



Visitor Readiness Report Springfield, OR



Total Destination Marketing

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Introduction

The Springfield Visitor Readiness Report is an initiative of the City of Springfield, Travel Lane County and Springfield Chamber of Commerce, and is funded by Lane County Economic Development.

This Visitor Readiness Report is designed to provide an action checklist to increase market share, penetrate markets, encourage new businesses, and improve Springfield's visitor experiences. However, it is not intended to be a tourism development strategy or marketing plan.

Tourism is a complex economic activity where success requires intensive and consistent networking and cooperation between public, private, and nonprofit organizations to achieve success on behalf of the community.

An important principle underpinning this approach is acknowledging that what can be attractive to visitors can also be appealing to residents and investors. As a city's cultural, heritage, natural environment and sporting facilities are improved for tourism they usually add to the quality of life for residents.

The main objectives of this strategy are:

- To ensure that available tourism assets are deployed in the most effective manner.
- To establish priority actions for coordination of tourism development and marketing.
- To identify gaps in the city's tourism product and experience offerings.
- To leverage and strengthen the focus of key partners.
- To generate a higher share of the Eugene area and Lane County visitor spending.

The recommended actions in this assessment were created after site visits, consultation with local stakeholders, an online survey and review of visitor information relevant to Springfield. The focus of the report is on areas where the city can make improvements to its current tourism performance. This should not be interpreted as suggesting that the consulting team has a negative view of Springfield or its tourism capabilities. On the contrary, TDM is impressed with the city, particularly the potential of downtown, the planned expansion of sporting facilities and the proposed riverfront development at Glenwood.

Among the priority issues addressed in the Report are:

- Positioning and branding
- Downtown enhancements
- Signage and wayfinding
- Marketing communications
- Leadership and organization

Methodology

The development of this Visitor Readiness Report involved a variety of actions which included:

- A community survey which was accessible online and publicized by the Springfield Chamber of Commerce (104 responses).
- Personal interviews with local business and community leaders.
- Interviews with Travel Lane County executives.
- Informal discussions with local businesspeople who are in contact with visitors.
- On-site assessments of Springfield and its adjacent areas to experience the city and surrounding area through the objective and unbiased eyes of a first time visitor.
- A review of relevant past reports and plans relating to Springfield as a visitor destination.
- A review of web sites and brochures relating to Springfield as a visitor destination.

Tourism Essentials

The Tourism Economy

Tourism is a growing and important sector of Oregon's economy. The Oregon visitor economy is worth approximately \$7 billion (2010 Preliminary) and Lane County captured \$512 million (2010 Preliminary) of this income. The lodging tax income for Springfield in 2009 is estimated at \$1.6 million. A key objective of this assessment is to recommend ways by which Springfield can increase visitor spending, and indirectly, lodging tax receipts. Tourism and hospitality direct employment in Oregon accounts for 85,400 jobs. (Oregon Travel Impacts - Dean Runyan Associates 1991-2009 Preliminary).

Tourism is Economic Development

Tourism is an export industry. This notion may initially seem a little strange. After all, when we think of exports we usually think of container ships or trucks full of consumer goods, machinery, agricultural produce, or raw materials leaving the area. When it comes to tourism, economists regard it as an "invisible export" because the customer must come to the source of production to consume the products.

Tourism is a business of small businesses. International research studies show that tourism is one of the most effective catalysts for activating and sustaining small and medium-sized businesses and providing new opportunities for full-time and part-time entrepreneurs. This can be achieved more quickly than building a manufacturing industry, and probably with a lot less impact on the environment.

Tourism makes even more sense when we consider that an average "Mom and Pop" small business injects 54 cents of every dollar they earn into the local economy compared to a big box store which contributes just 14 cents of every dollar into local pockets. (National Main Street Center)

With effective management the benefits from tourism can include:

- Diversifying, stabilizing, and enlarging the economic base of the community.
- Stimulating entrepreneurial activity and small businesses.
- Boosting existing businesses by supplementing resident spending.
- Generating supplementary tax revenues.
- Enhancing the image of the city as an attractive place to shop, visit, develop a business, and invest.

Who Are Tourists?

Tourists often go unnoticed in a community, particularly in large and diverse cities and counties. We sometimes hold preconceived and stereotypical images of a tourist and how they may behave.

Tourism includes the travel by people and their activities at a location that is not their normal place of employment or residence and is more than 50 miles from where they live. These trips can be for one day or over a longer period. Tourists can be considered to be:

- Those who are in **transit** to another location, but may stop for a while before proceeding on their journey.
- **Day trippers** who may be either staying temporarily or living in a nearby community who visit, but do not stay overnight.
- People who stay **overnight** in either commercial or private lodging. These are the most lucrative visitors for a community.

Tourists can be further classified as:

- **Leisure travelers** including people on vacation or a short break for leisure purposes (including non-essential shopping trips). The majority of leisure trips are during June, July and August, i.e. during summer vacation. Most international travelers fall into this category as well and are often traveling the country for authentic American experiences.
- **Business travelers** are frequently the highest spending of all visitor segments. They may travel to attend conferences, incentive award programs, business meetings and sales visits. Many include leisure activities during their trips. (Longwoods 2006 Travel Study)
- **Visiting friends and relatives (VFR)** is one of the largest visitor segments for many destinations. They are sometimes overlooked because they stay in private homes, but studies show that they performed well on profitability measures including being one of the highest spenders on shopping. They are the largest segment to stop at visitor information centers and are highly influenced by the knowledge of local residents.
- **Special purpose** tourists are a subset of leisure travelers, and include those traveling individually or in groups for sporting, antique hunting, hobby, event, religious, or medical reasons.

Visitor Readiness Report

Total Destination Experience

The Visitor Readiness Report is founded on the need to deliver outstanding and appropriate experiences at every point of contact with visitors at each stage of their destination experience. The information and experience needs of prospective visitors change according to the stage in their decision making in regard to the destination.

The following model is useful for considering customer's decision-making and satisfaction at key moments in their contact with Springfield. It reflects the fact that as a customer proceeds from one stage to the next, their behavior, desires and needs change. This has a direct influence on the methods and content of communications.

These five stages are:

1) *Search*: This stage includes the early points of contact that influence whether the person becomes a customer for the destination or not. Commonly, these points of contact include advertising, articles in newspapers and magazines, brochures, web sites, guidebooks, word of mouth, emails and past experiences.

2) *Plan, Compare and Book*: Bridging the gap between a potential visitor's consideration of a community and becoming a customer is possibly the greatest challenge facing all destination marketers. The points here commonly include adequately satisfying questions from prospects and the ease of making transactions and bookings. They relate to web sites, reservation services, price, conditions and rules, discounts, packages, and staff.



3) *Travel and Arrival*: At this point the experience is well underway, and the journey is an integral part of the destination experience. The cost, quality, and ease of access and transport can influence attitudes toward the place. Upon arrival in the city, is it easy to find their way around? What are their first impressions? Is there a sense of welcome?

4) *The Visit*: This is the phase where we are most conscious of the experiences associated with a destination. What is the quality of the attractions and their experiences? How are customers interacting with the place? What are the quality and service standards? What is the

appropriateness of attractors, signage, brochures, tour guides, taxi drivers, and visitor services?

5) *Post Visit*: This phase is frequently overlooked and does not receive the attention that it deserves to build positive word of mouth and positive memories. What is their reaction to leaving the place, engagement in social networking sites, souvenirs and local products, direct mail, and “thank you” emails and correspondence?

The Visitor Readiness Report

This Visitor Readiness Report provides recommendations for enhancing the Springfield area’s capabilities and competitiveness in ways which are essential for successful tourism. It is divided into the following sections:

- 1. Positioning and Branding** What does Springfield want to be known for and how will it build its reputation as a desirable destination?
- 2. Attractors and Experiences** These are the elements that attract visitors, encourage them to stay longer and are the core components of the city’s tourism experiences.
- 3. Gateways, Streetscapes, and Signage** Streetscapes are integral to the visitor experience, while signage, civic gateways and wayfinding inform, guide, and motivate travelers.
- 4. Marketing Communications** The actions and messages that together communicate the tourism benefits of the city and how well integrated and consistent they are.
- 5. Leadership and Organization** These capture the way that the city is organized, managed and funded for tourism.

1. Positioning and Branding

While fundamental positioning and branding issues are addressed in this report, this is not a brand strategy or brand audit. Assessing the positioning and branding of the city will require a more thorough and well-researched process. The extreme competition between communities is causing more places to turn to the principles of positioning and branding in order to shape their marketing and to help them stand apart from competitors.

Branding provides the guidelines to consistently focus on what is distinctive and special about the place and presents the elements of the city that represent the greatest value to visitors. Branding is central to influencing people's top of mind awareness, whether to plan to visit, recommend it to others or decide to stop there in transit to other places.

Positioning is at the heart of branding and establishes what we want customers to think and feel about the place. It relates to the position in consumer's minds (and hearts) that we want to occupy. The strongest positioning frequently involves temporarily sacrificing some attributes in order to select the most enticing, meaningful and differentiating to gain people's attention.

Brand Strategy: It is timely for the city to evaluate the potency of this positioning and branding. To compete more effectively in these tough economic times, Springfield should proactively manage its reputation and identity based on its competitive advantages through a brand strategy.

To achieve this will require a strategic response to four critical questions:

- i. What do we want to be known for?
- ii. How can we stand out from competitors?
- iii. What thoughts and feelings do we want to come to mind when people are exposed to our name, Springfield, Oregon?
- iv. How can we gain maximum impact and leverage from the combined marketing resources of our partners?

Difference + Authenticity = Brand Appeal

Every place has its own stories, character, style, history, people, and culture that reflect its essence. Those that preserve and interpret these attributes in a manner that enhances the experience for visitors, can gain an edge over places that convey an all too familiar "sameness". That sameness in communities is increasingly reflected in streets dotted with generic architecture and largely uniform national franchises that deny the distinctiveness provided by a local sense of place or character. Visitors want to understand and experience the local story whether it is through the character of the streets, the food, local social venues, the museums, the special events, the natural outlook, or the lifestyle of the people. It makes for a fresh or different perspective and a far richer and rewarding experience. It is

also more likely to be aligned with the values of local residents if it has originated from the community's roots.

Springfield Positioning and Branding

Springfield has developed in the shadow of Eugene and has not proactively marketed itself. Hence, its identity is not well defined. Visitors stopping or staying in the Gateway area may think that they are in Eugene and those visitors may leave not knowing that there is a Downtown not far away. While locals may refer to "Gateway", outsiders are more likely to consider the area to be part of Eugene or Springfield. The use of the term, "Gateway" can be confusing.

Springfield has promoted itself as "Gateway to the McKenzie River" and some signs still project this. However, this does not seem to capture the essence of the city, nor does the city offer any McKenzie River experiences or meaningful links. There are few access points to the river within Springfield and there are few examples of the community embracing its river heritage. The city should define and adopt a more contemporary identity to resonate with external audiences and one that will also become a source of community pride.

Recommended Actions:

1. Develop a **brand strategy** for Springfield to formalize the ideal positioning and guidelines to shape the tourism and economic development marketing for key audiences. The brand strategy should provide a distinctive visual identity (including logo and designs), verbal identity (including key phrases and words) and tools for emphasizing the city's competitive advantages.
2. Determine the desired **place name for Gateway** in external communications, i.e. should it be referred to as Springfield. This will become more important when the freeway interchange is completed.

Alignment with Regional Brand

The Eugene, Cascades & Coast brand is founded on accessible soft adventures. Given Springfield's close proximity to I-5 and major population centers, it has the opportunity to develop a range of experiences to align with this brand. These experiences may include kayaking, boating, hiking, biking, and wildlife viewing. They can also take advantage of the regional Adventure Center and the new Cabela's Outfitter store to be located off I-5.

Recommended Actions:

3. Encourage the development of **adventure activities** aligned with the regional brand and where appropriate ensure that they are integrated into TLC communications. Conduct a review of local adventure and outdoor recreational experiences to address their market readiness and what should be done (if anything) to activate them as a tourism asset.
4. Collaborate with Travel Lane County (TLC) to ensure that Springfield's **soft adventure experiences** are projected wherever appropriate in the region's brand communications and product development initiatives.

2. Attractors and Experiences

These are the features and attributes that motivate people to visit a place and in turn encourage them to extend their stay. These may be physical sites, events, activities, places or a feeling that people derive from the place. They are important for tourism growth because they provide a reason to stop and visit.

Springfield is not regarded as a place with major attractors or tourism lures that will draw people from great distances. However it does have a variety of diversions to engage people while in the city.

In recent years several organizations have been working very hard to introduce civic and cultural improvements which are now approaching a point where they have the potential to become draws for the city. These encompass the Downtown precinct which includes Springfield Museum, Emerald Arts Center and the Wildish Theater, the Willamalane sporting facilities and the many natural attractors around the city. These will be aided by proposed future improvements including the enhancements to Downtown, new sports fields with artificial surfaces, possible additions to Dorris Ranch, the development of the Glenwood waterfront precinct, and the introduction of Cabela's Outfitters. The city has the advantage of having major infrastructure investments in hotels and restaurants in the Gateway area. The challenge for Springfield is to more actively coordinate and market these emerging facilities to both residents and visitors.

Because the city's attractors are not located in close proximity to each other and in some cases are several miles apart, there is the need to make it easier for people to find and experience them. Better linkages through marketing and signage are needed to create an easier and more enjoyable visitor experience.

These actions will all contribute toward making Springfield a more desirable destination. However, there will remain the need to facilitate collaboration and more active marketing of the area to bring it to the attention of prospective visitors and residents.

Key Experience Themes

Key experience themes are the broad categories of activities which make it easier to prioritize and communicate the city's many attributes. By clustering these activities it enables you to evaluate the city's strengths in this particular theme, encourage collaboration between like businesses and activities, and introduce new product initiatives. Identifying experience themes provides a hierarchy by which budgeting, investment, development and marketing can be prioritized.



Springfield's attractive small town feel, antique stores, cultural activities and sporting facilities are experiences with the potential to attract more visitors to the city.

A handy rule of thumb to consider when evaluating a destination's drawing power is that the city should have four hours of activities to occupy a visitor for every hour they spend traveling to the city. Again, Springfield is approaching the point where it has the capacity to attract visitors for many hours. However, many of the activities available in and around Springfield have not been communicated to visitors. Through the development and activation of many of the following themes as well as targeted marketing, Springfield can increase its visitor appeal. Springfield should initially focus on the following experience themes:

- Cultural -heritage
- Downtown Springfield
- Events
- Outdoor recreation and adventure
- Sporting tournaments and groups

Downtown Springfield

The viability of Downtown Springfield as a destination for residents and visitors is essential to the city's image and economic development. Downtowns are frequently the locations that benefit from the majority of visitor spending outside of lodging. Those that are welcoming, pedestrian friendly with a pleasant atmosphere or ambiance along with the right mix of retail, dining, entertainment and leisure opportunities are in the strongest position to attract and hold visitors. The city is in an even stronger position to compete against other choices when it is known to have unique qualities or to specialize in particular types of retail stores.

Downtown Springfield has retained its small town feel and is a pedestrian-friendly precinct. A walk through Springfield presents interesting architecture and Historic District. There are already several impressive businesses and enterprises downtown such as the Washburne Café, Wildish Theater, and Emerald Arts Center which provide anchors for the next stage of

development and marketing. The involvement of the Neighborhood Economic Development Corporation, convening of downtown meetings by the Chamber of Commerce and the approval of a Main Street Program for downtown bode well for the precinct as it builds on its current strengths.

The community consultation process revealed a need for more specialty stores, quality dining, and entertainment in the downtown. Working against the positive strides that have been made are the concerns expressed in interviews and the community survey regarding the customers of the bars, and the drugs and prostitution sometimes visible in the area.

The Downtown Business Mix

The mix of businesses in downtown should be expanded in conjunction with other improvements to create a critical mass of specialty retail, dining and entertainment options - both to function as an attractive destination and for the optimal enjoyment of residents.

While some communities succeed with just a few stores, it is widely believed that the ideal configuration is to have a minimum of fifteen to twenty specialty retail, dining and entertainment options covering three or four blocks. These should normally include food related options that include at least one quality coffee shop, several sit down restaurants, ice cream store, wine store, deli and confectionary. Importantly, they should be clustered close together.

With its current mix of downtown businesses, Springfield has some of the elements but needs more for it to become an attractive destination for locals and visitors. There was a strong consistency among responses to the community survey regarding the introduction of a quality restaurant to Downtown, in addition to other stores.

Some communities have built reputations for themselves based on their specialty stores. For instance Coburg is well known for antiques, and Turlock CA for wedding related boutiques. There are some specialty businesses sprinkled throughout downtown Springfield, but at present these are insufficient to generate a reputation for the city as the place to visit for a particular range of options.

Recommended Actions:

5. Support Neighborhood Economic Development Corporation Oregon (NEDCO) with the introduction of the **Main Street program**.
6. **Develop a retail strategy** to optimize retail opportunities and maintain a balance in the variety of stores and the downtown shopping and entertainment experiences. Encourage specialty retailers to relocate to the downtown area to create a more visible cluster of specialty shops and generate greater attention to the precinct.
7. Adopt a proactive stance in regard to targeting and **recruiting new businesses** to ensure the appropriate levels of variety, visitor satisfaction and to address vacancies. After determining the target businesses in the retail strategy, directly approach businesses in other communities. Also invite visitors to establish a business in the city.

8. Support the recommendations in the **Downtown Urban Plan** that address the elements to make downtown an attractive and desirable destination.
9. Investigate the feasibility of attracting an **upscale restaurant** to satisfy community needs as well as entice visitors.



Downtown Springfield has many of the foundations for an attractive cultural/heritage visitor precinct .

10. Create opportunities to link **Downtown to the riverfront** whenever possible through physical development, i.e. paths and parks, public art and events. Consider public art that reflects the story of the river, Springfield and residents.
11. As Downtown continues to improve, treat it as a **tourism product in its own right**. This includes adding it to listings of commercial products by Travel Lane County and Travel Oregon.
12. Encourage Downtown businesses to adopt more **customer-friendly hours** particularly when there are events and performances scheduled.
13. Continue to investigate the feasibility of establishing a **purpose-built conference and meeting facility** in the Gateway area.

Cultural-Heritage Tourism

The National Trust’s definition of cultural heritage tourism is “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.”

Cultural-heritage tourism can have a tremendous economic impact on local economies. A well-managed program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry. With the arrival of visitors come new

opportunities for preservation. Perhaps the biggest benefit of cultural heritage tourism is that as opportunities increase for diversified economies, it provides ways to prosper economically while holding on to the characteristics that make communities special.

Springfield Cultural-Heritage

Springfield was first settled in 1848 and has an interesting history. At present the city, except for the Springfield Museum, does not actively convey much its heritage in a form that engages visitors and residents.

An important and flexible method for communities to promote their heritage districts is through self-guided walks and interpretation. There are currently several walking tour brochures that relate to aspects of Springfield heritage, but some of the features lack sufficient interest for most visitors. There are no interpretive or directional signs to support the routes or sites. The focus of the walking tour publications is mainly on the style of architecture. Intriguing personal stories of past residents and events can help overcome the potential dryness of simply sticking to facts such as dates, architectural style and ownership.

There are already several impressive cultural assets in downtown such as the Springfield Museum, Wildish Theater, and Emerald Arts Center. Springfield served as the inspiration for aspects of Matt Groening's *The Simpsons*.

Recommended Actions:

14. **Consolidate the downtown self guided walking tours** to form one interesting, easy to complete walk. Make it more interesting by telling the personal stories of the city and not just facts about the bricks and mortar. The walk should also include sites on the riverfront. It should be marketed as an attraction in its own right.
15. Add **interpretive signage** at relevant locations to tell the story of Downtown streets and significant buildings, as well as the stories of notable characters and personalities throughout the city's history. Include only buildings that are original and of significance, not simply the sites. Try to use photos of the streets and buildings to add interest to the interpretive panels.
16. Develop a **cultural arts strategy** for the city to complement the Eugene cultural assets.
17. Increase **cross promotion** and packaging of cultural arts experiences with other businesses.
18. Seek **grant funds** for marketing some of the city's cultural performances beyond Springfield.
19. Explore the feasibility of establishing ***The Simpsons Museum*** in Springfield with the cooperation of Matt Groening and Fox. *The Simpsons* is the longest running television series in the USA, and in several foreign countries as well. Such a facility would attract people year round from around the world. It would also add to Oregon's appeal as a destination.

20. Alternatively, tell the **Matt Groening and Springfield story** as a major permanent exhibit.

Outdoor Recreation and Adventure

Springfield has promoted itself as “Gateway to the McKenzie River” and is bounded by both the Willamette and McKenzie Rivers. However, there are limited opportunities within the city to enjoy the rivers.

Willamalane has developed many excellent parks and venues throughout the city for sport and recreational use. Their proposals for adding artificial playing surfaces will add greatly to the drawing power and competitiveness of Springfield in attracting sporting tournaments and groups.

Recommended Actions:

21. Support the development of more **access points** onto the Willamette and McKenzie Rivers. These should include not only boat access, but viewpoints, trails and picnic areas.
22. Introduce interpretative and directional signage to **Dorris Ranch** to form interpretive trails and better convey the historic and natural significance of the site.
23. Encourage and promote **float and canoe rentals** at convenient locations along the rivers. Where possible these should be coordinated with other businesses and even transport for participants to return to their starting point upstream.
24. Ensure that **trailheads** are clearly identified in promotional material and on site.
25. **Prioritize trails** that may be of greatest interest to visitors for inclusion in promotional material.

Events

The benefit from events generally takes three forms. The first is the direct spending by event attendees, participants, organizers, spectators and the media. Second, those who visit the city for a particular event and may be encouraged to return in future, which should bring longer term benefits for the city’s tourism and economic development performance. Third, events can have a more comprehensive promotional impact by providing a spotlight on the city and causing people to consider it in a different light. Events can help to fast track the turnaround of a city’s image.

Springfield hosts several successful events each year which attract visitors from distant locations, as well as several smaller community events. However, there is the need for a signature event, as well as frequent Downtown events and activities.

Recommended Actions:

26. One organization should be responsible for collating the city’s **calendar of events**. This will enable organizers to avoid date conflicts, stimulate cross promotion and provide a list for marketing purposes.

27. Ensure the **Farmer’s Market** develops in ways which make it distinctive from other markets and establishes a reputation that enables it to attract visitors from beyond the local community. This can be achieved by being conveniently located, the nature of displays and produce, the authenticity and variety of vendors and the atmosphere created. Importantly, linking with the downtown specialty stores can add to the distinctiveness of the Springfield experience.
28. Investigate the introduction of an event that can become a signature event and attract people from well beyond the city.

Cycling

Springfield could become a more popular destination for cyclists because of its favorable and interesting terrain and proximity to the McKenzie View Drive. When cyclists adopt a location as a meeting place, it can become a major economic stimulus for some districts and businesses. A few steps could make the city an even more attractive cycling destination.

Recommended Actions:

29. In all street improvement efforts ensure that the city is as **cycle friendly** as possible.
30. Ensure that **information for cyclists** is prepared by cyclists, and is widely available. Cooperatively design, publish, fund and distribute a Springfield Bike Map in conjunction with bike stores.
31. Identify secure **parking** areas for bicycles downtown.

Success Factors for Cycle Tourism Destinations

The following is a checklist of the characteristics that are common to areas that are successful in developing cycle tourism.

- A cycle-friendly and involved community
- Bicycle friendly accommodation
- Bike parts and repair facilities
- Clear route signage
- Comprehensive cycling information on web sites
- Designated trails
- Events featuring cycling
- Good maps
- Host cycle-oriented media (when ready)
- Natural and cultural attractions
- Quality food outlets
- Quiet roads with sealed shoulders
- Secure bike parking
- Signage / info at trailheads
- Understanding and respect for cycling

3. Streetscapes, Signage and Gateways

This section addresses the streetscapes, place elements and signage that are needed to provide a quality visitor experience. These add to a city’s sense of place, welcome and help project its community spirit.

It is easy for residents of any community to overlook the appearance of their streets, the absence of trees, the poor lighting, trash and bad signage that may have evolved over the years. Visitors, however, are much less forgiving. Where attention has been paid to the aesthetics of a place, including preserving or enhancing its natural qualities and environments, it gains the reputation as a “special place” or a “fun place to hangout”.

The site inspection phase of this project revealed that while some admirable steps have been taken and a genuine measure of civic pride is evident in places, there remain aspects of Springfield in need of enhancement. These are of great importance in improving Springfield’s tourism appeal, development and continuing success.



Improvements to the gateway, wayfinding and directional signs throughout Springfield will contribute toward increased visitation and visitor satisfaction.

Gateways

First impressions start at the entrances to a city and appearances really count when it comes to enticing visitors and the economic well-being they can bring to places. A welcoming sense of arrival has proven to have a positive influence on visitor satisfaction. The gateway experiences can get people into a positive state of mind. Visitors are attracted to, and spend more time in, places that are attractive, clean, welcoming, and well maintained. As a visitor, the gateways to Springfield are not easy to distinguish, hence visitors may not be sure when they have arrived or where they should turn. It is important to distinguish Springfield from

Eugene wherever possible. This is not a matter of parochialism, but to assist in shaping the city identity.

Recommended Actions:

32. Improve the attractiveness and welcome at all Springfield **gateways** with appropriate landscaping and gateway markers. It is particularly important to landscape the entrance and roadway at the I-5 / Beltway entrance to form a distinctive welcome gateway to Springfield. This will clearly define the Gateway area as being part of Springfield.

Directional Signage and Wayfinding

Signage systems serve vital roles. They inform, guide, and motivate travelers. They are also important in shaping the identity of a place through their style, design, colors, lettering, content and placement. Good signage can contribute significantly toward the satisfaction of visitors.

There is a need to review both directional signs and wayfinding throughout the city for the convenience of tourists and residents. They can also play an important role in encouraging people to spend money in one place rather than another.

Several wayfinding signs have been added to downtown, however there are still too few, lack of consistency and their design does not necessarily reflect the character or identity of the city.

Recommended Actions:

33. When work on the freeway interchange at Beltline is complete, reassess the location of Springfield's advance warning **directional signs on I-5** to ensure that they are located in the best locations. This applies to the blue tourism facilitates signs as well.
34. Consider the introduction of "**Downtown Springfield**" ODOT signs on I-5.
35. **Change the destination name** on signs on the Parkway from "City Center" to "Downtown Springfield".
36. Introduce a more comprehensive **wayfinding system** across the city to identify directions to public facilities and services, as well as points of interest.
37. Add directional signs at critical intersections, possibly Avenue A, to direct people to **Downtown Springfield off the Parkway**.
38. Provide **directional /wayfinding signs from the Gateway area** and specifically from the Adventure Center to Downtown.
39. Improve directional signage to both the **Adventure Center and Visitors Center** downtown, within a one mile radius of each.
40. Increase awareness of the parking lots in Downtown by providing additional **directional parking (P) signs** that are part of the city's new wayfinding system.

Streetscapes

Downtown precincts are critical elements in developing the tourism capacity of most communities. It is here that visitors are likely to focus much of their discretionary spending. Interviews, discussions and the community survey revealed many concerns regarding the downtown area. While Springfield has an authentic, intact downtown, there are some elements that must be improved as parts of the next stage of its revitalization.

The streetscapes in the vicinity of the I-5 Freeway interchange at Beltway will also require attention once construction is completed.

TDM has reviewed the Downtown District Urban Design Plan and Implementation Strategy and in general terms endorses its recommended actions. While many of these actions are directed toward improving the experience for organizations, residents and workers in the area, these will also benefit visitors.



The addition of street furniture, banners, flower baskets and lighting as recommendations in the Springfield Urban Plan will greatly enhance the attractiveness of downtown as a destination for the visitors and residents.

Recommended Actions:

41. Support the introduction of the **Development Standards** recommended in the *Zoning and Policy Recommendations* particularly, those related to required ground floor retail and edge-to-edge ground floor retail allowing only businesses that engage in selling goods, dining or drinking establishments.
42. Events will be important to the future growth of Downtown and the **development of public gathering places** such as Mill Plaza, Island Park Enhancements and Post Office Park as recommended in the *Zoning and Policy Recommendations* should be supported.
43. Introduce **banners** in Downtown to infuse color and vitality, and to promote forthcoming events. The banners can also delineate the boundaries of the Downtown district.

44. Introduce a **flower basket program** during the Spring and Summer months.

Business Signage

Business signs play a very important role in the way that visitors and residents experience a city. This is particularly the case in districts where signs enhance the ambience and special nature of the place. Some Downtown businesses are already achieving this with the use of blade signs. These establishments make it easier for approaching pedestrians and motorists to identify the business and gain a sense of its quality. These signs also avoid the need for sandwich boards. Care must be taken to ensure that the signs are of high quality and actually enhance the aesthetics and functionality of the building.

The new standup signs on the pavement are attractive and helpful to pedestrians. The blade signs will complement them and also aid motorists.

Recommended Actions:

45. Where appropriate, encourage businesses in Downtown to introduce **blade signs** along the front of their buildings.
46. Establish **guidelines for blade signs** to ensure that they conform to professional design standards, are appropriate in size and colors.
47. In conjunction with other enhancements to Downtown, consider introducing business signage standards - and enforce them. It will enhance the overall presentation and ambience of the area.

4. Marketing Communications

This section outlines the approaches that should be taken to effectively communicate and promote Springfield's tourism messages to prospective visitors. These actions may be enhanced in the future according to the scale of the budget available for these activities and the level of partner participation.

“What’s in it for me?”

In order to ensure that all communications are customer-focused and convey enticing benefits, imagine that the customer is looking over your shoulder as you prepare the marketing materials. When you proof-read the copy, select an image, or complete the production, imagine that the customer asks you, “*So, what’s in it for me?*” Be tough! Be honest! This technique helps to maintain a customer-centered approach and can counter the bias of locals. The approach becomes all the more relevant when trying to satisfy visitors with specific special interests such as cyclists or antique lovers, etc. Generalized statements are not effective with these visitors. They require specific, detailed information using the terms these special interest enthusiasts recognize.

Whenever possible, all communications should be led by key experiences and benefits, and not by facts, member lists or information included primarily to please internal stakeholders. Marketing materials must portray how the place will make customers feel and answer their perennial question, “*What’s in it for me?*” In doing this, it is important to recognize where the visitor is in their decision-making and total destination experience. Don’t make the mistake of overwhelming the prospective visitor with too much information that is irrelevant to their immediate needs.

Publications

Despite the advances in online communications and the Internet, brochures continue to play an important role in marketing and visitor satisfaction. However, they need to be well designed, thoughtfully written, and carefully distributed. Importantly, brochures should be designed so they are aligned with the visitor’s information needs at specific points in their decision-making as outlined on page 6.

Many cities unsuccessfully promote themselves by using uninteresting lists of minor local attractions, member businesses and services. While this information does have a role later in the decision-making process of customers, it is rarely important at an early stage when visitors are developing their initial awareness and preference for the place. Lists of where to eat, stay, and shop alone do not achieve positive awareness. Prospective visitors first need to be convinced of what is appealing, special and memorable about the place, i.e. give them the emotional reason/s for choosing to visit Springfield.

Springfield Visitor Brochures and Maps

One of the most serious impediments to the marketing of Springfield is the absence of a Springfield visitor brochure that is widely distributed to attract attention to the city and provide information for people visiting the city. Downtown has not made it onto the radar of most visitors staying in the Gateway area or in Eugene hotels. As improvements are made to Downtown, the profile of the precinct in marketing communications aimed at tourists must to be improved.

Recommended Actions:

48. Produce an ***Experience Springfield*** guide that provides an enticing outline of the key experiences in the city, including a city walk, cultural and nature based attractions, dining, and outdoor recreation. It does not need to include everything, but should promote “the best” of Springfield for visitors. This is needed as a first step in drawing together the city’s attractions into one brochure for distribution in hotels, local businesses and information outlets. The guide should be available online in PDF form.
49. The regional map produced by Travel Lane County includes Eugene and Springfield. This is a good map, however it is not widely available. Nor is it suitable for use in a city brochure because of its size and detail. Consider developing a basic **Springfield map** for wider distribution that is designed from the perspective of a visitor, i.e. it may not include all streets. It should also include basic visitor information.
50. **Willamalane** has produced several very attractive brochures including *Willamalane Birding Trail*, *Willamalane Parks & Recreation and Rentals and Reservations*, however an out of town visitor may not recognize them as relating to Springfield. “Springfield” should be in large type at the top of the front page of each brochure. This also ensures that on a brochure rack the location is clearly visible.
51. The copy in the **Travel Lane County** brochure should include a more comprehensive description of Downtown Springfield when improvements are implemented. There is currently no reference to the Birding Trails and their close proximity to I-5 and Eugene.

Information Distribution

Access to visitor information in the form of brochures, maps and personal advice is critical to attracting visitors, their level of satisfaction, extending a visitor’s length of stay and whether or not they return.

The Springfield Visitor Information Center is conveniently located, just a few blocks from Downtown. The role of the Center is to address the needs of visitors in Springfield. We did not notice a business directory, map and events calendar positioned where they would be accessible 24/7. A map of this nature is particularly important on weekends and when the office may be closed.



The signage to the Visitor Center in Downtown Springfield should be reviewed to ensure that they are in the optimal positions for motorists traveling from all directions.

Recommended Actions:

- 52. Ensure that the Springfield visitor guide (when produced) is **distributed** in key information and hospitality outlets in Springfield, Eugene, throughout Lane County and in outlets along I-5.
- 53. Install a large Springfield area **weatherproof visitor map** with a floodlit, vandal resistant surface in the most appropriate position outside the Visitor Information Center to facilitate after-hours access to information. It should also provide a dispenser for the official visitor guide and map.

Digital Marketing

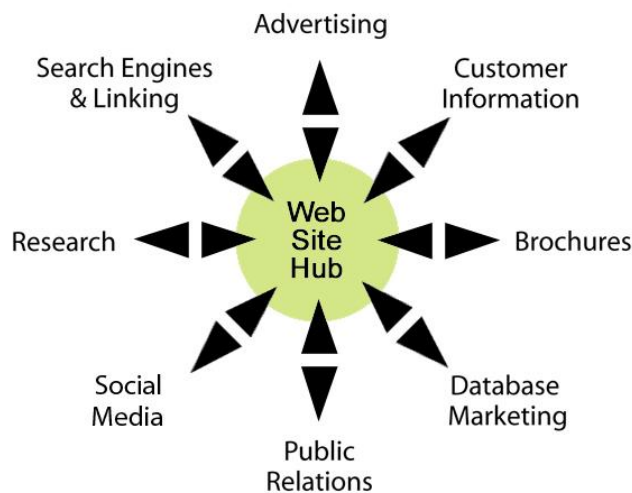
Digital marketing incorporates all marketing applications that are focused on the electronic environment. Over the past decade these technologies have exploded and transformed the way consumers receive information, plan, make decisions, make reservations and communicate with each other and businesses. Digital marketing includes:

- Email and viral campaigns
- Geo searching maps
- Online advertising
- Podcasts, videos and vidcasting
- Search engine optimization
- Social media
- Web site marketing

Digital marketing offers outstanding benefits to destination marketers and their partners, including:

- Access to global markets
- Fast editing and distribution of information
- Far more cost effective communications compared to traditional print and broadcast methods
- The opportunity to inexpensively monitor and evaluate marketing programs
- Reduced manpower needs for information processing, bookings and communications

The following diagram illustrates the marketing activities that can be integrated into the city's tourism web site.



The internet enables small cities to project their message globally at a fraction of the cost of a decade ago. However, simply having a web site does not guarantee that online visitors will access the site nor does it guarantee that once there they will spend time exploring it.

A city's tourism web sites are frequently the front windows for their community, hence play critical roles in the city's marketing and economic development. They are also important to the self image that residents hold of the place where they live. At present there are very few sites that provide compelling reasons to visit Springfield. There is no definitive web site for Springfield visitor information. Fortunately, that is about to change with the introduction of a new web site. The online experience for visitors is currently disappointing because of the inadequate design, content and navigation capabilities of the existing sites. Additionally, there is a lack of consistency in the linking between the various Springfield web sites.

Travel Lane County

The information provided on the Travel Lane County web site could be more descriptive in regard to Springfield from the perspective of visitors needs. For example, organizations are

listed in “What to See & Do”, but the actual experiences for visitors to enjoy are not listed, e.g. Fiesta Latina organization but no dates; Willamalane Park & Recreation District but not specific parks or activities.

Springfield Chamber of Commerce

At present there is no visitor information on the Chamber web site. This situation will change when the Chamber integrates a new visitor information web site into the Chamber’s current site. The new site is attractive and provides comprehensive content for visitors and residents.

The new Chamber of Commerce tourism web site should provide the focal point for consumers, media, and travel trade to easily access information and interactive experiences. People searching online for travel information are generally seeking four important benefits:

1. They want to find the site they are looking for quickly,
2. They want the site to be very easy to navigate,
3. They want comprehensive and credible content, and
4. Assistance in taking the next steps.

This site should be developed not only as a portal for visitors, but also as the “go to” place for locals wanting leisure related information on Springfield.

City of Springfield

The City web site should be redesigned to more accurately reflect the identity, personality and assets of the city, as well as provide information in a more coherent and easy to navigate format.

Recommended Actions:

54. The web sites for the City of Springfield and Chamber of Commerce should both be **redesigned**. Neither of these web site sell the city as an attractive place to live, work, invest or visit. The Chamber site will be greatly improved with the merging of the allaboutspringfield.com site. The navigation and content of the City web site should be improved to ensure that it is easy to use, reflects the identity and personality of the city and provides appropriate information.
55. The visitor information sections of the Chamber web site should be **actively marketed to residents** as the “go to” place for local leisure information.
56. The Home Page of the new Chamber and City web sites include “**This Week**” and “**Coming Next Month**” features to boost attendance at local events and activities.
57. The Chamber web site should invite visitors to the site to **register to receive future emails** regarding coming events, activities and seasonal news. This should be integrated with Facebook, Twitter and other social media marketing.
58. Increase the activity on the **Springfield Facebook** page. The objective is to form an engaged community to make it easier to communicate events, news and special offers to some of the city’s best customers.

Web Search Issues

Search engines regularly visit web sites and filter their content to analyze, record, and file every word on every page. After thoroughly analyzing the site, algorithms are assigned to these words and phrases and a value is assigned to the overall site. A web site's content and ease of navigation are instrumental in determining the priority that it is allocated by search engines and their ranking when visitors are searching for information. Additional elements which enhance the profile of web sites for search engines are key words, meta tags and meta descriptions that make it easier for online visitors to find their way around.

Recommended Actions:

59. Engage the services of a **search engine optimization specialist** to ensure that all aspects of the redesigned web sites are operating at peak performance levels. Ensure that key word density, meta tags, meta descriptions, and links are considered. Particular attention must be given to determining the words that prospective visitors may use to search for information.

Public Relations

Allocating resources to generate increased media coverage can be highly effective in reaching key markets. It should be a marketing priority for Springfield because of the city's attractive calendar of events. The dissemination of materials to the media, handling their enquiries, and coordinating their visits can generate positive coverage of city attributes. Public relations should play a dynamic role within the strategy to attract more visitors. The objective is to gain synergy from the collective efforts of local partners to maximize media exposure.

Recommended Actions:

60. Develop a **basic media kit** to promote a distinctive identity and positioning for the city and the key experiences, especially major events.
61. Prepare an **online media kit** to be available on the Downtown, City and Chamber web sites and provide updates as needed. It should also contain details of coming events.
62. Continue to explore ways to **assist Travel Lane County and Travel Oregon** to publicize the city's key experience themes, particularly events.
63. Develop a **communications strategy** to engage and inform residents of the improvements, new developments and events with the view to improving the city image and building community pride.
64. Keep residents informed of the **economic and social benefits** of tourism for the city, particularly as it relates to Downtown, lodging tax collections, tourism businesses, and major events. The target audiences here should be residents, community opinion leaders and government officials.

Images

Springfield is competing against destinations that are well financed and use highly sophisticated marketing techniques. It is essential that the area's marketers use the highest possible quality images to project the attractiveness of the area and the exciting opportunities for its key experience themes.

Recommended Actions:

65. In conjunction with local organizations and individuals, develop a portfolio or image library of evocative and **high quality images** of the area's key experience themes. Aim to make these 'wow factor' images the most exciting and true to life as possible with the focus on people enjoying themselves, and not simply landscapes.

Partners and Third Party Marketers

Destination marketers rely on a wide variety of organizations and partners to distribute information about their attractions and travel products. Springfield is no exception and in this regard there are several organizations such as Travel Lane County, Travel Oregon, Oregon.com, AAA and a variety of others who are in touch with prospective visitors to the area. A short time spent using online search engines, browsing guide books and reviewing the brochure racks in Visitor Information Centers may reveal low or no cost opportunities for additional exposure for the city. It is possible that Springfield may have been inadvertently omitted or have incorrect copy in some important publications, articles and web sites about the city, its attractions and facilities.

Another important area that now requires constant monitoring by tourism organizations and businesses is the realm of social networking. Over the past decade, we could not have imagined the power that is now at the fingertips of our customers because of this new online technology. We seem to be leaving the information economy and now entering a conversation economy. Everyone can now be a journalist, travel writer, documentary-maker, promoter, opinion-leader, travel advisor, or food critic. These are low cost, yet high impact sources of opinion. The most powerful medium today for enticing customers isn't advertising - it's the conversations that we have among our family, friends and colleagues, and increasingly these are digital conversations through a screen of some sort.



A short time spent using online search engines, browsing guidebooks and reviewing the brochure racks in Visitor Information Centers may reveal opportunities for additional exposure for Springfield.

Social Media

Travelers have the tools to instantly text, blog or Twitter about their experiences (both good or bad) from anywhere in the world at any time, find their friends using mapping technology, use Flash applications to make their arrangements, subscribe to information sources using RSS, access videos on YouTube, see photos and comments on MySpace or Facebook, and read the critiques of past visitors on sites like TripAdvisor. All of these applications are available outside of the control of DMOs - and have a profound impact on destination marketing.

The challenge is to remain relevant when so much communication is happening through informal channels. The marketing team, even in small cities, must be more actively engaged in these social networking formats to monitor and influence the user-content that is being created. They must pay even more attention to the experiences they are delivering and explore how to play a meaningful role in social networking applications.

Guidebooks

Bookstores offer dozens of guidebooks relevant to travel in the Pacific Northwest and Oregon. The guidebooks cover a wide variety of interests from traveling with children and pets, to driving, hiking, camping, bird watching and weekend escapes. These guides are widely distributed in the USA and overseas and are highly influential in assisting readers, particularly interstate and international visitors, with their travel decisions.

Recommended Actions:

66. Establish a group of volunteers to **constantly monitor exposure** of Springfield in the media, publications, web sites, and blogs.
67. In collaboration with local partners, develop a plan (that is constantly revised) to actively monitor and be engaged in **social networking applications** to ensure that Springfield is accurately represented and provide clarification when needed.

68. Conduct a thorough review of the coverage of Springfield in **third party brochures, maps and web sites**. Check for accuracy, whether it projects Springfield in the best light, and whether it conforms to the identity that the community wants to project. Contact these organizations immediately because harnessing the distribution power of third parties through their web sites, maps, and brochures can provide considerable leverage and add credibility.
69. Annually review the coverage of Springfield in travel **guidebooks** such as Fodors, Lonely Planet, Moon, Rough Guide, and the many special interest guides for cycling, birding, etc., and their online versions. Check for accuracy and whether the city is projected accurately and favorably. When appropriate, approach guidebook publishers with suggested refinements.

Research

Research is not necessarily an expensive proposition. There are many cost effective options. Gaining an understanding of visitors and residents, and their motivations, attitudes and behavior can lead to greatly improved tourism performance. It is important to constantly monitor visitor satisfaction and seek ways of improving the experiences that are extended to them. This can be achieved by making available a simple survey form or card.

Recommended Actions:

70. In conjunction with event organizers, initiate a **customer survey and research** program to gain insights into the demographics, behavior, motivations and satisfaction of visitors to the event
71. Provide ongoing opportunities for visitors to Springfield to provide feedback on their experiences by making a **simple satisfaction survey** or feedback form readily available and actively encourage people to use it.
72. **Discuss visitor satisfaction** results at every tourism committee meeting and address negative issues and opportunities quickly. The objective is to not necessarily review the quantitative results, but pay attention to specific comments and trends.
73. Conduct a **survey of Springfield residents** to provide a benchmark as the improvements to Downtown get underway. The survey should assess perceptions and attitudes toward Downtown, and explore their needs and aspirations in regard to the precinct. The survey should be repeated at set intervals, perhaps annually, to monitor progress.

5. Leadership and Organization

Tourism is an important form of economic development and is about generating income and jobs for communities. Successful tourism requires a seamless delivery of information and experiences between public, private and nonprofit organizations. Optimizing its benefits will require the long-term advocacy, support and collaboration of many individuals and organizations within Springfield and further afield. There is the need for clarity in the roles and responsibilities of the various organizations involved in Springfield tourism.

Recommended Actions:

74. Determine the **roles and responsibilities** of various organizations in regard to tourism marketing, information distribution and tourism development.
75. Form a **Tourism Development Working Group** to take responsibility for the implementation of the Visitor Readiness Report, management of tourism, and marketing on behalf of Springfield.
76. The Tourism Development Working Group should review and address the recommendations in this Visitor Readiness Report with the view to developing an **Implementation Action Plan**. After considering the relevance and importance of the actions suggested, the budgets, timeline and organizations responsible for each recommendation should be prioritized according to their importance/impact, urgency and resources required. In developing the Action Plan it is important to ensure some quick and early successes. Consider a 30 day/90 day/ six month and one year action checklist.
77. Develop a basic annual **Tourism Action Plan** which considers marketing options for Springfield and partners to ensure that all opportunities are being optimized each year according to available funding and marketing support.
78. Establish an ongoing **Springfield Tourism Committee**. This could be a committee of the Chamber, but it needs to have a singular focus on attracting and retaining people in the city. This group should comprise representatives of a variety of local organizations with a direct or indirect interest in tourism. It should not be dominated by members of any one local business category.
79. Establish an **ongoing organization or committee** to oversee the year-round marketing and event organization for Downtown Springfield. This is a role that extends beyond tourism. It should be focused on the development, general operation and marketing of Downtown.
80. Investigate sources to **increase funding** for the marketing of the city, interpretation, and wayfinding signage improvements.
81. Continue to **leverage the experience, expertise and market access** of Travel Lane County.

Appendix 1: Springfield Community Survey

The following are results from the online survey for local residents and stakeholders conducted by Total Destination Marketing between November 2, 2010 and November 13, 2010. A total of 104 people completed various questions in the survey. Note that the responses in this report are verbatim and may include typographic and grammatical errors which were in the original responses.

1. Please indicate the degree to which you agree or disagree with the following statements about Springfield.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Springfield always presents itself in an attractive and welcoming manner.	2.9% (3)	37.5% (39)	31.7% (33)	24.0% (25)	3.3% (4)
B. Springfield residents have a positive image of their city.	10.6% (11)	53.8% (56)	21.2% (22)	13.5% (14)	1.0% (1)
C. I am confident in recommending Springfield to friends and colleagues as a great place to visit.	13.5% (14)	44.2% (46)	26.0% (27)	15.4% (16)	1.0% (1)
D. I am confident in recommending Springfield as a great place to spend a few hours	20.6% (21)	51.0% (52)	21.6% (22)	5.9% (6)	1.0% (1)
E. I am confident in recommending Springfield as a great place for shopping.	9.6% (10)	45.2% (47)	22.1% (23)	19.2% (20)	3.8% (4)
F. I am confident in recommending Springfield as a place with excellent dining options.	12.6% (13)	37.9% (39)	24.3% (25)	20.4% (21)	3.9% (4)
G. I am confident in recommending Springfield as a place for an overnight stay	23.1% (24)	46.2% (48)	21.2% (22)	6.7% (6)	3.8% (4)

2. What do you consider to be the TWO greatest STRENGTHS of Springfield from a visitor's perspective?

- 1 - Gateway area's proximity to I-5 with restaurants and lodging and shopping mall 2 - next door to the Ducks
- 1 -Island park - great outdoor space and great for events. 2 - small town feel
- 1) Antique shops 2) Splash *Riparian areas could be on this list if there were more bike paths

along the waterways and if Island Park didn't have such a barren appearance

- 1. I-5 access 2. RiverBend 3. Rivers and ridges
- 1. Antique store shopping. 2. MUuseum & Emerald Art Center.
- 1. Island Park & Doris Ranch summertime concerts & activites 2. Downtown Antique Shops & the few nice Bistro's & Cafe's as well as the Community Center. Great for families and visitors!
- 1. Two rivers-vrs recreation opportunities 2. Two hospitals, Gateway Mall 3. LTD-easy access 4. Wildish Theatre 5. Our very own jail 6. Ok, that's more than 2 greatest strengths-there's a lot more I could name! :)
- 1.Excellent parks 2. good accomodations
- Able to plann ahead Being able to atract business, and development of Gateway
- Affordability access to mountains and coast
- antique alley Street access...(numbered and lettered streets not many named streets..)
- antique shops, willamalane
- Art Museum Downtown Theater
- availability of access to major traffic corridors; closeness of comercial buildings along the corridors
- Away from the Eugene traffic Good selection of antique/collectible shops
- Beauty of the area good hiking and biking trails
- Bus system and friendly community
- close to the u of o gateway to the mckenzie river
- Convenient access to a variety of hotels and other visitor services from I-5.
- Cooperative spirit of city government, schools, businesses, and arts. Unpretentiousness.
- Decent hotels next to freeway McKenzie River
- Diversity of shops and easy to navigate streets
- Downtown shops Historic Buildings
- easy access to down town emx transportation to shopping
- Easy access to Gateway area McKenzie is beautiful
- Easy access to shopping and rooms in the Gateway area & opportunity to try the wave pool
- easy to get around
- Freindliness of citizens Positve business environment
- Friendliness of locals Beautiful scenery
- Friendly residents. Conservative values
- friendly store owners / managers fun hidden "treasure" stores
- Funky, old-time downtown, unique second hand shops and small cafes. Nice parks and good access to Willamette path system.
- Gateway Area Sacred at RiverBend
- Gateway area and McKenzie River
- Gateway Area shopping and hotels Proximaty to I-5
- Gateway area, dining and motels Friendliness
- Gateway area, McKenzie River
- Gateway Mall, especially when Cabela's arrives and it's a friendly working class town with some nice events like the car cruise, 4th celebration, brews/bluesfest, etc
- Gateway to the McKenzie River recreational area. Convenient access to shopping and lodging areas.
- Gateway to the McKenzie River.
- Gateway to the McKenzie. We Springfielders do not capitalize on being the Gateway to a scenic by-way.
- Generally neat and clean.
- Generally the community, and the positive approach Springfield offers to business. Along with, those willing to improve the image of Springfield

- Good lodging facilities in Gateway area.
- good shopping areas, good food
- great eating places lots of hotel motels in area located in a great shopping area.
- Great overnight accommodations.
- Hospitality and central business district
- Hotel availability & availability of outdoor activities and natural resources in close proximity
- Hotels at Gateway and University of Oregon access.
- improvements to downtown and great antique shopping.
- Less expensive Convenient location
- location on I-5 and access to nearby nature some unique features such as Dorris Ranch, the Wave Pool, and others
- lots of hotels Doris Ranch
- Lots of hotels and restaurants with easy access to the freeway. Friendly people.
- lots of places to stay and a great hospital
- Many natural and outdoor activities and areas Many easily accessible hotels/lodging
- McKenzie River ? Sorry ~ there are other strengths just thinking strictly from a visitor perspective??
- McKenzie River EmX
- McKenzie River, Gateway District
- McKenzie River. Antique shopping.
- Museum and Wildish
- Nice parks (Thurston, Wave pool, Island park) * Great community (generally safe & friendly businesses)
- Our parks and bike paths
- Outdoor parks and activities; Island, Dorris, Willamalane (including Splash -indoor, of course), bike-friendly, including paths. Some cute shops downtown, developing restaurants and Wildish. Ok, this is three....Gateway Mall for regional shoppers
- Parks (Island Park, Dorris Ranch), hotel cluster with easy access from freeway
- Parks which continue to develop River Bend and Gateway
- Progressive and Proactive
- Regions Historic considerations and pretty safe due to new Justice Center
- smaller cozier town great hidden treasures (stores food etc...)
- Splash! and the range of hotel options in the Gateway area.
- The concentration of shops in downtown. The international choices for dining.
- The easy access to rivers, mountains, and ocean vistas. It has a progressive outlook towards expansion.
- The friendly people. The hotels in the Gateway area.
- The Gateway mall area is good except for cars being stolen over there
- the people, and facilities of the city, also the location.
- the rivers, the parks/rec. areas
- The wave pool The new hospital landscaping
- the Welcome attitude of the residents and business owners Some unique businesses and restaurants
- Three strengths: Dorris Ranch, Two Rivers, Main Street
- very enjoyable golf course. easily maneuverable streets
- we have several new hotels in the gateway area that are very nice. A person traveling can find anything they need banking, hotel, gas, food off of the gateway exit.
- We have some great shopping Our outdoors activities - river, parks
- Welcoming, hard working

3. What do you consider to be the TWO greatest WEAKNESSES of Springfield from a visitor's perspective?

- * Not a place of distnation (No real attractions except wave pool and events at Island Park) * Decent hotels in Gateway but that is all.
- 1 - Lack of a conference center for large groups to reserve from out of town (or from in town, for that matter) 2 - Need more specialized unique restaurants - not the chain restaurants - offering food at reasonable prices - good for families, couples in middle income bracket 3 - Need a big recreation draw - could be combined with the restaurants and/or conference center
- 1) No specific reason to visit Springfield, i.e. no permanent signature destination/activity. 2) On line visitor travel searches to our area focus on Eugene. Springfield gets overlooked. Visitors don't realize all their lodging, food, shopping and activity options.
- 1) The long spread out nature of downtown - it isn't conducive to window shopping 2) Eugene - it is hard to compete with the already well recognized tourist opportunities in such close proximity
- 1. Downtown blight and unsavory characters 2. Downtown blight and unsavory characters
- 1. Heavy traffic downtown discourages tourists. 2. Older buildings need to be revitalized.
- 1. Lack of a vibrant downtown 2. prevalent crime/drug use
- 1. Residents, different than the community! Those that don't have pride in their city. 2. Overall, reputation of Springfield, although this seems to be improving.
- 1. Visual!!!! Main street is unattractive, aged, and in need of an updated "cohesive look" for storefronts. In my travels I've visited many quaint historical main streets and town squares with the purpose to! They host a plethora of boutiques, art galleries, bistro's/Cafe's/Eateries, & theaters. In turn, they are attracting visitors for the experience these places provide. I think Springfield has the potential! It's unfortunate that Springfield is known amongst my Eugene friends as the capitol for Bars & Adult Clubs and many of these right on mainstreet! And I detest the nickname that has been given Springfield... Springtucky! 2. Parking and one -way traffic is is such an issue on main street. People won't stop to shop if they can't park.
- All the strip club type places = very family UNfriendly. That's it - only one weakness.
- Amber street lights. Constantly confused for yellow signal lights. The nearly suttered Weyheuser industrial area.
- arts and cultural events image as step sister to Eugene
- Bigger Eugene to distract visitors
- Business locations for meetings of any size and locations of size to accomodate large manufacturing, ie systems for electrical, water and sewer.
- crime obvious prostitution
- crime / drug use openly obvious prostiution
- disconnected nature of amenties overall, and disconnection of hospitality to downtown district
- Doesn't promote any tourist attractions of significance and most of the draw for tourists are at Gateway and not downtown Springfield
- Downtown
- Downtown Mohawk area
- Downtown Crime is improving/cars need to be safe
- Downtown bars and strip clubs. and #2, Downtown bars and strip clubs.
- Downtown Bars and the people that hang out there
- downtown has few interesting places to visit some of the buildings around town are run down
- Downtown is unattractive.
- Downtown looks dirty in general I can't think of a restaruant worth driving to other than

Kuraya's

- Downtown, is next to Eugene
- Downtown's reputation for sleazy people (1 block from the jail). Shopping centers being to spread out. (Gateway, Mohawk, Downtown, East Main)
- Downtown's split personality, half good small businesses, half unsavory businesses (high amount of taverns, strip clubs, etc)
- Drab downtown Scattered shopping
- Finding what we have locally and sufficient promotion of the attractions we do have like the murals and arts Downtown.
- Gateway area. It needs an off-ramp from I-5 to the other end (Harlow) Too much traffic congestion. It would increase ease of I-5 customers getting off for gas/food/lodging. Not everyone can afford the \$200 a night hotels & expensive meals.
- Image. No really great central location such as a downtown or nice shopping district.
- It still has a low income outlook to certain areas. It needs to continue to attract more first class businesses.
- Limited meeting facilities.
- Long, long mainstreet that is also a state highway Lack of vibrant downtown
- looks dirty most of the time, not much to do for activities
- Main St. - whole length Dining options minimal and lots of chains
- Main Street Access to gourmet food, health food both retail and restaurants.
- Main Street bars and prostitution reputation.
- main street foot traffic, yellow night street lights
- Main Street from 5th street to 42nd,
- Main Street from the east end to the Willamette River -- one long, mixed use, busy street with little reason to stop. No defined retail area downtown
- Main Street ruff raff and run down look/feel Currently - the construction
- need to have nice overnight accommodations near downtown. Gateway mall area unattractive and that is what you see from the highway.
- No Hotels in downtown and too many run down store fronts in downtown. From a visitor stand point the areas of downtown seem to be 40 years behind the times.
- no ONE big tourist attraction no good apartment or condo living
- No one major icon or attraction Not a strong existing reputation as a destination
- No outstanding visitor venues Improved downtown retail and restaurants
- No quality evening dining. No visitor orientation to a walk-around, browsable downtown. Gateway is not much for shopping as entertainment.
- No real "I need to see" attraction. Lack of riverfront development to draw over visitors.
- No real focus on our attributes No centralized draw
- none.
- Not a lot of activities and those that are there are spread out. Not a lot of good dining options.
- Not a whole lot to do Dining is limited to a few chain restaurants
- Not very progressive -(downtown needs significant upgrade) and there's really little to bring outsiders to downtown.
- Our Taxi's are filthy. The drivers are sometimes the first voice for our community and the cabs smell like cigarette smoke. It is obvious that Springfield does not have a plan for the homeless as the panhandlers make that very obvious.
- Perception, lack of restaurants (Alive after 5 if you will)
- poor image by those who do not live here poor looking downtown
- Prostitution lack of centralized shopping area where it makes COMPLETE sense to park and walk from shop to shop with no need for a car.
- Reputation as redneck Undeveloped downtown

- Run down downtown area, Long sprawling Main street
 - Seediness of downtown. Poverty.
 - shabby appearance delapidated downtown
 - some residents don't have a better image of thier city,
 - South Main Street, Hotels are far from Main street
 - the area downtown between 4th and pioneer pkwy and people sitting along the streets asking for money
 - The bars and the empty store fronts in downtown.
 - the business section of hwy 126 from downtown to thurston the large numbers of bars downtown
 - The downtown area could be more attractive (although great progress is being made!!). Lack of outdoor activities or at least poorly promoted outdoor activities.
 - The street people in the core downtown area Years of snooty Eugene bias that needs to be borken
 - there is a lack of good food places, and traveling downtown may scare many off since there is not much there other than second hand stores and bars.
 - There is not a lot of tourist type attractions - The city is very mixed... To explain further: I think Springfield has been doing an outstanding job over the past couple years to make universal and monumental strides! It is very exciting to see the forward motion and open responses to moving forward.... On the flip side it has been an area that greatly needed the attention as there have been many outspread issues with the community not isolated to one geographical area. For example there is a outspread issue with transients and residents who do not care for the community and its appearance. It is quite an unfortunate struggle because there truly are many who do. There are also not a lot of "fine dining" options or outlets (aside from Gateway and some boutiques). It would be great to see more development that would encourage businesses to bring a more diverse upscale platform for visitors.
 - Too difficult to find visitor's center All of the best hotels are not in the city's center
 - Too many strip clubs and too many bad bars Lots of blight and vacant buildings in disrepair heading east on Main and parts of South A Street
 - traffic, few dining areas
 - Transient poorly kept street population. Image as a non-affluent city
 - Unattractive/cluttered store fronts Lack of suitable dining
 - unsavory pedestrians are rampant. many buildings are in poor condition.
 - Vandalism of vehicles at Gateway Mall, lack of fine dining
 - Visitors may think town is run down with the old bldgs, but it reminds me of the good ol' days. I like to live/work/shop on 'the other side of the river'. Springfield is a true blue All-American city to me!
 - Walkability & aesthetic ambiance
 - weak downtown, weak downtown
 - What attractions?
4. **Would you like to comment on how Springfield can improve its visitor experiences in regard to the following? NOTE: It is not necessary to respond to all questions. Man-made Attractions (e.g. and cultural sites)?**

Man-made Attractions (e.g. Historic and cultural attractions)?

- A big recreation draw would be complimentary to Springfield
- attract more events to the Wildish
- Better communication. I can't believe how many people in Eugene don't know of Dorris Ranch

for example.

- Better promotion of pre-existing man-made amenities. Brochures, group advertising
- Can't think of anything other than the Museum
- Continue Develop downtown
- Develop visible old buiding site into a vibrant retail destination. No additional junk food outlets, no more cheap pizza outlets, no more cheap Mexican food outlets. We need cleaner, more upscale dining resources.
- Do a great job here already, keep it up.
- Downtown is a little tricky to navigate and there's not much outside that area.
- Easier way of 'discovering' Wave pool, 20+ murals and sculptures Downtown, obelisk & totem, Dorris Ranch, Sports Center/Soccer fields, Depot Peace Health Hospital "lodge", Emerald Empire Arts , Wildish Theater, Ebbert Memorial Church, new EmX and sculptures
- Educate our community members that we have them.
- Gateway to the great outdoors -
- Glen wood could be so cool, but since acquiring it you haven't done anything. What about better utilization of the riverside areas? Mixed use development?
- Great job with museum, theatre, and historic buildings/homes downtown!
- Greater support for the Springfield Museum with Sunday open hours and expanded facility, Larger library with longer hours, Child playground similar to AC Gilbert's in Salem, more weekend events at Dorris Ranch, more Wildish events
- historical home open houses?
- I didn't know there were any. Did attend downtown historical center
- I like that the history museum is down town. Library is downtown, farmer's market, artwalk. FREE Parking is the best thing ever, there is always parking near where I want to go. That is fabulous.
- Keep up the great work with museum and art center exhibits and do more to promote them
- Lots to see and do in a couple of days
- Love the art walk to include more of the murals
- man made space age facility, or an astronomy lab,a relaxation studio(a place for people to nap for a few minuets).
- Maybe build on downtown as small town USA circa 1950. Keep and encourage small shops, cafes, put town museum, art gallery on a walking tour map. Put together a 1-hour and a 2-hour tour, vistit the Simpsons, etc.
- Minimal
- More and Better parking, Including parking enforcment (non-existent, even when called on)
- More awareness of the rivers and fishing
- more museums / art galleries
- more signage and brochures about the Springfield Museum and Talking Stones, etc.
- Museum is nice; not well-known. Same for Emerald Art Center. Dorris Ranch is a little better known.
- New convention center. Downtown shopping district with nice restaurant, safe, clean environment and unique locally owned shops.
- nice new sculptures along em-x route...
- Not familiar enough with Springfields history to speak to this one....maybe a museum of some sort??
- Not much here...be great to add or expand in this area
- Promote Dorris Ranch
- Promote the Wildish Theater and Emerald Art Center at every opportunity.
- Reasonable
- Seems like there could be a large pioneer and/or logging industry museum that would be of

interest to the visiting public.

- The downtown is an emerging arts and cultural center - more work is needed, but many improvements have been made. Lots of artwork, murals, and more.
- theme park might be a good thought
- We have them.
- We need more public awareness...where and how to find out about events taking place. I miss a lot of events that I knew nothing about....and I'm local!One year I heard canons being fired in my neighborhood only to find out there was a civil war reenactment happening. I never knew and it was practically in my own back yard! By the way...that was one of the best events I've attended in Springfield thus far! What happened to it?
- What historic and cultural attractions?
- Why the big empty lot next to Laxtons? Seems to be a great spot for more shopping or lodging.
- Wildish Theater is a great start - more events at Island Park might be helpful - more variety such as ethnic foods, Mom and Pop shops, etc. Keep the small town feel but emphasize all that our citizens have to offer
- Wildish Theatre is a great addition! Better promotion of uniqueness (Dorris Ranch for example)

5. Natural Areas (e.g. Parks, river, trails etc)?

- already plenty
- Also do a great job here
- Beautiful scenery up the river...not far!
- Better access to "BOTH" rivers for fishing and recreation.
- Clearwater Park and the millrace path will be major additions to Springfield's park system.
- Connect bike paths. EWEB path to Rosa Parks. Bike connectivity out to Thurston. Levee bike path just ends
- Connect downtown with Island Park and the mill race. Connect Franklin Blvd. to river in Glenwood
- Connect trails between parks for a tour of Springfield, add interpretive signage, more trails
- Continue to improve outdoor areas, such as the Mill Race areas. Parkway along river in Glenwood essential.
- Dorris Ranch is best park near downtown.
- Emphasize attractiveness of our two rivers.
- Encourage community groups to use our parks,
- excellent
- Fix up Glenwood.
- Fortunate to have beautiful 'Natural Areas' in this state. Springfield is well situated to offer access to all of our beauty.
- Glenwood is a diamond in the rough. Nice river that is not developed. Today it is an arm pit but with the exception of the Roaring Rapids
- Hiking areas Biking trails Indoor/outdoor activities - i.e.: Rock Climbing, zip lines, etc....
- I love them when I feel safe.
- I'd sure like to see Springfield develop what they have of McKenzie river frontage as parks, biking, hiking and pedestrian access
- Increase exposure to these great opportunities - such as river rafting, fishing, kayaking, great biking and hiking trails and beautiful parks and camping areas.
- Just keep them up and improving on what's there
- kelly butte nice area to overlook the city...water view of willamette along west d...
- kelly butte, clear water park,river trails.
- Make signage so people can find these places on their own

- mckenzie and willamette rivers
- McKenzie River area is already a destination, but could probably use a lot more promotion
- McKenzie River has a great reputation, but access not well defined. Eastgate not well-known outside of Springfield.
- Mill race and bike paths, that will be connecting are great
- more bike paths
- More promotion and making sure the areas are safe.
- Need more bike paths
- park and trails great
- Pretty good parks.
- Promote access to the river front and bike paths.
- Promote more through Travel Lane County
- Promote the McKenzie
- Riverfront park like Island Park, bikepaths through rural areas, McKenzie River for fishing, boating, whitewater rafting, Mt. Pisgah and hiking Kelly Butte, Dorris Ranch, new Mill Race Park, RiverBend Walk,
- rivers are an asset, expand and improve trails for hiking and biking
- Springfield has a lot to offer here as it is between two rivers with a millrace, ridgelines, great parks and natural areas nearby
- springfields outskirts are beautiful. rolling hills and engaging terrains. no changes.
- Thanks to the Wildish family this will be taken care of and hopefully the bike and walking path along the river and Glenwood will be done.
- The Island park is so great for festivals
- The river trail thru to Alton Baker; fast track the Booth Kelly restoration and development in the south end of downtown
- There is not enough that are easily accessible.
- They are great!
- This is good now, maybe have tourist info, maps linking downtown and river access.
- Utilize all river access for the best and most environmentally friendly purposes (i.e. Hexion??)
- Waterfront mixed use
- WE have the Willamette river and Island Park. Dorris Ranch needs to have its separate Board of Directors and Foundation. Tremendous potential.
- Willamalane does an excellent job!
- Willamalane is doing the best they can with the budget they have, but there is a definite need for more bike/pedestrian paths throughout the town.

6. Lodging?

- Adequate
- All the newest and best are in Springfield.
- An actual water-front lodge would be very nice
- B&B in historic district
- Beds&breakfast facilities?
- been improving in Gateway Area only need more on East End of town
- Build a nice hotel in downtown Springfield
- Continue improving Gateway area - it's getting there!
- Continues to develop
- Could use a conference center connected with lodging that would appeal to out of town organizations
- Decent at Gateway but not a destination place

- Don't know about this.
- Downtown needs lodging
- Gateway area is developing nicely. Let's do the same for downtown.
- gateway area,
- Gateway is a highway stop ..
- Gateway is great- elsewhere is a little rundown
- Good at Gateway, not much around the rest of Springfield
- Good, depending on the area.
- Holiday Inn and other Gateway hotels (adding new Hilton Garden Inn soon), couple of B&Bs
- Hopefully development of Glenwood will cause visitors to come downtown -- Gateway doesn't seem to.
- I have stayed in the Gateway area - very nice!
- I love our lodging....:)
- I would like to see more available in Glenwood
- Improving
- Lodging in Springfield is more than adequate
- lots of choices at gateway area
- Lots of lodging in Gateway area
- Lots of lodging with all types and price points except truly deluxe accommodations - neither Eugene or Springfield has that type of property. Nearly 1,500 rooms in the Gateway area alone.
- Lots of options available. More bed & breakfasts?
- Modest; nothing fancy
- More and better
- More Hotels with walking access to amenities like restaurants
- more lodging
- mostly in gateway area where the money spent is sent to far away corporate head quarters...not really many local businesses around our hotels...
- Need 4 and 5 star lodging
- need downtown lodging that is closer to recently improved area downtown.
- Need nice convention center/hotel facility. Glenwood would be best.
- Needed in the downtown and Mohawk area. There are none.
- no comments
- no lodging at the outer edges of springfield
- Plentiful in Gateway; not in the core downtown or Thurston areas
- Seems adequate.
- Springfield is improving in this area we have nicer lodging than Eugene.
- Springfield well represented.
- Sufficient
- Take over Glenwood. Blow it down and rebuild. Take advantage of the river experience.
- the Holiday Inn is great and the Hilton Gardens will be a great addition.
- This is already pretty good
- Unsure
- where is the lodging? Just by the gateway area?
- would be beneficial to have a good quality hotel in the downtown area. Will be part of the urban renewal plan

7. Shopping Experience?

- A consolidation of the antique shops, or at least a map of their locations, would be good.
- A mall type area is needed in the downtown area. Also lacking appealing grocery store

- downtown. Market of choice, whole foods, or ? would be appealing.
- a mix of new clothing, art and furniture stores to add to the antique stores and balance the bar scene.
 - An outlet mall? there isn't one too close -
 - Antique shoppers guide with key to stores and history
 - Antiques stores abound! Need more variety.
 - Attract higher end anchor tenants at Gateway Mall.
 - Boutiques and small women's apparel retailers.
 - Cabella's is a great catch. Hopefully it will lead to more merchants in Gateway Mall. Downtown may benefit from some cooperative marketing for antiques.
 - cleaner and safer places to shop
 - Consolidation, it is scattered all over.
 - continue to improve main street and make it more family friendly
 - Continue work on downtown--i.e. Corvallis
 - Decent shopping with a real improvement about to be made when Cabela's comes to the Gateway Mall.
 - Don't know about this.
 - Don't like gateway but do like antique malls downtown.
 - Downtown shops encourage window shopping, browsing, and buying.
 - Focus future planning efforts on increasing the walkability of retail areas. Focus on main arterials... Gateway, Mohawk...
 - Gateway area, Downtown growing modestly with arts. Need more distinctive shopping areas. Parking could be better noted in the Downtown to allow easier access for patrons.
 - Gateway is awesome.
 - gateway losing business right and left...downtown lots of drunks, mohawk needs a new draw, ..
 - Gateway Mall is obvious; however the antique shopping could be highlighted
 - How many churches does a mall need.
 - I would like to see more available in Glenwood
 - If Main Street shopping could be built much like a historical "square" with plenty of parking surrounding a HISTORICAL SHOPPING DISTRICT it might attract specialty boutiques, galleries, museums, antique shops and eateries, then it would become a destination for an experience that would be attractive to local and out of town visitors.
 - Improving w/Cabela's arriving soon. Need to consider more upscale shopping opportunities.
 - It will be great once Cabela's gets here --- hoping it will boost the stores and attract new ones in Gateway.
 - it's fine
 - lacking variety.
 - Majority at Gateway and on Olympic.....need more in Downtown to get people down there too
 - Make easier and safer to get to
 - Make Main Street two way.
 - Mall is good
 - Mall, cheap, not many boutiques Good antiques places Ruthie B's and the placed out at Paramount
 - Malls are okay...it is slowly turning into empty space
 - Minimal except the Gateway shopping center
 - More mainstream shopping options/ outlet mall??
 - More maps of area shops and a sign on the free way for the antique shops in downtown.
 - Moreboutique outlets, no additional big box stores that we already have.
 - Need a nice local shopping district that is safe and clean with locally owned unique shops and restaurants.

- Need a Nordstroms and some other classy stores
- not much
- Not safe to leave your car parked at Gateway Mall
- Nothing really to attract me
- oakway center, winco, wallmart, costco, safeway, albertsons, fredmeyer,
- Perhaps identifying the different experiences as districts - downtown shopping is different that Gateway is different than Mohawk
- Play up the antique stores downtown.
- Rather than looking for a big anchor (other than possibly at Gateway Mall) support local, local, local. VRC takeover caused most local vendors to move out - we should be certain Springfield artisans have a place to go so that they can invest in Springfield's economy.
- needing another offramp for i-5 at the Harlow Rd area.
- The Gateway mall needs to bring in more business and work to retain them, Diversity.
- The Mall is terrible and needs to attract more stores.
- There are some great individual areas but since they are scattered not attractive. The gateway mall is a distant third behind Valley River and Oakway Mall.
- trader joe's market of choice
- We could use a great anchor in downtown, which would fit in well with locally owned interesting retail businesses. Perhaps Trader Joe's, however the demographics are probably not enough for them to consider a store, although I think many Springfield residents, especially those living in the Hayden Bridge, Thurston and McKenzie area would probably support it.
- While the downtown area does have some shops there isn't much in the way of diverse shopping experiences. Most of it is antiques. No higher end stores.
- With Cabellas coming into Gateway, should be great
- your basic wal-mart stuff is about it...and low end retail

8. Restaurants/Dining Experience?

- A collection of restaurants near the Wildish Theater would be a good combination. I also like the new place Sweeties. It is a fun place to take kids or get desert after having dinner at a nearby restaurant.
- a good share of options --- but should promote the hidden gems better (like Mookies!!).
- average
- Better and better all the time with much to offer except the very top end experience.
- Better and more restaurants downtown, Thurston and Mohawk. Gateway is covered.
- Better trendier, casual choices.
- big burger, busy bee.debs,
- Certainly a few places such as the Pump, Roaring Rapids, Hole in the Wall but not much else.
- Continue work to provide development along the waterfront.
- Diversify, Less mexican - more other ethnic styles
- Fine Dinning in Downtown
- Getting better. Need more quality dining spots. Right now you've got Outback, Roadhouse, Applebees. The rest are all smaller options.
- GREAT local restaurants so you don't have to go over there for big chains.
- Have them on the map.
- I would like to see more available in Glenwood
- Improving-ambiance of downown is a great opportunity for change
- it's fine
- Keep everything non-smoking places
- Kuraya's
- limited

- Limited outstanding high end and moderately priced restaurants
- Lots of diners downtown and on main- could really play this up as a 'theme or niche' - not sure quality in all of them - but just an idea. Also - springfield heritage is agriculture - what about a restaurant that capitalizes on that history with local, sustainable, NW foods - get folks to cross I-5. It would be nice to have a place to go after a show at Wildish; right now neighborhood is not welcoming, even 'scary' after dark.
- mom & pop stands; which are fine... but what about a bit more of a fine dining experience
- Mookie's is the only nice place I can think of and the location isn't the greatest
- More ethnic and gourmet.
- More great restaurants along the river in Glenwood.
- More upscale dining experiences - and a few more chain restaurants?
- More/better restaurants on Main St., Sunday hours for Washburne Cafe
- Need lots of improvement Too many chains
- Need more downtown restaurants open in the evenings, which means there needs to be more reasons for people to come downtown.
- Needs to continue to improve with more than fast-food options
- New restaurants in Gateway (Mookie's); Downtown Washburne, Memo's, Noodle-N-Thai, Pump Cafe etc. are somewhat limited and needing additions to teach set....that would increase the choices located convenient to walk to nearby
- No Big Name Resaurants except Outback
- No problem.
- Open some nice restaurants in downtown Springfield that stay open late and have a parking lot (so people don't have to walk along the sidewalks)
- parking
- small variety...thai, homecooking, pizza, chinese, deli...PUMP IS WONDERFUL DRAW!!!
- Some local unique non-chain reasonably priced restaurants of various offerings
- Springfield has some very good places to eat.
- Springfield's dining is generally casual, warm & friendly, and a good value (good food at a good price). It doesn't always pop out visually so maybe color coded signage or flagging that signifies an eatery? Or perhaps partnerships - furniture row brings a lot of regional residents into Springfield - perhaps they would support local eateries through offering discount coupons to their many customers. Perhaps hotels could do the same for overnight visitors since so many accommodations don't have a full service restaurant on site.
- Starting to get there
- The pump cafe, washburne cafe and Momma's Kitchen are great additions to downtown. Need a nice brew pub to move in downtown, like Ninkasi.
- There are some great restaurants in Springfield, and the farmers market and other downtown events could help them out
- There is quite of lack of variety of restaurants in Springfield. Mostly chain type restaurants.
- This is a zero. Can't attract a restaurant without a clientele, however.
- Try to show connections between dining opportunities and concerts or outdoor activities. Promote restaurants on main street and get rid of the remaining bars.
- Unknown
- Variety - real dining, not just fast food and noon meals for downtown workers
- Very little fine dining and not much variety
- We are starting to see more unique restaurants coming to downtown which has been bringing not only Springfield residents to downtown, but people from Eugene and other areas.
- We have nice restaurants....not sure how we can promote them.
- When my husband & I want to go out for an evening, Springfield lacks choices for nice, quality eateries in the downtown area. Washburn Cafe' is nice, but closes early. The Cork n Stein is about the only great place for a leisure dinner, wine, & music in near downtown area.

- While there are a few nice restaurants, most are chains or average experiences.

9. Signage, Wayfinding, City Gateways and sense of Welcome?

- All good
- As stated before, the signage needs to be more visitor-friendly - so that I can find my way to a river, the visitor center, or even City Hall without having to stop and ask.
- City is working hard on the west entrance into Springfield, making it welcoming. Pioneer Pkwy is looking better, hopefully all the funds spent there will have a big payoff
- COuld be improved.
- Could use more so that when people are taking an exit they will know what is at this exit.
- Create visitor friendly, eye catching, signage. As a resident of Springfield I'm unable to picture any current wayfinding oriented towards tourists and shoppers. Doesn't mean that it doesn't exist, it means that it does not stand out to me.
- designate 30th ave. and Glenwood exits as access points to springfield & ad signage showing the way to downtown.
- entry signs are nice
- Gateway entrance should be beautified to reflect community pride, welcome visitors and set the tone for Springfield as an inviting place. Gateway because that is where the vast majority of travelers enter our community and the only part that many see.
- going from glenwood is nice... everything else one would never know springfield existed or that it is just a part of eugene
- Good now, could be
- Good, more connections with Eugene bike-ways. I have found Springfield a more welcoming city for cyclists than Eugene (drivers are more respectful, cautious) - could network this into Eugene cyclists more - city cycling coordinator would be a great connection.
- I definately think more could be done in the Gateway area
- I dont know that is needed at this point?
- I like the drift boat at the bridge, and the downtown is actually more vibrant than Eugene
- I like the new Springfield drift boat welcome and other new metal sculptures welcoming folks at different entry points into Springfield.
- If main street wasn't one way traffic, an iron & brick arch over the entrance of a HISTORICAL DISTRICT of mainstreet announcing that you are entering a "Historical Downtown" would be beautiful & welcoming.
- If you were not aware of some of the treasures of the city you would never find them. Better signage...
- Improved signage is always a plus.
- Inadequate
- Is there a sign directing to Chamber of Commerce?
- It is an easy town to navigate. I-105 is a real bonus to travel quickly
- It's been called 'congratulatory': you know your on your way or have arrived because that's where the signs are. Most intersections and diretional materials are skimpy at best, poorly crafted for finding your way or getting a sense of where you are. If even there or marked, the signs are intermittent, small, inconsistent in style or not set-up for finidng local stuff or information sources even for locals never mind the poor traveler or visitor.
- it's fine
- Love the entrances to our city on Centennial and on Franklin.
- Maybe once Beltline/Gateway improvements are made an "entrance" will be more distinct. Love the new artwork along the EmX route.
- Need to have a reason to come to Springfield - then, easy access and ability to get there
- Need to identify when someone "enters" Springfield from the east - where you go from major highway to a quiet downtown.

- Needs improvement
- New entrance signage is beautiful, but has to be seen from more than one angle to appreciate it coming over the bridge from Glenwood. Like the new signage on Pioneer Parkway.
- Nice Intersection, Franklin Blvd, Mcvey Highway, Bridges and Main Street.
- Not good in either city - wayfinding that is - but good entry signage with welcoming boulevards and artwork.
- not really
- Nothing posted for incoming tourists as to where they can park rv's while shopping downtown areas.
- okay
- our streets are navigatable. welcoming.
- Pioneer Pkwy from South A to Hwy 126 is great.
- signage to some key river parks. a cohesive park/recreation map at these sites inviting visitors to other locations
- Springfield city awareness in Gateway area. Relocate new travel center at strip mall to a visible spot near the University to capture those many visitors looking for other things to do after attending U of O activity/events.
- Strengthened signage could help all the other attributes being surveyed
- The city tends to have an industrial feel throughout, including at the gateways.
- The signage is terrible. The new Springfield sign is wonderful. The lack of signage in the Gateway area is terrible and leads people to believe that's its part of Eugene which it isn't.
- Use those nice pennants that Bach Festival and UP use to promote special events in Eugene. But do it on Main Street in Springfield.
- very clear. no major changes
- Very good.
- We need a banner across Main that says you are in downtown and another thanking them for visiting
- Welcome signs are lacking. They should be impressive, to convey community pride. Street level signage also could be improved. Better directional and labeling signs for destinations.
- Where is the entrance to Springfield
- Would love to see a HUGE welcome sign in East Springfield as you enter the city on 126 headed west.
- Yes! Get some!

10. Outdoor Recreation e.g. cycling, boating?

- Absolutely!
- accessible. good choice for Springfield
- Again...public awareness!
- also include the sports complex
- Always more biking options. Glenwood river development will add greatly.
- Better marked boat landings and bicycle trails that have grown substantially in the last few years to link Lane County, Springfield and Eugene systems.
- Better promotion of it.
- bicycle back paths, ski hoodoo, or Willamette Pass, or Bachelor, tis the season
- collaborate with Eugene Parks and Rec on outdoor classes
- Connect bike paths. EWEB path to Rosa Parks. Bike connectivity out to Thurston. Levee bike path just ends
- Connect Franklin Blvd. with river in Glenwood
- Connected bike paths from the Depot to the PCC.
- Create a more consistent and clearer notation to bike paths and other recreational facilities.

- Cycling, boating, motorcycles, classic cars, fishing, walking tours
- Easy access to go across the river and back while enjoying all the outdoor activities -
- Excellent in the McKenzie River Valley.
- good
- Good job of creating more pedestrian and bicycle routes, but still need more.
- Have more access to the rivers that run through Springfield! Each and every access point is always overwhelmed with visitors during the summer time - more access would bring more people.
- How about more whitewater events? Parade, competition...
- I use to live in the Thurston area and cycling is difficult there. Need to capitalize on the two rivers more.
- It is unfortunate that ORI seems to have disappeared. Clearwater Park (is it county?) has potential that isn't being realized. I would love to see bike paths along the river and more places to get in and out of the river during innertube floats in the summer. Perhaps something to encourage wildlife along the river too - nest boxes perhaps.
- lots in the area.. just promote what we have
- Lots of this with bike paths, white water rafting, the nearby McKenzie River recreation corridor etc.
- More cycling would be good - McKenzie and Willamette rivers seem well advertised
- more river access
- more lighting on bike and running trails
- NA
- Need more waterfront attractions like canoe/kayak rentals or ?
- Need to make downtown more bike friendly. That is also part of the Urban renewal plan.
- Needs promotion
- None
- not enough
- not really
- Not sure
- Not sure what to put here
- Okay
- Partner with bike shops in Eugene and Springfield to promote special events in Springfield. Have a fun ride once a year to celebrate downtown and the riverfront, like Portland's bridges bike ride. Same for boating. Have a yearly race and make a big deal out of it.
- Really don't know
- Same as 'Natural Areas' --- really good
- signage from 126 to some exceptionally well maintained riverfront parks and boat ramps, good river maps for planning a float down the river
- Skateboard park gets no PR as far as I know.
- Stress access to Willamette parkway as all-weather cycle path.
- Two rivers. If public cannot access and enjoy, not much of a draw for visitors. Where would a visitor go boating? Cycling is great, but where can a family rent bikes in Springfield?
- We need to let people know and centralize the fact that they can stay in Springfield and get to anywhere in 30-minutes for any type of activity

11. Downtown aesthetics and streetscape?

- Absolutely-!
- Again, the bars are a problem and the strip clubs are worse.
- Big improvements underway, but lots of recent improvements making the downtown more attractive each year.

- Brighter lights, more businesses open at night, matching awnings, more "cute" stores.
- Clean up crummy looking store fronts!!
- Clean up the downtown blight
- Clean up the people on the sidewalks after hours
- Consistent storefront theme, better pedestrian lighting, cute light posts, flower pots, etc.
- continue to work on it
- Could add more flower pots and street vendors
- Could use some improvement
- Downtown is currently a visitor liability. Keep working on some type of transformation. I don't believe it will ever be a "retail center."
- downtown is looking better; move the strip clubs from the main corridors through town might help with the NICE city concept
- Downtown is not a place visitors have much reason to visit.
- Downtown looks scrungy and filled with tweakers, and bums.
- Downtown needs a major face lift. The buildings are old and run down. Too many bars and car oriented businesses, not enough restaurants and shops.
- Get rid of the bars and people loitering
- Getting better, but still has some shabby areas. Street lamps or something to tie the area together would be great --- play off the Washburne Historic District better.
- Getting better, gradually. Very dark at night with few exceptions (LTD, Junk Monkey, Wildish Theater). Main Street USA campaign has promise as does the Crandall Arambula plan.
- good
- Good except for South Main
- Great!
- green and clean up main st out to thurston area
- Improving
- it is run down looking - like a small town caught in in 1974....
- it's fine
- Keep the momentum going to improve the downtown. Pride in our downtown is becoming more evident.
- Looks better all of the time.
- Lot to be desired
- Make Main street two way, put state highway function on a nearby street.
- Many older and inconsistent styles and structures rely too much on each business to maintain in front of their shops. Recent banner signage provides visual cues and identity for open businesses and a good first step. Recent improvements in major buildings (Museum, Emerald Arts Center, Wildish, School buildings adding a traditional feel and anchoring for a local downtown style reflective of the Washburne and other buildings...but we have no standards in place to continue or increase that. Streetscape is a hodgepodge beneath a canopy of nice trees but less than adequate lighting. Too many dark spots and unlit 'caves' in the evenings with businesses closing at 5:00 pm.
- More of the murals might help. The business open flags are nice. The bars with no windows aren't the greatest for downtown - their patrons aren't either. At the same time though they exist because there is a demand for them so removing them from downtown will just mean they go somewhere else in the community it won't mean that they go away.
- more shopping
- Much improvement has been made but we have a way to go -- get rid of the bars and problem areas that attract drugs and prostitution - make it a more family friendly place to visit.
- need to continue to upgrade buildings and streets
- Needs improvement. Needs restaurants
- needs improving, but underway

- needs remodeling in many locations. streets are generally fine, buildings need much work.
- Needs work.
- not attractive
- On a scale of 1-10 with 10 being excellent I would give it a 2. A theme such as what Sisters has would make it a destination.
- Our downtown has made marketable progress.
- Pretty austere...though improving
- Promote form based code concepts to focus on opening up the visibility of storefronts and increasing the pedestrians sense of security.
- Promote the opening of more restaurants on Main St. and try to get them to stay open for dinner.
- Really needs some work in cleaning the area up. While it is better than before, there still needs to be work done.
- scary in general
- small town looking.
- Springfield has the image of being not clean and unsafe in many areas. It is not an attractive city especially the "entrances" to the city.
- Springfield's downtown has huge potential. Local businesses have the opportunity to step up and create a nice traditional downtown that Lane County (particularly Eugene) does not have.
- Springfield's downtown plan needs to be implemented!
- Street lights to light up down town sidewalks. Planters. "NO BIKES AND ETC. ON SIDEWALKS" Assist business owners with aesthetics with design ideas and maybe guideline suggestions. for a more cohesive downtown look.
- The biggest problem is the traffic on Main Street. Too noisy. Moving trucks off Main Street would be a big plus. The next issue is the empty storefronts. The prostitution and drug problems are not as evident as they used to be, so now on to other things...
- The downtown is so unattractive. Trees need to be trimmed, or removed and replanted for cohesive visual impact (and ironwork around them would look great). Buildings need a themed look in an area set aside for the "historical main street". Maybe all the buildings could have the same color awnings or signs, or lighting. Matching iron seating for store fronts. Maybe even "pave" the historical downtown area differently...like with bricks or cobblestones. Something that sets it aside. Downtown needs to be a quaint destination. An experience.
- The old section needs remodeling
- Too many old run down store fronts. Truck traffic is too heavy and should be using truck routes instead of main streets. Also need bike lanes.
- Ugh!
- Uniform image downtown - merchants going together to plan and carry out an image they want to portray as "downtown Springfield", including retail offerings as well as street appeal/storefronts - connect that with the downtown mall image -
- We need to decide on a theme or colors or some guidelines to make the shops cohesive.
- Where do I start? Lighting first, landscaping, building design standards, funds needed for all these items to actually take place

12. Events?

- 4th of July activities and Christmas parade are nice.
- a few in the summer, need more
- Absolutely :) Concerts - we really dont have any main attractions/acts come to Lane Co as you will find in larger cities - would be great to see Springfield take action ?! :)
- At least you have made a start with the Wildish Theater venue.
- balanced, well executed, often enjoyable.
- Bring back the Filbert Festival!
- bring some major concert venues to town... open air during the summer months would be great!

We have a lot of open space, USE IT!

- Car cruise, brews/bluesfest, Xmas Parade, are great...Eugene doesn't do this stuff anymore. Maybe block off one of the downtown streets on weekend nights and make it a music venue for younger folks....like New Orleans, Memphis, Nashville.....
- concerts in the park/downtown
- Current events are good, most oriented to locals. Farmers market is OK. Good to have on Friday afternoon. For visitors, would need to tie in to some regional identity: wineries, river. Hard to say how.
- Doing a great job, especially with the Summerfest this past summer. Promoted well. Blues and Brews Festival was a huge hit and drew thousands to Island Park. More high quality festivals to bring people to the city core.
- Downtown events are a great idea, but bringing people downtown to see that there is little downtown doesn't seem effective. We need more "there" there. Also, keep working with CVALCO to bring sports and outdoor events to town. The Masters B-ball tournament was great. More, more, more. Finally, Wildish Theatre is greatly underused. How can we push promoters and others to use it more?
- Even the town of Sisters has more events than Springfield does.
- Expand farmers market
- Expanded Farmer's Market, Pioneer Days Festival?
- Farmers market and the art walk are good. Find a place for monthly or bimonthly swap meet in the spring and summer months, Music in the park just because its spring, summer, evening, or no reason at all.
- Fiesta Latina and Brew Fest are great! Better transportation w/LTD and parking areas for events in the park...
- Fine
- Good so far
- Great events at Day Island park
- Great events draw lots of people and help enhance the image of Springfield.
- help promote Willamette Valley Blues and Brews Festival at Island Park
- I'm a big supporter of the arts and kids - the Museum, the Emerald Arts Center - Wildish Theater are all great attractions. Washburn Historic walks, music events and Farmer's Market are great beginnings - do more - find something unique that brings the out of towners (much like Levonworth or Sisters).
- In y circle of friends no one knows how to find out the Wildish events.
- Increase farmer's market to year-round. Like the ESAP/NEDCO artwalk! Need to create an event downtown to draw visitors to stay downtown after the xmas parade. Downtown businesses doing the right thing by being open late the nights the Wildish Theater has events.
- Integrative events involving art, music, dining, lodging, and shopping.
- it's fine
- Keep the great ones you have now; Fiesta Latina, Fourth of July fireworks, Christmas Parade - I think the metro area really needs a good July 4th parade - Creswell was swamped with visitors last year, and the parade is frankly modest.
- Mome
- More
- More events for downtown is great (such as a downtown celebration) but the traffic & parking makes it difficult! The Springfield Cruz attracts so many people...but the shops weren't open! What a time missed opportunity.
- More promotion
- Need a large convention set up. The talk was to set it up in the Glenwood area by the river or I could also see it in the Gateway area
- Need more and better supported events from public sector. Willamalane Parks and SUB provide two major events in the summer. Need better coordination among many businesses to have more

privately supported, coordinating/mutually supportive activities in Gateway, Downtown, and in Mohawk.

- Need more promotion
- Not much here - a great 4th of July, a Fiesta Latina Festival and Christmas Parade - this is about it.
- not too many
- parades are nice....lacking of festival, music in the park and Willamalane events are nice...
- Should use Dorris Ranch. Several years ago we had a reenactment of a Civil War battle and an Native American Village.
- Since the Broiler Festival and Filbert Festival went away, it seems there is nothing to really identify with Springfield. Summer Celebration could be the new thing though. Is the Christmas Parade promoted much? One of only a few in the state I think --- maybe a Winter Festival of some sort that weekend???
- Springfield likes its sense of community - anything that would pull planners, participants, and attendees from all parts of the community could be a successful event -
- The farmer's market is great.
- We need an event center to accomodate large groups
- We need summer street dance/famrrers market in the summer months
- Wildish Theatre has great programs!
- Would be nice to have more
- would like to see better quality events
- yes
- Yes! With support of merchants Girls night out, Guys free wrapping for Christmas. others in that vane

13. From time to time you may hear complaints or negative comments from visitors to Springfield. What is it that you are most likely to hear?

- "Springfield is unsafe." "Spring-tucky" referencing an unsophisticated town/population.
- About the people that hang out between pioneer pkwy and 5th street on main
- Abundance of strip clubs in downtown area, along with the clientele that comes with it.
- Calling it "Spring-tucky"
- Crime
- Criminal activity, topless bars
- dirty transiate types downtown
- Downtown area kind of rough.
- Downtown blight and unsavory characters, vice, etc.
- Downtown is dangerous at night
- Downtown Springfield is run down, and there is too many individuals loitering on street corners. Graffiti is getting to be over bearing.
- Downtown still has some safety and lighting issues, maybe a lack of lots of things to do.
- drugs & prostitution
- Drugs & prostitution in the downtown area.
- Haven't heard any for a while
- high crime
- How do I get there? I thought this was in Eugene...is there any signage that says I'm in Sprnigfield? Who would have known about this (venue) unless I was told about it by a friend who dragged me here. Advertising by organizations with attractions and by major civic organisations is important and needed on a consistent basis.
- how unsafe they feel in areas of downtown, especially around 4th and 5th streets
- I have had friends visit here from Germany, Virginia, North Carolina, Texas, Washington &

California. These are actual statements I have heard from them as well as friends from Eugene: "It's a shame that entering Springfield through Glenwood is so ugly" (homeless beggars were gathered right at the end of the bridge when this was said). "How many Bars, Adult clubs & tattoo parlors does Springfield need?" "Doesn't the city have regulations about that? It looks like a drug dealers truck...its such an eye sore. I wouldn't feel safe around this area at all!" (Referring to a graffiti painted truck that sits between 10th & 11th on main street that appears as if it's possibly dealing drugs from it). "Too bad you can see that...why doesn't the city make them build a solid fence there so you don't have to see that? (In reference to a bar on main street that has it's own enclosed yard between two buildings that is visible on main street. You can easily see people hanging out there smoking & drinking.) "What on earth were they thinking when they allowed schools on main street?" (In reference to the added amount of foot traffic in busy car traffic, as well as seeing teenagers with open displays of affection on the sidewalks.) "Well we all know that Springfield is just a little Springtucky" "Wow...no missing that adult bookstore! I bet the residents hate that...aren't there any regulations for that?" (Talking about the huge lit adult bookstore sign right on the freeway just before heading into Springfield). "It's free enterprise..but do the Bars & Strip Clubs have to be so visible. Can't the city move them to their own district away from the main drag?" "Springfield could be so cute!" "Springfield looks poor." "If seems like the new Riverbend hospital is really in Eugene" "I heard the Gateway Mall was ranked as one of the top 10 Ugliest Malls in the U.S."

- I have heard that the taxi drivers that transport people from the airport to hotels in the Gateway area call the Gateway area "the getto". I have heard many negative comments about Shilo Inn.
- I wouldn't want to live here.
- industrial, low class appearance
- industrial/blue collar, dirty, nothing to do
- It is a blue collar city with no attractions. Discounted by being adjacent to Eugene.
- It still has a logger mentality. It is still somewhat considered a party town.
- It's too close to trashy Glennwood industrial area and the river tramps
- Lots of bums
- Meth capital
- mill town image too conservative
- mostly from those in Eugene
- No where interesting to eat Not much shopping
- None
- None
- not enough fine dining or vegetarian restaurant options
- Not enough things to do
- Not from visitors out of town but mainly there is just at least the appearance of a higher crime rate- drug use - homeless issue - and lack of curb-side appeal along with options for food and entertainment...
- Not good restaurant selection.
- Ok, so I keep harping about the Strip clubs, but that is what I hear from folks. Also, drunks/drug users on the main street. These are stereotypes, but they are real perceptions
- On the whole, town looks a little down on its luck, not much to do and very little at night other than strip clubs.
- Parking and the drunks on 4th and Main
- parking...drugs
- Safety and scummy Mill street area.
- Safety concerns in downtown.
- Safety issues surrounding people hanging out in downtown Springfield and 40th + area blocks
- Scary down town. Don't feel safe.
- scary population downtown (however I think Eugene is worse)

- Seediness of downtown
- Seedy strip joints and bars
- Springtucky, Strip joints,
- Springtucky.... ie, hicksville. I think this is overblown but it references some of the more lower income areas which if thought about aren't really that many.
- syringe-ville, spring-tucky
- Taxes for business in general about the state
- That it's backwards and not sophisticated....but in reality it's like Eugene was in the 60's when downtown Eugene was where people went.
- That they couldn't find the place they were looking for
- The places that are available for outdoor and recreational use could be enhanced and there could be more of them - family areas, picnicking, just enjoying the outdoors - especially by the river -
- The undesirable element downtown, not where you would want to take the family.
- Theft use to be a huge issue but now with the jail it seems to be less of an issues. Also, just not alot of alive after 5.
- There is no there there. it lacks a destination area that is polished and inviting to the visitor
- Too many strip clubs!
- Too many strip clubs. Hopefully, one will be shutting down very soon.
- transients, transients, transients. hobos and the homeless.
- Trashy looking areas.
- Usually negative comments have to do with those that hang around downtown after hours and perhaps "what's there to do"?
- What's there to do?
- Why do they send all their homeless to us in Eugene.

14. If you could change ONE thing about Springfield to make it an even more attractive destination for visitors, what would it be?

- a hotel in the Booth Kelly/Kendall area
- A small theme park. With the river and university near by I have always though that Springfield would be the PERFECT place for an outdoor water theme park. The population could certainly support it. It would need to be visible to the freeway with easy enough access that it would attract the young adult population.
- a vibrant downtown that is pleasant to walk in.
- better attractions
- Better promotion of the city and visitor venues. Emphasis on how progressive Springfield has been. The Glenwood development along the river will help.
- Blow down Glenwood to allow a developer to come in and do something!
- Build a conference center
- Change the name to Eugene.
- Clean up downtown
- Clean up Downtown more
- Clean up downtown!
- Clean up Main Street.
- Clean up the adult stores and work on the crime element...the new jail should help
- Clean up the atmosphere of the downtown experience and make it more family friendly.
- clean up the downtown area and make it a more attractive place to shop
- Continue to focus on the downtown as it is the core of any city, and where most tourists/visitors will go first to get a sense of a city.
- Continue to make downtown better. Make things happen on the riverfront. Support a major

attractor to the area.

- Create a cool downtown connected to the river and mill race.
- Create a hub that has a variety of shops and event areas- like downtown but increase what isn't there - food shopping, movie theatre, etc
- Create a theme. Get businesses excited about the theme and make it come alive through a slogan and signage.
- Designate a historical downtown area, and give it a total makeover! Maybe some sort of incentives to get landlords involved, and to attract better business too. Low rent districts attract low rate businesses!
- develop a park or recreation "trail" highlighting the most visitor friendly recreation spots to take advantage of river access and lively parks family friendly opportunities
- Develop the Glenwood area as a destination along the river. The ideas were great, it just needs to happen.
- Develop Glenwood.
- distance itself from Eugene...
- Downtown
- Downtown, make it a place to go to and walk around and enjoy, the buildings are "period" and would complement shops and eating establishments.
- easy access to and across the river that would connect recreation opportunities - biking, hiking, picnicking, enjoying being close to the river with easy access to do it -
- Get rid of the pan handlers.
- Give more options for things to do as mentioned in prev responses - that would address both primary issues in one clean sweep- Good luck! :)
- Give them something to do here besides spend the night while they are passing through.
- Horsedrawn carriages downtown area or something that makes it unique. Play up the historic aspect (Washburne Historic District), etc. like Port Townsend, Washington or Sisters, Oregon.
- I can't think of anything, I really believe Springfield is going in the right direction, as with anything, it just takes time. I'm proud to be a business owner in Springfield.
- I think Springfield is a great place to live
- I would assemble an elite group of people (spear headed by Lane County Master Recyclers) and attack junky looking areas. Put it in the newspaper, on TV. Make businesses NOT want the team visiting them!
- Ignoring any cost issues, have Springfield take jurisdiction of Main Street to allow for full control of driveway access, pedestrian crossing, and overall feel of the roadway.
- improve downtown and our image
- Improve Main Street. Make it two way.
- Make Downtown even more vibrant and attractive....add some kind of lodging there
- Make downtown more inviting
- Money being no object of course, expand the walking area and provide some sort of covered areas since this is Oregon and rain is typical. Do something about the downtown traffic - it is more about getting through Springfield to your next destination than parking and staying a while to shop or enjoy the many assets.
- more attractive downtown
- More events
- More place to do activities or "play"
- More restoration/historical preservation of more downtown buildings.
- more river access
- no more panhandlers
- panhandlers and hangers on in downtown areas near the strip clubs...
- Put in a convention center
- red light district....let the bars have their space....put them together and let people walk from

- place to place...."shopping"
- Re-design Main St. with a consistent theme that business owners would have to comply with-ie; in late 60's, early '70's the small town of Santa Susana, CA., before it was conglomerated into the city of Simi Valley, did a main street facelift of the businesses that turned out beautifully in a Spanish mission style prevalent in cities like Santa Barbara and many other CA coastal towns.
 - Redevelop Glenwood, especially along the river.
 - Redevelop the waterfront along Franklin Blvd.
 - remodeling many of the broken down, damaged, unwelcoming buildings.
 - Remodel Gateway mall for better shopping
 - Remove all the strip clubs.
 - require that all businesses in the downtown area be the kind of business that people could bring the "WHOLE FAMILY TO".
 - Restaurants, clubs ect. . .
 - Riverfront venues! Think Ashland!
 - Safety
 - Support the tagline "Gateway to the McKenzie"
 - Take out the bars on Main
 - The 420 bar on main street caters to the drug users and homeless. Doesn't feel safe.
 - the image.
 - Try to attract artists to live in loft space above downtown businesses to create a "scene" and foot traffic to restaurants in evening. Get a gelateria that serves really good gelato and make Springfield a destination for Eugenians.
 - Upgrade downtown
 - Vibrant downtown.
 - Wave a magic wand: have a well defined downtown with even a small nucleus of shops and restaurants more upscale and more interesting to browse. These could integrate with current gallery, museum, library, etc. but those public sites by themselves don't attract a visitor to hang out, wander, buy.
 - Wayfinding under a consistent brand.
 - We are moving forward in all the right directions. Public bathrooms in Island Park and downtown. Give businesses a break for staying open in the evenings. EMX is beautiful and will do much for us.
 - We need a slam-bang attraction, such as the ill-fated (but still a good idea) McKenzie River Streamarium.

15. Would you like to make some additional comments?

- Almost need to have a different survey for Springfield as Gateway and Springfield as Downtown. Two different problems: vehicular vs. pedestrian; big store vs. shops. No visitor identifies Gateway with Springfield, it is just an accident of the City line. Downtown has some charm, but it is subtle ...
- Emerald Art Center is doing a great job downtown.
- I believe developing the river areas such as Glenwood is a higher priority than downtown. Springfield is a more desirable place to live than Eugene but for travel it needs better development
- I have lived in Springfield over 10 yrs. and love it! I love the hometown feeling of Springfield. When I see the increased traffic, I no longer get upset, rather, think to myself, "I can't blame people for wanting to live/work/shop here -- people love it here just like I do!"
- I like the current visitor center, however, if it could be replaced with a nice, new building, it may just spiff up the image of Springfield for those experiencing it for the very first time.
- I like working there. The Chamber is THE BEST
- I'm encouraged by some of the changes I've seen, and have great hope for the vision for

Springfield! However, I am discouraged by bureaucracy, red tape & internal dissention between all groups involved. Hopefully the vision won't perish...and without a good leader it will!

- Make downtown a family friendly zone.
- New-ish to the area, so I am not completely familiar with everything that is already being done.
- Re: the bars downtown. It isn't bars as businesses that scares people, it's the customer base and how the proprietors manage their patrons. There are plenty of bars where the action is on the inside, not out on the sidewalk.
- I think Springfield is moving in the right direction right now. Good things are happening--i.e. the mural at Siuslaw bank.
- Springfield for those of us that are locals know it is a rapidly up and coming area and are very excited about its growth and progress. We are inspired and encouraged by the recent developments and hopeful it will continue a transition that will provide everything incorporated with wonderful communities, I hope my responses were not too harsh but the survey asked from a visitors perspective and they don't have the opportunity of knowing the heart and extraordinary people that make Springfield a great place. I would be happy to be of any further assistance should it be needed. Thank you.
- Springfield is a very forward-looking and active community.....
- Springfield is working hard to make the city a popular destination. Keep it up!!
- thank you for sending this survey. i do hope my input is accounted for.
- We have a large portion of our community willing to put the work forth to create change and positive work in Springfield. I hope that we do not make the same mistake addressing our unemployed as when we let Sony take advantage of our community.
- We need a convention center!!
- YOur survey took more than 5 minutes.



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