

NORTH COAST TOURISM STUDIO | 12.5.18 – TILLAMOOK, ORE.

CULTURAL HERITAGE TOURISM – Workshop Notes

Who are cultural heritage travelers?

- **High value travelers who seek authenticity, immersion, and the opportunity to learn something new, and are willing to pay a substantial price for authentic and distinctive experiences**

CHUCK LENNOX, LENNOX INSITES

- **The Experience Economy: the act of paying to experience something rather than purchasing goods or producing something on your own**
- **Cultural interpretation needs to be infused into everything that we do**
 - **A mission-based communication process that forges emotional and intellectual connections between the audience and meanings inherent to the resource**
- **Heritage interpretation can be incorporated into urban design and cityscape to inspire conversation and interactive user interpretation**
- **Cultural interpretation is a seed, not a tree – it's always growing**

EXISTING HERITAGE ASSETS

What are we working on in the North Coast that has the potential to infuse cultural heritage into the local identity?

- **Pacific City:**
 - **Dorymen Assn. Heritage Committee is creating an attraction to reflect dorymen history and culture; educating the state about dorymen work**
 - **This is a working fishing town, and we need to incorporate safety for visitors and locals who are here experiencing it**
- **Tillamook/Netarts/Oceanside**
 - **A quest to link businesses, nonprofits, and different aspects of the communities**
- **Manzanita**
 - **Elevating the range of interpretation**
 - **This includes everything from interpretive signs on the beach to making the visitors center and hist society accessible**
- **Garibaldi/Bay City**
 - **The 72-hour itinerary: creating a tour to experience the very best that these towns have to offer of food, art, and culture**
- **Astoria**
 - **We're working on connecting people to little pieces of local identity - a Goonies trail, wildlife, history, architecture**

- Planting informative "seeds" at stops along the way to inspire visitor curiosity; everyone can be an Astorian if they care
- Seaside
 - Highlighting facts about Seaside and spreading information
 - the oldest resort town in Oregon
 - you can visit the bungalow dance hall and Pipo Club
- Cannon Beach
 - having interpretive aspect brought into the community
 - tap into the authenticity of the community; not just history, but how our culture is alive and thriving in Cannon Beach today
 - tie the visitors and locals into what we see as the community's identity

USING THE 3-3-SLEEP MODEL

- The business reality of cultural heritage tourism is that travelers need activities and services throughout the day
 - There are three "slices" of the day for activities
 - Three slices of the day for meals
 - Every night ends in lodging opportunity
- The goal is to identify opportunities throughout the day to capitalize on and monetize the needs of travelers
 - lodging, food services, activities
- If you infuse these opportunities with meaning and local flavor you are telling your story and engaging travelers; they will be inspired by culture & sense of place
- Travelers ask themselves "where am I, and what does this place mean?" - it is our job to help answer these questions about our place

LOCAL 3-3-SLEEP ITINERARIES:

- Astoria/Warrenton:
 - Meal 1 (morning): Blue Scorcher
 - Activity 1: Lewis & Clark Beach
 - Meal 2 (afternoon): food carts
 - Activity 2: shopping & Astoria Column
 - Meal 3 (evening): Fort George
 - Activity 3: Fort George
 - Lodging: Cannery Pier Hotel & Spa
- Seaside
 - Meal 1 (morning): Osprey Cafe
 - Activity 1: Seaside Aquarium
 - Meal 2 (afternoon): Dough Dough Bakery
 - Activity 2: Circle Creek trails

- Meal 3 (evening): Maggie's On The Prom
- Activity 3: walk the promenade & salt works
- Lodging: clock tower suite at Ocean Front Inn

- Cannon Beach
 - Meal 1 (morning): Lazy Susan
 - Activity 1: shopping downtown
 - Meal 2 (afternoon): Mo's Fishhouse
 - Activity 2: outing with Haystack Rock Awareness Program
 - Meal 3 (evening): EVOO
 - Activity 3: theater
 - Lodging: any number of local hotels

- Manzanita
 - Meal 1 (morning): Bread & Ocean Cafe
 - Activity 1: Bahama Mama's surf + bike shop
 - Meal 2 (afternoon): Left Coast
 - Activity 2: massage at Manzanita Spa
 - Meal 3 (evening): Big Wave Cafe
 - Activity 3: concert at Hoffman/NCRD
 - Lodging: vacation rental

- Garibaldi/Bay City
 - Meal 1 (morning): Parkside
 - Activity 1: kayak tour
 - Meal 2 (afternoon): Fish Peddler
 - Activity 2: Rail Riders Museum
 - Meal 3 (evening): Garibaldi Portside Bistro
 - Activity 3: Bay City Arts Center
 - Lodging: Sheltered Nook

- Tillamook/Netarts/Oceanside
 - Meal 1 (morning): Fern Restaurant & Lounge
 - Activity 1: Tillamook Forest Center
 - Meal 2 (afternoon): Five Rivers Roasters
 - Activity 2: Jacobsen Salt, Whiskey Creek Fish Hatchery
 - Meal 3 (evening): Schooner
 - Activity 3: beach combing, sunset beach walk
 - Lodging: Terimore Hotel

WHAT PROJECTS ARE CURRENTLY UNDERWAY?

- Tillamook/Netarts/Oceanside:
 - Oregon Coast Quest scavenger hunt, treasure hunt, geocache to incorporate multiple quests and activities so that guests can choose their own adventure, and choose what is most meaningful to them

- The quest is designed to be non-tech based, but we recognize that there is the tech focused crowd who will want to use tech to experience this quest/adventure; created a space for people to talk about their experience and adventure
- Cannon Beach:
 - We have strong hotels and lodging opportunities but we are lacking a bit in opportunities for local experiences. We have a few that are not monetized; Haystack Rock Awareness Program walks, beach walking, shopping – we need to identify ways to monetize on visitor dollars
 - We do have many activities but don't have a list that helps visitor finds this information; there's no outline to help them plan a visit. We need to focus on marketing these opportunities to visitors to enable them to do trip planning.
 - We have a lot of passionate community members who have different areas of expertise or interests; we should focus on engaging locals in their local expertise and figure out how to monetize

- Seaside:
 - Get the message out about what opportunities there are for each kind of group; let them know what there is for any type of traveler or desire

- Astoria:
 - We realize that we have an embarrassment of riches; there are SO many activities. There is a strong online presence that hosts this information, but we should focus on showcasing these opportunities offline; printed, word of mouth, community What we do need to focus on is frontline staff training to help our organizations communicate to visitors what we have to share.

- Garibaldi & Bay City:
 - We are fishing villages, and outdoor recreation is what we stand for. Rail riders, clamming, crabbing, numerous trails. 72-hour visitor experience: how are we going to drive this? So many assets that people don't take advantage of, we need to package ideas together to help people envision their time here. Stay at Sheltered Nook, look at the stars, enjoy the fireplace.

- Manzanita:
 - Shipwrecks, Native American identity and history

- **Pacific City:**
 - **Outdoor activities such as fishing, hiking, surfing, kayaking - what is the meaning of these to the local community?**
 - **Dorymen's heritage museum: close to 700 members in the dorymen's association – community that supports them and tells that story locally, No offense to cheese but its in the process and its going to happen, all around the coast, N Coast, and around the state – this is a living history among us. Once we build the dorymen museum, you will be able to see the old boats and see the history happening before your eyes.**

COMMON THEMES FROM THE DAY

- **Outdoor recreation resources are available; need to organize**
- **Need for frontline staff customer service training**
 - **Include messaging on how to love our places; teach others to love it they way that you want them to.**
 - **Visit Tillamook Coast already offers a Guest Service Gold training program in coordination with OCVA**
 - **Contact Nan Devlin or Arica Sears on how to get involved**
 - **OCVA offers \$1000 scholarships for each business; we'll work with you to determine the best time to schedule for you to host a training**
- **Teach from a young age in schools**
 - **How does tourism affect your family and here you live?**
 - **Create a class for youth so they understand the importance of tourism; creating experiences to help them appreciate & understand their town better**
- **Need a coastal heritage initiative that's not specific to any one town**
- **The notion of finding your community identity**
 - **Who are we and what's the magic of our place?**

BETH DEHN, OREGON HERTIAGE COMMISSION

HOW CAN OHC HELP YOUR COMMUNITY?

- **Exists under the umbrella of the state historic preservation office. 3 things:**
- **Grants:**
 - **Museum grants**
 - **We offer approximately 300k each biennium to heritage focused projects or museum collections that support heritage, preservation, and development**
 - **Historic preservations grants**

- Designations:
 - Oregon Heritage Designation (Pacific City Dory Days, Scandinavian days, etc.) highlight heritage
- National Register of Historic Places:
 - i.e. Astoria downtown association
- Technical assistance:
 - Historic Mentorship Program will link you up with partner organizations in the area who can help you identify how to begin or develop a heritage project
- There is more than just money available to support heritage projects around the state - we also offer human resources and programs to help organizations

**CAROLE ASTLEY, TRAVEL OREGON GLOBAL STRATEGIC PARTNERSHIPS
TRAVEL OREGON GRANTS FUNDING OVERVIEW**

- Over 3 million dollars in competitive grants available per biennium
- We have this divided into buckets:
 - Small grants: up to \$20k; 10% cash match required (complete in 1 year)
 - Medium grants: 20-100K; 25% cash match required (complete within 2 years)
 - Oregon Wine Country License Plate matching grants: projects eligible would be culinary focused, such as food/wine/cheese/hazelnuts/etc., or projects related to these types of culinary assets

FINAL THOUGHTS: "On the North Coast, I want to see..."

- I wish that all communities would understand their essence and what they can pass onto visitors
- I hope that we can tell the people visiting about the history of these people
- Better communication between the north end and south end and find opportunities to work together
- I hope we can continue this collaboration and this energy
- I see a lot of promise from getting everyone together; encouraged from a state parks point of view; a lot of the issues faced here are similar to state parks issues
- Give tourists the experiences that they want to have while leaving them with a positive lasting impression
- Start with the community first and the

- Such a sense of collaboration; I want every visitor no matter where they're from to know that they are welcome and we will do everything to make them have the best experience
- Talk to your communities; heritage is a major asset; let's find immersive experiences that our visitors will want to have
- Creating an environment where we share our heritage will help them to understand what we've been through as a people; this understanding will foster a sense of respect
- Struck by the dichotomy between the locals and the tourists; focus on the authenticity of experience and be sure to prioritize local experience before tourist accommodation
- Hopeful that by rallying behind something like a dorymen museum, the whole community will understand why; learn more about each other's community gifts. This region has such a rich diversity of experience that to offer; inspire others locally and continue learning and growing together
- I hope that we all continue to learn about each other; we are neighbors and should be able to share
- The differences between each of the towns is amazing; I hope we can keep celebrating this diversity
- Find opportunity to continue improving experiences, businesses; locals need to feel like come first
- Continue sharing and exploring WHY it is important and unique what we have here; not to change it or capitalize on it – to preserve and to cherish what we have
- Bridge the gap between the visitors and the locals; remove the us against them mentality. They are a huge part of our community and keep our economies viable – we need to find ways to embrace them.
- Everyone has their own heritage along the coast and we are all so unique – don't homogenize
- Explore how we can overcome our territorialness; be pioneers on how we can continue to enhance and improve the lives of everyone we come in contact with
- Remove stigma from tourism in Tillamook County leadership; help others understand the value of tourism and embracing this aspect of the economy
- Small businesses could partner with nonprofits, and understand that we are there to support them
- Share our stories and listen to theirs as well
- Live life abundantly; and when we share that the joy multiplies
- Oregon is a pioneering state – we want others to look at our state and say that we've done it correctly
- "A rising tide floats all boats"

- **People within each local community should be the best champions for their own community; make sure that we are united between each community**
- **Unite between each community and know how lucky we are to share and live in this community**
- **Next October see David Reid at talking tombstones – continue to connect and enhance with those who helped us come to be who we are**