

RIVER CANYON COUNTRY – RURAL TOURISM STUDIO

Workshop #6, Bicycle Tourism Development

Wednesday January 9, 2013

Inn at the Cross Keys, Madras, Oregon

Facilitated by Scott Bricker, Bricker Consulting

AGNEDA

9:20 – Program Introduction / Overview (presentation)

- Scott Bricker, Bricker Consulting

9:25 – Participant Introductions (activity)

9:38 – Getting to Know The Bicycle Market (presentation and Discussion)

- Kristin Dahl, Travel Oregon

10:05 – Getting to Know Cyclists (presentation and Q&A)

- Videos
- Scott Bricker

10:45 – Break

10:50 – Getting to Know the Bicycle Market: Examples (presentations)

- Otago Video
- Wallowa, others, Kristin Dahl
- Cycle Oregon, Jerry Norquist
- Bicycle Events, Brad Ross

Noon – Getting to Your Local Bicycle Assets (presentation)

- Maura Schwarz
- Stan Nowakowski
- Joe Krenowicz

12:30 – LUNCH

1:15 – Understanding your External Resources

- Alex Phillips, OPRD
- Kristi Richter, COVA

1:35 – Assessing Local Assets (small group activity and report back)

- Small group work at flipcharts – infrastructure, business goods and services, and marketing and communication.
- Group dot-voting process and report back of heavy hitters

2:50 – Walking meeting (activity)

- Groups of 2-3 take a walk to discuss next steps on prioritized action items. Groups come back and complete activity sheet.

3:20 – Walking meeting debrief (discussion)

3:45 – Recap of day and next steps (discussion)

4:00 – End workshop

ATTENDEES

Sarah Ashley, Imperial River Company

Patricia Gainsforth, WSCAT

Pam Hardy, 1,000 Friends of Oregon

Joe Krenowicz, Madras Chamber of Commerce

Tory Kurtz, Forest Service

Bobbi Meritt, fall Wool Gathering

Randy Nathan, N8TV Adventures LLC

Stan Nowakowski, Bicycle Rides Northwest

Kristi Richter, Central Oregon Visitors Association

Maura Schwartz, Resident

Ramona Steinberg, Friends and Neighbors of the Deschutes Canyon Area

Aurolyn Pinkham Stwyer, Red Sky, LLC

Craig Weigand, Madras Bicycle Tourism Board

Bill Vollmer, Mountain Photo

IDEAS – FLIP CHART EXERCISE

Parking Lot

Bicycle and driver safety issues – if you build it, they will come?

Biz outreach/Quality

*Customer service → Econ support

*Quality of food

*Drinks on tap

STRATEGIES BRAINSTORM

- Critical awareness of econ opportunity
- New adventure/event
- Imperial → rent bikes
- Piggy backing events; e.g.) wool growers – possible ride
- Opportunity maps or road and dirt cycling
- Logo/symbols for _____?
 - Approved
 - “Under radar”
- OSB – Oregon Scenic Bikeway
 - 2/7/13 workshop (1/2 day)
- Bicycle fleet
- Mac dash
- SRTS
- Madras bike lanes

- Local leadership
- New event Madras -→Painted Hills
- Dirt road (public)
- Bike shop in Prineville

ASSETS & OPPORTUNITIES – ACTIVITY

FACILITIES (ROAD/MOUNTAIN) INFRASTRUCTURE	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Otter Bend Trail (CRR)		X	X	1 dot
Focused Mt. bike area – Prineville			X	1 dot
Scenic Bikeway		X-expand		0 dots
Connecting loops			X	9 dots
Sisters Scenic Bikeway				0 dots
Camel Grade (Warm Springs)			X	0 dots
Indian Ford – Metolius-Lake Billy Chinook			X	0 dots
Restrooms				0 dots
Signage				0 dots
Interpretive signs				1 dot
Develop a trail plan – dirt				8 dots
Map water sources – springs/water				
Multi-day mountain bike trail				2 dots
Prineville four best routes - road				4 dots
Madras Four best routes - road				7 dots
Maupin four best routes				0 dots
Terrebonne four best routes				0 dots
BUSINESS GOODS & SERVICES	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
N8TV Adventures WIFI	X			0 dots
Prineville bikeshop Fish’s shuttle Madras	X			New
Bi-Mart (parts only)		X		Road tires
Cog Wild (cycle tours in Ochoco’s)		X		Expand
Camp sites				0 dots
Lodging options	X			2 dots
Fresh food option/Mexican eateries		X		0 dots
Farmers Markets	X			0 dots
*Bike racks in town’s and parks (recycle competition)			X	8 dots
Local entertainment (music, cultural...)		X		0 dots
Later (8:00pm) hours			X	0 dots
Event space for larger rides			X	1 dot

Aquatic Center	X			0 dots
Future: Fairgrounds	X			0 dots
*Small engine repair shop could do bikes (Madras)				5 dots
Camping, lodging, bike storage, wash stations, centrally located w/conveniences – hot tub, tools, repair area				1 dot
Bike rental				2 dots
Ice cream scoop shop				1 dot
Shuttle service (point-point)				2 dots
Satellite bike shop and service				0 dots
*Business sponsored/hosted bike events	X			10 dots
Brew pub in Madras				1 dot
MARKETING & COMMUNICATION	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
#1 Maps – road cycling map ‘pocket’ *highlight distinctive characteristics of each community (sub-region)			X	10 dots
Photo documentation photo/video		X	X	3 dots
Testimonials written/video			X	3 dots
Logo RCC “contest” River Canyon Branding			X	2 dots
“We speak” bike			X	0 dots
#3 Road maps/routes into Ride Oregon			X	5 dots
Calendar events – ROR			X	1 dot
#2 *Media pitching scenic/routes		X		1 dot
*COVA – media outlets, Bulletin Oregonian, print, radio, video		X		
Social media – FB, Tweets, etc.			X	
*Travel Oregon – Oregonian pitch			X	
Online RCC w/cycle page with routes/links			X	1 dot
“You Tube” RCC bike routes clips			X	
Cross promotion – test ride, media, riders			X	
Bike shops in Bend, Redmond, Portland, Salem			X	
Brochure distribution – OR welcome centers			X	

Chamber add RCC with rides		X	X	1 dot
Promote cycling at other events		X	X	1 dot

Insights, thoughts after Industry Data

- We’re just at our infancy here
- This region is perfect for year round riding here
- Concern about bike safety

FOCUSING YOUR BICYCLE TOURISM STRATEGY – WORKSHEET

Group #1: Maura, Randy and Bobbi

Project Focus Area: Bike racks and business involvement

Required action/next step:

- Getting maps for RCC to Travel Oregon to put on websites
- Develop a trails plan
- UBI Program Scholarship
- Business sponsored events
 - Lead person: MS = COCC Randy – WS Welders
 - Possible Collaborators: Welders private COCC classes, city council approval of racks
 - Possible In-Kind or Funding Sources: Scraps – McCormick and Schmidt, Scraps, Local ranch
 - Timing: COCC class schedule
- Bike racks in town/competition event
 - Lead person: Civic group to lead: Elks, Kiwanis or other
 - Possible collaborators: Prison Industries
 - Possible In-Kind Funding Sources: New Belgium Brew, Maragas Winery
 - Timing: Coincide with bikeway inaugural event

Group #2: Pam, Tory, Mona

Project Focus Area: Dirt trail plan

Required action/next step:

- Obtain existing work (maps, plans, examples)
 - Lead person: All
 - Possible collaborators: COTA, Sisters Trail Alliance, Oakridge Trail
 - Possible In-Kind or Funding Sources: N/A
 - Timing: Soon
- Putting dirt trail plan together
 - Possible collaborators: Rails to Trails Conservancy, IMBA
- Public Meeting
 - Possible Collaborators: Rivers Trails Conservation
- Finalize plan
 - Possible collaborators: Assistance program

Group #3: Kristi and Bill V.

Project Focus Area: Marketing – Media push

Required action/next step:

- Media pitch push
 - Lead person: RCC?

- Possible collaborators: Holli
- Possible In-Kind or Funding Sources: TBD
- Timing: 1. Map created 2. RCC notifies TO and COVA of press release – RCC to provide details
- Photo documentation/Scenic along trail (rights free/exclusive rights to chamber)
 - Possible Lead: Bill Vollmer
 - Possible In-Kind or Funding sources: TBD will negotiate fee for photos case by case
 - Timing: Archive files may exist at both Madras Chamber and Prineville Chamber
- Brochure
 - Possible Collaborators: Bill/Photography. Can help build doesn't have software or time to create
 - Possible In-Kind or Funding: TBD. Negotiate photo rights and fee
 - Timing: Future projects

Group #4: Stan and Craig

Project Focus Area: Four Best Routes

Required action/next step:

- Identify, GPS, available online
 - Lead person: Madras Tourism, Development team
 - Possible collaborators: COVA, Travel Oregon, cycling trail, websites, Ride Oregon.com
 - Timing: Parallel Scenic Bikeway development and process

FINAL STRATEGIES (post Walking Meeting)

They also submitted worksheets above – this is the overall feedback from all the groups

1. INSTALL BIKE RACKS ALL OVER RIVER CANYON COUNTRY

- Low hanging fruit: go to COCC and see if some of their classes would, see if they could get scrap metal from the area ranches, old irrigation lines, old bike rims (creative). Students in c
- Throughout whole RCC region
- Maura will check with COCC; Randy will check with Warm Springs
- Perhaps there could be a competition for designs.
- Randy & Bobbi: check with the local civic groups to see if they can help sponsor the event
- Collaborators: Local welders, COCC, city/county for regs, prison industries
- In-Kind/Funding: Donations from local ranchers, New Belgium Brewing, scrap metal places, Maragas
- Timing: go through COCC in the winter when the classes are offered. Coordinate with the inaugural Scenic Bikeway ride.
- Could be an auction where businesses bid on the rack that they want in front of their store.

2. DIRT TRAIL PLAN

- First step: obtain existing information – gather plans and look at existing dirt trail plans. Would look to COTA for help. No cost. Do it soon.
- 2nd step: put together a plan
- 3rd step: have the mt bike community and other trail users provide input on the plan

3. PITCHING THE GREAT RIDING IN THE AREA TO THE MEDIA

- Bill Vollmer wanted everyone to know that
- RCC Tourism Committee just needs to notify COVA about the completion of the map and COVA will put together a press release and help pitch the story idea to the media
- Travel Oregon will complement that media push to

DISCUSSED: RIVER CANYON COUNTRY CYCLING MAP CREATION

- Stan is able to create the technical routes
- Then the data needs to be

DISCUSSED: Business Sponsored Events – Randy Nathan

- Add on cycling routes to the MAC Triathlon for different age groups – community sponsored
- Add a cycling component to the Pi-Um-Sha Event – Randy Nathan

HOW WILL THIS MOVE FORWARD? One idea is to build off of the Jefferson County Bicycle Tourism Group