

# LEWIS & CLARK

## BICENTENNIAL COMMEMORATION

### Marketing Plan 2004-2006



Presented by Lewis & Clark Bicentennial in Oregon  
and  
The Oregon Tourism Commission



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## The purpose of this plan

While Lewis & Clark left few artifacts behind on their journey west 200 years ago, their names are everywhere now: on rivers, bridges, wetlands, parks, cities and colleges. Their legacy, and a spirit of exploration, draws visitors to Oregon each year. The 2003-2006 Bicentennial of the Corps of Discovery creates an opportunity for communities and tribes to capture both national and international enthusiasm for our Western landscape.

This plan is designed to update readers on the accomplishments, as well as future activities and events, of those involved with marketing the commemoration. It provides a framework through which communities and tribes can market their own commemoration plans, collaborate with others, and identify resources to assist them.

## Historical perspective

In June 1803, President Thomas Jefferson gave Meriwether Lewis, Captain of the First Regiment of Infantry of the United States of America, the following assignment: “The Object of your mission is to explore the Missouri River, and such principal streams of it, as, by its course and communication with the waters of the Pacific Ocean, whether the Columbia, Oregon, Colorado or any other river may offer the most direct and practicable water communication across the continent, for the purposes of commerce.”



These words set in motion the unprecedented Expedition, called the Corps of Discovery, of 1804-1806. Lewis, his co-commander William Clark and their crew set out on May 14, 1804, in search of the great waterway to the west. The explorers provided our nation, and Oregon, much more than a mere transportation link. As the final 33 members of the expedition crossed 8,000 miles of raw, wild terrain, they gave us extensive knowledge of the plant and animal species along the route. They documented the geography and Native cultures of the land. At more than two million words, their extensive journals give us today a thrilling account of their journey.

And what a legacy for Oregon! In October 1805, the Corps reached the Columbia River and followed it to the Pacific Ocean, making camp in many sites on both sides of the river. In Oregon, they passed through the present-day counties of Umatilla, Morrow, Gilliam, Sherman, Wasco, Hood River, Multnomah, Columbia and Clatsop, and through the homelands of many Native peoples including the present-day Confederated Tribes of the Umatilla, Confederated Tribes of the Warm Springs, Confederated Tribes of the

Grand Ronde, Cowlitz, Clatsop, Nehalem, Tillamook and Chinook. Descendents of these first Oregonians retain the stories, culture and traditions of their ancestors' encounters with the Expedition.

From December 1805 through March 1806, the Corps wintered over at Fort Clatsop, near Astoria, where the National Park Service maintains a 1955 replica of the fort, designed using Clark's own drawings.

Returning to St. Louis to a heroes' welcome in September 1806, Lewis & Clark had completed one of the world's most significant journeys of exploration. At his journals' conclusion, Clark wrote in Latin, "finis." But for the land we now call Oregon, and for the Native people who still call it home, it was the beginning of a new era. Western expansion would change us forever.

## **The Lewis & Clark Bicentennial**

Beginning in 2003 with a kick-off event at Monticello, and continuing through 2006, the nation will commemorate the Lewis & Clark Bicentennial. Numerous organizations at the national, state and local levels are planning activities. Seventeen states and over 60 Indian tribes have connections to the Lewis & Clark Trail. Leading organizations include:

- National: The National Council of the Lewis & Clark Bicentennial, the Lewis & Clark Trail Heritage Foundation (which has an active Oregon chapter) and 32 federal agencies, led by the National Park Service. The National Council is sponsoring 15 Signature Events across all the trail states.
- State: Lewis & Clark Bicentennial in Oregon (LCBO) is leading fundraising and organizing events and programs located throughout the state. The Oregon Tourism Commission is providing financial support, including a four-state advertising buy, and support in areas such as media relations and publications. The Oregon Parks and Recreation Department and its Oregon Heritage Commission, has supplied LCBO with administrative and programming support beginning in 1999.
- Local: Many communities are planning Lewis & Clark events. Oregon shares the spotlight with Washington state for a major national Signature Event, "Destination: The Pacific." The Lewis & Clark Bicentennial Association (LCBA) is the lead Clatsop County (Ore.) and Pacific County (Wash.) organization for this event.

## Market analysis

### *Trends*

These five travel trends will have an impact on the Lewis & Clark Bicentennial commemoration in Oregon:

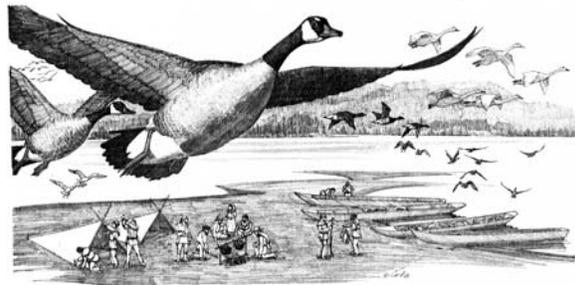
#### *Travelers are staying close to home*

Continued fears about terrorism, both domestically and internationally, are causing Americans to stick closer to home when they travel. Since September 11, Americans have been increasing their “drive to” travel and decreasing their “fly to” travel.

Weekend travel is more popular than ever, with half of all U.S. adults — nearly 103 million — taking at least one weekend trip per year. This bodes particularly well for the state’s effort to encourage Oregonians to visit locales in their own backyards. Almost 30 percent of Americans have taken five or more weekend trips in the past year and 35 percent of all weekend travelers say they’ve taken their children with them on at least one weekend trip. In fact, 40 percent of weekend travelers report they are taking more day trips and/or weekend trips today than five years ago.

#### *Historic / cultural tourism is on the rise*

The World Tourism Organization calls cultural and heritage tourism a “global phenomenon” and one of the fastest growing and most lucrative tourism segments internationally. Historic/cultural travel volume has grown dramatically since 1996, increasing from 192.4 million person-trips to 216.8 person trips in 2002. One in five of all domestic household trips include a historic/cultural activity.



In a 2003 survey of 1,316 Americans, 81% of respondents who took at least one trip of 50 miles or more away from home during the year included at least one cultural, arts, historic or heritage activity in the trip. These travelers generally spend more money, and are older, more educated, and/or affluent than the average traveler.

#### *Off-season travel is growing*

According to the World Tourism Organization, among the many interesting prospects of cultural and heritage tourism is its potential to generate travel during the shoulder or off-

seasons as well as during peak vacation periods. Lewis & Clark were kind enough to travel through Oregon during the shoulder seasons: spring and fall (and, of course, wintered over here). Since many historic/cultural travelers like to “walk in the footsteps” of historic figures, it creates an opportunity to increase visitation during slower seasons. Travelers are also taking more off-seasons trips, in general. Fall leisure travel has continued to grow steadily over the years. According to the Travel Industry Association, fall travel set a record in 2003.

*Last minute travel will grow:*

People are booking their vacations closer than ever to departure date. The US Tour Operators Association says bookings in 2003 were usually no more than 60 days out, while in the recent past, travelers were booking vacations six to nine months in advance. The Travel Industry Association of America says historic/cultural travelers are also last minute planners: 56% began planning within one month of departure.

*International visitors will increase*

International travel forecasts for 2004 year are generally optimistic, based essentially on positive signs of recovery in the economies of the US, Japan and Western Europe and the moderation in conflicts. The large pent-up demand for travel is bound to express itself as soon as circumstances allow, according to the leading decision-makers and analysts on the WTO World Tourism Barometer panel. The Travel Industry Council expects 2004 spending by international visitors to exceed spending in 2000, the last healthy year recorded prior to the downward pressure exerted by poor world economic conditions and an increase in terrorism.

***Travel in Oregon, U.S.***

Total travel spending in Oregon in 2003 (research conducted by Dean Runyan Associates for the Oregon Tourism Commission) was \$6.3 billion, a 2.3 percent increase over the preceding year. In constant (inflation-adjusted) dollars, travel spending has remained flat over the past two years. Room sales also showed little growth from 2002 (\$810.7 million) to 2003 (\$814.4 million).

In communities where Lewis & Clark is a major draw, marketing efforts are already having an impact. The Astoria Chamber of Commerce, for instance, logged a 34% visitor increase in 2003 over 2002.

The level of travel spending in the U.S. increased by about 3 percent from 2002 to 2003. Spending is still below its level in 2000 as business travel and international visitation to the U.S. continue to lag. Projections for 2004 and 2005 show these numbers continue to improve.

### *Profile of the Lewis & Clark visitor*

In 2000, Oregon participated in an 11-state benchmark study to gauge awareness and interest of travelers in the commemoration during 2003-2006. In December 2002, NFO Plog Research conducted a second wave of this study. The 2002 survey is based on responses from 1,670 individuals, selected in a nationally representative sample, who returned a four-page mail questionnaire.

As in the 2000 study, respondents in 2002 were aware of the expedition, and expressed high interest in the Lewis & Clark story, while awareness of the commemoration is nominal. Those most interested in the expedition and the commemoration is frequent travelers (four+ trips a year), mature travelers (age 55+), individuals, and “venturers.” Venturers are individuals who seek new experiences, tend to be achievement oriented and hold positive views about life. They search for undiscovered destinations and are quite comfortable in other cultures. Most important, they tend to influence others around them to follow their lead in visiting these destinations. These groups are termed “key markets.”

Some study findings:

Familiarity with Lewis & Clark: Over half (54%) of those surveyed are very or somewhat familiar with the expedition. Familiarity in key markets rises to 60%.

Interest in Lewis & Clark: About 59% of all respondents are very or somewhat interested in the expedition story. Again, the proportion rises among key markets.

Familiarity with the Bicentennial: Only 13% are very or somewhat familiar with the bicentennial itself. Again, that figure rises among key markets, to around 17%.

Interest in visiting Commemorative sites and events: Even though familiarity with the bicentennial is low, there is considerable interest in visiting Commemorative sites. Thirty-one percent of respondents are very or somewhat interested, and among the frequent travelers and venturers (those most likely to visit) that rises to 39%.

Oregon is Number One: When asked what states they are likely to visit to see Lewis & Clark sites or events in the next three years, Oregon ranks Number One of the 11 states along the Lewis & Clark trail that were tested: 5% are likely to come to Oregon. Interest in visiting a Bicentennial event or site is also highest for Oregon at 12%.

Recognition of advertising: Few – only 11% – remember past advertising. States mentioned most often by those who have seen Bicentennial media are Missouri (28%) and Oregon (27%).

Most popular activities: People are receptive to Lewis & Clark activities. Most popular are a general Lewis & Clark event (47% interest), a driving tour with interpretive materials (46%) and re-enactments, shows, musicals, and theater (41%).

Lewis & Clark sites still “fresh” destinations: Not many respondents have visited Lewis & Clark sites or attractions yet. Of 23 selected sites, only four have been visited by more than 10% of U.S. adults. Those are: Monticello (43%), Harper’s Ferry (31%), Jefferson National Expansion Memorial (28%) and the Columbia River Gorge (27%).

Travel habits: The majority of respondents who express any interest in visiting a Bicentennial attraction would stay in a hotel, motel or B&B (69%) and 61% say they would drive if visiting a site or event.

Getting information: Word of mouth remains the primary source of information for leisure travel planning. Over half (56%) of respondents name friends and family as an important source. The Internet comes next: travel sites (39%), search engines (39%), airline web sites (38%), and tourism bureau web sites (19%). Other resources include: travel agents (35%), toll-free numbers (35%) and auto club brochures (32%).

In another national study, more than 64 million travelers —30 percent of the U.S. adult population — used the Internet last year to get information on destinations or to check prices or schedules. Of that group, 42.2 million actually booked travel online during 2003.

### ***Some conclusions and recommendations***

It will take a focused, concentrated advertising and publicity effort to attract Americans to Oregon for the Commemoration. Fortunately, interest in Lewis & Clark is high, and the task over the next two years is to turn that interest into actual travel plans. Travel trends and the Lewis & Clark survey lead to the following strategies, which will be employed in the state’s Lewis & Clark advertising and PR activities:

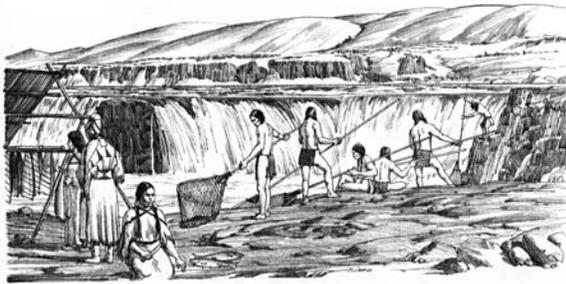
- Position sites and events to appeal to history buffs and venturers. Unique, less-crowded, non-commercial destinations will have the most appeal.
- The increased attractiveness of “drive-to” destinations and short one-to-three-night getaways presents another opportunity.
- Target marketing to specific demographic groups. Lewis & Clark travelers of all ages use the Internet, but especially younger and middle-aged travelers. Younger travelers are more interested in attractions that involve outdoor activities, may travel with children, and are more likely to camp or take a recreational vehicle. Older respondents, who more often rely on travel agents, may desire driving tours

with interpretive materials or group tours. Literature distributed to travel agents should feature these activities.

- Partner with others, including hotels, car rental agencies, auto clubs, radio, TV stations and newspapers, as well as nearby communities and tribes.
- Since Lewis & Clark is not likely to be the *main* reason for visitation to Oregon, even among key visitor groups, make sure to package Lewis & Clark activities and events with other local options and areas of interest.
- Take advantage of an increased interest in shoulder-season travel, coupled with a desire by Lewis & Clark travelers to see the sites as Lewis & Clark saw them.
- Time advertising and public relations efforts to appeal to last-minute travel planners.

## A tribal perspective

Lewis and Clark traveled through the homelands of 65 tribes on their journey. It is important to remember that for the tribes, the Lewis & Clark Bicentennial is not a celebration. It represents, for many, the beginning of the end of a way of life.



That said, tribal nations have been very involved in planning of the Bicentennial. A Circle of Tribal Advisors (COTA), with 37 members, advises the National Council. Bobbie Connor, vice president of the National Council, and vice president and director, Tamastlikt Cultural Institute, Confederated Tribes of the Umatilla, makes these suggestions for communities and organizations working on Lewis & Clark activities:

1. Respect tribal decisions to either participate in local activities, or avoid them. Some tribes may be interested in the economic opportunity afforded by the commemoration; others may not. The tribes in Oregon and Washington are more likely interested in the 2005 sesquicentennial commemoration of the treaties they signed.
2. Tribes that wish to participate may not have many financial resources to dedicate to projects, but can be helpful in other ways. For instance, tribal participation may earn more media coverage for events.
3. The tribes generally have different priorities in commemorating the Bicentennial. Many are concerned with conserving rapidly disappearing languages. They want to protect cultural sites and antiquities. And many are still seeking federal

- recognition. Anyone seeking collaboration with a tribe should keep these priorities in mind.
4. Be careful not to allow the sale of Indian antiquities at fairs or events. And if vendors sell items that are labeled “Indian made,” check to see that they indeed are.
  5. The three Indian cultural centers in the area (Museum at Warm Springs; Yakama Nation Cultural Center in Toppenish, Wash.; and Tamastlikt Cultural Institute in Pendleton) have limited marketing budgets and may be interested in cooperative advertising and public relations efforts. The same is true with tribal casinos.

## Marketing goals

Promoting Lewis & Clark sites and events plays an integral role in the state’s tourism marketing efforts. The NFO Plog study makes it clear that while the Commemoration will rarely be the primary reason visitors come to Oregon, promoting Lewis & Clark has the potential to increase the length of visitors’ stays, and encourage visits to rural areas.

In collaboration with LCBO, the OTC will market Lewis & Clark at the regional, national and international levels. A strategy currently in development will focus on marketing the major events to all three levels. Some events and activities will be targeted solely at the regional level. This will allow the state to use limited marketing dollars to target marketing messages where they will have the greatest impact.

By using a plan that combines target markets with specific Lewis & Clark messages, OTC and LCBO want to achieve the following:

- Increase awareness of Oregon destinations and travel opportunities in the following broad markets:
  - Nearby: Oregon, Washington, Northern California and Idaho are the primary markets for state advertising and public relations.
  - National: The rest of the nation and Canada will be reached primarily with public relations efforts and cooperative marketing with other western states.
  - Packaged tours: This national market will be reached through the efforts of the Oregon Tour & Travel Task Force.
  - International: Primary markets are Japan and the German-speaking nations of Germany, Austria and Switzerland. Marketing will be conducted through partnerships with airlines and targeted public relations activities.
- Focus efforts in all these markets on history buffs and venturers who are likely to add a Lewis & Clark activity to their itineraries.

- Capture broad U.S. understanding of Oregon as a place of exploration, cultural richness, and adventure, and as a prime location for the Lewis & Clark experience, both during and after the commemoration period.

## Accomplishments

Through the combined efforts of nearly 100 organizations, Oregon can report accomplishments for the Bicentennial in fundraising, advertising, and public relations. A look at major accomplishments over the past several years:

- Lewis & Clark Bicentennial in Oregon (LCBO) has secured a \$250,000 grant from Meyer Memorial Trust, a \$100,000 grant from the Murdock Trust, a \$15,000 from the Collins Foundation and helped obtain an \$83,000 grant from the Jeld Wen Foundation to fund both programming and some administrative costs. LCBO administered a \$50,000 small grants program in 2002, with funds from the Oregon Economic and Community Development Department and the Bonneville Power Administration.
- Oregon State Parks has made \$400,000 available during the 2003-05 biennium to fund a \$300,000 grant program to be administered jointly by LCBO and the Oregon Heritage Commission, and provide \$100,000 to LCBO for administration.
- The National Parks Service Challenge Cost Share Program provided Oregon \$260,000 for 14 projects in 2002, and \$299,000 for 11 projects in 2003. NPS expects to continue the grant program for the Lewis & Clark Trail through 2006.
- More than \$7 million in federal funding has been approved by Congress to complete the Fort to the Sea Trail at Fort Clatsop. A study is under way to create the bi-state Lewis & Clark National and State Historical Parks.
- The Port of Portland is providing \$150,000 to support commemoration activities. A number of venues at the airport will introduce travelers to Lewis & Clark activities.
- The Oregon Department of Transportation purchased a three-car train for \$150,000 to serve as the Lewis & Clark Explorer Train which travels the Columbia River from Portland to Astoria from May to September.
- The OTC is spending \$33,000 as part of a four-state \$150,000 Lewis & Clark cooperative advertising campaign in spring 2004. A similar campaign was conducted in spring 2002 and 2003. The advertising directs users to a web site for



more information. The campaign includes funds to boost the web site's selection by search engines.

- The OTC and LCBO collaborated on an extensive Lewis & Clark website. The site had 3,000 visitors in February 2004.
- Oregon and Washington offices of tourism collaborated to create a bi-state Lewis & Clark brochure, with an initial press run of 300,000. The states anticipate a follow-up printing. Funds came from both tourism budgets (\$30,000 each and a \$20,000 grant from the National Park Service).
- The OTC, in cooperation with Washington, Idaho and Montana, produced a rack card for placement at the 15 national signature events. The card encourages visitors to the four states' Lewis & Clark websites to get more information about their commemorative activities.
- The OTC hosted 30 European journalists in 2003, who were briefed on Lewis & Clark activities.
- The Oregon Tour and Travel Task Force (OTTTF), the domestic travel trade marketing arm of the OTC, adds Lewis & Clark itineraries in all sales efforts, specifically to the buyers at the National Tour Association and Bank Travel Network, which are attended by tour operators and travel club buyers from all over the U.S.
- OTTTF's marketing tool is the Recipe Book of Unique Group Tour Experiences. A Lewis & Clark recipe is featured in the third edition.
- A Lewis & Clark itinerary is one of 30 featured at OTTTF's primary fulfillment tool, its trade specific web site, [www.oregonpackagedtravel.com/](http://www.oregonpackagedtravel.com/).
- The OTC presented a Lewis & Clark fly-drive package in Germany, as part of the Meier's Weltreisen Tour Operator's Roadshow, which visited six cities and attracted 600 travel agents.
- Photos supporting the commemoration are available rights-free at [www.lcbo.net](http://www.lcbo.net). These photos were purchased by the OTC to assist journalists in preparing stories and to assist communities in developing collateral materials.
- The OTC developed a Lewis and Clark press kit that was sent to more than 50 travel media contacts. The kit includes Lewis & Clark itineraries and a sampling of story ideas.
- Articles and stories about Oregon's Lewis & Clark activities earned through public relations efforts, both at the state level, and by communities such as Astoria, include:

*New York Times* – "Looking Backward and Ahead at Continent's End," one of a series of Lewis & Clark Trail stories by Timothy Egan (August 4, 2003).

*The Oregonian* “Undaunted Imagination,” a series of stories by David Sarasohn.  
Publications dates: 2/2/03, 4/27/03, 6/29/03, 9/7/03, 10/26/03, 12/14/03

*The Oregonian* “On the Lewis and Clark Trail,” a series by various writers.  
Publication dates: 1/19/03, 2/16/03, 2/19/03, 4/27/03, 9/7/03, 9/16/03, 9/21/03, 9/28/03, 10/05/03, 10/19/03, 11/30/03, 12/07/03, 12/10/03, 1/5/04

*New York Times* “By Rail, on the Trail of Lewis and Clark,” by Susan Hauser  
(May 25, 2003).

*Seattle Post-Intelligencer* "On the Lewis and Clark money trail 200 years later" (Feb. 2, 2004).

*Guelph Mercury* (Ontario, Canada) "Hot on trail of Lewis and Clark" (July 19, 2003).

*The Boston Globe* "Near the Pacific, a hidden pearl" (July 9, 2003).

*American Journal* (Germany) This German publication ran a Lewis & Clark series in four consecutive 2003 issues. (OTC contracted to overprint 10,000 copies of these and other Oregon stories for broader German distribution.)

*CNN.com* "Oregon: Town braces for Lewis and Clark Tourism" (July 8, 2003).

*The News Tribune* (Tacoma, Wash.) "Tracking History" (June 8, 2003).

*Portland Daily Journal of Commerce* “Forging a Trail of Bicentennial Proportions,” (2/9/04).

*Sunset Magazine* “Fresh Eyes on the West: Tracing the path of Lewis and Clark helps us discover the meaning of home,” by Peter Fish (Cover story, March, 2004).

- While the above-mentioned stories are the most significant, over 90 stories have been tracked both in the national and regional press.



## Planned marketing efforts

### *Advertising*

Numerous organizations, such as those representing Destination: The Pacific, and visitor associations and communities along the trail and elsewhere in Oregon, plan special advertising buys over the next two years, or intend to use Lewis & Clark as an advertising theme.

Major advertising efforts include:

- The four-state tourism advertising co-op advertising plan includes the following full-page ad placements:
  - America Journal, national edition, Nov/Dec 2003
  - American Heritage, national edition, Feb/March 2004
  - Sunset, west-national edition, March 2004
  - Home & Away, west of the Mississippi edition, March/April 2004Total advertising budget: \$121,792  
Advertisements direct readers to [www.nwlewisclark.com](http://www.nwlewisclark.com)
- The four-state co-op also purchased keyword placement for the [www.nwlewisclark.com](http://www.nwlewisclark.com) site on the Google and Overture search engines.  
Total budget: \$13,708.
- The OTC is exploring concepts for a Lewis & Clark themed-ad in its state advertising campaign for 2004 and 2005.
- The National Ad Council has developed a public service announcement (PSA) campaign designed to raise awareness of the Bicentennial, targeted at families with children less than 18 years of age. With the theme, “Their trail winds through us all,” the campaign includes print, radio and television spots. These PSAs were distributed nationally in November 2003. LCBO, in partnership with OTC, will work with regional media to play or publish the spots through 2005. Download ads at: [www.adcouncil.org](http://www.adcouncil.org)
- Other organizations planning specific Lewis & Clark advertising campaigns in magazines, newspapers and billboards include: Columbia Gorge Discovery Center, Lewis & Clark Bicentennial Association, and Astoria Chamber of Commerce.
- Other significant paid media efforts include: Portland Oregon Visitors Association is preparing a Lewis & Clark-themed meeting planner for tour operators; Lewis & Clark Bicentennial Association will publish the Lewis & Clark Bicentennial Commemorative Magazine. A first run of 100,000 is

scheduled for distribution in 2004, another 100,000 in 2005. Advertising space is available. Contact: lcba@lewisandclarkcoast.com

## ***Public relations and communications***

### Travel Oregon magazine

*Travel Oregon* magazine is the OTC's primary fulfillment piece. It is sent in response to requests made via [www.traveloregon.com](http://www.traveloregon.com) or toll-free at 1-800-547-7842. It is also distributed at state welcome centers and visitor information centers. This four-color magazine is published twice a year in February and August. Planned Lewis & Clark coverage includes:

- A two-page feature with photos provides a suggested itinerary from Pendleton to Astoria, in the Spring/Summer 2004 issue.
- Stories featuring the commemoration also are planned for: Fall/Winter 2004, Spring/Summer 2005, and Fall/Winter 2005. The Spring/Summer 2005 issue will focus on Oregon's signature event, Destination: The Pacific.

### State and County Fairs

LCBO will host a table at the Oregon State Fair in August 2004, as part of the Oregon Parks and Recreation Department venue. Communities with Lewis & Clark activities are invited to provide brochures or calendar items for inclusion. Several county fairs have expressed an interest in a Lewis & Clark presence as well.

### Lewis and Clark Radio Series

Lewis & Clark College and Oregon Public Broadcasting will produce a national radio series about the Lewis and Clark Expedition, with a grant from the National Endowment for the Humanities.

The \$315,000 grant will enable the college and OPB jointly to produce a 13-part radio series titled "New Voices on the Journey: The Lewis and Clark Expedition." The first episode is scheduled for national distribution in May 2004, with the remaining one-hour episodes produced and distributed through 2005.

A Web site will be maintained during the radio project to give listeners previews of upcoming programs, to test elements being developed for a companion DVD, to get "inside" stories from experts working on the radio project and, in general, to serve as a one-stop resource for Lewis and Clark Bicentennial activity. For more information, visit

[www.thejourneycontinues.org](http://www.thejourneycontinues.org) or [www.opb.org](http://www.opb.org).

#### Port of Portland activities

The Port is currently placing brochure racks at the “Mighty Columbia, River of Trade” exhibit, and in the baggage claim area. To provide Lewis & Clark-themed brochures for the racks, contact: Suzie Berbrigghe, 503-460-4040. The Port also plans to train airport volunteers to answer questions about Lewis & Clark.

Beginning Summer of 2004, retail kiosks on the concourses and retail stores in Oregon Marketplace will carry Lewis & Clark products. The airport’s “Mighty Columbia, River of Trade” exhibit in the concourse area now includes a Lewis & Clark display. The exhibit portrays Capt. Clark's visit on April 2, 1806 to the Chinookan village of Neerchokio, located on the south shore of the Columbia River. The exhibit will encompass two extra-large exhibit cases. One will resemble the interior of the lodge Clark visited, the other will be a scene on the beach of the Columbia, immediately adjacent to the lodge. The visitor will stand between the two cases and listen to Clark "speaking" about his visit, which is thoroughly described in the journals.

#### Free media activities

The OTC, LCBO, LCBA and Fort Clatsop will focus significant free media efforts on the commemoration. The web sites of these organizations will include story ideas and high-resolution photos for media use.

#### Media Sponsors

Radio and television stations around the state are beginning to request sponsorship of Lewis & Clark events. LCBO and others expect to select media partners over the next few months.

## **Events and activities**

A full calendar of Oregon events will eventually be available at [www.lcbo.net](http://www.lcbo.net), and nationally at [www.lewisandclark200.org](http://www.lewisandclark200.org). Communities and organizations can add events and links to these sites, free of charge. The Bicentennial has provided numerous opportunities for collaboration between Oregon and Washington. For a full list of Washington events, visit [www.tourism.wa.gov/lewisandclark/](http://www.tourism.wa.gov/lewisandclark/).

Major events and activities include the following:

#### **Oregon’s Signature Event**

“Destination: The Pacific” is one of 15 nationally sanctioned Signature Events to be held during the 2003-2006 bicentennial commemoration. It takes place Friday, Nov. 11,

through Tuesday, Nov. 15, 2005, in both Clatsop County, Ore., and Pacific County, Wash. The core themes for the weekend's commemoration are:

- *The Arrival*, achievement of the mission, and meeting with the Chinook;
- *The Vote* that marked a significant moment in the Corps' leadership, which led them to cross the Columbia to spend the winter in Oregon and
- *Wintering Over at Fort Clatsop*, with a focus on journaling and maps, the Expedition's relationship with the Clatsop Indians and exploration of the region.

Major planned events include:

- “Ocean in View” — a forum for speakers and panelists focused on history, tribal issues and stewardship. Interpreted tours of Pacific and Clatsop county sites.
- Consider the Columbia — an opportunity to experience the epic sweep of the river while standing on the Astoria-Megler Bridge.
- The Exposition — a festival with vendors, musicians, storytellers, demonstrations and entertainment, with tribal participation encouraged.
- The Gala and performing arts programs — celebration of the history of the area and the resiliency of its people.
- The Dedication of Station Camp and re-enactment of the Arrival — sponsored by the Washington State Historical Society.
- In addition to the formal five-day event in November 2005, events focused on the Corps’ winter stay at Fort Clatsop will continue through March 2006, when the Corps began its return journey.

[www.destinationthepacific.com](http://www.destinationthepacific.com)

### Corps of Discovery II\*

Corps II, as it is called, is a traveling exhibit sponsored by the National Park Service. It highlights the tribes the explorers encountered on their journey. It is composed of two tents: one is an exhibit space where visitors use hand-held audio guides as they view displays; the second tent, “The Tent of Many Voices,” is a venue for artists, musicians and lecturers. [www.nps.gov/focl](http://www.nps.gov/focl)

Oregon and Washington communities slated to host Corps II are:

|                          |                                  |
|--------------------------|----------------------------------|
| Clarkston, Wash.         | October 1- 9, 2005               |
| Tri-Cities, Wash.        | October 14-17, 2005              |
| Pendleton/Umatilla, Ore. | October 21-24, 2005              |
| The Dalles, Ore.         | October 28-31, 2005              |
| Long Beach, Wash.        | November 7-15, 2005              |
| Seaside, Ore.            | November 19-23, 2005 (estimated) |
| Vancouver, Wash.         | November 28-December 11, 2005    |

|                    |                        |
|--------------------|------------------------|
| St. Helens, Ore.   | March 17-20, 2006      |
| Grand Ronde, Ore.  | March 25-April 2, 2006 |
| Stevenson, Wash.   | April 7-10, 2006       |
| Toppenish, Wash.   | April 14-17, 2006      |
| Warm Springs, Ore. | April 22-25, 2006      |
| Pendleton, Ore.    | April 29-May 7, 2006   |
| Dayton, Wash.      | May 12-15, 2006        |

**The National Bicentennial Exhibition\***

The Oregon Historical Society will be the only museum on the West Coast to host the most unique, exciting and comprehensive exhibit of Lewis and Clark Expedition artifacts, artwork and documents ever assembled. Over 600 items will be on display when *Lewis and Clark: The National Bicentennial Exhibition* opens in Portland on November 11, 2005, for its four-month show. It is expected to draw 125,000 visitors. [www.ohs.org](http://www.ohs.org)

**Oregon Historical Society Exhibits**

The Oregon Historical Society presents “Picturing the Corps of Discovery: The Lewis and Clark Expedition in Oregon Art” at the State Capital through December 2004. The Society will also present *Discovering the Rivers of Lewis and Clark* and an exhibit on the 1905 Lewis & Clark Centennial Exposition. [www.ohs.org](http://www.ohs.org)

**Lewis and Clark Explorer Train\***

From May-Sept 2004, and again in 2005, the Lewis and Clark Explorer Train will run from the Portland area to Astoria. The train, purchased by the Oregon Department of Transportation, will carry nearly 200 passengers. Tickets are \$29 each way, with a discount for seniors and children. The train will carry step-on guides. Tickets can be purchased through Amtrak at 1-800-USA-RAIL. The Port of Portland is providing \$10,000 to reprint the guide used on the Lewis & Clark train. [www.lcbo.net](http://www.lcbo.net)

**Cargo Exhibit \***

The Columbia Gorge Discovery Center will unveil “Cargo: Equipment and Supplies of the Lewis and Clark Expedition” in summer 2004. This 4,000-square-foot exhibit draws on 16 years of original research by Executive Director Ken Karsmizki, which revealed that the 33-man expedition hauled roughly 30 tons of equipment. [www.gorgediscovery.org](http://www.gorgediscovery.org)

**Lewis & Clark Explorer Shuttle Bus**

During summer months, the transit districts in Astoria, Ore., and Pacific County, Wash., will operate the Lewis & Clark Explorer Shuttle. It will take visitors to Fort Clatsop, and connect all the Lewis & Clark sites, from Long Beach, Wash., to Cannon Beach, Ore. Fort Clatsop will also introduce a timed ticketing system in summer months, in conjunction with the shuttle, to manage expected crowds. To purchase tickets, call 1-800-967-2283 or go to <http://reservations.nps.gov/>.

**Lewis & Clark College Exhibit\***

The College has developed a traveling exhibit, based on its extensive collection of expedition materials. The exhibit is booked through 2005, and costs \$7,000 to reserve. The college is also sponsoring yearly symposia at various venues in the Portland area.\* [www.thejourneycontinues.org](http://www.thejourneycontinues.org)

**Dogs, Drums, Directions: the Corps in our Camps\***

The Tamástslíkt Cultural Institute will hold this event in the last weekend of April or first weekend of May in 2004, 2005 and 2006. Activities will include fun things for kids, a dog show, drum contest, and a number of other performances. [www.tamastslíkt.com](http://www.tamastslíkt.com)

**Tribal Lifeways Technology Exhibit\***

The Tamástslíkt Cultural Institute will also sponsor exhibits and a re-enactment illustrating an important portion of our region's history and culture. Among the traditional activities to be demonstrated will be storytelling, basket and tule mat weaving, hide tanning and smoking, sweat lodge construction, flint knapping, hemp cordage making, salmon drying and smoking, venison drying and smoking, dancing, singing, drumming, horsemanship, and the making of traditional clothing. [www.tamastslíkt.com](http://www.tamastslíkt.com)

**Rivers Discovery Project – a legacy project\***

The Rivers Discovery Project will commemorate Lewis and Clark's journey along the Columbia, Willamette, and Sandy Rivers in the Portland metro area. Though the Portland area is the most populated region along the Lewis & Clark trail, and there is little signage at numerous places the explorers visited. Often, these sites are difficult to access as well. Through the installation of interpretive signs and site improvements at 14 historically significant sites, visitors to the metro area will be able to see, for instance, the confluence of the Willamette and Columbia Rivers at Kelly Point Park, and read about how the explorers first missed, then found, the Willamette. Signs, trail and other improvements are planned for Rooster Rock, Lewis & Clark State Park, Dabney State Park, Cottonwood Beach, Portland International Airport, Government Island, Ryan's Point, Kelley Point Park, Cathedral Park, University of Portland, Post Office Lake, Ridgefield Wildlife Reserve, and Sauvie Island. Stephen Dow Beckham is assisting in signage research. The project, at more than \$700,000, is a collaboration of numerous groups in Oregon and Washington. [www.lcbo.net](http://www.lcbo.net)

**Fort Clatsop First-Person Interpreter Program\***

The First-Person Interpreter—or “living history”—program will train actors to portray members of the Corps of Discovery at Fort Clatsop. These actors will, in turn, educate and entertain visitors with reenactments of the Corps' daily life at the Fort and nearby Salt Camp as well as answer questions about the Fort's history. [www.nos.gov/focl](http://www.nos.gov/focl)

**Fort-to-the-Sea Trail\***

The National Park Service plans to construct a 5.5 mile Fort-to-the-Sea Trail replicating the route taken by the Corps of Discovery as they traversed the landscape around Fort Clatsop.

**“Corps of Discovery: A Vision for Sustainability” and “Civic Journalism: Sustainability and the Media”\***

Sustainable Northwest is planning two “Corps of Discovery” field tours for 60 to 70 business and civic leaders, including elected officials and senior agency staff, representing a diverse range of communities, interests, and perspectives. These will be two- or three-day cruises on the Columbia River, with side trips to sites of interest, designed to provide firsthand experience of the river and the nexus of crucial economic and environmental issues. The objective of this project is to encourage intensive debate of issues by high-level decision makers in a “safe” setting, leading towards a vision-action consensus on sustainability and the future of the region.

In addition to the field tours, Sustainable Northwest will host a media exercise geared to focus the public’s attention on sustaining our region’s rich environmental resources. Participating media will commit to assign a reporter to the identified issue, and to publish a specified number of stories over the course of a year — while retaining full editorial control over content. [www.sustainablenorthwest.org](http://www.sustainablenorthwest.org)

**People of the River: Native Arts of the Oregon Territory\***

This exhibition, which opens at the Portland Art Museum in January 2005, is the first ever to focus specifically on the magnificent arts and culture of the direct ancestors of tribal groups that today live in the Umatilla, Yakama, Warm Springs, Grand Ronde, and Chinook communities. *People of the River* is also the focal point for comprehensive educational outreach programming, including the *Discovery Project*, an innovative K-12 education program that provides a broad perspective on life in Oregon around the time of the Lewis and Clark expedition. [www.portlandartmuseum.org](http://www.portlandartmuseum.org)

**Lewis & Clark Landscapes Project\***

The Trust for Public Land, Friends of the Columbia Gorge and the Sierra Club will co-sponsor a project to build public support for protecting Gorge open spaces through federal land acquisition. The goal of the Landscapes Project is to see 3,000-4,000 acres of private lands move into public ownership by 2005. [www.gorgefriends.org](http://www.gorgefriends.org).

**Cathlapotle Plankhouse Project\***

With many partners, including the Ridgefield National Wildlife Refuge (US Fish & Wildlife Service), the Plankhouse Project is a cooperative volunteer group spearheaded by the Lewis & Clark Bicentennial Committee of Vancouver/Clark County to construct an authentic replica of a Chinookan-style cedar plankhouse at the Refuge. Of special

interest will be the actual construction overseen by the Chinook Tribe.  
[www.lewisriver.com/ridgefield/wildlife/cathlapotle/](http://www.lewisriver.com/ridgefield/wildlife/cathlapotle/)

**Lewis & Clark: Great Journey West IMAX film\***

The Oregon Museum of Science and Industry (OMSI) began airing this 45-minute film in August 2002, to great success. The show continues to be part of the mix of programming for the IMAX Theater. [Mark.brittell@omsi.edu](mailto:Mark.brittell@omsi.edu).

**“Sacagawea” Children’s Play\***

This original Oregon Children’s Theater production kicked off Oregon’s Bicentennial commemoration in January 2003, in Portland’s Keller Auditorium. Accompanied by the Oregon Trail Band, this one-hour production tells of Sacagawea’s life along the trail to the Pacific Ocean. Plans are being discussed to downsize the production and run it during the signature event in November 2005. [www.octc.org](http://www.octc.org)

**Astoria Column Visitor’s Center\***

The Friends of Astoria Column have worked for several years to develop significant upgrades to the Astor Column and its grounds, as well as constructing a visitor’s center on the site. Their goal is to have all the site upgrades completed in 2005.  
[www.oregoncoast.com/astorcol/astorcol/htm](http://www.oregoncoast.com/astorcol/astorcol/htm)

**Cathedral Park-St. John’s Bridge Commemorative Event\***

An all-day event at Portland’s Cathedral Park is themed to the Lewis & Clark Bicentennial, as well as the tribal culture of the region. Scheduled for September 2005, this free, family-oriented event will include two performances by the aerial dance troupe, Bandaloop, performing on the St. John’s Bridge. [pking@whitebird.org](mailto:pking@whitebird.org).

**SOLV’s ‘Down by the River’ Program\***

SOLV proposes to expand this popular riverside cleanup program to include vast swathes of the Oregon and Washington side of the Columbia River in May of 2004 and 2005. Volunteer brigades on both sides will collect trash in time for the surge in tourism along the river during the Bicentennial. [www.solv.org](http://www.solv.org)

**Maya Lin’s ‘Confluence Project’\***

This bi-state project involves placing Maya Lin-designed pieces in the confluences of the rivers the original Corps of Discovery paddled two hundred years ago. Sites include the confluences of the Clearwater and Snake, Snake and Columbia, Columbia and Sandy, Columbia and Willamette, and Columbia and Pacific Ocean, to name a few of the seven sites. The first structure, a land bridge, will be located at Fort Vancouver and will connect the Fort property to the Columbia, crossing a major highway. All projects are scheduled for completion by 2006. [www.confluenceproject.org](http://www.confluenceproject.org)

**The Legacy of Lewis and Clark: Exploring the Far West, 1806 – 2006\***

The High Desert Museum in Bend is scheduled to open this exhibit in January 2006. The Museum has been building a collection of original maps, documents, instruments, and personal gear that will be assembled to tell the two-century story of the course of cartographic exploration and scientific discovery in the far West. The exhibit's artifacts, interpretive panels, well chosen prophetic quotes from Lewis and Clark, and costumed interpreters will add vitality to this exhibit, which seeks to educate the public about the legacy of Lewis & Clark in Western exploration. [www.highdesert.org](http://www.highdesert.org)

**Lewis & Clark Plant Collection Garden\***

The Corps of Discovery was charged with cataloging plant life beyond the Mississippi. In June 2004, the Oregon Garden in Silverton will open a garden of native plants documented in the expedition's journals. The project includes hands-on activities and practical information on the modern horticultural uses of native Lewis & Clark plants, as well as a variety of interpretive and educational materials for the general public, and preparation of a K-5 grade school program. [www.oregongarden.org](http://www.oregongarden.org)

**California condors at the Oregon Zoo**

Six breeding pairs of California condors have been acquired by the Oregon Zoo in Portland, as part of a species recovery effort. Though the birds won't be on display until summer 2006, each newly hatched chick will make the news. This is the first time in over 100 years that condors have been in this part of the world, where Captain Lewis once sighted them. [www.zooregon.org](http://www.zooregon.org)

**Lewis & Clark at Maryhill**

The Corps of Discovery walked across Maryhill Museum's 6,000 acres on April 22, 1806, and in recognition of the event, the Museum offers an exhibit focused on trade and fishing customs of the indigenous people of the Columbia River, through November 15, 2004. [www.maryhillmuseum.org](http://www.maryhillmuseum.org)

**Morrow County Lewis & Clark Bicentennial Heritage Day**

Held October 19, 2003, and planned for 2004 and 2005, this event honors the Corps of Discovery's overnight camp on Sand Island in 1805. The cities of Boardman and Irrigon trade the duty of hosting the event and this year it was held in the Irrigon Park Marina. Several hundred people, including members of the Confederated Tribes of the Umatilla Indian Reservation, historic re-enactors, adults, school kids, and representatives from the Oregon National Guard participated in this day-long event.

**Oregon Trail Interpretive Center, Baker City**

February 2004 marks the opening of a new exhibit, "Finding the Way West: From Lewis and Clark to the Oregon Trail."

\* LCBO sanctioned event

## Resources

- This Web site [www.lewisandclark200.gov](http://www.lewisandclark200.gov), is a partnership among 32 federal agencies and organizations aimed at providing comprehensive information about Lewis and Clark historical places.
- The National Lewis and Clark Bicentennial Council offer an extensive web site at [www.lewisandclark200.org](http://www.lewisandclark200.org). Any organization can provide links to events or other web sites by registering at the site.
- Lewis & Clark Bicentennial Oregon (LCBO): Contact Barbara Allen, Executive Director, 503-768-7444, [www.lcbo.net](http://www.lcbo.net)
- Oregon Tourism Commission: Contact Natalie S. Barnes, 503-986-000, [www.traveloregon.com](http://www.traveloregon.com)
- Contacting the Tribes: Visit the Circle of Tribal Advisors (COTA) at the National Council web site for a list and contact information: [www.lewisandclark200.org](http://www.lewisandclark200.org)
- Lewis & Clark College is home to an extensive collection of expedition books, maps and other materials. It is open to anyone for research purposes. Website: [www.thejourneycontinues.org](http://www.thejourneycontinues.org)
- The updated and reprinted “Lewis and Clark: Educator’s Resource Guide” is now available and includes reviews of books for K-6 and 7-12, curriculum guides, traveling trunks, videos, computer resources, tribal resources and region resources. Contact editor Bonnie Sachatello-Sawyer, 406-994-5392.
- “Encyclopedia of the Lewis and Clark Expedition” provides a complete reference, covering all major elements from the preparatory work initiated by President Jefferson in 1801 to the Corps’ return from the Pacific Ocean in 1806. A wealth of informative A-to-Z entries, as well as an extensive chronology with mileage markers, many maps and photographs. ISBN: 0-8160-4781-2. \$65. Contact: Laurie Katz, 212-896-4269.
- For assistance with historical accuracy, contact the National Lewis & Clark Trail Heritage Foundation, [www.lewisandclark.org](http://www.lewisandclark.org), or the Oregon Chapter president, Doug Erickson, 503-768-7254.
- Want to purchase Lewis & Clark merchandise? This official National Lewis and Clark Bicentennial Council site includes hundreds of items: [www.trailtreasures.com](http://www.trailtreasures.com)

Lewis & Clark



Bicentennial in Oregon

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