

McKenzie River Valley 15-Year Community Tourism Vision¹

Residents and business owners of the McKenzie River Valley thrive by being connected and fostering healthy relationships with one another. Businesses in the Valley have a strong interconnected network built on trust that serves as a platform for entrepreneurship.

The region's rich history including its Native American and pioneer roots, natural resource industries, and river guiding is brought to the forefront of the visitor experience. Each community along the river corridor boasts its own unique character bringing to life the region's heritage in a way that lures visitors to stop in as they journey through the valley.

Outdoor recreation amenities for all four seasons are well-planned and robust. In addition to world-class river-recreation opportunities, visitors enjoy a network of wilderness trails, interconnected overnight options, and a unique selection of road cycling and mountain biking routes. Investments in recreation infrastructure provide a nurturing environment for businesses to develop guided tours, rentals, shuttle businesses and the like.

Travelers are relieved to find restrooms, safe parking and visitor-friendly directional signage at key locations when they arrive.

Signature events featuring the best the region has to offer draw in visitors and serve as a connection point to local products thereby providing year-round bursts of economic activity.

Food and products grown in the "lower" valley (and nearby) are integrated into the local dining experience and available at farmers markets and local shops throughout the Valley thereby fostering "lower" and "upper" valley connectivity and interdependence.

Arts and cultural opportunities are flourishing. Visitors can easily engage with local artists in their studios and purchase their art at a variety of local shops.

¹ This community-based tourism vision was created by the 50+ residents of the McKenzie River Valley who participated in the Rural Tourism Studio from February to May of 2011. This is a draft statement outlining what the community would like to see in the Valley in 15 years. It may be amended to clarify or augment what is already here but Travel Oregon recommends not changing the intention of the statements.

As a result of collaboration between residents and public land managers, our watershed ecosystem is cared for and a vibrant place for all to enjoy.

Businesses reinvest tourism revenue back into projects that will improve the destination demonstrating that we're all in this together.

McKenzie River Valley Tourism Action Teams

The first **McKenzie River Valley Tourism Steering Committee** meeting will take place on Thursday May 26th at 9:00am at the Wayfarer Resort (46725 Goodpasture Rd, Vida) in the Octagon - the last house/#13. If you'd like to join this committee show up or contact George Letchworth (contact info below). Otherwise, stay tuned for next steps!

ACTION TEAM #1: TRAILS, RESOURCE & MAP TEAM (TRAMP)

Contact: Steve Keable, skkeable@mac.com, 541-822-3970

ACTION TEAM #2: BICYCLING ACTION COMMITTEE (BAC)

Contact: George Letchworth, geoletch@aol.com, 541-822-3744

ACTION TEAM #3: AGRI-TOURISM & LOCAL FOOD SYSTEMS

Contact: Carol Tannenbaum, caroltan@q.com, 541-736-8575

ACTION TEAM #4: MCKENZIE SIGNATURE EVENTS

Contact: Janet Biles, janetbiles@aol.com, 541-822-1039