

Applegate Valley Community Vitality Roadmap Community Priorities - March 2017

A. Create a common AV identity that embodies the Applegate quality of life

- 1) Establish an organization to coordinate the Applegate “voice”
 - Get funding
 - paid staff, office space
 - communication forum- support
 - environmental and community sustainability
 - support economic vitality- business incubator
 - people, planet, profit
 - mission, vision, values, strategic plan
 - offer grants to AV community non profits, etc.
 - community meeting facilitation
 - permaculture model (social)
 - if GACDC not interested, look at other 501c3, establish new or B corp
- 2) Engage AV residents, businesses, farms, non-profits

B. Provide a support system to support and grow AV businesses

- 1) Develop an Applegate Valley Business Network
 - Identify early participants
 - Review/discover existing networks
 - Learn about prior art (i.e., "have we tried this before?")
 - Start a listserv
 - Add 4-8 local business owners to listserv
 - Spur on a conversation about resources vs. needs for 2017
 - Ramp up the conversation by adding more voices over time
- 2) Develop and launch a “support local” campaign
- 3) Cooperative marketing venture effort that expands “AV customer base” outlets.
 - AV products promoted at “Pop Up” events
 - Coordinated approach to distribution of AV wine and other products
- 4) Work to develop low impact lodging opportunities to keep visitors in AV longer.
- 5) Create a central support structure/location that serves as a “back office” and “incubator” for AV businesses.
- 6) Create a shared informational network for AV businesses (suggestions include coordinating organization and Facebook)
- 7) Identify and establish vertical integration opportunities

C. Create a sustainable inter-generational hands-on learning network that provides learning opportunities for youth

- School based food sharing network
- Identify state-wide resources available to AV youth (OSU extension, OSU, UofO, SOU, RCC, JeFF, Jo Co Foundation) and bring to AV.
- Conduct youth focus groups to obtain interest and buy-in/involvement
- Explore the creation of an Applegate Valley Outdoor School
- Explore the possibility of a physical location, Sugarloaf location might be an option.