

# SOUTHERN OREGON COAST

## 15-Year Vision for Sustainable Tourism<sup>1</sup>

The Southern Oregon Coast is 'Simply Perfect' from trees to the seas, offering a high quality of life for residents and an outstanding experience for visitors.

The region's vibrant small towns and rural areas foster opportunities for people to engage with locals and diverse natural systems in a way that deepens understanding of cultural histories and the working landscapes they have shaped.

Our dunes, bays, beaches, forests, mountains, rivers and valleys are enjoyed by all. Well-developed infrastructure supports outdoor recreation including fishing, birding, kayaking, biking, hiking, golf and off-highway vehicles. Connected land and water-based trail systems enable unique, multi-day excursions making the Southern Oregon Coast a top outdoor recreation destination. Services including gear rentals, local guides, transportation and trip planning support these activities.

Local culinary and agricultural traditions are shared through themed farm trails that offer experiences such as seafood or cranberry harvest and cheesemaking. Newcomers can experience regional cuisine at restaurants and farm stands featuring local ingredients.

A thriving business community includes a wide range of lodging options, restaurants, breweries, retail and easy transportation linkages. Opportunities to experience the arts and history augment the visitors' experience. The region embraces sustainability, with businesses giving back to the local community.

Collaboration is the norm. People from all corners of the region are socially connected. Working together they make their shared vision a reality, strengthening local resiliency and quality of life to make the Southern Oregon Coast 'Simply Perfect.'

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<sup>1</sup> Over 140 residents from the region who participated in Travel Oregon's Rural Tourism Studio from January 2017 to April 2017 contributed to this final vision statement. The Southern Oregon Coast region (for this program) consisted of the Coos County and coastal Douglas County including Reedsport, Winchester Bay, Lakeside, North Bend, Coos Bay, Charleston, Bandon and the communities of the Coquille River Valley. The statement is written in the future, for what the communities hope to see in the region 15 years from program completion (2032) should the vision be achieved.

# SOUTHERN OREGON COAST TOURISM LEADERSHIP AND ACTION TEAMS

The following leadership and action team structure has been established to forward action towards achieving the region's 15 year vision for sustainable tourism.

<p><b>Tourism Steering Committee</b></p> <ul style="list-style-type: none"> <li>• Meets regularly</li> <li>• Comprised of representatives from all pertinent tourism-related organizations including land management agencies</li> <li>• Sets strategic direction for tourism in the region</li> <li>• Coordinates and supports Action Teams to implement strategies</li> <li>• Geographic boundaries have soft edges: Coos County inclusive of neighboring areas</li> </ul>	<p>Convener: Miles Phillips, Oregon State University Extension            Email: <a href="mailto:miles.phillips@oregonstate.edu">miles.phillips@oregonstate.edu</a>            Phone: (541) 347-5665</p>
<p><b>Outdoor Recreation Action Team</b></p> <ul style="list-style-type: none"> <li>▪ Develop a regional trails inventory and comprehensive trails plan</li> </ul>	<p>First Meeting: Week of May 15, 2017, location TBD</p> <p>Convener: Dave Lacey, Oregon Coast Visitor Association            Email: <a href="mailto:dave@thepeoplescoast.com">dave@thepeoplescoast.com</a>            Phone: (541) 373-0487</p>
<p><b>“Eat Fresh and Local - North” Culinary &amp; Agritourism Action Team</b></p> <ul style="list-style-type: none"> <li>▪ Expand the Wild Rivers Coast Farm Trail to Coos and Douglas County</li> <li>▪ Include seafood and artisanal food opportunities</li> </ul>	<p>First meeting: May 9, 2017   3:30-5:00 pm location TBD</p> <p>Convener: Michelle Martin, Neighborworks Umpqua            Email: <a href="mailto:mmartin@nwumpqua.org">mmartin@nwumpqua.org</a>            Phone: (541) 673-4909</p>
<p><b>South Coast Marketing Action Team</b></p> <ul style="list-style-type: none"> <li>▪ Develop marketing assets starting with:</li> <li>▪ Quality data into Travel Oregon's database (Orb/OTIS)</li> <li>▪ High-quality photography library</li> </ul>	<p>First Meeting: May 15, 2017   10am-11 am via WebEx</p> <p>Convener: Marie Simonds, Wild Rivers Coast Alliance            Email: <a href="mailto:msimonds@wildriverscoastalliance.com">msimonds@wildriverscoastalliance.com</a>            Phone: (541) 414-6368</p>