

CITY of CASCADE LOCKS — Tourism Committee Meeting Agenda
TOURISM COMMITTEE MEETING, January 6, 2024 @ 6:00pm in City Council Chambers

1. Call Meeting to Order & Roll Call
2. Amendments to the Agenda
3. Public Comment
4. Discussion/Declaration of Potential Conflicts of Interest
5. Approval of Minutes Presented
 - a. November 18, 2024
6. Approval of Financials
7. Approval of Bills
8. Old Business
 - a. Conference presentation from Denise Emmerling-Baker, Main Street Cascade Locks
 - b. [Travel Oregon Competitive Grants](#) discussion
 - c. [Travel Oregon Recreation Ready](#) update
 - d. EnChroma Color Blindness Glasses discussion
 - e. Merchandising follow up
9. New Business
 - a. Transitioning Flash Report to online platform
 - b. “Cats-cade Locks” discussion
10. Upcoming events
 - a. Cascade Locks Earth Day
11. FCLHM Contract Report
 - a. Quarterly report submitted to Council 12/8/2024
12. Tourism Committee Member Reports
 - a. Emily Seely
 - b. Heather Weaver
 - c. Sara Patrick
 - d. Sophie Harbaugh
 - e. Miranda Audritsh
 - f. Nathan Jones
13. Next Meeting Date & Time: February 3, 2024 at 6pm
14. Adjourn

Public access to the meeting is available via Zoom.

Meeting code 721291324, Password: citymeet Phone:1-253-215-8782, meeting # is 872-129-1324, passcode 17722174

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for person with disabilities, should be made at least 48 hours in advance of the meeting by contacting the City of Cascade Locks office at 541-374-8484.

CITY of CASCADE LOCKS — Tourism Committee Meeting Minutes

TOURISM COMMITTEE MEETING, Monday, Nov. 18, 2024, at 6pm in Council Chambers

1. Call Meeting to Order & Roll Call
Emily Seely called the meeting to order at 6:02 pm. Heather Weaver , Sophie Harbaugh , Nathan Jones were present. Sarah Patrick and Miranda Audritch were absent with approval.
2. Amendments to the Agenda
No amendments to the agenda were presented.
3. Public Comment
No public comment.
4. Discussion/Declaration of Potential Conflicts of Interest
No conflicts of interest declared.
5. Approval of Minutes Presented
Heather Weaver motioned to approve the minutes from October 21, 2024, Nathan Jones seconded approved at 6:03
6. Approval of Financials
7. Approval of Bills
 - a. Cascade Locks map brochure reorder - Brown Printing - \$2,640 for 10,000 copies of the map.
Sophie Harbaugh motions to move forward to making the necessary contact updates to the map design and approve sending the quote to the CA Bennett for approval. Heather Weaver seconds, passes at 6:05.
8. Old Business
 - a. Follow up discussion - EnChroma Colorblind Glasses
Heather Weaver motions to table until January 2025 . Sophie Harbaugh seconds, committee agrees to table.
9. New Business
 - a. Travel Oregon Awards are open for nominations
 - b. Wheel the World accessibility assessments
 - c. Annual ORLA lodging updates due by 11/22/2024
Local hoteliers and vacation rental spaces can log into ORLA for free advertising.
 - d. Travel Oregon Competitive Grants
The conversation for upcoming opportunities with Travel Oregon merged 9d and 9e into one single discussion.
 - e. Travel Oregon Recreation Ready
Two projects were identified as applications for upcoming Travel Oregon opportunities. CRITFC is interested in collaborating on an application to move forward with projects to support Native fish sales next to Bridge of the Gods. This will likely go through the Competitive Grant process, because that would allow CRITFC to be the primary recipient with Tourism as the secondary supporting organization. There will be a joint meeting between CRITFC and Museum staff in December to identify whether to move forward with advertising support or a feasibility study.

The other projects discussed were to support bike tourism. Museum staff had a pre-meeting with Ben DeJarnette from Bike the Gorge and Ted Dodd from the Northwest Trail Alliance and Port of Cascade Locks to discuss ideas and projects, and identify which opportunity to pursue that would be most appropriate, and to create a steering committee for Recreation Ready. The result of that meeting is that we will apply for an EasyCLIMB skills park expansion. At 6:35pm.

10. Upcoming events

a. Small Business Meet and Greet with Main Street Cascade Locks

There is a small business "sip and stroll" for November 30th, 2024. None of Committee Members or FHCLM representatives can make it. Agree to invite Main Street to a small business meeting in January to allow opportunities for more engagement at 6:45.

b. Mitchell Point Tunnel dedication 11/16/2024

11. FCLHM Contract Report

ED Crane verbally reported that the museum has closed for the year on November 1. The museum will reopen March 1, 2025. Staff will continue to provide visitor information via phone and email during the winter, and will continue to work on tourism projects during the closure. ED Crane also relayed that she has upcoming vacations scheduled for November 20-December 4 and December 8-13.

12. Tourism Committee Member Reports

a. Emily Seely (Chair)

Nothing to report.

b. Nathan Jones

Nothing to report.

c. Sophie Harbaugh

Nothing to report.

d. Sara Patrick

e. Heather Weaver

Nothing to report.

f. Miranda Audritsh

13. Next Meeting Date & Time: December 2, 2024 at 6pm.

Discussion that neither museum staff member is available to attend in-person. Meeting to be held on Zoom only so that we do not have to reschedule the meeting.

Nathan Jones motions that we will all meet on Zoom for December 2, 2024 meeting.

Sophie Harbaugh seconds, approved at 6:50.

14. Adjourn

Emily Seely moves to adjourn the meeting, Heather Weaver seconds, all in favor at 6:52

Notes from the "Places" Conference

From Denise E. Baker <dbaker@cascade-locks.or.us>

Date Mon 11/25/2024 5:19 PM

To Jordon Bennett <jbennett@cascade-locks.or.us>

Cc Cascade Locks Tourism Staff <cltourismstaff@cascade-locks.or.us>; Emily Seely <emily.5337y@gmail.com>

 5 attachments (107 KB)

Community council_241017_104604.docx; Engaging youth in Downtown Development and Tourism.docx; Heritage in placemaking.docx; Key Note Wed. Walla Walla .docx; Our manifesto for Successful Downtowns.docx;

Please see notes attached from the sessions I attended at the "Places" Conference I attended instead of the League of Oregon Cities Annual Conference in October, as other Council members went to the LOC conference and our number one goal for 2024-2025 was Downtown Revitalization and I am a member of the City Downtown Revitalization Committee. I have shared notes with the Tourism Committee who covered registration and hotel costs for me (not food or gas) as they did for Tourism Chair Emily Seely in 2023. I will speak to them upon their invitation at their Dec. 3rd meeting.

See attached notes I typed, and key ideas were:

1. Engaging Youth (high school/college/even middle school) with a youth Council and giving them certain projects to handle, possibly with school credit, intern credit, have a meeting place where folks with young kids have an area to play.
2. A community council, A trusted gathering place where folks can have dialog on issues, neutral convener, apolitical
3. Heritage: Be sure to include the history of all the cultures of your area, past and current, geologically, geographically, anthropologically, culturally.
4. A manifesto for Community- Communities want: Belongingness, collective efficacy, norms of reciprocity, social capital. social cohesion, social infrastructure, social participation, trust. Downtown districts are the river of life for our cities. There is power in plazas and moveable chairs.
5. Restoring and Rebuilding, be sure to do market analysis, include all cultures, look for data on what works, all award-winning downtowns have a historic-ish feel.
6. AI has created histories of our cities from everything every published and what folks are putting out now on all channels, including social media, is creating the current history of our cities. Is our story positive or negative from what people are posting?

Warm regards,

Denise Emmerling-Baker EdD

All emails are sent on behalf of myself, my own opinion, and not the entire City Council, unless otherwise specified.

City Council contact: dbaker@cascade-locks.or.us

Non city council contact: cascadelocks.denisebaker@gmail.com

(503) 407-1940

"The greatness of a community is most accurately measured by the compassionate actions of its members." – Coretta Scott King

Community Council

<https://www.wwcommunitycouncil.org/>

Notes by Denise Emmerling-Baker Main Street Walla Walla Conf. 2024

A non-profit that serves communities within their district. Facilitators, collaborators. Convene people around a common interest. Build relationships between people and entities.

Regional community conversation

Multilingual

Combined with data

Volunteer driven

Convene and facilitate

Positive community change

Through this they identify and solve problems

A trusted gathering place where folks can have dialog on issues. They are a facilitator. They bring folks together to build social infrastructure.

1. Neutral convener

2. Apolitical

3. Framework allows us to get everyone safely to the end, with an actionable product.

(We are not into gotcha)

We work to break down silos in perspectives.

Good speakers and good listeners

Venue spaces must be comfortable

(Not at religious organizations, pavilions, etc.)

Venus, food, Spanish interpretation, and childcare or make the room kid friendly, aba accessible, asl interpreters, food, transportation (hard to figure this out, but they are working on this), accessibility

Ambassadors help bring people

Trust and relationship building.

Three positions, funding third or more of grant

funding, and supported by private funding. It is hard to explain what we do. Any community can take this model.

There is an affordable housing crisis everywhere and there is state and federal funding for creative approaches to affordable housing. They formed the first community land trust that helps build affordable housing that remains affordable. Look into community land trusts.

Enhancing outdoor recreation opportunities. Trail networks. There are state advisory committees to increase outdoor recreation

Internet for all. Many organizations collaborated to apply for a very large grant for internet for literacy for all.

Data shows people care about

Affordable housing

Health

Safety,

folks were concerned about gang violence; police noted that domestic violence was greater. This was an opportunity to educate community about real impacts.

Info graphics help educate the community.

Engaging Youth in Main Street Volunteer Duties and Events

One Main Street has an office set up for moms with kids to come volunteer

Setting up a meeting space/office space that welcomes kids fosters a sense that all are welcome

Creating a Safe space

Carpet

Healthy snacks

Changing tables with diapers

Social media boost to reach out and say kids are welcome

Jr. Board member

Jr hub squad (humans uplifting businesses)

Celebrate, start meeting with celebrating a parent.

Thank the littles, what do we want a design to be

Beaverton youth council is part of the Organization

even connected with school district, city council, library, even give them an event.

The youth council created designed and

volunteered for Booverton.

Some even write Grant's

June, wellness, mental health Boba dash

50 boba vendors, set up at main street shops

Could we do a kombucha? Smoothies? Hit chocolates

Oct Booverton

Culture shock may

Main Street gives some seed money, and the kids wrote Grant's for Booverton, corporate and

Empower youth to also look at budget, some funding follows kid-oriented events. Folks reach out.

Volunteer hours required for graduation.

No one has been paid. We link a mentorship. Can some experiences be accredited with CTE? Some students can

work with faculty to write their own curriculum

Background checked with school districts is good for adults.

Zoom meetings with teens.

We can write references for them

Work with marketing teacher to give them credit. Some students do manufacturing, embroidery, shirts, etc.

Different nonprofits sponsor different teens to be board members.

Have kids make kindness posters that you put all over town.

Youngest volunteer (with parent) was 4.yo.

12-year-old did Boomstracker

Meet the students where they are and set expectations. Smart goals.

Beaverton. On the MS board for a year, June ED, the ED had a great connection with School District.

Mentor Washington offers grants and guidelines. Maybe Oregon has such a program.

Talk to CTE director. For an Art Walk. Can showcase local student artists in businesses.

Business week for juniors so they come for a whole week.

Newsletter sent out include articles written by students.

For private schools, they talk to leaders. Check in what the schools are doing, and events and experiences can arise organically.

Have an open door with all principals

Do youth programs all fit within the Main Street boundaries?

Beaverton youth council does a lot of work. Some kids are on the design committee. These experiences often lead to jobs, etc.

This is talent retention for the community. Give young people a sense of buy in and loyalty.

Have the strategic plan focus on youth.

This program creates belongingness, empowers youth who may not have felt needed, valuable or wanted, youth council engaged in strategic planning, vision, youth took the main street survey to their schools.

Middle and high school are good demographics to work with. University and college students can be helpful too.

Work with college to offer credits and hook up with work study so they can work with the Main Street Organization and get paid through work study.

Can work on a grant collaboratively, so youth can help businesses.

Connect with school, college clubs etc.!

Lessons for Tourism r/t Native American and LatinX Culture

Notes from Main Street Conference 2024 by Denise Emmerling-Baker

From Jennifer re: Native American History.

There are articles and books to help guide us toward including cultural property and identity in peacemaking.

We need to consider situating ourselves within many diverse histories, geographically, geologically, anthropological, culturally. It takes many factors to create a culture system.

CTUIR.org. tribal website has maps of treaty lands, population densities and more. Fishing, hunting, agriculture, forestry, gathering treaty rights still happen to this day. The Columbia River, and rivers that feed into it, with Inter-tribal fisheries, fish, berries, roots, waterfalls, and more are significant to tribes. Historic properties of religious and cultural interest to tribes. There are special collections of images at University of Oregon.

We need to reconcile past, present, and future. It is Not a Van Gogh area, not the middle of nowhere. It has its own story based upon the people and history. History tells a different, beautiful story.

Tribal history Book was written by tribal people.

Colonialism along with Indigenous culture can join together, not a push and pull, we can just be these many layers, in harmony, not talked about in the way we do, we don't have to give it so much attention, all vendors are local in the downtown core, the community knew that this is the right thing to do, reciprocal exchange, reciprocal responsibility, an equal relationship with resources (i.e. first foods., plants and animals).

Repatriation, bringing people, places, and culture home. Diaspora aspect of repatriation, bringing museum people home, artifacts, museum pieces, bring them home, think about objects and artifacts that have a soul and a spirit, having a grounded idea about what this means includes a growth mindset of continual learning and cultural and ethnographic heritage.

How do we as practitioners look at heritage development and tourism? Do we colonize our practices, guidelines, codes regarding signs and outdoor decorations, music, gathering...?

We need to think about implicit biases that may be embedded in our town planning, architecture, codes and more. Even the word Museum has a heavy colonized history that is unpleasant for some Indigenous people. Many understand the need for the word in order to get folks to visit while it can have some negative implicit biases.

Recorded oral histories have helped preserve some of the history in first person tribal accounts and are carefully curated by tribal people to protect sacred histories and sites. We need to listen to local community and their own lived experience even without documentation. National Park Service does see oral histories as a primary source document.

Oral histories are important because much of written histories have been written by white individuals (mostly male). Oral histories are local, not just of indigenous peoples, but also immigrant cultures. Current National Park Director Sams is Indigenous of the Walla Walla area.

Oral stores are not owned, they are shared.

Section 106 of National (Tribal History?) Requires some review of archeological sites prior to development.

Traditional ecological knowledge means culturally sensitive areas that maybe cannot be seen. How do we declare areas of significance that cannot be seen?

We cannot create a treasure map where areas that should be protected while still keeping an area sacred (i.e. our Memaloose islands).

Latinos in Heritage Conservation <https://www.latinoheritage.us/>

(nationwide for 10 years) are rooted in equity. Many siloed organizations working on similar goals joined together.

Main streets are for everyone T shirt in Spanish and English

Mission

A just world that values Latinx people, history and places.

Hoping to create an intergenerational collaboration.

She is from Grapevine Texas, the Christmas capital of Texas, and one of the largest wine festivals in Texas, one of the first three main street organizations in the US. She worked with Little Havana in Miami.

Oaxaca in Mexico, food, arts, culture, visible. Historic spaces on colonized land. Indigenous and colonized history visible. As well as a focus on Mother Earth and land, traditional medicines, beautiful placemaking, places to stop and rest, Plazas were important, buskers, places for people to talk and connect, dog meet up spaces, outdoor seating, little mercados, not always cultural heritage, but cultural, every night local people were sharing music and dancing for the community, not for tourists, sometimes live, sometimes recorded, a 2 week celebration downtown celebrating the Indigenous cultures, one of the largest in the Americas, keeping the culture of the town rooted in community. Colonized America seems so inside, and in Mexican culture there is a lot of community outside, together.

Keynote speaker Wed.: Professor of Historic Revitalization

Notes by Denise Emmerling-Baker Main Street Walla Walla Conference 2024

Great American Main Street similarities between cities

- Old town feel
- Historic-ish Facades
- Public History maps conflict sometimes with inclusion of diversity

What streetscape history are we restoring?

IE Martha's Vineyard, spending time working on how to make space for all the stories to be told in a way that each voice is heard and valued

Notes from New Orleans revitalization

- Revitalization may need to consider all the priorities of funding sources
 - disaster recovery funds
 - foundations also have agendas for revitalization priorities
 - city codes
 - 5-year maintenance covenants, standards for maintenance, maintain any rehab that took place, cannot change these designs over 5 years,
 - Rules for grantees include -No selling or use change without approval and to buyer who agrees to covenants, no removal of design elements
 - equally diverse architecture
 - matching Grant's
 - street scape elements, including native plants
 - site designs for courtyards and patios
 - a story telling narrative about community revival, business owners need to feel like revitalization groups are a partner in some important story about the community.
 - city design committees for review of facades
 - .
 - market value analysis of buildings to see what kind of return they might get for financial input, sometimes with the help of universities.
 - work with local historic societies as consulting parties
 - Cleveland has had a storefront renewal program for 33 years and this data can be used to show value and address many issues. (Kelly, Ryberg-w...)
 - there is even research to see if we are achieving diversity. Equity and inclusion in our facade renewals.
- Think Chat GPT is creating reports on appropriateness and guardrails (economic)
- Ai tools to compute preparedness, resilience, risk (and cost) reductions
- Developers may want to see this data
- Historical documentation is being taken up about our places to AI, we need to hold them to account. Check it, submit our many stories.

Get historic info from: Public records, library records,, architects' info, newspapers, media coverage,

Falling Samuel's Aidoo
faidoo@tulane.edu

A Manifesto for Successful Downtowns

Notes by Denise Emmerling-Baker, 2024 Main Street Conference Walla Walla.

Speaker from Port Townsend:

We shape the city; the city shapes us. - Jan Gehl

Our environment (including the city) impacts our health more than our genetics.

Communities want:

Belongingness, collective efficacy, norms of reciprocity, social capital. social cohesion, social infrastructure, social participation, trust.

Downtown districts are the river of life for our cities.

Communities come together to change and reshape a space to honor history, events, the diversity of the community. Especially those who may not always belong.

How do we mix in public spaces? How does social mixing foster public or civic life?

Places that are inviting have

Plazas, parklets, downtowns that invite people in.

Water, places to sit, businesses around the plaza.

Start small. A chair. There is power in a movable chair. Free the chair, don't lock it up.

How do we measure social connection and belonging?

Intercept survey for social mixing is a good tool.

Do not put up no loitering signs

We need to be ready to hear "No" a lot before we hear yes related to creating parklets and plazas.

Create a manifesto. How we can create public design to create a sense of belonging on our Main streets. How do we call others into our community to play and engage? How to create things that delight and surprise people?

A public space should be somewhat organic related to what is around. It should always have changing elements. ie painted rocks, flowers art, buskers, food carts,

We are change makers, we need to face people's fears, because fear is a natural response to change.

We need to move beyond fear to keep improving the way that we work.

Different forms of communication. Fun

Keep it fun.

In Pendleton, tribal folks made an atlas showing all the tribal names of the area.

2024-2025 Recreation Ready Phase 1: Application Declined for Program Participation

From Travel Oregon <administrator@grantinterface.com>
Date Fri 12/20/2024 10:16 AM
To Cascade Locks Tourism Staff <cltourismstaff@cascade-locks.or.us>
Cc grants@traveloregon.com <grants@traveloregon.com>

12/20/2024

Janice Crane
City of Cascade Locks
2024-2025 Recreation Ready

Dear Janice,

We're sorry to inform you that City of Cascade Locks will not be invited to participate in the 2024-2025 Recreation Ready program.

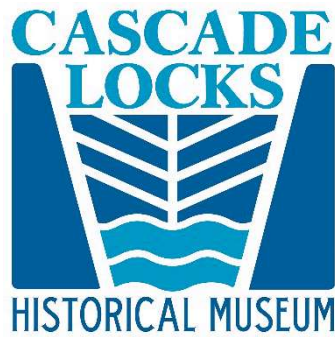
There was a high level of interest in the program and unfortunately only a very limited number of applicants were able to be selected to move forward in our initial year. A seven-member Review Committee, with diverse areas of expertise, evaluated all applications and with the volume of applications received, it was a very competitive process. It was also clear there is a lot of need statewide.

On Jan. 21 - 22, 2025, members of Travel Oregon's Destination Stewardship Team will be available for 30 minute online meetings to provide feedback about the Recreation Ready Review Committee's decision on your application. Please email Mason Kennedy (masonk@traveloregon.com) if you wish to schedule an online meeting. When emailing Mason, please be sure to include the name of your organization, so we can easily understand which application was yours. We look forward to answering any questions you may have.

We wish you all of the best with your projects.

Sincerely,

Travel Oregon



Quarterly Tourism Contract Report

Submitted for council meeting December 8, 2024 by Janice Crane, Executive Director

Thank you for your continued collaboration with the Friends of the Cascade Locks Historical Museum. Please find the summary of activities completed by museum staff to serve the tourism committee's administrative and strategic needs between September 9 and December 1, 2024.

Quarterly activities:

- Continued implementation of committee strategic marketing plan
 - Off-season industry meeting planning
 - These meetings are about supporting local businesses in different tourism-facing sectors to ensure that the work the committee does is supporting them effectively.
 - Visitor resource planning
 - These are products like maps, signs, and webpages that support the visitor experience.
- Worked with regional and statewide tourism network
 - Wheel the World accessibility assessment support
 - Travel Oregon Recreation Ready program application
 - Submitted a collaborative project application for supporting bike tourism development with Bike the Gorge and Northwest Trail Alliance. The primary project will be a new skills course at the EasyCLIMB, and if selected, Travel Oregon will support the steering committee to identify, organize, and develop additional project ideas.
 - This is an extremely competitive program both because it is brand new and includes a significant amount of hands-on support from Travel Oregon's Destination Development team. Only four projects will be selected.
 - Travel Oregon Competitive Grants Letter of Interest
 - Coordinated communications to support developing a new collaborative project with the Columbia River Intertribal Fish Commission supporting Native fish sales in Cascade Locks.
 - Arts and Economic Prosperity survey results are in.

- Completed biweekly check-ins with regional DMOs.
- Accepted as Cascade Locks ex-officio representative to Visit Hood River board
- Events
 - Committee-sponsored events
 - Taste of the Gorge
 - Approximately 680 passport users visited local food vendors in the Gorge with this program
 - Thunder Island Brewing Co. had the most check-ins at any one business out of all program participants on both sides of the Gorge
 - All Cascade Locks locations had at least one check-in
 - Museum events
 - Magical History Tou-AARRR
 - Bridge of the Gods Centennial
 - Supported additional community events
 - Cascade Locks Sip-n-Stroll
- Coordinated committee communications
 - Provided documents to committee for meetings
 - Invited committee members to networking and development opportunities.
- Administered and maintained current obligations
 - Organizing, printing, and distributing Flash Reports
 - Chamber of Commerce engagement
 - Social media content creation and sharing
 - Public communications and inquiry response
- Identified new opportunities to support local businesses
 - Implemented and shared free efficiency and advertising opportunities
- Additional projects that overlap between tourism and museum capacities
 - Bernadette Murray has taken down the PCT exhibit that she installed in the museum as part of her service to the tourism committee in 2018. Her father is aging and wanted to spend some time with the belongings that were on loan for the exhibit.
 - We put it on the calendar to develop a new version of that exhibit in 2 years, and she would like to support a small pop-up outdoor exhibit project next summer.
 - We are re-organizing our collection space and have found some fun tourism-related collections pieces, like the attached art piece.

Planned next quarter activities:

- Continue to implement marketing plan
- Identify grantor for strategic planning

- Support seasonal events
- Maintain current supports

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in The Gorge (OR)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$4,461,858	\$3,249,552	\$7,711,410

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	88	34	122
Personal Income Paid to Residents	\$4,017,118	\$1,212,180	\$5,229,298
Local Tax Revenue (city and county)	\$86,168	\$134,882	\$221,050
State Tax Revenue	\$142,976	\$185,273	\$328,249
Federal Tax Revenue	\$908,748	\$227,806	\$1,136,554

Event-Related Spending by Arts and Culture Audiences Totaled \$3.2 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	129,921	16,551	146,472
Percentage of Total Attendance	88.7%	11.3%	100.0%
Average Per Person, Per Event Expenditure	\$16.00	\$70.74	\$22.20
Total Event-Related Expenditures	\$2,078,734	\$1,170,818	\$3,249,552

Nonprofit Arts and Culture Audiences Spend an Average of \$22.20 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$6.34	\$21.47	\$8.05
Retail Shopping	\$3.63	\$15.44	\$4.97
Overnight Lodging (one night only)	\$0.68	\$23.63	\$3.28
Local Transportation	\$1.49	\$4.66	\$1.85
Clothing and Accessories	\$0.59	\$1.06	\$0.64
Groceries and Supplies	\$2.21	\$2.70	\$2.27
Childcare	\$0.18	\$1.06	\$0.28
Other/Miscellaneous	\$0.88	\$0.72	\$0.86
Overall Average Per Person, Per Event	\$16.00	\$70.74	\$22.20

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in The Gorge*. For more information about this study or about other cultural initiatives in The Gorge, contact The Dalles Arts Center.

Copyright 2023 by Americans for the Arts. To learn more, visit www.AEP6.AmericansForTheArts.org.

Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the The Gorge demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	83.3%
“I would feel a great sense of loss if this activity or venue were no longer available.”	85.9%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	88.5%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	85.9%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Dalles Arts Center joined the study on behalf of The Gorge.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In The Gorge, 14 of the 63 total eligible nonprofit arts and culture organizations identified by The Dalles Arts Center provided the financial and attendance information required for the study analysis—an overall participation rate of 22.2%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In The Gorge, a total of 415 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for The Gorge, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Hood River and Wasco Counties in Oregon; and Clark, Klickitat, and Skamania Counties in Washington.**

Research Notes:

¹ For the purpose of this study, local attendees live within Hood River and Wasco Counties in Oregon; and Clark, Klickitat, and Skamania Counties in Washington; nonlocals live elsewhere.

