

Destination Development Strategic Plan

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Executive Summary

The Talent & Phoenix Destination Development Strategic Plan grew from a shared recognition that the two communities, while distinct in character, are deeply interconnected in how residents, visitors, and businesses move through the Rogue Valley. Local leaders saw an opportunity to strengthen this connection by developing a more coordinated approach to visitor experience, one that highlights the area's arts and culture, outdoor recreation, agricultural landscapes, wine and beverage offerings, and small business vibrancy.

Phoenix and Talent often operate in the shadow of larger regional destinations like Ashland and Medford. Yet both communities possess unique assets, resilient histories, and strong creative identities. By working together, the two cities can elevate their visibility, build local pride, and position themselves as complementary destinations with a shared story and a collaborative approach to economic development.

To explore this potential, the City of Talent, the Talent Business Alliance, the Phoenix Chamber of Commerce, and Travel Southern Oregon formed the Destination Development Partnership and launched a community-driven planning effort. Through focus groups, interviews, surveys, steering committee work, and public engagement sessions, participants contributed hundreds of ideas reflecting the region's values, needs, and aspirations. This plan synthesizes those insights into a roadmap for sustainable, community-centered destination development.

Because this process was intentionally inclusive, the plan contains a wide range of concepts and possible actions, far more than will be implemented immediately, and some that may never be implemented at all.

This breadth is purposeful. It offers a menu of options to draw from over time, and it acknowledges that goals can be achieved through multiple pathways. Future refinement, sequencing, and prioritization will be necessary, and the Partnership will continue to evaluate which strategies are most feasible and impactful.

Importantly, the plan recognizes that success will require two parallel forms of action:

- Focused, coordinated efforts led by a backbone or lead organization or tight cross-partner collaboration to move priority initiatives forward.
- A broader ecosystem of independently driven projects and investments, especially by local businesses, artists, farmers, and community members. Many of these efforts cannot or should not be centrally directed. This plan aims to inspire and encourage those efforts, not control them.

The significance of this work is heightened by the shared recovery from the 2020 Almeda Fire, which destroyed more than 2,500 homes and 600 businesses in Talent and Phoenix. After years

of rebuilding, this Plan represents a milestone: a framework for continued revitalization and a pathway toward a resilient, collaborative, and creative future for both communities.

Destination Development Vision Statement

The Destination Development Partnership envisions a vibrant, sustainable, and inclusive visitor experience that highlights the individual characters of Talent and Phoenix while showcasing their shared qualities. This vision emphasizes community pride, equitable and accessible experiences, and the creation of a cohesive destination that reflects the towns' distinctiveness through outdoor recreation, arts and culture, and locally owned business ventures.

Destination Development Mission Statement

The Destination Development Partnership functions as a convener for a comprehensive visitor strategy that amplifies the artistic, cultural, agricultural, and recreational assets of Talent and Phoenix. Through partnerships with local businesses, community groups, and regional stakeholders, the Partnership works to create accessible, sustainable visitor experiences that attract a diverse audience, cultivate community pride, and strengthen economic growth.

Assets and Opportunities

The community-led strategic planning process identified strengths, assets, opportunities, and challenges affecting visitorship and economic development in Talent and Phoenix.

Exploring Assets & Strengths

Identified assets include strong community identity, local history and heritage, arts and culture, outdoor recreation and scenic beauty, agriculture and local food, collaborative leadership, resident engagement, and regional accessibility.

Strong Community Identity

The communities of Talent and Phoenix each take pride in their own distinctive personalities and cultural evolution, while sharing similar values and goals. Community members value the walkable environments, small-town atmosphere, access to nature, and resilience demonstrated after the Almeda Fire. These characteristics contribute to an inclusive, welcoming milieu that presents a unique, rich visitor experience.

Vibrant Arts & Culture

Talent and Phoenix host artisans, artists, makers, performers, and musicians who contribute to a strong creative identity. Numerous facilities in Talent and Phoenix provide resources for emerging artists and small businesses. Cultural contributions from Latine and BIPOC

communities further enrich the local creative landscape. The development of a cooperative, two-city Arts & Cultural District or Districts is designed to strengthen and organize these existing assets rather than create new ones.

Abundant Outdoor Recreation and Scenic Beauty

The communities are located in the Rogue Valley, between the Cascade and Siskiyou mountains. This natural environment supports recreation such as walking and cycling along the Bear Creek Greenway, a 20-mile multi-use trail that offers access to scenic landscapes and cultural points of interest.

Agriculture & Local Food

The Rogue Valley's Mediterranean climate supports vineyards, wineries, orchards, and farms, creating opportunities for wine tasting, farm-to-table dining, and u-pick experiences that appeal to visitors and residents.

Rich History & Heritage

The region was historically home to the Takelma, Shasta, and Latgawa peoples. Recognizing and elevating these stories, together with the often underrepresented histories of Hispanic and Asian residents who have shaped the area's agricultural, cultural, and economic fabric, offers an important opportunity to honor the full diversity of contributions to both Phoenix and Talent.

Collaborative Leadership & Active Residents

Local leadership and residents demonstrate a commitment to improving their communities. The establishment of the Destination Development Partnership illustrates collaborative potential across both towns.

Regional Accessibility & Connectivity

Talent and Phoenix benefit from proximity to Interstate 5 and the Rogue Valley International-Medford Airport, which provides easy access for both regional and long-distance travel. The two cities are also located just a few miles from Ashland, a well-established tourism destination in the Rogue Valley, and are well-positioned to complement and enhance the broader regional tourism ecosystem.

Exploring Opportunities & Challenges

Key opportunities and challenges include a lack of dedicated tourism infrastructure, inconsistent branding, limited lodging, ineffective signage, road safety concerns, and sector disconnection.

Lack of Dedicated Tourism Infrastructure

While Phoenix has a local DMO (Travel Phoenix) and Travel Southern Oregon provides regional support, no shared tourism structure represents the combined assets of both Talent and Phoenix. Establishing a joint approach would strengthen coordinated marketing, increase visibility for

local arts and businesses across both cities, and enhance visitor engagement in the two-community area.

Brand Cohesiveness

Community members recognize the need for clear and consistent branding to help each community stand apart from nearby destinations. Rather than a single unified brand, stakeholders emphasized the importance of distinct identities for Talent, Phoenix, and the unincorporated areas in between, while still coordinating where appropriate to tell a cohesive regional story.

Limited Lodging & Short-Term Housing

Talent and Phoenix currently do not have hotel or traditional lodging options to support overnight stays. However, there is a fairly robust short-term rental (STR) ecosystem, including Airbnb, VRBO, and other platforms. Business owners have also expressed interest in unique lodging options, such as tiny homes or yurts, to increase overnight visitation.

Lack of Signage & Connectivity

Improved signage on Interstate-5, Highway 99, and within the towns would increase visibility and enhance visitor navigation to downtown areas, art galleries, and the Bear Creek Greenway.

Safety Concerns

Community members have expressed concerns about cyclist safety on county roads due to limited shoulders, low visibility, and a lack of clear wayfinding and warning signage. Inadequate signage can make it difficult for cyclists to navigate the route and for drivers to anticipate their presence. Addressing these safety concerns would enhance accessibility and attract cycling tourism.

Sector Connectivity and Collaboration

Artists, farmers, and business owners have indicated a need for stronger cross-sector collaboration to create enriching visitor experiences.

Strategic Plan Pillars

Based on the assets, opportunities, and challenges identified through the community engagement process, three primary pillars were established to guide implementation: development of Wine Country Biking Routes, creation of Arts & Cultural District(s), and a coordinated approach to Destination Identity & Branding.

Wine Country Biking Routes

Vision

Establish Talent and Phoenix as a regionally significant cycling destination through a network of scenic, welcoming, accessible, and community-driven routes that enhance outdoor recreation, support downtown and local businesses, and promote sustainable tourism that respects local culture, environment, and community.

Mission

Develop and promote an accessible biking route system that connects vineyards, wineries, farms, farm stands, and other businesses. The approach emphasizes inclusivity, stakeholder collaboration, and long-term sustainability to foster economic development for Talent and Phoenix.

1. Route Planning & Connectivity

Objective:

Create a network of well-mapped, clearly marked biking routes that highlight the natural beauty, culture, and downtown hubs of Talent and Phoenix. The routes will direct cyclists toward local businesses and scenic experiences while balancing safety with accessibility, positioning downtown as key departure points and destinations for day trip itineraries.

Phased Development Strategy: *Bear Creek Greenway First, County Roads Second*

Phase 1: Greenway-Centric Routes

- 1a.** Launch initial routes utilizing the Bear Creek Greenway.
- 1b.** Establish connections between the Greenway and accessible business destinations such as restaurants, bars, galleries, and parks.
- 1c.** Highlight farm stands, vineyards, u-pick farms, and tourism assets within biking distance of the Greenway.
- 1d.** Implement clear branded signage, maps, and digital route-sharing tools (e.g., RideWithGPS).
- 1e.** Increase access points from Highway 99 to the Greenway to strengthen connectivity and encourage greater use of the Greenway-centered routes.
- 1f.** Include historic and cultural points of interest on maps and printed materials.
- 1g.** Develop self-guided bike tours along the Bear Creek Greenway that incorporate educational signage highlighting the native plants, habitat types, and local natural and cultural history. *Where feasible, incorporate QR codes and visually forward design (e.g., photos or illustrations rather*

than dense text) to make information more accessible, engaging, and easy for visitors to reference later.

1h. Add bathrooms and environmentally responsible lighting to key sections of the Greenway to make it more inviting and safer to use in early mornings and evenings. *Future implementation should also include consideration of regular maintenance, hours of operation, and associated budget needs.*

Phase 2: Expansion onto County Roads

1i. Extend routes onto county and rural roads (e.g., Colver, Valley View, Suncrest, Adams, and Wagner Creek Road) as bike-friendly improvements such as painted lanes, signage, safe shoulders, and environmentally responsible lighting are implemented, *while ensuring that any roadway treatments are context-sensitive and do not compromise the rural character of the landscape.*

1j. Maintain and enhance painted bike lanes on major connector roads (such as Talent Avenue) to signal a commitment to bike-friendly infrastructure.

1k. Use data (such as bike counts, safety reports, and community surveys) to decide which infrastructure improvements to make first, focusing on the most important needs while keeping costs manageable.

1l. Collaborate with Jackson County, ODOT, and landowners to prioritize these infrastructure improvements.

1m. Highlight vineyards, orchards, farm stands, u-pick farms, and tourism assets along designated routes.

1n. Prioritize route loops and signage that bring cyclists through Talent and Phoenix as the final leg of their ride, encouraging them to spend at local businesses.

Benefits of the Phased Approach:

- Supports near-term route activation with limited funding.
- Enables immediate use of the route system by visitors and locals.
- Prioritizes safety and accessibility, enhancing first impressions of Talent and Phoenix as bike-friendly towns.
- Encourages county and state investment through demonstration of demand.

Additional Actionable Steps

1o. Define an Economic Development Zone to include Talent, Phoenix, the Greenway corridor, and adjacent farmlands as a focus for tourism and route development.

1p. Create a boundary map to visually represent the route network.

1q. Conduct an inventory of assets, mapping wineries, distilleries, farms, scenic viewpoints, food vendors, and art/cultural hubs within or near the boundary.

1r. Design route options for all ability levels, with flat family-friendly Greenway routes and more challenging options for hilly terrain. Provide options ranging from 5–20 miles, with longer rides up to 50 miles.

1s. Develop branded iconography and wayfinding signage for destinations including farm stands, u-pick farms, wineries, distilleries, local businesses, bike shops, and parks.

1t. Promote the use of mapping apps (e.g., RideWithGPS) and provide QR codes or downloadable maps that work offline.

1u. Coordinate with local agencies and organizations, including:

- City of Talent and Phoenix officials
- Jackson County Public Works
- Bear Creek Greenway Joint Powers Board and Foundation
- ODOT Region 3
- Local nonprofits focused on agriculture and food systems
- Local landowners and businesses

1v. Build on established best practices by using bike shops as route start points, hosting events along routes with local farms, and developing branded route networks similar to models like Hood River's Fruit Loop.

2. Safety, Accessibility, and Maintenance

Objective:

Prioritize rider safety and comfort, accessibility for all users, and sustainable maintenance.

Action Steps:

2a. Identify and advocate for infrastructure improvements at high-risk areas, including intersections and narrow shoulders.

2b. Establish community feedback systems to track ongoing safety concerns.

2c. Implement bike-friendly road features: widened shoulders, striped lanes, visible bike symbols, and color-coded lanes where possible. *Consider context-appropriate use of color treatments only where doing so would not detract from the rural and natural character of the surrounding landscape.*

2d. Provide safety education for drivers and cyclists through outreach and school programs.

2e. Install supportive infrastructure, including water refill stations, bike tool stations, e-bike charging stations, bathrooms, and lighting.

2f. Encourage local wineries and beverage businesses to install bike racks, reviewing land-use codes to ensure alignment with city and county requirements and design standards.

2g. Partner with local cycling clubs and volunteers to maintain route cleanliness.

2h. Ensure route design and facilities accommodate adaptive bikes and other mobility devices, expanding access for visitors of all ages and abilities.

- 2i.** Improve entry points and Highway 99 corridors with native landscaping and creative signage.
- 2j.** Promote additional recreation opportunities (e.g., hiking, birding, rafting) alongside biking to position Talent and Phoenix as outdoor activity hubs.

3. Stakeholder Engagement & Collaboration

Objective:

Engage stakeholders across multiple sectors to ensure inclusive planning and collaboration.

Action Steps:

- 3a.** Conduct outreach to adjacent landowners for informed consent and input.
- 3b.** Engage bike shops, winery owners, local businesses, naturalist groups, cycling clubs, and food system organizations.
- 3c.** Incorporate multilingual and bilingual signage and online content (prioritizing Spanish as the dominant second language).
- 3d.** Establish a stewardship program with local cycling groups.
- 3e.** Partner with organizations experienced in route development and environmental stewardship.
- 3f.** Coordinate closely with government bodies to address signage requirements.
- 3g.** Partner with an existing bike and e-bike outfitter to introduce rental services, reducing start-up costs and improving access.
- 3h.** Collaborate with local nonprofits focused on agriculture and food systems to help small farm stand owners create stands and navigate regulatory processes. Explore grants and incentives to support these efforts.
- 3i.** Strengthen ties with Travel Southern Oregon and Travel Oregon for funding and promotion.

4. Marketing, Communication, and Technology

Objective:

Develop user-friendly communication strategies to promote the biking routes.

Action Steps:

- 4a.** Produce simple, print-friendly route maps with key information.
- 4b.** Develop a community-driven naming and branding process for the Wine Country Biking Routes that balances wine tourism appeal with inclusive, family-friendly language. Explore sub-heading options (e.g., scenic farm routes, family routes) to diversify visitor interest and ensure the routes resonate across different demographics.
- 4b.** Build and maintain an interactive, bilingual webpage with detailed route options as part of the overall Talent-Phoenix tourism website.
- 4c.** Create a feedback section for biking routes on the tourism website.

- 4d.** Use mapping platforms (e.g., RideWithGPS, Strava) to share route data.
- 4e.** Partner with short-term rental hosts and local businesses to promote routes.
- 4f.** Collaborate with photographers and influencers for outreach.
- 4g.** Use QR codes on signage to link to business hours, route conditions, and safety tips.
- 4h.** Support local campaigns that encourage residents to explore by bike.

Measuring Success and Future Growth

In 5–10 years, the following outcomes are anticipated:

- Talent and Phoenix are recognized statewide and regionally as destinations for wine country biking.
- Routes are well-maintained, safe, and accessible, with diverse users.
- The route system integrates with regional tourism and business promotion networks.
- Community stewardship programs and inclusive governance are active.
- Stable funding supports route improvement, safety, marketing, and education.
- Wine and beverage businesses report increased foot traffic and stronger seasonal performance as a result of the biking tourism initiative.
- Grants and microbusiness support programs help farm stands, small makers, and local entrepreneurs thrive as part of the route system.
- Positive contributions to the local economy, environment, health, and culture.

Arts & Cultural District(s)

Vision

Establish Talent and Phoenix Arts & Cultural District(s) as a regionally-significant, vibrant, connected, and inclusive creative corridor that celebrates local identity, supports artists and small businesses, enhances public space, and welcomes residents and visitors through dynamic cultural experiences.

Mission

Cultivate a thriving, place-based arts ecosystem that bridges Talent and Phoenix by investing in creative infrastructure, public art, artist visibility, equitable access, and long-term cultural and economic sustainability.

1. District Planning & Cultural Anchors

Objective:

Establish a clearly defined district or districts that highlight existing creative assets and create a framework for infrastructure investment, programming, and cultural development.

Action Steps:

- 1a.** Identify key geographic areas for the district, starting with the bike lanes on Highway 99 and the Greenway, connecting the downtowns through walkable and bikeable corridors.
- 1b.** Conduct an asset mapping process to identify existing artist spaces, cultural venues, and stakeholders.
- 1c.** Use asset mapping to guide investment in infrastructure, wayfinding, and program development based on community strengths and opportunities.
- 1d.** Facilitate a community-driven process to select a permanent name for the district(s) that reflects shared identity and resonates both locally and regionally.
- 1e.** Establish cultural anchors in partnership with the Talent Public Arts Committee (TPAC), Our Stories Through Art (OSTA), Talent Maker City (TMC), and the Phoenix Art and Culture Council to provide programming, events, and artist workspace.
- 1f.** Support zoning and land use policies that allow for live/work spaces and creative business development.
- 1g.** Consider policies such as financial incentives or streamlined approvals for developers who create live-work spaces with affordable rents, to encourage new supply and support the long-term stability of the artisan and artist community.
- 1h.** Provide affordable, inspiring workspaces for artists and craftspeople through membership-based studios or shared creative spaces, as well as allowing community members to produce work without requiring formal classes.

2. Creative Placemaking & Cultural Expression

Objective:

Increase visibility of artists, makers, and performers, and celebrate community identity by integrating public art, storytelling, music, and other creative elements into shared spaces and infrastructure.

Action Steps:

- 2a.** Expand artist visibility through public art, including murals, “Free Little Art Galleries,” painted electrical boxes, sidewalk art, and rotating exhibits in restaurants, breweries, and public spaces/buildings.
- 2b.** Strengthen and support existing art initiatives, including the work of the Talent Public Arts Committee (TPAC) and the Phoenix Art and Culture Council, as incubators for policy development and creative projects.
- 2c.** Integrate artistic design into infrastructure, including benches, signage, lighting, and bulletin boards.

2d. Organize artist competitions or calls for proposals to design murals, sculptures, or interactive installations to activate public spaces.

2e. Incorporate music, storytelling, and performance into creative placemaking projects, using events, installations, and public gatherings to celebrate community identity and engage diverse audiences.

3. Events, Programming, and Community Activation

Objective:

Encourage regular cultural programming and inclusive events that foster participation, support artists, and attract visitors.

Action Steps:

3a. Organize monthly gatherings for artists and makers to encourage networking and collaboration within and across Talent and Phoenix.

3b. Host regular cultural events, such as open studios, art walks, and performances, to increase participation and visitor engagement.

3c. Develop a printed and digital arts calendar; install bulletin boards in public spaces to showcase “what’s happening now.”

3d. Integrate local art into regional events such as food truck rallies, music festivals, and public markets.

3e. Include live music as a consistent feature of district programming, including community concerts and performances.

3f. Launch an annual Talent–Phoenix Arts Festival to bring together local art, food, and performance.

3g. Expand access to free or mini art galleries, particularly in vacant or underused retail and public spaces.

4. Collaboration & Cross-Sector Integration

Objective:

Leverage partnerships across sectors to connect arts and culture with local business, education, agriculture, and tourism.

Action Steps:

4a. Collaborate with schools, historical societies, churches, farmers, relevant nonprofit organizations, and existing arts and culture groups in Talent and Phoenix to strengthen partnerships and maximize community impact.

4b. Create an “arts passport” or scavenger hunt linking local businesses, galleries, wineries, and farms.

4c. Develop joint events that combine arts with food, agriculture, and wine tourism.

- 4d.** Establish artist–business partnerships to display local artwork in storefronts and nontraditional venues.
- 4e.** Explore public-private partnerships to develop an environmental education hub that integrates the arts.
- 4f.** Develop a “maker stand” network, similar to the farm stand concept, to encourage visitation to artist studios and craft-based microbusinesses.

5. Branding & Marketing

Objective:

Build recognizable and unified branding for the district(s) and promote local artists, events, and cultural assets.

Action Steps:

- 5a.** Create a cohesive visual identity for the district(s), including logos, signage, publications, and merchandise. *Destination branding can overlap with city branding, as seen in examples like Medford. With two towns, clarity will be needed to distinguish between a joint destination identity and the individual identities of Talent and Phoenix.*
- 5b.** Build and maintain a bilingual Arts & Culture webpage within the overall tourism website to showcase events, artist and maker directories, and cultural resources, ensuring that it is regularly updated and accessible for both residents and visitors.
- 5c.** Collaborate with history museums and cultural organizations to feature artist, maker, business, and community origin stories as part of the overall Talent-Phoenix tourism website, strengthening connections to local culture and heritage.
- 5d.** Produce a branded publication (digital or print) that showcases local artists and makers, tells community stories, and provides updates about events and programming.
- 5e.** Promote Talent-Phoenix pride through branded art, stickers, and community merchandise.
- 5f.** Local business organizations and stakeholders purchase advertising space (print and digital) to increase visibility of artists, makers, and cultural events.
- 5g.** Partner with photographers, influencers, musicians, and content creators to amplify outreach.
- 5h.** Develop outreach to local tour guides to highlight Talent and Phoenix experiences for their guests.

6. Infrastructure, Transit, and Accessibility

Objective:

Improve access to and within the district(s) by enhancing transportation options and investing in affordable, artist-retaining infrastructure.

Action Steps:

- 6a.** Explore the feasibility and stability of a Phoenix–Talent trolley system and/or an expanded Rogue Valley Transportation District (RVTD) route to connect key district areas.
- 6b.** Explore the creation of a parcel delivery service to support district businesses, enabling visitors on foot or bike to purchase art and artisan goods that can be picked up from participating galleries or studios and delivered same-day to local accommodations or shipped to their homes.
- 6c.** Build infrastructure to support artist activity, including affordable studio space, live / work space, exhibition areas, and pop-up venues.
- 6d.** Conduct an affordability study to assess needs for artist housing and studio space.
- 6e.** Create pop-up gallery or performance opportunities using underutilized buildings or lots.
- 6f.** Review Rogue Valley Commuter Rail Project for updates on feasibility.

7. Equity, Inclusion, and Community Representation

Objective:

Ensure that historically excluded groups are engaged in planning, programming, and decision-making processes.

Action Steps:

- 7a.** Include representation from Indigenous, Latine, and other historically excluded groups in district planning and leadership.
- 7b.** Partner with Latine and Indigenous artists and cultural leaders, or collaborate with projects such as Our Stories Through Art, to co-create public art and storytelling initiatives.
- 7c.** Provide marketing materials, signage, and calendars in Spanish.
- 7d.** Conduct listening sessions to guide inclusive planning and ensure community voices are represented.

Measuring Success & Future Growth

In 5–10 years, the following outcomes are anticipated:

- Talent and Phoenix are recognized as regionally-significant, unified, vibrant arts and culture destinations with a thriving creative corridor.
- The district(s) features accessible and affordable infrastructure supporting artists, makers, and cultural organizations.
- Public art, creative placemaking, and programming activate public space and reflect community identity.
- Events are well-attended, contributing to increased foot traffic and local business activity.
- Local artists and businesses report more opportunities for income, collaboration, and cross-sector partnerships.

- Branding and digital infrastructure provide clear, engaging information about events and opportunities.
- Planning and programming involve Indigenous, Latine, and other historically excluded communities.
- Ongoing stewardship and funding ensure long-term artistic innovation and adaptability across both Talent and Phoenix.

Destination Identity & Branding

Sequencing Branding Efforts:

Stakeholders emphasized that branding should follow the development of core attractions and experiences. Strengthening the biking routes, Arts & Cultural District(s), and other visitor assets first ensures that any destination identity is grounded in real offerings and reflects authentic community character. Project-level branding for biking and arts can inform the larger Talent-Phoenix destination brand, which can then unify and promote the experience once key attractions are in place. Marketing should follow brand development to position the destination for long-term visibility and success.

Objective:

Develop a unified destination identity that authentically reflects the shared culture, creativity, and values of Talent and Phoenix while embracing the nuances of each town's individual character. This brand is intended to unify the region's visual and narrative character, strengthen awareness of local assets, and enhance visitor experience while elevating the voices of community members, artists, business owners, and civic leaders.

Action Steps:

1. Community Engagement and Visioning

- 1a. Conduct community workshops and listening sessions to gather input on key themes, visual elements, and the emotional qualities that the destination identity should evoke.
- 1b. Form a community advisory group composed of artists, business owners, and residents to guide the branding process and review drafts of logos, colors, and messaging.

2. Brand Development and Design

- 2a. Commission local artists and designers to create a unified logo, visual identity, and tourism materials that are rooted in the cultural, historical, and environmental character of Talent and Phoenix. *This process may include a community branding contest where local artists submit*

concepts, residents vote on preferences, and a leadership team makes the final selection, with the winning artists receiving compensation and recognition.

2b. Develop a style board that reflects the sensory and emotional qualities of the area and use it to inform the development of all tourism materials, including digital and print outputs.

3. Digital Presence and Storytelling

3a. Build a dedicated, bilingual Talent-Phoenix tourism website that features route maps, itineraries, directories of artists and businesses, and storytelling content contributed by local community members. *Ensure that biking route signage, Arts & Cultural District(s) signage, and other wayfinding elements align with the website's visual identity to create a unified and compatible brand across digital and physical platforms.*

3b. Curate and integrate cultural, artistic, agricultural, and recreational experiences into the website, such as events, art exhibitions, maker directories, farm and winery tours, outdoor activities, and storytelling features, to provide a comprehensive, user-friendly resource for visitors.

3c. Collaborate with a photographer to capture imagery that reflects the essence of Talent and Phoenix's distinct identities, ensuring that the tourism website conveys an authentic, visually engaging, and community-rooted brand.

4. Printed Materials and Wayfinding

4a. Produce accessible print materials (e.g., brochures, event guides, art passports) designed collaboratively with the community to ensure relevance and clarity.

4b. Develop branded wayfinding signage throughout Talent and Phoenix, linking key locations such as arts venues, local businesses, the Greenway, farm stands, wineries, and recreational sites.

5. Mobility Hub and Visitor Access

5a. Prioritize a centralized mobility hub at an existing parking area at a strategic entry point to Talent and Phoenix. This hub could provide municipal bike rentals (including e-bikes and adaptive bikes) and shuttle services that connect major attractions, trails, wineries, farm stands, and cultural districts.

5b. Structure partnerships with an existing bike, e-bike, and/or adaptive bike outfitter to reduce startup costs and expand public access.

5c. Design the mobility hub as a visible, branded feature that supports sustainable travel, enhances visitor experience, and reduces reliance on personal vehicles.

6. Brand Rollout and Community Activation

6a. Celebrate the launch of the destination brand through a year-long series of public events designed to introduce the new visual identity, signage, and materials.

6b. Create an ongoing feedback mechanism for residents, businesses, and community groups to provide input on brand updates and ensure the brand remains reflective of community values over time.

Anticipated Outcomes

A cohesive identity and branding effort is expected to strengthen both tourism and business development by:

- Differentiating Talent and Phoenix from nearby destinations and establishing both communities as creative hubs within the Rogue Valley.
- Strengthening awareness of cultural, recreational, and agricultural assets.
- Providing consistent visual and narrative tools that enhance visitor experience.
- Increasing collaboration among local businesses, artists, and tourism partners through the use of a shared identity.
- Supporting sustainable tourism by integrating branding with transportation infrastructure and community-focused experiences.
- Clarifying the relationship between a joint Talent-Phoenix destination brand and the individual identities of each community, with community input guiding this process.
- Encouraging focused business development by signaling to entrepreneurs and investors that Talent and Phoenix have a clear, compelling identity and vision for the future.

Overall Funding, Sustainability, and Long-Term Vision

Objective:

Secure sustainable funding, partnerships, and governance structures to support the long-term development, stewardship, and promotion of both the Arts & Cultural District(s) and the Wine Country Biking Route network. This effort emphasizes inclusivity, accountability, and resilience, ensuring that projects continue to deliver community and economic benefits.

Action Steps:

1. Strategic Investment and Phased Implementation

1a. Develop phased investment strategies aligned with the implementation timelines for biking infrastructure, branding initiatives, and cultural programming.

1b. Establish funding priorities for early-stage projects (e.g., signage, mobility hub, and route safety improvements) while identifying medium- and long-term projects that require sustained investment.

1c. Create a project development calendar that outlines anticipated timelines for early-, medium-, and long-term investments, providing transparency and alignment across partners.

2. Partnership Development

2a. Build partnerships with local businesses, nonprofit organizations, and regional economic development groups to share costs, leverage expertise, and expand outreach.

2b. Establish memoranda of understanding with partner organizations to define roles, resources, and long-term collaboration frameworks.

3. Shared Tourism Coordination Framework

3a. Develop a roadmap for creating a shared Talent-Phoenix tourism structure (such as a joint DMO or formal collaborative framework). Include phased timelines, governance options, roles for existing partners, including Travel Phoenix and Travel Southern Oregon, and opportunities for community input.

3b. The shared tourism structure will lead coordinated funding, joint marketing, and implementation of shared priorities. It will serve as the hub for collaborative projects while maintaining strong partnerships with local and regional DMOs. It will also steward the shared destination brand, ensuring it complements rather than replaces the distinct identities of Talent and Phoenix, with community input guiding its use.

4. Performance Monitoring and Evaluation

4a. Track and report on key indicators such as visitor numbers, local business revenue, event attendance, and community satisfaction.

4b. Use data-driven evaluation to guide adjustments to programs and ensure efficient use of resources.

5. Long-Term Maintenance and Stewardship

5a. Create maintenance plans for infrastructure, including public art installations, biking routes, wayfinding signage, and digital/print tourism materials, to ensure high-quality visitor experiences over time.

5b. Establish stewardship programs that engage local volunteers, nonprofits, and partner organizations in upkeep and monitoring.

6. Workforce Development and Local Capacity Building

6a. Support workforce development by integrating youth programs, apprenticeships, and skills training into cultural and tourism projects.

- 6b.** Encourage partnerships with local artisans, bike shops, makerspaces, and educational institutions to foster entrepreneurship and career pathways.
- 6c.** Collaborate with local business organizations (e.g., chambers, nonprofits, etc) to recognize artists and artisans as business leaders. Encourage their participation in activities and events, and provide workshops on entrepreneurship, bookkeeping, financial planning, marketing, and inventory management to strengthen their long-term success.
- 6d.** Coordinate with local business organizations, stakeholders, and funding partners to offer workshops on grant opportunities, financial planning, and business development. These sessions will complement technical assistance efforts (see Action 7b) and strengthen the capacity of smaller operators to engage in district activities fully.

7. Governance and Advisory Groups

- 7a.** Form advisory groups composed of stakeholders and community representatives to regularly assess the cultural, economic, and social impacts of destination initiatives.
- 7b.** Use these advisory groups to identify opportunities for innovation and ensure that projects reflect community priorities.

8. Equitable Access to Funding

- 8a.** Prioritize funding practices that ensure historically excluded communities, small-scale businesses, and grassroots organizations have equitable access to resources and support.
- 8b.** Provide technical assistance and grant guidance to small operators, including workshops on funding opportunities, to support their participation in district activities and route networks.

9. Regional Coordination

- 9a.** Coordinate with regional tourism and economic development partners, including Travel Southern Oregon, Travel Oregon, and the Ashland and Medford Destination Management Organizations (DMOs), to strengthen connections between Talent–Phoenix and the broader Rogue Valley tourism ecosystem.
- 9b.** Align efforts with state-level initiatives to expand visibility and attract external investment.
- 9c.** Explore partnerships with hotels along Highway 99 entering Medford to promote visitor experiences in Talent and Phoenix.

10. Diversified Funding Streams

- 10a.** Pursue a range of funding sources, including grants (e.g., Travel Oregon, Oregon Cultural Trust, Oregon Arts Commission), private foundations, and sponsorships. *Allocations from the Transient Lodging Tax (TLT) may also be considered as more lodging becomes available; however, use of these funds will require further discussion with community partners to ensure alignment with existing destination management efforts in Phoenix.*

10b. Coordinate with the Cities of Talent and Phoenix, Jackson County, ODOT Region 3, and the Rogue Valley Area Commission on Transportation (RVACT) to integrate proposed bike infrastructure and safety improvements into local Transportation System Plans (TSPs) and the Surface Transportation Improvement Program (STIP), strengthening regional alignment and funding opportunities.

10c. Explore potential overlaps between proposed safety and mobility projects and existing initiatives such as Safe Routes to School or related transportation safety programs. Identifying these intersections could create eligibility for specific state or federal grants.

10d. Incorporate revenue-generating opportunities such as branded merchandise, event sponsorships, and special programming.

10e. Consider partnering with businesses along bike routes to sponsor maps and marketing materials, offsetting costs while creating visibility and buy-in from local stakeholders.

Anticipated Outcomes

Implementation of these strategies is expected to:

- Ensure the financial stability of long-term initiatives such as the Arts & Cultural District(s) and the Wine Country Biking Routes.
- Support inclusive, community-driven governance models.
- Enable Talent and Phoenix to adapt to changing economic and cultural conditions while maintaining high-quality visitor experiences.
- Strengthen regional collaboration and visibility of the Talent–Phoenix area as a distinctive and sustainable destination.
- Build community capacity and create lasting benefits for residents, businesses, and visitors.

Relevant Funding Organizations

State & Regional Funding Sources

Travel Oregon - Competitive Grants Program

- **Focus:** Niche tourism product development (e.g., outdoor recreation, culinary, agritourism, arts and culture); expanding opportunities for the destination management process
- **Deadline:** Late winter
- **Link:** <https://industry.traveloregon.com/grants/competitive-grants-program/>

Travel Southern Oregon - Strategic Partnership Grant Program

- Focus: High-value destination development; marketing projects to make positive short-term impacts in Southern Oregon as a destination
- **Deadline:** Winter
- **Link:**
<https://www.southernoregon.org/news/travel-southern-oregon-24-25-strategic-partnership-fund-program>

Oregon Community Foundation - Community Grants Program

- **Focus:** Arts & culture programs, infrastructure development, and organizational capacity building
- **Deadline:** Late summer
- **Link:** <https://oregoncf.org/grants-and-scholarships/grants/community-grant-program>

Oregon Cultural Trust - Cultural Development Grants

- **Focus:** Access to culture, cultural preservation, creative expression, and strengthening cultural capacity
- **Deadline:** Late spring
- **Link:** <https://www.culturaltrust.org/grants/how-to-apply/>

Oregon Parks and Recreation - Local Government Grants

- **Focus:** Recreation infrastructure, especially for trails and bike paths
- **Deadline:** Late spring
- **Link:** <https://www.oregon.gov/oprд/gra/pages/gra-lggp.aspx>

Oregon Department of Transportation (ODOT) - Oregon Community Paths Program

- **Focus:** Multi-use path improvements for accessibility and safety
- **Deadline:** Early fall
- **Link:** <https://www.oregon.gov/odot/programs/pages/ocp.aspx>

Oregon Arts Commission - Arts Build Communities Grant

- **Focus:** Arts & culture planning, public art, and cultural tourism
- **Deadline:** Fall
- **Link:**
<https://www.oregon.gov/biz/aboutus/artscommission/grants/for-organizations/arts-build-communities/pages/default.aspx>

Business Oregon - Rural Opportunities Initiative (ROI)

- **Focus:** Rural economic development through entrepreneurship and creative economy
- **Link:** <https://www.oregon.gov/biz/programs/roi/pages/default.aspx>

Federal Grant Sources

USDA Rural Development - Rural Business Development Grants

- **Focus:** Project planning, market research, rural transportation access, and infrastructure improvement
- **Deadline:** Spring
- **Link:** <https://www.rd.usda.gov/programs-services/business-programs/rural-business-development-grants>

National Endowment for the Arts - Our Towns Grants

- **Focus:** Public engagement with the arts, cultural planning, and arts education
- **Deadline:** Spring & summer (two cycles per year)
- **Link:** <https://www.arts.gov/grants/our-town>

Economic Development Administration (EDA) - Public Works and Economic Adjustment Assistance

- **Focus:** Infrastructure support for regions experiencing economic distress (e.g., wildfire recovery)
- **Deadline:** Rolling
- **Link:** <https://www.eda.gov/funding/programs/economic-adjustment-assistance>

Private Foundations

The Ford Family Foundation

- **Focus:** Local economies, social capital, community planning, and public gathering spaces
- **Link:** <https://www.tfff.org/grants/funding/>

Regional Arts and Culture Council (RACC)

- **Focus:** Advancing artist services and strengthening regional creative ecosystems
- **Link:** <https://racc.org/about/newsletter/>

Oregon Humanities

- **Focus:** Public humanities programming and events

- [Link: https://www.oregonhumanities.org/programs/grants/](https://www.oregonhumanities.org/programs/grants/)

Topic-Specific Funders

PeopleforBikes Industry Community Grant Program

- **Focus:** Bike infrastructure (e.g., shared-use paths, protected bike lanes) and community rides tied to lasting improvements
- [Link: https://www.peopleforbikes.org/grant-guidelines](https://www.peopleforbikes.org/grant-guidelines)

Rails to Trails Conservancy - Trail Grants

- **Focus:** Equitable trail development and community activation
- [Link: https://www.railstotrails.org/grants/](https://www.railstotrails.org/grants/)

Acknowledgements

The development of this Strategic Plan would not have been possible without the dedication and insight of the Talent & Phoenix Destination and Tourism Steering Committee. These community leaders contributed their time, local knowledge, and expertise throughout every stage of the process, attending meetings, sharing feedback, reviewing drafts, and ensuring that the plan reflects the values, identity, and aspirations of Talent and Phoenix. Their thoughtful guidance grounded this project in community vision and collaboration, and their commitment to the future of our region has been invaluable.

With sincere gratitude, the contributions of the Steering Committee members are acknowledged:

Darby Ayers-Flood

Mayor, City of Talent
Executive Director, Talent Business Alliance

Colette Pare-Miller

Administrative Coordinator, Talent Business Alliance

Bob Hackett

Executive Director, Travel Southern Oregon

Seth Kaplan

Former Executive Director, Greater Applegate Project

Alison Fairbanks

Owner, Crooked Mile Gallery

Paul Kay
Manager, Phoenix Industrial Studios

Kimber Parris
Board President, Talent Business Alliance
Owner, Art Bop Beer Co

Jenna Marmon
Oregon Parks & Recreation Planning & Design
ODOT

Gary Milliman
Former City Manager, City of Talent

Alex Campbell
City Manager Pro Tem, City of Talent

Al Muelhoefer
Mayor, City of Phoenix

Will Volpert
President, Travel Phoenix Oregon
Member, Phoenix Chamber of Commerce

Sky Young
Owner, Coffee Bach's

Kelly Madding
Former Deputy City Manager, City of Medford

Travel Oregon Consulting Summary

Thank you to the following consultants who generously offered their time, expertise, and creative insight toward the development of this strategic plan. Their guidance, made possible through Travel Oregon's *Ask an Expert* program, connected the Destination and Tourism Partnership with industry leaders to help maximize tourism potential. In addition to sharing best practices, both consultants reviewed draft materials and provided thoughtful feedback that strengthened the overall quality and direction of this plan.

Stephanie Noll
Director - Oregon Trails Coalition
Consultation: 3 hours

Chris Berndhart

Principal - C2 Recreation Consulting
Consultation: 4 hours

Talent & Phoenix Assets

Asset Map Link:

<https://www.google.com/maps/d/u/0/viewer?mid=1JVS-1E41HVK8QCKG1n9Zlpq4BeyEbX0&ll=42.253629573327565%2C-122.79702165&z=13>

Wine, Beer, & Kombucha

Talent

- Stoneriver Vineyards
- Trium Wines
- Paschal Winery and Vineyard
- Goldback & Iruai Wine Room
- Pebblestone Cellars
- Naumes Suncrest Winery
- Sound & Vision Wine Co.
- Pioneer Whiskey
- Legend Cider Co. Talent Taphouse
- Art Bop Beer Co. (also an art gallery)

Phoenix

- Anchor Valley
- Black Bird Tap Room
- Coffee Bach's (coffee house & wine bar)
- Moxie Brew

Arts & Culture

Talent

- The Talent Gallery
- Gather (upstairs gallery)
- Project Space
- City Hall Art Gallery

- Art Bop Beer Co. (also a brewery)
- Talent Maker City
- Talent Historical Society
- The Bell House Gallery
- Camelot Theatre Co.
- The Talent Club (live music)
- Cedarwood Barn (live music)

Phoenix

- Langford Art Gallery
- Crooked Mile Gallery
- Mountain Bird Studios
- Phree Gallery
- Mountain Bird Studios - Wine & Brush
- The Modern Prometheans

Farm Stands

Talent

- Pradaria Farm
- Antonio's Farm

Phoenix

- Sugar Plum Acres
- Pheasant Field Farms
- Flower Farm Stand (placeholder)

Outdoor Recreation

Talent & Phoenix

- Wine Country Biking Trails
- Red Hawk Ridge Bike Park

Dining & Cafes

Talent

- Gather (also has an upstairs art gallery)
- Arbor House
- Sweet Beet Station
- Wasana's Thai Food Truck
- Hula Grill Food Truck
- Super Smash Burger Food Truck
- Garcia's Tacos Food Truck
- Million Thai Food Truck
- El Rey Del Taco Food Truck
- Cafe Soleil
- Ohana Coffee Co.
- Ceremony

Phoenix

- The Phoodery
 - Skout Taphouse
 - Truffle Pig
 - Wok Star
 - The Flying Flatbread
 - Peruvian Point
 - Ma's BBQ
- Julek's Polish Kitchenette
- Charm Thai Kitchen
- Los Portales Mexican Cuisine
- El Comal Taqueria and Grill
- Clyde's Corner (also listed under Retail & Shops)
- Los Tres Potrillos
- Iron Skillet
- Lucy's Taco Shop Phoenix
- Golden Phoenix Chinese Restaurant

- Angelo's Pizza Parlor
- Loncheria Las Reyes Food Truck
- Sushi & Bento
- Debby's Diner
- Puerto Mazatlan Mexican Restaurant
- Dutch Brothers
- Puck's Donuts
- Harper's Ice Cream Co.
- Figaro's Pizza
- Subway

Retail, Shops, & Services

Talent

- Talent Gem Emporium
- Emerald Triangle
- Biscuits & Vinyl Record Store
- SONA CBD
- Dollar General
- Re-Up
- Quality Paperbacks
- All-In-One (equipment & party rental)
- U Ferment - Supply Owner
- Plectrum Music Company
- Flywheel Bicycles

Phoenix

- The Shoppes At Exit 24
- Lots-N-Things!
- Heart of the Home Cabinets
- Dollar Tree
- Motif Event Rentals
- Cheerful Vet
- Shirley's Bridal Boutique
- Top Shelf Wellness Center
- AddLife
- Verve Pilates Studio
- Insight Vision Therapy
- Murphy Creek Wellness

- Archgabriel Orthodox Church
- Phoenix Family Dentistry
- Ladybug Indoor Gardens
- Rogue Hearing
- Draperies N Things
- Gypsy Trader
- King Hat Designs
- Dragon Crystals
- Gid-De-Up Boutique (riding apparel & tack)
- The Artist Attic / ScrappyCraft
- Garrison's Home + Sleep
- Bee Sweet Blooms
- Warmth
- Farmers Insurance
- Rose Nails
- Leave Your Mark (landscape/hardscape supply)
- South Pacific Warehouses (PH-3)
- Umpqua Bank
- Biologic Crop Solutions (agricultural supply)
- Phoenix Industrial Studios
- Firebird Bike Shop
- Southern Oregon Clay Distributors
- Northwest Ceramics
- The Perfect Measuring Tape
- Welburn Electric Inc.
- C3 Enterprise
- Pacific Wall Systems
- Refine Skincare & Sugaring
- Cynthia Guthrie Architect
- Storage at Exit 24
- Al's Sharpening Services

Grocery Stores, Markets, & Retail Food

Talent

- Ray's Food Place
- Crown Market

- Grab and Go Market
- Talent Market and Liquor

Phoenix

- The Oregon Cheese Cave (artisanal cheese)
- The Phoenix Dripp
- Farmers Market
- Sessions Market
- Minute Market
- Dollar General (opening 2025)
- Tienda Santa Maria
- Ray's Food Place
- Organicos Gluten-Free Bakery

Gas Stations / Mechanics / Auto Retail

Talent

- Chevron
- Shell
- Circle K (301 W Valley Rd)
- Talent Truck Stop
- 76
- Star Body Works
- Freddy's Automotive Repair

Phoenix

- Chevron
- Petro Travel Center
- Napa Auto Parts
- Phoenix Automotive Center
- Aaron's Autowerks
- Henry's Foreign Auto Sales & Service
- Pete's Certified Transmissions & General Auto Repair
- TA Truck Service
- Jackson Group Peterbilt
- Jantzer Automotive

City Assets

Talent

- Talent Community Center
- Parks:
 - Chuck Roberts Park
 - Old Town Park
 - Talent Tiny Park
 - Joseph Park
 - Lynn Newbry Park
 - Kamerin Springs Park
 - Bark Park
 - Talent Skatepark
 - Wagner Creek Park

Phoenix

- Phoenix Plaza Civic Center

- Public Safety Building

- Parks:

- Blue Heron
- Colver
- Otto Caster

Hotels & Lodging

Talent

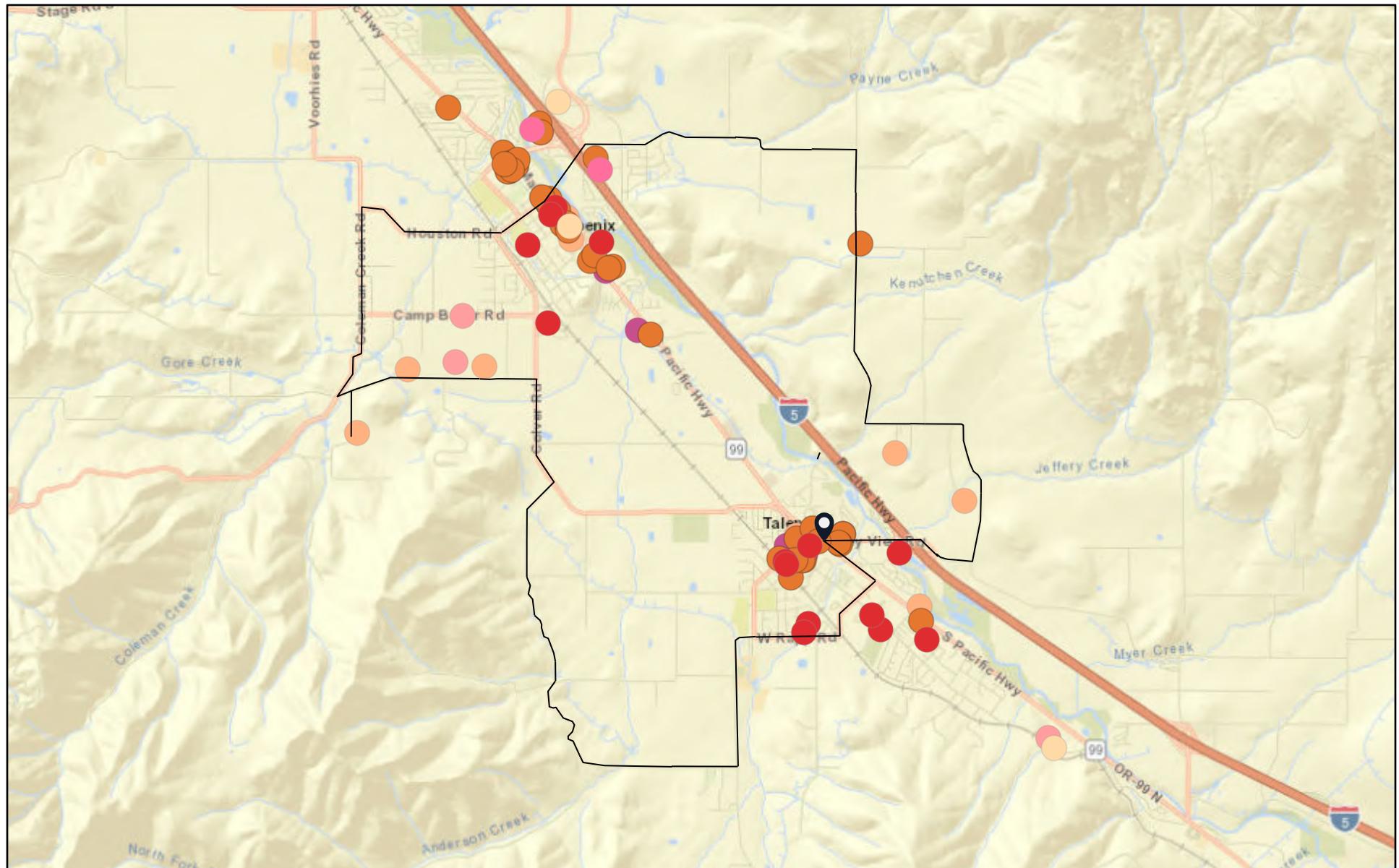
Phoenix

- America's Best Inn
- Holiday RV Park

Outdoor Recreation

- Indigo Creek Outfitters
- Golf Garage

Wine Country Biking Trail Boundary Map



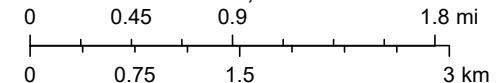
6/18/2025

Talent & Phoenix Assets

- Wineries
- Farms & Farm Stands
- Lodging
- Arts & Culture
- Outdoor Recreation

- Food & Beverage
- City Amenities

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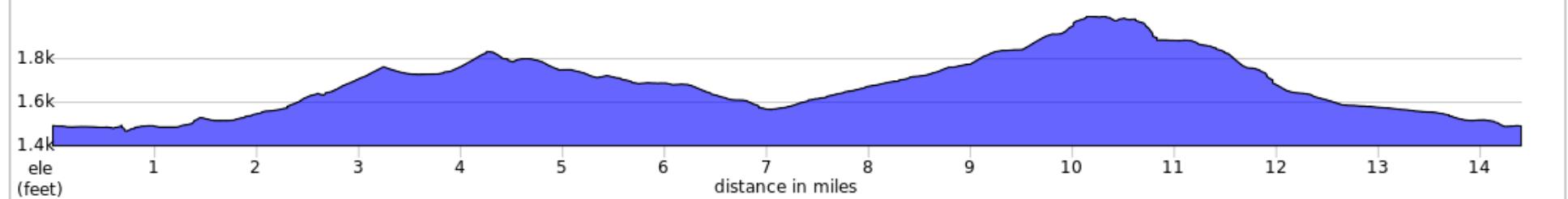
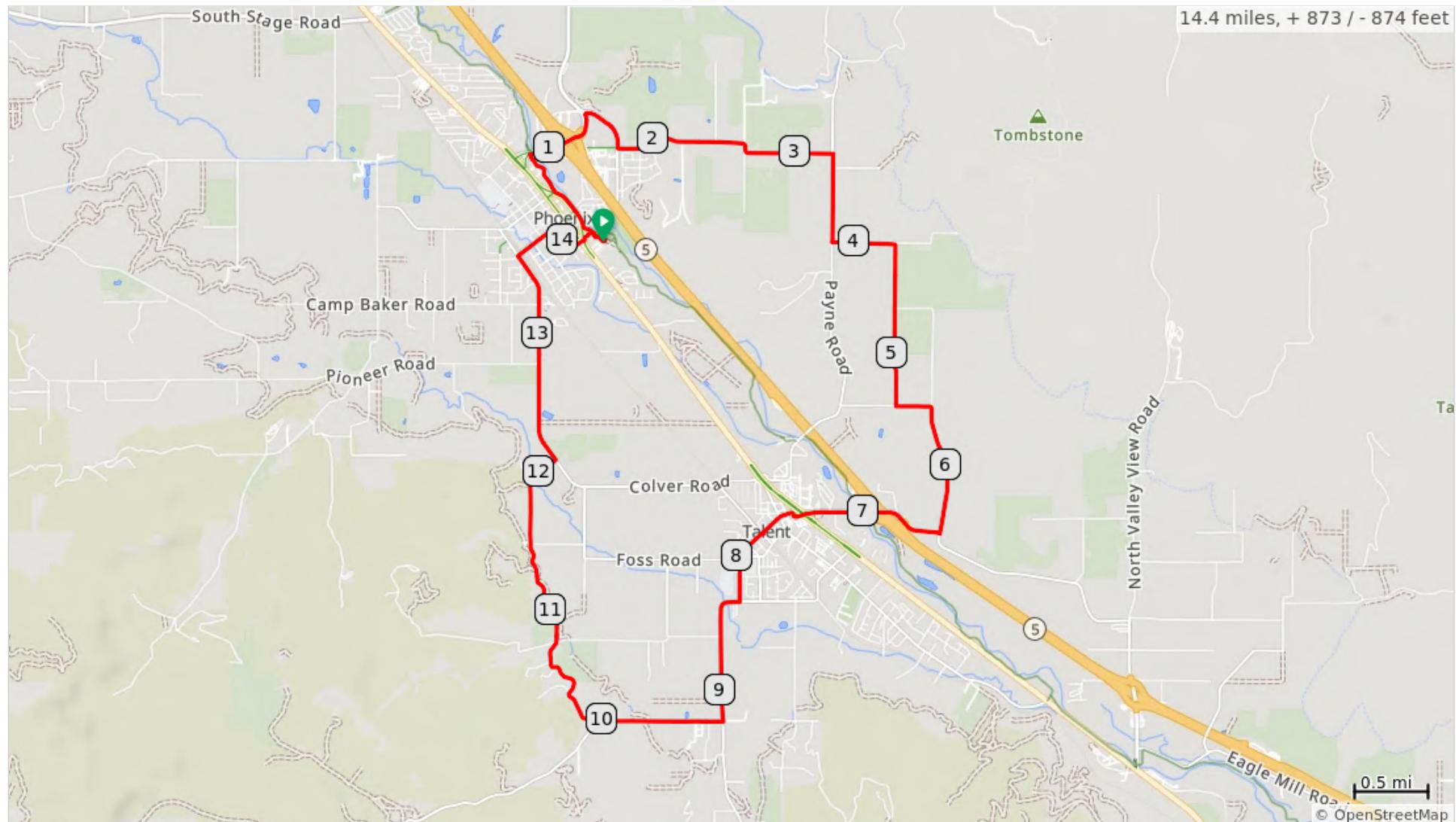


World_Street_Map

County of Jackson, Bureau of Land Management, State of Oregon GEO, State of Oregon, Esri, HERE, Garmin, INCREMENT P, NGA, USGS, U.S.

RARE A

Route map created by Derek Boland, Mechanic Department Lead at Talent Maker City.



RARE A

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	↗	Keep L	0.1
3.	0.1	0.1	➡	R	0.0
4.	0.1	0.0	➡	R	0.0
5.	0.1	0.0	↖	Sharp R onto Bear Creek Greenway	0.7
6.	0.8	0.7	⬅	L onto Bear Creek Greenway	0.0
7.	0.9	0.0	➡	R onto East Bolz Road	0.2

0.9 miles. +23/-29 feet

Num	Dist	Prev	Type	Note	Next
8.	1.1	0.2	⬆	Continue onto North Phoenix Road	0.1
9.	1.2	0.1	⬆	Continue onto North Phoenix Road	0.1
10.	1.3	0.1	↗	Keep R	0.4
11.	1.7	0.4	⬅	L onto Fern Valley Road	1.5
12.	3.2	1.5	➡	R onto Payne Road	0.1
13.	3.3	0.1	↗	Keep R onto Payne Road	0.5

2.5 miles. +284/-14 feet

Num	Dist	Prev	Type	Note	Next
14.	3.8	0.5	↖	Sharp R onto Payne Road	0.0
15.	3.8	0.0	⬅	L onto Hughes Road	0.4
16.	4.3	0.4	↗	Slight R onto Royal Crest Road	1.1
17.	5.3	1.1	⬅	L onto Suncrest Road	1.1
18.	6.5	1.1	↖	Sharp R onto West Valley View Road	1.0

3.1 miles. +106/-195 feet

Num	Dist	Prev	Type	Note	Next
19.	7.5	1.0	↗	Keep R onto West Valley View Road	0.0
20.	7.5	0.0	⬆	At roundabout, take exit 1 onto Main Street	0.3
21.	7.8	0.3	⬅	L onto South Front Street	0.0
22.	7.8	0.0	⬅	L onto East Main Street	0.5

1.3 miles. +30/-0 feet

Num	Dist	Prev	Type	Note	Next
23.	8.3	0.5	→	R onto Wagner Creek Road	0.9
24.	9.2	0.9	→	R onto Anders on Creek Road	0.8
25.	10.0	0.8	↗	Keep R onto Adams Road	2.1
26.	12.1	2.1	←	L onto Colver Road	1.4
27.	13.6	1.4	→	R onto West 1st Street	0.3

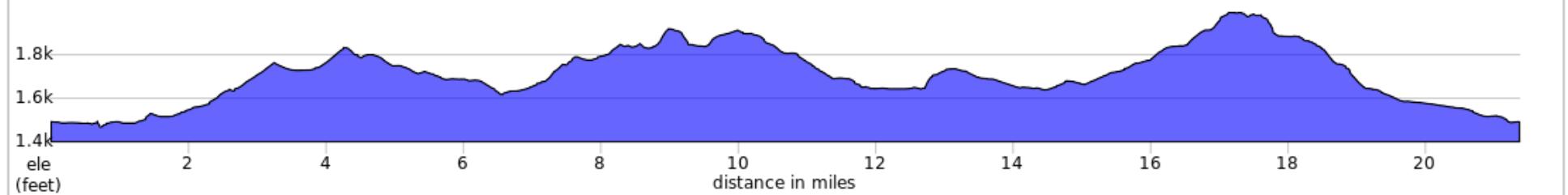
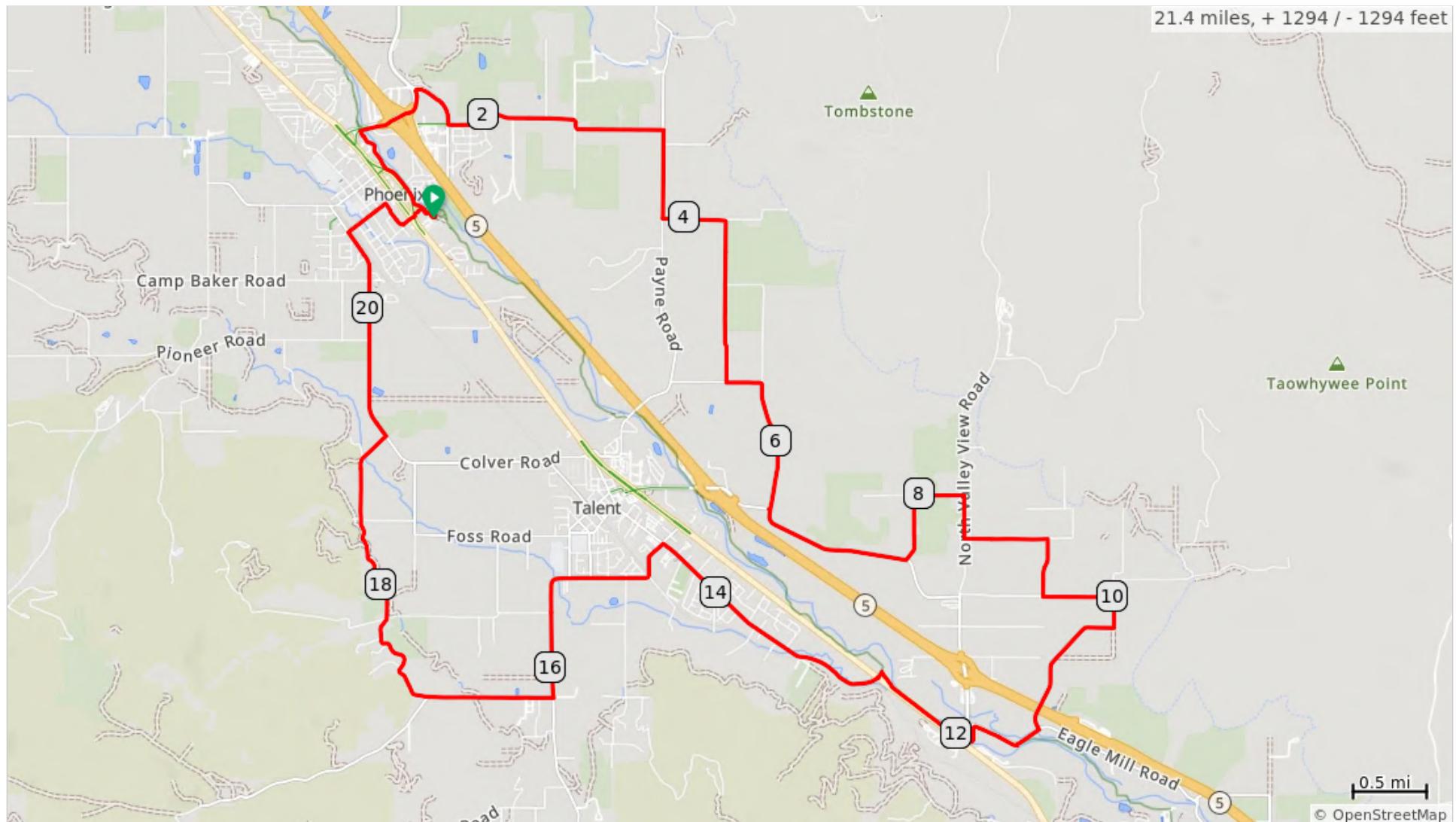
5.8 miles. +297/-444 feet

Num	Dist	Prev	Type	Note	Next
28.	13.9	0.3	→	R onto South Church Street	0.2
29.	14.1	0.2	←	L onto Oak Street	0.1
30.	14.2	0.1	←	L	0.0
31.	14.2	0.0	↗	Slight R	0.1
32.	14.3	0.1	→	R	0.0
33.	14.4	0.0	→	R	0.0
34.	14.4	0.0	↖	Keep L	0.0
35.	14.4	0.0	📍	End of route	0.0

0.8 miles. +5/-31 feet

RARE B

Route map created by Derek Boland, Mechanic Department Lead at Talent Maker City.



RARE B

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	↗	Keep L	0.1
3.	0.1	0.1	➡	R	0.0
4.	0.1	0.0	➡	R	0.0
5.	0.1	0.0	↖	Sharp R onto Bear Creek Greenway	0.7
6.	0.8	0.7	⬅	L onto Bear Creek Greenway	0.0
7.	0.9	0.0	➡	R onto East Bolz Road	0.2

0.9 miles. +23/-29 feet

Num	Dist	Prev	Type	Note	Next
8.	1.1	0.2	⬆	Continue onto North Phoenix Road	0.1
9.	1.2	0.1	⬆	Continue onto North Phoenix Road	0.1
10.	1.3	0.1	↗	Keep R	0.4
11.	1.7	0.4	⬅	L onto Fern Valley Road	1.5
12.	3.2	1.5	➡	R onto Payne Road	0.1
13.	3.3	0.1	↗	Keep R onto Payne Road	0.5

2.5 miles. +284/-14 feet

Num	Dist	Prev	Type	Note	Next
14.	3.8	0.5	↖	Sharp R onto Payne Road	0.0
15.	3.8	0.0	⬅	L onto Hughes Road	0.4
16.	4.3	0.4	↗	Slight R onto Royal Crest Road	1.1
17.	5.3	1.1	⬅	L onto Suncrest Road	1.1
18.	6.5	1.1	↖	Sharp R onto West Valley View Road	0.0

3.1 miles. +106/-195 feet

Num	Dist	Prev	Type	Note	Next
19.	6.5	0.0	↗	Slight R onto West Valley View Road	1.0
20.	7.5	1.0	⬅	L onto Staples Lane	0.4
21.	8.0	0.4	↗	Slight R onto Carter Lane	0.3
22.	8.3	0.3	➡	R onto North Valley View Road	0.3
23.	8.6	0.3	⬅	L onto Wilson Road	0.6

2.1 miles. +232/-23 feet

Num	Dist	Prev	Type	Note	Next
24.	9.1	0.6	→	R onto Meyer Creek Road	0.4
25.	9.5	0.4	←	L onto East Valley View Road	0.5
26.	10.0	0.5	→	R onto Butler Creek Road	0.2
27.	10.2	0.2	↗	Keep R onto East Butler Lane	1.0
28.	11.2	1.0	→	R onto Eagle Mill Road	0.2

2.6 miles. +68/-237 feet

Num	Dist	Prev	Type	Note	Next
29.	11.4	0.2	←	L onto Bear Creek Greenway	0.0
30.	11.4	0.0	↖	Sharp R onto Bear Creek Greenway	0.5
31.	11.9	0.5	→	R onto Bear Creek Greenway	0.8
32.	12.7	0.8	↖	Sharp L onto Bear Creek Greenway	0.0

1.5 miles. +9/-58 feet

Num	Dist	Prev	Type	Note	Next
33.	12.7	0.0	→	R onto Highway 99 North	0.0
34.	12.7	0.0	←	L onto Talent Avenue	1.8
35.	14.5	1.8	←	L onto East Rapp Road	0.8
36.	15.3	0.8	↑	Continue onto Wagner Creek Road	0.9
37.	16.2	0.9	→	R onto Anders on Creek Road	0.8

3.5 miles. +267/-110 feet

Num	Dist	Prev	Type	Note	Next
38.	17.0	0.8	↗	Keep R onto Adams Road	2.1
39.	19.1	2.1	←	L onto Colver Road	1.4
40.	20.6	1.4	→	R onto West 1st Street	0.3
41.	20.9	0.3	→	R onto South Church Street	0.2
42.	21.1	0.2	←	L onto Oak Street	0.1
43.	21.2	0.1	←	L	0.0
44.	21.2	0.0	↖	Slight R	0.1

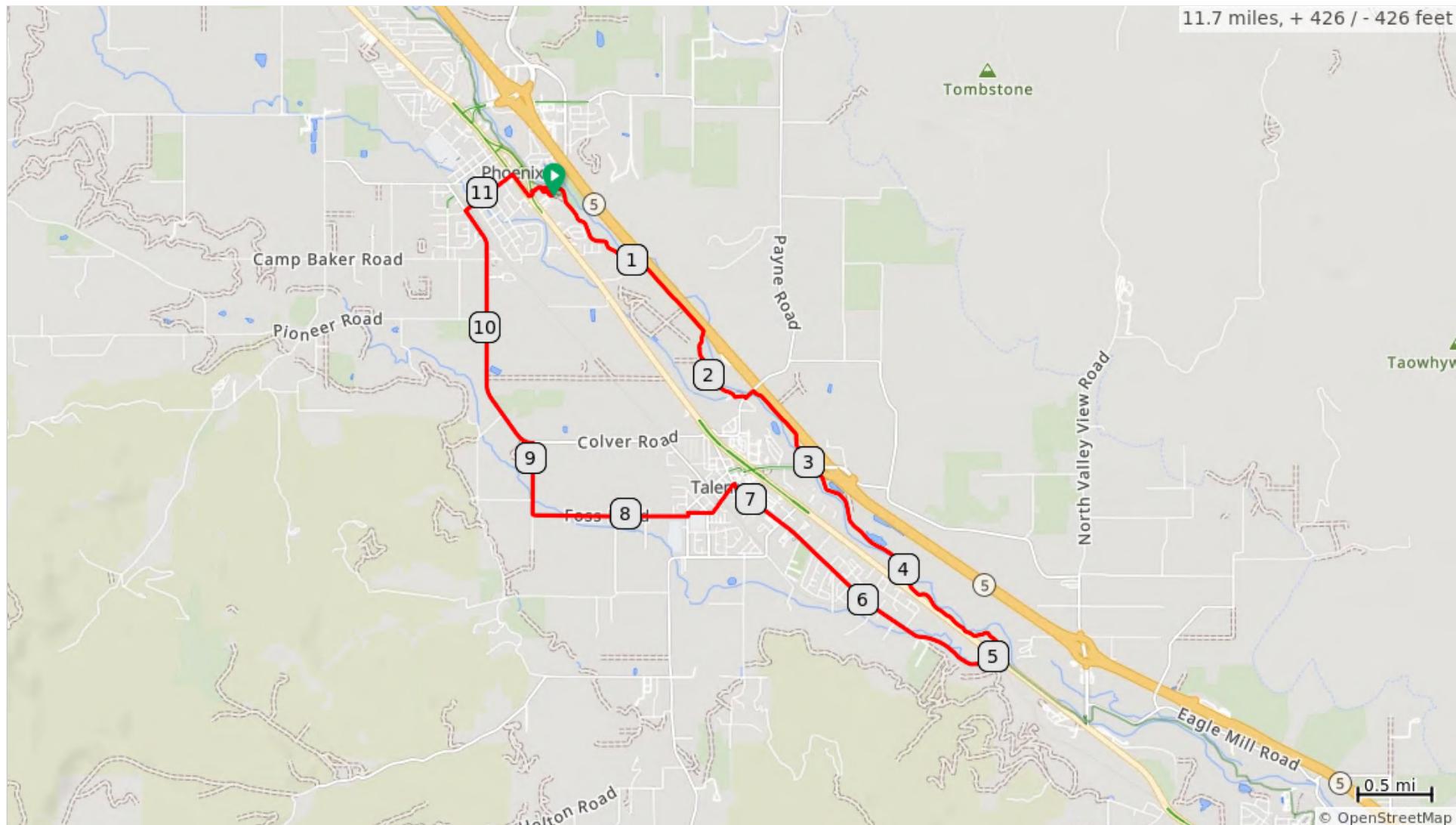
5.0 miles. +26/-499 feet

Num	Dist	Prev	Type	Note	Next
45.	21.3	0.1	→	R	0.1
46.	21.4	0.1	📍	End of route	0.0

0.2 miles. +1/-0 feet

RARE C

Route map created by Derek Boland, Mechanic Department Lead at Talent Maker City.



RARE C

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	↗	Keep L	0.1
3.	0.1	0.1	➡	R	0.0
4.	0.1	0.0	➡	R	0.0
5.	0.1	0.0	↗	Sharp R onto Bear Creek Greenway	2.2
6.	2.3	2.2	⬅	L onto Suncrest Road	0.1
7.	2.4	0.1	➡	R onto Bear Creek Greenway	2.6

2.4 miles. +102/-17 feet

Num	Dist	Prev	Type	Note	Next
8.	4.9	2.6	⬆	Continue onto Bear Creek Greenway	0.0
9.	5.0	0.0	➡	R onto Highway 99 North	0.0
10.	5.0	0.0	⬅	L onto Talent Avenue	2.2
11.	7.2	2.2	⬅	L onto East Wagner Street	0.3
12.	7.4	0.3	⬆	Continue onto West Wagner Street	0.1

5.1 miles. +129/-118 feet

Num	Dist	Prev	Type	Note	Next
13.	7.6	0.1	⬅	L onto West Main Street	0.0
14.	7.6	0.0	➡	R onto Foss Road	1.0
15.	8.6	1.0	↗	Slight R onto Walden Lane	0.5
16.	9.1	0.5	⬅	L onto Colver Road	1.7
17.	10.8	1.7	➡	R onto West 1st Street	0.4
18.	11.2	0.4	➡	R onto South Main Street	0.2

3.8 miles. +61/-223 feet

Num	Dist	Prev	Type	Note	Next
19.	11.4	0.2	⬅	L onto Oak Street	0.0
20.	11.4	0.0	⬅	L	0.0
21.	11.5	0.0	↗	Sharp L	0.0
22.	11.5	0.0	➡	R	0.0
23.	11.5	0.0	⬅	L	0.0
24.	11.5	0.0	⬅	L	0.0
25.	11.5	0.0	↗	Slight R	0.1
26.	11.6	0.1	➡	R	0.0
27.	11.7	0.0	➡	R	0.0
28.	11.7	0.0	↗	Keep L	0.0
29.	11.7	0.0	📍	End of route	0.0

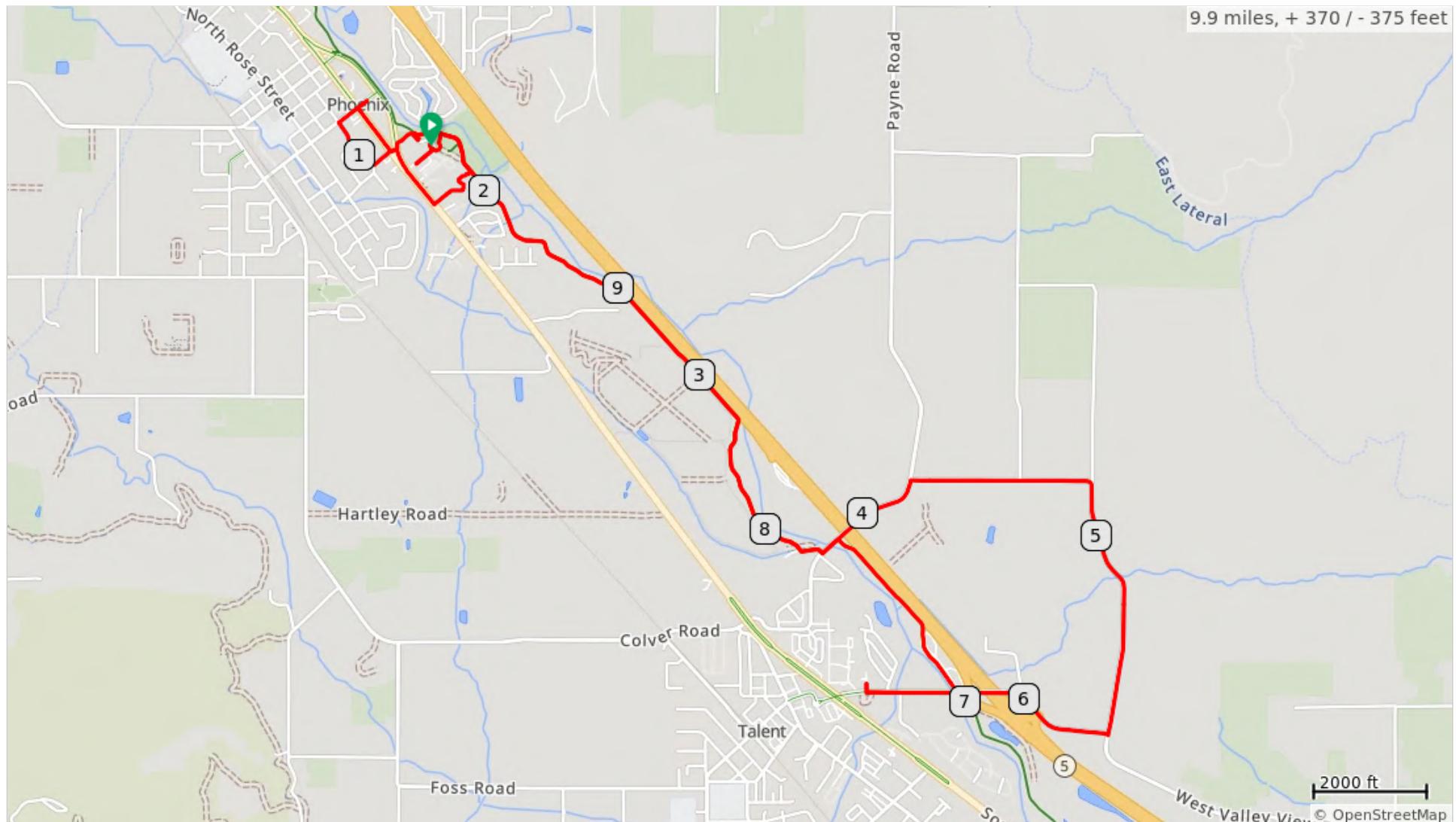
0.5 miles. +4/-19 feet

RARE_D

Route map created by Lisa Brill, Siskiyou Velo President.



9.9 miles, + 370 / - 375 feet



RARE_D

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.0
2.	0.0	0.0	➡	R	0.1
3.	0.2	0.1	➡	R	0.1
4.	0.2	0.1	➡	R onto Bear Creek Greenway	0.2
5.	0.4	0.2	➡	R	0.0
6.	0.4	0.0	➡	R	0.1
7.	0.5	0.1	➡	R	0.0
8.	0.5	0.0	↗	Slight R	0.1
9.	0.6	0.1	➡	R onto South Pacific Highway	0.1

0.6 miles. +31/-12 feet

Num	Dist	Prev	Type	Note	Next
10.	0.8	0.1	↗	Keep R onto Bear Creek Drive	0.1
11.	0.9	0.1	⬅	L onto Oak Street	0.1
12.	1.0	0.1	➡	R onto South Church Street	0.2
13.	1.1	0.2	➡	R onto West 1st Street	0.2
14.	1.3	0.2	⬅	L onto South Main Street	0.2

0.7 miles. +10/-16 feet

Num	Dist	Prev	Type	Note	Next
15.	1.5	0.2	⬅	L onto Oak Street	0.0
16.	1.5	0.0	⬅	L	0.0
17.	1.5	0.0	↗	Slight R	0.1
18.	1.6	0.1	↖	Sharp L	0.0
19.	1.6	0.0	➡	R	0.0
20.	1.6	0.0	↖	Sharp R onto Bear Creek Greenway	2.2
21.	3.8	2.2	⬅	L onto Suncrest Road	0.4
22.	4.2	0.4	➡	R onto Suncrest Road	1.5

2.9 miles. +171/-28 feet

Num	Dist	Prev	Type	Note	Next
23.	5.7	1.5	↖	Sharp R onto West Valley View Road	0.9
24.	6.5	0.9	➡	R	0.1
25.	6.6	0.1	⬅	L onto W Valley View Rd	0.3
26.	6.9	0.3	➡	R onto Siskiyou View	0.1
27.	7.0	0.1	➡	Sharp R to stay on Siskiyou View	0.0

2.8 miles. +25/-96 feet

Num	Dist	Prev	Type	Note	Next
28.	7.0	0.0	→	Slight R onto Bear Creek Greenway	0.7
29.	7.7	0.7	←	L onto Suncrest Road	0.1
30.	7.8	0.1	→	R onto Bear Creek Greenway	2.1
31.	9.9	2.1	📍	End of route	0.0

2.9 miles. +34/-115 feet

DESTINATION AND TOURISM STRATEGIC PLANNING MEETING

February 25, 2025

4:30-6:00 PM

Talent Community Center
104 E Main St, Talent

Please join Talent Business Alliance and Travel Southern Oregon in discussing the strengths and opportunities for tourism development in the Talent and Phoenix area

RSVP to Destination Strategic Planner
cecelia@talentbusinessalliance.org
641-990-9156





Do you own or operate a
FARM STAND
in the Talent and Phoenix area?

**WE WANT TO
HELP YOU GROW!**

Email Cecelia Bagnoli, Destination and
Tourism Strategic Planner, at
cecelia@talentbusinessalliance.org to get
involved in the Destination and Tourism
Strategic Plan for Talent and Phoenix



ATTENTION CYCLISTS!

Talent Business Alliance is outlining plans for **Wine Country Biking Routes** in the Talent and Phoenix area.

Please join us for a **Cycling Focus Group Meeting** to share your ideas on route preferences, safety concerns, local knowledge, and community priorities.

May 5, 2025 / 5:30 - 6:30 pm

Talent Public Library
101 Home St in Talent

Register by scanning below



or by emailing cecelia@talentbusinessalliance.org

Talent & Phoenix Destination Strategic Plan

Community Listening Session

Talent
BUSINESS
ALLIANCE
Helping Talent Businesses Shine

**Thursday, July 10
5:30-6:30 PM**

**Help shape the future of tourism,
business, and community life in
Talent and Phoenix!**

RSVP HERE



**Talent Community Center
104 E Main St**

Refreshments Provided



Talent & Phoenix Creative & Cultural District Workshop

**FREE & Open to
the Public - Light
Refreshments Provided,
Wine available to
purchase**

**MONDAY
August 11
4 - 5:30 PM**

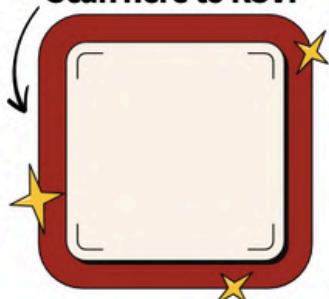
Facilitated by Liora Sponko



Oregon Arts Commission

Join the Talent Business Alliance for an interactive community visioning workshop on how arts and culture can shape a vibrant, inclusive future for Talent, Phoenix, and the surrounding area. Discover the economic impact of the arts with real examples from across Oregon, and explore how Creative & Cultural Districts can foster local pride and sustainable growth. Together, we'll create a shared vision and explore how to turn it into action through community-led efforts. **Join the conversation—your voice matters!**

Scan here to RSVP



**DATE & TIME:
MONDAY AUGUST 11, 2025
4:00 - 5:30 PM**

**LOCATION:
NAUMES SUNCREST WINERY
1950 SUNCREST RD. TALENT, OR**



**OREGON ARTS
COMMISSION**

Talent & Phoenix Wine & Beverage Focus Group Meeting

February 25, 2025

Greatest Strengths

- **Accessible Location:** Close to I-5, easy to find, easy to navigate.
- **Small-Town Charm:** Personal touch—visitors can meet owners, winemakers, brewers.
- **Community Feel:** Locals feel personally connected; strong loyalty and word-of-mouth.
- **Unique Offerings:** Niche, high-quality varietals from Southern Oregon.
- **Flexible Business Models:** Adaptable to trends and seasonal changes.
- **Multi-Generational Appeal:** Engages both older (Naumes demographic) and younger audiences.
- **Cultural Integration:** Events at venues like Art Bop blend music, art, and beverage culture.

Biggest Challenges

- **High Costs:** Licensing, staffing, equipment, marketing, and basic operations are expensive.
- **Labor Shortages:** Difficult to hire and retain year-round staff; firefighting jobs pull summer workforce.
- **Regulatory Hurdles:** Complex rules, licenses, and fees, especially for cross-city events.
- **Owner Burnout:** Many work 7 days/week to stay afloat.
- **Economic Instability:** Interest rates, tariffs, and population density limit growth.
- **Inconsistent Hours:** Local patrons value predictable hours and menus, which can be hard to maintain.

Tourism-Related Opportunities

- **Place-Making & Branding:** Leverage being the *only* “City of Talent” in the world!
- **Themed Trails & Passports:** Wine/bike/beer trails, local passport programs.
- **Community Events:** Destination races, art walks, craft crawls, live music, and food experiences.

- **Project Relevant Regional Events:** Events that connect and involve multiple communities
- **Infrastructure:** Add bike charging stations and signage to guide visitors off the freeway.
- **Stay Local Campaigns:** Incentivize locals to explore and spend in-town.

Collaborations for Growth

- **Online Hubs:** Regional event website or online community board—less reliance on social media.
- **Cross-Promotion:** Businesses sharing each other's posts, news, and customer bases.
- **Farm-to-Table Connections:** Featuring local produce in tasting rooms/menus.
- **Regional Allies:** Collaborate with Ashland & Medford, despite business license hurdles.

Vision for a Thriving Industry

- Clear identity and cohesive branding for Talent & Phoenix.
- Increased signage, visibility, and visitor foot traffic.
- Stronger local collaborations and shared goals.
- Vibrant events that engage both locals and tourists.
- Sustainable growth supported by community and cross-sector partnerships.

Talent & Phoenix Arts & Culture District Focus Group

March 17, 2025

Talent Business Alliance Vision for the Next 5–10 Years

- A **thriving arts district** with galleries, public art, and artist hubs.
- **Centralized visitor info:** tourism-focused website, printed maps, welcome center.
- **Public-facing infrastructure:** consistent branding, wayfinding signage, colorful streetscapes, clean and connected transit/bike routes.
- **Live/work spaces** and zoning supportive of the arts and creative entrepreneurs.
- A **recognizable identity:** murals, maps, passports, artist-made signage, and branded merchandise.

Opportunities Ideas for Stakeholder Implementation (Now - 1 Year)

- Amplify an **arts calendar/guide** (print + online).
- Create a “**passport**” or **scavenger hunt** linking local businesses, galleries, wineries and farms.
- Support monthly **artist gatherings**, pop-up shows, and cross-promotional events.
- Build a **shared online hub**: events, artist contacts, tourism info, business directory.
- Install bulletin boards in parks & businesses; showcase “what’s happening now.”

Opportunities Ideas for Stakeholder Implementation (1–3 Years)

- Develop an **Artist Hub** with workspace, classrooms, and community events.
- Establish a **Phoenix–Talent trolley** or improved RVTD tourism route.
- Implement **wayfinding and signage** for galleries, trails, bike routes, and landmarks.
- Encourage **cross-sector collaborations** (arts + farms + businesses + events).

- Integrate **local food and culture** into art walks, openings, and public events.

Support Proposed by Focus Group from Cities, Partners, and Community

- Buy **advertising space** (print + digital) to promote artists and events.
- Help with **infrastructure development** (buildings, signs, sidewalks, bike lanes).
- Provide **technical assistance** and grant support for small businesses and artists.
- Serve as **connectors and conveners**—bringing people into the same room to share ideas and resources.
- Support **branding efforts**: unified logos, publications, and tourism campaigns.

Stakeholder Collaboration Highlights

- **Pop-up galleries & art in businesses** (restaurants, breweries, city hall, etc.).
- Partnerships with **schools, farms, churches, historical societies, and local food systems**.
- Art integration into local events: music nights, food truck rallies, gallery walks.
- **TPAC & Talent Gallery** as incubators for policy, public art, and programming.
- “Free Little Art Galleries,” public murals, and creative use of public space (e.g., electrical boxes, sidewalks).

Ecosystem-Building Strategies Suggested by Focus Group

- Ongoing **brainstorm groups** and **monthly artist meet-ups**.
- Emphasize **accessibility, diversity, and family-friendly programming**.
- Develop **bilingual outreach**, especially for Latinx creatives and families.
- Foster event **cross-promotion** through social media, flyers, and shared messaging.
- Celebrate **Talent/Phoenix pride** with swag, stickers, and branded art.

Bike Trail Meeting

May 5, 2025

Talent Library

Attendees:

Cecelia, Bob, Ali, Darby, Dale Griffith, Aria, Vern & Jana, Violet, Fred, Lisa

#1 Routes and Experiences

1. Colver Rd to Phoenix, return on Greenway
2. Dark Hollow & Pioneer hilly
3. Greenway – no cars
4. More routes in town?
5. Carpenter Hill & Houston Rd & Colver
6. Payne Rd.
7. Valley View Rd
8. Adams Rd/Anderson Creek

Features

- 1, Bike tool stations
2. Water stations
3. E.bike charging stations

Bike-Friendly Shoulders

#2 Safety & Infrastructure

1. Hwy 99
2. Intersection of Talent Ave & 99
3. Shoulders
4. Valley View Exit 21—greenway to traffic lanes into town
5. Debris in bike lanes
6. Adams/Zemke/Beeson intersection
7. Best to have bike symbols painted in road to help drivers
8. Colors for bike lanes (green in Ashland)
9. Message car drivers about routes (scenic & safety)
10. Education bikers/drivers
11. Training in schools
12. Rapp Lane dangerous

#3 Community & Collaboration

1. Promo collateral/maps
2. Trailforks mapping of routes
3. Become a destination cyclists stop
4. Bike shops start points for rides
5. “Symbols” along the route – farmstands, residents
6. Air BnB distribution fro TBA or City

7. Bike rentals Dale only one Some in Ashland
8. Spring and fall rides. Not summer (at least heat of day)
9. Lights on bikes event

Mapping & Design

1. More routes the better
2. Variety
3. One at each level
4. Ride GPS app very used
5. Strava and TrailForks
6. Take picture of map on phone
7. Who is target?

Visioning & Identity

Resiliency

Scenic

Nice People

Agricultural Scene

Connectivity to Towns

Welcoming Towns

Success Looks Like in 5-10 Years

Attraction for Riding

More People on Bikes

Helps define Talent as a desirable town

Infrastructure changes

Road gets Painted

Fundraising/ Adopt-A-Bike-Route

Keep County close and informed

ODOT

Who decides routes?

Infrastructure requests come from a bigger group

Community Listening Session
Talent Community Center
July 10, 2025

Destination Identity & Branding

- We have a skateboard park that is known internationally–its underutilized as a destination thing.
- Farmer's Market at Blue Heron during warm months
- With increased tourism to AVOID traffic congestion
- Car park with municipal bike rental and shuttles
- Apiary tour (1)
- Move public works out of the downtown area
- Tree (flora) map
- Clean up the town and entrance (1)
- Branding identity, signage, graphics, and design: Pam Ryan
- 3rd spaces
- We need a sidewalk between Talent and Phoenix
- We need an easy-to-find and consistently updated local calendar of all events
- Talent to be a visionary artisanal
- Biking motel near Greenway
- Dog walk? The Pets on Parade theme focused on holidays and events
- Picnic basket on bike
- Phoenix maker facility
- We should court outside boutique investors for a small art hotel. \$1 land lease?
Bungalows? Local employment!
- Talent community meal similar to First Phoenix's community dinners. Potluck style with some central infrastructure. (1)
- Parking (4)
- Have a contest for local artists to design a logo for Talent/Phoenix brand → Copy Aspen, CO in Talent & Phoenix: pick one or two streets to convert to pedestrian only (8:00 AM - 10:00 PM), deliveries early and late, stream flows down the middle → Trolleys between Talent & Phoenix for Art Walk
- Great idea to bring these two together to promote tourism. You need a BRAND (that is not Ashland) and use it on everything: light pole banners, trolley banner, etc. → Something like these two illustrations — friendly but separate

Wine Country Biking Routes

- Non-traffic-adjacent devote bike path [will encourage destination tourism to enhance revenues] (6)
- More bike lanes so we can bike safely
- Greenway needs more access points from Hwy 99
- Historic points of interest on the app (1)
- U-pick farm offerings (2)
- Restrooms? (3)
- Have painted bike lanes that are maintained (when part of Talent Ave was recently repaired, they did not include the bike lane, which is in poor repair). Start showing that we honor bike riders.
- Grants for local microbusinesses in Talent/Phoenix
- Access routes to the Greenway and (re)plant trees for shade. It's too hot to use in the summer.
- Self-guided bike tours of the Greenway with educational signage (plants, trees, habitats, etc)
- Develop a safer way to get from the bike path (Greenway) into town because the road doesn't feel safe as it is now
- TBA helps farmers create/permit farm stands for the project
- You have to head for I-5 to access the Greenway from downtown Talent
- Bamboo??? Along freeway
- As a bicyclist, I would only feel safe biking on a road that has a bike lane
- Offer grants to help farmers create farm stands (1)
- Lighted bike path areas
- Offset permit costs for farm stands
- Bike lanes up Valley View and the road to the Talent freeway entrance (1) → The entire entrance into town off of I-5 is not inviting—and that's important—first impression. Much of 99 looks neglected, weedy, and uncared for. Let's spruce up those areas! (1)
- Stop spraying Roundup on 99 – it's been done near Talent and the trees are brown and poisoned
- It will be important to include multiple “off-ramps” from the Greenway to businesses in Talent and Phoenix
- Support the Phoenix Wetlands project
- Include a butterfly house near the “Save the Wetlands” area. It would be a fantastic destination and a drawing card.
- 3rd spaces

- Include family educational opportunities and interpretive signage in natural areas along the Greenway
- How is the “Wine Country Biking Routes” family friendly? Activities and attractions for kids?
- QR codes with bilingual info & other local options
- I wonder why you don’t mention other outdoor activities in the area – hiking, birding, rafting, etc. Phoenix and Talent could be a base.
- Bike/pedestrian-only paths near Colver
- Rickshaw service on the Greenway
- Access points on the Greenway to businesses, like Clyde’s Concern
- How do you access the Greenway from downtown Talent?

Arts & Cultural District Development

- Micro-grants to help local businesses buy local food, etc
- 3rd spaces
- Walmart could also be used for changing —, related to our local biodiversity and cultures
- Commercial kitchen rental in town
- Part of why we love this is that there’s no herbicide use in parks (1)
- Old Walmart
 - ◆ Take back/buy it
 - ◆ Depave it
 - ◆ Reuse the building for nonprofits/art/etc
 - ◆ Plant natives, access to Greenway, STPW trail to Phoenix → Talent: butterfly house (3)
 - ◆ Free community music events in parks
- We need an alternative kind of business space not focused on visibility to the public. We need to transform spaces into Business Parks.
- We need Business Parks like the ones off Hersey St in Ashland
- Butterfly house in Phoenix (3)
- We artists and craftspeople need affordable work spaces, shared spaces, that would be inspiring
- Support the STPW plan for the trails, water, etc
- How to leverage the popularity of Camelot?
- Create a public/private environmental education. Butterfly house, native plants as a DMO, and a way to create employment for schools (1)
- In the way we want to drive people to farmstands, a partnership with that map to drive “makers stands” or small studios [ART] (1)

- We need a space where we can make our art and crafts without having to take a class, like a membership thing
- Art classes in schools. Especially elementary school ages
- More local volunteer opportunities, such as park clean up or planting days in parks or Greenway (1)
- Local food coop (2)
- Can we have passenger trains both for commuting and tourists?? (1)
- Will music be included in the Arts & Cultural District?
- Encourage micro-business or food carts on Greenway where appropriate (1)
- Annual Arts Festival as tourist connection (2)
- Have a contest for local artists to design murals, sculptures, etc (1)
- Have access to food, art, etc, outside of city limits but still in the city
- In future:
 - ◆ Bike/walking trail looping around Talent
 - ◆ Central no-car plaza
 - ◆ Encourage trees in city center
- Talk to private owners about acquiring or using properties (like Walmart) or buildings downtown
- Offer educational tours from different environmental groups, like for birds, fish, plants, and pollinators
- To expand on the art icons of “palette” and “brush,” please do something different; they are so tired (1)
- Local tree industries - interest local growers in nut trees → artisanal oils (chickory, filbert), other nut products—with a nut oil press at TMC
- Maintain walkability for seniors—more seating in downtown Talent
- No fast food or strip mall (3)
- Having B&Bs or a nice rustic-looking motel/hotel (nicer than old Goodnight Inn). People stay there who are going to Shakespeare Festival instead of staying in Ashland → Buildings painted in pastel or bright colors, murals—vibrant [so many buildings are white or tan] (1)
- More mini/free art galleries
- Also, use the old Wal-Mart building as a big ART STUDIO (working, studio/ living), working artists — a destination on the Trolley Stop. Artists cannot afford to live in Ashland anymore.

Creative & Cultural District Visioning Notes

Facilitator: Liora Sponko, Oregon Arts Commission

August 11, 2025

What do we love about Talent & Phoenix?

- Welcoming
- Engaging
- Supportive
- Spirit & energy
- Arts and the arts community
- Outdoors & biodiversity
- Inclusive & open-minded
- Resilient
- Forward-thinking
- Values the arts
- Authentic and inspiring
- “We show up for community”

What assets / strengths do the communities have and what do we want to promote and highlight about them?

- Growing arts scene & DIY / maker scene
- Built back better
- Small towns - easy to connect
- Creativity in the spaces inbetween
- Local agricultural heritage
- Outdoor recreation (bike path)
- Multicultural richness
- Artists, makers, growers aligned with policies
- Value and care for all members of the community
- Affordable community - small and rural, not congested
- Good quality of life
- Community Events & Collaborations
- Public art - murals, storytelling, etc.
- Arts organizations and collaborations: TPAC, Phoenix Arts Council, OSTA Project
- Arts businesses, music and food
- Rebuilding opportunities that align with community vision
- Create experiential visitor experiences
- Phoenix plaza - food, venue, multiple walkable destinations
- Arts events - hope, inspiration, community, celebration, conversation

What challenges exist?

- Existing Ashland and Medford markets are bigger and have a draw
- Overnight stay options for visitors are lacking (Talent)
- Safety for bike riders, etc. on roads
- Sense of place and sense of identity can be developed more
- Walkability between Talent and Phoenix on 99 is limited
- More open spaces available for development after the fire - pizza oven property
- Lack of artist studio space available

Strategies to make the vision happen

- Community-led vision - residents, artists, businesses
- Connect to funders and show successful projects
- Opportunities for visitors to spend money
- Sustain Momentum
- Appreciate the moment
- Develop cohesive branding (arts)
- Leverage ag tourism
- Create an arts district
- Wayfinding signage and recognizable branding
- Respect and retain Talent and Phoenix individual identities
- Trolley bridge
- Coordinate events across communities
- Expand community coalitions
- Find ways to make people want to stay in the area longer - public art, walkable, open space, etc.
- Curate and recruit needed and desired businesses
- Share vision with property owners, elected officials, etc.
- Education and training to help leverage existing assets