

## **SOUTH LINCOLN COUNTY – RURAL TOURISM STUDIO**

### **Workshop #6, Creating and Producing High Impact Events**

**April 25, 2012**

**Soul Vacation Resort, Waldport, Oregon**

#### **Participants:**

Tracy Bailey

Anja Bartlett, Ancient Light

Caroline Bauman, Economic Development Alliance

Paula Cline-Jones, Discover Your Northwest

Julie Dahl, Delta One Lapidary

Harry Dalgaard, Pacific Northwest Vacations

Sandy Dunn, Yachats City Council

Ken Hall, America's Wild River Coast Marketing Consortium

Jerry Hughes, Delta One Lapidary

Debra Jones, Town and Country Fair and Rodeo Association, Inc.

Marilyn Kennelly, Bonaventura

Diane Kusz, Tanger Outlet Stores

David Locke, Overleaf Lodge

Catherine Lucido, Forks Farm Flowers

Rebecah Lutz, Oregon Coast Visitors Association, Central Oregon Coast Association

Suzan McEneny, Wood Carvers Gallery

Laura Miller

Mirumi Mirzibae, Soul Vacation Resort

Clem Ogilby, The Ogilby Group LLC

Joni Quarnstrom, US Forest Service

Diana Robertson, Angel Wings Pet Sitting

Andrea Scharf, City of Yachats

Tony Simon, Waldport Subway

Mimi Skinner, Tanger Outlet

Sherrie Smolen

Cathy Sorensen, Edgewater Cottages

Florentina Strode, Elizabeth Street Inn

Deborah Trusty, Yaquina River Art

Robert Trusty, Last Light Photography

Beverly Wilson, Yachats Chamber of Commerce and Visitors Center

Beverly Wilson, Yachats Area Chamber of Commerce and Visitors Center

Susan Woodruff, City of Waldport

Janette Woosley, Waldport Chamber of Commerce

## WHY PEOPLE ARE HERE

- Looking for bringing massive people to events
- How do we design programs for the off-season
- Expanding events that were successful
- Learning how to stage successful, fun and stress free (for organizer) event
- **How do we sustain an event when the original volunteer coordinator is gone**
- To get some new ideas and get out of our ruts
- How to bring more people here to spend the night
- How to expand events that are already successful
- **How to capture more of the market and draw them into our event**
- Would like to see some of these ideas happen
- How to design program content
- More knowledge and experience with event management
- Creative ways to enhance the visitors experience without loving it to death
- Design
- **How to engage youth in local events**
- How to create events that are meaningful to participants
- Would like to select a key/signature/quality event for the area rather than a shotgun approach by having a lot of events
- Sponsorship
- How to make events in South County more cohesive – promote what we have here
- Fundraising

## NEW EVENT IDEAS BY SEASON

### FALL

- Run Ride Row
- Crab Derby
- Birds Boats Bikes
- Salmon Derby
- Old Crowd (Sept)

### WINTER

- Cloth Doll
- Coffee and Chock
- Agate Festival

### SPRING

- Slug festival
- Birding conference
- Moles (whack –a- mole)
- Gardening
- Cultural workshops

### SUMMER

- Bury a celebrity
- Driftwood festival
- Summer camps
- Youth festival