

HOOD RIVER, OREGON

CHURCH PLANT PROFILE AND
REGIONAL DESCRIPTION



ABOUT HOOD RIVER

Hood River is a unique small town with a blend of cultural influences to create an atmosphere as special as its geographical setting. Historically an agricultural hub for fruit growers, packing/distribution, and logging in the surrounding area, there is a rural aspect to many families who have lived here for generations, with the associated values and ideology. In more recent decades, the town has seen a growth of technology companies and a vibrant tourist economy that together bring an urban/modern aspect to the town itself as well as those who have moved here more recently.

Situated directly between Mt. Adams and Mt. Hood in the Columbia River Gorge, in a transition zone between wet and dry climates, Hood River is a recreation paradise. Home to world-class wind and whitewater sports, it also boasts excellent skiing, mountain biking, fishing, and hiking. The stunning beauty and vast recreational options are the primary reasons people are moving to and visiting Hood River. As such, locals share a strong sense of pride and gratitude for calling it home.

Hood River is a geographic hub for the region and is often thought of as “*the heart of the Gorge*.” People from the surrounding communities of Parkdale, Mosier, Cascade Locks, and the Dalles, as well as White Salmon, Stevenson, Trout Lake, and Lyle across the River, come to Hood River for work, school, and worship.

DEMOGRAPHICS

POPULATION

Hood River: 8,313

The greater Hood River region: 41,724 (including The Dalles, whose population is 15,786)

The population is stable and is expected to grow.

Age:

Under 18: 22%

18-24: 6%

25-44: 31%;

45-64: 24%

65+: 10%



■ Under 18 ■ 18-24 ■ 25-44 ■ 45-64 ■ 65

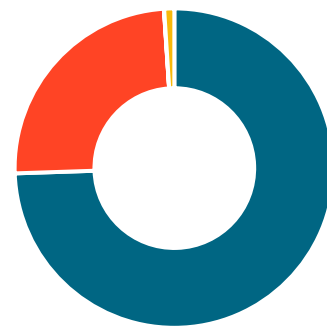
Ethnic Demographics:

White/Caucasian: 73%

Hispanic/Latino: 24%

Native American: 2%

Black/African American: less than 1%



■ White/Caucasian ■ Hispanic/Latino
■ Native American ■ Black/African American

Education

Below High School: 14%

High School/GED: 19%

College Degrees and higher: 40%



■ Below High School
■ High School/GED
■ College Degrees and Higher

Annual Income:

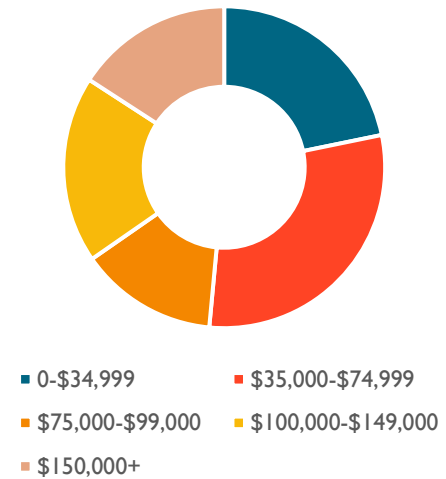
0-\$34,999: 22%

\$35,000-\$74,999: 30%

\$75,000-\$99,000: 14%

\$100,000-\$149,999: 19%

\$150,000+: 16%



Cultural Idols and Community Frictions:

Hood River shares many of the same idols that are prevalent in beautiful cities with a thriving outdoors scene, namely worshipping the creation rather than the Creator. It's common to hear many residents refer to the trail or the water as their "church."

Many long-time Oregonians have a strong spirit of independence and self-reliance.

The high cost of living tends to create the biproducts of selfishness and greed. This contributes to frictions between those with wealth who choose to move to Hood River and the poorer immigrant families or the generational families that feel as though the culture and the economy have abandoned them.

There are also social divides between the White and Hispanic populations.

WHY A PCA CHURCH IN HOOD RIVER?

Like many places in the Western US, Hood River is a place that looks like paradise but is nonetheless full of darkness and waiting for the light of the gospel to shine forth. The fields are ripe for harvest!

There are plenty of opportunities for an engaging gospel witness to the lost and the lonely. Many of those coming to Hood River in recent years are more likely to be drawn to a more robust faith that touches the whole person.

No Reformed church exists in Hood River, nor any churches that would be characterized by being confessional in theology and practice, intentionally connected to history, engaging in thoughtful and reverent worship, and with a rich teaching of Christ from the Word.

A potential launch team already exists in Hood River consisting of 5-6 families with children. There is an eagerness to be a visible presence within the community. Demographically, they represent average middle-class families who live and work in Hood River.

WHO COULD BE A GOOD FIT?

- Someone who is comfortable living in a community with a wide range of ideological diversity and next to people who may differ from them.
- A willingness to invest in the community and show hospitality towards their neighbors.
- An ability to communicate biblical faith and ethics to a mix of urban, rural, and outdoor cultures.
- Possesses a theologically robust faith, yet conducts himself with humility.
- A careful teacher of the Scriptures, addressing both the mind and the heart, and an able leader of worship focused on Word and Sacrament.
- A caring shepherd to the launch team and future congregation.

FOR MORE INFORMATION

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