

Umpqua Valley 15-Year Vision

Visitors from near and far come to the Umpqua Valley year-round to relax and explore an unhurried, uncrowded and welcoming destination. What makes the valley a great place to visit are the same things that make it a great place to live: vibrant small town main streets with youthful energy and a variety of independently owned businesses; delicious locally-sourced food and drink that reflects the valley's special terroir; pristine meandering rivers and waterfalls that are accessible and never far from sight; accessible outdoor recreation including world-class road and mountain bicycling; well-kept buildings and parks studded with public art; and year-round events, cultural and heritage activities unique to the region.

While the Umpqua Valley includes sophisticated world-class attractions, including its wineries, it's retains a rustic, genuine and welcoming culture as if visiting the home of a friend. Visitors authentically connect with locals as they enjoy "do nothing" relaxation, dining, gaming, active recreation and tours. At night, they enjoy quality, restful lodging that reflects the region's culture and warmth. Many people become repeat visitors because of the relationships they develop with the people and the landscape.

Umpqua Valley residents from all walks of life are proud to live here and optimistic about the future. They benefit from a strong agriculture, recreation and tourism sectors that strengthen what they love about their communities, while birthing a new generation of jobs. Young people return to start businesses or secure employment. Training in hospitality, guiding, food service and entrepreneurship is available locally, and graduates make a good living. Umpqua Valley communities work well together, and they buzz with new energy, hope and action.