



Rural Tourism Information Gathering Session

ENTERPRISE

Wallowa County Chamber of Commerce Office

January 16, 2008

Participants:

Deb Bainter	Baker County Chamber and Convention & Visitor Bureau
Terry DeSpain	Bronze Bike Motorcycle Rendezvous
Alice Trindle	Eastern Oregon Visitors Association
Karen Woodin	Flying Arrow Resort
Sondra Lozier	Hells Canyon Mule Days
Sara Miller	NE Oregon Economic Development District
Liz Bohnenkamp	Oregon Parks & Recreation Department
Maurizio Valerio	Rural Development Initiatives (RDI)
Patti Kileen	Travel Oregon
Kari Whitacre	Visit Baker
Vicki Searles	Wallowa County Chamber of Commerce

Facilitator:

Kristin Dahl	Travel Oregon
--------------	---------------

1. What does success look like in your community?

Successful tourism-related efforts:	Factors that contributed to success:
Hells Canyon Scenic Byway	<ul style="list-style-type: none"> • Cooperative advertising/marketing • National exposure & effort to make it well known through marketing • Partnerships • United the destination marketing organizations (DMOs) • Grants • Long term involvement
Cycle Oregon	<ul style="list-style-type: none"> • “Green” event • Well-organized • Generous in sharing economic resources
Hells Canyon Motorcycle Rally	<ul style="list-style-type: none"> • Successful in number of participants • Needs to learn how to be successful in terms of sustainability
Bronco Bull Riding	<ul style="list-style-type: none"> • Longevity of event • Partnerships between community and Elks Lodge
Cooperative business	<ul style="list-style-type: none"> • Quality of product • Involvement of awards • Public relations • Customer service
Sumpter Rally	<ul style="list-style-type: none"> • Coop with Oregon Parks & Recreation Department • Develop the experience
Recreational opportunities	<ul style="list-style-type: none"> • Encourages visitor spending • Involves an experience

1. What does success look like in your community? (continued)

Successful tourism-related efforts:	Factors that contributed to success:
Chief Joseph Rodeo	<ul style="list-style-type: none">• Committee members• Longevity• Volunteers• Cultural
Bronze Bike Motorcycle Rendezvous	<ul style="list-style-type: none">• Due diligence• Ties into community• Buy-in
Historical Baker City	<ul style="list-style-type: none">• A significant attraction, per survey results

2. What opportunities for tourism development do you currently see in your region/community? (*in alpha order*)

- Airport/aviation tourism
- Alpinefest – new vendors
- Annual events (add to these events)
- Asset mapping
- Birding
- Businesses need to be open for visitors (both summer & winter)
- Buy-in from large businesses
- Cultural tourism/heritage/Native Americans
- Culture
- Customer service
- Cycle rental
- Cycling
- Develop winter recreation
- Downtown development (Baker City)
- Educate store owner
- Fresh perspectives - people for planning
- Guided tours
- Lodge built in Baker County
- Mapping trails & opportunities
- More activities for byways (Elkhorn & Hells Canyon)
- More activities with the trains
- More revenues for local communities (revenue leakage)
- Natural resources (nature interpretation)
- Packaged travel
- Seasons (expand - 12 months)
- Shoulder season
- Snowshoeing at the lake
- Sportsmen's Show at the lake park
- Tourism education in college
- Train - more programs all the way to Joseph
- Transportation (regular transportation services)
- Volunteer support and gathering event
- Work together—cross market

3. What resources or assistance do you think your community would need in order to take full advantage of the opportunities you see?

- Train businesses to work together—i.e. stay open, be informed
- Money to promote events
- Need information for other businesses - packers and guides, etc.
- Be able to rent snowmobiles, jet skis, “sporting goods”
- Community leaders open to growth
- Round table tourism
- Money
- Insurance product
- Road—maintained and open
- Hours of business (keep doors open)
- Marketing and advertising—cooperative
- Community buy-in
- Inspiration
- Connection/network
- Resource book
- Educational tours for all involved
- Transportation & packaging for development of guides or entrepreneurs
- Business planning and pitch to potential business
- Develop shoulder and winter: inventory of what is currently going on
- Infrastructure - road, safety
- Form cluster groups within community to identify needs and how to address them
- Leadership and agreement from community leaders (tourism at the table)
- Develop niches
- Business development workshops—avenue to help the community talk to each other
- Education for packaged travel
- Funding and staffing

4. Thoughts and/or suggestions to make these programs successful in the community:

- Transportation - moving visitors from event locations to town (and to retailers)
 - Non-profit vs. profit
 - Umbrella insurance would be great for sporting goods/bikes, snowmobiles, etc.
 - Community leaders open to new growth and visions
 - Workshop that gives suggestions to tourism industry leaders on how to become involved with city, county, state, regional group, & government, so that tourism is represented in planning decisions and economic development and visioning
 - Bring community leaders to the workshop to educate regarding the tourism industry
-