

WELCOME!

Instructions:

**Take a seat wherever you like. Please seek out a chair near someone you don't know well.
Coffee & refreshments are in the back.**

Please take a card from your table and write down your name, organization, and the one thing you most want to learn today.

We'll start at 9 AM.



TRAVEL

OREGON

ROGUE VALLEY
CULINARY & AGRITOURISM STUDIO

OCTOBER 23, 2019

WORKSHOP SPONSORS

TRAVEL



OREGON



DO SOMETHING GREAT

STEERING COMMITTEE

Butte Creek Mill

Central Point Chamber

Dunbar Farms

Eden Valley Orchards

Fry Family Farms

Grants Pass Chamber

Jacksonville Chamber

Medford Food Co-Op

Neuman Group

OSU Extension Small Farms

Rogue Creamery

Rogue Valley Food System Network

Rogue Valley Vintners

RV Growers & Crafters Market

SO Historical Society

SoOregon Express

Southern Oregon Historical Society

Travel Ashland

Travel Grants Pass

Travel Medford

Travel Southern Oregon



WELCOME & INTRODUCTIONS

- Grab an index card
- Write your name, organization, and the one thing you most want to learn today
- Place the card in the middle of the table

TODAY'S AGENDA

- Welcome & Introductions
- Understanding the Culinary & Agritourism Industry
- Lunch
- Statewide & Regional Resources around Tourism Marketing, Business Development and Land Use Policy
- Familiarization (FAM) Tour
4:30pm – 8:00pm





IMPACT WE EXPECT TODAY

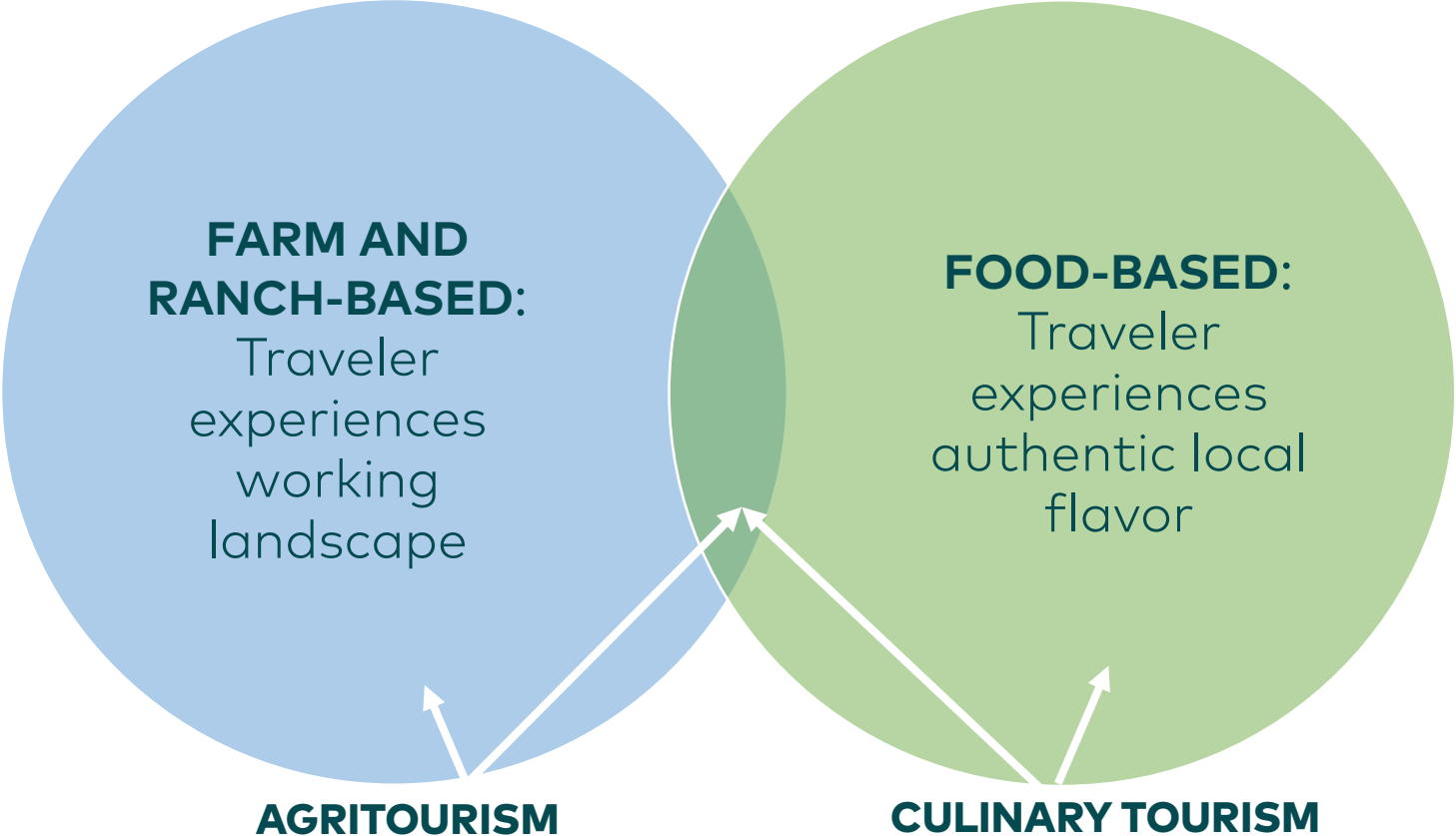
- Become familiar with local, regional and state tourism, business development, land-use and regulatory resources and efforts.
- Gain knowledge of tourism industry best practices, culinary + agritourism industry, and where to seek assistance
- Be a participant in visitor experiences & gain familiarity with culinary/ag businesses from a traveler's perspective

CULINARY AND AGRICULTURAL TOURISM

It's more than a U-pick or winery...

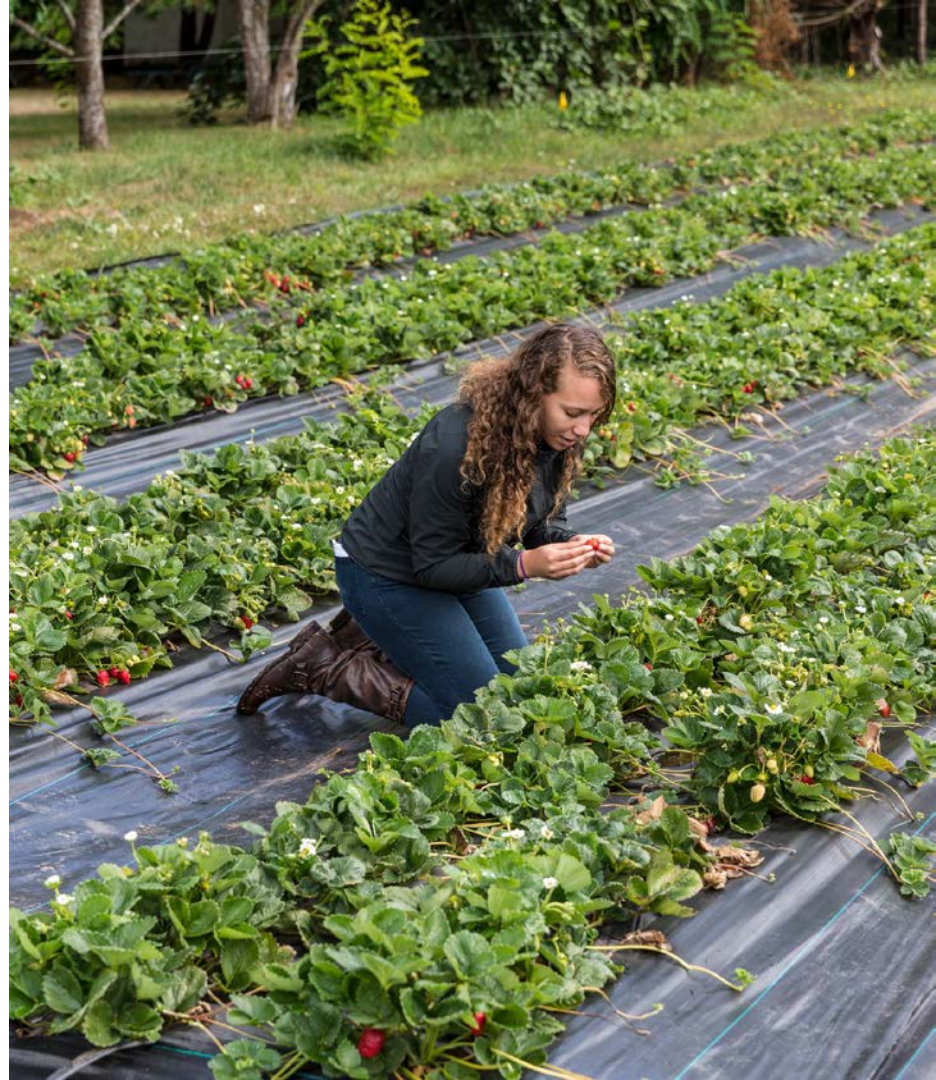


WHAT ARE WE TALKING ABOUT?



WHAT IS AGRITOURISM?

A form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner.





FARM DINNER



FARM DINNER

Heirloom 20th Annual
**APPLE
FESTIVAL**

Oct 12 & 13

12-4pm

Music - BBQ - Desserts

**HARVEST FESTIVAL
SMITH BERRY BARN**



**HARVEST FESTIVAL
EZ ORCHARDS**



SAMPLE
GSA
SHARE ♡

CERTIFIED
NATURALLY
BROWN
meats...
NO SPRAYS
NO "CIDES"
NO G.M.O.S
ALL LOVE

PADSON'S
SWEETENED
\$4/box

CHERRY
TOMATOES
\$4/box

CRAVE THE COAST



ASHLAND CULINARY FESTIVAL



CRESWELL BAKERY

RISE TO THE CHALLENGE!

EAT LOCAL WEEK!

STANDING
STONE

FARM TOUR 6

PRESENTED TO YOU BY THE
ASHLAND FOOD CO-OP &
MEDFORD FOOD CO-OP



ROGUE VALLEY FARM TOUR

A close-up photograph of a honeybee on a purple lavender flower. The bee is positioned on the right side of the image, facing left, and is interacting with the flower. The background is a soft-focus field of lavender.

SUNDAY, JULY 14
10 AM TO 3 PM

FAM TOURS

Familiarization (“FAM”) trips or tours:

Free or reduced-priced trips given to travel agencies, tour wholesalers and operators, travel writers, and others by destination marketing organizations and travel suppliers.





BREAK

CULINARY & AGRITOURISM MARKET



ROGUE VALLEY CULINARY & AG MARKET

Discuss these questions:

1. Who does the visitor look like that is travelling to this area? List out the characteristics & qualities through a character sketch.
2. How does this visitor engage with experiences in the area?

Report out: What does your target visitor look like? How do they engage in culinary & ag tourism?





LUNCH BREAK

Today's farm to table style lunch is provided by:

**Larks
Neuman Hotel Group**

BEYOND THE TOURISM FUNNEL

Bob Hackett, Travel Southern Oregon

Scott Bricker, Travel Oregon





WHO ARE WE?

Oregon Tourism Commission dba Travel Oregon

OUR VISION

A better life for Oregonians through strong, sustainable local economies.

OUR MISSION

We inspire travel that drives economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, ensuring the preservation of Oregon's way of life and natural places.

Tourism Related Facility (ORS 320.300(9) and ORS 320.350

Tourism-related facility "means: (a) A conference center, convention center, or visitor information center; and (b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities." ORS 320.300(9).

Tourism Product Development

“Tourism products are the basis for a destination’s tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realize its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product.” - UNWTO

Tourism Product Development

“A tourism product is anything that can be offered for attraction, acquisition or consumption. It includes physical objects, services, personalities, places, organizations and ideas.

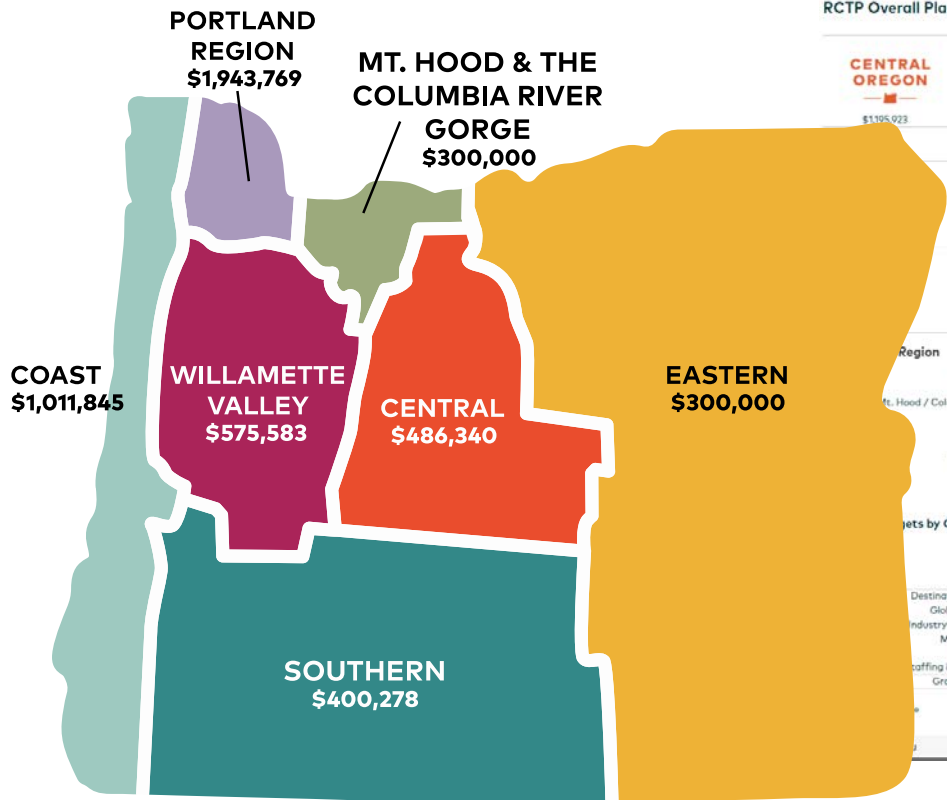
Generally, tourism product is designed as an augmented product, which is the totality of benefits that a traveler receives. People do not buy products, they buy the expectation of its benefits.” – Business-Marketing.com

Tourism Product Development

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OREGON'S REGIONAL COOPERATIVE TOURISM PROGRAM



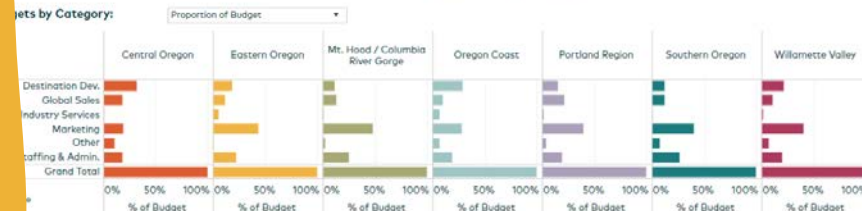
RCTP Overall Plan Summary

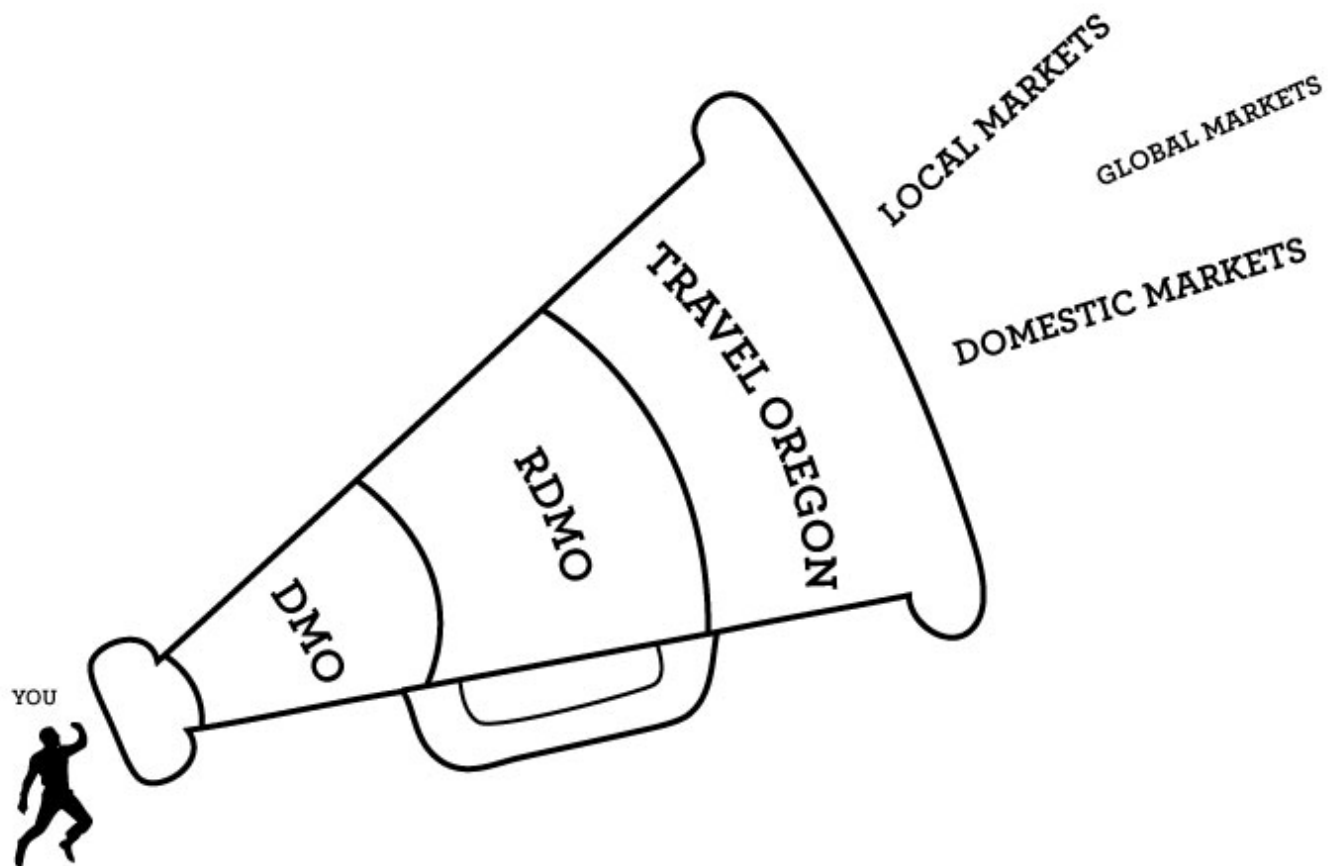


Budget by Region



Budget by Tactic Category





TOURISM MARKETING MEGAPHONE

THROUGH THE FUNNEL

- Product Development – visitor experience development and business engagement
- Website, Marketing & Distribution
- Media and influencer activations and tours
- Tour and group sales FAM tours and support
- Visitor engagement
- Continued community and business engagement
- Repeat



BEYOND THE TOURISM FUNNEL

Bob Hackett, Travel Southern Oregon

Scott Bricker, Travel Oregon



BUSINESS DEVELOPMENT PANEL

- Maud Powell – OSU Extension
- Alex Campbell – Regional Solutions
-



BEST PRACTICES: KNOW THE REGULATIONS & COMPLIANCE ISSUES

Erika Polmar– Agritourism Super Nerd



CONNECT WITH REGIONAL RESOURCES

- Look for the presenters and resource partners with megaphones
- Please take this time to connect with those individuals around questions, opportunities and ideas
- We will have thirty minutes for this activity





EVENING FAM TOUR

4:00

Workshop adjourned

4:20

Board Buses at Phoenix Plaza

4:30

Depart + Travel time

4:45

Pheasant Fields Farm

6:20

Travel time

6:30

Eden Valley Orchards

7:45

Travel time

8:00

FAM Tour adjourned

THANK YOU



INTENTIONALLY UNFORMATTED
DIVIDER FOR DAY 2 PRESENTATION



TRAVEL



OREGON

ROGUE VALLEY
CULINARY & AGRITOURISM STUDIO

OCTOBER 24, 2019

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OREGON



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RV Growers & Crafters Market

SO Historical Society

SoOregon Express

Southern Oregon Historical Society

Travel Ashland

Travel Grants Pass

Travel Medford

Travel Southern Oregon



WELCOME TO NEW PARTICIPANTS

- Your name
- Main hat that you wear
- Your community
- What are your top interests that you hope to learn from this studio?

TODAY'S AGENDA

- New Introductions
- Oregon Food Trail Program & Case Studies
- First Steps to Developing the Rogue Valley Food Trail
- Travel Oregon Resources
- Project Brainstorm
- Next Steps





OREGON
food trails



GOALS

- Cultivate innovative partnerships between culinary and agricultural businesses
- Strengthen local food economies
- Create unique experiences for visitors and locals alike



OBJECTIVES

- Drive visitation
- Deliver excellent visitor experiences
- Inspire visitors to explore off the beaten path
- Encourage longer stays and shoulder season visits



OREGON FOOD TRAIL FAMILY




Wild Rivers Coast
FOOD TRAIL

THE OREGON COAST




**BERRIES, SEAFOOD,
SCENIC LANDSCAPES**




Great Umpqua
FOOD TRAIL

SOUTHERN OREGON




**FARMERS MARKETS,
RIVERSCAPES, BOUTIQUE WINE**




East Gorge
FOOD TRAIL

COLUMBIA RIVER GORGE




**ORCHARD FRUITS
CRAFT CULTURE
CASCADE VOLCANOES**



South Willamette Valley
FOOD TRAIL

WILLAMETTE VALLEY



**WORLD-CLASS WINE
VALLEY GRAZING
FAMILY-FRIENDLY FARMS**

DEFINING "LOCAL"

The Oregon Food Trails program defines "local" and "locally-sourced" as products sourced within 100 miles of the place of business in question.



BUSINESS CRITERIA

WHO TO INCLUDE ON THE TRAIL

Businesses making a significant commitment to sourcing, producing or growing local agricultural products, prepared foods, and value-added goods.



FARMS, ORCHARDS, RANCHES & SEAFOOD

On-farm, Vineyard and Agricultural Operations

- 75% of produced and 50% of value-added products locally grown or produced
- On-farm experiential opportunities also qualify

Fishers, Harvesters Direct Sales

- 75% of defining product is locally grown, caught, made or produced
- Open to the general public a minimum of three months or during a set season



CRAFT BEVERAGES

Tasting Rooms

- Production facility is located within Oregon (ideally within 100 miles)
- Sources and promotes local and/or Oregon ingredients
- On-vineyard (or equivalent) experiential opportunities



ARTISAN PRODUCTS

Food Processors

- Product is made, canned, smoked or roasted locally

Retail

- 50% of products sold are by local producers
- 50% of beverage offerings are from Oregon



FARMERS MARKETS

- 50% of participants are local producers



EATERIES, BAKERIES & CAFES

- 25% of menu items include locally sourced ingredients
- 50% of beverage offerings are from Oregon



LODGING & EXPERIENCES

Lodging

- 25% of products sold (restaurant menu items, room amenities, gift shop offerings) are locally sourced
- 50% of beverage offerings are from Oregon

Experiences and Tour Operators

- Must use or showcase local products





South Willamette Valley FOOD TRAIL



FUN FACT: Rich volcanic soils and abundant rainfall make the Willamette Valley extremely fertile – no wonder it's the top producer of blackberries, boysenberries and hazelnuts in the U.S.!



BAKERIES & CAFÉS

- 11 Camas Country Mill Bakery & Store**
91948 Purkerson Rd., Junction City
(541) 225-5640 • camascountrymill.com
Open Jan – Dec | Tues – Sat
Country store, 130-year-old schoolhouse, baking classes and seasonal events
- 22 Our Daily Bread**
88170 Territorial Hwy, Veneta
(541) 935-4921 • ourdailybreadrestaurant.com
Open daily • Bakery in renovated church offering breakfast, lunch and dinner, local ingredients
- 24 100 Mile Bakery**
418 A St., Springfield
(541) 603-6354 • 100milebakery.com • Open daily
Menu all ingredients within 100 miles, rotating menu, locally roasted coffee and espresso
- 31 Le Café Maison**
488 Willamette St., Eugene
(541) 221-9008 • lecafemaison.net • Open Mon – Sat
Organic coffee, delicious shortbread, local ingredients, cozy bistro setting
- 37 Noisette Pastry Kitchen**
200 W Broadway, Eugene
(541) 654-5257 • noisettepki.com • Open daily
Handmade sweets and savories, local ingredients, coffee and tea
- 49 Creswell Bakery**
182 S 2nd St., Creswell
(541) 895-5885 • creswellbakery.com • Open daily
Plate-sized cinnamon rolls, local ingredients and fresh from scratch baked goods

- 25 Heritage Distilling Company**
110 Madison St., Eugene
(541) 357-4431 • heritagedistilling.com • Open daily
Full production distillery, award-winning spirits, craft cocktails and flights, full retail with specialty merchandise
- 26 WildCraft Cider Works**
232 Lincoln St., Eugene
(541) 735-3506 • wildcraftciderworks.com
Open Tues – Sun
Tasting room, craft cidery, wild-harvested fruits, live music and events
- 27 Thinking Tree Spirits**
88 Jackson St., Eugene
(541) 357-2711 • thinkingtreespirits.com • Open Wed – Sun

- 54 Saginaw Vineyards**
80247 Delight Valley School Rd., Cottage Grove
(541) 942-1364 • saginawvineyard.com • Open daily
Tasting room, u-pick blueberries and marionberries (Jul-Aug), live music and events

FARMS

- 5 Hentze Farm**
30045 Hentze Ln., Junction City
(541) 998-8944 • hentzefarm.com
Open June – Oct | Thurs – Sun
Open Nov – Dec | Fri – Sun
U-pick, farm fresh produce, farm stand, certified clementine farm, available year-round by appointment

- 47 Oak Song Farm**
84522 Lorane Hwy, Eugene
(541) 683-6055 • oaksongfarm.org • Open daily May – Oct
Farm stand, organic practices, artisan products
- 48 Aragon Alpacas**
33005 Dillard Rd., Eugene
(541) 912-0782 • aragonalpacas.com • Open Fri – Sat
Interactive alpaca farm, tours available, family friendly, available by appointment

FARMERS MARKETS

- 21 Veneta's Downtown Farmers Market**
W Broadway & 3rd St., Veneta • (502) 640-9256
facebook.com/venetasdowntownfarmersmarket

EATERIES

- 20 Obsidian Grill at McKenzie General Store**
91837 Taylor Rd., Blue River
(541) 822-3221 • mckenziegeneral.com • Open Thurs – Mon
Breakfast and lunch, organic seating, local and



QUESTIONS?

Hilary Sager
Hilary@TravelOregon.com

Bri Matthews
BriM@TravelOregon.com

THEMATIC ELEMENTS

WHAT MAKES YOUR AREA UNIQUE?

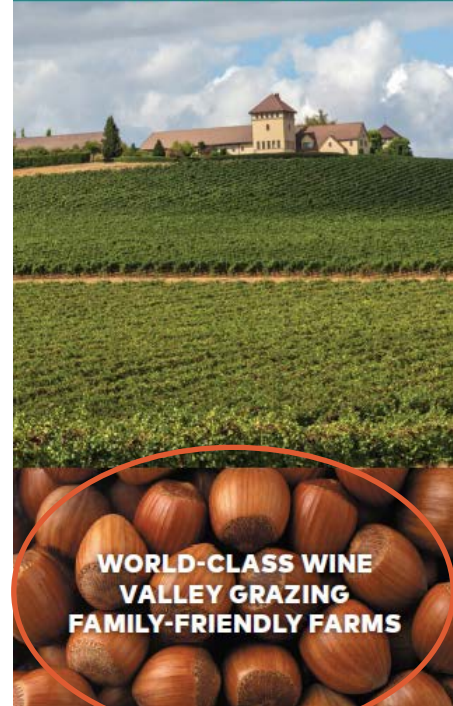
The three thematic elements you choose for your trail should give the visitor a snapshot of the sights and tastes they can expect along the trail:

- Unique crops and value-added products to the area
- Unique or exceptional visitor-facing experiences in the area
- Density of certain experiences/products
- Landscape and heritage



South
Willamette Valley
FOOD TRAIL

WILLAMETTE VALLEY



THEMATIC ELEMENT ACTIVITY

1. Brainstorm a list of thematic elements that make the Rogue Valley area unique from an agricultural, culinary, landscape or heritage perspective.
2. Narrow down your table's list to the top 5 elements you think should be considered for the food trail.
3. Write each theme on a separate sticky note and bring to front of the room.

ITINERARIES



WORLD-CLASS WINE EUGENE TO SOUTH WILLAMETTE VALLEY WINE COUNTRY

Taste handcrafted award-winning wines as you make your way from downtown Eugene to the rolling foothills of the coastal range.

Start the morning in downtown Eugene at **Noisette Pastry Kitchen** (37). This boutique café serves up seasonal, local handmade sweets, savories and of course, coffee.

Make a stop at **Provisions Market Hall** (34). Peruse specialty to-go foods, a hand-picked selection of cookbooks, charcuterie and more. Fill your picnic basket here for tasty snacks throughout the day or stop in Junction City on your way north for lunch at **Camas**

A RIVER RUNS THROUGH IT SPRINGFIELD TO MCKENZIE RIVER

Let the river guide you to wild fields and foods.

Start your day with coffee and delicious pastries at **100 Mile Bakery** (24) in Springfield, where all ingredients are sourced within 100 miles.

Schedule a half-day or full-day fishing trip on the McKenzie River with **A. Helfrich Outfitter** (15). Catch trout, salmon or steelhead. Full-day trips include a delicious riverside fish fry lunch that can also be pre-arranged for half-day trips.

Make a stop at **Herrick Farms** (16) and **Organic Redneck Growers** (18). These farm stands offer an array of farm fresh produce and seasonal u-pick opportunities.

Continue upriver to **McKenzie River Lavender** (17), located amongst the pastoral beauty of hazelnut orchards

FAMILY-FRIENDLY FARMS EUGENE TO CRESWELL TO VENETA

Explore these family-friendly farms year-round.

Start the day at **Lane County Farmers Market** (38), the oldest and largest in the area. Located in downtown Eugene, the market offers a variety of local foods throughout the year and is an ideal stop for breakfast and shopping on Tuesdays and Saturdays. During peak season, it is possible to find a Saturday market no matter which direction you're headed: **Veneta Downtown Farmers Market** (21), **Dexter Lake Farmers Market** (50), **Spencer Creek Community Market** (43) and **South Valley Farmers Market** (55).

Stop at **Creswell Bakery** (49) for lunch and to-go items and get a taste of the country. Everything is made from scratch by classically-trained chef and owner Heidi

ITINERARY ACTIVITY

Create a potential food trail itinerary based on the theme assigned to your table. Your itinerary should:

- Follow a logical, one-day travel trajectory
- Include 5-7 businesses
- Include stops for three meals and 2 activities
- Offer alternatives to seasonal operations
- Include overnight lodging (optional)



BREAK

THROUGH THE FUNNEL

- Product Development – visitor experience development and business engagement
- Website, Marketing & Distribution
- Media and influencer activations and tours
- Tour and group sales FAM tours and support
- Visitor engagement
- Continued community and business engagement
- Repeat



BUSINESS ENGAGEMENT WORKSHOP

- Improve and enhance visitor experiences
- Improve business marketing
- Connect and network businesses
- Plan for the future



BUSINESS ENGAGEMENT WORKSHOP

- **Improve and enhance visitor experiences**
- Improve business marketing
- Connect and network businesses
- Plan for the future



CUSTOMER ENGAGEMENT CONTINUUM



COMMODITY



PRODUCT



SERVICE



EXPERIENCE



CUSTOMER ENGAGEMENT CONTINUUM



COMMODITY



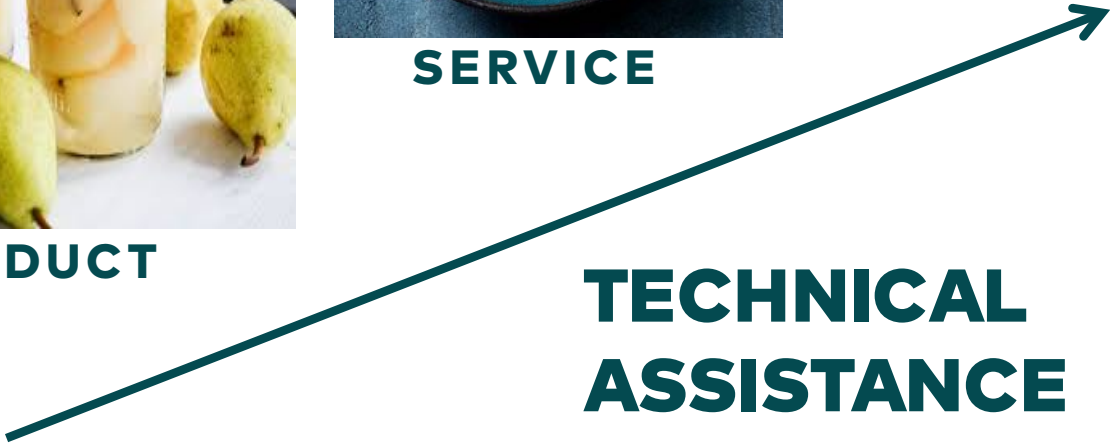
PRODUCT



SERVICE



EXPERIENCE



BUSINESS ENGAGEMENT WORKSHOP

- Improve and enhance visitor experiences
- **Improve business marketing**
- Connect and network businesses
- Plan for the future



WHO MARKETS OREGON?

Travel Oregon

- Inspire people to choose Oregon for a vacation
- Provide high quality trip planning information

Regional & Local Destination Marketing Organizations

- Motivate / inspire people to choose YOUR part of Oregon

Businesses & Attractions

- Get people to choose YOUR business in YOUR destination



BUSINESS ENGAGEMENT WORKSHOP

- Improve and enhance visitor experiences
- Improve business marketing
- **Connect and network businesses**
- Plan for the future





BUSINESS ENGAGEMENT WORKSHOP

- Improve and enhance visitor experiences
- Improve business marketing
- Connect and network businesses
- **Plan for the future**



REGIONAL FOOD FESTIVALS AND EVENTS

Crave the Coast Food Festival

September 29, 2018 @ 12:00 pm - 6:00 pm

Under the event tent in Garibaldi on Tillamook Bay, 301 Jerry Creasy Drive
Garibaldi, 97118 + [Google Map](#)



Crave the Coast showcases the delicious and diverse bounty of Oregon's North Coast, with cheese, beer, fresh seafood, spirits, meats, and farmers market produce from... [\[MORE\]](#)



What To

Our second annual beer and cheese event

It's a Saturday to savor at the Tillamook Coast! Pelican Brewing and Visit Tillamook once again partnering up to put on this delicious afternoon of locally made beer at



DOMESTIC INFLUENCER TRIPS & MEDIA FAMILIARIZATION TOURS

- Let your RDMO and DMO know you're interested in working with the media
- Send press releases/pitch ideas to press@traveloregon.com
- What's new, developing, trending, big anniversary
- Be included in pitches and press trips

EARNED MEDIA
through dozens of
Journalist Press Trips



Eugene, Oregon, Is for Wine Lovers

Oregon's Emerald City is the perfect base to explore the southern half of the Willamette Valley and taste some of the region's smaller producers.

BY LAUREN MOWERY



SHARING THE WORLD FROM A WHEELCHAIR USER'S PERSPECTIVE

WHEELIE INSPIRING INTERVIEWS / MY BUCKET LIST / WHERE HAVE I BEEN? / TRAVEL TIPS

BY CORY LEE

9 CRAZY FUN WHEELCHAIR ACCESSIBLE THINGS TO DO IN PORTLAND OREGON



Chicago Tribune

Water and wine make a perfect pairing in Oregon's Willamette Valley



INTERNATIONAL INFLUENCER TRIPS & MEDIA FAMILIARIZATION TOURS

- Trade and media tours
- Over 70 per year
- Let your RDMO & DMO know you are interested in supporting international fam tours
- Offer a reason not to miss your destination

SELLING OREGON
TO THE WORLD
through dozens of
International Travel
Trade Research Trips &
Media Trips



THROUGH THE FUNNEL

- Product Development – visitor experience development and business engagement
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- Repeat





LUNCH

FOOD TRAIL DEVELOPMENT INPUT SESSION

Help design the food trail that will launch in your region in Fall 2020!

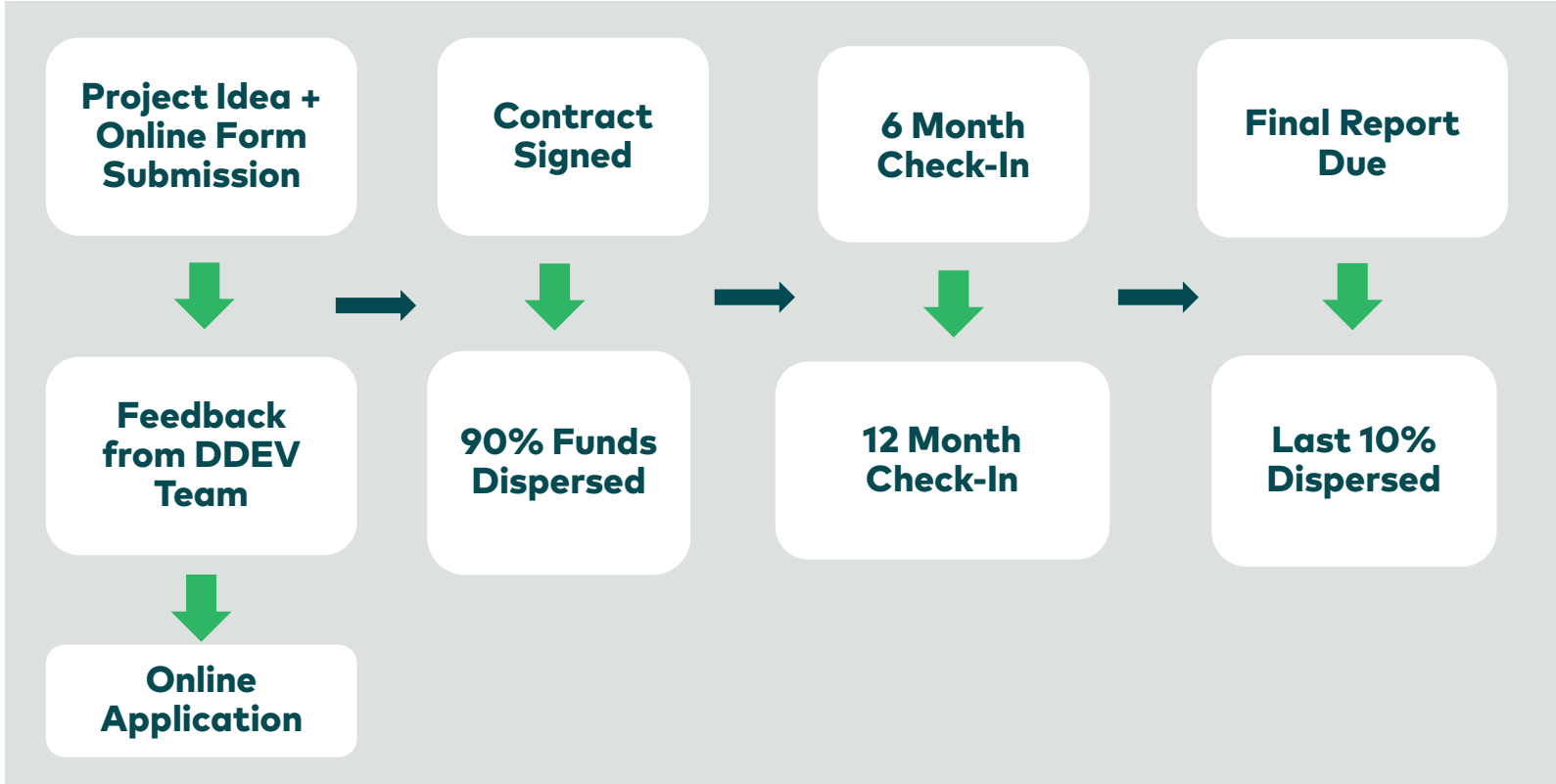
Visit the stations around the room to provide input on the following:

- I. Trail Name
- II. Seasonality of key agricultural crops (especially u-pick) in the area
- III. Fun Fact – call out interesting history / trivia from the area
- IV. Key Businesses (including tour operators) that should be included



POST-STUDIO GRANT

- This region will have an opportunity to apply for a special Oregon Tourism Studio grant for the Food Trail project
- This is a grant for up to \$5,000 with a 10% cash match requirement to access funds
 - Requires a "project idea form" submission and a simple, online application
 - Final due date is six months after completion of the program ([April 22nd, 2020](#)), but you can begin the process anytime after the studio closes
- You will receive 90% of funding at the beginning of the project and the final 10% after the project is completed
- Grantees must complete a Grant Accomplishment Report and Final Budget within 12 months of the grant project notification date. The final budget along with copies of detailed project expenses must be uploaded as part of the report.



OREGON TOURISM STUDIO GRANT PROCESS

GRANT PROJECT GUIDELINES

- Fiscal agent must be non-profit, government or tribal entity
- Project must be practical, beneficial, and almost shovel ready (defined as achievable in the next year)
- Paid staff capacity to convene and execute
- Aligns with organizational goals and mission of central convener



OTHER TRAVEL OREGON GRANTS

- Small Competitive Grants Program – opens Aug. 2020/closes Sept. 2020 (Award announced Dec. 2020); up to \$20,000 ask
 - Grant must be completed within 12 months
- Medium Competitive Grants Program – scheduled to open in Apr. 2020; \$20K-\$100K ask
 - Grant project must be completed within 24 months



OREGON WINE COUNTRY PLATES MATCHING GRANT

- Next application cycle will open in January 2020
 - Applicable to Wine and Culinary based projects
 - Up to \$50,000 awarded per project (may apply for no more than two projects per cycle)
 - Applicants must demonstrate a 1-to-1 match with at least 50% of matching funds





CATS: Rogue Valley



Campfire



Chat casually with the group, ask random questions, and share stuff without ceremony.

Message Board

- Registration**
Hello everyone The Studio is
- REGISTRATION CODE for SC members** 1
- Next Meeting Date & Time** 2
Any chance that we can look
- Basecamp Introductions!** 4
Hi everyone! It was great to
- Hello Everyone** 2
Josias here. It was wonderful

To-dos



Make lists of work that needs to get done, assign items, set due dates, and discuss.

Schedule



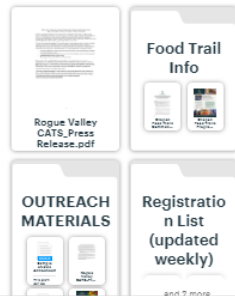
Thu, Oct 24
Workshop Part 2
9:00am - 4:00pm

Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

Docs & Files



LISTENING SESSIONS

SOUTHERN OREGON

Tuesday, Oct. 29: Southern Oregon – Lakeview
Elks Lodge
323 N F St, Lakeview, OR 97630
10 a.m. – 12 p.m.

Wednesday, Oct. 30: Southern Oregon – Winston
Wildlife Safari
1790 Safari Rd, Winston, OR 97496
10 a.m. – 12 p.m.



NEXT STEPS

- Rogue Valley Steering Committee
Primary Conveners:
Travel Southern Oregon
Travel Medford
- Follow-up Notes & Messaging
- Listening Session in Winston or Lakeview locations
- Build the Buzz – industry site & criteria to talk to businesses
- Add your name to the flipchart if you're interested adding to the capacity of the Steering Committee to manifest the regional Food Trail



THANK YOU



PLACEHOLDER

New section: Travel Oregon Resources

Things to mention (if not covered earlier in program):

- Agritourism handbook: industry.traveloregon.com/aghandbook
- Technical Assistance form: industry.traveloregon.com/agritourism-technical-assistance
- How Travel Oregon supports the Oregon Food Trails program / activations around the food trail (slides follow)