

RICH HISTORY

**The Governor's Tourism Conference
Sunriver, Oregon 2007**



The Inspiration

The Rich History partnership is inspired by the multi layered tapestry of cultural and historic resources that are so unique in Eastern Oregon and is based on promoting a tourism experience created by the cultural and historical attractions and sites in the region. The Rich History corridor is defined by the area where gold was discovered and mined and lies largely within Baker and Grant counties.

The Collaboration

- **Working Together is Challenging!**
 - **A successful partnership requires careful coordination**
 - **Multiple agencies, businesses and groups = multiple personalities, points of view, volunteers, opinions, agendas and governing rules.**
 - **Small Sacrifices**
- **Why Bother?**
 - **Simply, Synergy. The story can only be told by all the partners working together. Not one of us can effectively tell the story independently.**

The Collaboration

- **Identify Shared Mission**
 - **Increase Visitation**
 - **Provide a Unique and Interactive Visitor Experience**
 - **Create and Sustain Regional Partnerships**
- **Identify Shared Need**
 - **The chapter of each individual attraction can't be complete without the Rich History Story.**
 - **Limited Budgets and Resources**
 - **Rural Locations create the need to establish Destinations that Motivate Visitors to travel distances and spend more time in the region.**

The Partnership

- **Initial Collaboration forms a Partnership when attractions, community groups, government agencies and private businesses pledge finances and resources toward a common effort.**
- **Getting to YES**
 - **Partnership with multiple groups require:**
 - **Time**
 - **Multiple Presentations**
 - **Flexibility**

The Partnership

- **Rich History Partners**
 - **Oregon Parks and Recreation**
 - **Friends of the Sumpter Valley Dredge**
 - **Friends of Kam Wah Chung & Co. Museum**
 - **Geiser Grand Hotel**
 - **Oregon State Parks Trust**
 - **Sumpter Valley Railroad**
 - **Grant County Chamber of Commerce**
 - **BLM/National Oregon Trail Interpretive Center**
 - **US Forest Service**
 - **NPS/John Day Fossil Beds**

The Campaign

The Rich History Story begins with the John Day Fossil Beds where the story began and the Oregon Trail which brought those who discovered gold and the legendary Blue Bucket Mine. The story incorporates the museums and historical sites along the way and gives the opportunity to highlight the economic and social development of Eastern Oregon. The Oregon Trail brought the pioneers who discovered the gold which inspired some to stake claims and others to make their fortunes in the camps creating the first business districts and the development of the railroad which moved gold and supplies and supported the timber industry.

The Campaign

- **The strategy is to entice visitors to experience Rich History. Once they've arrive at one attraction they need to be inspired to experience the rest of the story; to see the stamp that Oregon's early dreamers left in Eastern Oregon and what happens when pioneers, gold miners and opportunists dream big.**

The Campaign

- **Modest Beginnings**
 - Pilot Phase 2007 budget is \$40,000
- **Funding**
 - **Grants:**
 - Travel Oregon
 - Save America's Treasures
 - **Partner Contributions**
 - Financial and In-Kind
 - Each partner has the opportunity to earn back its financial contribution through CD sales, which made it participation possible for partners that lacked funding.

The Campaign

- **The Campaign relies predominantly on intense public relations outreach, inter partner promotion and cooperative brand advertising.**
 - **Website**
 - **Campaign Signage/ Collaborative Material**
 - **Media Kit**
 - **Public Relations Outreach**
 - **Podcast/CD – audio history of each attraction**

The Campaign

- **In addition to the campaign, ad hoc partnerships have formed to build on the campaign momentum.**

The Campaign



Cooperative Billboard – I84 at Exit 304

The Campaign



Grand Events & Historical Society Tours

The Vision

- **Rich History Pilot Campaign**
- **Rich History evolves into at least a three-year Marketing and Community Campaign**
- **Continue to Create & Foster Community/Regional Partnerships**
- **Local, State and National Heritage Area**