

Agenda - Dundee Tourism Committee

Date: Monday, April 25, 2016 **Start:** 10:00 am

Attendance: Chair Ted Crawford ____, Joe Buck ____, Valerie Cutz ____, Sheryl Kelsh ____, Robin Sikkens ____, Nancy Ponzi ____, and Jennifer Sitter ____: Others _____

Agenda Items	Presenter	Time allotted
1. Travel Yamhill County	Gerald Kubiak	25
Action:		
2. Façade Improvement Program	Ted/Rob/Jennifer	15
Action:		
3. Marketing Sub-Committee Update	Joe/Robin	5
Action:		
4. Possible Dundee Focused Event	Ted/Molly	5
Action:		
5. Updates from the Area	All	5

Based on my conversation with Jennifer and Sheryl, I have attached the following:

- Front and side elevation of the Food Mart at 710 Hwy 99, showing the existing awning being removed and a new covered entry structure being constructed. As you will see, this proposal incorporates both metal and wood that is used in a number of the Dundee buildings that you have mentioned.
- Revised construction cost estimate. As I discussed with Jennifer and Sheryl, removing the existing awning and constructing a new covered entry is not an easy task and as such will cost approximately \$22k for the demo and construction. This is in addition to the cost for the previously proposed improvements items.
- A few examples of wood and metal fencing. Since I am not sure exactly what you are looking for I decided to include some example photos for some combination of wood and metal fencing for your review and comment. I assume that the garden art store will want a fence that can be seen through and not a site obscuring fence. Please correct me if I am wrong in my assumption. For discussion purposes I have included a fence that is site obscuring that

incorporates corrugated metal and wood.

This information is still in draft form and is meant to gain input from you prior to our finalizing the proposed improvements. Please review the attached information and give me your feedback. I would be glad to meet in person to discuss the progress.

Sincerely,

David Brittell

Principal Architect

Brittell Architecture Inc.

WA - 360-636-5074

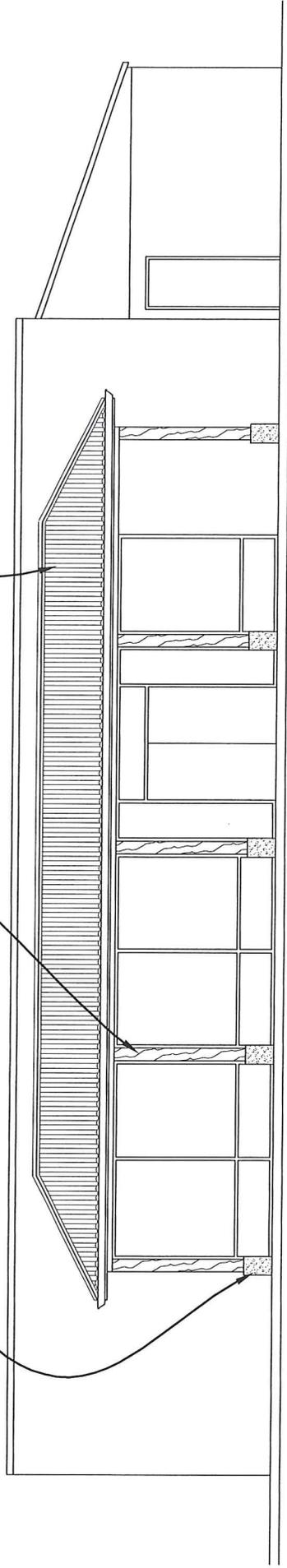
OR - 503-537-9140

www.BrittellArch.com

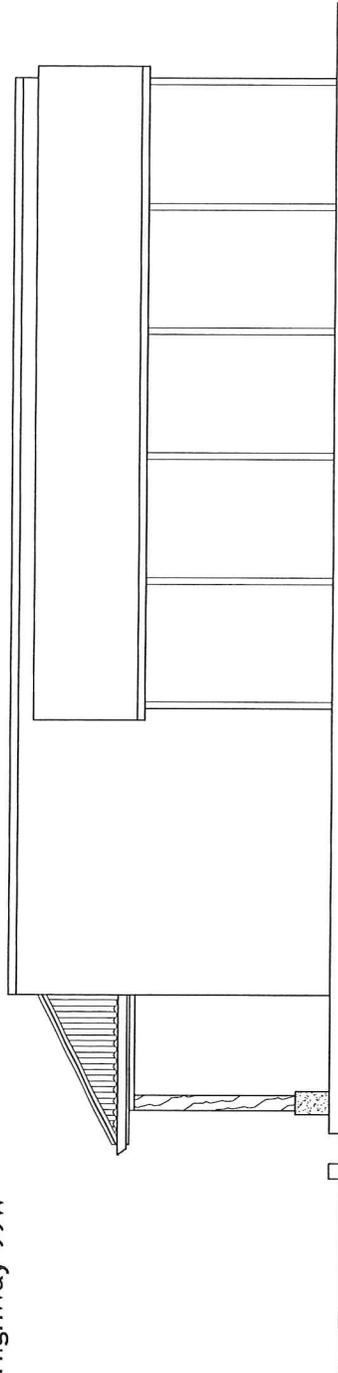
GALVANIZED SHEET METAL CORRUGATED ROOFING

8x8 WOOD COLUMNS

CONCRETE BASE



FRONT ELEVATION
NEW COVERED ENTRY STRUCTURE
City Center Food Mart - 710 N Highway 99w



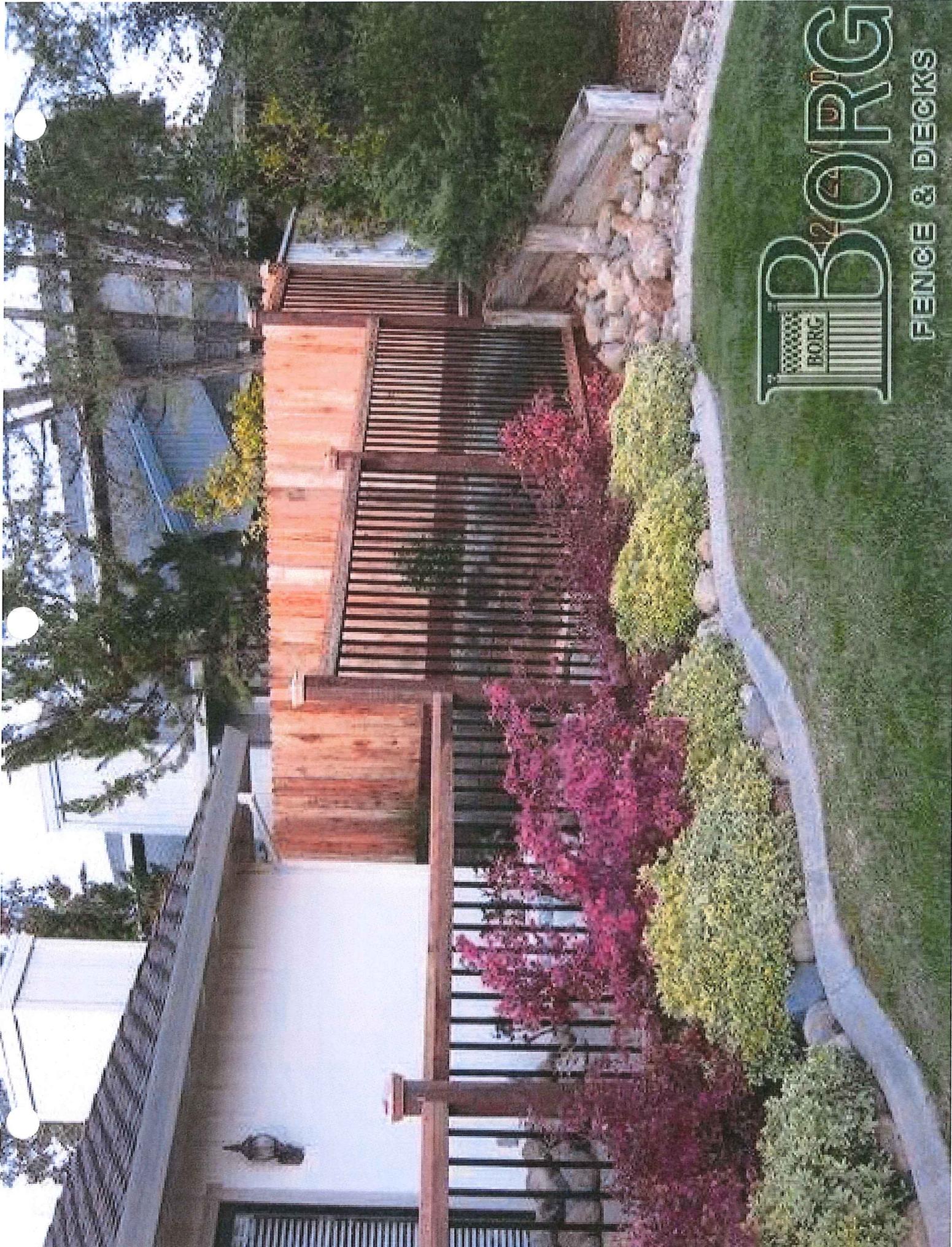
SIDE ELEVATION
NEW COVERED ENTRY STRUCTURE
City Center Food Mart - 710 N Highway 99w

Dundee Façade Improvements Program									
Rev - 4/21/2016									
		Cost	qty	units		cost per unit			
<u>City Center Food Mart - 710 N Highway 99w</u>									
Demo and reconstruct roof/wall at (e) awning:									
	demo roofing, roof joists, & awning & dispose	\$3,600	60	man hours		\$60			
	construct new wood or masonry wall & brace	\$4,680	52	lf of wall		\$90			
	repair roofing at new parapet edge & braces & cap	\$2,000	200	sf		\$10			
	New awning	\$10,920	312	sf		\$35			
	Re-paint striping and extend 3'	\$500							
	Wheel stops	\$525	7			\$75			
	Subtotal	\$22,225							
Previously proposed improvements:									
	Paint building and awning	\$8,445			2815 sf	\$3.00			
	Wood screens w/ gate - 6' high	\$1,040			26 lf	\$40			
	Wood screen w/ gate - 4' high	\$300			12 lf	\$25			
	Lighted sign at awning (optional)	\$2,000							
	Subtotal	\$11,785							
<u>Dundee Garden Art - 792 N Highway 99w</u>									
	Demo & dispose of existing chain link fence	\$1,368			114 lf	\$12			
	New rough iron fence w/ wood posts	\$8,550			114 lf	\$75			
	New wood pergola and evergreen clematis	\$500							
	Subtotal	\$10,418							



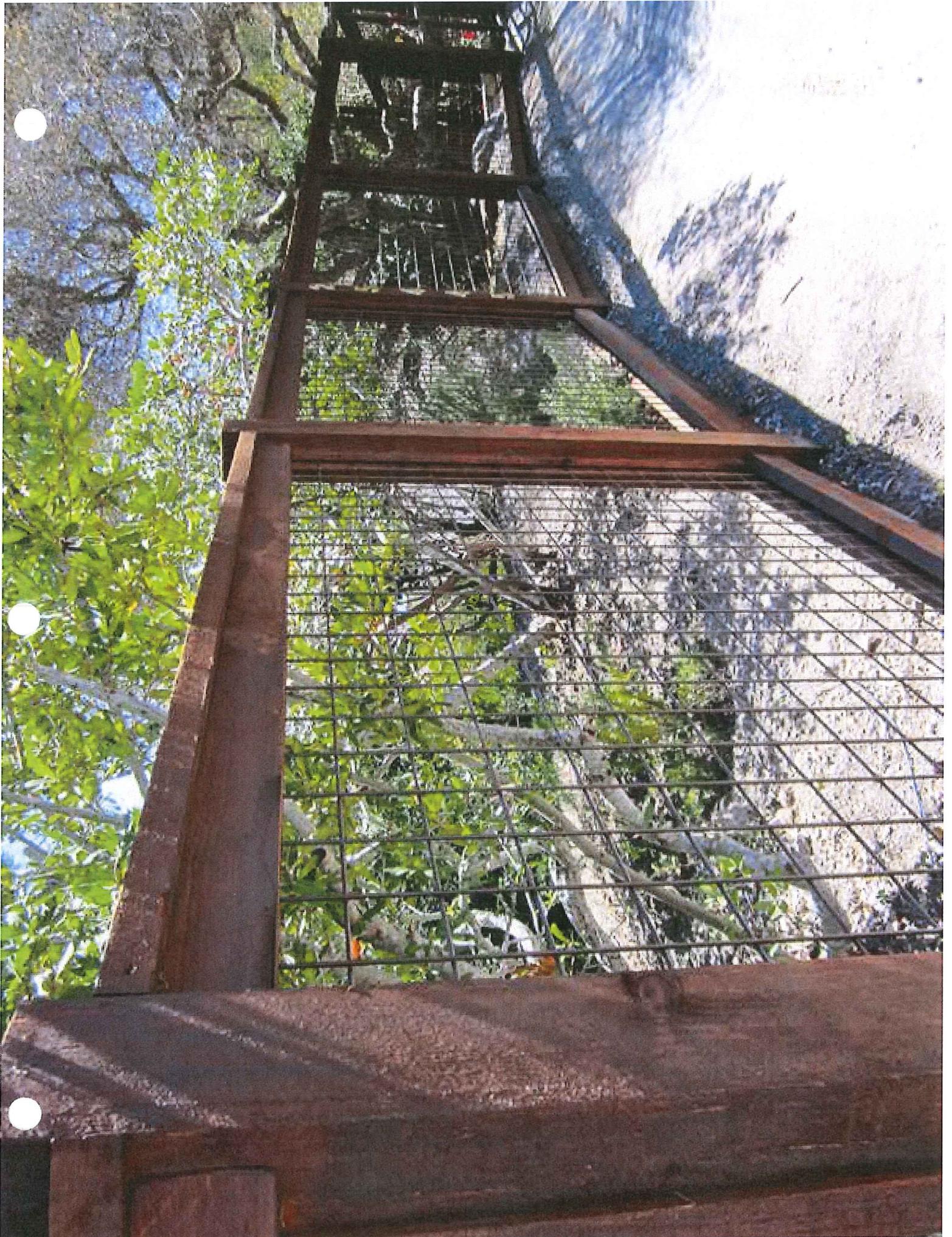
PREMIERE
IRON
SII

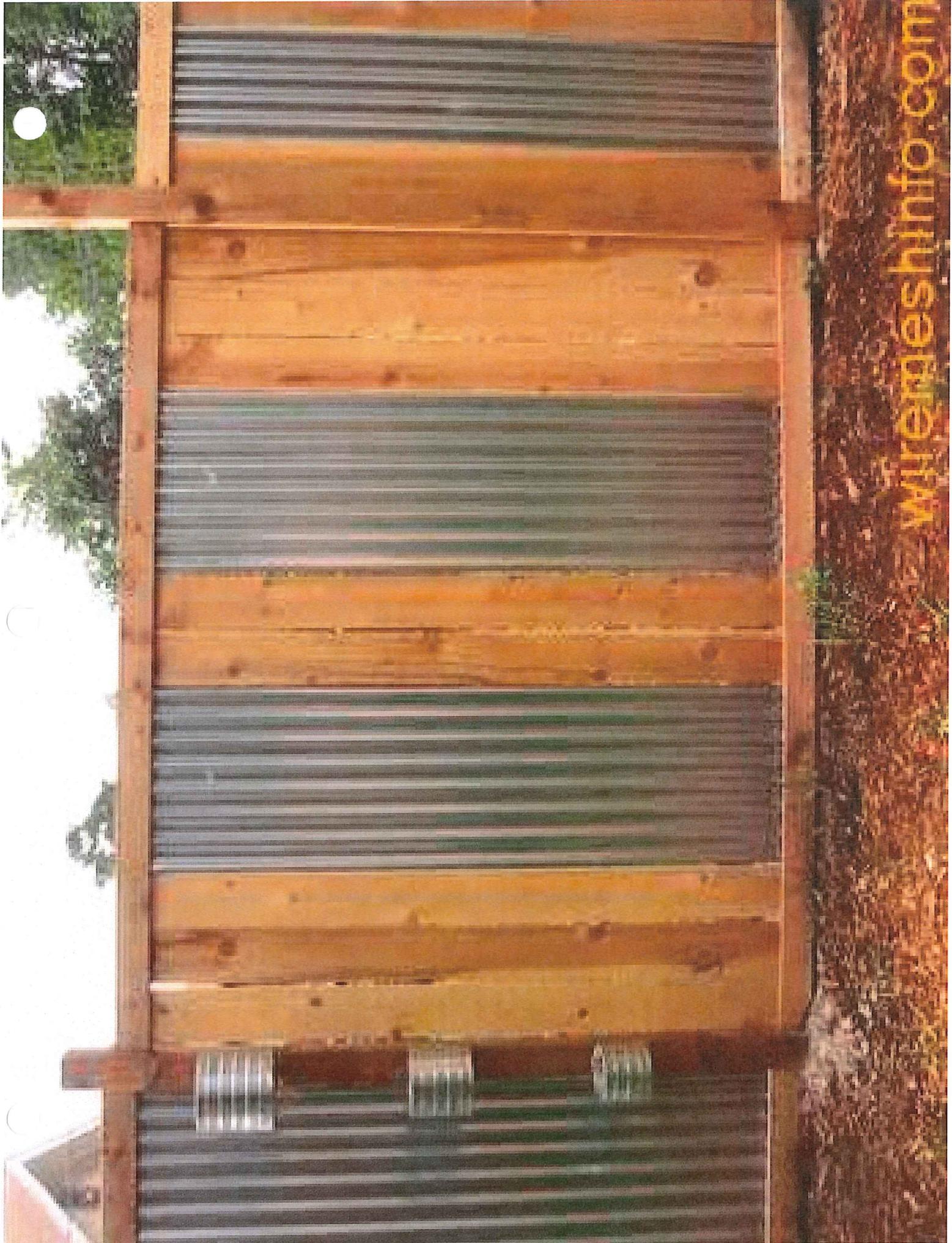
ESTATE



BORG

FENCE & DECKS



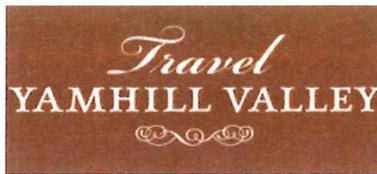


wiremeshinfo.com

Travel Yamhill County Discussion Points

Here are bullet points on what I'd like to discuss with the Tourism Committee on behalf of Travel Yamhill Valley:

- * Value of both countywide marketing and local marketing
- * Overview of funding sources, budgets and models for tourism development in other regional counties
- * Possibilities for more cooperation and coordination among DMOs around Yamhill County
- * Impressions on tourism here - trends, issues, opportunities



SUSTAINABLE FUNDING PROJECT 2016 OVERVIEW

We are missing opportunities for tourism-based economic development in Yamhill County

Compared to other Oregon counties, tourism promotion in Yamhill County is fragmented, under-funded and short on capacity. Listed below are tourism budgets for other counties in the region. Each has a single agency serving as DMO, which increases cohesiveness, capacity and spending power.

2014-15 Budgets for Tourism Promotion Around the Region:

Clackamas County	\$3.8 million per year
Washington County	\$3.0 million per year
Lane County	\$2.1 million per year
Marion & Polk Counties/Salem	\$940,000 per year
Linn County/Albany	\$440,000 per year



Winter's Hill Vineyard
Dundee Hills



Blue Raeven
Farmstand, Amity

In contrast, there are five different entities – Travel Yamhill Valley, McMinnville, the Chehalem Valley Chamber, Dundee and Carlton – doing tourism promotion in Yamhill County. Together, our budgets tally about \$630,000 per year. But our efforts are not coordinated; they're fragmented and funded from separate little pots, resulting in none of the entities having the capacity to significantly reach the potential market.

2014-15 Budgets for Tourism Promotion in Yamhill County:

Travel Yamhill Valley	\$18,000
Visit McMinnville	\$401,000
Chehalem Valley Chamber	\$144,000
Dundee	\$32,000
Carlton	\$33,000



Evergreen Aviation & Space Museum
McMinnville

Building a stable and adequately funded county-wide DMO is the solution

Yamhill County lags behind our neighbors in terms of tourism dollars flowing into our communities.

2014 Visitor Spending in Counties:

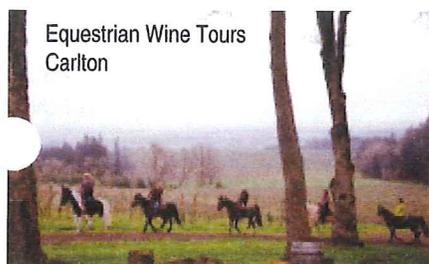
Lane County	\$609.9 million
Washington County	\$540.1 million
Clackamas County	\$461.3 million
Marion County	\$326.6 million
Polk County	\$152.7 million
Linn County	\$117.2 million
Yamhill County	\$98.6 million



Art Elements Gallery
Newberg

A 2010 study by the University of Minnesota Extension assessed how tourism marketing impacts visitor spending. The study found that for each marketing dollar spent, visitor spending grew by an average of \$122!

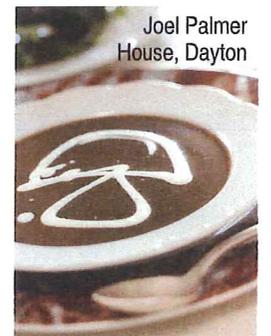
We believe tourism spending here would significantly increase if more was invested in developing and marketing what we have to offer. And we believe a strong, adequately funded county-wide DMO is the most effective vehicle to do so. Potential visitors from outside our area aren't necessarily attracted to come to a particular town. They want to come to Wine Country, so marketing individual towns means we are not telling our whole story.



Equestrian Wine Tours
Carlton

Sustainable Funding Project: On the path to adequate resources

With the support of an economic development grant from Yamhill County, TYV is underway with a project to achieve sustained annual funding of at least \$150,000 for tourism marketing, promotion and development. This funding level is a start to bringing tourism promotion in Yamhill County in line with other counties around the region.



Joel Palmer
House, Dayton

Traffic Overview

Travel Dundee Oregon
Monday, April 25, 2016

6,946 ^{avg}
578
Visits

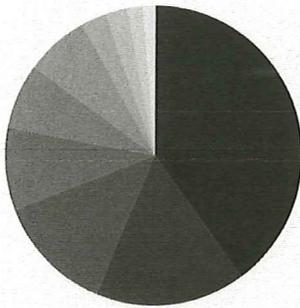
15,902 ^{avg}
1,325
Page Views

6,365 ^{avg}
530
Audience Size

	Visits	Page Views	Audience Size
April	562	1,354	505
March	629	1,574	571
February	538	1,264	481
January	425	919	393
December	317	618	304
November	450	963	429
October	520	1,084	493
September	722	1,675	670
August	856	1,922	749
July	724	1,606	655
June	654	1,468	609
May	549	1,455	506

POPULAR CONTENT

1 DAY 2 DAYS 3 DAYS WEEK MONTH



1,785
Total Page Views

- 39.91%
Discover Dundee, nestled in the Red Hills of the Willamette Valley
- 16.39%
Wineries
- 12.76%
Lodging
- 8.97%
Events
- 7.01%
Shopping
- 6.83%
Restaurants
- 2.73%
Taste Dundee Block Party
- 2.37%
Explore Dundee by Foot
- 1.66%
Get to know Dundee
- 1.37%
Getting Here