



RURAL TOURISM STUDIO

Cultural Heritage Tourism

John Day River Territory

November, 2010

NOTES

1. Introductions, why are you here at the Cultural Heritage Tourism Session?

- On Steering Committee
- Excited about developing products for visitors
- Invested in this project
- Desire to develop more tourism
- Help people develop Cottonwood State Park become an experience and Network
- Meet people
- Make Connections to Cottonwood Park
- Learn History of the County
- Personal Interest in changing the fact tourism is the best kept secret in area
- Learn from everyone else
- Gain ideas to promote area
- Grow tourism as Economic Development in area
- Find a way to unify the three counties that make up John Day River Territory
- Find out things to offer to tourists
- Know what is going on
- Cottonwood State Park—Capture Tourists

2. DEFINITION OF CULTURAL HERITAGE TOURISM

Traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.

3. PRESENTATION OF TRENDS OF CULTURAL TOURISM

Group Discussion (in small groups):

What are some of the benefits of including cultural and heritage sites in your community's tourism development portfolio?

- Gives a Sense of place
- "own" the experience
- Authenticity—bigger menu of experiences

- Longer you stay, more money is spent in community
- Bring in more people, more \$
- Uniqueness—sparks curiosity to find out more information (and then stay longer)
- Lure
- Connection to place
- Memorable experience
- Cultural Benefits—meet people from other places, learn about their culture
- Elevates where you live in the mind of residents (if people are visiting, it must be important)
- Residents are able to learn more about sense of place
- Gives something for both genders to do

Why do you think travel to experience Cultural Heritage Tourism sites and events is on the rise?

- Inexpensive form of travel
- People want to learn about their heritage
- Closer to home—central
- Baby Boomers have more money to spend
- More relaxing
- People who “left” are reinvesting in sites
- Brings back warm memories of “home”
- Most places are “alike” these days, sense of everything being homogeneous. People want different.

4. Five Principles/Four Steps of Cultural Heritage Tourism Presentation

5. Brainstorm Cultural Heritage Sites or Experiences

The group brainstormed various sites and experiences available in the John Day River Territory and wrote them on colored post-it notes according to their Readiness level as a tourism attraction or experience:

Green: READY to go

Yellow: Will take some time, 1-12 months to develop

Red: Will take more time, 1+ year

The sites and experiences were then clustered by the participants by similarities (the first four clusters were further developed, later):

Ag way of life

Historic Orchards
Golf Course Tour—Pasture Golfing in Dayville
Joe Peter Ranch Tour

Experiential tours—way of life & farming and ranching
Regular Scheduled experiential tours of how to...milk a cow, create butter, etc.
Museum experiences (make butter)
Century Farms tour
Cattle Ranches
Overnight Stays in historic (refurbished) sheep karts
Farm/Ranch working experience

Arts in John Day River Territory

Moro now and then antiques
Fossil Murals
Wasco Memorial Day Celebration
Art galleries in Moro and Grass Valley
Grass Valley Store/Gift Shop
Mitchell Juniper Furniture
Artist Studio Tours
Garden Tour
Moro Hotel/Antiques
Mural Driving Tour
Local Art and Cuisine Shops
Arts Festivals

Oregon Trail

Guide to the Oregon Trails in Sherman Co. (itinerary)
Oregon Trail Sites
Oregon Trail Sherman Co/BLM Kiosk John Day River
Cut off to the Barlow Road—Hwy 216-Grass Valley
Replace/print Oregon Trail signs for identification markers and install

Pioneer Cemetery Tour
New Experience—Reenactment of trail crossing at Mc Donald's Crossing
Walk on Oregon Trail
Homesteads

Ghost Towns

De Moss Springs Park Hwy 97
Lone Rock
Olex Tour
Moro City Park History Wall
Self guided walking or driving tours of ghost towns and historic abandoned buildings
Odd Fellows Hall—Mayville
Ghost Towns Tours
Mayville—Empty “old” buildings
Mayville
Kinzua Company Town Site—1978, find the Kinzua houses
Richmond Ghost town kind of!

Oregon Raceway
Oregon Raceway Park Grass Valley

Old Rail Line in Gilliam Co
Photo taking tour old schools, homes, churches, barns.

The Way West Driving Itinerary
Old Rail Line in Gilliam Co
Photo taking tour old schools, homes, churches, barns.
Bike Path Central Oregon

Sheep Kart w/Interpretive signage in Fossil
Locust Grove Church

Sherman County Court House Photos
DeMoss Memorial Park
Windmills—old vs. new
School House on Hwy to Mitchell
Wasco Historic Railroad Depot Museum
Hotel Condon
Harvest Moon Gallery Old barn vault
Lonerock Church
Oskoloosa
Historic Condon Heritage Tour
Windmills and Wheat Fields Cycling Itinerary
Grass Valley Pavilion
Deschutes RR Water Tour (by boat, walk or bike)
Wheeler county court house
Clarno Landing
Benedicts Victorian Home Wasco
Wasco One Room School
Fossil Museum
Spray Museum
Gilliam County Museum
Locust Grove Church
Walking tour of Fossils historic buildings and sites
Walking tour of own of Wasco- Historic sites, buildings, stories
Mitchell Mercantile “wheeler county trading post”
Barn Tour
Race Horse Barn at Sherman Fairgrounds
Adobe house—JD River Rattray
Homestead Tour
School House Tours
Condon Grain Elevator
Barn Tours and rehab
Sherman County Façade Improvement and interpretation
Fairview School House

Grass Valley Old school
Moro Hotel
Moro Theater
Homestead tours
Wasco Grade School
Grass Valley Old Church
Kent Buildings
Stinchfield House Mayville

Gilliam County Museum
Sherman County Museum
Spray Museum
Fossil Museum
Lucky Strike Museum
Wasco History and RR Center
Moro Quilt Door
Fossil Mercantile
Wheeler HS Fossil Beds
Downtown Historic Districts Revitalization Projects
Wagon Train
Stagecoach trip between towns (like OR 150

Painted Hills
Hiking Tours with Cave writing petroglyphs
Condon Cave Canyon

Fishing on Columbia River boat launch/camp
Pine Creek Ranch
John Day Fossil Beds National Monument
Journey through time
Giles French Park—Rufus Columbia River
Giles French Park (adjacent to the John Day Dam) Development of RV sites an improved park maintenance

Cottonwood Canyon State Park
Campgrounds (RVs/Parks)

Not in a cluster:

Dalles Military Road
Podcast Driving Tour
County Fairs
Victorian House in Wasco
Walking tour of Wasco
Grass Valley Pavilion
Lonerock
Kinzua Golf Course
Deschutes State Park
Condon's 4 th of July Celebration
Rufus Independence day Celebration
Mural Sherman Co. Museum
Sherman Experiment station
Sherman County Courthouse
Lonerock
Tribal Heritage Sites
Rufus School Community Center
Lonerock

6. PLANNING

The groups then divided into four “theme” areas: **Ghost Towns, Oregon Trail, Art in the John Day River Territory, and Experiencing Agricultural Life** to develop a theme out of the independent sites and experiences they brainstormed in the previous activity. They then worked on developing ways to interpret the theme. These two exercises are combined by group, below.

Group 1: Ghost Towns

Group members: Penny Woodson, Jayleen Newby, Will Boettner

Topic: Ghost and vanished company, rail, and grain towns of the John Day River Territory.

Focused Topic: Towns devastated by the changes in industrialization of agriculture, which cause the decline in populations and available jobs.

What activities/experiences would tell the story of this theme?	Sites and experiences you included from morning activity	Who is the intended audience?	Objectives of the Interpretation Program? (tangible, intangible)	Resources to help develop (people, books, organizations, etc)
<ol style="list-style-type: none">Audio Format<ul style="list-style-type: none">Town HistoryCause of demiseTell one or more stories of people as town diedDiscuss causes of town declineBrochures<ul style="list-style-type: none">MapsPhotosHistoryPeople storiesQuestion re how towns began and diedMaps with Narratives	Kinzua and other towns, e.g. Olex, Mayville, Lone Rock, Richmond.	Car tourists (all ages and major languages, like German, French, Japanese, Chinese)	Tangible and Intangible---evoke human conditions as towns died	Script, tapes, podcasts

Group 2: Oregon Trail

Group Members: Rita Rattray, Cassie Strege, Carol MacKenzie

Topics:

- Settling the John Day River Territory
- Importance of the Oregon Trail
- Westward Ho!!! To a better life

What activities/experiences would tell the story of this theme?	Sites and experiences you included from morning activity	Who is the intended audience?	Objectives of the Interpretation Program? (tangible, intangible)	Resources to help develop (people, books, organizations, etc)
1. Self Guided –start at museum –OR Trail/Rails and Roads.	Kiosk at McDonalds and Caiver at top of grade Emigrant springs ES-Wasco and 97— Biggs—Wist to marker then back E to Wilke to 206 –Wasco RR Depot	General Public	Experience decision making	Sherman Co. Museum Brochures and Map Tour Wasco RR Depot Tour Sherman County Museum
2. Guided bus tour	Museum to Wasco RR Depot to Kiosk at McD and Currin at top of grade Melzerburn (?) School house(?) To Cemetery to walk to ES (walk behind wagon and horse) tour Thomas barns then to	School tour Year general public	Experience rigor of OT	SC Museum Bus guide Tour barns (?) School house Cemetery Brochure Cooking demonstration Tour SC Museum

	Wilk Rd—HW 301 kiosk Typical OT –Aench (?) and Dutch oven style meal guests helping			
3. Cooking Schools-Dutch oven 4. Outfitted Wagon 5. Overnight on the trail experience 6. Develop school program (in class experiences)				

Group 3: Art in the John Day River Territory

Group Members: Jessica Metta, Canda Rattray, Mary Lou Dennis

Topic: Murals express heritage

Focused Topic: Communities use public art/murals to express history and beautify towns.

- Farmers & Rangers with time on their hands
- Art as a way to connect with past, especially murals

INTERPETIVE IDEAS

- Brochure of Murals
- Brochure of other visitor attractions that includes murals
- Signage in town that points to Murals
- CD/Podcast Driving tour (of other sites other than murals)

What activities/experiences would tell the story of this theme?	Sites and experiences you included from morning activity	Who is the intended audience?	Objectives of the Interpretation Program? (tangible, intangible)	Resources to help develop (people, books, organizations, etc)
Mural brochure and podcast for driving tour, with info on images (history) depicted in the murals	Murals in: Moro Condon Fossil Arlington Wasco (Maybe Mitchell & Spray? Unsure) Would need to do a survey to make sure we get them all	<ul style="list-style-type: none">• People interested in art and history• People just driving thru on the highways—a reason to stop and get an ice	<ul style="list-style-type: none">• Spark interest in area so they stay longer• Create/support local pride in town beauty and history• Appreciation for local history• Give people something else to do while they're	<ul style="list-style-type: none">• Travel OR Grant• Local authors and artists• Historical societies for info on where murals are and their history

	In schools—there are more murals (public access?)	cream cone	here <ul style="list-style-type: none"> • Offer interpretation of the historic buildings in town • Inspire creation of more murals. 	<ul style="list-style-type: none"> • Include stores in EOVA and Travel OR news
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Group 4: Experiencing Agricultural Life

Group Members: MG Devereux, Sherry Kasly, Jennifer McCormick, Kara Wilson, Nancy Wilson, Kristin Dahl

Topic: Ranching and farming...emerged to sustain community in a remote landscape.

Focused Topic: Rural agricultural life in Oregon is often rough, rugged work and provides food and energy for the world.

What is the John Day River Territory 'Way of Life'?

- Ranching-natural raised beef
- Wheat farming
 - **How was wheat grown?**
 - **How is wheat grown?**
 - **What is made out of it?**
 - **Restaurants serving products made from wheat and beef.**
 - Have lunch in the field "tailgate" lunches.
- Orchards (Kimberly, Sherman Co.)
 - U-pick, farm stands
- Wide open spaces, starry skies

Tourism Development Ideas under this theme:

- Dufur Threshing Bee (Wasco Co)
- Source Tours—connect local farmers with this tour company*
- Infuse locally raised products in the dining experience –food, menu*
- Ride the new combine*
- Sherman County wheat exhibit “wheat through the ages”
- Wilson ranch tour (one by horseback and one by 4 wheel drive)
- Wilson ranch cattle drive
- Century Farm Interpretive guide
- Sherman county way west driving tour
- Renewable energy visitor center*
 - Climb a wind turbine
 - Explore nacelle (engine) on the ground)
- Sleepovers in reproduction sheepherder’s wagons
- Watch calf birthing at designated sites (year round)*
- Pasture golfing (on ranch)
- Melodramas-historic reenactments in Fossil
- Visitors Center at Biggs*

* yet to be developed

INTERPRETIVE OPPORTUNITIES

- Printed tri-fold brochure
- Interpretation online (website)
- Interpretive signage
- Onsite demonstrations
- Live storytelling (like Phil Wilson)
- Recorded stories (CD, Pod Cast)

- Offered at local libraries
- Reenactments, stage plays
- Front line staff—conversations
- Exhibits (museums, Traveling)

What activities/experiences would tell the story of this theme?	Sites and experiences you included from morning activity	Who is the intended audience?	Objectives of the Interpretation Program? (tangible, intangible)	Resources to help develop (people, books, organizations, etc)
1. Cattle drives-conservation side, stewards of the land Twile over grazing Horseback riding Calf birthing All equal—Cowboy for the Day		Adults and Families from urban area and international markets	Fun, modern day stewardship on ranchland Cussing learning how to yell Insight into ranching lifestyle This is why we are here	Story Teller Ranch owners Women of the harvest book
2. Farm Equipment-rides experience the equipment combines, tractors		Little boys and adult men	How intense the work actually is How far technology has come	Donated equipment Retired equipment (scab patch) farmer/storyteller Interpretive signage)

7. KEY ATTRACTIONS TO ADVANCE IN NEXT MEETING

- Recorded audio tours linking area's history (sites, stories, etc)
 - Historic advertising
- Way of Life visitor experiences packaged (brochure, website, etc)
- Explore interest of local farmers/ranchers—connect with Source Tours
- Murals—capture, provide info through various mediums