

Community Workshop - 10/19/10



WILLAMETTE FALLS HERITAGE AREA COALITION



A Vision for the *Willamette Falls Heritage Area*



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Assessment: Where We Are



A Vision for the *Willamette Falls Heritage Area*

Active Participants

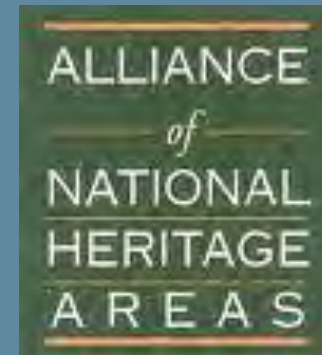
Willamette Falls Heritage Area Coalition

City of West Linn	Confederated Tribes of the Grand Ronde	Clackamas County Arts Alliance	Portland General Electric
City of Oregon City	Oregon State Historic Preservation Office	Main Street Oregon City	Blue Heron Paper Company
Clackamas County	Oregon Department of Parks & Recreation	Ice Age Floods Institute	West Linn Paper Company
		Willamette Falls Heritage Foundation	



Vision

*Become a National Heritage Area in order to **protect, enhance, share, and enjoy** the region defined by the Willamette River between the mouths of the Tualatin River and Clackamas River*



A Vision for the *Willamette Falls Heritage Area*

Goals

- Strengthen the area's **Identity** with the falls at the heart
- **Share** this place with others
- Improve public **access**
- Build the **vision** as integral to the community
- Create a navigable **approach** to the area and cores site



Work to Date

2006	2007	2008	2009	2010
Coalition Formation & Development →				
Compendium of Projects				
		University of Oregon Studios		
			HR 4081	
				Stakeholders Meeting
Lock Fest	Lock Fest	Lock Fest		Lock Fest
				Declaration of Cooperation
				Project Manager



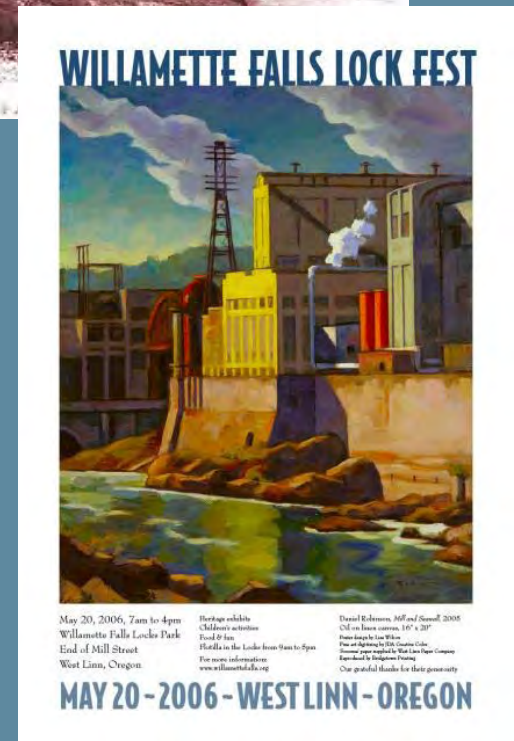
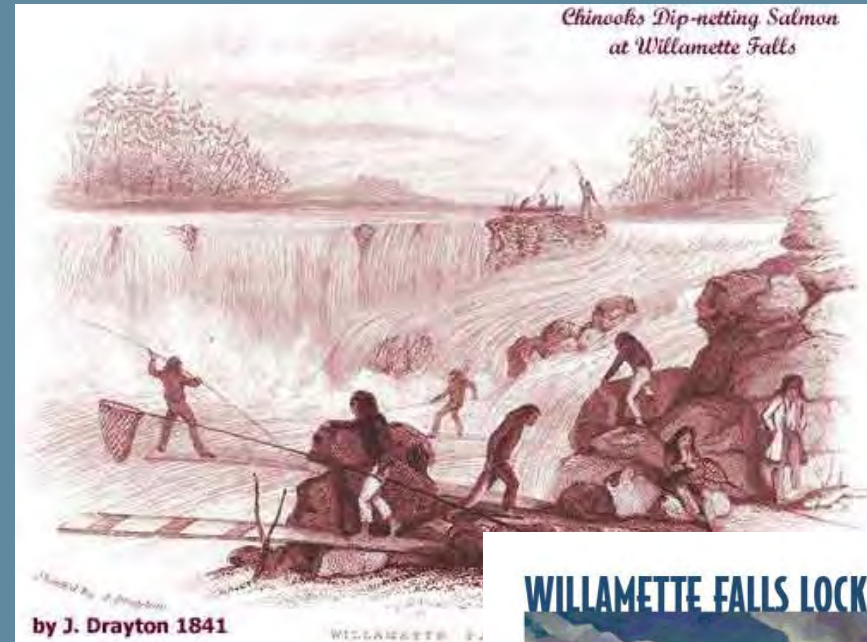
Related Events

- **Closure** of End of the Oregon Trail Interpretive Center
- **Closure** of the Museum of the Oregon Territory
- **Closure & removal** of the Hawley Power House
- **Failed** Tram Proposal



Observations – 1

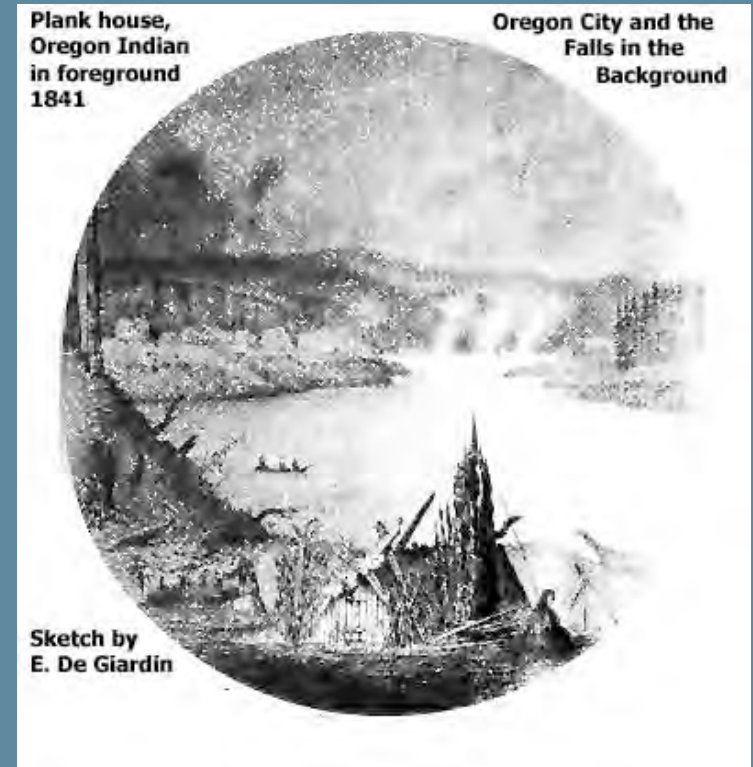
*Significant
heritage stories
worthy of
interpretation*



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Observations – 2

*More cultural
than physical;
more subtle than
dramatic*



Observations – 3

*The whole is
barely equal to
the sum of the
parts*



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Observations – 4

*Visual & physical
access is both
difficult & important*



→ *We shouldn't let this hold us up!*



SWOT Analysis

Willamette Falls Area			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Stories• Proximity• Leadership• Representation• Vision• State & federal support	<ul style="list-style-type: none">• Disconnections• Failed efforts• Closed sites• Limited resources• Inadequate facilities	<ul style="list-style-type: none">• Coordination• Timely action• NHA designation• State designation	<ul style="list-style-type: none">• Inertia• Frustration• Resistance



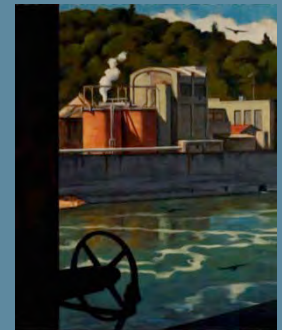
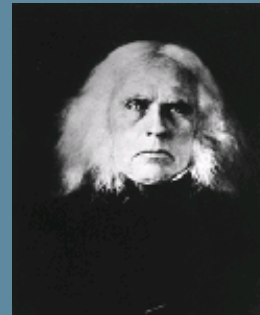
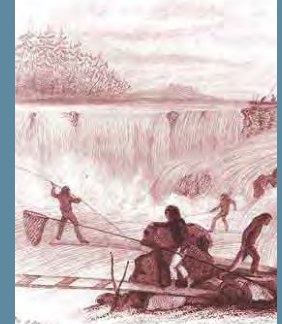
Vision: The Stories We Want to Tell



A Vision for the *Willamette Falls Heritage Area*

Willamette Falls Heritage Themes

- **Ancient Beginnings & Natural History:**
Ice Age Floods; Meteorite; Natural Features
- **Tribal Culture:**
Native Fishing & Trade; Tribal Gathering Place
- **Exploration & Enterprise:**
Hudson's Bay Co.; Fur Trade; Early Enterprises
- **Commerce & Civics:**
Settlement, Governance, Territory, Main Streets
- **Migration & Willamette Valley:**
End of the Oregon Trail; Valley Settlement
- **Industry:**
Hydroelectric Power; Locks; Transportation;
Manufacturing & Processing



A Vision for the *Willamette Falls Heritage Area*

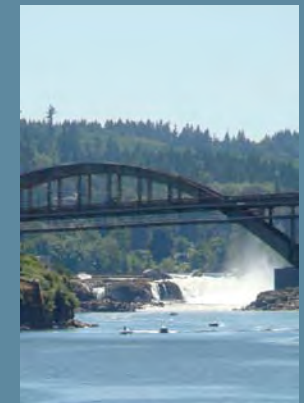
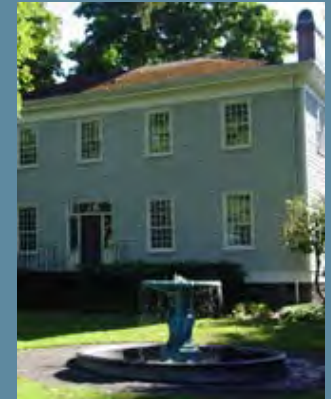
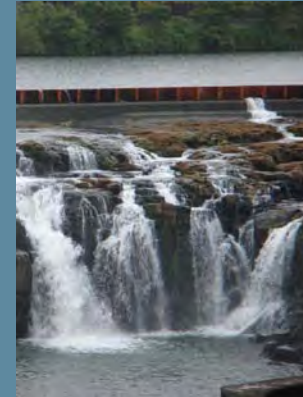
Themes & Timeline

Pre-Contact	Pre-Contact - Present	1800s				1900s				2000s
		00	25	50	75	00	25	50	75	00
Ancient Beginnings / Natural History										
	Tribal Culture									
		Exploration & Enterprise								
			Civics & Commerce							
				Migration & Valley						
					Industry					



Heritage Experiences

- **½ day: Willamette Falls**
Falls viewing; locks & mills; river walks
- **½ day: Oregon City Heritage**
McLoughlin & other houses; Main Street
- **½ day: West Linn Heritage**
Willamette Main Street; Bolton; Willamette
- **½ day: Natural History**
Fields Bridge Park; Willamette Park; Nature hikes
- **½ day: River Tour**
Above, below, near and/or through the falls
- **Full- or Multi-day Extensions:**
 - Barge trip up the Willamette
 - Drive up the Willamette Valley
 - Drive up Barlow Road, Mt. Hood
 - Portland and/or Oregon Coast



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Heritage Development Opportunities

- Willamette Falls Overlooks
- Locks Operations
- Locks Access
- Water Trail
- Water Tours
- Museums
- Land Trails



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Strategy: How We Get There



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Strategy

Complete a feasibility study in 2011, with major public outreach complete by summer.



Steps in Creating a Heritage Area

1. Define the Study Area

- General consensus
- Need public buy-in

2. Public Involvement Strategy

- Document past work
- Rigorous outreach & info

3. Heritage Themes

- Documentation & narrative

4. Inventories

- Gather & organize existing

5. Management Alternatives

- Organizational alternatives
- Impacts on existing efforts

6. Boundary Delineations

- Mapping
- Relationships to surrounding

7. Administration & Financial Feasibility

- Establish nonprofit
- Fundraising & sustainability

8. Evaluate Public Support & Commitments

- Declaration of cooperation
- Other endorsements



2011 Action Plan

- **Public Outreach**

- Series of Winter/Spring Workshops
- Web site & other media

- **Nonprofit Organization**

- Inclusive but independent
- Self-sustaining

- **Additional Funding**

- Public & private grants
- Match – if we seek federal funding

- **Complete the 8-Step Process**

1. Study Area
2. Public Outreach
3. Themes
4. Inventories
5. Management
6. Boundary
7. Feasibility
8. Evaluation

- **Fun** – Celebrations of small victories



Long-term Actions

- Package Stories
- State Designation
- Locks Access & Operations
- Willamette Falls Overlooks
- Museum Operations
- River Tours
- West Linn Museum
- Ice Age Interpretive Exhibits
- Land & Water Trails
- Etc.



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WILLAMETTE FALLS HERITAGE AREA COALITION

Willamette Falls Heritage Area Coalition

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