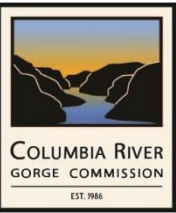


Columbia River Gorge Commission National Scenic Area

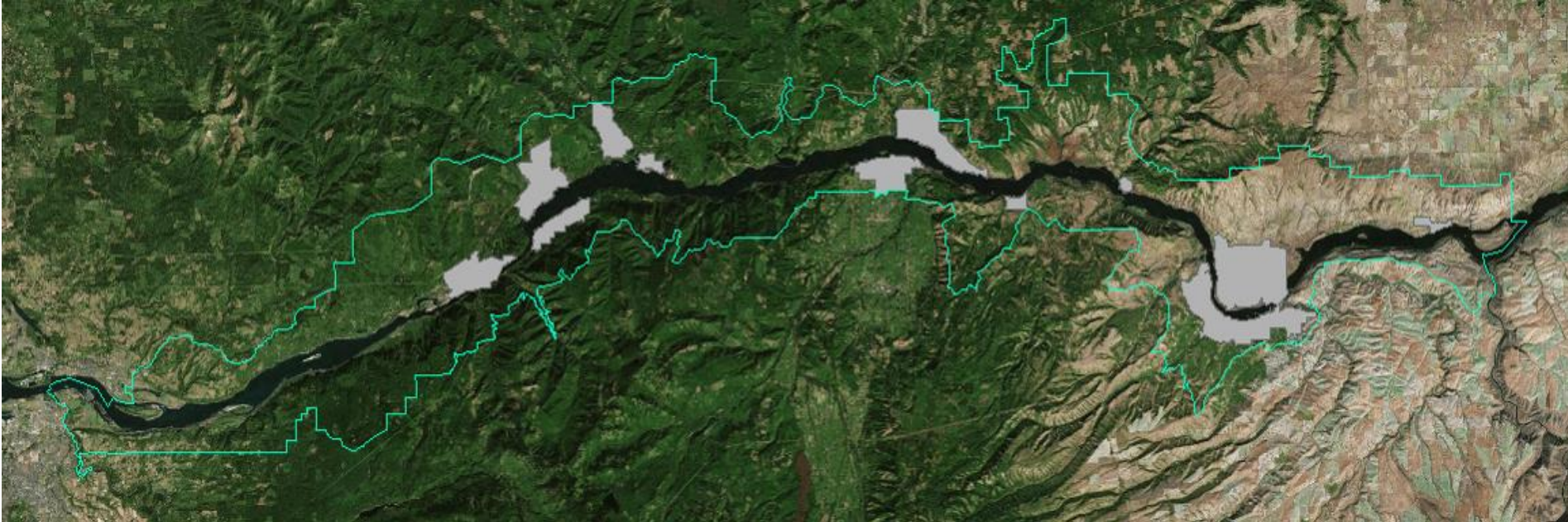
PNWER Presentation

Krystyna U. Wolniakowski, Executive Director

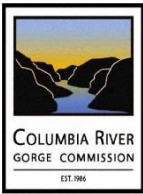
July 25, 2017



Economic Development in the National Scenic Area



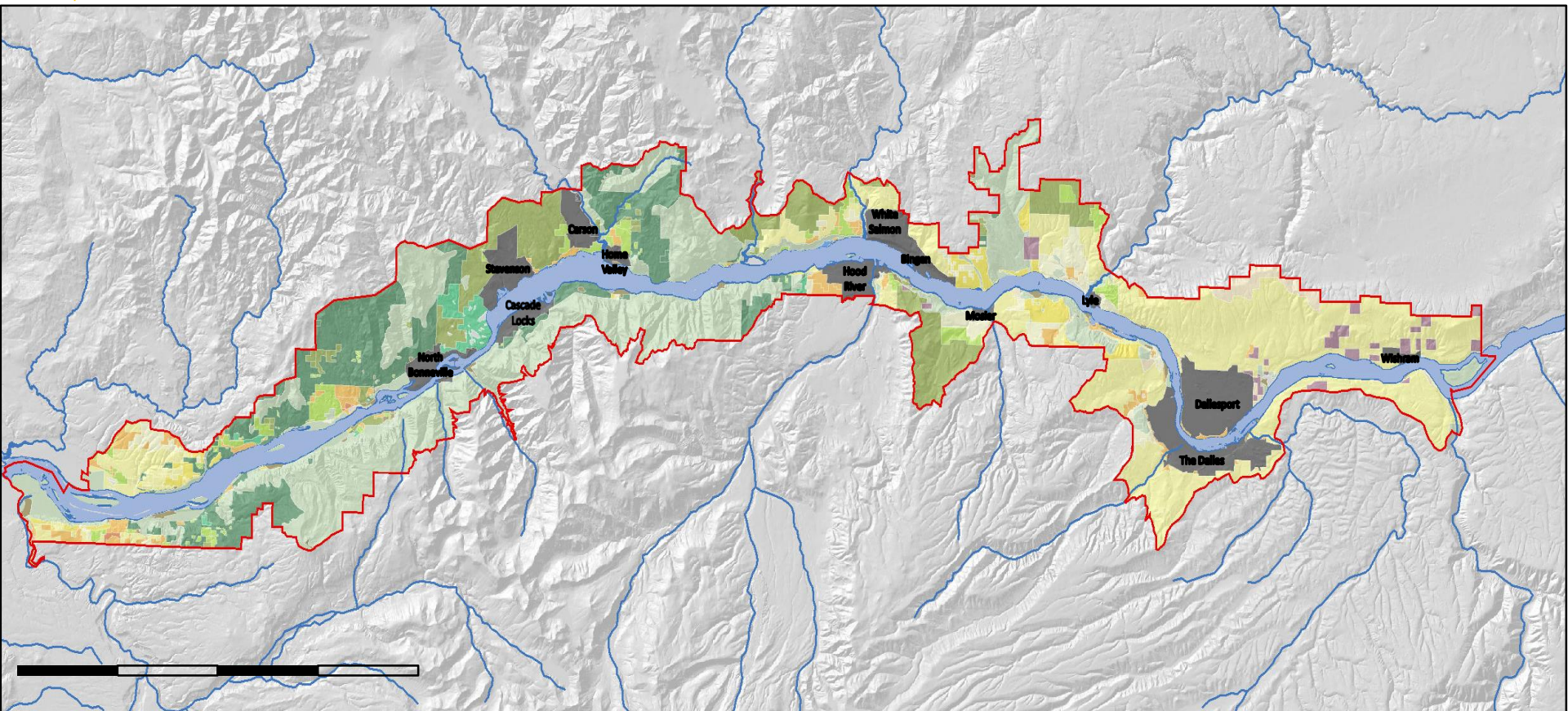
Financing and Developing Economic Opportunities for Small Businesses and Rural Communities

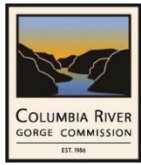


Columbia River Gorge National Scenic Area

85 miles of the Columbia River

292,500 Acres

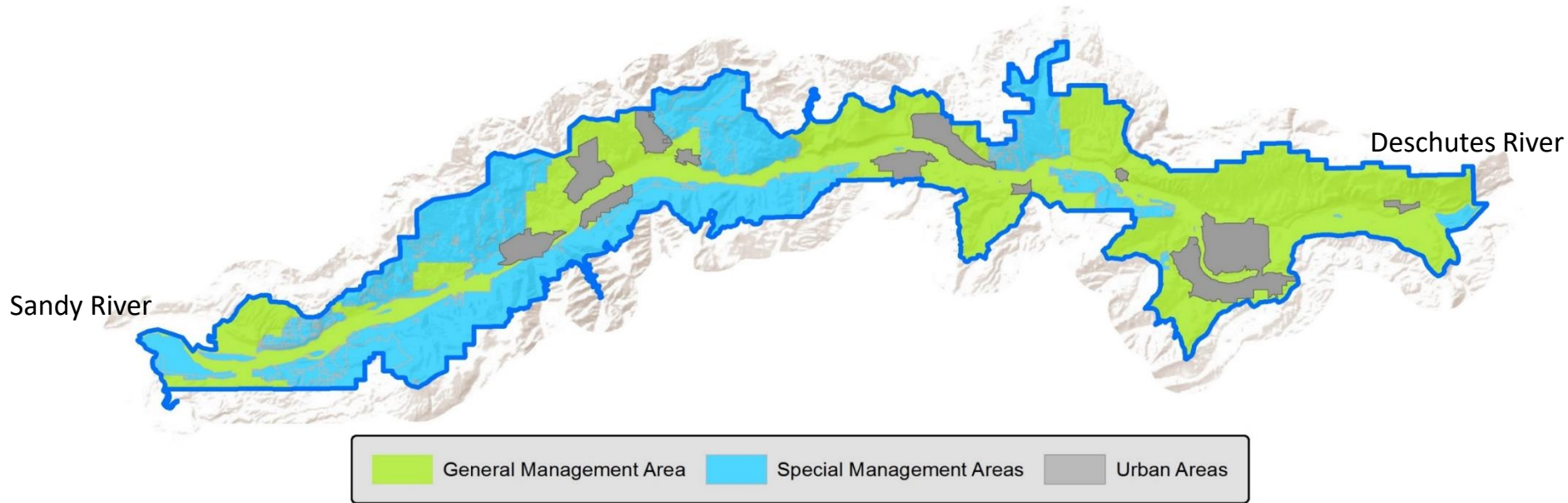


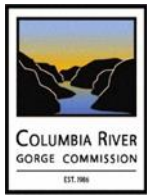


Columbia River Gorge National Scenic Area



SMA Forest Service GMA Gorge Commission 13 Urban Areas Exempt



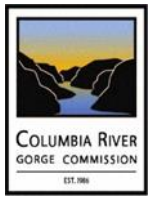


Purposes of National Scenic Area Act (Sec. 3)

Passed by Congress in 1986:

(1) to establish a national scenic area to protect and provide for the enhancement of the scenic, cultural, recreational, and natural resources of the Columbia River Gorge; and

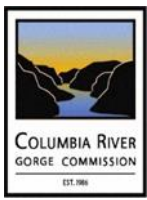
(2) to protect and support the economy of the Columbia River Gorge area by encouraging growth to occur in existing urban areas and by allowing future economic development in a manner that is consistent with paragraph (1).



Columbia River Gorge Commission

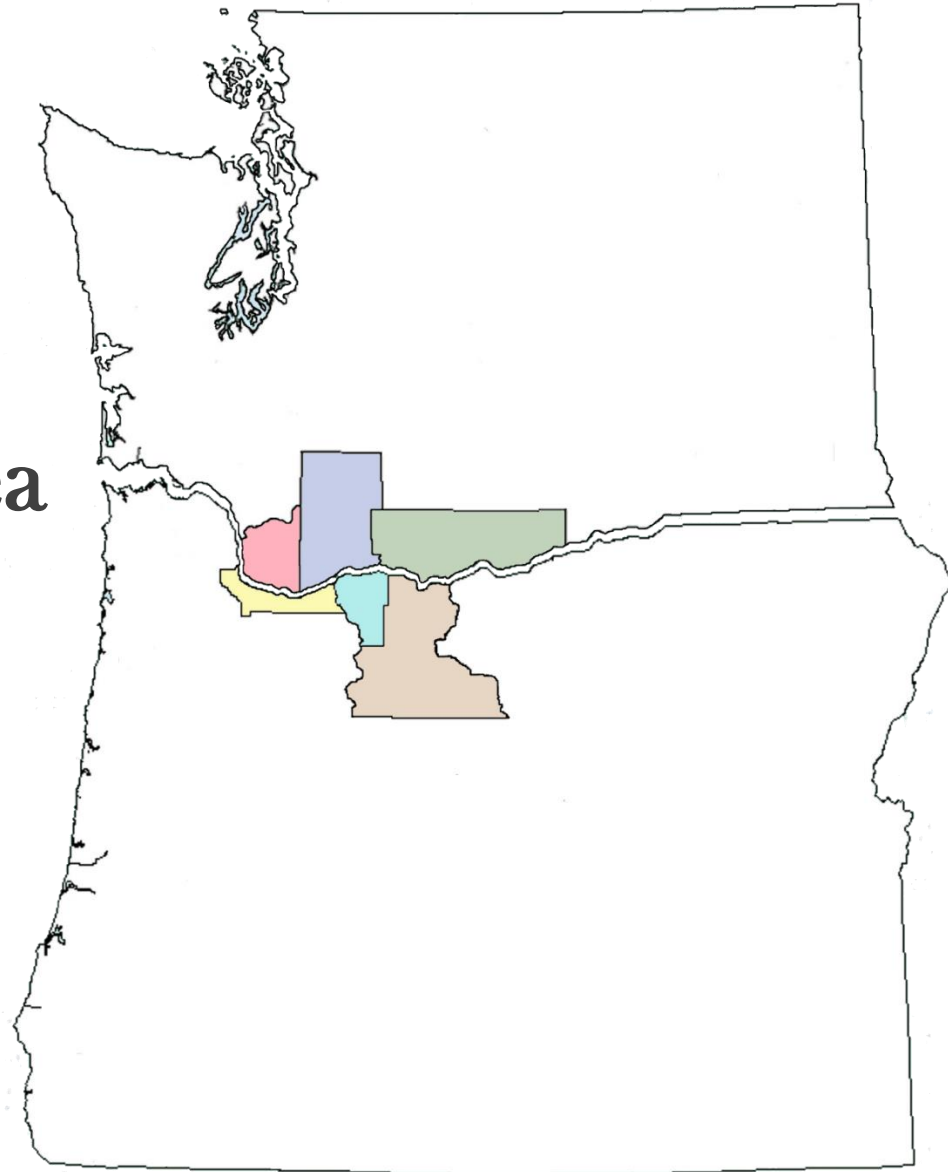


- ❖ Bi-state regional planning agency created by an interstate compact between Oregon and Washington under the authority of a federal National Scenic Area Act
- ❖ Mission is to establish, implement and enforce policies through a long-range comprehensive management plan for the bi-state Columbia River Gorge National Scenic Area to fulfill both purposes of the Act



The National Scenic Area

Covers parts of three counties in Washington and three counties in Oregon



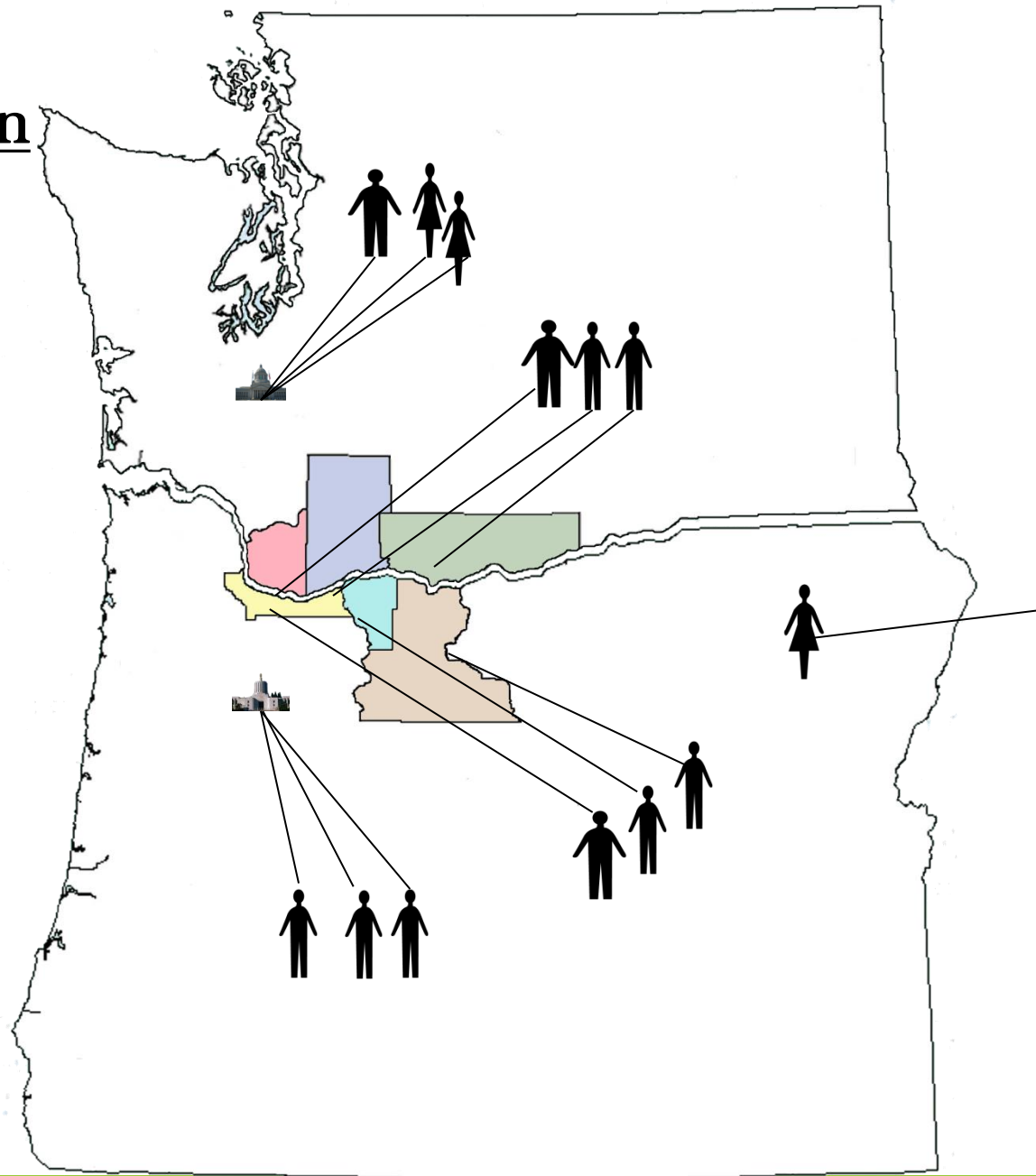
The Gorge Commission

13 Members

Each county selects one county resident to be a member of the Gorge Commission.

The Governor of each state selects three people to be members of the Commission.

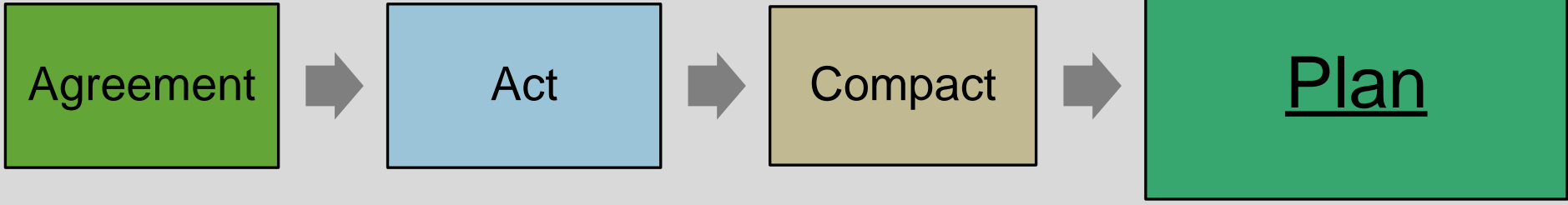
The United States Secretary of Agriculture selects one USFS employee to be a member of the Gorge Commission, but they do not have a vote.



How to maximize economic development while protecting unique resources?

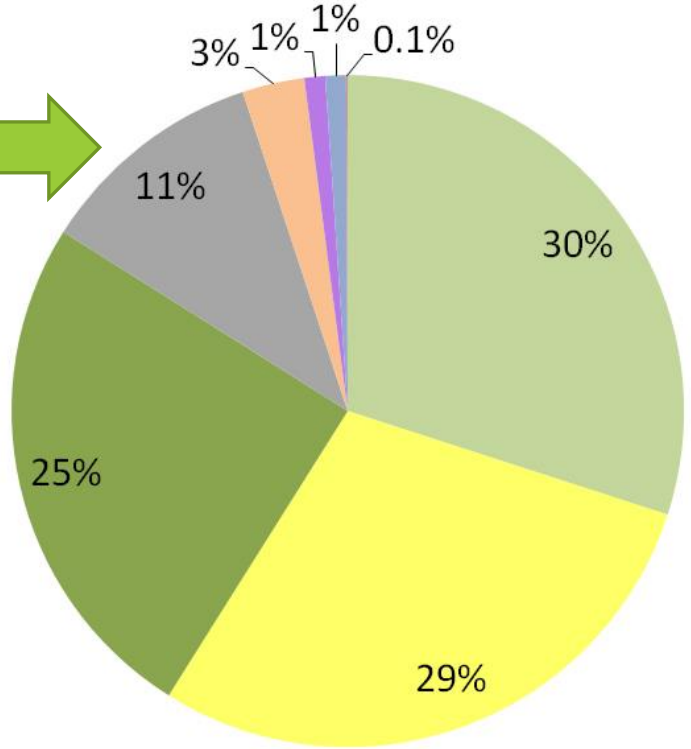






Land use designations

13 Urban Areas

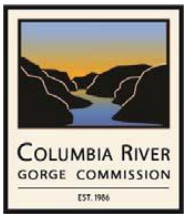


- Open Space
- Agriculture
- Forest
- Urban Areas
- Residential
- Tribal Trust
- Recreation
- Commercial and Rural Center







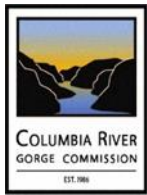


Unique Partnerships Management



- Two States
- Four Treaty Tribes
- Six Counties – Multnomah, Hood River, Wasco, Clark Skamania and Klickitat.
- Private, State and County Lands outside designated Urban Areas and outside Indian Trust
- Lands are administered through planning ordinances by the specific counties or by the Gorge Commission staff (Klickitat County)
- Federal Actions Administered by the Forest Service
- Private Businesses to support 2nd purpose of the Act





What is Economic Development in the National Scenic Area ?



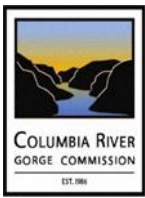
Hood River Housing Needs Analysis
Summary Report
September 2015



Hood River-White Salmon Interstate
Bridge

- ✓ **Tourism**
- ✓ **New Business Loans**
- ✓ **Agriculture**
- ✓ **Infrastructure**

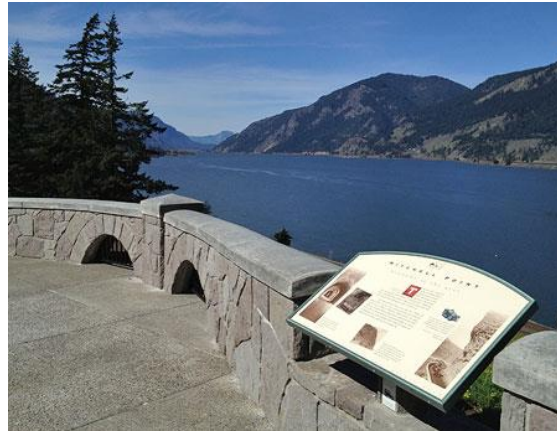




UNIQUE SCENIC RESOURCES



Crown Point



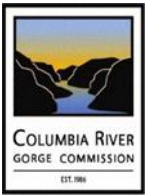
Mitchell Point



Rowena Plateau



GORGE 2020



WORLD CLASS TOURISM AND RECREATIONAL RESOURCES



GORGE 2020

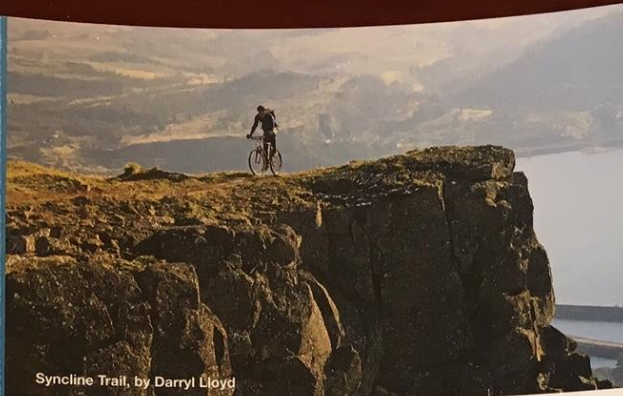
10 ESSENTIALS FOR EVERY HIKE

1. Appropriate footwear – boots or tennis shoes.
2. Printed map and compass.
3. Extra water and chlorine dioxide tablets or other water purification method.
4. Extra food – energy bars, trail mix.
5. Rain and wind gear, extra clothing – bring fast-drying fabrics and avoid cotton.
6. Firestarter, headlamp and a whistle.
7. First aid kit.
8. Knife or multi-purpose tool.
9. Sunscreen and sunglasses.
10. Backpack.

Source: americanhiking.org

MORE TIPS

- If going on a long hike, carry an emergency shelter and/or emergency blanket.
- Consider hiring a local guide for challenging activities.
- If you forget a map and compass, take a photo of the map posted at most trailheads.
- Cell service in the Gorge is spotty. If you download maps onto your phone, don't plan to rely solely on your phone for navigation.



Syncline Trail, by Darryl Lloyd

Established in 1986, the Columbia River Gorge National Scenic Area protects nearly 293,000 acres of trails, forest, waterfalls, parks and historical sites within this spectacular river canyon.

When visiting the Columbia River Gorge, take **Ready, Set, GORge!** to heart.

- Plan ahead to avoid crowds.
- Bring what you need and check weather, trail and road conditions.
- Help protect the Gorge so future visitors can enjoy it, too.

READY, SET, GORGE! RESOURCES

TRAVEL INFO: traveloregon.com

ROAD INFO: tripcheck.org | wsdot.com/traffic

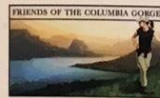
HIKING INFO: gorgefriends.org | fs.usda.gov/crgnsa

TRAIL RECREATION FEES: gorgefriends.org/passes

SCENIC AREA INFO: fs.usda.gov/crgnsa

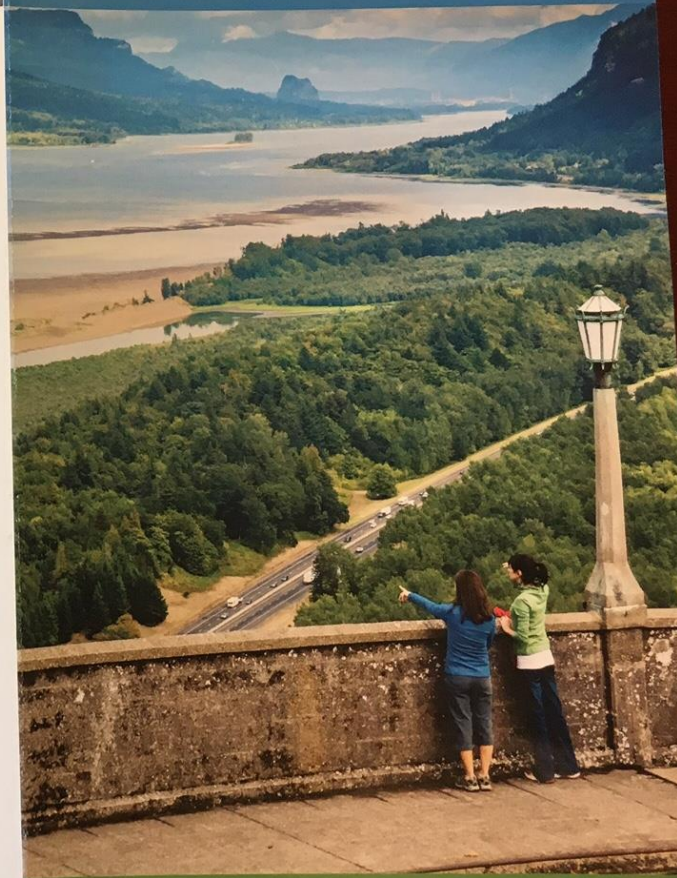
TRANSIT INFO: columbiagorgeexpress.com
gorgefriends.org/hikebybus | gorgetranslink.com

SHOP LOCAL: gorgeowned.org



READY, SET, GORGE!

----- ReadySetGorge.com



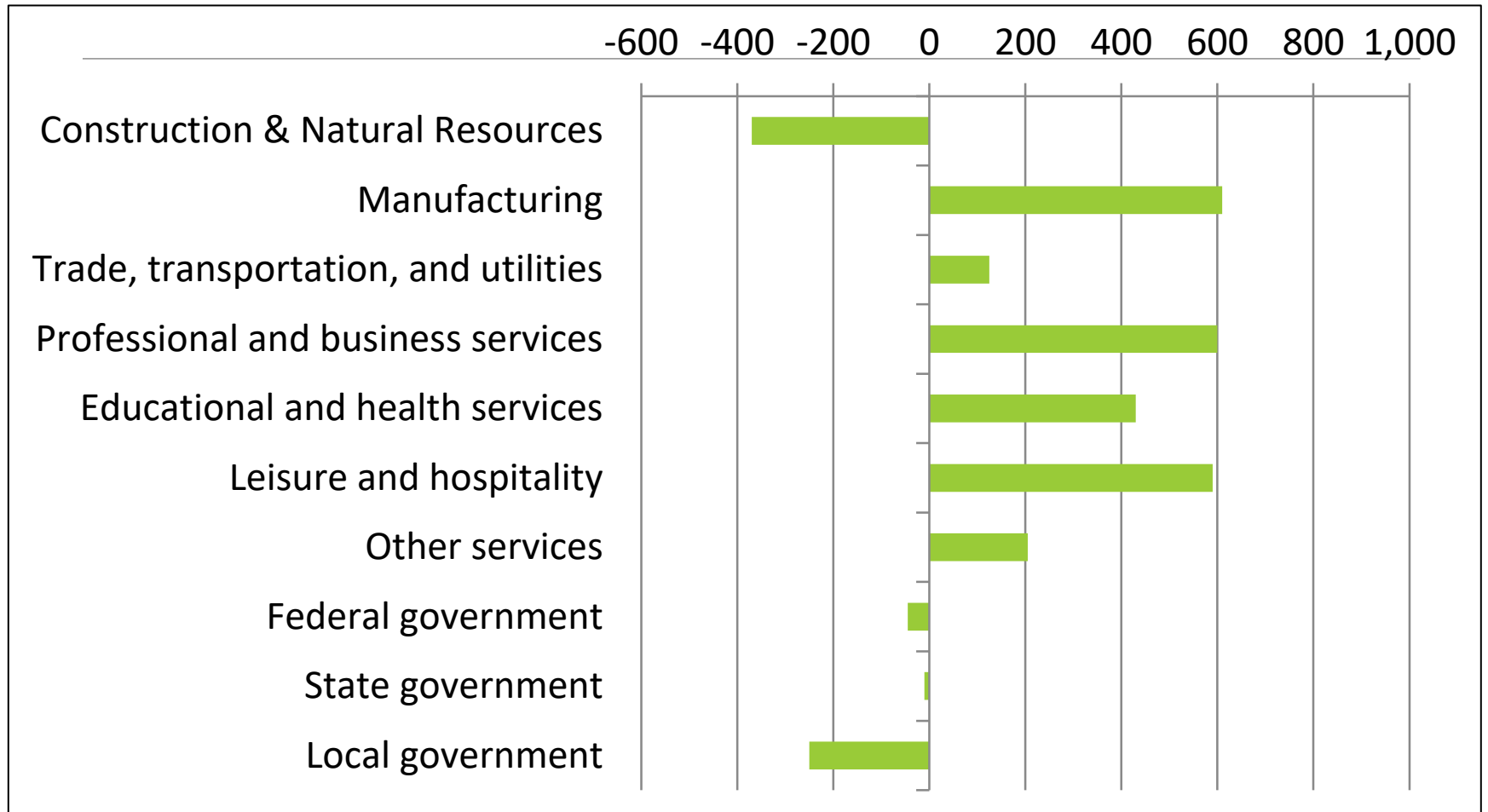
MAKE IT FUN. MAKE IT SAFE.

Travel Tips for the Columbia River

Economic Development Resources Provisions & Policies A Unique Bi-State Regional Approach

- ✓ Support the economy of the Gorge by encouraging growth to occur in existing urban areas.
- ✓ Allow future economic development in a manner that is consistent with protection of scenic, cultural, recreational, and natural resources.
- ✓ Encourage the States of Washington and Oregon to coordinate their economic development planning in order to maximize the benefits of state, federal and private dollars to all Gorge communities.
- ✓ Certify that economic development grants/loans from OIB and WIB are consistent with the purposes of the Scenic Area Act, the Management Plan, and land use ordinances adopted pursuant to the Act.
- ✓ Support “***Towns to Trails***”, “***Ready Set Gorge***”, “***Gorge-Owned***” branding and other opportunities for “sustainable” low-impact growth!

Change in Gorge Employment 2007-16*



*After adjusting for a major industry reclassification in Klickitat County

Columbia River Gorge National Scenic Area Economic Development Program:

- ✓ The Oregon Investment Board (OIB) and Washington Investment Board (WIB) fund projects to strengthen and diversify the Columbia River Gorge economy.
- ✓ The Columbia River Gorge Commission certifies OIB and WIB funded projects as consistent with the National Scenic Area Act, management plan, and county land use ordinances.
- ✓ ***Mid-Columbia Economic Development District*** and ***Skamania County Economic Development Council*** provide staff support for the OIB and WIB.



Mid-Columbia Economic Development District



SKAMANIA COUNTY

-
- **MCEDD's** mission is to promote the creation of family-wage jobs, the diversification of the economic base, and the growth, development and retention of business and industry within the five-county district that comprises Skamania, Klickitat, Hood River, Wasco, and Sherman counties. MCEDD gathers economic, workforce, and demographic data for the five-county region and produces reports on the region as well as the individual counties in their Mid-Columbia Comprehensive Economic Development Strategy.
 - The **Skamania EDC's** mission is to define, support, and promote policies and activities that contribute to the economic stability and growth of the tax base of Skamania County by supporting retention of existing business, business expansion, and new business development. The EDC acts as a clearing house for marketing research, data, and survey information.

REGIONAL PROJECTS

Program Impact 1990 - 2016:

- ✓ Over 200 grants and loans awarded
- ✓ \$15.5 million awarded in loans and grants
- ✓ Over 1,000 jobs created/retained
- ✓ Nearly \$40 million in leveraged investment

WASHINGTON

OREGON



Partnerships



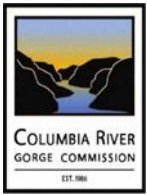
OREGON INVESTMENT BOARD SUPPORTED A LOAN TO THE “OREGON GROWERS AND SHIPPERS”:

Oregon Growers & Shippers comes from a vision to create products using the finest quality, locally sourced ingredients from Oregon and Washington.

They specialize in product development, sales, marketing and distribution of value added agricultural specialty food products with primary ingredients sourced from Pacific Northwest growers.

Their products include Oregon Growers brand jams, preserves, fruit spreads, fruit butters, condiments and honey. They focused on the metropolitan grocery markets of the Pacific Northwest and Northern California but in 2014 approached MCEDD when they were looking to expand their business into its next phase of growth. MCEDD and the Oregon Investment Board came together to support *Oregon Growers & Shippers* with loans for working capital to help with this transition. For more information on the company, and their northwest products, visit their website at www.oregongrowers.com.

They are now paid off in full to MCEDD's EDA fund and OIB fund. ***The partnership between the multiple funds at MCEDD is important and a key message.*** A fund of this small of a size needs to be coordinated with local lenders to create a streamlined avenue for a businesses seeking financing.



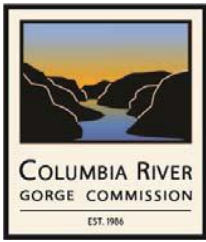
WASHINGTON INVESTMENT BANK LOAN TO BACKWOODS BREWING:

Backwoods Brewing initial WIB loan for \$150,000 to start a restaurant and brewpub of craft beers in Carson WA. Paid off “incubator” loan and is now working on a traditional banking relationship with a local community bank, the Riverview Bank in Stevenson, WA.



Regional Approach to Incubator Loans Create a Revolving Loan Fund for Rural Community Businesses

- Create opportunities for small business to receive their first loans through a collaborative approach with lending institutions—create an investment board
- Provide trainings and “mentoring” with other local businesses as needed—shared success in the community
- Work closely to share expertise and local community “branding” of the business
- Give them time to pay back the loan
- Repayments go back into the revolving loan fund to help the next small business
- Once re-paid, the new business now has a track record with conventional lending institutions to continue



Columbia River Gorge Commission

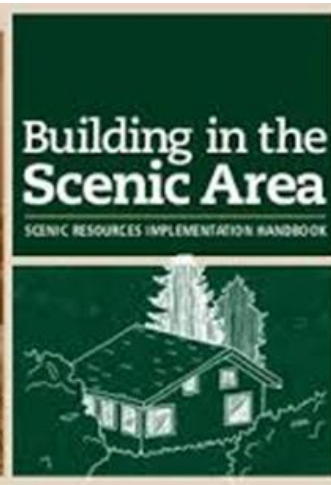
Questions?



Krystyna U. Wolniakowski

Krystyna.Wolniakowski@gorgecommission.org

509-713-9623



Columbia River Gorge National Scenic Area: stewards of the future since 1986