



OREGON AREA CHAMBER OF COMMERCE

SESSION 2, Thursday, September 18, 2008

Facilitated by Tim Hyland, Greater Madison Convention & Visitors Bureau Email: hyland@visitmadison.com

Hosted by: Oregon Area Chamber of Commerce, Economic & Tourism Development Committees
Email: director@oregonwi.com

Market Analysis

Drivers

*Golf (multiple people answered)

Christmas Tree Farm

Produce-picking Farms

Stony Hill Farms

Straw Hat Players

Horses

*Events

- *Band Competition (multiple people answered)
- *Brew Fest (multiple people answered)
- *Car Races (multiple people answered)
- *Golf Events (multiple people answered)
- *Kids Triathlon (multiple people answered)
- *Sports Tournaments, Hockey Tournament (multiple people answered)
- Summerfest (Community Festival)
- Art tours
- Theatre
- Visiting Friends & Relatives

If there WAS a hotel today, what would drive people to stay overnight in Oregon. Which of the above

Visitor Profile

Families, with children

Adults with special interests:

- Art/theatre
- Car races
- Corporate travel
- Horses
- Sports/recreation

How do you get people to come, and STAY here? (Versus Madison or another local community.)

Geographic Target Market

Where are they from?

- 5 hours out

Where else they may go:

- Fitchburg

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- Janesville
- Madison
- Mazomanie
- Middleton
- Mount Horeb
- New Glarus
- Stoughton
- Verona
- Waunakee

Obstacles

(Skipped this section.)

Strengths

Diverse experiences/opinions

Good Reputation

Land development planning/Controlled Growth

Leaders are interested

Planning in advance. We're looking before we leap.

Strengths of the position we're in right now that would help grow the tourism sector:

Positive relationships with a "Spirit of Cooperation":

Chamber

Consultants/Resources/Partners

School district

Village/City Administration

Both a Strength & a Weakness

Labor Base (both strength and weakness)

Proximity to Madison (both strength and weakness)

Time (both strength and weakness)

Weaknesses

Inconsistent message

Indecisiveness, a lack of unification.

Infrastructure weakness: spread-out, parking

Lack of initial funding source

Lack of Lower-end Housing Market

Lack of message/brand/identity clarity

~~Lack of unique geographical landscape (Can't change this.)~~

Limited drivers/Activities

Nay-sayers, that change/sway opinions and ideas

Perceived as a bedroom-community

Resistance/fear of change

Smoking ban, the lack of

Opportunities

Further Partnerships

Increased awareness of Oregon and the businesses

Regain local loyalty- community pride

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Room to Develop (space, or open land)

Threats

Commercialization
Competition
Economy & fuel costs
Extraterritorial encroachment (Fitchburg)
Future leaders? Will tourism efforts get buried by them? Succession Plan
Lack of Municipal Corporation
Nay-sayers
Inaction. Standing still
Water/Flooding/Natural Disaster

Visioning (How do you see Oregon in 25 years?)

"Complete"
Bike Trails
Civic campus
Diverse population
Downtown: Fun, thriving
Facility that incorporates alternative Medicine/Wellness into a community center
Family Friendly
Full Hotel
Health facility is new/cutting-edge
Low taxes
Money Magazine: Best Community to live in the state.
Neighborhoods unified
PLANNED OUT!
Population no larger than 20,000
Preferable community in Dane County
Public Transport
Self-Sufficient/contained
Strong community identity
Sustainable
Thriving

Future description

Accommodations are great
Affordable
Amazing
Best place to live/retire
Design & planning is efficient and well planned
Family Friendly
Friendly
Fun
Guests want to return
High-quality
Hospitable
Navigable
Options. Many choices; something for everyone
Peaceful
REEEEEALY Great at something...._____
Rejuvenating

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Relaxing
Restaurants are great
Scenic
Service is great
Unique
Welcoming. "I could tell that they wanted me there."
Wide Variety

Next Steps

What are the most important 3 things to do to impact tourism planning?
(A composite of answers.)

Attractions and Activities. Bring more attractions and activities to Oregon with visitors that stay overnight.

Brand. Create/develop and Oregon's identity- and plan how to promote/market it. Ad agency?

Business development. Bring more businesses to Oregon's downtown.

Committee/team. Build a well-rounded, committed "owner" of tourism, to continue organizing and expanding tourism and partnership efforts.

Community-profile collateral/pieces. (Brochures/etc. with brand.) Design and distribute.

Community-wide strategic planning. Participate in Oregon Administration's strategic plan.

Engage the community. Communicate/educate/publicize the economic benefits of tourism. Sparking interest.

Facilitation Center. Build a new library/community center to facilitate tourism needs/efforts.

Funding source(s). Establish what is/are available.

Gateways. Beautify community entrances/exits. Welcome and Exit (Thank you/goodbye) signs.

Hotel development within Oregon. Promote development and encourage visitors to "sleep local".

Hotel occupancy tax. Enact and develop a committee to oversee those tax dollars.

Prioritize goals. Use the Performance Matrix.

Signage. Improved "way-finding".

Staff. Hire a person to communicate the message and organize the leg-work (communication manager).

Strengths. Develop these. Oregon's current drivers, versus activities.

Tourism Plan. Develop short-term and long-term plans, with identified goals, timelines, stages and financial needs—and adhere to it.

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Invited/Did Not Attend		
First_Name	Last_Name	Organization_Name
Brett	Davis	80th Assembly District
Renee	Ackerman	A&G Accounting
Mark	Mortenson	All-Color Powder Coating, Inc.
Jeff/Sue	Bergey	Bergey Jewelry
Paul	Douglas	Brooklyn Chamber of Commerce
Sue	McCallum	Brooklyn Chamber of Commerce
LaVorn	Dvorak	Brooklyn Chamber of Commerce President
Ted	Belanus	Brooklyn Town Chairman
Roseann	Meixelsperger	Brooklyn Town Clerk
Greg	DeBroux	Brouxnellie's Diner
Debbie	Slack	Burkhalter Travel
Steve	Scales	Cable TV Committee
Susan	Cary	Cary Sign Design
Mark	Hanson	Century Trout Farm
Dr. Larry	Mahr	Country View Veterinary Service
Chad	Winklepleck	Edward Jones Investments
Brenda	Cuta	First Weber
Brook	Schmidt	Foxboro Golf Club
Gary	Gorman	Gorman & Company
Kathie	Bahman	Gorman & Company
David	Bookstaff	Hawthorn's Dining & Celebrations
Christine	Venden	Keller Williams Realty
John	Blanke	Legend At Bergamont
Liz	Harlow	Oregon Cable Access
Judy	Knutson	Oregon Community Bank
Jeff	Groenier	Oregon Community Sports Arena

Invited/Attended		
First_Name	Last_Name	Organization_Name
Ray	Antoniewicz	AZ Farm Tours
Brian	Brandsetter	Cornerstone Hotel Mngt./Holiday Inn
Julie	Pankow-Helland	Creative Marketing Specialists
Erika	Weidler	Firefly Coffeehouse
Querida	Funck	Lemery Foundation
Steve	Peotter	Oak Bank
Marechiel	Santos-Lang	Oregon Area Chamber of Commerce
Kristin	McGuine	Oregon Area Chamber of Commerce
Joann	Swenson	Oregon Area Historical Society
Pam	Raschein	Oregon Floral
Dr. Brian	Busler	Oregon School District
Andy	Weiland	Oregon School District
Amy	Miller	Oregon School District
Mike	Gracz	Oregon Village, Administrator
Steve	Staton	Oregon Village President
Darlene	Groenier	Oregon Village Trustee
Paul	Lynch	PLH & Associates, LLC
Maynard	Stoehr	Police Board of Commissioners
Dan	Bertelson	ReMax Preferred
Kim	Storch	Restaino & Associates
Barb	Mulcahy	State Bank of Cross Plains-Oregon
Rhonda	LaFlash	Town of Oregon, Treasurer
Phil	Van Kampen	Town of Oregon, Supervisor
Lisa	Kersten	Unified Newspaper Group
Tim	Hyland	Greater Madison Convention & Visitors Bureau
Megan	Simonett	Greater Madison Convention & Visitors

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Jennifer	Hanson	Oregon Deputy Clerk
Jim	Shabani	Oregon Family Restaurant
Karen	Everson	Oregon Historical Society
Barb	Waters	Oregon Horse Association
Bill	Livick	Oregon Observer
Christine	Johnston	Oregon Soccer Association
Andy	Blomstrom	Oregon Town Assessor
Darryl	Weber	Oregon Town Chairperson
Denise	Arnold	Oregon Town Clerk
Chris	Johnson	Oregon Town Supervisor
Wayne	Ace	Oregon Town Supervisor
Jonathan	Blanchard	Park Board
John/Doris	Deits	Peaceful Heart
Greg	Schnelle	Planning Commission
Nick	Ladopoulos	Progressive Designs
Chris or Gwen	Maitzen	Studio Barn
Jason	Johns	Tenuta & Johns, Inc.
Bill	Torhorst	Torhorst & Associates
Aaron	Ingham	Trachte, Inc.
Randy	Trachte	Trachte, Inc.
Eric	Poole	Village Trustee
Jon	Lourigan	Village Trustee
Phil	Harms	Village Trustee
Randy	Way	Village Trustee
Jerry	Bollig	Village Vice President
Gene	Quallman	WISCO Industries

		Bureau
Joann	Gefke	Historic Preservation Commission
Vicki	Cothroll	Oregon Public Library
Lisa	Hustad	Oregon Public Library

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