PRESS RELEASE
March 27, 2019

Foundation for Puerto Rico and the community of Orocovis present the Local Destination Management Plan to develop the visitor economy of the community

Multi-sectoral leaders from Orocovis present six projects of economic development.

San Juan – Foundation for Puerto Rico (FPR), in conjunction with different sectors of the community in Orocovis – including government, commerce, culture, and community-based organizations – presented today the first plan co-designed by the community for the arrangement of Orocovis as a destination, which has as a goal socioeconomic development.

The Local Destination Management Plan contains actions and concrete goals to develop as a destination and it establishes the roles and actions to take place by key local actors to achieve growth in tourist activity in a sustainable way, aligned with the vision adopted by residents of the community. This Project is the result of an umbrella program from FPR, Bottom Up Destination Recovery Initiative, which seeks to advance recovery efforts in Puerto Rico with a multi-sectoral focus, using the visitor economy as a strategy of making the island a global destination.

“To accelerate sustainable recovery, Puerto Rico needs solid economic growth in multi-sectoral planning, inclusively and strategically. Through the Bottom Up program, the team at FPR is actively working in 6 towns around the island looking to replicate this model,” emphasized Annie Mayol, president and COO of FPR. The municipalities are Orocovis, Humacao, Aguadilla, Isabela, San Germán, and Cabo Rojo.

During the next two years, the Foundation will expand this program to the municipalities of Arecibo, Camuy, Utuado, Adjuntas, Manatí, Barceloneta, Naguabo, and Ceiba, thanks to a grant from the Federal Administration of Economic Development of the United States.

In a similar matter, and as part of integration efforts, Carla Campos, executive director of the Tourism Company of Puerto Rico, and Brad Dean, executive director of Discover Puerto Rico, listened to the community presenting the Destination Plan of Orocovis and the primary projects for the development of the community as a destination.

“The collaboration has been abundant, and we have been working for months structuring concrete plans with a collective mission and vision to maximize the existent resources in the community to strengthen the resilience, social capital, and the economy of the communities. We seek to insert ourselves in the strategies and national plans to have a larger impact,” Arnaldo Cruz, director of Investigation at the Foundation, added.

The Local Destination Management Plans outlines growth goals

Merchants, individuals, government, and community-based organizations have worked on the Local Destination Management Plan and its initiatives.
“The ability of being able to work hand in hand with other orocoveños who share the vision that our community continues its development as a tourist destination, is without a doubt one of the added values of this entire process,” indicated Lorimar Santo Domingo, director of the Art, Tourism, and Culture Department in Orocovis.

The three main goals of financial impact outlined for 2020 by the community in the Destination Plan include adding the number of days and experience in Orocovis. These are:

- 20% of the visits to the principal tourist attractions will include overnight stays of at least one night.
- 50% of the visits to Orocovis will include at least three different types of experiences (adventure, culture, gastronomy, agronomy, and ecotourism)
- Turn cultural events in Orocovis into one of the principal propellers of additional visits through the year.

**Leaders from Orocovis present projects of economic development**

Leaders presented key projects to achieve the goals established by the community as part of the Local Destination Management Plan.

Between the local leaders that presented projects, some were: Reniért Ramirez, proprietor of Disfruta Orocovis and Studio 625; Edwin Rivera, co-owner of the Finca Oro Rajo; Lorimar Santo Domingo, director of the Art, Tourism, and Culture Department of Orocovis; Lenice Vázquez, artisan of carved saints; and Carmen Enid Báez, representative of the Amigos del Bosque Toro Negro.

- Guide of Touristic Information: Seeks to group the attractions of the destination in a single attractive document that is easy to understand, with useful, updated information, and a map with all the points of interest.
- Center of Touristic Information: A physical location and center of information to receive visitors and show the diverse experiences that Orocovis has to offer.
- Program of Cultural Events: Coordination of a series of cultural events throughout the year to attract visitors, primarily residents of the Metropolitan area.
- Road signs: Include in the destination a system of complete and of quality signaling to facilitate the access and the imagine working with road signs to show the principal points of interest in Orocovis.
- Program of short-term rental: looking to find new options for accommodation with the goal of the visitors having more alternatives for a night stay in Orocovis.
- Programs of continued education: Strengthening the hospitality and service skills from owners of businesses, managers, employees and other service providers that directly interact with visitors.

**Bottom Up’s Background: from investigation to action**

The Bottom Up Destination Recovery initiative works with four components in each community to accelerate economic recovery and make the community more resilient to direct local leaders towards a
planification and self-management of the destination. The four components are: basic needs and infrastructure, support to smaller businesses, social capital, and touristic development.

After collecting information and preselecting a dozen of location, Orocovis was chosen as the pilot for the initiative and in January 2018, the operational team moved to the municipality where they quickly concentrated in identifying people, businesses, and organizations that were crucial to the social economic development of the area.

“The goal is to help the communities recover quicker and in a structured way, in collaboration with the mission of promoting an increase in local and international tourism,” confirmed Alma Frontera, director of Alliances and Strategic Projects at the Foundation.

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About Foundation for Puerto Rico
Foundation for Puerto Rico, a 501c3 non-profit organization founded in 2011, creates opportunities that drive social and economic development in Puerto Rico, with a focus on the visitor economy and transforming the island into a global destination. For more information visit: www.foundationforpuertorico.org