

# South Coast Development Council (SCDC)

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## What SCDC Does In Regional Tourism

- SCDC supports local tourism based businesses
- SCDC supports regional entities working on promoting tourism
- SCDC promotes and supports businesses that provide quality tourism jobs

## How The Network Can Tap Into SCDC

- SCDC can provide tourism businesses programs in Business Retention and Expansion
- SCDC can provide services to businesses that assist with expansion efforts
- SCDC can help tourism businesses create intern opportunities



# Oregon State University (OSU) Extension Program

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[tourism.oregonstate.com](http://tourism.oregonstate.com)

## What OSU Does In Regional Tourism

- OSU Extension provides outdoor recreation and tourism training, consultations and applied research for businesses and communities
- OSU Extension offers business consultations with tourism businesses and organizations
- OSU Extension uses applied research to help supply needed information to communities and tourism businesses

## How The Network Can Tap Into OSU

- Extension offers educational presentations in tourism and/or wildlife and outdoor recreation
- Extension offers customer service training, guide, tour operation and outfitter training programs and respond to special requests
- Extension conducts applied research to complete needs assessments, market pricing, site visits for your business or community



**Oregon State University**  
Extension Service

## Travel Southern Oregon Coast (TSOC)

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### What TSOC Does In Regional Tourism

- TSOC makes strategic investments in development projects, promotions and relationships that lead to the Southern Oregon Coast becoming a destination
- TSOC enhances and elevates its partners and leverages funding

### How The Network Can Tap Into TSOC

- TSOC assists regional tourism projects to find and pursues funding opportunities
- TSOC assists with match funding opportunities for regional tourism projects
- TSOC assists businesses and organizations by providing funding when collaborative marketing opportunities are presented that align with TSOC goals

## Southwestern Small Business Development Center (SBDC)

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[bizcenter.org](http://bizcenter.org)

### What SBDC Does In Regional Tourism

- SBDC can assist businesses in becoming “Guest Friendly” to better engage tourists
- SBDC creates regional partnerships to address off-season planning issues
- SBDC offer classes and seminars in areas such as product development and marketing

### How The Network Can Tap Into SBDC

- SBDC can help make your business “Guest Friendly” by showing you how to grow your customer base, create value and utilize direct word-of-mouth marketing
- SBDC can help you understand the value of Strategic Planning and help you create your own plan unique to your organization or business
- SBDC can help you create a marketing plan that takes into account regional seasonality



# Wild Rivers Coast Alliance (WRCA)

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## What WRCA Does In Regional Tourism

- WRCA works as a Convener by participating in and help funding opportunities to bring people together
- WRCA works as a Connector by identifying opportunities to connect like-minded individuals, groups and efforts
- WRCA works as a Funder by leveraging funding for regional tourism projects and programs

## How The Network Can Tap Into WRCA

- WRCA can help convening meetings - The Wild Rivers Center is available to our partners at no charge for meetings
- WRCA can make connections with other funders and funding resources
- WRCA can fund or help seek funding for projects
- Contact us regarding small grants and medium/large grants for your tourism related projects



# Oregon Coast Visitors Association (OCVA)

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[visittheoregoncoast.com](http://visittheoregoncoast.com)

## What OCVA Does In Regional Tourism

- OCVA is the state recognized Regional Destination Management Organization for Oregon's 363 mile coastline and a connector between DMOs and Travel Oregon
- OCVA promotes tourism, travel and recreation to bring visitors to the Oregon Coast
- OCVA works to diversify destination activities and outdoor recreation for visitors

## How The Network Can Tap Into OCVA

- OCVA can help expand individual marketing dollars by pooling resources through co-op marketing campaigns
- OCVA can help businesses and organizations create attractive and unique visitor experiences
- OCVA offers workforce training, marketing outreach materials and professional development
- OCVA Funds applicable projects through its Strategic Investment Fund



# Oregon South Coast Regional Tourism Network (OSCRTN)

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## **What OSCRTN Does In Regional Tourism**

- OSCRTN leverages tourism relationships, opportunities and dollars
- OSCRTN creates consensus around priorities that will set up other tourism organizations for success
- OSCRTN focuses tourism organizations in a direction that will lay the ground work to develop the Southern Oregon Coast into a destination

## **How The Network Can Use OSCRTN Services**

- OSCRTN can assist with identifying and understanding the issues that hinder tourism collaboration and help overcome them
- OSCRTN is designed to be an tourism information hub
  - OSCRTN can assist with creating consensus around priorities, projects and outcomes
  - OSCRTN can assist with making connections that will further tourism goals and projects

## **OSCRTN**

The mission of the Oregon South Coast Regional Tourism Network is to collaborate to enhance economic development through sustainable tourism

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