

# OREGON AGRITOURISM COORDINATION & STRATEGY MEETING

July 25, 2019 | Cascade Locks, Oregon

## SUMMARY

The meeting on July 25 had three distinct goals:

- Provide networking and relationship building opportunities among Oregon's agritourism professionals and leaders
- Gather input and ideas that will inform the refinement of a unified future direction to advance agritourism in Oregon
- Build energy towards unified action and distributed leadership to advance agritourism in Oregon

Based on the evaluation and additional participant feedback, we heard that people truly valued the networking component of the meeting. We believe that we gathered good ideas to support a unified direction forward. Additionally, participants articulated the following:

- There continues to be strong and growing interest in agritourism in Oregon
- Drastically improved inter-agency and inter-organization communication and coordination is critical to advancing agritourism in Oregon; this work would include policy and regulatory issues
- Operators and organizations that market agritourism in Oregon are seeking marketing support and ways to connect to a larger marketing strategy
- Organizations and operators are looking for technical assistance to further develop agritourism

## NEXT STEPS

---

Travel Oregon will continue our commitment to supporting the coordination of agritourism in Oregon by convening this group and working directly with partners to collectively build leadership and resources to advance agritourism. Our next steps include further processing the data from the July 25 meeting, developing a revised go-forward strategy for 2019-20 and reconvening the

Oregon Agritourism Steering Committee to provide input on and seek participation in achieving coordinated outcomes for Oregon.

## TECHNICAL RESOURCES AND ASSISTANCE

---

There are several existing resources that we want to make sure that you all know are available.

- [Oregon Agritourism Handbook](#) – this eight-chapter primer offers agritourism operators or potential operators with insights into business basics such as writing a business plan and finding insurance as well as suggestions on how to build partnerships and market their new venture
- [Agritourism Technical Assistance Request Form](#) – complete this form to request one-on-one agritourism technical assistance to support the creation or expansion of your agritourism business
- [FarmStayUS.com](#) – provides a wealth of resources for members (anyone can [become a member](#)); once registered, Farm Stay USA members can access the [Members Only Content](#), including webinars, accessible via the Farmers Guide

## MEETING NOTES

### WORKGROUP UPDATE

---

[See the Progress Report](#) for a summary of the work that has been done over the last year.

#### Questions & Discussion

Q) Regarding policy – did anything related to agritourism get caught up in the delay at the end of the session?

A) The agritourism bills that were stuck in committee were not impacted by the walk out.

Q) How do I find the webinars that Scottie offers for farm stays?

A) [FarmStayUS.com](#) provides a wealth of resources for members (anyone can [become a member](#)). Once registered, Farm Stay USA members can access the [Members Only Content](#), including webinar information, accessible via the Farmers Guide.

A) There is also an agritourism handbook on [industry.traveloregon.com](http://industry.traveloregon.com). One-on-one agritourism technical assistance is available to operators and others, please complete [this technical assistance request form to request assistance](#).

## BREAKOUT ACTIVITY REPORT OUT

### TOPIC: OPERATOR SUPPORT

Participants: Claudia Stewart, David Reid, Bri Matthews, Shantae Johnson, Jasmine Zimmer-Stucky, Rachel Weinstein, Traci Kinion, Brandi Ebner, Janet Dodson, Audrey Comerford, Scottie Jones

Current State: in order to get technical assistance to legally and successfully conduct agritourism business, a farm or ranch currently has to go through many agencies and organizations.

Desired Future State: design systems that place farms and ranches at the center, providing a centralized resource for technical assistance that supports business development including understanding rules and obtaining permits to operate.

#### Steps:

- Identify and convene appropriate stakeholder agencies and organizations
- Stakeholders agree on a model for what an organizational / structural model should look like
- Identify funding to actualize the model
- Deploy the structural model
- Invite operators to access the new resource

In the next year: SC pulls together top stakeholders to decide the format of the organization, determine funding and create

Key Partners: Travel Oregon, Regional Destination Marketing Organizations (RDMO), Oregon Department of Agritourism (ODA), Oregon State University (OSU) Extension

### TOPIC: CONSUMER AWARENESS

Participants: Lizzie Keenan, Catherine Kiyokawa, Lynne Fessenden, Katie McClintock, Rebecca Bond, Mallory Phelan, Gabrielle Mueller, Jim

Cupples, Jeff Malik, Josh Thomas, Ashley Huckaby May, Michael Adamson, Dani Raines, Kate Sappell

Current State: Lack of consumer awareness of the diversity of agritourism opportunities available in the state

Desired Future State: The visitor can see all the opportunities during their trip planning and can diversify their trip when they come

Steps:

- Identify partners (state and local)
- Identify resources (state and local)
- Define audience (industry vs. consumer)
- Statewide branding / identity / shared language
- Create a movement / get buy in, education, cross-promotion  
Get the word out
- Measure ROI

Key Partners: Travel Oregon, RDMOs, ODA, Farm Bureau, Oregon Food Systems, Oregon Farmers Market Association, ODA, Oregon Agritourism Partnership

## TOPIC: POLICY

Participants: Kai McMurtry, Scott Hilgenberg, Sean Scorvo, Shari Sirkin, Erika Polmar, Sara Morrissey

Current State: state of confusion / patchwork quilt with holes

Desired Future State: Unified coherent statewide policy = statewide agritourism policy

Steps:

- Create framework of topics to be addressed
- Work on definitions and roadmap
- Identify partners (iterative)
- Political engagement

In the next year: Develop framework of topics, wrangle the work that's been done and fill holes

Needed: Dedicated staff person to do the wrangling

## TOPIC: STEERING COMMITTEE WORKGROUP STRUCTURE

Participants: Danielle Cowan, Scott Bricker, Samara Phelps, Jessica Sandrock

Current State: Some organization, a lot of chaos

Desired Future State: Foundation with common goals, common purpose – allow us to work together toward those goals within different interest groups and entities

Is Steering Committee the right name?

Steps:

- Determine/ refine purpose
- Build on purpose and priorities
- Determine / refine current structure
- Share our knowledge, build support, communicate support
- Identify outcomes
- Create active workgroups that work towards achieving specific outcomes

In the next year: Define the purpose, priorities and structure and lay out common goals

Key Partners: Educators, trainers, workforce, government agencies, policy groups

## TOPIC: AGENCY COORDINATION AND AGRITOURISM SUPPORT

Participants: Jesse Dolin, Jenna Steward, Kristin Dahl, Nan Devlin, Erick Garman, Jim Cupples, Stephanie Case, Jennifer Cameron, Holly Nelson

Current State: There's currently not clear method for agencies to communicate with one another regarding agritourism related issues, or to keep up to date on developments ranging from policy to resources, to best practices. There's not enough awareness of existing resources.

Desired Future State: Easy to access and understand tools that communicate both what agritourism is and how each organization is engaged with the industry. This would include publishing an agreed upon brief document that supports consistency in how agencies act and how counties interpret practices and codes. It would also ideally be a tool for businesses to navigate the business development process.

Steps:

- Identify groups or agencies to help promote existing information such as the Oregon Agritourism Handbook
- Identify who needs to be involved on the Agritourism Steering Committee
- Develop tools that will allow members of diverse agencies to educate their colleagues on the fundamentals of agritourism. A short fact sheet that could serve as a resource and create consistency in messaging.

In the next year: Identify groups/agencies to help promote information

Key Partners: ODA, DLCD, Travel Oregon, Association of Counties, Agritourism Steering Committee

TOPIC: WILD CARD (Local Advocacy; Beyond Food; Ancillary Businesses)

Participants: Lauren Kolojejchick-Kotch, Dawnielle Tehama, Lois Moss, Caleb LaPlante

Current State: Small operations exist in small communities, enjoying siloed product

Desired Future State: Engaging everyone along the way in a visitor's experience from growing to consuming

Steps:

- Need messaging to get from top down (Travel Oregon down to localities) but also back up from the bottom:
  - o Develop a survey to help us collect information about businesses that allow us to better understand what we're offering, populate data systems and build relationships
- Provide resources for technical assistance for businesses
- Oregon Tourism Information System (OTIS)
  - o What information is missing from OTIS?
    - Nurseries and Gardens
  - o Have a dedicated person for agritourism in each locality to help with this
- Create forms/questions; assess OTIS for gaps