



Plymouth Park

Corp  
Engineers  
Spillway Park

Corp Of  
Engineers  
McNary Wildlife  
Nature Area

MCNARY  
PONDS

WEST PARK  
(OR)

Umatilla Marina Park  
UMATILLA  
MARINA RV PARK

Corp  
Engineers  
Wildlife Mgmt Unit  
44

Usa Bpa

Corps Of  
Engineers

Umatilla

730

School  
Dist #6

82

State Of  
Oregon

AMSTAD  
FARMS LLC

Columbia River Hwy 730

CLEAVER  
ALAN  
NUGENT PARK  
BOAT RAMP

NUGENT PARK

NOBLES KELLY

NOBLES CLYDE C  
JR & BETTY L

REFFETT  
WAYNE S

N & C  
LAND LLC

MCCLANNAHAN  
WILLIAM

Umatilla  
City Of

HAYDEN  
HOMES  
LLC

TE AMO  
DESPACIO  
LLC

# Destination Assessment

Umatilla, Oregon  
July, 2018

Topo

Hyb

Sat

2000 ft



**Destination  
Management**  
ADVISORS

*Define where you live.*

Jon-Paul Bowles

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# The Big Picture

- ✓ Strengthen and diversify Umatilla's economy through tourism
- ✓ Create access for fun, healthy activities for your families
- ✓ Celebrate your culture and community
- ✓ Support small businesses
- ✓ Support downtown redevelopment
- ✓ Steward the natural environment, including riverfront ownership issues
- ✓ Adapt and Thrive

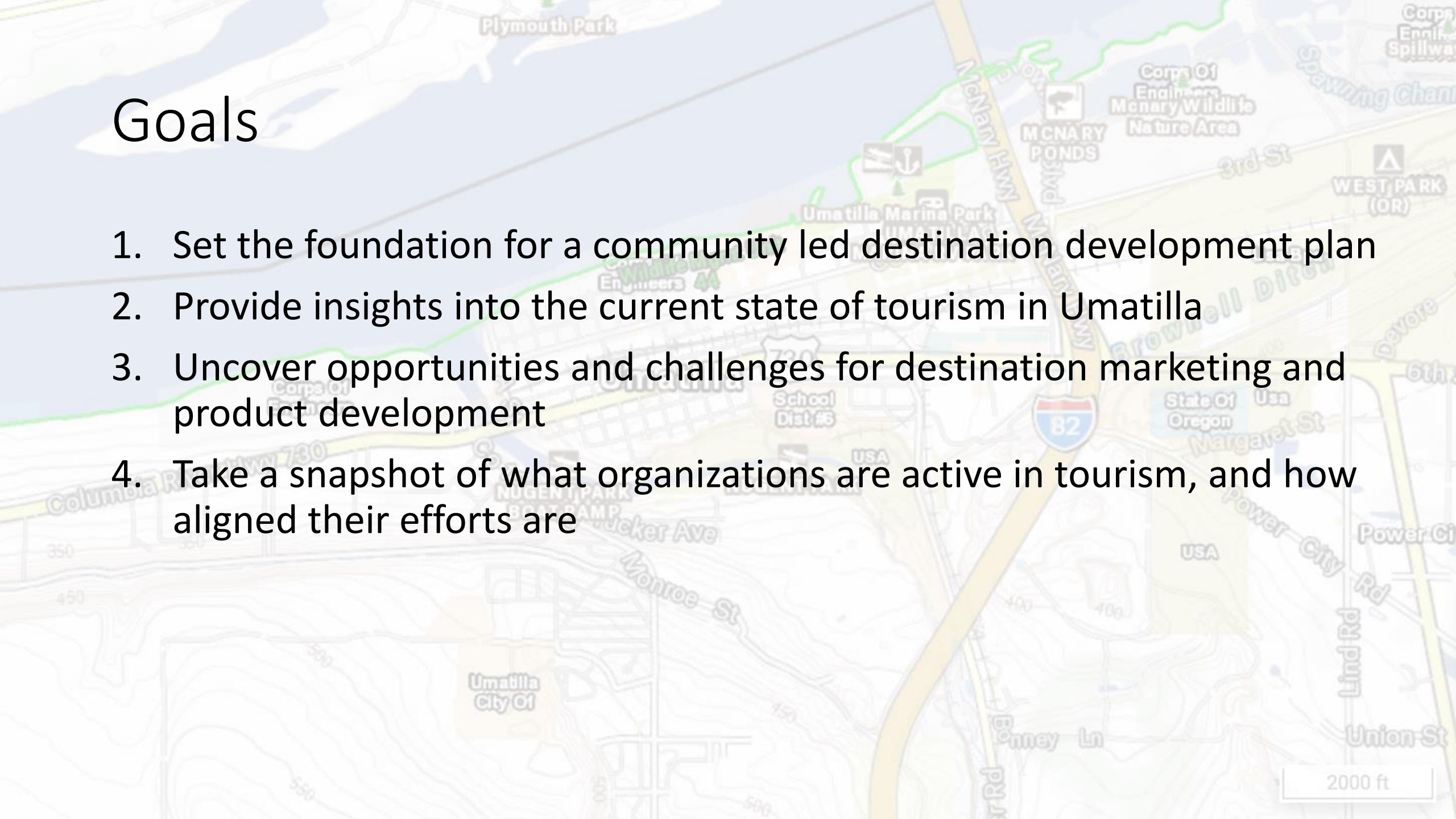


# Organizations Involved

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# Goals

1. Set the foundation for a community led destination development plan
2. Provide insights into the current state of tourism in Umatilla
3. Uncover opportunities and challenges for destination marketing and product development
4. Take a snapshot of what organizations are active in tourism, and how aligned their efforts are



# Umatilla Destination Assessment Table of Contents

## Assessment Chapters

### 1. Assessment Inputs

- Process
- Visitor context and data
- Interviews
- Planning resources

### 2. Product Development

### 3. Destination Marketing

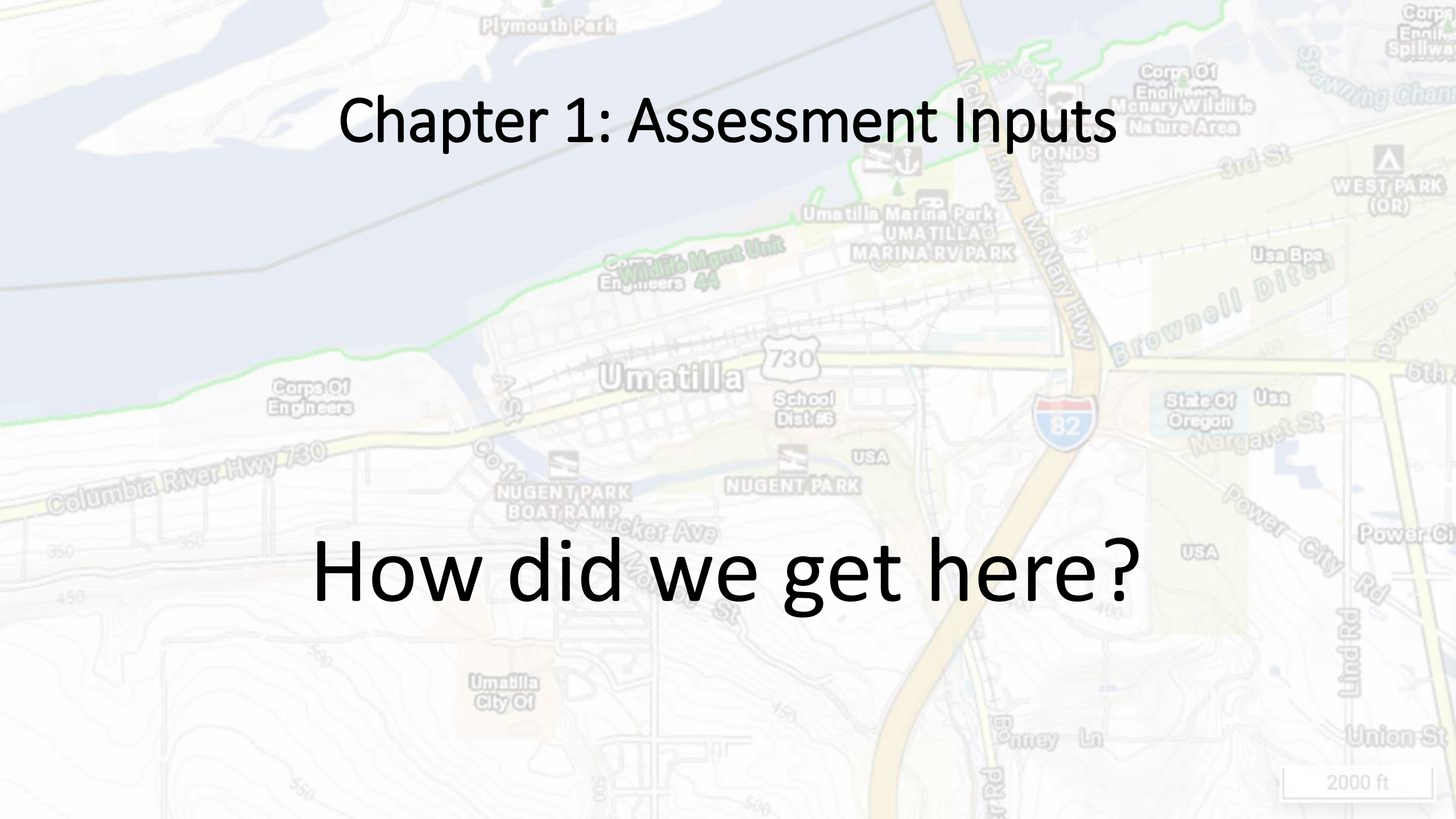
### 4. Organizational Infrastructure

## Breakdown

- Assets
- Challenges
- Opportunities

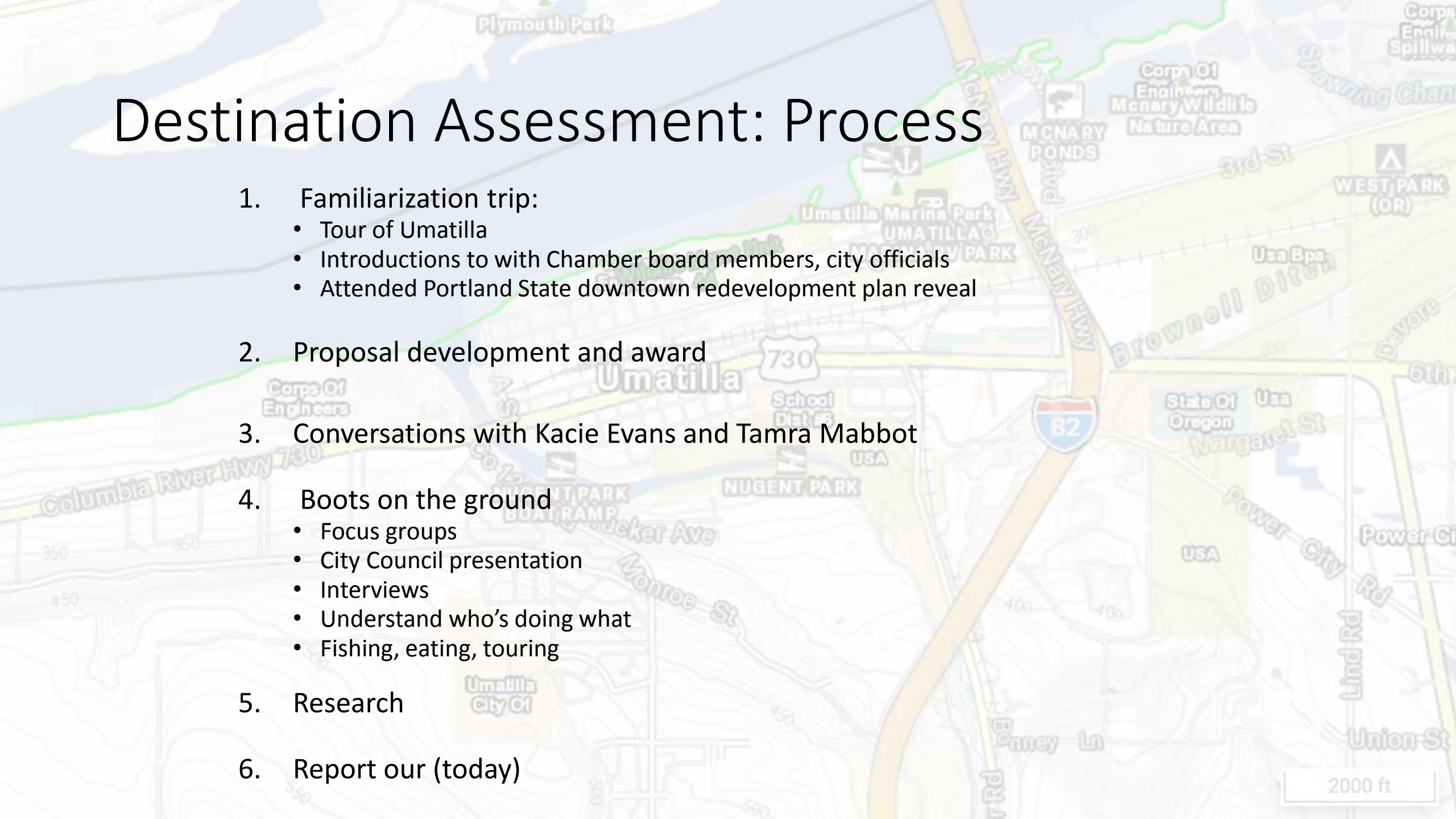
# Chapter 1: Assessment Inputs

How did we get here?



# Destination Assessment: Process

1. Familiarization trip:
  - Tour of Umatilla
  - Introductions to with Chamber board members, city officials
  - Attended Portland State downtown redevelopment plan reveal
2. Proposal development and award
3. Conversations with Kacie Evans and Tamra Mabbot
4. Boots on the ground
  - Focus groups
  - City Council presentation
  - Interviews
  - Understand who's doing what
  - Fishing, eating, touring
5. Research
6. Report our (today)

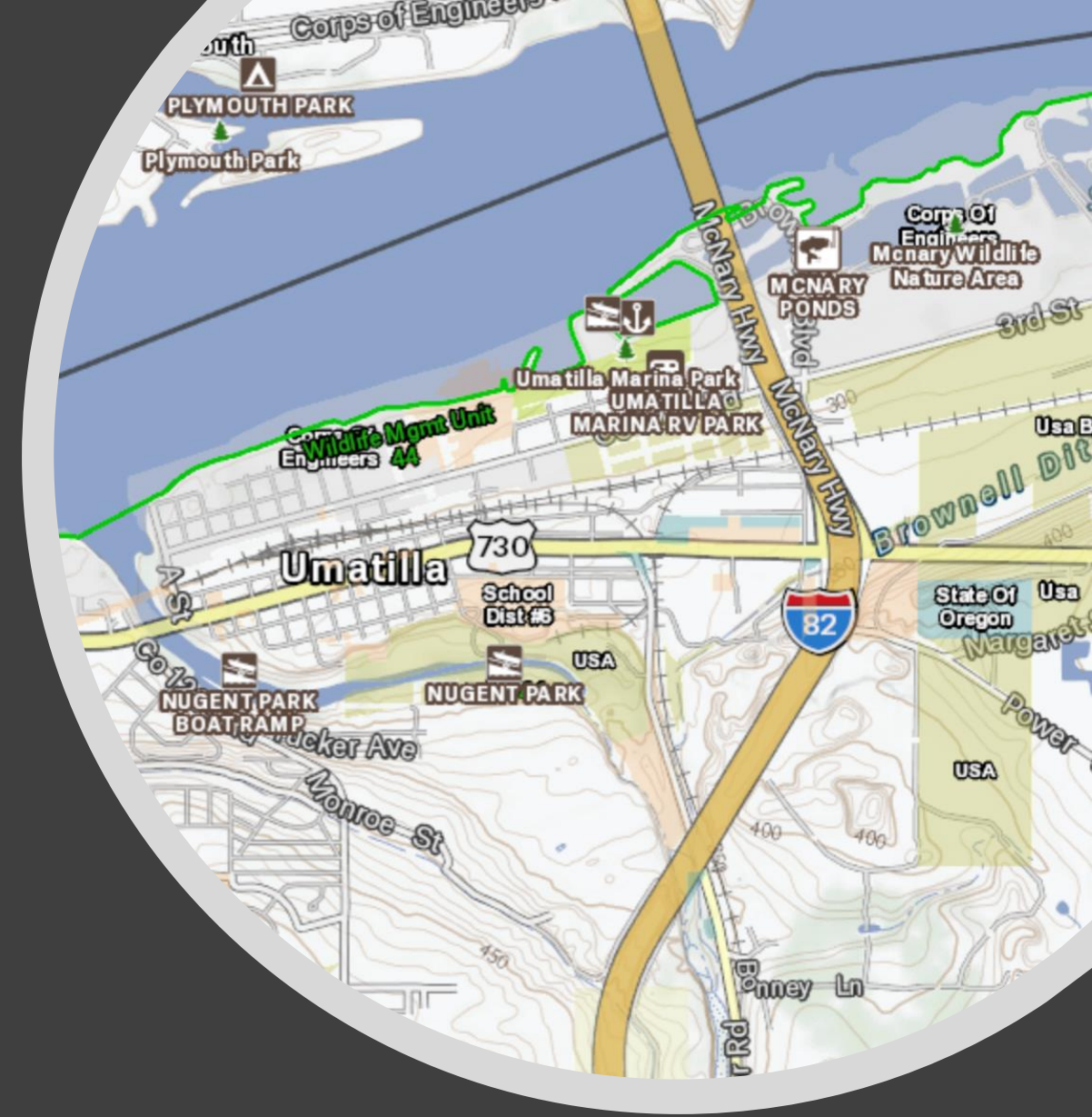


2000 ft



# Things I love about Umatilla

- Two rivers with historic fish runs – warm water species and salmon/steelhead
- Diverse climate around the calendar
- Character and place: no fast food restaurants and chains
- Traditional agriculture and Latin influence
- Off the Interstate
- Citizens who give a damn



# Impact on Local Economy

1. How much did visitors spend in Umatilla County in 2017?

- A. < \$20 million    B. \$90 million    C. \$100 million    D. \$165 million

13%

2. How many jobs did tourism *directly* account for in Umatilla County?

- A. < 1,000    B. 2,500    C. 3,000    D. 3,500

Up 100 jobs in a year

3. How much local tax revenue was raised through tourism in Umatilla County?

- A. < \$500,000    B. \$700,000.    C. \$1.7 million    D. \$ 2.7 million

13%

4. How much does the average visitor spend per trip to Umatilla County?

- A. \$130    B. \$170    C. \$250    D. \$280

4%

5. How much does the average visitor spend per overnight trip in Oregon?

- A. \$150    B. \$170    C. \$250    D. \$279

3.7%

2000 ft

Topo

Hyb

Sat

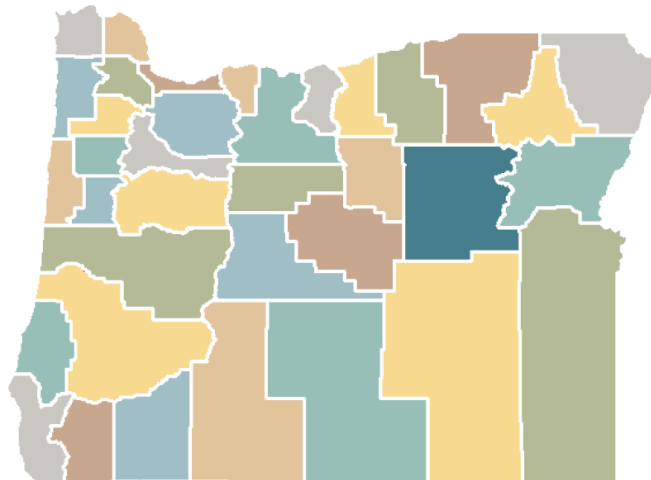
# Data tells a story

## Oregon Travel Impacts

Access data by clicking on county map, or switch tab for district, region or state map

### Select County

Baker  
Benton  
Clackamas  
Clatsop  
Columbia  
Coos  
Crook  
Curry  
Deschutes  
Douglas  
  *East Douglas*  
  *West Douglas*  
Gilliam  
**Grant**  
Harney  
Hood River  
Jackson  
Jefferson  
Josephine  
Klamath  
Lake  
Lane  
  *East Lane*  
  *West Lane*  
Lincoln



### Select Region

### Select State

You now have direct access to travel impact data, as reported in the Economic Impact reports, prepared annually by Dean Runyan Associates, Inc. for the Travel Oregon. The Economic Impact Report includes direct economic impacts of travel to and through Oregon and its counties and regions in categories listed below:

#### Direct Travel Spending

Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.

#### Direct Earnings

The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that are attributable to travel expenditures.

#### Direct Employment

Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.

#### Direct Tax Receipts

Tax receipts collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel.

[Download Full Report](#) 

Source: <http://www.deanrunyan.com/ORTravelImpacts/ORTravelImpacts.html#>

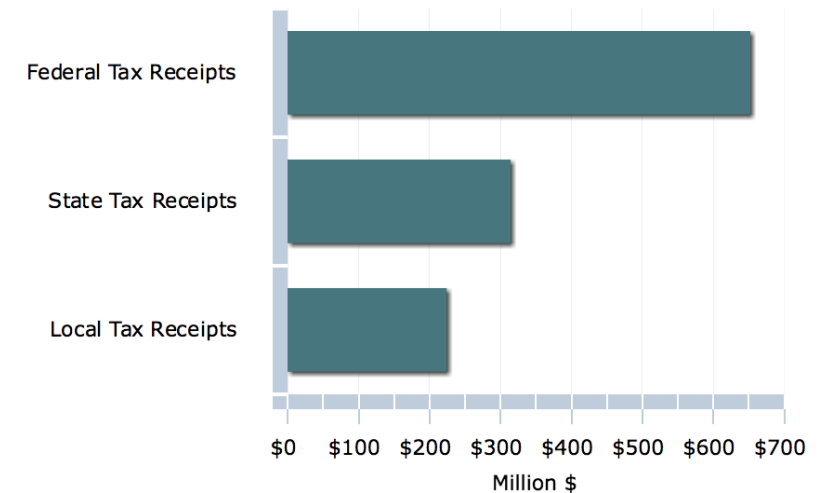
# Tourism is Economic Development

## Oregon

- \$11.8 billion in direct visitor spend
- Provides 112,000 jobs state wide
- Generates \$1.2 billion in tax revenue

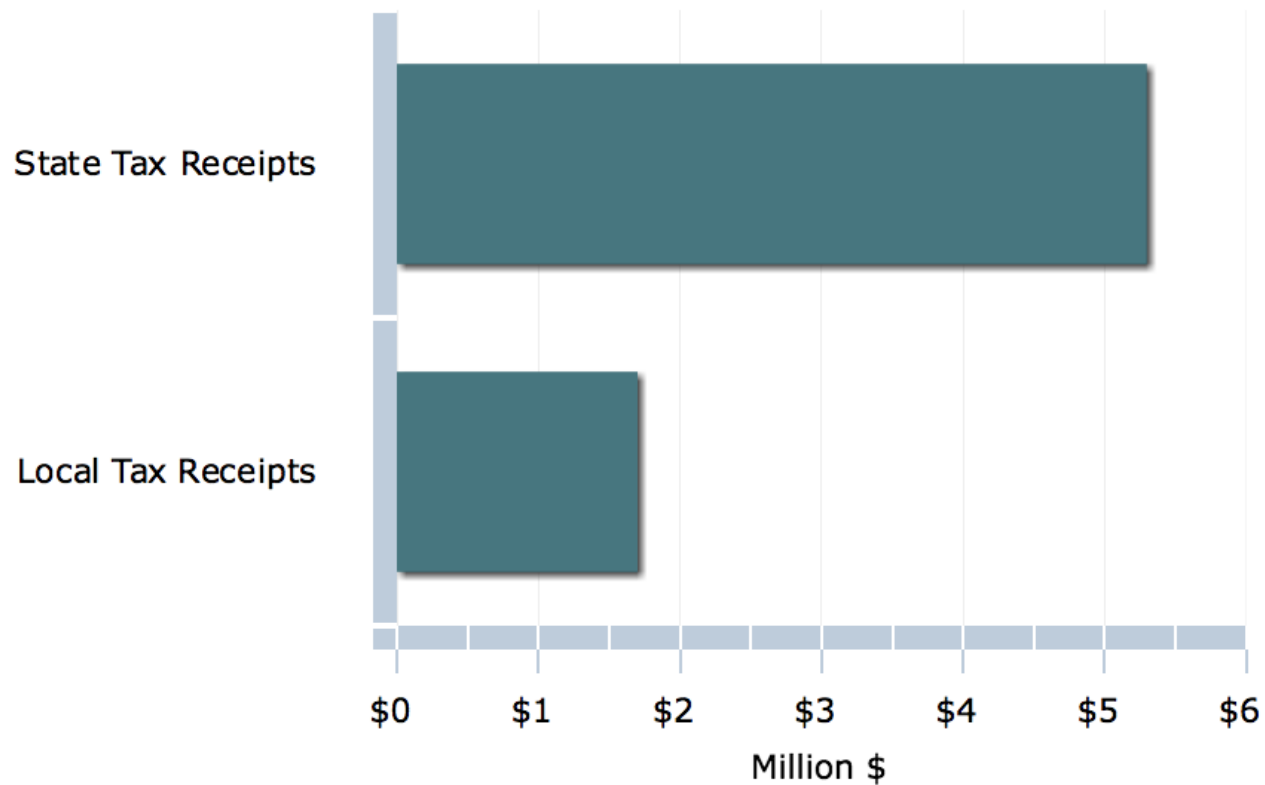


**Total Direct Tax Receipts by Category, 2017  
Oregon State**



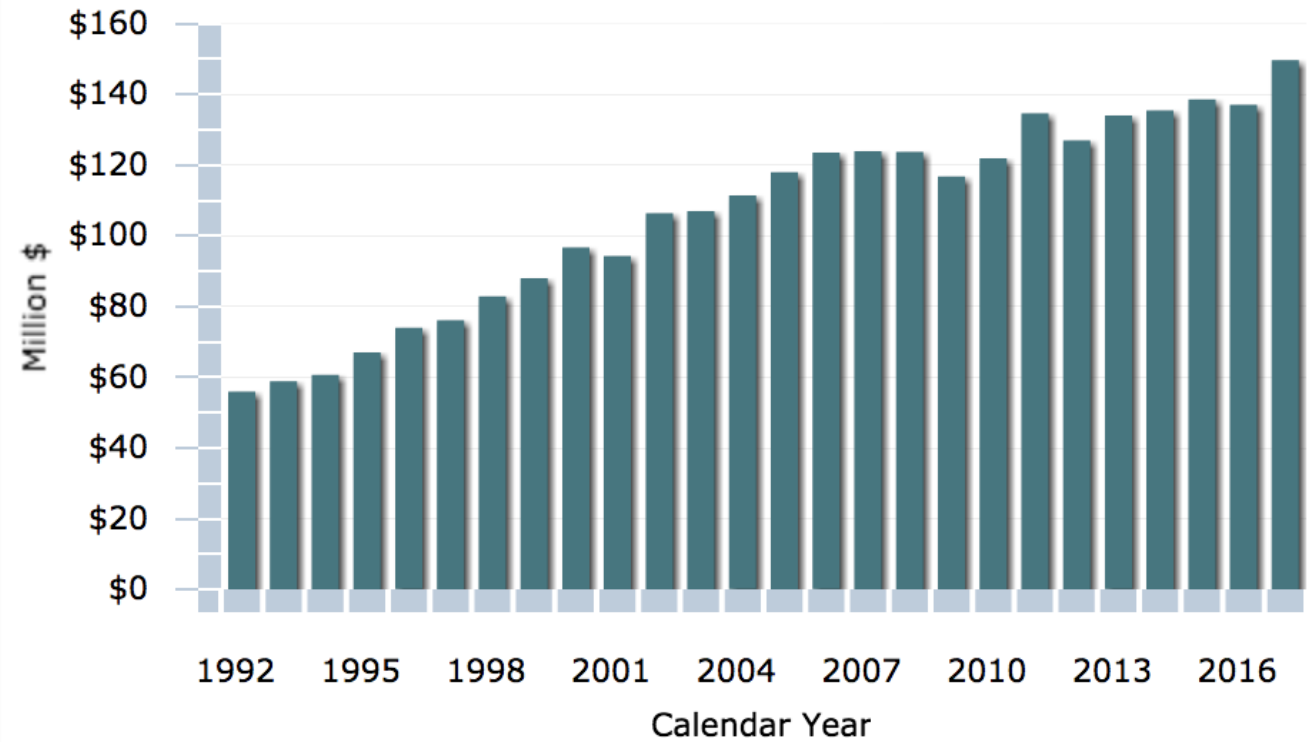
# How much tax revenue do visitors create?

**Total Direct Tax Receipts by Category, 2017**  
**Umatilla County**



# How much do visitors spend in Umatilla County?

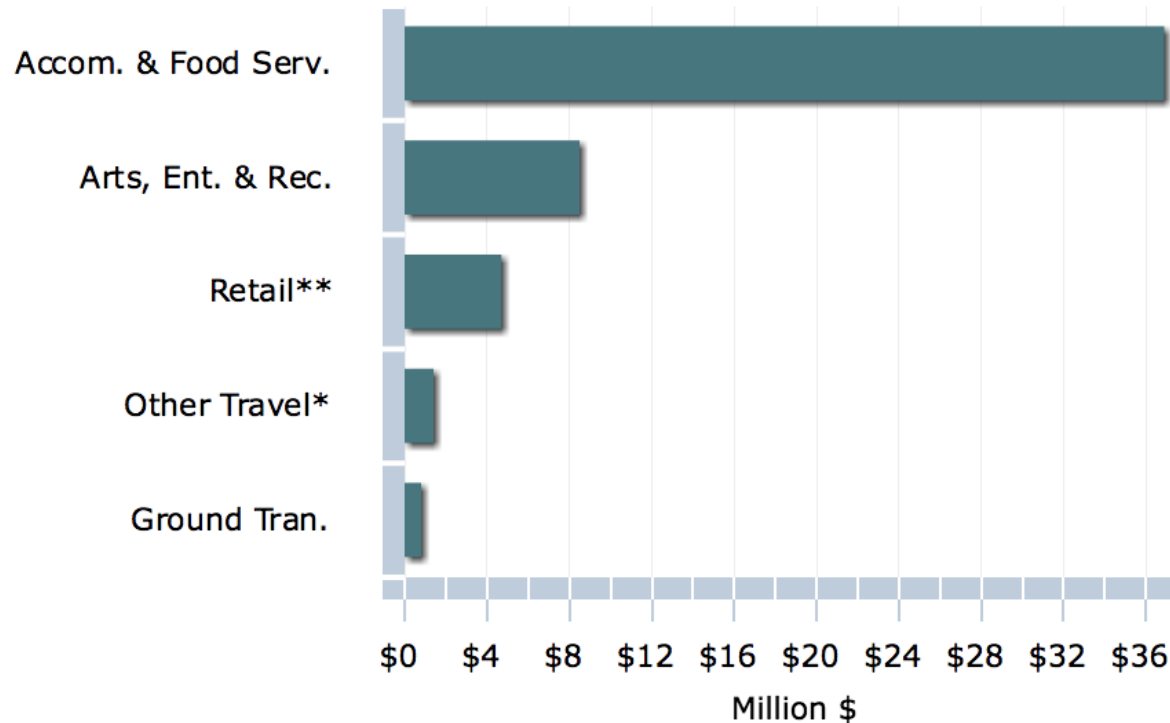
**Visitor Spending at Destination  
Umatilla County**



2000 ft

# What do visitors spend money on in Umatilla County?

**Total Direct Earnings by Category, 2017**  
**Umatilla County**



Other Travel includes resident air travel and travel agencies. Retail Includes gasoline.

# Implications

- Tourism is big business
- Tourism is a growth industry
- Tourism brings export dollars, which have a multiplier effect
- Tourists dollars support businesses and amenities that benefit locals
- Tourism industry can be tapped into at a state, regional, and county level
- Likely that visitor spend can increase with targeted approach



# Interviews and Inputs

- Umatilla Riverfront Advisory Council
- City Parks Map
- Comprehensive Trail Map
- West Umatilla County Asset Map
- Eastern Oregon Visitor Association Planning and Marketing documents
- Downtown Redevelopment Plan



# Interviews

Name	Organization	Name	Organization
Larry Nelson		Mike Jewitt	
Sam Nobles		Mark Morgan	
Ramandeep Singh		Mark Ribich	
Kacie Evans		Joan Ribich	
Jodi Hinsley		Josephine Kepich	
Maria Moreno		Brandon Seitz	
Pedro Ortiz		Karie Walchili	
Karie Walichi		Matthew Tsui	
Gail Nelson		Nanci Sandoval	
Roak TenEyck		Salud Campos	
Tamra Mabbot		Andrea Long	
Al Davis		Steven Arrasmith	
Darla Huxel		Tom Love	
Commissioner Bill Elfering		Ted Beach	
Raelyn Gallegos		Tisa Coffey	
Marcus		Dave Meade	
Russell Pellberg		Heidi Sipe	
Mike Roxbury		Mark Keith	
Kelly Nobles		Rod McKenzie	
Judy Simmons		Bob Adams	
Brandon Frazier		Berlyn Bales	

# Chapter 2: Product Development

A map of Umatilla, Oregon, showing the town's layout and surrounding areas. The map includes major roads like Highway 730 (Columbia River Hwy) and Highway 82 (McNary Hwy). Key locations such as Umatilla Marina Park, Nugent Park, and Umatilla City are labeled. The map also shows topographical features like contour lines and a scale bar indicating 2000 feet.

What experiences will bring visitors to Umatilla?

# Destination Development

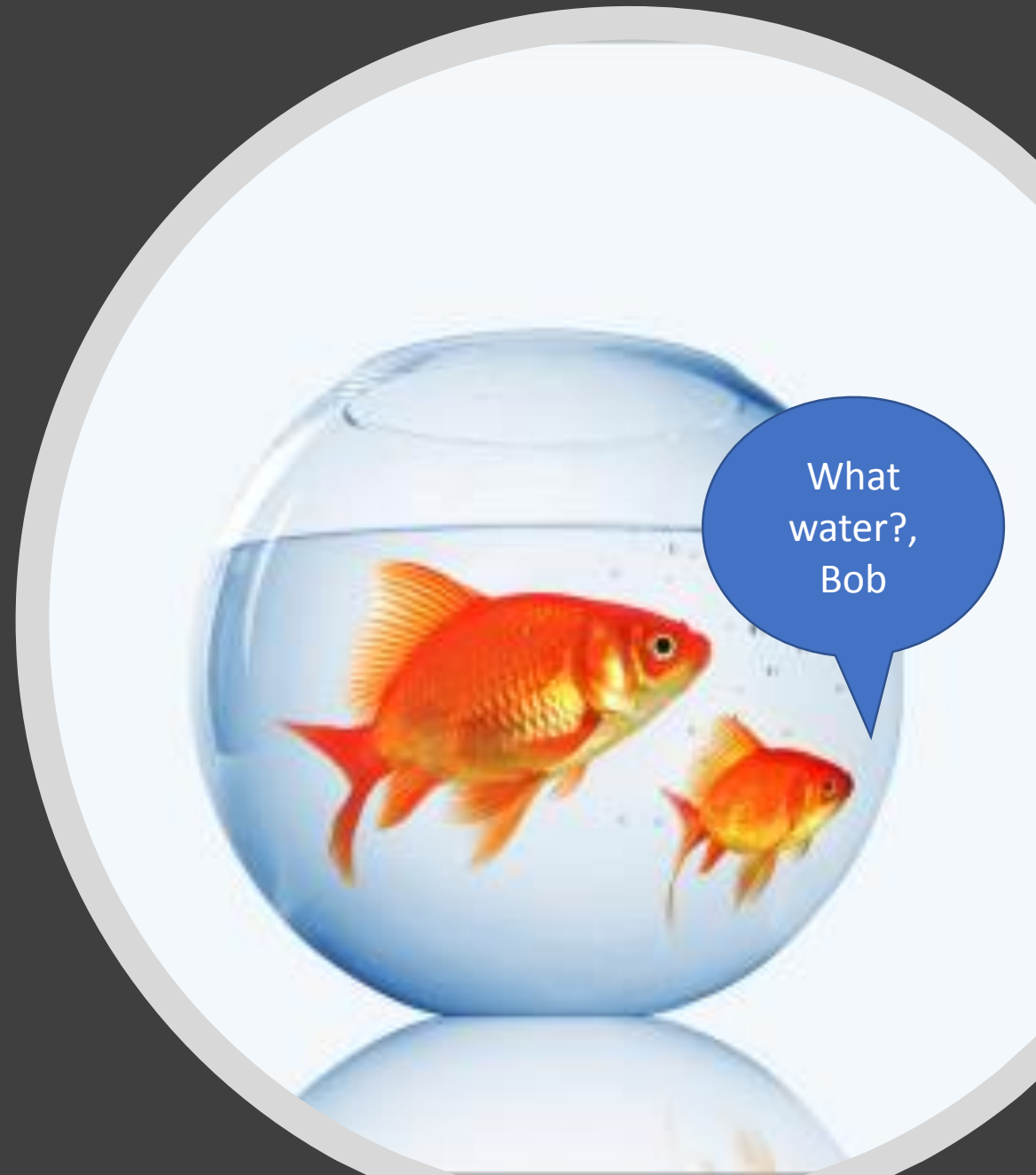
## Where we are now:

- What types of experiences can appeal to visitors and what are the destination's assets?
- What's working and what can be developed?
- What types of experiences should be built on?

# Destination Development

## Significant Findings:

- Long time locals know there's a lot to do, and assume everyone else does too
- Newcomers have no idea what there is to until they stumble across it, sometimes years later
- "The way it used to be..."
- Fishing means year-round opportunity





# Destination Development

## Opportunities

- Columbia & Umatilla Rivers
- History & culture
- Avoided chain restaurants & retail
- Rural Opportunities Initiative for small business support
- Nature trails
- 15 miles from I-84

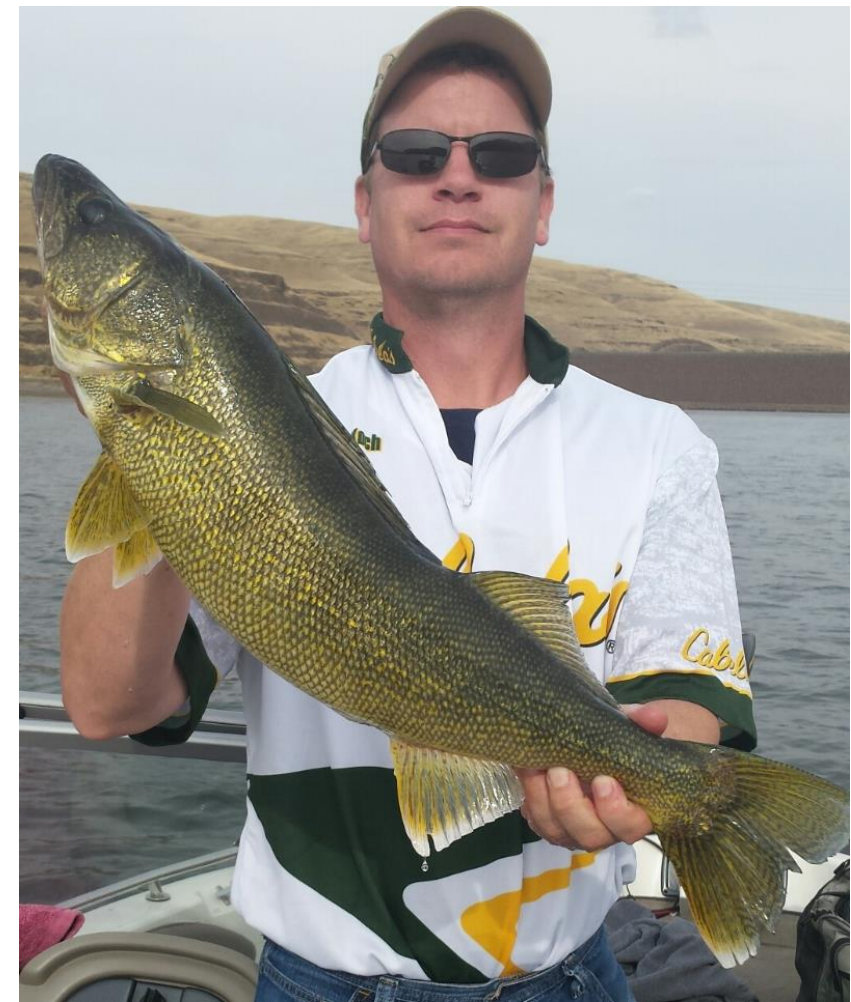
## Challenges

- Lack of downtown businesses offering amenities to visitors
- Land ownership and lack of control on Corp properties
- Invasive species along waterways
- Absentee property owners
- 15 miles from I-84

# Fishing

## Opportunity

- Emphasis on Walleye – world class fishery
- Tournaments
- Year round, spring peak
- Salmon and steelhead
- Bank angling
- Columbia River Walleye Association

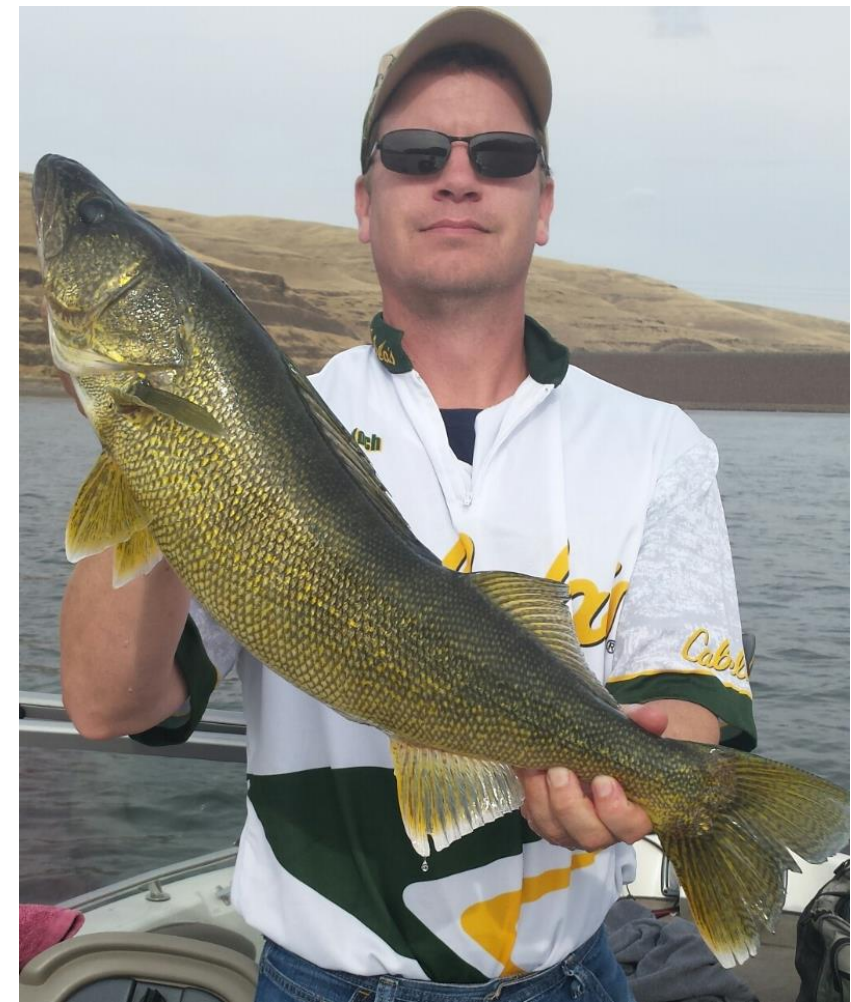




# Fishing

## Challenges

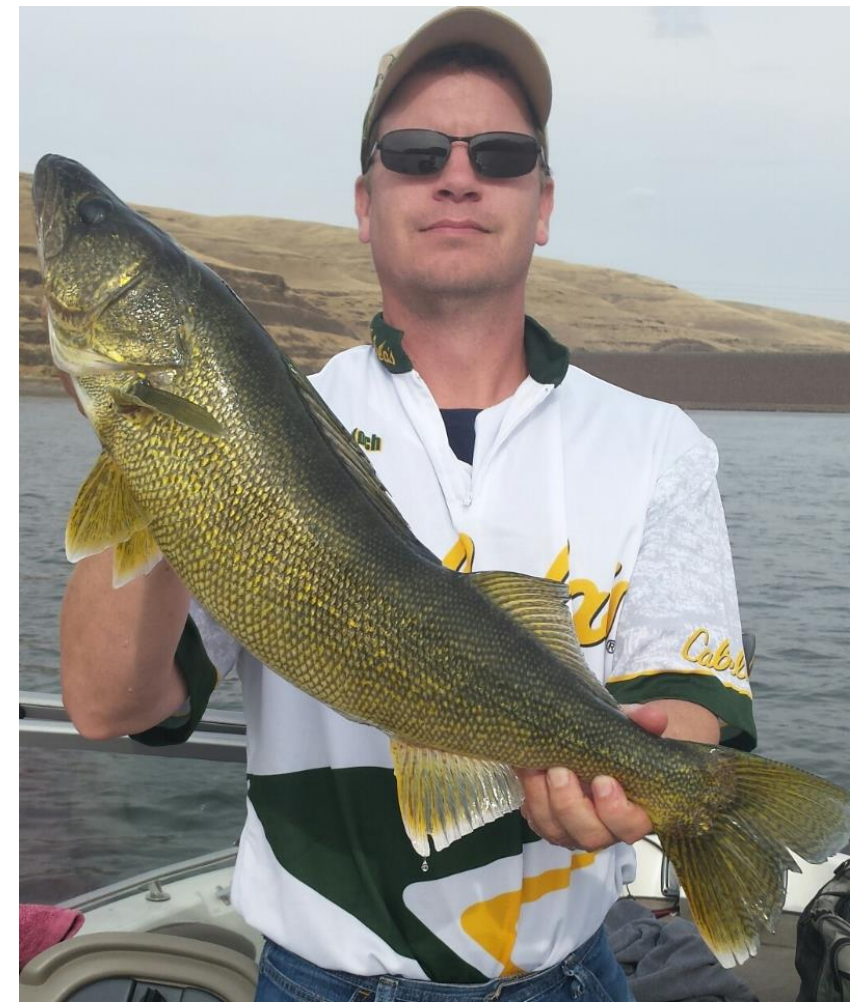
- Invasive species block bank access
- Timing of runs and quotas restricts availability of salmon/steelhead catch
- Port (add text after visit on Wed)
- Marina lacks adequate moorage
- Removal of Walleye limits
- No tackle shop in town
- Security (marina parking)
- Park for tournaments (200+)
- Launches/boat ramps?



# Fishing

## Specific Opportunities

- Tournaments: Governor's Cup
- Amenities for recreational fishermen and women
- Access to Umatilla and Columbia Rivers for bank anglers, esp. Chinaman's Hole
- Packaged itineraries for fishermen and women
- Promotional materials on warm water species
- Promote salmon and steelhead in fall/winter (some challenges)
- Business services – guiding, gear, etc.



# Recreational Sports Complex

## Opportunity

- Adult and youth league tournaments
- Soccer, lacrosse
- Hermiston tournaments already overflow into Umatilla
- Local soccer players don't have enough space as is
- Hispanic community support and growth
- Trust between community leader (Pedro Ortiz) and Parks



# Recreational Sports Complex

## Challenges

- Critical mass of infrastructure does not yet exist
- First field took 5 years to get built
- Maintenance, lining, requires ongoing effort



# Recreational Sports Complex

## Specific Opportunities

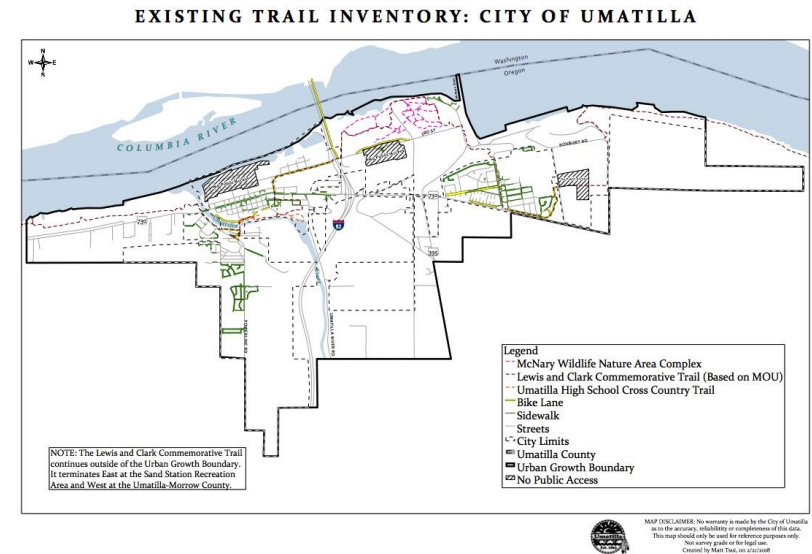
- City plans to build new fields, restroom, and sport complex structure
- 4-6 fields allows large tournaments that attract 6-10 teams (and families) from as far away as Walla Walla
- Weekend tournaments encourage overnight stays
- April – Nov. season encourages should season visits
- Existing tournaments require significant travel
- Community and city can collaborate on scope, maintenance, and recruiting events/tournaments



# Trail Development and Maintenance

## Opportunity

- Existing trails inventory
- Birding
- Hiking
- Broad appeal to many types of visitors, and locals
- Willing land owners

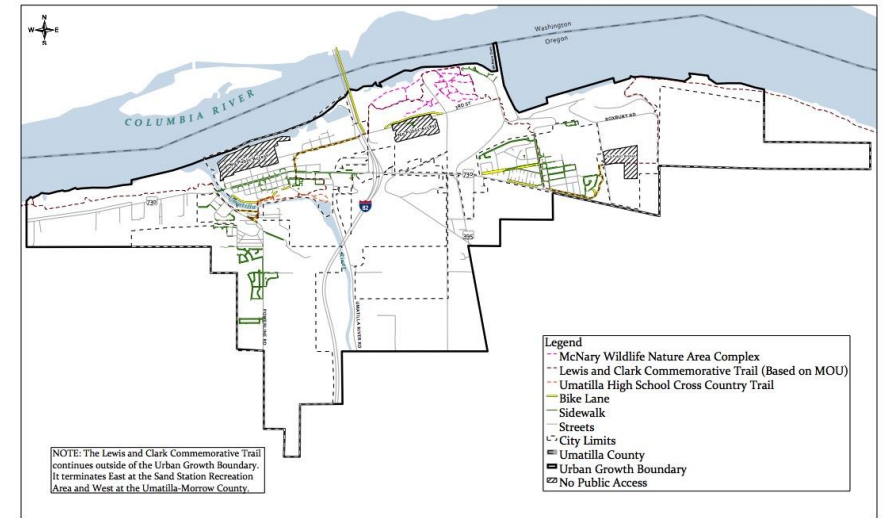


# Trail Development and Maintenance

## Challenges

- Multiple land managers with unique processes and decision makers
- Expensive to develop new trails
- Trail maintenance funds are hard to get

EXISTING TRAIL INVENTORY: CITY OF UMATILLA

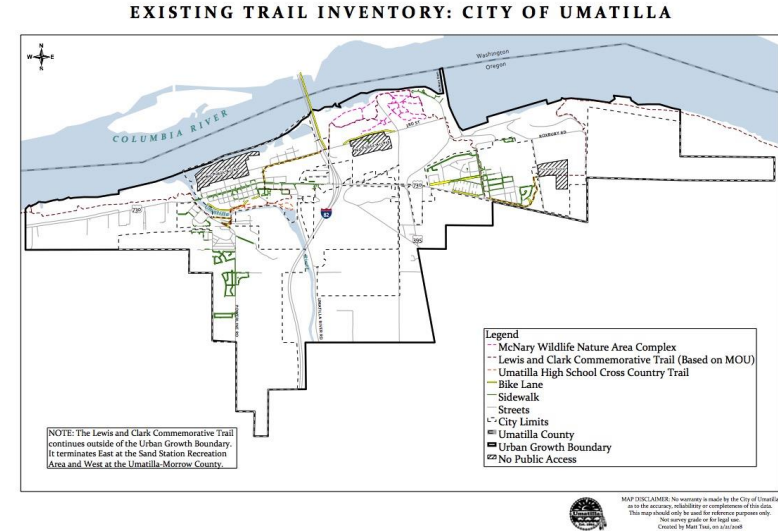


MAP DISCLAIMER: No warranty is made by the City of Umatilla as to the accuracy, reliability or completeness of this data. This map should only be used for reference purposes only. Not a survey grade or for legal use. Created by Matt Tate, on 2/21/2018.

# Trail Development and Maintenance

## Specific Opportunities

- Hiking, walking, birding activities in:
  - McNary Wildlife Area
  - Umatilla River Trail
  - Chinaman's Hole
  - 3<sup>rd</sup> St. trails
  - Hat Rock State Park
- Brushing & maintenance on existing trails
- Chinaman's Hole
- New trail development on Umatilla River





# Umatilla River Development: Paddling

## Opportunity

- Manmade play features (fish passage)
- Submerged features that slow water
- "Best place in the world for learning flat spins"
- Park and play or play down the river
- Different paddling experiences at different water levels. Multi-seasonal



# Umatilla River Development: Paddling

## Challenges

- Walk in access
- Little to no existing information
- Limited local paddling community (engaged so far)



# Umatilla River Development: Paddling

## Specific Opportunities

- Create walk in access
- Map the river for paddlers
- Engage user generated content
- Aerial footage of paddlers as content
- Find kayaking influencers for fam tour & input on amenities needed



# Destination Development: Additional Assets

## 1. Port Development / Marina

- Playground
- RV Parks
- Stage
- Connect port to downtown Umatilla
- Additional moorage

## 2. Cultural / Heritage

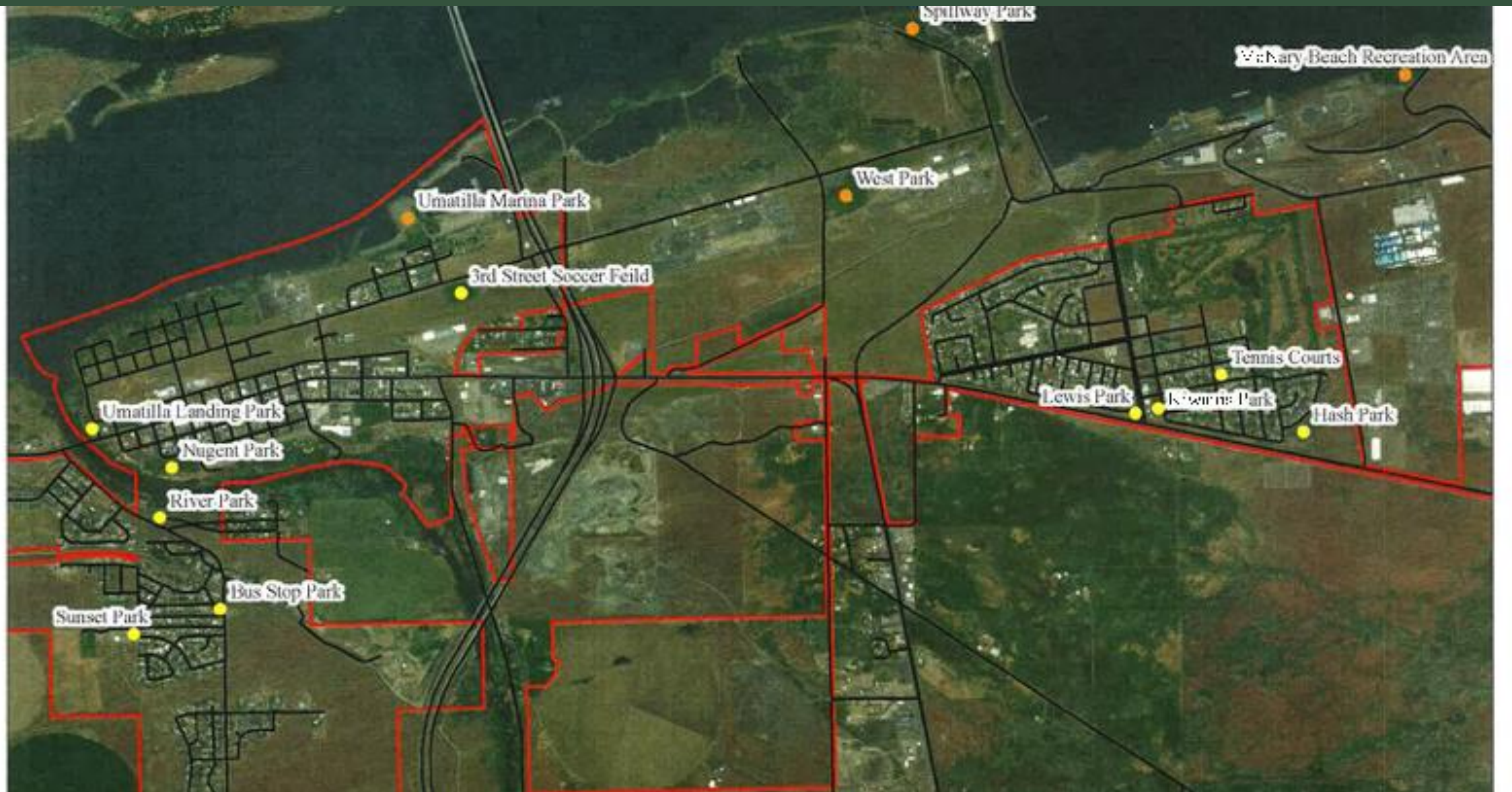
- Need to engage with the Tribe
- Good relationship between Chamber and Museum
- Oral recordings project at museum - how could they be used to engage visitors?

## 3. Cycling Tourism

- Group rides and tournaments

## 4. Agritourism

- Has potential to develop along River Road, but more producers need to welcome visitors



# Chapter 3: Destination Marketing

A topographic map of Umatilla, Oregon, showing the town's layout, major roads like Highway 730 and Interstate 82, and various parks and landmarks. The map is overlaid with text.

How do you get visitors to Umatilla?



# Destination Marketing

## **Where we are now:**

- What is the current messaging?
- What materials (collateral, website, social media, advertising, etc.) are currently being used to promote experiences in Umatilla to visitors? How do these materials currently position the destination?
- What is missing?
- What recommendations can be made to improve these in the short and long term?

# Destination Marketing: Target Markets

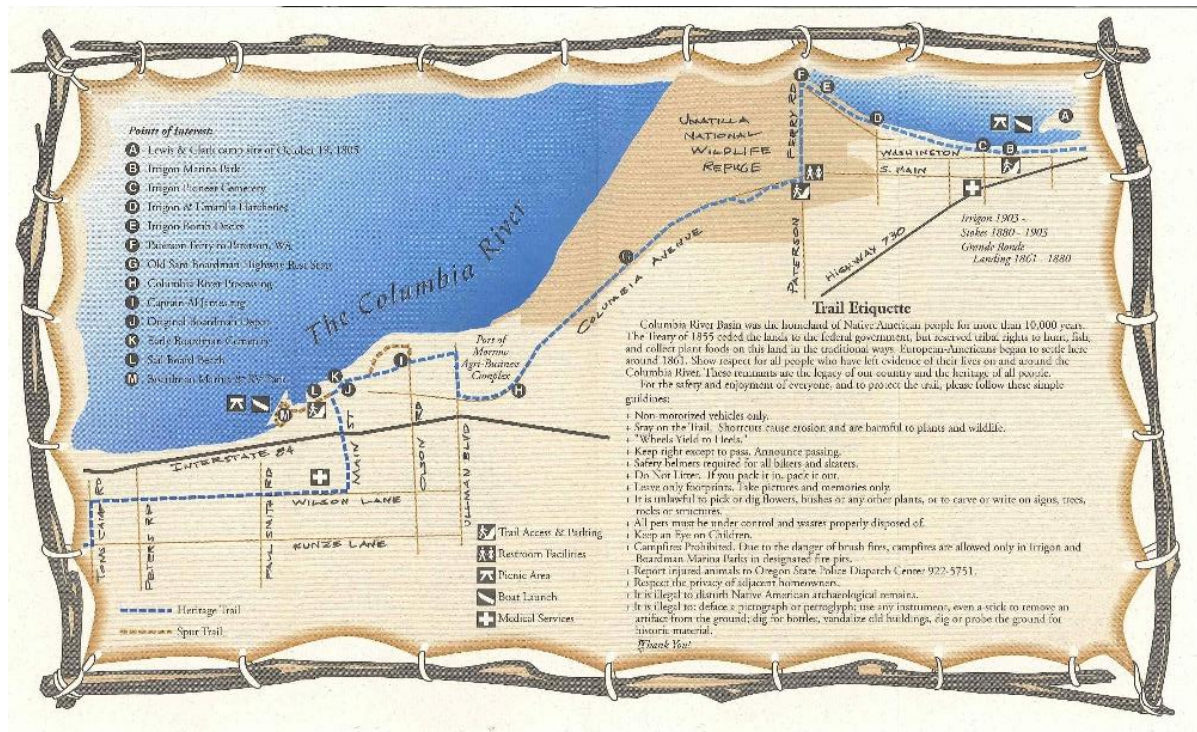
## Target Markets

1. Friends and Family Visitors
2. Fishermen and women
  - Tournament
  - Recreational
3. Families of fishermen and women
4. Tri-Cities drive market
5. Kayakers
6. Cruise lines
7. Hispanic community





# Destination Marketing: Collateral



We hope you will experience some of the same feelings as the Corps of Discovery did when they passed through this region. Much of the trail is in its natural state, as it runs along the Columbia. Enjoy the panoramic scenes that are waiting for you.

### TRAIL ETIQUETTE

- + Non-motorized vehicles only.
- + Stay on the Trail. Shortcuts cause erosion and are harmful to plants and wildlife.
- + Keep right except to pass. Announce passing.
- + Do Not Litter. If you pack it in, pack it out.
- + It is unlawful to pick or dig flowers, bushes or any other plants, or to carve or write on signs, trees, rocks or structures.
- + Control pets. Properly dispose of waste.
- + Campfires are prohibited on the trail.
- + Respect the privacy of adjacent homeowners.
- + It is illegal to disturb Native American archaeological sites or burials, or deface a pictograph or petroglyph. Report looters & vandals. Call 1-800-487-3474.

### POINTS OF INTEREST

(East to West)

- Sand Station Recreation Area
- Warehouse Beach Recreation Area (Horse Facilities)
- Hat Rock State Park
- McNary Beach Park (Horse Facilities)
- McNary Lock and Dam
- Pacific Salmon Visitor Center
- Umatilla Marina and RV Park
- City Museum
- Nugent Park

**HAT ROCK STATE PARK**

- Kiosks or Interpretive Panels
- Restrooms
- Horse Watering Trough

**SECTION 4**  
HIKERS & BIKERS  
HORSES PLUS HIKERS & BIKERS  
REST ROOMS

**SECTION 3**

**SECTION 2**

**SECTION 1**



Destination Marketing – Chamber website

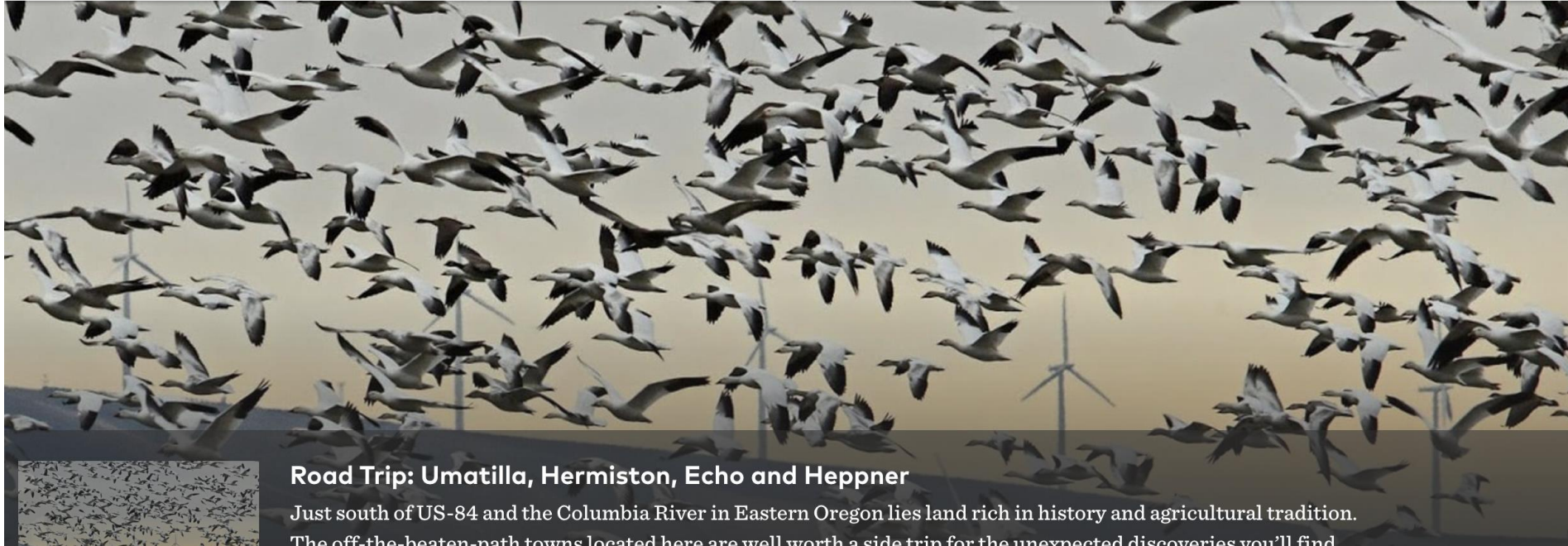
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Wildfires may impact travel in Oregon. Check current conditions [here](#).



[Places to Go](#) [Things to Do](#) [Plan Your Trip](#)

[Free Travel Guides](#) [Email Newsletters](#)



### Road Trip: Umatilla, Hermiston, Echo and Heppner

Just south of US-84 and the Columbia River in Eastern Oregon lies land rich in history and agricultural tradition. The off-the-beaten-path towns located here are well worth a side trip for the unexpected discoveries you'll find.

# Destination Marketing – Travel Oregon city page

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Google things to do in umatilla oregon





About 463,000 results (0.58 seconds)

Visiting Umatilla, Oregon | Your Oregon Adventure Awaits  
(s) www.traveloregon.com/Umatilla\_OR/Adventures  
 Planning a Trip to Umatilla, Oregon? Find The Info You Need From Travel Oregon™. Places To Stay. Portland, Oregon. Plan Your Oregon Trip. Travel Ideas. The Oregon Coast.

Travel Oregon Newsletter  
 Unique Places To See And Things To Do On Your Next Oregon Escape!

Only Slightly Exaggerated  
 Experience The Magic Of Oregon With Travel Oregon™.

Things to do in Umatilla


 McNary Dam Salmon	 Lake Wallula Lake and reservoir	 Plymouth Park Park and camping	 Umatilla Marina Park
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More things to do

Umatilla  
 City in Oreg


Umatilla is 4 States, 114 Columbia R after the Un

Elevation: :  
 Weather: 9  
 Humidity:  
 Hotels: 3-4  
 Zip code: 9  
 Population:




**Umatilla**  
 Oregon

Where to Go  
 Eat Drink Sightseeing Hotels Shopping



Instagram

Search


 **umatillaoregonchamber** Follow

23 posts 71 followers 19 following

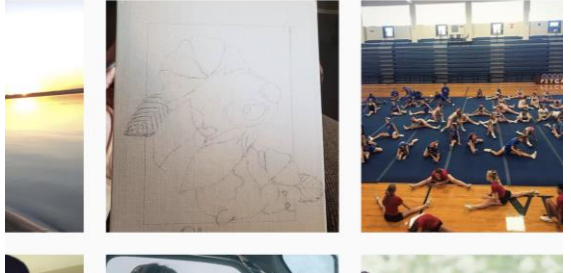
umatillaoregonchamber  
 Your chamber of commerce! We love helping business Twitter and Instagram.

Followed by gumbygibbs

POSTS TAGGED



Umatilla, Oregon



# Search & Social Media


# Destination Marketing: Challenges

1. Lack of materials to promote trip ideas to visitors
2. Many local business owners and visitor facing professionals don't know where to refer people
3. The region/county lacks a coherent brand
4. Limited online presence of tourism entities and a lack content to promote experiences – including photos, itineraries, trip ideas, etc.
5. Lack of content to produce collateral
6. Loosely or undefined target markets



# Destination Marketing: Opportunities

- Itineraries
- Trip ideas
- Instagram
- User generated content
- Specific audiences use specific channels
- Engage and interact in comments
- Monitor and evaluate



YouTube Search

Umatilla River Kayaking

1,004 views 7 likes 1 comment SHARE

**Logan Carter**  
Published on May 16, 2012

**SUBSCRIBE 146**

Devin and I decided to hit the Umatilla River in Oregon for some low water boating. We couldn't find much information on what was in the run, but were pleasantly surprised with a good little stint of whitewater. Flows were at 550 cfs or so.

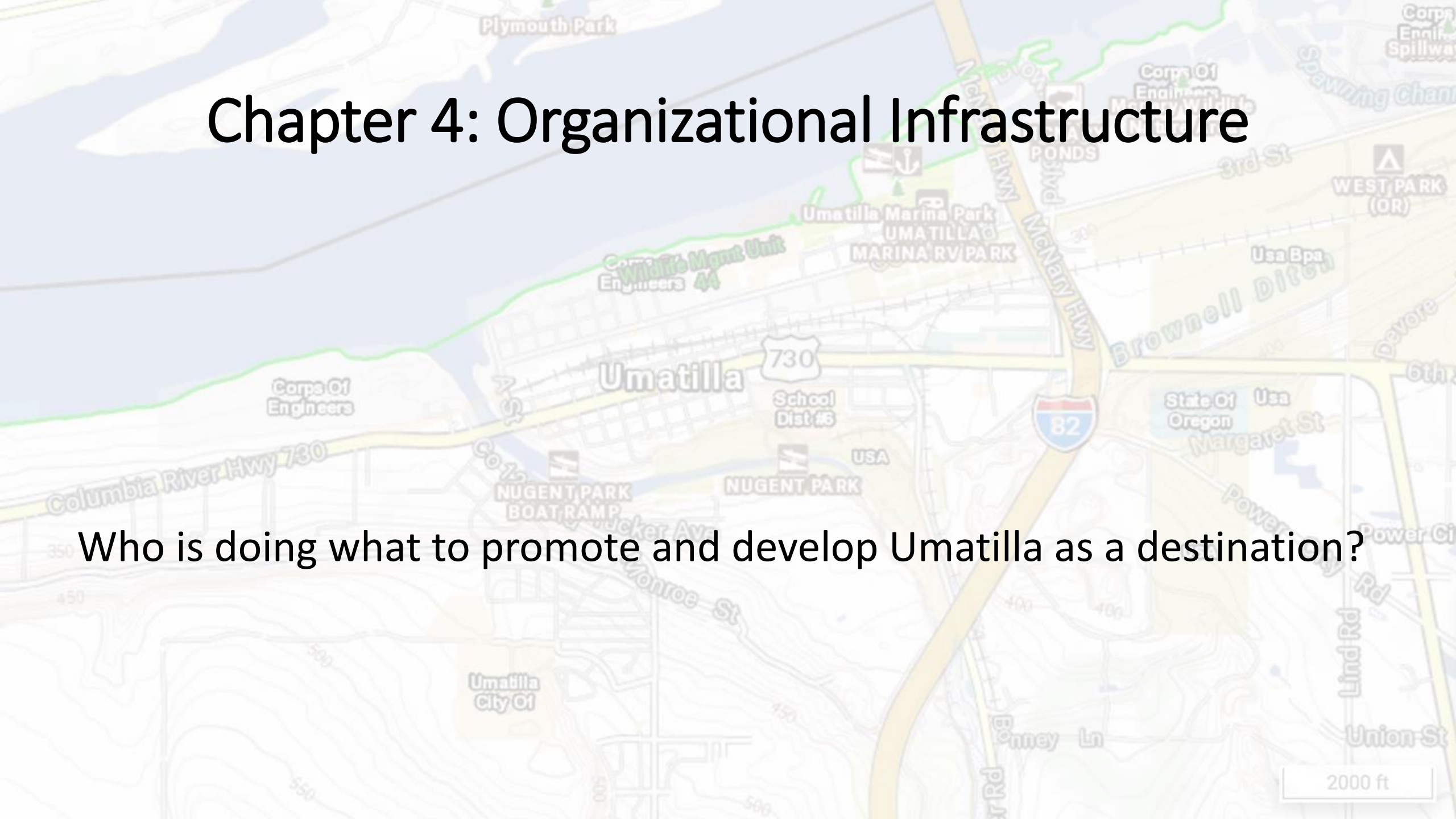
SHOW MORE

# Destination Marketing: Opportunities

1. Content Creation
  - Umatilla nature trip ideas
  - Itineraries
  - A “Day in Umatilla”
  - History of Umatilla walking/driving tour brochure
  - Oral history of Umatilla guided experience
  - Photo library
  - Video
2. Distribution, via Travel Oregon, EOVA, social media, press, advertising
3. Business to Business Promotion: Referral network/tour/meet & greets for local business owners and visitor facing professionals
4. Hermiston Chamber <-> Umatilla Chamber collaboration
  - What’s the quick win?

# Chapter 4: Organizational Infrastructure

Who is doing what to promote and develop Umatilla as a destination?





# Organizational Infrastructure

## **Where we are now:**

- Who are the stakeholders currently promoting tourism activities in Umatilla?
- How are they using their resources? Where do the resources come from?
- What tourism strategies are guiding the existing players?
- How can others get involved?

# Organizational Infrastructure: Assets

## **Chamber of Commerce – Promotion, Business to business, Relationships**

- Kacie Evans, and active board members
- Partnership opportunity with Hermiston Chamber – Debbie Pedro, CEO

## **City – Development projects, Planning, Capital, Process, Business support**

- Tamra Mabbot, City Manager
- \_\_\_\_, Parks and Recreation

## **Port – Waterfront redevelopment**

- Add port director

## **County – Additional capacity, Access to EOVA, County resources**

- Karie Walichi, Coordinator, Umatilla County Tourism
- Gail Nelson, Coordinator, Umatilla County Economic Development and Tourism coordinator

## **Volunteer – The muscle**

- Strong volunteer base

## **Tribal Input:**

- Important to include input from the tribe. In progress.

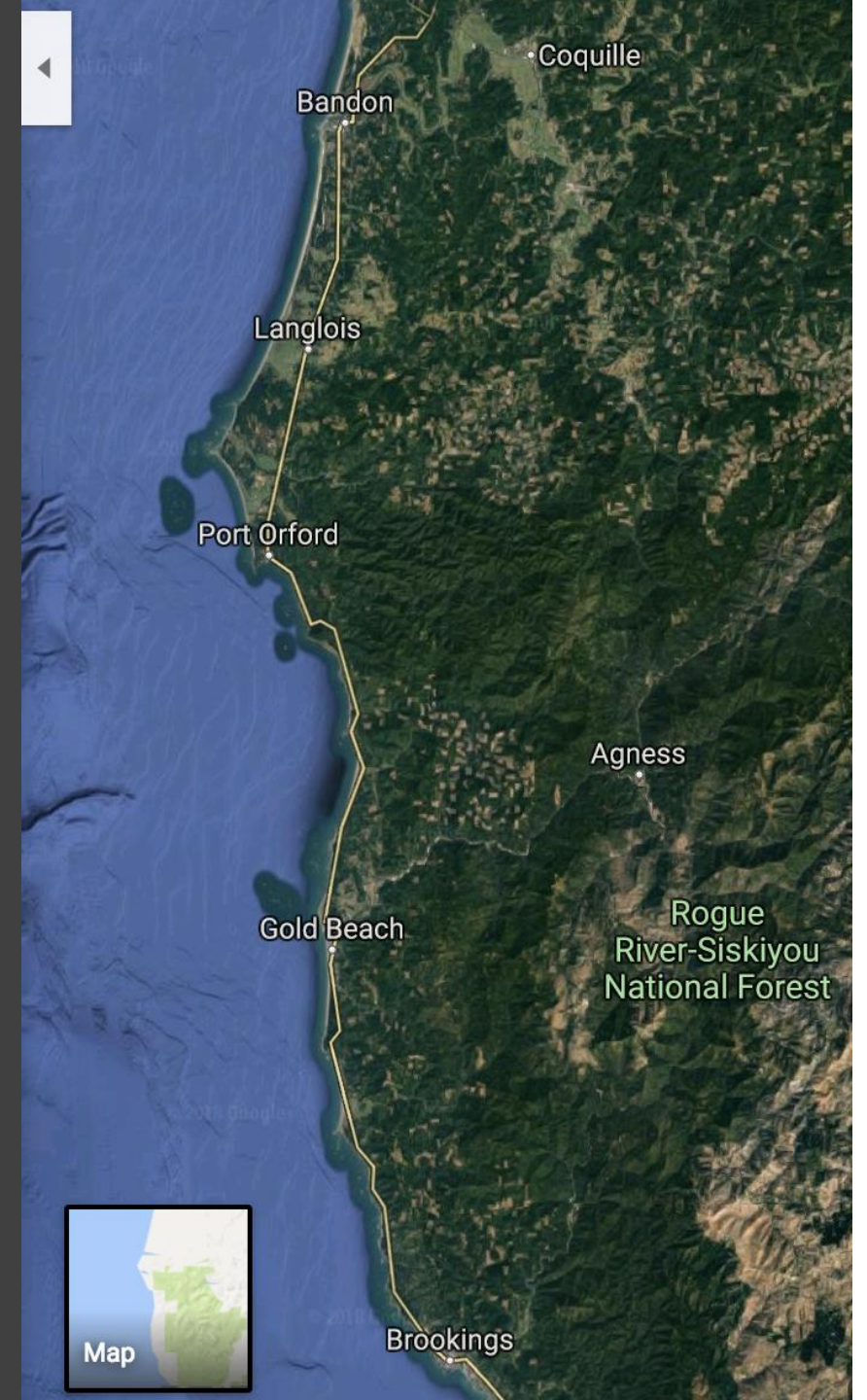
# Organizational Infrastructure: Challenges

1. Historic management problems and turnover led to lower engagement between Chamber and local businesses
2. Limited resources to fund tourism development and promotion
3. Loosely defined relationships between stakeholders – city, chamber, land managers, business owners, attractions, lodging property managers, county staff

# Organizational Infrastructure: Opportunities

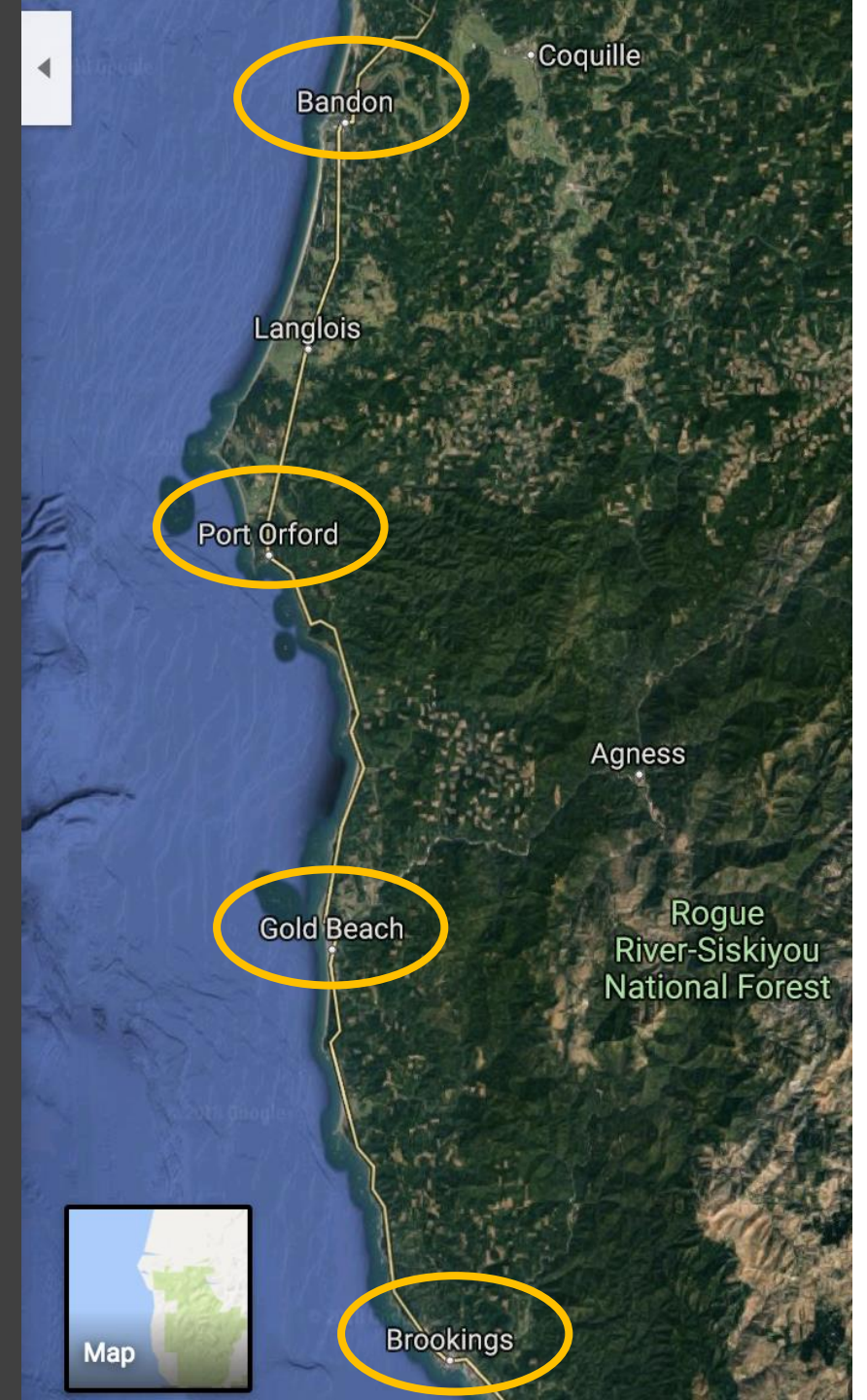
1. New Chamber leadership and engaged board
2. City of Umatilla engagement and leadership
3. Pro staff fisherman willing to lead tournament development
4. Local volunteers ready to go
5. County tourism and economic development staff
6. Tap into Eastern Oregon Visitor Association plans and Travel Oregon reach
7. Destination development planning underway
8. Public funding available for development and promotion
9. Small business support via Rural Opportunities Initiative

# A Path Forward: Southern Oregon Coast Case Study



# Similarities to Columbia Co.

- Rural county with no transient lodging tax
- Lack of consistent, coordinated collaboration between cities and between cities and chambers
- Potential to develop outdoor recreation experiences
- Towns sometimes competed for visitors rather than collectively reaching external markets
- Visitor spend was around 30% lower than state average



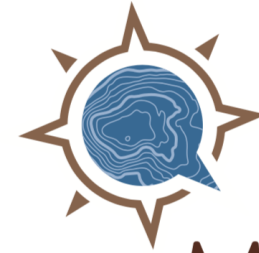
# Planning and Coordination

- In 2013, these communities joined in a collaborative tourism planning process through Travel Oregon's Rural Tourism Program
- Project teams emerged with focus on outdoor recreation, agritourism, and destination marketing
- Visitor intercept survey conducted to provide input on destination development priorities that would increase visitor spend, and lead to shoulder and off-season travel



# Coaching and Facilitation

- 2013-2016. Destination Management Advisors hired to coach leaders in the region and support regional collaboration, ongoing planning
- Destination development planning crystalizes, and organizational roles gain clarity
- First round of projects implemented by local partners with varying degrees of success.
- Proof of concept attracts additional funding for second round of projects



**Destination  
Management**  
ADVISORS

*Define where you live.*



# Maturing Destination

- 2016-Present. Regional collaboration fully proves concept. Two staff hired to support regional tourism development
- Local stakeholders seek to form regional Destination Management Organization (DMO) – Travel Southern Oregon Coast
- Funder identified and organization built
- Destination Management Advisors contracted to help manage DMO
- Region is implementing large-scale projects, like Whiskey Run, the coast's first single track mountain biking system, creating cycling festivals, water trails, etc.



# Proven planning / coaching process

Funder	System	Deliverable	Investment
Wild Rivers Coast Alliance	Whiskey Run	Regional Trails Plan	\$20,000
	Humbug Mtn		
	Lower Rogue		
Wild Rivers Coast Alliance	Whiskey Run	Proposal development	\$5,000
	Humbug Mtn		
<b>TOTAL WRCA INVESTMENT</b>			<b>\$25,000</b>
Recreational Trails Program	Whiskey Run	<ul style="list-style-type: none"> <li>10 miles of new single-track trail</li> <li>1,600 hours of youth training and employment</li> </ul>	\$214,618
Regional Solutions	Whiskey Run		\$50,320
Southwest Oregon Workforce Development Board	Whiskey Run		\$10,000
Regional Solutions	Whiskey Run	<ul style="list-style-type: none"> <li>3 miles of new trail</li> </ul>	\$90,00
Southwest Oregon Workforce Investment Board	Humbug Mtn		\$25,000
Recreational Trails Program	Lower Rogue	<ul style="list-style-type: none"> <li>6 miles of heavily refurbished trail</li> </ul>	\$142,608
<b>TOTAL</b>			<b>\$572,546</b>

- Over \$600k in state and federal funds for tourism projects
- Creation of 4 new tourism positions
- Hard funding stream over \$400k a year to new sub-regional DMO
- Table to left is an example of fundraising and leverage success for trail development on the south coast



Whiskey Run emerged as a priority project for tourism stakeholders on the southern Oregon Coast. The first phase of 10 miles is now complete. Proposals have been submitted to complete a 30 mile system, which will cost around \$1,000,000 to build, and is projected to return \$1,500,000 a year to the local visitor economy. The inaugural event, held in June 2018 attracted over 100 riders.

Travel Oregon 2018-2020 Competitive  
Medium Grants Award Announcement



Inbox



Travel Oregon Grants

to me, michellew, mcribbins

4:41 PM [View details](#)



07/23/2018

Jon-Paul Bowles  
Coos County  
Whiskey Run, Phase II

Dear Jon-Paul,

Congratulations!

I'm pleased to inform you that the Coos County has been awarded a \$100,000 grant through Travel Oregon's 2018-2020 Competitive Medium Grants for the project titled: Whiskey Run, Phase II.

Your award information, including an official award letter can be viewed by logging into our [online grant system](#) and viewing the **decision details**. as located underneath your



# Umatilla Destination Development Planning Session

Umatilla Chamber of Commerce  
7.26.18

Facilitated by Jon-Paul Bowles, Destination Management Advisors  
In partnership with the Umatilla Chamber Board, and staff, Kacie Evans,  
And The City of Umatilla, led by Interim City Administrator Tamra Mabbott

# Umatilla Tourism Planning Agenda

## Vision

## Project Teams

- What is your goal?
- What can you accomplish in 3 months? 1 year? In years 2-5?
  - What challenges do you anticipate?
  - Who will the project benefit?
  - Who else needs to be involved (organizations and people)?
  - Who will convene the team?
  - When will you meet next?
  - How will you communicate?

## Marketing

- Content creation
- Target markets
- Partnerships
- Distribution plan

## Report Out

# Umatilla Tourism Plan

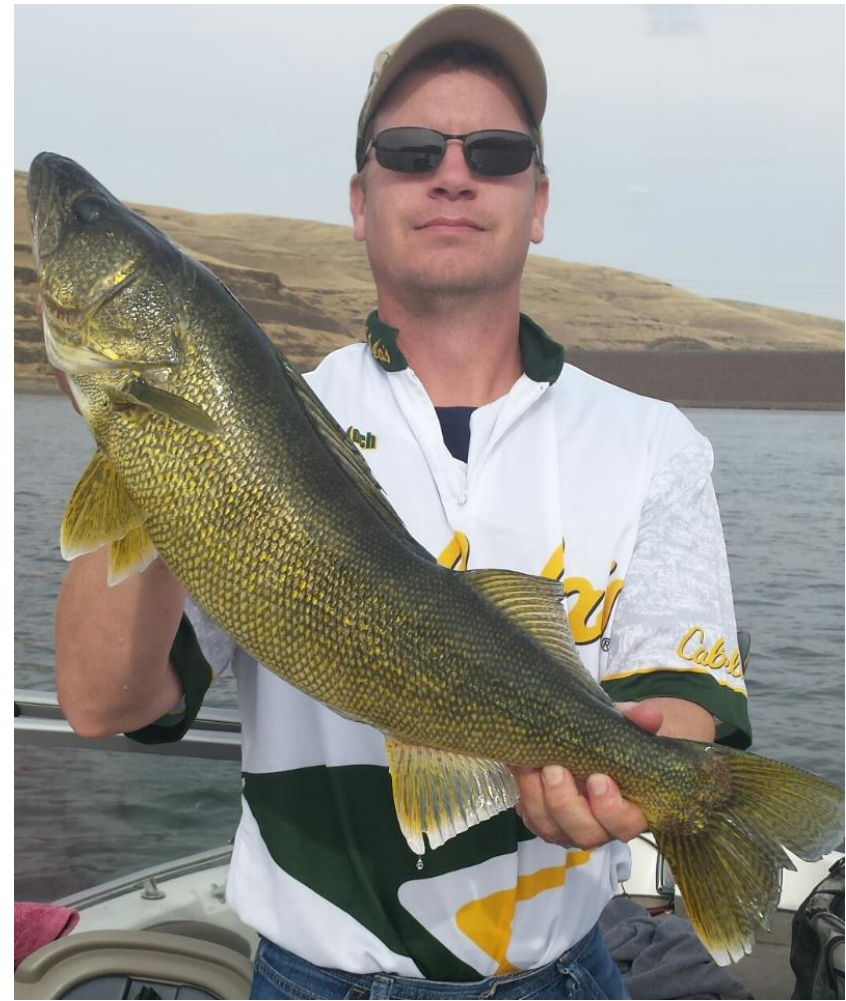
*“A history lesson should be shared prior to every major public policy decision or project is launched”*

Patricia Limerick



# Fishing

What's needed to land the  
Governors Cup?





# Recreational Sports Complex

## What's needed?

- 3-5 additional fields in proximity
- Playground, Trees
- Parking
- Addition restrooms

## Excellence

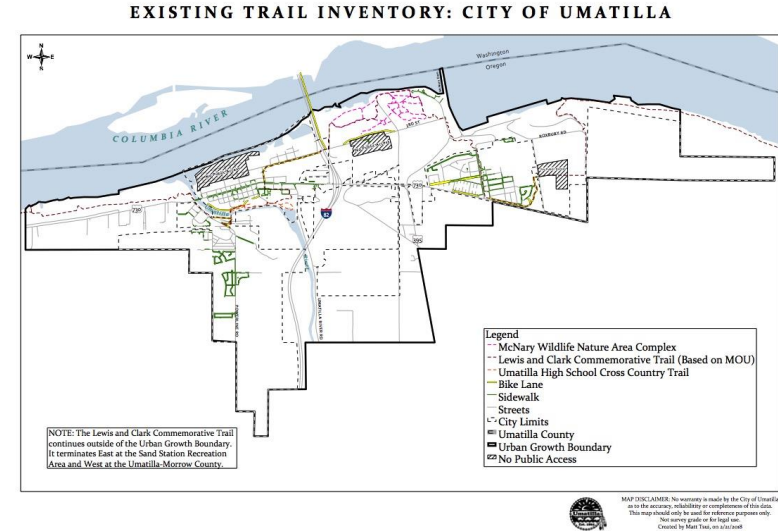
- Ability for food carts to sell at tournaments
- Lights (heat)
- Bleachers



# Trail Development and Maintenance

## Specific Opportunity: New trail development on Umatilla River

- Funding for sawyering, invasive management
- Foot bridge
- Agreements between land owners/easements holders and government agencies
- Agreement from state & federal agencies



# Umatilla River Development

## Specific Opportunities

- Create walk in access
- Map the river for paddlers
- Engage user generated content
- Aerial footage of paddlers as content
- Find kayaking influencers for fam tour & input on amenities needed



# Destination Marketing: Next Steps

How will you get people to those experiences?

- Who is the target market?
- What content appeals to them?
- How do they get inspired to travel?
- How do they plan trips?
- What channels do they use?



# Planning: Destination Marketing

1. Target a market that plays to your strengths
2. Create content and distribute in multiple formats
3. Create a distribution plan alongside content plan
4. Partner with Umatilla County, Eastern Oregon Visitor's Association, and Travel Oregon to (get their input on content, calendar, & style)
5. Pay for quality content – writing, design, and photography
6. Use the right channels for the right audience
7. The work is never done – fresh content at least quarterly, but recycled is ok if refreshed

AVOID THE TACTICS TRAP

# Destination Marketing 101: Example



# Destination Marketing 101: Example

The screenshot shows the Bandon Oregon website. At the top, there is a navigation bar with links for 'Chamber Members', 'Media', and 'Newsletters'. The Bandon Oregon logo is on the left, and a search icon is on the right. Below the navigation bar is a large blue banner with the text 'WILD RIVERS COAST FARM TRAIL'. To the left of the banner is a sidebar with 'BLOG CATEGORIES' and a list of categories: 'VIEW ALL', 'Arts & Culture', 'Dining', 'Events', 'Lifestyle', 'Outdoors', and 'Follow Bandon Blog'. Below the banner are three images: a red barn, a couple with dogs, and a tray of bread. Below the images is the text: 'Grab your grocery bag and hoof it down the farm trail. The Wild Rivers Coast Farm Trail features nine stops- farmers markets, farm

The World logo with a menu icon.

SUBSCRIBE FOR 17¢ / DAY



## South Coast Strong: Agritourism a growing niche

Who says a grocery run is boring? Shoppers on the Wild Rivers Coast Farm Trail get a destination experience while they stock up on fresh, local grub.



 : Bandon Farmers and Artisans Market

Plan Your Trip » Places to Stay » Farm & Ranch  
Stays

## **ROAD TRIP: WILD RIVERS COAST FARM TOUR**

**Gary Hayes, Author**


March 11, 2016 (Updated January 22,  
2018)

While most travelers rarely linger along the 27-mile stretch of Highway 101 between Bandon and Port Orford, anyone interested in agritourism or farm fresh foods should slow down and discover some of the delicious local attractions on the **Wild Rivers Coast Farm Trail**. Not only will you be able to purchase the

# Professional Content

- Leads to broader distribution
- Appealing materials
- Can be leveraged by broader campaigns within EOVA and Travel Oregon
- Professionals have their own forms of distribution





## Wild Rivers Coast FOOD TRAIL

THE OREGON COAST










### TRAVEL TIPS

- The Wild Rivers Coast Food Trail is open to visitors throughout the year and is designed to explore at your own pace – you are welcome to start and finish wherever you like. To ensure a positive experience, please review the hours of operation for each business listed in this brochure and note when it is best to call ahead before arriving.
- High season varies per business but is typically June – Nov. Seasonality of key products is listed below:
  - Blueberries are normally at their best from July to Aug.
  - Cranberries are often available from mid-Oct. to early Dec.
  - Pumpkin patches are usually open from late Sept. to late Oct.
- The working farms along this trail provide some of the most unique and personalized experiences. As a visitor, we ask that you respect the invitation to enter each property and be cautious around farm animals and equipment. Kids should not play unsupervised and you should be prepared to follow any site-specific rules.
- Interested in a guided tour to experience the Wild Rivers Coast Food Trail? South Coast Tours offers day tours along the entire trail. Learn more at [SouthCoastTours.net](http://SouthCoastTours.net).
- Your experience along the Wild Rivers Coast Food Trail should not end when you leave the area. We encourage you to bring a taste of your journey back home to share with friends and family as a reminder of the bounty available along Oregon's Wild Rivers Coast.





#### BERRY BYWAY ITINERARY

PORT ORFORD TO BANDON

*Ramble along the berry trail from Port Orford to Bandon for a bucketful of sweet tastes.*

A morning start at Port Orford Community Co-op yields a delightful harvest of picnic provisions, including organic meat, fresh catch and seasonal produce like sun-kissed, hand-picked strawberries, raspberries and blackberries from Valley Flora Farm. Head north on U.S. 101 to Peters Cranberries farm stand in Sixes for fresh, tart, sustainably grown cranberries as well as jams and berry vinegars to take home.

Plan on a late breakfast at The Spoon in Langlois with griddle-hot pancakes and French toast drizzled in locally made cranberry syrup. Next door, the Floras Creek Coffee Company's house-roasted local mocha will fuel your hunt for sweet blueberries at family farms like Valentine Blueberries, Twin Creek Ranch and Ansen's Blueberries.

Spread your picnic blanket in the sunshine at Dragonfly Farm & Nursery in Langlois and enjoy a post-lunch stroll through the verdant grounds and greenhouses where you can pick out young blueberry bushes to plant at home.

In Old Town Bandon, quaff a fruity pre-dinner drink at one of the local watering holes – fruit wine at Bandon Wine Company, cranberry rum at Stillwaggon Distillery or a cranberry cider at Bandon Brewing Company.

#### SEAFOOD SEARCH ITINERARY

BROOKINGS TO GOLD BEACH

*This culinary treasure trek starts with made-from-scratch bagels and steaming coffee at First Rise Baking Company in Brookings.*

Thus well provisioned, head out for a two-hour exploration by kayak with South Coast Tours. Fish from the boat, forage for mussels and edible seaweeds, or just enjoy bird watching in the refreshing sea breeze. Post-paddle lunch options include fresh-caught rockfish, crab and clams at Brookings' Catalyst Seafood Restaurant and Lounge or the Fishermen's Panini-melt with a side of garlic fries at Barnacle Bistro in Gold Beach. The Arch Rock Brewing Company tasting room pours seaside sips of Lager, pales and porters and growlers to go. Don't miss Fishermen Direct Seafood with freshly canned albacore tuna and salmon to take home.

In Port Orford, visit the working waterfront to see the unique dolly dock lifting boats in and out of the water by crane. Fish from the beach in the pretty cove around Battle Rock or watch for great grey whales.

Net your dinner from the dock at Tony's Crab Shack in Bandon. They'll cook your catch or sell you a variety of fresh items like the wild salmon burger, Dover's Catch pasta or grilled oysters.

#### TIMELESS BEAUTY ITINERARY

REEDSPORT TO BROOKINGS

*This dreamy drive passes through some of the South Coast's most stunning landscapes.*

From the Umpqua River Scenic Byway catch a glimpse of majestic Roosevelt elk at the Dean Creek Elk Viewing Area followed by a hearty breakfast at Redfisher's Harbor Light Restaurant with offerings of Salmon Harbor Browns and Country Fried Steak. Further south in Winchester Bay, find hot fresh breads, bagels and cinnamon rolls along with homemade jams at Sourdough Bakery. Stroll the lush formal gardens at Shore Acres State Park and view dramatic surf crashing below the soaring cliffline. The trails in Cape Arago State Park provide breathtaking beauty of hidden coves and seascapes along the headland. Stop at Charleston's Bayside Coffee Shop for organic fair trade coffee and tea and find refreshing smoothies made from house-made nut milks and fresh berries at Coos Bay's Noster Kitchen.

Book a shoreside table at Redfish in Port Orford for a lunch of ocean-fresh seafood, salads and burgers along with gorgeous views of Battle Rock from the sun-drenched deck. In the Samuel H. Boardman State Scenic Corridor, 27 miles of Oregon Coast trail wind through towering Sitka spruce with striking vistas of Arch Rock, Natural Bridges and other wind-sculpted sea stacks.

At the end of the day, tuck into a burger at The Vista Pub in Brookings – made with grass-fed local beef and Grandma Katie's special seasoning. End the night at the lively tasting room at Chetco Brewing Company or get a growler to go and watch the sunset from the windswept beach.

oregon.com/plan-your-trip/places-to-stay/farm-ranch-stays/road-trip-wild-rivers-coast-farm-tour/

YouTube News Popular Pin it Recreation brings...

# ROAD TRIP: WILD RIVERS COAST FARM TOUR

Gary Hayes, Author  
March 11, 2016 (Updated January 22, 2018)

most travelers rarely linger along the 27-mile stretch of Highway 101 between Bandon and Port Orford, anyone interested in tourism or farm fresh foods should slow down and discover some of the delicious local attractions on the Wild Rivers Coast Trail. Not only will you be able to purchase the freshest regionally-grown produce, berries and local food products, but you're likely to meet the people who grew them.






Wild Rivers Coast  
FOOD TRAIL

# THE SOUTHERN OREGON COAST

Click below for more information about the Wild Rivers Coast Food Trail

CLICK FOR MORE INFO

# Multiple channels

# Destination Marketing: Opportunities

1. Create content during walleye tournament and repurpose to target recreational fishermen and women and additional tournaments
2. Formalize collaboration with Eastern Oregon Visitors Association to target markets through specific channels
3. Create trip ideas and photo library around existing experiences
4. Create “A Day in Umatilla” itinerary
5. Create content for Umatilla City page on Travel Oregon site
6. Event audit
  - How well do existing events serve local business community?
  - How can they be enhanced to increase visitor spend and increase downtown traffic?
  - Who are the target markets? How well are they reached? How can relationships with Travel Portland and Travel Oregon expand marketing reach?
7. Educate locals on things to see and do in Umatilla to encourage return visitation from friends and family visitors

# Potential Funding Sources

- Start local, start small
- Start building relationships early
- Prove concept
- Demonstrate community support
- Find partners

GRANT PROGRAM	GRANT FUNDING THRESHOLDS	TIMELINE
<p><b>Small Competitive Grants Program</b></p> <p><i>Opens July 30, 2018</i></p> <p><i>Closes August 29, 2018</i></p> <p><i>Award Announcement - October 17, 2018</i></p>	<p>Up to \$20,000 ask</p>	<p>Grant project must be complete within <b>12 months</b></p>
<p><b>Medium Competitive Grants Program</b></p> <p><i>Opens April 23, 2018</i></p> <p><i>Closes June 6, 2018</i></p> <p><i>Award Announcement - July 23, 2018</i></p>	<p>\$20,000 - \$100,000 ask</p>	<p>Grant project must be complete within <b>24 months</b></p>

# Oregon Invasive Species Council



<http://www.oregoninvasivespeciescouncil.org>

## Mission Statement:

*To protect Oregon's economy and natural resources by conducting a coordinated and thorough effort to keep invasive species out of Oregon and to eliminate, reduce or mitigate the impacts of invasive species already established in Oregon.*



# The Oregon Invasive Species Council

## About the Council

In 2001, the Oregon Legislature established the Oregon Invasive Species Council (“OISC” or “Council”) to conduct a comprehensive and coordinated effort to prevent, detect, control and eliminate invasive species harming the region’s economy, health, and natural resources. The Council’s governing statute also acknowledges the robust network of stakeholders that helps with the work of the Council: “The Invasive Species Council has a strong network of local, state, federal, tribal and private entities that actively and cooperatively combat the threat posed by harmful invasive species.” ORS 570.750(4). The responsibilities of the Council set forth in ORS 570.755 include:

- Maintaining an invasive species reporting hotline
- Educating the public about invasive species
- Developing a statewide plan for invasive species
- Providing a grant or loan program for eradication of invasive species

The Council is comprised of 17 members: 5 state agencies with significant invasive species management programs, 2 higher education institutions, and 10 at-large members drawn from diverse stakeholders.



# NATIONAL WATER TRAILS SYSTEM

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## [Apply for Designation](#)

### [Become Part of the National Water Trails System](#)

Do you manage a water trail that deserves national recognition? If you would like your water trail to be considered for designation as a national water trail, the first step is to create an application account. An application account allows a water trail manager to apply for designation within the National Water Trails System. Within this account, an application can be filled out, supporting materials uploaded, and final information submitted for review. The account should be created by the primary contact person or manager for the water trail. If you