

Agenda - Dundee Tourism Committee

Date: Wednesday, April 24, 2019 Start: 8:30 am

Attendance: Chair Ted Crawford ____, Joe Buck ____, Megan Carda ____, Ayla Holstein ____, Nancy Ponzi ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Tracy Smith ____.

Agenda Items	Presenter	Time allotted
1. DNA PDX Update	Molly	10
Action:		
1. Taste Dundee	Ted/Tracy/Ayla	20
Action:		
2. Vacation Rental Ord. Update Memo	Ted/Megan	5
Action:		
3. Visit Newberg E.D. search	Megan	10
Action:		
4. Oregon Truffle Festival Recap	All	10
Action:		
5.		
Action:		

Meeting of the Tourism Committee March 27th, 2019

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at the Dundee City Hall. Members of the committee present: Ted Crawford, Megan Carda, Jennifer Sitter, Noel Johnson, Ayla Holstein, and Marque Wright. Also in attendance: Molly Bailey, DNA PDX and Rob Daykin with the City of Dundee.

Minutes of the March 6, 2019 Tourism Committee were approved as presented.

Molly provided DNA updates. The back to back Behind the Counter series, which included video and still images, went very well. DNA plans to continue sharing local content in the Instagram story feed, focusing on local love. Also, DNA will go back to Dobbles and shoot an event at the Hideaway. Dobbles will connect with DNA. The top post was Dundee Bistro Behind the Counter showing Ryan; 7 comments, 6,783 impressions and 144 likes. In general, there was a 2% growth in followers and average story views was 95.

DNA will plan a second set of Behind the Counter or make it a regular cadence. DNA discussed content and methods to increase views; sharing, tagging and adding hashtags. Molly suggested a series featuring the consumers on "the other side of the counter."

The committee discussed the "Wake Up in Wine Country" call to action, showing a variety of activities. Quick 15 second fun social ad. Hot air balloon launch, etc. Maybe create a menu where people can pick and choose for a personal experience.

The budget was discussed regarding marketing funds. Shift to next year for marketing proposed budget as part of the wake up in wine country campaign paid for by grant and city. Phase one of DNA projects will be complete June 30th. Next phase will take place after July 1st, so some funds will be shifted over to next year for next phase.

Committee revisited topic of vacation rentals and associated regulations that might lead to unintended outcomes. For example, Homeowners obtaining a permit as a means to prevent vacation rentals in close proximity to their home.

The Committee will prepare a two-part memo to bring to City Council with proposed changes in regulation of land use and lodging room taxes for vacation rentals.

Discussion continued on the Budget for next year. Tax revenue is less than anticipated in the current fiscal year due to the remodel of the Inn at Red Hills, however, is expected to increase substantially following completion of the remodel. Future uses of funds include banners for the new street light poles, an information Kiosk, and landscape projects along the highway. The City is still working toward goal of undergrounding the overhead wires and removal of the Frontier Communications poles. Completion of the sidewalk/streetscape improvements and paving by ODOT will take place in 2020.

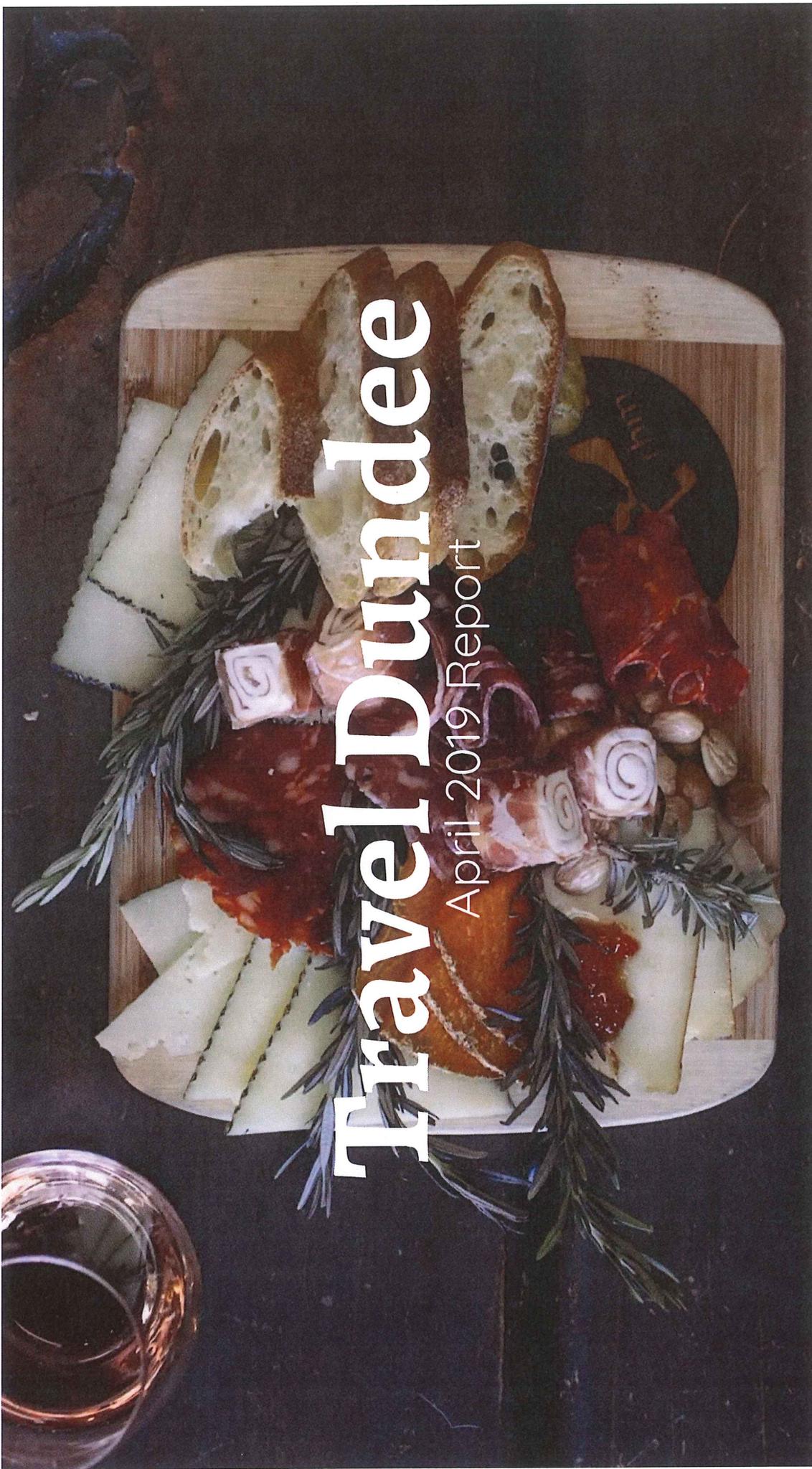
Taste Dundee summary. Event began as grassroots; no ownership and mostly volunteers. The event and related assets were handed off to the Chamber. The Chamber no longer wants to oversee this event and the Committee is considering taking it over. The conditions of a transition to the Tourism Committee were discussed, including whether to participate in a 2019 event and if so how to go forward or take a gap year.

The Committee agreed to not fund the 2019 event due to the short time frame. The Committee wants to take a gap year and take ownership of the event with a thoughtful plan going forward and creating an event in 2020 that will meet the Committee's goals.

The cost of putting on this event is uncertain. The Committee will submit a supplemental budget to the approved budget. Event costs and fees can be determined in October 2019. Revenue will likely cover the cost.

The meeting was adjourned at 9:55 am.

Ted Crawford, Chair



TravelDundee

April 2019 Report

INSTAGRAM

THE NUMBERS

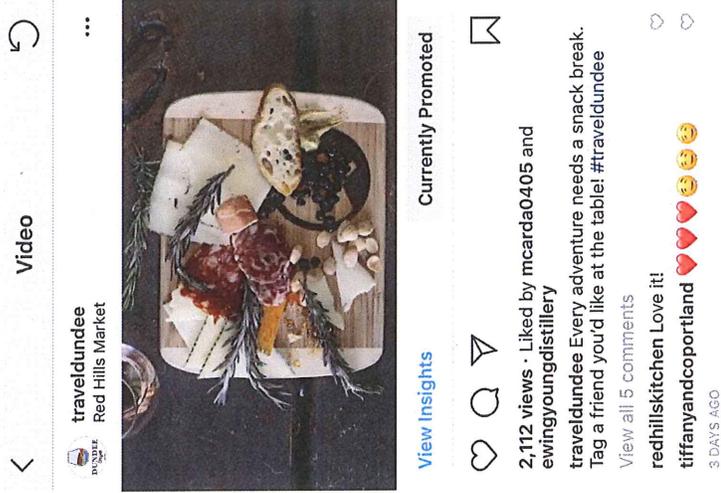
Follower Growth:
- +2% from March

Updated Average Story Views:

- 95 people (139 on one from Black Walnut Inn)

THE INSIGHTS

- Photos and fun stop-motion / timelapse seem to be doing really well. We're going to lean into this and do more photography and stop-motion.
- Updated the Instagram to have story categories that are consistent with web site



Top Post:
Likes: 93
Comments: 5
Saves: 3
Impressions: 7,613!

227 Posts
1,481 Followers
303 Following



Travel Dundee Oregon
Tourist Information Center
The heart and soul of Oregon wine country with a river on one side and the beautiful Dundee Hills on the other. #traveldundee
www.traveldundeeregion.com/
75 profile visits in the last 7 days

Edit Profile **Promotions** **Email**

New Stay Savor Adventure...



FACEBOOK

THE NUMBERS

Page Growth:
- +83 from March

THE INSIGHTS

- Tie-in more to winery events now that we are about to enter Oregon Wine Month!



i

Post Reach

April 15 - April 21

6,660

People Reached ▲ 20713%



i

Post Engagements

April 15 - April 21

77

Post Engagement ▲ 1825%



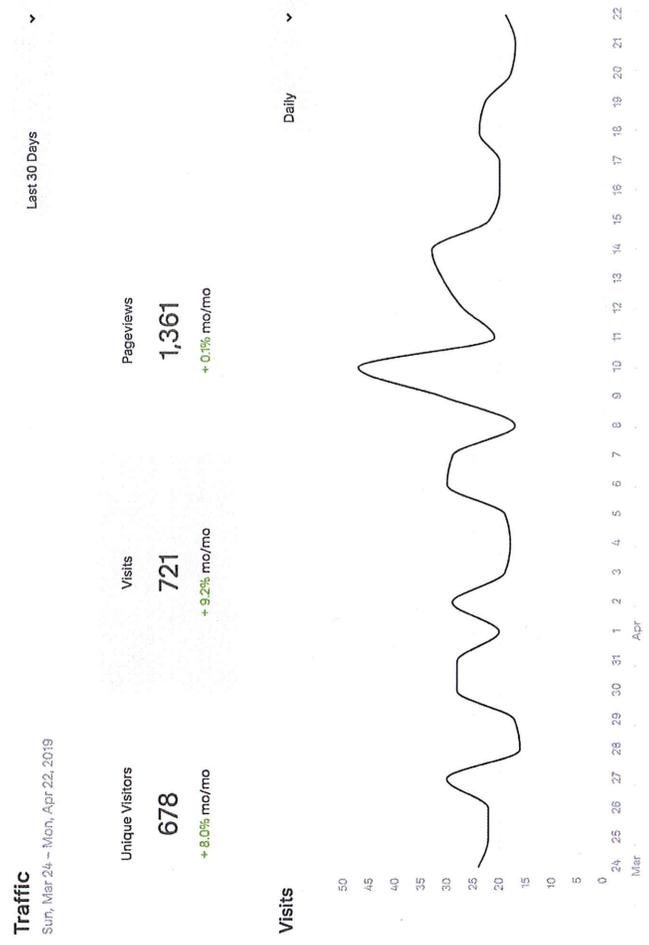
WEB SITE

THE NUMBERS

Unique Visitors - **+8%** from March

THE INSIGHTS

- Tie-in more to winery events now that we are about to enter Oregon Wine Month!
- More Facebook posts that link back to Travel Dundee web site.



ACTION ITEMS

1. Up our interaction on social by commenting on other accounts to at least 25 comments per week, with 5+ words per comment (this helps with Instagram's algorithm)
2. Schedule two photo and video shoots this month to capture even more content.
3. Post more still photography
4. Tie in Travel Dundee campaign with Wake up in Wine Country Campaign!

From: **Tracy Smith** Tracy@dobbесfamilyestate.com

Subject: Taste Dundee recap from 3/27 meeting

Date: March 28, 2019 at 3:00 PM

To: Nancy Ponzi nancy@ponziwines.com, Marque Wright marque@purplehandswine.com, Tracy Smith tracy@dobbесfamilyestate.com, Ayla Zahler ayla@granvillewines.com, Noel Johnson noeljohnson07@gmail.com, Joseph Buck joe@gubancspub.com, Megan Carda megan.lifestyleproperties@gmail.com, Molly Bailey molly@dnapdx.com, Melissa Lemen melissa.lemen@dundeecity.org, Ted Crawford ted.crawford@dundeecity.org, Jennifer Sitter jensitter@gmail.com

Cc: Kristin Rice kristin@winebyjoe.com, Rob Daykin - City of Dundee (Rob.Daykin@dundeecity.org) Rob.Daykin@dundeecity.org, Cathy Martin cathy@argylewinery.com



Hello all,

See below for a recap of what was discussed yesterday re: Taste Dundee. Shannon Buckmaster from the Chamber has emailed a group of us separately wanting clarification on who will be taking "ownership" of the event, so I wanted to send this to her just to close the loop. Kristin Rice had sent over a proposal for some potential scenarios of transfer of ownership in order to execute the event in 2019, but since that will not be happening, I am proposing the revised scenario below:

Due to budget and timing restrictions, the Dundee Tourism Committee has decided not to fund Taste Dundee for 2019. The Committee has agreed to fund this event starting in 2020, keeping it as an ongoing Oregon Wine Month celebration during the month of May. In the interim, the Committee will ensure that all digital marketing materials (Facebook and Instagram login, website administration information, URL's) are transferred back into the possession of the Tourism Committee so marketing can begin to inform past attendees, vendor partners, and visitors to the Taste Dundee website and Facebook page that Taste Dundee will be taking a "gap year" and will return in 2020.

The Chehalem Valley Chamber of Commerce has requested \$4,000 to cover the value of the hard assets, including signage, glassware, and other event collateral. Since the Tourism Committee will likely be enhancing and modifying the format of this event, the majority of these assets are rendered useless and will not be needed to execute future events. Because we understand the value of partnering with other local committees, and to continue to foster a relationship of goodwill and cooperation, the Tourism Committee will physically recover the assets from the Chamber and will guarantee the Chamber a "Premier Cru" sponsorship level for Taste Dundee 2020 (value \$3,000); this sponsorship is non-renewing and the Chamber is welcome and encouraged to choose a sponsorship level that fits their needs and budget for future years.

Taste Dundee has the potential to become a truly elevated experience that will showcase the diverse offerings that Dundee has to offer. The Dundee Tourism Committee looks forward to working with our local wineries, restaurants, and other artisans to help drive visitors to our area and raise money to fund projects that will continue to make Dundee wine country's most desirable vacation spot.

Thank You,



Tracy Smith | *Direct Sales Manager*
240 SE 5th Street • PO Box 517 • Dundee, OR 97115
Office: 503-538-1141 ext. 122

www.dobbesfamilyestate.com
www.winebyjoe.com

Join us in our new ***Hideaway!***



March 28, 2019

Dear Kristen Rice, Ted Crawford and other interested parties for the Taste Dundee event:

I write on behalf of the Chehalem Valley Chamber of Commerce (the "Chamber") concerning Taste Dundee. We are in receipt of Kristen Rice's email concerning the transfer of assets of Taste Dundee to another local acquiring party, and I have met with and discussed the offer with the Chamber's Executive Board.

In late 2016, the prior year's profits from Taste Dundee were tendered to the Chamber in exchange for the Chamber's agreement to assume the future responsibilities associated with becoming the sponsor organization for Taste Dundee, which included the organization, marketing, planning, staffing, setting up and running the Taste Dundee event with some continuing participation by community volunteers.

In November, 2016, the Chamber purchased and privately registered the Domain Registration for "tastedundeeoregon.com". In February, 2017, the Chamber purchased and privately registered the Domain Registration for "tastedundee.com". The Chamber also created, staffed and managed the web page for Taste Dundee ("tastedundee.com") and marketed the Taste Dundee event on social media and on the Chamber's website. In 2016 and 2017, the Chamber designed and managed the Eventbrite emails, collected ticket sales, arranged for and paid vendors and managed the event with the help of its paid staff and community volunteers.

In Spring of 2018, the Board of Directors for the Chamber determined that the Chamber shall re-focus its efforts at this time on local business support rather than tourism. The Chamber currently does not have the capacity to dedicate staff to hosting tourism-related events and thus no longer wishes to host or sponsor the Taste Dundee event. Accordingly, the Chamber has been marketing the assets of Trust Dundee for several months, including: signage, vertical banners for 99W, a horizontal banner, past sponsors' signage, past wineries' and food vendors' signage, entry and exit signage, photobooth signage, regulatory signage, GoVino plastic wine glasses (qty. 432), VIP burgundy wine glasses (qty. 60), 6-bottle carry bags (qty. 200), Taste Dundee wristbands (qty. 100), digital marketing materials, contacts of previous sponsors, participants and advertising platforms, management information (including budget and checklists), event photos, marketing plan, other planning and coordination of documents, and the Taste Dundee website and domain name ownership and control.

Beginning in January 2019, organizations including the Dundee Tourism Committee, the Dundee Hills Winery Association, A Family Place, Visit McMinnville, and others were contacted by the Chamber about acquiring the above-mentioned assets. While some expressed interest in participating, none were interested in continuing forward without the Chamber's involvement and thus declined the offer to purchase the assets. Prior to receiving Ms. Rice's email, no organization or party has indicated an interest in assuming ownership of the above-described assets or control of Taste Dundee.

The Chamber is very interested in reaching an agreement that will allow any interested parties to move forward with assuming complete ownership, control and management of Taste Dundee (and its assets) to allow Taste Dundee to be held either in 2019 or future years.

Chehalem Valley Chamber of Commerce
(503) 538-2014

2119 Portland Road, Newberg, Oregon 97132
www.chehalemvalley.org

The Gateway to Oregon Wine Country



Accordingly, enclosed herewith is the proposed Memorandum of Understanding and Agreement Re: Transfer of Assets for Taste Dundee (the "Agreement"), which incorporates the offer made in Ms. Rice's email. If the Agreement is to your satisfaction and there are no interested parties before your decision, please have the authorized party(ies) execute the Agreement and return it to me. I have been authorized by the Executive Board to immediately execute the Agreement, as well.

Should you have any questions, please do not hesitate to contact me. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Buckmaster". The signature is fluid and cursive.

Shannon Buckmaster, CEO
Chehalem Valley Chamber of Commerce

Enc.: Taste Dundee MOU

**MEMORANDUM OF UNDERSTANDING AND
AGREEMENT RE: TRANSFER OF ASSETS FOR TASTE DUNDEE**

between

CHEHALEM VALLEY CHAMBER OF COMMERCE

and

This MEMORANDUM OF UNDERSTANDING AND AGREEMENT RE: TRANSFER OF ASSETS FOR TASTE DUNDEE ("AGREEMENT") is hereby entered into on this _____ day of March, 2019 by and between the Chehalem Valley Chamber of Commerce (the "Chamber"), and _____ (the "Acquiring Party"), (the Chamber and the Acquiring Party are collectively referred to herein as the "Parties").

I. PURPOSE.

The purpose of this AGREEMENT is to provide a framework for cooperation and a common understanding of the assets, liabilities, ownership and responsibilities concerning Taste Dundee, which is an event to celebrate Oregon Wine Month. The Parties intend to be bound by this AGREEMENT, and agree that it shall be a legally binding and enforceable contract upon the signing of the AGREEMENT.

II. STATEMENT OF HISTORY OF TASTE DUNDEE, MUTUAL BENEFIT AND INTERESTS.

The Parties acknowledge that the ownership and management of Taste Dundee is in dispute. Taste Dundee started in 2015 as a volunteer-driven and volunteer-managed event to celebrate Oregon Wine Month in collaboration with downtown Dundee wineries. In 2016, Taste Dundee was held at Dobbles Family Estate and managed by volunteers. Volunteers designed the logo and name of Taste Dundee, but no copyright, trademark or other intellectual property right in the logo or name was formally asserted until March, 2019.

In late 2016, the prior year's profits from Taste Dundee were tendered to the Chamber in exchange for the Chamber's agreement to assume the future responsibilities associated with becoming the sponsor organization for Taste Dundee, which included the organization, marketing, planning, staffing, setting up and running the Taste Dundee event with some continuing participation by community volunteers.

In November, 2016, the Chamber purchased and privately registered the Domain Registration for "tastedundeeoregon.com". In February, 2017, the Chamber purchased and privately registered the Domain Registration for "tastedundee.com". The Chamber also created, staffed and managed the web page for Taste Dundee, "tastedundee.com" and marketed the Taste

Dundee event on social media and on the Chamber's website. The Chamber has, since that time, owned, paid for and maintained the Domain Registrations and web page. In 2016 and 2017, the Chamber designed and managed the Eventbrite emails, collected ticket sales, arranged for and paid vendors and managed the event with the help of its paid staff and community volunteers. The Parties worked together on a collaborative basis for Taste Dundee and the Chamber received profit for 2017 in the amount of \$4,690.44 and for 2018 in the amount of \$2,862.47.

In Spring of 2018, the Board of Directors for the Chamber determined that the Chamber shall re-focus its efforts at this time on local business support rather than tourism. The Chamber currently does not have the capacity to dedicate staff to hosting tourism-related events and thus no longer wishes to host or sponsor the Taste Dundee event. Accordingly, the Chamber has been marketing the assets of Trust Dundee for several months, including: signage, vertical banners for 99W, a horizontal banner, past sponsors' signage, past wineries' and food vendors' signage, entry and exit signage, photobooth signage, regulatory signage, GoVino plastic wine glasses (qty. 432), VIP burgundy wine glasses (qty. 60), 6-bottle carry bags (qty. 200), Taste Dundee wristbands (qty. 100), digital marketing materials, contacts of previous sponsors, participants and advertising platforms, management information (including budget and checklists), event photos, marketing plan, other planning and coordination of documents, and Taste Dundee website and domain name ownership and control. In January 2019, organizations including the Dundee Tourism Committee, the Dundee Hills Winery Association, A Family Place, and Visit McMinnville were contacted by the Chamber about acquiring the assets. While some expressed interest in participating, all declined the offer. Prior to the date of this AGREEMENT, no organization or party has indicated an interest in assuming ownership of the above-described assets of Taste Dundee.

However, the Acquiring Party has recently indicated an interest in assuming complete control, liability for, and ownership of the management and assets of Taste Dundee in its effort to host Taste Dundee in future years. Accordingly, the Parties have agreed to the following.

III. THE CHAMBER.

In exchange for receipt of a payment of One Thousand Five Hundred Dollars (\$1,500) the Chamber shall transfer all ownership, control and interest it now has in the assets of Taste Dundee, including: signage, vertical banners for 99W, a horizontal banner, past sponsors' signage, past wineries' and food vendors' signage, entry and exit signage, photobooth signage, regulatory signage, GoVino plastic wine glasses (qty. 432), VIP burgundy wine glasses (qty. 60), 6-bottle carry bags (qty. 200), Taste Dundee wristbands (qty. 100), digital marketing materials, contacts of previous sponsors, participants and advertising platforms, management information (including budget and checklists), event photos, marketing plan, other planning and coordination of documents, Taste Dundee website and domain name ownership and control and the right to receive all profits from Taste Dundee 2019 and in following years (hereinafter, the "TD Assets").

IV. THE ACQUIRING PARTY.

The Acquiring Party shall tender payment in the amount of One Thousand Five Hundred Dollars (\$1,500) to the Chamber within five (5) days from the date of execution of this AGREEMENT and shall fully assume all assets, obligations, and profits and losses associated with Taste Dundee immediately upon the execution of this AGREEMENT. The Chamber shall transfer and relinquish all TD Assets to the Acquiring Party within five (5) days from the receipt of the afore-described payment.

V. RELEASE AND HOLD HARMLESS AND REPRESENTATIONS.

The Acquiring Party shall release and hold the Chamber harmless from any and all liabilities, claims, expenses, losses or damages, including attorney fees in connection with Taste Dundee. The Acquiring Party shall not represent or advertise any involvement, sponsorship, management or staffing of Taste Dundee by the Chamber, and the Acquiring Party expressly acknowledges that the Chamber will have no future involvement in Taste Dundee unless the Parties agree to otherwise in writing.

VI. DISPUTES.

The Parties agree that any disputes will be submitted to a mediator agreed to by both parties as soon as such dispute arises and, in any event, prior to commencement of arbitration or litigation. The mediation fee and expenses will be shared equally. The Parties will submit all other complaints, disputes and/or controversies that may arise out of or in connection with this Agreement, and which might be pleaded or urged in a counterclaim or setoff to a suit or action to enforce payment, to binding arbitration under the laws of the state of Oregon. Notwithstanding any rule to the contrary, either party will have the option to initiate arbitration according to the American Arbitration Association rules and subject to its administration, or to demand and compel arbitration according to the procedures set out in the applicable statutes. The decision of the arbitration will be final and binding upon both parties.

In the event suit or action or arbitration is instituted to enforce any rights granted in the Agreement, the prevailing party will be entitled to recover its costs and disbursements, including reasonable attorney fees, to be fixed by the arbitrator at arbitration and by the court at trial or on appeal. This Agreement will be interpreted under the laws of Oregon, and the venue shall be Yamhill County.

IN WITNESS WHEREOF, the Parties hereto have fully executed this Agreement and agree to be bound by its terms.

THE CHAMBER

THE ACQUIRING PARTY

Chehalem Valley Chamber of Commerce
By: Shannon Buckmaster

By: _____



2019 Oregon Truffle Festival

oregontrufflefestival.org

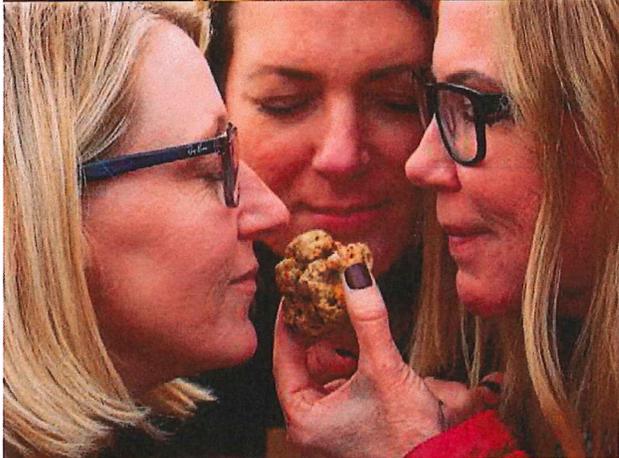


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Cover Photos Front

1, 2 & 5 David Barajas
 3 4, 5, 6 & 7 Kathryn Elsesser

1	2
3	4
5	6
7	8

Cover Photos Back

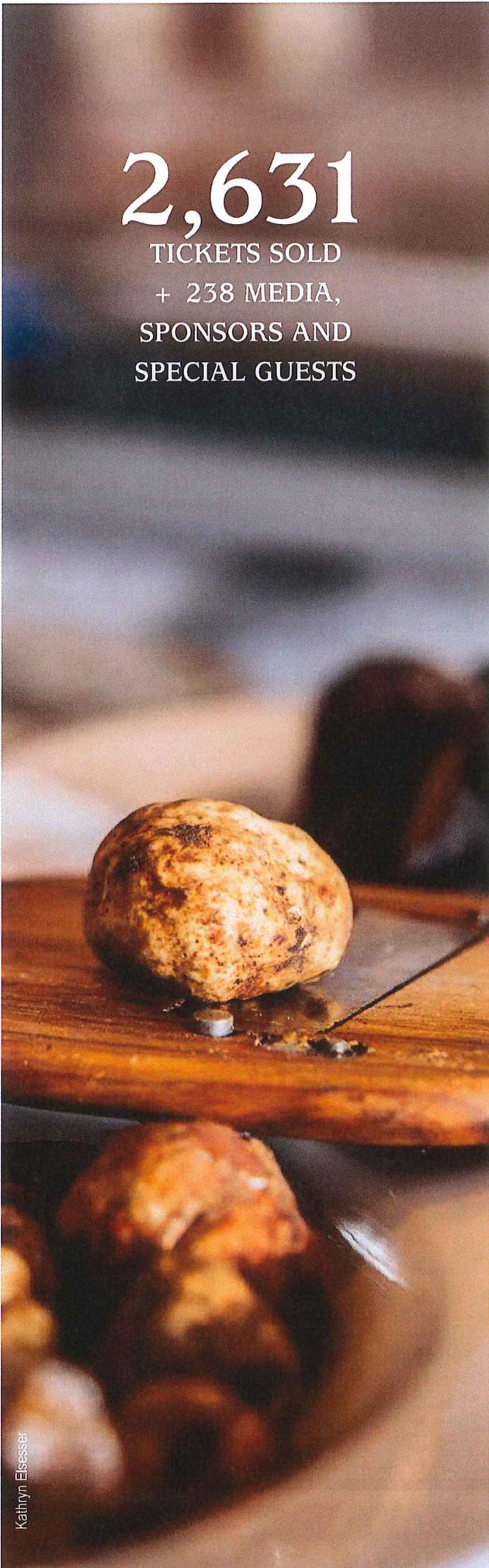
1, 2, 3 & 5 Kathryn
 3 David Barajas

1		
2	3	4
5		

*Data from post festival survey



Kathryn Elsesser



2,631

TICKETS SOLD
+ 238 MEDIA,
SPONSORS AND
SPECIAL GUESTS

FESTIVAL STATISTICS

31 CULINARY EVENTS

32 CHEFS

28 CULINARY STUDENTS

23 SPEAKERS & TRAINERS

79 MARKETPLACE ARTISANS

24 WINERIES, BREWERS
& DISTILLERS

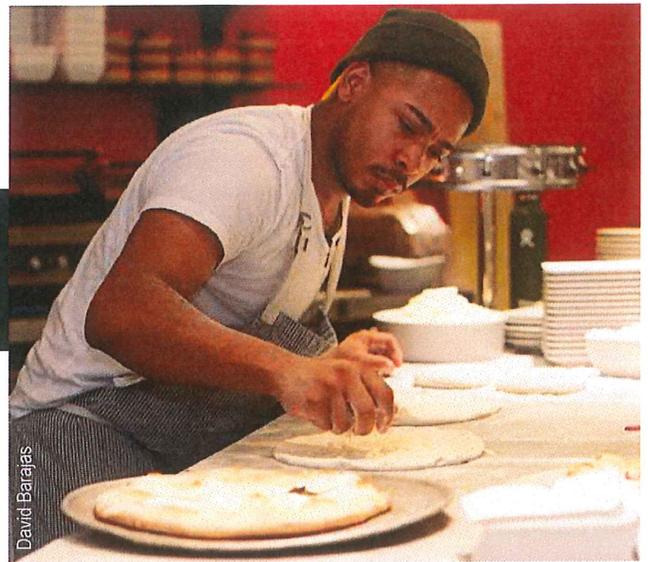
63 TRUFFLE DOGS

24 LBS BLACK TRUFFLES

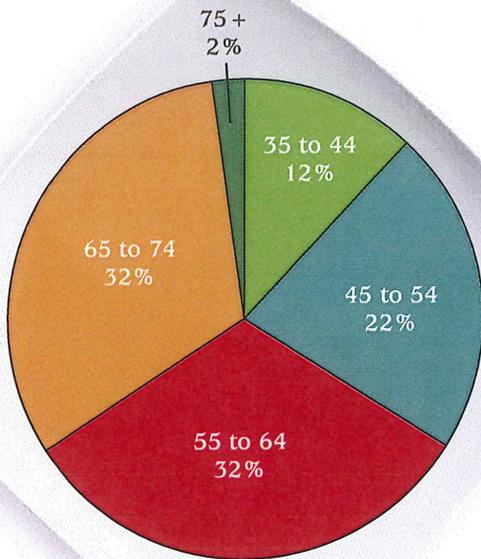
69 LBS WHITE TRUFFLES

12 LBS PERIGORD TRUFFLES

DEMOGRAPHICS – EUGENE & SURROUNDS



AGE

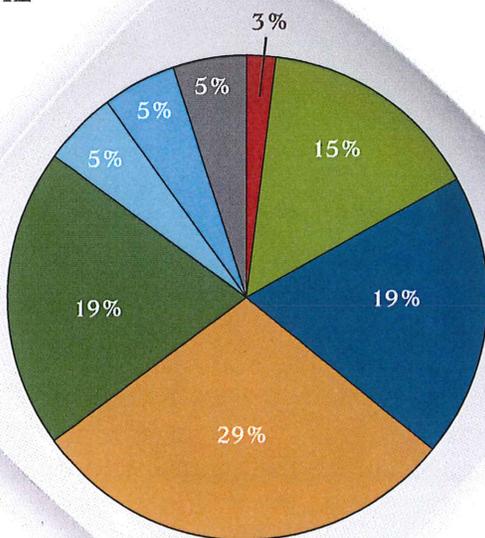


The Oregon Truffle Festival attracts a diversity of ages to indulge in this international culinary event.

It's an event full of everything we enjoy - friends, food, wine.

Eugene Weekend Attendee

INCOME

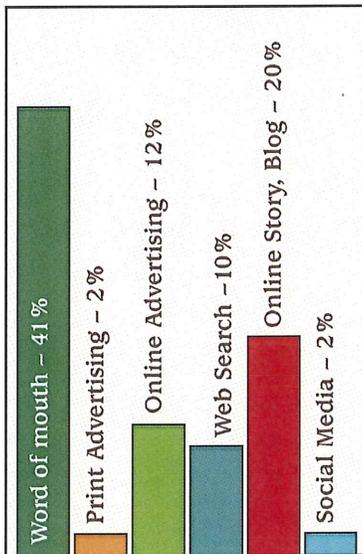




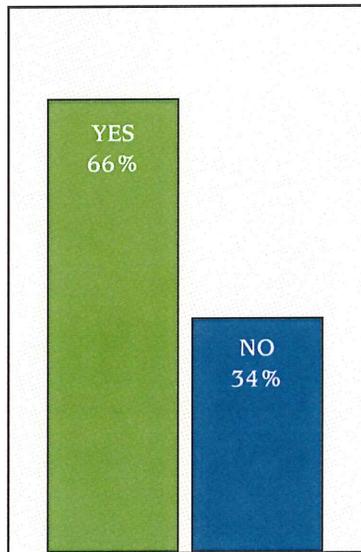
DEMOGRAPHICS – EUGENE & SURROUNDS

Almost all of our attendees come from more than 200 miles away and stay for awhile, enjoying more of what Oregon has to offer.

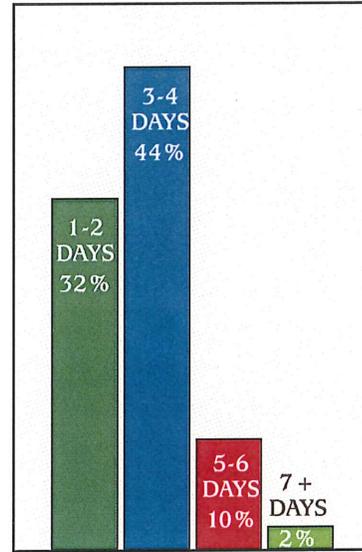
HOW DID YOU HEAR ABOUT THE OTF?



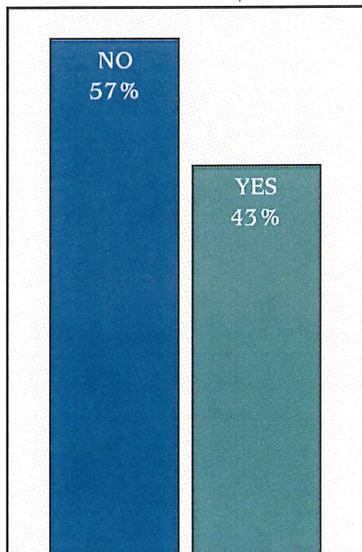
CULINARY TRAVELER



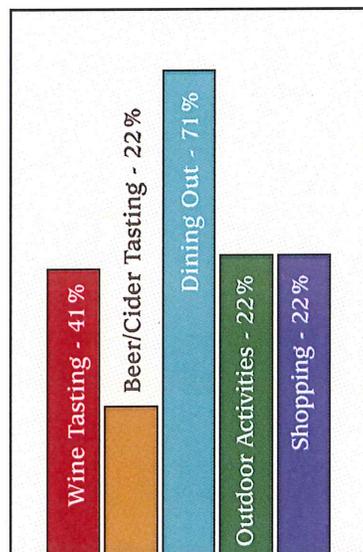
DAYS IN OREGON



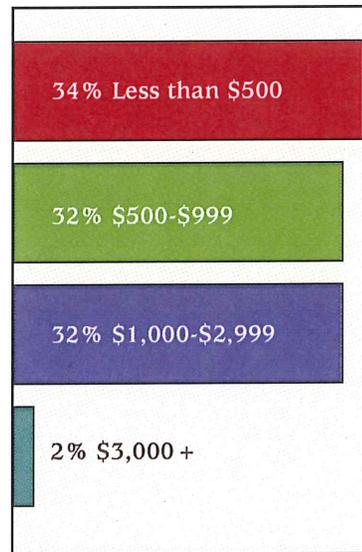
FIRST TIME ATTENDING THE FESTIVAL



ACTIVITIES IN OREGON BEYOND FESTIVAL



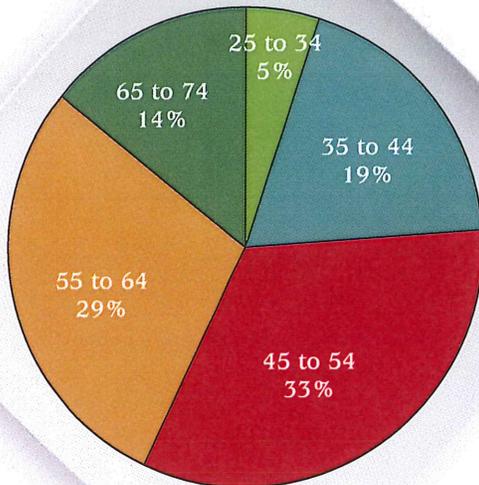
\$ SPENT BESIDES FESTIVAL TICKETS



DEMOGRAPHICS – YAMHILL VALLEY



AGE

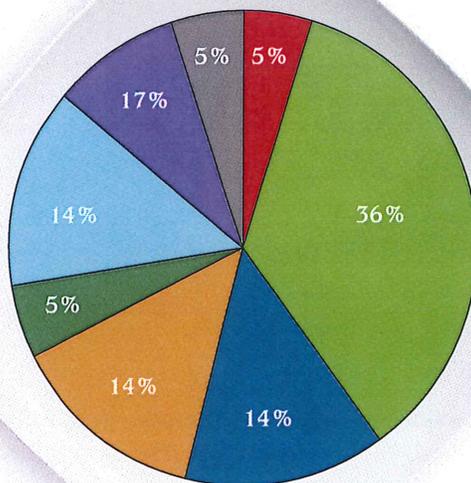


OTF attendees seek out adventuresome travel and elegant food and drink experiences that feed body, mind and spirit.

“I was blown away by the quality of the events and the warmth of the people... so we’re going back next year with even more friends!”

Yamhill Valley Weekend Attendee

INCOME

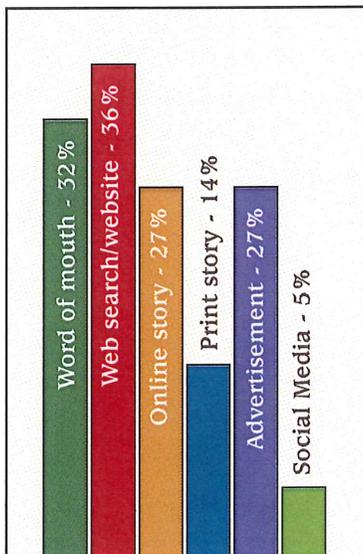




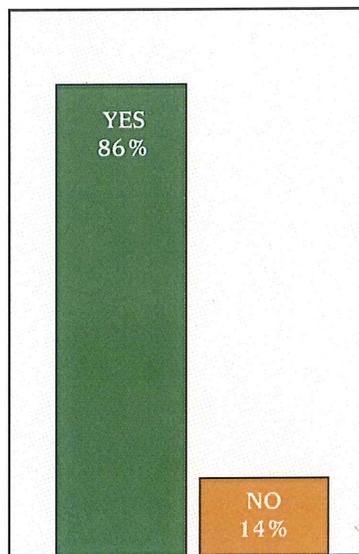
DEMOGRAPHICS – YAMHILL VALLEY

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

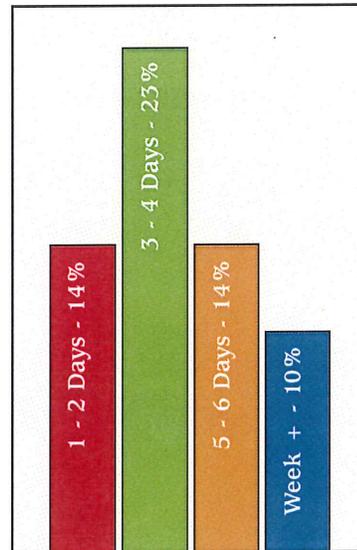
HOW DID YOU HEAR ABOUT THE OTF?



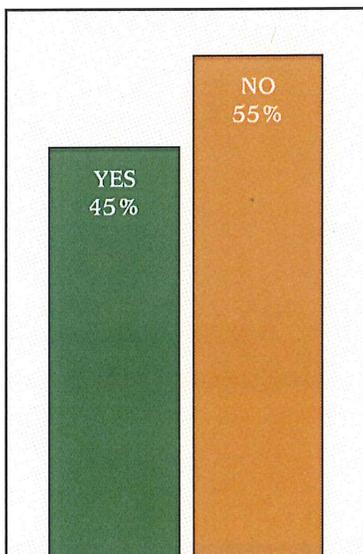
CULINARY TRAVELER



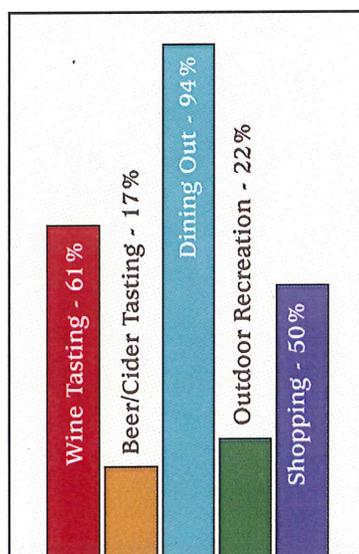
DAYS IN OREGON



FESTIVAL INSPIRED TRIP



ACTIVITIES IN OREGON BEYOND FESTIVAL



\$ SPENT BESIDES FESTIVAL TICKETS



MEDIA COVERAGE

PRINT, ONLINE, SOCIAL MEDIA

95

PIECES OF COVERAGE

521M

COMBINED IMPRESSIONS

516M

ONLINE IMPRESSIONS

5M

PRINT CIRCULATION



MATADOR
network

Robb Report

Portland MONTHLY



The Oregonian



Forbes



Alaska
Beyond

Alaska Airlines Magazine

HEALTHYWAY

Click logo to view one media piece from each outlet.



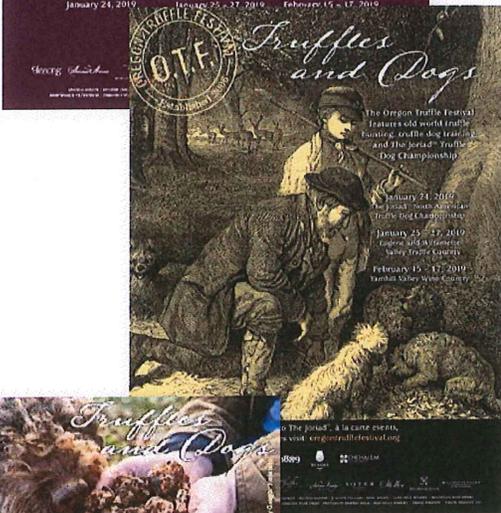
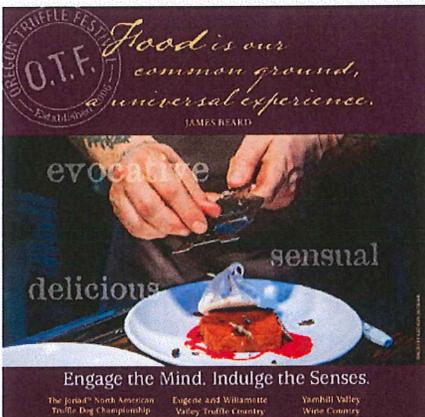
Kathryn Elbesser

ADVERTISING & SOCIAL MEDIA

The OTF has built an engaged social media following with more than 8,000 loyal fans across Instagram, Facebook, and Twitter. Nearly 900 of these followers were gained as a result of the 2019 festival alone. Facebook proved to be a popular platform for our followers to engage with the festival and with other truffle lovers, demonstrated by the 132,000 people reached by—and 7,300 people who responded to—our 2019 Facebook events.

PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



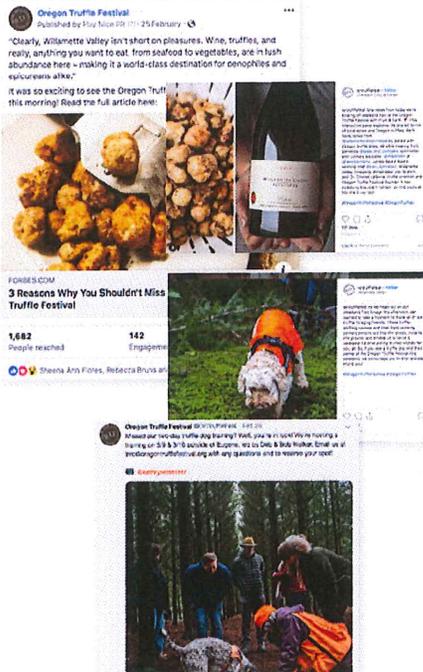
SOCIAL MEDIA

#oregontrufflefestival #oregontruffles



EMAIL ADS

5 email Blasts
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EUGENE AREA EVENTS

Friday, January 25 Mercato del Tartufo

Guests connected with friends over delicious food and drink, and got a taste of Italy in Eugene as we kicked off the 2019 Oregon Truffle Festival! It was some big, Italian-style fun, with cicchetti plates, truffled risotto, and hearth-oven pizza from Chef Rocky Maselli, sweets from pastry chef Amy Mirate, paired with wine and locally crafted Amari cocktails inside of the bustling Provisions Market Hall.

A Villa Evening

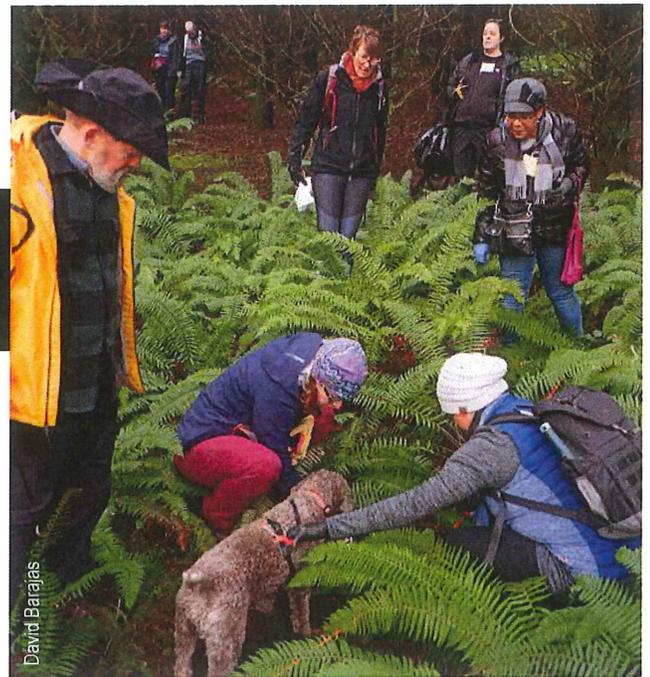
The Gourmand weekend attendees were spirited off to Pfeiffer Winery's gorgeous Tuscan-inspired Villa for an elegant and intimate evening. They were served a four-course truffle dinner prepared by Sybaris Bistro's Chef Matt Bennett. This candlelight dinner at one big table paired with wines selected from the Pfeiffer cellar was truly unforgettable.

Saturday, January 26 Forage & Feast in Eugene

Weekend guests experienced an authentic truffle hunt lead by professional truffle hunters with their dogs, then chose from our classic multi-course winery luncheon with wine pairings, featuring a guest chef in a gorgeous wine country setting, or a luncheon designed to pair truffles with some of Oregon's best brews at Alesong, nestled below King Estate winery. This tour began with a glass of wine at King Estate.

Grand Truffle Dinner, Hilton Eugene

Almost 300 Guests joined us for an evening of conviviality around the table at our 14th Grand Truffle Dinner, featuring Oregon's native winter white and black truffles in a sumptuous six-course meal paired with magnificent Oregon beverages. Considered by many to be the pièce de résistance of the weekend, the Grand Truffle Dinner featured ten celebrated guest chefs known for their love of fresh, seasonal ingredients, and their skill and creativity with Oregon truffles.



Oregon Truffle Marketplace

Sunday, January 27 Eugene

Our signature Fresh Truffle Marketplace is a unique tasting and demonstration experience that highlights the burgeoning regional truffle industry, as well as our local farm-to-table bounty. The Oregon Truffle Festival's Marketplace offers fresh native truffles for sale, regional wine tasting, artisan food sampling and sales, truffle cooking demonstrations with tasting and recipes, a truffle dog demonstration and an all day lecture series to ensure a complete experience with all that the Willamette Valley has to offer.

*The food, the wine, to see
our "truffle friends" that
we have made over
the years...*

Eugene Festival Attendee

EDUCATIONAL EVENTS

January 25 & 26

Truffle Growers' Forum

This forum is an annual gathering and focal point for the North American truffle cultivation industry. It attracts an international cast of speakers and growers from across the continent to discuss the breadth of thought and methods employed by successful truffle producers throughout the world. It enables growers, researchers, journalists and truffle purveyors to keep up with advances in truffle science, engage with successful growers, and make valuable contacts within this growing industry.

"The truffiere tour was invaluable, not only on seeing first-hand orchards but mostly for the opportunities it gave us to meet and talk with other participants and speakers."

Truffle Growers' Forum Participant

January 25 & 26

Truffle Dog Training

The Oregon Truffle Festival is proud to have established The Truffle Dog Training Seminar, the first event of its kind in North America. If you're interested in teaching your dog to hunt truffles, OTF's Truffle Dog Training Seminar is the perfect opportunity. Day 1 is in the classroom for the fundamentals of scent training. On Day 2, participants and their dogs have a one of a kind opportunity to engage in an authentic hunt for wild truffles in their natural habitat. While we cannot guarantee 100% success finding truffles on day 2, we do guarantee a high-value learning experience, and a lot of fun for you and your dog.

"Absolutely loved it! The instructors were very helpful. Was really fun to see the dogs working, and successfully at that. It was an incredible experience to be in a real truffle patch!"

Truffle Dog Training Participant



David Barajas



David Barajas



David Barajas

YAMHILL VALLEY EVENTS

Friday, February 16

Fruit & Earth: A Taste of Place

New to the program in 2019, this interactive panel paired wines from several Willamette Valley Vineyards AVAs with Oregon truffles, taking us on an exploration of the shared terroir of these two local treats. Panelists Maxine Borcharding, sommelier and culinary educator, Mike Thelin of Feast Portland and Hot Luck Festival, Willamette Valley Vineyards Winemaker Joe Ibrahim, and Dr. Charles Lefevre, truffle scientist and Oregon Truffle Festival founder led a lively discussion on wine, truffles, and the happy marriage between the two.

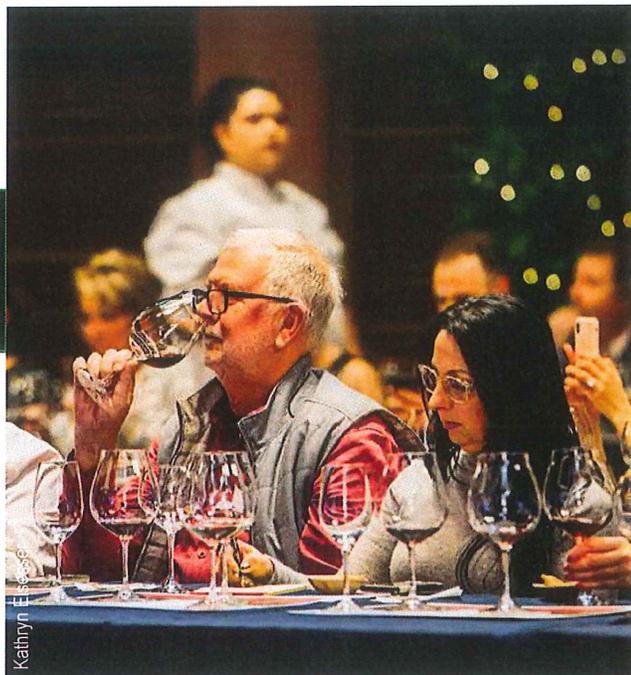
Fruit & Earth, Part Deux

Nothing speaks quite so eloquently to the unique and welcoming sensibility of Oregon wine country than Soter Vineyards and their distinctive wines. Guests enjoyed them with a beautiful, fireside dinner prepared by winery chef Alex Daley, who knows how to make Oregon truffles shine. This intimate evening followed the Fruit & Earth panel discussion and tasting, completing the evening with balance and finesse.

Saturday, February 17

Forage & Feast in Yamhill Valley: Truffle Hunt and Winery Luncheons

OTF guests enjoyed the best of the Old World in North America's singular truffle region, Oregon's Willamette Valley. The day began with an authentic truffle hunt lead by professional truffle hunters with their dogs, followed by unforgettable luncheons featuring top culinary talent and foraged Oregon truffles. Held at Stoller Family Estate and Willakenzie Estate, this was wine country immersion and winter truffle excursion at its most authentic.



Saturday Evening, February 17
The Romance of Rosé

This elegant evening was held at the spectacular new Clubhouse at Domaine Serene Winery, celebrating their annual Rosé release in the Burgundian Cave room. The was accompanied by Oregon t ruffle appetizers prepared by the evening's four honored chefs.

James Beard Legacy Dinner

James Beard, a native Oregonian, was a longtime champion of Oregon truffles and proclaimed them as equals to their more expensive European counterparts. To honor his legacy, guests convened in the Clubhouse Great Hall for a four course dinner prepared by James Beard-honored chefs, thoughtfully paired with Domaine Serene's award-winning wines.

"The event at Domaine Serene is the ultimate experience, the appetizers, wines and place were incredible and the dinner was just out of this world - thank you, thank you"

Yamhill Valley Weekend Participant



Kathryn Elseser

YAMHILL VALLEY SUNDAY

Oregon Truffle Marketplace

The Newberg Fresh Truffle Marketplace, held in the beautiful Chehalem Cultural

Center Ballroom, OTF's signature Fresh Truffle Marketplace is a unique tasting and demonstration experience that highlights the burgeoning Oregon truffle industry, as well as our local farm-to-table bounty. The Marketplace offers fresh native truffles for sale, regional wine tasting, artisan food sampling and sales, truffle cooking demonstrations with tasting and recipes, and a truffle dog demonstration.

Sunday, February 18 Truffles & Bubbles Brunch

Could there be a better way to celebrate Sunday of the festival's Yamhill Valley Wine Country Weekend than a sparkling truffled brunch? New to the festival in 2019, guests arrived at the stunning Anne Amie Vineyards tasting room where they enjoyed beautiful sparkling wines from Anne Amie and a truffled brunch prepared by Chef Mike Delaney.

Sunday Suppers – NEW in 2019

Sunday Supper, a perfect closing act to wind down a festive holiday weekend. Start with truffles. Add essential ingredients – friends, family, wine, cozy – and you have a Sunday Supper. Hearts warmed, appetites sated, off to dreamland... a sumptuous truffled adventure closes, a new tradition begins.

Lady Hill Winery, a 5th generation family farm and winery continued its Summer Sunday Supper tradition just for OTF guests. Complete with candles, atmosphere, and gorgeous food and wine pairings around a big beautiful table, this Sunday supper was a perfect end to OTF's wine country weekend for 40 lucky guests.

40 other guests ended the festival weekend on a high note with Sunday Supper at The Joel Palmer House. Chef Chris Czarnacki, known for cooking with truffles and mushrooms, was our celebrated chef for the evening. The Sunday feast was paired with fine wines, and the essential ingredients of friends, family, wine, and cozy.

"What keeps us coming back every year are the food, people & wine. Love the whole experience of the cultural center being able to look at art, learning about truffles, truffle hunt, cooking demonstrations. The wineries & the people/families that run them."

Yamhill Valley Weekend Participant

FOR THE DOGS

The JORIAD™

5th Annual North American Truffle Dog Championship

Thursday, January 24, Eugene Round 1 Competition

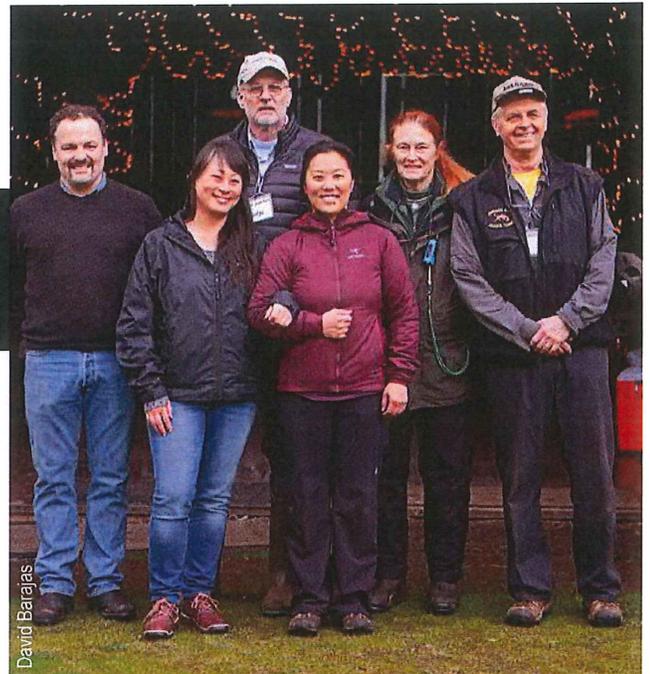
Now in its fifth year, the Eugene OTF Weekend kicked off with The Joriad™ North American Truffle Dog Championship. At this family-friendly competition, spectators cheered for 26 talented truffle dogs and their trainers as they competed to find hidden truffle-scented targets. Five finalists wen into the woods for the next level of competition.

Championship Finals

The morning's five finalists advanced to the Joriad™ Field Trial in the afternoon for head-to-head, nose-to-ground action in the wild. Joey, a three-year-old Labrador retriever owned by Ava Chapman, won this year's competition by finding 10 truffles!

"The Joriad exceeded our expectations! We enjoyed the entire experience from start to finish. This was our first time seeing a truffle hunt and to say we learned a lot is an understatement. The organizers of this event put a great deal of care to ensure the competitors AND their dogs enjoyed the day. We are grateful for this wonderful experience."

Joriad™ Participant



David Barajas



David Barajas



David Barajas

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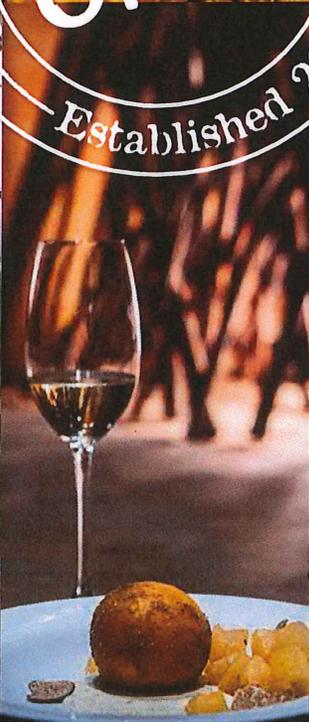
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Thank You!

We could not have done it without you.



Oregon Truffle Festival 2020

*January
27*

The Joriad™ North American Truffle Dog Championship

*January
24-26*

Eugene and Willamette Valley Wine Country

*February
14-16*

Yamhill Valley Wine Country

Mark your calendars, and check oregontrufflefestival.org for updates.
Looking forward to welcoming you in the Willamette Valley's world-class truffle and wine country in 2020!

