



OREGON AREA CHAMBER OF COMMERCE

## **SESSION 1, Wednesday, September 17, 2008**

Facilitated by *Tim Hyland, Greater Madison Convention & Visitors Bureau* Email: [hyland@visitmadison.com](mailto:hyland@visitmadison.com)  
Hosted by: *Oregon Area Chamber of Commerce, Economic & Tourism Development Committees*  
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### **GOALS & OBJECTIVES**

*"Why are you here today? What would you like to learn from this?"*

#### Most common answers:

*\*\*\*\*\*How can we plan to grow "correctly", "sustainably", so everyone in the community can benefit from it?*

*\*\*\*\* Building a sense of place/community. Define Oregon. Brand/Identity.*

*\*\*\*\*What can we do to promote tourism?*

*\*\*\*How do we bring people into Oregon? "Put heads into beds and food into bellies."*

*\*\*Build Community Partnerships*

*\*\*Organize efforts to showcase Oregon*

*\*\*Want citizens/businesses to share a unified vision/plan*

#### Additional answers:

✓ *How can hotel-occupancy tax be deployed?*

✓ *Increase small businesses and economic growth- so people don't have to go to another community for their needs. Self-Sustaining.*

✓ *Improving curb-appeal. Make it memorable, welcoming. Keep Oregon's charm.*

✓ *To educate people about tourism.*

✓ *Environmentally sound and sustainable community.*

✓ *Arts are a beautiful way of invigorating people and communities...*

### **Internal impressions & perceived value of tourism to local economy:**

#### Con's

- Parking issues
- Traffic inconveniences
- Unforeseen negatives/lack of control over the environment

#### Pro's

- \$\$\$
- Activities/things to do, increased/improved
- Attractive downtown, Main Street, Corridors
- Community Pride
- Educating about the area
- Events- more recurring
- Evolving community/citizens
- Fun
- Health and well-being
- Human interactions

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- Innovative ideas
- Increased Entertainment/Recreation
- Quality of Life improved
- Restaurant choices improved
- Return visitors
- Safety
- Shopping choices improved
- Unified approach
- Unique
- Willingness to invest

*Looking at this list, what % of your community's citizens would agree? "The Majority."*

### **Current Tourism Marketing Plans & Strategies:**

- Cable access: WOW
- Chamber info & town profile
- Individual business' advertising
- Location near the highway 14
- Meetings
- Newspaper: Local: Oregon Observer
- Newspaper: State/Madison
- Signage
- Word of mouth
- Web sites tourists may/may not see:
  - Public sector:
    - Chamber
    - Historical Society
    - Library
    - School District
    - Village/Town
  - Private sector: Individual business web sites
  - Social networking web sites and technology.
    - Blogs
    - Face Book
    - LinkedIn
    - MySpace

### **Tourism Partners & Resources:**

- Businesses, Activities/Attractions:
  - Agri-business: AZ Farms, Horses & Stables
  - Archery
  - Christmas Tree Farm
  - Golf/Country Club
  - Historical Society/Museum
  - Ice Rink
  - Industrial Tours
  - MIS Raceway
  - Outdoors/Trout Fishing
  - Parks/natural landscape
  - Polo Stable
- Chamber
- Lemery Foundation

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- Local Restaurants
- Local Retailers
- Religious facilities:
  - Buddhist Temple
  - Memorials / Cemeteries
- School District
- Service Clubs: optimists, lions, rotary,
- Sports Clubs
- Theatre Group
- Village Administration

### **Internal perceptions:**

#### **Con's**

- Better signage for parks
- Confusing to navigate
- Entrance looks bad (1st exit.)
- Hard to park
- Lack of Available local information
- Lack of diversity (Homogeneous)
- Lack of meeting place/community center
- Nothing to do
- “Not in my backyard” mentality
- People are surprised that there’s not a hotel.
- Quiet
- Spread out

#### **Mentioned as both Pro & Con**

- Bedroom community (pro and con)
- Mayberry (pro and con)
- Small (pro and con)

#### **Pro's**

- Close to Madison
- Compassionate
- Convenient location
- Desirable unique businesses
- Disengaged population or lack of opportunity for population to be engaged
- Familiarity amongst citizens
- Family-oriented
- Good park system
- Good schools
- Historic/well-kept homes
- Low poverty
- Pleasant
- Safe
- Strong roots/pride
- Three Quick Trips
- Upscale area
- Volunteerism

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- Welcoming
- Well educated/intelligent

*What goes through a tourist's head?*

*"What do I do next? Where do I go, and how do I get there?"*

### **Attraction Assessment:**

*Uncommon Attractions (What Oregon has that other communities DON'T.):*

- A to Z
- Bergamont
- Buddhist Temple
- Flower Factory, garden center
- MIS
- Polo Fields
- Trout Farm
- WWI Monument

*Common Attractions (Other communities have something similar.):*

- Driving Range
- Eugster's Farm
- Foxboro
- Historic/Architecture
- Historical Museum
- Hockey
- Horse Farms
- Oregon HS Athletics
- Industrial tours
- Lemery Foundation (Art Foundation)
- Library
- Marching Band
- Notable Residents
- Parks
- Public Hunting Land
- Sport Facilities
- Unique Retail/Restaurants
- UW Facility

### **Event Assessment:**

*Uncommon Attractions (What Oregon has that other community DON'T.):*

- Kids Triathlon

*Common Attractions (Other communities have something similar.):*

- Arts Festival
- Baseball Tournament
- Beer Fest
- Community Band Nights
- Easter Egg Hunt
- Golf Outings
- Hwy. 14 South Fall Artist Tour

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- National Night Out- Safety Demonstration.
- Rotary Bike Ride
- Soccer Tournament
- Straw Hat Theatre
- Summerfest
- Trek bike rides – Chocolate Chase
- Tuesday Farmers Market
- VFW Pancake

### **Retail Assessment:**

Appliance  
 Chocolate  
 Clothing /Apparel- only second-hand  
 Coffee Shop  
 Floral  
 Hardware Store  
 Jewelry  
 Pharmacy

### **Restaurant Assessment:**

American  
 Chinese  
 Coffee Shop  
 Diner  
 Fast Food  
 Greek  
 Mexican  
 Pizza/Italian  
 Sports Bar  
 Subs  
 Supper Club/Country Club

### **Services Assessment:**

Appraisers  
 Auto  
 Carpet  
 Chamber  
 Children's Daycare  
 Churches  
 Doggie Daycare  
 Education  
 EMS  
 Finance  
 Fire  
 Floors  
 Healthcare  
 Implement/Farm Service  
 Investment  
 Laundry/Dry Cleaning  
 Law  
 Library

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Massage  
Police  
Real Estate  
Salons  
Senior-Care/Housing  
Swimming Pool Service  
Trades  
Vet

*How would you rate those services? "Inconsistent."  
"Average." "Personable." "Thankful." "Lack of competition." "Expensive." "Exceptional service."*

### **Infrastructure Assessment:**

#### **Con's**

- Accessibility, no cabs or public transit
- Poor Signage

#### **Pro's**

- Accessibility- close to Hwy. 14
- Administration
- Bike Paths
- Civic Organizations
- Fire/Police/EMS
- Parks/Public Spaces
- Performing Arts Center
- Pool
- Proximity of air service
- Public works
- School District

### **What has changed:**

*\*\*\*Increased awareness of services.*

*\*\*\*Motivated as a business owner, but challenged to find that missing link.*

*More to this situation than just building a hotel.*

*Made me think in another context.*

*Surprised how much schools work as an economic driver.*

*Struggle with "thinking like a visitor".*

*We're further ahead than a lot of communities.*

*Makes my job easier, understanding the public's thoughts.*

*Feels like movement/progress is starting to happen within the community.*

*Makes me compare Oregon to other communities, and wonder how we can emulate their successfulness.*

*I realize how spread out the city is.*

*We're lacking uniqueness, wondering what type of branding will ring-true. "Inventing a uniqueness" just adds fakeness to a brand- which would make it even harder to get people to stand behind.*

*Must find something unique to link the town to. Bike Trails?*

*Pleasantly surprised by people's involvement and willingness to invest their time.*

*This group is "service-heavy", we really need more retail and business backing. We need their involvement.*

*A larger Library could work as a civic center. Wind towers or solar panels on houses could provide an attraction that would help the environment and the economy.*

*Need to educate residents and get volunteers. We're not that unique.*

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