



**Wednesday, Dec 19**

**5:30 – 8 pm**

**South Wasco HS Cafeteria**

**Maupin First Impressions  
Community Action Planning  
Meeting**

**Maupin First Impressions Program  
for Enhanced Visitor Experience**

This fall, a visiting team conducted an on-site “first impressions” assessment of Maupin. The results of this visit will be presented for a community-wide discussion about how well local efforts are achieving their goals and implementing future projects to support local businesses and community vitality. Please join us for this important conversation and interactive Action Planning Session, hosted by the Local Project Team and RDI.

**First Impressions  
Program comes to  
Maupin**

**Help influence  
effective change in  
your downtown**

**Be a part of a  
community  
discussion**

*Free Dinner*  
**starting at 5:00 pm**

**For more Information**

**Contact:**

**Mayor Ewing**

**541-395-2698**





**For Immediate Release:**

Date: November 30, 2018

Contact: Mayor Lynn Ewing

Phone: 541-395-2698

Email: maupinmayor@gmail.com



**Maupin First Impressions Program Invites Community to an Action Planning Meeting on December 19**

What do visitors to Maupin think about our community? Are we rolling out the welcome mat to tourists and prospective business owners? Can we make changes that will attract visitors to stay longer in our area? How can we work together to enhance the “first impressions” of our business districts, visitor services, and unique tourist attractions?

*The Maupin First Impressions Program* is a project of the City of Maupin, Maupin Chamber, and the Rural Economic Vitality team from Rural Development Initiatives (RDI). Support for the program also comes from The Ford Family Foundation. A local project team consists of Mayor Lynn Ewing, Allison Bechtol, Chamber President, Joy Reyneke, and Susie Miles. The goal of the program is to support the city’s overall vitality and enhance tourism efforts.

The First Impressions Program works across the state in rural communities. It pairs communities in a region, to recruit volunteer teams to visit and provide an objective feedback. This fall, a visiting team of volunteers conducted a day-long “first impressions” assessment in Maupin, driving around the city, exploring on foot, and visiting businesses in and around the central business districts, all with a focus on visitor-oriented stores and services, and amenities for bicycle tourism.

The assessment team looks at local infrastructure and amenities, building exteriors, interiors, and customer service. The report generated from this visit will be presented for a community-wide discussion about how well local efforts are achieving their goals and where future projects can be implemented to further support the vitality of our local businesses and community. The Community Action Planning meeting will be held on Wednesday, December 19, at the South Wasco High School Cafeteria, 4<sup>th</sup> and Slusher, in Maupin. Everyone in the community is invited to attend for a free dinner and lively discussion. We hope to see many business owners and employees participate in this important conversation. Students are encouraged to participate as well.

Mayor Lynn Ewing, local team lead, “Maupin relies on tourism for most of the economy. While we have a tremendous number of people visiting between Memorial Day and Labor Day, we would like to expand the season from 3 months to 8-9 months by encouraging additional tourists when the weather is not 100+ degrees. Our commercial area currently has no empty storefronts, though many businesses are seasonal. By assisting us with evaluating our “First Impression” on tourists, we will gain a better understanding of how to attract people throughout the year and to attract businesses and permanent residents.”

For more information about this meeting contact:

City of Maupin: Lynn Ewing, 541-395-2698, maupinmayor@gmail.com

Rural Development Initiatives: Anne Mitchell email: amitchell@rdiinc.org (541) 256-0551

RDI’s First Impressions program provides a community with an objective assessment of its downtown’s true first impression on newcomers and visitors. The knowledge gained from the assessment can be a catalyst for positive and effective community involvement, action, and change, leading to an improvement in the fresh appearance, offering of services, and infrastructure.

For more information about the RDI First Impressions Program, please visit [http://www.rdiinc.org/first\\_impressions](http://www.rdiinc.org/first_impressions)