

A woman with blonde hair, wearing a black long-sleeved shirt, black shorts, a black helmet, and sunglasses, is riding a red mountain bike on a dirt trail. She is leaning forward and smiling. The trail is surrounded by dense green foliage and tall pine trees. The ground is dry and rocky.

TRAVEL

OREGON

DESTINATION READY 2021-22

Oregon Tourism Commission Meeting | October 4



# 2020-21 PROGRAM RECAP

- The initial program awarded \$973,336 across 35 destinations for COVID-appropriate visitor experiences.
- Projects focused on the development, enhancement and stewardship of destinations.
- Partnerships were with destinations seeking to bolster key tourism products and experiences that would aid in recovery.
- Recipients were DMOs, RDMOs, city, port districts, main streets, state agencies, foundations, volunteer groups, stewardship non-profits, and more.
- Travel Oregon evolved the program based on the evaluation & key learnings to better support development & recovery.





# 2021-22 PROGRAM OVERVIEW

- The 2021-22 cycle remained focused on bolstering key tourism products and experiences that will aid in destination recovery and resiliency
- Travel Oregon received 29 applications and worked 11 destinations to develop a rapid assessment that identifies key destination experiences and projects that will bolster assets as well as a high-level baseline report
- Program is geared towards destinations seeking technical assistance to define strategic product development opportunities and consultant support to develop competitive funding proposals
- Communities that successfully complete this process will be eligible for potential funding to complete those projects.





# SELECTED COMMUNITIES

1. Visit McMinnville
2. Experience Roseburg
3. Experience Grants Pass
4. Illinois Valley Chamber of Commerce
5. North Marion Tourism Collaborative - City of Woodburn
6. Florence Area Chamber of Commerce
7. Prineville-Crook County Chamber of Commerce
8. Harney County Chamber of Commerce
9. Clackamas County Tourism & Cultural Affairs – Molalla
10. Columbia County Economic Team
11. Wallowa County Chamber of Commerce





# PROGRAM DELIVERABLES

Program deliverables for the destinations include:

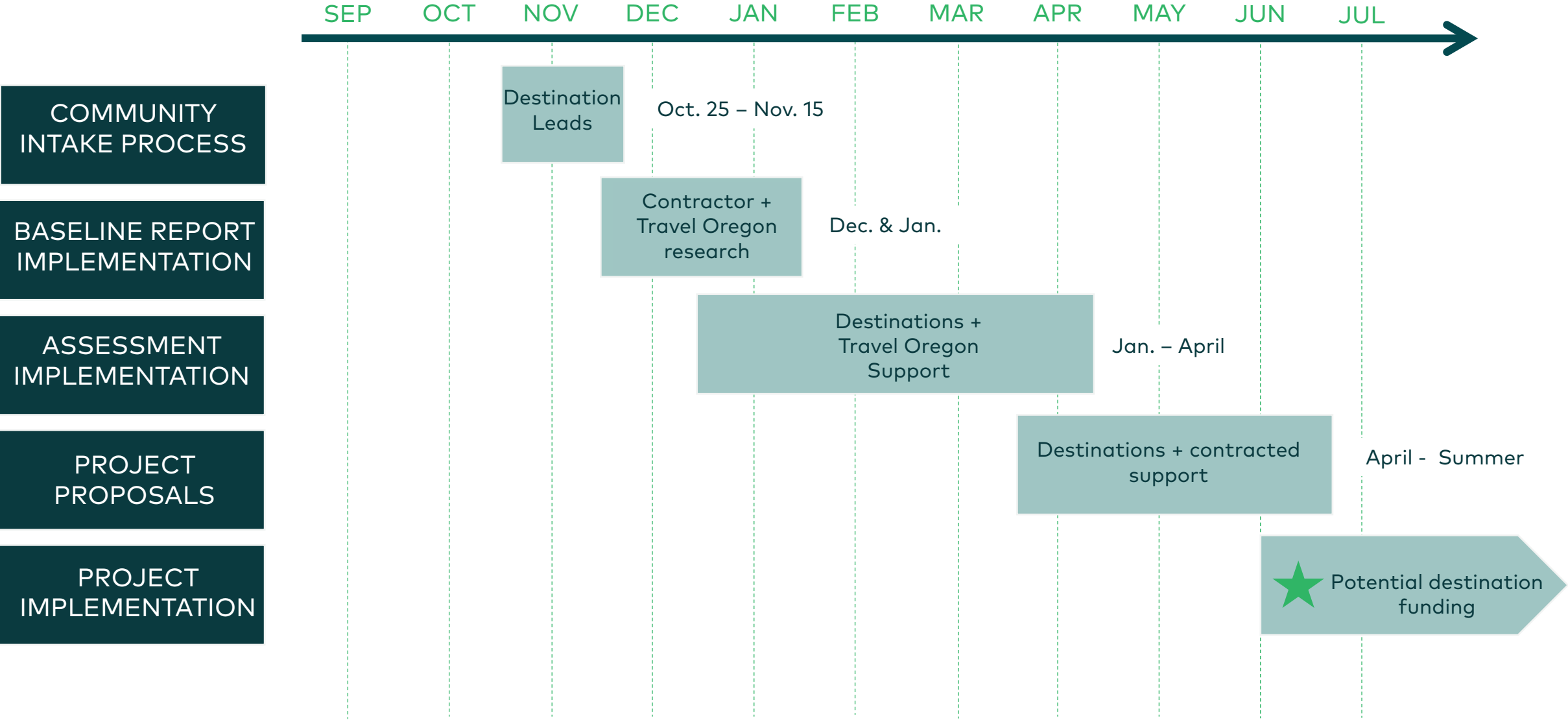
- Baseline report for each destination, led by Travel Oregon and consultants.
- Destination Ready Assessment – a rapid strategic assessment of key product development opportunities and assets.
- Consultant technical assistance to deliver on projects to enhance communities.
- Access to potential funding for projects in alignment with assessment outcomes and support to develop funding proposals.





# DESTINATION READY: 2021-22

## TIMELINE





# **DESTINATION ASSESSMENT PROCESS & REPORTS**



# Economic



**571** ▼ -22.6%

Jobs funded by travel  
spending

\*travelstats.com/impacts/oregon



**\$1.4MM** ▼ -22.5%

state tax generated  
\*travelstats.com/impacts/oregon

\*Figures represent countywide 2020 data. Changes noted are YOY from 2019.

## Visitors

**124,200**

Overnight visitor volume - Columbia County

private home, visiting family and friends **96,060 (77.34%)**

other overnight **16,450 (13.2%)**

hotel, motel, short term rental **11,680 (9.4%)**

\*The Economic Impact of Travel, Oregon, 2020



**5 of 10**  
Married

\*Travel Oregon resident survey, 2021



**38.8**  
Avg age

\*Travel Oregon resident survey, 2021



**2.2**

Average travel  
party size

\*Travel Oregon resident survey, 2021



**7.5**

Likelihood to  
recommend (1-10)

\*Travel Oregon resident survey, 2021



**\$140**

Average overnight  
spending/person

\*travelstats.com/impacts/oregon, 2020

## Travel type



**5 of 8**

Travel by owned auto

\*Travel Oregon resident survey, 2021

**2 of 8**

Travel by bus or  
train



\*Travel Oregon resident survey, 2021

## Month of Travel

\*Arrivalist, 2021 - Yamhill County



## Top activities:

Shopping	3 of 8
Attractions & entertainment	3 of 8
Dining	3 of 8
Outdoor rec	2 of 8
Arts & cultural heritage	2 of 8
Business or family/friends related events	2 of 8

\*Travel Oregon resident survey, 2021

**2.1**

Average nights  
spent

\*Arrivalist, 2021  
specific to Visit McMinnville area



**536 miles**

Average distance  
traveled

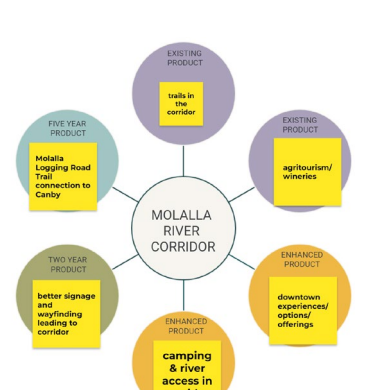
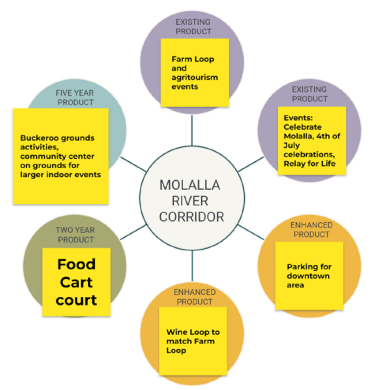
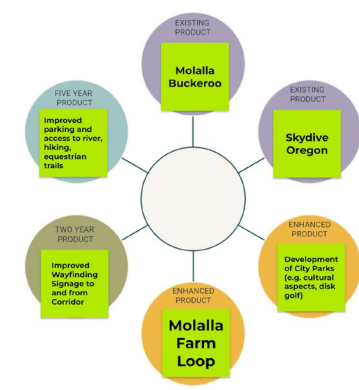
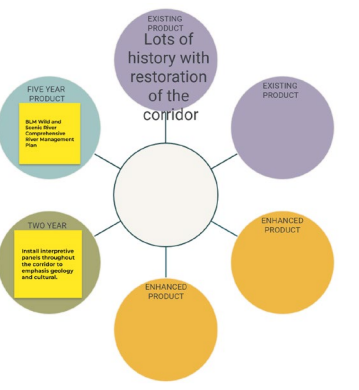
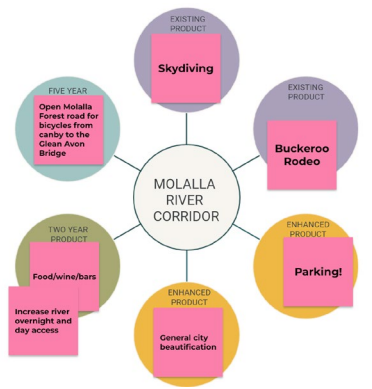
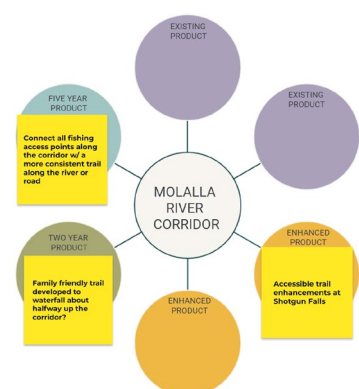
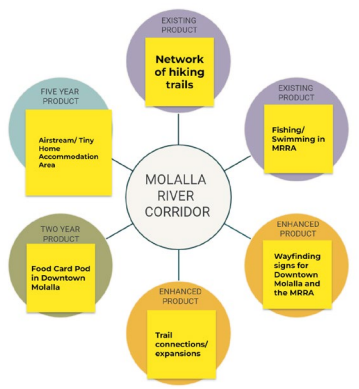
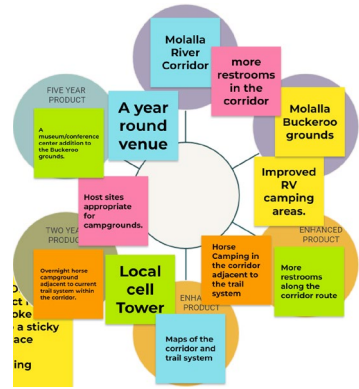
\*Arrivalist, 2021  
specific to Visit McMinnville area



**Top 3 other destinations  
visited on same trip**



# PRODUCT DEVELOPMENT HUB & SPOKE BRAINSTORM RESULTS





# FINAL DOCUMENTS

Each Destination Ready community received the following:

- Executive Summary
- Destination Ready Final Report
- Hub & Spoke Diagram

*To view the Hub & Spoke documents, see the email sent from Scott Bricker on August 29.*





# HUB & SPOKE

Destination Experience  
Hub & Spoke



Product Development  
Hub & Spoke





# PROJECT PRIORITIES

DR Community + Priority Projects	Short project description	Is capacity in place? (Lead name/org)	When is project kick-off possible?	Estimated timing to complete	Resource / Support Needed (grant funding, technical assistance, capacity, etc.)	Process or Contractor	Estimated budget	Other Notes
Columbia County								
SCAPPOOSE BAY								
1	RIVER ACCESS: Scappoose Bay Marina kayak launch	Yes - Port of Columbia Co.		12-24 Months	Outside funding could accerlerate implementation. OSMB grant?			
	CAMPING: Scappoose Bay Marina RV Park	Yes - Port of Columbia Co.		2-5 Years	Plans and engineering, permits.			
PRESCOTT BEACH								
2	CAMPING: Prescott Beach primitive campsites	Yes - Columbia County	Ongoing	12-24 Months	Outside funding could accerlerate implementation. > purchase, plan- clarify steps and engineering / engineering study for conceptual master plan > batches of 10 campsites > LINK to notes			
	CAMPING: Prescott Beach campsites, cabins, and RV spaces	Yes - Columbia County		2-5 Years	Plans and engineering, permits.			
	RIVER ACCESS: Prescott Beach access improvements - Phase 1	Yes - Columbia County	2024	2-5 Years	Plans and engineering.			
	RIVER ACCESS: Prescott Beach access improvements - Phase 2+	Yes - Columbia County	2027	5+ Years				
SAND ISLAND								
3	CAMPING: Sand Island cabins - Phase II	Yes - City of St. Helens	Ongoing	12-24 Months	Outside funding could accerlerate implementation; ideal fit for RCTP funds			
	CAMPING: Sand Island cabins - Phase III	Yes - City of St. Helens		2-5 Years	Outside funding could accerlerate implementation.			
DOWNTOWN								
4	DT FOOD & BEV: Template/technical assistance for outdoor dining remodels (e.g., St. Helens parklet program)	Yes - CET + each city	Ongoing	12-24 Months	Outside funding could accerlerate implementation.			
5	DT FOOD & BEV: Grants for outdoor dining remodels (e.g., Scappose)	Yes - CET + each city	Ongoing	12-24 Months	URA funding.			
LODGING								
	LODGING: Klondike Hotel lodging	Yes - City of St. Helens		2-5 Years	Outside funding could accerlerate implementation.			
	LODGING: Develop new boutique hotel in St. Helens	Yes - City of St. Helens		2-5 Years	Outside funding could accerlerate implementation.			



# **PROGRAM COMPLETION & NEXT STEPS**



# PRIORITY PROJECTS BY THE NUMBERS

45 projects were identified by the end of the process.

Of those,

- 19 will seek grant funding (Travel Oregon and/or other grants)

- 9 will receive technical assistance from Travel Oregon contractors

- 4 will receive capacity and/or project support through the Resource Assistance for Rural Environments (RARE) – AmeriCorps program

- 6 will leverage an existing experience development template or toolkit (e.g., Oregon Outdoor Recreation Map)

Approx. 15 projects are prioritized for near-term funding and implementation.





# PARTICIPANT SURVEY RESPONSES

## KEY TAKEAWAYS

- Respondents would recommend the Destination Ready process to others and say the process resulted in greater alignment.
- Respondents give high ratings for the facilitators and agree the meetings achieved the goals laid out.
- Some respondents suggest adjusting the process or content depending on how aligned a community is at the start of the program since some destinations had stronger alignment around lures & some were starting at a foundational level.

## KEY LEARNINGS

- Respondents shared that the most important thing that they learned had to do with everything from collaboration, community engagement, common goals, setting realistic goals, the value of consensus & diverse perspectives, to the power of collective asset mapping.





# PARTICIPANT SURVEY RESPONSES

## QUOTES

"...once primary and secondary lures were identified, the group quickly arrived at priorities."

"I learned that there are a few things we can begin now, and some larger goals are a little more far out than I originally thought. This is also a helpful way to evaluate tourism for [our region]."

"The process was a great way to solidify buy-in from community stakeholders and partners."

"Having identified three specific areas to enhance, I can be more focused in those areas, there is a plan and that will be the most useful."

"We loved the experience and appreciate the opportunity. It was definitely helpful and feel that it is a strong brick in the wall as we line up actionable/impactful projects for our communities."



Credit: Justin Myers Photography

**COLUMBIA COUNTY  
ECONOMIC TEAM**





COLUMBIA  
ECONOMIC  
TEAM

# Tourism is Destination & Economic Development

Oregon Tourism Commission  
Tuesday, October 4, 2022

# Columbia County, Oregon



- 25 minutes north of Portland, 45 minutes east of the Coast
- 53,000 residents
- Six distinct communities
- 62 miles of Columbia River
- 80% undevelopable land
- VERY little TLT
  - 2 lodging properties (120 rooms)
  - 5 Campgrounds; 160 campsites
- Scarcity of developed, economically productive destinations





# Columbia Economic Team

- Independent Economic Development organization
- Membership & dues-based non-profit
- Business retention, expansion & recruitment
- Enterprise Zone(s) manager
- Grant administrator; writer/seeker
- Partner: Workforce, community development, housing
- Recruitment focused on key assets: Manufacturing sector, OMIC, PCC/OMIC
- Small Business Development Center (SBDC)
- *Keep it Local* small business marketing/promotion





# Also ...

## A Tourism Destination Management Organization (DMO)

- Member of Portland Region
- Active in RCTP, DDev, Advocacy and all TO aspects
- Economic Developers make good DMOs
- Tourism is economic development
- Shared objectives with Travel Oregon, our Region, and other DMOs:
  - Environmental/natural appreciation and stewardship
  - Value history and heritage
  - Emphasize local residents' experience in their own space
  - Healthy, proud, diverse communities that innovate, collaborate, and attract



# Columbia County Tourism Milestones

## **2018: CET selected as DMO in 2018**

- Completed Destination Development Strategic Plan -- Enhancing Outdoor Recreation assets

## **2019: Planning & Execution**

- Prescott Beach Master Plan (Portland Region Shared Un-allocated Funds)
- Salmonberry Lake Master Plan (Portland Region Shared Un-allocated Funds)

## **2020: Project completion**

- CrownZ Trail
  - Ruley Trailhead completed (Portland Region Shared Un-allocated Funds)
  - 20+ Informational kiosks (RCTP direct funding)

## **2021: New Destination development**

- Vernonia Beautification Project (2021 Competitive Grant)
- Bike Hub Project (Destination Ready 2021)

## **2022: Destination Ready 2022**





# Destination Ready 1.0

- **Bike Hub Project**
  - Kiosks, benches and repair stations in 4 communities: Clatskanie, Rainier, Vernonia and Scappoose
  - 4 new family-friendly bike routes designed by Travel Oregon consultant, uploaded on RidewithGPS.com
  - Key: Placement enhances local recreation assets; Locals & visitors know they're there and use them



# Destination Ready 1.1

## Vernonia Downtown Beautification Project

- Key stop on CrownZ Trail (alignment)
- Gateway to county campgrounds & recreation
- Complete Main (Bridge) Street clean-up
- Replaced all waste containers; locally handmade, ADA accessible with seasonal planters
- Electrified & irrigated all lampposts, year-round plantings
- Replaced dead spaces with public garden/seating
- Repaired all hell strips (safety/appearance)
- Key: Better place to live..and visit





# Destination Ready 2.0

**Think tank:** Economic & Community development stakeholders we work with every day

- County, Cities of St. Helens & Scappoose, Port of Columbia County, CrownZ Advisory Council, CET Board, Travel Oregon DDev

**Start:** Outdoor Recreation Strategy

**Focus:** Our greatest asset: Columbia River

**Priorities:** Alignment & Leverage

- Projects, facilities, activities that *communities & citizens* want
- Projects, facilities, activities *visitors* want
- Projects that leverage existing investment & other economic/infrastructure resources
- Fundability





# Destination Ready Goals

# Destination Development Partners





# Columbia County

## Campsite Development

- Currently 160 campsites throughout
- 10 per year, 200 total

## Prescott Beach

- Execute 2019 plan
- Leverages land purchase
- Kayak & other watercraft launch

## CrownZ Trail

- Continue development/Holce Trailhead





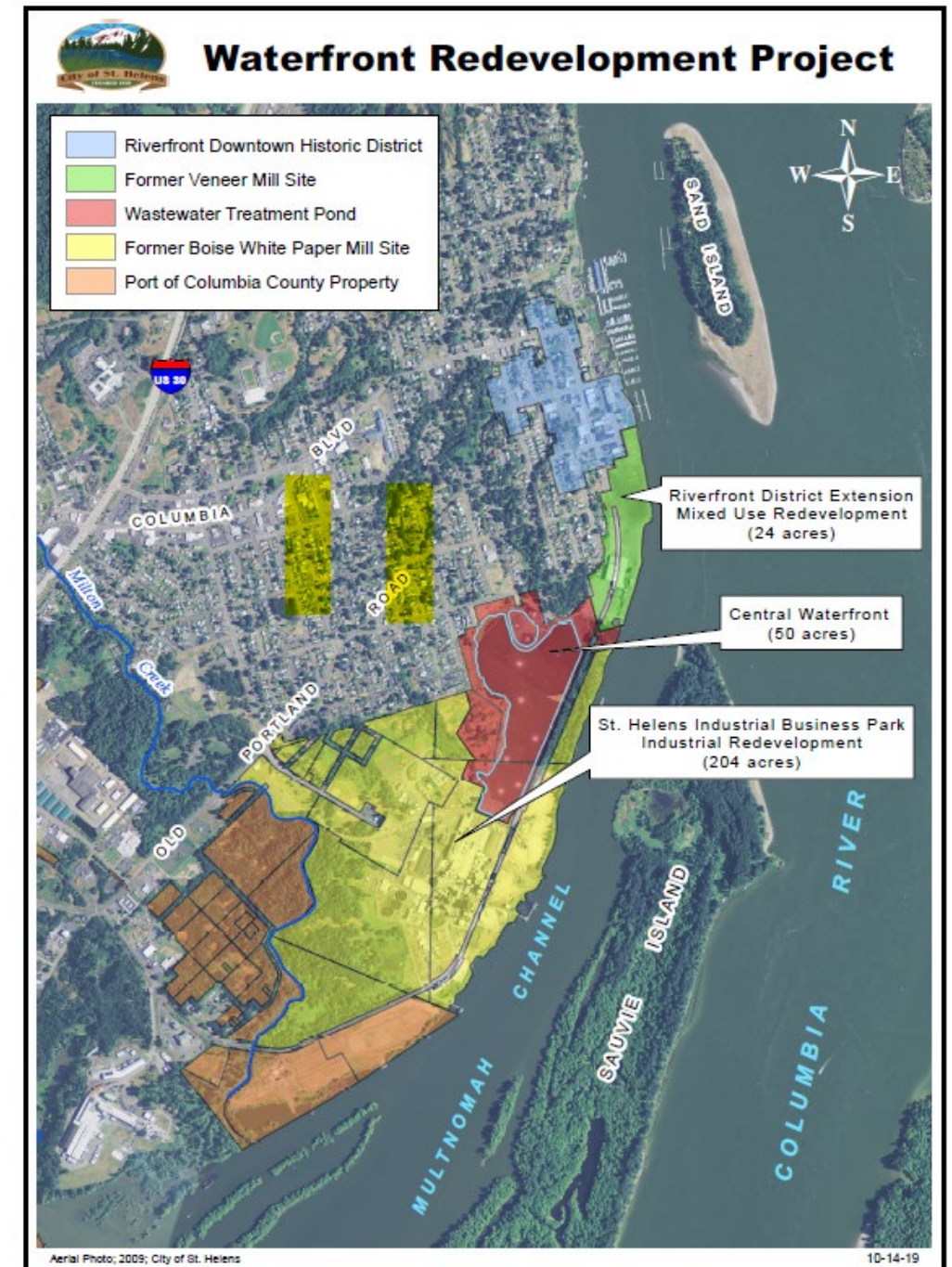
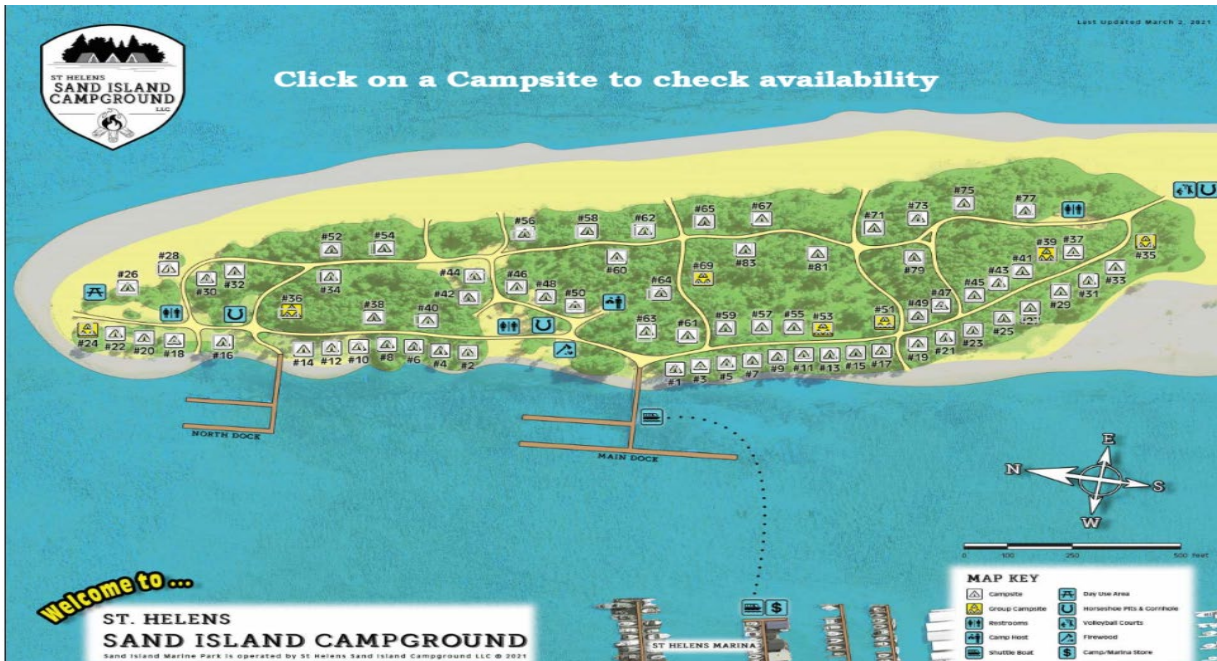
# City of St. Helens

**Sand Island** – city-owned attraction; river and downtown access

- Continue campsite, cabin, venue development

## Downtown Waterfront Redevelopment Project

- Support public works & infrastructure development, hotel recruitment





# Port of Columbia County

**Scappoose Bay Marina & RV** -- Existing local attraction, visitor destination

- Support 4-year master planned expansion
- ADA accessible boat and kayak facilities
- 2021: OSMB \$175,000 grant; \$175,000 Port match for design, engineering & permitting
- Construction scheduled to begin October 2024
- Total estimated cost: \$4 million



# Key takeaways

- Tourism is economic development, we're aligned with Travel Oregon
- Columbia County tourism is an economic development approach, from asset development to partnership & collaboration
- Outdoor Recreation strategy aligns with:
  - Natural Assets
  - Locational realities: advantages & disadvantages
  - Public usability to attract private investment
  - Leverages city & county master plans for facilities, new & expansion hospitality investment
  - Prioritizes local communities first, visitors as a result
- Travel Oregon Destination Development: Essential to rural Oregon & Columbia County tourism
  - Offsets TLT scarcity
  - Provides partnership, expertise, support & leverage





**Thank you!**

**Questions?**



**QUESTIONS**