

SECTION III: RARE AmeriCorps 2024-2025 PLACEMENT NARRATIVE

PART A: BASIC INFORMATION

RARE Host Organization

Organization	Talent Business Alliance		
Location	Talent Oregon		
Website	www.talentbusinessalliance.org		
Social Media Handle(s)	Talent Business Alliance		
RARE Position Title	Tourism and Destination Coordinator		
Area to be served	Talent/Phoenix Oregon	Population	10,000
	City, county, region, watershed		

Placement Type

Check the placement type(s) that best describe this position. These check boxes are used to match your organization with prospective RARE AmeriCorps Members. Please check all that apply.

Host Organization & Economic Development

- | | | |
|---|---|---|
| <input type="checkbox"/> Main St. & Downtown Development | <input checked="" type="checkbox"/> Small City, County & Regional Planning | <input checked="" type="checkbox"/> Small Business & Entrepreneurship Support |
| <input type="checkbox"/> Nonprofit Development & Management | <input checked="" type="checkbox"/> Rural Tourism & Destination Development | <input checked="" type="checkbox"/> Rural Economic Resilience |

Food Systems

- | | |
|---|---|
| <input type="checkbox"/> Sustainable Food Systems | <input type="checkbox"/> Food Access & Security |
|---|---|

Environment & Sustainability

- | | | |
|--|--|--|
| <input type="checkbox"/> Renewable Energy | <input type="checkbox"/> Natural Hazard Planning | <input type="checkbox"/> Natural Hazard Mitigation |
| <input type="checkbox"/> Climate Change & Host Organization Resilience | | |

Host Organization Housing Information

Median Rental Costs	\$ <u>1500-1800</u>	\$ <u>1800-2000</u>
	1 bdrm. Apartment	2 bdrm. House

Housing Notes: Housing can be shared with TSO RARE placement in same community

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Housing can be challenging to find in and around Talent. Better prospects in nearby Phoenix as well as the South end of Medford.

PART B: RARE PLACEMENT DESCRIPTION

Please describe the RARE placement by answering the questions below.

SUMMARY

The RARE participant will support Talent's economic recovery from the Almeda Fire. As Talent focuses more on its "sense of place" as it strategically plans for an economically healthy future as a distinctive destination and creating a healthy vision for Talent's future. The RARE participant will do this by coordinating with regional partnerships, government entities and other stakeholders to develop a Tourism and Destination Strategic Plan leveraging, optimizing and building on existing regional assets and attractions.

WHO WE ARE

Host Organization

The Talent Business Alliance has been active since 2005. TBA reorganized in 2022 to become a 501c (3) in order to better support the small business and economic development in Talent, Oregon. We support local businesses at every stage of development. We foster a thriving and equitable business environment. We offer technical assistance, networking, marketing, and advocacy to create social and economic opportunities that expand the vitality of the community of Talent and surrounding areas.

Host Organization Need Statement

On September 8, 2020, the Almeda fire burned through the communities of Talent and Phoenix, leaving more than 2500 residents without homes, and destroying large swaths of our commercial sectors. With an abundant agricultural scene in a thriving wine-growing area, our communities are carving out a destination identity post Almeda Fire. Talent is focused more on its "sense of place" as it strategically plans for an economically healthy future as a distinctive destination in its own right. Now, more than ever, smart capacity inputs into creating a healthy vision for Talent's future are what Talent needs.

Supervisor Statement

Darby is a supportive leader who provides latitude for participation in planning and implementation. Her communication is collaborative-supportive across all platforms to optimize outcomes from a team environment.

Darby has interfaced with RARE participants as the Mayor of Talent but has no direct experience with interns. However, Darby has decades of experience working in management and volunteer coordinating.

As a seasoned mentor and coach of department heads, managers, supervisors and staff members, Darby has honed a strong ability to empower people to grow and participate in project objectives and outcomes.

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Community Description

Talent, located between the Rogue Valley hubs of Ashland and Medford, has long been a sunny, friendly town that has fostered a sense of civic pride and creativity. Living in Talent is easy. It is walkable, close to amenities, restaurants and shopping. Talent has most everything one needs but is also very close to larger cities with all of the big city amenities. The bus line is very accessible from nearly every reach of the city. There is a sweet culturally diverse vibe in Talent, with a great many activities to engage in.

Diversity, Equity, and Inclusion

Talent Business Alliance is a diverse organization with women, BIPOC and LGBTQ members on the board, who are also serving in other non-profit organizations creating an ecosystem network in Talent and surrounding area. TBA actively engages in partnerships that provide to our organization guidance to be culturally competent in our projects. We collaborate on culturally specific projects but prefer to work in support to center their leadership. We create belonging in our organizations with a supportive culture and by prioritizing diversity in our hiring and board recruiting practices. We focus on supporting communities by amplifying underrepresented populations in every way possible. As we grow, we are seeking resources to be completely bilingual. We are always learning and growing on this front, with the understanding that we are on an DEI arch that will outlive our work.

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WHAT WE'RE LOOKING FOR

Desired Skills

- Ability to work independently and in teams
- Organizational skills and attention to detail
- Excellent communication and report writing skills
- Strong interpersonal skills and willingness to engage with a diverse group of people
- Competent computer skills including Microsoft Office and G Suite
- Ability to interpret code and policy
- Appreciation for collaborative projects

Below are the essential functions of a RARE AmeriCorps Member in general. **Please include any additional essential functions of your placement, not listed below. This may include skills as well as requirements such as passing a drug test, owning their own car, etc.**

Essential Functions

The RARE AmeriCorps Member must be able to fulfill the following essential functions:

- Complete a minimum of 1700 of service within 11 months.
- Represent the RARE AmeriCorps Program, their Host Organization organizations and themselves well by behaving professionally and following the dress code and standards of conduct of their sponsoring organization.
- Travel to and participate in required RARE trainings, including Orientation, Fall Training, Winter Training, and the End of the Year Event.
- Create and submit a work plan, with the support and approval of the Host Organization supervisor, that accurately reflects the RARE AmeriCorps Member's on-site duties and deliverables.
- Complete monthly impact reports, timesheets, and quarterly assessments in a timely manner.
- Seek technical assistance and support whenever needed, from Host Organization resources, RARE/IPRE staff, or from the University outlined both the in the scope of work and in the RARE AmeriCorps Member work plan.
- Complete specified work products as described in scope of work and work plan.

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WHAT YOU'LL DO

Please summarize all anticipated projects your RARE AmeriCorps Member will take on using the following table. The purpose of this table is to give prospective RARE AmeriCorps Members an overview of the placement description. This table will be attached to your Host Organization contract (signed at the beginning of the RARE AmeriCorps Member's term of service). Please use sufficient detail to explain your projects (i.e., if a RARE AmeriCorps Member were solely looking at this table, they would understand the scope of work for this placement).

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Project 1: Destination Strategic Planning			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time
<p>Working with the City of Talent, the Talent Business Alliance and Travel Southern Oregon, RARE Member will work with all stakeholders in Talent as a “destination” over the course of the year.</p> <p>Member will identify and partner with sector leaders (wine, biking, arts & culture, culinary, etc.) and create a structure for long-lasting working relationships between groups. These action teams or partnerships will serve as resources to then, over the course of the year, begin to develop a Destination Strategic Plan for Talent to use in the future as it makes key investments for healthy community development and economic impact in this rural community.</p> <p>There will be an initial period of simply getting to know people and leaders, and hear from them their ideas about what an effective Destination Strategic Plan would even look like for Talent. While there are templates and models for member to base work on, there will be considerable creative license in the creation of this destination plan.</p> <p>Member’s Role: Destination Strategic Planning Manager</p>	<p>Individual Communication Skills, Strategic Visioning skills, group presentation skills,</p> <p>Ability to communicate learned knowledge base with partners</p> <p>Curiosity & listening</p> <p>Stakeholder engagement</p>	<p>Anticipated Long-Term Impact: This inventory of community destination assets and opportunities, coupled with City and Business Alliance goals, will lay out a path for future investments and development of destination attractions and partnerships.</p> <p>Key Community Partners: City of Talent, Talent Business Alliance, Travel Southern Oregon</p>	60%

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Project 2: Biking Trails in Wine Country			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time
<p>Talent has been blessed as an agricultural wonder since its founding in 1910. Many of the pear orchards of the early 20th century are still in operation, while some of them have been transitioned into the new agricultural gold of the Rogue Valley: wine grapes.</p> <p>Miles of country roads wind through our orchards and vineyards, and cycling enthusiasts can often be seen riding on rural byways with scenic views of the Cascades and Siskiyou mountains and the lush valleys of Bear Creek below. At this point, cyclists are all working on word-of-mouth routes. There is no formal designation of a Wine Country Cycle Route, in any way.</p> <p>As part of member's work to create a Destination Strategic Plan, this opportunity to outline the project to designate Wine Country Cycle Routes will allow a deeper dive into county and city transportation and recreational initiatives. Explorations of public and private funding options for signage, community workshops, and public relations will be part of this project.</p> <p>Member's Role: Develop Project Outline for Wine Country Bike Trails</p>	<p>Individual Communication Skills, Strategic Visioning skills, group presentation skills, Ability to communicate learned knowledge base with partners</p> <p>Curiosity & listening</p> <p>Stakeholder engagement</p>	<p>Anticipated Long-Term Impact: High-Impact Destination Asset</p> <p>Key Community Partners: Travel Southern Oregon, Rogue Valley Vintners, City of Talent, Jackson County</p>	15%

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Project 3: [Name]			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time
<p>Arts & Cultural District Development</p> <p>The Rogue Valley has long been a cultural gem for the state of Oregon. Home to the Oregon Shakespeare Festival in Ashland and the Britt Festivals in Jacksonville, cultural travelers have long visited the valley to immerse themselves in its thriving cultural scene.</p> <p>Camelot Theatre, in downtown Talent, has been a key partner in the Valley's cultural identity for many years now. The City has hosted Arts Festivals and the new 7000 square foot Talent Maker Space being built in the heart of downtown will help anchor the full spectrum of "artisan identity" that infuses Talent.</p> <p>The City has begun exploring ways to elevate this element of its destination identity, and the member will connect with partners from across many creative disciplines to articulate an initial outline of what a Cultural District might look like in Talent. Working with key city staff, the opportunity to envision the creation of a Cultural District from the ground up as the city rebuilds is a unique opportunity.</p> <p>Member's Role: Arts District Vision Facilitator</p>	<p>Individual Communication Skills, Strategic Visioning skills, group presentation skills,</p> <p>Ability to communicate learned knowledge base with partners</p> <p>Curiosity & listening</p> <p>Stakeholder engagement</p>	<p>Anticipated Long-Term Impact: High-Impact Destination Asset</p> <p>Key Community Partners: City of Talent Public Arts Commission, Talent Business Alliance and Travel Southern Oregon</p>	15%

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Project 4: [Name]			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time

Project 5: [Name]			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time

Project 6: Member Professional Development			
Major Activities & Tasks to be Performed	Skills, Ability & Knowledge Needed	Expected Outcomes and/or Deliverables	% of time
10% of service will include required RARE Program sponsored trainings*			10-20%

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WHAT YOU'LL GAIN

Professional Development Opportunities

Ten percent of the RARE AmeriCorps Member's time is to be spent on required RARE trainings (Orientation, Fall Training, Winter Training, and various webinars throughout the service year). These trainings are vital to the RARE AmeriCorps Member's year of service as it covers important AmeriCorps policies as well as skills that will benefit the Host Organization over the service year. These skills include creating work plans, conducting effective community outreach, and conflict management.

AmeriCorps policy caps the total amount of hours spent on training at 20% of hours over the service year. Supervisors and RARE AmeriCorps Members should plan for how to use these hours to best meet the needs of the projects and the RARE AmeriCorps Member's professional development goals.

Please describe the professional development, learning opportunities and training for the RARE AmeriCorps Member who would serve in the position. Please be as specific as possible.

- Participants will engage in strategic planning that requires relationship building and outreach, level research with government agencies and code or policy assessment, data gathering, interpretation, convening and facilitating stakeholder meetings, work plan development with implementation steps.
- Working in a rural setting with small businesses of less than 10 employees, developing a deeper understanding of the market conditions and challenges that small town microenterprise, small business and small scale manufacturers face.
- Developing action plans to accomplish objectives independently.