

Planning activities	Immediate workshop outcomes	Short term follow up activities (3-12 months)	Short term outcomes 3-12 months	Intermediate outcomes (12-24 months)	Long term outcomes (2-5 years)
<p>Formation of local steering committees</p> <p>Community outreach</p> <p>RTS Studio Modules delivered</p> <p>Baseline data Collected</p>	<p>Formation of action teams to move ideas and projects forward</p> <p>New, more diverse mix of people involved with action teams</p> <p>New awareness and knowledge of tourism development opportunities and resources</p> <p>New connections made across diverse sectors in the community</p> <p>Community in agreement on a vision for tourism in their area and critical next steps to move forward</p> <p>Local players newly connected with federal, state and regional organizations pertinent to their efforts</p>	<p>Action teams meet, grow, make decisions on priorities, begin implementation</p> <p>Submission of matching grant applications to Travel Oregon that reflect clear connections to goals of RTS (e.g. niche market product development, etc)</p> <p>Products from RTS completed (e.g. strategic plan, vision, asset inventory, etc)</p> <p>Follow up assistance provided from Travel Oregon, Regional Destination Marketing Organizations, and partners</p> <p>Ongoing evaluation</p>	<p>Visible synergy and momentum of action teams</p> <p>New projects underway or progress on pre-existing projects (both short term and long term projects)</p> <p>Businesses are testing new tourism products and markets with some initial success.</p> <p>Public and nonprofit support organizations are testing new tourism products and markets with some initial success</p> <p>New partnerships and new resources for tourism development, including more integrated relationships between state and regional tourism development organizations and local players</p> <p>Increased integration of tourism planning with other community and regional planning, other community and regional stakeholders</p>	<p>Evolution of action team structure as needed for effectiveness</p> <p>Increased number of visitors (visitor centers) and diversity of visitors (zip codes)</p> <p>Increased number of businesses involved with tourism</p> <p>Growth in revenues and employment in tourism related businesses</p> <p>Increased season for tourism</p> <p>New tourism products available in market as a result of RTS participation</p> <p>Increased market recognition as a quality "Sustainable rural tourism" destination</p>	<p>Increased income from the tourism sector (tax revenues) to support public good and services</p> <p>Increase in tourism businesses and products that meet "sustainable tourism" criteria</p> <p>Increased diversity and financial viability of local businesses</p> <p>Community-level outcomes related to the 8 sustainable development principles as presented in first workshop</p>