

Oregon's Rural Tourism Studio program is designed to assist rural communities interested in sustainable tourism development. As a result of the program, Travel Oregon hopes to see an increase in high-value, authentic experiences for travelers across the state that will help contribute to community livability and a healthy environment, thereby strengthening Oregon's position as a premiere tourism destination in North America.

All workshops will take place in Independence. There is a \$5 fee for each workshop to help cover meal costs. Register for all 6 workshops for \$25! Events are free.

Participants who attend 4 of the 6 workshops or events will receive a certificate of completion from Travel Oregon.

Space is limited to 50 participants per workshop. The program has been designed specifically for residents of and organizations operating in Independence, Monmouth, Dallas, Falls City, Willamina and The Confederated Tribes of Grand Ronde. If you are from outside this region but interested in attending one these workshops, email Linda@TravelOregon.com to be added to the participant waiting list. You will be invited to register if space is available.

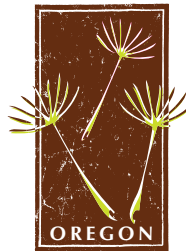
Register online at:
[Industry.TravelOregon.com/
PolkCounty](http://Industry.TravelOregon.com/PolkCounty)

Questions? Please contact:

Shawn Irvine
City of Independence
503-837-1191
irvine.shawn@ci.independence.or.us

Workshop venue:
Independence Event Center
555 S Main Street
Independence, OR 97351
503-838-1212

This program brought to you by representatives from City of Monmouth, City of Independence, Polk County, MaMere's B&B, Emerson Vineyard, Carol Infranca & Associates, Left Coast Cellars, Monmouth-Independence Chamber of Commerce, Travel Salem, Dallas Area Chamber of Commerce, Salem Area Trail Alliance, Oregon State Parks, US Bureau of Land Management and Oregon Department of Forestry.



RURAL TOURISM STUDIO

Rural Tourism Studio



- Sept 17 Community Networking Session **Event!**
- Oct 14 Community Tourism Visioning **Event!**
- Oct 15 Community Tourism Planning Workshop
- Nov 5 Culinary & Agritourism Development Workshop & Evening Networking Event
- Dec 2 Bicycle Tourism Development Workshop & Evening Networking Event
- Jan 13 Rural Tourism Marketing Part 1 Workshop
- Jan 14 Rural Tourism Marketing Part 2 Workshop
- Jan 27 Teaming for Success Workshop
- Jan 27 Community Tourism Kickoff **Event!**

Oregon's Rural Tourism Studio

A series of workshops offered by Travel Oregon this fall and winter in Polk County – including Independence, Monmouth, Dallas, Falls City, Willamina and The Confederated Tribes of Grand Ronde is now open for registration!

The program opens with an overview of the tourism industry, important trends, and sustainable tourism best practices to stimulate new thinking about your destination. The core of this program will guide participants in developing strategies for culinary and agritourism, cycling tourism and marketing to travelers. The program concludes with specific training on how to market your tourism business, develop effective action teams and access funds for tourism projects.

Sustainable tourism can stimulate the local economy, protect and enhance local resources, and foster community pride. Community leaders, tourism entrepreneurs, tour operators, lodging property owners, cycling enthusiasts, restaurateurs and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program!

Top Notch Trainers and Workshop Topics Include:

Creating a powerful vision for your community's future in tourism with David Beurle of **Future iQ Partners**



Culinary & agritourism with **Kathi Jaworski** of Write-to-Know

Tapping into the growing market of bicycle travel with **Scott Bricker** of Bricker Consulting



Learning rural tourism marketing strategies with **Travel Oregon's** Global Marketing Team & The Metropolitan Group



Teaming up for success with Maurizio Valerio of **Rural Development Initiatives**

The following workshops and events will be offered as part of the program:

Sept 17 **Fall Community Networking Session Event!**
5:30-8:30pm
Independence

Oct 14 **Community Tourism Visioning Event!**
3pm-8pm
Independence
Determine the essence of this destination, create the future and galvanize community members in working toward the fulfillment of this common purpose

Oct 15 **Community Tourism Planning**
9am-4pm
Independence
Set a path for sustainable tourism based on current trends and local assets

Nov 5 **Culinary and Agritourism Development**
9am-4pm
Independence
Create ways for better connecting your local agricultural markets with the visitor industry to strengthen your local economy

Nov 5 **Evening Networking Event**
TBD
Capitalizing on our cultural heritage

Dec 2 **Bicycle Tourism Development**
9am-4pm
Independence
Tap into the growing segment of bicycle travelers – develop new cycling experiences & learn how to attract them

Dec 2 **Networking event**
TBD
Birding Tourism

Jan 13, 2015 **Rural Tourism Marketing–Part 1**
9am-4pm
Independence
Learn from Travel Oregon about state and regional marketing programs to help you market your tourism business and the region

Jan 14 **Rural Tourism Marketing–Part 2**
9am-12pm
Independence
An in-depth session on marketing best practices with time to develop a plan for the region and your business

Jan 27 **Teaming for Success**
9am-4pm
Independence
Establish powerful local action teams in order to bring ideas developed during the program to fruition

Jan 27 **Community Tourism Kickoff Event!**
5pm-7pm
Dallas
Participants share their vision of tourism for the region and celebrate completion

