

SPEECH BY GOVERNOR VIC ATIYEH
CENTRAL OREGON COMMUNITY COLLEGE, BEND
FRIDAY, FEBRUARY 18, 1983 11:30 A.M.

IN THIS TWO-DAY VISIT, I HAVE HAD THE OPPORTUNITY TO RENEW MY FRIENDSHIP WITH MANY OF THE COMMUNITIES, BUSINESSES, CIVIC LEADERS, AND WORKING PEOPLE OF DESCHUTES COUNTY. I HAVE SEEN CREATIVITY, DETERMINATION, AND HARD WORK IN MANY NEW SETTINGS. AND I MUST SAY THAT I AM CONTINUALLY REMINDED OF THE TREMENDOUS NATURAL AND HUMAN RESOURCES WE HAVE HERE IN CENTRAL OREGON.

I AM ESPECIALLY PLEASED TO ADDRESS THOSE OF YOU HERE AT CENTRAL OREGON COMMUNITY COLLEGE, BOTH FROM THE CAMPUS COMMUNITY AND FROM THE COMMUNITY AT LARGE. OREGON'S COMMUNITY COLLEGES PLAY AN ESSENTIAL ROLE IN OUR EDUCATION SYSTEMS IN OREGON. FEW OTHER INSTITUTIONS IN THE STATE MEET SUCH A DIVERSE VARIETY OF NEEDS: VOCATIONAL EDUCATION, PREPARATION FOR A 4-YEAR DEGREE, SEMINARS, COURSEWORK AND CLASSES THAT DIRECTLY MEET CAREER AND COMMUNITY NEEDS--- COMMUNITY COLLEGES IN OREGON TRULY "DO IT ALL."

TODAY; EDUCATION, BUSINESS, COMMUNITY COLLEGES, AND GOVERNMENT ARE ALL FOCUSED ON ONE MAIN OBJECTIVE: TURNING OUR ECONOMY AROUND. THE ECONOMY IS ON THE MINDS OF ALL OF US---NOT LEAST THE STUDENTS HERE WHO ARE WORKING HARD TO LEARN NEW SKILLS, REFRESH OLD ONES, OR PREPARE FOR FURTHER STUDY AND A CAREER.

YOU CAN BE SURE THAT ECONOMIC RECOVERY FOR OREGON REMAINS MY TOP PRIORITY---AND THE TOP PRIORITY OF OREGONIANS IN DESCHUTES COUNTY AND AROUND THE STATE.

BUT I AM VERY HAPPY TO REPORT TO YOU THAT INSTEAD OF HEARING ONLY THE QUESTION, "WHEN WILL OREGON'S ECONOMY RECOVER?", I MORE FREQUENTLY HEAR A BROADER, MORE EXCITING QUESTION: "WHAT CAN WE DO, AS CITIZENS, TO HELP OREGON'S ECONOMY RECOVER?"

I HOPE TODAY TO TRY TO ANSWER THAT QUESTION, IN PART. I SAY "IN PART", BECAUSE THE REAL ANSWER, ULTIMATELY, MUST COME FROM EACH ONE OF US. AND WHAT I DESCRIBE TO YOU TODAY ARE REALLY ONLY A SERIES OF OPPORTUNITIES---OPPORTUNITIES THAT ARE OURS IF WE WILL REACH OUT AND SEIZE THEM; AND OPPORTUNITIES THAT CAN MAKE AN IMPACT FOR THE BETTER, WITH THIS COMMUNITY'S ACTIVE HELP.

THERE ARE AT LEAST FOUR MAJOR PROGRAMS I WANT TO MENTION TODAY: TWO FEDERAL PROGRAMS, AND TWO STATE-LEVEL EFFORTS. EACH CAN PLAY AN IMPORTANT ROLE IN HELPING SPEED THE ECONOMIC RECOVERY OF CENTRAL OREGON. YET EACH---IN ITS OWN WAY---WILL HAVE ITS SUCCESS MEASURED BY THE EXTENT OF CIVIC AND BUSINESS PARTICIPATION. ONLY WITH THAT PARTICIPATION WILL THESE PROGRAMS ACHIEVE THEIR FULLEST POTENTIAL.

FIRST, THE FEDERAL PROGRAMS. ONE IS IN HIGH GEAR ALREADY, AND THE OTHER WE ARE MOVING FAST OUT OF THE STARTING GATES TO ESTABLISH.

THE OPERATING PROGRAM, WITH \$3 MILLION AVAILABLE IN THE FIRST FIVE MONTHS OF THIS YEAR ALONE, IS THE COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM.

BLOCK GRANT FUNDS ARE TARGETED FOR ECONOMIC DEVELOPMENT, HOUSING PROJECTS, AND PUBLIC FACILITIES IN COMMUNITIES THROUGHOUT OREGON. DESCHUTES COUNTY IS ELIGIBLE, ALONG WITH BEND AND MOST OF THE CITIES IN THE REGION.

THE STATE OF OREGON, THROUGH OUR INTERGOVERNMENTAL RELATIONS DIVISION HEADED BY FORMER DESCHUTES COUNTY COMMISSIONER BOB MONTGOMERY, WILL DISTRIBUTE MORE THAN \$7 MILLION IN BLOCK GRANT FUNDS THROUGHOUT 1983. WE ARE AT WORK RIGHT NOW TO DISTRIBUTE \$3 MILLION BEFORE MAY 20TH OF THIS YEAR.

THESE FUNDS CAN REHABILITATE OLDER BUILDINGS, SUPPORT NEIGHBORHOOD AND SENIOR CENTERS, BUILD NEEDED HOUSING, AND ACCOMPLISH MANY OTHER VITAL COMMUNITY DEVELOPMENT GOALS. IN PAST YEARS THESE GRANTS WERE DISTRIBUTED BY THE FEDERAL DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT. BUT OREGON IS IN CHARGE OF THE PURSESTRINGS THIS TIME AROUND.

WE ARE IN A UNIQUE POSITION TO WORK WITH LOCAL COMMUNITIES LIKE YOURS TO PUT THESE FUNDS TO WORK WHERE THEY WILL DO THE MOST GOOD. APPLICATION WORKSHOPS ARE GOING ON RIGHT NOW----AND WE ARE STRONGLY ENCOURAGING THE PARTICIPATION OF BEND AND OTHER DESCHUTES COUNTY COMMUNITIES AS THE FIRST ROUND OF GRANTS MOVES FORWARD.

THE BLOCK GRANTS ARE A GOOD EXAMPLE OF WHAT CAN BE MADE AVAILABLE WHEN THE STATE WORKS IN PARTNERSHIP WITH LOCAL CITIZENS TO DEVELOP THE BEST USE OF FUNDS FROM FEDERAL PROGRAMS. FEDERAL FUNDS IN GENERAL, AS MANY OF YOU KNOW, ARE NOT ON THE INCREASE UNLESS YOU HAPPEN TO BE A MISSILE OR A SUBMARINE.

FEDERAL GOVERNMENT ITSELF IS FINALLY FEELING THE PINCH OF THE RECESSION WE HAVE BATTLED IN OREGON FOR NEARLY THREE YEARS. AS A RESULT, THE FLOW OF FEDERAL DOLLARS IS SLOWING TO A TRICKLE. THAT IS WHY WE ARE WORKING EVEN HARDER TO TARGET WHAT FEDERAL MONIES ARE AVAILABLE TO PROGRAMS WHERE THEY WILL DO THE MOST GOOD.

WE CANNOT DO THAT JOB WITHOUT QUALITY LOCAL INPUT AND QUALITY LOCAL INVOLVEMENT. AND I KNOW THAT BOTH QUALITIES HAVE ALWAYS BEEN VERY HIGH HERE IN CENTRAL OREGON.

WE ARE DEPENDING ON CITIZEN AND PRIVATE SECTOR PARTICIPATION EVEN MORE STRONGLY IN THE SECOND FEDERAL PROGRAM I WANT TO TOUCH UPON TODAY: THE NEW JOB TRAINING PARTNERSHIP ACT. "JPTA", AS IT IS CALLED, WAS PASSED BY CONGRESS LAST FALL TO REPLACE THE EXISTING CETA PROGRAM.

THE NEW JOB TRAINING PROGRAM WILL INVOLVE THE STATE AND PRIVATE SECTORS MORE CLOSELY THAN EVER BEFORE.

THE FOCUS OF THE PROGRAM IS TO PREPARE THE UNEMPLOYED AND DISADVANTAGED FOR TRAINING AND PLACEMENT IN JOBS THROUGHOUT THE STATE. AS OUR ECONOMY SLOWLY RECOVERS, IT IS MORE IMPORTANT THAN EVER TO POOL OUR TRAINING RESOURCES, COORDINATE OUR PROGRAMS, AND PREPARE OUR WORK FORCE FOR THE KINDS OF JOBS THAT WILL BE AVAILABLE IN A DIVERSIFIED OREGON ECONOMY.

DESPITE THE POOR ECONOMY, STATE EMPLOYMENT TRAINING PROGRAMS ALREADY OPERATING IN OREGON HAVE BEEN VERY SUCCESSFUL IN PLACING PARTICIPANTS.

I VIEW JTPA AS AN OPPORTUNITY TO BUILD UPON THAT SUCCESS. THE PARTNERSHIPS WE FORM---INCLUDING THOSE HERE IN DESCHUTES COUNTY---WILL INCLUDE PARTICIPATION BY STATE GOVERNMENT, LOCAL GOVERNMENT, COMMUNITY COLLEGES, ECONOMIC DEVELOPMENT GROUPS, AND

MOST IMPORTANTLY---PRIVATE INDUSTRY. JTPA IS BASED ON THE NOTION THAT THE PRIVATE SECTOR IS WILLING AND ABLE TO ASSIST US IN DEVELOPING JOB TRAINING PROGRAMS THAT WILL MEET THE HIRING NEEDS OF PRIVATE INDUSTRY.

SOME \$30 MILLION IN PROGRAM FUNDS FOR JTPA WILL BE COMING INTO OREGON BEGINNING NEXT OCTOBER. WE HAVE ALREADY TAKEN ACTION TO MAKE CERTAIN WE ARE POSITIONED FOR IMMEDIATE USE OF THOSE FUNDS. OREGON HAS MOVED FASTER AND FURTHER THAN MOST OTHER STATES TO GAIN THAT POSITION.

I APPOINTED AN 18-MEMBER JOB TRAINING COORDINATING COUNCIL TO SPEARHEAD THE PARTNERSHIP BETWEEN GOVERNMENT AND BUSINESS THAT WILL BE ESSENTIAL FOR THE SUCCESS OF THE PROGRAM. THE COUNCIL HAS ALREADY MET, AND WILL MAKE ITS FIRST RECOMMENDATIONS THIS MONDAY. WHEN THAT OCCURS, I AM CERTAIN THAT COMMUNITY COLLEGES WILL CONTINUE TO PLAY AN ESSENTIAL ROLE IN THE RENEWED TRAINING AND PLACEMENT PROGRAMS THAT WILL BE RECOMMENDED.

THE LAST TWO PROGRAMS I WANT TO DISCUSS ARE PROGRAMS WE HAVE DRAWN UP AND ARE PUSHING HARD FOR AT THE STATE LEVEL. BOTH DIRECTLY CONCERN THE ECONOMY---BUT I WANT TO HIGHLIGHT THOSE ASPECTS THAT CONCERN THE ECONOMY OF CENTRAL OREGON IN PARTICULAR.

FIRST IS TOURISM.

SOMEONE ONCE TOLD ME THAT CENTRAL OREGON COMMUNITY COLLEGE STUDENTS CAME TO SKI BUT STAYED TO STUDY. OR MAYBE IT IS THE OTHER WAY AROUND. BUT I KNOW THAT CENTRAL OREGON CONTINUES TO OFFER SOME OF THE FINEST RECREATIONAL COUNTRY IN THE STATE---AND REMAINS A POPULAR DESTINATION FOR BOTH IN- AND OUT-OF-STATE TOURISTS.

AFTER THE MOST RECENT GAS CRUNCH OF 1979, TOURISM ENJOYED A RESURGENCE IN OREGON AND CENTRAL OREGON LED THE WAY. AMONG IN-STATE TOURISTS, THIS REGION RANKS SECOND ONLY TO THE OREGON COAST AS A DESTINATION. ONE OF EVERY FIVE PEOPLE WHO RESPOND TO OUR SURVEYS SAID THAT THEY SPEND AT LEAST PART OF THEIR OREGON VACATION TIME HERE IN THE CENTRAL REGION. OVER THE YEARS, ALMOST A QUARTER OF OUR SURVEYED PEOPLE SAID THAT THEY SPENT SOME OR MOST OF THEIR VACATIONS IN CENTRAL OREGON.

OUT-OF-STATE TOURISTS SPENT OVER \$150 MILLION HERE IN 1981----MONEY THAT REPRESENTS A SUBSTANTIAL BOOST FOR JOBS, THE ECONOMY, THE PEOPLE, AND THE BUSINESSES OF BEND AND DESCHUTES COUNTY AS A WHOLE.

I MUST TELL YOU THAT I REGARD TOURISM PROMOTION IN OREGON AS A KEY PART OF MY ECONOMIC RECOVERY PLAN. TOURISM IS OUR NUMBER THREE INDUSTRY; IT FOLLOWS ONLY AGRICULTURE AND FOREST PRODUCTS IN ITS CONTRIBUTION TO OUR ECONOMY.

THAT IS WHY I HAVE INTRODUCED LEGISLATION TO TRANSFER OREGON'S TOURISM PROMOTION OFFICE FROM ITS CURRENT STATUS AS AN 'INFORMATION CENTER' IN THE DEPARTMENT OF TRANSPORTATION, TO A FULL-FLEDGED DIVISION WITHIN THE DEPARTMENT OF ECONOMIC DEVELOPMENT. HOUSE BILL 2234, FOR THIS PURPOSE, NOW AWAITS ACTION BY THE OREGON LEGISLATURE. IT WILL CREATE A TOURISM DIVISION UNDER THE WING OF THE DEPARTMENT OF ECONOMIC DEVELOPMENT, TO WORK CLOSELY WITH THE DEPARTMENT TO PROMOTE TOURISM ACTIVITIES IN CONJUNCTION WITH OTHER DEPARTMENT PROGRAMS.

I BELIEVE THAT, BY ENHANCING OUR TOURISM EFFORTS, WE WILL ENHANCE THE ECONOMY IN THIS REGION AND THROUGHOUT THE STATE; CONTRIBUTE MORE BUSINESS AND JOBS TO OREGON, AND FOCUS NATIONAL AND INTERNATIONAL ATTENTION ON THE QUALITY AND BEAUTY OF THE RECREATIONAL OPPORTUNITIES AVAILABLE HERE.

I HAVE SAVED FOR LAST DISCUSSION OF OUR ECONOMIC DEVELOPMENT PROGRAMS AS A WHOLE. IN THEIR OWN WAY, THESE PROGRAMS ARE SOME OF THE MOST FAR-REACHING IN OREGON HISTORY. THEIR SUCCESS WILL CHART THE COURSE FOR OUR FUTURE.

DESCHUTES COUNTY AND ALL OF CENTRAL OREGON, LIKE MANY OTHER PARTS OF THE STATE, HAVE BEEN HURT TREMENDOUSLY BY THIS RECESSION. I KNOW THAT EACH OF YOU HAS FELT IT---OR AT LEAST KNOWS SOMEONE WHO HAS BEEN TOUCHED BY THE TRAGIC DOWNTURN.

TO THE NEGATIVE NEWS OF RECENT YEARS, HOWEVER, WE MUST ADD MENTION OF THE POSITIVE DEVELOPMENTS OF RECENT MONTHS. I HAVE ALREADY MET, YESTERDAY AND TODAY, WITH MANY BUSINESSES HERE WHO ARE VERY POSITIVE ABOUT BOTH THEIR GROWTH AND FUTURE IN THE AREA.

I KNOW THAT TEKTRONIX HAS MOVED INTO THEIR NEW FACILITY AT REDMOND'S INDUSTRIAL PARK. EMPLOYMENT IN THE LUMBER AND WOOD PRODUCTS INDUSTRY BEGAN TO RISE NOTICEABLY LATE LAST YEAR---AND THE OUTLOOK FOR 1983 IS DEFINITELY POSITIVE. THE PONDEROSA PINE OF CENTRAL OREGON HAS A NATIONAL MARKET, AND IS USED IN MILLWORK AND FURNITURE AS WELL AS CONSTRUCTION. I BELIEVE THAT THE LONG TERM OUTLOOK FOR THIS CRITICAL INDUSTRY IS INCREASINGLY BRIGHT. AND ANNOUNCED INDUSTRIAL DEVELOPMENTS FOR THE CENTRAL REGION TOTALLED OVER \$9 MILLION IN THE FIRST QUARTER OF 1982; \$11 MILLION IN THE SECOND QUARTER; AND LEAPFROGGED TO OVER \$32 MILLION IN THE THIRD QUARTER.

THROUGH OUR STATE ECONOMIC DEVELOPMENT PROGRAMS, WITH MY BUDGET PROPOSALS DESIGNED TO REDOUBLE OUR EFFORTS; WE INTEND TO PUT TEETH INTO EVERY AVAILABLE MECHANISM TO HASTEN RECOVERY ALONG. OUR GOAL IS TO ENCOURAGE NEW INDUSTRIES TO LOCATE HERE---WHILE HELPING EXISTING BUSINESSES EXPAND AND GROW WHEREVER POSSIBLE.

FOR SMALL OR EXISTING BUSINESSES, WE HAVE A VARIETY OF PROGRAMS DESIGNED TO HELP MEET CURRENT OR PROJECTED LONG TERM FINANCING NEEDS. BY WORKING THROUGH PROGRAMS SPONSORED DIRECTLY BY THE STATE, OR FEDERAL PROGRAMS ADMINISTERED BY THE STATE, WE CAN HELP SMALL BUSINESS FINANCE NEEDED EXPANSION, AND INCREASE THE RATE OF RETURN ON INVESTMENT.

THROUGH SUCH TOOLS AS THE COUNTY DEVELOPMENT REVOLVING LOAN FUND, AND THE INDUSTRIAL DEVELOPMENT REVENUE BOND PROGRAM, WE CAN:

- ① CREATE NEW, PERMANENT PRIVATE SECTOR JOBS;
- ② EXPAND THE LOCAL TAX BASE, AND
- ③ STIMULATE INCREASED ECONOMIC ACTIVITY.

OUR ECONOMIC DEVELOPMENT DEPARTMENT SPONSORED A SMALL BUSINESS SEMINAR HERE IN BEND ON JANUARY 26TH. WE PROVIDED SPECIFICS ABOUT THESE PROGRAMS AND OTHERS----- WE ARE ALREADY TALKING TO A NUMBER OF FIRMS ABOUT NEEDED ASSISTANCE.

MEANTIME, AS PART OF OUR MAJOR EFFORT TO ATTRACT NEW INDUSTRY, WE ARE MOVING RAPIDLY FORWARD ON OUR INDUSTRIAL LAND SITE INVENTORY. THAT INVENTORY WAS BEGUN AT MY REQUEST AS PART OF A SPECIAL ECONOMIC DEVELOPMENT PROGRAM I WON FROM A SPECIAL SESSION OF THE OREGON LEGISLATURE LAST YEAR.

THE INDUSTRIAL SITE INVENTORY IS A COMPLETE, COMPUTERIZED LIST OF AVAILABLE SITES IN OREGON FOR INDUSTRIAL LOCATION OR EXPANSION. IT TELLS ANY INTERESTED COMPANY EVERYTHING ABOUT A GIVEN SITE'S LOCATION, ACREAGE, AVAILABLE SERVICES, AND PROXIMITY TO ALL FORMS OF TRANSPORTATION.

YOU SHOULD KNOW THAT OUR CURRENT LISTING SHOWS THAT DESCHUTES COUNTY HAS MORE GOOD, AVAILABLE INDUSTRIAL SITES THAN ANY OTHER COUNTY IN EASTERN OREGON. IN FACT, ONLY THREE OTHER COUNTIES IN THE ENTIRE STATE HAVE MORE INDUSTRIAL SITES THAN DESCHUTES COUNTY.

THERE ARE:

- 31 SITES IN THE GREATER BEND AREA ALONE;
- 40 SITES IN THE GREATER REDMOND AREA;
- 2 IN SISTERS; AND
- A TOTAL OF 73 SITES THROUGHOUT DESCHUTES COUNTY.

THE LISTING OF THESE SITES, AND THE FACT THAT WE ARE MAKING KNOWLEDGE OF THEM AVAILABLE NOW TO INTERESTED COMPANIES, IS A TRIBUTE TO THE POSITIVE EFFORTS AND STRONG COOPERATION DESCHUTES COUNTY HAS PROVIDED US. THOSE EFFORTS HAVE ENABLED US TO BRING THIS IMPORTANT PROJECT TO FRUITION---AND WE BELIEVE THAT THIS REGION WILL REAP THE BENEFITS AS THE ECONOMY REBOUNDS.

I HAVE OUTLINED TODAY FOUR PROGRAMS THAT I BELIEVE CAN HAVE A STRONG IMPACT FOR THE BETTER UPON THIS COMMUNITY, THIS COUNTY, AND THIS BEAUTIFUL, PRICELESS REGION OF OUR STATE.

EACH PROGRAM IS, IN ITS OWN WAY, DEPENDENT UPON COMMUNITY AND BUSINESS INVOLVEMENT---AND THAT MEANS YOUR PARTICIPATION, YOUR COMMITMENT, AND YOUR DEDICATION TO TURNING THIS ECONOMY AROUND, CREATING JOBS, AND HELPING OREGON ACHIEVE A LASTING ECONOMIC RECOVERY.

I KNOW THAT DESCHUTES COUNTY IS NAMED FOR ONE OF THE MOST BEAUTIFUL RIVERS IN OREGON---OR ANYWHERE ELSE. "DESCHUTES" MEANS 'THE FALLS', BECAUSE IT WAS THE CANYONS AND FALLS OF THAT RIVER THAT MADE CROSSING DIFFICULT FOR EARLY OREGON PIONEERS. THERE WERE VERY FEW PLACES IN CENTRAL OREGON WHERE OUR PIONEER FATHERS COULD GET A WAGON TO THE WATER'S EDGE AND FORD THE STREAM. ONE OF THOSE FEW PLACES WAS AT A MAJESTIC DOUBLE BEND IN THE RIVER---A PLACE THAT BECAME KNOWN AS FAREWELL BEND. IT WAS SO CALLED BECAUSE IT WAS SUCH A BEAUTIFUL PLACE TO CAMP, IN SUCH PLEASANT SURROUNDINGS, THAT TRAVELERS WERE SORRY TO LEAVE.

AND I MUST SAY THAT, AS I RETURN TO SALEM THIS AFTERNOON, I TOO WILL BE SORRY TO LEAVE BEHIND THE BEAUTIFUL MOUNTAINS, RIVERS, AND LANDSCAPE OF CENTRAL OREGON.

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So---HERE AND NOW---I WILL SAY MY OWN GOODBYE
TO ALL OF YOU WHO HAVE SO GRACIOUSLY SHARED THIS TIME
WITH ME TODAY; AND WISH YOU WELL AT "FAREWELL BEND."

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