



OREGON'S STATEWIDE RURAL TOURISM GATHERING

April 25, 2014 | Agenda

8:00 am Registration / sign-in table open
Coffee and pastries available, networking time

9:00 am Program starts ~ introductions

Sharing Success Stories - Presentations

- Regional trail development + recreational mapping
- Developing new events
- Regional branding + marketing

Small group discussions by topic to share best practices and identify common challenges

Full group conversation / debrief

Resource Run-Down: a quick introduction to useful tools + programs

- Crowdfunding / leveraging local investments
- Basecamp
- Travel Oregon's business recognition programs
- 7 Wonders Campaign

12:30pm LUNCH

1:20pm Sharing Success Stories – Presentations

- Culinary + agritourism
- 'We Speak' Visitor Information Training
- New Business Development
- Wayfinding signage planning

Small group discussions by topic to share best practices and identify common challenges

Full group conversation / debrief

Statewide Recommendations & Activities – small group then large group work

Wrap up

4:30 Networking reception *hosted by Travel Oregon*

6:00 Salmon Bake

ATTENDEES

Cristie Amaral, Maupin Area Chamber of Commerce
Sheryll Bates, Heppner Chamber of Commerce
Tom Batty
Caroline Bauman, Economic Development Alliance of Lincoln County
Benjamin Beamer, Greater Oakridge Area Trail Stewards (GOATS)
Heidi Beierle, Gresham Area Chamber of Commerce Visitors Center
Carol Benkosky, Bureau of Land Management
David Blair, Travel Oregon, Consultant
Susan Butkus, Elkton Community Education Center
Alexa Carey, Rural Development Initiatives
Philip Carlson, Treo Ranches Inc.
Lisa Clark, Bureau Land Management
Brenda Comini, Crook County
Joe Coyne, Winchester Bay Merchants
Laura Crawford, The Path Less Pedaled
Seth Crawford, Crook County
Lynne Curry, Lostine Tavern
Kristen Dollarhide, Union County Chamber of Commerce
Randy Dreiling, Oakridge/Westfir & McKenzie Chamber of Commerce/MBO/Oregon Adventure
Gordon Gillespie
Mike Glover, Hood River County Chamber of Commerce
Alison Graves, Cycle Oregon
Cindy Grossman, Hope Winery
Gary Guttormsen, Sisters Trails Alliance
Ron Hedenskog, City of Brookings
Jae Heidenreich, Clackamas County Tourism and Cultural Affairs
Trevor Humphreys, Wheeler County
Natalie Inouye, Travel Lane County
George Jennings, EGG/SCBTP/Cycle Siskiyou
Lynda Kamerrer, Oakridge Lodge and Guest House
Joe Krenowicz, Madras Chamber of Commerce
Chris LaVoie, McKenzie River Mountain Resort
George Letchworth, McKenzie Community T&F
Bonnie Lippitt, US Forest Service/BLM
Ann Marland, Sisters Trail Alliance
Chelsea McLagan, Anthony Lakes Mountain Resort
Blane Meier, First City Cycles
Anita Metlen, Oregon East Cycling
Susie Miles, Imperial River Company
Anne Mitchell, Wheeler County
Daniel Moore, Pandion Consulting & Facilitation
Terra Moreland, MEDIAmerica
Jack Newkirk, Northview Oregon Resorts
Jerry Norquist, Cycle Oregon
Stan Nowakowski, Bicycle Rides Northwest
Kevin O'Hara, Black Butte Ranch
Tamara Pugh, Estacada Area Chamber of Commerce
Connie Redmond, Estacada Area Chamber of Commerce
Mitchell Reed, Mayer/Reed
Sandi Richardson, Sandi's Soups and Catering
Russ Roca, The Path Less Pedaled
Aliza Rosenstein, The Well Traveled Fork
Andrea Scharf
Carol Schock, Ukiah Thicket Café and Bar
Maura Schwartz, Self employed
Meghan Sheradin, Vermont Fresh Network
Carol Tannenbaum, McKenzie River Lavender
Alice Trindle, EOVA representative
Karen Utz, Black Walnut Inn and Vineyard
Holli VanWoort, Crook Chamber of Commerce
Rachel Weinstein, Historic Hotel Condon LLC
Katie Williams, Black Butte Ranch
Kara Wilson Anglin, Wilson Ranches Retreat Bed & Breakfast
Beverly Wilson, Yachats Visitors Center
George Wilson, Villages at Mt. Hood Board of Directors
Susan Woodruff, City of Waldport
Cara Yasui, Cascade Huts

TRAVEL OREGON STAFF

Todd Davidson, Chief Executive Officer

Mo Sherifdeen, Director, Global Integrated
Marketing

Kristin Dahl, Director, Destination Development

Harry Dalgaard, Specialist, Destination
Development

Nastassja Pace, Specialist, Destination
Development

Linda Andrews, Coordinator, Destination
Development

FACILITATOR

Maurizio Valerio, Rural Development Initiatives

1. FULL GROUP REPORTS (TO FULL ROOM)

Group Work Session Summaries Part #1

1. Regional Trail Development and Recreational Mapping

- Successes
 - Having a strategic plan
 - Broadening your user base for example, if want to do a mtn bike trail plan, make sure to think bigger and include other users, such as hikers, think of roads, big picture
- Resources
 - Agencies – State Parks, county/city Parks,
 - Local businesses, RDMOs, Chambers
 - Volunteers groups, universities, Land Trust, Sisters Trails, IMBA, Friends of the XX, COTA
 - List / data base of best practices – how many kiosks, is it better to use QR codes, what information should we use
 - Trails built decades ago – but now cycling community driving discussion around developing new trails and where they are going and what they are doing
 - A lot of routes that are on or near communities and then have system 8 or so miles from the town, so how do you connect those last few miles to connect systems to the heart of communities – ODOT is great resource for this
 - Utilize your local bike shops
 - Statewide Trail Plan – Summit in May in Eugene

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- Build relationships with key agency persons to get permissions (Ex: Anthony Lakes Area – owner is a mtn bike enthusiast and the BLM rep for that area)
- Agencies are looking to local trail groups to maintain systems long-term, so showing this capacity is essential to their commitment
- RDI – capacity building and leadership workshops
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- Grant Funding
 - Local Economic Dev Dir to help them get plugged into public money available – grants from RDMOS, Emerald Valley Development agency, Forest Service, Room Tax dollars (TRT)
 - National Parks Service Technical Assistance
 - Recreation and Trails Program Grants
 - IMBA Grant
 - Clackamas County Tourism Grant
- Challenges
 - Users on the trail/trail conflict (mtn bikers, hikers, equestrians) – being able to educate them all for proper etiquette
 - Having a resource list / a central database to work with contractors such as event promoters, maps and trails development, and finding funding sources
 - Collaboration with agencies / getting permission to develop
 - Funding and who can get the projects done, who can write the grants, and carry through the whole project
 - Planning – thinking about the scale – is it better to do a big huge plan or smaller one that's more specific say just for kiosks. How do we get the most value from our work.
 - Getting small towns to work together that are in remote areas separated by land

2. Developing New Events

- Successes
 - Building relationships and learning from each other (thank you TO for bringing folks together)
 - Building traditions, adding other experiences, broadening the experience to keep people returning – think about how to create that and build off that
 - Collaboration is key! Communicate across your community so they are all engaged and can understand how they benefit
- Resources
 - Use your community college or university – they can help with writing grants
 - Work with your DMO and RDMO
 - Put event on ROR (if cycling)

- Collaboration is key, and your political friends – if don't have them, find the connections to them
- Make sure to loop in all the aligned groups in regards to your event/project
- Tap into TO marketing
- Value of thinking about beneficiaries – event is for a cause, going to a NGO, etc. and can also help reduce costs (can get things donated, in kind as it can be for a NGO)
- Highlighting other groups and organizations – build off each other
- People power – approach not just professional event planners as they may not want to share their secrets, but talking to folks excited about your idea and leverage that enthusiasm
- Or also try asking event promoters questions – they may be happy to share
- Talk with the experts (example: if a bike event or a triathlon, talk with the cyclists and the runners, they have a lot of info to share to make it successful)
- Leverage volunteers
- Using social media and your local media and local groups (DMOS, chambers)
- Facebook, newspapers,
- **Grant Funding**
 - TAP (Jae H ?)
 - ODOT (Jae H?)
 - Local grant funders
 - EOVA Grant
 - USDA Grant
 - Looking at natural resource perspective, or your area, and think more broadly about your grants – not just tourism or event grants
- **Challenges**
 - Local opposition, it will always be there, but make sure to make allies and share your story positively
 - Relationships
 - Know your capacity – can have big idea but be able to execute
 - Who will benefit from your event and what your community can do if an event promoter comes to town wanting to do a big event
 - Knowing where to look for grants and if find them how to apply
 - Organizing and retaining volunteers

3. Regional Branding and Marketing

- **Successes**
 - Sum of the whole is greater than its parts
 - Communicate and collaborate to get buy-in and engage
 - Focus on your identity and what you've got, your story
 - Seeing travelers on OWSB

- Resources
 - Human capital, need to bring in diverse interest and diverse expertise (don't just look for marketers for marketing plans, but utilize others)
 - Forming a group if not currently in existence; can come together in a facilitated session to help move work further and form an association
 - Utilize in-kind help such as Travel Oregon.com, RDMO websites, local DMOs
 - Go with your best strengths
 - Connect with community and work on community building
 - Use Trail Surveys – Data and Counts are really useful for county and city governments when asking for support
 - Look at quality control – very important to make sure your DMOs/RDMO are using accurate info / up to date
 - Have meetings/ attend meetings / get on boards / associations
 - Identify low hanging fruit and make short term and long term goals/ steps
 - Cultivate relationships
- Grant Funding
 - Crowd source
 - County Tourism dollars
 - Highway funds
 - Agency to agency funds (sometimes agencies cannot give grants directly to NGOs, but can give funding to other agencies)
 - Capital from private investment
 - Rural Business Enterprise Grants
 - Travel Oregon Matching Grants
- Challenges
 - Community by-in from different groups
 - Collaboration
 - Road use education, trail use education – get everybody in your community on board to help market / get word out
 - Competition with other trail user groups
 - Having lots of excitement in the beginning and burning out; how do you keep everything moving ahead but have short term accomplishments to keep folks going and excited
 - People drop out sometimes if it feels like their project isn't being focused on
 - Technology – not everyone likes or knows how to use it
 - Communicating across several communities

Group Work Session Summaries Part #2

1. We Speak

- **Successes**
 - Low cost solution to help make a local advocate group for visitors
- **Resources**
 - Tapping into the key niche areas that your region/community has
 - Develop short YouTube video that has all your information about your local assets that will be helpful for front line staff (Note: if you make this publically accessible volunteers who do the expert training may not be into this.)
 - Use your local experts/mavens to teach the trainings – think of using ones that have a businesses related so they have an incentive, such as a bike shop owner being the trainer and then it helps market your business
- **Funding**
- **Challenges**
 - How to keep the program growing/sustainably and having one key leader (it should be the Chamber, but some are running on a thin string)
 - People not wearing their buttons

2. New Business Development

- **Successes**
- **Resources**
 - Have a business plan and let others critique it
 - Know your customer/your market and know your product well
 - Network, attend chamber events, build your credibility
 - Use a Retired Executive Mentor Program (SBDCs Small Biz Development Centers)
 - Hiring a grant writer (sometimes the grant themselves won't pay for the grant so read the criteria)
 - Focus on skill building and business training – there are some great high school programs and colleges (great example is the kayak shack on the coast)
 - Have diverse products/services to help make it through shoulder seasons
 - Celebrating your steps along the way
 - Relationships really matter – networking with diverse array of folks
 - Doing your homework – finding data / research related to your niche – make sure there is a demand and consumer interest
 - Hiring talent – consultants – make the investment
 - Accessing local economic development professionals – utilize these folks
 - Talk to people in the niche – ask the customer what they want – they know best
 - Partake in Travel Oregon's Rural Tourism Studios
 - Word of mouth is huge – and the word of mouth of online search engines is huge too such as Yelp, Trip Advisor, Angie's List – hire and /or ask people to do reviews

- **Funding**
 - Angel investors
 - Crowd source
 - Become a 501©3 perhaps
- **Challenges**
 - How do you grow? Say you make it! How to keep going/growing
 - Willingness to keep learning and maturing as the business grows
 - Making it through shoulder seasons
 - Having a succession plan
 - Local politics
 - Business licenses and permitting process
 - Access to startup capital
 - Don't always have what you want in your area, such as Farms if want to do Farm to Fork, so need to be adaptive
 - Small populations

3. Culinary and Agritourism

- **Successes**
 - Maupin built off their current river tourism niche – coupling cultural/ag opportunities with this existing segment was helpful
 - Define best practices
 - Needs to be worth it to the farmers
 - Farm to Table events (Hood River has had several)
 - Cascade Huts
 - Fresh food, local food, educational, build community
- **Resources**
 - Building off the cycling niche and growing tourism segment and linking the two as they go well together
 - Idea is to maybe have a county handbook that lists the various laws
 - Have events – Farm to Table
 - Partner with ranchers
 - Look at who the demographic is for these types of users
 - Leveraging Oregon Bounty
 - Leveraging Vermont Dig In and Fresh Network best practices and using them in Oregon
 - Utilize your Farmers' Markets
- **Funding**
- **Challenges**

- Building regional capacity for cultural/ag is very helpful in rural areas, but how do you bring a rural ranch into providing the tourism service if they are busy running farm/business? Maybe develop a network for the opportunities and a schedule – finding a balance
- Land-use policy existing is a barrier to entry – needs concerted effort at statewide level to reduce these barriers
- How to define Farm To Fork best practices as it entails many thing and different types of events
- Infrastructure barriers – lack of Farmers Guild or specific Agri-Councils
- Farmers aren't always great marketers
- As private entities you can't always apply to grants
- Urban vs. rural thinking – people that come from the city don't always know how the rural /country areas work (Cul/Agritourism is a way to help understand about food/farmers)
- History of food and where it comes from
- Providing Organic-certified options (maybe because the certification process is long and expensive?)

4. Wayfinding and Signage Planning

- **Successes**
 - Oakridge as a 2nd RTS community getting Mayer Reed contract
- **Resources**
 - Big connection between the printed collateral and signs on roads and trails
 - Keep it simple – start a smaller plan getting folks from point a to point b
 - Need tools or best practices – what are basic standards, best places to place them, are there rules for accessibility, what kinds of materials, what consultants to use, how to write a plan
 - Statewide land between many of the Oregon communities is ODOT – so really try to foster positive relationships with these people
 - Utilize Parks and Travel Oregon
 - Creating collateral / maps that others can plug into and add to and /or use such as Parks and Travel Oregon
 - Bring people together that / the stakeholders that might need signs or are a part of the land that will have the signs such as City, Parks, County, business owners, main street associations, etc.
 - Idea – have a Wayfinding workshop!
- **Funding**
- **Challenges**
 - Really not adequate in a lot of places
 - Really hard to do, but really important
 - Most of people involved are volunteers and don't have time or technical skills

- How to find funding
- Vandalism (try “put a flag on it” then it won’t be shot at)

Group Work Session Summaries Part #3

1. Takeaways – what are you taking home from today that can be implemented in your community

- **JDRT, Ann** – Agritourism and Culinary information, people and ideas
- **JDRT, Trevor** - Travel Oregon programs such as We Speak, Bike Friendly Businesses, Travel Oregon Forever
- **Oakridge, Natalie** – Bike and Fly fishing packages and finding a great way to let people know that you can take public transportation to get to our area
- **Eastern Oregon, Bonnie** – We Speak program/customer service training at the beginning of busy summer season; working on signage to connect people to local businesses better; building capacity around the culinary and agritourism niche
- **McKenzie** - We Speak; doing a museum passport so that the city museums can cross promote each other easily
- **River Canyon Country** – getting more businesses on the Bike Friendly program
- **Central Oregon** – Blue road way finding signs

2. Statewide initiatives that will help successes

- Passing Farm legislation in term of zoning, land-use, and changing the percentage of income that businesses can get from tourism so that agritourism opportunities can flourish
 - i. Food safety – pulling in some of those faculty from OSU to help with legislation
- Resource directory for all the best consultants and contractors for policy, land use laws, event planning, planning, mapping, signage, graphic design, etc.
- More executive summaries and toolkits on way-finding and signage, everything we talked about today
- We Speak in all the schools
- Agritourism in schools
- Development opportunities for more lodging
- Transient rooms tax – tourists never pay for the services they use such as water/roads as there is no sales tax, and there needs to be a way to capture something
- More networking!
- More agencies do trainings and facilitated engagement opportunities such as ODOT and OPRD
- Data on tourism specific to use road use

2. SMALL GROUP BREAK OUT NOTES

DEVELOPING NEW EVENTS – GROUP 1

Facilitated by Alison Graves

1. **Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss**

Jack Newkirk: Northview OR Resorts- grow events w/in properties → spend night, sell real estate

Sandi Richardson- John Day River Territory, small business owner- how to stop people in Condon instead of driving through

Carol & Terry Schlock- café in Ukiah, how to put Ukiah “on the map”, get them to stay- baseball team is returning, High Country Days- biggest fireworks display

Rachael Rees- Bulletin Business reporter- paint a picture of successes and challenges

Aliza Rosenstein- The Well-Traveled Fork-

Alison Graves- Cycle OR- economic development engine through cycling, rotate through the state- started in 1989-reviving communities through rides: this year's- Ty Valley, Madras, Maupin, Smith Rock

2. **Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Post-lumber industry
- Branding very important
- John Day River Territory- spent a year developing brand
- Oregon's first Tough Mudder- approached Brasada Ranch & declined- how many people traveled from outside area, & how many room nights? Travelers from Baker, Tri-Cities, CO & Portland didn't stay, carpooled, most people didn't stay overnight in area (went to surrounding regions)
- 800 tent sites got revenue from schools, vacancies in local hotel and motel, miscommunication with local restaurants that didn't know about race's commissary kitchen
- Overall, people came back after event, huge investment from Ranch
- Tough Mudder made more \$ than local areas
- Cycle OR- if we say we are benefiting community, have to actually do that (ex: hire local folks to prepare food)
- Lessons: Who really benefits from this event coming in? Make sure it's YOUR community!

- Need to have a leader, hard without a Chamber of Commerce & small community (150 ppl)

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

- October crest- combo beer fest + 1500 ppl showed up, how can we differentiate our event from all other brewfests/ Octoberfests? Attract families!
- Complimentary face painting, music, & other family-friendly
- Make it a benefit! Select a beneficiary
- Remove expenses by encouraging in-kind donations, feel-good outcome
- Community oriented holiday traditions- ex: July 4, Old Fashioned sack races, build traditions
- Ukiah July 4- High Mountain Days- biggest fireworks display, softball tournament
- Condon- July 4- Bluegrass festival in Fossil (4, 5, 6)
- Café in the old saloon- not as naughty as it used to be- "Just naughty enough"
- "If those hardwood floors could talk"
- Change the perception of your town

3. Discuss the following questions and capture the responses on the laptop:

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community

- Nonmonetary vs. in-kind vs. intellectual resources: Northview seeking in-kind donations as well as cash donations
- Look who are the big players in the Chamber of Commerce
- Ask businesses to sponsor certain component of the event
- Ex: Silipint, would you like to sponsor the beer glass portion?
- Reach out to event planning companies for a great idea/twist Ex: beer festival with home-brewing contest → Make your event MEMORABLE
- Feast of the East- did one in Condon last year 1 wk prior to Portland's big one- went well
- Only open to journalists and Travel OR folks
- This year: bring in Kimberly Orchards, bring participants to event

What grant funding sources have you been successful with for these types of projects?

- Writing grant to USDA to expand FEAST of the East this year
- Eastern OR Visitors Association provided some \$--> get in touch with Alice (in Baker)
- MCCOG (Mid-Columbia Council of Governments-The Dalles, Jessica)
- Birding trail or migratory fly way- bring in specialty travelers, photographers
- Plan events so people are coming for physical landscape
- The Audubon Society & federal government

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- Travel OR

What challenges or stumbling blocks have you had with project implementation?

- Is this worth it in my area? East Steens Highway paved but no one spends money in Malheur County/the night after driving the loop, just go to Burns
- Who is actually benefiting from the event?
- Structure it appropriate to lodging available

DEVELOPING NEW EVENTS – GROUP 2

Facilitated by Staj Pace

1. Who are you and what community are you from? What has been your experience with projects related to the topic that we are discussing here?

Trevor Humphreys – Wheeler County, Economic Development Director – Scenic Bikeway, Painted Hills – Tiger Town, Bluegrass Festival, 100th Anniversary Wheeler County Fair

Kevin O’Hara – Black Butte Ranch – Triathlon,

Sheryll Bates – Heppner Chamber – 108-mile bike ride (3rd annual)

Joe Coyne – Winchester Bay Chamber – Crater Lake to the Coast bike ride

Kristin Dollarhide – Union County Chamber – Beer Festival, off-road trail run (dirty poker run), add mountain bike component to poker run?

Carol Tannenbaum – McKenzie River Lavender Farm – events calendar for all McKenzie River events in 2014, Chainsaw art festival, Lavender festival

Laura Crawford – The Path Less Pedaled – Scenic Bikeway Release Party

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Funding – for brochures, marketing – sometimes a struggle, how to find
- Advertising to provide funding, selling ads, sponsors
- Collaboration – get everyone on board, local businesses, residents, to promote product together – spread out resources, leverage capacity
- In a small community, used to having to work together
- Capitalize on community spirit to get people invested and want to volunteer
- Utilize connections within sports industry – plan your event a LONG way in advance
- Keep it small at first, recognize what you can handle – better to be successful and small than huge and a flop
- Build gradually
- Worked with a promoter/leader – Network to find someone who will take the reins

3. Discuss the following questions and capture the responses on the laptop:

What resources have been most useful to you to execute these projects?

- Event organizers – Mudslinger Events – just talking to him was highly informational

- Networked connections in general – find someone who knows about the type of activity
- Local bike riders – know what is needed – connected with local bike shop for donations
- Local experts
- Volunteers! – people you can rely on
- Social Media, Facebook – to make connections, help advertise
- Heppner – always take photo of riders at the shamrock in town – draws lots of hits on the Facebook page
- Article in local newspaper – show off economic driver, build community support
- Economic Development partners, state/regional level
- Local Chamber, DMO, business association
- Tie it with another group or program or cause to attract new people or volunteers
- Wheeler County Bluegrass Festival coincides with car show; tiger town music festival in Mitchell and RV festival – pair events
- Travel Oregon, RideOregonRide – post events online
- Running groups, triathlon groups, cycling sites
- Events calendars on town/county websites
- Local media – post in advance so nothing competes
- Heppner Ranger District is bike rider – helped get agency permission for Bikeway
- Jay Gibbs
- City/County
- Black Butte – using your own property so no permitting issues
- Tough Mudder was on private property – made the planning easier

What grant funding sources have you been successful with?

- Heppner – Eastern OR Visitor Association – funding for rack cards
- Morrow County – funding for promotional brochures
- Ford Family Foundation
- County room tax \$\$
- McKenzie River – no incorporated towns, so \$\$ goes through Chamber
- Economic Development group grants
- Parks & Recreation

What challenges or stumbling blocks have you had with project implementation?

- Finding grants, and if finding them knowing how to write a grant – this is hard
- Finding one key person that is willing to be the event ringleader as a volunteer

REGIONAL TRAILS AND MAPPING – GROUP 3

Facilitated by Jae Heidenreich

1. **Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss**

Susan - Lincoln County

George Wilson (representing Mt. Hood Wine, Ride & Dine event – June 2014)

Jerry Norquist – Plugged the National Bike Tourism Conference in Sand Diego as the “go to” conference to attend if you want to put on bike events.

Rachel - Condon- working on developing rides in area

Phyllis Lewis from Sisters. Spoke to mix of users-biking / hiking / equestrian. She noted that her Bike Ped participation becoming very technical. Phyllis also on Sisters Park Boardshow to pull new events together with all diff hats on that will be unique

Donna from Sisters Trails Alliance. She is an equestrian advocate. She spoke to original antipathy of horse/bike that has been overcome, and she stated that she knows how to do that. Her group is about to concentrate on messaging on safety, working together on crossings, vision.

Connie Redmond – She would like to find out how to get funding and how to get community members excited. Connie would love to work with George on promoting Mt. Hood event.

Holli Vanwoort - Prineville Chamber. Holli has event planning for background and is spearheading Bike and Brew from Brasada... home brews will be the unique component.

Blane Meier – From First City Cycles and Oregon City Trail Alliance. They are hoping to get a number of different projects off the ground, for example the Meldrum Bar cyclocross event and jump park. Paddle and Pedal with enrg, include trolley trail ride, possibly creating a competitive event. Opening historic Oregon City train depot into the “First City Bike Bistro” is slated for this summer. They have plans to have tourism winery/tulip/etc. bike tours.

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Learned that partnership with other locals is key to success, that events need support across the community spectrum.
- Learned that there is “A lot of stuff going on.” Encouraged tablemates to get on RideOregonRide to know what is happening, review calendar for competing events, and list their own event in order to “harness power, to get legislators, forest service, BLM to come along. All projects require cooperation with agencies, and that is key in this state. It is essential to understand how to work with these agencies”
- Funding is essential
- Events must have staying power and manage expectations.
- Events must convince community building process could be 3 -5 years
- Event planners must know WHY you're doing event, have vision and purpose, and set goals.
- Critical to start early. . preferably with a year to 18 months lead time
- As ODOT is funded by federal government and not the state, Senator Wyden may be of help.

*Strategies that have worked for table participants

- Find established local voices to support
- Local Training to help “connect the dots”
- Bridge building, although it is slow work to bridge community divisions

- Consistent and constant messaging about benefits for events –
- Vet hotel and incentivize with extra cash through parking. find out thru locals who might be receptive could be pivotal to form business alliance - introduce new ideas in that forum use the video medium use targeted blogging to get eyes on your event's work
- Have a few well-chosen stats in your back pocket, for example, "for every mile ridden on a bike you save \$3 in health care costs." (are these the correct figures?)
- Mayor of Pittsburgh challenged bike advocates to ask pols what is important to them so that bike advocates are then equipped to help them achieve their goals, (thereby) earning the attention of the political community.
- Use Dean Runyan / Economic Impact data for what tourism does for the state economy.
- * most valuable non-monetary resource -
- CCTCA a big help with "hand holding regarding grants."
- State Parks
- Travel Oregon
- Oregon Equestrian Association Trails local chapters.
- Local community college
- * most valuable monetary resources -
- Ford Family
- ODOT - Connect Oregon grant
- local tourism funds
- Important for grant seekers to have prepared a story of how new event will benefit community make sure you know your local ocf. Connect with funders who really understand your mission, as grant funders like to have success. 2nd year events have a better shot at funding than first year events.
- Service clubs.
- Local grants - foundations.
- \$200 book/published annual, listing every funding resource in country (person who suggested this resource could not recall its name).
- Roundhouse foundation
- * stumbling blocks
- Volunteers (acquiring / keeping)
- Local opposition
- Jerry Norquist suggests- when you think you have something no one can be opposed to, think again. Must know who your partners are to help tell your story. Anticipate this situation.
- Public ownership has issues, as does
- Private ownership has issues

REGIONAL TRAILS AND MAPPING – GROUP 1

Facilitated by Harry Dalgaard

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community

- Family oriented (family friendly) fundamental in fostering biking culture (Black Butte)
- Promote tourism and community as a whole through biking, partnership with BLM to use the map (Elkton)
- Everyone's reinventing the wheel, we need a list of people who do maps and graphics – to make it easier for small communities to get the materials out there that visitors want – Adventure Maps out of Salem, University of Oregon map makers, Travel Oregon is helping gather resource list
- Collaboration with USFS is good except for paying for the privilege of working with them
- Partnership with fed agency and community (fed reps don't live in communities)
- Schedule a regional family day to get together with partners – federal agencies and bike shops in Bend, OBPA contact in Bend
- BLM is a great mountain bike area, land managers collaborated with state parks and collaborated with business leaders to ride the trails – they have a trail familiarization program to help drive more traffic to the area
- Map made by cartographer at Land Trust
- Typical price for design and printing (no advertising) – sales helping pay for it: \$7,000 (design and print) for 12,000 pieces – selling \$6 ea

What grant funding sources have you been successful with for these types of projects

- Emerald Valley Development professionals – local development professionals organizations who are good with grants and fundraising
- Lane county – RDMO
- Room tax
- County tourism grants
- Small business development grants
- Small business philanthropy fund
- Safe Routes to School
- Federal Grants for transportation
- Recreational Trails Program
- Bikes Belong
- Cycle Oregon

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

- Volunteers maintain trails in Sisters
- State parks
- Chambers of commerce
- Schools and community colleges, education institutions
- Local advocates

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- Local parks and recreation
- Deschutes land trust
- IMBA
- Friends groups
- Health organizations

What challenges or stumbling blocks have you had with project implementation?

Trail orgs are siloed, we all need to be working together

- People want communities connected together via paved paths – how do communities get this funded? Paved paths are expensive.
- Why don't we have a list of foundations that fund trails so that people don't have to reinvent the wheel?
- If working with a public agency the trail/community group must pay for NEPA – they're paying for maintenance and NEPA is a lot of money before the org even knows if the trail will get approved.
- Fed agencies have challenges with adjacent districts not necessarily on the same page, and turnover is an issue
- Shared use between hikers and mountain bikers – how to deal with this issue?
- Educate mtbikers and hikers on etiquette (sisters has a whole page on trail etiquette because trails are also shared with equestrians), kiosks, signage, throughout process how to be a responsible trail user, IMBA, OHV groups – resources will get taken away if user groups do not use the land appropriately – one-way trails
- List of funders
- How many grants do you write, and then who implements them?
- How do you bring together the silos to get the work done?
- Collaboration with agencies
- Permitting process is constraining

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

- People want bike trails when they buy a home

REGIONAL TRAILS AND MAPPING – GROUP 2

Facilitated by Bonnie Lippitt

- 1. Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss Ben, Gordon, Cristie, Mike, and Joe**

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

Successful:

- Having a Plan to work from was key.
- Think about cyclists in general since many participate in more than one style of riding.
- Great to develop the community hub system.
- RideOregonRide does a good job on road cycling, not as good on trail riding.

Ideas generated by panelists:

- More focus on gravel and cyclo-cross options.
- Want to develop more printed information.
- Better awareness that roads are important along with trails.
- Need some best practices for infrastructure like kiosks, brochures, and digital formats.

3. Discuss the following questions and capture the responses on the laptop:

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- Lots of avid cyclists driving the discussion and focus on trail systems.
- ODOT and county road departments to help with the links between communities and public land.
- Centralized organizations such as chambers or trail alliances to help convene the discussions and players.
- Bike shops.
- Oregon Statewide Trails Planning Workshop in May in Eugene.
- MTBProject.com....now the source of the best mountain bike and trail riding info.
- What grant funding sources have you been successful with for these types of projects?
- NPS rivers and Trails technical Assistance Program.
- Recreation Trails Program (RTP) grants from ORPD.
- Need to have source list of those that fund trail projects.
- What challenges or stumbling blocks have you had with project implementation?
- Having people outside the region driving the design of trails in front of local involvement.
- Sustainability, especially for infrastructure, materials. Also WHO will be responsible long-term?
- Push/pull between doing larger efforts combined or sub regional efforts which are easier to manage but may dilute resources and impact.
- Understanding the breadth of opportunities and then prioritizing.
- NEPA processes to get permission.
- Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

Some best practices and potentially templates for things like kiosk info, signing, etc. so locals don't have to keep reinventing the wheel.

REGIONAL TRAILS AND MAPPING – GROUP 3

Facilitated by David Blair

What's working?

- Ron, Brookings: Oregon Bikeway programs; wants the state to allow a linear bikeway so they can do hwy 101;
- Carol Berkosky, Prineville BLM:
 - Importance of Capacity building: BLM will allow new federal land projects and trails, but needs to make sure the capacity is there to carry forward – strong volunteer groups, ability to raise funds / write grants, etc.
- Thom Batty, OR City Trails Alliance:
 - Newell Creek Canyon project and the importance of multi-use trails
 - Metro owns the property, discussed the partnership that was taking shape there.
- Daniel Moore, Seattle: Evergreen Escapes
 - Need to encourage and enable more commercial operations on public lands.
- Chelsea McLagan, Anthony Lakes/Union County:
 - They are working on getting permission to build a mtb network at Anthony Lakes ski area;
 - Next project is to develop maps and put in trail markers / wayfinding tools
 - Involves new trail construction; local recreation staff relocated from Moab Utah so is motivated to get it done/permitted.
 - Seems like a lot of opportunity to coalesce communities.
- Caroline, Oregon Coast:
 - Inspired by the John Day River country collaboration; fits with what they are trying to create on the coast, esp. w/ Yachats and Waldport
 - Mentioned Gold Beach working with Powers to create the “tour de France” bike tour over the Powers road and Oregon’s tallest bridge @ Carpentersville road .

RESOURCES:

- Carol Bernkosky:
 - Liked the Prineville trails initiative, connection with both a public health mission and a tourism mission...
- Thom Batty: Noted Clackamas County’s support for the Oregon City trails initiatives...
- Caroline: talked about the importance of developing leadership, she felt the RDI / RTS programs were essential.
- Ron: we need more state support...
- Thom Batty: Adventure Cycling association has provided key support.
- Chelsea:
 - Relationships were the key for Anthony lakes: the owner is a mountain biker, and agency staff came from Moab...
 - The LaGrande bike shop is pursuing a rails to trails idea...

FUNDING:

- They got an IMBA grant at Anthony lakes

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- There's a problem with "non-joiners" in rural country – older people who really aren't that interested in joining in and putting much time into an effort or project.
- There is unrealized potential in bridging the urban – rural divide –
 - Oregon City – got 7k for the bike program from Mt. Hood Territory –

REGIONAL TRAILS AND MARKETING – GROUP 1

Facilitated by Natalie Inouye

- 1. Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss**

Mo Sherifdeen, Anne Mitchell, Alex Hutto, Russ Roca, Beverly Wilson, Natalie Inouye

- 2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Anne. When they first started getting together, they identified why people were visiting. John Day Fossil beds and such, but people weren't staying. That became the challenge. They needed an identity.
- Important to use the style guide for Eastern Oregon, so their brand felt familiar. It's working well.
- Process wise, they tried to keep mind open when shooting (Russ). Took input from locals and then put visitors hat on to mesh together. Filming Grand Tour. Drove old west bikeway and stopped in Monument and saw a group of cyclists. When talking to them, found that they were from Chicago and had been inspired
- Success of McKenzie and Oakridge working together.
- South Central Lincoln County. Seal Rock Yachats and Waldport. Collaborative map and coordinate we speak.
- Interesting conversation about sub regions and benefits of marketing fewer communities together within a larger region. i.e. north, central, south coast and then subs inside that. Also look at your natural partners that could be based on economic development groups.
- What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

Beverly. There were about six areas of focus. A couple were accomplished immediately, the others are on the back burner. The back burner projects had champions that have been disappointed and some have now dropped out. How to keep them engaged until we can get to them?

- *A strategic plan would help people engaged because all of the projects are there with a timeline, plus.*

- 3. Discuss the following questions and capture the responses on the laptop:**

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community

- Anne. RTS grant was the first and best source of funding.
 - They had chamber funding prior to RTS that ended up not really being useful.
 - USDA rural enterprise grant has been helpful – it was one of the sources for the John Day Territory brochure.
 - Just applied for another grant from USDA to develop culinary/agritourism event and itinerary.

What grant funding sources have you been successful with for these types of projects?

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

What challenges or stumbling blocks have you had with project implementation?

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

Stumbling Blocks

- Losing momentum of people leaving.
- Communicating information on events and such to front line and community members so that everyone becomes ambassadors.
- Social media is helping with the communication
- People still like
- Finding information conduits is a huge challenge. There are so many sources of information and it's hard to keep them all up to day and know which ones work.
- Lack of cell coverage is a problem for people relying on technology for mapping plus.
- Trend towards not being distracted by technology. Out on the trail with only a camera and maybe a beacon.
- Fun idea. On tours, basket for phones. Check your phone when you start the tour.

Capacity

- How to build and how to maintain.
- Beverly. Some events have gotten to capacity and now the problem is oversaturation. Not enough parking and restaurant seats for everyone coming to the event. How do you keep them manageable?
- Anne. Tough Mudder was tough on the capacity. Not enough rooms. People staying in rooms up to 100 miles away.
- Human capacity. What keeps them going? Economic development people – big picture people. Core of about 10 people in Anne's area.

REGIONAL TRAILS AND MARKETING – GROUP 2

Facilitated by Todd Davidson

1. **Have everyone introduce themselves at the table** – *who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss*

Cindy Grossman – Faith Open Vineyard, Terrebonne. Social media marketing and brochures for marketing to promote their location and what's unique about the vineyard.

Tamara Pugh – Pizza franchise, Estacada & Estacada Chamber of Commerce. Recognized there was little branding but here to change that. Interested in Scenic Bikeways movement.

Michael Reed – Mayor. Consultant for Travel Oregon. Working with RTS to help with added development and was a part of Oakridge. Does a lot of trail development. Wants to learn more about the marketing and branding component of things that take place after the trails are in place.

Lisa Clark – Business Land Management, Prineville. Feels constraint with marketing since they are a public entity but feels it's very important and wants to learn more about how they can fit in and incorporate more branding and marketing but staying within their legal limits.

Philip Carlson – Treo Ranches & Treo Bike Tours, 22 miles from Heppner. Market is I5 corridor from Seattle to Cali. Previously felt constrained by a small business season and needed something to push the off seasons and scenic bicycling became that opportunity.

2. **Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects related to your topic.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success? If a presenter is at the table, feel free to spend some Q&A time with them about their project.

- **Tamara** – a focus towards region branding may be a better route than trying to focus on their individual region on its own. Partnering by combining talents, budgets seems like it is something that should be explored more. Todd – Come together willing to create a larger more alluring message for the visitor. Lisa – feels there is a slight disconnect from her BLM with the projects going on in her region and would like to learn how to be better connected. Wants to help partner but not just on initial projects, but to find long term partnerships to support new projects for their lifetime. Michael – for such big, partnering projects, it's hard to determine which comes first, the chicken or the egg. So many small entities, ideas, responsibilities, partners, details to track, finding the common ground to keep a project moving forward is important to recognize. Work to strengthen the public private entities. Find great ideas that are not just great for one, but a larger benefit to the larger community.

3. **Discuss the following questions and capture the responses on the laptop:**

What (non-financial) resources have been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- Project Wildfire, success came partly from the individuals that created the group which included diverse interest and expertise. Marketing, lawyers, land management, business owners, locals, etc.

- Professional groups and associations already in place.
- A strong front person who facilitates partnering from a non-bias perspective.
- Forming a new group no currently in place. Finding value and appreciate the individuals for all the different expertise they can bring to the table.
- Common interest

What grant funding sources have you been successful with for these types of projects?

- Kick-starter, the social media of crowd funding
- County Tourism funding
- Private grant/funding matching. Success with small businesses over larger.
- For private businesses it's their own money or a bank loan unless they receive partnerships with Travel Oregon and in-kind exposure.
- City funding from ODOT, counties/wayfinding.
- Partnering with other agencies (ex. state parks to BLM).

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

What challenges or stumbling blocks have you had with project implementation?

- Access to capital for private businesses
- Federal agencies inability to promote
- Historical institutionalism

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

REGIONAL TRAILS AND MARKETING – GROUP 3

Facilitated by Maura Schwartz

- 1. Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss**
- 2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects related to your topic.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success? If a presenter is at the table, feel free to spend some Q&A time with them about their project.

Nuggets you can apply:

- Visitors guides,
- Nodes where people can park safely- break a long ride into pieces;

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- Combine biking with other activities such as agri-tourism;
 - Part of a grander scheme of things
 - i.e.: John Day as part of larger eastern Oregon; how do you deliver on a promise: what is truly the essence of the area. Establish quality criteria in order to get return visits; community building and collaboration builds from communication. Data gathering to show your effectiveness.

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

3. Discuss the following questions and capture the responses on the laptop:

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- USFS - relationships with staff.
- Travel Oregon videos,
- Chamber of commerce, visitor centers, Regional DMO,
- Volunteers & volunteer organizations,
- Ford Leadership group,
- Ag commodity associations,
- IMBA,
- Elected officials,
- Bike shops, hotels, restaurants, University of Oregon. Bike clubs and orgs are helpful.
- ODOT has travel safety funds.
- Competition with other trail users groups

Solutions:

- Attend meetings
- Talk to your [perceived] enemies & become friends
- Get on boards and committees
- Identify priorities: LT/ST (helps volunteers in their efforts)
- Rely on persistence & give updates along the way, especially to local governments
- Know who participates in the sport or activity you are working on for tourism
- Know people and cultivate relationships

What grant funding sources have you been successful with for these types of projects?

- USFS
- National Forest Foundation
- Travel Oregon
- Ford Family Institute Leadership Program

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

What challenges or stumbling blocks have you had with project implementation?

ODOT Administrative requirements and inexperience working with a trail project. Unless you are on the STIP right out of the gate – likely will take a very long time for ODOT to get to your project/request. Buy-in in the community. Community members can be annoyed by cyclists on the road. Collaboration among different recreational pursuits-need to call everyone together to discuss issues and cooperation. Road use education. Multi-use trail user etiquette. Finances. Permitting process with USFS is slow and operates on a federal calendar that is pre-determined. Working with requirements for protected areas.

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

- Get on boards and committees
- Get on S.T.I.P. early on in the process

CULINARY & AGRITOURISM – GROUP 1

Facilitated by Maura Schwartz

1. **Have everyone introduce themselves at the table** – *who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss*

Well Traveled Fork – **Aliza Rosenstein**

Hood River County Chamber of Commerce – **Mike Glover**

Estacada Area Chamber of Commerce – **Connie Redmond**

Sisters Trail Alliance – **Phyllis Lewis**

Northview Hotel Group – **Jack Newkirk**

Jefferson Co. Bicycle Advocate – **Maura Schwartz**

2. **Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects related to your topic.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- The Fruit Loop is a great example, except it is missing the infrastructure for effective farm-to-fork opportunities.
- Worked through a few definitions of what “farm to fork” actually means (Tours, Events, Bicycling,)
- Another example is from Sisters. They have a farmers market that ends at 6pm, and after 6, every one of the vendors present helps put on a community dinner. This was organized by the actual farmers/purveyors themselves.
- “Farm to fork” is a concept that includes daily restaurant operations, specialty events, dinners, farmers markets, etc.
- These events, first and foremost, need to be “worth it” for the participating farmers. If it doesn't truly benefit the farms, it's not worth it.
- One of the first things that needs to be done is we need to identify who is the farm to fork customer.

- What are the evaluative metrics by which we determine whether or not a specific tour/event/partnership is actually worthwhile? Does it translate to increased business to the farmer? Increased number of people on tours? Earned media?
- What about some sort of farmers co-op or guild? This could incorporate everything from radishes to apple orchards to beekeepers.
- Human capacity to sustain the momentum of farm to fork opportunities: partner with local operators like Central Oregon Locavore, etc.
- Combine biking and a progressive farm to fork dinner opportunity'
- Who is the target audience? This is a self-selecting group. These individuals are usually more educated, do-gooders, wine enthusiasts, well-traveled, higher middle income, from metropolitan areas, WWOOFers (younger, very interested in sustainable ag.)
- Challenges with project implementation: Hood River is struggling with this, but they have an opportunity at their harvest festival to host a farm to fork cooking demonstration. Then, a bunch of cider producers in the area wanted their own shot at having a festival. Hence, a community cider pressing could be an awesome opportunity.

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

3. Discuss the following questions and capture the responses on the laptop:

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

What grant funding sources have you been successful with for these types of projects?

- Other business sponsors

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

- Vermont Fresh idea – we need agricultural councils in Oregon that will join efforts with tours, bicycling, motorcycling, etc.

What challenges or stumbling blocks have you had with project implementation?

- Identifying the target audience
- Making it “worth it” for both participants and farmers

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

- Food processing regulations at events (buy apples from vendor, instead of bring your own, then press and take home cider in a growler) – cannot byo b/c of ODA rules.

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

CULINARY & AGRITOURISM – GROUP 2

Facilitated by David Blair

Bev from Yachats: need explore the bike component...

Lynne Curry, Joseph / Lostine Tavern: finding success emphasizing natural resources and local ag-based culinary –

Jerry Norquist: need to revisit Oregon land use laws, give local people more options for business development, ... follow the European model.

Ms. Grossman, Faith Hope and Charity vineyard: they need to allow a broader spectrum of uses – biking, weddings,...Oregon is missing a key tool – agri tourism – to help maintain farms.

Meghan, Vermont: noted the importance of a workable liability system, and the importance of connecting rural country through reciprocal benefits and arrangements.

Christie, Maupin: talked about their synergy with imperial stock ranch and other regional ranches.

Ann Marland: Sisters Trails Alliance: Sisters has work to do...

Rachel: why doesn't Oregon work harder to help move things like John Day river territory...we don't need more destination resorts, we do need to enable bed and breakfasts, farm stays...

- Need to create bed to bed travel options, using farms and ranches, solve the problem of distance between towns.
- Meghan noted the capacity to organize the product and comply with rules/regulations; having a central clearinghouse to guide those efforts.
- Farm Stays: admiration for TREO Ranch, but noting that was probably not realistic for most farms / ranches....need to start slowly, build a product, have guests on a reservation basis, and not be always open for business. Tour operators, experience facilitators are essential.
- Need a land use package to take to the legislature, enabling agri tourism
- How to create more vital linkages:
 - Signage
 - Look at doing farm dinners at restaurants....instead of bringing the restaurant to the farm; bring the farm to the restaurant.
 - Make it easier for the farmer to participate
 - Need a non-governmental non-profit organization: a non-profit can do things that government can't do; need to find the right tool for the job, i.e. the 'dig in' Vermont program

CULINARY & AGRITOURISM – GROUP 3

Facilitated by Jae Heidenreich

1. **Have everyone introduce themselves at the table** – *who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss*

Sandy from Condon. They are working on how to pull farms and ranches together. They had "Feast of the East" at the same time as Portland Feast. Considers event a success.

Cara from Cascade Huts and Lost Lake Resort. They see agritourism as a huge local happening and will have farm dinners at Lost Lake.

Allie - Recent TOL grad, ex-Evergreen Escapes guide, whitewater guide for Zephyr, instructor at Eugene's River House program. Worked on event launch of Evergreen Escapes Agricurean Adventure series (summer 2013).

Susie from Maupin, co-owner of Imperial River Country. Not everyone could stay on ranch and work in this family ranching business, so they diversified and now they do food and product, yarn etc. on the side.

Carol from McKenzie River lavender. She is interested in seeing the farm as a draw to visitors in order to heighten visitor awareness of everything available all along the river corridor. She has chosen to become an attraction in order to do that. She sees working thru Oregon lavender Assn as a way to leverage their larger outreach.

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

What did you learn from the presentations on this topic?

- Learned to look at agricultural history as part of the agritourism attraction (example of McKenzie settlement bicentennial). Tap into existing important events across the seasons...wooden boat fest, chain saw art, etc. related area to timber industry.

What were your local successes?

- In Clackamas County, contracting work has resulted in 10 Field & Vine dinners in 2014
- On the McKenzie, a harvest dinner that includes diff veggies (the "Taste of the McKenzie"). They have hopes this will grow into an annual event.
- Lost Lake started farm to table in 2013 and both events both sold out. The event is conducted with family style tables, local chefs bring in produce and prepare on site.
- Success with agricurean launch brought different farmers to one spot for tasting booths and well over 100 "foodies" in attendance
- In Condon they are challenged by a very short growing season, and must go to the "banana belt towns" of Spray and Heppner. They raise their own lamb, beef and hogs and take to a local USDA process plant to sustain the local provisions. Everything is farm-raised, which is important to them and their guests.
- Imperial – Encouraged that Food Services of America is increasing the amount of local food that are offered, as that is a big assist in their remote area.
- Imperial has started to do knitting retreats.
- Imperial has had major success with the kind of sheep they raise, as they provide both fiber and food.
- Imperial has received major media focus for their work with Ralph Lauren and the Olympic uniforms created from Imperial fiber
- McKenzie River lavender has seen success with her collaboration between plant person (lavender) and animal person (the goat farmer next door who adds the lavender essential oil to make her lavender soaps), thereby creating value add.
- McKenzie River lavender and her neighbor share the success of incorporating a petting zoo to enrich both experiences
- Wide spread agreement in the group that re-connecting with the land is of paramount importance to both the agritourism providers and the visitors.

3. Discuss the following questions and capture the responses on the laptop:

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

- Involvement with chamber
- Access to funds thru TRT is difficult as a business owner.
- Oregon Lavender Assn is a 501c but volunteer driven and short staffed.
- USDA suggested as possible resource, although the grant is 22 pages long. Takes planning and often matching grants are required.

What grant funding sources have you been successful with for these types of projects?

- USDA, but process is onerous and restrictive

What challenges or stumbling blocks have you had with project implementation?

- Urban v rural (no tourism) v. rural (tourism on farms)
- One stop shop growing season in eastern Oregon

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

- Zoning needs to be tackled by Travel Oregon, as do liability issues

WE SPEAK – GROUP 1

Facilitated by Harry Dalgaard

1. **Have everyone introduce themselves at the table – who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss**
2. **Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects related to your topic.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- We Speak might be able to help with the communication and promotion gaps – BLM would be happy to be that visitor info place, but haven't gotten the local information
- Focus on a few areas of expertise
- Need an incentive to invest the time
- Local experts can turn it into business
- Tap into influencers and young folks who share what's cool
- Benefit to fed agency to promote communities promotes positive dialogue and a more favorable face to the agency

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

3. **Discuss the following questions and capture the responses on the laptop:**

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- Bike friendly business recognition
- Arts is going somewhere, first Friday, communicating within own groups, but they're not all coming together
- Chambers are already gathering a lot of information – go-to source for information (FS, other places)
- Monthly newsletter
- Website content
- Focus on one or two content areas
- Dialogue with others over commonalities to see where the leverage points are – use basecamp to help

What grant funding sources have you been successful with for these types of projects?

- Educators – train the trainers
- Developing training materials – videos, etc., posting – film on phone, post on YouTube (10 min max shorter better) little downloadable webinars
- Local experts we want your knowledge – make a basic 5 min video (who, what, where, when, how) and online We Speak program (crowd source the training)
- Couple with QR codes so people can learn something right away
- Bike cam
- Tripod
- Low financial cost

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

- Having to learn everyone else's thing is so much more
- Start with orgs and businesses that have most contact with tourists (businesses, centers)
- Museums, visitor centers, park service, BLM, forest service, fws – museums local docents and knowledge base, lodging providers, state parks, chambers, educational institutions, user groups and advocates
- High human capital cost – people and time

What challenges or stumbling blocks have you had with project implementation?

- Bikeway coming through but aren't doing a good job promoting assets or getting other businesses on board with the bike friendly program
- Locals aren't communicating well what's going on, lacking cohesion, getting buy in from other businesses
- Estacada is a well-kept secret but doesn't appreciate the assets and what can happen with that
- Lacking basic information about promotion and the partnerships haven't been developed
- I can't answer any questions about that but there might be some info in the brochures over there
- People don't know what you can do on BLM land – We Speak BLM
- Who are the teachers?

- Who disseminates the information?
- Who creates the fact sheets?
- General information vs specific information?
- Need more information
- Land managers not accepting of programming
- Lack of people, lack of places to interface
- Updating information, current events
- Initial buy-in make it accessible

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

WE SPEAK – GROUP 2

Facilitated by Staj Pace

1. Who are you and what community are you from? What has been your experience with projects related to the topic that we are discussing here?

George, Joe, Donna, Ron, Katie.

Joe – critical path for a grant for cycle Oregon. For River Canyon Country.

George – McKenzie

Katie – Black Butte Ranch.

Ron – May or Brookings

Donna – Sisters Trails alliance.

Staj – travel Oregon is looking to develop by fall a more robust tool kit.

- More tool kits and online trainings!
- Convene a working group. To develop

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Successes and best practices
- For Sisters, there's a sisters trails alliance. Multi use paved path, so funding.
- Front desk staff at the welcome center, bike shop, restaurant.
- Using local assets. Find the experts from your local community. Bike shop owners to do bike training. Natural win win partnership.
- Tool exist. Huge help.
- More robust toolkit.
- How to make it cool.
- I speak local events – more generic without the name of the community.

3. Discuss the following questions and capture the responses on the laptop:

*What non-monetary resources have you been most useful to you to execute these projects?
Please be as specific as possible – specific agencies, key leaders in your community*

- Sustainability is a challenge.
- Look to business owners with vested interest in the theme as your expert – or maven (highly knowledgeable expert).
- They can host the training which benefits them directly.
- Bike
- Fam trips would enhance the training.
- Shop owner as a maven – if they have room for a training, they benefit from having people in their shop. If not, then they still can talk about their business
- Expert trainers. College students to help build the program.
- Chamber websites and calendars to help promote the program but also great source for current events and such.
- Hosts for training. Connect the trainers with their locations. Have bike experts who are from bike shop, have training there. If they have bike rentals, give rentals for experience.
- FAM trips around the themes. To give firsthand experience.
- Looking for funding.
- This isn't a hugely expensive
- Maven instead of expert.
- Highly knowledgeable instead of expert.
- Must have topline information off the top of their head and then know resources for more details so they know where to go to or where to send the guest.

What challenges or stumbling blocks have you had with project implementation?

- Need incentives for people to go through the program or for businesses to recognize the value of training someone who may leave after being trained.
- Business needs to own it.
- Turnover of staff who have been employed.
- We Speak Business – recognized by travel Oregon?
- How do you acknowledge a business that has committed to
- Recognized business. With laminated binder with all of the themes they have.
- Simple resource guide.
- Having someone to own it is a challenge. Chambers are stretched thin.
- Find experts from business community because they benefit directly. But if they could
- Manage updates through chambers. They generally meet monthly.
- Name tag.
- Something that works with a nametag.
- Is there a smaller size item with a magnet or pin that can glue onto a nametag or pin onto a lanyard. Something to make it more attractive for front line.

NEW BUSINESS – GROUP 1

Facilitated by Todd Davidson

1. **Have everyone introduce themselves at the table** – *who they are, what community they're from and what their experience has been with projects related to the topic you're there to discuss*

Philip Carlson – Treo Ranch & Treo Bike, Heppner. Been to RTS a few times and started his own bus.

Sheryll Bates – Heppner Chamber.

Russ Roca – Path Less Pedaled, Portland. Started his own company.

Anita Metlen – Oregon East Cycling, La Grand

Lynda Kramer – Oakridge Grand Guesthouse, Oakridge. Started events in her region.

Trevor Humphreys – Economic Development, Wheeler County.

2. **Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.**

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

- Honing in on the assets already present. (i.e. Biking is a great asset that can also be connected to local businesses to continue to develop tourism.)
- RTS Matching Grant funding and leveraging every penny
- Perseverance. Recognizing and celebrating every step in the correct direction.
- Partnering. Joining associations already in place. Bring in people that have a diverse array of assets.
- Hire the best help.
- Clearly identify the full process, every component that will need to be addressed to bring a project to fruition.
- Identify a need and ensure there is a visitor demand.

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

- The example we use to help drive our discussion is Philips Treo Bikes Business, Mt. Hood Bicycling.

3. **Discuss the following questions and capture the responses on the laptop:**

What resources have been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- Attending and researching everything in order to identify who those passionate, dedicated people are in the community to help with a project. Understand the area and the people.
- Brainstorming, thinking outside the box.
- Philip – waited to add cycling to his mix for when there was enough demand for it.
- Education – gain the knowledge for what you market wants.

- Heppner (Travel Oregon) Bicycle Tourism Studio – kick started Philip’s bike component of the business to fill the half of the year at his hotel that wasn’t already filling up.
- Assess all the risks.
- Networking. Starting new groups to care to needs not yet met (i.e. Mt. Hood Bike Coalition).
- Give attention to the basics, website, encourage customers to contribute to Trip Advisor, visitor survey, track Google ratings (i.e. Tough Mudder found Kara’s ranch because when they Googled Eastern Oregon Ranches she came up).

What grant funding sources have you been successful with for these types of projects?

- Bank loans – low interest
- Regional groups – Mid Columbia, Eastern Oregon (GEODC), Wheeler County
- Lottery Dollars

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

What challenges or stumbling blocks have you had with project implementation?

- Seasonality
- Distance to points of interest
- Lack of Money – start-up capital
- Infrastructure (i.e. Oakridge - great attractions but limited on good food/restaurants)
- Limited demand in rural-rural areas, local population
- Lack of information on other forms of transportation

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

NEW BUSINESS – GROUP 2

Facilitated by Mo Sherifdeen

1. **Have everyone introduce themselves at the table** – *who they are, what community they’re from and what their experience has been with projects related to the topic you’re there to discuss*

George Jennings, Cycle Siskiyou
Daniel Moore, Seattle
Joe Coyne, Winchester Bay
Caroline Bauman, Lincoln County
Susan Woodruff, Waldport
Blane Meier, First City Cycles
Laura Crawford, The Path Less Pedaled
Mo Sherifdeen, TO

- Facilitate connections between breweries and food

- Disconnect re: insurance and permits required – barriers to entry
- Angle networks
- Draw up concept and share with business/city leaders to help nail down ideas
- Welcome Wagon for new businesses
- Business Plan
- SBDCs at community colleges
- Business Incubators

2. Facilitate a lively discussion around these questions (or others) to foster sharing of best practices on projects *related to your topic*.

What did you learn from the presentations on this topic? What did you hear that worked for them? What were the key ingredients to their success?

What's your experience with this type of a project in your community? What factors have contributed to the success of your project?

- Having a solid plan – financially viable, marketing component
- Knowing your customer
- Partnerships in the community
- Be on boards – chamber, lions clubs, etc. – gives you credibility
- Apprentice programs, high school training courses (Kayak Shack)
- Assess your assets and expand on it
- Green Bike Program, Waldport

3. Discuss the following questions and capture the responses on the laptop:

What resources have you been most useful to you to execute these projects? Please be as specific as possible – specific agencies, key leaders in the community,

- Hire grant writer – Oregon City bike park
- Video project to support grant proposal
- Non-profit umbrella organization to assist for-profit business in accessing grant \$\$

What grant funding sources have you been successful with for these types of projects?

- Bijou Theatre, Lincoln City – crowdsourcing successful

How did you address human capacity to sustain momentum? Who led these projects? Were they volunteer or funded positions? If funded, how?

What challenges or stumbling blocks have you had with project implementation?

- Permitting, licenses – barrier to entry
- Funding
- Lack of a good plan
- Non-development of community reputation
- Knowledge/experience in field you want to go into – or willingness to learn
- Plan for growth – capacity management
- Discouragement – easy to doubt, need the determination

- Coast – short tourist season – better be able to get through the lean months
- Succession planning
- Local politics – relationship building really important

Are there any policy (legislative or administrative) actions that should be considered at the state or federal level to help make these types of projects easier?

Is there any statewide action or activity that you would recommend to make project implementation at the local level easier?

3. SMALL GROUP BREAK OUT: STATEWIDE STRATEGIES

STATEWIDE RECOMMENDATIONS - GROUP 1

John Day River Territory

Facilitated by Harry Dalgaard

1. What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself?

- That the natural fabric of landscapes is retained within the community
- The uniqueness of a remote area is something that should be supported and cherished... once you develop your landscapes, it is hard for them to return to their natural conditions
- There is a need to develop consensus locally and be able to act on local initiatives – state and federal agencies need to adapt legislation that enables more local control
- There is a strong need to implement Travel Oregon programming
 - We Speak
 - Bike Friendly Businesses
 - Oregon Travel Philanthropy Fund
- Need to establish more farm to table connections
 - Farm Familiarization tours for businesses and restaurants
- Content Audit on 7 wonders website to ensure
 - Local events are showcased
 - Businesses

2. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- Farm legislation
 - Farm size
 - Food requirements
 - Percentage of income that derived from agritourism activities
 - Wine country regulations for farmers/ranchers
 - Protect landscapes while enabling small business development
 - Retaining local character
 - Retaining sense of place

- Ensuring that bicycle tourism & tourists are not skirting rural Oregon towns on standardized routes
- Introducing Agritourism curriculum to local schools

STATEWIDE RECOMMENDATIONS - GROUP 2

TBD

Facilitated by Natalie Inouye

Takeaways – what will we take away for our region?

- Fun to share wins and losses.
- And seeing people you know.
- Look for Farm to fork opportunities
- Progressive dinner on bike.
- Mountain bike plus to give variety. Adding road and gravel.
- More work on our car free itinerary. Amtrak to Eugene. And then public transportation to McKenzie river, Oakridge, Cottage Grove.
- Bike and fly-fish packages.
- Golf and fly-ins
- Statewide Strategies:
- We speak.
- Q-care and maybe We Speak into ALL schools. It happens in New Zealand, it can happen in Oregon
- Kiwihost.co.nz
- Executive summaries/one page highlights on topics and themes on projects such as discussed today.
- Took-kits for dummies:
- i.e. Wayfinding. At least planning side of it.
- Lack of lodging in rural Oregon.
- Temporary lodging pops up in New Zealand. Could we do something like that?
- Yurts or tents or tiny houses
- Lack of restaurants
- Variety of landscape makes referrals from different communities easy – especially since we are getting to know each other through programs like this.

STATEWIDE RECOMMENDATIONS - GROUP 3

McKenzie River Valley

Facilitated by Staj Pace

1. What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do by yourself? Any and all ideas valid here:

- We Speak program – Susan Butkus, Elkton Community Education Center
 - Hire local high school students each summer – get them all engaged in it
- We Speak Program – Carol Tannebaum, McKenzie River Chamber having a meeting about it

- We Speak Program – George Letchworth
- Bike Tourism Studio and Regional Branding /Marketing Studio – George Letchworth - Interested in connectivity between Oakridge, Cottage Grove, McKenzie and Sisters and Bend and really leveraging that region as a hub for biking, rafting, fishing and not just leaving after you bike or fish, but staying for other things/events
- Having some paid people – Carol Tannenbaum and George Letchworth – they are all volunteers
- Partnering with city museums – Susan Butkus – museum passport that they all have
 - Maybe set up a reception meeting for all museum volunteers/staff to get together and
- George Jennings (21 ideas for Cycle Siskiyou in Siskiyou County)
 - Use local college to help develop connect community with tourism – do a community tourism project – some of the work that the volunteers usually do
 - 7 Wonders of Siskiyou County
 - Be a resource for cycling events that are being hosted in the county
 - Develop a shuttle service that works with hoteliers so that people can attend events as the county is big and lots of space in between towns
 - Hire a professional events manager (maybe specifically for a Gravel Grinder Ride through a Corn Maze)
 - Hire college students to work at some of the event and/or get students to do their community service hours at the events
 - Cal Trans – make network/connection and build a relationship for funding or road safety training
 - Utilize NPS Trails Funding
 - Utilize crowd funding

2. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- Having a large resort facility that has big dining capacity or a conference event center, so can bring in big events – this would help support lots of small businesses and hoteliers, etc. (Carol Tannenbaum)
- Changing land-use laws so that large events can come in and resorts can be developed
- Need for tourism data to rural communities
- Resource directory for all the best of the best contractors and expertise –
 - Funding
 - Policy
 - Land use laws
 - Planning
 - Facilitating
 - Graphic Design
 - Event Planning
 - Wayfinding signage planning
 - Trail development

STATEWIDE RECOMMENDATIONS - GROUP 4

River Canyon Country

Warm Springs, Madras, Prineville, Terrebonne, Maupin

Facilitated by Todd Davidson

1. What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:

- Joe Krenowicz – Madras Chamber. Reach out to ten businesses or customers and get We Speak program started. Consider incentives for those partners so they will own it.
- Joe Coyne – Winchester Bay Merchants, Coast. Provided some input to every other persons comments but didn't have one to implement himself (sorry).
- Maura Schwartz – Self Employed. Likes that We Speak may help be an additional level of ownership for front line people and help keep them around longer. Also mentioned sign conformity so that the visitor gets accustomed to what to keep an eye out for and can recognize the community effort of working together to present the same messages.
- Dan Moore – Pandion Consulting, WA. Implement the balancing component of the state wide assistance/resources and the community input.

2. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- A program to help implement and fund a full time or part time employee to help lead these RTS programs. Those groups with at least one paid leader seem to be the ones that really take off. Perhaps a Travel Oregon staff member that focuses on leading and managing those group/projects.
- Local ambassador – someone on site to know what the region needs and what assets will help assist a project or promote the region.
- High School or College students – create a program that allows for school credit and free expert assistance on projects.
- Personal touch – people at businesses (i.e. museums) to add a personal touch to the experience (i.e. veterans at Evergreen or Living History at High Desert Museum).

STATEWIDE RECOMMENDATIONS - GROUP 5

River Canyon Country

Facilitated by Alison Graves

What would you like to take back home?

- Re-evaluate signage opportunities and best practices.
- Create a brand family of signs.
- We need to decide what we're putting in the ground. It's a very valid consideration about the size of the sign, which relates to the size of the font. What will withstand the UV exposure. All these considerations about doing it right will cost. That is a very tough

situation for small organizations. Better to not do it at all than do it all. Is there a middle ground?

- The idea of agri-tourism the bike tourism (bike friendly business program) will be Crook County world-class road and mountain trails.
- People want the Chamber to do the work. The We Speak program could be challenging. Guys won't wear the pins.
- There are 3-4 different areas that could be part of a We Speak campaign in Maupin. Bike Friendly Business program in one fell swoop (host an event and have businesses fill out paperwork then and there).

Statewide Action:

- Changing zoning so that agri-tourism can be easier. There are lots of restrictions on what amount of business can be allocated to tourism. Colorado is having an easier time.
- I'm very excited about growing a concept like what Vermont is building. Enophilia tourism, Beer tourism, AGri tourism. Consumable production would fit well under umbrella.
- Wool, dairy, bees, wine, beer,
- Funnel niche products and help organizations Well Traveled Fork.
- Ditto Vermont.
- Farmers are fantastic farmers, not necessarily excellent marketers. If we were to put in place "Oregon Bounty" that organization could help small business owners provide best and most recent information. That would be worth the membership dues in this guild/co op. One person full-time job that could help folks who don't have skills to run a website or a social media campaign.
- Look at wine industry?
- It would just be so great to come together and help support everyone.
- Basecamp
- Evaluate program on tech support. Tends to be the differentiator.
- We need something like that for our community because we do 6-7 different events. And most of us are small business owners and don't have time to go meetings every day.
- Make sure events are up to date on websites. It's easy to forget.
- Business owners get too busy and it makes it difficult.

STATEWIDE RECOMMENDATIONS - GROUP 6

No region

Facilitated by David Blair

- Most important is the general cloud seeding of ideas.
- Need to find more tie ins between bike tourism and agriculture.
 - Wants to see more bike strategies:

STATEWIDE RECOMMENDATIONS - GROUP 7

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No region

Facilitated by Jae Heidenreich

What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:

Notetaker: please note action and name of person

Heidi Beierle - Businesses and tourism opportunities (heritage farm tour by bike) we speak table idea of you tubes. fun way of engaging would be to solicit expert videos on different types of riding – Heidi Beierle - wayfinding/signage –

George Wilson wayfinding/signage –

Philip Carlson (send OTE link) Heidi also offered example of duffy co "bikes on the roadway" sign with Treo name underneath

Allie Hutto – BFB for Bend Outlet Stores, beginning w/Pearl Izumi

Jae H - How to use crowd funding

1. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- Legislative action opening up low-impact visitor activities on farms - Jae
- Help rural communities develop a bicycle infrastructure that addresses road conditions. Recognition of work that needs to be done. George Wilson
- Deal with state thing around farm stays. - Heidi Beierle

STATEWIDE RECOMMENDATIONS - ADDITIONAL HANDWRITTEN NOTES

Oregon Coast – Group 8

Facilitated by ?

1. What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:

Notetaker: please note action and name of person

- Seafood oriented culinary (crab berries/breweries we have them!)
- County or regional collaboration not strictly city level – a lot of competition is a problem
- 2 kinds of tourists – Recreation/destination and on a road trip (need more than one strategy)
 - Key asset leads to strategy -->Event tourism -->Capture for a night

2. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- TRT taxes – how are they used? Promotion mainly
- Tourists never pay for the cost they impose on water, sewer, and roads because there is no sales tax.

STATEWIDE RECOMMENDATIONS

River Canyon Country – Group 9

Facilitated by Jack Newkirk

1. **What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:**

Notetaker: please note action and name of person

- Re-evaluate kiosks for River Canyon Country like trails
- Bike Friendly Business --> Brasada Ranch
- “We Speak” --> Maupin
- Bike Friendly “after hours”
- Basecamp

2. **Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?**

- Zoning changes to make agritourism more accessible or version of Vermont Fresh
- Basecamp

STATEWIDE RECOMMENDATIONS

Central Oregon – Group 10

Facilitated by Carol

1. **What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:**

Notetaker: please note action and name of person

- Will take home new inspiration:
 - We Speak
 - Basecamp
 - Kickstarter
 - 7 Wonders
 - Activity guides
 - Beer coasters w/QR codes
 - Way signs with QR codes – use more
 - Marketing and Branding for Sisters
 - Work on new alliance for events

2. Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- Land use laws
- OR Dept Parks and Recreation should be more involved
- Need to share more information – ie: on Basecamp
- Map printers/cartographers
- Grants, We Speak, QR codes
- Funding options
- Funding for expensive highway signs

STATEWIDE RECOMMENDATIONS

Central Oregon – Group 11

Facilitated by ?

1. What would you like to take back home to implement in your community? Or with your project? Or in your business? Or do yourself? Any and all ideas valid here:

Notetaker: please note action and name of person

- “We Speak” – incredible idea to get community members to take an interest and be an evangelist for their area.
- Signage/Wayfinding process/Planning and ideas

2. [10 min] Throughout this process, have you thought of anything that could be done on a statewide scale that might help further your success?

- Help for communities to plan and implement signage plans
- Resource directory