

A Vision Statement for our Future

Cascade Locks, Oregon

Compiled by The City of Cascade Locks Downtown Revitalization Steering Committee
(DRSC Approved 03/29/12)

Cascade Locks is Oregon's most livable small town.

Our friendly, civic minded people have capitalized on our town's unique location and beautiful surroundings to create a 21st century haven that provides prosperous, sustainable and cooperative living for all who choose to live here.

We are proud of our vibrant small town with its rich history, broad cultural diversity, outstanding educational facilities, world-class recreational opportunities, stunning natural surroundings, and festive downtown.

We welcome visitors from around the world to share our haven, for in sharing we all prosper and grow.

In 20 years...

1. **Cascade Locks is an attractive community** that locals and visitors like to come to and enjoy.

- a. We show our pride through regular upkeep of public and private property.
- b. We conduct annual comprehensive clean up events.
- c. We have abundant, well-maintained flowers.
- d. Our building facades are clean and enhance the Cascadian theme of the downtown.
- e. We invest in streetlights, seasonal décor, and public art.
- f. Our signage is attractive and current.
- g. We have Cascadian-themed street furniture.

2. **Cascade Locks is an engaged, resourceful community.**

- a. We work together cooperatively to leverage our human and natural resources toward overall prosperity.
- b. We value our regional connections and partnerships with other agencies and special interest groups.
- c. We communicate our needs to elected officials.
- d. We are a diverse intergenerational community.

3. **As the “Heart of the Gorge,” Cascade Locks is the leading tourist destination in the region.**

- a. We offer a safe, restful haven destination; a slower pace away from the urban hubbub.
- b. We are the ultimate recreation destination in the Gorge. We offer world class, year-round outdoor recreation through a strong connection to the natural landscape, including sailing, biking, hiking, water sports, fishing, and wind-surfing.
- c. We are the #1 small boat sailing venue in the world.
- d. We host many trailhead connections to a large network of community and regional trails.
- e. We are an eco-tourism destination. We offer world-class viewing, study, and photography of wildlife, geology, and flora.

4. Cascade Locks is a proud community of ambassadors. We market our strengths and tell our story daily to potential businesses, residents, and visitors.

- a. Our Tourism Committee ensures that all local business owners, employees, and elected officials provide consistent information to visitors.
- b. Every Cascade Locks citizen is an ambassador.
- c. We focus our marketing efforts on the Pacific Northwest and beyond.

5. Cascade Locks is an educated community that offers accessible, enriching educational opportunities for residents during all stages of life.

- a. Our high-ranking pre-K through 12 school adds energy, activity, and vibrancy to downtown.
- b. Our school offers strong Science, Technology, Engineering, Mathematics, and Environmental (STEM) curriculum and has a strong connection to the Community Sailing Program.
- c. Mt. Hood Community College offers a variety of courses in Cascade Locks.
- d. The Small Business Development Centers (SBDC) from MHCC and CGCC assist local businesses.
- e. We support our youth in their educational and employment goals.

6. Cascade Locks is a historic community.

- a. We share our heritage with others; of Native American origins, the Columbia River, the Oregon Trail, steam engines, trains, sternwheelers, the locks, logging, the dam, the Civilian Conservation Corps (CCC's), Camp 21, Lewis & Clark, the Columbia River Historic Highway, Whiskey Flats, and the mighty Bridge of the Gods.

7. Cascade Locks supports a productive business district.

- a. Our main street is lined with prosperous businesses in quality buildings.
- b. All vacant lots and empty storefronts have been filled.
- c. Our street designs and speeds are safe for motorists, cyclists, and pedestrians alike.
- d. We have sufficient customer parking downtown.
- e. All older buildings, including the City Hall and Fire Station, are remodeled or restored.

8. Cascade Locks is a community of choice, defined by businesses and residents that locate here because they want to be here.

- a. We have a well-organized, team-oriented downtown business association.
- b. Local businesses meet our every day needs and offer distinctive specialty products.
- c. Our new businesses include a hardware store, a credit union, a medical clinic, a sporting goods store, a fish market, a shared government facility, locally-made products, a micro-brewery, a sports facility, quality diverse restaurants, and other goods and services geared to community and visitor needs.
- d. We have an “Art Alley” corridor of art industry related businesses.
- e. Young families have an opportunity to locate here because housing is affordable and youth opportunities abound.

9. Cascade Locks is a pro-active community where the community, City, and Port work collaboratively with partner agencies to provide living wage jobs with quality employers.

- a. We recruit successful employers to town.
- b. We grow our own local entrepreneurs and businesses.
- c. We successfully use our natural resources.

10. Cascade Locks hosts vibrant, well-attended community events.

- a. We have constructed an outdoor amphitheater with the capacity for 2,000 spectators.
- b. Our events have a resounding reputation which draws visitors from around the world.
- c. These visitors support our local businesses year-round.
- d. Our lodging is full year-round.
- e. We have a new resort hotel on the riverfront.

11. Cascade Locks supports green business practices in the Gorge.

- a. We host green businesses and energy-efficient buildings downtown.
- b. We have green transportation infrastructure which includes a variety of transit options.
- c. We rely increasingly upon green energy sources.