

OREGON RURAL TOURISM STUDIO LOGIC MODEL:

Inputs and Outputs

INPUTS BY TRAVEL OREGON (activities)	OUTPUTS (by end of RTS Workshops)
<p>Pre-RTS Workshops</p> <ul style="list-style-type: none"> Select RTS Community based on application submitted by locally organized committee Facilitate development of robust, representative local organizing committee with key partners Facilitate and document community outreach events to develop Community Asset Inventory and initial vision Support supplemental market analysis where possible Document baseline conditions, including compilation of existing data Support recruitment of participants in RTS workshops Assist with identifying local resources to support program activities and follow-up work <p>RTS Workshops</p> <ul style="list-style-type: none"> Deliver six RTS Studio Modules and two associated events, in partnership with all departments of Travel Oregon and its relevant local and regional marketing partners Facilitate formation of local steering committee and initial action teams <p>Post RTS Workshops</p> <ul style="list-style-type: none"> Provide Matching grant funding for Action Team projects Provide Community-based coaching to assist Steering Committee and Action Teams with developing focused work plans, sustaining momentum and trouble shooting Coordinate local efforts with Travel Oregon Continue formal progress assessment and document successful case studies Feed emerging niche market intelligence surfaced in RTS communities to influence TO statewide priorities <p>Annual RTS Gathering</p> <ul style="list-style-type: none"> Bring RTS participants together to share experience, models, lessons learned Provide advanced workshops relevant to destination and product development Recognize local accomplishments 	<p>Participation*</p> <ul style="list-style-type: none"> Local organizing committee recruits (at least x) participants for community outreach events Local organizing committee recruits (at least x) participants to attend each RTS workshop, and participation includes (at least x) existing tourism businesses or potential entrepreneurs (At least x%) RTS participants attend at least 4 workshops (attain graduate certificate) (At least x%) commit to participating on initial steering committee and and/or one of 2-4 action teams formed to move ideas and projects forward <p>Short term value delivered</p> <ul style="list-style-type: none"> RTS participants find value in workshops Participants have new awareness and knowledge of tourism development opportunities and resources New connections made across diverse sectors in the community, including deeper relationships established between state and regional tourism development organizations and local players RDMO is engaged with key stakeholders and projects Clear written vision, measurable goals and strategy in place that reflects market opportunities, community assets and values

* Set measurable targets as part of work with organizing committee

OREGON RURAL TOURISM STUDIO LOGIC MODEL: Outcomes

OUTCOMES: SHORT TERM (3-12 months post workshop)	OUTCOMES: INTERMEDIATE (12-24 mos. after workshops end)	OUTCOMES: LONG TERM (2-5 years)
<p>Leadership/Capacity</p> <ul style="list-style-type: none"> • (At least 2) Action teams are actively meeting with co-conveners and a minimum of engaged members • Key regional, state and federal organizations and potential funders are engaged in advancing the RTS vision and workplan • RTS participants continue to find lasting value and apply information and skills from the RTS workshops 	<p>Leadership Capacity</p> <ul style="list-style-type: none"> • Implementation system gels: visible synergy and momentum of action, and evolution of original action team structure as needed for effectiveness 	<p>Leadership capacity</p> <ul style="list-style-type: none"> • Leaders from Tourism Studios across the states are linked with each other as a learning and resource network • Refreshed 3-year action plan in place
<p>Product Development to expand seasons, length of stay, range of activities, and visitation as appropriate for region</p> <ul style="list-style-type: none"> • Priority projects clearly articulated with action plan in place • Identify locally determined progress indicators for results of product development activities 	<p>Product Development</p> <ul style="list-style-type: none"> • Visible progress on locally determined progress indicators in implementing product development activities • New tourism products available in market as a result of RTS workshop participation or RTS follow-up activity 	<p>Product Development</p> <ul style="list-style-type: none"> • Tourism products and services are linked by high quality, high value added itineraries
<p>Impact Mitigation to address overuse or congestion</p> <ul style="list-style-type: none"> • Priority projects clearly articulated with action plan in place • Identify locally determined progress indicators for results of implementing impact mitigation activities 	<p>Impact Mitigation</p> <ul style="list-style-type: none"> • Visible progress on locally determined progress indicators in implementing impact mitigation activities • New tourism management strategies as a result of RTS workshop participation or RTS follow-up activity 	<p>Impact Mitigation</p> <ul style="list-style-type: none"> • Congestion and overuse of sensitive areas is measurably reduced.
<p>Marketing</p> <ul style="list-style-type: none"> • Priority projects clearly articulated with action plan in place • Increased coordination of marketing efforts within RTS region and RDMOs • Increased clarity of marketing objectives 	<p>Marketing</p> <ul style="list-style-type: none"> • Increased market recognition as a quality “sustainable tourism” destination (as per national and international best-of list) • Local marketing initiatives are tied into regional and state marketing channels and campaigns, including niche markets 	<p>Marketing</p> <ul style="list-style-type: none"> • Increase in repeat visitors
<p>Economic Impact- none at this time</p>	<p>Economic Impact</p> <ul style="list-style-type: none"> • Observable changes in visitor volume, patterns of visitation (locations, activities, season, length of stay), and visitor spending • New tourism-oriented business formation and/or expansion 	<p>Economic Impact</p> <ul style="list-style-type: none"> • Continued observable changes in visitor volume, patterns of visitation (locations, activities, season, length of stay), and visitor spending: <ul style="list-style-type: none"> o increase in daily visitor spending o increase in overnight trips o increase in activities outside peak season • Continued new tourism-oriented business formation and/or expansion, resulting in increased employment opportunities
<p>Sustainability</p> <ul style="list-style-type: none"> • Community secures matching funds for its priority projects and submits matching grant applications to Travel Oregon that reflect clear connections to goals of RTS • Travel Oregon matching grant awarded • New, more diverse mix of people involved in tourism development activities through action teams or other mechanisms (e.g. volunteerism at events that bring in visitors, etc.) 	<p>Sustainability</p> <ul style="list-style-type: none"> • Increased integration of tourism planning with other community and regional stakeholders • New partnerships and new resources for tourism development, including more integrated relationships between state and regional tourism development organizations and local players 	<p>Sustainability</p> <ul style="list-style-type: none"> • Strong organization (may or may not be new) to continue planning and coordinating activities toward realization of long term vision as articulated through RTS workshops • Demonstrable progress toward 15-year community tourism vision • Increased local resources for tourism in place • Increased participation by local businesses in Travel Oregon Forever programs