

COLUMBIA GORGE

TOURISM ALLIANCE

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

NETWORK MEETING NOVEMBER 20, 2019

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

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www.ColumbiaGorgeTourismAlliance.org

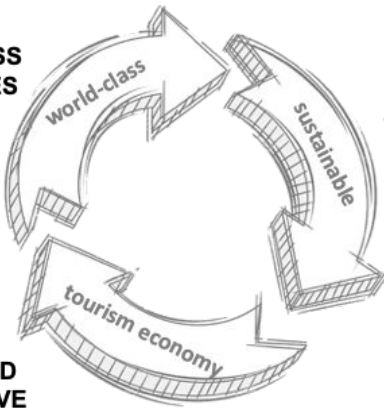
COLUMBIA GORGE TOURISM ALLIANCE

MISSION

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

GOALS

DEVELOP
WORLD CLASS
EXPERIENCES



REDUCE
CONGESTION

SPREAD
THE LOVE

IMPACT AREAS

Car-Free Visitor
Transportation

Culinary +
Agritourism

Cultural Heritage

Outdoor
Recreation

Workforce

Marketing &
Communications



GOAL FOR THE DAY: IDENTIFY NEW PROJECTS THAT ADDRESS IMPACT AREAS

1:45 CHOOSE AN IMPACT AREA & BRAINSTORM NEW IDEAS

- Quick intros
- Review any past ideas
- Brainstorm new ideas
- Write on post its and add to boards

2:30 REVIEW & CHOOSE TOP ONES

- Each person checks any they like, stars top 3
- Fill out project sheet for each top ideas & leave posted to wall
- Choose who will present each top idea to big group

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

- Repeat process from first round

3:00 PRESENT TO BIG GROUP & VOTE

- 30 seconds each to "Sell" the top 3 ideas from each impact area
- Then each person looks at all ideas in room, checking any they like and adding stickers to their top ones
- Sign up to any projects to help on

QUESTIONS TO GET YOU THINKING:

- What's missing? Are we there yet?
- What would you do if you had all the money in the world?
- WWNZD? (What would New Zealand do?)
- What could we do/add that would make you super excited? That you couldn't wait to tell people about?
- What's working now that can be improved?
- Where is it? When is it? Can you move it away from hot spots?
- What's in the way?
- Imagine one person or business came in and owned all the land and towns in the Gorge so they could easily treat it all as a whole, a unified experience. What would they do if they had our vision?
- What would Disney do? (How would you make that happen? Prevent it?)
- Imagine your part of our area was suddenly flooded with 100xs more people. What would that look like? What would they need and what would you need to make it world-class?
- What can locals do to help? How can they benefit?
- How can you combine another impact area?

NEW PROJECT CHECKLIST

- Helps move Gorge closer to its 15 Year Vision
- Addresses an impact area
- Needs the network to bring it to life (requires collaboration)
- Is specific
- Ideally has bi-state impact
- Has a leader
- Has fundability
- Can ideally be completed quickly

SPREAD THE LOVE

PHASE ONE

Each town Identifies 3 - 5 interesting & specific things to do in their area

Adds key events to shared calendar (Google drive)

Joins shared Facebook page to post your town's events that are interesting to visitors

Coordinates with other towns to set calendar for "Local Tourist" days (host one and attend 5 others)

Inspires town's businesses to participate

Adds their information to OTIS + Washington

Updates Wikipedia page

PHASE TWO

Design master checklist to launch at Feb Summit

Share in local media /PR

Share list on each town's social media / newsletters /websites

Inspire local businesses /orgs to promote on their pages as well

Promote via word of mouth with visitors

PHASE THREE

Host a "Local Tourist" day in your town, encouraging folks to check off all 100 things on the list

Attend 5 other days in the different towns

Randomly quiz (highlight) businesses on their knowledge of where to go in your town and in Gorge (post short videos on line)

WITH BUDGET

Printed version of list

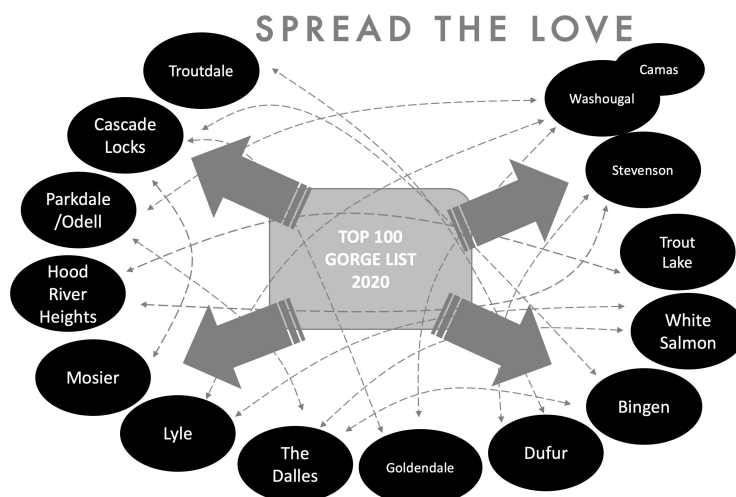
Gorge pride stickers

Event signage to share

Podcasts

Video coverage

App version





FORM FOR TOP 3 PROJECTS

PROJECT NAME:

LEADERS (Name & Contact):

DESCRIPTION:

PARTNERS (Name & Contact):

ESTIMATED FUNDING NEEDED:

**WHERE/HOW YOU WILL CELEBRATE AT
END:**

NUMBER OF MEETINGS NEEDED:

NEXT STEP:



NEXT STEPS

IDENTIFY AN IDEA

GATHER PARTNERS

CHOOSE LEADER(S)

SET A KICK OFF MEETING

MAP OUT SCOPE

STEPS TO TAKE

TIME NEEDED

WORK REQUIRED

FUNDING NEEDED

ONGOING COSTS NEEDED

MAP OUT NEXT STEPS

HOW COLUMBIA GORGE TOURISM ALLIANCE CAN HELP

Help find leader/project manager

Inspire & find Active Partner participation

Help identify/solicit funding

Help identify priorities/tasks

Keep up progress energy/momentum

Keep communication flowing in team and with network

Celebrate and share progress with wider Gorge

The Columbia Gorge Tourism Alliance also celebrates large visionary projects that fit the 15 year vision, including:

Historic Columbia River Hwy State Trail Completion

Bridge of the Gods Pedestrian Lane

OR-WA Bridge

US Forest Service Region Trail Strategy

Gorge Towns to Trails