



COLUMBIA GORGE

TOURISM ALLIANCE

Optimizing the positive impacts of the visitor economy
to enhance communities and protect the region



COLUMBIA GORGE

TOURISM ALLIANCE

WELCOME

NETWORK MEETING NOVEMBER 20, 2019

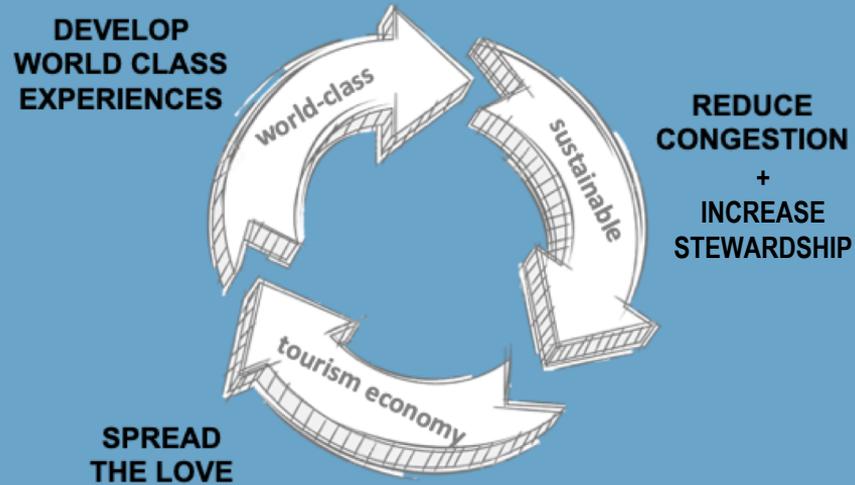
- 1:00 MEET 3 NEW PEOPLE & FIND
MOST OBSCURE CONNECTION
- 1:30 ABOUT THE NETWORK &
PAST PROJECTS
BRAINSTORMING NEW
PROJECT IDEAS
- 1:45 VOTING
- 3:00 FUNDING OPPORTUNITIES
- 3:15 ANNOUNCEMENTS

MISSION

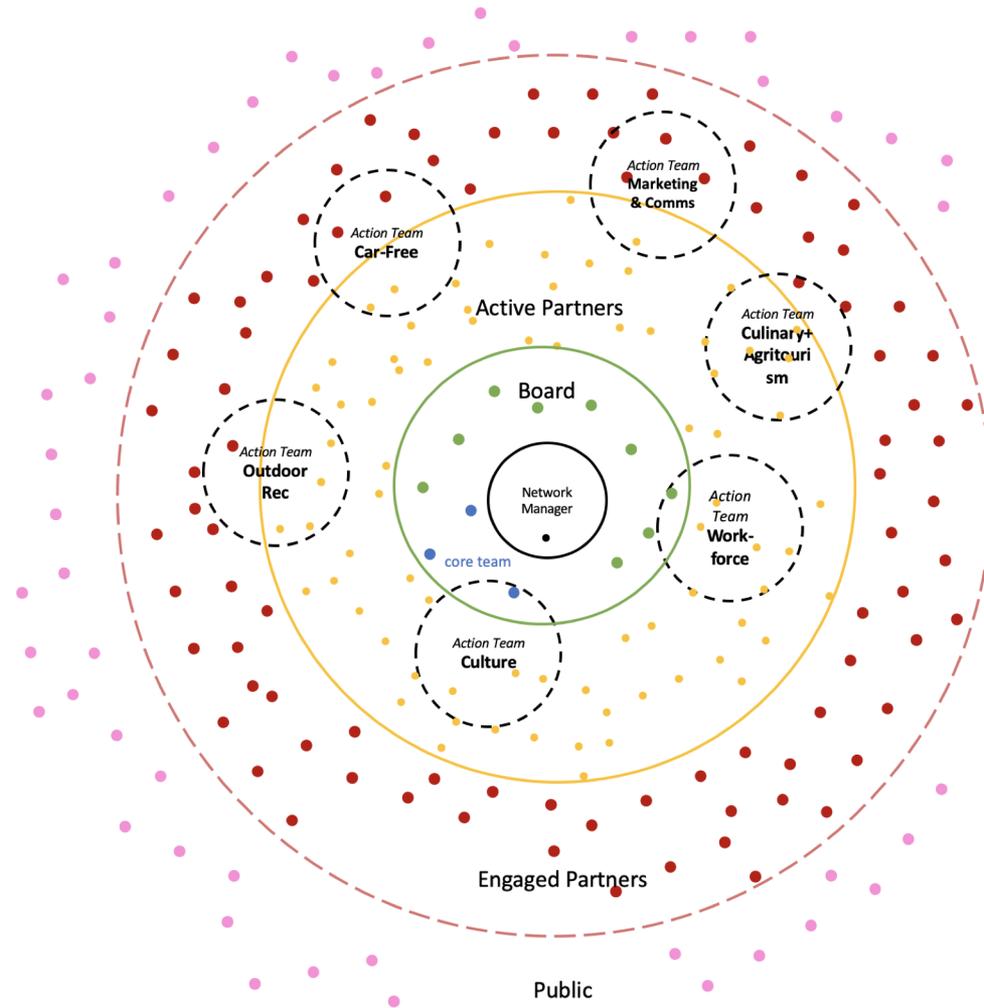
*Optimizing the positive impacts of
the visitor economy to enhance
communities & protect the region*



GOALS



NETWORK STRUCTURE



DESCRIBE THE GORGE

outdoor-adventure
accessible majestic active
hike
culinary wild clean
significant bountiful quaint magical
unique fragmented eat dramatic
beautiful
dynamic scenic vulnerable
open
adventure historic grand gorgeous
community natural(ish)
drink sacred breathtaking
natural

BIGGEST CHALLENGES

CONGESTION

overcrowding

over population

TRANSPORTATION

traffic

maintaining
natural beauty

ENVIRONMENTAL PROTECTION

air quality

BRAND awareness

cohesive message

getting people to go east of
Multnomah Falls and Hood River

local buy-in

shoulder seasons

amenities

not a sufficient amount of
outfitted services

year round jobs

HOUSING

NETWORK HELP

CONGESTION

overcrowding

over population

carfree
cycling and mass transit
gear-share
RV-share
parking structures

TRANSPORTATION

traffic

maintaining
natural beauty

ENVIRONMENTAL PROTECTION

air quality

Greater collaboration
OR + WA
shared tourism experience

FUNDING

BRAND awareness

cohesive message

branding

training of front line
getting locals on board

getting people to go east of
Multnomah Falls and Hood River

local buy-in

shoulder seasons

amenities

more of a consistent
visitor base

not a sufficient amount of
outfitted services

year round jobs
year round jobs

HOUSING

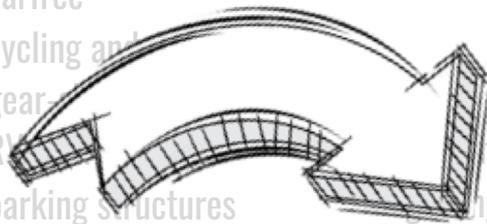
RESEARCH FINDINGS

CONGESTION

overcrowding

over population

carfree
cycling and
gear-
R
parking structures



BRAND

branding
awareness
cohesive message

ing of front line
ng locals on board

getting people to go east of
Multnomah Falls and Hood River

PROTECTING THE REGION

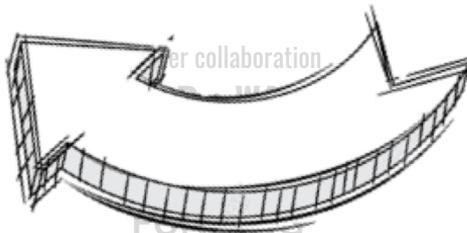
TRANSPORTATION

traffic

maintaining
natural beauty

ENVIRONMENTAL
PROTECTION

air quality



er collaboration

ENHANCING COMMUNITIES

local buy in

er seasons

amenities

of a consistent
visitor base

not a sufficient amount of
outfitted services

year round jobs
year round jobs

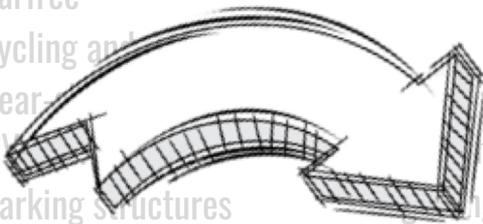
HOUSING

RESEARCH FINDINGS

CONGESTION

overcrowding
over population

carfree
cycling and
gear-
R
parking structures



PROTECTING THE REGION

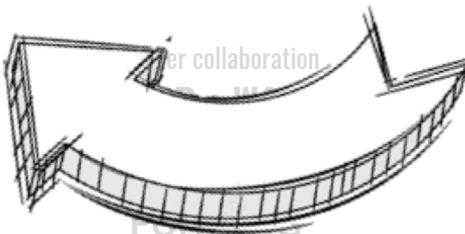
maintaining
natural beauty

TRANSPORTATION

traffic

ENVIRONMENTAL PROTECTION

air quality



collaboration

BRAND

branding
awareness

cohesive message

MORE PROJECTS IN THIS AREA

ing of front line
ing locals on board
multinomial Falls and Hood River

ENHANCING COMMUNITIES

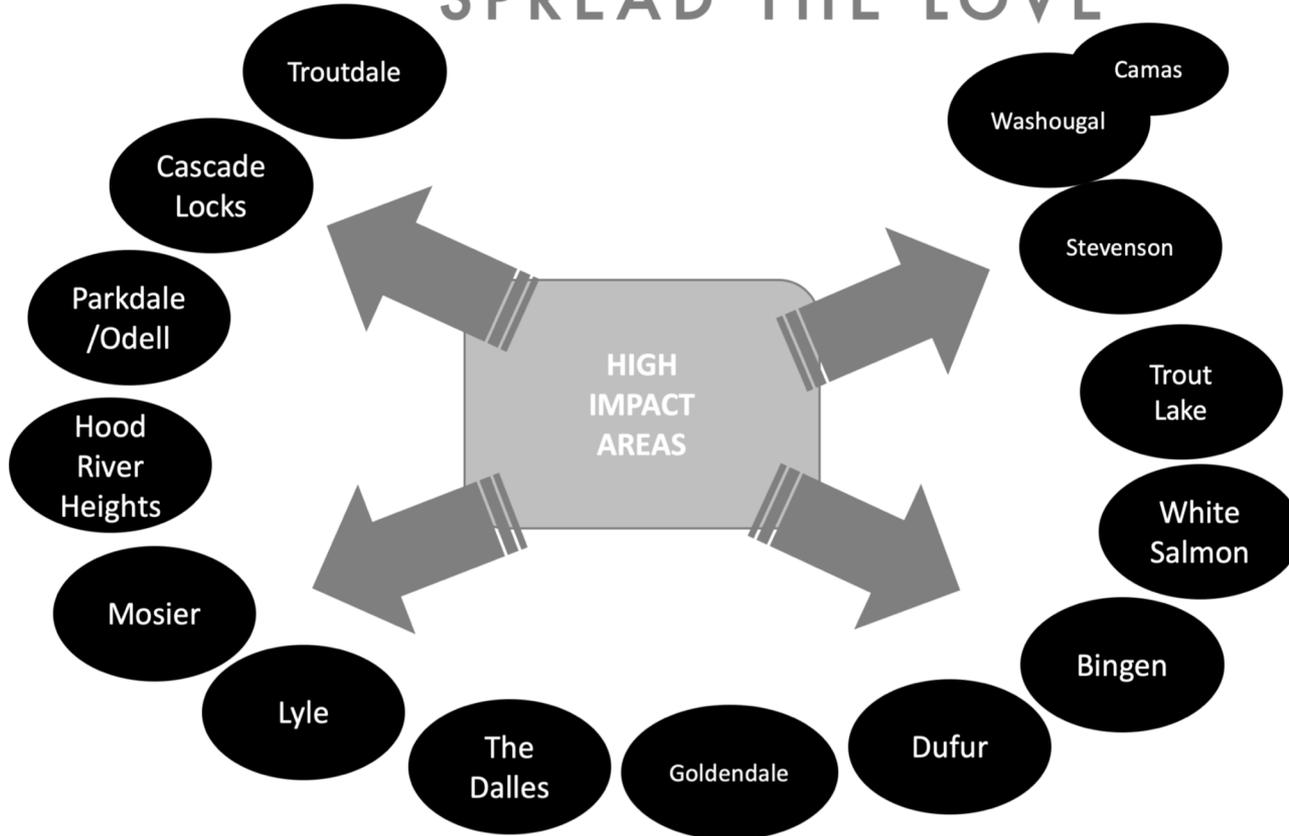
local buy in
er seasons
of a consistent
visitor base
amenities

not a sufficient amount of
outfitted services

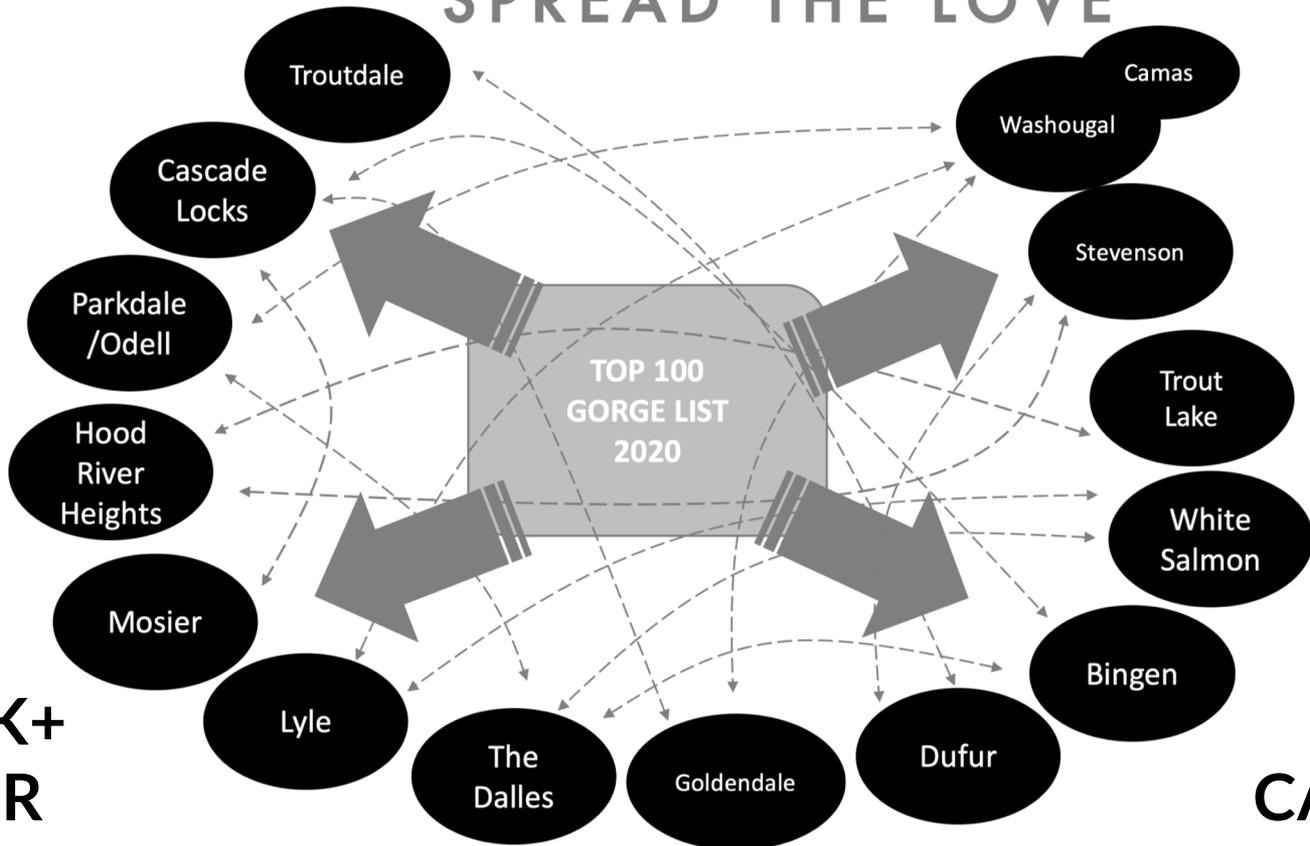
year round jobs
year round jobs

HOUSING

SPREAD THE LOVE



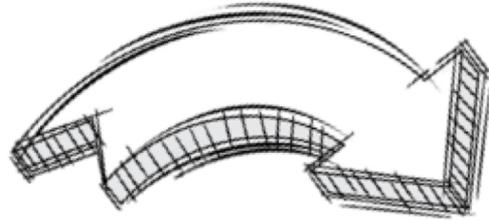
SPREAD THE LOVE



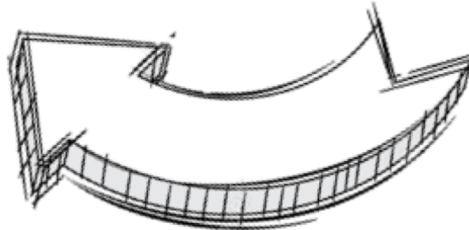
**WE SPEAK+
FAM TOUR**

**LOCAL
CAMPAIGN**

RESEARCH FINDINGS



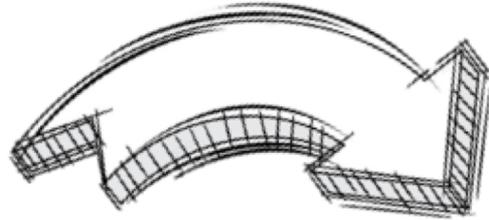
**HELPING
THE WHOLE**



**WHAT'S IN
IT FOR ME?**



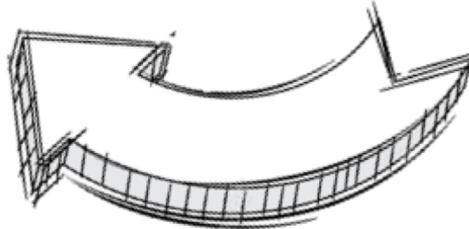
RESEARCH FINDINGS



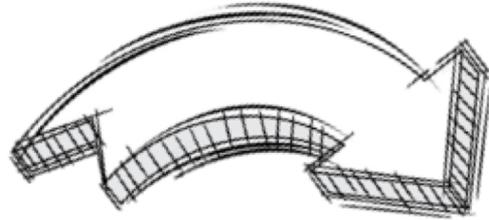
HELPING
THE WHOLE

**RISEING TIDES
RAISE ALL SHIPS**

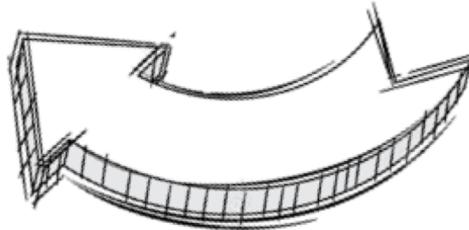
WHAT'S IN
IT FOR ME?



RESEARCH FINDINGS



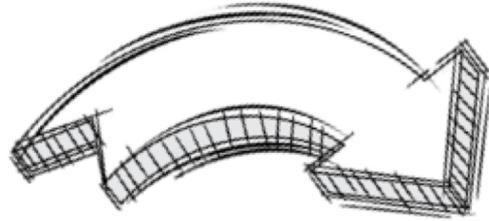
**SHARING
KINDNESS
GETTING IT RIGHT**



**CREDIT
TRUTH
GETTING IT DONE**

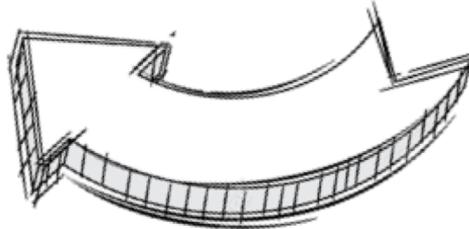


RESEARCH FINDINGS



**SHARING
KINDNESS
GETTING IT RIGHT**

**DEVELOP
GUIDELINES**



**CREDIT
TRUTH
GETTING IT DONE**



GOAL FOR TODAY:

IDENTIFY NEW
PROJECTS THAT
ADDRESS IMPACT
AREAS



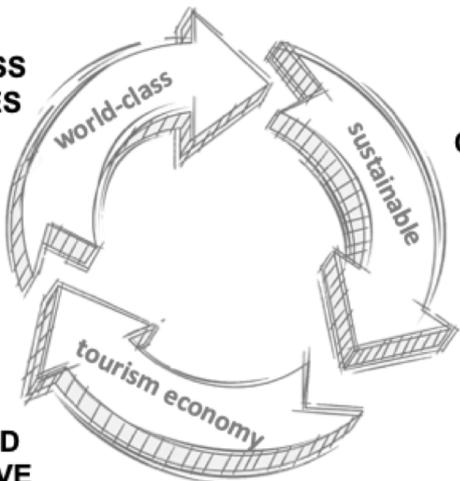
NETWORK

MISSION

Optimizing the positive impacts of the visitor economy to enhance communities & protect the region

GOALS

DEVELOP
WORLD CLASS
EXPERIENCES



REDUCE
CONGESTION
+
INCREASE
STEWARDSHIP

SPREAD
THE LOVE

IMPACT AREAS

Car-Free Visitor
Transportation

Culinary +
Agritourism

Cultural Heritage

Outdoor
Recreation

Workforce

Marketing &
Communications

CAR-FREE VISITOR TRANSPORT



CULINARY+
AGRITOURISM



East Gorge
FOOD TRAIL

CULTURAL HERITAGE



OUTDOOR RECREATION



WORK FORCE





MARKETING & COMMUNICATIONS



GOAL FOR TODAY:

IDENTIFY NEW PROJECTS

**Car-Free Visitor
Transportation**

**Culinary +
Agritourism**

Cultural Heritage

**Outdoor
Recreation**

Workforce

**Marketing &
Communications**

**1:45 GO TO AN IMPACT AREA &
BRAINSTORM NEW IDEAS**

2:30 REVIEW & CHOOSE TOP ONES

**2:45 CHANGE TO 2ND IMPACT AREA
& BRAINSTORM IDEAS**

**3:00 PRESENT TO BIG GROUP &
VOTE**

VOTE



**CHECK ANY YOU LIKE
+ STICKER TOP ONES**

NEXT STEPS



**PROJECT LEADER(S)
KICK OFF MEETING
STEPS & FUNDING**

WRAP UP



**FUNDING OPPORTUNITIES
ANNOUNCEMENTS**



02 | 20 | 2020
SOCIETY HOTEL

GORGE TOURISM SUMMIT

SAVE THE DATE

