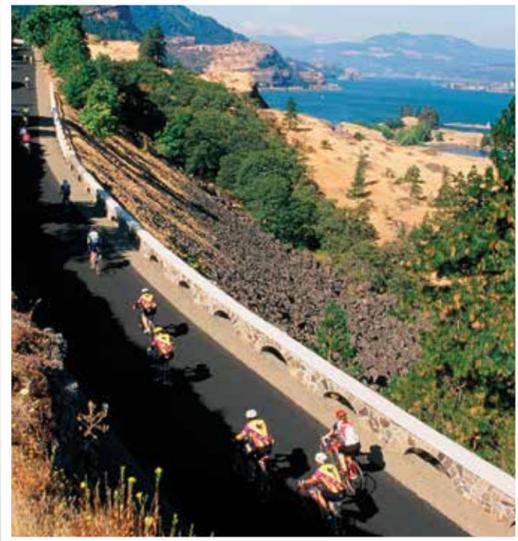


Since it first opened for automobile traffic on July 15, 1915, the Historic Columbia River Highway has been much more than a road.

It's a living monument to the achievements of Samuel Lancaster and his team, a paragon of early twentieth century road building excellence. It connects urban Portlanders with the natural wonders of the Gorge and connects the smaller communities along the south side of the Columbia. And along with the Historic Highway State Trail (the walking/biking section of the Historic Highway), it's an economic engine that delivers visitors from far and wide to hotels, restaurants, local farms, vineyards and other hospitality-oriented businesses.

Today, 62 of the original 73 miles of the Historic Highway are now open to travel either by motor vehicle or by foot and bicycle. Under the Historic Columbia River Highway State Trail Plan (a joint effort by the Oregon Department of Transportation, Oregon Parks and Recreation Department, US Forest Service and Hood River County), there's a clear path to reconnecting the remaining 11 miles of the Trail. Once restored, the remaining trail segments will allow pedestrians and cyclists to travel the Gorge from Troutdale to The Dalles without being forced to walk or ride along I-84.

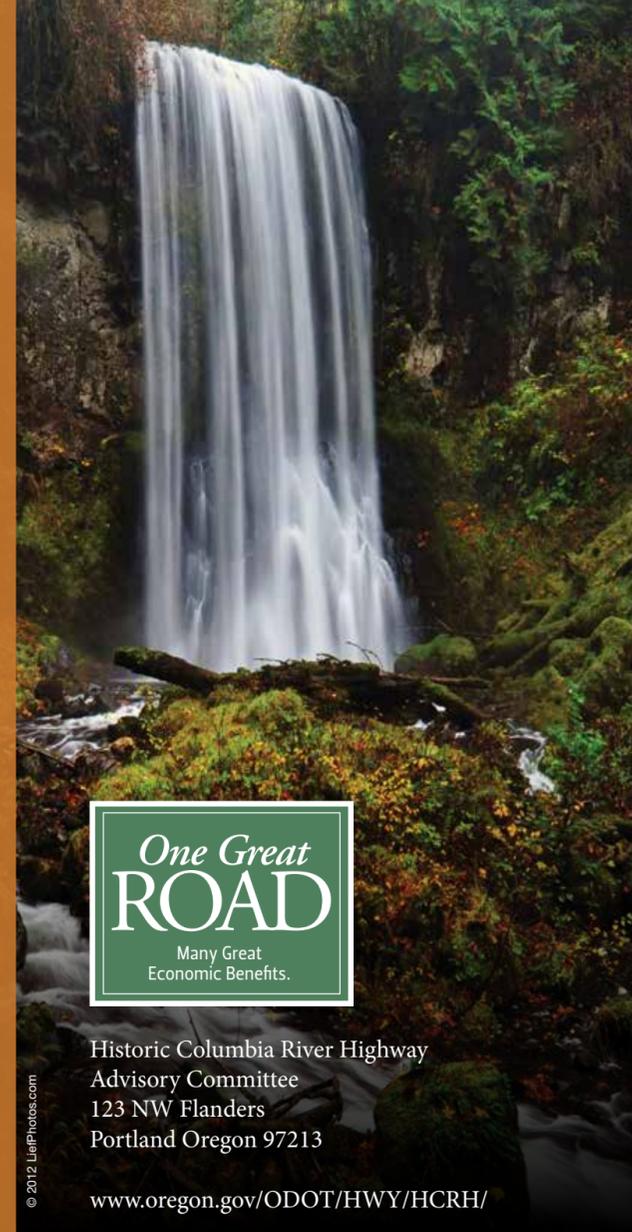


Historic Highway State Trail, west of Mosier

© Peter Marbach

Built between 1915 and 1921, the Historic Columbia River Highway is a one-of-a-kind asset, benefitting both recreating residents and local businesses that cater to the hundreds of thousands of annual visitors that drive, bike or hike within the Columbia River Gorge. The construction of I-84 in the 1950s and 60s obliterated many sections of the original Highway, leaving abandoned and disconnected sections of roadway between Troutdale and The Dalles. Today, along with the restoration of the drivable sections of Historic Highway, 12 miles of abandoned Highway have been reconnected as a trail. With these sections complete, local communities like Mosier and Hood River are reaping the benefits. With the reconnection of the final 10 miles of the Historic Highway as a trail, communities of the Gorge will see tremendous economic benefits as visitors and locals get out and experience the Gorge along the Historic Highway and State Trail.

Great progress has already been made in returning the Highway to its former glory thanks to the efforts of the Oregon Department of Transportation, the Federal Highway Administration's Western Federal Lands Highway Division, the Oregon Parks and Recreation Department and the USDA Forest Service. To date, restoration and reconnection work totaling \$46 million has been invested in this landmark road. More work is needed to connect the communities in the Gorge. With the continued support of our partners in the public and private sectors, we are working to complete this project and give Oregonians—and visitors from all over the world—the chance to appreciate this national treasure.



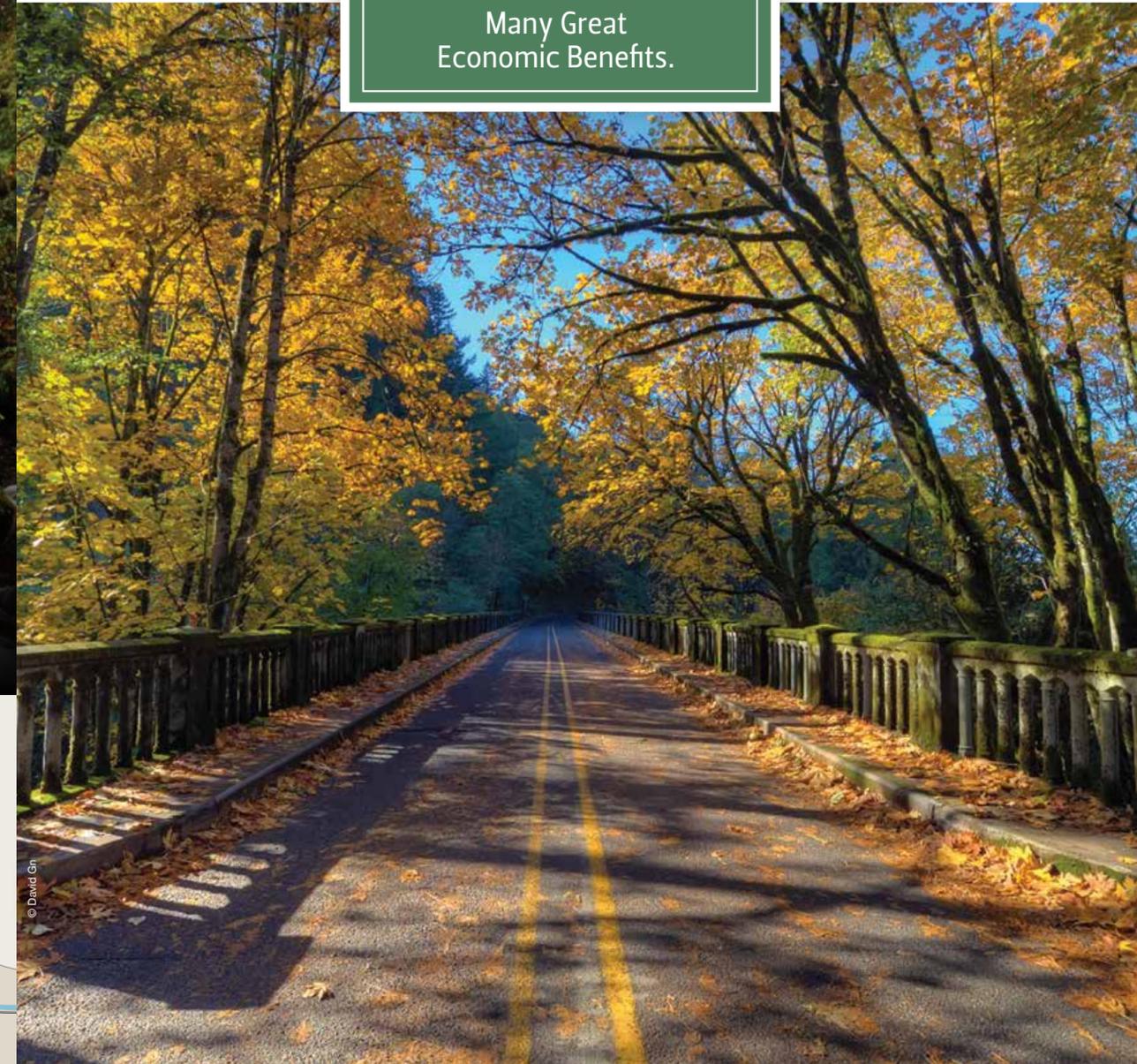
One Great ROAD
Many Great Economic Benefits.

Historic Columbia River Highway Advisory Committee
123 NW Flanders
Portland Oregon 97213

www.oregon.gov/ODOT/HWY/HCRH/

© 2012 iLielPhotos.com

One Great ROAD
Many Great Economic Benefits.



© David G.





© 2012 LiefPhotos.com

Once known as the “King of Roads” the Historic Highway is now considered by many as the “King of Trails”. Here are some stories from the real people who have seen the economic benefits first hand.

Creating Construction-Oriented Jobs Now... and Visitors in the Future

In 2012 and 2013, approximately \$8 million will be spent on the construction of a 1.6 mile section of the Historic Columbia River Highway State Trail between John B. Yeon State Park and Moffett Creek. “The trail project between Yeon State Park and Moffett Creek will positively impact the region’s economy in several ways,” said Jose Villalpando, Project Coordinator for Oregon Department of Transportation, Region 1. “First, there are the jobs it provides. There are subcontractors from the Gorge area who have been hired by the prime contractor (Tapani Underground) who are also employing workers from the local communities. Second, some of the material suppliers are businesses within the Gorge, like Corbett Quarry, which is supplying the rock material for the rockery retaining walls.”



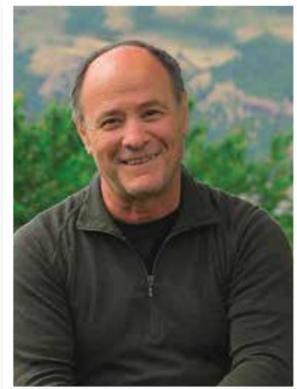
Jose Villalpando, ODOT Project Manager

© Brian Kimmel, Optic Nerve Productions

Connecting Farmers to Customers

After purchasing a farm property in 1999 near the town of Mosier, Tom Garnier, a successful entrepreneur, got a crash course in the perils of agriculture. “Our first harvest, we had a beautiful crop of Bing and Royal Ann cherries. But two days into the harvest, it began to rain. We lost the entire crop. I knew we had to reassess our options. First, we needed to diversify our planting. We replaced some of the cherries with wine grapes and pears. Second, we needed to find new ways to connect with our end customers. If we could sell direct, we could get more per pound and get paid sooner.

To that end, we set up a stand to sell our cherries and established a tasting room for our grapes. The Historic Columbia River Highway has been instrumental in the success of our tasting room and cherry stand. It gives sightseers an opportunity to get off Interstate 84 and get out of their car. The Highway is a conduit for agritourism.”



Tom Garnier, Mosier Farmer

© Brian Kimmel, Optic Nerve Productions



Todd Roll, founder of Pedal Bike Tours in Portland

© Brian Kimmel, Optic Nerve Productions



Ben Zimmerman, owner of Ten Speed Coffee in Mosier

© Brian Kimmel, Optic Nerve Productions

Riding a Trend

Oregon is widely recognized as a destination for vacationing cyclists from around the world. One reason is the Columbia Gorge and the Historic Highway with its excellent trail connections.

“Our Columbia River Gorge Tour is the second most popular tour we offer,” said Todd Roll (top left), founder of Pedal Bike Tours, a bicycle sightseeing tour company based in Portland. “We’ll lead almost 200 tours a year from Latourell Falls to Horsetail Falls, with a stop at Multnomah Falls—in the summer months, often twice a day.”

“Cycling is definitely an economic driver for the community,” added Kurt Buddendeck, co-owner of Discover Bicycles in Hood River. “Though our draw is international, we get quite a few Portland residents who come out for a day trip along the Historic Highway. We have 40 rental bikes. In the summer, there are days when all the bikes are gone.”

Cyclists need energy to keep rolling, and Ten Speed East Coffee in Mosier stands ready to help. “Our biggest driver is the Historic Highway,” said owner Ben Zimmerman (bottom left), “tourists in general, cyclists in particular. As soon as the rain starts letting up, people begin arriving, and we move into the black.”



Cyclists enjoy the downhill ride from the Rowena Crest overlook.

© Gary Weber, ODOT Photo/Video Services

A Gateway to Outdoor Recreation

For many Oregonians and visitors alike, the beauty and history of the Historic Columbia River Highway make it a destination unto itself. The Highway also delivers outdoor enthusiasts to some of the Gorge’s most storied hiking trails, waterfalls and campgrounds. “The numbers tell the story,” said Kevin Price, Columbia Gorge & Metro District Manager for Oregon State Parks. “In the last 14 years, we’ve recorded over 1.6 million visitors on the Historic Columbia River Highway. Many of those visitors stay awhile; since 2006, we have rented nearly 440,000 campsites between Ainsworth, Memaloose and Viento State Parks. In addition to tourists, we see many Portland area residents heading out to enjoy the Historic Columbia River Highway State Trail—moms and pops taking the kids out for a leisurely bike ride with great views and no automobiles, dog walkers, people trying to get some exercise.”



Kevin Price, Oregon State Parks

© Brian Kimmel, Optic Nerve Productions

A Path to Education and Exercise

The classrooms of the Mosier Community School (K-6) and Mosier Middle School (7-8) rest near the Historic Columbia River Highway State Trail. Once each week, the trail becomes a classroom for the middle schoolers. Executive Director Carole Schmidt explains: “We use the Highway as both an educational tool and as a way to introduce students to a lifelong sport like hiking. We can use the Historic Columbia River Highway year-round, as it’s never muddy. On our 2 or 3 mile hikes, we’ll discuss current events, or use landmarks along the trail as a launching point for other discussions. Native American mounds lead to lessons on culture; aspects of the Twin Tunnels are the basis for discussions about math and engineering; rock formations are an entrée to geology and environmental science.”



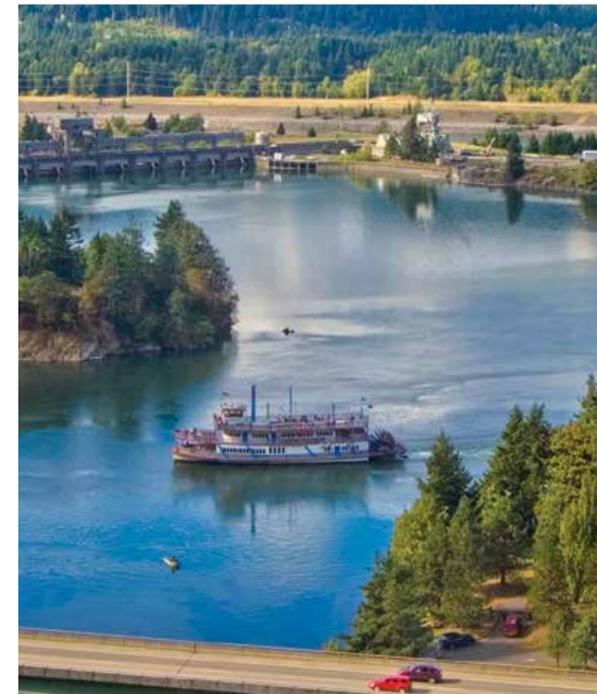
Students, Mosier Community School

© Brian Kimmel, Optic Nerve Productions

Steering Customers to Cascade Locks

The Columbia Gorge Sternwheeler is an authentic triple-deck paddle wheeler that plies the mighty Columbia east and west of Cascade Locks. “In addition to sightseeing trips, we do brunch, lunch and dinner cruises,” explained Captain Tom Cramblett, who pilots the sternwheeler. “We get people from all over the world.” Captain Cramblett sees the Historic Columbia River Highway as an important marketing tool.

“Many visitors—both Portland area residents and tourists—do a loop that takes them on the Highway from Troutdale to Cascade Locks, then over the Bridge of the Gods and back to Portland via Route 14 on the Washington side. Many stop at the Charburger restaurant, which lives and dies on visitors traveling the loop. If you’re at the Charburger, you’re going to look out the window and see the boat on the river, and that creates questions that lead to bookings.”



Photo, top left hand panel: Spring time at Rowena Plateau.

Sternwheeler, Cascade Locks