

WELCOME!

Instructions:

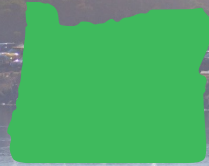
Take a seat wherever you like. Please seek out a chair near someone you don't know well. Coffee & breakfast are near the entrance.

Please take an index 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

CENTRAL COAST
CULINARY & AGRITOURISM STUDIO

NOVEMBER 12, 2019

WORKSHOP SPONSORS

TRAVEL



OREGON



STEERING COMMITTEE

- City of Lincoln City
- Economic Development Alliance of Lincoln County
- Florence Chamber
- Greater Newport Chamber
- Lincoln City Culinary Center
- Lincoln City Visitors Convention Bureau
- Ona Restaurant
- Oregon Coast Visitors Association
- OSU Extension Service
- Travel Lane County
- Yachats Farmstore & Brewery
- Heceta Lighthouse B&B

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



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

MISSION & VISION

MISSION

We inspire travel that drives economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry and ensure the preservation of Oregon's way of life and its natural places.

VISION

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





DESTINATION DEVELOPMENT

Travel Oregon's Destination Development department assists communities in creating robust and sustainable tourism economies by developing authentic, world-class experiences for travelers that aim to preserve, enhance and celebrate the local landscape and culture.

DESTINATION DEVELOPMENT TEAM



Kristin Dahl
Vice President



Jordan McCauley
Destination Development
Coordinator



Alexa Carey
Community-Based
Services Director



Bri Matthews
Community-Based
Services Manager



Kayla Dunn
Community-Based
Services Coordinator



Scott Bricker
Product Development
Director



Stephen Hatfield
Outdoor Recreation
Manager



Hilary Sager
Product Development
Coordinator



Andrew Grossmann
Destination Development
Manager

DDEV STRATEGIC PRIORITIES

- Offer training & development opportunities to meet industry needs
- Convene industry action networks to influence stakeholder action and increase collaboration
- Facilitate the development of world-class tourism product and experiences with a focus on gap areas
- Support the high-use destinations to manage the impacts that stem from visitation





OREGON TOURISM STUDIOS

The Oregon Tourism Studio program helps communities increase their economic vibrancy by improving their appeal as a destination. Our team helps communities cultivate regional visions; identify strategies to harness the power of tourism; and develop unique experiences. We also help leaders build resilient regional networks and leadership skills to manage tourism development that drives toward regional 15-year visions developed in partnership with communities.

OREGON TOURISM STUDIO PROCESS

PROGRAM
DESIGN &
OUTREACH

STEERING
COMMITTEE



4 MONTHS

WORKSHOPS & EVENTS

GREATER COMMUNITY



1 MONTHS

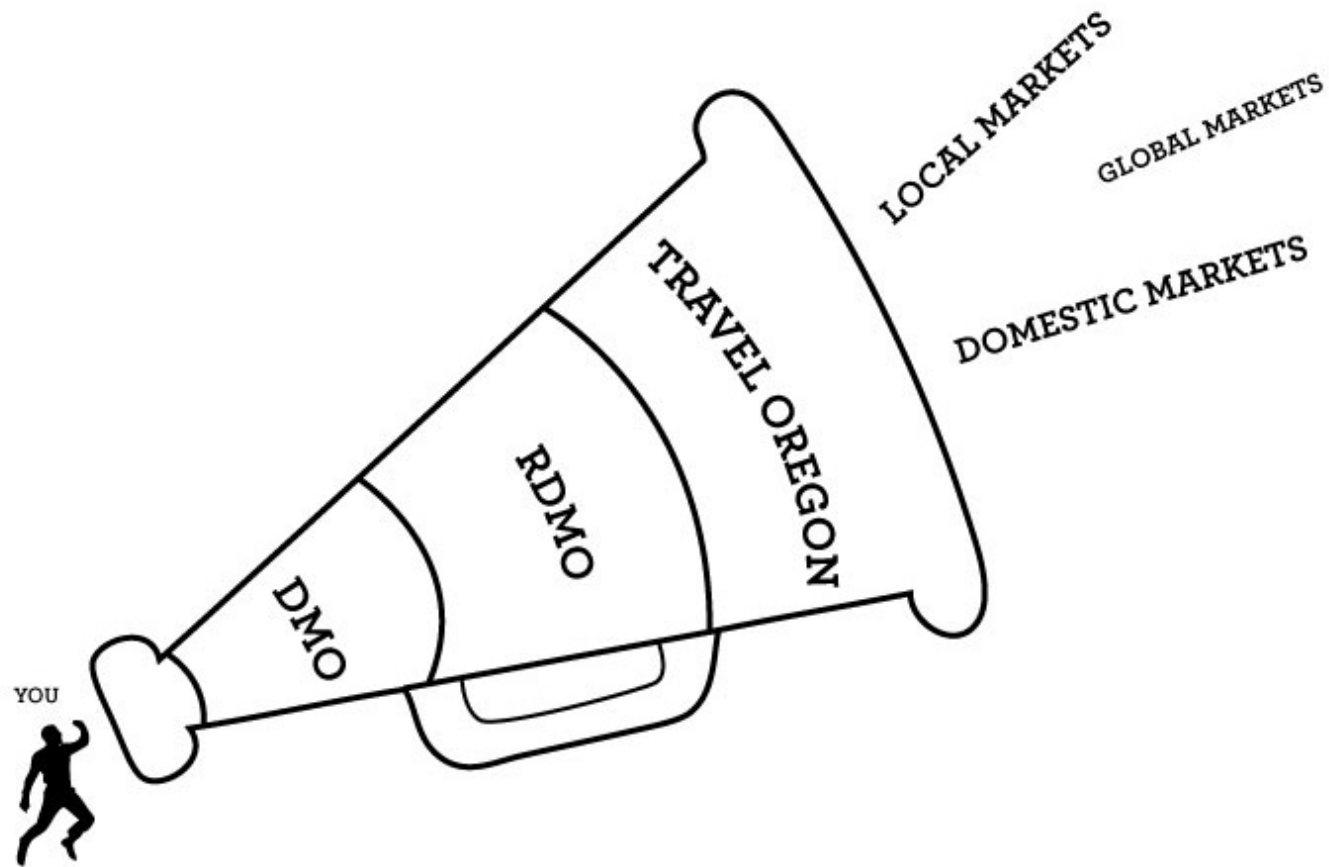
ACTION TEAMS
EXECUTE
INITIAL
PRIORITIES

STEERING
COMMITTEE
+ ACTION TEAMS



1 YEAR





TOURISM MARKETING MEGAPHONE

RDMO

REGIONAL DESTINATION
MANAGEMENT ORGANIZATION



**EASTERN
OREGON**

MT. HOOD
AND THE
COLUMBIA
RIVER GORGE



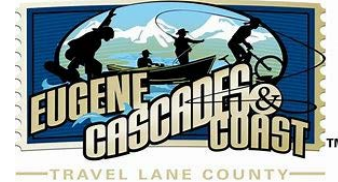
travel
PORTLAND

DMO

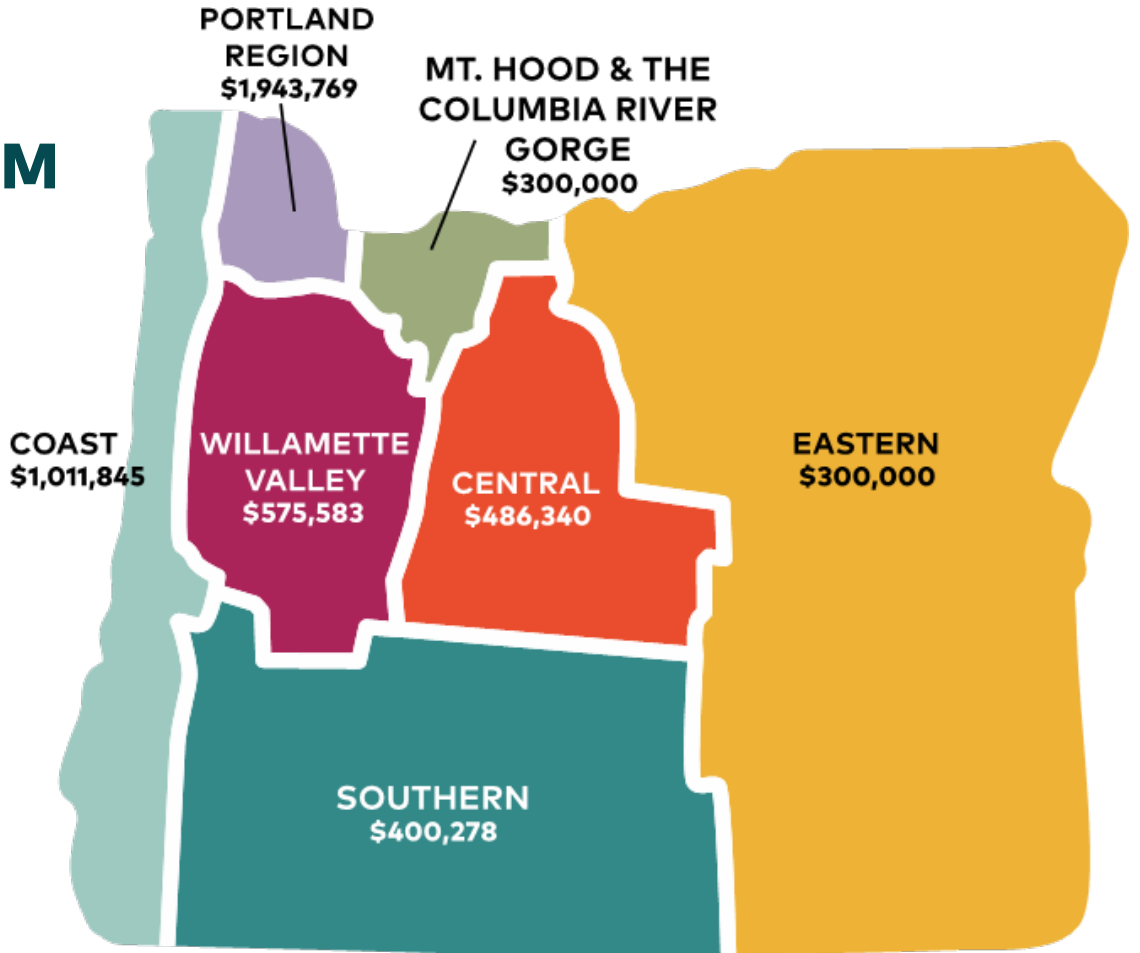
DESTINATION MARKETING ORGANIZATION

**TRAVEL
PENDLETON**

Rich tradition. Fine craftsmanship.
Legendary reputation.



REGIONAL COOPERATIVE TOURISM PROGRAM

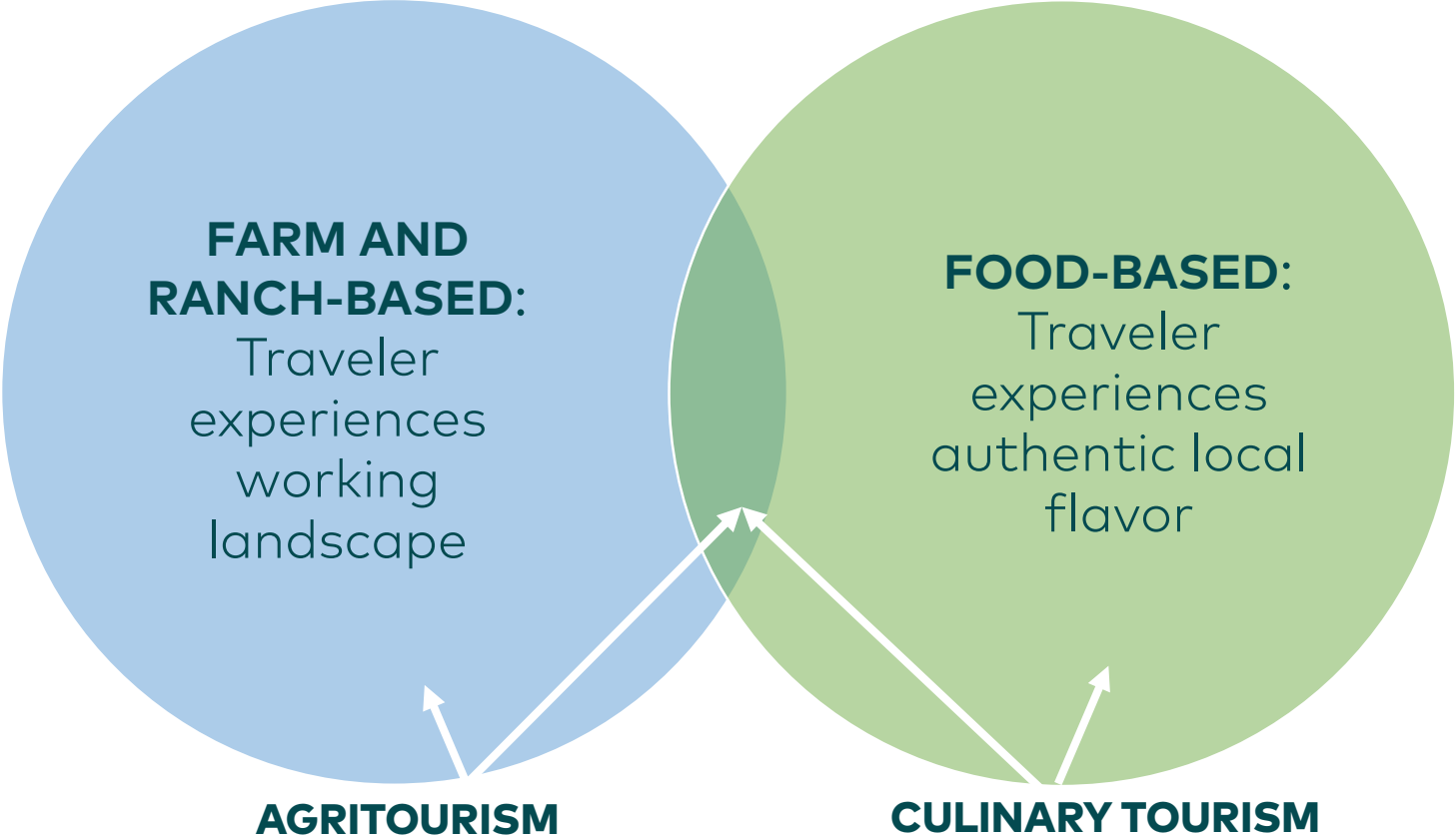


CULINARY AND AGRICULTURAL TOURISM

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

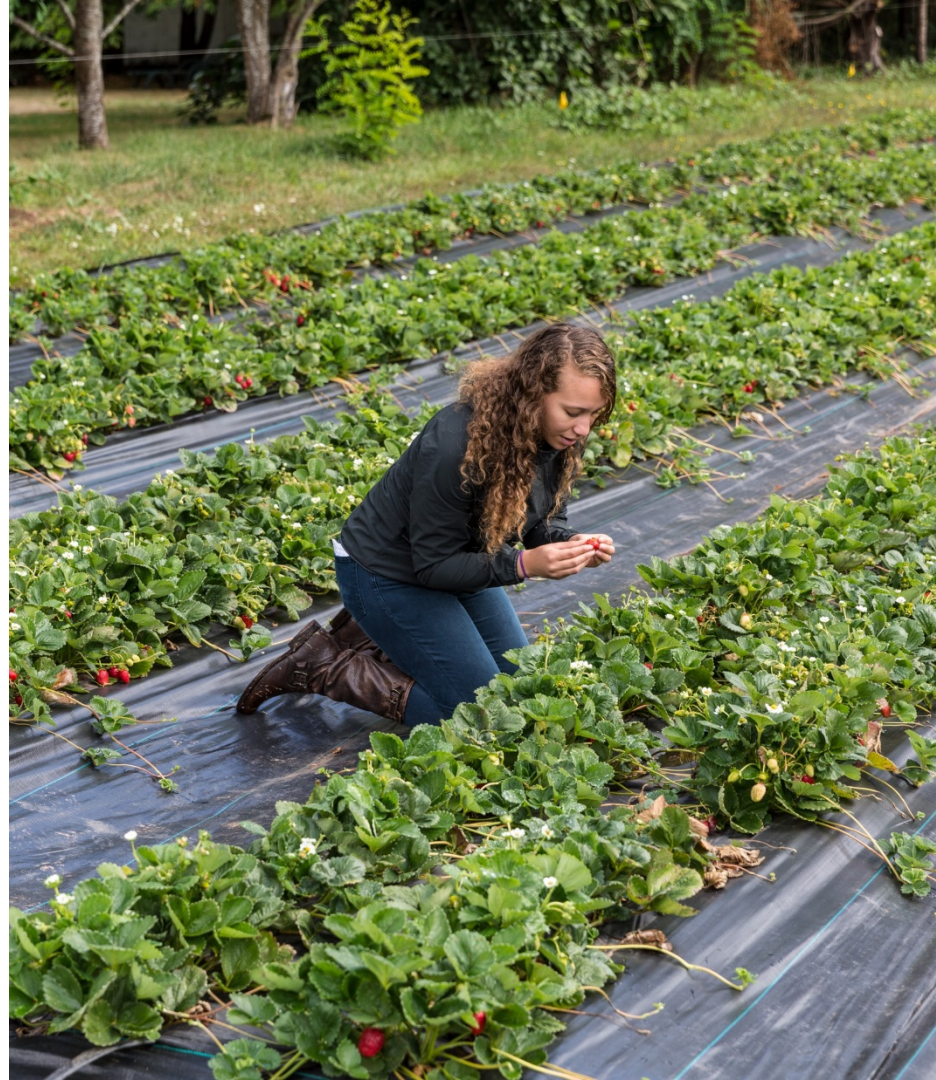


WHAT ARE WE TALKING ABOUT?



WHAT IS AGRITOURISM?

A form of commercial enterprise that links agricultural production and/or processing with tourism by engaging visitors on a farm, ranch, or other agricultural venue 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
GROWN
means
NO SPRAYS
NO "PESICIDES"
NO GMO'S
ALL LOVE

PADSON'S
SWEETENERS
\$4/box

CHERRY
TOMATOES

CRAVE THE COAST



CRESWELL BAKERY



FAM TOURS



APPLE VALLEY



COUNTRY STORE

OPEN

OPEN

Handicap Accessible
VAN ACCESSIBLE

FRUIT LOOP



East Gorge
FOOD TRAIL

FOOD TRAIL

15

GLENN COOPER

GLENN COOPER

BREAK

An aerial photograph of a person fishing in a river. The person is positioned on the right side of the frame, wearing a light-colored shirt and dark pants, and is holding a fishing rod. A long, thin fishing line extends from the person across the water towards the left side of the frame. The water is dark and reflects the surrounding trees and sky. The text "MARKET & VISITOR DEMOGRAPHICS" is overlaid in white, bold, sans-serif font across the center of the image.

MARKET & VISITOR DEMOGRAPHICS

MARKET TRENDS

- 60% of American leisure travelers are interested in taking a trip to engage in culinary activities within the next 12 months (According to TIA of America)
- Nationally, nearly a third of travelers specifically pick vacation destinations based on food and drink-related activities



MARKET TRENDS

- Oregon - More than half (55%) of visitors during 2008-2010 (55%) participated in at least one culinary activity. Much higher than national average of 17% only 2 years earlier.
- Colorado - Nearly 75% of Colorado visitors include an agricultural, food, or heritage activity on trip; Of those, a third are specifically coming for agritourism.



OREGON VISITOR CHARACTERISTICS

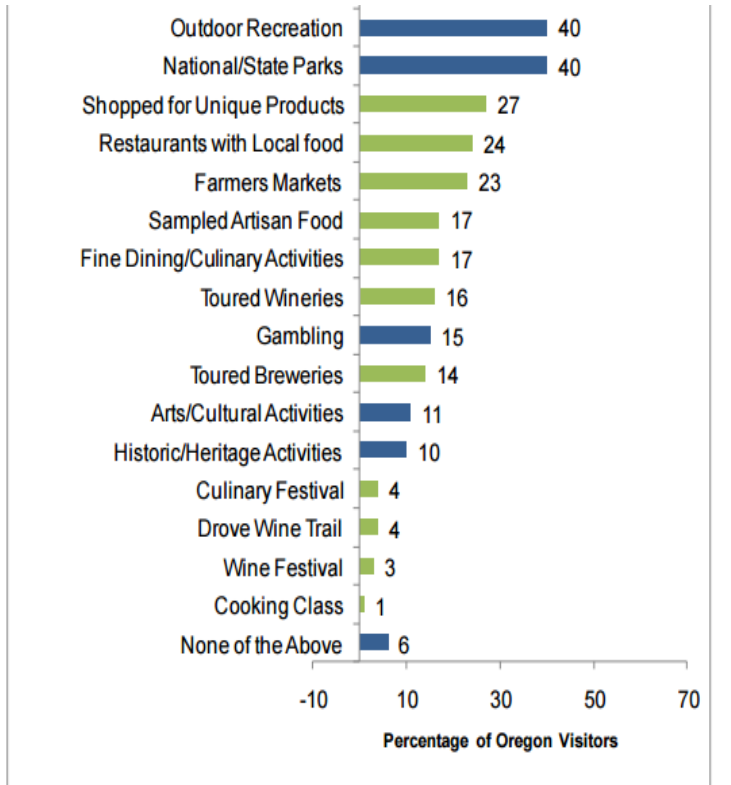
AGRITOURISM

- Families
- Few with teenagers
- Moderate income
- Highly educated
- More day trippers

CULINARY TOURISM

- Similar profile to outdoor recreation market
- DINKS and SINKS
- Age 35-64
- Higher than average income and education
- Like heritage travelers, more likely to try many activities

FOOD & DRINK IN THE "OREGON" ITINERARY

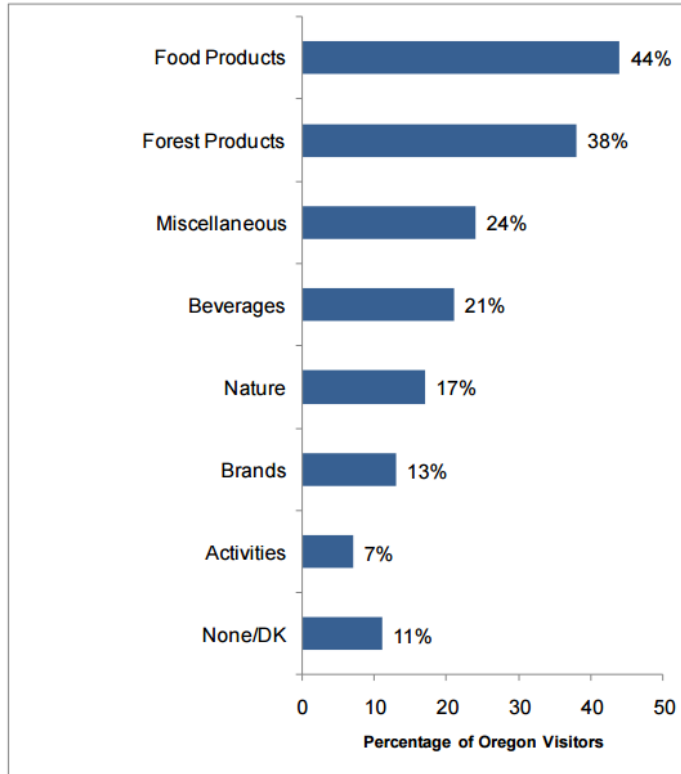


Source: Susan Cook Consulting, LLC, 2011)

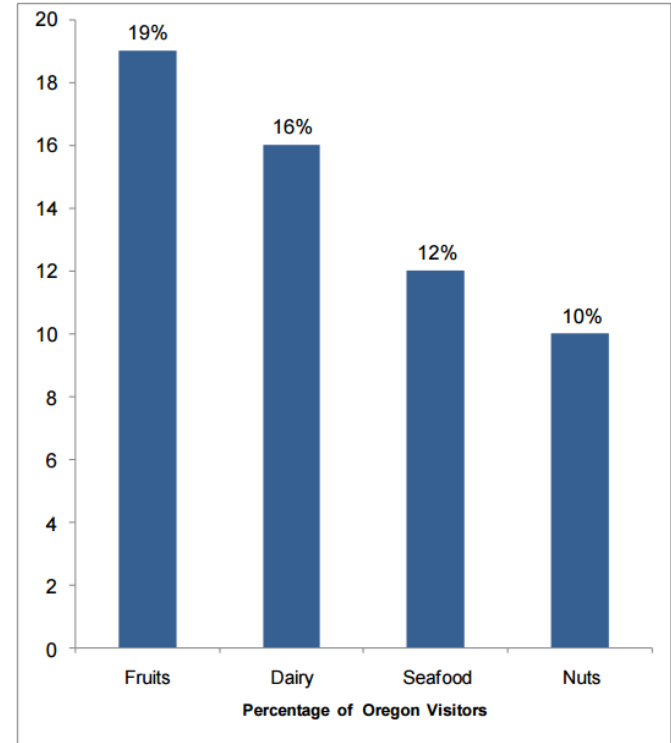


HIGH LEVEL OF AWARENESS OF OREGON FOOD PRODUCTS

Product Categories Associated with Oregon



Food Products Associated with Oregon



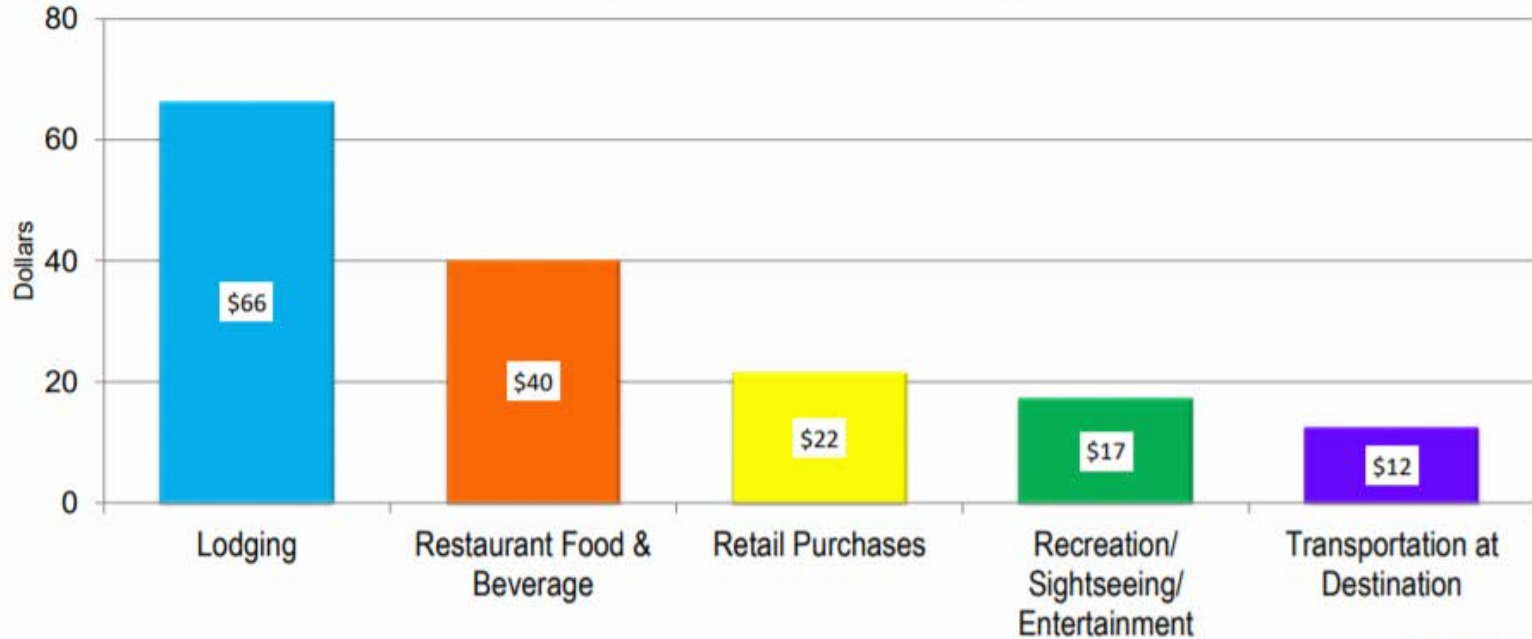
OREGON COAST VISITATION

- 30% of overnight trips to Oregon happen on the Oregon coast (10.3M/30.1M)
- Of those trips, 67% are marketable trips and 29% are for visiting friends and relatives
- The average visitor spend of marketable trips on the Oregon coast is \$145



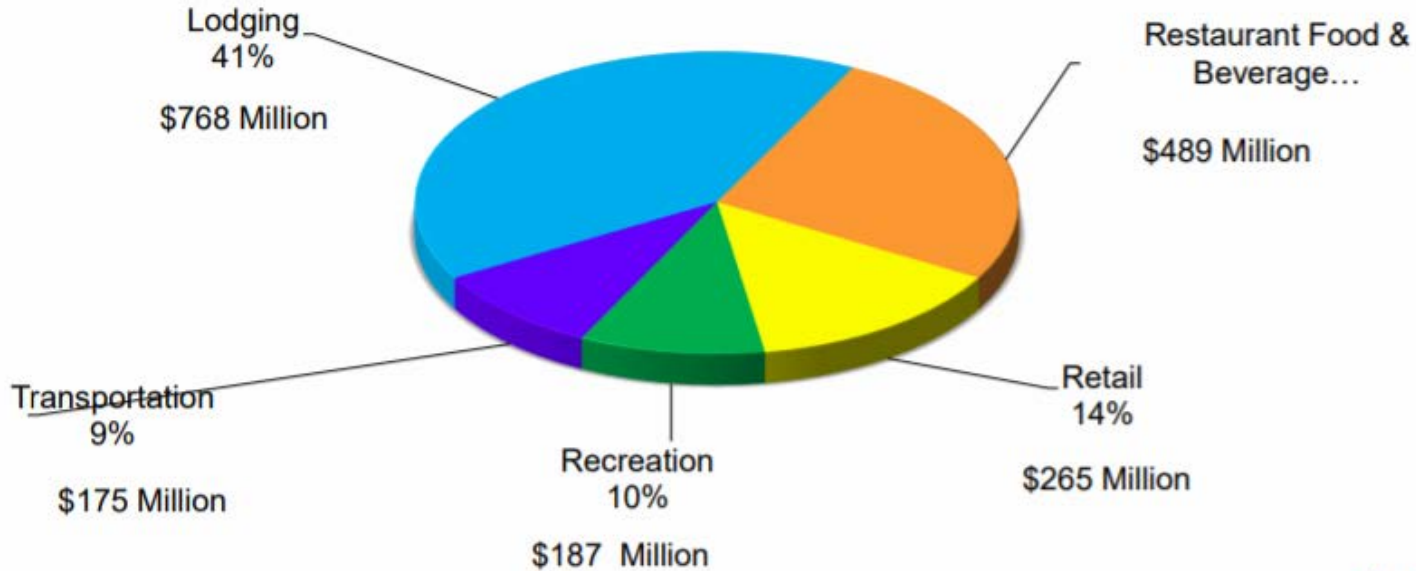
OREGON COAST VISITATION FACTS & FIGURES

Base: Overnight Marketable Person-Trips to Coast Region

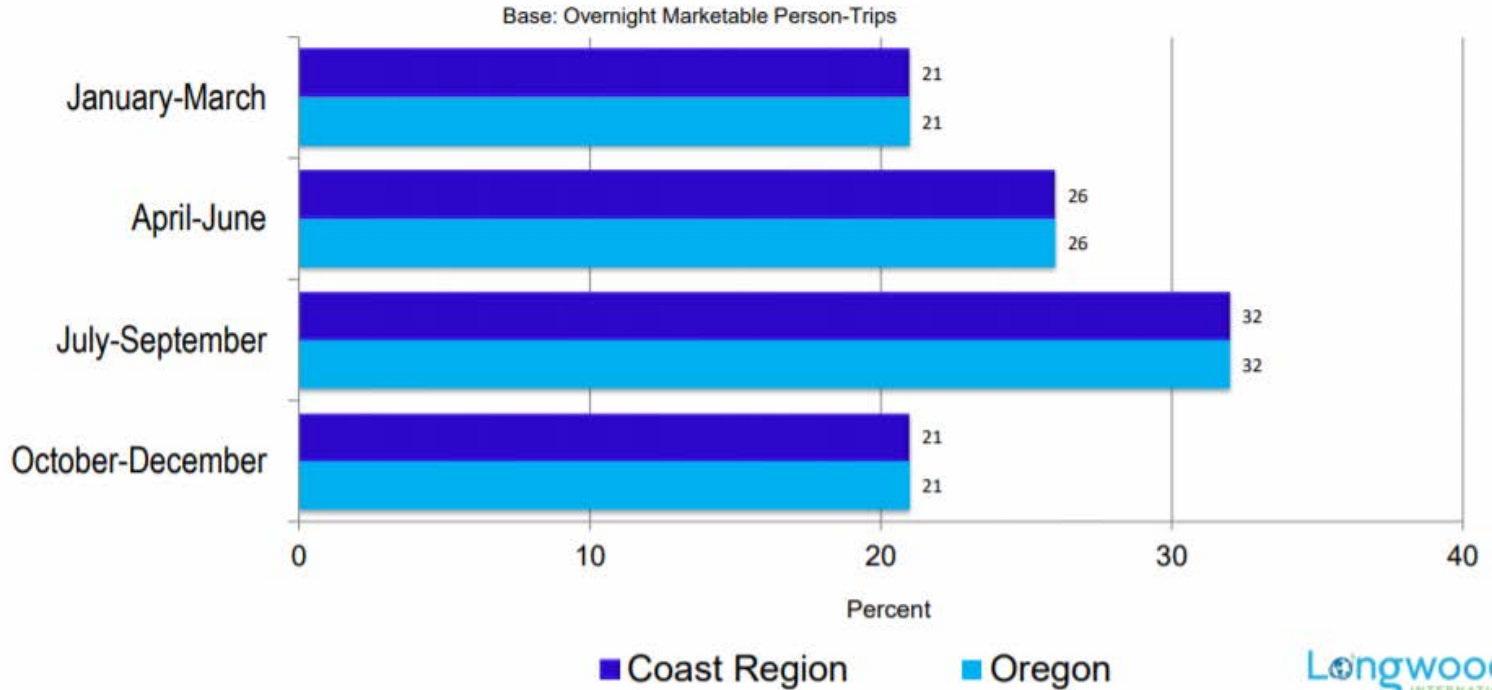


OREGON COAST VISITATION FACTS & FIGURES

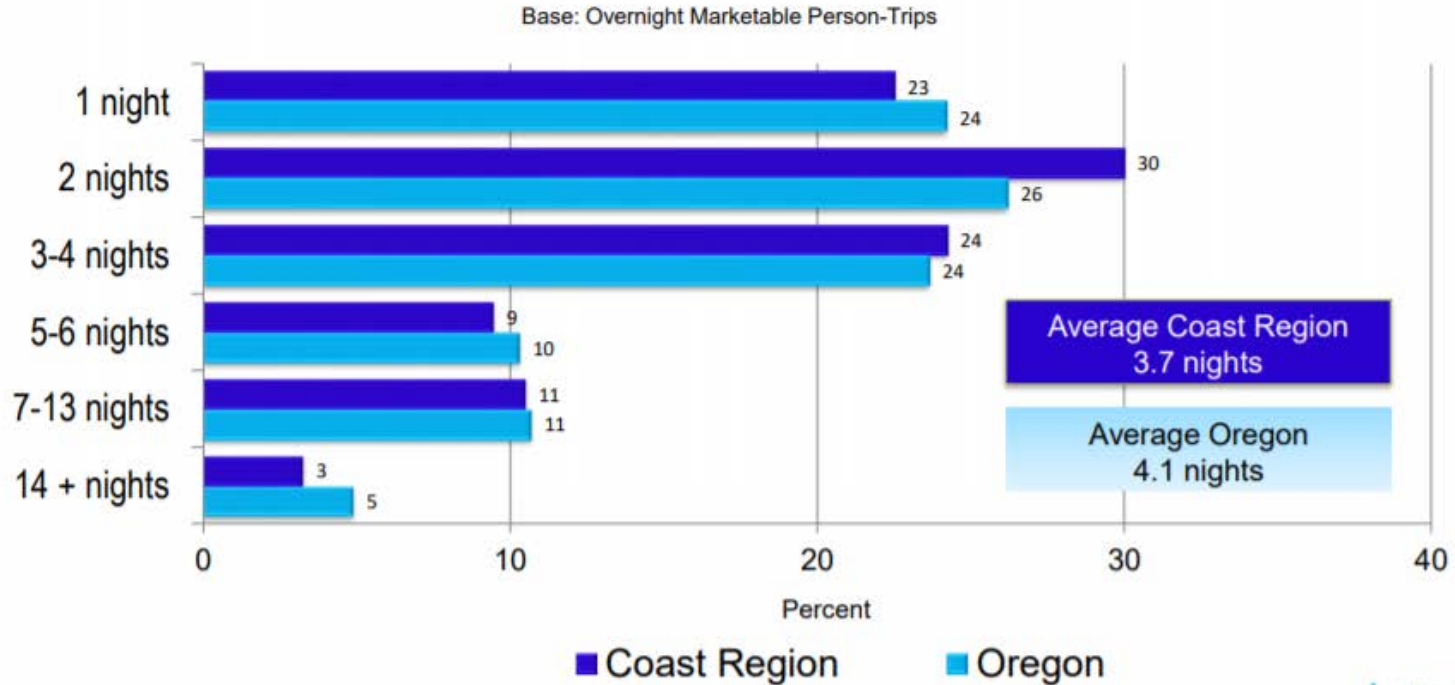
2017 Coast Region Spending = \$1.9 Billion



OREGON COAST VISITATION FACTS & FIGURES

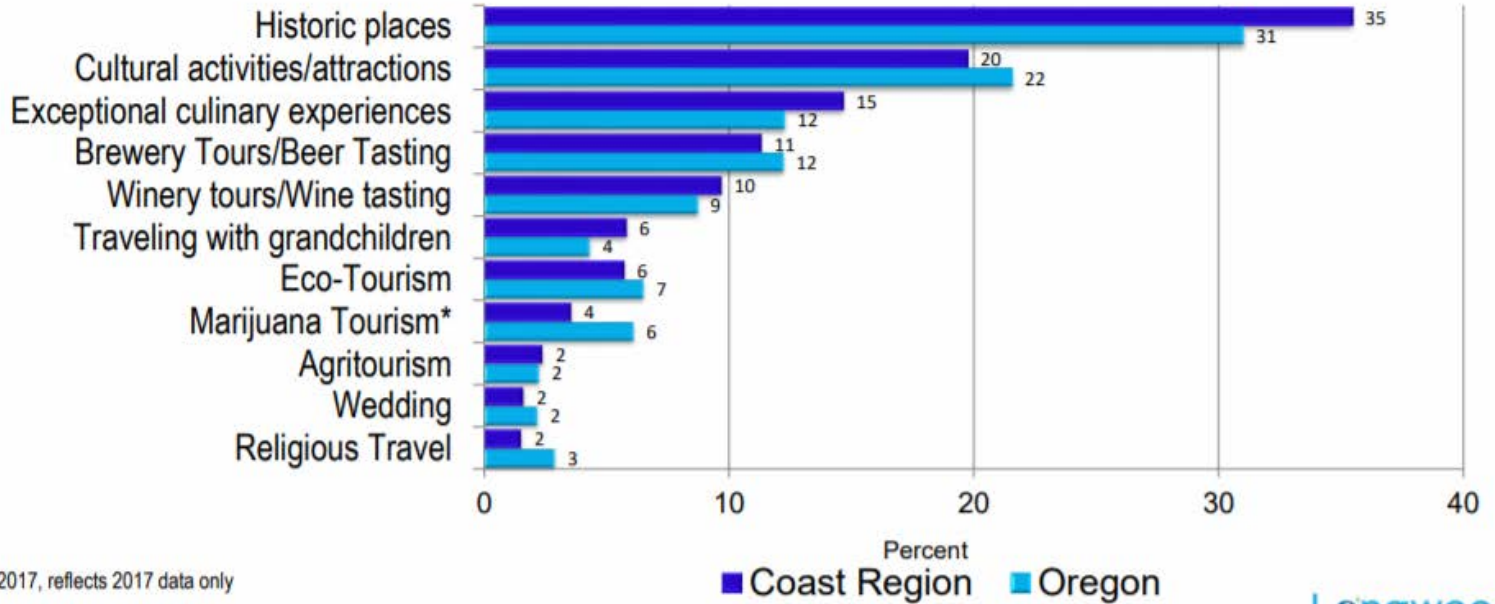


OREGON COAST VISITATION FACTS & FIGURES



OREGON COAST VISITATION FACTS & FIGURES

Base: Overnight Marketable Person-Trips



*Added in 2017, reflects 2017 data only

OREGON TRAVELERS BECOME ADVOCATES

- 60% bring Oregon products home
- 30% purchase Oregon products several times after returning home
- 43% report they are more likely to purchase Oregon products after returning home

Source: Suzanne Cook Consulting. 2011: Oregon's Bounty, Visitor Behavior and Attitudes Related to Oregon Products



WHO IS THE VISITOR COMING TO THE REGION?



CENTRAL COAST 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?



**CONNECTING WITH
LOCAL, REGIONAL AND STATE RESOURCES
IN TOURISM, BUSINESS DEVELOPMENT
& LAND USE POLICY**



TRAVEL



OREGON

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

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BEYOND THE TOURISM FUNNEL

Jesse Dolin, Oregon Coast Visitors Association

Scott Bricker, Travel Oregon





LUNCH BREAK

BUSINESS DEVELOPMENT PANEL

- Pami Monette – OSU Extension
- Caroline Bauman – Economic Development Alliance of Lincoln County
- Dave Price – Small Business Development Center



BEST PRACTICES: KNOW THE REGULATIONS & COMPLIANCE ISSUES

- Erika Polmar – Agritourism Policy Consultant



A young boy with a short haircut, wearing a blue and white striped polo shirt, stands on a sandy beach under a clear blue sky. He is smiling broadly and holding up two items: a large, light-colored seashell in his right hand and a pair of crab claws in his left hand. The background shows a line of green dune grasses.

BREAK

PAIR & SHARE

- What is the biggest hidden gem on the Central Coast?
- Who are the anchor businesses in the region?
- What are the best examples of complex collaboration?
- What are the biggest gaps in experiences here?





WINE CLUB

THE COAST
2018

FROM PRODUCT TO EXPERIENCE

- What product are you currently or hoping to offer to visitors?
- Take that product or service & look at how to expand that into an experience.
- How can there be various value added components that add to the quality/connection with visitors and improves the bottom line?



DESTINATION BASED COLLABORATION

- Who is collaborating effectively now?
- What regional examples exist of optimizing & building local dollars into the culinary/ag value chain?
- Where are the best opportunities for leveraging collective buying power?
- What are the most significant needs for improving access & availability of local food to producers (farm to consumer)?





EVENING FAM TOUR

- 3:45 Session adjourned + whiskey tasting
- 4:30 Departure + Travel time
- 5:00 Wolf Tree Brewery & Ranch**
- 5:45 Travel time
- 6:30 Pacific Heritage Maritime Museum**
- 7:30 Travel time
- 8:00 FAM Tour adjourned

THANK YOU





TRAVEL



OREGON

**CENTRAL COAST
CULINARY & AGRITOURISM STUDIO**

NOVEMBER 13, 2019

WORKSHOP SPONSORS

TRAVEL



OREGON



STEERING COMMITTEE

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- Heceta Lighthouse B&B



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?

LANE COUNTY REGIONAL RESOURCES

- Lane County Economic Development
Austin Ramirez
austin.ramirez@co.lane.or.us
- SBDC - Lane County
Robert Killen, SBDC Director
LaneSBDC@lanecc.edu
- Oregon State Extension - Lane County
Melissa Fery, Small Farms
Melissa.Fery@oregonstate.edu
- Lane County Beverage Sector Strategist
Micah Elconin, Director – Eugene's Table
educatedvegetable@gmail.com

TODAY'S AGENDA

- Introduction to the Oregon Food Trails Program
- Lunch
- Development of the Oregon Food Trail Components
- Funding Resources





East Gorge
FOOD TRAIL



Great Umpqua
FOOD TRAIL



OREGON
food trails



South
Willamette Valley
FOOD TRAIL



Wild Rivers Coast
FOOD TRAIL

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

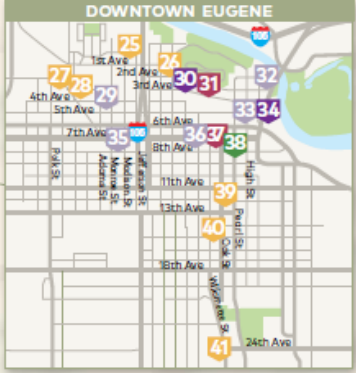
- Must use or showcase local products





OREGON

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

- 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

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

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

FARMERS MARKETS

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

OREGON TOURISM STUDIO PROCESS

PROGRAM
DESIGN &
OUTREACH

STEERING
COMMITTEE



4 MONTHS

WORKSHOPS & EVENTS

GREATER COMMUNITY



1 MONTHS

ACTION TEAMS
EXECUTE
INITIAL
PRIORITIES

STEERING
COMMITTEE
+ ACTION TEAMS



1 YEAR



OREGON FOOD TRAIL DEVELOPMENT PROCESS

WORKSHOP & DEVELOPMENT ACTIVITIES

GREATER COMMUNITY



TODAY

FOOD TRAIL DEVELOPMENT & DESIGN

STEERING COMMITTEE + ACTION TEAM



9 MONTHS

FOOD TRAIL LAUNCHES

FALL 2020

FOOD TRAIL MAINTENANCE & MARKETING

LOCAL LEAD ORGANIZATION



ONGOING





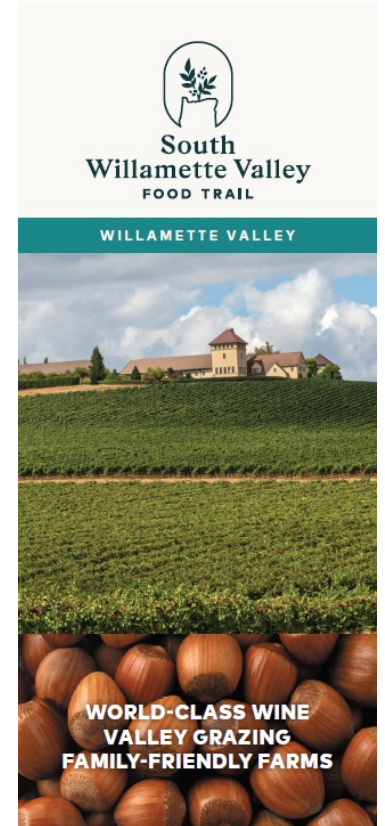
QUESTIONS?

A large red barn with a white roof and a smaller red building in the background. The barn has a gambrel roof with a cupola on top. The text "FOOD TRAIL CASE STUDIES" is overlaid in white, bold, sans-serif font across the middle of the image. The scene is set in a rural area with green grass, a metal fence, and a line of trees in the distance under a clear blue sky.

FOOD TRAIL CASE STUDIES

OREGON FOOD TRAIL LEADERS

- Dave Lacey
Destination Development
Oregon Coast Visitors Association
- Natalie Inouye
VP Marketing
Travel Lane County



A scenic view of a rocky coastline. On the left, a steep cliff covered in dense green forest meets the shore. The foreground and middle ground are dominated by large, light-colored, layered rock formations that slope down towards the water. The ocean is a deep blue, with white foam from waves crashing against the rocks. The sky is a clear, bright blue with a few wispy white clouds near the horizon. The overall atmosphere is serene and natural.

QUESTIONS?

A young boy with a serious expression stands in front of a rustic wooden building. He is wearing a light-colored straw cowboy hat, a black sleeveless vest over a dark shirt, and blue jeans with a large, ornate silver belt buckle. He holds a coiled blue rope in his left hand. The background consists of vertical wooden planks and a window frame. The text "OREGON FOOD TRAIL RESOURCES" is overlaid in white, bold, sans-serif font across the middle of the image.

OREGON FOOD TRAIL RESOURCES

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



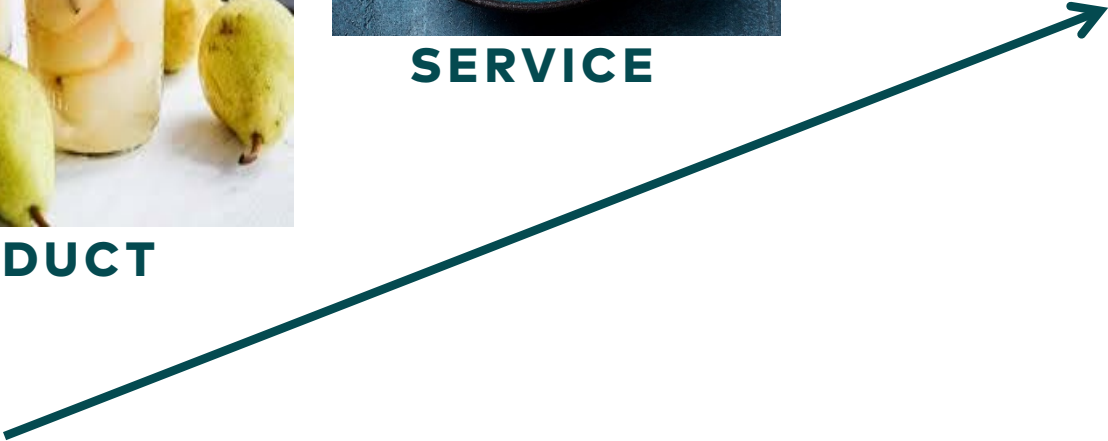
PRODUCT



SERVICE



EXPERIENCE



CUSTOMER ENGAGEMENT CONTINUUM



COMMODITY



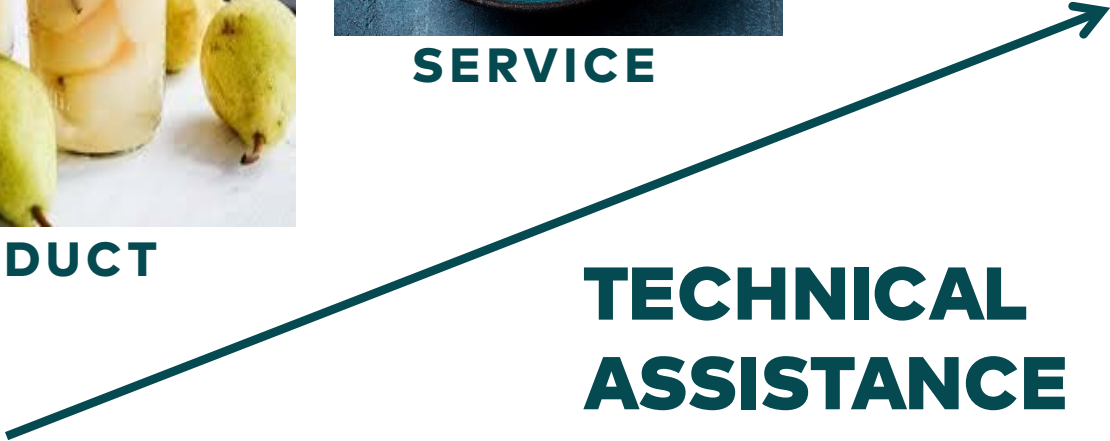
PRODUCT



SERVICE



EXPERIENCE



TECHNICAL ASSISTANCE

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



„Freundliche Menschen, ein mildes Klima und köstliche Weine – es gibt viele Gründe, dem Willamette Valley zu verfallen. Doch Oregon hat noch weit mehr zu bieten!“

Übernachten

Wer die Welt in einem der schönsten Willamette Valley Hotels genießen möchte, hat in Oregon ein tolles Angebot. Das Willamette Valley hat eine Vielzahl an Hotels, die von historischen Gebäuden bis zu modernen Luxusresorts reichen. Die Hotels sind in der Regel sehr schön und bieten eine tolle Atmosphäre. Die Hotels sind in der Regel sehr schön und bieten eine tolle Atmosphäre. Die Hotels sind in der Regel sehr schön und bieten eine tolle Atmosphäre.

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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



A person wearing a green jacket and red pants is walking away from the camera down a long, narrow underwater tunnel. The tunnel is lined with large, curved glass panels that serve as viewing windows into a vast underwater environment. The water is a deep blue-green color, and numerous fish of various sizes are visible swimming around. The floor of the tunnel is a light-colored, textured material, and there are small, rectangular, recessed areas on the floor that appear to be part of the tunnel's infrastructure. The overall atmosphere is serene and immersive, capturing the beauty of marine life from a unique perspective.

BREAK

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



THEMATIC ELEMENT ACTIVITY

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

ITINERARIES



BERRY BYWAY ITINERARY PORT ORFORD TO BANDON

Ramble along the berry trail from Port Orford to Bandon for a bucketful of sweet tastes.

A morning start at **Port Orford Community Co-Op** yields a delightful harvest of picnic provisions, including organic meat, fresh catch and seasonal produce like sun-kissed, handpicked strawberries, raspberries and blackberries from **Valley Flora Farm**. Head north on U.S. 101 to **Peters Cranberries** farm stand in Sixes for fresh, tart, sustainably grown cranberries as well as jams and berry vinegars to take home.

Plan on a late breakfast at **The Spoon** in Langlois with griddle-hot pancakes and French toast drizzled in locally made cranberry syrup from **Bowman Bogs**. Next door, the **Floras Creek Coffee Company's** house-roasted local



SEAFOOD SEARCH ITINERARY BROOKINGS TO GOLD BEACH

*This culinary treasure trek starts with made-from-scratch bagels and steaming coffee at **First Rise Baking Company** in Brookings.*

Thus well provisioned, head out for a two-hour exploration by kayak with **South Coast Tours**. Fish from the boat, forage for mussels and edible seaweeds, or just enjoy bird watching in the refreshing sea breeze. Post-paddle lunch options at **Barnacle Bistro** in Gold Beach include the Fishermen's Panini-melt with a side of garlic fries or crab cakes made with locally-caught Dungeness crab and Oregon bay shrimp. The **Arch Rock Brewing Company** tasting room pours seaside sips of lager, pales and porters and growlers to go. Don't miss **Fishermen Direct Seafood** with freshly canned albacore tuna and



TIMELESS BEAUTY ITINERARY REEDSPORT TO BROOKINGS

This dreamy drive passes through some of the South Coast's most stunning landscapes.

From the Umpqua River Scenic Byway catch a glimpse of majestic Roosevelt elk at the **Dean Creek Elk Viewing Area** followed by a hearty breakfast at Reedsport's **Harbor Light Restaurant** with offerings of Salmon Harbor Browns and Country Fried Steak. Further south in Coos Bay, stop in at **Coos Head Food Co-Op** for energy-packed snacks and beverages to take with you. Stroll the lush formal gardens at **Shore Acres State Park** and view dramatic surf crashing below the soaring cliffline. The trails in **Cape Arago State Park** provide breathtaking beauty of hidden coves and seascapes along the headland. Stop at Charleston's **Bayside Coffee Shop** for organic fair

ITINERARY ACTIVITY

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

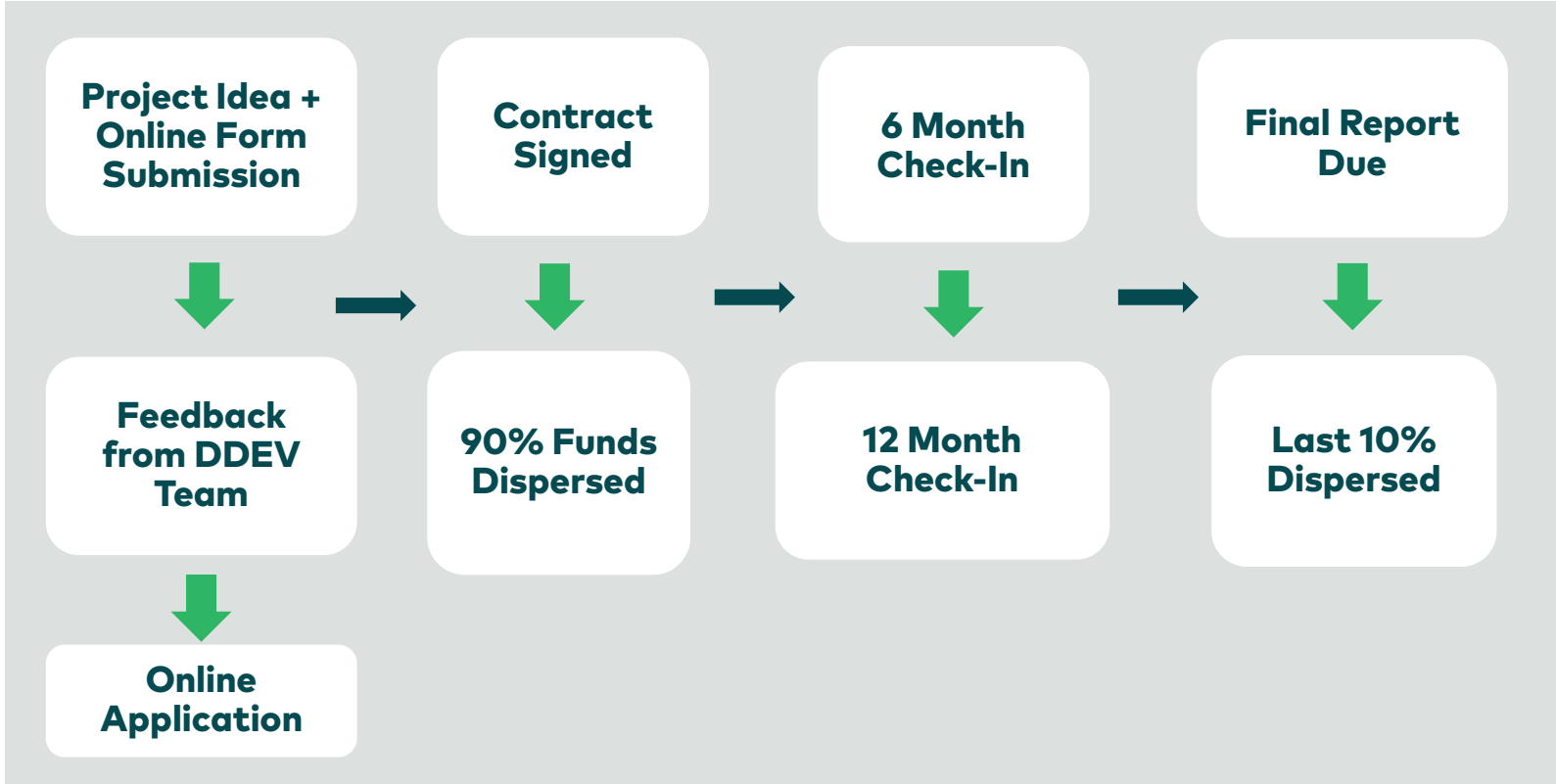
- Follow a logical, one-day travel trajectory
- Include 5-7 businesses
- Include stops for three meals and 2 activities
- Offer alternatives to seasonal operations
- Include overnight lodging (optional)

FUNDING RESOURCES



POST-STUDIO GRANT

- \$5,000 Oregon Tourism Studio grant is available for a Food Trail project - 10% cash match is required 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 (May 13th, 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



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 AVAILABLE GRANTS

Travel Oregon Matching Grants

- Small Competitive Grants Program
 - Opens August 2020, closes September 2020
 - Up to \$20,000 ask
- Medium Competitive Grants Program
 - Scheduled to open in April 2020
 - \$20K-\$100K ask





GRANT GUIDELINES

- Eligible: improve local economies + increase visitation from 50 miles outside the area
- For profit entities may apply for sales or partnership grants for tourism education type grants
- Ineligible: not new initiatives, mobile apps, salaries, fees that are already budgeted within an organization (however, these costs may be included as in-kind) and maintenance
- 10% cash match required that may not be funded by Travel Oregon dollars

LOCAL RECIPIENTS

2019 SMALL GRANTS

- Oregon Coast Aquarium (\$20,000) to create a Pacific Rim exhibit that features marine life
- Depoe Bay Chamber of Commerce (\$20,000) to expand photo assets and increase visitation through a strategic print + online advertising campaign.
- City of Seaside Visitors Bureau (\$14,590) to produce a booklet to celebrate the centennial of Seaside's promenade in 2021 that includes a passport program



OREGON WINE COUNTRY LICENSE 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 being cash



GRANT GUIDELINES

- Tourism promotion agencies are eligible to apply for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the visitor industry.
- For-profit entities are not eligible to apply.
- Regional Cooperative Tourism Program (RCTP) funds are eligible for use as matching funds.



LUNCH



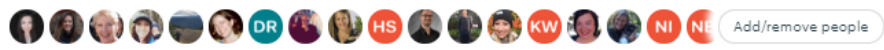
FOOD TRAIL DEVELOPMENT INPUT SESSION

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:

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

CATS: Central Coast



Campfire

- Kayla Dunn** 6:22pm
Here's a link to the Oregon ...
- Alexa Carey** 6:10am
Hi everyone - Gentle reque
- Ed Dreistadt** 9:00am
I "think" I put some updates...

Message Board

- OCVA Social in Newport**
Hey all, I just wanted to 4
- Homework Reminder: Basecamp Introductions** 11
- Culinary & Artisan Producer Videos**
- Hi from OCVA!**
Hi, this is Arica Sears with 4

To-dos



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

Schedule

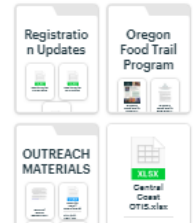
- Tue, Nov 12**
Workshop Part 1
9:00am - 4:00pm
- Wed, Nov 13**
Workshop Part 2
9:00am - 3:00pm
- Mon, Dec 9**
Travel Oregon 101

Automatic Check-ins



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

Docs & Files



[Change tools \(add Email Forwards\)](#)

Project Activity

Thursday, October 31

Kayla D. added a new file called [Registration 10-31.xlsx](#)

4:06pm

FOOD TRAIL DEVELOPMENT COLLABORATIONS & ACTIVATIONS

- Help bring the regional food trail to life through collaboration
- In your table groups, discuss what existing events, publications, collaborations, and programs are already happening around culinary and agritourism. On individual sticky notes, please capture where opportunities to collaborate.
- Prepare to report out your discussion for 2-3 minutes.

NEXT STEPS

- Primary Conveners:
 - Oregon Coast Visitors Association
 - Travel Lane County
- Follow-up Notes & Messaging
- 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