

Upcoming community-based tourism conversations and planning

A new project is being kicked off in 2026 in partnership with the Siletz Tribe, 106 Group, and the Oregon Coast Visitors Association to explore a community-based tourism plan that aligns with the Tribe's cultural values, community needs and future priorities. This will be the first tourism plan developed by a Tribe in the state of Oregon.

The project will begin with an evaluation of community tourism assets. This process will involve close collaboration with the community to determine which assets are appropriate for sharing with the broader world, and which ones are not.

Information will be gathered in several ways including reviewing previous planning and community engagement data to identify information gaps, interviewing CTSI staff, and organizing on-the-ground visits for the 106 Group. During these visits the team will do a driving tour of locations like the casino, Tel-tvm' farm, and ropes course. Additionally, they'll host some version of a coffee hour meet and greet as well as hosting community engagement sessions to hear directly from the community.

Once the 106 Group has mapped and evaluated appropriate community assets, they will use that information for the development of a draft tourism plan, which will be shared with CTSI staff, community members, and Tribal

Council for additional feedback and modifications.

It's important to note that effective tourism planning enhances and sustains a community's culture and well-being, while creating opportunities for community-focused economic growth. Through effective, place-based planning and the celebration of cultural heritage, the final tourism plan will be a co-created vision of visitor experiences that honor the Siletz culture and community.

People often mistake tourism plans and strategies as something developed solely for the benefit of visitors, those coming from 50 miles or more away. When community-based tourism is done right, the final plan and strategies actually focus on benefitting community members by bolstering and diversifying the local economy, providing jobs for Tribal members and economic opportunities for entrepreneurs and artists, providing resources and amenities that improve the quality of life for local residents, and supporting the protection and preservation of natural and cultural resources.

Community members can look forward to a process where they can help determine what messages and narratives should be communicated to visitors, which aspects of their identity, heritage and history should be shared or protected, and

how tourism investments can also strengthen their own connection to cultural heritage. The ultimate goal is to develop a tourism industry and program that builds respectful, reciprocal relationships between visitors and local community members.

So why tourism and why now? Tourism is one of the major economic sectors and employers in Lincoln County, it's hard to live in this area without noticing the impact of tourism. Additionally, as interest in cultural tourism grows, there is an opportunity to shape how visitors respectfully engage with the Confederated Tribes of Siletz Indians' stories—on Tribal members' terms and with the community's benefit at the center. Having the professional experience and technical support from the 106 Group will ensure that the process and tourism plan are carried out in a respectful and high quality manner.

The 106 Group was chosen due to their deep expertise in cultural heritage planning, creative place making, and visitor experience development. For more than three decades, they have built strong working relationships with Tribes across North Amer-

ica, developing tourism plans and feasibility studies for the Leech Lake Band of Ojibwe, St. Regis Mohawk Tribe, Nez Perce Tribe, and the Seminole Tribe of Florida.

Their continued engagement with Indigenous tourism professionals through the American Indigenous Tourism Association, further informs their understanding of the unique opportunities and considerations involved in cultural heritage tourism development in Tribal communities. When asked about their approach to working with Tribal entities they said "We believe meaningful and lasting outcomes emerge when Indigenous voices lead the way. In every phase of our work, we strive to ensure Tribal perspectives, knowledge systems, and priorities are not only included—but shape and guide the direction of the project."

Stay tuned for when the 106 Group comes to Siletz and begins this important work with CTSI. If you have any questions or would like to be notified of any meetings related to this project, please contact Andrea Taylor, CTSI Public Information Officer, at andreas@ctsi.nsn.us.



106GROUP

Connecting People + Place + Time

Are you an Oregon resident?

Travel Oregon needs your help. We want to hear your perspective on tourism across the state as we work to improve the lives of all Oregonians.

Fill out a short, anonymous survey by March 31st, and be entered to win up to **\$1,000** in gift cards. Your valuable feedback will be used to help encourage responsible travel practices and could shape the future of tourism in your community.

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SPRING GRAFTING WORKSHOP

Friday, March 6th from
10 am - 4 pm
Saturday, March 14th from
10 am - 2 pm
at Tel-tvm' (Siletz Tribal Farm)
5213 Logsden Rd

Led by Jennifer Rackley, Garden Coordinator

No RSVP needed! For questions email JenniferR@ctsi.nsn.us



Scan to see the Garden Program webpage!