

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

### **Workshop #8: Teaming for Success and Fundraising for your Project**

**May 16, 2012**

#### **Overleaf Lodge, Yachats, Oregon**

##### **Participants**

Anja Bartlett, Ancient Light  
Caroline Bauman, Economic Development Alliance  
Paula Cline-Jones, Discover Your Northwest  
Juli Dahl, Delta One Lapidary  
Sandy Dunn, Yachats City Council  
Ken Hall, America's Wild River Coast Marketing Consortium  
Jerry Hughes, Delta One Lapidary  
Bruce Irwin, Eugene  
Marilyn Kennelly, Bonaventura  
David Locke, Overleaf Lodge  
Rebecah Lutz, Oregon Coast Visitors Association, Central Oregon Coast Association  
Celeste Mathews, City of Toledo  
Laura Miller  
Suzan McEneny, Wood Carvers Gallery  
Laura Miller  
Diana Robertson, Angel Wings Pet Sitting  
Lori Robertson, Cape Perpetua Visitor Center  
Andrea Scharf, City of Yachats  
Sherrie Smolen  
Cathy Sorensen, Edgewaters Cottages  
Melissa Steinman, Resident  
Deborah Trusty, Yaquina River Art  
Robert Trusty, Last Light Photography  
Beverly Wilson, Yachats Chamber of Commerce and Visitors Center  
Susan Woodruff, City of Waldport  
Janette Woosley, Waldport Chamber of Commerce

**FLIP CHART EXERCISE**

COLLABORATION	REASON(S) FOR SUCCESS
Mushroom Festival	<ul style="list-style-type: none"> <li>• Individual gain that results in community gain</li> <li>• Wide base of enthusiasm and participation</li> <li>• Fun</li> <li>• Enriching</li> </ul>
Lah De Dah Parade	<ul style="list-style-type: none"> <li>• People build around it</li> <li>• Unique</li> <li>• Fun</li> </ul>
Transient Rental Task Force (owners, property managers, city compliance)	Compromise so process changes didn't require a heavy hand People had buy-in
Farmers Market, Waldport	Great leadership
Habitat for Humanity	<ul style="list-style-type: none"> <li>• Pieces fell into place</li> <li>• Communication</li> <li>• Reached out to the community</li> </ul>
Trail Network Waldport/Yachats	<ul style="list-style-type: none"> <li>• Looked for partners</li> <li>• Both communities shared vision</li> <li>• Grant money</li> </ul>
Successful events	<ul style="list-style-type: none"> <li>• Different service</li> <li>• Groups working together</li> </ul>
School Bond (renewed for buildings)	<ul style="list-style-type: none"> <li>• Committed group</li> <li>• Effective communication to public/stakeholders</li> </ul>
Keady pack kiosk	<ul style="list-style-type: none"> <li>• RDI</li> <li>• Ford Foundation</li> </ul>
4 <sup>th</sup> of July celebration	<ul style="list-style-type: none"> <li>• Brings people together</li> <li>• Draws on patriotism</li> <li>• Empowers multiple organizations</li> <li>• It's fun!</li> </ul>
Mushroom Festival – dinner	<ul style="list-style-type: none"> <li>• Local restaurant participated</li> <li>• Fun and diverse</li> </ul>
Design/build a building	<ul style="list-style-type: none"> <li>• Shared goal</li> </ul>
Farmers markets	<ul style="list-style-type: none"> <li>• Vendors shared purpose</li> </ul>
South Lincoln Resources	<ul style="list-style-type: none"> <li>• Community support</li> <li>• Shared values and goals</li> <li>• Leadership</li> <li>• Persistence</li> <li>• Shared goals</li> </ul>

\*Silence is not a sign of agreement

**MOVING FORWARD AS TEAMS – ACTION TEAMS**

## **ACTION TEAM #1 ADVENTURE RACE**

**Project/Strategy:** Adventure Race Event to be inclusive of a variety of sports/recreation activities to draw all communities together (land and water)

**Goals:** 4 day event to draw 3 communities together and attract visitors/tourists/participants. Clarify community/residents expectations and responsibilities, race route maps printed, logistics of race route, coordination with volunteers, etc.

**Team members:** Sue Woodruff, Laura Miller, Sandy Dunn, Bruce Irwin, David Blair

**Convener:** Sue Woodruff

**Next Steps:** May 29<sup>th</sup> at 2:00pm

## **ACTION TEAM #2 - TRAILS**

**Project/Strategy:** Develop an overall connective map of South Lincoln County Expand/incorporate biking/water trails to system. Add/improve system to improve connectivity. Develop internet presence of trail opportunities in the area.

**Goals:** Develop/Improve market

**Team members:** Lorelee Svengraad, John Mare, Bev Wilson, Jerry Hughes, David Locke

**Convener:** Not submitted

**Next Steps:**

## **ACTION TEAM #3 – WE SPEAK**

**Project/Strategy:** The “We Speak” program will provide 1-2 hour subject trainings designed to help area “ambassadors” and front line staff accurately answer a broad range of visitor questions and to engage visitors with information about our area that will enrich their travel experience and extend their stays.

**Goals:** Communicate with visitor information resource managers and front line businesses in our 3 south county communities about subject area training needs and subject area experts. Arrange for recordings of all trainings onto DVDs for continual use and distribution. Provide follow-up FAQs & Facts Sheets to all trainees, as well as an “I Speak \_\_\_\_\_” button (for individual ambassadors to wear), and “We Speak \_\_\_\_\_” decal (for businesses with trained staff to display).

**Team members:** Beverly Wilson, Caroline Bauman, Sue McEneny, Lori Robertson, Juli Dahl, Waldport,(will help with Waldport area experts list)

**Convener:** Bev Wilson

**Next Steps:** June 14, 8:30a.m. at the Drift Inn Historic Café & Pub

#### **ACTION TEAM #4 MARKETING AND CONNECTIVITY**

**Project/Strategy:** Two different approaches to develop connectivity among the three communities and get visitors to stop (in the first place) and then to explore all three. A **major theme** should be that there is always a lot to do here, regardless of the weather—sometimes outdoors (the usual: hiking, biking, kayaking, fishing, crabbing, beachcombing, dog-walking, etc), sometimes indoors (shopping, eating and drinking, museums, rest and relaxation)

**Goals:** One approach was to create a port or landing page which would have links to all the websites of the three communities and the Port of Alsea (where more detailed local information would be available). The other approach was to develop printed material (tri-fold brochure) with consistent visuals and icons in all three communities.

**Team members:** Cathy Sorenson, Janette Woosley, Anja Bartlett, Rebecah Lutz, Sherrie Smolen, Andrea Scharf. Meredith Howell, RDI, Grant writer.

**Convener:** Andrea Scharf

**Next Steps:** Next meeting date: June 21 at 1:00pm at Waldport City Hall

#### **FUNDRAISING**

##### **ASSETS – TRAILS**

- Existing map
- People in the community – Sandy Dunn/J. Sands
- Trails expertise – have developed map system
- County map, city map – committee
- Port of Alsea
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##### **INCOME**

- Grants - \$10,000
- ODOT
- Corporations
- National Parks, rivers, trails

## EXPENSES

- Cartographer \$5,000
- Graphic Designer \$2,000
- Printing \$3,000

## ASSETS – ADVENTURE RACE TEAM

- A location with wide variety of possible race challenges
- Hiking/biking/racing enthusiasts who live in the community
- A willing and highly networked volunteer pool experienced at fundraising
- Bike Newport, a successful business with owners who are very community oriented and willing to participate with information and resources.

## ASSETS – MARKETING AND CONNECTIVITY

- Existing websites for the 3 communities and the Port
- Several good local web designers
- Grant writer
- Experience and connections of Team Members, partners (COCA and OCVA, Travel Oregon, RDI, EDA)

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## BUDGET

- Around \$3,000