

Trade Fair

Brenda Scott, true to the spirit of a trade fair, was engaged in active trading with the silversmiths, who looked longingly at her masterful beadwork.

Susan Moses happily explained that her woven hats, which were "very old", were made of mountain squaw grass and colored with natural dyes.

And so on. . . Many proud people busily displaying their belongings and swapping ideas and goods.

Making It a Reality

Financially the Trade Fair was pulled off "on a shoestring" with \$1000 from the Oregon Arts Commission, matched by the MOIHS. The services offered by the BIA (sewage), Kah-Nee-Ta Village (water), the mill (plywood and sawdust), Utilities (manpower) and Wasco Cooperative (free electric power), were crucial and greatly appreciated.

According to Paget, the MOIHS "broke even or perhaps a little better" on the Trade Fair. He considers it to have been a profitable venture because of the "human resources" who made the Trade Fair a reality.

Andrew and Edna David were the architects and engi-

neers of the longhouse. Nathan Jim and his family were also instrumental in the construction. Felix Wallulatum was invaluable in planning and execution. Many others, both members of the MOIHS and friends, who contributed throughout the weekend, include: Lillie Heath, Ellen Squiemphen, Nick and Viola Kalama, Art and Bernice Mitchell, Silas and Prunie Williams, Susan Moses, Effie Culpus, Hazel Suppah, Harry Miller, Delbert Frank, Clark Livingston, Neda Greene and Lizzie Rhoan. Larry Calica cooperated by providing the Pi-Ume-Sha Committee's tepee poles. And of course the ongoing Museum Committee was responsible for behind-the-scenes work in the planning stages.

Harry Paget's efforts seemed to have been rewarded. He is pleased with the progression of the Trade Fair from "talk to a picture to reality." Edna David confirms that it was a "good start." And people would like to do it again, which is the most encouraging result of this "pilot" Trade Fair — the first in a future of MOIHS projects and events.



BRENDA SCOTT models jewelry she received in return for some of her beadwork. Brenda won third prize for her display at the Trade Fair. Her mother Viola Kalama (background) demonstrated basket-making and earned a second place.

Photo by Cynthia Stowell

Shopping Center

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Location of the shopping center:

The choice of location for the shopping center has been narrowed down to three possible sites: (See map) (1) In the Campus Area adjacent to the highway (2) along Highway 26 between Warm Springs and the mill (3) the Tenino site near the new Tribal Administration Center (present Community Plan location).

On the basis of economics, Leland's findings indicate the Tenino site (3) can be ruled out as it is not convenient except for those who live near it. If a store went in down there it would have to be a small, low volume, 7-11 type store.

If the people want to keep reservation money on the reservation (right now most of it is going to Madras merchants), then the study shows that basically the choice will have to be either the Campus site (1), or the Highway 26 site (2). Either location could probably do well with the drive-by traffic, reservation employees and Madras buyers, but the Highway 26 site (2) would not be as convenient for Warm Springs residents.

The Campus site (1) has the advantage in that the land is already owned by the Tribes, it is visible from the highway, and there are mature trees there which will enhance the appearance of the shopping center. Kids and residents will have easy access as it would be close to the school and homes and it would not entail walking or driving on the highway.

"I think the Campus location strengthens the community plan," said Leland. He feels that the site would attract the

drive-by public due to easy access and visibility from the highway, yet leave a private side to the community and residents. "School-children ride their bikes in that area and residents would have the convenience of not having to drive out on the highway to go to the store. In fact, they could walk to the store in safety."

Who will do business at the shopping center?

Aside from the local residents who are spending some \$2,380,000 off the reservation each year for groceries, Leland said that about 15 per cent of the sales volume will be from passing traffic. His traffic an-

alysis study indicates that 2,350 tourists and businessmen drive by on Highway 26 on a daily basis.

Also anticipated to patronize the shopping center are reservation employees who work in Warm Springs and live off the reservation. Some business from Madras can be expected if prices are competitive and specials are advertised.

When all this probable business is added up, there is \$3,000,000 a year in grocery potential that the Tribes could realistically attain, according to the feasibility and market study.

The supermarket as the anchor of the shopping center:

Leland describes the proposed Warm Springs supermarket as consisting of 20,000 square feet (about twice the size of the Madras Safeway), with a good selection of meat and produce. "It should be attractive," he said, "with landscaping, a nice environment, and convenient parking. The study proposed that the store be tribally owned and managed."

Its size and volume would allow it to have competitive prices. He stressed, however, that beer and wine sales would be necessary to justify the size

and volume. Leland said that without beer and wine sales the projected volume would be cut in half, as most people shop where they can purchase beer. Without beer and wine it appears a large supermarket would be unsuccessful.

The supermarket, conveniently located with competitive prices and good selection, would attract people to other shops located within the shopping center.

Other businesses in the center might include a post office, branch bank or credit union, a hardware store, variety store, sporting goods store, a crafts and flower shop, clothing, and a barber-beauty shop.

These businesses could be run by independent operators — be tribally owned and leased to the operators. "The key is that they would be able to do business because of the 'anchor store' — the supermarket which would draw the people," said Leland.

The shopping center will probably be one story, but the site must be determined before a design can be selected.

Leland will submit his findings to the Tribal Council and Land Use Planning Committee for review, then there will possibly be a public meeting to see how tribal members react to a change in the community plan.

Leland and tribal planners seem optimistic about the future of a successful shopping center for Warm Springs as it is a number one economic development priority of the Tribal Council and EDA and according to the results of the feasibility study, it will benefit the Tribes.

