

Lewis & Clark



Bicentennial in Oregon

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NEWSLETTER

January, 2004

Director's Note: At the October LCBO Board Meeting members voted to meet quarterly in 2004 rather than six times a year. That said, this newsletter will also be produced quarterly in January, April, July and October. Go to the LCBO website "About LCBO" and click on "Board Meetings" and you'll get all the meet details. Barbara Allen

National Program Updates

National Ad Council: On December 10th, the National Council of the Lewis & Clark Bicentennial, the Missouri Historical Society and the National Ad Council launched a multi-year national public service advertising campaign to commemorate the bicentennial. It will feature the message "Walk with them and see what you discover" and will be produced for television, radio and print ads created by the advertising agency of Young & Rubicam. The ads will also direct viewers to a newly updated National Council website. To see the ads, learn more about the Corps of Discovery, the tribes they encountered, the national signature events (and all regional events) to be staged through 2006 and much, much, more, go to www.lewisandclark200.org.

Additionally, LCBO will serve as the point of contact between the Ad Council and our regional media outlets and is charged with the important task of encouraging the media to run the spots in 2004 and 2005.

The National Bicentennial Exhibition. The Missouri Historical Society is hosting the public grand opening ceremony for the National Lewis & Clark Exhibition on January 17, 2004. The traveling exhibit will remain in St. Louis until September 6th and will eventually come to the Oregon Historical Society in early November, 2005. In conjunction with the opening, the National Lewis & Clark Council, the Circle of Tribal Advisors, the Signature Event Coordinators and the Circle of State Advisors will all hold meetings. While I won't be attending, Oregon will be well represented and I'll have a report for the April newsletter. For more information on the exhibit, go to: www.lewisandclarkexhibit.org.

The US Mint has two new nickel designs for the Bicentennial: The first will be released this spring and will continue to feature Thomas Jefferson on the front but place the Jefferson Peace Medal design on the back (Oregonians are very familiar with that design as it's the logo of the Oregon Historical Society.) In the fall, a second design will be released, replacing the Peace Medal design with a Corps of Discovery keelboat. For more information, go to: www.usmint.gov, then go to "Mint Programs", then "New Nickels in 2004".

The US Postal Service will issue three new stamps commemorating the bicentennial on May 14, 2004. The first two, called the Lewis & Clark Prestige Booklet, will be a 30-page booklet containing 2 portrait stamps. The third stamp, issued in sheets of 20, will be Lewis & Clark on a promontory surveying the countryside. For more information, go to: <http://shop.usps.com>, then click on "Release Schedule".

LCBO Partner Program Updates

The Oregon Chapter of the Lewis & Clark Heritage Trail Foundation has a new chapter president, Doug Erickson, who is Head of Special Collections and College Archivist at Lewis & Clark College. (As a brand new member of the Chapter, I urge you all to consider joining – go to their website at: www.lcarchive.org/or_lcthf.html for more information.) The Oregon chapter is sponsoring a small grants program for teachers to take students out of their classrooms for a first-hand experience with the Lewis & Clark story. Contact LCTHF Member, Larry McClure, at education@lewisandclark200.org for information on the application process. Larry also has loaner copies of the Foundation's curriculum guide and other instructional materials available to teachers. And finally, the chapter will host the National LCTHF annual meeting here in Oregon at Lewis & Clark College in August, 2005.

LCBO has partnered with the US Fish & Wildlife Service to apply to Washington State Lewis & Clark Trail Interpretive Infrastructure Grant Program for support to make improvements to the Post Office Lake site as part of LCBO's Rivers Project. Post Office Lake, just outside of Vancouver and on the Ridgefield National Wildlife Refuge, is where the Corps of Discovery spent the night on November 4, 1805. If funded, the Fish and Wildlife Service will install two interpretive signs, pave the parking area and add shell stops, provide access for handicapped visitors and construct two overlooks – one facing Post Office Lake and the other facing the Columbia River. Awards will be announced in January.

The Morrow County Lewis & Clark Bicentennial Heritage Day was October 19th honoring 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. Mark your calendars (it's on mine) for the 2004 event in Boardman.

While still in the early stages, Oregon Public Broadcasting Radio is planning a series about the Bicentennial to begin airing in 2005.

Director's Report

After an initial review of project summaries, a joint **Oregon Heritage Commission/LCBO Grant Program** committee recently issued 70 invitations to organizations across the state to apply for Lewis & Clark Bicentennial Program funds. Over \$1.2 million in projects are vying for \$300,000. Full applications are due into LCBO by 5:00pm on January 16, 2004. The committee will meet on January 27th to determine recipients and award amounts.

The **Murdock Charitable Trust** has granted LCBO \$100,000 to support an LCBO Development Director for two years. Needless to say, I'm thrilled. The job announcement is posted on the Willamette Valley Development Officer's Association website and I'll be working closely with the LCBGO Executive Committee to get someone on board shortly.

The **Jeld Wen Foundation** has awarded \$82,000 to the Columbia Gorge Discovery Center's Cargo Exhibit. LCBO submitted an umbrella grant application, including the Cargo Exhibit, in early December and we're pleased this project was selected.

As I mentioned earlier, LCBO has joined forces with US Fish & Wildlife to apply for a Washington State grant to provide upgrades and interpretive signing to **Post Office Lake in Ridgefield, Washington**. LCBO has also recently submitted a funding request to the **Collins Foundation** to support the Rivers Project. And shortly, LCBO will submit requests to the **OHC/LCBO L&C Grant Program** as well as the **National Park Services' Challenge Cost Share Program** to support the Rivers Project. (Hats off to Angela Sanders, the River's Project Director.)

The **Oregon Tourism Commission** recently agreed to contract with Kathy Watson, a regional planner, to complete the LCBO 2003-2005 marketing plan which Julie Curtis originally agreed to author (she also authored the LCBO 2001-03 Marketing Plan). I know and respect Kathy and expect this project will be unveiled at our April meeting at the Tamastlikt Cultural Institute near Pendleton. Julie, as you know, has been tapped to work on the Brand Oregon campaign by its new director, LCBO Board Member, Debby Kennedy. Mandy Cole will be my contact at Tourism.

The **2004 Governor's Tourism Conference** is coming up April 18-20 and it's my personal goal that the Lewis & Clark Bicentennial has a strong presence in all aspects of the conference. LCBO will have a booth (with a few LCBO partners) and be clustered with other bicentennial-related groups – like Fort Clatsop and Destination: The Pacific. Additionally, I'll be giving at least one workshop for travel industry professionals on resources and activities during the bicentennial. If you're interested in becoming a partner in the LCBO booth, give me a call at 503-768-7444.

I know all of you have been following the great stories and editorials the **Oregonian** has produced about the nation's bicentennial commemorative activities. Of course, this positively impacts LCBO's efforts as Oregon residents get a steady stream of newsworthy stories as they unfold. This year, LCBO will work with their staff to make sure all of the region's projects, scheduled through 2005, get that same great level of coverage.

And finally, I'd love to get updates from other LCBO Partners and would be happy to highlight them here. Call or email me and we'll get your story posted.