

**Rural Tourism Studio – Bicycling Tourism | Travel Oregon**  
November 12-13, 2009 | Oakridge, Oregon

Travel Oregon has developed the Rural Tourism Studio program to assist Oregon communities that have identified tourism as a priority within their economic development plans.

Cycling tourism scored very high on Travel Oregon’s rankings of niche markets of interest to rural Oregon communities, and with good reason: regionally and nationally, Oregon controls a significant share of the bicycling tourism market, rivaling other popular western states as a prime riding destination. Locations such as Hood River and Bend are highly rated and bring in visitors from across North America, and the state’s share of bicycle tourists could be expanded significantly with strategic outreach and investments.

**Day 1: November 12, 2009**

**Introductions**

Randy Dreiling, Oakridge-Westfir Chamber & Oregon Adventures  
Natalie Inouye, Travel Lane County  
???? {Dahl, I’m assuming you have the list}  
Kristin Dahl, Travel Oregon  
Chris Bernhardt, International Mountain Bicycling Association

**What would the benefits of cycling tourism be to Oakridge? (numbers in parenthesis indicate results of group vote)**

- Changing the community’s identity (11)
- Employment – manufacturing and specialists (9)
- Pride in community (7)
- More people who want to live here and can afford housing/improve housing (1)
- Caterers for cycling events
- Opportunities for “rest of the team”
  - Come for other opportunities through rest of the year
  - Market year-round events
- Success breeds success with funding
- Trickle-down funding

**Day 2: November 13, 2009**

Randy Dreiling, Oakridge-Westfir Chamber & Oregon Adventures

Natalie Inouye, Travel Lane County

???? {Dahl, I'm assuming you have the list}

Kristin Dahl, Travel Oregon

Chris Bernhardt, International Mountain Bicycling Association

## Bicycle Tourism Facilities

### Assessment

	Facilities Items	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	Tourist-related signs		x		16
2	Public restrooms		x		2
3	Visitor center		x		0
4	Ride from town - ROAD			x	0
5	Ride from town - MTB		x		8
6	Variety of skill level options - ROAD		x		0
7	Variety of skill level options - MTB		x		9
8	Loop options - ROAD			x	0
9	Loop options - MTB			x	4
10	Scenic routes - ROAD		x		0
11	Scenic routes - MTB		x		0
12	Roads good for bicycling - ROAD		x		0
13	Services at appx 20-mile intervals - ROAD				0
14	Signature riding opp ("epic ride") - ROAD		x		0
15	Signature singletrack trail ("epic ride") - MTB		x		0
16	Bicycle-specific or bike/hike-only trails - MTB		x		0
17	Gravity-fed riding (shuttle) - MTB				0
18	Gravity-fed riding (ski area) - MTB			x	0
19	Wayfinding signs - ROAD			x	0
20	Wayfinding signs - MTB			x	15
21	Trails on local/private lands - MTB			x	3
22	Adjacent lands available for trails - MTB			x	0
23	Regional clustering of cycling facilities - ROAD			x	0
24	Regional clustering of cycling facilities - MTB		x		6
25	Local advocacy group (GOATS)	x			0
26					

## Bicycle Tourism Facilities

*Require Action/Next Step*

Facilities	<b>SIGNS</b> <b>Required action/Next step</b>	<b>Lead</b>
1a	Tourism Signs: design signs, identified in readiness report for hwy 58	Chamber
		ODOT
		City Planner
1b	Create a sign plan for corridor based on readiness report - location	City of Oakridge
1c	Work with ODOT about changes in readiness report	Chamber
		FS
2a	Trail Signs: Gateway Trailheads identified - design signs.	IMBA
		GOATS rep
2b	Identify critical trail junctions	GOATS
		Brian (FS)
2c	Wayfinding signs in town to gateway trailheads	City of Oakridge
		City of Westfir

**Bicycle Tourism Facilities**  
*Partners/Funding/Timing*

<b>Facilities</b>	<b>Priority? (H, M, L)</b>	<b>Possible partners</b>	<b>Possible funding sources</b>	<b>Timing</b>
1a	L	Chamber of Commerce, ODOT, City Admin, FS	Appropriations	2nd half of 2010
1b	M	Chamber of Commerce, ODOT, City Admin, FS	state funding	2nd half of 2010
1c	H	Chamber of Commerce, ODOT, City Admin, FS	ODOT	1st half of 2010?
			City	
			Chamber	
2a	H	IMBA, GOATS, FS	Appropriations	2010
			FS	
2b	M	GOATS, Brian (FS)	FS	2nd half of 2010
			Appropriations	
2c	L	Cities of Oakridge & Westfir, Chamber	Appropriations	2011
			City	

## Bicycle Tourism Goods & Services

### Assessment

	<b>Goods &amp; Services</b>	<b>Exists - Sufficient</b>	<b>Exists - Improve</b>	<b>Could Develop</b>	<b>Preference</b>
1	Other tourism options		x		2
2	Opportunities to camp near town		x		1
3	Guide services - ROAD		x		0
4	Guide services - MTB		x		3
5	Bicycle tourism "concierge"			x	14
6	Signature bicycle event - ROAD			x	0
7	Signature bicycle event - MTB	x			0
8	Bike-friendly lodging (storage, bike wash)		x		3
9	Bike-friendly food (carbs and protein)			x	9
10	Gas station	x			0
11	Bike shop(s)	x			1
12	On-the-road support		x		0
13	Brew pub		x		0
14	Clinics, trainings - ROAD			x	0
15	Clinics, trainings - MTB			x	2
16	Medical clinic/urgent care			x	5
17	"We speak bike" or bicycling/outdoors signage			x	4
18	Youth volunteerism (hiking, bird watching, etc)				0
19	Pedal driven rickshaw service			x	0

## Bicycle Tourism Goods & Services

### *Require Action/Next Step*

Business	Next steps/required action	Lead
1a	develop idea for: concierge/ambassador of tourism program: consumers + tourists, local tourism + tourism providers	Catrina & Peggy will convene
1b	Concierge: knowledge base, create maps, literature; Identify liaison: connect w/local businesses, distribute literature	GOATS
1c	develop concierge info on city website	City
2a	Better Food! Find list of requested foods from previous bike events	Kay
2b	educate local restaurants about dietary needs/wants of cyclists	concierge
2c	Food Fair	Elizabeth

**Bicycle Tourism Goods & Services**  
*Partners/Funding/Timing*

<b>Business</b>	<b>Priority? (H, M, L)</b>	<b>Possible partners</b>	<b>Possible funding sources</b>	<b>Timing</b>
1a	H	Chamber City Council		January 2010
1b	H	Catrina & Peggy GOATS, Merchants Chamber, USFS		Jan-March 2010
1c				
2a				
2b				
2c				



## Bicycle Tourism Marketing & Communications Assessment

	Marketing & Communications	Exists - Sufficient	Exists - Improve	Could Develop	Preference
1	"Brand" (logo, motto)	x -logo	x -brand		3
2	Sense of place/welcoming feeling		x		15
3	Regional cycling tourism reputation - ROAD			x	1
4	Regional cycling tourism reputation - MTB		x		3
5	Cycling-specific maps - ROAD		x		0
6	Cycling-specific maps - MTB	x			2
7	Articles in cycling publications - ROAD		x		0
8	Articles in cycling publications - MTB		x		1
9	Website with bicycle-specific info - ROAD			x	0
10	Website with bicycle-specific info - MTB		x		1
11	Info on how to get to destination with a bicycle		x		2
12	Partnerships with land management agencies	x			0
13	Information on other tourist activities		x		11
14					
15					
16					
17					
18					

**Bicycle Tourism Marketing & Communications**  
*Require Action/Next Step*

<b>Market</b>	<b>Next steps/required action</b>	<b>Lead</b>
1a	Sense of Place: welcoming signs (bikes on granite signs)	Gordon
1b	signage in town/reader boards, bike direction signs	City
		Chamber
1c	Bike Paths identified	GOATS
1d	training of front line personnel	Chamber
2a	Tourist Activities: Identify activities, current resources	Chamber
		UBRA
2b	Theme/group activities for different groups	Chamber
		UBRA
2c	Info to market group/visitors; web, print: events	Chamber
		UBRA

## Bicycle Tourism Marketing & Communications

*Partners/Funding/Timing*

Market	Priority? (H, M, L)	Possible partners	Possible funding sources	Timing
1a	H	City	City	Now
		GOATS		
1b	M <small>(bike signage)</small>	City	City, ODOT	1-2 years
	H <small>(reader boards)</small>	Businesses, chamber	businesses	Now
1c	M	GOATS	City	1 year
1d	H	Chamber, IMBA, TLC	Chamber, IMBA, TLC	Now
2a	H	City, Chamber, TLC	City, Chamber, TLC	6 months
		HOPE, UBRA, Businesses		
		Kiwanis, UWCDC (?)		
2b	M	Tourism Co.	Room Tax	1 yr or sooner
				(seasonal)
2c	M	HOPE, UBRA, Businesses	City, Chamber, TLC	6-12 months
		Kiwanis, UWCDC (?)		
		Media		

## ACTION ITEM

**Facilities**/Goods & Services/Marketing & Communications (circle one)

Required Action/Next Step

Work with ODOT about changes in readiness report.

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Lead Person/Agency/Group Chamber of Commerce, City of Oakridge, City

Planner, Forest Service

Possible Partners

ODOT, City Admin, Chamber of Commerce, Forest Service

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Possible Funding Sources

ODOT, City of Oakridge, Chamber of Commerce

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Timing NOW

## ACTION ITEM

Facilities/Goods & Services/Marketing & Communications (circle one)

Required Action/Next Step

Gateway trailheads identified – design signs.

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Lead Person/Agency/Group IMBA, GOATS rep

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Possible Partners

Chamber of Commerce, ODOT, City Admin.

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Possible Funding Sources

Appropriations, Forest Service

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Timing 2010

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## ACTION ITEM

Facilities/**Goods & Services**/Marketing & Communications (circle one)

Required Action/Next Step

1A- develop idea for concierge/ambassador of tourism program

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Lead Person/Agency/Group Catrina (to convene first meeting), then TBA

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Possible Partners

Chamber of Commerce, City Coucil, GOATS, mercantile, local enthusiasts

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Possible Funding Sources

Local funds? Maybe not need much money initially.

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Timing January 2010

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## ACTION ITEM

Facilities/**Goods & Services**/Marketing & Communications (circle one)

Required Action/Next Step

1B- Compile knowledge base, create a pamphlet. Connect with local businesses, distribute literature, educate

Lead Person/Agency/Group Catrina & Peggy; help from GOATS, WMM, USFS, Chamber of Commerce.

Possible Partners

GOATS, WMM, USFS, Chamber of Commerce

Possible Funding Sources

? - need money to print pamphlets.

Timing January – Late winter, ready to distribute by bike season.

## ACTION ITEM

Facilities/Goods & Services/**Marketing & Communications** (circle one)

Required Action/Next Step

Sense of Place: Welcoming signs at either end of city, will have bike (mtn) attached (= City welcome signs should have bikes on them to specifically welcome cyclists, esp mtn bikers, to area).

Lead Person/Agency/Group Gordon

Possible Partners

GOATS

Possible Funding Sources

City

Timing NOW



## ACTION ITEM

Facilities/Goods & Services/**Marketing & Communications** (circle one)

Required Action/Next Step

Information on other tourist activities: 1. Identify tourist activities, starting with current resources; 2. Theme & group activities for different groups/markets; 3. Get info out to those groups and markets, visitors, i.e.: web, print, etc.

Lead Person/Agency/Group Chamber, UBRA

Possible Partners

City, Chamber of Commerce, Travel Lane County, HOPE, UBRA, businesses, service organizations, UWCDC.

Possible Funding Sources

City, Chamber of Commerce, Travel Lane County, HOPE, UBRA, businesses, service organizations, UWCDC.

Timing 6 months