

OREGON OUTDOOR RECREATION INITIATIVE

Improving the lives of Oregonians through outdoor recreation

Statewide Public Outreach Meetings

Do you own or work for an outdoor recreation business? Are you a frequent user of public lands for hiking, biking, fishing or hunting? Do you have an unfettered love for the great outdoors and beauty that Oregon offers?

Oregon's bountiful natural resources are cornerstone to our legacy, our identity, and our economy. As an industry, outdoor recreation has the potential to significantly impact the well-being of Oregon's communities, its residents, and its natural resources. Developing a shared vision with a common agenda for how we focus our efforts to improve the outdoor recreation economy will ensure that our impacts are positive and inclusive of all.

This is the impetus for a new statewide effort called the *Oregon Outdoor Recreation Initiative*, which seeks to bring together businesses, agencies, land managers, conservation groups, and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry. To prepare for the launch of this initiative, Travel Oregon convened a leadership team representing key sectors of the outdoor rec industry to lay the groundwork for a vision, desired outcomes, and strategies to achieve these goals.

We would like you to add your voice to the development of this shared vision. Join us at one of our upcoming statewide public outreach meetings where you'll be able to let us know your priorities for outdoor recreation, share opportunities you see to grow momentum for the industry in Oregon, and become an important part of this collaborative effort.

Registration is required. Cost is free!

Industry.TravelOregon.com/OregonOutdoorRecreation

During these three-hour meetings, you'll have the chance to learn more about the Oregon Outdoor Recreation Initiative, discuss your vision for outdoor recreation, and network with others in your region.

Statewide Public Outreach Meeting Schedule:

Ashland, OR

Tuesday, April 4, 2017
1:30 p.m. - 4:30 p.m.
Southern Oregon University
1250 Siskiyou Blvd, Ashland

Eugene, OR

Wednesday April 12, 2017
1:30 p.m. - 4:30 p.m.
Venue 252, 252 Lawrence St, Eugene

Portland, OR

Thursday April 13, 2017
1:30 p.m. - 4:30 p.m.
White Stag Building, White Stag Block
70 NW Couch St, Portland

La Grande, OR

Wednesday May 3, 2017
9 a.m. - 12:00 p.m.
Cook Memorial Library
2006 Fourth St, La Grande

Bend, OR

Thursday May 4, 2017
1:30 p.m. - 4:30 p.m.
The Riverhouse
3065 N Hwy 97, Bend

FOR MORE INFORMATION CONTACT:

Travel Oregon Destination Development Team
Development@TravelOregon.com | 917.717.6204

