

Southern Oregon Coast Regional Tourism Network

November 7th, 2018

Minutes by: Julie Miller, Network Manager

OSCRTN Network – What we have been doing

Your Network manager has been traveling around the region engaging in listening sessions. Facilitating connections and partnership and leveraging opportunities where possible.

Laurie Van Zante from the Gold Beach Main Street Program and DeeDee Murphy from Reedsport chamber both spoke about the value they found in meeting with the Network manager and the excitement of future meetings that produce actions, results and connections for their areas.

The Core team outlined Network successes over the past five months and how they connected to the Network mission and purpose:

Branding: (Jodi Fritz Gold Beach City Manager) Bringing the branding conversation to the Network and allowing everyone to have a voice.

How it is relevant to the Network Mission, Purpose or Outcome

- Becoming an information hub for tourism
- Creating consensus around priorities, projects and outcomes that will set up tourism organizations for success

Small Community Outreach: (Kathrine Hoppe Mill Casino) Helping the small communities understand how they fit into the ecosystem and assisting them in finding their voice. Helping them find opportunities and connections.

Example: Network working with OCVA to get smaller communities included in the OCVA fulfillment magazine, web site and getting an itinerary built

How it is relevant to the Network Mission, Purpose or Outcome

- Building Trust
- When Organizational success is difficult the Network can provide a space where collaboration assists project success

Communication: (Sam Baugh South Coast Development Council) Newsletter, Individual call outs, listening sessions and Network meetings.

How it is relevant to the Network Mission, Purpose or Outcome

- Building Trust
- Collaboration
- Becoming an information hub for tourism

Regional Organizations: (Marie Simonds Wild Rivers Coast Alliance) Recognizing our Network was not aware of the regional tourism organizations on the South Coast or how to access them we created a collateral piece that outlines each organization, the role they play in tourism and how the Network can access them.

- We are working on developing a region wide work sharing plan so that all the regional organizations are aware of what each is doing and help us identify where we can partner and leverage dollars
- We are working as a functioning team.

How it is relevant to the Network Mission, Purpose or Outcome

- Collaboration
- Leveraging relationships, opportunities and dollars
- Share information to enhance regional knowledge

Network liaison: (Sam Baugh South Coast Development Council) Traveling the region working with the Network, identifying tourism hurdles and being a liaison between the Network and the State and Regional tourism organizations. As well as being the information channel for the State and Regional tourism organization back to the Network.

How it is relevant to the Network Mission, Purpose or Outcome

- Collaboration
- Building Trust

Travel Southern Oregon Coast (TSOC)

As the Network travels around the region certain issues consistently rise to the surface in all communities. One of those issues is the lack of understanding about what role Travel Southern Oregon Coast (TSOC) plays in regional tourism.

Regional branding was a focus of the Network meeting and considering that TSOC will be taking the lead on regional branding we felt it was important the Network understand what function TSOC plays in tourism on the South Coast.

TSOC Mission: makes strategic investments in development projects, promotions, and relationships that lead to the region becoming a bucket list destination – especially for outdoor recreation enthusiasts.

TSOC supports investments that:

- Enhance and elevate the work of existing tourism programs, projects, plans, and organizations

- Leverage funding to increase access to state and federal development projects by using TSOC budget as funding match, and to help align tourism investments from local organizations
- Connect existing resources within the tourism industry, and along Oregon's south coast to encourage collective impact around the plan's goals.

Goals

Successful implementation of TSOC's strategy will help ensure that:

- Tourism bolsters the south coast economy in measurable ways
- TSOC investments catalyze the creation of new experiences for targeted audiences that maximize return on investment
- Local partners are energized and inspired to align resources
- Tourism is sustainably managed to mitigate overcrowding, and negative social and environmental impacts

Four Strategic Pillars

In order to achieve those goals, TSOC will invest its resources in four strategic areas.



Community & Industry Relations in order to create a dialogue with local business owners, elected officials, and development professionals who become a network of tourism advocates



Business Support Services that enhance tourism businesses' ability to generate revenue, increase local tax dollars, create employment, and improve the visitor experience



Product Development projects that create experiences that make the destination bucket-list-worthy



Destination Marketing, which creates and promotes a regional brand, and creates cohesive content throughout the south coast.

Branding

At the August 8th Network meeting we asked those in attendance if they were interested in branding the region and 75% said they were. Another 20% said they were interested in learning more about the process.

The Network partnered with TSOC to bring in branding and marketing expert, Holly Macfee from Lookout Consulting. The discussion centered on the branding process from a high level and engaged the Network in a marketing group activity that highlighted why a regional brand was beneficial.

What is Branding?

- It is more than a logo and a tagline
- The sum total of people's thoughts, perceptions and experiences with your product
- Not just a list of what you offer; rather, branding helps express a deeper truth. Strong branding taps into a bigger idea

Why Market & Brand as a region?

- Your brand is experienced both IN the destination, and OUTSIDE the destination in the target markets you want to attract.
- Just because you create it, doesn't mean anyone knows about it but you.
- Helps marketing investments and relatively limited resources achieve maximum impact in the marketplace.
- Allows the Region to tell their story using latest design and content standards.
- Provides a unified narrative/story for the SOC, grouping more than one place/experience to inspire target audiences to visit for overnight stays (and thereby grow your tourism economy).
- How many of you can afford to execute an impactful campaign in Denver on your own?

Concerns about Branding as a region?

- It is expensive
- It will overpower local brands
- Will it truly represent all of the communities

How can Regional Marketing & Branding strengthen community brands?

It is really hard to get someone to come to just one town, especially if they are driving 6-8 hours, or paying for a flight or if that town isn't already famous for something.

But as a region...A whole area of adventure + wild beauty + plus a true feeling of disconnecting from life + reconnecting with your partner and/or family...

That's a destinations. **PEOPLE PLAN TRIPS TO DESTINATIONS!**

The Southern Oregon Coast needs to "package" the experience of that destination.

THAT "PACKAGING" IS CALLED BRANDING.

Connections

The Network was asked to write down who they have connected with during this meeting, since the last Networking meeting and who they would like to be connected with. Members were given seat assignments to foster networking opportunities.

Network Opportunities

Oregon Coast Visitor's Association (OCVA): **Guest Service Training**

Guest Service Gold Tourism: Oregon Edition. This course features seven principles of guest service delivery, illustrated through real stories of challenges and experience told by Oregon employees. Applicable to all hospitality-related organizations and their associates.

- OCVA will fund your employees up to \$1,000 through June 2019
- Training can be done at your place of employment

Contact: Arica Sears at icom@thepeoplescoast.com

Southwestern Small Business Development Center in partnership with regional tourism organizations: **Simplifying Social Media for Small Business**

January 24th, 2019 from 10a.m to 3:00p.m. at the Newmark Center in North Bend

- Trying to best interact with customers on social media
- Free workshop
- Learn basic elements of social media
- Lead by professional Social Media Company out of Portland
- Bring your laptop and create or enhance you existing facebook presence
- Lunch provide

Contact: [Registration](#)

Wild Rivers Coast Alliance (WRCA): **Small Grant Program**

The purpose of the WRCA small grants program is to be more responsive to needs that make a positive impact on South Coast communities. The grants can be used for a variety of capacity or project work. All requests adhere to the triple bottom line for benefit of conservation, community and economy of the South Coast. Innovation and vision of a thriving South Coast is encouraged.

Range of Grants: Up to \$5,000 (open until small grant funding allocation has been utilized)

For More Information: [Grants](#)

Live Survey Results

Miles Phillips, OSU Extension Agent, facilitated a live survey. The results are as follows;

93% of the Network had a better understanding of the branding process after the presentation

93% were in support of developing a brand for the Southern Oregon Coast

100% met new people and/or strengthened connections

Tourism is an important economic driver for the south coast

- 66.67% Strongly Agreed
- 26.67% Agreed
- 6.67% Somewhat Agreed

100% viewed tourism in the region as having a Very Positive or Positive impact on their business or organization

My County officials view tourism as an important local economic driver

- 26.67% Strongly Agreed
- 26.67% Agreed
- 20% Somewhat Agreed
- 6.67% Neutral
- 6.67% Disagree

OSCRTN Network Framework Review

Who We Are: We are a region-wide, cross-sector of independent individuals and organizations who collaborate to enhance economic development through sustainable tourism.

What We Do: We focus on leveraging relationships, opportunities and dollars. We work to create consensus around priorities that will set up other tourism organization for success. We collaborate with regional tourism organizations in a strategic direction that will lay the groundwork to develop the Southern Oregon Coast into a destination.

Where: We engage the counties of Coos, Curry and Coastal Douglas. All areas share similar landscape, economy and tourism opportunities.

Why: (Pressing Sand!) We are doing work that has not been done in this region before. We have completed two Rural Tourism Studios, created four regionally focused tourism jobs and have

successfully gained the support of the state tourism agency, Travel Oregon, through our extensive regional collaborative accomplishments.

How: We work to build region wide trust by; strengthening relationships, respecting diverse perspectives, collaborating around shared opportunities, sharing information, creating value for our member and informing our stakeholders of the importance and value of tourism as an economic driver.

Outcomes: The Network will become an informational hub for tourism, work to create consensus around priorities, projects and outcomes that will set up tourism organizations for success. It will move the needle to understanding on how tourism is an economic driver and when organizational success is difficult the network can provide a space where collaboration assists project success. The network will provide value to its members.

WE ARE STRONGER TOGETHER

The mission of the Oregon South Coast Regional Tourism Network is to collaborate to enhance economic development through sustainable tourism