



# NEWSLETTER

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## ***Transportation & Tourism - a Partnership that Works***

*By Cheryl Gribskov, TIC Executive Director*

TIC has always needed to understand the federal and state laws governing right of way signing. We've been lucky to have ODOT's help in advising us and supporting us when we envisioned new programs to serve the industry businesses and attractions. Travel Oregon has also experienced great partnerships with ODOT, especially in Scenic Byways, bicycling and birding venues. Local DMOs have worked with local ODOT districts and regions to bring about much needed projects that help promote the areas. When it comes to projects, we've all had great experiences with transportation officials in helping us make it happen.

The industry is growing in its efforts to increase partnerships and relationships. Under the talented leadership of TravelOregon, a consortium of agency and industry heads are gathering regularly to strengthen the position of the industry in Oregon's economic development goals and direction.

Now, thanks to the efforts of many, the industry is also gathering to plan direction and set a vision for tourism and transportation partnerships in Oregon. The Transportation/Tourism Task Force formed last fall to discuss opportunities for rest area services. Over the succeeding months this task force has grown to be more proactive in setting an overall vision for the state. The task force has members from the Tourism Commission, Travel Information Council, Oregon Department of Transportation and Oregon Association of Visitor and Convention Bureaus. We are in the process of inviting a Commission member from the Oregon Parks and Recreation Department. Oregon Lodging Association and Oregon Restaurant Association are also participants. The ODOT Commission set some direction for this task force to consider; including 1) leveraging our resources for the greater good of all; 2) project and policy coordination so that the entire industry is served. If you want to know more about this task force, talk to me or Sharyl Parker. We'd be pleased to hear your ideas.

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### ***Join Us!!***

Thanks to the public/private partnership between TIC, Woodburn Chamber of Commerce and the Woodburn Company Stores, a Travel Plaza is set within the store mall to provide trained local volunteers to hand out visitor information. A travel kiosk showcases local businesses and attractions.



We are commemorating this Travel Plaza on April 19th at 10:00a.m. We would love to have you join us!

For more information, contact Annie at 503.373.0864.