

# OREGON OUTDOOR RECREATION INITIATIVE

**KRISTIN DAHL**  
**VICE PRESIDENT, DESTINATION DEVELOPMENT**

May 22, 2019

TRAVEL



OREGON



## **OUR VISION**

A better life for all Oregonians through strong, sustainable local economies.

## **OUR MISSION**

We inspire travel that drives community and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, ensure preservation of Oregon's way of life and its natural places and work to ensure all travelers feel welcome.



# WHY TOURISM MATTERS IN OREGON

In 2018, Oregon tourism:

- Generated \$12.3 billion in direct travel spending
- Generated 115,400 jobs in Oregon & indirectly creates another 60,000 jobs
- Produced \$560 million in state and local tax revenue
- Was one of the three largest export-oriented industries in rural Oregon (GDP \$5.5 bil)

Oregon Travel Impacts 1991–2018, Dean Runyan Associates  
Available at: [Industry.TravelOregon.com](https://Industry.TravelOregon.com)



# TRAVEL OREGON DEPARTMENTS

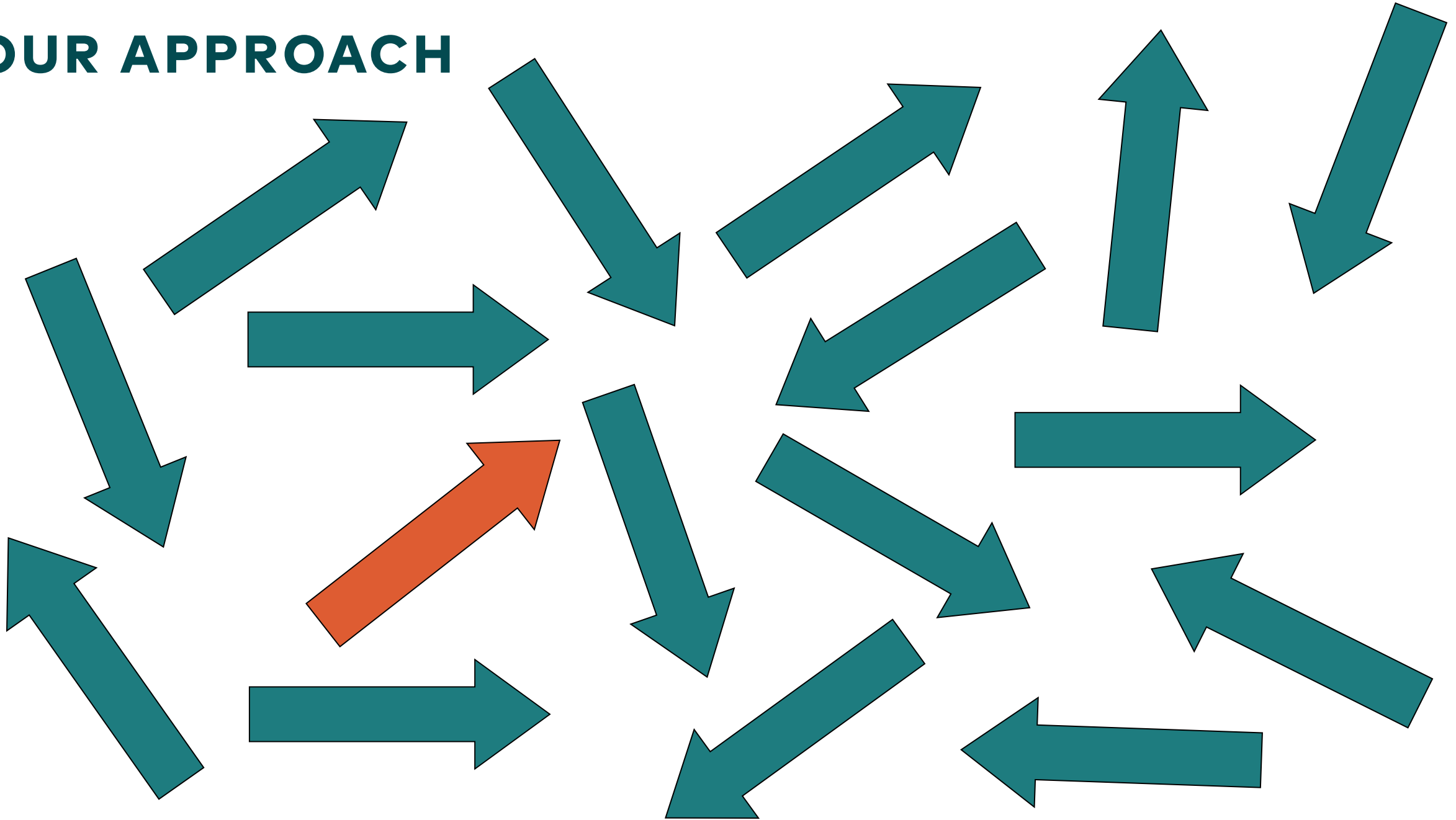




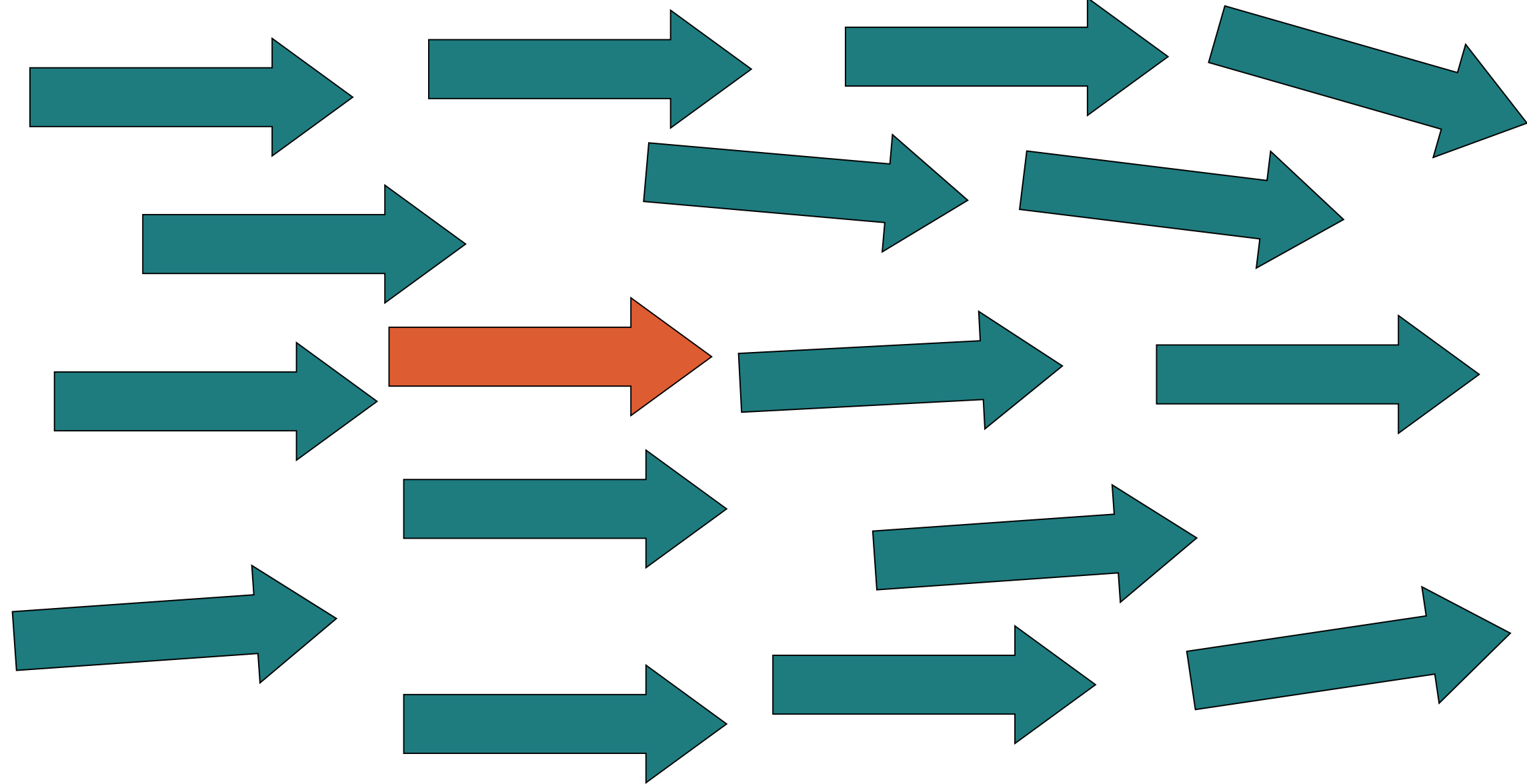
## **DESTINATION DEVELOPMENT**

Travel Oregon's Destination Development Team assists communities in creating robust and sustainable tourism economies by developing authentic, world-class experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.

# OUR APPROACH



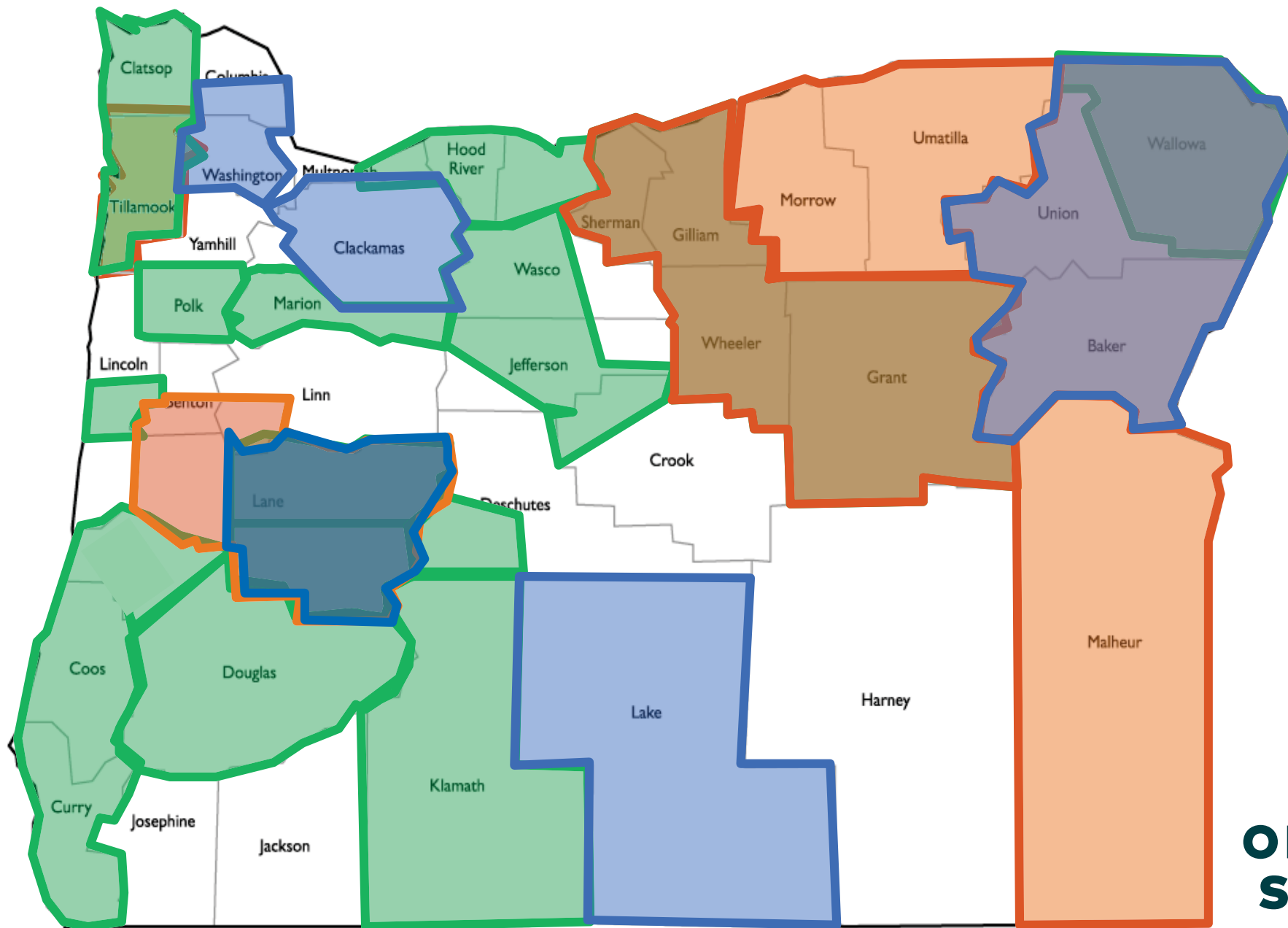
# OUR APPROACH











## OREGON TOURISM STUDIO REGIONS

# EXPERIENCE DEVELOPMENT THROUGH ACTION TEAMS





# **OREGON OUTDOOR RECREATION NETWORK**



**Ensuring access to world-class outdoor  
recreation experiences for everyone.**





## **OREGON OUTDOOR RECREATION INITIATIVE**

A statewide initiative that brings together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry.



# OREGON OUTDOOR RECREATION INITIATIVE GOALS

- Build capacity and synergy to expand outdoor recreation opportunities in Oregon
- Create sustainable economic vitality for Oregon's communities
- Make Oregon a world-class outdoor recreation destination for all



# OREGON OUTDOOR RECREATION INITIATIVE

## LEADERSHIP TEAM 2016-18

### FEDS

U.S. Forest Service, Regional Office

U.S. Forest Service, Columbia River  
Gorge National Scenic Area

U.S. Bureau of Land Management

### STATE

First Gentleman of Oregon

Oregon Parks + Recreation Dept.

Oregon Department of Fish and Wildlife

Oregon Department of Transportation

Oregon State University

### NGOs | ASSOCIATIONS

- Theodore Roosevelt  
Conservation Partnership
- Oregon Outdoor Alliance
- Oregon Outdoors
- Ore. Outfitter + Guides Assoc.
- The Mazamas
- Oregon Bicycle Racing Assoc.
- Vive Northwest
- Friends of the Columbia Gorge
- Local Action Teams



# **OREGON OUTDOOR RECREATION INITIATIVE**

## **LEADERSHIP TEAM 2016-18**

### **PRIVATE SECTOR**

REI

KEEN Footwear

Stanley

Timberline Lodge

Northwest Rafting Company

Little Creek Outfitters

Winding Waters River Expeditions

### **ELECTEDS**

Bend City Councilor

Oregon House of Representatives

### **TOURISM ORGs**

Travel Lane County

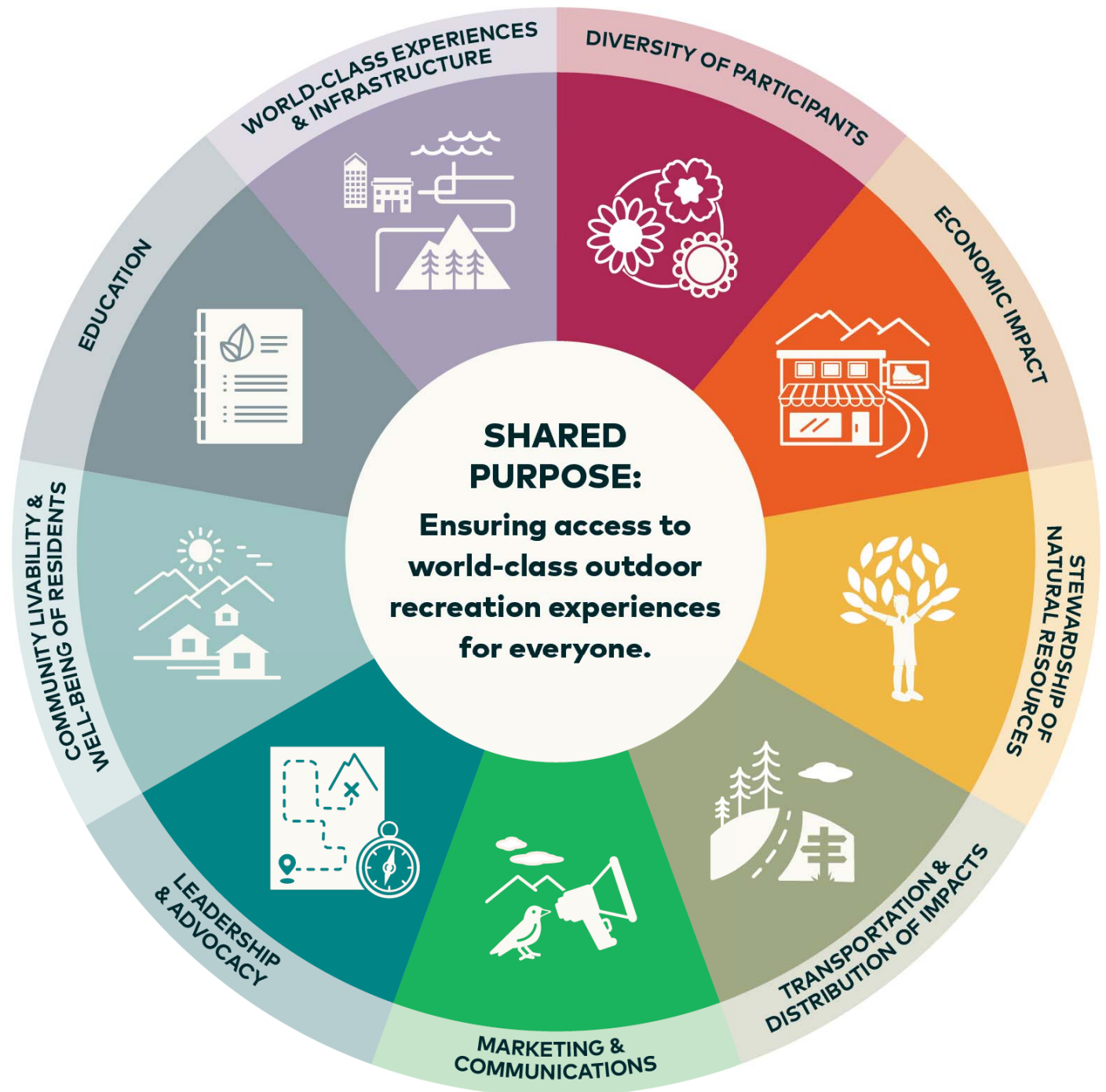
Willamette Valley Visitors Assoc.

Travel Oregon

Oregon Tourism Commission

# OREGON OUTDOOR RECREATION INITIATIVE IMPACT AREAS

- Education
- World-class experiences & infrastructure
- Diversity of participants
- Economic impact
- Stewardship of natural resources
- Transportation & distribution of impacts
- Marketing & communications
- Leadership & advocacy
- Community livability & well-being of residents





# OREGON OUTDOOR RECREATION INITIATIVE PHASE ONE OUTPUTS

June 2016 - August 2017

- 15-year vision
- Nine impact areas
- Five-year outcomes
- Two-year strategies
- Action team roadmap
- Phase one summary report





# OREGON OUTDOOR RECREATION INITIATIVE

## CHALLENGES | OPPORTUNITIES

### CHALLENGES

Policy

- Liability laws
- Permitting

Failing outdoor rec infrastructure

Definition of and communication of what the industry is; people's understanding

Resources to capitalize on opportunities

- Infrastructure
- Conservation / stewardship

### OPPORTUNITIES

Timing – the time is now

New partnerships

Opportunity to expand participation / access

Evolution of infrastructure

Development of outdoor recreation in rural areas; disperse recreation

Policy



**VISION**





# OREGON OUTDOOR RECREATION INITIATIVE PHASE ONE ENGAGEMENTS

**JUNE 2016 – AUG 2017**

- Eight leadership team meetings (~25)
- Five public outreach meetings (431)
- One public outreach survey (188)





# STATEWIDE PUBLIC OUTREACH MEETINGS







## KEY THEMES FROM PUBLIC

- Manage for **world-class outdoor recreation**
- **Economic Impact:** Improve the climate for outdoor recreation businesses + overall impact of industry
- **Stewardship:** balance use with conservation of natural assets
- **Improve networks:** develop state and local/regional leadership networks



## PHASE TWO

### 2017-2019

#### ACTION TEAMS

1. Network design + development
2. Diversity of participants
3. Marketing + communications
4. Signature trails
5. Economic impact study
6. Transportation
7. Office of Outdoor Recreation



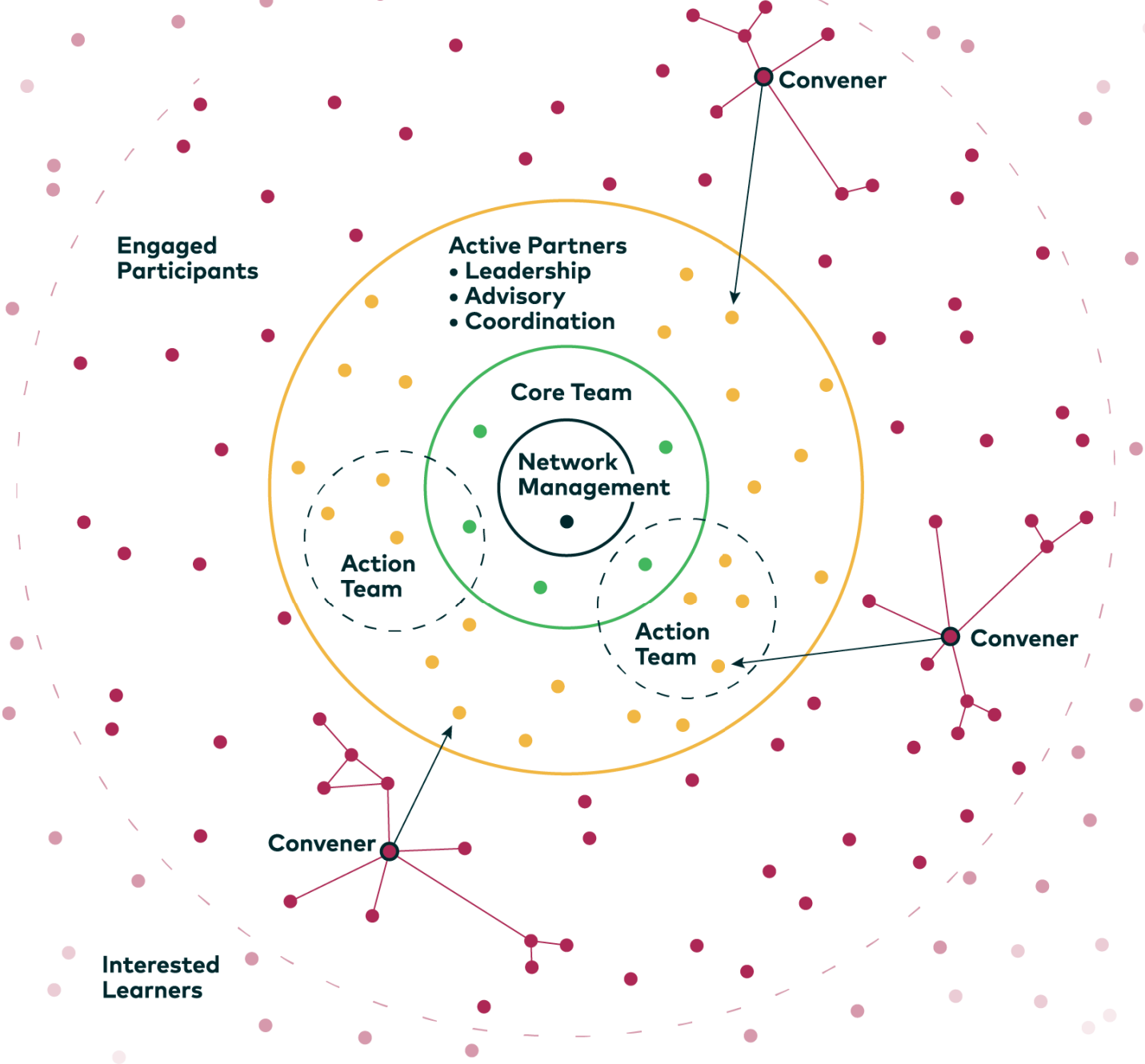








# OREGON OUTDOOR RECREATION NETWORK





# CORE TEAM

Oregon  
Outdoor  
Recreation  
Network

**KRISTIN DAHL**  
TRAVEL OREGON

**LEE DAVIS**  
OREGON STATE UNIVERSITY  
OREGON OUTDOORS

**ERIN GAINES**  
KEEN FOOTWEAR  
OREGON OUTDOOR ALLIANCE

**BONNIE LIPPITT**  
U.S. FOREST SERVICE  
BUREAU OF LAND MANAGEMENT

**DAN LITTLE**  
FIRST GENTLEMAN OF OREGON

**CAILIN O'BRIEN-FEENEY**  
OREGON OFFICE OF OUTDOOR RECREATION

# **CORE TEAM**

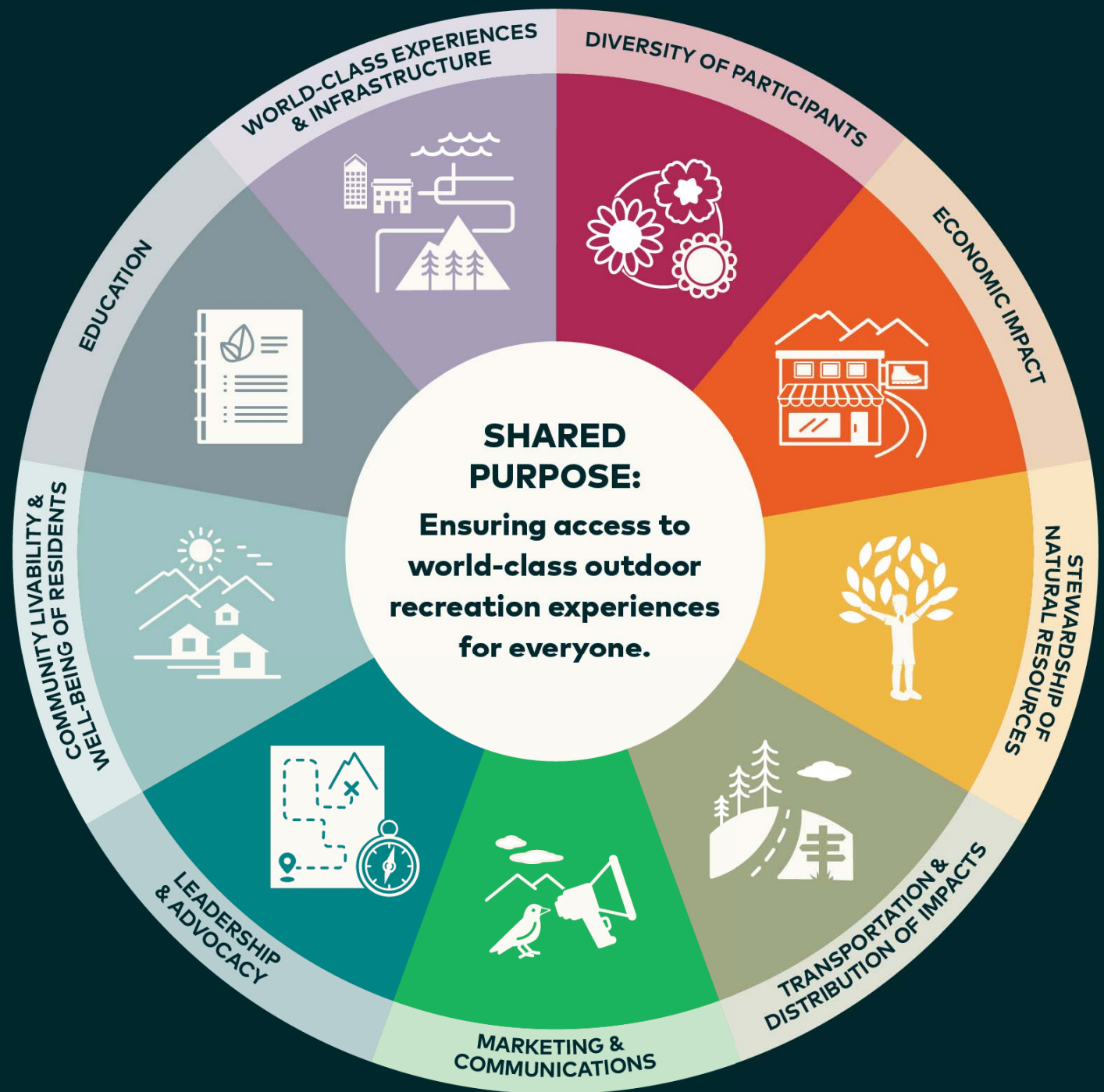
Oregon  
Outdoor  
Recreation  
Network

**STEPHEN HATFIELD – NETWORK MANAGER**  
TRAVEL OREGON

**HILARY SAGER - NETWORK COORDINATOR**  
TRAVEL OREGON



# DIVERSITY OF PARTICIPANTS: ROADMAP TO THE OUTDOORS





A photograph of a woman and a young child in a lush forest. The woman, wearing a red hoodie, is standing behind the child, who is wearing a purple shirt and purple boots. They are both looking down at a large, moss-covered log on the forest floor. The background is filled with dense green foliage and trees.

# RESPONSIBLE OUTDOOR RECREATION INITIATIVE

May 2019





# READY, SET, GORGE! COMMUNICATIONS

**Ready, Set, GOrge!** is a campaign aimed at improving the visitor experience in the Columbia River Gorge National Scenic Area.

The campaign helps people safely travel to, from and around the region while protecting it so that future generations can enjoy it, too.



# Responsible Recreation in Oregon Messaging Framework

PREPARE	CARE	CONNECT
<b>PLAN AHEAD</b> <ul style="list-style-type: none"><li>Consider what you want to see and experience</li><li>Research what’s seasonally available, accessible</li><li>Consider how much time you have, the terrain and your route</li><li>Think beyond the hashtag to avoid crowds and prevent overuse</li></ul>	<b>TAKE PRECAUTIONS</b> <ul style="list-style-type: none"><li>Stay watchful for signs and warnings there for your safety</li><li>Practice safe selfies</li><li>Know your limits and when to call it a day</li></ul>	<b>ENJOY YOURSELF</b> <ul style="list-style-type: none"><li>Relish the peace and quiet</li><li>Feel rooted to the earth</li><li>Recharge and re-center</li><li>Benefit from improved wellbeing</li><li>Take a digital vacation</li></ul>
<b>CHOOSE WISELY</b> <ul style="list-style-type: none"><li>Map your experience to your capabilities</li><li>Consider the abilities of fellow travelers and pets</li><li>Visit off peak and mid-week to reduce congestion</li><li>Consider a guided trip for a richer experience</li></ul>	<b>MIND YOUR OUTSIDE MANNERS</b> <ul style="list-style-type: none"><li>Savor what you find, then leave it behind</li><li>Share the trail</li><li>Stay on public lands and be respectful of private property</li><li>Tag responsibly</li><li>Keep pets leashed and practice proper pooper scooping</li></ul>	<b>SAY HELLO</b> <ul style="list-style-type: none"><li>Welcome people new to the outdoors</li><li>Spark a conversation</li><li>Share what you know</li><li>Learn something new</li></ul>
<b>BE READY</b> <ul style="list-style-type: none"><li>Bring the right gear (or know where to rent)</li><li>Check local road and weather conditions (and be ready for it to change)</li><li>Know if you’ll be in cell range and bring other mapping tools if not</li><li>Tell someone where you’re headed and when you should be back</li><li>Bring cash for recreation use fees</li></ul>	<b>KEEP IT NATURAL</b> <ul style="list-style-type: none"><li>Protect native ecosystems by staying on trails and in designated areas</li><li>Pack out your trash</li><li>Be like Smokey: take wildfire prevention seriously</li><li>Appreciating wildlife, from a distance</li></ul>	<b>SPREAD GOODWILL</b> <ul style="list-style-type: none"><li>Support the local economy</li><li>Visit cultural centers to learn more about the people before you</li><li>Rent or buy your gear from folks who know what you need and can show you how to use it</li></ul>



# SIGNATURE TRAILS







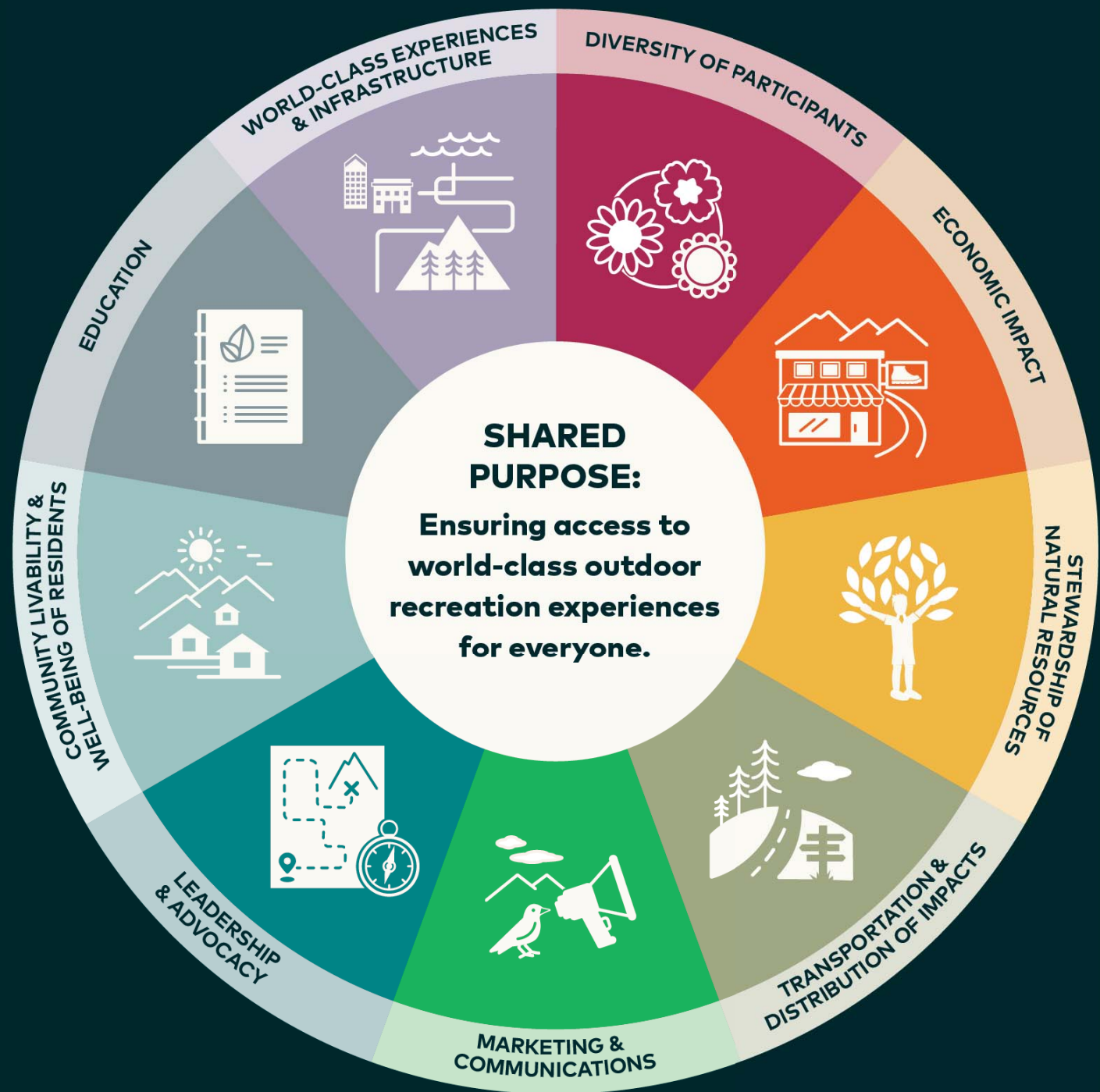


# SUPPORT DEVELOPMENT OF RELATED NETWORKS

- **Oregon Trails Coalition**
  - Oregon Trails Summit
- **Oregon Mountain Bike Coalition**
  - Oregon Mountain Bike Coalition Summit

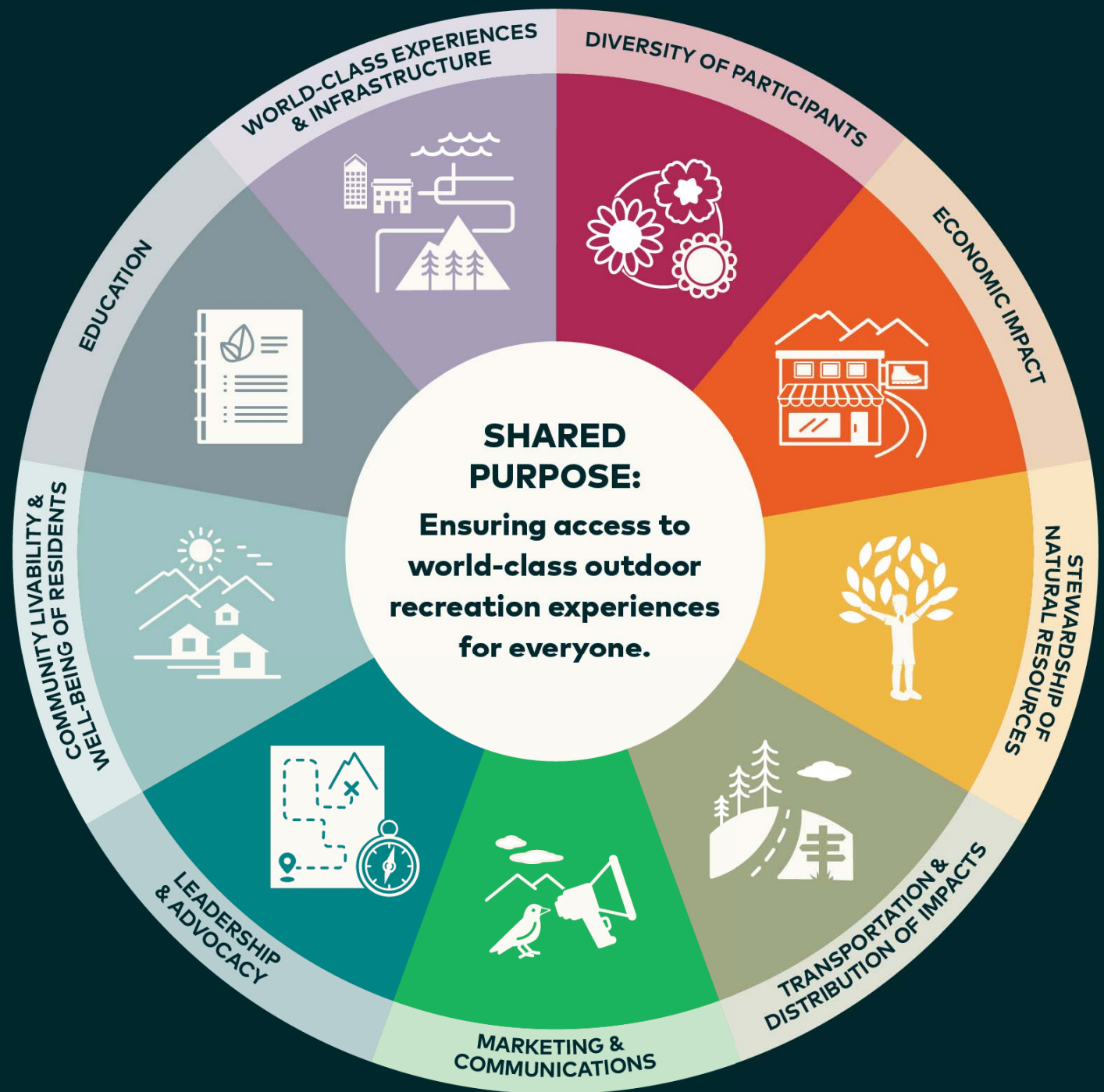


# STATEWIDE ECONOMIC IMPACT STUDY





# VISITOR TRANSPORTATION OPTIONS





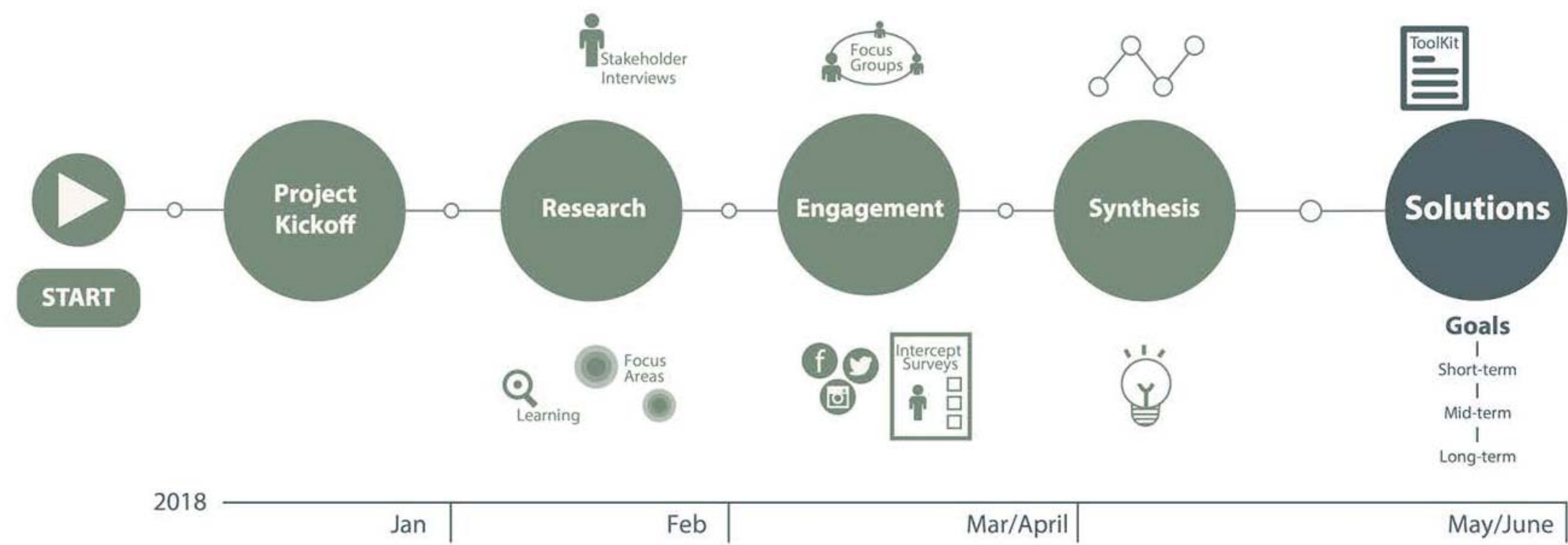
# Cascadia Connect



Mari Valencia, Kara Boden, Matt Gray,  
Tony Lamb, Brandon Crawford, John Whitman



# Process



# Process

## Overall:

- 13 Stakeholder Interviews
- 344 Total Survey Responses
- Issue-based Focus Group
- Access for All Focus Group
- Stakeholder Workshop
- 3 Site Visits



Credit: Tony Lamb



# Toolkit Framework



**Viable Transit  
Operations**



**User  
Experience**



**Low-Impact  
Recreation**



**Access  
for All**

## Solutions



Funding



Partnerships



Marketing



Infrastructure



Engagement



Policy

***IAAF World Championships***  
**OREGON21**

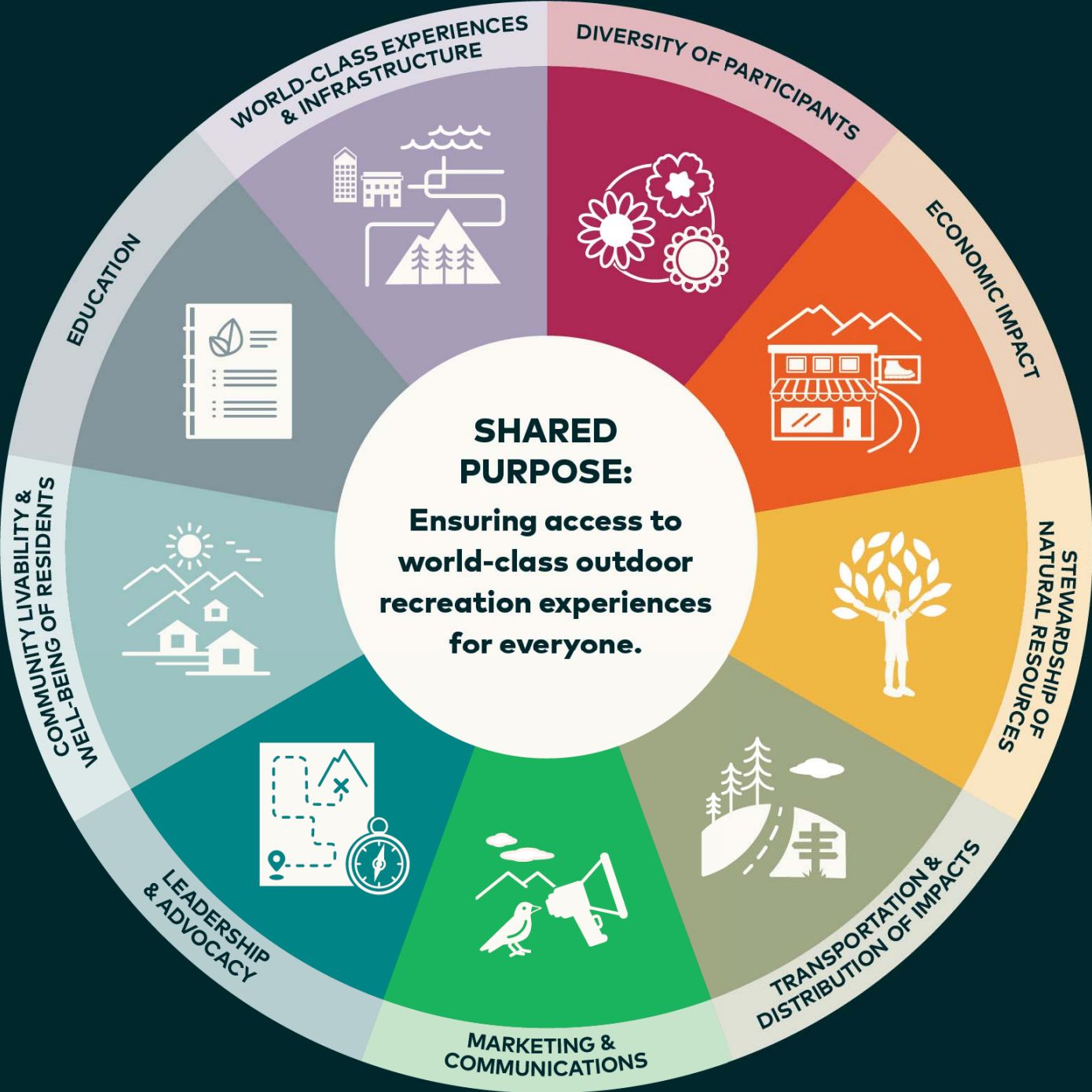
**FOR INFORMATION ABOUT OREGON21, SIGN UP FOR  
OUR NEWSLETTER!**

**Sign Up**

The IAAF World Championships will be coming to Oregon Friday, August 6 through Sunday, August 15,



# OFFICE OF OUTDOOR RECREATION





We all belong outdoors.





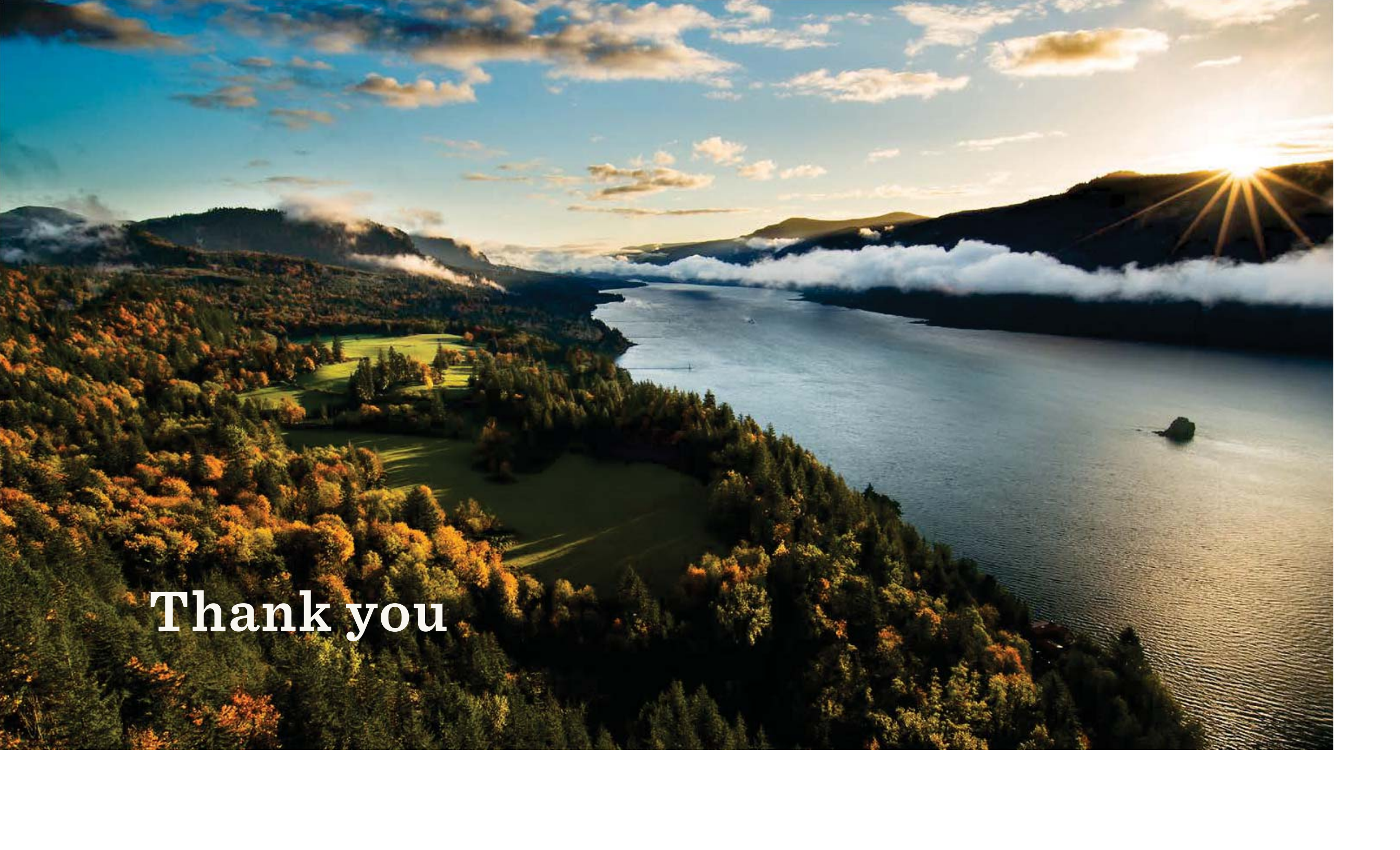
# WELCOME TO THE Oregon Outdoor Recreation Summit

Photo: Willamette Valley Visitors Association

Ensuring access to world-class  
outdoor recreation experiences for everyone.

May 13-14, 2019





Thank you