

Clackamas County Heritage Steering Committee 2014 Action Plan (v.2/3/2014)

Emphasis:

- Soft launch vs. broad-based stakeholder summit during 2014 (this represents change from plan document)
- Focus on outreach to partners to find commonality in projects and agendas
- Invest seed money to start implementing small, likely to be successful projects that will attract willing partners
- More formal launch a year from now with some successes under the belt, and more partners formally on board
- Through these activities, build agreement on what type of organizational structure is best suited for long term collaboration.

Main Strategy	2014 Projects	Key Actions	Key Partners
A. Infuse heritage into existing tourism marketing and tourism assets/product	Tap existing County focus on trail development and integrate heritage interpretation into 2-3 existing trails	Choose 2-3 existing trails that are appropriate (have potential to be improved by inclusion of significant heritage assets). These could include existing heritage trail, water trail, farm trail	TBD
		Further identify and evaluate all visitor assets (not just heritage-for example) along each trail, and rank heritage assets by their visitor readiness.	
		Longer term- Identify, prioritize and seek funding for future trail development (e.g. something that could incorporate the dual perspectives of native and pioneer communities)	
	Expand presence of heritage in the Mount Hood Territory “brand”	Analyze all current Clackamas County tourism marketing activities in light of how minor or major programmatic adjustments can include the heritage lens or “brand”...e.g. include heritage images in ads, run heritage stories in blog/newsletter, etc.	
		Link promotion of 2-3 anchor draws, including Mount Hood/alpine recreation, Willamette Falls heritage/recreation, with information about high quality smaller heritage attractions.	

B. Enable visitors to easily <i>discover</i> and build their own itineraries that include Clackamas County heritage assets.	Develop information resources and tools that build upon existing interpretative tools (e.g. Teletales) and current technology to enhance visitor experience.	From the point of view of the visitor, assess the usefulness of existing paper, mobile, web and physical (e.g. signs) resources currently used by Clackamas County visitors in providing a full, easy to navigate guide to tourism assets, by location or interest.	Arts Alliance on data base, More TBD	
		Identify best, most flexible technology platforms for increasing visitor access to practical and interpretive information about heritage assets. (e.g. Mt Hood Territory website, Roadtrippers, Oregon Travel Experience, etc.)		
		Update Teletales to be compatible with selected web/mobile technology, as well as to include information about nearby attractions for each featured site.		
		Longer term- Begin planning for “If you like that, you may like this” feature (a la Amazon) feature for on-line and mobile visitor information portals.		
	Expand existing database to include more comprehensive information on heritage and cultural assets	Augment assets in database, including cemeteries (see genealogy strategy)		
		Add high quality photos for all assets		
		Mechanize and implement self-renewing process with asset managers		
		Mechanize and complete initial visitor readiness assessment for all assets in the database		
		Longer term- begin technical assistance program to help “non-visitor ready” assets to improve their readiness.		
	C. Focus on expanding tourism activity and potential revenue from genealogy	Test market visitor interest through a pilot portal on the Mount Hood Territory website that includes all existing genealogy resources in the county.		Gather information about existing genealogy resources for Clackamas County, as well as related national resources.
Determine how to best include comprehensive cemetery information, including condition and visitor access.				
Establish a portal that links to on-line resources and contact people/organizations, and monitor visitation to gauge visitor interest				
Determine whether to more formally invest in promotion and development of this segment of the market based on visitor interest.				

D. Tap synergy with existing heritage efforts, especially Willamette Falls Heritage Commission as a vehicle for collaboration	Formally engage the Coalition and its members in implementation through targeted outreach by HSC members.	Develop a one-year schedule for WHO to reach HOW/through whom to reach them (for example, presenting at the March Heritage Council meeting)	TBD, but broad based using HSC member relationships as the basis of outreach.
		Focus other new heritage product development on activities identified in the plan document that also contribute to meeting the criteria for state and federal designation of the Willamette Falls Heritage Area	
		Through David Lewis, identify tribal members in and around Clackamas County who could be interested in informing and working on heritage tourism development.	
	Increase collaborative marketing with heritage and cultural organizations in Multnomah County		
Use County tourism grant funds to encourage projects that focus on the heritage plan goals	Include heritage goals from the plan in RFPs for county grants		