

SOUTH LINCOLN COUNTY – RURAL TOURISM STUDIO

Workshop #1, Part B: Community Tourism PLANNING

February 29, 2012

Crestview Golf Course, Waldport, Oregon

Participants:

Tracy Bailey

Anja Bartlett, Ancient Light

Randi Bishop

Steven Bursey, Heceta Head Lighthouse Bed and Breakfast

Paula Cline-Jones, Discover Your Northwest

Juli Dahl, Delta One Lapidary

Abigail DeYoung, Northwest Eco Tours

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

Marilyn Kennelly, Bonavenutra

David Locke, Overleaf Lodge

Catherine Lucido, Forks Farm Flowers

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

John Mare

Celeste Mathews, City of Toledo

Suzan McEneny, Wood Carver Gallery

Laura Miller

Clem Ogilby, The Ogilby Group LLC

Ron Remund, Waldport KOA

Maggie Rivers, Port of Alsea

Diana Robertson, Angel Wings Pet Sitting

Andrea Scharf, City of Yachats

Simon Tony, Waldport Subay

Joe Smolen

Sherrie Smolen

Cathy Sorenson, Edgewater Cottages

Melissa Steinman

Deborah Trusty, Mainstreet Program and Yaquina River Museum of Art

Robert Trusty, Last Light Photography

Beverly Wilson, Yachats Area Chamber of Commerce and Visitors Center

Daniel Wollin, Pacifica Creative

Susan Woodruff, Mayor and Executive Board member of Lincoln County Economic Development Alliance

Janette Woosley

Wed Feb 29, 2012 – feedback from participants

What did you get out of last night?

- Positive – good feedback about the facilitators
- Diversity of the conversation – everything from forest service to govt officials – good to get all the different points of view and conversation with new people
- Not local decisions and follow through on them with someone from outside
- Sense of real value in planning – fate is under your control. Every action or inaction have consequences
- A lot of potential with the group here and process, but only as good as what we go forward with the future – can be just fun or change the dynamic of this region.
- Couple of areas of bias that I realized that I had and will watch as I go forward
- Scenarios made me realize what I was leaning towards
- We can accomplish a great deal in our own sphere of operations, but when come together as a community and take these dynamics and build on them and save our communities.
- I grew up believing you could do anything if your worked hard enough – last night I realized you need to work outside at influences you will not be successful in what you want to do.
- Why ready?
 - We are separated, but still depend on each other and have had a bit of a tradition to sending tourists to each other's community.
 - Strong desire to get to where you want to be
 - Economics is what drives change and with that economic downturn we are more motivated to move on cooperation
 - This community has had 5-6 years for Ford Family leadership foundations – leaders here – the new shift is moving it from non-profit to profit world.
 - There has been some real innovative thinking as a state level and rural development initiative and working a great deal with non-profits and provides services that the government cannot.
 - There has been a collaborative effect in county that shares a school and created the collaborative effort to build on.
 - Kind of people that are drawn to this area – artists and aging hippies – because of their own life trajectories and know that not enough on my own – and focus on working together.
 - Aware of the empty storefronts – those facilities need people visiting our area to fill up – don't need manufacturing or can during this financial times. Tourism can open the storefronts.

SOUTH LINCOLN COUNTY

IDEAS FOR WHAT'S HERE IN 10-20 YEARS

- Vegetarian, vegan, gourmet cooking classes
- Necklaces – how do we tie these things together
- Intentional networking of the value-chain (JF)
 - Along the value chains are the most incredible networks that *can be* intentionally created
- Foraging for & selling wild foods ← *wild food cooking classes?*
- Developing art statuettes along the road made from drift wood – *synergy and excitement*
 - Create a spirit of competition, include youth
 - Driftwood Art Museum
 - Abundant resource that's unique to our place
 - Make a route in S. Lincoln County to follow the
 - Trail signage could be made out of driftwood
 - Artist could create driftwood horses
 - Incorporate digital geo-caching to tell the story of the local artists
 - Map
 - Tie in with a festival of driftwood artists – on the beach
- Connect the communities (Alsea, Waldport, Yachats) with a trail
 - Publicize the Oregon Coast Trail better; use for walking and biking
 - Potential with old railway for a rail to trail project
- What asset to we have a lot of fish
 - Could create walking fish sculptures
 - Parade
- We are known for something – Hood River's wind surfing destination as an example
- Coffee village – create a coffee roasters festival
- International Pirates Festival ← building off of the Portland event

Brainstorm Action ideas – to move forward:

- Create an umbrella org – them sustainability
- Develop marketing sources that have measurable results
- Revisit environmental friendly oyster aqua culture in bay
- Collaboration central comm. On a multimedia platform
- Develop driftwood sculpture focus= contest and professional artists
- Combining chambers – join meeting boards
- Create an event really on to create excitement

- ID money sources budget planning sustaining
- Create a map for biking walking water trails for county – option allow people to come and clear and care for trails
- Create a crab recipe development judge event
- Planning with flowcharts and entrance points on hosted and public spaces
- Create a mechanism to facilitate bundling services and products, experiences for visitors
- Investigating starting first trail
- Research festivals that are existing and copy best practices
- Create incentives and educate visitors on green practices
- Ongoing training in topics on collaboration and training
- Showcase local growers and gathers in restaurants and retail
- Setup specific communities to carry out specific tasks
- Front of the house hospitality and knowledge about the local area training – share people across business
- Package events and tours that link complimentary services
- Discover your stakeholders
- Support efforts for cottage industry – free rent, training and all support for training and business development
- Echo events in other communities that complement
- Establish age group consultants – youth in decision-making roles.
- Involve young people proactive in setting up and training
- Create south county local mercantile coop
- Investigate main street type of process beautification recruitment and retention
- Best available land targeting for community gathering
- Trail development and beach walk – between two cities = historical talking points and Geocaching elements
- Asset inventory – low hanging fruit, what are we ready to work on now and will move fast
- Involve media
- Re-establish community issues forum
- Complete a directory of local vendors
- Joint event for
- Develop and seek support for county heritage projects – port longhouse, historic mural projects

Themes:

- Collaboration between the communities – create a joint structure
- Marketing strategies
- Creating a formal network

New Event Creation (12)

- Driftwood sculpture event
- Create an event early on to generate excitement, not just planning. Perhaps preceding 'Big Event'
- Research festivals and copy best practices
- Echo events in other coastal communities (north and south) so people would know what's happening and would stop en route
- Design and plan a joint recurring event

Trail Development (13)

- Investigating and starting a Spruce Trail
- Create a map for walking, biking & water trails. Volunteer tourism to help clear and maintain trails
- Bike trail/shoulder to Yachats/Waldport
- Beach walk with historic talking points on geocaching guided map.

Develop local food system and integration into local culinary experience (8)

- Revisit environmentally friendly Oyster /Aqua culture. Re-introduce to Alsea Bay a local farming/ culinary opportunity
- Showcase local growers/gatherers to restaurants and food purveyors
- Crab recipe development judged event

Marketing plan (11)

- Identify marketing sources that have measurable results
- Collaborative central communication multi-media platform
- Involve media

Create a formal network for local businesses (5)

- Complete directory of local vendors to share locally, regional and more
- Create a mechanism to facilitate bundling and connections among businesses
- Package events/tours that link complimentary activities and site throughout county

- Supporting efforts for cottage industries

Create a structure to move sustainable tourism forward (18)

- Combining chambers
 - Joint boards meeting
 - Joint member meeting
 - Working together one project
 - Evaluate – possible connection /other service groups
- Create an umbrella organization – use ‘umbrella’ as a theme to bring in wider community and accomplish goals of sustainable tourism
- Asset inventory initially of low hanging fruit like the driftwood are at Beachcomber Day 5: geocaching
- Strategic planning with flowcharts, entrance points posted in public places
- Involve young people (Be proactive with setting up training for best results)
- Age Group Consultants – empower local youth to engage in city leadership & chamber events
- Discovery of stakeholders
- Identifying funding sources & budget foundation through planning/ study groups
- Setup sub-committees to carry out specific tasks

Continue to seek support for county for history/ are cultural heritage projects (3)

Create South County dry good coop (2)

Create incentives and educate residents and businesses about alternative energy and green practices (2)

Ongoing training in topics like collaboration, vision (1)

Re-establish community issues forum of South Lincoln County to discuss issues to mutual concern (1)

Identify best use of available land for gathering spaces (0)

Investigate ‘Main Street’ type of process: beatification, recruitment and retention (0)

Front of the house hospitality training, ‘We are all docents’ and cross reference to other businesses (0)

LOCAL ASSETS FOR TOURISM DEVELOPMENT

UNIQUE RETAIL OR ATTRACTIONS

(Art galleries, museums, theaters)

- Gerdeman Gardens
- Interpretive Center
- Waldport Historical Museum
- Fudge store
- Jail - Mill Street
- Port of Alsea
- Yachats River Road succulent nursery
- Thompson's Rhody
- White Wolf Sanctuary
- Chainsaw woodcarver
- Model railroad display
- Seal Rock store
- Toad Hall
- McEnery Gallery
- Planet Yachats
- Cape Perpetua VC
- Delta One Lapidary School
- Ancient Light Metaphysical
- Little Log Church
- Covered Bridge – Yachats
- Sea Lion Caves
- 5-6 Arts and craft shows
- Greenhouse marketplace: Earthworks, Touchstone, Synchronicity 101, Wave Gallery
- Gentle Dragon
- Dock of the Bay
- Spas
- Antique store and flea market
- Whittler's workshop
- Natural Selection
- Liquor Store
- Oregon Coast Glass Studio
- Nautical store

- Housu Gallery

OUTSTANDING LODGING ACCOMODATIONS

(Places to stay overnight)

- Overleaf Lodge
- Sea Vue
- Yachats Inn
- B&B's
- Adobe
- Oregon State Parks Yurts
- KOA!
- Vacation rentals
- Silver Surf
- Fireside
- Beachside CG
- Ocean Cove
- Sea Quest
- Ocean Haven
- Tillicum CG
- Celadmia House
- State Park Camps
- Edgewater Cottages – family owned and operated since 1962
- Terry-A-While
- Deane's Oceanside
- Wagside Lodge
- Holiday Market and Motel
- Oregon House
- Heceta Lighthouse B&B
- Beachcomber
- Blackberry Campground

TOURISM AMENITIES

(Public restrooms, signage, unique public spaces, unique public transportation options)

- Yachats Commons/Picnic shelter
- 6- Individual meeting space

- VC Center with restroom
- Pet supply – waste
- Bayshore Community Center
- Port of Alsea (only 24 hour restroom in town; launch ramp, docks, boat rentals)
- Heceta Head Light Keepers House
- Patterson State Park
- Keady Wayside
- Interpretive signs at Yachats State Park and Devils Churn
- Beaver Creek State Park
- Coast Connection public bus/cab company
- State parks at point south of town driving around
- Boat launch on Yachats in-land park-Keller
- Commons reader board
- Smelt sands
- B-Board at Markets
- Forest Service lands and trails
- Yachats ladies club – community events
- Yachats Library – free WiFi and books for all
- Beaver Creek State Park
- Green Bikes (free use)
- Waldport Library (free WiFi)

MARKETING & PUBLIC RELATIONS

(Venues to get the word out)

- Radio stations
- Central Coast Visitors Guide (COCA)
- Twitter – Central Coast
- Facebook – Central Coast
- Oregon Coast newsletter
- Co-op Shows and event participation
- Websites – Beachconnection.net
- GoYachats.com
- Flyers
- Web presence
- Pacific Skinny
- QR codes – Phone software application (needed)

- Yachats map w/local attractions mileage chart
- Oregon.com
- Newport News Times
- Yachats.org
- Yachats Gem brochure
- Walking (shop/dine) Guide with business map
- Lodging guide

UNIQUE CULINARY EXPERIENCES

(Restaurants, farmers markets: U-pick stands)

- Waldport/Yachats farmers markets
- Yuzen (Seal Rock)
- Lunch Bunch (monthly Yachats)
- Farms – Ortleon/Forks Farm
- LEO (fruits and veggies)/Wednesday at Hilltop
- Mushroom Festival
- Rumi (Soul Vacation Resort)
- Saltys
- Seven Course Breakfast at Lighthouse
- Jamal's Organic Farm
- Yachats Ladies Club Pie Socials
- Culinary Program @ Job Corp
- Misc. crab feeds
- Luna Seas (seafood restaurant)
- Pacific Sourdough
- 7 – unique restaurant in Yachats
- Bread and Roses
- Heidi's Homemade Italian
- Azul
- Ona Restaurant
- Green Salmon
- Fresh crab
- Coffeehouses and kiosks, bakeries
- Local mushroom hunting

SIGNIFICANT CULTURAL AND HISTORICAL SITES OR STORIES

- Heceta Head Lighthouse
- Cape Perpetua Visitor Center
- McCullough Bridges (Waldport for example, now gone)
- Alsea Bay Bridge Interpretive Center
- Alsea Geneological and Historical Museum
- Little Log Cabin
- Historical markers – state park
- Amanda’s Trail Yachats
- Yaquina John Point
- CCC Lookout
- Little Log Church
- Amanda Trail
- Yachats covered bridge
- Alsea sub agency and Native American History
- Yaquina
- John Pt.
- Camp One Road
- “Big Stump” MP: 158.6

TOUR OPPORTUNITIES

(Tour operators, self-guided tours, educational tours)

- Cape Perpetua Interpretive guided walks
- Yachats River Valley Farm Tour
- Covered bridges
- NW Eco-Tours
- Elder Hostel
- Beaver Creek kayak trails and creeks and state park (new)
- Seal Rock Tide Pools
- Kayak Shack
- Guided hikes
- Theresa McCracken
- Guided hikes
- Waldport Bridge Interpretive Center
- State parks wandering Interpreter

OUTDOOR RECREATION ASSETS

(Trails/trailheads, boat harbors/ramps, wild and scenic rivers, gear rental locations)

- Kayaking
- Hunting
- Horseback riding
- Sea Lion Caves
- The Beaches
- Estuaries/Waterways
- Hatcheries research
- Picnic sites
- N. Fork covered bridge and at Fisher School
- Yachats' Trail System -> -> Oregon Coast Trail
- Freshwater fishing : salmon
- Windsurfing
- Surfboards
- Gerdemann Gardens
- Forest Service Road
- Green bikes
- Alsea water trails
- 10+ boat ramps
- Yachats Valley Farm Tour
- Pacific Coast Scenic Byways
- Bike touring
- Boating
- Whale watching
- 804 Trail
- Cape Perpetua Trails (26 miles of trails)
- Crabbing #1
- Scuba/snorkel/Spear
- Windsurfing
- Amanda Trail
- Port of Alsea
- McKinley's Marina
- KOA (other RV camps)
- Surfing
- Significant birding area on Alsea Bay
- Yachats – N Fork to covered bridge walk

- Big-wave surfing
- “Big Stump Beach”
- Whale watching and pelicans, sea lions, eagles, herons

QUALITY EVENTS

(of interest to visitors)

- Mushroom festival
- Agate festival
- Solstice Bon Fire (Yachats)
- Beach Comber Days (Waldport)
- Dog Camp and play train events
- County Fair (in Newport)
- Cruzin’ for Crab
- Clam –a- rama
- Psychic fairs
- Arts crafts fair (42nd)
- Annual Victorian Holiday open house at Heceta Head Lighthouse
- La de da parade and fireworks (4th) 3rd Waldport
- Celtic Fest
- Beloved Festival
- Solstice Bon Fire (Yachats)

ACTION PLANNING

Group 1: CREATE STRUCTURE TO FOSTER LOCAL TOURISM DEVELOPMENT

Group Members: Sandy Dunn, Andrea Scharf, Joe Smolen, Cathy Sorenson, and Susan Woodruff. What we'll have as a result: an ongoing, vibrant and effective steering group that keeps various specific task forces on track and sees that the whole effort keeps on track and achieves its goals.

Action Step 1: Organize an ongoing steering committee that we are referring to as the "Umbrella Committee" for which we're going to design an identifying umbrella mark. The lead group will be active members from the RTS Steering Committee. Possible partners will hopefully include the Port of Alsea, COCA, Economic Development Alliance of Lincoln County, US Forest Service, ODOT, and the two chambers. I don't believe in-kind contributors or funding sources are necessary for this step. We would like to have this committee in place by the end of the RTS program in May, with members able to be introduced at the summation event.

Action Step 2: Contact both chambers to see what level of cooperation they are willing to contemplate. If favorable response, convene a joint chambers/Umbrella committee meeting to see what this will look like--actual combination of chambers or specific targeted collaboration actions agreed on. Similarly, conduct joint council meetings with Umbrella committee to determine level of city involvement. Lead persons for the chamber effort will be the two chamber presidents, Ron Remund (Waldport) and David Locke (Yachats), both of whom were in attendance at the sessions. Lead persons for the council effort will be Sandy Dunn, Yachats councilor, and me for Waldport. Again, contributions or funding sources will not be needed for this first stage, other than time commitment by those involved. As an ongoing matter, we will seek contributions from both chambers, councils, county yearly grant offerings, the COG, State Parks, Ford Foundation, etc. We would like to have this accomplish this step between the April and May RTS sessions.

GROUP 2: CREATE A FORMAL NETWORK OF LOCAL BUSINESS

Group members, Jerry Hughes, Tracy Bailey, Randi Butler, Diana Robertson

Big Idea: Create a formal network of local Businesses

Tangible outcome(s):

1. Establish a business card exchange
2. Create a mastermind group for brainstorming ideas
3. Establish a South County (SoCo) Drinks program
4. Create a SoCo Business Directory

Action Step 1: Establish Business Card Exchange Program

Lead: Joint Chambers of Commerce

Partners: All local businesses that wish to increase their exposure

In-kind/Funding: Self-funded

Timing: Market at April Entrepreneur event, Start once the Joint Chamber of Commerce is established

Action Step 2: Create a Mastermind group

Lead: Tracy Bailey/networking working group

Partners: Oregon Coast Community College, Small Business Administration, Business Oregon, Small Business Development Center

In-kind/funding: Meeting fee? Or Member funded – pay for meals at meeting time

Timing:

- Market at April Entrepreneur event
- Meet early May
- Meet monthly

Action Step 3: Establish South County (SoCo) Drinks

Lead: Joint Chamber

Partners:

- Waldport Chamber of Commerce
- Yachats Chamber of Commerce
- Interested SoCo Businesses

In-kind/Funding: No host bar, self-funded

Timing: Start May, meet monthly

Group 3: DEVELOP SYSTEM OF LOCAL TRAILS

Members: Tony, Sherrie, Maggie, Daniel, Steven

The Big Idea: South Lincoln County Connecting Bike & Hiking Trail(s)

Outcome: A well developed, well marketed, locally supported bike/ped trail with a variety of loops/connectivity – even possibly with the Corvallis to the Sea trail.

Action steps:

1. Inventory & Mapping. Possible Partners & Funding Sources: Waldport Walkers, Yachats Trail Committee, Volkswalkers, South Lincoln County Committee on Trails (SOLCCOT),

Cycle Oregon, ODOT, Waldport, Yachats, Port, Oregon State Parks, USFS, Lincoln County, Corporate Sponsors, Waldport Green Bike Program.

2. Proposed Improvements, Trails, Seek Funding Sources.
3. Construction, Completion, Marketing.

Group 4: MARKET THE REGION TO VISITORS

Members: Beverly Wilson, Paula Cline-Jones and Rebecah Lutz, COCA/OCVA

Action Steps

- 1) Selection and callout for focus group members
- 2) Research Marketing opportunities and strategies
- 3) Decide on what and where we are going to market

Lead Person/Agency/Group

For each action steps we felt it would be a group of 5-6 stakeholders that could be made up of members from Chambers of Commerce, City Leaders, Regional DMOs (COCA and OCVA), schools (to involve the youth), other area non-profits (potentially from the groups that are putting on events)

Possible Partners (Collaborators)

Chambers of Commerce, local area businesses, Cities, Regional DMOs (COCA and OCVA), other area non-profits.

Possible in-kind contributors or funding sources

Chambers of Commerce, local area business, Cities, COCA and OCVA

Timing

- 1) Within six months of today (should begin immediately following the Marketing workshop)
- 2) Within eight months of today
- 3) Within one year or sooner

Other thoughts we talked about were:

- Looking for areas to cross promote - business-to-business, chamber to chamber, business to chamber etc.
- Links from one business to another and Chambers.
- Links from business COCA and OCVA
- Develop a sub-brand of The People's Coast branding or Central Oregon Coast branding that is in the process.
- Gorilla Marketing - Once a new event has been decided on and things are ready to go, head to downtown Portland and do some kind of "street" marketing at Pioneer Court House Square.
- Utilize QR codes
- When traveling outside of the Central Oregon Coast have magnetic signs on your car that say "Follow Me to the Central Oregon Coast" with a QR code.

Group 5: STRENGTHEN LOCAL FOOD CONNECTIONS & INTEGRATE INTO CULINARY SCENE

Members: Marilyn Kennelly, Clem Olgiby, Catherine Lucido, Laura Miller

Idea: Develop local food systems and integration into local culinary...

Successful when: We have developed a loca-vore destination at the coast.

1. Action Step: Establish a local cooperative food broker to be the liaison between all growers and users (restaurants, etc) Growers wouldn't have to work about transport and buyers would have a better chance at getting what they needed more often.

Lead person/agency:

Possible Partners:

- Farm Tour participants
- OSU Extension

Possible in kind contributions or funding sources:

- Growers (sellers) and buyers
- USDA loans/grants
- Oregon State Department of Ag technical expertise

2. Action Step: Encourage value added efforts with growers and entrepreneurs.

Lead person/agency

Possible Partners:

- Bonaventura Yachats has under-used commercial kitchen
- John Paeth, ODAg inspector with Lincoln County territory
- Job Corp culinary program state owned food science lab (Portland)
- OSU Department of Agriculture Food Science Program (the folks who brought us Maraschino cherries)
- Oregon Gourmet Foods Association
- Agri-Business Council
- OSU Extension

Possible in-kind contributor or funding sources:

- State Dept. of Ag Marketing division
- SBA loans
- Travel Oregon Matching Grant
- Agri Business Council

3. Action Step: Food Education Event - interactive gather and then cook local foods

Lead person/Agency:

Possible Partners:

- Restaurants
- Fisherpersons
- Chefs
- Specialty food manufacturers
- Job Corps
- Service Clubs
- OSU Extension Service

Possible in-kind and funding sources:

- Travel Oregon
- State Dept. of Ag Marketing division
- Free or reduced priced ingredients (like Ostrom Mushrooms used to do with Clarks for the Mushroom Fest)

Additional Thoughts and discussion points:

Things that have been done:

- Farmers Markets weekly in Waldport and Yachats
- Mushroom fest – still happening 14th or 15th year in October
- Yachats Lions once a year Crab Feed (\$25.00 per person, they sell out each year at the Yachats Commons and Ladies Club
- Smelt Fry, started as a way to cook all the extra smelt when they were running at Smelt Sands...now evolved to Calif and Alaska smelt and sausages. In Yachats each July
- Chowder cook off – hasn't happened for at least 5+ years
- Farm Tours – did first last year, will happen again this year
 - 3rd year of the Yachats River Valley farm tour and that we are going to try and do a county wide tours on different weekends
- "Family Farms of the Coast Range Map" – done with USDA grant given to a farmer in Harlan (Kathy Knott) that mapped farms and specialty food producers from Corvallis to Yachats.....2 printings, got on the work plan for OSU Extension in Benton County and then disappeared with the original person moved to Alaska (Marilyn K has history on that one)
- Lincoln County Growers and Gatherers used to meet regularly, no longer active
- Study done through Economic Development Alliance to see about getting a cooperative food dryer. A map of producers was developed, but most of the funds went to the study and no dryer was purchased. (Catherine L. has history on that)
- OSU Extension chair agent, when he first came 8+ years ago??? wanted to get involved with specialty food production. (John Ullman, Bonaventura, has some history on that) don't know what has happened with his interest.
- Many gatherers/foragers are not in it as a business, and prefer to remain under the radar.
- Harvesting shell fish is not possible because Department of Ag doesn't have funds to make sure the water is safe (why can't the gather be responsible to pay for that. Food folks have to pay for most of their own product testing once the research and development phase is over.

What is the dynamic that stops these efforts? How do we need to structure to make sure that one the person with the idea leaves, the idea doesn't go away with them?

Group 6: CREATE A NEW LOCAL EVENT

Members: Anja Barlett, David Locke, Melissa Steinman, Debra Jones, Jeanette Woosley

Success: Event will Happen!

Action Steps:

Define event: (class members)

Select Date: Research calendars posted for Chambers, city, Chinook Winds, Oregon Coast Magazine, 2012, Oregon Festival Guide – avoid duplication

Comparison: Research similar event, contact them for best practices, pitfalls, etc.)

Location: Look for joint venture/location or two locations with transportation link, etc. (Senior Ctr., Soul Vacation Resort, Moose Hall, Commons, Old Grade/Middle School, Church)

Define Audience: Who will we market to? Families, retirees, etc.

Grants: Find grants, sponsorships, etc. supporting event purpose or mission