





# PRESENTERS



Lizzie Keenan, Executive Director  
Oregon's Mt. Hood Territory

Luke Spencer, Owner  
Clackamas River Outfitters

John Burton, Director of Marketing & PR  
Timberline Lodge

Steve Kruger, Executive Director  
Trail Keepers of Oregon





- **Safety and security** is the most important factor to quality of life, followed by **scenic beauty**.
- Residents feel that the **economic contributions** of tourism in the region are important, but there is concern about **overcrowding, behavior of visitors** and visitors **impact on infrastructure** and resources.

# WHAT'S NEW



## RESIDENT SENTIMENT SURVEY

- 1,435 responses
- 1 regional report
- 11 individual community reports

The overall benefits of tourism in my community outweigh the negative impacts

n=1,318

Avg. 3.3

7%

16%

31%

34%

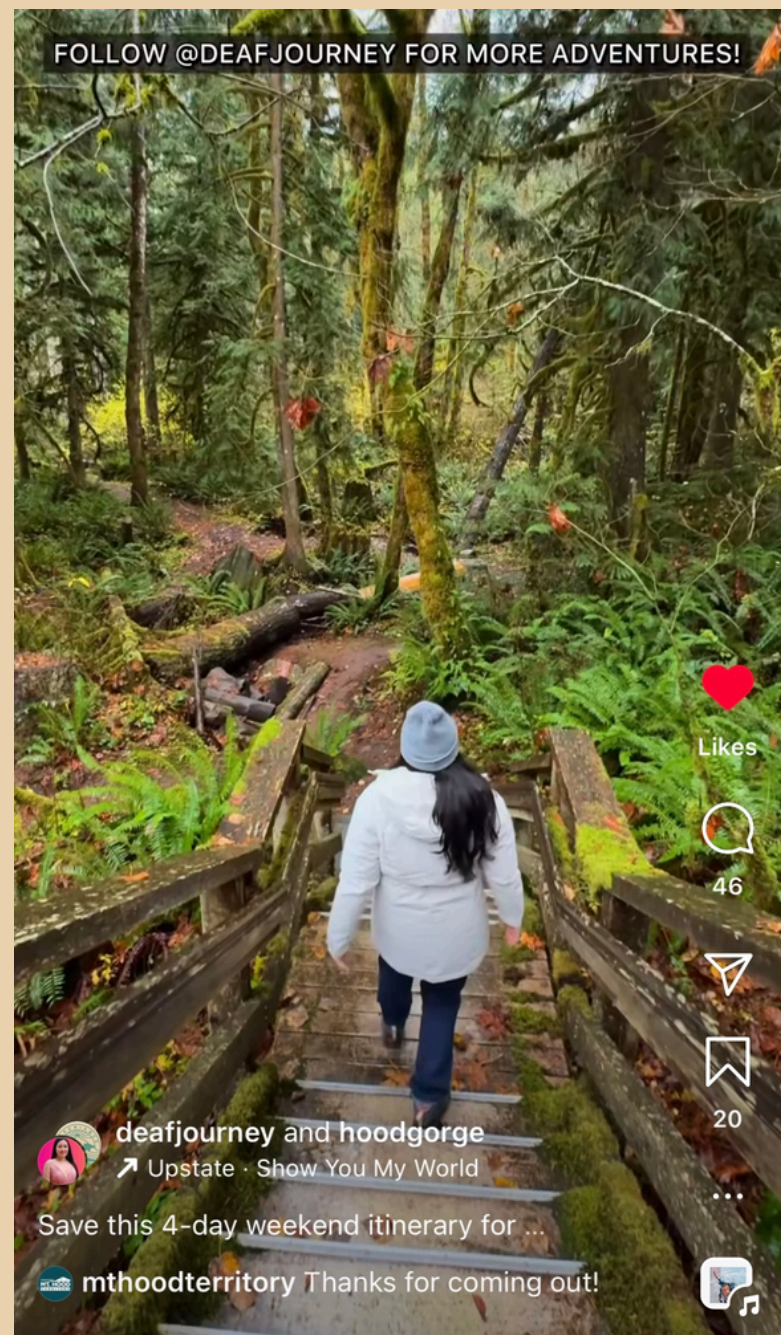
12%



# WHAT'S NEW

## ACCESSIBILITY INVESTMENTS

- Accessible and inclusive influencers
- Travelability Summit
- CRI Investments in staff training and accessible experiences





# WHAT'S NEW

## STRATEGIC INVESTMENT FUNDS

- \$73,500 in awards
- 8 projects funded
- All projects align with at least one of our regional strategic priorities



**FREE SHUTTLE**

**PARKING | SHUTTLE INFO**

FREE RIDE TO THE FESTIVAL FROM SASQUATCH SHUTTLES  
PICK UP LOCATIONS:

- COLUMBIA GORGE OUTLETS
- HARVEST CHURCH (NOT AVAILABLE SUNDAY)
- MCMENAMINS EDGEFIELD
- TROUTDALE ARTS CENTER

SHUTTLE WILL RUN ON A CONSTANT LOOP ALL FESTIVAL HOURS



**GORGE IMPACT FILM FESTIVAL**  
November 9th & 10th

JOY, HOPE,  
AND  
OPTIMISM ON  
A CHANGED  
PLANET

**gorgefilm.org**

Link to purchase Tickets or Passes  
<https://giff-pnw.eventive.org/welcome>







Smoky Heath Restaurant Bar & Grill



## A TASTE OF MT. HOOD

The villages and towns that dot Highway 26 on Oregon's iconic Mt. Hood offer far more than just a gateway to incredible outdoor adventures. One trip to this area and you'll find a variety of dining options that showcase the flavors and warmth of Pacific Northwest cuisine. From cozy mountain pubs to farm-to-table fare, these restaurants provide an unexpected culinary escape in the heart of nature.

**Savoring Government Camp**  
The alpine village of Government Camp is known as a great hub for winter sports. But the dining scene is equally noteworthy. One standout is Mt. Hood Brewing Company, known for its excellent selection of craft beers brewed on-site and classic pub fare, including juicy burgers and pizzas. For those looking to warm up after a day on the slopes, the relaxed ambiance of the brewery make it a perfect post-adventure retreat.

Down the road is The Ratskeller, a quintessential après-ski destination that captures the laid-back mountain spirit. Known for its casual, family friendly atmosphere, The Ratskeller serves up pizza, burgers and other pub classics that hit the spot after a day on the slopes.

**Dining In Oregon's Wilderness**  
In Welches, a village located a few miles down the mountain, a variety of restaurants offer unique dining experiences. Koya Kitchen features a taste of Japan in the heart of the Mt. Hood region, specializing in authentic ramen, rice bowls and sushi rolls. The atmosphere includes outdoor heated A-frames, hammocks and a double-decker bus. Just across the street, Wraptitude brings a fresh twist to casual dining with its creative wraps and burgers. And for those looking for wine, Cooper's Wine Bar & Shop provides an intimate atmosphere to savor local and international wines.

# WHAT'S NEW

## MID-MOUNTAIN WORK

- Content Creators/social media
- Targeted ads
- Advertorials
- Partner engagement



MTHOODTERRITORY.COM  
**3 Great Soup Spots In The Villages Of Mt. Hood**  
There's nothing quite like a steaming bowl of soup to warm you up when Mt. Hood weather ta...

**Oregon's Mt Hood Territory**  
Published by Sprout Social  
June 21 · 🌐

Experience the mountain like a local! This blog is full of insider tips on great under-the-radar spots to check out along the way next time you're headed to Government Camp.



MTHOODTERRITORY.COM  
**Experience Mid-Mountain Magic: A Local's Guide to Mt. Hood's Villages**  
[Learn more](#)





# PRESENTERS



Luke Spencer, Owner  
Clackamas River Outfitters

Chair, Tourism Development  
Council for Oregon's Mt.  
Hood Territory







# 2020 RIVERSIDE FIRE IMPACTS

- Burned 138,000 acres of Mt. Hood National Forest in the Clackamas District
- Damage to 26 campgrounds, 24 trailheads and 37 trails (100 miles of trail) in Mt. Hood National Forest.





# 2020 RIVERSIDE FIRE IMPACTS

- Roads and bridges within the burn area suffered damage from fallen trees and erosion caused by the fire.
- Hwy 224 was closed for almost 2 years





# RIVERSIDE FIRE RECOVERY

- Recreation crews have been rebuilding trails, trail bridges, campgrounds, and river access areas destroyed since then
- Photo: Riverside Trail Reconstructed Bridges





# RIVERSIDE FIRE RECOVERY

Photo: Riverside Trail  
new bridge, summer  
2024





# RIVERSIDE FIRE RECOVERY

- Photo: Mt. Hood Trail Crew and SCA crew work to repair Alder Flat





# RIVERSIDE FIRE RECOVERY

- Photo: Repairing the road after successful replacement of culvert on Forest Road 57 damaged in 2020 Riverside Fire.





# RIVERSIDE FIRE RECOVERY

- Photo: Carter Bridge Overlook





# RIVERSIDE FIRE RECOVERY

- Photo: Armstrong  
Campground, summer  
2024



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Executive Director  
Trail Keepers of Oregon





# TRAILKEEPERS OF OREGON



## REGIONAL PARTNERSHIP

- Trail Ambassadors
- Clackamas River Trail Recovery

## MT. HOOD TERRITORY PARTNERSHIP

- Tread School and Saw School sponsorship
- Thousands of hours of trail work





# TRAILKEEPERS OF OREGON





# Who is Trailkeepers of Oregon?

**Mission:** Trailkeepers of Oregon (TKO) is a volunteer-powered 501(c)(3) nonprofit whose mission is to protect and enhance the Oregon hiking experience through stewardship, advocacy, outreach, and education.

**Stewardship:** volunteer trail stewardship experiences held across the state

**Advocacy:** local, state, & federal policy initiatives

**Outreach:** Trail Ambassador program, community events with partners

**Education:** Trail Ambassador program, Trailkeepers University (free skills training)





# Meet the Gorge/Hood team!



Steve Kruger (he/him)

EXECUTIVE DIRECTOR



Vito Perrone (he/him)

SAW PROGRAM COORDINATOR



Matthew Ruddy (he/him)

EQUITY AND ENGAGEMENT  
MANAGER



Carl Bohacek (he/they)

GORGE/HOOD STEWARDSHIP  
COORDINATOR



Loren Payne (they/them)

STATEWIDE ENGAGEMENT  
COORDINATOR



Josh Durham (he/him)

WEST CASCADES STEWARDSHIP  
COORDINATOR



Lex Weaver (she/they)

MOUNT HOOD ENGAGEMENT  
COORDINATOR



**scout**  
NORTH COAST SC

**SUSAN**  
PORTLAND SC

**CARL**  
GORGE-HOOD SC

**LOREN**  
STATEWIDE AMB.

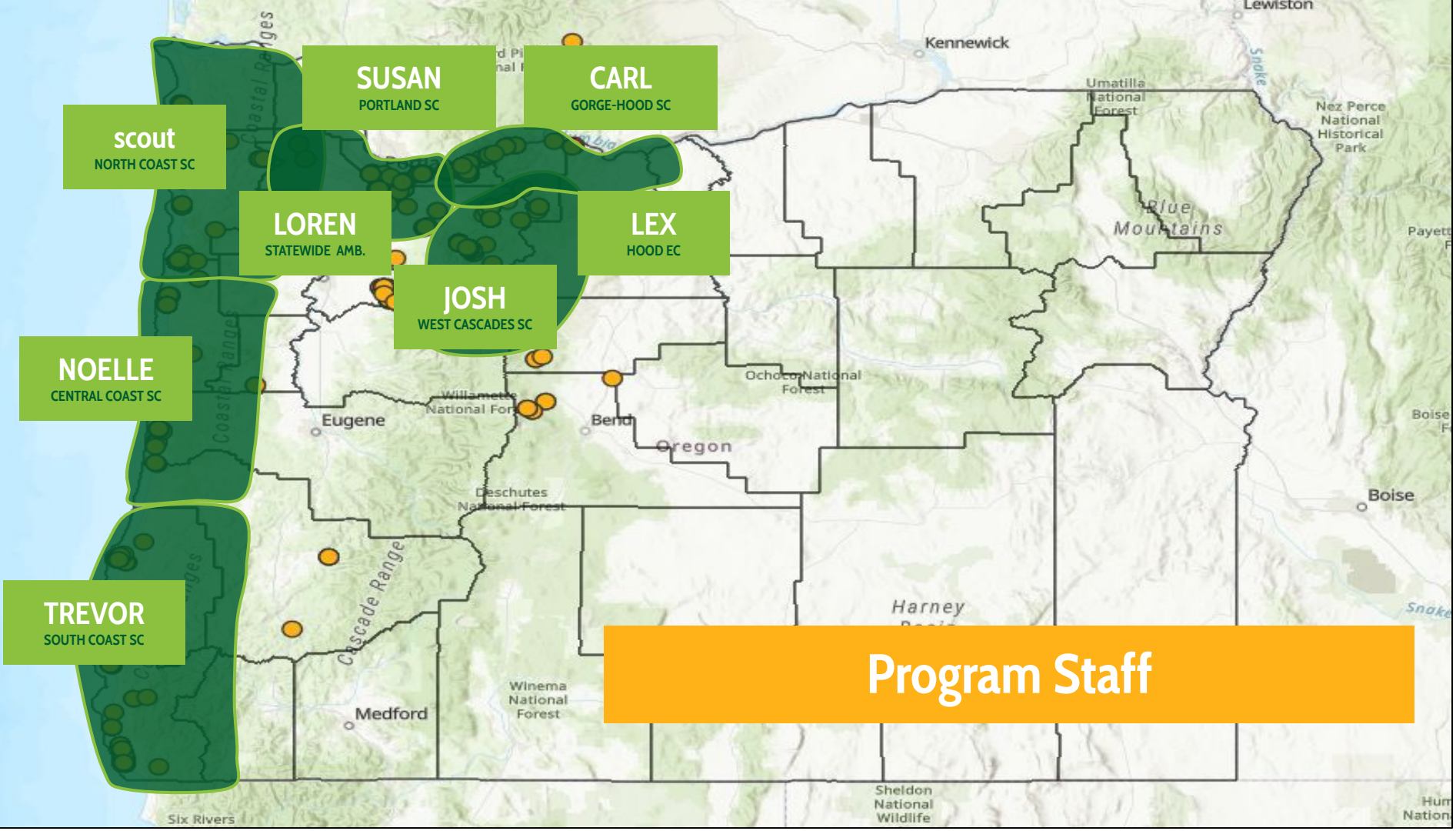
**LEX**  
HOOD EC

**JOSH**  
WEST CASCADES SC

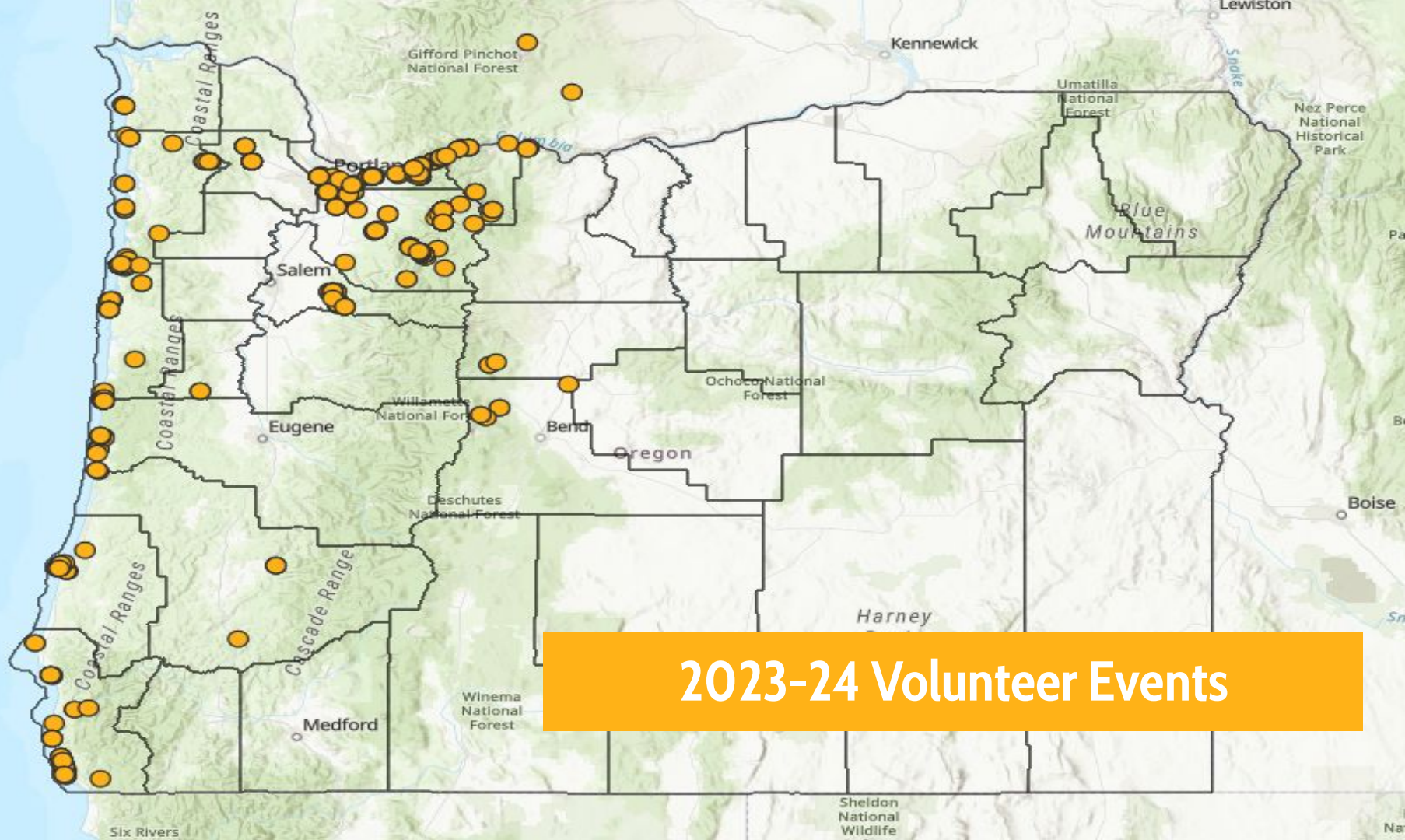
**NOELLE**  
CENTRAL COAST SC

**TREVOR**  
SOUTH COAST SC

**Program Staff**







## 2023-24 Volunteer Events



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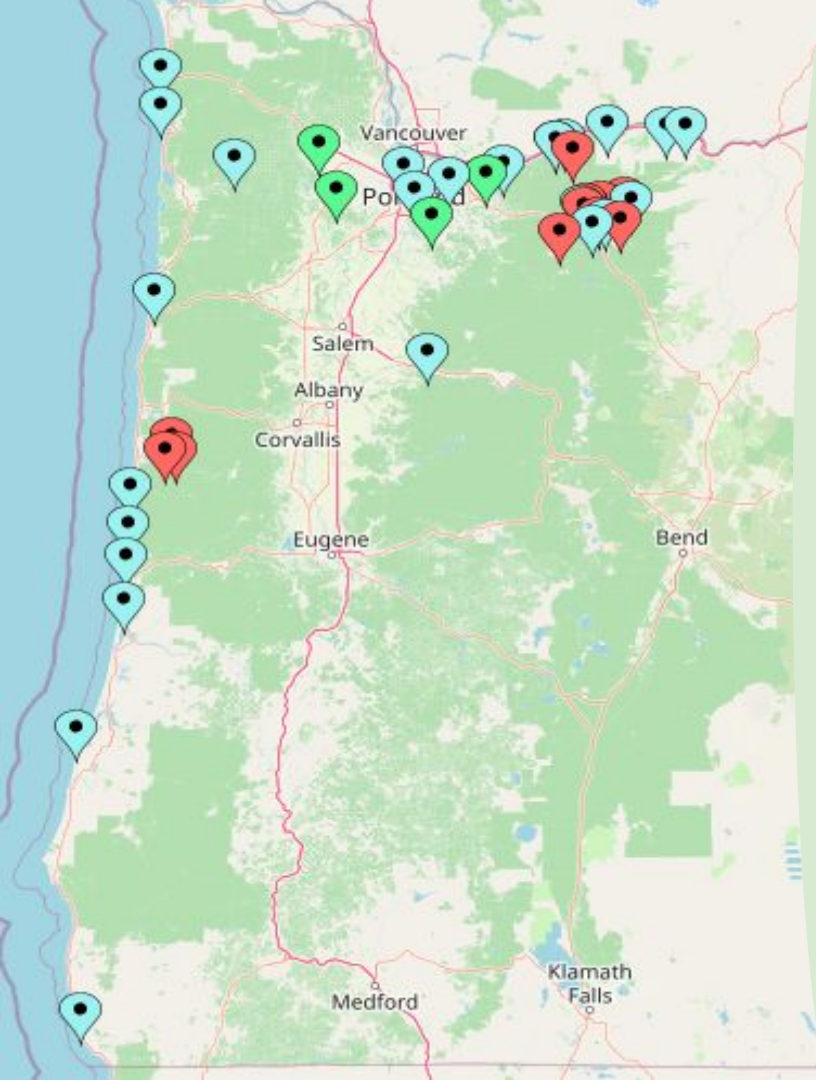
# Trail Ambassador Locations

## How are trails chosen?

- Volunteer experience
- High volume visitation & resource concerns
- Determined by land managers and destination management organizations

## Interagency collaboration:

- Government: U.S. Forest Service, Oregon State Parks, Oregon Department of Forestry, Oregon Metro, City/County Parks and Recreation departments
- Nonprofit: The Nature Conservancy, Friends of the Columbia Gorge
- Private: Outdoor education centers, summer camps





# OregonHikers.org Trail Accessibility

## Accessibility Information Services:

- ✓ 4 Access Recreation trainings
- ✓ 99 Hikes with accessibility information
- ✓ 65 were made by TKO volunteers

## General OregonHikers.org metrics:

- ✓ Hike pages: 1,616 & Trailhead pages
- ✓ 500k to 3M page views per month



OREGON HIKERS

ums [Field Guide](#) [Maps](#) [Find a Hike!](#)

Search...

## Welcome to Oregon Hikers

Welcome to the Oregon Hikers Forum, an online community dedicated to hiking Oregon and southwest Washington! With more than 7,000 registered members in our discussion forums daily. You can also explore our ever-growing Oregon trail descriptions, photos and maps to help you plan your adventures. The field guides, maps, and provided for the larger hiking community as a free service to people. The forums and field guide can be browsed by anyone, but we do encourage your conversation. Thanks for stopping by!

## POPULAR TRIP REPORTS

### Trillium Lake Campground (Mount Hood National Forest)

Can we please try to keep trip reports on topic and focused on [u]hiking[/u]? ...

### Vista Ridge to Elk Cove (Oct 6)



### Elk Cove via Elk Cove Trail 11/3/24



### Alone in the Rogue Umpqua Divide



### Cathlamet

### 14 FR

That's gre  
Are the re  
river stati  
still saying



## Shift in Forest Service Staffing Levels 1998-2015

