

CENTRAL COAST CULINARY & AGRITOURISM STUDIO | DAY 2

YACHATS, OR

PANEL: OREGON FOOD TRAIL CASE STUDIES

Dave Lacey, South Coast Tours & OCVA – South Coast Food Trail

Natalie Inoyue, Travel Lane County – South Willamette Valley Food Trail

Hilary Sager, Travel Oregon – Oregon Food Trails Program

- What challenges did you face during the development of your community's food trail and what advice can you give?
 - Dave: Get everyone on the same page. Its hard to get a large group on the same page, many perspectives and priorities. Define what a food trail means and how to talk about it
 - Natalie: We are well situated to start a central coast trail; we have folks who have already done this before. There is a template and we are plugging into that. Its nice that this is still a flexible system. Challenges, we want to make sure we're touching every phase of the culinary journey; on-farm, picking/foraging, restaurant/service. Want to make sure that this brochure speaks to folks who may be traveling year-round. Competing priorities and personalities. Itinerary defining.
- How did your action teams approach outreach and ensure you were getting the right folks listed on the trail?
 - N: It starts in this room and at this phase of the project. Building the right action team so that there is a knowledge base. Truthing and vetting the locations.
 - D: This is awesome to have this many people in the room, it was very hard on the S Coast because we didn't have a way to describe the program or show its worth.
- What are the things you're hearing from food trail businesses, such as the impact that participating has had on their business?
 - D: Higher visitation. We have a stamp program, which makes it easier to track visitation.
 - N: They like that its created a place for collaboration. The basecamp page is a great place for communication and cohesive discussion. Trail participants
 - The brochure is just a starting place, people like the it but what they like more is having a community built around a common goal and purpose; sharing best practices, referring to each other, etc.

- Travel Oregon doesn't have a stance on whether trail project leaders should be charging participants to be listed on the brochure. What has been your experience with this in your trails?
 - N: We decided the first round could not be a pay to play operation; at the second printing, we are going to reopen that conversation; we want folks to have skin in the game and feel invested in the program; we may have folks who have been in from the beginning (helped collaborate on launch, etc.) will be grandfathered in
 - New folks will be charged since the heavy lift has been done
 - D: We charge \$100 per business. There is an awful lot of hand holding that needs to happen when businesses come onto the trail

AUDIENCE QUESTIONS

- Q: How does the passport stamp work on S Coast trail?
 - It comes from OCVA; stamp is distributed
- Q: Do a lot of local people use the stamp books?
 - D: yes the first person to complete the stamp book was a local, got an overnight stay on the coast (off season); this is still considered tourism and dollars
 - N: our goal was initially to bring folks in from out of the area but we let go of that; everyone should use them and visit businesses
- Q: Does any of the \$100 pooling go toward funding the prizes?
 - D: yes, the money use is flexible
- Q: To retrieve a prize as a user, how to you submit it and receive the prize?
 - D: small things like magnets, pint glasses, etc.
- Q: Do you have stats on how many people completed the passport or gotten prizes?
 - D: don't have an exact number but I think its been at least 50 this summer.
 - N: an app is brilliant for a passport style project; you can track the amount of clicks, know when someone has checked into a business

SCOTT BRICKER, TRAVEL OREGON RESOURCES

- Business Engagement Workshop
 - Improve and enhance visitor experience
 - Specific needs for your community's goal
- Technical Assistance
 - Erika Polmar is our agritourism technical assistance contractor
 - Reach out to Erika for any questions or help on your agritourism project!

- Jesse also has depth and breadth of experience
- Who markets Oregon?
 - Travel Oregon
 - Regional and local Destination Marketing Organizations
 - Businesses and attractions
- Is there anyone who provides guided assistance to experience a food trail?
 - Dave: in our region, South Coast Tours! If you want to host travel writers, definitely let OCVA and Travel Oregon know
- Is there an existing business on the Central Coast that provides tours?
 - Yes, yellow taxi has a new bus. North Coast adventures.
 - There is a need for tour operators to provide services to visitors who want to experience food trail businesses
 - Need to bring more people out from Portland, airport connections

THEMATIC ELEMENTS ACTIVITY BRAINSTORM

What are the top 4-5 thematic elements that your table thinks should be considered for itinerary themes on the food trail?

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| <ul style="list-style-type: none"> ● Sustainable seafood ● Wild foods ● Hands-on education ● Forest meets ocean ● Artisinal experiences ● Wild abundance ● River runs to it ● Forest adventure ● Restorative rhythm ● Roots ● Farming the coast range ● Riverscapes ● Rainy day adventures ● Rain or shine ● River to sea | <ul style="list-style-type: none"> ● Bookstores/books ● Covered bridges ● Backroads ● Dungeness crab capitol ● Maritime working waterfronts ● Lighthouses ● Cliffside vistas ● Wild exploration ● InDigenous culture ● Ocean exploration ● Foraging ● Sustainability ● Beach culinary experiences ● Native connections |
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TOP 4 THEMATIC ELEMENTS FOR CENTRAL COAST

- Feed the Soul
- River Fed
 - rivers, feeding, feed the soul
- Sustainable Sea
 - big stars, maritime history, working landscapes

- Wild Abundance
 - foraging, wild exploration, table abundance

ITINERARY DEVELOPMENT BRAINSTORM ACTIVITY

- THEMATIC ELEMENT: Feed the Soul
 - Start Florence, walk the beach
 - Mari's restaurant
 - Drive to Cape Perpetua, scenic beauty
 - Oregon Coast Trail
 - Yachats Brewing for lunch
 - Day spa
 - Rogue Brewery for beer/dinner in Newport
 - Watch sea lions
 - Clearwater for dinner
- THEMATIC ELEMENT: River Fed
 - Start farm stand Walton
 - Breakfast at Gingerbread
 - Drive from Florence - Yachats
 - Beach ST Kitchen
 - Succulent Farms in Yachats
 - Check out oreo cows
 - Thompson's Nursery in Waldport
 - Kayak the slough
 - Dinner at Hilltop Bistro
 - Vacation rental overnight in Waldport
- THEMATIC ELEMENT: Sustainable Sea
 - Newport; breakfast and Nye Beach café
 - South Beach; Hatfield, Aquarium,
 - Choose-your-own adventure; options:
 - rent crab pots at dock of the bay Waldport
 - or lunch at Luna Sea in Yachats
 - Hike Perpetua
 - Beer at Yachats Brewing
 - Dinner at Local Ocean in Newport
 - Walk on the dock; watch sea lions; stop for brownie at Clearwater
 - Lodging: Inn at Nye Beach or camp in a yurt at S Beach State Park
- THEMATIC ELEMENT: Wild Abundance
 - Drive to Newport, café Stephanie for breakfast

- Activities: dock walk with Local Ocean
- Lunch at Local Ocean
- Foraging adventure (tour?) or coastal foraging on the beach for clams/seaweed
- Dinner at Yachats Brewing
- Night navigation/star appreciation/historical aspect
- Lodging: treehouse lodging option or camping nearby

ADDITIONAL THOUGHTS

- Growing seasons/seasonality is more amorphous on the coast than it is in other parts of Oregon
 - Harder to define here; you can get things like crab year-round here even though season is typically considered in-season during "-er" months
- As the South Willamette Valley Food Trail group, we talked about it as we were making decisions; we needed to come up with clarifying measures to help narrow down to a few select businesses within each category.
 - "Are they truly tourism-ready right now?" Even if they are not fully ready to be on the trail, we can help get them into marketing systems such as Travel Oregon and local DMOs
- When you're going through the decision-making process, you'll need to be able to justify or explain how and why certain businesses made it onto the trail

PARTNERSHIP + ACTIVATION IDEAS

- Seafood commission
- Farmers markets/association
- ORLA
- Social media promotions
- Connecting to every local DMO
- Powerful press releases
- Materials distributed around to related events
- Targeted + paid media campaigns
- The power of Instagram: coordinating posts/hashtags/locations
- Instagram challenge
- Media influencers
- Activation at the farmers market
- FAM tours for the press, not just social media
- Leveraging other trails to advertise each other
- "Trails to Feast" collaboration

- Anyone who ships product out of state – include info
- Advent calendar of local events & offerings
- FAM tours for service industry/frontline staff

NEXT STEPS

- Re-convene steering committee + action team in early December
- Sharing email addresses: there was an opt-out box in registration platform to release your contact info to the lead conveners (Jesse & Natalie)
- Develop project timeline
- Food trail launch Fall 2020
- Plan outreach + FT application