

Rural Tourism Geotourism Workshop Notes December 9, 2009 | Oakridge, Oregon

Action Teams – Potential ideas

- GOATS
- UBRA
- Chamber
- City
- Beautification – Citizens Committee
- History telling the stories
 - Storyboards for vacant windows
 - Kids
- Forest Service telling the stories (public lands)
- Fostering community buy-in *ensure IMBA is a partner

Geotourism Test: Are we sustaining or enhancing the geographic character of **our** place?

(Geotourism Strategy brainstorm – table groups – Oakridge)

Group 1

- Community Guide, highlight local businesses
- Signage welcoming outdoor folks/geotourists
- “Curb appeal” Hwy 58
- Coding enforcements
- Historic site development/Research way to promote town history

Group 2

- Create tourism management committee ie.) local government, school, GOATS, DOD, IMBA, implement VRR #75-77
- Guided tours
- Storyboards uptown windows (historical)
- Adopt international sign codes
- Keep progressing with Hwy 58
- Improve current events
- Create new events
- Improve and enhance current infrastructure
- Trails
- Expand niche bike areas ie.) road biking, BMX “jump” bike pay

Group 3

- Develop community ownership through volunteerism and education (concierge program, newsletters, local media)
- Unite over a key theme/culture/community identity
- Guided walks/interpretive programs
 - In person (forest service?)
 - Audio tours (downloadable, check out devices at the chamber)
 - Interpretive brochures/signage

How do you rate the following geotourism categories in Oakridge?

(On a scale of 1-10)

- Environmental – 3
- Social/Cultural Integrity – 4
- Built environment/Historic Integrity – 3.5
- Aesthetics – 4.5
- Tourism Management – 4
- Future Outlook – 7

Travel Philanthropy

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(See handout for more info)

Questions, concerns, ideas:

- How much of the fund is given away?
 - % that is collected
 - Everything
- Could we expand a local fund?
- How does local initiative dovetail with STI/regional fund?
- How does it work?
- Will the branding of offering sustainable travel drive more visitors?
- How would travel-based fund add or detract from local efforts?
- Concern of management of fund (how? Concern of local burn out)
- What order (have a fund, what to fund, who controls it, who decides?)
- Concern: What percent of the fund going to administration? Would want admin fund low.

GEOTOURISM STRATEGIES

Green dot = most important | Red dot = most catalytic

Community Guide for visitors	2 most important	0 most catalytic
Increase vehicular & pedestrian main street curb appeal	0 most important	6 most catalytic
Beautification – enforce codes	1 most important	1 most catalytic
Identify/interpret historic sites	0 dots	0 dots
Interpretive signage around town	0 most important	9 most catalytic
Develop guided tour opportunities	0 dots	0 dots
Create tourism management committee that could work on: <ul style="list-style-type: none"> - Pedicap tours (historic tour) - Storyboards, and more - Adopting international sign codes & wayfinding - Keep progressing with Hwy 58 improvement - Create new events - Expand niche cyclists – BMX bikers, freeriders, unicyclists, single-speeders 	6 most important	4 most catalytic
Foster community ownership/Buy into tourism initiatives <ul style="list-style-type: none"> - Volunteerism - Educating the public - Through our educational system - Try to find key theme for community to buy into (need a shorter theme for community to say) 	3 most important	3 most catalytic
Travel philanthropy Fund	0 most important	1 most catalytic

Itinerary Development

Group 1:

Target Market: Geo-savvy

Creators of this itinerary: Catrina Davis, Ben Beamer, Norm Coyer, Gordon Zimmerman

Day 1:

Meal: Breakfast @ 72 Oaks B&B

Activity: Alpine/Tire Mtn

All day mountain bike ride with Oregon Adventures

Meal: Lunch on the trail from Trailhead Coffee House

Activity: Finish mountain bike ride with Oregon Adventures

Meal: Dinner at Brewers Union 180

Activity: Watch a Zero Clearance Theater performance

Day 2:

Meal: 72 Oaks B&B breakfast

Activity: 25 mile ride. Park at S Waldo, ride to Betty Lake to Bobby to Gold Lake to connection trail to West Pass parking lot take gondola to EPA

Meal: Eat lunch from W Pass Lodge

Activity: Ride down Skyline Trail, back to Gold Lake to Bobby Lake to car

Meal: Catered dinner at Shadow Bay campground

Activity: Sailing on Waldo Lake until sunset

Day 3:

Meal: 72 Oaks B&B

Activity: Fish hatchery tour in a.m. Hike South Creek

Meal: Lunch at Greenwaters Park

Activity: Fly-fishing with local guide for afternoon

Meal: Take catch of the day to Lee's Gourmet or if you only catch and release or don't catch any.

Activity: Music at Brewers Union 180

Group 2

Target Market: Good citizen – senior traveler

Creators: Cristina Rosado, Stacey Malstrom, Jacqui Lomont, Lynda Kamerrer

Day 1:

Fly to Eugene or drive

Meal: Latte and bagel for drive to Oakridge

Activity: Stop at rangers station for visitor cycling route, info, come into town

Meal: A&W or Subway

Activity: Greenwaters Park

Oakridge Rural Tourism Studio, Geotourism Workshop, 12/9/2010

Meal: Lee's Garden

Day 2:

Meal: Trailhead

Activity: Cycling Aufderheide

Meal: Sack lunch

Activity: Cycling

Meal: Pub for music, pool and darts

Activity: Music at park

Day 3:

Meal: Eat wherever lodged

Activity: Salt Creek for hike

Meal: Sack lunch from Denise

Activity: Gondola and pass, Crater Lake

Group 3:

Target Market: Good citizens

Creators of this itinerary: Randy Dreiling, Sandy Price, George and Sayre Custer

Day 1:

Meal: Trailhead – Organic NW food

Activity: Fish hatchery – guided tour via concierge covered bridge self tour (longest single span in Oregon)

Meal: Lee's Gourmet Chinese Restaurant (Jackie Chan's chef all food made from scratch, fresh healthy)

Activity: Salt Creek Falls (has wheel chair accessible) gondola ride @ Willamette Pass. Waldo-snack while reading guide book at Shadow Bay

Meal: Brewers Union 180 Pub

Activity: Listen to music, darts, foosball, board games, reading, commiserate with locals, WiFi access

Day 2:

Meal: Mannings

Activity: Golfing to use up those calories

Meal: Sack lunch (McGillacudy's)

Activity: Take picnic and go canoeing at t Larson Creek Cove

Meal: Mazatlan

Activity: Bowling

Day 3:

Meal: T. Mannings

Activity: Stop and buy lunch foods at Ray's to bring to Auberheide – Constitution Grove hike

Meal: Picnic at Box Canyon

Activity: Hike trail at Box Canyon

Meal: Meal at Rustic Skillet at McKenzie Bridge (50 mile marker)

Activity: Belknap Springs Resort swimming in hot springs swimming pool