

Myrtle Creek

Economic Vitality Roadmap

Part 2



May 16, 2016

Presented by Mary Bosch
& Dan Varcoe

Thank you, Team



Local Steering Committee:

- Paulette Jones, Myrtle Creek-Tri City Chamber of Commerce
- Ted Romas, Myrtle Creek-Tri City Area Chamber of Commerce
- Sean Negherbon, City of Myrtle Creek
- Sony Murray, Myrtle Creek Main Street
- Mayor Ken Brouillard, City of Myrtle Creek
- Henry Stevens, City of Myrtle Creek
- Carolyn Shields, City of Myrtle Creek
- Gail Black, City of Myrtle Creek
- Nicky Ripley, Walk About Hooves

Agenda

-
- Overview & Recap
 - Community Input
 - Strategic Initiatives – Case Studies
 - Moving Priorities to Action
 - Small Team Break Out
 - Next Steps

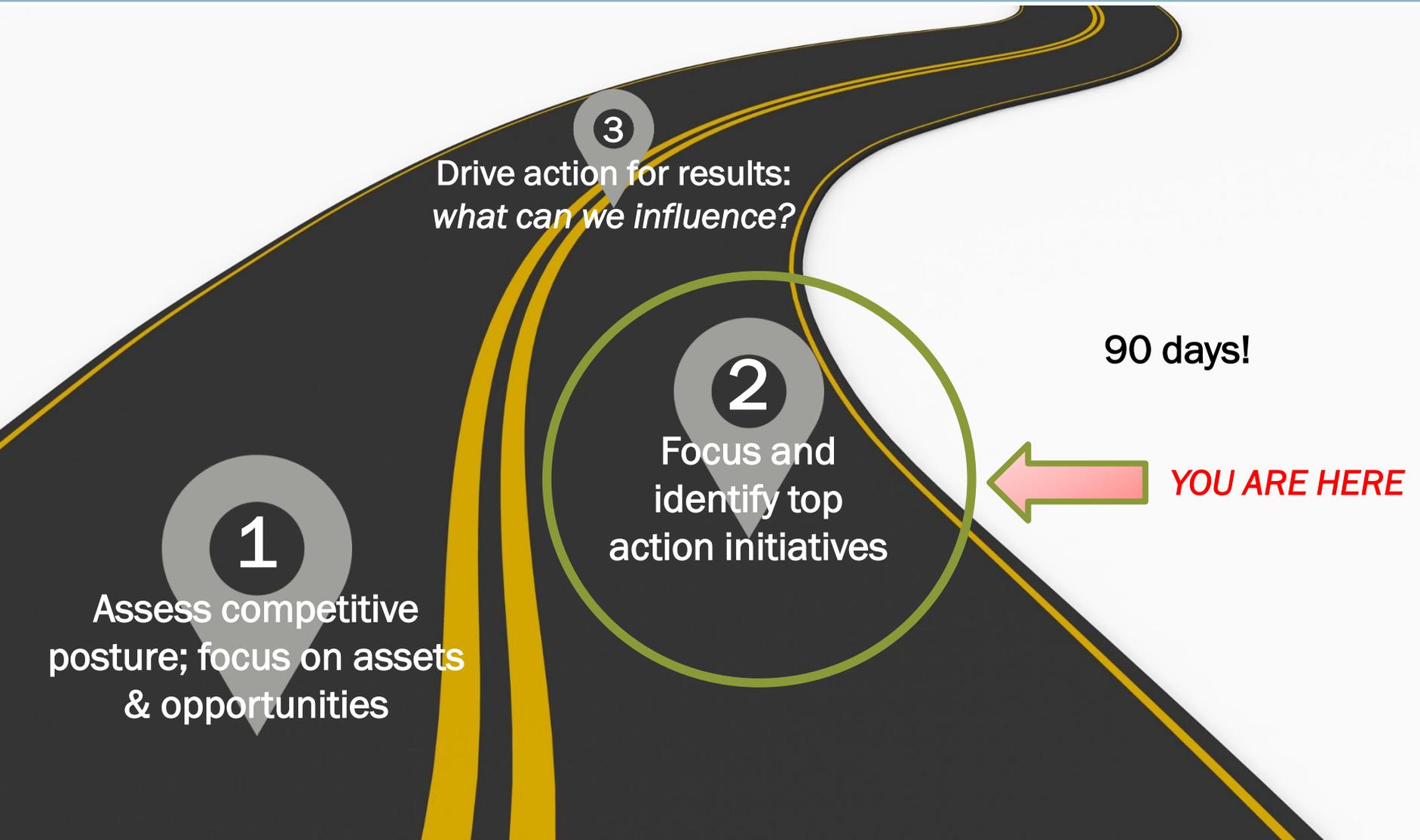
Recap - Project Goals

1. Assess competitive posture; focus on *assets/opportunities*
2. Focus Myrtle Creeks' community and economic development leaders
3. Identify initiatives
4. Spur action for sustainable implementation



Living Wage Jobs

What's happening?



Thank you for engaging...

230 Participants to date



Part 1: Myrtle Creek Assessment

*Business
Climate &
Vitality*

*Workforce
&
Education*

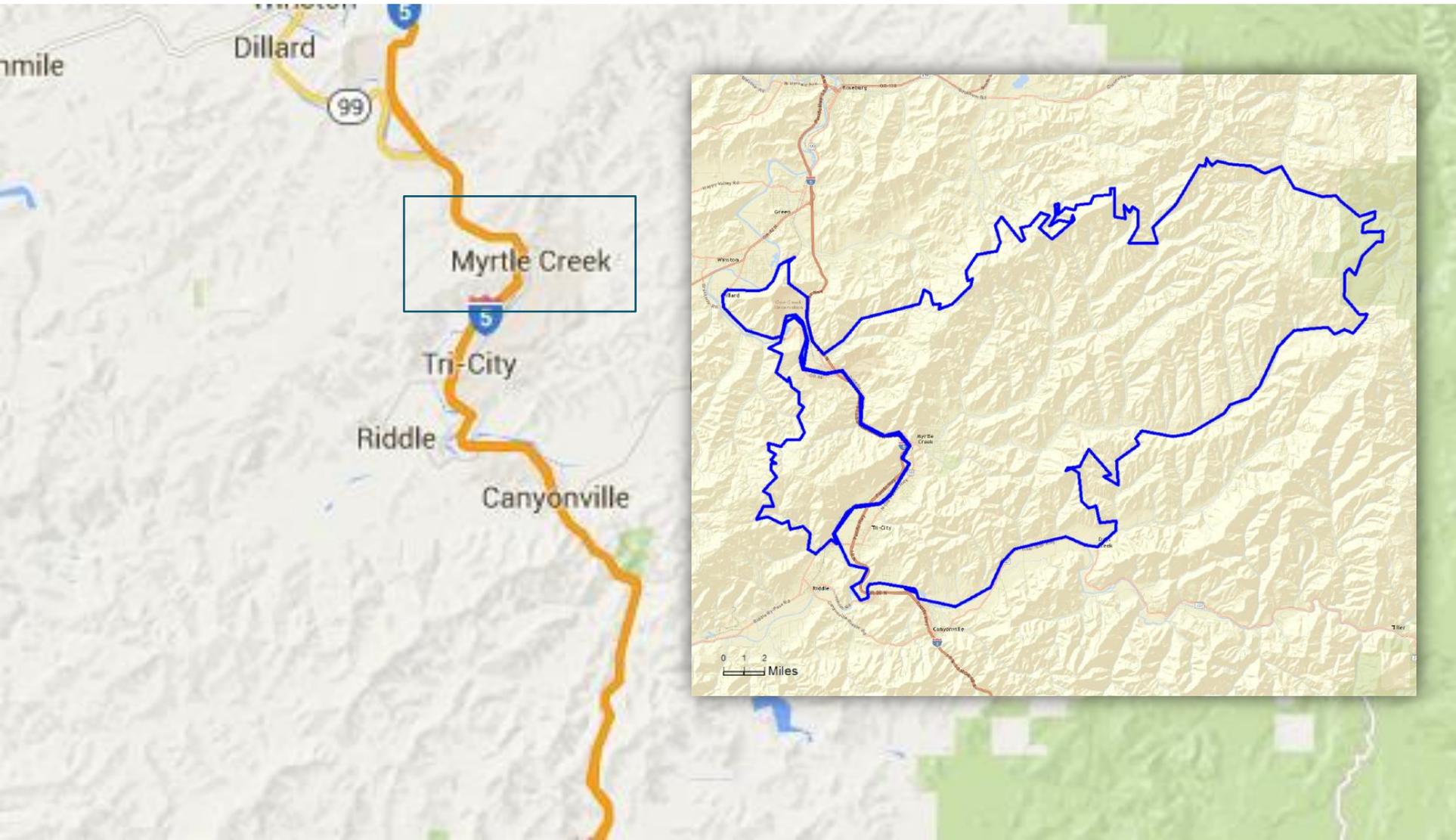
Real Estate

*Economic
Development*

*Quality of
Life*

Other Factors

Myrtle Creek Study Area: 97457



Myrtle Creek ZIP: *By the Numbers*



9,867
population



20 mins
average commute
time



-2.5%
pop. growth
since 2010
*population is declining



83%
with HS
diploma or
higher



19.3%
children (19 and
under)
21.8%
seniors (65+)



\$37,486
median income

Douglas County Top Employers

*Your Economy is bigger
than 97457!*

A&M Transport,
Inc.

Umpqua Dairy

Orenco Systems

Umpqua Bank

TMS Call Center

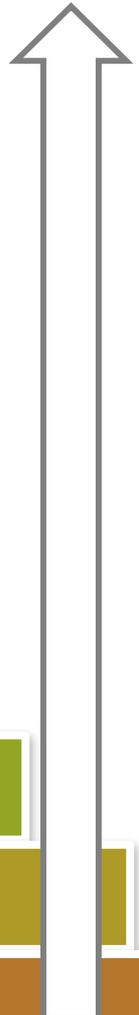
Swanson Group, Inc.

First Call Resolution

Seven Feathers Hotel, Gaming Center & UIDC Business Units

Mercy Healthcare, Inc.

Roseburg Forest Products Co.



So What's Missing ? *Shopping!*

\$79.6 Million in Retail Sales are Leaking Out of Local Market

OPPORTUNITY for
small business
growth



In your words...

*Restaurants-
Dutch Bros*

Health care services

Bed & breakfast

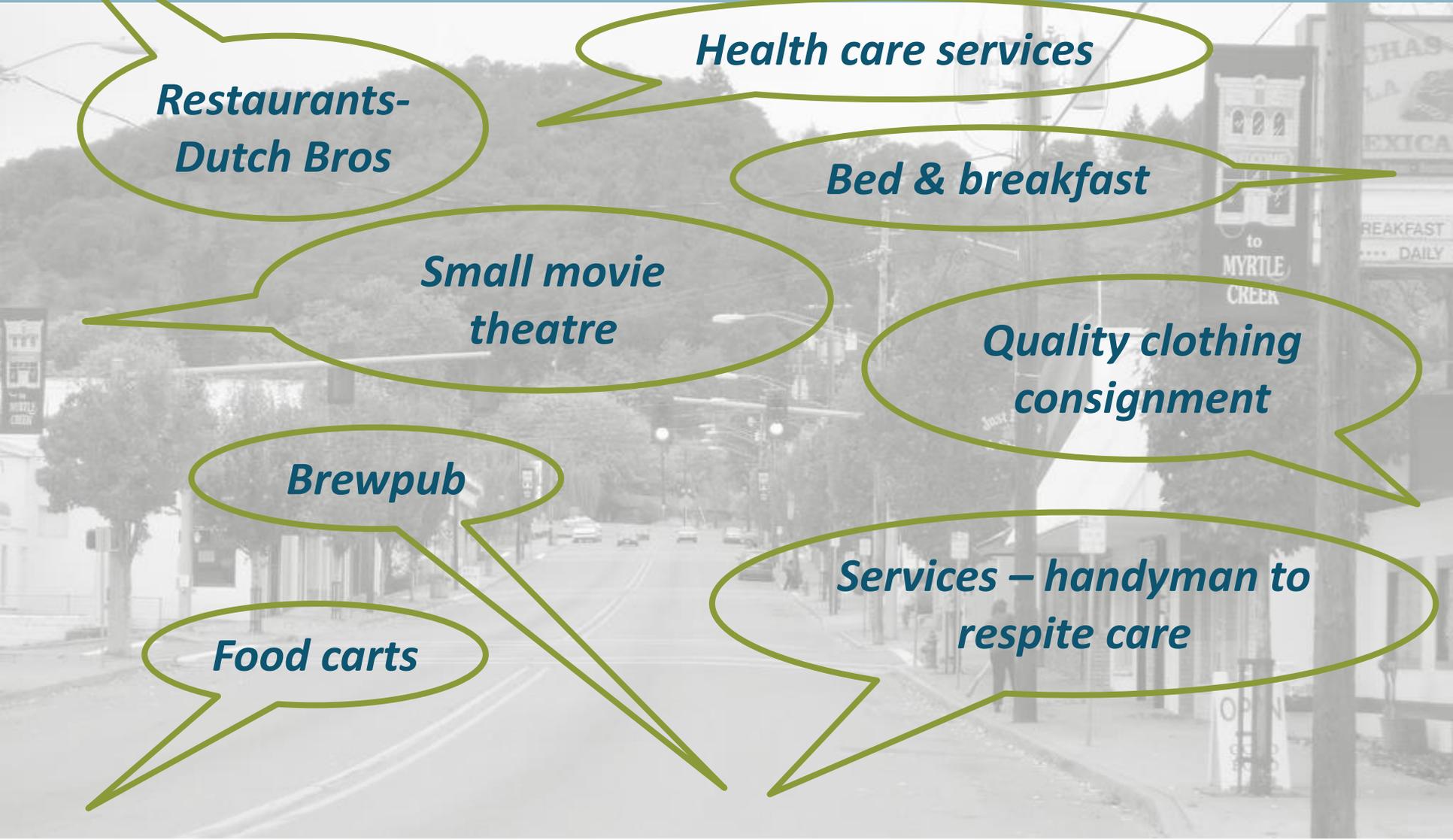
*Small movie
theatre*

*Quality clothing
consignment*

Brewpub

*Services – handyman to
respite care*

Food carts



Business Climate Summary

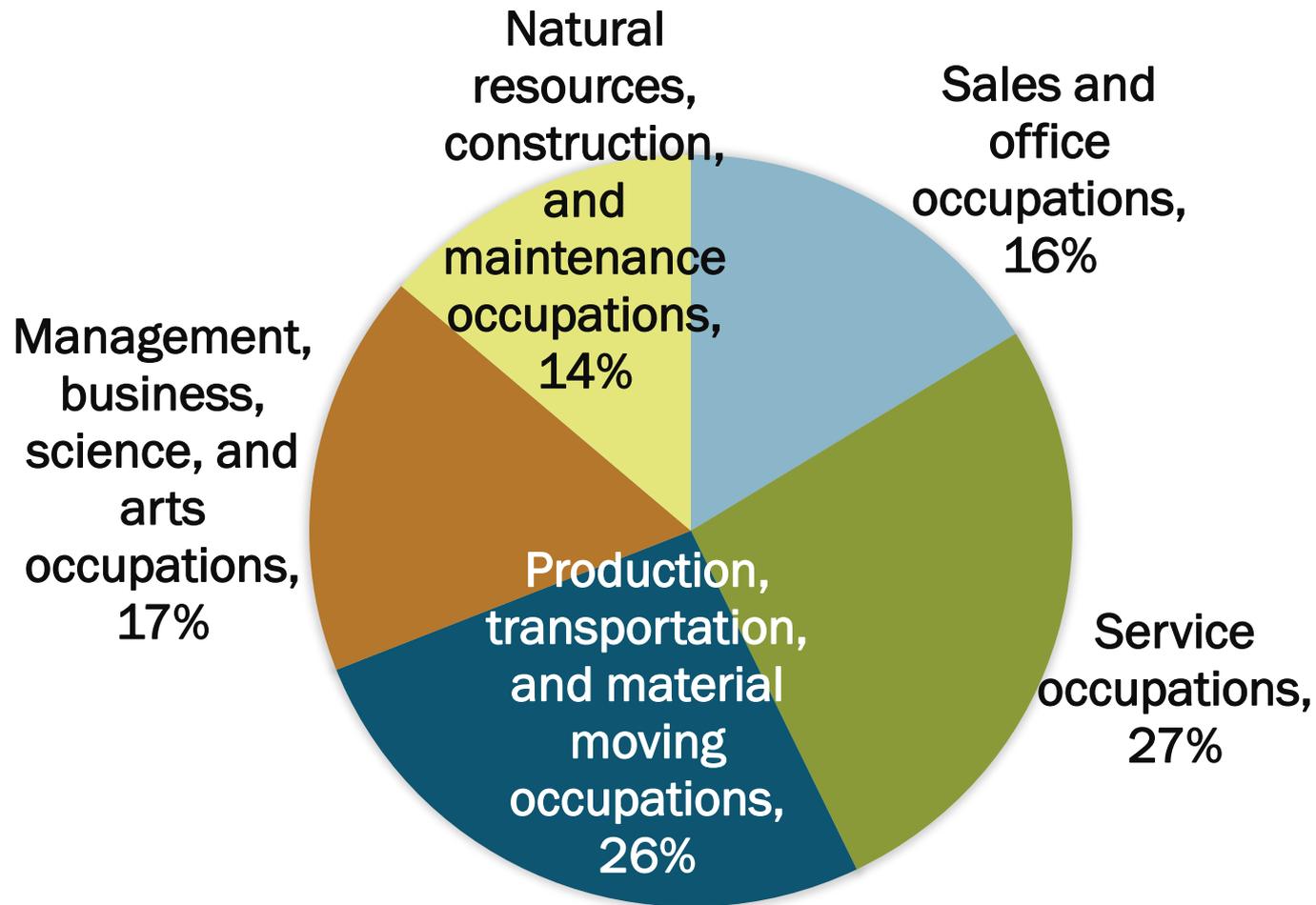
+

- Charming, unique town
- Easy access from I-5 w/ high traffic
- Part of large 'labor shed'
- Business investment occurring
- Close knit, '*small town lifestyle*' community
- Positive local government & business community
- Outdoor recreation opportunities and beautiful scenery

-

- Relatively small market area, low incomes
- Limited retail/service base
- Limited industry in immediate area
- Not enough real estate for sale, mostly rent/lease
- Old school mentality perception
- Existing downtown buildings deteriorating or need repairs
- Business 'case' unclear: Why Myrtle Creek?

What industries employ residents?



EMPLOYED POPULATION (16+)

Workforce and Education Summary

+

- Large labor shed area
- Easy commute to attract new employees in Douglas County
- Douglas County benefits from improving economy on West Coast
- 7th Day Adventist Concentration – medical training and services?
- Pride and care of youth as ‘next generation’ workforce

-

- Small number of (qualified) employees
- Perceptions of not enough quality (able to pass drug test)
- High competition with Roseburg employers
- Low wages
- Largely older population, and many retired military members (DC has VA hospital)

Business Properties: *In your words*

Many eyesores

*Some art
deco*

*We need to
connect with local
property owners*

*We want to send the
message that Myrtle Creek
is cared for...*

*Clean up and paint
are needed*

So much potential

Real Estate Summary

+

- Low cost real estate
- City easy to work with
- Rural, small town appeal
- Industrial property available, with incentives

-

- No inventory
- Widespread lack of curb appeal
- Not well marketed
- Absentee owners

Myrtle Creek– A Lifestyle Choice *(location, destination)*



*Charming
town*



*A true
outdoor
paradise*



*We have clean air, clean
water, and live closer to real
living than most places.
You aren't just a number,
you're a name here.*

Quality of Life Summary

+	-
• Full service community: “Rural Living and Urban Services”	• Low incomes, inability to pay rent
• Schools on a whole better than Oregon average	• Too many second hand stores
• Close to freeway – a world apart	• Proximity to regional retailers in Roseburg is hard to overcome
• Access to river and recreation	• Small population base
• Generous community spirit and giving	• Older population
• Perception of quiet and safe	• Limited activities, events, fun (kids)

What Makes an Economic Base?



“It’s not one thing!”

What's Important:

Park I-5 Visitors Attract Youth Cleaning

Old Hospital Trail Community Pipeline

Business Umpqua Main Street Advertising

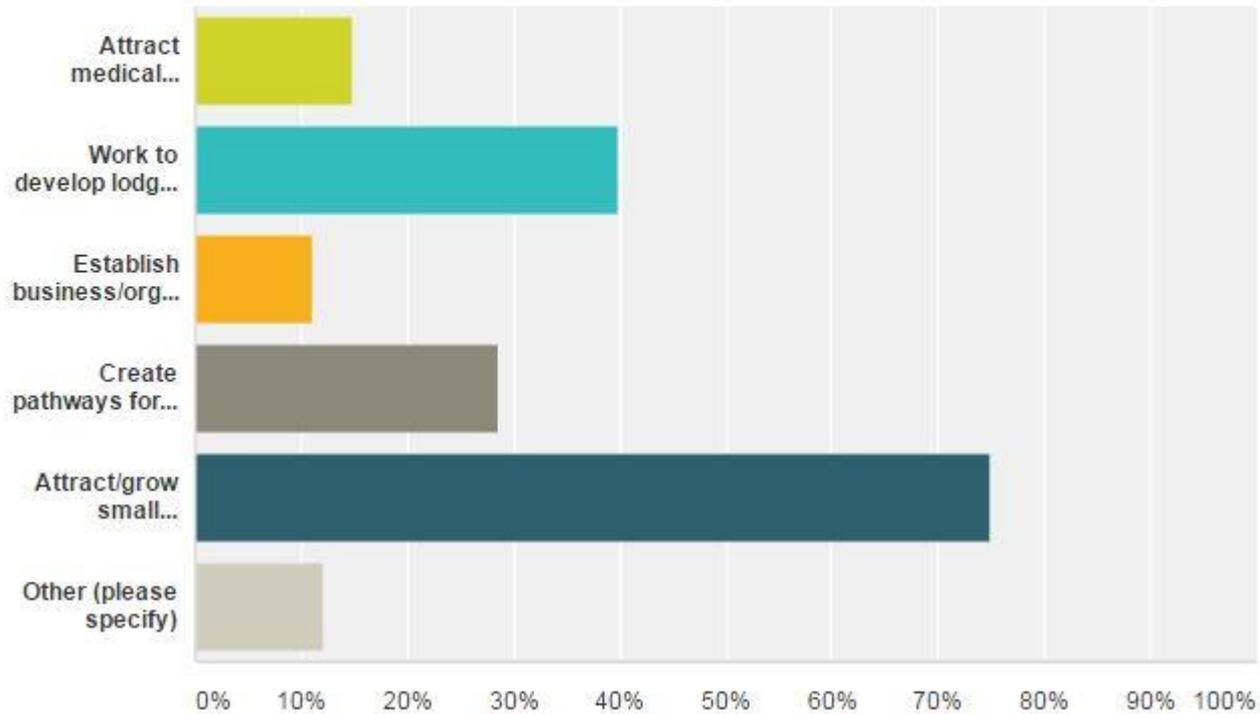
Myrtle Creek Hotel Downtown Summer

Reduce Drug Abuse Families

Small Business

Small Business Development Projects (Select up to two in each category)

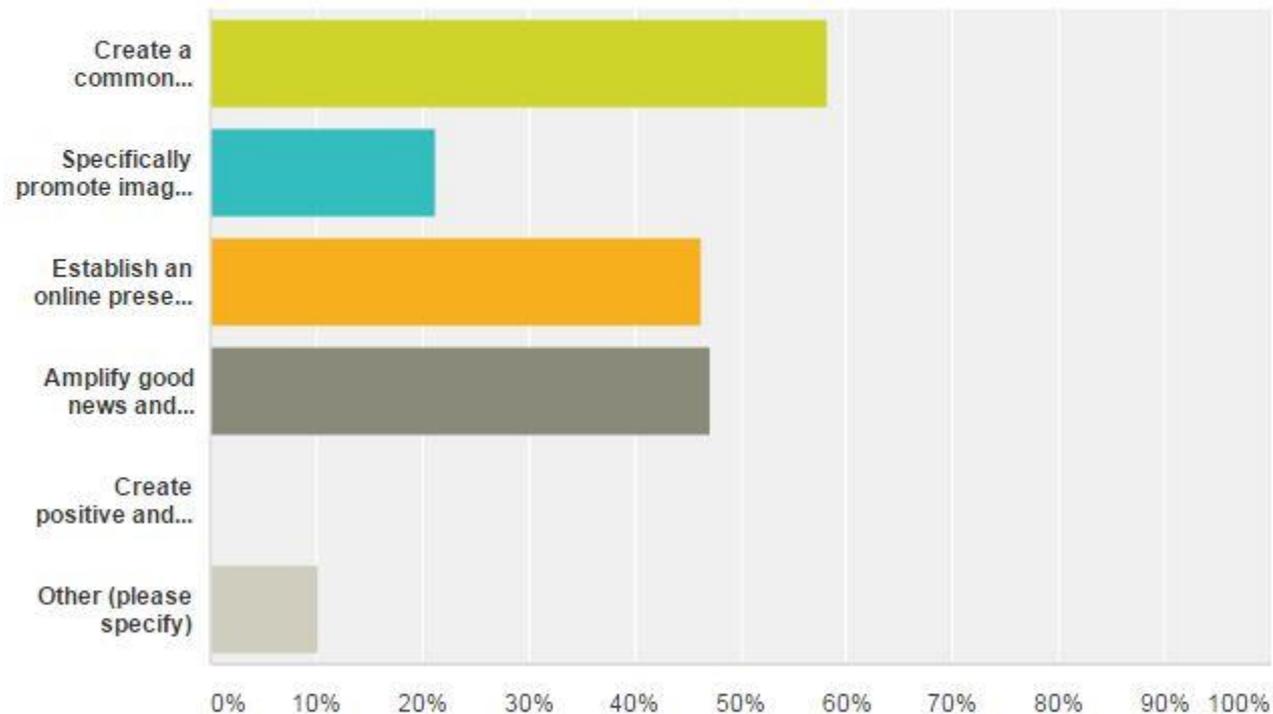
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Marketing

Community Marketing, PR and Image Development (Select up to two in each category)

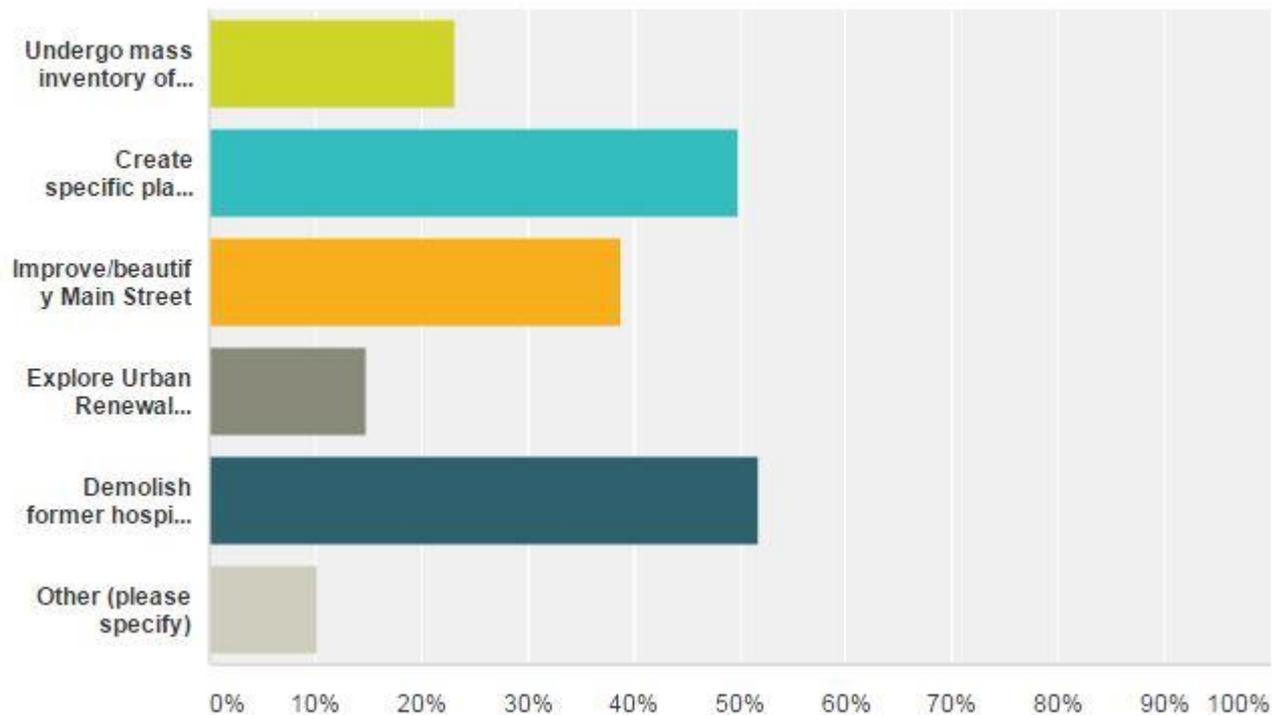
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Property Development

Property Development (Select up to two in each category)

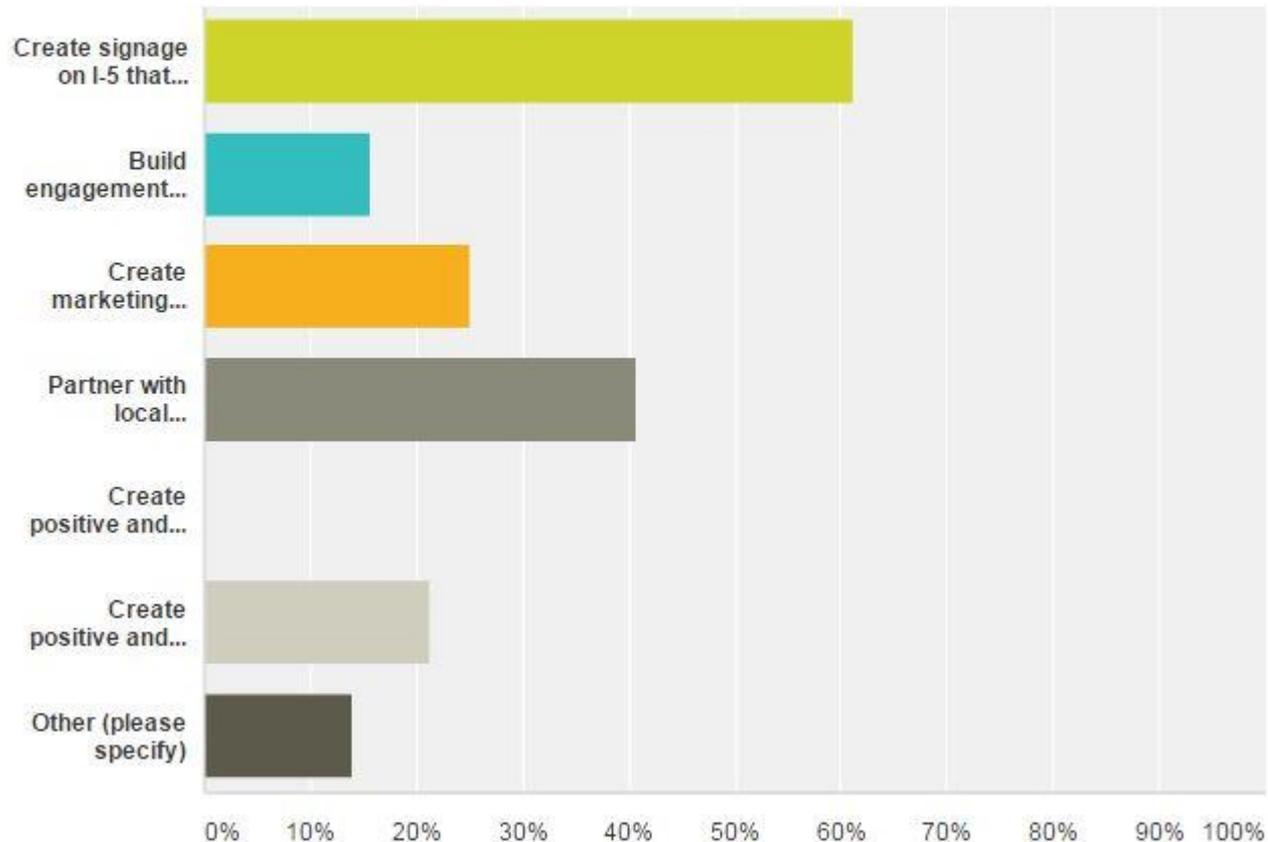
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Visitor Engagement

Visitor Engagement (Select up to two in each category)

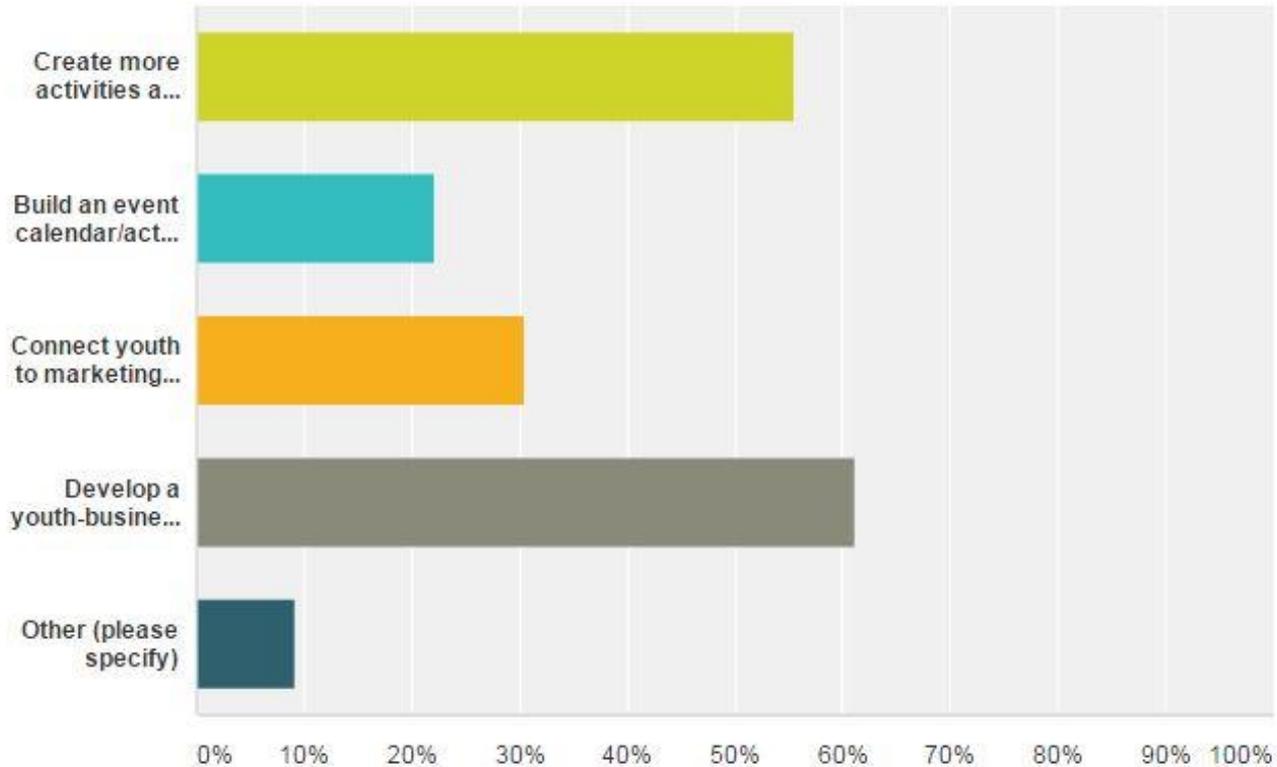
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Youth Engagement

Youth Engagement (Select up to two in each category)

Answered: 108 Skipped: 0



Many Ideas for Action

- *Run in the same direction!*
- Fix up downtown historic properties
- Tear down old hospital
- Recruit young entrepreneurs
- Get 1% of cars off I-5 into town
- Package and promote our visitor assets
- PR, marketing and visibility!!
- More plants, color, good vibes



Top Initiatives



Rustic Rooster

Small Business Development

- Attract Business
- Grow Small Businesses
- Locate More Business In Downtown/Main Street



Marketing and PR

- Branding/Image
- Online Presence
- Social Media Marketing
- Amplify Good News & Happenings



Property Improvement

- Plan to Restore Historic Buildings
- Improve/Beautify Main Street
- Create Redevelopment Plan

Criteria for selection

Assumptions: *a. will make a positive contribution to Myrtle Creek area's economic vitality; b. organizational structure will be in place*

Criteria: The initiative...

1. Is a top priority as expressed by community
2. Harnesses the collective capacity and energy of community volunteers
3. Can achieve tangible and visible results in the next few months

Strategic Initiatives – Case Studies

Purpose: Inspiration, Guidance, Best Practices

1. Small Business Development
2. Community Marketing and Identity Building
3. Property Improvement/Redevelopment
4. Visitor Marketing/Expansion
5. Youth Mentoring, Entrepreneurship

Small Business Development

Successful Business Mix

1. 4 Food Groups
2. Entertainment & sociability
3. Retail, restaurant, entertainment, and service



Downtown Retail Themes



- Lifestyle and wellness
- Gathering places (coffee)
- Local heritage (art to books)
- Local arts
- Food and farming
- Gifts and indulgences
- Destination retail &
- Neighborhood serving

Entrepreneurs Wanted!

Who do you know? Who's relocating?

- Area Alums (Lakeview, Union)
- Church Groups (City of Dallas, Oregon bookstore)
- Youth (City of Independence bed & bath retail incubator)



The Maupin Market

Maupin, Oregon

- Population 423
- Municipal Budget: Unknown
- Time frame 2010
- Strategic Approach:
 - Economic Development
 - Food Security
- Local Coordination – Private development with public support



Lostine Tavern

Lostine, Oregon

- Population 204
- Time frame 2014
- Strategic Approach:
 - Anchor Business
- Public-Private partnership
HP and EDD \$ + \$30k
local crowd funding



Community Marketing & Identity Building

Made In Toledo

OREGON

Home • Art/Artisans • Marine • Manufacturing • Creative Services • Food&Farm • Attractions • Links • Map

Vendor Spotlight

Ivan Kelly Studio/Gallery

What: Quiet meadows, fog shrouded coastal cliffs, sweeping beaches, mountain ranges and animals are subject matter for outdoor and plein air artist Ivan Kelly.

Painting visits to Oregon led to a move to Toledo where he and his wife built a studio-gallery to showcase his Oil Paintings.

Who: Ivan Kelly

Where: 207 E. Graham St.
Toledo, OR 97391



Welcome to the Made in Toledo Website

Welcome and thank you to all the Toledo people and businesses that have made this possible. We are currently adding all of the Toledo and surrounding area vendors who have submitted their information. If you would like to participate please print and mail the [submission .pdf](#). Email your submission information to contact@madeintoledooregon.com. Please be patient as we add and update the website and work out all of the quirks. Recently Made in Toledo unveiled its two interpretive signs at the marina end of Main street. The signs represent The Port of Toledo and Georgia Pacific Toledo Pulp and Paper Mill.

Made in Toledo

Toledo, Oregon is an All American City Finalist (2009) and most of all a working town. We create art, fine crafts, photography, marine products, boats, boat equipment, locally crafted foods, paper, milled lumber, portable buildings, websites, signs, quilts, cabinets, specialty equipment and more-skilled work is what we do. From its early history, the community has valued the competence of its loggers, millwrights, boat builders, fishermen and other laborers. Today, a number of artists have added to the body of work produced here. Toledo is a supportive community, a place where you can follow your own dream. We invite you to share our daily life by showing the things we create.



BLUE COLLAR CREATIVE

Downtown Oregon City: Welcome Downtown

This is
Downtown Oregon City



0:00 / 1:33

Get Email Updates

Name:

Email:

SUBSCRIBE NOW >

Be Part Of Our Vision

Monthly First Fridays celebrates local artists and their work, concerts, holiday events, community enhancement and a long list of projects enhance downtown Oregon City. This is your chance to shape a new future for your business and enjoy a professional lifestyle that's energizing and fulfilling.

Together, we're making Oregon City a special place with rare character and rich opportunity. We encourage you to join us for what is certain to be a landmark movement that fuels your businesses and brightens your prospects for the future.



What It Means?

A mill town in transition. For 160 years Oregon City has been a place that reflects Oregon's roll up your sleeves work ethic. Call it what you want --- throughput, results, tenacity, persistence and an unwillingness to surrender no matter how great the pressures are Oregon City exemplifies it.

The name, Blue Collar Creative, really fits this initiative. This effort reaches out to the spectrum of creative professionals who

What's In It For Me?

Ideally, any business move should be made because it's good business. Downtown Oregon City means business with per square foot rates that are a fraction of what you'll find in the cities north of Oregon City. Parking is cheap. Downtown Portland is a quick 20 minute run down McLoughlin most times of the day. Access to I-205 is immediate. I-5 is about 12 minutes away. There are dozens of restaurants that are an 8 minute drive or closer and ten that are within walking distance.

News From Downtown

Downtown Redmond – The HUB in Central Oregon

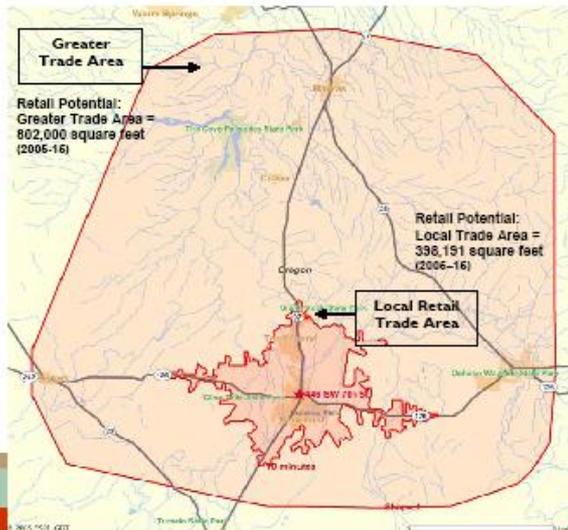
Redmond's Market Vision

Redmond's historic, mixed-use central business district offers specialty retail, unique dining, and a depth of services in a friendly, hometown atmosphere.

Redmond desires a vibrant downtown filled with unique businesses that complement existing and emerging business clusters, enhance the local economy, and improve the local quality of life.

"We have the energy, political will for change, and public and private investment to spur redevelopment. The time is now!"
-- Downtown Business Owner

Redmond's Trade Area



To learn more, Contact us!



**City of Redmond
Community Development Department**
Contact: Jim Hendryx
Phone: 541.923.7710
E-mail: jimh@ci.redmond.or.us
Web: www.redmond.or.us

Redmond Downtown Partnership
Contact:
Phone:
E-mail:
Web:

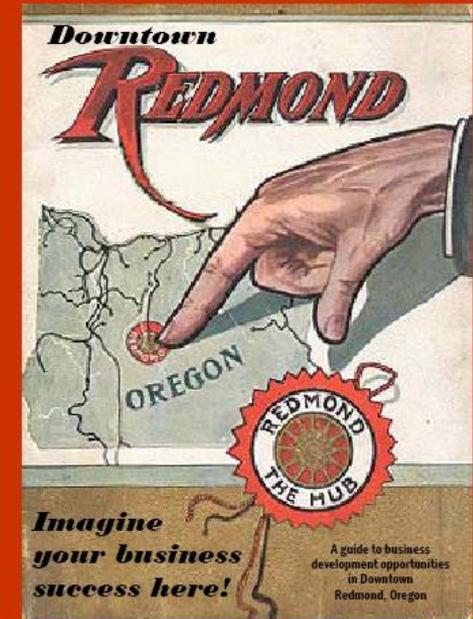
**City of Redmond
Downtown Urban Renewal Agency**
Contact: Nick Lelack
Phone: 541.923.7710
E-mail: nickl@ci.redmond.or.us
Web: www.redmond.or.us

Redmond Chamber of Commerce
Contact: Eric Sande
Phone: 541.923.5191
E-mail: info@visitredmond.com
Web:

Redmond Economic Development
Contact: Edward "Bud" Prince
Phone 541.923.5223
E-mail: redap@redap.org
Web: www.redap.org



*You'll discover why
Downtown Redmond
is the place to be!*

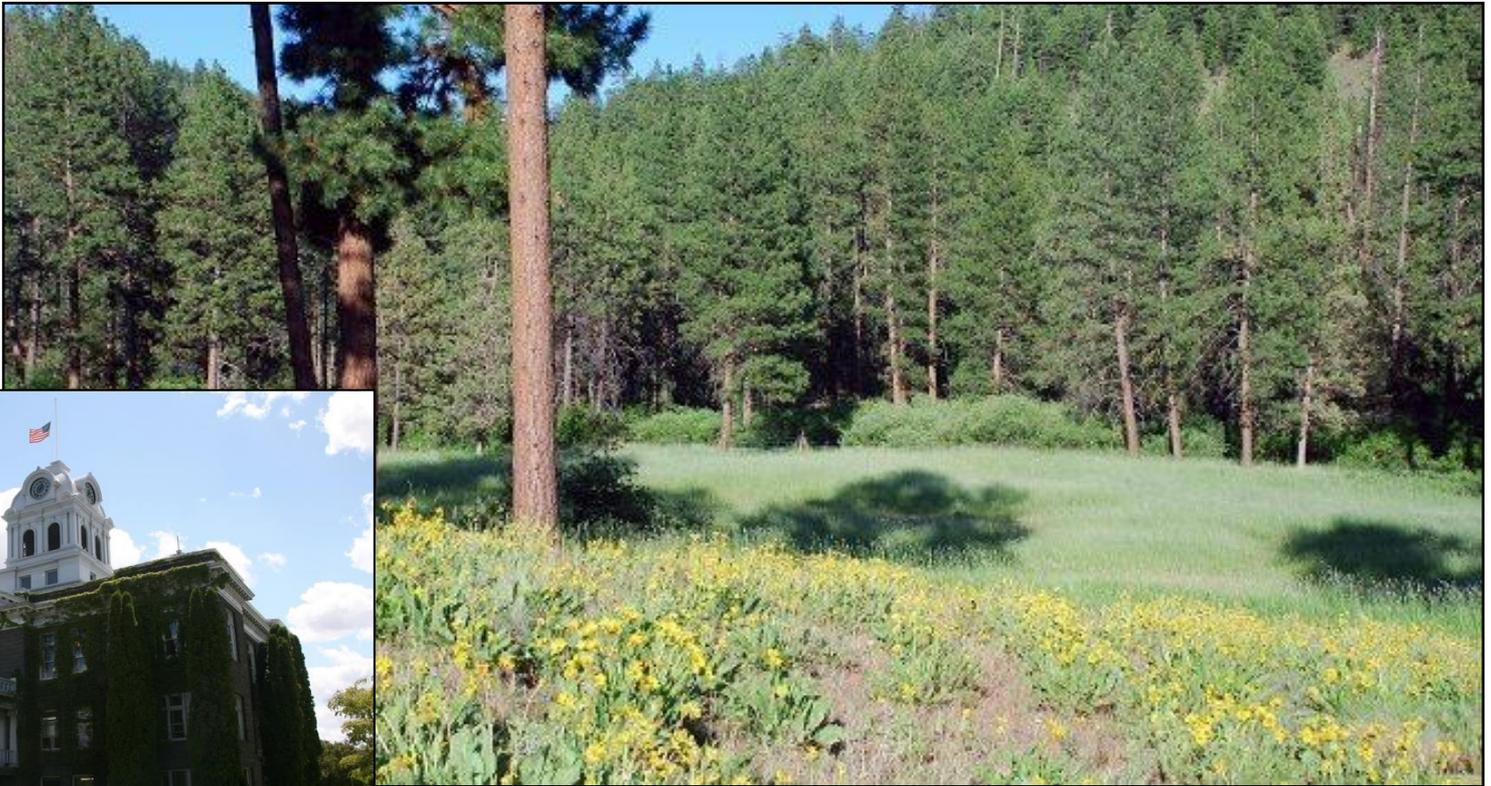


Inside:

- Redmond's Market Vision
- Target Markets
- Business Targets
- A Look at Redmond's Downtown District

Prineville

- Made In Crook County



Myrtle Creek Public Relations

Business



Life — B8
Roseburg family enjoys a free trip to Disney World
Column B2; Community B4

Sunday, April 24, 2016 • B1



Craig Reed
On Biz

RHS grad opens sport store

Jzai just couldn't stay away from his hometown of Roseburg. After graduating from Roseburg High School in 2009, Zai has been on the move. In addition to backpacking and hiking in Ecuador, he made short stops to work in Denver, Colorado, Portland, Ashland and then North Dakota where he worked in the oil fields for two years, saving enough money to become a small business owner.

His goal was to open up a skate shop. He did exactly that in Beaverton in 2010, but after 1 1/2 years decided to make another move because there was just too much competition in that northern Oregon area. His decision brought him back to Roseburg where he and his girlfriend, Shelby Craft, opened Canoa Sport a couple weeks ago. The new business, that is named after a beach town in Ecuador and means canoe, is located at 1457 S.E. Stephens St.

"I knew this town needed something like this," Zai said of his business that sells skate boards and accessories, disc golf products, some clothing items and some kayak, canoe and fishing ponies.

"We always wanted to come back here," the 26-year-old said of returning to the Roseburg area. "I love it here with two beautiful rivers coming through here. The Cascades and the rivers are amazing here. I've backpacked in South America and still believe this is as beautiful as anywhere."

In addition to having their business, Zai and Craft are coordinating river cleanup events every other Saturday. Canoa Sport will provide kayak and ponies and trail bags for those interested in helping clean up the South Umpqua River from Middle Park to Stewart Park.

Those interested should meet at the store at 11 a.m. Call 541-670-8736 for Saturday dates.

The hours of Canoa Sport are 9 a.m. to 6:30 p.m. Wednesday through Sunday. "Business is going OK. It takes time," Zai said. "We've had a lot of kayak rentals."

Striking out
After 2 1/2 years of being a tenant at the Roseburg Valley Mall, Sports Authority will be closing its doors for good on Monday.

A roadmap for Myrtle Creek's success

EMILY HOARD
The News-Review

MYRTLE CREEK — About 30 community leaders, business owners and other residents gathered at the Myrtle Creek-City Area Chamber of Commerce Thursday evening to offer their insight into the community's future economic success.

This was the first of three meetings in the Rural Development Initiatives (RDI) Economic Vitality Roadmap program to improve the local economy through an action plan.

"I'm excited about this project," said Myrtle Creek-Tri City Area Chamber of Commerce President Paulette Jones. "It's the first step to help us get in the right direction."

The Chamber, City of Myrtle Creek and Oregon Main Street teamed up to sponsor the program, which is meant to help not only the Myrtle Creek-Tri City area, but the entire community covered in the 97457 zip code.

RDI's Rural Economic Vitality Director Mary Bosch presented an economic assessment, based on statistics and projections from community members.

Bosch said the area, with a population of 9,867, has a diverse, healthy workforce and most businesses employ only one to four employees.



Employment in Myrtle Creek, according to a report from the December 2014 Oregon employment department.



Community leaders, RDI presenters and a guest speaker collaborated to put on the presentation. From left, Chamber of Commerce President Paulette Jones, Sean Neugebauer of City of Myrtle Creek, RDI Director Mary Bosch, Mayor of Myrtle Creek Ken Brouillard, Dan Varcoe of La Pine and Shawn Morford from RDI.

"Manufacturing is still the bread and butter of Douglas County's economy," Bosch said. Other top industries include service occupations, transportation, management and business, sales and office occupations and natural resources, construction and maintenance.

With \$1.1 billion spent by visitors in the county in 2014, the tourism industry is gaining strength.

"There are lots of opportunities for Myrtle Creek to continue to grow and advance its tourist base as a key economic sector," Bosch said.

The estimated unemployment rate of 7.1 percent for March is low for Myrtle Creek, and 8.1 percent of the population over 16 has a high school diploma or higher. South Umpqua High School has a graduation rate of 72 percent, which is higher than the state average.

After the presentation, the attendees discussed the assessment and began to brainstorm priorities for action.

"What does it take to be economically vital?" Bosch asked. "It's never one thing."

They called for beautifying downtown properties, advertising local businesses online and getting the word out that Myrtle Creek is just off Interstate 5.

Nicky Ripley, owner of Walkabout Homes, would like to see more opportunities to connect students with local businesses "to really help educate young people and have people want to stay here because there's something here to stay for."

The participants also discussed how to market Myrtle Creek as a brand with a common identity, and how to maintain a successful economy while

keeping its safe, friendly and small-town atmosphere.

Bosch also invited a guest speaker, Dan Varcoe of La Pine, to share about his experience with Economic Vitality Roadmap. Varcoe, now a program coordinator for RDI, said the program helped his community focus on a few specific and realistic objectives.

Varcoe said the new vision was a "big breath of fresh air" for the area, and it helped the community get organized with common goals.

Mayor of Myrtle Creek Ken Brouillard said the presentation brought up several things he wasn't aware of, including the high percentage of advanced-degree graduates in the area.

"I'm encouraged by the employment rate and the tourism money being spent," Brouillard added.

"What I'm hoping for is the greater cooperation between all the stakeholders and people who have vested interest in the community as a whole," he said, calling for people from the entire 97457 zip code area to work together.

RDI and the steering committee of local leaders plans to send out a survey to gather more feedback. At the next meeting, slated for 5:30 p.m. May 16 at the Community Center, attendees will identify their top priorities for immediate action.

Reporter Emily Hoard can be reached at 541-670-8736 or ehoard@news7.com. Or follow her on Twitter @hoard_emily.

Umpqua

The News-Review
PAGE A2
Wednesday, May 11, 2016

MYRTLE CREEK

Second economic meeting scheduled

EMILY HOARD
The News-Review

MYRTLE CREEK — Community members of the Myrtle Creek-Tri City area have another opportunity to help shape their region's economic success.

Part two of the three-part Economic Vitality Roadmap process will take the form of a public meeting from 5:30 to 7:30 p.m. Monday at the Myrtle Creek Com-

and created an electronic survey to have community members choose their top priorities.

"We're working hard to narrow down what people are ready to tackle in the short run," Bosch said. She acknowledged that the list of things to do is long, but the road map will get the community started on a few things that can be reasonably accomplished within a year.

She's received about 90 surveys as of Tuesday morning, and the

connecting young people to local businesses, bringing in more visitors from off Interstate 5 and putting low-cost tools like social media.

"Especially here in the summer season, Myrtle Creek is just an incredible jewel, but for weary road travelers, it's hard to know that as you're traveling down I-5," Bosch said.

Survey takers have suggested marketing Myrtle Creek as a

around those key things," Bosch said.

After the third and final meeting, these groups will begin implementing their action-oriented plans.

"I am excited about this process, I like what I have seen thus far and I look forward to the next meeting," Ken Brouillard, the mayor of Myrtle Creek, said in a statement. "Through the roadmap we will define who we are and

we want to go while creating cooperation among all people in the 97457 region." Myrtle Creek-Tri City Area Chamber of Commerce and Myrtle Creek have partnered to the roadmap process.

Emily Hoard can be reached at 541-957-4217 or ehoard@news7.com. Or follow her on Twitter @hoard_emily.



COMMUNITY TRYING TO BOOST VISITORS
MYRTLE CREEK



KEZI.COM

82° 6:10

Property Improvement

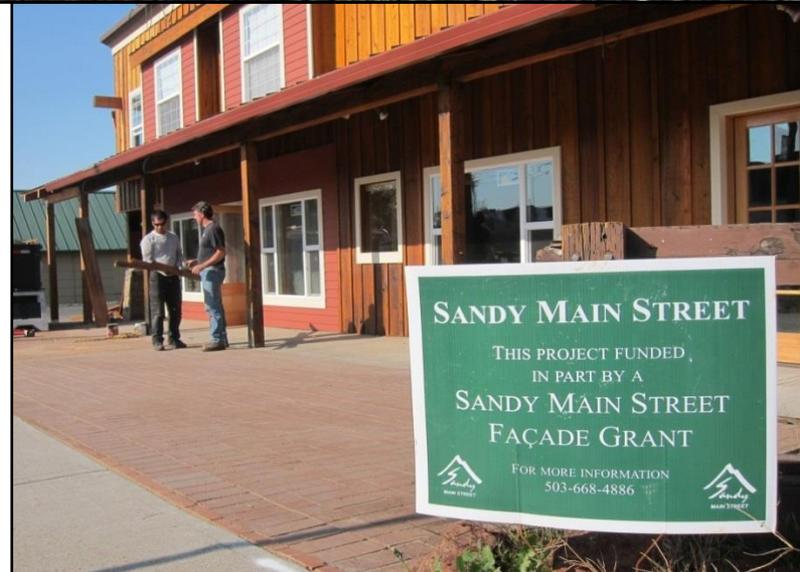
Get vacant properties ready for business occupancy (Quality attracts quality)

- Clean the windows
- Dust/mop/sweep
- Paint
- Lighting
- Quality For Lease signs



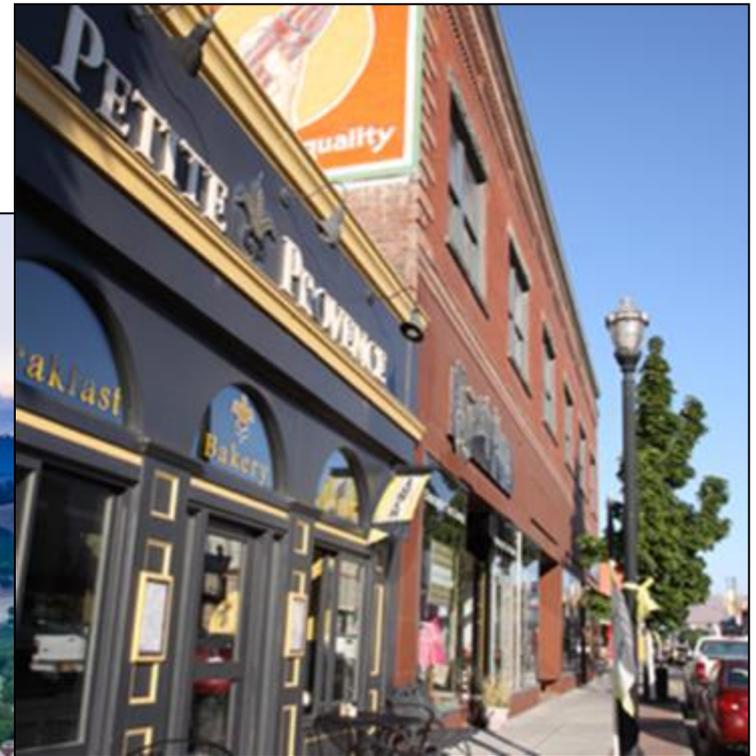
Sandy, Oregon: Major overhaul!

- Time frame: 2009-today
- Strategic Approach:
 - Beautification
 - Business & Retail Development
- Local Coordination – City, Main Street volunteers
- 28 building master plans (\$815k)
- 22 facades (\$370k)



Economic Vitality Committee at work

The Dalles, Oregon



The Dalles: The Commodore II

- Mixed use, four story, multistory commercial and residential building
- 48,000 sq/ft – largest remaining commercial/residential structure in The Dalles
- 3rd and 4th floors residential (affordable housing units)
- 1st and 2nd floor commercial



The Dalles: IOOF

- International Order of Oddfellows Building
- Two story
- Original marble base restored, cornice repainting, tuck-pointing and resealing
- D&R Masonry funded through grant from State Historic Preservation Office (SHPO), Urban Renewal Agency, and property owner
- \$30,000 in investment (\$10,000 private)



Dayton, Oregon

- **The situation:** Dayton needed to ‘reinvent’ themselves to make the most of their assets
 - Surrounded by wine country
 - Unique community history and heritage
- **The solution:** downtown revitalization through community engagement



Strategy: use historic buildings as an asset

- **Organization**
 - Developed an application and membership/sponsorship process
 - Utilized Certified Local Government program and CLG grants
- **Design**
 - Piloted a project for a design team from SHPO and OMS to provide façade improvement recommendations with downtown business/property owners
 - Leveraged \$16K in grant funds for a total investment of \$41K
 - Created historical markers for Courthouse Square Park
 - Received grant funds for a mural from local Cultural Coalition

Transformation



Strategy: Engage the Community

- **Promotion**
 - Organized first community event, including a town “family portrait”
 - Revived the community’s Cinco de Mayo event
- **Economic Restructuring**
 - Conducted a survey to gauge local shopping habits
 - Developed positioning and branding statement



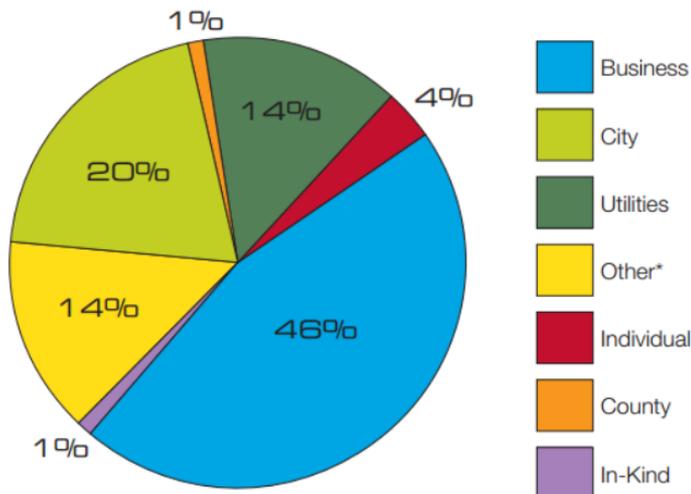
Success Indicators

- **1,350 volunteer hours** on downtown revitalization activities in 2011
- City and Council became **solid partners** providing philosophical and financial support
- Growing **tourism plan** in Yamhill Valley
- Few to **no business closures** downtown
- Developing a **food hub anchor**

Woodbine, Iowa

- **The situation:** Perception of “just another small town on the highway,” and a very small annual budget
- **The solution:** Invest in historical buildings, act like a city with long-term capital budgets, and invest in a community center - amphitheater

Funding for Woodbine Main Street Program



Community Profile

Population	1,459
Entered Main Street Program	2008
Since Joining Main Street	
Average Net Gain in Jobs per Year	9
Average Net Gain in Businesses per Year	5
Average Building Rehabilitations per Year	9
Average Building Rehabilitation Investment per Year	\$1,640,661
Average Rehabilitation Investment per Building	\$187,504
Average Number of Buildings Sold per Year	2
Average Building Acquisition Investment per Year	\$66,875
Average Acquisition Investment per Building	\$38,214
Budget 2012	\$42,400
Value of Volunteer Hours 2012	\$40,500
Volunteer Hours as Percent of Budget	46.7%

Success Indicators

- **Dynamic partnership** between local companies, City of Woodbine, and Woodbine Main Street
 - Leveraging an active local business owner who mentored smaller businesses and startups
- **\$6.5M invested** in 25 buildings in the 3-block downtown area
 - Historically rebuilt, energy efficient storefronts
 - Building rehabilitation where most needed

Success Indicators

- Conversion of a **former bank building** into updated, affordable housing and offices
 - Instead of starting over, or tearing down
- Creation of an artist-in-residence **loft and gallery**, restaurant and retail spaces



Visitor Marketing & Engagement

Promote Your Community

www.socialmediadelivered.com/2015/06/04/top-10-small-cities-on-social-media/

TOP 10 SMALL CITIES ON SOCIAL MEDIA

Jun 4, 2015 | Advertising, Awards, B2B, B2C, Blog, Business, Case Study, Content Marketing, Facebook, Inspirational, Marketing, Social Media, Twitter | 0 Comments

Michael Babick | [@MikeyBabick](#)

It has become common knowledge that social media is a tool that many companies utilize for a variety of reasons. Whether it is to communicate upcoming promotions, entice current and prospective customers alike to engage in commerce or to provide a more convenient, easy-to-use customer service channel, the possibilities are endless. What has not been highlighted is the endless opportunity that social media also offers to companies both large and small and to cities and government organizations. The following — in alphabetical order — are the top 10 small towns successfully using Facebook and Twitter.

Achieve Success

Strategy

Engagement

Monetization

Measurement

Recent Blog Posts

Oakridge, Oregon

- Decline of the Northwest logging industry
- Oakridge, discovered people wanted access to their forests
- 350 miles of logging roads create mountain-biking trails
- Now *Self Defined* as: "**Mountain Biking Capital of the Northwest**," the campaign's success in drawing tourism is clear
 - Visitor Count
 - Tourism related Jobs
 - New Stores & Restaurants
 - New Homes & Families



Tulelake, CA

Preparing for tourism requires that a rural community take a critical look at itself.

Look at your region with a tourism lens. *Do you already have visitors coming to fish, hunt, river raft, and hike? What is tourism already generating?*

In Tulelake, California, thousands of visitors drive through the town on their way to birdwatching and hunting in the national wildlife refuges.

- One resident opened a bed and breakfast, and offered birding driving tours
- An auto supply and sporting goods store put in an espresso bar.





WE LIKE RANDOM VACATION SUGGESTIONS. YOU MIGHT TOO.



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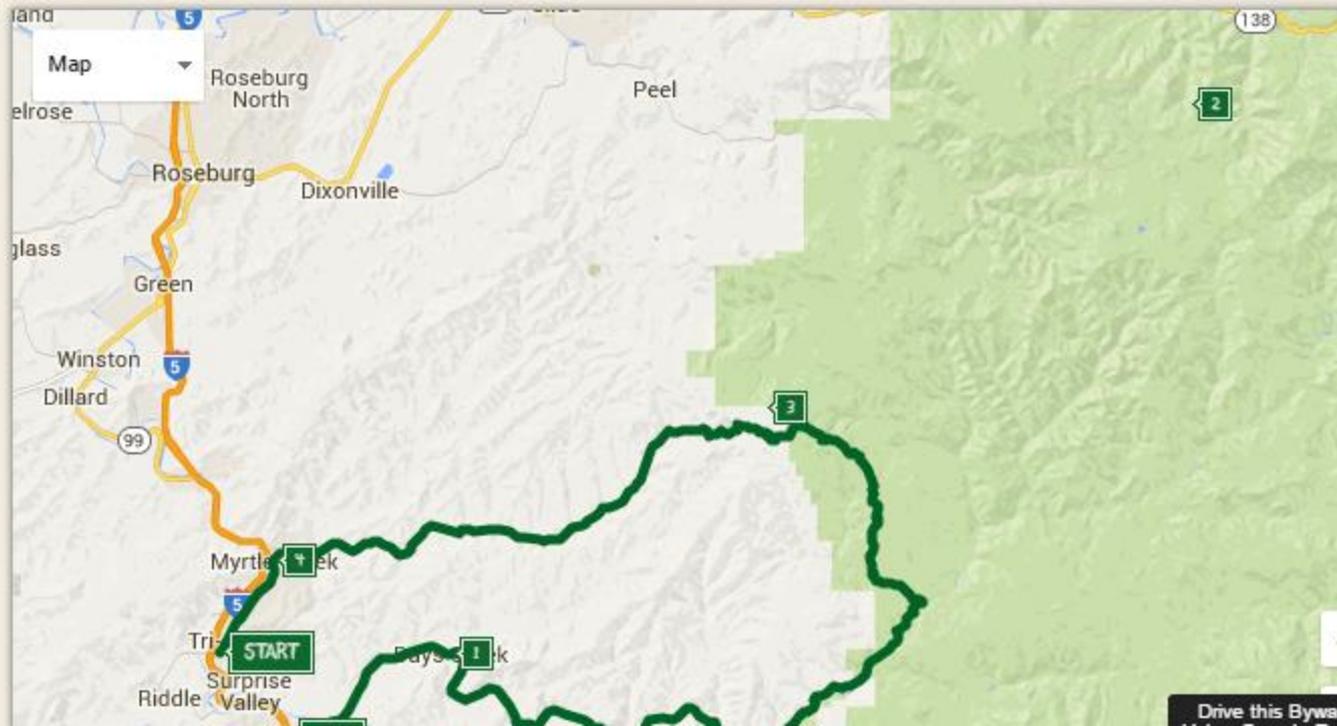
Seasonal Features

Myrtle Creek-Canyonville Tour Route

Distance: 68 M / 109 Km – Minimum Driving Time: 3-4 Hours – Best Time to Drive: Spring And Fall

Turn-by-Turn Directions

- 1 Milo Academy Covered Birdge
- 2 Umpqua National Forest
- 3 Red Top Pond
- 4 Horse Creek Covered Bridge



Drive this Byway

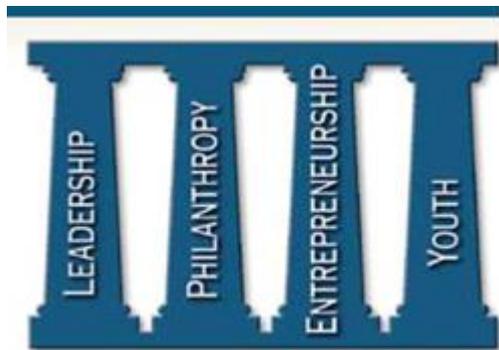
Youth Mentoring Entrepreneurship

Youth Engagement

- Requires listening to and engaging youth
- There is a role for the schools, the community, and adult mentors.
- Collaborating with young adults who want to live in the community and helping mentor their goals is the key to success

A Case Study

The Four HTC Pillars:



In Valley County, Nebraska, population 4,260, after more than seven decades of decline, by engaging youth and promoting entrepreneurship through the HTC process over the past 10 years, the county can now count:

- 73 new businesses
- 10 business expansions and 21 ownership transitions
- 332 new full-time jobs
- \$90 million in new investment

Mentorship

Being a Successful Adult Mentor

- Meet the young person where he or she is
- Actively listen to the young person
- Take questions seriously and resist the temptation to provide a young person with the “right answers”.
- Help the young person find new opportunities to learn and grow
- Serve as a positive role model for the young person
- Help the young person use his/her talents to serve the community

Leading Practices

To develop an effective youth entrepreneur engagement strategy:

- Quality Entrepreneurship Curriculum
 - available free online (*HTC Nebraska*)
- Supportive Community Environment
 - School as a learning laboratory
 - Connected to financial industry resources
- Peer Networking
 - Networking groups for youth entrepreneurs
- Pathways from Education to Opportunity
 - Inventory soon-to-retire

Myrtle Creek: Are you Ready? Moving Priorities to Action



Get organized, get champions, GO!

Economic Determinism



Collective Impact

Definition of Collective Impact:

- The commitment of a group of community stakeholders from different sectors to a common agenda for solving a specific issue.

Key Components:

1. Common Agenda
2. Shared Measurement
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support

Small Group Breakout!

WHAT DO YOU WANT TO WORK ON?

Myrtle Creek's Priorities For Economic Vitality Actions

- Form the group where you think you want to truly make a difference -
- Define Your Priority Issue and Goal -
- Select 1 or 2 Team Leaders/Champions -
- 90 Day Target -
- Who else should be at the table -
- Ideas for action -
- Think of other community models -

Thank you, Myrtle Creek!
See you May 26th, 5:30!