



**Summary from Travel Oregon
Destination Development Boot Camp
May 10, 2022**

Main Street & Tourism Collaboration Session



SUPERSTICKY EASEL/PAD
TABLEAU À FEUILLES MOBILES SUPERCOLLANTES
SUPERADHESIVS BLOC DE HOJAS REPOSICIONABLES



30

25 1/2" x 30 1/2" (63.5 cm x 76.2 cm)
0.250 FT/PP (0.48 m²)

3M

Why do Mainstreets Matter?

- * Mainstreets are a visitor attraction
 - ↳ Full of ambassadors
- * Predictable uniqueness
- * Naturally triple bottom line focused (own ecosystem)
- * Built design contributions (cross walks, murals, buildings, etc)
- * Community hub - community living room
 - * More connected to local gov
- * Story development → marketing content
- * Attract diverse audience
 - ↳ residence
 - ↳ repeat visitors
- * Traditions/cultural preservation
- * Innovation ~~but~~ hub
- * Economic impact - keep it in comm.
- * Nature/business - very pleasant/attractive space to hangout/spend time
 - ↳ sustaining this env.
- * Makes area more accessible (walking, wine tasting rooms, etc)

Perspective From "Main Street" Group

Why Main St is important?

Don't have strong downtown won't have strong community identity.

Don't capture tourism dollars.

Merchant network

First impression

Community programming - for both local and visitor.

Historic preservation

Local pride

Community hub

If not well running can drag down the morale.

Perspective From DMO Group

why do main streets matter?

- ① first impression of city *- outside investment
- visitor or assess
- aesthetics*
- ② where to eat + recreate
- where the city's stories are at *- first community investment
- history & culture*
- where the businesses want to be *- jobs*
 - local + small businesses
- organization / association helps with beautification and projects
 - downtown champions/advocates
- ripple affect
- ③ accessibility / walkability
- ④ main hub - events, markets
- economic impact

Perspective From "Other" Group
(RDMOs, Government, etc.)

Thriving OR PT's

Ashland	Joseph	Bandon	Sisters
Hood River	Klaus	Astoria	
Oregon City	Bend	Baker City	
Newport	Curvallis	Jacksonville	
Manzanita	Spring Field	Albany	
Silverton		Alberta	

Things they have going on...

- Walkability *
- "if you love my store, you'll love..." ^{rent line} Training *
- utilize competition
- One stops ^{pastory → fine dining}
↳ variety of food, stores, exp in one spot
- Accessibility: parking, bike rack, shuttle, etc *
(multi modal) (well planned)
- Public art *
- Branding / Signature look } community identity / *
local flavor
- Pride in history
- Not hidden, easy to find *
- Natural env. connection (river going to etc) *

Perspective From "Main Street" Group

Positive community well-being

Focus for strategic planning

Core Elements

- clean
- walkable
- transportation corridor
- buildings are occupied
- restaurants/shopping opportunities ^{varieties!}
- parking & charging stations
- architecture - historic/unique
- personality / theme
- family friendly
- public restrooms
- accessability
- art galleries/museums
- public art
- theatre
- downtown events / event center
- visitor center
- housing

Perspective From DMO Group

(Prompt: Think of great downtowns in Oregon – what do they have that makes them great?)

Sisters
Bend
Silverton

Speed limit
Parking
Bathrooms

- * Food/B&E > Hours ^{over}
- * First Friday Program
- * Special/community event
- * Variety of options/businesses ^{in family}
- * Beautification
 - * crosswalks/sidewalks ^{street lights}
- * Parklets/places to gather
- * Public Art
- * Clean/safety
- * Welcoming spaces
- * Right balance/living/Business downtown
- * Land use/Taxes/URA
- * Visitor Center - ^{open} ^{memorabilia}
- * Theater
- * Infrastructure

Perspective From "Other" Group
(Prompt: Think of great downtowns in Oregon –
what do they have that makes them great?)

What do we want DMOs to know?

- We need your support!
- We want to support you!
- Org - not designed to be mkt orgs.
- We're responsible for some of the TLT \$ you receive - let's collab. you usually have a bigger budget
- Overtourism hurts sometimes
- We also have limited capacity
- Your bringing in outside \$ for the good of the existing community - remember that
- Outdoor rec + Main Street not exclusive
- Large regions - don't exclusively focus on urban center / incorporated community
- The system doesn't include us - listen + be our voice
- We're professionals too

Perspective From Main Street Group
"What do we want our DMOs to know?"

- MA
RD
- ... DWD? to ANGR
- don't minimize Main Street work — we've all seen what a thriving Main St. can do for tourism

What DMOs want Main Street to know

- 2 way communication
- true partnership / equal
- Competing for same pot of money
- We have a whole region/county to represent / other communities
- looking for ways to partner / collaborate
- we have more varied partners / wider scope
- you have the ear of city gov / community support
- finding / grants / TLT

Perspective From DMO Group
"What do you want your Main Street

Collaboration Improvements btwn Mainstreet + Tourism

Communic Improv

- ↳ stories circulating
- ↳ know about events/happenings

Venn Diagram Conversations

Form more partnerships on events/proj.

Educating business to educate visitors

~~community~~ Community engagement

↳ implementation

Let community know available resources

- ↳ 'What does a backpacker want to buy?'
- ↳ educational

Shared vision

- ↳ tourism needs locals → market to them

Resource share for retaining frontline workers?

Special local events/discounts as a part of
bigger festivals

Perspective From Other Group

How can DMOs and Main Street organizations better collaborate?