

Revised - Next Steps:

Immediate priorities

1. Establish internal tourism communications structure with key partners. Begin development of plan to structure communications with communities and other partners. Ensure there is clear understanding of the structure by partners.
2. Hire a new community outreach and events coordinator. This position should be full-time, managed under either Baker County Tourism or the TLT via contract, and could likely be grant funded. This position is critical to enabling strategies to streamline communication and generally support the roles of the Visitor Information Center and Baker County Tourism.
3. In a cooperative effort between TLT, Baker County Tourism and the Visitors Center, begin development of branding strategy and evaluate need for external contract support for plan development in the future. Address immediate concerns and develop plan moving forward.
4. Develop a new Baker County Tourism website. It is clear through community input that the Basecamp Baker website is no longer suitable for the whole community.
5. Encourage community-based marketing, provide training through Travel Oregon Rural Tourism Studios. The TLT should seek funding for community-based marketing efforts to provide a pot of funding for individual communities to design their own marketing campaigns that represent their communities. Baker County Tourism, will then incorporate these marketing efforts into its overall plan.

Mid-range priorities

1. Optimize current event(s) to create packaged events that can be seen as “countywide” and would help draw tourists into all of Baker County. This will encourage communication between organization and communities with the goal of spurring communications moving forward. These efforts could eventually lead to a new countywide event.
2. Create a way finding sign strategic plan. Details available in chapter 4 of this plan.
3. Complete a master plan for both motorized and non-motorized paths. Ensure a plan is in place to keep the developed paths updated.
4. As previously established, execute on branding strategy.

Long-range priorities

1. Implement the way finding signage strategic plan.
2. Implement the motorized and non-motorized master plans.
3. Update strategic plan.

Move to support roles

1. Partner with EDC and other local partners to provide training and technical assistance resources to small businesses. Identify destination development gaps and support recruitment and retention to bolster overall tourism offerings.
2. Seek funding to provide assistance program for young entrepreneurs to start-up businesses to receive training and technical assistance as-needed.
3. Conversations regarding use of Municipal Airport as a small commercial airport.