Scenic Byways and Cultural Tourism Partnerships
Robin Lee Gyorgyfalvy
Scenic Byways Program Leader
Deschutes National Forest
• Cultural Tourism Partnerships
• Indigenous Stories
• Bend’s Trends
• National Scenic Byway Designation
• Conservation Education
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• Community Connections
• Gateway Strategies
What is Cultural Tourism and why is it important to Central Oregon?

• Travel Oregon, marketing partner for National Scenic Byways Program, promotes cultural tourism in its economic development strategy
• Cultural tourists stay longer and spend considerably more
• Recreation in the Cascade Lakes has always been the focus for tourism in Central Oregon
• Arts, culture, and heritage are now positioned to help sustain the economy and enrich both visitors and residents through the Cascade Lakes Scenic Byway
Cultural Tourism Partnerships
Warm Springs Indian Reservation and
Cascade Lakes National Scenic Byway
Indigenous Stories
Respect for the Land

What are Ceded Lands?
The Treaty of 1855 created the present 640,000 acre Confederated Tribes of the Warm Springs Indian Reservation from 10 million acres of ancestral homelands turned over (ceded) to the United States. Much of central Oregon was once part of the original territories of the Wasco and Warm Springs Indian Tribes. The Treaty protects sacred sites and ensures access to ancestral lands to harvest fish and to gather roots, berries, plants, and other resources.

In the past, Klamath and other Great Basin Indians used the Klamath Trail as a travel route for trading with Columbia River Indians. This ancient trade route is now known as Highway 97. Annual gatherings brought together numerous tribes with diverse languages and cultures.

Throughout time, different tribal communities have made their home in central Oregon. Today, the Warm Springs community has three main tribes each with its own language and traditions. The Warm Springs speak Ichishkiin, the Paiute speak Numu and the Wasco speak Kiksht. To perpetuate their culture, tribal elders are teaching young people their languages.
Tribal Connection to Columbia River and Deschutes River

A mural on the Oregon State Capital rotunda depicts Lewis and Clark's arrival at Celilo Falls in 1905.
Connection to Place

Celilo Falls

Photo taken in 1948 by local photographer Jeanie Anderson Chaney
Salmon Tradition at Celilo Falls

• Sharing tribal stories, language, heritage, and traditions

• Connecting land and culture through storytelling

• Teaching indigenous knowledge and values

• Understanding ancestral lands and value of place
Importance of Place in History

- Preserves importance of place and connection of indigenous people to their ancestral lands along the scenic byways in Oregon
- Integrates an important piece of Central Oregon culture, heritage, and history previously missing
- Creates better appreciation and understanding of the area’s tribal communities

Terry Courtney, last traditional fisherman of the River People and Warm Springs Storyteller
Cascade Lakes National Scenic Byway
Bend, Oregon
Bend’s Trends
Location, Recreation, Recreation!

• Mill Town to Mt Village
• Skyrocketing Growth
• 1990 Population 20,000
• 2010 Population 82,000
• Sudden Recession
• Scenic Byways Program
• Cultural Tourism Initiative
• Bend 2030 Community Vision
Welcome to Cascade Lakes National Scenic Byway

This 66-mile historic highway was selected by Scenic America as one of the nation's ten most important byways.

Discover why as you experience wilderness where you can watch and be watched by wildlife, enjoy native plants and be dazzled by the unique beauty of the high Cascade Lakes.

The most outstanding intrinsic qualities of the Cascade Lakes National Scenic Byway are scenic, natural and recreational. In 1989, the Cascade Lakes Highway was officially dedicated as a National Forest Scenic Byway and then in 1998, it was designated a national scenic byway.
Byway Vision

The vision for the Cascade Lakes National Scenic Byway and its surrounding area is to protect and preserve its intrinsic scenic, natural, and recreational qualities for future generations by enhancing and maintaining its image, identity, and integrity through collaborative partnerships and community connections.
National Scenic Byways Program

- National Scenic Byways Program began in 1992
- There are 151 All-American Roads or National Scenic Byways (www.byways.org)
- Based on at least two intrinsic qualities of scenic, natural, recreational, archaeological, cultural, and historic
- Oregon has 10 national scenic byways
- Cascade Lakes Highway was nationally designated in 1998
Conservation Education
Culture and Art

Shopping at Davis Lake
Nature's Market

When the first non-native explorers came here they found a lake that was full of fish and surrounded by countless varieties of plants and animals. They had stumbled upon an “open-air market” where the locals came to stock up on plants and animals for food, medicine, and containers.

Readily available volcanic rock and obsidian provided tool stone for hunting, gathering, and processing foods.

This sustainable ecosystem had been used and managed for centuries by people we now know as Klamath, Modoc, Paiute, Tygh, Tanino, Molalla, Upper Umpqua, and Warm Springs Indians.

Shopping List?
Well, not really, but if a Native American had made a “Davis Lake list,” it may have looked something like this.

The Volcano Effect

Nearly 7,700 years ago, Mount Mazama erupted approximately 75 miles southwest of here. This catastrophic eruption created a lake called Crater Lake, it changed this forest forever.

A long time ago, a mountain called Mazama blew its top and became a lake called Crater.

Before the eruption, conditions were more similar to the present day. Crater Lake is one of the only areas that can return birds and wildlife to nest. The eruption also created a new environment for plants and animals that render the land inhospitable to many species.

A Birdwatcher’s Dream

Standing in any one spot around here, you are likely to see a desert bird and a mountain bird at the same time. You can see migratory birds sharing the same place with resident birds and even birds with food birds. From hummingbirds to cranes, you’ll see more diversity here than just anywhere else. Try it!
Cultural Tourism and Community Support

• Deschutes National Forest is using the Cascade Lakes Scenic Byway as a vehicle to promote cultural tourism
• The community offers their ideas at Byway open house events
• Economic vitality is promoted through multimodal transit opportunities between communities in Central Oregon and public lands on the Byway
• Young people connect to nature and culture through conservation education programs, interpretive sites, and launch of a Byway tour of interpretive sites
• Music, art, haiku poetry, and stories from indigenous people are some of the ways cultural tourism connects with the community via the Byway
• Recreation communities partner with the Forest Service via the Byway
Cultural Tourism Byway Events

• Scenic Byway and Cultural Tourism partnership with Arts Central, Deschutes Cultural Coalition, Warm Springs Indian Reservation, and Bend 2030 to host Celilo Falls exhibit this fall in Bend (courtesy of The Museum at Warm Springs)

• Haiku Highway interpretive writing workshops held this summer along the Byway

• Byway ballad composed by local songwriter for byway’s 10th anniversary celebration and recently released on CD – we’re almost famous!!!

Arts Central’s Van Go providing mobile art lessons to kids throughout Central Oregon and along the Cascade Lakes Scenic Byway
Scenic Byway Partnerships

CASCADE LAKES NATIONAL SCENIC BYWAY

Tour of Interpretive Sites

Welcome to Central Oregon's High Country

Deschutes National Forest

2009 Scenic Byway Partners

[List of partners with logos]
Community Connections
Bend 2030 Community Vision

- Bend 2030 Community Vision and Action Plan adopted by City of Bend in 2006

- Deschutes National Forest connects with community through Bend 2030 visioning process

- Scenic Byways Corridor Management Plan Update incorporates Bend 2030 Action Plan for community support

- Community connections encourage stewardship of area’s resources and help sustain area’s economic vitality for the future
Byway Community Volunteers

• Organizational development to help sustain byway community volunteers

• Seek training funds through byway grants

• America’s Byways Resource Center training webinars, conferences, and workshops

• Public recognition and appreciation

• Marketing
• Creating Partnerships
• Funding
• Visibility
• Facilitation
• Communications
• Education
• Volunteer Outreach
• Grant Writing
Gateway Strategies
Gateway Strategies

- Weave commonality and establish similar goals as a first step
- Encourage gateway communities to join together and develop cultural tourism partnerships
- Seek local support when competing for funding and federal grants
- Generate interest for your byway through Cultural Tourism
- Enhance economic vitality by marketing your community as a gateway to the byway
Questions on how to get here?
Contact Information and Photo Credits

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Photo Credits:
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Slide 7:  Mural on Oregon State Capital rotunda
Slide 8:  Jeanie Anderson Chaney
Slide 9:  Warm Springs Museum
Slide 10:  Marlene Ralph
Slide 14:  Cassie Giddings
Slide 17:  Arts Central
Slide 20:  Bonnie Kamin
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