

SOUTH LINCOLN COUNTY – RURAL TOURISM STUDIO

Workshop #5, Nature-based Tourism Development

Tuesday April 24, 2012

Soul Vacation Resort, Waldport, Oregon

Facilitated by Kristin Dahl, Travel Oregon

Participants

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Caroline Bauman, Economic Development Alliance
Paula Cline-Jones, Discover Your Northwest
Juli Dahl, Delta One Lapidary
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Abigail DeYoung, Northwest Eco Tours
Sandy Dunn, Yachats City Council
Ken Hall, America's Wild River Coast Marketing Consortium
Michael Harvey, Delta One Lapidary
Jerry Hughes, Delta One Lapidary
Debra Jones, Town and Country Fair and Rodeo Association, Inc.
Jane King
David Locke, Overleaf Lodge
Catherine Lucido, Forks Farm Flowers
Rebecah Lutz, Oregon Coast Visitors Association, Central Oregon Coast Association
Suzan McEneny, Wood Carvers Gallery
Mirumi Mirzibae, Soul Vacation Resort
Clem Ogilby, The Ogilby Group LLC
Joni Quarnstrom, US Forest Service
Maggie Rivers, Port of Alsea
Andrea Scharf, City of Yachats
Tony Simon, Waldport Subway
Joe Smolen
Sherrie Smolen
Cathy Sorensen, Edgewaters Cottages
David Thompson, US Forest Service
Deborah Trusty, Yaquina River Art
Robert Trusty, Last Light Photography
Jeff Uebel, Siuslaw National Forest
Beverly Wilson, Yachats Area Chamber of Commerce and Visitors Center
Susan Woodruff, City of Waldport
Janette Woosley, Waldport Chamber of Commerce

LOCAL TRENDS – DISCUSSION #1

Initial thinking: what are the local nature-based tourism trends here in your area?

- More kayakers
- More cyclists – road and mountain
- More surfers – more requests for local knowledge (surf spots, what to do in the area services)
- Requests to lead food foraging experiences (mushrooms, mussels, berries, clams)
- Increase in requests for rock hounding
- Increase in requests kayak, bike and tent rentals (equipment)
- More availability of resources for self-guided hiking (maps, etc.)
- Local resistance to tourism in general growth
- RV's still roaming strong
- Rise in family and retirees boomers
- Increase in day trippers

MARKET SEGMENTS – DISCUSSION #2

Initial thinking: based on the local trends you're seeing, what do you believe would be the best target markets to develop?

- Folks already coming (to portal cities)
- Internet users
- Guided tours – business service
- Fishing/crabbing
- South County Trails – hiking/biking/water trails
- Scenic drivers (connecting communities)
- Kayaking
- Itineraries for market segments
- Beachcombers

OPPORTUNITIES/INSIGHTS – DISCUSSION #3

After you've learned more about each nature-based tourism segment (their participation by the numbers, their demographics) what new insights do you have about what's possible here in your region?

- Cycling – a lot more we could do here – marketing, etc.
- Enhancing wild watching (capitalizing)
- Retreats/escapes
- Wedding
- Scenic drives → Creating new loops connecting assets

NATURE BASED TOURISM SEGMENTS PRIORITIZED – DISCUSSION #4

After you've learned more about each nature-based tourism segment, what segments do you think you should target in this region for development?

- **Trails – including water (6 tables)**
- **Wildlife viewing/birding (5 tables)**
- **Cycling (5 tables)**
- Flat-water kayaking (2 tables)
- Boating (1 table)
- Motorcycles (1 table)

Note, each table group came to consensus on the target segments before voting.

ASSETS & OPPORTUNITIES – ACTIVITY #1

TRAILS (hiking, biking, waterways)

INFRASTRUCTURE	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
North South Trail		X	X	3
Parking (secure)		X		2
Existing Trail System (hike, bike, waterways)		X		3
Connectivity between trails and access points		X	X	3
Restrooms		X		1
Bike racks		X		1
Signage		X	X	7
Bike parking			X	
Bike storage			X	1
BUSINESS GOODS & SERVICES	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Hotels, motels, resorts, B&B		X		
Camping - year round		X	X	1
Bike repair/rental		X	X	2
Outdoor gear store/rental			X	1
Boat/kayak rental		X		2
Boat repair			X	
Laundry service		X		
Foods - packables			X	2
Guide services			X	2
Restaurants/carbs/protein/beer		X		
Hostel			X	4
Portage service				1
Maps (connectivity, mileage, trail rating)		X	X	3
Souvenirs		X		
Storage rental			X	
MARKETING & COMMUNICATION	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Maps		X	X	2
Itineraries		X	X	
Web pages public business		X	X	4
QR code use age/apps		X	X	4

Travel stories (print online) local interest and feature		X	X	
Trade pubs		X	X	2
Cross advertising		X	X	1
PR staff		X	X	1
Social media		X	X	3
Quality web links		X	X	1

**ASSETS & OPPORTUNITIES
BICYCLING**

INFRASTRUCTURE	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Public restroom		X	X	4
Highway 101		X		2
Signage to services and trails				5
USFS roads/trails		x	X	4
Bike/ped path connecting us				4
MARKETING/COMMUNICATIONS	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Bike specific websites/magazines			X	3
Bike specific blogs			X	
Social media			X	4
Press releases			X	
Maps (print/online) guides		X	X	4
Incentives			X	1
Interface with tour operators			X	
Increasing word -of-mouth		X	X	
Events		X	X	4
Pictures/video/You Tube		X	X	
COCA/OCVA cooperation		X	X	
Chambers cooperation		X	X	1
"We speak" training		X	X	
Business to business referrals		X		
Local news outlets	X			
Coasting (Forest Service brochure)			X	
Magazines			X	
BUSINESS SERVICES	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Bike racks		X		4
Bike shop			X	3
Bike repairs			X	
Bike rentals			X	
Restaurants		X		1
Hotels/motels		X		
Pubs/brewery		X	X	1
Green bike program		X		
Medical facilities		X		

Shuttles			X	
Packed lunch services		X	X	
Passes		X	X	
Information center/directory			X	1
QR codes			X	2
Application development			X	

ASSETS & OPPORTUNITIES
WILDLIFE WATCHING & BIRDING

INFRASTRUCTURE	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Restrooms		X		1
Signage			X	7
Trails/Roads (easy ones)		X		1
Secure parking		X		2
Interpretive signs			X	4
Viewing structures		X		4
Shuttles			X	3
Alsea Bay viewing area			X	
Beaver Creek viewing area		X		
Ona Beach viewing area	X			
Driftcreek viewing area	X			
MARKETING & COMMUNICATIONS	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Internet		X		4
Brochures		X		2
Magazine articles		X		5
School outreach			X	
Clubs		X		2
Extension services			X	
Word of mouth		X		
Contests		X		2
Connect w/other sites		X		
Cross-selling		X		
Placemats/color books			X	
Spin off whale watch to other		X		1
Bumper stickers			X	2
TV/Radio segments		X		1
Events		X		4
BUSINESS GOODS & SERVICES	EXISTS-SUFFICIENT	EXISTS-IMPROVE	COULD DEVELOP	PREFERENCE
Seafood		X		1
Veggie options		X		
Photshops				

Rental shops		X	X	1
Field guides		X		6
Recently viewed wild list		X		1
Walking/hiking gear			X	
Directions from frontliners		X		2
Video/film for hotel rooms			X	
Spotting scopes/binoculars		X		
Guided tours		X		7
Childcare			X	1
Tide tables	X			
Outfitters			X	3
Souvenirs (Local)		X		2
Camping/motels		X		1
Coloring books		X		1
Hostels (youth and elder)			X	3

FOCUSING YOUR NATURE –BASED TOURISM STRATEGY WORKSHEETS

Group 1: Project Focus Area: **Guided Tours**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Pitch to tour operators, birding experts, whale watching, Tide pool walks, Identify people who can guide these tours	Chamber COCA & US Forest Service	Hotels, USFS, Fish and Wildlife, OCA, extension service, local people	None needed. Everyone pitch in, emails	Soon after brochure website
Identify the market tours, Tour operator, FIT, Affinity groups, bird watchers, school kids, field trips	Lincoln City school system to find others	OMSI, Marine Discover tours		
Brochure/website, flowers?, birding, whale watch, tide pools, etc.	COCA	Hotels, Chambers	Sponsors notes, lodging, banks, chambers, real estate	ASAP - by end of summer
Find existing guiding companies have others include us				

Guided Tours – *presentation notes*

- Pitching wildlife watching opportunities & guiding opportunities to tour operators who operate tours in the area
- Identifying people who give tours (USFW, USFS, etc.) – who is
- School kids – work with Marine Discovery Tours, future birdwatchers
- Develop a PDF on a website that gives locations in the S. County that gives locations for all the wildlife viewing opportunities for self-guided
- Collaborate w/ existing guiding companies (talking w/ Harry or others), who is bringing tours over here, can we help them develop tours

Group 2 & 3: Project Focus Area: **Wildlife Viewing**

Actionable Strategy: **Field guides & maps**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Review of existing nature/field guides. Select the best ones for our area. Have at bookstores, hotels, visitor centers	Public and private working group	State, federal, local businesses, community	Grants, chamber funds, city funds	3 months from kick-off
ID viewing areas by type, species, season, etc. Contract graphic artist to develop. Distribute at all local businesses, govt and city office	Local expert or private working group 5-7 people	Same as above	Grants, chamber funds, city funds	4-6 months from kick-off

Field Guide – *presentation notes*

- Already a ton of guides out there. First best step would be to review what is out there. Likely there are guides that are out there that are relevant to the Central Oregon Coast.
 - Could have lodging properties include guides
- Would need to be a private/public working group

Wildlife Viewing Map -- *presentation notes*

- Develop a working map in consultation with local experts and local knowledge
 - Where is it best to view the species and the best time of year to do so
- Contact a graphic artist to make a map
- Make available on a website
- Should be a private/public working group from 5-7 committee members

Group 4: Project Focus Area: **Wildlife Watching/Birding**

Actionable Strategy: **Signage and Directions**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Siting and building kiosks in Seal Rock, Yachats (model on Waldport)		Cities, chambers	Travel Oregon	
Link design features in kiosks		Cities, chambers	Travel Oregon	

System of kiosks – *presentation notes*

- Use the Waldport kiosk at the south end of the model, install a kiosk in Yachats &
- Would be linked together with information from one place to another
- Design would be consistent across all three kiosks
- Decided that kiosks would be better rather than a ton of signage
- Have a big map at each of the kiosks that would feature what's in the
- Should be both attractive and informative

Group 5: Project Focus Area: **Wildlife Watching**Actionable Strategy: **Shuttle service**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Meals on Wheels (Yachats). Dial a Ride Style – reservation only	Sandy Dunn	County transit	City of Yachats Chamber. Waldport Interpretive Center	
Recruit volunteer drivers → RSVP	RSVP	RSVP-Toledo Tamera Roesser	RSVP program?	
Hotel staff → Drive share/alternate weekends	Sandy	Overleaf Lodge	Fee for service	
Caravan transportation L.C.	Felix	For fee service	1 st year subsidy or ?? fees	

Shuttle service – *presentation notes*

- Shuttle folks between Yachats and Cape Perpetua.
- Lane Co Transit has a vehicle for Meals on Wheels that isn't used on the weekend
- Drivers could be through an RSVP program which is through the
- Concierge of Valet parking staff – could do a fee for service, provide a shuttle service on the weekends
- Felix owner of Caravan Transportation provides transportation to/from the airport. Could introduce him to entrepreneurial opportunities

Group 6: Project Focus Area: **Trails/Hike/Bike** Actionable Strategy: **Signage**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Initial planning. Yachats Trails Commission. OR State Parks. Locations identified. Interpretive content	Dennis Comfort, South Beach State Parks. Lauralee, Yachats Chair 7Rs Comm.	Dave Thomson. Waldport Rep. Maggie Rivers	Fed Hwy Grants. OCF-OSPF	Start June 2012
Need 70 – know possible funding sources up front	Select contractor – bids	Alsea Port Authority. Betty Bahn, Sally Lockyear, Kathleen and Jerry Sand (botanists)		Grant applications
		Phyllis, Archeologist		

Interpretive Signage – once you got on the trails – *presentation notes*

- Will need to be inclusive in the conversation around signage as so many people have rated it as something that's important

Group 7: Project Focus Area: **Trails/Hike/Bike** Actionable Strategy: **Establish a Hostel in Waldport**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Purchase old middle school. Includes indoor bike storage, food store, overnight facilities, showers, theater	To be identified	Port of Alsea. City of Waldport	Special district bond measure. Pedestrian and bike grant program. Urban trail fund. Bicycle grant (Cycle Oregon)	Yesterday
Sell idea to backers, get retirees on board. Handle PR	Jerry Hughes	Julie Dahl and Anja Bartlett	To be determined	Day before yesterday
Line up contractors		Ray's Union Engineers	Private donations, government grant	Next week

Purchase of the old middle school to convert into a hostel – *presentation notes*

- Indoor bike storage
- Food store, freeze-dried foods,
- Overnight facilities - showers
- Theater in the gymnasium for presentations
- Collaborators = Port of Alsea

Group 8: Project Focus Area: **Cycling** Actionable Strategy: **Develop a MTB Trail Network**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Planning/evaluation	Feds, local government, logging companies, cartographers	Riders, hikers, trail groups, MTB groups	IMBA	6 months
Funding	Feds, city, state, private business		IMBA	6-12 months
Building	Feds, private business, state, city	Private business, trail groups (chapters)	State, county, city, private business	6 months

Mountain Bike Trail Feasibility Study – *presentation notes*

- Steps: Evaluation, funding, building
- USFS would be one of the most important partners
- Trail user groups, IMBA also important partners

Group 9: Project Focus Area: **Cycling** Actionable Strategy: **Bike racks**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Check with city (style, color). Support. Grants research. Groups, surveys		Chamber, Port of Alsea, City of Waldport	Transportation grants City?	Soon!?

Install bike racks – *presentation notes*

- City of Waldport has done a lot of planning for bike racks in Waldport
- Funding: Transportation Grants, Cycle Oregon Grant?

Group: 10 Project Focus Area: **Cycling** Actionable Strategy: **Maps and guides**

REQUIRED ACTION/NEXT STEP	LEAD PERSON/AGENCY/GROUP	POSSIBLE COLLABORATORS	POSSIBLE IN-KIND OR FUNDING SOURCES	TIMING
Identify POI. Identify trails. Gather info. Look at loopholes. Create trails		USFS, logging company, Yachats, Waldport, Trail companies, state, local, parks		

Maps & guides for off-road / Mt biking – *presentation notes*

- USFS, private logging companies