

**Yamhill County Agri-Business
Economic and Community Development Plan**

Stakeholder Interviews – Tourism Sector

SUMMARY REPORT

Prepared for:



Yamhill County, Oregon

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Table of Contents

	Page
I. Executive Summary	
Agri-Business Economic and Community Development Plan.....	1
Stakeholder Interviews.....	2
Summary of Findings	2
II. Yamhill County's Tourism Sector	
Personal Involvement in Yamhill County Tourism.....	4
The Current Situation	4
Looking Ahead – the Future of Local Tourism	7
III. Ag Tourism	10
Ag Tourism – What Does That Mean?	10
Opportunities for Developing Ag Tourism	10
IV. Businesses Necessary to Support Tourism	12
Businesses to Support the Local Tourism Sector	12
Businesses to Support Ag Tourism.....	12
V. Final Advice	14
VI. Appendices	
A. List of Stakeholder Interviews – Tourism	
B. Discussion Guide – Tourism	

I. Executive Summary

Yamhill County Agri-Business Economic and Community Development Plan

Yamhill County has commissioned a new study – the *Yamhill County Agri-Business Economic and Community Development Plan* – to look into the future for the County’s agriculture and tourism industries. In Yamhill County and across Oregon and the Pacific Northwest, agriculture is under pressure. Population growth and urban development, combined with competitive market forces, threaten traditional agriculture. At the same time, some segments within agriculture are flourishing – and Yamhill County benefits from several of these emerging crops / products. The Yamhill Valley wine industry contributes significantly to Oregon’s brand, and lends cache to Portland’s reputation as a food center. Craft-beer, horticulture, fine food specialties, and other promising ag sub-sectors are also present in Yamhill County.

Yamhill County wants to ensure its local agriculture industry can continue to thrive – operate profitably, grow in place and contribute to community livability in all parts of the county. In response, a plan is being developed to promote cooperative regional economic and community development in order to establish and expand the essential businesses and services needed to support the local agriculture sector.

Unlike agriculture, long a mainstay of the local economy, Yamhill County’s tourism industry is still comparatively new. The emergence of the wine industry and other new attractions are beginning to draw significant numbers of visitors. Communities recognize the importance of this fast growing sector, and its intimate connection to agriculture.

Three key elements of Yamhill County’s plan – agriculture, tourism, land use – are addressed in the project workscope. Key questions to be answered by the study:

- What is the current condition of Yamhill County’s agriculture sector?
- What activities and businesses are necessary to support local agriculture?
- What is the current condition of local tourism? And what activities and businesses are needed to support the tourism sector?
- Are suitable sites available for agriculture and tourism support businesses?

Several agencies and organizations are participating in the study: the Oregon Department of Land Conservation & Development, Oregon Economic & Community Development Department and McMinnville Economic Development. Representatives of these agencies participate in a Steering Committee that guides the project.

The Yamhill County Agri-Business Economic and Community Development Plan is scheduled to be completed in early 2009. Results of the analysis will contribute to finding solutions that assure the continued vitality of the two key economic sectors.

To conduct the study, Yamhill County retained a consultant team led by Barney & Worth, Inc., E.D. Hovee & Co., Globalwise, Inc., and Spencer & Kupper. The consultants provide specialized expertise in economic development, agricultural economics, tourism, land use planning, and competitiveness strategies. The outcome for Yamhill County will be a better understanding of the competitive challenges and opportunities which provide the platform to

support the county's competitiveness in agriculture and tourism sectors. The Yamhill Agri-Business Economic and Community Development Plan will involve stakeholders and the public in examining the local agriculture and tourism sectors' future needs, assuring those sectors' continued vitality while enhancing community livability. In addition to stakeholder interviews covering the agriculture and tourism sectors, there is also a 10-member Advisory Committee with countywide representation.

Stakeholder Interviews

As an early step in the study, the consultant team interviewed a cross-section of interested stakeholders who are involved in or knowledgeable about the tourism sector: hospitality industry leaders, restaurateurs and caterers, event organizers, adventure tourism business owners, news media, visitor and hospitality association representatives, downtown business associations, arts community leaders, city, County and State officials, and other local community leaders. Interviewees range from persons with 40+ years experience in local tourism to relative newcomers. Interviews were conducted by Barney & Worth in-person and by telephone with 18 persons.

Interviewees were asked to share their perceptions related to the current situation in the tourism sector, along with their vision and suggestions for the future.

This report reflects the advice, feelings and attitudes of the individuals interviewed. It is not intended to provide a scientifically valid profile of community opinion as a whole.

Summary of Findings

The following findings highlight the main points offered by key stakeholders and other tourism sector observers who were interviewed for the Yamhill County Agri-Business Economic and Community Development Plan.

Key findings from the interviews:

1. **Tourism in Yamhill County is changing rapidly with the area emerging as an important visitor destination.** There's an explosion of interest in wine, and the Yamhill Valley is the heart of Oregon's wine industry. Upscale visitors are beginning to flock to area wineries and other attractions to enjoy unique, first-hand experiences.
2. **To capitalize on the growth in tourism, the area must provide more and better accommodations.** Stakeholders agree that Yamhill County must have a good balance of hospitality choices, including B&Bs as well as high-end hotels, resorts and spas: "If we have facilities, word will get out."
3. **More can be made of the wine / food connection.** Observers point to the natural affinity between food and wine, and emphasize the need to develop more restaurants and delis, specialty food products, markets and cooking schools to showcase the offerings of the area's 80+ wineries and agricultural producers.
4. **Most local visitors and attractions are oriented to the outdoors.** Yamhill County tourism is reliant on wine, scenic beauty, natural areas, and the river. However, facilities

to support outdoor tourism are lacking – including trail systems, bicycle paths, riverfront parks, and campgrounds.

5. **Infrastructure is a challenge.** Tourism sector expansion could be thwarted by chronic infrastructure problems in Yamhill County’s small communities: inadequate water, sewer and transportation systems. “Getting stuck in a traffic jam is a turnoff.”
6. **Yamhill County’s strong agriculture sector and proximity to the metropolitan area present an opportunity to brand the area as “Authentic Oregon.”** Some observers envision a brand that embraces the County’s traditional agricultural base, balanced with organic and sustainable farming practices, sound conservation values, good land use and LEED certified buildings.
7. **A lodging tax is needed to capture the full benefits of tourism.** Stakeholders point out this is the standard method for collecting visitors’ dollars to help fund visitor information and marketing activities and visitor amenities.
8. **The time is right for *Team Yamhill*.** Stakeholders hope to see deeper relationships formed between wine and hospitality sectors, urban and rural areas, agriculture and tourism, and from community to community. Local rivalry is outmoded and counterproductive, observers say. To succeed, all parties need to think as “we”.
9. **Yamhill County needs a tourism plan.** Tourism sector observers say a shared vision and plan is crucial to help “connect the dots”, and to get the various players signed on. Yamhill County is positioned to aim high – for “a constellation of star attractions”.
10. **The County can benefit from lessons learned in other wine growing regions.** Similar wine producing areas have encountered many of the same issues and opportunities that come from blending agriculture with tourism. Yamhill County is advised to study these other regions – Napa, Sonoma, Walla Walla, Columbia Valley, even French and Australian wine production areas.

The next sections provide a more detailed discussion of the results of the 18 tourism stakeholder interviews conducted in October-November 2008 for the Yamhill County Agri-Business Economic and Community Development Plan. A list of persons interviewed and discussion questions appear in an appendix.

II. Yamhill County's Tourism Sector

At the opening of each interview, participants were asked to describe their personal experience with Yamhill County tourism.

Personal Involvement in Yamhill County Tourism

In what ways have you/your organization been involved in Yamhill County tourism?

Most of the stakeholders interviewed are involved in organizations or activities directly linked to the local tourism sector. The cross-section includes persons who have many years of experience and a few others who are newcomers to Yamhill County.

The range of interview participants includes: hospitality industry leaders, restauranteurs and caterers, event organizers, adventure tourism business owners, news media, visitor and hospitality association representatives, downtown business associations, arts community leaders, city, county and state officials, and other local community leaders.

The Current Situation

How would you describe Yamhill County's tourism sector to a visitor who is unfamiliar? What key assets or characteristics would you be sure to point out?

Nearly all observers say Yamhill County's key asset to attract visitors is wine. This is a premier, "world class" wine growing region rooted in the pinot noir grape. There are wineries – "an amazing number" – wine tasting rooms, wine bars, other wine related activities. And thanks to wine, Yamhill County is emerging as an important tourist destination with The Allison resort in Newberg becoming a symbol for the future.

Wine perfectly complements the area's other most important visitor asset – farming. Agriculture and horticulture operations are spread countywide, visible to tourists, lending scenic beauty and authenticity.

Other key assets identified in the interviews:

- Small town character – but with urban amenities
- Destination restaurants
- Evergreen Air/Space Museum complex and future development plans
- Compact development
- Casino

How would you characterize the current condition of Yamhill County tourism? Is this economic sector growing? (Why / why not?)

Without exception, local observers say that business in Yamhill County's tourism sector is good and growing, especially over the past five years. Much of this growth is attributable to wine: "The wine industry has done so much for tourism – it's the driver." "Wine leads the way."

Local tourism leaders also report that the sector is changing: “blossoming”, “emerging – but not fully developed”, even “becoming a worldwide destination” – and finally broadening beyond wine.

For a few observers, this growing success raises some early concerns: “I hope Yamhill won’t look like Napa or Sonoma!”

How would you profile the typical visitor(s) to Yamhill County? Where do they go and what do they do? (What other key characteristics? Age, income, party size, newcomers vs. repeat visitors, etc.)

Many interview participants admit they’re not sure who is the “typical” visitor. These tourism leaders would like to see some up-to-date survey research that helps better profile Yamhill County’s tourists.

Most local tourism sector observers “suspect” the typical visitors are wine aficionados who arrive on weekends. These visitors are said to go to 5-6 wineries over one or two days. This group of visitors trends toward upper incomes, baby boomers (and a few others) ages 40 to 70, professionals with ample discretionary spending power.

Local observers say half of Yamhill County’s visitors hail from the metro area, with the other half coming from all over the U.S. and world (with a larger concentration driving in from communities located along I-5 from the San Francisco area to Seattle). Closely aligned with the wine tourists are those seeking culinary adventures, “foodies” and slow food movement adherents. Most visitors are said to be couples – there are few families with children.

Other reported characteristics of Yamhill County’s visitor profile:

- Currently includes more “closer to home” travelers seeking less costly vacation options, in light of higher fuel prices and weak economy
- “Soft” adventure seekers
- History buffs
- Casino goers and RVers

One participant who has access to a current visitor database provides these visitor numbers: age 35-55; average party size 3; 60% leisure travel (summer/weekends), 40% business (winter/weekdays).

What are the most important and fastest growing segments within Yamhill County tourism?

Consensus is that the fastest growing aspect of local tourism is the wine industry: “Wine is driving the rest of tourism.”

Other fast growing segments:

- Evergreen Air/Space Museum complex
- A growing number of events that attract thousands of visitors: Oregon Pinot Camp, Pinot Noir Festival, Walk in the Park, other wine and food events, Art Harvest Studio Tour and others.

- Destination resorts, hotels, spas and other lodging properties
- Outdoor recreation activities
- Culinary offerings
- Casino

What forms of tourism are most promising in Yamhill County's cities? In the rural areas?

The most promising forms of tourism countywide, in the eyes of key stakeholders, are food and wine-related: group tours, culinary tourism and fine dining.

Other promising aspects cited for the urban areas are:

- Art and cultural attractions appealing to wine country visitors
- Historic downtowns to serve as event venues and lively activity centers: for festivals, holiday events, artwalks, farmers markets

For the rural areas, participants foresee more ag tourism. They say more visitors are seeking hands-on involvement: visit the farm where their food is produced, participate in the wine crush, pay to "intern" in area wineries. Other promising resources and opportunities in rural areas: natural areas and scenery, outdoor recreation, hiking and biking, trails to the Coast and Champoeg Park, the "erratics" rockfields.

The frequently stated vision is for Yamhill County to reach a critical mass of hotel rooms, retail, visitor attractions and restaurants, open year-round and on weekends, to adequately serve and complement the winery destinations.

What are the chief benefits that Yamhill County and its communities derive from tourism? (Any drawbacks?)

The most important benefit of tourism to Yamhill County, participants agree, is the dollar expenditures on food, wine and retail purchases in local communities. These dollars come from outside the county and stay in the community, creating a positive economic ripple effect. The impact on employment and increased flow of wages into the county is a closely related benefit.

Several stakeholders grumble that Yamhill County doesn't gain enough of these dollar benefits due to the absence of a countywide room tax.

Other benefits mentioned:

- More businesses catering to visitors' needs and interests; new stores, enhanced downtowns
- New businesses arriving to supply other growing tourism sector businesses
- More fine dining options
- Environmentally minded residents

While discussing the benefits of tourism, a few observers also mention possible drawbacks: traffic and parking congestion, and the cyclical/seasonal nature of the visitor industry.

Looking Ahead – the Future of Local Tourism

Looking ahead, what will emerge as the key issues / challenges / opportunities facing local agriculture over the next five years?

The following highlights are identified by interviewees:

Issues:

- Need more lodging, providing an opportunity to increase overnight stays
- Growing traffic congestion and safety issues
- Lack of room tax to fund marketing activities
- Inter-community rivalry; fragmentation/division between city and County governments
- Infrastructure needs
- Balancing growth and livability
- Land use constraints on ag land

Challenges:

- Increasing tourism – while preserving quality of life
- Lack of funding to support infrastructure needs – transportation, water, wastewater – to support development
- Traffic congestion; lack of Highway 99 bypass
- Maintaining competitiveness in tourism sector
- Need for more business involvement in the communities
- Land use laws and zoning conflicts
- “No growth” groups/opposition
- Current economic downturn and real estate bust

Opportunities:

- More year-round attractions and promotions
- Increase visitor-friendly, “welcoming” attitudes across the community
- Expand tourism marketing; capitalize on recent increased national press coverage
- Implement a lodging tax to support visitor infrastructure and promotions
- Capitalize on new high-end development: The Allison
- Increase collaboration between hospitality and wine industries
- Expand special events
- Redevelop the downtowns
- Wine train

- Initiate a cleanup campaign countywide to make the area more inviting
- Develop a facility similar to Copia in Napa: focuses on food, cooking, fine dining, chef training, art
- Develop community riverfronts
- Build reputation of “Authentic Oregon” with strong environmental and land use values.

What should be the goals for Yamhill County’s tourism industry in the future? Is growth within this sector a realistic expectation?

There’s general agreement on three goals to guide development within Yamhill County’s tourism sector:

1. Attract more year-round tourism, creating jobs for local residents.
2. Capitalize on Yamhill County’s strengths: the wine industry, agriculture and scenic beauty.
3. Seek development of visitor attractions / facilities that are an appropriate scale for the area.

Other goals recommended by local tourism sector leaders:

- Provide a good balance of hospitality choices.
- Highlight the area’s recreation opportunities and history; preserve Yamhill County heritage.
- Highlight conservation values; control growth and prevent sprawl; remain “green”.
- Promote healthy downtowns.
- Support local communities.

What are the key ingredients to make local tourism still more successful?

Stakeholders most often say the key ingredient to make local tourism more successful is lodging. To complement the new hotel rooms, the area will also need unique retail that appeals to the affluent, well-educated visitors. The shared vision is for Yamhill County to attain a critical mass of customers, with a good mix of stores and enough other places of interest to encourage longer visitor stays.

Other key ingredients listed by interview participants:

- Affordable accommodations and meals for middle-class visitors
- Educated, trained workforce to supply frontline hospitality workers who can interact successfully with educated, upscale customers
- More marketing dollars
- Community information / education about tourism’s benefits

- A healthy economy – although some observers think Yamhill County tourism could do well even in a down economy, as metro area residents look for weekend and vacation outings closer to home.

III. Ag Tourism

Ag Tourism – What Does That Mean?

Are you familiar with the term “ag tourism” or agriculture tourism? How would you define that?

Ag tourism is still not a familiar phrase for many Yamhill County tourism sector stakeholders: “I feel it’s a nebulous term.” Several observers describe ag tourism as the connection between agriculture and hospitality. Another participant simplifies the definition even more – “wine”. “I don’t see people flocking to the region to take a hazelnut or Christmas tree tour”.

Some other observers broaden the definition of ag tourism to include visitor experiences in the natural environment: horseback and bicycle tours through vineyards, apple orchard visits, fishing, etc.

Other responses:

- Farm visits
- Food experiences
- “Learning how to treat the earth”

Opportunities for Developing Ag Tourism

What emerging opportunities do you foresee in ag tourism in Yamhill County?

Stakeholders agree one key opportunity for ag tourism is linking other activities to wine tasting: “Anything that enhances the visitor’s experience.” It is envisioned that visitors’ experiences could be heightened through partnerships between the local wine and hospitality industries.

The list of specific ideas for ag tourism includes:

- B&Bs and small lodging properties on farms
- Restaurants featuring locally grown food
- Farm visits and familiarization tours
- Outdoor adventures: horseback and bicycle vineyard tours, balloon and helicopter rides
- Educational opportunities: seminars and classes on sustainable farming, winemaking, cooking and other topics
- Working vacations (or “work-cations”): hands-on visitor experiences in attractive sectors of the ag industry
- Farmers markets held at prominent locations visible to tourists; other direct-market sales options for local agricultural products – farmstands, community supported agriculture (CSAs)

Participants generally acknowledge that expanding ag tourism will require visitor-friendly facilities / tours / services.

There has been a lot of discussion about wine-related tourism. What do you see as the leading opportunities for that sector? Are there other important opportunities for ag-related tourism?

Many observers believe the greatest tourism-building opportunity is to lengthen stays by wine visitors. Suggestions include developing new lodging properties, more extended events, wine schools, cooking classes, credit classes and week-long seminars.

Another leading suggestion is to market Yamhill County's improved visitor product nationally and outside the U.S. Observers see an untapped opportunity to better coordinate marketing efforts, currently conducted independently by wineries, hospitality industry, and local communities, to create a more comprehensive "package" of visitor experiences.

Other opportunities mentioned in the interviews:

- A "wine university", expanding the connection to community colleges for certified oenology programs
- Branding Yamhill County wine to differentiate it from other regions: "80 wineries can be a bit of a blur"
- A wine country railroad
- Food offerings at wineries
- Winery concert venues / performances

IV. Businesses Necessary to Support Tourism

One of the core purposes of the research is to identify the businesses and activities necessary to support the local tourism sector, and determine what barriers confront them.

Businesses to Support the Local Tourism Sector

What tourism-related businesses are necessary to support the local tourism sector? Are these already in place – or is something missing? (Anything needed to support your own tourism enterprise that isn't available locally?)

The primary businesses needed to support local tourism, observers say, are lodging properties, restaurants and retail establishments.

Lodging is crucial. As wineries proliferate, visitors increase, and local festivals sell out, stakeholders complain there's no place to stay. Yamhill County reportedly needs the full spectrum of hospitality offerings, everything from full-service resorts to mid-sized European style hotels to small B&Bs.

Restaurants are important, too. Participants say Yamhill County needs a “great diversity” of restaurants. Charming restaurants, fine dining and affordable, at or near wineries. Observers say unique retail offerings and shopping opportunities that appeal to the winery visitors are also needed to best serve tourism.

Other businesses mentioned by interview participants to support tourism:

- Locally grown and gourmet food products; specialty markets
- Spa
- Art galleries
- Transportation system improvements, public transit (or private transit options)

Businesses to Support Ag Tourism

What about businesses needed to support ag tourism specifically – anything missing?

Again, lodging is mentioned most often as needed to support all segments of ag tourism. Many visitors to Yamhill wine country reportedly stay overnight in Portland, denying Yamhill County communities the greatest share of visitor dollars generated by local attractions.

Other desirable businesses and support services cited in the interviews:

- Meeting space
- Markets to spotlight local artists, musicians, products

What opportunities for new or expanded support businesses exist: In the wine industry? In other segments of tourism?

Opportunities mentioned include:

- The Allison destination resort under construction in Newberg, along with the retail development planned to eventually surround that project.
- An urban wine-tasting “hub”, to boost direct sales while cutting back on traffic to/from wineries.

Are adequate sites available to accommodate these tourism related businesses? (Where should they be located?)

The challenge for business sites in Yamhill County is said to be infrastructure and services. Newberg and McMinnville are reported to be gearing up to accommodate employment growth and new businesses. The smaller communities face issues with access, water supply, wastewater treatment capacity and/or other services. The answer, according to several participants, is to place new businesses where water and sewer are available – “and not on farmland or in the hills”.

V. Final Advice

At the end of each interview, the participant was given an opportunity to offer summary remarks and key points to emphasize.

What persons or organizations would you suggest be contacted to seek their views on the future of Yamhill County's tourism sector?

Many of the same persons who were interviewed were recommended by other participants in response to this inquiry. Additional names suggested by interview participants:

John Bernards, grower and corn maze operator
Jeb Bladine, *News Register*
Jack Czarnecki, Joel Palmer House
Laura Graham, Evergreen Museums
Bobbie Hartwell, Filling Station Deli, Carlton Business Association
Dan Hinmon, Hinmon Agency (marketing)
Kris Horn, Newberg Downtown Association
Phil Hutchins, McMinnville Chamber of Commerce
Sheryl Kelsh, Newberg Chamber of Commerce
Ronnie LaCrute, Willakenzie Winery
Nicole McIntyre, Westport Bank, Yamhill Valley Visitors Association
Robert Pamplin, Your Northwest Stores
Nancy Ponzi
Brooke Russell, Carlton Business Association
Michael Sherwood, Newberg economic development
Del Smith, Evergreen Aviation
Susan Sokol Blosser, Sokol Blosser Winery
Carol Stevens, Carol Stevens Consulting
John Stewart, Abbey Road Farms
Kent Taylor, McMinnville city manager
Marilyn Worrix, former legislator
Ken Wright, Ken Wright Cellars
Dustin Wyatt

If you were asked to provide a “single most important piece of advice” for the future of Yamhill County tourism – what would it be?

Four central themes emerge from participants’ collective advice:

- *Encourage tourism – but preserve quality of life.* Attract quality development and control the balance of growth. Strive to exceed visitors’ expectations: “I want to be part of anything that is done with excellence.”
- *Diversify tourism beyond the wine industry and the larger cities.* Develop large and small scale attractions. Conduct market research to guide a plan. “Find out what customers need and want to provide it!”
- *Invest in infrastructure to support tourism.* “Don’t be afraid to invest. Sometimes you need to spend money in order to make money.” Fix the Dundee bottleneck. Institute a room tax to help support joint promotion and offset visitor costs.
- *Draw upon lessons from peer communities* where agriculture and tourism meet: Napa, Sonoma and other regions.

Other strategic advice from stakeholders:

- Do things to develop the riverfront in Yamhill County communities.
- “Keep the tourists coming – it’s vital!”
- Be proud – don’t get trapped into thinking the area will support only small, boutique operations. There’s room for larger-scale operations, too.
- “Government should make it easier for businesses to do business.”

Any additional comments or suggestions?

Further observations and advice offered by interview participants:

- There’s a need for an overall plan for tourism in Yamhill County.
- There’s no longer much local dissent on the value of tourism.
- Many visitors want to come to Yamhill County to spend their money – they need to be reached through marketing.
- The bypass is crucial!
- Newberg recently published an analysis of local economic development opportunities, and posted on the City’s website ten one-minute videos on tourism, jobs, housing, etc.

VI. Appendices

Yamhill County Agri-Business Economic and Community Development Plan

Stakeholder Interviews – Tourism Sector

Roger Anderson	Vista Balloon Adventures
Mary Arnstad	Allison Inn & Spa Development
Wayne Bailey	Youngberg Hill Vineyards and Inn, Yamhill Valley B&B Association
Susan Barksdale	Cuvee Restaurant, A Walk in the Park
David Beam	City of Newberg
Chris Czarnecki	Joel Palmer House
Tom Fox	Oregon Economic & Community Development
Kris Gullo	McMinnville Downtown Association
Sonja Haugen	Springbrook Properties, Inc.
Peter Kircher	Golden Valley Brew Pub
Leslie Lewis	Yamhill County Commissioner
Ty Rollins	Comfort Inn
Jack Seed	Mattey Bed & Breakfast
Cassie Sollars	<i>News Register</i>
Kathleen Stoller	La Rambla Restaurant
Dennis Sturdevant	Precision Aviation
Patty Webb	McMinnville Downtown Association
Lisa Weidman	Arts Alliance of Yamhill County

**Yamhill County Agri-Business
Economic and Community Development Plan**

Stakeholder Interviews – Tourism

DISCUSSION GUIDE 10/15/08

Name: _____ **Phone:** _____

Organization: _____ **E-Mail:** _____

Address: _____

Introduction

Yamhill County and several partner organizations are beginning a project looking into the future of the County's agriculture and tourism sectors. The study will explore which businesses are needed to support and expand agriculture and ag-related tourism within the county. The results are anticipated to be ready in early 2009.

At the project's outset, local industry leaders in agriculture and tourism are being contacted and asked to share their views.

Background

1. In what ways have you/your organization been involved in Yamhill County tourism?

2. How would you describe Yamhill County's tourism sector to a visitor who is unfamiliar? What key assets or characteristics would you be sure to point out?

Yamhill County Tourism

3. How would you characterize the current condition of Yamhill County tourism? Is this economic sector growing? (Why / why not?)

4. How would you profile the typical visitor(s) to Yamhill County? Where do they go and what do they do? (What other key characteristics? Age, income, party size, newcomers vs. repeat visitors, etc.)

5. What are the most important and fastest growing segments within Yamhill County tourism?

6. What forms of tourism are most promising in Yamhill County's cities? In the rural areas?

Cities: _____

Rural: _____

7. What are the chief benefits that Yamhill County and its communities derive from tourism? (Any drawbacks?)

8. Looking ahead, what will emerge as the key issues / challenges / opportunities facing local tourism over the next five years?

Issues _____

Challenges _____

Opportunities _____

9. What should be the goals for Yamhill County's tourism industry in the future? Is growth within this sector a realistic expectation?

10. What are the key ingredients to make local tourism still more successful?

Ag Tourism

11. Are you familiar with the term “*ag tourism*” or *agriculture tourism*? How would you define that?

12. What emerging opportunities do you foresee in ag tourism in Yamhill County?

13. There has been a lot of discussion about wine-related tourism. What do you see as the leading opportunities for that sector? Are there other important opportunities for ag-related tourism?

Support Businesses

14. What tourism-related businesses are necessary to support the local tourism sector? Are these already in place – or is something missing? (Anything to support your own tourism enterprise that isn’t available locally?)

15. What about businesses needed to support ag tourism specifically – anything missing? Is there a need for more lodging? (What types?)

16. What opportunities for new or expanded support businesses exist:
In the wine industry? _____

In other segments of tourism? _____

17. Are adequate sites available to accommodate these tourism-related businesses?
(Where should they be located?)

Wrapup

18. What persons or organizations would you suggest be contacted to seek their views on the future of Yamhill County's tourism sector?

19. If you were asked to provide a "single most important piece of advice" for the future of Yamhill County tourism – what would it be?

20. Any additional comments or suggestions?



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