

# AGENDA

## 2018 Oregon Bicycle Tourism Summit

Adventure Cycling – How Oregon is Leading the Way and What We Can Learn from Others

Friday March 16, 2018

8:30 a.m. – 5:30 p.m.

Oregon Zoo, 4001 SW Canyon Road, Portland, OR 97221

Meeting objectives:

- Receive an update on bicycle tourism projects in Oregon and discuss opportunities for advancing new products
- Learn about the formula for a world-class cycling destination and consider growth opportunities for existing and emerging cycling destinations in Oregon
- Learn about adventure cycling as a tourism submarket and identify new adventure cycling opportunities in Oregon
- Take a deep dive into the hut-to-hut concept for signature trails and brainstorm its development in Oregon

8:30 – 9:00	REGISTRATION AND BREAKFAST
9:00 – 9:30	<b>Introductions and Framing</b> <ul style="list-style-type: none"><li>• Scott Bricker, Travel Oregon</li></ul>
9:30 – 10:30	<b>Oregon Bicycle Tourism Partnership Updates</b> <i>Develop More Places to Ride</i> <ul style="list-style-type: none"><li>• Cycle marketing – Andrew Grossmann, Travel Oregon</li><li>• Fat bike development – Dylan VanWeelden, VanWeelden Creative</li><li>• Oregon Scenic Bikeways – Alison Graves, Oregon Scenic Bikeways Committee</li><li>• Statewide Trails Association – Stephanie M. Noll Consulting</li><li>• Statewide Mountain Bike Coalition – Jenna Berman, Team Dirt</li><li>• U.S. Bicycle Routes in Oregon – Heidi Beierle, Adventure Cycling Association</li><li>• Wayfinding and signage – Mayor Jim Coey, Oakridge</li></ul> <i>Business Development</i> <ul style="list-style-type: none"><li>• Expanding the bike shop business model – Daniella Crowder, Bike Newport</li></ul> <i>Transportation</i> <ul style="list-style-type: none"><li>• Columbia Gorge car-free action team – Heidi Beierle, Enroute Transport</li></ul>
10:30 – 10:45	BREAK

10:45 – 12:05	<p><b>Adventure Cycling and Oregon Tourism</b></p> <p><i>What is Adventure Cycling?</i></p> <ul style="list-style-type: none"> <li>• Bicycle touring – Steve Schulz, Cycle Oregon</li> <li>• Gravel riding – Jocelyn Quarrell, Oregon Timber Trail Alliance</li> <li>• Long-distance mountain biking – Kim McCormick, Oregon Timber Trail Alliance</li> <li>• Bike hubs – Chris Bernhardt, C2 Recreation Consulting</li> </ul> <p><i>Adventure Cycling Facilities Activity</i></p> <ul style="list-style-type: none"> <li>• Facilitated by Stephen Hatfield, Travel Oregon</li> </ul>
12:05 – 12:40	LUNCH
12:40 – 1:45	<p><b>KEYNOTE: Dream Big – Hut-to-Hut in Oregon</b></p> <ul style="list-style-type: none"> <li>• Andy Williamson, International Mountain Biking Association (IMBA)</li> </ul>
1:45 – 2:00	BREAK
2:00 – 3:45	<p><b>Catering to Adventure Cyclists</b></p> <p><i>Components of a Cycling Destination</i></p> <ul style="list-style-type: none"> <li>• Bike Culture / Events – Dylan VanWeelden, Trans-Cascadia</li> <li>• Routes – Kevin Prentice, Ride with GPS</li> <li>• Services – Jocelyn Quarrell, Oregon Timber Trail Alliance</li> <li>• Lodging – Chris Bernhardt, C2 Recreation Consulting</li> <li>• Transport – Jenna Berman, ODOT</li> </ul> <p><i>Components of a Cycling Destination Activity</i></p> <ul style="list-style-type: none"> <li>• Facilitated by Stephen Hatfield, Travel Oregon</li> </ul>
3:45 – 4:15	<p><b>Reflection and Next Steps</b></p> <ul style="list-style-type: none"> <li>• Scott Bricker and Stephen Hatfield, Travel Oregon</li> </ul>
4:15 – 5:30	RECEPTION
5:30	END OF PROGRAM