

CANBY TOURISM PLAN

Assessment Report - September 5 , 2019



Today

- We're sharing our assessment and initial recommendations
- Gathering feedback and ideas
- Then we'll finalize report, send it to advisory team
- Present report at the City Council meeting on 9/18

Canby Destination Assessment

Table of Contents

1. Assessment Inputs

- Process
- Visitor context and data
- Interviews, survey, visitor for a day
- Planning resources

2. Product Development

3. Destination Marketing

4. Organizational Infrastructure

Breakdown

- Assets
- Challenges
- Opportunities

1: Assessment Inputs

How did we get here?

Destination Assessment: Process

1. Familiarization trip:
 - Familiarization tour of Canby
 - Introductions to with Chamber board members, city officials
2. Conversations with local leaders:
 - Jamie Stickel, Calvin LeSueur, and Kyle Lang - Canby
 - Meetings with Canby Tourism Advisory Committee
 - Jim Austin, Samara Phelps - Oregon's Mt. Hood Territory
 - Dawnielle Tehama - Willamette Valley Visitors Association
3. Boots on the ground
 - Merchant meeting
 - Visitor for a Day exercise
4. Research
 - Collateral & marketing communications review
 - Primary & Secondary
5. Report out (today)

Things we love about Canby

- Community pride “We love it here.”
- Manicured neighborhoods near downtown
- Molalla and Willamette Rivers – beauty, access, nature, gathering places
- Intact downtown
- Nurseries, gardens, farms
- Proximity to Portland
- Wonderful annual events



Interview themes

- Fresh start – let's do this right
- Opportunity, both within Canby and regionally
- Integrate Molalla and Willamette Rivers into the Canby experience
- Willing and engaged group of citizens and business owners
- Optimism
- Let's figure out how to support a growing downtown scene
- Solid relationships between Chamber, city, and business community

Canby Visitor for a day exercise

WAYFINDING:

Challenge: It's not clear when you enter town, some signs covered by foliage that you are in Canby. Approach from East is not so pretty. (approach from West is beautiful!)

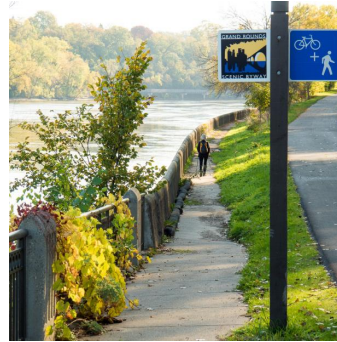
Idea: make the bridge overpass at north entrance into a giant welcome to Canby sign/mural

Challenge: Hard to see sign pointing to downtown from 99

Idea: Put a spanning sign over 99 - "Welcome to Canby The Garden Spot - Historic Downtown Town this way" (see right)

Challenge: When you are downtown, you have no idea all the things Canby has to offer

Idea: Add bright, colorful wayfinding sign posts and directional to downtown (this would be a great grant idea): bike, hike, river, parks, farmers market, library, etc.



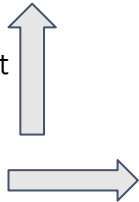
Idea: put sign over 99 in Canby to direct people to downtown



Signage Canby



Approaching from West
- nice but hard to see.
Lighting? Move out of
shadows?



Golf and dahlias are clear, rest is cluttered. Could better present Canby as a seamless experience.



GORGEOUS. Let's add directional signs

Visitor for a day cont'd.

LOCAL KNOWLEDGE OF ATTRACTIONS:

Challenge: Locals tend to send you out of town for dining and activities. "Not much to do here."

Ideas:

Create and send top 10 things to do in Canby rack card to all residents

Promote it in community forums & newsletters

Train local business staff - especially at restaurants - take them on a Canby Fam Tour

Better signage downtown will also help familiarize locals with experiences

*Bold graphics
wayfinding example*



*Sample top 10 rack card
mock up for Polk County*

Merchant Meeting

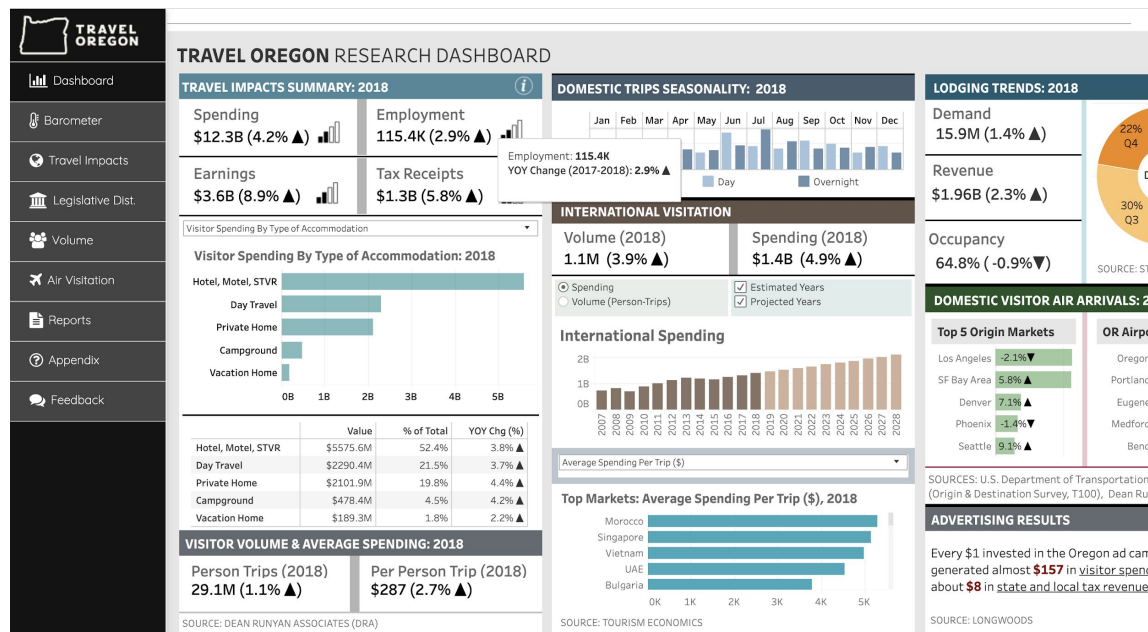
- Engaged group of merchants
- Cautiously enthusiastic about downtown development
- Seeing Increasing demand for higher end products and services, i.e. former assistant manager of Veritable Quandary opening downtown lunch location
- Willing to engage as partners and implementers of city and chamber led plans

Existing Plans

- City of Canby Comprehensive Plan
- Canby Community Visioning Forum - 2018
 - Downtown business recruitment: i.e. Ice Cream shop, wine bar
 - Described as "quiet," "bland," "closed," "not believable as a destination."
 - Aspires to be: "Vibrant," "charming," "Oregon City/Silverton"
- Canby Fairgrounds plan
 - More events: beer festival, concerts, camps, recreation, etc.
 - More use outside of fair season
 - 30 space RV Park
- Downtown Retail Market Analysis

Data tells a story

<https://www.travelstats.com/dashboard?ucode=4100>



Tourism is Economic Development

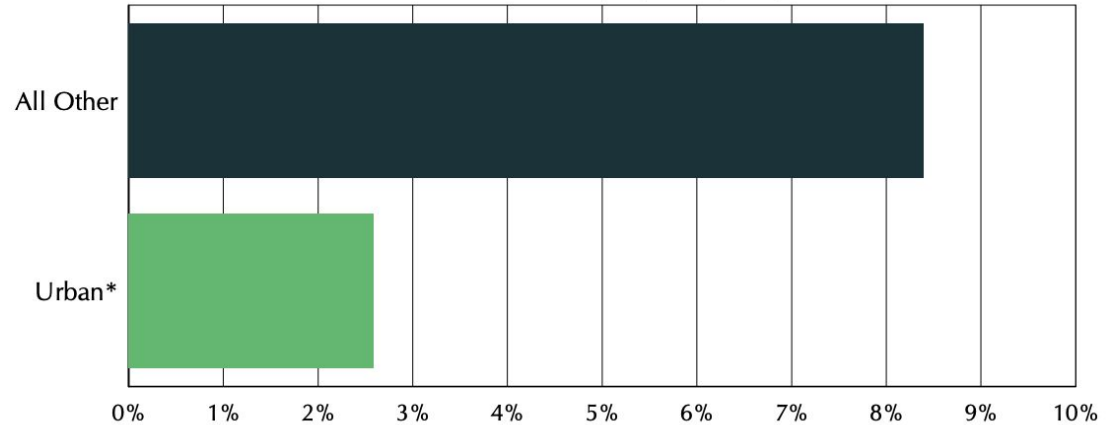
Oregon

- \$12.3 billion in direct visitor spend
- Provides 115,400 jobs statewide
- Generates \$539 million in tax revenue



Tourism is
Economic
Development
– especially in
rural Oregon

Travel Generated Employment
as a Percent of Total Employment (2017)

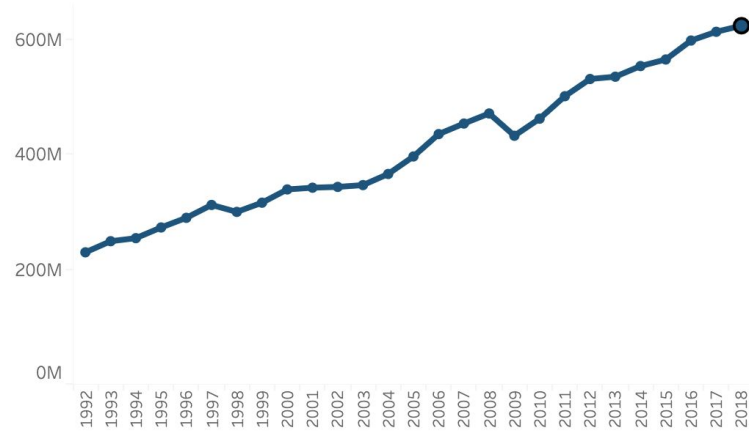


*The urban counties are Clackamas, Lane, Marion, Multnomah, and Washington. The most current data is for 2017.

Source: Dean Runyan Associates, Bureau of Economic Analysis

How much
do visitors
spend in
Clackamas
County?

Clackamas County
Total Direct Travel Spending
All



2018

(click on a chart/table above to select an year)

Destination Spending



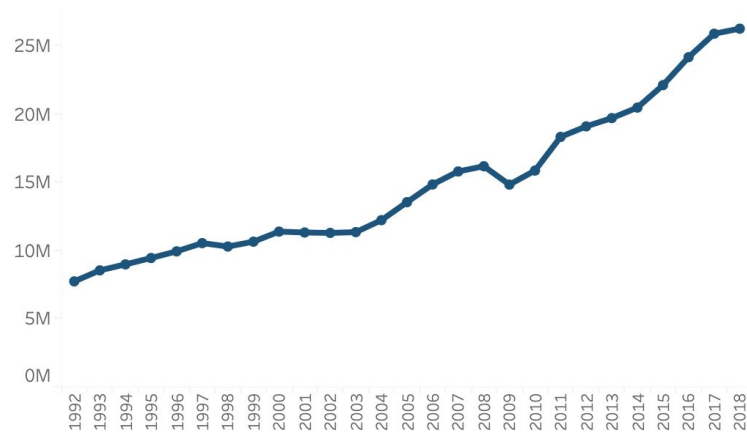
Other Travel



0M 100M 200M 300M 400M 500M 600M

How much
tax
revenue do
visitors
create?

Clackamas County
Tax Receipts Generated by Travel Spending
All



2018

(click on a chart/table above to select an year)

State Tax Receipts

77.0%

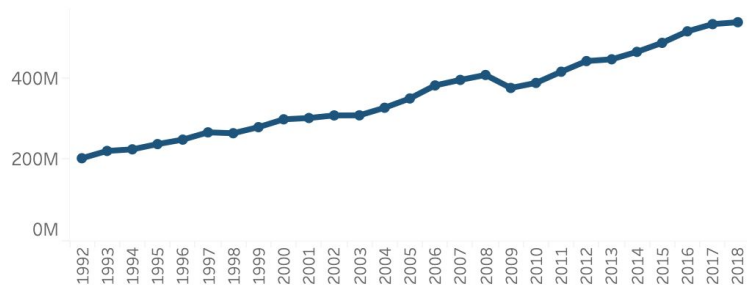
Local Tax Receipts

23.0%

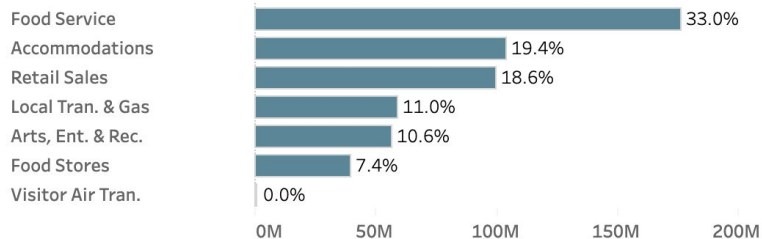
0M 5M 10M 15M 20M

What do
visitors
spend
money on in
Clackamas
County?

Clackamas County
Visitor Spending by Commodity Purchased
All



2018 (click on a chart/table above to select an year)



Implications

- Tourism is big business
- Tourism is a growth industry
- Tourism brings export dollars, which have a multiplier effect
- Tourists dollars support businesses and amenities that benefit locals
- Tourism industry can be tapped into at a state, regional, and county level
- Likely that visitor spend can increase with targeted approach

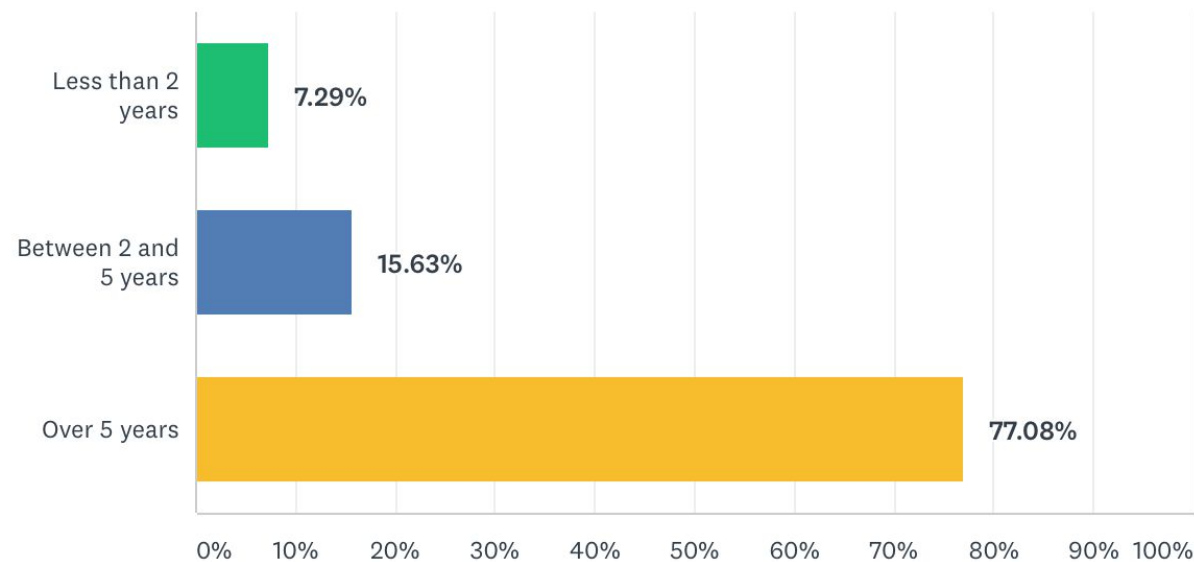
Community Survey Findings

Survey was developed to assess community perceptions of Canby as a visitor destination and opportunities / ideas for future development and programming

Survey distribution through all City communication channels and open for 3 weeks response; very high engagement: 147 responses

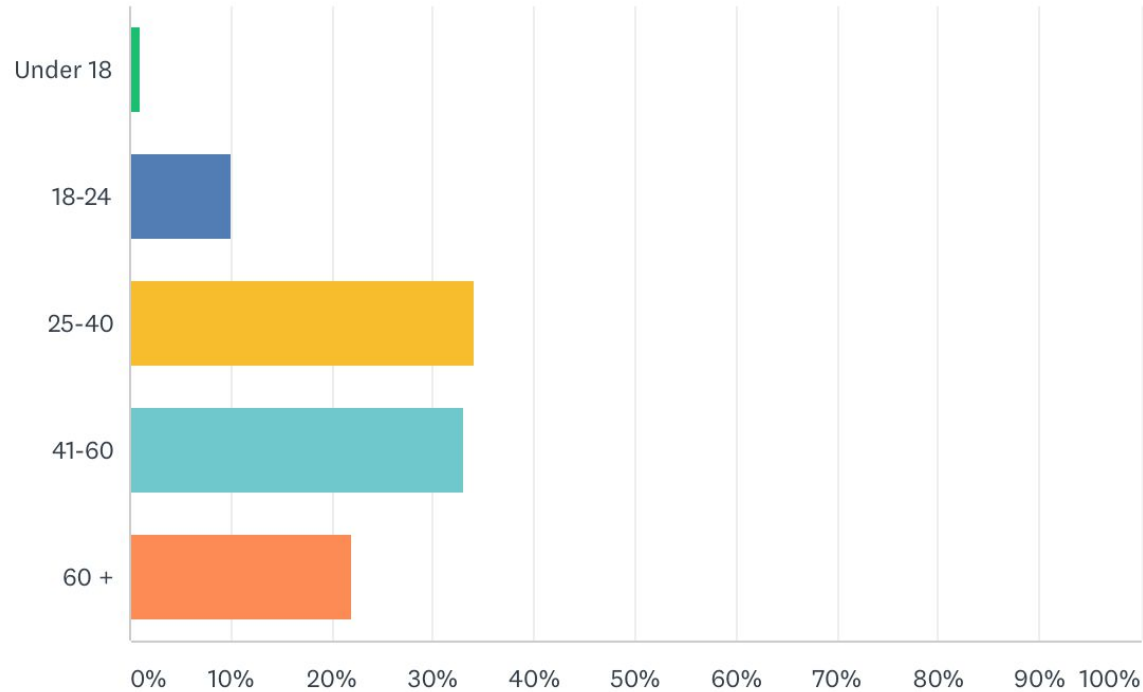
If you are a Canby resident, or live on the outskirts of Canby, how long have you lived in here?

Answered: 96 Skipped: 51



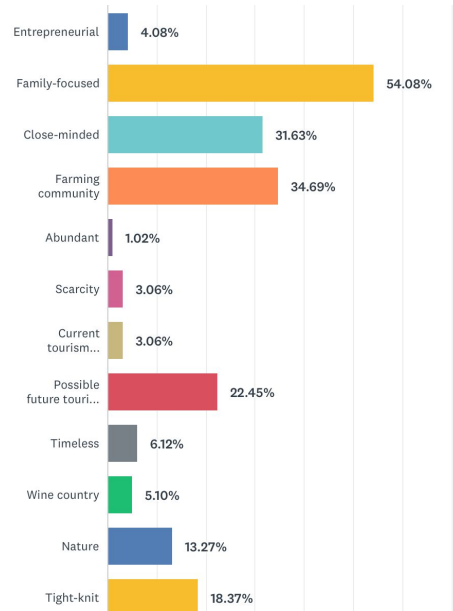
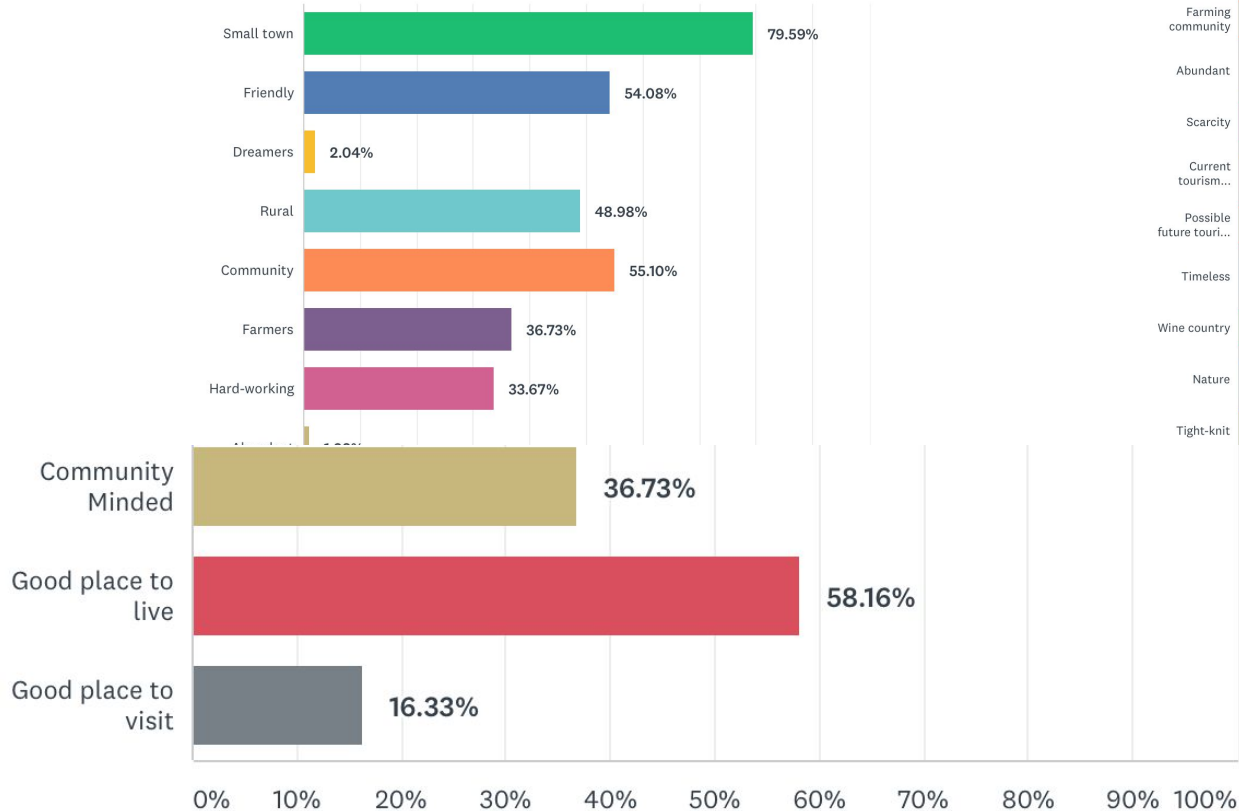
What is your age?

Answered: 100 Skipped: 47



Which of the following words describe Canby & the surrounding area? Ch as many as are relevant.

Answered: 98 Skipped: 49



Do you have concerns about increasing tourism?

Themes:

Infrastructure/traffic concerns: "We're not set up to handle tourists." "Traffic is a BIG concern, especially on 99."

Perception of nothing to do: "Why would anyone come here as a tourist?"

Ruining small town charm

Diversity/inclusivity needs to be addressed: "Worried that those who are not straight and white will not feel welcome here."

Economic growth a positive: "Nothing wrong with increasing revenue & commerce!" About 15% of responses stated they had no concerns about increasing tourism.

Survey findings

https://www.surveymonkey.com/analyze/OOr2UUvSWhaRLubO6ydsP0H8EN7QMMZJPgR1b7T_2BGpE_3D

2: Product Development

What experiences bring visitors to Canby?

- Landscape
- Challenges
- Opportunities
- Connections to downtown Canby

Product Development

Where we are now: Landscape

- What types of experiences appeal to visitors and what are the destination's assets?
- What's working and what can be developed?
- What types of experiences should be built on?

Product Development

Opportunities

- Willamette & Molalla Rivers
- Agritourism – nurseries, Swan Island Dahlia & Dahlia Farm & Festival, Canby Farm Loop
- Major redevelopment just downriver (mill sites + locks)
- Central downtown area
- History & Culture – End of the Oregon Trail



Product Development

Challenges

- Lack of downtown businesses offering amenities to visitors
- 99E not a pretty approach
- Some anxiety from residents about growth
- Lack of lodging for visitors (also means lack additional TLT for investments in tourism growth)
- Lack of infrastructure on rivers
- Lack of connectivity between assets and downtown





River Recreation



River Recreation: Landscape

- Molalla River State Park
- Canby Ferry and landing = 142 riverfront acres owned by city - ferry is truly special
- Summer gathering place
- Near year round fishing
- Rugged and aging infrastructure



River Recreation: Challenges

- Lack of infrastructure (bathrooms, signage, etc.)
- Diminishing returns of anadromous fish
- Not navigable beyond defunct locks
- Lack of rentals
- Lack of tours / guided experiences
- Lack of wayfinding/signage to river access
- Lack of wayfinding/signage connecting rivers to downtown

River Recreation: Challenges continued



- Lack of tours / guided experiences
- Lack of wayfinding/signage to river access
- Lack of wayfinding/signage connecting rivers to downtown

River Recreation: Opportunities

Mt. Hood Territory: Water Tourism Strategic Plan

Upper Willamette River Corridor



River Recreation: Specific Opportunities - Infrastructure Improvements

- Improve boat ramp at Molalla River State Park
- Provide camping at Molalla River State Park, and in surrounding areas
- Create a primitive camping/paddling trail in partnership with communities between Wilsonville <-> Milwaukie (13 potential locations over 20 river miles).



River Recreation: Specific Opportunities - Programming

Create a community event (spring or fall) that helps connect riverfronts to downtown

Connect to Willamette River

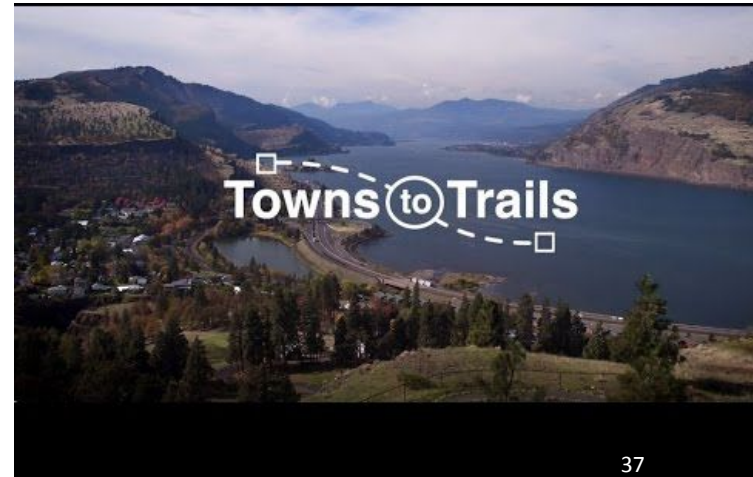
Water Trail

<http://willamettewatertrail.org/map/>



River Recreation: Connect downtown/business community

- Hiking trails between downtown and public riverfront properties
- Work with small business development orgs to recruit tour operator/equipment rentals on Willamette and Molalla Rivers in Canby



Culinary/Agritourism: Landscape



Agritourism

- Dahlia farm & festival
- Nurseries
- Canby Farm Loop
- Wine country adjacent
- Seasonal farmers market

Culinary

- A few boutique shops, i.e. Puddin' River Chocolates, TMK Creamery, Pacific Hazelnut Candy Factory
- New restaurant with local food emphasis coming to downtown

Culinary/Agritourism: Challenges



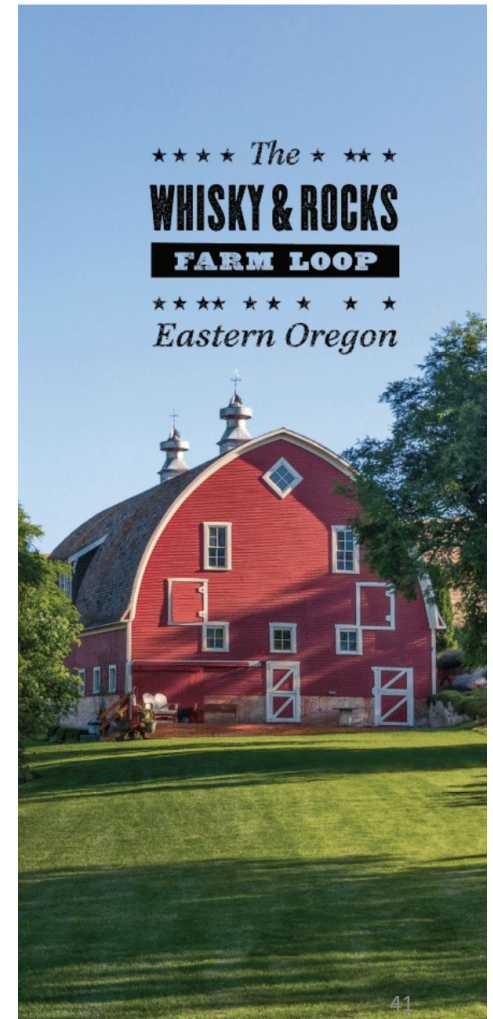
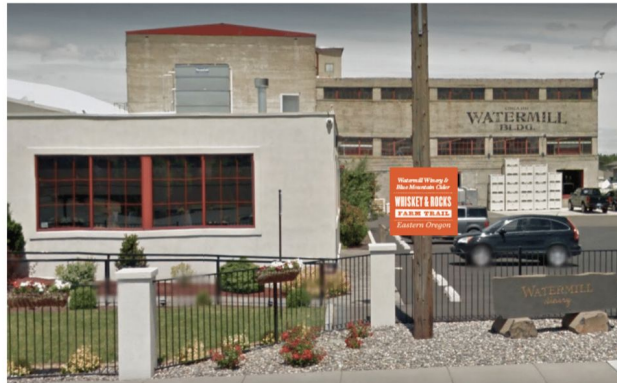
Culinary/Agritourism: Challenges

- Seasonality of agritourism activities
- Farm Loop – right experiences?
- On site consumer experience
- Lacking robust retail experience
- Lack of culinary experiences tied to local agriculture
- Competitive nearby markets (PDX, Wine Country)

Agritourism: Opportunity

- Add sign system to individual agritourism businesses easily visible from road
- On farm experience + linkage to downtown

Canby farm loop brochure design should be simple and compelling, and feel like same family as signs





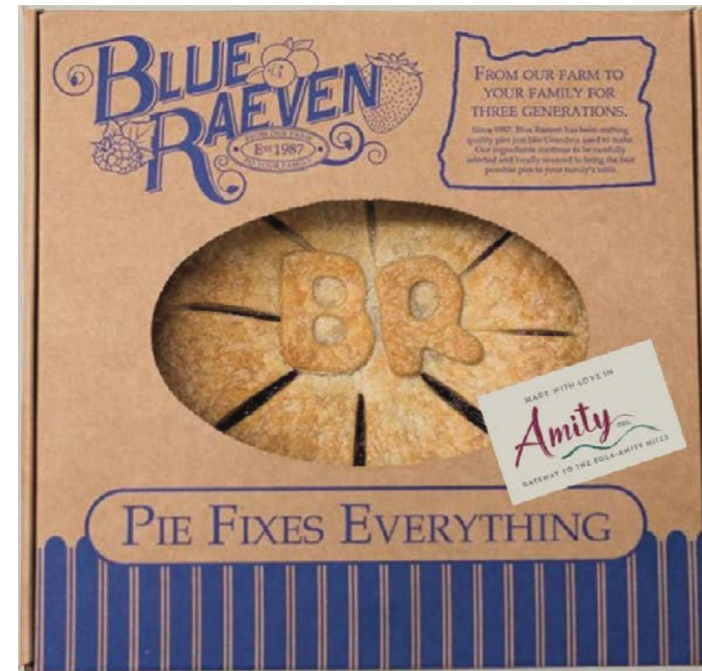
Agritourism BIG IDEA: Make Canby/Swan Island Dahlia the Keukenhof Gardens of America

Swan Island Dahlia is the country's largest dahlia farm! Let's own it and build on that. Let's create the Keukenhof of America in Canby! (Keukenhof is a world famous tulip garden attraction in Holland)



Agritourism: Opportunity

- Label Canby made products both in town and out of town
- Visitors love to bring home locally made items
- Create and turnkey display of 3-4 Canby made products and put in all the boutiques cash register area
- Example at right: Blue Raeven from Amity is at farmers markets in Portland -- adding "Made with love in Amity" stickers
- Create Swan Island Dahlia Pop Up Cart in downtown Canby. Giant buckets of bouquets and shelves of bulbs. "Honor Bar"
 - refill every day. Could be a photo locale. Directs people to "See more at Swan Island Dahlia just 1 mile away!"



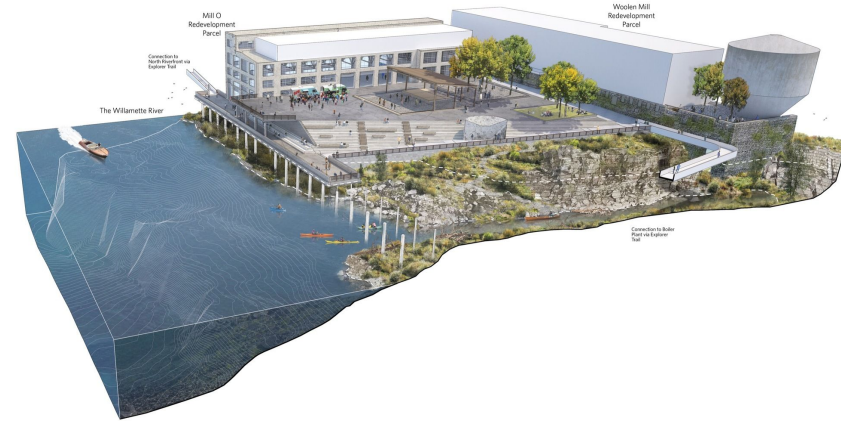
Agritourism: Connecting to downtown/local businesses

Specific Opportunities

- Dahlia Farm and Festival sessions that complement farm experience
- Seasonal shuttle loop between destination farms, river access, and downtown
- Restaurant/specialty food shop recruitment
- Group discussion

Downriver Development: Landscape

- Riverwalk in Oregon City
- Blue Heron site purchase and redevelopment
- West Linn Mill site redevelopment
- Locks Commission and potential reopening under local management



Leverage Downriver Development: Challenges

- How does Canby position itself to be a part of a growing suite of experiences on the Willamette River?
- How does Canby capture spend, esp. considering lack of lodging
- What is unique about the Canby experience compared to communities up and downriver?

Leverage Downriver Development: Opportunities

- Inviting infrastructure
- River to downtown access, wayfinding and signage
- Outdoor recreation – kayaking, cycling (infrastructure & rentals)
- More natural riverfront setting
- Less water volume, more navigable for novice paddlers

Leverage Downriver Development: Specific Opportunities

- Is this best treated as its own initiative or project team? Or served by river recreation and intentional downtown connections?
- Group discussion as we dive into the planning conversation
- Let's get specific on what downtown needs - brewery, open hours, etc.

Destination Development: Additional Assets

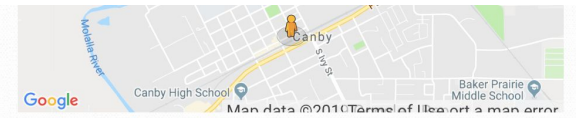
1. Pat's Acres & racing culture
 - Great niche activity/good PR hook
2. Cultural / Heritage
 - Tag into the "End of the Oregon Trail" experience offered in Oregon City and West Linn
3. Golf
 - Likely not a big destination driver for visitors given competitive product in area
4. Cycling Tourism
 - Group rides and tournaments - attract big event to come through Canby
 - See next slide

Cycling - Low Hanging Fruit







Low hanging fruit: bike shop certified as bike friendly business

Cyclists are high income/spend a lot on equipment

Routes already mapped and in place - but wayfinding / signage is poor



ROUTES AROUND BIKES N MORE

	2.82 mi road cycling, com... DISTANCE: 2.82 mi	ELEVATION 78	CREATED 07/22/2013
	2.70 mi road cycling, com... DISTANCE: 2.7 mi	ELEVATION 16	CREATED 07/23/2013
	5.77 mi road cycling on 7/2... DISTANCE: 5.77 mi	ELEVATION 198	CREATED 07/23/2013
	Canby Molalla Scotts Mills DISTANCE: 54.98 mi	ELEVATION 2344	CREATED 06/07/2007
	40 Mile Sawtell Out and Ba... DISTANCE: 40.05 mi	ELEVATION 1452	CREATED 06/10/2007
	2.67 mi road cycling, com... DISTANCE: 2.67 mi	ELEVATION 15	CREATED 07/23/2013

Add bike routes and map my ride links to Visit Canby website

Alternative Lodging Network?

How can this group encourage increased tourism funding?

- Audit city and county regulations
- Rapid market assessment
- Assess and articulate livability impacts
- Foster a regional/city-wide approach
- Build off of RV park at fairgrounds



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[Rooms and beds](#)
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[More filters](#)

ENTIRE HOUSE

Mid Century Menagerie

4 guests · 2 bedrooms · 2 beds · 1.5 baths

Free parking · Wifi · Kitchen · Air conditioning

★★★★★ 9

\$92 CAD/night

PRIVATE ROOM IN HOUSE

Two restful and cozy beds with private bath

2 guests · 1 bedroom · 2 beds · 1 bath

Free parking · Wifi · Air conditioning

★★★★★ 108 · Superhost

\$67 CAD/night

PRIVATE ROOM IN HOUSE

Your Home on No.3 Green - Travelers Haven

2 guests · 1 bedroom · 1 bed · 1 shared bath

Free parking · Wifi · Air conditioning

★★★★★ 108 · Superhost

\$67 CAD/night

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1 - 50 of 62

Guest Rating

Viewed 2 times in the last 48 hours

Willamette Valley Wine Country Getaway

Townhome · 3 BR · 2 BA · 1 HF BA · Sleeps 8 · 1200 Sq. Ft.

10.7 mi to Canby center

Exceptional! 5/5

\$162 avg/night

Premier Partner

★★★★★ (15)

Great find! This property is usually booked.

Hittah House at Moriah Hills

House · 5 BR · Sleeps 16 · 3336 Sq. Ft.

3.1 mi to Canby center

Exceptional! 5/5

\$700 avg/night

Premier Partner

★★★★★ (13)

Great find! This property is usually booked.

Scenic Willamette Valley Location; Peaceful Country R...

Guest House · 1 BR · 1 BA · Sleeps 4 · 608 Sq. Ft.

4.3 mi to Canby center

Exceptional! 5/5

\$75 avg/night

Premier Partner

★★★★★ (10)

Viewed 7 times in the last 48 hours

Willamette Valley Wine Country Getaway

Townhome · 3 BR · 2 BA · 1 HF BA · Sleeps 8 · 1200 Sq. Ft.

10.7 mi to Canby center

Exceptional! 5/5

\$162 avg/night

Premier Partner

★★★★★ (15)

Lodging Assessment - since Canby has one motel, featuring or linking to local VRBO/Airbnbs in content is worth considering

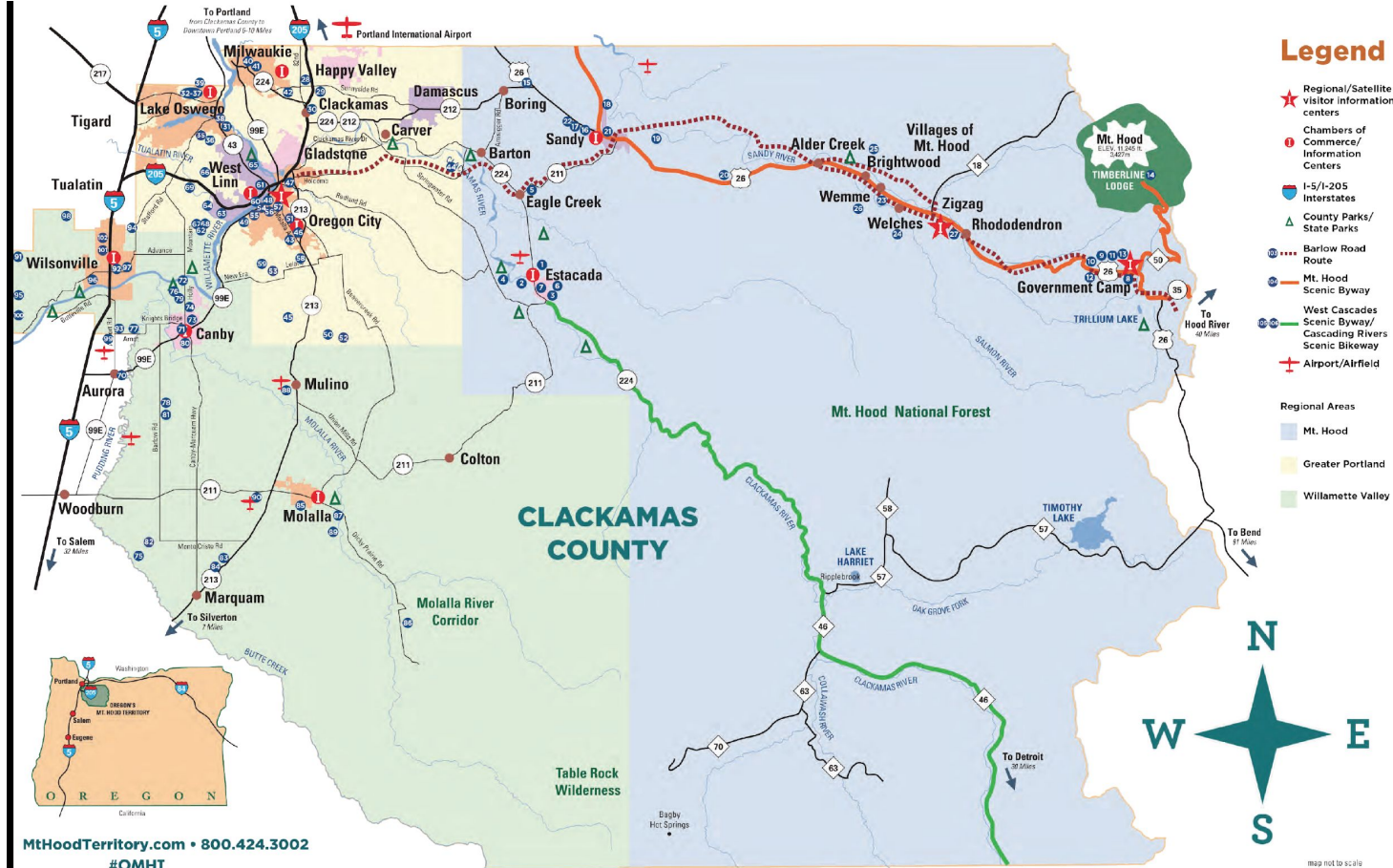
3: Destination Marketing

What communication tools do we have
and how can we better inspire visitors to
visit Canby?

Destination Marketing

- Successful destination marketing helps achieve the overarching goals of an area's tourism plan.
- Destination marketing organizes a place's experiences and services (*product*) then communicates them in a way (*positioning/branding*) that inspires an identified target audience to visit that destination & consume those experiences.
- Successful marketing promotes *the destination's benefit and real value* to its audience, not just a list of attractions.
- The destination marketing plan will be developed by the new Tourism Organization and its board, and will consist of:
 - Goal(s) and measurable objectives
 - Target audience(s)
 - Brand positioning and messages
 - Tactics (e.g., PR, advertising, collateral, social media)
 - Budget
 - Timeline
 - Measurements

Tourism Ecosystem - MARKETING



PEOPLE PLAN
TRIPS TO
DESTINATIONS
(especially
overnight
visitors)

They'll put a town on their itinerary if they know about it & it's worth the stop

TRAVEL OREGON

Approx. \$15 million per year (just marketing)

WVVA - RDMO
Will. Valley Visitors Association

MT HOOD TERRITORY - DMO
Clack. County Tourism

DUNDEE

WILSONVILLE

CANBY

NEWBERG

MCMINNVILLE

The Marketing FUNNEL

Travel Oregon gets visitors to the state \$\$\$

Strong Regional & Local association attracts visitors to this area \$\$

Local towns (Canby, etc.) lure visitors to your town \$

Marketing Communications Audit

Tourism Ecosystem - Who currently markets Canby & how?

- Travel Oregon - (to a lesser extent)
 - Web, PR, Social Channels, Advertising, Content
- Mt Hood Territory - (good coverage of Canby)
 - Web, PR, Social Channels, Advertising, Content
- WVVA - (ok coverage of Canby)
 - Web, PR, Social Channels, Advertising, Content

We need to feed these tourism engines with Canby content: more reasons to come to Canby, more Canby stories, more experiences

Canby Chamber

City of Canby

Canby event organizers

Canby Farm Loop

Travel Oregon




Places to Go • Cities • Canby

 **CANBY**


Stop and smell the flowers in Canby, home to some of Oregon's richest farmland and fall festivals.

No matter the season, there is something fun happening in Canby — from grape stomping and pumpkin weigh-offs to ferry rides and year-round trout fishing. Delve deeper into the farm landscape and discover a variety of shops and restaurants downtown, including wine bars and artisan chocolateries that go so well together.


Neatby cities: Aurora, Wilsonville, Milwau, Donald, Oregon City




Molalla River State Park
Canby, Willamette Valley



Mark Memorial Park and One Room Schoolhouse
Canby, Willamette Valley



The Bloom Beat: Flower Festivals Statewide
Canby, Oregon Coast



Aurora Colony National Historic District
Aurora, Willamette Valley

TRIP IDEAS

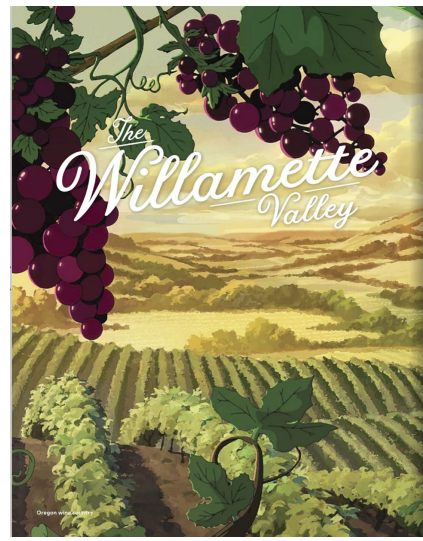



Dancing with the Swan Island Dahlias
Just outside Canby, a half mile down Birch Road, after the panoramic farms to reveal the Swan Island Park offer a view



Country Golf
We host outdoors to discover the wonderful world of Country Golf on this lovely "Pines" & "Fairways" Whitman in the heart of

MORE TRIP IDEAS






AVERAGE WEATHER

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.
CANBY	40°	42°	47°	52°	57°	62°	67°	72°	77°	82°
PORTLAND	40°	42°	47°	52°	57°	62°	67°	72°	77°	82°
SEASIDE	40°	42°	47°	52°	57°	62°	67°	72°	77°	82°

Tucked in between the steep Cascade Mountains and the rolling Coast Range, the Willamette Valley stretches for 112 miles/180 kilometers south of Portland and has long been a destination for dreamers. Some traveled the harrowing Oregon Trail in the 19th century for the promise of a new homeland. Others built the historic covered bridges that spanned local waterways connecting early communities. More recent innovators put down early roots in the state's now famous wine country and opened up restaurants that celebrated the farm-to-table dining revolution. Come for a visit and find the delights of a lifetime.


(Data courtesy of Oregon State University)



DRIVING TIMES
One-way

	100	150	200	250	300
McMinnville	75	120	165	210	255
Seaside	75	120	165	210	255
Astoria	75	120	165	210	255
Albany	75	120	165	210	255
Corvallis	75	120	165	210	255
Eugene	75	120	165	210	255
Medford	75	120	165	210	255

Call 503 526-6666 for the updated road conditions.
Some roads may be closed or restricted. Check your travel agency.
Some highways may be one-way or restricted.



NEED MORE IDEAS?
Contact the Willamette Valley Visitors Association at 503.526.6666 or [willamettevalley.org](#) for more information.

TRAVEL.OREGON.COM 101

TO Visitor Guide



The Willamette Valley is home to numerous landscape nurseries, luscious berry farms, fields of colorful flowers, seasonal produce stands and farmers markets. Adults can relax and visit with local winemakers while sipping win Willamette Valley wineries. Representing communities of Canby, Molalla and

CANBY

26 AURORA NATIONAL HISTORIC DISTRICT
2 miles south of Canby on Hwy 99E, 503-93-auroracolony.com
Antiques capital of Oregon and national hist

27 CANBY DEPOT MUSEUM
888 NE 4th Ave, 503-266-6712
canbyhistoricalsociety.org
One of the oldest remaining railroad station: operated by Canby Historical Society.

28 CANBY FERRY
Holly St (eastside) and Mountain Rd (westside)
clackamas.us/roads/ferry.html
One of only 3 operating ferries on the Willar

29 CLACKAMAS COUNTY EVENT CENTER
694 NE 4th Ave, 503-266-1136
clackamas.us/fair
Home to the Clackamas County Fair and Ro variety of events year-round.

30 FLOWER FARMER/PHOENIX & HOLLY R
2512 N Holly, 503-266-3581
flowerfarmer.com
Take a train ride through acres of flowers to animals. Fruit stand. Open spring to fall.

31 HANSON VINEYARDS
34948 S Barlow Rd, 971-338-9760
hansonvineyards.com
Small boutique winery with a hands-on philoso

32 MOLALLA RIVER STATE PARK
Canby Ferry Rd, 800-551-6949
oregonstateparks.org/park_111.php
Large natural park at the confluence of the Willamette, Molalla and Pudding Rivers.

33 PAT'S ACRES
6255 S Arndt Rd, 503-266-7287
palsacres.com
50-mph go-kart track and rentals on 43 acres.

34 ST. JOSEPH'S WINERY
28836 S Barlow Rd, 503-651-3190
stjosephswinery.com
European atmosphere produces award-winning wines since 1983. Home to Grapestomping Festival and other events.

35 SWAN ISLAND DAHLIAS
995 NW 22nd Ave, 800-410-6540
dahlias.com
Immerse yourself in 40 acres of blooms and color at the nation's largest dahlia grower and home of the Annual Dahlia Festival. Open Aug-Sept.

36 VIETNAM ERA VETERAN'S MEMORIAL
Hwy 99E, 503-502-1904
Bell UH-1 "Huey" helicopter and statue "A Hero's Pro-embodies drama, heroism, compassion and human

37 WHISKEY HILL WINERY
29310 S Barlow Rd, 971-338-9142
whiskeyhillwinery.com
3 fields of Pinot noir grapes near historic Aurora ar

38 WOODEN SHOE TULIP FARM & VINEYARDS
33814 S Meridian Rd, Woodburn, 800-711-2006/
503-634-2243
woodenshoe.com
Annual Tulip Festival in spring. Walk the vibrant tu country store, tasting room and buy bulbs.



Mt Hood Territory- County DMO

Willamette Valley Visitor Association - Regional DMO



Search Results

canby

Visit Canby for Summer Fun

August is the perfect time to visit Canby, Oregon in the Willamette Valley as some great family-friendly events happen during the month. The fun gets started with the Clackamas County Fair and Rodeo which takes place August 14-18 at the County Events Center. Enjoy traditional old-time fair activities, as well as...

2018 Annual Canby Timberline Canby Cycling Event - Events

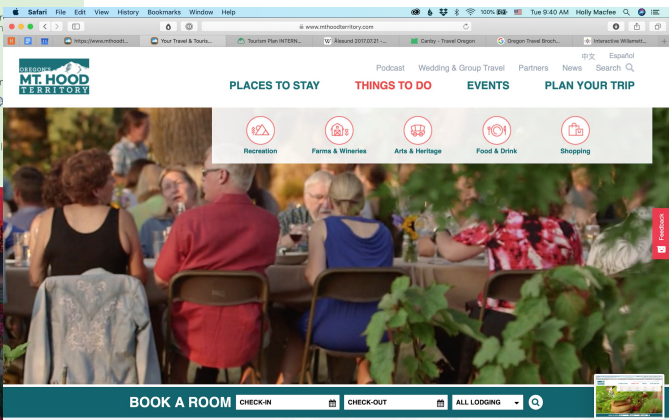
First Annual bike Ride from Canby to Timberline & back, 187 mile round trip with 12,987 feet of total climbing. Parts of the route is on gravel roads and over 60 miles with no stops after Estacada. One day ride or two it is totally up to you. Ride is...

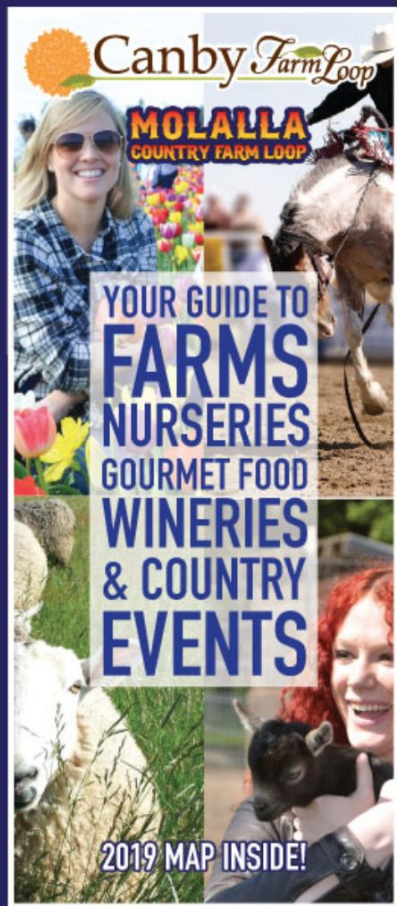
Clackamas County Fair & Canby Rodeo - Events

Farm fresh, hand made or homegrown: there is something for everyone at the county fair. Find prized FFA animals and 4H students displaying their creative talents. View award-winning paintings, photos, and flower displays. Get an adrenaline rush on carnival rides, or relax while enjoying entertainment and delicious food.

East of Eden - Oregon Wine in Molalla, Canby & Silverton

The Willamette Valley's East Valley Wine Growers invite you to join them to Vacation on "Wine Time." Heading south from the Portland area, we take you off-trail to find boutique wineries, bright gardens and most certainly located in the wine house. Possible at the much sought Pappa Pappa





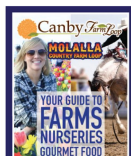
www.CanbyFarmLoop.com
www.MolallaFarmLoop.com



HOME FARM STOPS MAP EVENTS WHERE TO STAY FOR MEMBERS ▾



VISIT SOON, AND OFTEN!



The Canby Farm Loop is a self-guided farm tour route that leads you to 12 farm stops in the Canby Aurora area. You'll find things to do and see all year round. It's the perfect outing for family and friends, right in Portland's backyard.

In just a few minutes travel time from Portland, you can gather natural goodness from a farm, pet farm animals, taste hazelnuts and chocolates, sip fine wines produced from the region's jory soils, watch a rodeo or shop for western wear.

The community of family farms and value-added operations welcome you to join them for a taste, both literal and figurative, of what the Willamette Valley has to offer. The Canby Farm Loop can connect you to local family farms and

Canby Farm Loop
Plan your visit to all of our farm stops today!
Start Here

Wooden Shoe



Canby Farm Loop / Oregon Farm Loop - be sure you are cross linking & cross marketing
<https://canbyfarmloop.com>

<https://www.instagram.com/oragonfarmloop/>

https://www.facebook.com/OregonFarmLoop/?ref=br_rs

VISIT LOCAL FARM NEWS

July 2019

[Canby Farm Loop](#)
[Farmlandia Farm Loop](#)
[Molalla Country Farm Loop](#)
[Marion Farm Loop](#)



Read on to learn what's happening on your local family farms & country attractions

July Brings the Biggest Bounty

July is all about produce on the [Oregon Farm Loop](#)! Berry season is in full swing and salad greens and all the fixings are in abundance. Pickling cucumbers will be ready in the next few weeks. Sweet corn and tomatoes are just around the corner and peaches start near the end of the month. Find these and lots of other goodies at the farm stops listed below. Make sure to follow the individual farms on Facebook or check their websites for the latest crop reports.



On the [Canby Farm Loop](#)

- [Fir Point Farms & Country Grains](#) - Super sweet corn, cucumbers, tomatoes, zucchini, apples.
- [Morning Shade Farm & Nursery](#) - Blueberries, currants, raspberries, boysenberries, Marionberries, apples, and vegetables.

On the [Farmlandia Farm Loop](#)

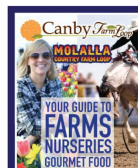
- [Fiala Farms](#) - Corn, pole beans, beets, carrots, tomatoes, peppers, and more.
- [Hartnell Farms](#) - Tomatoes, pickling cucumbers, raspberries, blueberries, blackberries,



[HOME](#) [FARM STOPS](#) [MAP](#) [EVENTS](#) [WHERE TO STAY](#) [FOR MEMBERS](#) [WHAT'S IN SEASON?](#) [ABOUT](#) [NEWSLETTER](#)



VISIT SOON, AND OFTEN!



The [Canby Farm Loop](#) is a self-guided farm tour route that leads you to 12 farm stops in the Canby Aurora area. You'll find things to do and see all year 'round. It's the perfect outing for family and friends, right in Portland's backyard.

In just a few minutes travel time from Portland, you can gather natural goodness from a farm, pet farm animals, taste hazelnuts and chocolates, sip fine wines produced from the region's Jory soils, watch a rodeo or shop for western wear.

The community of family farms and value-added operations welcome you to join them for a taste, both literal and figurative, of what the Willamette Valley has to offer. The Canby Farm Loop can connect you to local family farms and

Canby Farm Loop
Plan your visit to all of our farm stops today!
[Start Here](#)

[Wooden Shoe](#)

<https://canbyfarmloop.com>

<https://www.instagram.com/oregonfarmloop/>

https://www.facebook.com/OregonFarmLoop/?ref=br_rs



Events!

Facebook search results for "canby oregon".

Filter Results

POSTS FROM

- Anyone
- You
- Your Friends
- Your Groups and Pages
- Public
- Choose a Source...

POST TYPE

- All Posts
- Posts You've Seen

POSTED IN GROUP

- Any group
- Your Groups
- Choose a Group...

TAGGED LOCATION

- Anywhere
- Portland, Oregon
- Albany, New York
- Choose a Location...

DATE POSTED

- Any date
- 2019

Canby, Oregon
City
9.4 miles · Canby
Judiaann Woo, Linea Carlson Gagliano and 10 others were here
Like

Canby 411
Group · 853 members · 4 posts a day
+ Join
Canby, Oregon · A positive place for Canby Neighbors to ask questions, share information, advertise local businesses a...
38 members said they live in Portland, Oregon

City of Canby OR
Government Organization
9.5 miles · 222 NE 2nd Avenue, Canby · Open Now
Like

2019 Dahlia Festival
Event · Mon, Sep 2 · Swan Island
Dahlias · Canby, Oregon
Jennifer and Lisa were interested
23,794 people interested
Interested

Canby Herald
3.6K like this · Canby, Oregon · Media/News Company
Like
This is the official Facebook page for the Canby Herald. Get more local news, sports, features and more online at:...

English (US) · Español · Português (Brasil) · Français (France) · Deutsch
Privacy · Terms · Advertising · Cookies · More · Facebook © 2019

Facebook page for Canby Area Chamber.

Canby Area Chamber
@CanbyChamber

Home
About
Events
Posts
Videos
Photos
Reviews
Email Signup
Community
Create a Page

THURSDAY, SEPTEMBER 26TH · WILLAMETTE VALLEY COUNTRY CLUB

Like · Follow · Share · ...

Contact Us · Send Message

Write a post...

Photo/Video · Tag Friends · Check in · ...

Upcoming Events

THE MOTHER OF ALL TRIBUTE FESTIVALS HAREFEST 9 JULY 12-13

Typically replies within an hour
Hi Holly MacNeil Thanks for getting in touch with us on Messenger. Please send us any questions you may have.
Is anyone available to chat?
I have a question. Can you help?

Type a message...
Chat 1

Facebook page for Visit Canby.

Visit Canby

Home
Posts
Reviews
Videos
Photos
About
Community
Events
Create a Page

Like · Follow · Share · ...

Visit Canby
August 20 at 8:51 AM ·
A Dahlia Festival at Swan Island Dahlias, a half marathon and fun run from Canby Dahlia Run, a cruise in like no other from Custer's Market and a street dance from Canby's Big Night out! What more could you ask for with small town living!
Come visit us!
#visitcanby #canbyoregon #canby #bignightout
http://visitcanby.com/summer-events/

Summer Events

Like · Comment · Share · ...

Pages Liked by This Page

- Dutch Bros Coffee
- Canby Business
- Canby Pioneer Cha...

English (US) · Español · Português (Brasil) · Français (France) · Deutsch
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2019

Facebook sites are confusing - Visit Canby does not appear when searching Canby, OR

DESTINATION MARKETING RECOMMENDATIONS

DO A SMALL BRAND REFRESH/UPDATE

Revise logo slightly to modernize and make it pop - work with a professional designer experienced in destination branding and wayfinding

Photos: Canby desperately needs a photo shoot. First create a library of existing shots. Then list what's needed. Work with a professional and show styles of photos needed

Update your WEBSITE to current standards INCLUDING MOBILE (see examples on next slides)



*Type is spindly, tagline illegible
Great flower aspect
Font could be stronger*



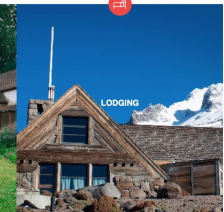
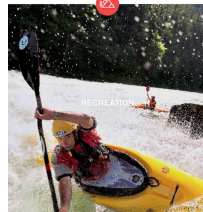


BOOK A ROOM CHECK-IN

CHECK-OUT

ALL LODGING

FOUR SEASONS OF FUN



THE TERRITORY

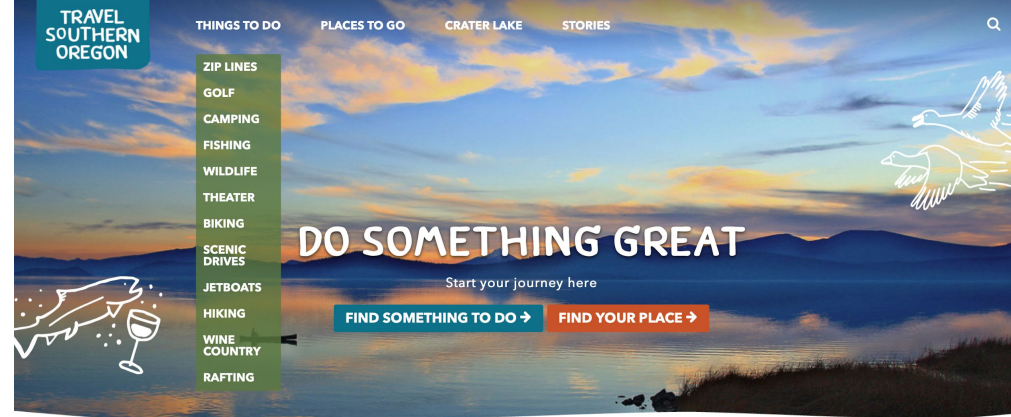
DIVERSE GEOGRAPHY. INSPIRING EXPERIENCES.

Urban kayaking, rural bike rides, scenic valley wineries, and awe-inspiring mountain hikes are just a few examples of the many things to do in The Territory. Make your visit even better with a stay in a rustic cabin or stylish hotels next to some amazing tax free shopping. It's all here.

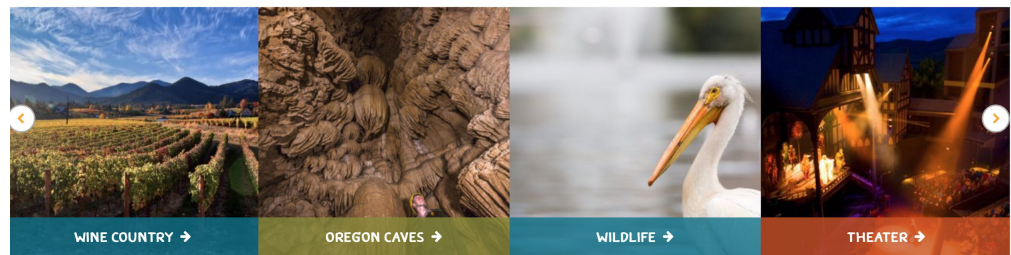
TERRITORY COMMUNITIES

Canby | Estacada | Gladstone | Government Camp | Happy Valley | Lake

www.travelsouthernoregon.org



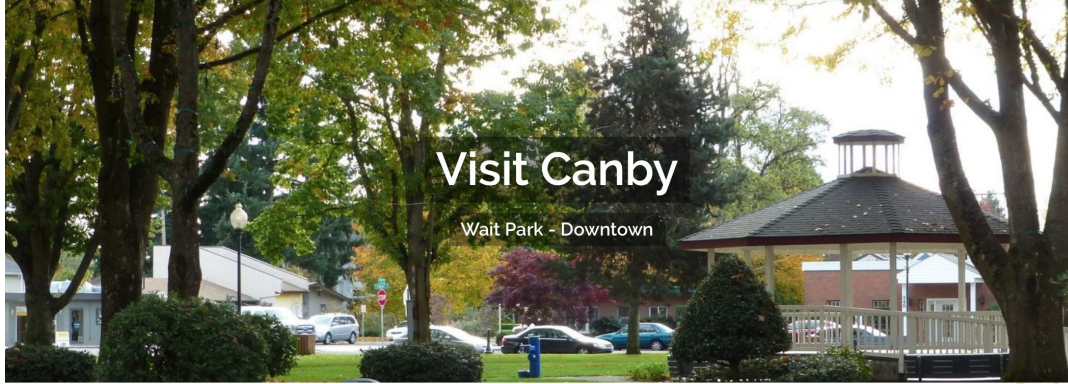
THINGS TO DO In Southern Oregon



Experience See



Play Events



The Visit Canby Mission

"To inspire Canby area visitors to explore the many unique experiences, events, and attractions our community offers."



A few recommendations to modernize your website & content to destination standards

Change dark green background -- it's sad. Make it white or or pale color and change your logo to vibrant colors that will pop off the white.

Change Visit Canby over photo to Family Fun - Replace image with one of people in park having fun

ADD a Photo to slider of RIVER RECREATION
River Fun
Paddle or boat the Willamette & Molalla Rivers

Remove this line - visitors don't care what your organization's mission is. They want to be inspired to visit

Love the use of the dahlia leaves--keep those!

Experience

See



Play

Events

Would you like to submit a Canby area Day Trip Itinerary?

SUBMIT A DAY TRIP ITINERARY

Learning and Parks Day Trip



Day trip itinerary

This daytrip is an excellent adventure for adventurous kids of all ages.

The Canby public library is always a great place to start any day! This brand new facility is packed to the brim with books and entertainment. Browse for new books and experience sections reserved for every age group. Check out with the state of the art scanners and get ready to enjoy the rest of your day!



Just a short distance from the library is the Canby Depot Museum. Watch the history of Canby come alive for you and your children. The museum is housed in the oldest standing railroad station in Oregon!

After all this learning it's time to burn off some energy! Why not visit one of our many parks!

- Wait Park- Check out the historic gathering place preserved throughout the years. The playground equipment and trails make it the perfect place for an afternoon! Wait Park is also the starting point for the Canby heritage trail if you're in the mood for more history!
- Maple Park- Maple Park has all the playgrounds and sports facilities a kid could dream of! Stop by and enjoy open fields, tennis courts, baseball diamonds, basketball courts, and



MAKE SURE ALL PHOTOS ARE HIGH QUALITY - people having fun, beauty shots. No blurry shots or poor resolution



Spring in Canby

Spring in Canby is all about the garden. Between Gardenpalooza and the Spring Garden Show - you will be introduced to many wonderful plants, quite a few are grown right here in the Canby area. [...]

Building shots are not inspiring unless historically or architecturally super beautiful



Local Canby Parks

Canby has several local parks with playgrounds and tons of space to run around or play sports. We have a list of our local parks here on the site. The link is listed below.

CANBY PARKS



Bricks and Minifigs

250 SW 1st Avenue, Canby, OR

(503) 263-3337



Bricks & Minifigs® is your one-stop LEGO® shop! We are the largest toy store of our kind, specializing in only new and used LEGO® items. We buy and trade all things LEGO®, from tubs of bulk to storage unit sized collections. If it's LEGO®, we'll take it!! Enjoy our selection of individual minifigs, bulk bricks, components and accessories. With the largest assortment of new, used and retired sets we keep your collection growing! You will also find amazing LEGO® art! We have 5ft. murals, giant Minifigure sculptures, 20 feet of motorized train track with wired carnival attractions, and many more.

VISIT BRICKS AND MINI FIGS WEBSITE

No black lines around photos,
enlarge photos

Add Rivers to Play dropdown

Add a google map with all the
parks, attractions, trails, river
access, downtown, fairgrounds
etc.

DESTINATION MARKETING RECOMMENDATIONS

DEVELOP SOME NEW, KEY COLLATERAL

“A lot of people requesting bike trails and walking trails” map

The bike map is not specific enough to Canby

Need a top things to do in an around Canby rack card or tri-fold brochure

Distribute all ALL boutiques, restaurants and chamber; evaluate distribution in some outlying areas (e.g., Woodburn shops, etc.)

PAID SOCIAL MEDIA

Once you’ve updated your items above, test paid social media on Facebook with look alike groups who love the things Canby has - fishing, cycling, gardeners, farmers markets, family/kids, etc.

Only 105 followers to Visit Canby -- need to raise profile of social channels

Be sure Visit Canby Facebook etc. is on ALL partner sites in and out of town

No paid social to get people here; but we'll cross promote with other chambers events in our monthly newsletter

Sample top 10 rack card for Polk County



10

Great Day Adventures in the VALLEY OF THE GIANTS

- 1 Luptam rempelit liquidesed minveli andem isim illecturi aceari ommodic iqui.
- 2 Luptam rempelit liquidesed minvel ian isim illecturi aceari ommodic.
- 3 Luptam rempelit liquidesed minveliandem isim illecturi aceari ommodic.
- 4 Luptam rempelit liquidesed minvel ian isim illecturi aceari ommodic iqui iqui.
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- 9 Luptam rempelit liquidesed minveliandem isim illecturi aceari ommodic iqui iqui.
- 10 Luptam rempelit liquidesed minvel ian isim illecturi aceari ommodic.



valleyofthegiants.com

DESTINATION MARKETING RECOMMENDATIONS

FOCUS ON YOUR STRENGTHS & LEVERAGE REGIONAL & OTHER LOCAL MARKETING

Podcast - Tyler Francke (goes by Francke) - do a "great things to do in Canby series" talking about hiking trails, biking routes, agritourism and all the resources

Low hanging fruit - Focus on your current strengths, then in a year or two, grow your marketing to attract new audiences when the destination is more developed

Meet with other local towns and DMOS/RDMOS - how can you work with them to promote Canby and what do they need from you (specifically) to help you? Photos? Stories? Event feed?

Opportunity: Tap into Power of Regional Marketing

Leverage and tap into the resources and all the great marketing programming created by *larger regional organizations*

Pool resources to make a bigger impact as a group, than individual towns might be able to do on their own

Does Canby have enough experiences on its own to make it a destination when a big event isn't going on? Maybe not yet. So the experience of the area is critical.

Chapter 4: Organizational Infrastructure

Who is doing what to promote and develop

Canby as a destination?

Organizational Infrastructure

Where we are now:

- Who are the stakeholders currently promoting tourism activities in Canby?
- How are they using their resources? Where do the resources come from?
- What tourism strategies are guiding the existing players?
- How can others get involved?

Organizational Infrastructure: Assets

City of Canby

- Brian Hodson, Mayor | Jamie Stickel, Economic Development Director | Calvin LeSueur, Economic Development and Tourism Coordinator
- City will manage TRT funds

Chamber of Commerce

- Kyle Lang, Director
- Tourism Committee (on hold)

County – Oregon's Mt. Hood Territory

- Jim Austin, Community Relations Lead
- Samara Phelps, Executive Director

Heritage and Landmark Commission

- <https://www.oregon.gov/oprd/HCD/OHC/Pages/index.aspx>

Volunteer

- Strong volunteer base

Organizational Infrastructure: Roles of the City & Chamber

City of Canby	Canby Area Chamber
<p>Reach</p> <ul style="list-style-type: none">• Jurisdictional – Canby focused + directly related businesses (agritourism) <p>Events</p> <ul style="list-style-type: none">• Independence Day, Big Night Out, Halloween, Light Up the Night, First Thursday <p>Promotion</p> <ul style="list-style-type: none">• Brochure collateral• Promotion of Canby's Big Weekend <p>Signage & Wayfinding</p> <ul style="list-style-type: none">• Heritage signage• Kiosks – Wait Park, Clackamas Co. Fairgrounds, Legacy Park• Bike Friendly Business program• Wayfinding signage• VisitCanby website and social (Full Bloom Digital) <p>Financial</p> <ul style="list-style-type: none">• Project based fundraising• TRT management	<p>Reach</p> <ul style="list-style-type: none">• Membership based• Designated visitor center <p>Events</p> <ul style="list-style-type: none">• Gala, Swinging Good Time, Chamber luncheons, State of the City <p>Promotion</p> <ul style="list-style-type: none">• Brochure collateral

A light blue background featuring a network diagram. It consists of numerous circular nodes, each containing a stylized person icon. These nodes are interconnected by thin, light blue lines, forming a complex web that suggests a global or organizational network structure.

Organizational Infrastructure: Challenges

- Funding. Otherwise a blank slate
- Additional considerations?

Organizational Infrastructure: Opportunities

1. City of Canby is engaged and leading
2. New Chamber leadership and engaged board
3. County tourism and economic development staff aligned
4. Engaged county tourism leadership
5. Tap into OMHT and WVVA plans and Travel Oregon reach
6. Destination development planning underway
7. Public funding available for development and promotion

Chapter 5: Planning for Destination Development

Canby Tourism Planning Agenda

Vision

Project Teams

- What is your goal?
- What can you accomplish in 3 months? 1 year? In years 2-5?
 - What challenges do you anticipate?
 - Who will the project benefit?
 - Who else needs to be involved (organizations and people)?
 - Who will convene the team?
 - When will you meet next?
 - How will you communicate?

Marketing

- Content creation
- Target markets
- Partnerships
- Distribution plan

Report Out

Canby Tourism Plan

"A history lesson should be shared prior to every major public policy decision or project is launched"

- Patricia Limerick



Goal

Create and promote experiences that attract visitors to Canby and increase their spend

Principles

1. Stay Focused - Investments of time, and chamber and city funds are directed to specific activities, targeting specific markets
2. Leverage funding – Attract partners and submit proposals that augment the chamber and city budget for priority projects
3. Engage the community – Create a vision and empower local leaders to implement specific projects to fulfill it
4. Partner – Formalize partnerships and articulate goals and roles

Organizational Capacity: Level 1

- In this room, what are we particularly capable of?
- In the past, what barriers have made new initiatives more challenging?
- How much political support does the implementation of a tourism plan have?
- What do we need to do to make sure the plan will have resources and be implemented?

Organizational Capacity: Level 2

- How will this group decide which projects are a priority, and which organization will lead planning and implementation?
- What role should the Chamber's tourism advisory council play?
- Will the city's tourism advisory group continue? If so, how should it relate to the Chamber's advisory group?

Potential Funding Sources

- Start local, start small
- Start building relationships early
- Prove concept
- Demonstrate community support
- Find partners

River Recreation: Planning

What will move the dial toward existing community and economic development goals? Best support growth downtown?

What is most fundable?

What will be most catalytic?

River Recreation: Planning

Project Concepts:

1. Improve boat ramp at Molalla River State Park
2. Provide camping at Molalla River State Park, and in surrounding areas
3. Create a primitive camping/paddling trail in partnership with communities between Wilsonville <-> Milwaukie (13 potential locations over 20 river miles).
4. Create a community event (spring or fall) that helps connect riverfronts to downtown.
5. Connect to Willamette River Water Trail <http://willamettewatertrail.org/map/>
6. Hiking trails between downtown and public riverfront properties
7. Work with small business development orgs to recruit tour operator/equipment rentals on Willamette and Molalla Rivers in Canby

Culinary/Agritourism: Planning

What will move the dial toward existing community and economic development goals? Best support growth downtown?

What is most fundable?

What will be most catalytic?

Culinary/Agritourism: Planning

1. Add sign system to individual agritourism businesses easily visible from road
2. Dahlia Farm and Festival sessions that complement on farm experience
3. Seasonal shuttle loop between destination farms, river access, and downtown
4. Group discussion
5. On farm experience + linkage to downtown
6. Design/rebrand audit
7. Agritourism BIG IDEA: Make Canby/Swan Island Dahlia the Keukenhof Gardens of America
 - Swan Island Dahlia is the country's largest dahlia farm! Let's own it and build on that. Let's create the Keukenhoff of America in Canby! (Keukenhoff is a world famous tulip garden attraction in Holland)

Downriver Development: Planning

What will move the dial toward existing community and economic development goals? Best support growth downtown?

What is most fundable?

What will be most catalytic?

Downriver Development: Planning

- Should this be a discrete initiative or is it covered under River Recreation and downtown efforts?
- How does Canby position itself to be a part of a growing suite of experiences on the Willamette River?
- How does Canby capture spend, esp. considering lack of lodging
- What is unique about the Canby experience compared to communities up and downriver?

Leverage Downriver Development: Specific Opportunities

- Group discussion
- Let's get specific on what downtown needs - brewery, open hours, etc.

Destination Development: Additional Assets

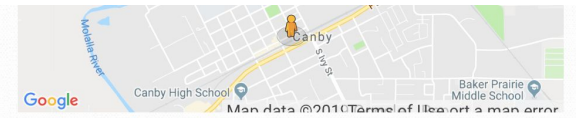
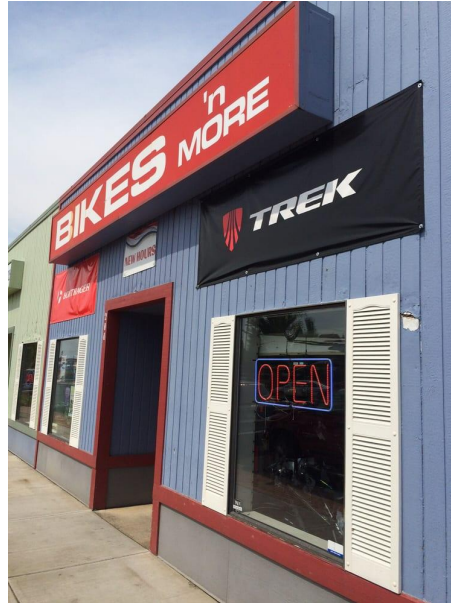
1. Pat's Acres & racing culture
 - Great niche activity/good PR hook
2. Cultural / Heritage
 - Tag into the "End of the Oregon Trail" experience offered in Oregon City and West Linn
3. Golf
 - Likely not a big destination driver for visitors given competitive product in area
4. Cycling Tourism
 - Group rides and tournaments - attract big event to come through Canby
 - See next slide

Cycling - Low Hanging Fruit







Low hanging fruit: bike shop certified as bike friendly business

Cyclists are high income/spend a lot on equipment

Routes already mapped and in place - but wayfinding / signage is poor



ROUTES AROUND BIKES N MORE

	2.82 mi road cycling, com... DISTANCE: 2.82 mi	ELEVATION 78	CREATED 07/22/2013
	2.70 mi road cycling, com... DISTANCE: 2.7 mi	ELEVATION 16	CREATED 07/23/2013
	5.77 mi road cycling on 7/2... DISTANCE: 5.77 mi	ELEVATION 198	CREATED 07/23/2013
	Canby Molalla Scotts Mills DISTANCE: 54.98 mi	ELEVATION 2344	CREATED 06/07/2007
	40 Mile Sawtell Out and Ba... DISTANCE: 40.05 mi	ELEVATION 1452	CREATED 06/10/2007
	2.67 mi road cycling, com... DISTANCE: 2.67 mi	ELEVATION 15	CREATED 07/23/2013

Add bike routes and map my ride links to Visit Canby website

Next steps

- Synthesize today's inputs
- Send final report to Jamie and Calvin who will share it with all of you
- Jon-Paul to present report at the City Council meeting on 9/18 (abbreviated?)

Thank you!



Jon-Paul Bowles
jonpaul@destinationmanagementadvisors.com



Holly Macfee
holly@lookoutco.com