

**Applegate Valley Vision**  
**FOCUS AREA #3: Prosperous & Vital**

**Goal # 3.3: To facilitate, grow, and strengthen the Applegate Valley Business Network**

*Summary Statement: To facilitate, grow, and strengthen the Applegate Valley Business Network by convening on a regular basis to create shared marketing and advertising materials and campaigns; to encourage opportunities to get to know each other and the community; and to coordinate and promote events and activities that support local businesses to increase the Applegate's economic vitality.*

**Strategy 3.3.A: Amplify Local Businesses through Marketing & Advertising Efforts**

Ideas for Action:

1. Develop shared Applegate Marketing Plan for businesses
  - a. Use of Applegate Valley (AV) logo & Made/Grown stickers
  - b. Wholesale opportunities for AV logo gear
  - c. Add AV logo to websites sponsored by the Technical Assistance program & link to the AV Marketplace
  - d. Use of AV Instagram page
  - e. Create stronger digital presence via workshops and technical assistance
  - f. Print and video series to introduce Business Network members for distribution
2. Digitize and create a tri-fold Business Map & Directory
3. Create an Applegate Business Network booth & materials for events featuring local products
4. Create a Buy Local Campaign, including Applegate Bucks
  - a. Discounts for locals
  - b. Passport & stamp card
  - c. Coupon book

**Strategy 3.3.B: Increase Local Business Community Engagement and Outreach**

Ideas for Action:

1. Implement the Technical Assistance program through individual consultations, workshops, cohorts, and strategic partnerships
  - a. New Business Recruitment/entrepreneurial training for low-income, Latinx, youth
  - b. New Business Support
2. Create Opportunities to get to know and support each other
  - a. Share network contact information and establish a communication system
  - b. Create skillshare workshops within the Network
3. Engage Hemp & Cannabis Industry and other missing sectors
4. Encourage Businesses to be involved in community organizations, events, fundraisers, and sponsorships
5. Join the Jackson and Josephine County Chambers of Commerce

**Strategy 3.3.C: Form an Events and Activities Committee**

### Ideas for Action:

1. Create and disseminate an inventory of existing Applegate events
2. Amplify and collaborate with existing Applegate Events
  - a. Utilize Eventbrite to advertise Applegate events
  - b. Fill in Applegate Valley Connect with existing and new events
3. Create new coordinated events (see section 5.2)
  - a. Signature Applegate event that highlights local businesses, wineries, food & farms, artists, nonprofits, such as Harvest/Arts/Wine Festival 2023

### **Business Highlight → Applegate Wineries**

***Summary Statement: To more fully integrate the Applegate Wineries into the business network, the local community, and tourism opportunities by planning events and activities for locals and visitors, engaging the community via outreach and education, and increasing recognition of the Applegate Valley Vintners Association (AVVA).***

### **Strategy 1: Integrate winery operators into Destination Applegate marketing and management**

#### Ideas for Action:

1. Integrate complementary experiences into the Applegate Valley Wine Trail for various travelers
2. Make the AVVA App more inclusive of other attractions
3. Develop transportation and tourism options w/ vacation rental managers
4. Engage winery managers in the creation of itineraries that offer a suite of commonly requested experiences
5. Engage front-line winery staff as ambassadors to the Applegate Valley

### **Strategy 2: Collaborate on Events & Activities**

#### Ideas for Action:

1. Collaborate on a Harvest, Arts, and Wine Festival
2. Collaborate on Farm to Table + Wine Events and winery-hosted Farmer/Chef Events
3. Coordinate a “Locals Day” @ Wineries
4. Engage the 20 vineyards as points of sale for locally produced food and seasonal pairings
5. Create a local farm tour for winery managers to showcase local products and experiences

### **Strategy 3: Increase Community Engagement & Outreach**

#### Ideas for Action:

1. Use a contact database and consistent messaging and communication via social media, apps, articles, etc.
2. Develop a program to introduce locals and visitors to the wines of the Applegate
3. Increase recognition of the AVVA in the state and across the nation
4. Attract more wine professionals to the Applegate

5. Invest in young people entering the Industry, including offering Wine/Culinary/Hospitality education