

In order to qualify for a Visitor Center sign, a business must submit a letter from the nearest **Destination Marketing Organization (DMO) and meet the following standards.

NOTE: If we don't require a letter, then we wanted to make sure that the DMO is notified when a business requests a sign.

Mandatory Standards

Visitor Centers should have:

1. Plans and procedures to respond to visitor inquiries in a timely manner.
2. Trained staff with destination and customer service expertise to meet the needs of the leisure travel market. **Definition of what qualifies as trained- to be determined later*
3. Copies of the appropriate local visitor information and regional guide on display, and access to guides from the other six regions available on request. *
4. Statewide materials provided by travel Oregon and the Oregon Department of Transportation should also be available upon request ** these last two items will have a list of required items developed by us.*
5. Access to visitor information after hours (such as brochure racks, information kiosk, phone message board, Web site address, etc.) ** A review team will need to be established to review exceptions*
6. Open hours:
 - A. Memorial Day through Labor Day Weekend. Six days a week, five hours minimum per day.
 - B. After Labor Day Weekend up to Memorial Day Weekend. Five days a week, with a minimum of three hours a day.
7. ADA Accessibility.
8. Automobile parking within walking distance, or easy access by public transportation.
9. Drinking fountain or access to water during open hours.
10. Restrooms- within walking distance, accessible to all members of the traveling public during open hours.
11. A landline telephone for staff or guest emergency use.

Voluntary Standards

Visitor centers should consider having:

1. Reservation capability.
2. Signage that show the person following the directional signs that they have arrived at the Visitor Center. AND
If possible signage at the building that is consistent with the official Visitor Center sign.
3. Recreational vehicle parking within walking distance. Visitor Centers with RV parking should have the RV friendly sign
4. Access to staff and/or resources with multiple language speaking capabilities.
5. Internet access available (Possibly demonstrated with a Wi-Fi symbol on the sign at the Visitor Center)
6. A letter of support from the local DMO if someone would like to open a new visitor center.

* *The DMO should be the nearest Convention & Visitors Bureau or Chamber of Commerce. If there is not a CVB or Chamber in your city or one that represents your county, then a letter from the Regional Destination Marketing Organization would be accepted.