preservation of the Bridal Veil Mill Site. Also vehicle for recruiting diverse members.
- Providing a unified voice for businesses, farmers, fruit stand operator, non-profit organizations, and artisans.
- Involving the community in the planning of the gateway center. The gateway center will influence the travel patterns of Gorge visitors.
- Working closely with the County's Land Use Planning and Development Department to ensure a coordinated approach to community enhancement projects.

## **RECOMMENDATION #2:**

**Implement a community plan for the Corbett rural center through the County's Division of Planning and Development.**

A community plan provides future direction. It allows limited resources to be directed and focused. The plan would be crafted in cooperation with the community. A community plan defines the community's identity — a "sense of



place." Visitors seek unique experiences and attractions. The plan assists the community in identifying and capitalizing on their unique attributes, while providing an enhanced community.

A community plan might include the following:

- Developing infrastructure such as pedestrian walkways, bicycle lanes, and parking.
- Implementing design standards for the rural center to assist in promoting a unified image to the community and visitors.
- Establishing community groups to provide input into the planning process.
- Exploring funding opportunities to implement the plan.

#### **RECOMMENDATION #3:**

**Focus on a specific annual event or project that promotes Corbett's natural, recreational, and historical assets.**

From the beginning, Corbett must address both attractions development and marketing issues. With limited resources, this is a very difficult task. It will be more effective if the tourism organization concentrates on one or two projects. Special events are important vehicles for developing tourism with limited resources. Special events generate revenue by bringing a large number of people into the community for a day or two without requiring permanent infrastructure or major financial investments.

Authentic and quality historic preservation projects add depth and character to communities, improve the quality of life, and provide future generations with an appreciation and understanding of the past. Historic preservation projects provide opportunities to secure regional partners to assist with development and financing. These projects solidify the community's sense of place. It is an opportunity to share local history with visitors and residents. Historic preservation pro-

jects can easily be coordinated with and folded into a tourism development strategy.

Developing annual events or projects requires both private and public initiative. Suggestions for successful events or projects:

- Focus on what already works. The famed Fourth of July celebration may just need to be examined and enhanced to begin generating increased revenue and community awareness. Enhancement could include such simple additions as securing sponsorships.
- Allow time for the event to grow and mature, don't expect it to be successful in the first year. Breaking even is a success.
- Invest revenues back into the event. It is important that the energy and resources are focused and not siphoned off to begin other projects until it is financially secure.
- Brainstorm new annual events that focus on the history of the area. Capitalize on Corbett's rich and colorful history. Visiting historical sites is the second most cited reason for visiting the Gorge.
- The history of Corbett is also the history of the Gorge. Create partnerships with the USDA Forest Service for developing historical attractions. Federal funding is available for the NSA.
- Encourage the State and the USDA Forest Service to support and promote the historical role of the communities situated along the Historic Columbia River Highway.
- Promote the development of a historic highway marker that focuses on Corbett's history.
- Promote the development and sales of locally grown products — salmon, berries, apples.
- Develop interpretative projects with the USDA Forest Service and State Parks and Recreation Department.

#### **RECOMMENDATION #4:**

**Develop regional partners and tourism networks throughout the Gorge and the Portland Metropolitan Area.**

Regional cooperation is essential in the tourism industry. Few organizations are financially able to support all their marketing and product development costs. Limited resources are leveraged through regional partnerships. Partnerships and networks assist in promoting entire regions; the sum is greater than its parts. Corbett businesses or leaders have not networked extensively with nearby communities or groups.

Suggestions for developing more extensive regional partners and tourism networks:

- Consider linking with major public agencies: State Parks and Recreation Department, Army Corps. of Engineers, and the USDA Forest Service. Cooperative marketing, loop tour development, and word-of-mouth advertising are just a few examples of the benefits.
- Expand cooperative tourism efforts with Vista House and Multnomah Falls. Consider cooperative marketing or cooperative sponsorship of special events.
- Work closely with the County in building and seeking funding packages for implementation of the community plan.
- Work with the State to access the \$5 million NSA economic development funds.
- Become involved in the newly formed Columbia Gorge Visitor Association.
- Network with tourism providers from the east end of the Gorge.
- Become involved in the Portland Oregon Visitor Association. Over 35% of all Gorge visitors originate from the Portland Metropolitan Area.

#### **RECOMMENDATION #5:**

**Fund rural tourism start-up programs and projects through County initiatives.**

Resources are needed to implement any plan. Unlike cities or counties, the unincorporated rural communities have very limited financial resources. The County needs to explore opportunities for providing seed monies for leveraging other available resources. Without initial financial support, it will be very difficult for the communities to establish a self-sustaining tourism program.

#### **SUMMARY**

These recommendations and suggestions consider the limited resources available at the local, county, and state levels. These are based on a realistic assessment of each group's capabilities. This tourism strategy is doable. Successful projects are the key to moving the community forward.

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# Appendix A

## COMMUNITY GOALS, OBJECTIVES, AND PROJECTS

A twelve member task force was assembled representing the diverse interests of the community. This group included local business owners, school board officials, Northeast Multnomah County Community Association members, Crown Point Historical Society members, director of Vista House, rural center residents, and residents from neighboring communities. Consideration was given to achieving a broad representation from the various segments of the population based on such criteria as: age, length of residence within the community, current residential location, children, occupation, government and business interests, and place of occupation. Persons with opposing opinions on tourism and other economic development issues were also in attendance.

- 1) **Preserve and enhance Corbett's small lifestyle that provides a sense of place and encourages a commitment and interest in the community.**

### OBJECTIVE A:

Bring about a local history program to be used in the public schools, within the next year.

### PROJECTS:

- 1) Utilize the local historical society.
- 2) With Nev Scott (School Board member) explore the idea of continuing a local history writing project at the middle school/high school, as done in in the past.
- 3) Work with Kris Olsen Rogers; Oregon Historical Society etc. to obtain NSA cultural funding for publishing above stories (Sell thru the new interpretative center).

- 4) Write to the historical society and advise of this goal, soliciting for volunteers to get involved by forming a committee.
- 5) Seek advise thru the Oregon Historical Society.

### OBJECTIVE B:

Ask local historical society to evaluate the NSA interpretative plan to ensure that the history of the Corbett area is adequately reflected, within the next month.

### PROJECTS:

- 1) Contact Bea Graff and/or Roger Mackaness about history.
- 2) Ask Kris Olsen Rogers to work with Bea Graff, Roger Mackaness, and Ken Smith, local medicine man.
- 3) Send letter to historical society identifying the need to become informed of the scenic area management plan.
- 4) Both commission office and community association should write to historical society asking for their involvement.
- 2) **Support, maintain, and enhance existing businesses and structures in the community.**

### OBJECTIVE A:

Encourage retention of existing businesses.

### PROJECTS:

- 1) Get a list of all local businesses — cottage and in-home based operations; involve local groups (such as ladies extension, garden club, artists groups) try to form a business association for our

own community, or affiliation with Troutdale's business group.

- 2) Identify what has been lost and why.
  - 3) Use NSA revolving loan fund.
  - 4) Provide better environment for businesses.
  - 5) Have County sit down with the business people in the community in the Corbett area.
  - 6) Residents need to be more supportive of local businesses.
  - 7) Portland Development Commission needs to be more involved in unincorporated areas.
- 3) **Facilitate communication and coordination of community activities between public and private sectors.**

**OBJECTIVE A:**

Establish quarterly meetings to update County representatives on the community's plans and concerns, beginning in 1991.

**PROJECTS:**

- 1) Separate group could be established or County could be on mailing list for NEMCCA mailings of minutes and could attend monthly or quarterly meetings.
- 2) Identify projects the community needs and wants to achieve and ways to direct community action.
- 3) This is way too formal.
- 4) Build trust. Sharon Timko staying in very close touch with Corbett, Troutdale business community — regular, informal lunches, chamber of commerce membership, and school board meetings.
- 5) Broaden the base of citizen input by seeking out more citizens.
- 6) Have Commissioner Kelley meet with NEMMCA on regular basis.

**OBJECTIVE B:**

Establish quarterly meetings to exchange

information with federal and state agencies (Forest Service, Gorge Commission, State), beginning in 1991.

**PROJECTS:**

- 1) Involving all agencies seems a complicated goal, but a worthy one. I'm personally unsure of how to facilitate information of this type of group but would volunteer to be involved.
  - 2) We already have far too much "help" from government agencies — far too many non-productive meetings. Have the bureaucrats consider some of our local needs/suggestions rather than more "exchange of information."
- 4) **Increase rural commercial services and visitor service facilities in the Corbett rural center that provide both public and private services. ( ex. retaining schools K-12, gas station, etc.)**

**PROJECTS:**

- 1) Determine how we can halt the loss of more businesses.
  - 2) Identify one way to retain at least one gas pump and one restaurant.
  - 3) Expand the "community" plans, studies and concerns to extend from the Sandy River to the Hood River County line (including the Bonneville Urban Area) and from the marine activities on to the Clackamas County line.
  - 4) Provide a public restroom.
- 5) **Maximize quality low impact economic development opportunities which are compatible with the NSA management plan and County Comprehensive Plan.**

**OBJECTIVE A:**

Support the establishment of a NSA revolving loan fund utilizing a portion of the NSA economic monies to encourage commercial development in the NSA,

before the completion of the State's economic plan.

#### PROJECTS:

- 1) Ask for reports from committee to community association on status of criteria for loan applicants.
- 2) Ask for committee to request participation of board member from the community association who can attend meetings and act as liaison.
- 3) Encourage funds for infrastructure development that might encourage private funds.
- 4) Loans to help sustain businesses.
- 5) Identify viable business opportunities, including profitable home occupation — list same and have Mt. Hood Community College SBDC evaluate viability of same.
- 6) Strongly support plans and policies that encourage larger, viable bed and breakfast homes in SMA/ GMA/ RC areas. Spend funds to prove-out business plans

#### OBJECTIVE B:

Support the establishment of a NSA grant fund utilizing a portion of the NSA economic monies for public projects, before the completion of the State's economic plan.

#### PROJECTS:

- 1) Both loan and grant criteria should be published in newsletter from Gorge Commission or mailed in a mass mailing to communities within scenic area boundaries.
- 2) Develop public bathrooms and sidewalks.

#### OBJECTIVE C:

Encourage the County to continue coordinating efforts with the Historic Columbia River Advisory Committee to work towards common goals, within the next month.

#### PROJECTS:

- 1) Identify community liaison - have meeting minutes sent to community association for dispersing to board members. Possibly consider publishing updates in Vista House newsletter, school newsletter...other resources?
- 2) Explore funding availability for development of a beautification program thru Corbett on the section of the Historic Highway. Further exploration for neighboring communities Springdale, Bridal Veil.
- 3) Grant studies for projects identified by county/community/highway committee for implementation, completion, study of needs.
- 4) A realistic study of "user fees" on the scenic highway - i.e., Carmel 17 mile loop, Yosemite Nat. Park, U.S. Highway 20 in Yellowstone Nat. Park.
- 5) Local representation (those who live-on; have businesses on; use daily) on Historic Highway Committee.

#### OBJECTIVE D:

In conjunction with the County, bring about the establishment of a commercial zone code in the Corbett rural center, within the next year.

#### PROJECTS:

- 1) Ask for volunteers by writing to all property owners along the scenic highway within the rural center.
- 2) Poll property owner for input to be brought forth, use information on poll to help establish criteria, community needs and desires.
- 3) No need for a commercial zone in the rural center unless it would be for a motel or RV park for tourism.
- 4) Clearly identify the need; consider tax deferments for all properties held for "future" use.
- 5) Consider allowing temporary use of any

and all new "commercial zoned" properties for mobile home residential use while commercial uses/demands develop.

#### **OBJECTIVE E:**

Improve the quality of tourism activities in our area for the benefit of local residents and visitors.

#### **PROJECTS:**

- 1) Educate the tourists. Give the visitors information to provide them with a sense of where they are.
  - 2) Educate the community. We need to market them to each other. The community could be more "user friendly."
  - 3) Identify the "economic" goal of each "tourism" activity: What is the local benefit? How many full time employment jobs? Does it improve the quality of life? Does this tourism activity (including highway use) adversely effect any scenic, natural, cultural, or recreation resources? If so, what is the mitigation? What assurances?
  - 4) More RV parks.
- 
- 6) **Implement an economic focus plan which is responsive to both local businesses and community needs.**
  - 7) **Provide consistent and compatible design standards for the Corbett rural center.**

#### **OBJECTIVE A:**

In conjunction with the County, establish a design standards advisory board, within the next two months.

#### **PROJECTS:**

- 1) Form a committee; poll community property owners, identify needs and requirements.
- 2) Explore options for funding of projects to

bring forth standards after establishing them.

- 3) Adjust County sign code when NSA codes complete.
  - 4) Set up a local ad hoc design committee to design and set up their own non-profit designers group — kind of "Friends of the Corbett Rural Center" — business property taxpayers and employers design and beautification standards group.
  - 5) This should be something for the people in the rural center to decide.
- 
- 8) **Encourage the development of infrastructure in the Corbett rural area.**

#### **OBJECTIVE A:**

Support allocating a portion of the NSA economic monies for infrastructure development, before the completion of the State's economic plan.

#### **PROJECTS:**

- 1) Develop strict limits, say, 10% of all money allocated to Multnomah County when it is used as leverage.
- 2) Require that every infrastructure spending be in the form of a secured, low interest, short term loan (no grants) with clearly identified viable approved and funded business connection.

#### **OBJECTIVE B:**

In conjunction with the County, create a future development plan consisting of a vehicle management plan, secondary street development plan, and land use designations, within the next year.

#### **PROJECTS:**

- 1) Identify scenic highway "carrying capacity" and enforcement methods.
- 2) Design standards, future standards, infrastructure, maintaining and enhancing

existing businesses, establishing commercial codes and implementing economic focus plan could all be projects of Corbett Area Economic Development Committee in conjunction with governmental agencies.

### **TASK FORCE MEMBERS**

- |   |   |
|---|---|
| 1) Jim Baker<br>41701 SE Gordon Creek Road<br>Corbett         | 7) Sandra Mershon<br>P.O. Box 179<br>Corbett                |
| 2) Pat Brothers<br>46125 East Crown Point Highway<br>Corbett  | 8) Dick O'Brien<br>527 NE 365th Avenue<br>Corbett           |
| 3) Ted Davenport<br>41421 East Larch Mountain Road<br>Corbett | 9) Nev Scott<br>31700 East Crown Point Highway<br>Troutdale |
| 4) Michael Gamma<br>37737 SE Howard Road<br>Corbett           | 10) Laurel Slater<br>P.O. Box 87<br>Bridal Veil             |
| 5) Debbie Haines<br>1700 NE Meyers Lane<br>Corbett            | 11) Dorothy Wesmorland<br>1505 SE Hinkle Road<br>Corbett    |
| 6) Teresa Kasner<br>33702 E Bell Road<br>Corbett              | 12) Nancy Wilson<br>P.O. Box 265<br>Corbett                 |



## APPENDIX B

### LAND USE HISTORY

The review of past planning documents reveals the first major concerns for rural areas were addressed in a draft document titled, *Crown Point Area, Multnomah County Comprehensive Plan* (1974). The report summarizes five rural protection issues: 1) urbanization; 2) demand for more rural residential living; 3) preservation of rural qualities vs. individual property rights [maintaining a rural character, but desire the right to sell or divide their property for future development]; 4) taxation and assessment [highest and best use]; 5) protection of the unique natural resources Larch Mountain, Crown Point, Rooster Rock, views of Mt. Hood, the forests, magnificent palisades, and cascading waterfalls. It is important to note that since 1986, federal legislation has been passed designating the Columbia River Gorge a national scenic area in order to protect and preserve these very features that the County had the foresight to recognize as significant and worthy of protection over a decade earlier.

Before 1974, the County focused their planning efforts on the metropolitan area; there were few, if any, reasons to restrict land use in the rural areas – growth was minimal. In 1974, it became apparent to the County that it needed to address and plan for urban encroachment into the rural areas. Throughout the County's history, incremental urbanization has raised many issues and concerns. For that reason, it is important to examine the process in detail. The 1974 Crown Point Study describes the process of urbanization:

An influx of people into the rural areas creates a need for additional services. Due to the nature of the area a large proportion of the land is non-taxable (public: federal, state, and county; tax exempt: schools and churches; and tax deferred: green-

belt, forest and reforestation) which places a greater burden on the remaining land owners. A proportionally heavier tax burden is required on a smaller group of land owners to support local services like the school district, fire district, and local improvement districts that do not have a county-wide tax base.

To relieve this burden, the owners of properties who do not qualify for any tax deferral program are forced financially to either convert their properties into uses which produce a higher income or to divest themselves of a portion of their burden – land division or sale or development for income production.

The resulting changes in the land use and ownership patterns usually bring an influx of population, very often ex-urbanites accustomed to a higher level of public services. This, in turn, creates the demand for additional tax supported services. The cycle continues, each time creating the demand for more services and a distinct need to introduce land uses which will produce higher tax returns without demanding higher levels of service. This usually leads to the active pursuit of commercial and industrial uses. Thus the process of urbanization comes full-cycle.

This scenario nearly describes the series of events occurring in the Corbett area over the past few decades. However, in the case of Corbett there is not a dramatic increase in the population as there is a shift in the residents' place of employment. The ex-urbanities described in the

Crown Point Study are really part-time urbanites who are willing to commute to the metropolitan area for work. They have not completely detached themselves from the urban environment; work, shopping, and recreational activities are still pursued in the urban area as a part of their rural lifestyles. But whether they are ex-urbanites or part-time urbanites, residents are still demanding increased community services such as additional law enforcement presence in the area. Recently, the Sheriff's Department opened a community office in Corbett to be staffed on the weekends. This action was a result of increasing demand from the community.

Demand for increasing services by residents is compounded by the national scenic area designation. Outside recognition and visitation will place an even greater burden on local services. Increasing numbers of visitors to the area will require a minimal level of support services. Fire, emergency, law enforcement, search and rescue, and river patrol services are critical but provisions for providing these services fall onto the local communities and the County, exasperating existing problems.

The Crown Point Study laid the foundation for establishing and protecting rural areas in Multnomah County. Although it was never formally adopted, many ideas were incorporated into later planning documents. In addition, the State of Oregon adopted statewide goals in 1973 which required a new planning framework for all the County's land use policies and zoning.

The 1977 Multnomah County Comprehensive Framework Plan (acknowledged by the state in 1980 after certain revisions) formally adopted the concept of rural centers as "areas with concentrated rural residential development combined with limited rural commercial and industrial development and limited public services. Public sewer service will not be provided, and other services will be limited." Springdale, Corbett, Bridal Veil, Dodson, and Warrendale in East County were identified as rural centers. True to the spirit of the rural center concept, the County allowed for rural services for the rural population

and for some visitor commercial development but never intended to encourage dense community or economic growth.

Since 1975 the County has implemented restrictive planning and zoning designations in the area east of the Sandy River. This area was designated large lot zoning for agriculture and forest with very few areas for rural residential and rural centers. The County felt this planning approach was necessary to discourage growth and uses that are more appropriate inside the Urban Growth Boundary (UGB). The proximity to the Portland Metropolitan Area and the suitability of land use justified this rationale.

In 1977, the County made a provision allowing cottage industries in the rural centers to increase the number of employees. This provided an avenue for increasing commercial development opportunities while still adhering to the parameters established for rural centers.

In 1981, the draft Rural Center Plan emphasized the County's policy for rural centers. A rural center was defined as an area "which is to provide rural areas located outside the metropolitan urban growth boundary with service centers with limited commercial, residential and industrial uses". The main purpose of this plan was to reinforce the County's commitment to the protection of rural areas and to evaluate the rural center boundaries to determine the adequacy of the current zoning.

The unadopted *1981 Rural Center Plan* provided a comprehensive description of the development in the Corbett Rural Center. Not until this report was there adequate documentation of Corbett's commercial development. The following description of Corbett's development will assist in visualizing the changes that have occurred over the last decade. Development consisted primarily of residential, community service, and commercial/light industrial uses. The report described the following developments in Corbett:

Along Crown Point Highway, com-

mercial establishments include two grocery stores, a hardware store, an oil company, a real estate office, a dentist's office, and a beauty shop. Often, these establishments are adjacent to the proprietor's residence. Light industry includes a cabinet maker, a tool and die company, and a food chemical analysis laboratory. A grocery store - gas station and a restaurant are located on the Frontage Road off I-84 Freeway [not in the rural center boundaries].

Community services along the Crown Point Highway included two schools and the district administrative office, two churches, a grange hall, a post office, Cascade Utilities (phone service), the fire station, and the water district office. The central part of the rural center zone is residential with mostly single family units except for one multi-family structure. A mobile home facility is located in the rural center.

The most recent planning document is the 1989 Supplement Findings to the Comprehensive Framework Plan based upon a field-conducted land use survey from 1986-87. According to this document, the developments within the rural center boundaries are residential, community service, and commercial and light industrial uses which are not much different in scope than the development described in 1981, except there is a decrease in the number of developments. More specifically:

Commercial uses include: an insurance office, hardware store, a laboratory, a market, an electronics store, a floral/gift shop, and a recreation vehicle park. Industrial development include an archery products manufacturing plant. Public facilities include churches, schools, the post office, and Cascade Telephone Company. There are 38 homes and multi-

family structure in the rural center.

To date, there have been only a few changes in the Corbett rural center development since this report was issued. For instance, a bed and breakfast lodge has opened in the rural center. A photography, seasonal antique shop, and an aluminum, louvered windows operation have opened in the old church, now the Coyote Archery Building. The existing hardware store has changed its operation to a small snack shop with tables and video rentals. Generally, there has been a significant decrease in the number of commercial establishments operating in Corbett.

### **BUSINESSES LOCATED IN THE CORBETT RC**

Aloha Visulite  
Cascade Earth Science  
Cascade Utilities  
Chamberlain House Bed & Breakfast  
Columbia Labs.  
Corbett Beauty Shop/Barber  
Coyote Archery  
Crown Point Market  
Crown Point RV Park  
Horizon Engineer  
O'Briens Guide Service  
Oregon Reality  
Scenic Floral & Gifts  
Sorensen Associates  
Scenic Floral & Gifts  
Video Rental Store

# APPENDIX C

## COMPONENTS OF TOURISM

(Source: Arizona Dept of Commerce, 1989)

Three main elements that must be present to successfully market tourism: the community, attraction, and the visitor market (Arizona Dept of Commerce, 1989). Each component is explained and then discussed in relation to the Corbett Rural Center.

### *The Community supplies:*

- *The leadership, personnel and volunteer labor for the organization which coordinates and manages the entire tourism operation.*
- *The labor force for all visitor related businesses.*
- *The public services such as roads, transportation, parking, health and safety services (usually provided within the normal functions of the public works department within the community).*
- *Support services (eating and lodging facilities, entertainment, shops, service-related businesses) to meet the needs of visitors.*
- *Hospitality to visitors, and thereby building word-of-mouth advertising for the community.*

DISCUSSION: Can Corbett provide the necessary community support?

Currently, one of Corbett's major weaknesses in meeting the community criteria is the lack of visitor support services, such as eating and lodging facilities and shops. These facilities are a key component for stimulating the economy. Without these types of facilities or similar revenue generating activities, Corbett can not solely rely on a tourism strategy for reaching their community goals. Neither the community nor the County are structured to identify, study, or develop viable small visitor businesses. Business recruit-

ment will likely occur fortuitously.

The community can however be responsive to leadership, personnel, volunteer labor needs, visitor hospitality, and labor force needs. Due to its location in the NSA, there are limitations on the size and scale of the commercial activities. Due to the size restrictions, supplying a labor force for new commercial activities is not a major concern.

Another community weakness is Corbett's lack of a full-time tourism organization for coordinating and managing a community tourism program. Presently, the Economic Development Committee (EDC), a subcommittee of the NEM-CCA, has spearheaded many of the tourism activities in the community— visitor brochure, signage, activities, and events. The committee is comprised of a handful of active members. If EDC continues to lead the community tourism efforts, an assessment of the group's technical abilities is needed to determine what level of programming they can realistically support.

Promoting and developing tourism is a full-time job. Relying completely on volunteer efforts invites a well-meaning but a less productive group. This is very understandable since many already have full-time jobs. Volunteer burnout is a major consideration when planning a community tourism strategy. With such a small population base it will be difficult to maintain a quality, high energized cadre of volunteers necessary to operate an extensive tourism program for the community without considering paid positions or continuing assistance from the County.

Corbett, an unincorporated community, lacks a local governing body. County and state agencies thus have a greater role in community development. The community's ability to supply public services is limited by their lack of control

over such issues. Their unincorporated status defers public service responsibilities to the County or state. Therefore, it is beyond Corbett's ability to actually provide such services as community infrastructure—roads, pedestrian walkways, and signage. They must work through the County and State for such projects.

At times, the County system is convoluted and can be a major stumbling block for the community. Unlike many incorporated communities, there is no city council to facilitate decisions and forge community direction. Thirty miles away, in the Portland Metropolitan Area, is their governing body. It will be difficult to generate County-level support for Corbett's community projects when they are considered in light of major metropolitan concerns. Working relationships with all public entities is imperative to advance any tourism proposals. Tourism goals and proposals need to be shared and crafted with the involvement of all the affected public agencies.

Grassroots organizations are the major vehicles for accomplishing community goals and affecting community change. For example, Northeast Multnomah County Community Association (NEMCCA) has been the active force in requesting and securing additional law enforcement units in the Corbett area. But organizations such as NEMCCA thrive or die on the commitment and energy of the volunteers. It will be challenging for Corbett to maintain a consistent and effective community voice.

Another issue to consider is the community's commitment to volunteer tourism groups. Many of the residents of this bedroom community are economically dependent on the Portland Metropolitan Area; therefore may feel little commitment, if any, investing their leisure time on tourism activities, especially those they perceive will erode their quality of life.

*Attractions and Special Events provide the motivation for visitors to visit the community and stimulate the economy by:*

*- Creating opportunities for tourists to participate in activities and events which fill an interest to learn about the local history, enjoy natural and human-made environmental attractions, promote special interests, and/or experience a unusual or "unique" situation.*

*- Promoting the purchase of local goods and services by nonresidents.*

*- Providing an opportunity to collect data on the visitor market to determine its attitudes and spending habits, enabling the community to target resources to appropriate visitor markets.*

DISCUSSION: Will travelers visit Corbett?

Corbett is surrounded by natural and human-made attractions that draw millions of visitors to the Gorge annually. Northwest Oregon with its abundance of natural resources is a prime destination for the majority of visitors to Oregon. The NSA attracted 3.8 million nonresident visitors in 1987 and spent nearly \$62 million in local communities during the same period (Economics Research Associates, 1988). According to economic trends, tourism/recreation is a major industry in the region and is expected to continue growing in importance. The NSA is expected to attract an increasing number of visitors from all over the world.

Gorge visitors from the Portland Metropolitan Area comprise 35 percent of the all Gorge visitors (Morse & Anderson, 1987 p.ix). Using the conservative figure of 1.5 million annual visitors to Multnomah Falls, well over one-half of a million people entered the Gorge through the western gateway. This is an astonishing figure, especially when compared to the estimated visitor use level of the new interpretative center; 750,000 in five years (Research for Marketing, 1991). Western area attractions and service providers have the potential to capitalize on a growing visitor market. These figures also verify the need for a full-service visitor information center at the western Gorge entrance.

In addition to the national scenic area designation, other distinctions and factors will increase the visitor use of the Gorge. Interstate 84 through the Gorge and portions of the Historic Columbia River Highway were designated in 1990 as one of the ten "Most Beautiful" highways in North America by the American Automobile Association. Increased visitor use along these roads is expected due to this designation. The recently completed Oregon Convention Center will increase the number of visitors to the Gorge. Convention delegates are a major travel market who are expected to extend their stays and tour the Gorge.

Visitors partake in a variety of activities. Sight-seeing is the number one activity of visitors to the State and to the Columbia River Gorge. Visiting historical sites is the second most cited reason for visiting the Gorge. Camping, picnicking, day hiking, and windsurfing are also popular activities in the Gorge (Morse, p.7). The abundance of natural resources and unique natural attractions provides unprecedented travel experiences. The Gorge is an attraction.

Despite Corbett's prime location in the Gorge, the community lacks the ability to capitalize on this extraordinary resource. Many visitors pass through Corbett but few stop. In August 1988, it was determined that average weekend traffic through Corbett was 6,300. The majority of the traffic is traveling from west to east — 64 percent heading east (Oregon Dept. of Transportation, 1989). This does not imply that they will not stop, but currently there is no reason. There are few services or attractions available to visitors. Existing businesses rely mainly on local expenditures so there is little motivation to attract visitors. Visitors desire welcoming atmospheres and inviting communities. Community-wide opportunities, attractions, and beautification efforts are needed to encourage visitors to stop. Corbett has many untapped resources that could assist in developing the area as an attraction onto itself.

*The Traveler Market is defined by a geographic*

*area, and specific income-behavior characteristics of the visitors to a community. The visitor market is a reflection of the "uniqueness" a community offers to the traveler. The types of public facilities, public services, and local businesses affect the community's image and the type of tourists that visit the area.*

#### **DEFINING THE TRAVELER MARKET** (Source: Harris, et al., 1989)

*Pass-Through: Businesses that provide en-route services to the traveler. Examples include gas stations, restaurant, groceries, and pass-through lodging.*

*Day Use: Attractions, events and facilities are offered that hold travelers in the area for at least a few hours. Examples include day hiking, historical tours, local museums, wildlife viewing, pleasure shopping, fun runs, and sightseeing.*

*Overnight Use: Attractions, events, and facilities are offered that hold most travelers in the area overnight. Examples include outfitted white water river trips on the White Salmon and Klickitat River, Mt. Hood ski weekend, windsurfing event, backpacking, camping, and fishing.*

*Minor Attraction: A single attraction or a regional complex of attractions that serve as a destination that has the potential to hold travelers for multiple nights. Example would include Oregon Coast and Portland Metropolitan Area.*

*Major Attraction: An attraction or entity that can serve as a traveler's key destination, has the potential to hold travelers for multiple nights, and has an established/international reputation. Examples include Disney World, San Francisco, Yellowstone, and the Columbia River Gorge for windsurfing.*

**DISCUSSION:** Who is Corbett's tourism market?

Corbett is nestled among many day use activities in the NSA. Yet, the community is categorized as a pass-through area because of its lack of ser-

vices, facilities, and attractions to draw visitors for even a few hours. Corbett cannot provide the traveler with much more than a small grocery store with a gas station, a sweet shop, and a bed and breakfast lodge. Even though Multnomah Falls, just a few miles east of Corbett, is the most often visited day use area in Oregon, Corbett has been unable to capitalize on these increasing numbers of travelers.

To clearly understand Corbett's visitor market, a profile of the NSA visitor is presented. Day users are the dominant type of travelers in the NSA. The following visitor profile information was gleaned from the *Tourism in the Columbia River Gorge* study (Morse and Anderson, 1988) and *The 1991 Gorge Discovery Center Situation Analysis* (Research for Marketing, 1991). Over 48 percent of the visitors, other than windsurfers, were in the Gorge for one day or less. Visitors, other than windsurfers, who stayed one night or more comprised 36.4 percent of all Gorge visitors. Windsurfing mainly occurs at the eastern end of the Gorge due to the prevailing wind currents. This is a difficult group for Corbett to capture unless they stop en route or the winds are not blowing.

A large portion of Gorge travelers (35%) originate from the Portland Metropolitan Area (Morse, p.ix). Not surprising, over half of all the day visitors originated from Oregon. Travelers prefer to visit the Gorge in the summer months, July, August, and September. Weekend travel was preferred over weekday travel (Research For Marketing, 1991).

The average day visitor group size is four. The average visitor is 44 years old. Gorge visitors are well educated. The majority had either completed college or had a partial college background. Annual income was fairly distributed among the \$20,000 and above income categories. Day users from all income levels are visiting the Gorge.

Multnomah Falls was the most often visited attraction for day visitors. Bonneville Dam and Vista house were ranked as the second and third

major Gorge attraction that was visited. All three top Gorge attractions are located in fairly close proximity to Corbett. Over 40 percent of the users planned their trip either on the day of the trip or the day before. This data strongly supports the need for gateway information centers and well informed visitor service providers. Day visitors preferred to participate in such activities as hiking, nature study, and fishing.

According to "The Discovery Center Analysis," day users spent about two hours at each site they visited. Afternoon hours were the most popular for visiting sites in the Gorge (51%). Twenty percent of the visitors indicated mornings. Evening visits were not popular, mainly due to the lack of evening activities available in the Gorge.

Most day use visitors travel a distance of 0-50 miles (42.6%) and only 22.3 percent travel 51-150 miles to visit the Gorge. Day use visitors spend less than overnight visitors which is obvious due to lodging and meal costs for overnight visitors. On the average, day use visitors spend \$14.15, while a visitor for three days spends \$75.04 (Morse and Anderson, 1988).