

HERITAGE* TOURISM* and ECONOMIC DEVELOPMENT*

WEDNESDAY JANUARY 17, 2024 AND FEBRUARY 21, 2024

A new brochure that showcases Jackson County historic sites will be printed in January 2024 thanks to a partnership between Travel Southern Oregon and the Jackson County Heritage Association. The partnership also funds one year's distribution of the new brochure to 72 hotels and chambers of commerce, the Medford Airport, and the South Ashland Visitors' Center.

The JCHA and Travel Southern Oregon are also teaming up to produce two professional development workshops to enhance the skills and knowledge of the travel and hospitality industries, city staff and elected officials, and heritage advocates. The goal of these workshops is to develop and enhance strategic partnerships at the intersection of heritage, tourism, and economic development.

Let's work together to craft strategic partnerships and develop meaningful outcomes that raise the visibility of Southern Oregon's heritage sites and organizations, increase tourism, and improve our communities.

**professional development workshops are no cost; lunch provided
advance registration required by email to battistem@sou.edu**

Jackson
County
Heritage
Association
and
Travel
Southern
Oregon



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Heritage Tourism 101: The Intersection of Heritage, Tourism and Economic Development

Wednesday, January 17, 2024, 10a-4p | Talent Community Center

Keynote Speaker: Shawn Irvine, Economic Development Director, City of Independence, Oregon

Appreciate the economic and human values of heritage tourism; Understand the basics of the tourism industry; Learn about successful partnerships in Southern Oregon; Develop strategic partnerships and collaboration. Successful new partnership ideas that emerge from the workshop will be featured in Travel Southern Oregon's newsletter over the next six months.

Heritage Tourism 201: Telling Authentic Stories with Historical Re-enactments

Wednesday, February 21, 2024, 9a-3p | Jacksonville City Hall Assembly Room

Keynote Speakers: Danielle Mancuso (The Lantern) + Dr. Anna Sloan (Anthropologist/SOHS)

Delivery + Content = Impact. Appreciate the power of story, grounded in fact; Understand the importance of both content and delivery; Learn about how historical re-enactments are conducted in historic homes, in cemeteries, within a town, on a trail or the river; Get energized about how you can put these ideas into action; Practice historical re-enactment techniques with renown drama coach Betsy Bishop.