



### OSU Extension Service impacts community vitality

**Tourism in Oregon is a \$10.8 billion industry and creates more than 105,000 jobs, plus secondary impacts that generate an additional 54,800 jobs.** In each community, outdoor recreation and tourism opportunities are unique and deserve a custom response.

OSU Extension now assists local organizations with customized evaluation and integration of tourism and outdoor recreation for sustainable economic development. We listen and jointly create ideas and actions to build business and community capacity and to achieve their goals.

For more information about the OSU Extension  
Tourism and Business Development Program, visit:

<http://tourism.oregonstate.edu>

“Oregon State University and Sea Grant Extension are responding to Oregon’s coastal communities and businesses by supporting expanding opportunities in tourism and outdoor recreation. **Utilizing our OSU Extension network in each county allows us to respond to locally identified priorities.**”

—MILES PHILLIPS, ASSOCIATE PROFESSOR  
TOURISM AND BUSINESS DEVELOPMENT





“As Oregon’s land grant university, OSU has a long history of serving the state’s rural and urban communities. **Coastal tourism is a prime example of our commitment to expand and mobilize the resources of the university** to have a sustainable, positive impact on the economic vitality of the region and beyond.”

–SCOTT REED

VICE PROVOST, UNIVERSITY OUTREACH AND ENGAGEMENT  
DIRECTOR, OSU EXTENSION SERVICE

## Tourism and Business Development Program Services:

- **Business Consultations** – including farm, forestry and fishing – to help with revenue projections, expansion planning, product pricing, and more
- **Community Development** through tourism and outdoor recreation workshops
- **Applied Research** on local tourism and outdoor recreation markets and visitor profiles
- **Training** and assistance for outdoor guide and tour operators
- **Youth Business and Leadership Programs** related to tourism and outdoor recreation
- **Volunteer Training** support for programs such as Oregon Master Naturalists
- **Internships** for undergraduate and graduate students, including hands-on learning and work experience



OSU Extension Service | Oregon Sea Grant

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