

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

**Main Street & Tourism Collaboration Session** 

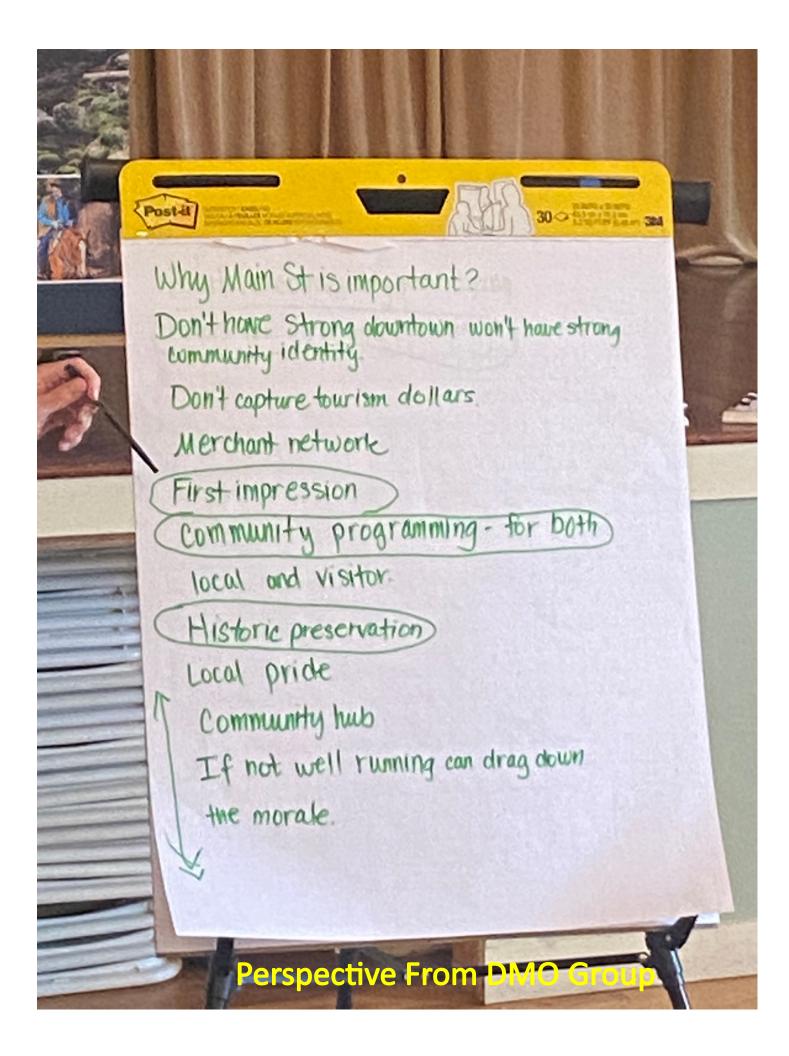


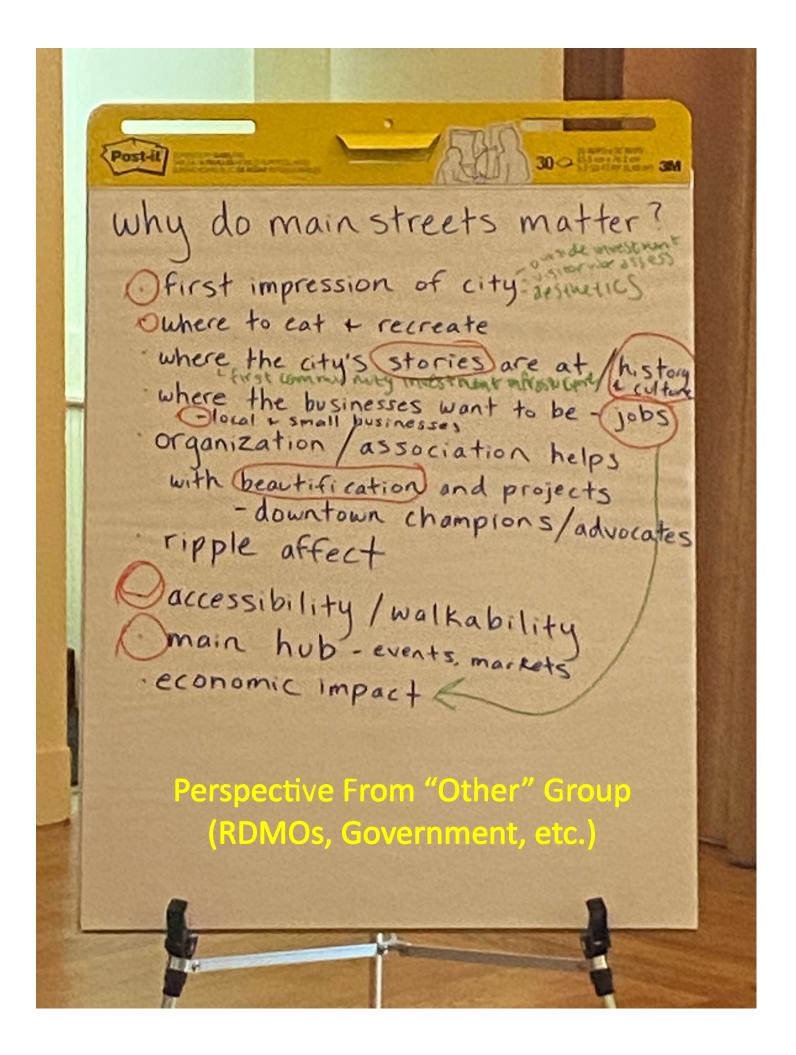
## Why do Mainstreets Matter?

- Muinstreets are a visitor attraction & Full of ambassadors
- \* Predictable uniqueness
- DNaturally triplé bottom line focused (own ecosystem)
- \* Built design compributions (cross warrs, murals, buildings, etc)
- \* Community hub community living room
- \* More connected to local gov
- \* Story development -> marketing content
- Attract diverse audience 3 residence
- ATRAdition S/Curtural preservation
- \* Innovation but hub
- \*Economic impact keep A in comm.
- \*Nature/business very preasant/attractive
  space to hangoust/spand time
  L sustaining this env.

\*Makes area more accessible (walking, wine tasting rooms, ex

Perspective From "Main Street" Group





OR DT'S Thriving Bandon Joseph Sisters Ashland Hood River Astoria Kfalls Oregon City Bakeratu Bend Newporce Jacksonville Curvallis Manzanta Spring Frud Albany Alberta Silverton Things they have going on - Warability\* - " if you love my store, you'll love. " Treathing - utilize competition - One stops pastry - For during L variety of food, stores, exp in one spot - Accessibility: parking bike Rack, shuttle, etc. X (mutti modely) (was planned) · Publicant \* -Branding/Signature look community Identity/ x / Preide in History - Not hidden, easy to find \* - Natural env. connection (river going 4 etc.) +

Perspective From "Main Street" Group

Positive community well-being Focus for strategic planning Core Elements clean Cwalkable Otransportation corridor
buildings are occupied
restaurants/shopping opportunities varieties!
Oparking & charging stations
Oarchitecture-historic/unique personality / theme family friendly O public restrooms accessability art galleries/museums Opublic art downtown events / event center Ovistor Center O housing Perspective From DMO Group Prompt: Think of great downtowns in Oregon what do they have that makes them grea



N STREET & TOURISM COLLABORATION what do we want DMOS to know? . We need your support! we want to support you! . org-not disigned to be mkt orgs. we're Pesponsible for some of the TET

\$ you receive - let's collab. you usually have a lagger budget overtourism hurts sometimes . we also have limited capacity . your bringing in outside & for the zood of the existing community— remainder that

Outdoor rec + Main Street not & murezo . large regions - don + enclosively focus on urban center / incorporated community the system doesn't indude us - listen . We're professionals 400 Perspective From Main Street Group "What do we want our DMOs to know

40 ANOR · don't minimite Main Street work - we've all seen what a thriving Main St. can do for tourism

