

### TILLAMOOK COAST VISITORS ASSOCIATION IMPACT REPORT

## By the Numbers



# \$4 MILLION

In Tillamook County food takeout revenues as a result of the #tillamooktakeout campaign

# \$395,000

Additional funding leveraged



**2** New staff



**10** New volunteers

# 43

Entrepreneurs received technical assistance



**100%**  
Rural

**14%**  
Women-owned



“We could not have made the progress we have in developing food entrepreneurship, services, and growth of our food businesses without the help of ROI funding, staff, and consulting. Community leaders fear the lack of food business services and infrastructure will limit the development of food production, farm and fishery growth, and the attraction of food entrepreneurs to our area.

With ROI funding, we have been able to make a case for infrastructure development, and this has really set the stage for big things – the things we need here to ensure jobs and business growth.”

Nan Devlin, MTA, Executive Director of Tillamook Coast Visitors Association & North Coast Food Trail



# Developing an Entrepreneurial Ecosystem

## Reduction of Barriers

North Coast Grown was launched! This reduced transportation barriers, enabling a much-needed food delivery service bringing the bounty of the North Coast to customers (wholesale and retail), locally and in Portland.

## Engagement

Over 100+ farming and fishing sector food producers were able to participate in food hub activities

## Access

Focus groups and producer events connected buyers and sellers (chefs, restaurant owners, producers, farmers, fishers), resulting in business growth for all! Overall, North Coast Grown reduced the inefficiencies of silo deliveries, and outreach to local producers has been very active.

## Capital Access

A building to start a food hub in Astoria was purchased by a local food supplier, and supported by a ROI grant funded Institutional Buyer Report. A market analysis and business plan for developing food hubs along the north coast was produced, along with a financial prospectus of investment needs.

## Supportive Culture

The collaborative North Coast Innovation Center was launched to solve the need for shared commercial kitchens, training, a seafood research center, food entrepreneurial support, and much more.





## Success!

ROI grant funds led to the formation of the Astoria Food Hub. Reconnecting consumers with foods produced in their own community, Astoria Food Hub strives to build a more resilient and equitable regional food system. The group leveraged funding to acquire a 27,000 sq ft historic building in downtown Astoria, situated in the famed Riverwalk District (near Buoy Brewing). The Astoria Food Hub is on track to launch during fall 2021.

Funds also supported producer events that created a space for conversation about the desperate need for food hubs and delivery systems, leading to buy in from multiple partners to support local producers in getting their products to market.

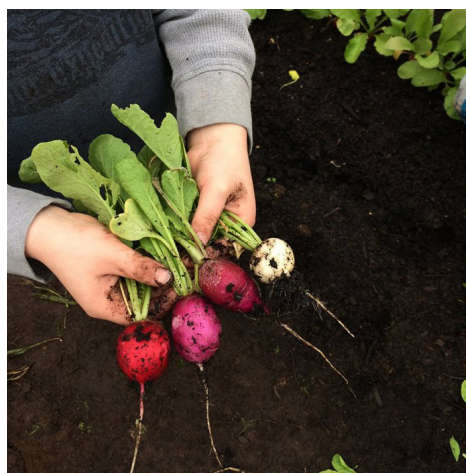


## Project Highlight

During surveying, it was discovered that local farmers and fishers spend 121-184 hours per week delivering products to the same customers on the same days – the equivalent of 3.8 FTE.

This revelation resulted in the formation of North Coast Grown, a delivery van service operated by Nehalem River Ranch in cooperation with Food Roots (Tillamook County) and North Coast Food Web (Clatsop County) to serve both wholesale and retail customers of north coast food producers. The van was purchased with COVID funding offered by a collaboration between Tillamook County and the Oregon Coast Visitors Association.

North Coast Grown launched in May 2021. Seafood and farming businesses are now able to access online pick-up and delivery services, reducing the many valuable hours spent off boats and farms.



# Goal Progress To Date

## GOAL ONE

Conduct a market study and site analysis to produce a business plan for the region.

### ROI GOALS ACHIEVED

- Contracted with Col-Pac to conduct a study and produce a plan.
- Added request for prospectus of investment to date plus what is needed to launch the first food hub.

### OUTCOMES

- Increased ability of food-based businesses to attract investors.

## GOAL TWO

Conduct a separate study of current small hub and individual business distribution Logistics

### ROI GOALS ACHIEVED

- A successful and replicable food delivery service was launched.
- Contracted with Nehalem River Ranch to determine current delivery logistics of wholesale buyers.
- Food Roots conducted a delivery logistics survey of 38 farmers, fishers, and other producers.

### OUTCOMES

- Increased efficiencies in food delivery services in Tillamook and Clatsop counties.

## GOAL THREE

Outreach to potential food hub users, partners, and investors

### ROI GOALS ACHIEVED

- The Astoria Food Hub building was fully funded.
- Facilitated meetings with local producers and a successful food hub director to discuss development of food hubs, commercial kitchens, and more.

### OUTCOMES

- Increased collaboration between stakeholders.
- Increased trust between food producers and food businesses.