

Wild Rivers Coast 15 Year Community Tourism Vision¹

Linked by the historic Pacific Coast highway and the shared *Wild Rivers* coastline, this region has crafted a unique lifestyle that exists in harmony with the natural environment. A conservation economy is thriving and locals -- proud and respectful of their natural resources -- have created a culture of locally-managed resource stewardship.

From the rugged sea stacks along Bandon's beaches south to the Redwoods National Park, this region provides countless off-the-beaten-path experiences that await any adventurer's discovery. This region offers unique summit-to-sea stack explorations from the head waters of the densest network of nationally recognized wild and scenic rivers to the majestic south coast shoreline. Other amenities include the Rogue River-Siskiyou National Forest, four Wilderness Areas, the Redfish Rocks Marine Reserve, and Cape Blanco with the western-most lighthouse in the lower 48 states.

The unique character and richness of the region is reflected in a strong culture of local food, thriving agriculture and fishing sectors, active outdoor recreation and arts.

A network of diverse, locally-owned, eco-friendly enterprises exist to serve both locals and travelers. They provide access to local food, outdoor recreation experiences and showcase a vibrant community of arts and specialty craftsmanship. By offering a unique product and effectively leveraging the *Wild Rivers Coast* brand, these enterprises are thriving and have created a world-class experience.

Communities have pulled together to create a strong regional identity and build a tight, sustainable social fabric. The region boasts an impressive list of community action groups and events, which provide a distinct vibrancy to the local people and their communities.

Wild Rivers Coast in 2030 is a region that has worked hard to fulfill its vision for the future. Community leaders have been guided by their desire to have a high quality of life and be stewards of quality experiences. As a result, they have built a strong and resilient society and economy.

¹ Over 150 residents from the region who participated in Travel Oregon's Rural Tourism Studio from October 2013 to January 2014 contributed to this final vision statement. The statement is written in the future – what you would see here in the region 15 years from now should the vision be achieved, in approximately 2030.

REGIONAL TOURISM STEERING COMMITTEE

Conveners:

- Marie Simonds (lead), Wild Rivers Coast Alliance, msimonds@wildriverscoastalliance.com, 541-347-5938
- Jim Seeley, Wild Rivers Coast Alliance, jseeley@wildriverscoastalliance.com, 541-347-8842

ACTION TEAMS

OUTDOOR RECREATION: Bike tourism, ecotourism, and trail development

Conveners:

- Tyson Razor (lead), Port Orford Ocean Resources Team, tyson@oceanresourceteam.org, 541-332-0627
- Harv Schubothe, Greater Bandon Association, hschubothe@fordcommunityfellow.org, 541-297-2342
- Frank Burris, Oregon State University Extension Service, frank.burris@oregonstate.edu, 541-247-6672

First meeting: February 17, 2014 at 3:00pm at the OSU Extension Office at the Curry County Fairgrounds in Gold Beach

FRESH & LOCAL: AGRITOURISM & CULINARY TOURISM

Conveners:

- Cathy Boden (lead), cathy@currywatersheds.org, 541-332-5039
- Michelle Carrillo, michelle.carrillo@oregonstate.edu, 541-247-6672

First meeting: February 17, 2014 at 6:00pm at OSU Extension Office at the Curry County Fairgrounds in Gold Beach

REGIONAL MARKETING & TOURISM EDUCATION

Conveners:

- Marie Simonds (lead), Wild Rivers Coast Alliance, msimonds@wildriverscoastalliance.com, 541-347-5938
- Jim Seeley, Wild Rivers Coast Alliance, jseeley@wildriverscoastalliance.com, 541-347-8842

First meeting: February 18, 2014 at 12:00pm at Gold Beach City Hall

OFF-SEASON EVENTS & ACTIVITIES DEVELOPMENT

Convener:

- Sandy Vieira (lead), Gold Beach Chamber of Commerce, director@goldbeachchamber.com, 541-247-0923

First meeting: February 25, 2014 at 3:00pm – conference call, contact Sandy for details