

CENTRAL COAST CULINARY & AGRITOURISM STUDIO - DAY 1

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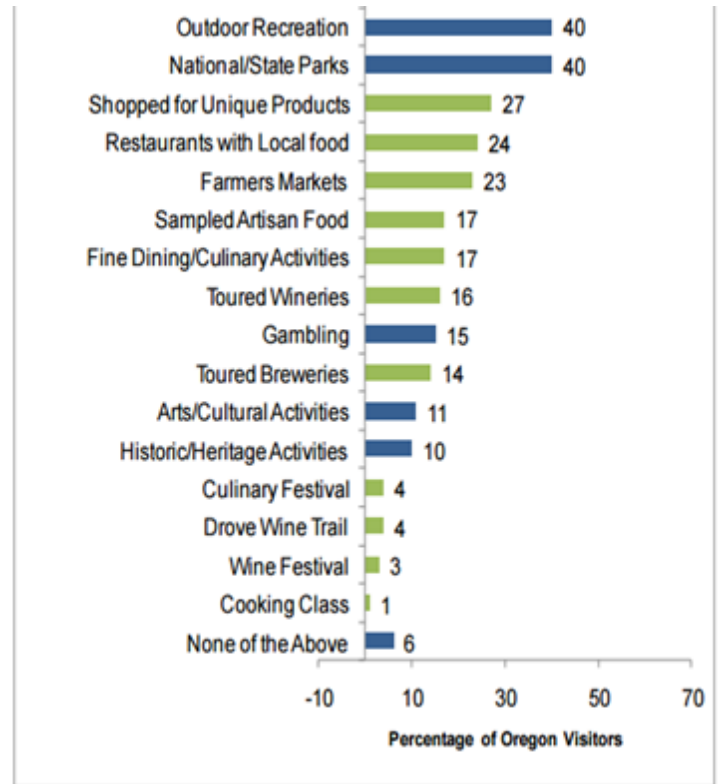
DEFINING THE CENTRAL COAST VISITOR

- Market Trends & Visitor Demographics on Culinary & Agritourism
 - 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
 - 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

- Travel Oregon defines a visitor as anyone who travels more than 50 miles or stays overnight in a destination.

- Visitor Characteristics:
 - Agritourism:
 - Families
 - Few with teenagers
 - Moderate income
 - Highly educated
 - More day trippers
 - Culinary tourism:
 - Similar profile to outdoor recreation market
 - DINKs (dual-income, no kids) and SINKs (single-income, no kids)
 - Age 35-64
 - Higher than average income and education
 - Similar to cultural heritage travelers; more likely to try many activities

FOOD & DRINK EXPERIENCES ARE AN ESSENTIAL PART OF THE "OREGON" ITINERARY



Source: Susan Cook Consulting, LLC, 2011

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

ACTIVITY

- Who are the visitors you see coming to the Central Coast?
- What does your target market look like to you? How might they learn about the food trail?
 - Anglers & fisherman
 - Diverse age groups & origin cities; retirees, young families, in between
 - Many folks coming in from the valley
 - People traveling with pets

- o RVs, camping trailers, tent campers
- o Outdoor recreation enthusiasts
- o Visiting relatives who live on the coast
- o Looking for culinary experiences around the coast; upscale
- o Travelling for specific summer events, festivals, activities
- o People come no matter what is going on with the economy because the beach is always affordable - crabbing, dune buggies, beachcombing
- o International travelers expect high quality, local, fresh organic food
- o People expect to have dietary preferences acknowledged and accommodated
- o In-state feeder markets have high visitation
- o CA weekend trippers
- o DINKS and SINKS (note above)
- o Outdoor adventurers
- o Cyclists & motorcyclists; through-riders
- o Front line staff often telling visitors what there is to experience- very important for frontline to know what the experiences are like so they can speak about it
 - o Example: people may not know the difference of offerings between Hatfield & aquarium

MEET YOUR LOCAL DESTINATION MARKETING ORGANIZATIONS (DMOs)

- Bobbi Price –Newport Area Chamber of Commerce
 - o Contact us with any marketing needs, events, or other support you'd like to get into the funnel
- Bettina Hannigan – Florence Area Chamber of Commerce/Visitors Bureau
 - o These functions work well together
 - Chamber supports sustainability of local businesses
 - Visitors bureau supports public
 - o Job shadow partnerships
 - o Workforce housing support
- Natalie Inoyue –Travel Lane County
 - o Always looking at how we can get a visitor to spend the night in a paid accommodation
 - o Trying to tell our story outside of the immediate vicinity
 - o Connect with anyone we can influence to come visit the area
- Ed Dreistadt – City of Lincoln City
 - o Marketing focus for the county

- o Heads-in-beds is our main concern
 - o Everything we do is intended to get more people to stay overnight
- Laura Furgurson – Waldport Chamber of Commerce
 - o First time both organizations have had a paid leader on the team
 - o New position; Laura was recently hired
 - o Traditional marketing focus; under a rebrand thanks to Travel Oregon and OCVA dollar
 - o Both are small communities but have differing objectives
- Donna Riani – Lincoln County Culinary Center
 - o Support and promote local food scene
 - o We want to drive people to patron local food businesses
 - o Bring them here to eat, then drive them toward local businesses. Beachside Bites tv show. Promote and support local businesses

GET TO KNOW YOUR REGIONAL DESTINATION MARKETING ORGANIZATION (RDMO)

Scott Bricker –Travel Oregon, Destination Development

Jesse Dolin – Oregon Coast Visitors Association (OCVA)

- OCVA represents all 365 miles of the Oregon coast
 - o A small team covering a large area
- Work plan is driven by stakeholder surveys that we put out; we want to invest in things that line up with local needs and priorities
 - o We want to see change and evolution but not too much of it; conscientious of overtourism
 - o Connecting our foodshed to the visitor economy
- Jesse's role is Destination Coordinator
 - o Primary work is trail development in various forms, i.e. food trails, bike trails, etc.
 - o Boots on the ground to stay connected to programs around the state
- What is OCVA's approach to how and when you market into/on behalf of certain communities?
 - o Mirror the needs and wants of local people
 - o Raise awareness of how to travel responsibly
 - o We have a talented board of folks of help steer us in the right direction to represent needs of everyone
- Why did OCVA decide to invest in culinary & agritourism development on the Central Coast?

- o Inspired by neighboring food trails; North Coast & South Coast both have trails
 - With a Central Coast trail we'll have food trails along the full coast
 - o Personally experience – I've seen the benefit of having a side hustle/culinary operation to fuel personal passions
 - We want to support out local folks who are pursuing this
 - o Love when restaurants go the extra mile to source locally and work around the logistics and expense to provide a memorable experience
- Love learning where the food comes from, meeting producers, and learning how food is transformed from its landscape into product. How can we as a tourism organization(s) continue to grow products, improve visitor experience and responsibly promote destinations?
 - o Engage front line staff - they need to know what exists and what it's like
 - o So much opportunity exists when you can spend time with folks outside of typical work environment
 - o Learn from people and develop best practices
 - o We're stronger when we collaborate as regions instead of operating in siloed community boundaries
 - When you focus on specific local boundaries, outside people may not receive the message
 - People travel to a general region/area; not usually to a specific city or one community
 - The more that we can invite people into this region of the coast instead of inviting them to single communities, the better
 - OCVA has resources, Travel Oregon has resources; what else does OCVA have to support these types of opportunities?
 - o Strategic investment fund
 - We want any potential investments to align with OCVA's workplan/check multiple boxes of priorities
 - Annual grant program on a rolling basis; opens every July (this year was 164k)
 - Examples: Depoe Bay got its first director, doing community rebrand
 - Japanese tea company across seas; growing tea here
 - Any business can apply but the project must align with promoting the destination
 - Guest service Gold; about \$30 per staff member; we care about you and we want to keep developing you

- Customer service training – share local knowledge and passion
 - Any questions about the grant program or Guest Service Gold, connect with Arica Sears
- OCVA has been a leader in developing the Oregon Coast Trail

LIGHTBULB MOMENTS SO FAR TODAY?

- Be an ambassador of your own area. We all encounter visitors, we are all ambassadors
- Frontline staff should be trained and equipped to give knowledge to visitors and locals – this means all businesses
- The numbers of people who have visited the coast and why they visit. I didn't realize that history is number 1 and culture/culinary is #2
- SO many working families out here
- Tourists can be from here within the local area; visitors to our area aren't just from other states or countries
- I own a farm just north of Siletz; we don't offer any visitor experiences currently, but I didn't realize how this might help elevate our business. Perhaps we can start offering a farm tour. Would love to start hosting an experience.
- A different way of thinking about what a visitor is paying for is that they're paying for a quiet experience, serenity, a visual escape without any advertising or tech.

BUSINESS RESOURCE PANEL

- Pami Monette – OSU Extension
 - Extension service is an affiliate of OSU
 - Runs several statewide programs:
 - 4H
 - Master gardener program
 - Forestry program
 - Horticulture and forestry
 - Farm viability is a big part of what we do -- making sure farmers have the support that they need
 - Farming is difficult, especially starting a new farm
 - How can stay we on this farm but also make enough money that we need to support operations and living
 - Agritourism is a way to drive income and keep farms in operation
 - Help farmers navigate policy system
 - Extension offers practical guidance and resources for many scenarios
 - "How do I start a farm stand?"

- "What needs to happen in order to operate for the public?"
 - "How do I bring in local foods from community farms?"
 - OSU can help you find what is available
 - Important: need to consider businesses for the food trail that are viable operations for long term
 - Any questions about agritourism business operations
 - Will be working more closely with Travel Oregon to help fill in the gaps of needed resources
 - Food hub processing center or distribution center, working on this
 - Fresh sheet: farmers fill out a weekly list of what they have available
 - Google sheet is shared with local restaurants and culinary businesses – help coordinate vendor relationships
 - Q: Does OSU Extension host events?
 - Master gardener program, other workshops throughout the year
 - Audrey is full time agritourism contact in Polk and Marion counties
 - For Lincoln, google 'OSU agritourism Lincoln County'
 - Q: How does the one on one consultation service work through OSU?
 - Free one on one confidential business advising to anyone who asks for it; funding through SBA
- Caroline Bauman – Economic Development Alliance of Lincoln City
 - Referrals based; often referred by other businesses
 - Interactions that you make in chambers is invaluable
 - Oregon employment department; helps you with workforce development
 - Source and screen candidates;
 - Lincoln county community and ??? grant program ask Erika
 - Lots of support for maritime industry
 - Port of Alsea, Port of Siuslaw, Depoe bay municipal harbor, Toledo harbor
 - Manages the enterprise zone of Lincoln County
 - There are huge benefits to businesses that operate within an enterprise zone
 - Lincoln County is at the maximum number of acres
 - When you have any questions call Caroline directly; happy to walk through any business who is looking at operating in enterprise zone
- Dave Price, Small Business Development Center
 - Oregoncoastbusiness.com – many resources available here
 - Wrapping up our first year of the trail; excited about year 2
 - Call him at any time, serves all of Lincoln (?) County
 - 90% of small businesses are impacted by tourism in some way
 - Vast majority of microbusinesses are dependent on tourism

- Caroline: might be ALL businesses; tourism is not well defined or measurable
- The way that we look at tourism as economic development now vs years past
- Tourism brings people into communities as their first experience there
- Its really more like 99.9% of businesses impacted by tourism economy; it touches every aspect of community
- Dave chairs the sustainability committee for Lincoln City; green drinks group; ban certain fireworks from the beaches of LC; Black Friday get out and clean the beach day
 - We want to attract a clientele that reflects what we want LC to be all about, and that's greener than the average city

LAND USE PLANNING OVERVIEW – Erika Polmar, Plate & Pitchfork

- Land use system has a lot of pressure on it; struggle for housing needs vs. land use needs
- State standard set for what you can have on your farm
 - Exclusive Farm Use (EFU) regulations
- Income requirement on most farms is \$40k gross farm revenue (varies by county) -- this enables to develop a 2nd dwelling on your property without the hardship clause
 - On high value farm land, its much harder to build a secondary dwelling
- How do I get started?
 - Write down the key features of what you want to do
 - Make an appointment ahead of time; don't surprise a planner last minute
 - The more details you can provide to the planning department about your dream and your long-term goals the more than can help you work to get things together and in line for the future goals
- Refer to handout Erika's Top 10 List of Land Use & Policy Considerations - #5 is a link to the Oregon Agritourism Handbook
- Erika is contracted expert paid by Travel Oregon for technical assistance – she can call planners for you or help you plan to go see them yourselves
- Agritourism Liability Sign: required under Oregon law that you have a sign posted any time that you have visitors on your property engaging in agritourism activities
 - This is not a substitute for liability insurance!

AUDIENCE QUESTIONS

- Q: Have you worked with Lincoln County planners successfully?
 - Yes. There is a lack of resources, lack of funding, lack of transparency
 - Keep a paper trail of conversations with planners
 - Every time that you ask for forgiveness as opposed to ask for permission, you are negatively affecting your neighbor/industry community

- Q: We don't seem to have a good system for commercial review here in Lincoln County – how do to get help?
 - Erika: GO TO YOUR COUNTY COMMISSIONER!
 - They may be so busy doing so many different things that they may not know that this is a gap area or lack of services
 - We're trying to make sure that all planning offices know agritourism policy within their counties
 - Get involved in your local government and know the players

- Q: For Airbnb + experiences, how does zoning work?
 - For a short-term vacation rental located on EFU land, it can be permissible; depends on the distinctions of your property
 - Experiences through Airbnb: if its legal and safe, no problem. Keep in mind that this is not something applicable to list on the food trail

- Q: How do we find out about the legality of foraging in certain places?
 - Each forest has its own permitting system and rules; checkout forest service website for more information on permitting processes

- Q: How do I get started creating aquaculture experiences?
 - Aquaculture is not an EFU situation; new experiences need to be permitted through planning department
 - If you're planning to bring people out onto the water, it's no longer covered under land use policy
 - One of the biggest benefits that can come from an aquaculture operation is the health and land fertility impact; help our land system thrive; watershed impact

- Q: Where do we buy the agritourism liability posters?
 - You can make your own; requirements listed online
 - Specific text and sign sizes
 - Plate & Pitchfork sells them, contact Erika
 - Oregon Agritourism Handbook; google Oregon ag liability statute
<https://www.oregonlaws.org/ors/30.671>

- Q: How do you get started with a farm stay?

- o Home occupation permit; primary activities on the farm stay must occur indoors or in main house
 - o Does not apply to glamping or camping situations; these activities do not occur inside the home
 - o Not all farms can be campgrounds; campground is meant to be temporary, so this does not apply to glamping circumstances
- Q: Will planners accept circumstances where compostable toilets are situated on a working farm?
 - o Yes, I've seen it work successfully in seven counties around Oregon