

**RURAL TOURISM STUDIO – SOUTHERN OREGON COAST
COMMUNITY TOURISM VISIONING WORKSHOP NOTES
January 25 ,2017 | Mill Casino, North Bend**

FACILITATORS:

Kristin Dahl, Vice President, Destination Development, Travel Oregon
David Beurle, Future iQ
Lehna Malmkvist, Future iQ

TRAVEL OREGON STAFF:

Todd Davidson, CEO
Scott Bricker, Manager, Destination Development
Alexa Carey, Specialist, Destination Development

Elena Vizzini, Coordinator, Destination Development
Andrew Grossmann, Coordinator, Destination Development
Kelda Schmidt, Coordinator, Global Marketing

ATTENDEES:

Allison Richards, Cardinal Services, Inc.
Bart Taylor, Erickson Designs
Ben Fisher, Oregon Parks and Recreation Department
Beth Ann Mozzachio
Bob Main, Coos County
Brian Kraynik, Prosper Landing
Cassie Bouska, Oregon State University Extension Service
Courtney Flathers, OSU Sea Grant
Crystal Shoji, Shoji Planning
Curt Clay, Friends of South Slough
Dana Nichols, Greater Bandon Association
Daniela Pavoni, Siuslaw National Forest
Dave Lacey, Oregon Coast Visitors Association
Deborah Yates, Reedsport Main Street Program
Deborah Rudd, South Slough Reserve
DeeDee Murphy, Reedsport/Winchester Bay Chamber
Elizabeth-Claire Knox, Coos Bay Downtown Association
Emily Groves, 42 & Spruce Downtown, Inc.
Emily Jones
Fiona Bai, Port of Coos Bay
Garrit Craig, US Forest Service Central Coast District
Glenda Martin
Harv Schubothe, Greater Bandon Association
James Heinrich, Seven Devils Adventures
Jeffrey Stump, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians
Jennifer Groth, Southwest Oregon Regional Airport
Jerry Schneider, Coos County Foster Parent Association
Jerry Ganta, Sunrise Carpet, Janitorial & More
Jim Seeley, Wild Rivers Coast Alliance
Joe Paulet, Neptune Birch
Joe Benetti, Benetti's Restaurant

Julia Graves
Julie Miller, Bandon Chamber of Commerce
Katherine Hoppe, The Mill Casino Hotel & RV Park
Kathryn Simonetti, Coquille Chamber of Commerce
Kay Claybourn, Native Species Center at Powers High School
Laura Mays, Friends of South Slough Reserve
Linda McCollum, City of Reedsport
Linda Phillips, Port of Bandon
Lonne Mays, Friends of South Slough Reserve
Louann Dewater, Star of Hope
Lucinda DiNovo, The Mill Casino Hotel & RV Park
Marcie Nunnally, Comcast Spotlight
Marie Simonds, Wild Rivers Coast Alliance
Marty Giles, Wavecrest Discoveries
Mary Urban, Coquille Chamber of Commerce
Matthew Mozzachio, Coos County Parks Advisory Board
Melissa Cribbins, Coos County
Michelle Martin, NeighborWorks Umpqua
Miles Phillips, Oregon Sea Grant / Oregon State University Extension
Phyllis Dever
RJ Benner, Coos Bay North Bend VCB
Rob Gensorek, Basin Tackle
Rodger Craddock, City of Coos Bay
Shaun Gibbs, South Coast Development Council, Inc.
Stacy Gavette, The Oregon Connection
Steven Leskin, Port of Siuslaw
Susan Tissot, Coos History Museum
Thomas Leahy, City of Coos Bay
Timothy Scahill, Wild Rivers Coast Alliance & Bandon Dunes Golf Resort
Trish Mace, Charleston Marine Life Center
Twila Veysey, Bayside Coffee

**RURAL TOURISM STUDIO – SOUTHERN OREGON COAST
COMMUNITY TOURISM VISIONING WORKSHOP NOTES
January 25 ,2017 | Mill Casino, North Bend**

INTRODUCTIONS

Question: What do you want to get out of this program?

Answers:

- Increased regional coordination and collaboration
- Regional vision, like minded moving forward, inclusive of all communities of the region, unified goal and direction
- Even out seasonality, help tourism businesses increase year round income
- Accomplishing at least on successful collaborative project as a result of the process
- Increased awareness and appreciation of each others tourism assets
- Opportunities to collaborate with tourism organizations to sustain airport
- Help region understand importance of tourism as an economic driver
- Ensure valley communities don't get left out of the process
- Lock and load for action moving forward, catalyze action
- Continued enthusiasm of everyone working together
- More compelling visitor experiences
- Meaningful collaboration and networking
- Increase cycle tourism
- Thinking outside of the box
- Action plan to achieve our vision
- Enough job growth to keep and attract young families
- Moving this energy into implementation
- Park expansion
- Promote and develop sustainable recreation
- Reach younger demographic of visitors, inspire them to potential move or invest interest in our communities
- Entrepreneur looking for ideas of next big concept!
- Use marketing access to help promote region and all the fantastic experiences it has to offer
- Looking for economic strategies for transitioning out of resource extraction industries
- Sport fishing facilities and opportunities promoted and further developed
- Learn more about tourism and how it can benefit the restaurant industry
- Energize and involve the youth of the area in pride of place
- Coordinated efforts for balance community and visitor interests while protecting natural land
- Developing water taxis and eco tours to connect communities around the Bay
- Build tech capacity/education to help power workforce
- Workforce development to increase pride in customer service
- Clear unified message about the experiences of the region

RURAL TOURISM STUDIO – SOUTHERN OREGON COAST
COMMUNITY TOURISM VISIONING WORKSHOP NOTES
January 25 ,2017 | Mill Casino, North Bend

Question: What do you need to be doing different or move us towards our preferred future?

Answers:

- Including others in the communities
- Reaching out to youth and pulling them into the process early on
- Craft a path to help people see how they can get involved and see how they can connect – bridging aspiration to action/involvement
- Concentrate what we already have that requires maintenance and rebuilding existing access
- Get out in the community and learn what we all have regionally and not just in our own community

VISIONING AND SCENARIO PLANNING ANALYSIS WITH FUTURE IQ

See report at Industry.TravelOregon.com/SouthernOregonCoast

STRATEGIC ACTIONS BRAINSTORM

1.) Action Area Topic: Develop a food/culinary trail network (farm to sea)

What should it entail?

- Farm to table that includes a menu of experiences that are not limited to but include: lamb, mushrooms, seafoods, valley flora, cranberries, cheese, artisan chocolate, etc.
- Can initiate at restaurants and visitors centers
- Farm tours , demonstrations, field experiences, food prep and dining
- Identify cleaning and processing locations for visitors that want to “DIY”
- Self, semi, and fully guided options
- Products available for purchase at each location
- Education options: “Catch, clean and cook”, “Pick, clean and eat”
- South Coast certified local credential

What should the initial steps be?

- Determine who is already on some aspects of project
- From collaborative group to work on project
- Establish goals and action plan
- Buy in from stakeholders and analysis of finances, marketing, regulatory issues, and possible barriers
- Determine logistics and seasonal limitations and identify seasonal themes
- Create a calendar and map
- Recruit farms, producers, preveyors and local businesses
- Incorporate this with Travel Oregon’s Fall Bounty campaign

Who should be involved?

- Chefs
- Charter operators, local guides and outfitters
- Oregon Coast Culinary Institute (OCCI)
- Restaurants
- Tourism entities to package tours
- OSU Extension
- Regulatory agencies
- Coos County Tourism Work Group
- Oregon Department of Fish and Wildlife
- South Slough Estuary

**RURAL TOURISM STUDIO – SOUTHERN OREGON COAST
COMMUNITY TOURISM VISIONING WORKSHOP NOTES
January 25 ,2017 | Mill Casino, North Bend**

- Eat, Fresh, and Local Action Team in Curry County
- Neighborworks Umpqua
- SCDC
- Local government (for signage and wayfinding)
- Chambers and DMOs
- Fisherman
- Restaurant Association
- Commodity Commissions
- Farmers Market
- Local producers
- OCCI
- Wild Rivers Coast Alliance

What organization(s) might be best suited to lead the effort?

- Oregon Coast Culinary Institute
- Visitor and Convention Bureau
- OSU Extension/Sea Grants
- Wild Rivers Coast Alliance
- Operation Coquille
- Potential AmeriCorp Project
- Neighborworks Umpqua in partnership with Food Council (currently have funding for fish guide this year and plans for expansion in future)

2.) Action Area Topic: Develop regional marketing brand including the off season

What should it entail?

- Extensive print and web branding that includes all communities of the Southern Oregon Coast under one unified brand
- Organize group tours and self-guided tours
- Develop brochures and informational resources for off season activities

What should the initial steps be?

- Create a committee with representatives from each community
- Involve the community and business owners through surveys and public meetings to provide input
- Finalize a plan – develop new off season tour options and marketing strategies

Who should be involved?

- Chambers of Commerce and DMOs
- Merchants Association

What organization might be best suited to lead the effort?

- Coos Bay/North Bend Visitor and Convention Bureau
- Oregon Coast Visitor's Association (OCVA)

3.) Action Area Topic: Develop regional outdoor recreation trails strategy and alliance

What should it entail?

- Mapping inventory of trails and survey uses
- Identify organization to spearhead alliance
- Identify funding source

What should the initial steps be?

- Identify agencies and property owners
- Inventory of trails, uses and conditions

**RURAL TOURISM STUDIO – SOUTHERN OREGON COAST
COMMUNITY TOURISM VISIONING WORKSHOP NOTES
January 25 ,2017 | Mill Casino, North Bend**

- Identify recreation gaps
- Identify wayfinding needs and specific projects
- Location existing local plans

Who should be involved?

- Land owners (public and private)
- BLM, US Forest Service, Oregon Parks and Recreation Department, County Parks and Recreation Department
- South Slough
- South Coast Strides and other trail advocates
- Regional Trails Partnership
- City managers and county commissioners

What organization might be best suited to lead the effort?

- Multi-agency taskforce of public land managers
- Coos County Tourism Work Group
- Coos County Parks and Recreation

4.) Action Area Topic: Develop an online map and destination trip planning tool

What should it entail?

- Mobile friendly trip planning app linked to the Adventure Coast (Coos Bay/North Bend Visitor and Convention Bureau) website
- Options to select lodging, activities, points of interest, and unique dining
- Driving map and useful local know how tips
- Hiking, waterways, parks/picnic areas, birding, plein aire (painting), walking/running trails, biking, fishing locations, camping facilities
- Map should include: disability information, facilities (restrooms), trail difficulty, duration/distance, pet/kid friendly, interpretive signage, picnic sites
- High qualify photography

What should the initial steps be?

- Develop survey instrument/tool
- Conduct through asset mapping
- Build app and beta test

Who should be involved?

- RTS action team with representatives from each community
- Public land management agencies
- SWOCC GIS and programming interns
- Destination Marketing Organizations

What organization might be best suited to lead the effort?

- Coos County Tourism Work Group
- Destination Marketing Organizations