



TRAVEL  **OREGON**

GREATER POLK COUNTY
FOOD TRAIL DEVELOPMENT WORKSHOP

NOVEMBER 14, 2019

WORKSHOP SPONSORS

TRAVEL



OREGON



STEERING COMMITTEE

- Polk County Tourism Alliance
- City of Independence
- Travel Salem
- OSU Extension Service
- The Independence Hotel
- Polk County
- Willamette Valley Visitors Association



TODAY'S AGENDA

- Welcome & Introductions
- Understanding the Culinary & Agritourism Industry
- Introduction to the Oregon Food Trail Program
- Lunch
- Trail Development Resources
- Trail Development Activities
- Evening Networking + Polk County Tourism Summit





OUTCOMES

- Become familiar with the Oregon Food Trails program & how to develop a trail for Greater Polk County
- Gain knowledge of tourism industry best practices, culinary + agritourism industry, and where to seek assistance
- Provide input into the core elements of the regional Food Trail design for a Fall 2020 delivery

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 steam 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





WELCOME & INTRODUCTIONS

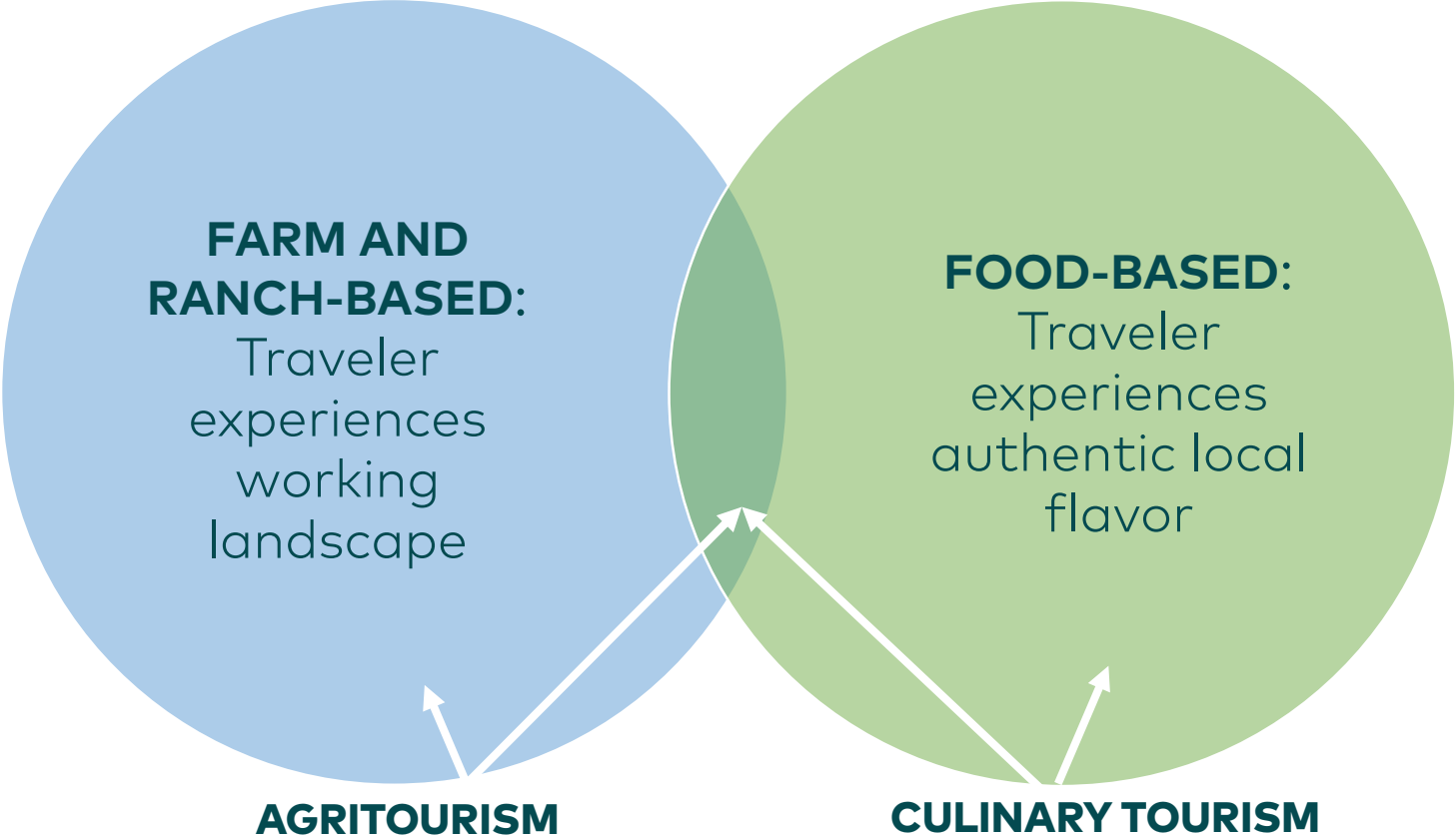
- Please share you your name, organization, and the one thing you most want to learn today
- Place the card in the middle of the table

CULINARY AND AGRICULTURAL TOURISM

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

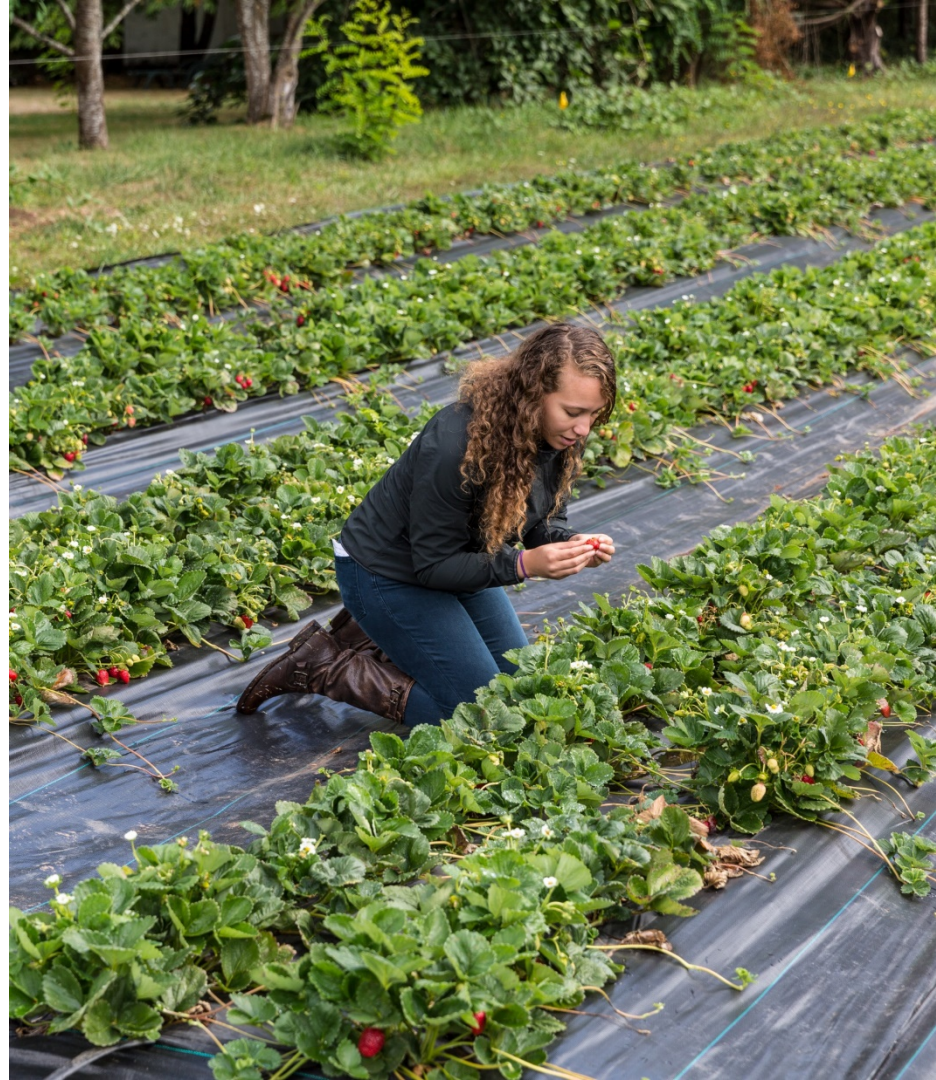


WHAT ARE WE TALKING ABOUT?



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



HARVEST FESTIVAL - EZ ORCHARDS



SAMPLE
GSA
SHARE ♡

CERTIFIED
Naturally
GROWN
means
NO SPRAYS
NO "PESICIDES"
NO GMOs
ALL LOVE

PADDON'S
SWEETENED
\$4/box

CHERRY
TOMATOES

CRAVE THE COAST



CRESWELL BAKERY



FAM TOURS



East Gorge
FOOD TRAIL



Great Umpqua
FOOD TRAIL



OREGON
food trails



South
Willamette Valley
FOOD TRAIL



Wild Rivers Coast
FOOD TRAIL



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

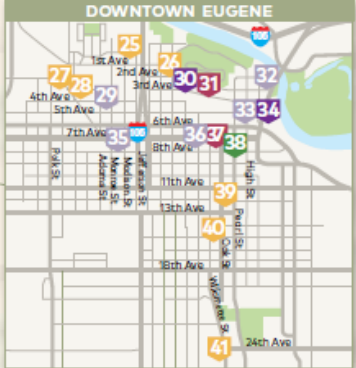
- Must use or showcase local products





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

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

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 regional produce

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

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EXECUTE
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+ 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



A close-up photograph of a large pile of pumpkins and gourds. The pumpkins are in various stages of ripeness and decay, with colors ranging from bright orange to yellow and green. Some have dark spots and mold on their surfaces. The pumpkins are of different sizes and shapes, some with prominent stems. The word "QUESTIONS?" is overlaid in white, bold, sans-serif font in the center of the image.

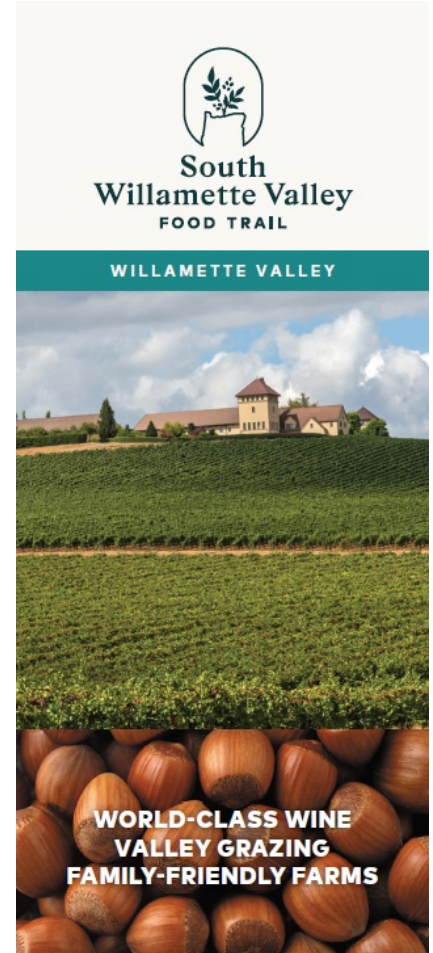
QUESTIONS?

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 STUDY" is overlaid in white. The scene is set in a grassy field with a fence in the foreground and a line of trees in the background under a clear blue sky.

FOOD TRAIL CASE STUDY

SOUTH WILLAMETTE VALLEY

Jeff Malik
Destination Development
Travel Lane County





LUNCH

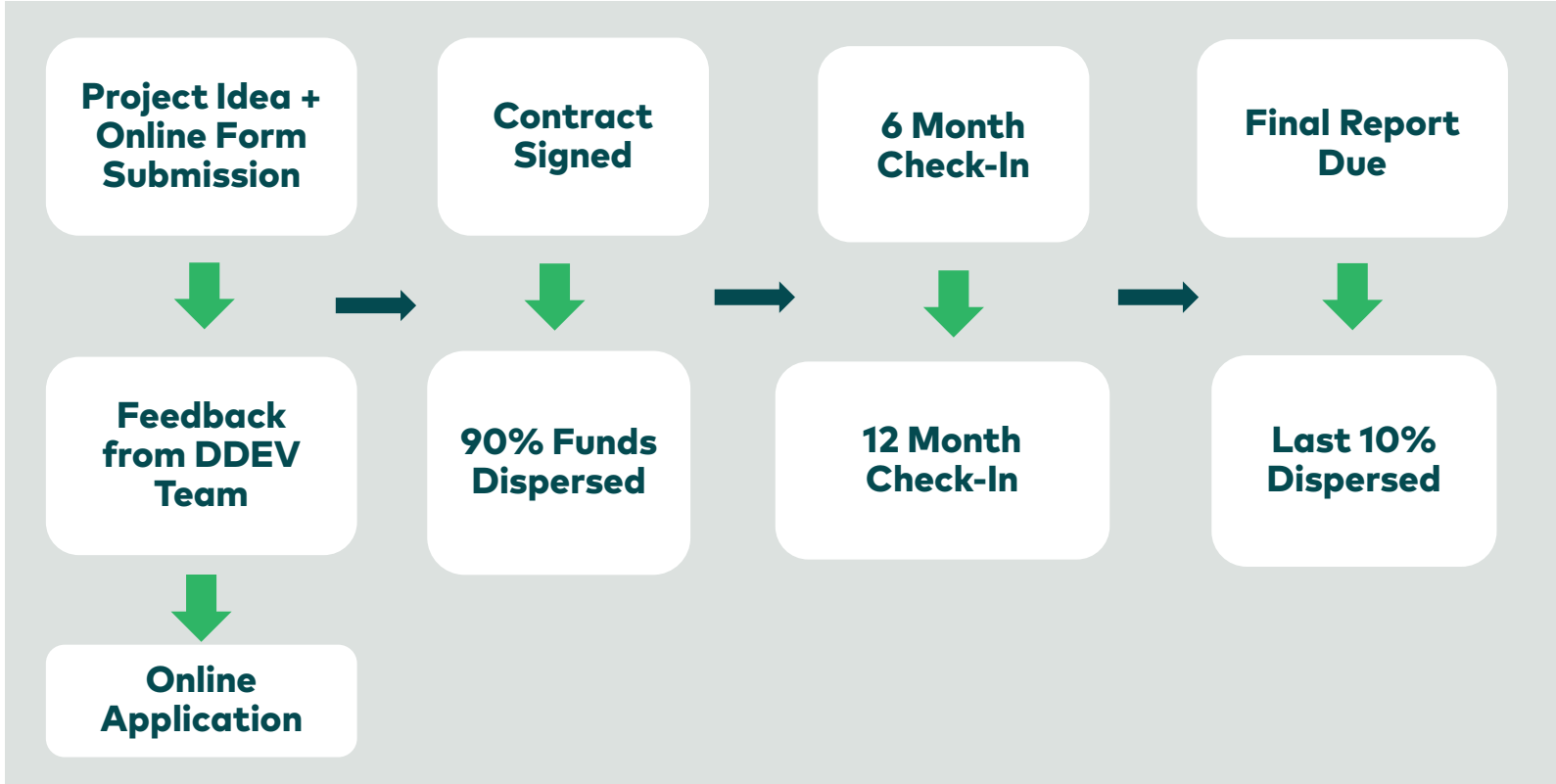
Today's farm to table style lunch is provided by:

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

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.



A young boy with a serious expression stands in front of a rustic wooden wall. He is wearing a light-colored straw cowboy hat, a black tank top, and blue jeans with a large, ornate silver belt buckle. He is holding a thick, light blue rope. The background consists of vertical wooden planks, some with visible knots and grain. The lighting is bright, suggesting an outdoor setting during the day.

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



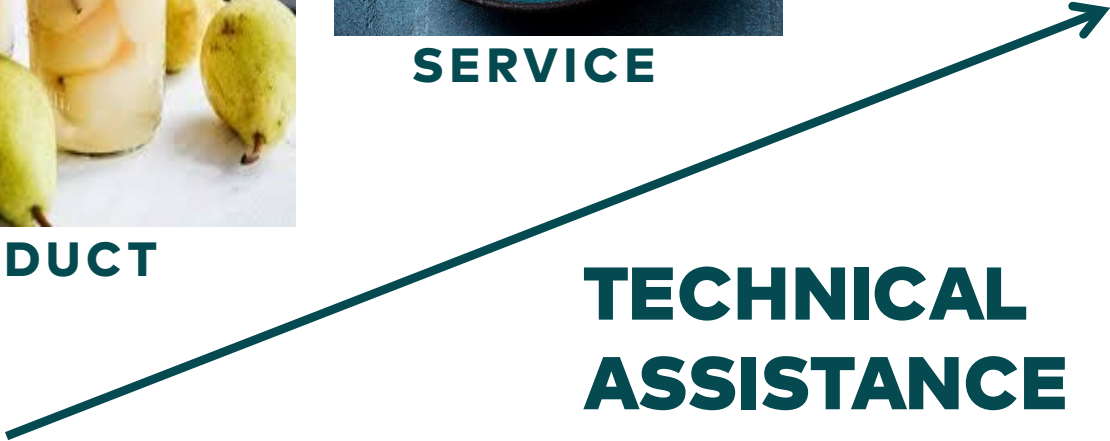
PRODUCT



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



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



BEST PRACTICES: KNOW THE REGULATIONS & COMPLIANCE ISSUES

- Erika Polmar– Agritourism Super Nerd



DEVELOPING THE FOOD TRAIL

THEMATIC ELEMENTS

WHAT MAKES YOUR AREA UNIQUE?

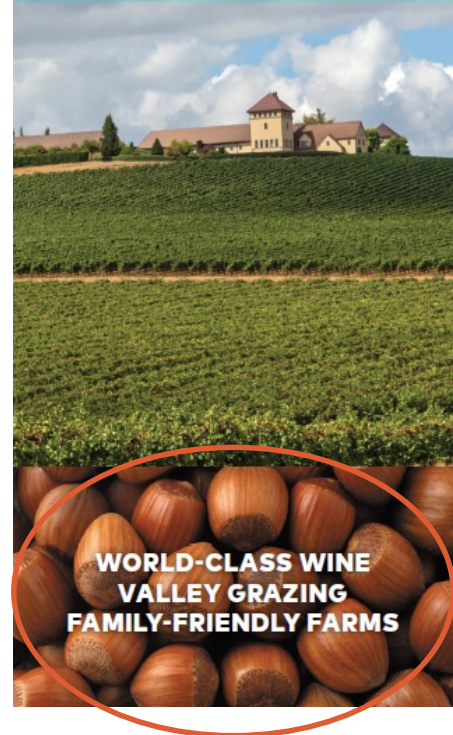
The three thematic elements you choose for your trail should give the visitor a snapshot of the sights and tastes they can expect along the trail:

- 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

- 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



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)

FOOD TRAIL DEVELOPMENT INPUT SESSION

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

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

- Trail Name
- 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



Polk County Tourism Alliance



Campfire

- NO** Norah Owings 10:05am
Reminder: PCTA Meeting To...
- TH** Trina Horsey 10:26am
Norah, hi. You mentioned it
- KM** Kathleen Mason 4:49pm
Wow- what a great connect...
- AC** Alexa Carey 1:55pm
Hello everyone! Travel Orej
- NO** Norah Owings 1:58pm

Message Board

- CW** Annual Tourism Summit
Hello. Join us for the PCTA's
- W** History and Mystery: A
Paranormal Tour of Dallas
- CW** IDA's Airstreams on Main -
NEXT WEEKEND!
- EN** Dallas Murder Mystery
Karaoke Night
- EN** Dallas Downtown Murder
Mystery

To-dos



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

Schedule

- Thu, Nov 14**
Food Trail Devt. Workshop
10:00am - 4:00pm
- Annual Tourism Summit
5:00pm - 7:00pm

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

Friday, November 1



Kayla D. added a new file called [Registration 11-1.xlsx](#)

5:12pm

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