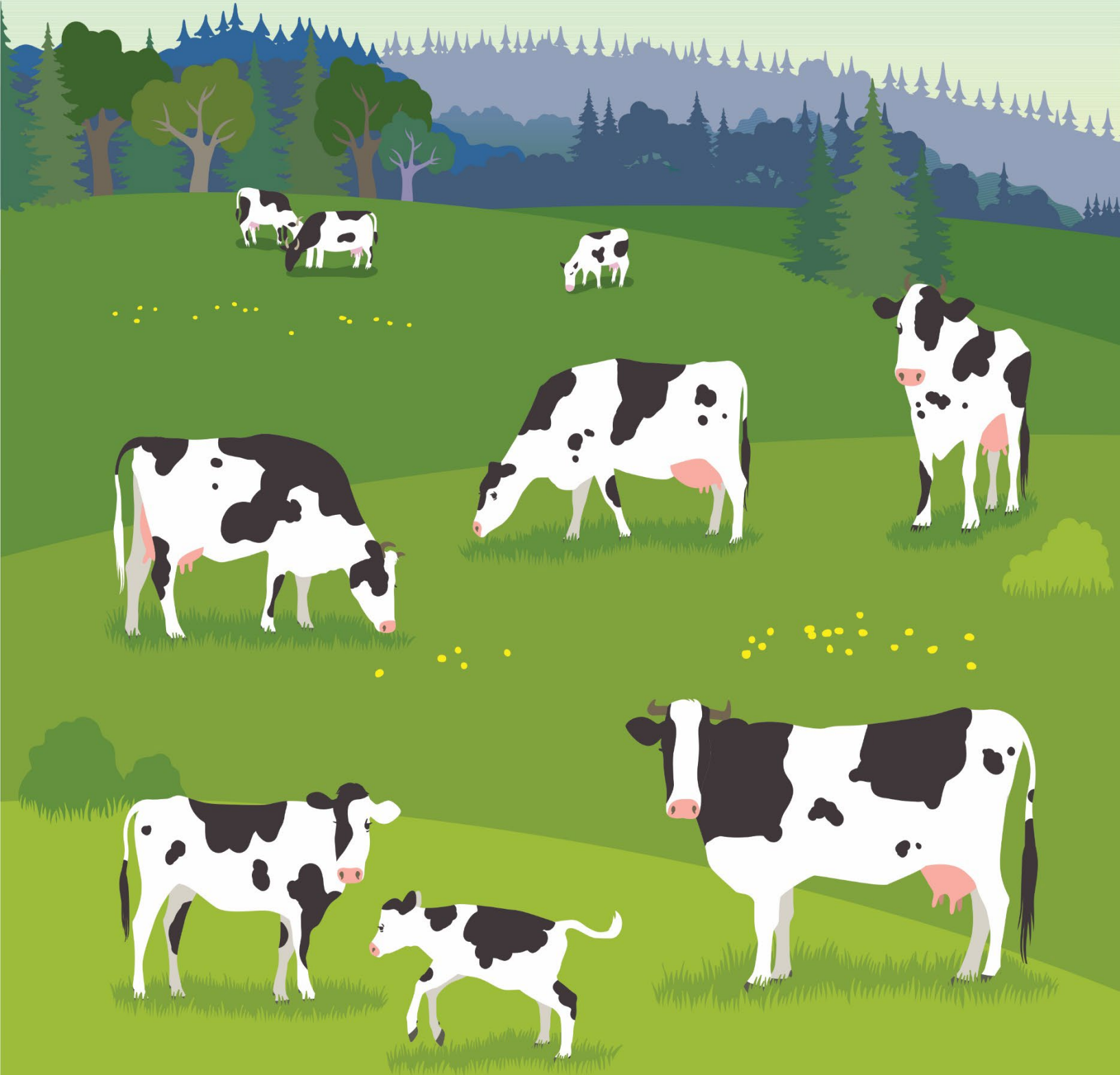


# AGRITOURISM STRATEGY

COUNTY OF DEL NORTE, CALIFORNIA



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Prepared for the County of Del Norte



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Prepared by Place Dynamics LLC



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# INTRODUCTION



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## Can agritourism enhance the economy in Del Norte County?

Del Norte County draws visitors from North America and beyond, attracting them to a stunning coastline, pristine redwood forests, wild and scenic rivers, and other mostly natural attractions. A few businesses, such as Ocean World Aquarium, Trees of Mystery, Klamath River Jet Boat Tours, and other sites or guide services are destinations in themselves, while lodging establishments, restaurants, and shops depend on visitor spending to various degrees. Overall, tourism is a significant contributor to the county's economy.

This ***Agritourism Strategy for Del Norte County*** is intended to create a deeper connection between the region's tourism and agricultural sectors. Doing so enhances the opportunities for agricultural diversification,

value added production, and farm income. The tourism sector benefits from enhanced visitor offerings, whether farm-based activities or expanded and better-quality services, leading to long-term growth in visitor traffic. Shops and restaurants in the region can participate in agritourism initiatives building customer traffic and leading to new sales.

While there is a strong tourism market and an interest from visitors in agricultural or related products, few local businesses are now tapping this potential. The ***Agritourism Strategy for Del Norte County*** charts a path to building capacity among farmers, ranchers, fishers, and other producers, raising the profile of local products through tourist-serving businesses, and creating market awareness among potential visitors.



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## Agritourism – a broad definition

The definition of agritourism used in this strategy is broad, and meant to follow the value chain for local farm products. It goes beyond farm-based activities to promote local foods served in restaurants, and value-added production of craft foods sold to visitors. The strategy raises the profile and increases the number of venues offering locally-sourced food and other goods tied to the region's farms, forests, and fisheries. Examples of agritourism activities include:

- Farmers markets
- Roadside farm stands or farm stores
- Value-added food products (sold on-farm or elsewhere locally)
- Craft products (candles, lavender, wool, etc.)
- Visitor lodging (short-term rentals, bed and breakfast inns, cabins, camping, etc.)
- Farm stays
- Equine tourism (horseback riding, stables, events, etc.)
- Petting zoos
- Farm tours
- Harvest-related events (pumpkin patches, corn mazes, haunted houses, hayrides, etc.)
- Processor tours or events (cider, flour milling, cheesemaking, etc.)
- Agricultural museums and displays
- Farm-to-table and other events
- U-pick farms (fruit, flowers, etc.)
- Recreational activities (hunting, fishing, etc.)
- Barn and other event centers
- Farm trails
- Agricultural fairs
- Tasting rooms
- Restaurants serving locally-sourced foods

The small scale of many agricultural operations in Del Norte County is an incentive to include related activities in an agritourism strategy, which in this case would be fishing and forestry. Visitors to the area will search for fresh seafood to accompany local produce, and crafts produced from forest products are a natural complement to agricultural goods.

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## Approach to the strategy

In the simplest sense, the approach gathered information and insight to help understand the market potential for agritourism, then tested potential strategies to determine what initiatives may be effective and supported by key stakeholders.

Multiple approaches were used to inform the study and conduct the market analysis:

- **Tour of the county.** Del Norte County was extensively toured to observe existing agricultural operations, visitor attractions, and supporting infrastructure such as lodging, shops and restaurants, visitor information, and signage.
- **Business inventory.** Multiple sources were examined to compile an inventory of agricultural operations and related businesses, such as restaurants and tourist-oriented retail shops.
- **Stakeholder interviews.** The consultant conducted wide-ranging interviews, in person and by telephone,

with businesses and organizations tied to agritourism and the agricultural value chain.

- **US Census of Agriculture.** Data from the 2017 Agricultural Census was used to assess agricultural operations and products from Del Norte County as well as Humboldt and Curry Counties.
- **Mobile device tracking.** Mobile device tracking was used to understand visitor volume and trends at key sites, and to identify the origins of visitors. Demographic characteristics of the origin locations was used to build a visitor profile.

Once the market opportunity was defined, the analysis identified strengths and weaknesses that might be addressed through specific actions. Where these actions require engagement from specific groups, stakeholders were interviewed to confirm assumptions and determine interest in proposed actions. This last step was meant to assure buy-in with recommendations.

# AGRITOURISM STRATEGY



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## The role of agritourism

The Pacific coast and redwoods bring visitors to Del Norte County. These will continue to be the primary motivation for visitors even with expanding agritourism resources, but agritourism will enhance the visitor experience, increase visitor traffic, extend stays, and capture more visitor

spending. It will help to grow the market for local agricultural goods, diversify farm income, produce additional revenue to sustain and expand agricultural operations, and create local jobs.

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## A framework for strategic planning

Market conditions show good potential for agritourism and agricultural attractions in Del Norte County. The region's strong seasonal tourism overlaps with the harvest season for many locally-grown fruits and vegetables, while other farm, fishery, and forest products are available year-round or at other specific times. Offsetting this are challenges that Del Norte County and tourism partners can address. These can

be considered in the form of a SWOT analysis (strengths-weaknesses-opportunities- threats).

**Strengths.** Del Norte attracts visitors during the summer season, overlapping with harvests for many of the fruits and vegetables grown locally. The county's attractions (the coast, redwoods, national forests, and Smith River) are



	INTERNAL	EXTERNAL
NEGATIVE	<p>There are few businesses pursuing agritourism</p> <p>Small agricultural operations lack supply capacity</p> <p>Small operations may not have capital or space</p> <p>Many large operations are wholesale only</p> <p>Differing interests of local and visitor market segments</p> <p>Higher price of locally-sourced goods</p> <p>Visitor concerns about lodging and restaurants</p> <p>Crescent City lacks a tourist district where businesses are concentrated</p> <p style="text-align: right;"><b>WEAKNESS</b></p>	<p>The region is not known for agriculture or food</p> <p>Distance and difficulty of reaching the county</p> <p>Difficulty in using state funding for cross-border marketing</p> <p>Potential issues moving produce across the state line</p> <p><b>THREAT</b></p>
POSITIVE	<p style="text-align: right;"><b>STRENGTH</b></p> <p>There is a very large seasonal tourism market</p> <p>Seasonal travel peaks with harvest seasons</p> <p>Local attractions are somewhat unique</p> <p>Significant travel on highway 101</p> <p>Cooler summer temperatures on the coast</p> <p>Stores and restaurants are interested in local sourcing</p>	<p style="text-align: right;"><b>OPPORTUNITY</b></p> <p>Visitors have considerable interest in food and agritourism</p> <p>Adjacent counties have built effective agritourism and craft food initiatives</p> <p>Much greater supply and diversity in three counties</p> <p>Adjacent counties have an interest in collaborating</p>

shared with some coastal counties, but relatively unique. National visitors often drive Highway 101, while cooler coastal temperatures draw visitors from east of the coastal range. Local stores and restaurants have an interest in local sourcing, if product is available.

**Weaknesses.** Large bulb growers and others are selling to the wholesale market. The county’s small agricultural businesses may lack the capital or land necessary to expand. They may not be individually producing the volume needed by restaurants, or compete on price. Restaurants note different expectations concerning menu offerings and pricing between local residents and visitors, which are exacerbated by a seasonal market. Visitors may not be finding the lodging they prefer, and to some extent, the selection of restaurants. There is no district within Crescent City in which tourist-serving businesses are concentrated.

**Opportunities.** Visitor demographics reflect a market very interested in local experiences, encompassing both food and agritourism activities. While Del Norte County may lack

a critical mass by itself, taken with Humboldt County to the south, and Curry County to the north, the region boasts a large number of diverse farms and agritourism resources. Humboldt County has a thriving craft food and beverage industry and the entrepreneurial or small business resources to support it. Curry County has a longstanding agritourism marketing initiative in the Wild Rivers Food Trail. Del Norte County can learn from and even piggy-back on these existing resources, and the adjacent counties have both expressed an interest in collaboration.

**Threats.** Compared to other places in California and Oregon, Del Norte County is not known for its agriculture or food. Visitors need to pass through these competing destinations to reach the county. Time and road conditions can deter some people from making the trip, especially outside of summer months. The state line can also be a challenge, whether for transporting produce through the agricultural inspection station, or in utilizing state funding for cross-border marketing initiatives.

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## Six strategic outcomes

Del Norte County's strategy for agritourism can be characterized with six strategic outcomes, or goals, under which individual initiatives may be grouped. Several of the 16 proposed initiatives support more than one of the goals.

### Build capacity for agriculture, craft production, distribution, and connection to tourism.

Del Norte County does not presently have a critical mass of businesses supporting agritourism, but it does have the potential. Efforts are needed to grow and diversify the agricultural sector overall, using agritourism as a tool to enhance farm income. To accomplish this, initiatives will need to promote value-added production and build local aggregation and distribution capacity, along with direct agritourism projects.

1. Support the growth of small farming operations, including new farm operations.
2. Work with agricultural and related operations to explore or expand value-added production.
3. Provide financial, technical, and marketing assistance to encourage agritourism diversification initiatives.
4. Create a distribution hub to connect growers, fishers, and related producers with restaurants and retail outlets.
5. Educate farmers, ranchers, and others about the tourism market and potential investments in diversification, such as visitor lodging, farm stands or events, and value-added craft food manufacturing.

### Create a brand and reputation as an agritourism destination.

California's North Coast is not known as an agricultural area or destination for food, especially in comparison to wine-growing regions in California and Oregon, or even coastal areas north of San Francisco such as Stinson Beach, Mendocino, and Fort Bragg. The county shares visitors with these places, and those visitors want fresh and distinctive local flavors, along with unique agricultural experiences. This initiative seeks to build the region's reputation for

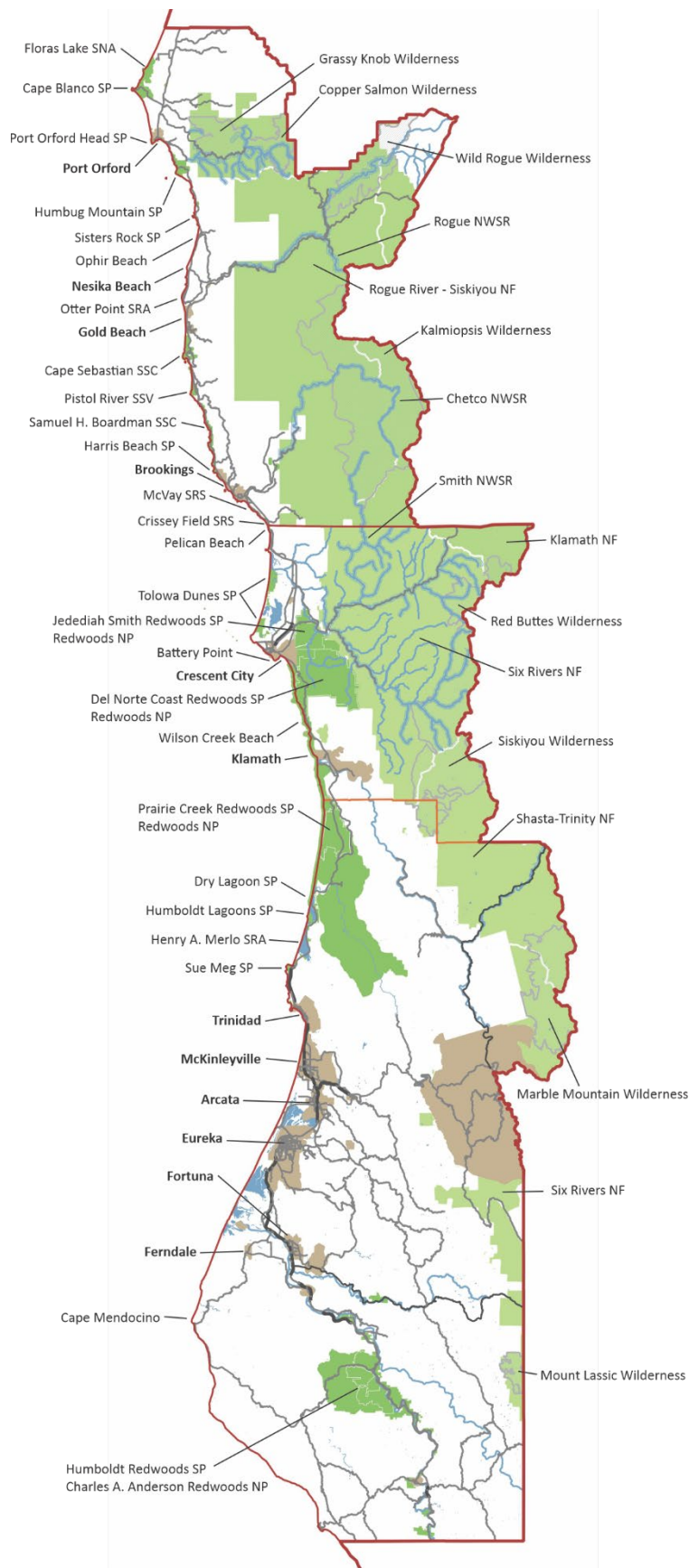
agricultural products and local food. It reinforces a unique identity.

1. Create an agricultural-food trail crossing Del Norte, Humboldt, and Curry Counties.
2. Work with restaurants to incorporate local foods into menus, and to offer dishes that define a local cuisine.
3. Create a highway signage program to direct visitors to agritourism destinations.
4. Incorporate local agriculture, food, and related products into tourism marketing for the county and Crescent City.
5. Plan and implement placemaking initiatives that incorporate local agriculture, fishing, and forestry themes.

### Encourage farms and ranches to diversify their operations through agritourism.

Many of the county's farming operations are small. These businesses may not recognize or be in a position to seize agritourism potential without assistance. County economic development initiatives should focus on disseminating market information and assisting farm businesses in making strategic investments to pursue agritourism.

1. Provide financial, technical, and marketing assistance to encourage agritourism diversification initiatives.
2. Create a highway signage program to direct visitors to agritourism destinations.
3. Educate farmers, ranchers, and others about the tourism market and potential investments in diversification, such as visitor lodging, farm stands or events, and value-added craft food manufacturing.
4. Create an online shop to sell local goods, including gift packages.
5. Support development of new hotels and unique lodging establishments.



HUMBOLDT, DEL NORTE, AND CURRY COUNTIES

Supporting entrepreneurship that grows small craft food businesses and other makers of craft and artisanal products.

Humboldt County serves as a model for growing craft or artisanal food and beverage businesses. Some of these are destinations in themselves, such as breweries, distilleries, chocolatiers, bakeries, and others who have retail shops or tasting rooms within their location. Others help to define the area as a destination for local foods, which are available in specialty shops.

1. Work with agricultural and related operations to explore or expand value-added production.
2. Enhance the farmer's market at the Harbor.
3. Educate farmers, ranchers, and others about the tourism market and potential investments in diversification, such as visitor lodging, farm stands or events, and value-added craft food manufacturing. The USDA, many state extension offices, and farm organizations have produced excellent resources that may offer examples and advice.
4. Create an online shop to sell local goods, including gift packages.
5. Prioritize desired business opportunities and create appropriate incentives to encourage new businesses to locate in tourist districts, or to help existing business remodel or expand.

Collaborate and leverage resources with Humboldt and Curry Counties, and others.

Although Del Norte County has the potential to grow a substantial base of agricultural and agritourism businesses, it does not yet have a critical mass of these businesses. That base does exist in a region that includes Curry County in Oregon, and Humboldt County. These two counties are interested in collaboration with Del Norte County to increase tourism across the entire region. Along with them, tribal governments have substantial investments in tourism businesses, and may have access to resources supporting tourism or new agritourism businesses.

1. Create a distribution hub to connect growers, fishers, and related producers with restaurants and retail outlets.
2. Create an agricultural-food trail crossing Del Norte, Humboldt, and Curry Counties.

3. Create a highway signage program to direct visitors to agritourism destinations.
4. Work with state and federal park agencies, and state and local highway managers, to create and install visitor information signage at key locations.
5. Create an online shop to sell local goods, including gift packages.
6. Connect cottage goods producers or other such small businesses with existing brick and mortar locations for retail display and sales.

### Promote development of visitor-serving districts in Crescent City.

Communities similar to Crescent City, which have substantial tourist traffic, generally have a district in which visitor-serving businesses are concentrated, thereby drawing visitors to an area where they can easily cross-shop retail, restaurants, and other businesses. Lacking that, many visitors will pass through Crescent City without stopping, or elect to go to a recognized chain instead of a local business. There is little cross-shopping of different businesses.

1. Enhance the farmer's market at the Harbor. This is the more prominent market for tourists. The most immediate need is for reliable attendance by vendors. Infrastructure (signage, picnic tables, etc.) can also help to make it more visible and attractive.
2. Plan and implement placemaking initiatives that incorporate local agriculture, fishing, and forestry themes.
3. Adopt small area plans to encourage and guide development of the Harbor District and Front Street with a concentration of visitor-serving businesses and related assets.
4. Prioritize desired business opportunities and create appropriate incentives to encourage new businesses to locate in tourist districts, or to help existing business remodel or expand.
5. Attract new lodging, including upper midscale hotels and unique lodging establishments.



# BACKGROUND ANALYSIS



## Setting

Del Norte County is the northernmost county on California's Pacific coast, with the southern end of the county approximately 300 miles north of San Francisco, and the county's northern boundary about 300 miles south of Portland. It is a particularly rugged and remote part of California, accessed only along US Highway 101 from the north and south, or via US Highway 199, which runs northeast to Grants Pass, Oregon.

Much of the county lies within state or national parks, or national forests. These parks, including Jedediah Smith Redwoods, Del Norte Coast Redwoods State Park, Redwoods National Park, the Pacific coast, the Smith River (a designated Wild and Scenic River), and the Klamath River are the primary drivers of the county's tourism. A significant number of visitors are drawn to these attractions as part of a longer trip to drive US Highway 101, which is considered among the nation's top scenic highways.

Crescent City is the only incorporated community within Del Norte County. As such, visitors to the county are primarily served by its businesses, which include hotels, restaurants, retail stores, and services. Klamath is the only other place in the county where some of these businesses, such as hotels and restaurants, can be found. Places like Smith River, Gasquet, and Hiouchi offer little more than a convenience store with gas, and perhaps a café.

Crescent City contains some of the area's significant attractions, including Crescent Beach, the Harbor District, the visitor center for Redwoods National and State Parks, Ocean World, Battery Point and its lighthouse, and an attractive, as well as very accessible stretch of coast. Many other natural attractions are located a short distance from the city and Crescent City serves the visitors to these sites. Most of the businesses visitors are likely to patronize, from small independent shops and restaurants up to national

chains like Safeway and Walmart, are found along US Highway 101.

There is no place within the city where visitor-serving businesses are concentrated. This presents a challenge to capturing the tourist market, especially for locally-owned shops and restaurants. A tourist destination will often have a district – usually its downtown – where these businesses

cluster and are easily found by visitors unfamiliar with the area. The concentration draws more traffic to the area and promotes cross-shopping. Where there is no concentration of these businesses, a visitor is more likely to drive through without stopping, or favor a chain along the highway. Either Front Street or the Harbor District might be redeveloped to fill this role.

## Agriculture and related industries

The most recent Agricultural Census, conducted in 2017, identified 27 different types of livestock or crops produced in Del Norte County. That number increases to 93 if Humboldt and Curry Counties are included, with Humboldt County producing the most, followed by Curry County. The three counties have significant numbers of dairy cows, goats, sheep, plant and tree nurseries, cranberries, and tomato greenhouses. Even though they may be produced in smaller numbers, the operations growing various kinds of vegetables, fruits, and livestock (and associated products) can support the needs of local restaurants and craft manufacturers. A full inventory of agricultural operations is found in Appendix A.

Farms and other businesses may contribute to agritourism in different ways, whether on the farm or at other locations in the community.

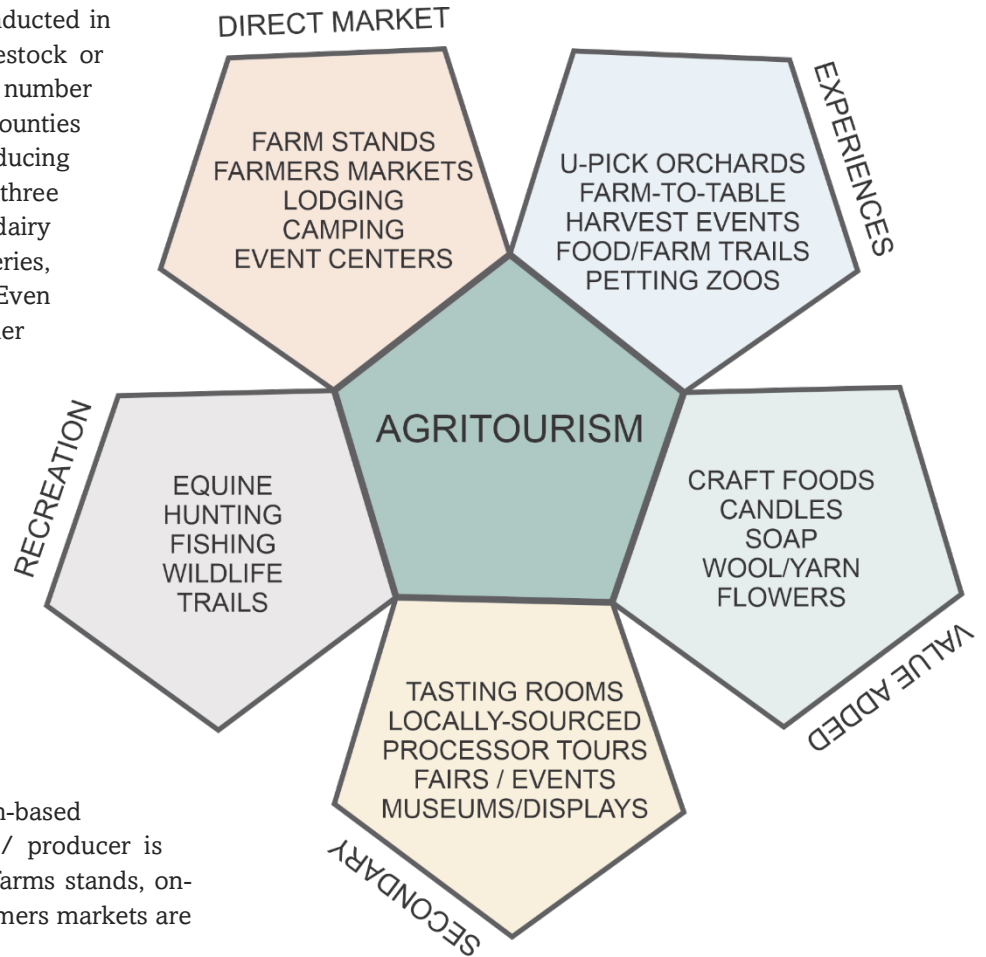
**Direct market.** These are mostly farm-based activities or those in which the farmer / producer is directly engaged. Examples can include farms stands, on-farm lodging, and farm event centers. Farmers markets are also included.

**Farm experiences.** These are activities usually taking place on the farm, such as U-pick berry patches or orchards, harvest-related activities like corn mazes, pumpkin patches, and hay rides, and farm-to-table dining. Food or farm trails connect multiple venues sharing a theme.

**Value-added agriculture.** Even small-scale processing of farm products can result in year-round and greater income for farmer-producers, whether products are sold direct-to-consumer or through retail outlets. Craft foods are a common example, including such things as canned or dried vegetables or fruit, jams and jellies, baked goods, smoked

meats or fish, cheese, cider, and more. Non-food items might include soap and personal care products, wool, yarn, and knitted goods, cut or dried flowers, candles, and other craft goods.

**Secondary market.** Non-farm businesses can help to build agritourism traffic when they reinforce the presence of agriculture in the community. Organizations play a role in hosting agricultural fairs and events (like the Klamath Salmon Festival) tied to local agriculture, or through



museums, displays, and other means of reinforcing the role of agriculture in the community. Private businesses might include food manufacturers that offer tours or tasting rooms, retailers that carry locally grown and processed foods, and restaurants sourcing from local grower, ranchers, and fishers.

**Recreation.** Farms can also offer opportunities for recreation, such as stables and horseback riding, hunting and fishing, wildlife observation, and walking or hiking trails. Even chartered sport fishing can be considered agritourism.

With all of its potential, few Del Norte County farms, ranches, or businesses are taking advantage of agritourism opportunities. There are a few that should be mentioned.

- Alexandre Family Farm currently has a small farm store, and is planning a larger store along with a driving tour that will introduce visitors to aspects of the dairy and chicken/egg operations.
- Blueberry Hill Farms has a seasonal stand from which it sells blueberries and jam made from their fruit.
- Ocean Air Farms operates a farm stand on weekends from June to November.
- The Pumpkin Patch operates seasonally between Fort Dick and Tolowa Dunes State Park.
- Additional farms in Del Norte County include Annie Mack's Family Produce, My Honey's Produce, Hill Organic Beef, Seabreeze Farms, Woodhaven Farms
- Rumiano Cheese Company has a store attached to its factory in Crescent City.
- Crescent Seafood sells seafood in addition to its restaurant operation, although not all of the seafood it carries is locally-caught.
- SeaQuake Brewing and Port O'Pints are brewpubs, and SeaQuake will also serve local fish in the restaurant.

- Requa Inn offers a farm-to-table dining experience.
- Other restaurants serve locally-sourced food, including the Chart Room, Schmidt's House of Jambalaya, Fisherman's, and Elk Valley Casino.
- Wild Rivers Market is a small, local grocery store carrying some local foods and other products.
- Paul's Famous Smoked Salmon has a retail store.
- Safe Coast Seafoods and Pacific Choice Seafood have wholesale operations at the harbor.
- Elkhorn Herbals Plant Nursery, Worm's Nursery, and The Dutch Gardener have retail outlets.
- There are several fishing charters or guides based on the ocean or rivers in the county. They include Crescent City Fishing Charters, Hardcore Sportfishing, Stella's Adventures, Josh Smith Guide Services, and Greylight Salmon Fishing, among others.
- Two small bakeries, Lillie's Little Bakery and Sally's by the Sea Bakery, are located in Crescent City. Others are baking goods sold at the farmers markets and elsewhere.
- Two farmers markets are held from June to October in Crescent City. The Crescent City Farmers Market is held every Saturday at the harbor, and the Downtown Crescent City Farmers and Artisans Market happens on Wednesdays.
- Three large bulb farms, Hastings Bulb Growers, Smith River Bulb Farm, and Dahlstrom & Watt Bulb Farm, sell primarily to a wholesale market.
- Several gift shops are oriented to the visitor market. These include shops at visitor centers at Redwoods National Park, Prairie Creek Redwoods, Hiouchi, and Crescent City. Private shops include McMillen Art Gallery and Gift Shop, Ocean World, Marshall's Redwood Gallery, Trees of Mystery, Jed-Smith Redwood Burl Company, and Hiawatha Trading Company.

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## Existing resources to support agritourism

Growing agritourism in Del Norte County is a collaborative effort involving organizations for agriculture, tourism, and economic development. Some of the organizations that may play a role are entirely within Del Norte County, while others may include the county as part of a larger region. A

handful of partners operate in adjacent counties, but may have a stake in the initiative.

**Tri-Agency Economic Development Authority.** This is a partnership of the City of Crescent City, the County of Del Norte, and the Crescent City Harbor District. The agency



was formed to promote economic development throughout the county. In recent years it has not been active due to prior financial losses.

**City of Crescent City.** The City is the impetus for investments, such as in the downtown or along the waterfront, that can have a bearing on tourism. A substantial part of Crescent City lies within a HUD-designated opportunity zone, including all of the Harbor District those portions of Front Street bordering Beach Park, and the downtown district. The City is a Community Development Block Grant (CDBG) non-entitlement community, so that it competes for funding through a state grant process.

**Del Norte Visitors Bureau / Del Norte Chamber of Commerce.** The Chamber of Commerce staffs and conducts tourism development and marketing for the Visitor's Bureau. It operates the visitor center in Crescent City and conducts marketing through website, social media, and printed materials. Restaurants and some agriculture / agritourism venues are included in these resources. Agritourism and food tourism are not highlighted.

**Wild Rivers Market.** The market is a privately-owned fresh or natural format grocery store situated on Redwood Highway (Highway 101) in Crescent City. The market currently stocks a limited number fresh and packaged items sourced from Del Norte County, and more from Humboldt County. It is an important retail outlet for local food and other locally-sourced goods.

**University of California Cooperative Extension Humboldt – Del Norte Counties.** The extension office is located in Eureka and serves both Del Norte and Humboldt Counties. The Extension's agricultural program serves the region's commercial produce, fruit, flower, and nursery growers by providing information and support with crop production, pest management, and market development. Its livestock services focus on topics pertaining to ranch and dairy management. The Extension runs a master food preserver program to teach safe canning, pickling, fermenting, freezing, and dehydrating practices.

The Extension hired a community and economic development advisor in 2023, supporting regional agriculture and natural resource entrepreneurs, tribes, and public-private partnerships. This position is based in Crescent City. Coupled with this, the organization's specialty crop advisor is tasked with helping initiative expanding access to local foods.

**North Coast Small Business Development Center.** The SBDC is based in Eureka with a satellite office in Crescent City, however, the Crescent City office is not consistently staffed and is open by appointment only. The SBDC offers

training and online resources along with more targeted business support, including industry-specific assistance to restaurants, and programs for starting, growing, and transitioning businesses.

**North Coast Growers' Association.** The North Coast Growers' Association plays an active role in supporting several farmers markets in Humboldt County, and the farming or related businesses in Humboldt and Del Norte Counties. Their focus is on small-scale producers. The organization is in the early stages of developing its Harvest Hub, which is intended to aggregate orders and make it easier for farmers and wholesalers to conduct business. Under this program, a buyer such as a restaurant would be able to place an order through the food hub, supplied by multiple small producers. By aggregating product from several producers, the hub can fill larger order and act as a single point of delivery and pickup. Currently all North Coast Grower's Association members are located in Humboldt County, although the hub is intended to serve Del Norte County as well.

**North Coast Co-op.** The Co-op defines its local foodshed to include Del Norte County, along with Humboldt and Trinity Counties. Its stores are located in Eureka and Arcata, and carry products from more than 200 local vendors. To be considered local, product or brand must be either owned, operated, and/or produced within the three counties. The Co-op annually meets with the farming community to discuss its needs and determine the products it will make available throughout the year. Assuring stable demand for growers. It helps to develop new food processing and related ventures by carrying new products made in the region, assisting with marketing, supply agreements, merchandising, packaging, and pricing, to ensure that products meet the requirements for retail stocking.

**Del Norte and Tribal Lands Community Food Council.**

The Community Food Council has a variety of programs to increase access to healthy food throughout Del Norte and tribal lands, including food recovery, community food forests, and Pacific Pantry. It offers monthly free workshops on gardening, permaculture, beginning farming, and food security, and manages two community permaculture food forests.

**Port Orford Community Co-op.** The member-supported co-op serves Curry County, Oregon. It has a goal to support local farmers and contribute to the viability of farming, while providing wider access to local food. In addition to its store, it has a demonstration garden.



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## Planning framework

The environment for agricultural tourism needs to be considered in the context of existing planning and regulation. There are both areas of overlap and inconsistency between these documents. As they age, it will be worthwhile, and probably more cost-effective, to consider a simultaneous update that can establish a “big picture” view for economic development, land use, and tourism, coordinate the efforts of Del Norte County, Crescent City, and the Harbor District.

**2003 Del Norte County General Plan, amended in 2021.** The County’s General Plan has a goal to “designate agricultural land and promote development of agricultural uses to support the continued viability of Del Norte County’s agricultural economy”. While focused on preserving agricultural lands, it does recommend allowing agriculture-related commercial and industrial uses on agricultural land, where criteria can be met. It also recommends adopting a right-to-farm ordinance. Under recommendations related to economic development, the plan calls for encouraging “retention, expansion, and development of agricultural businesses including small businesses such as greenhouse uses, small animal and equestrian activities, and specialty product production”, and “encourages the private development of visitor-serving facilities and supports public/private partnerships that build such facilities or that facilitate visitor activities”.

**Del Norte County Zoning.** Some regulations within the zoning code may present an obstacle to agritourism development. Zoning limits guest lodging in some agricultural and forestry districts, which will mostly impact smaller farming operations. Commercial uses, including many common in agritourism, are generally not allowed within agricultural districts. Some types of manufacturing associated with the processing of agricultural products may not be allowed in agricultural districts.

**Del Norte County 2019-2024 Comprehensive Economic Development Strategy (CEDS).** The CEDS is a critical document in that it prioritizes projects for funding through the US Economic Development Administration and other federal agencies. Agriculture and tourism are frequently mentioned in the document, including the objective to “explore opportunities to diversify agriculture in the County to increase local farm-to-fork distribution and increase resiliency by reducing dependence on outside food sources.” Four goals have relevance to this agritourism strategy:

- Diversify the regional economy to include technology-based firms, light manufacturing and

health care enterprises that provide living wages to local workers.

- Promote successful tourism industry expansion.
- Support expansion of sustainable agricultural, forestry and fishery products.
- Create a thriving small business environment which fosters entrepreneurship and innovation.

Goals related to economic diversification and entrepreneurship may be realized as new or existing businesses pursue opportunities related to value-added production or tourism, and even through growth in the number of farming, ranching, and other agricultural operations.

- The plan recommends several specific actions relevant to this strategy:
- Promote farm-to-fork programs, farmer’s markets and food hub networks that help to increase local consumption of Del Norte farm products and improve food security.
- Build on the research and recommendations developed by the Building Health Communities Program to create an inventory of Del Norte food products that could be marketed to local groceries and restaurants.
- Evaluate whether a food distribution hub would help improve local distribution of Del Norte food products, especially for small farmers.
- Identify options for emergency food storage and evaluate the feasibility of a food storage center.
- Collaborate with Tribal Leaders (NDATL) to increase food diversity and food security.
- Promote the development of new food products in the County that meet evolving consumer market niches.
- Coordinate with the Agricultural Commissioner and the UC Farm Extension to identify additional crops that could be grown in the County and market these opportunities to local growers.
- Evaluate opportunities and constraints to increase aquaculture in Crescent City Harbor or along the coast, such as the dulce seaweed products under research at Oregon State University.

- Complete the replacement of the Harbor sea wall to protect the fishing fleet from future storm surges and tsunamis.
- Support expansion of services offered by the North Coast Small Business Development Center to ensure that small businesses have access to essential business management counseling and technical assistance.
- Foster the creation of an entrepreneurship networking system that assists local businesses to expand their horizons to the next level of market opportunity and business strength, leveraging resources such as the North Coast Recycling Market Development Zone.
- Focus efforts on ways to improve the market attractiveness of Downtown Crescent City to create a thriving place for shopping and entertainment.
- Consider ways to prioritize support for local merchants.
- Identify models such as Humboldt Made that can help to organize efforts in Del Norte County to promote buying local and marketing local products outside the County.
- Create an economic development coalition of partners to help economic development actions.
- Conduct a visitor analysis. This is partially met through the research conducted for the Agritourism Strategy.
- Establish a kitchen connect program, such as in Humboldt County, to give startup food businesses access to unused commercial kitchens.
- Support and promote fishing businesses and jobs.
- Establish a business incubator program.
- Prepare a strategic plan for underutilized City-owned land in the downtown and waterfront areas.
- Build up tourism marketing.
- Attract more day visitors.
- Conduct a hotel capacity and occupancy analysis.
- Attract a modern high-end hotel.
- Plan for the downtown district.
- Designate the downtown as an official cultural district.
- Develop a downtown business startup incentive program.

**Crescent City 2021 Economic Development Strategic Action Plan.** The City’s plan for economic development establishes nine goals, including “invest in beautification and tourism attraction”, “focus on efforts to enhance downtown”, and “launch programs to acknowledge and celebrate local businesses”. These three have relevance to an agritourism strategy. Additionally, the city’s targeted industries include tourism and agriculture, including forestry and fishing. Business niches include outdoor adventure recreation, tourism and hospitality, fishing, retail and consumer goods, and craft food and beverages. Several recommended actions can have a bearing on agritourism.

- Start a “Del Norte Made” program, modeled on Humboldt Made, to raise awareness of local products.

Some of these actions have a direct impact on agritourism, while others create resources or an environment in which agritourism initiatives can be supported.

**Crescent City Harbor District 10-Year Strategic Plan 2018-2028.** The plan recognizes the import role the harbor plays in the regional economy, including tourism. Developing tourism and recreational activities is seen as an opportunity for the Harbor District, and increasing tourism is one of four adopted goals. Recommended strategies include improvements to infrastructure and signage, developing trail systems, and attracting new events. Recommendations related to other goals can also have a bearing on tourism potential, such as exploring the potential for commercial development, redeveloping the RV park, and constructing a Tsunami Experience Center.

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## The potential for local food

Input-output modeling can offer some insight into local demand, and supply, and local utilization of agricultural commodities grown in the county. The IMPLAN model is

used for this analysis, however, aside from any error in supply estimates, there are three significant limitations on its results.

1. **Modeled results versus reality.** IMPLAN uses an algorithm to estimate the share of a commodity that is both produced and consumed locally. The actual market may produce a different result. Fish is a commodity that illustrates this problem. With \$23.4 million in fish harvested in the county, the model estimates that the entire local demand of \$226,857 is met with local supply. In reality, most of the seafood caught locally is sold to processors who ship it elsewhere, and little of the local catch finds its way to local restaurants and households.
2. **Cross-hauling.** Commodity categories are broad and are made up of a great number of individual products. The model does not account for the flows of these goods into and out of the county, referred to as cross-hauling, which may result in an inflated estimate of the share of demand met locally. As an

example, Del Norte County produces an estimated \$32,290,760 in dairy cattle and milk products, and is modeled to meet all of the \$16,781,086 in local demand. Yet, goods like yogurt, ice cream, and many styles of cheese are not produced in the county and are instead imported from elsewhere.

3. **Demand estimates.** Demand estimates are based on the number of households in the county, rather than the amount of a commodity consumed in the county. Consumption would include demand generated by tourists along with other buyers residing outside of the area, such as those making online purchases.

Even with these limitations, it is still clear that at least in vegetable and fruit, farmers have an opportunity to expand agriculture to meet demand with local produce. Expanding production is critical to agritourism.

#### ESTIMATED LOCAL COMMODITY PRODUCTION AND DEMAND, AND LOCAL UTILIZATION OF LOCAL SUPPLY

Description	Industry commodity production	Institutional commodity production	Total commodity supply	Local use of local supply	Intermediate commodity demand	Institutional commodity demand	Total gross commodity demand	Domestic S/D ratio
Oilseeds	\$0	\$14,076	\$14,076	\$108	\$124,879	\$0	\$124,879	7.25%
Grains	\$841	\$12,751	\$13,592	\$10,791	\$3,361,787	\$300,942	\$3,662,730	0.29%
Vegetables and melons	\$102,847	\$17,238	\$120,086	\$102,896	\$359,178	\$2,424,823	\$2,784,002	3.89%
Fruit	\$74,960	\$4,769	\$79,729	\$66,333	\$895,798	\$1,654,089	\$2,549,887	2.61%
Tree nuts	\$1,110	\$228	\$1,338	\$657	\$241,842	\$555,985	\$797,828	0.08%
Greenhouse, nursery, and floriculture products	\$11,282,782	\$0	\$11,282,782	\$637,270	\$1,412,550	\$2,102,208	\$3,514,757	100.00%
Tobacco	\$0	\$371	\$371	\$161	\$18	\$721	\$739	21.74%
Cotton	\$0	\$333	\$333	\$144	\$178	\$7,328	\$7,506	1.91%
Sugarcane and sugar beets	\$0	\$529	\$529	\$527	\$43	\$1,766	\$1,809	29.15%
All other crops	\$97,248	\$15,287	\$112,535	\$97,796	\$501,821	\$425,012	\$926,833	10.56%
Beef cattle	\$5,771,830	\$0	\$5,771,830	\$2,652,520	\$2,716,126	\$15,066	\$2,731,193	100.00%
Dairy cattle and milk products	\$32,290,760	\$0	\$32,290,760	\$16,762,898	\$16,781,086	\$5,927	\$16,787,013	100.00%
Poultry and egg products	\$3,863,669	\$20,978	\$3,884,647	\$476,004	\$556,830	\$759,507	\$1,316,337	100.00%
Animal products, except cattle and poultry and eggs	\$136,533	\$313,980	\$450,514	\$441,112	\$826,790	\$726,213	\$1,553,003	28.63%
Forest, timber, and forest nursery products	\$375,153	\$0	\$375,153	\$209,698	\$335,023	\$53,441	\$388,464	90.76%
Logs and roundwood	\$7,887,468	\$0	\$7,887,468	\$2,062,232	\$1,997,767	\$106,783	\$2,104,550	100.00%
Fish	\$22,988,967	\$412,563	\$23,401,530	\$226,857	\$499,605	\$605,492	\$1,105,097	100.00%
Wild game products, pelts, and furs	\$0	\$494,564	\$494,564	\$369,737	\$171	\$370,685	\$370,855	100.00%
Support activities for agriculture and forestry	\$2,200,723	\$1,755,377	\$3,956,101	\$3,467,181	\$1,788,443	\$2,210,337	\$3,998,779	98.82%

*Industry Commodity Production is the total Output of a Commodity that is produced by Industries. Institutional Commodity Production is the total Output of a Commodity that is produced by Institutions (e.g., produced and/or sold by Government or taken out of Inventory). Intermediate Commodity Demand is the total demand for this Commodity by Industries. Institutional Commodity Demand is the total demand for this Commodity by Institutions (Inventory, Government, Households, Capital, Exports). Total Gross Commodity Demand is Intermediate Commodity Demand + Institutional Commodity Demand. The Domestic S/D Ratio is the share of demand estimated to be met by local supply.*



# THE TOURISM MARKET



## National tourism trends

Tourism is recovering from the pandemic, but even then, the effects varied across venue types. With competing places often closed and having more free time, visitors flocked to outdoor destinations in 2020 and 2021. This was certainly the case along California's North Coast, where state or national parks and other natural areas saw large increases in traffic. As other sites reopened and people have returned to work, visitation to outdoor recreation sites tended to fall in 2022. This is again seen along the North Coast, though statewide travel is up.

Nationally, travel spending continues to steadily increase and was four percent above 2019 levels in January of 2023, according to the US Travel Association. Visit California estimated a total of \$130.4 million was spent by visitors to Del Norte County in 2021, generating \$12.7 million in state and local tax revenue, and 1,400 jobs.

## Travel trends

There is a great deal of consensus in the travel community around the trends emerging in 2023, and they don't find that inflation is having a serious impact on planning for most travelers. In its 2023 Global Travel Trends Report, American Express reports that 52 percent of respondents plan to take more trips this year than last year, while another 50 percent plans to spend more money on travel in 2023. A handful of recurring themes are influencing where people plan to travel and what they hope to get out of their trips, and many of these promise to benefit Del Norte County and the North Coast. Significantly, many will help to drive opportunities for agritourism.

**Growing travel segments.** Family and multigenerational travel has increased as families seek to reconnect after



being separated during the pandemic. This has been a factor in the growth of short-term rentals, where everyone can live under one roof. The diversity of ages and abilities influences the kinds of activities engaged in during a trip.

Solo Travel World reports that solo travel is continuing to grow among all segments, including 72 percent of women and 96 percent of people aged 25 to 34. Two-fifths (43 percent) travel three or more times per year. According to the U.S. Travel Association, solo travelers made up 24 percent of the total in 2016, while travelers in families made up 29 percent. Adults traveling with at least one other adult made up 47 percent of travelers. Solo and adult-only travel parties are an attractive market for building off-season travel, with businesses and destinations customizing experiences to these groups.

Pet travel is another important consideration, with 70 percent of American households including a pet, and 78 percent of them planning to travel with their pet. Those households include 27 percent planning one or two trips, 37 percent planning three to five trips, and 31 percent expecting to travel six or more times over the course of the year.

Travel experts point to growing diversity in group travel within the U.S., which is less dominated by seniors. Tour operators are seeking more active and unique activities expanding beyond simply sight-seeing and tours. Activities like farm-to-table and other local dining experiences have become a popular element of these tours.

**Travel spending.** Even with high inflation, most travelers are planning to spend more. The notable exception are older travelers, who AARP notes are replacing pandemic concerns with worries over the cost of travel. About half of travelers over 50 years old (52 percent) indicate that they will likely curb spending, and that becomes more prominent as the age of the respondent increases. On the other hand, younger travelers are even more likely to spend more. A survey conducted by Expedia found four of five respondents between the ages of 18 and 34 willing to pay more for an upgraded experience.

Overall, Booking.com reports half (49 percent) of people responding to its survey are likely to spend more on their next trip, and 43 percent are willing to spend more on luxury purchases. Aside from older travelers, campers may be another exception to high spending. Campspot found that 53 percent of campers are budgeting less than \$500 for their trip, and favoring destinations close to home as a cost-saving measure. Road trips are popular among this group, with an average of 1,223 miles, and 79 percent planning to visit a state or national park.

**Destinations.** Travelers in 2023 are expected to seek out remote destinations and hidden gems. According to

Expedia, more people are interested in seeing locations off the beaten path. This may be influenced by perceptions of overcrowding at better-known locations.

An October 2023 conducted by Travelzoo found that beach vacations remains at the top of destination choices (57 percent). This was followed by cultural and historic destinations (53 percent) and road trips (44 percent). While beach trips are still at the top for Gen Z travelers, families are equally likely to visit a beach or take a road trip (68 percent for each), often combining them. In one way or another, all of these experiences can be delivered in Del Norte County.

**Travel priorities.** Experiencing a destination “like a local” was important to 90 percent of those responding to a survey from GetYourGuide. American Express Travel highlights the desires for travel with an emphasis on experiences, especially when “personalized and centered around traveler’s passions”. Travelers want to ensure their experiences are deep and meaningful, often encompassing elements of learning, including culture and history. This encompasses an emphasis on food-focused travel, with 81 percent saying that trying local foods and cuisines is the part of traveling they look forward to the most.

The American Express Survey also finds that a significant number of people (73 percent) are planning vacations with a concern for wellness, seeking to improve their mental, physical, and emotional health. Others refer to this as restorative travel. Expedia notes increasingly inventive ways this experience is being delivered, such as “beekeeping, mushroom foraging, native plant foraging and botany drawing”, rather than, or in addition to standbys like yoga retreats.

Sustainability continues to grow in importance. A recent sustainable travel report from Trip.com found that 78% of respondents said sustainability is a significant concern in their travel plans and spending. Similarly, Virtuoso conducted a survey in which 70 percent of participants stated that traveling sustainably enhances their experience. Local foods are a big part of this. The World Food Travel Association estimates more than half of leisure travelers are also “food travelers” who enjoy food-related activities that might include tours, cooking classes, wine tastings, craft breweries, and local markets. Direct farm sales and on-farm activities are a natural extension of this.

**Travel characteristics.** Logistical considerations for travel continue to evolve. Increased use of electric vehicles is making it more imperative for destinations to have locations where vehicles can be charged, and to make this information prominent so that it is not a factor that may cause a prospective traveler to screen out the destination. There is one charging station in Crescent City.

The lines between vacation and work are no longer clear. While “workcations” were growing prior to the pandemic – tacking vacation days onto one or the other end of a business trip, it is now common to see leisure trips involving some degree of remote work interspersed with other activities. Lodging with ergonomically-designed work areas and access to broadband are no longer an option.

## Agritourism trends

According to Allied Market Research, agritourism was a \$45.5 billion global market in 2021, and expected to grow at an annual rate of 13.4 percent through 2030, when it will reach \$141 billion. The North American market is expected to hit \$29.1 billion and grow by 11.3 percent annually. While on-farm and other direct-market sales makes up the largest share, the fastest segments of the market are accommodations and recreation. A recent USDA survey found that 69 percent of existing agritourism businesses were planning to physically expand their operation, while 36 percent were planning to increase hiring. Humboldt and Mendocino Counties are ranked nationally as an agritourism location based on revenue estimates.

Aside from a handful of places such as California’s wine regions, agritourism is seldom the primary destination of most visitors. Research shows that they instead find out about agritourism experiences while in the area and add them to their itinerary. There is a considerable overlap between agritourism and other types of tourism relevant to Del Norte County, especially nature tourism and Native American tourism. These visitors want to combine outdoor activities with authentic and local food and culture. This leads into culinary tourism.

Culinary tourism embraces the entire value chain from farm to table, making it a close relative to agritourism, which gives visitors educational and hands-on experiences in farming, ranching, fishing, and even foraging, that can be coupled with preparation and dining. Food tours are one of the more common and successful ways in which destinations develop their food identity. These link eating venues (restaurants, stands, food trucks, shops, etc.) and related food attractions such as farms, markets, factories and other places offering tours and tastings, festivals, and

other places where local food is sourced, processed, or sold. Examples are as diverse as the North Carolina Oyster Trail, Oregon’s Hood River Fruit Loop, the Ohio Donut Trail, and the New Jersey Pizza Trail.

The Massachusetts Office of Travel and Tourism explains that, “People are taking advantage of the flourishing, native culinary options and agricultural products of a destination, whether sampling local fresh seafood or produce from a Massachusetts farm, restaurant, or culinary walking tour; uncovering the deeply rooted historic ties and traditions of in-state produced items such as craft beer and native cranberries; or curating trips around local harvests at one of over 80 Massachusetts orchard farms.”

The people seeking agritourism destinations are part of the growing “experience economy”, who want to immerse themselves in local food and culture. Demographically, this is a group that includes both older households and families. They tend to be better-educated, with moderate to higher-incomes. They are health-conscious, and are influenced by a desire to consume sustainably.

## Marketing take-aways

National trends suggest some messaging that can resonate for Del Norte’s tourism overall, and specifically for agritourism. The region’s remoteness and nature-based attractions help it in positioning to resonate with travelers. The region’s distinct environment (redwood forests and climate) and culture (including Native American) can be leveraged with its agriculture and cuisine to present a compelling destination. Concepts to highlight include:

- Affordability relative to other parts of California
- Remote, unique, and pristine destination
- Uncrowded, especially in the off-season
- Sustainability (especially local foods)
- Relaxing and restorative (nature, forest bathing)
- Culture (North Coast and Native American)
- Local food and regional flavors
- Beach/coastal adventure

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## Del Norte County tourism patterns

Since agritourism is usually an add-on activity to visits made for another primary purpose, a successful agritourism initiative builds on an existing market. Fortunately, Del Norte County has a strong seasonal tourism market. That

season overlaps with the times at which most locally-grown crops are harvested, further reinforcing the potential for agritourism.

## Visitor destinations

Mobile device tracking was used to understand patterns of visitation along with the origins of visitors to major tourist destinations and the two urban centers (Crescent City and Klamath) within Del Norte County. The Brookings and Eureka-Arcata urban areas were included for reference.

Tracking data is collected when a device “pings” the nearest cell tower. The data is aggregated and reported anonymously, so that individual devices cannot be identified. The device’s home location is inferred based on its usual overnight location. Total visitor and tourist counts should be viewed as relative numbers rather than firm counts of the number of visitors to each site. Tourists are defined as visitors living at least 100 miles from the destination.

As a result of its larger size, concentration of visitor-serving businesses, attractions within the communities, and location allowing it to intercept visitors traveling from the south, the Eureka-Arcata urban area captures the greatest number of tourist visits. Crescent City sees about one-third the number of annual visitors, with Brookings trailing by a small number.

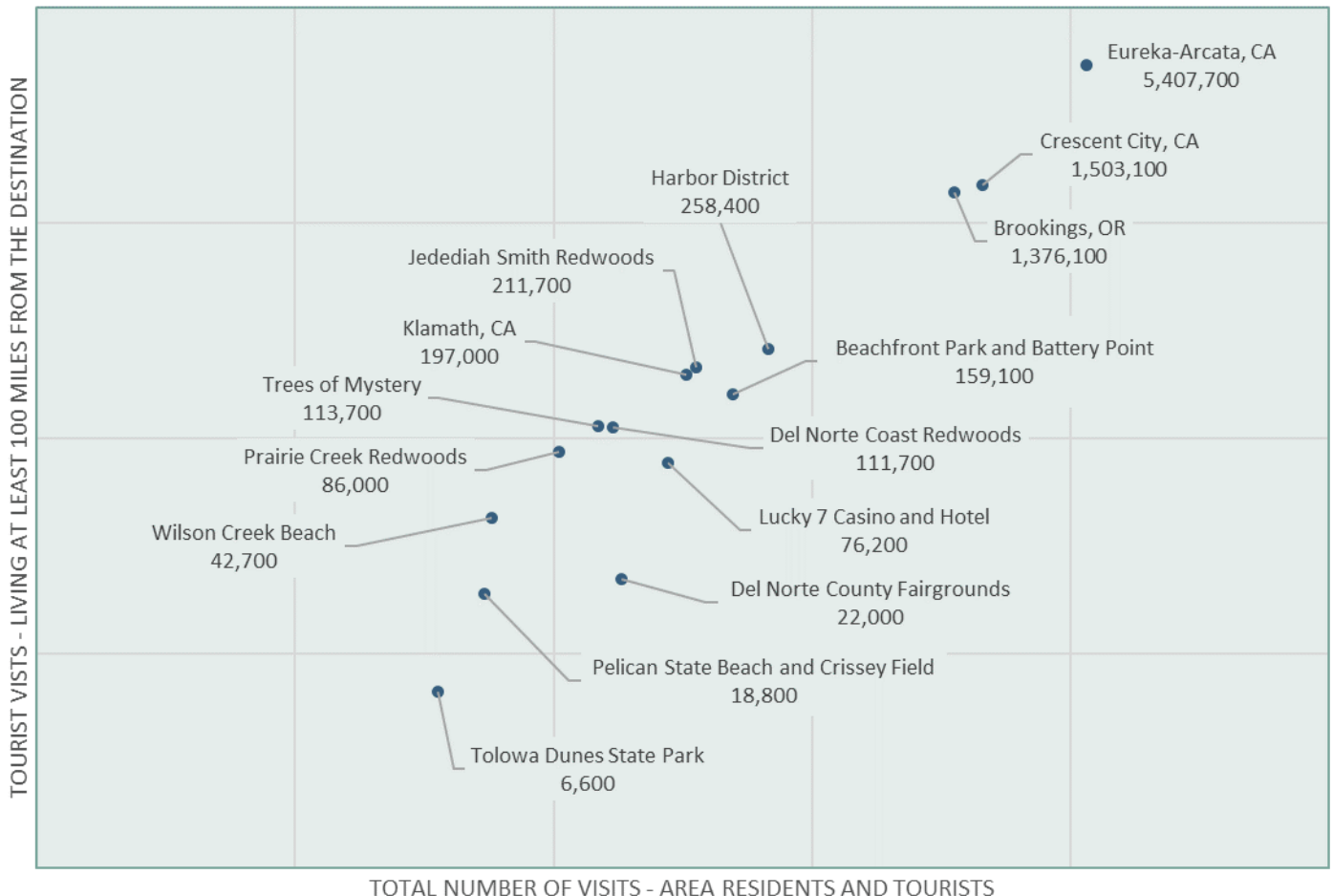
Outdoor attractions are the primary reason for tourist visits to Del Norte County. According to the National Park Service, Redwoods National Park – which overlaps Jedediah Smith Redwoods, Del Norte Coast Redwoods, and Prairie Creek Redwoods State Parks – had 458,400 visitors in 2022. Mobile device tracking data is consistent with this number, 111,700 tourist visitors to Del Norte Coast Redwoods, 86,000 to Prairie Creek Redwoods, and 211,700 to Jedediah Smith Redwoods. Visits to the state parks last about 2.5 to 3.0 hours on average.

Coastal areas are seeing a lower volume of tourist traffic, with those in Crescent City (Battery Point and the Harbor District) having the most visits. The lighthouse at Battery Point and restaurants and other businesses in the Harbor District will play a role in attracting a greater number of visits.

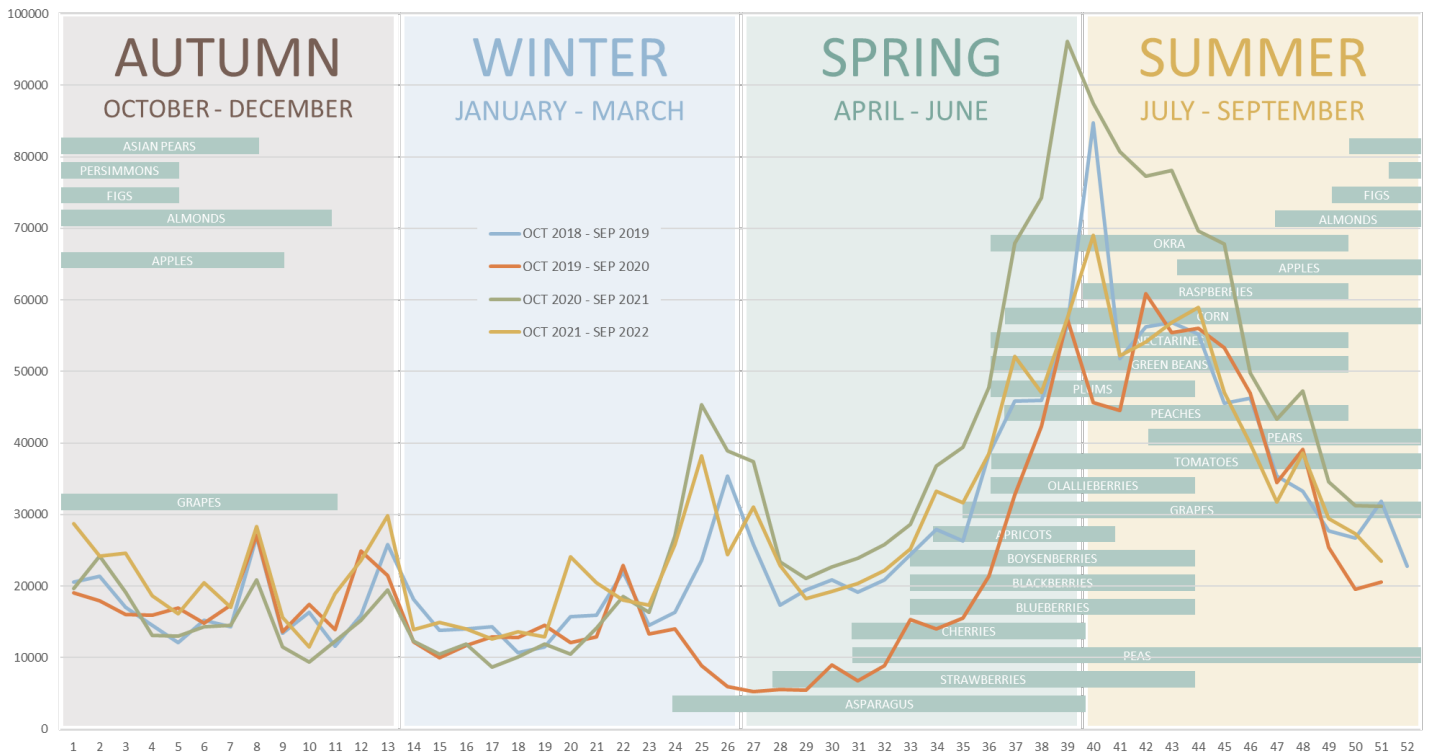
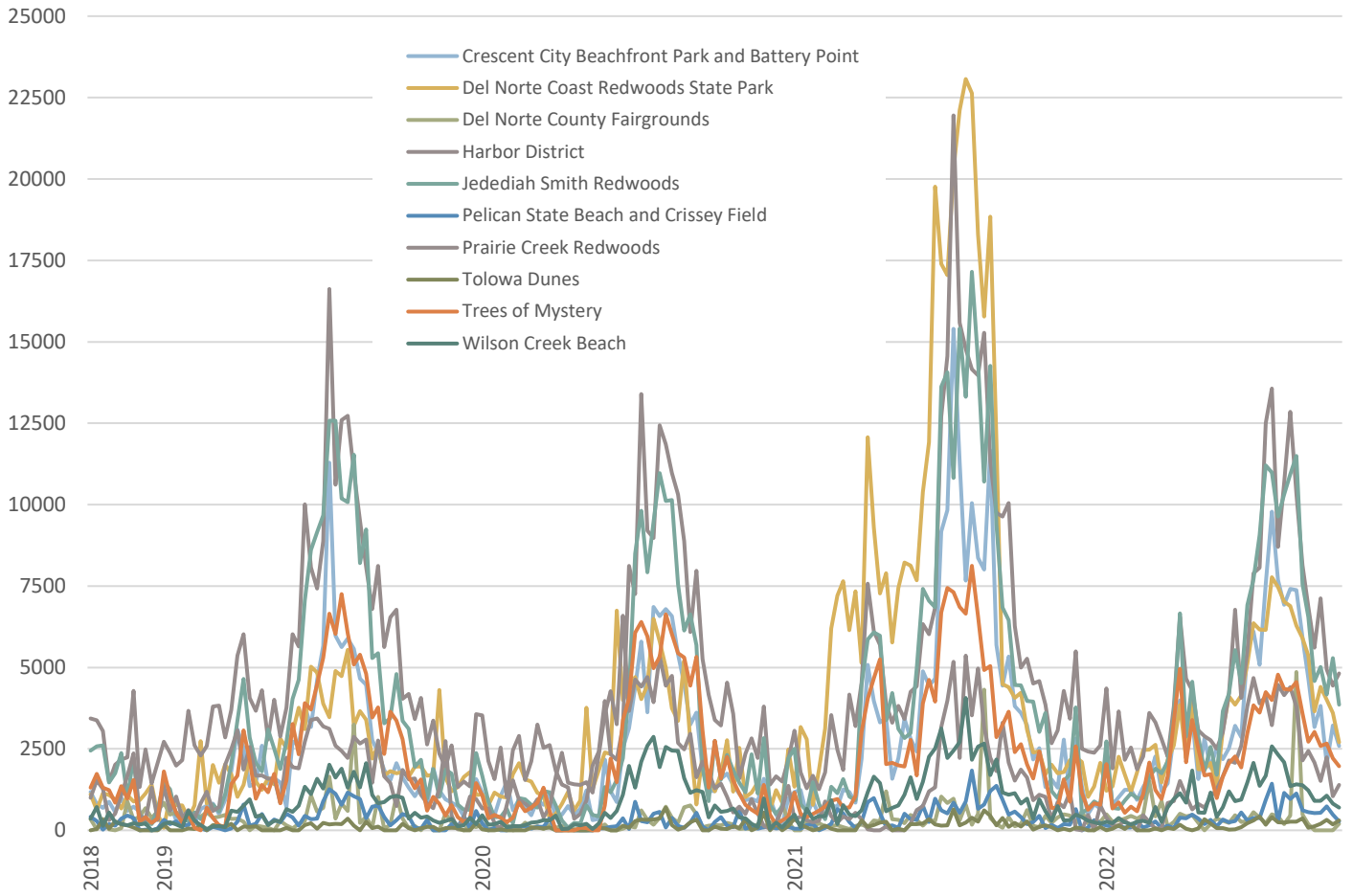
## Visitor patterns and harvest seasons

The county’s attractions saw an effect from the pandemic, with a drop in volume in 2020 followed by an increase in 2021. Traffic dropped again in 2022.

2022 TOURIST VISITS BY TOTAL VISITS

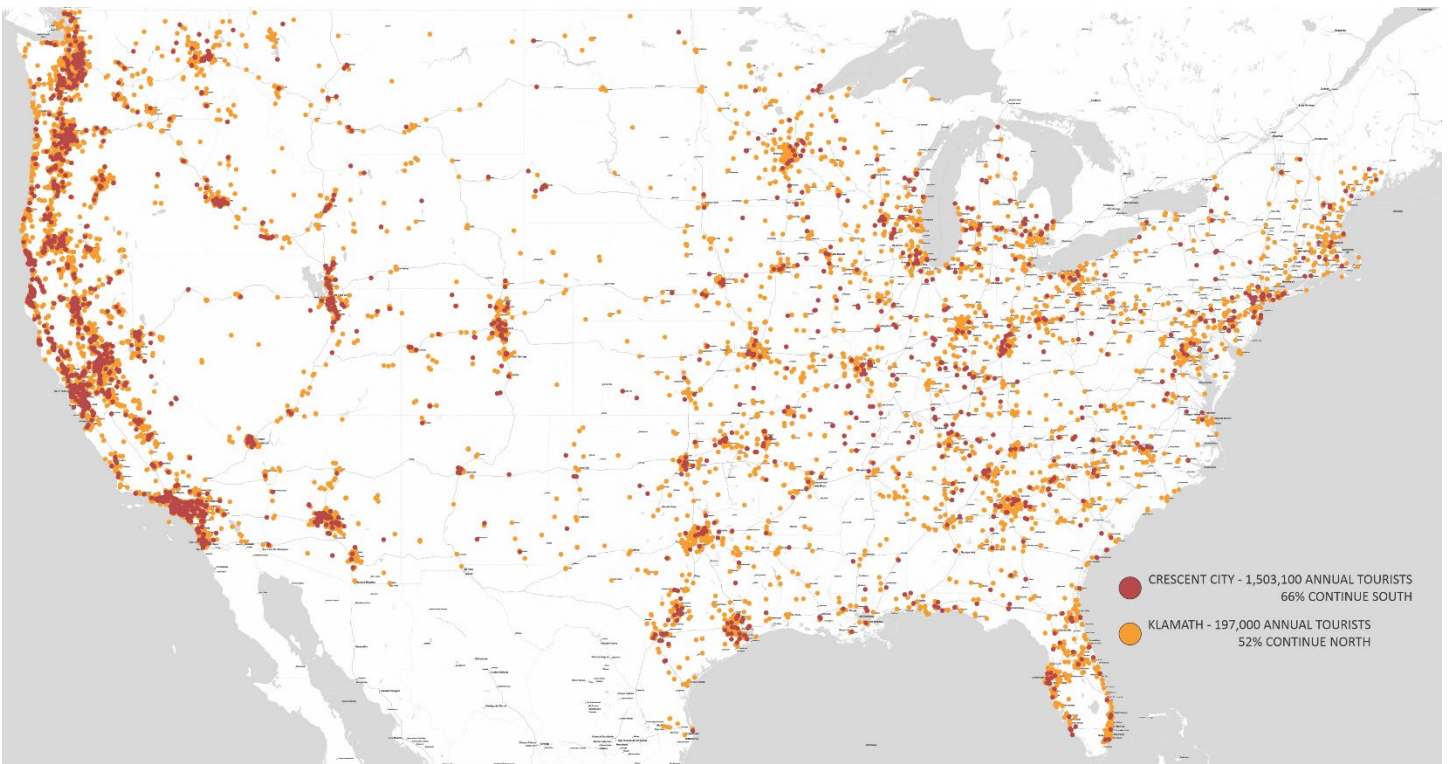


### 2019-2022 WEEKLY TOURIST VISITS



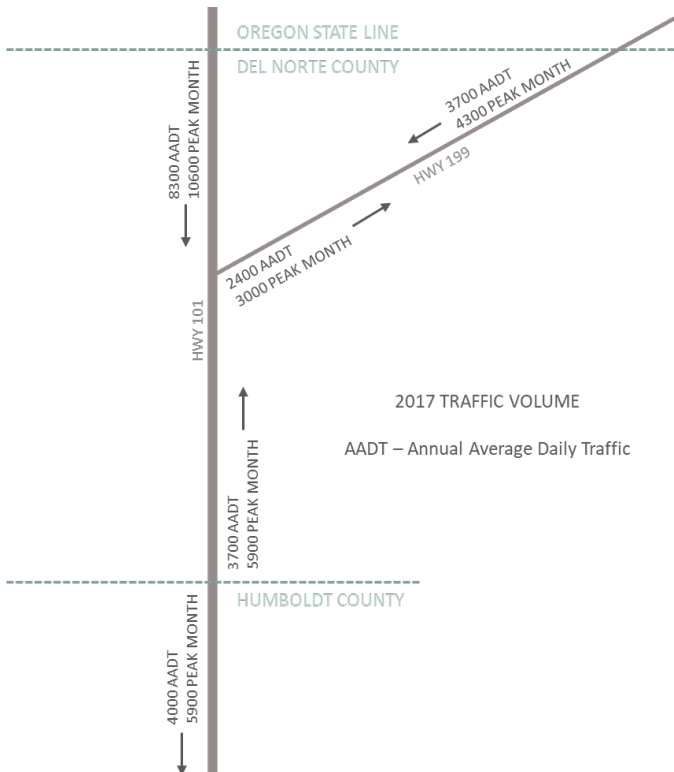


2022 ORIGINS OF VISITORS TO CRESCENT CITY AND KLAMATH



There is a strong pattern of seasonal visitation. Tourist traffic grows from May to the beginning of July, before falling through the months of summer into autumn. In most years there is a small increase around the end of March or beginning of April, corresponding with spring break.

The destinations for which data was collected all draw the majority of their tourist visitors from the west coast, stretching from Seattle to San Diego. Jedediah Smith Redwoods State Park and Crescent City’s Beachfront Park and Battery Point see the highest volume of visits from other parts of the country. Crescent City also shows this pattern, as it is the most important service center (lodging, dining, shopping) for anyone coming into the county.



Tourist travel through Del Norte County

Data collected through mobile device tracking and traffic count data obtained from the California Department of Transportation help to describe a travel pattern with critical implications for Del Norte County and its neighbors to the north and south. Visitors coming into the county from the north are often tending to stop at Crescent City, and not continue to the southern part of Del Norte County or into Humboldt County. Visitors arriving from the south are likely to stop their journey by the time they reach Klamath, and not continue to Crescent City or further north into Oregon.

It is a distance of a little over 20 miles between Crescent City and Klamath, or a little over 40 miles from the north to the south end of the county. Still, it appears that many visitors are not interested in driving that distance. It is perhaps because they do not distinguish a significant difference between what they may see at Prairie Creek Redwoods or Jedediah Smith Redwoods State Parks. The

choice of Crescent City or the Eureka-Arcata area as a base of stay may also influence this choice. Encouraging greater cross-traffic could benefit businesses in either Klamath or Crescent City. The adjacent counties can also realize benefits by working with Del Norte County to encourage more visitors to continue their journey north or south.

## Cross-Traffic and Business Visits

Mobile data was tracked in annual increments, and reports the number of visitors at a site who visited other tracked locations during the year (not necessarily during the same trip). This information is provided in greater detail in Appendix B. It is useful in understanding interests of a site's visitors, the businesses they patronize, and possible competing or collaborative sites that may be considered in tourism planning. It may also help to inform marketing, whether paid advertising, places to make printed material available, or locations for signage.

**Tourist destinations.** Jedediah Smith Redwoods State Park most often overlaps with visits to other tourist sites, along with Ocean World and Harris Beach State Park. Other redwood sites appear regularly in the rankings. South Beach, Battery Point, and Beach Front Park are most commonly frequented Crescent City locations included in visits to other sites.

Casinos rank high as an additional destination to those visiting Tolowa Dunes, the fairgrounds, and other casinos.

Disneyland Park often appears as a destination in the same year as a visit to sites in Del Norte County.

**Lodging.** The choice of lodging appears to be highly variable depending on the attraction visited. Assuming the stay was during the same trip, visitors to Prairie Creek Redwoods appear most likely to stay in Klamath or Eureka-Arcata. Independent hotels in Crescent City appear to be

avored over the chains. They include the Lucky 7 Casino and Hotel, Ocean View Inn and Suites, Oceanfront Lodge, Lighthouse Inn, Anchor Beach Inn, and Crescent Beach Inn.

**Del Norte County businesses.** The Del Norte County businesses most often visited by tourists stopping the area's attractions tend to be grocery and general merchandise stores, restaurants. They include Walmart, Safeway, SeaQuake Brewing, Chart Room Restaurant, The Apple Peddler, Fisherman's Restaurant, McDonald's, Starbucks, and Hiouchi Café.

**Agribusiness destinations.** Many of the agribusiness destinations in Del Norte County and beyond are small, and are not tracked in the database. Among those that are, the ones most often visited by tourists include seafood shops and restaurants serving fresh local seafood, brewpubs, creameries and cheese shops, and animal-themed attractions. They include:

- **Seafood-related.** Crescent Seafood, Seascape Restaurant (Trinidad), Tony's Crab Shack (Bandon), Catalyst Seafood (Brookings), Pacific Ocean Harvesters (Brookings).
- **Cheese and creameries.** Tillamook Cheese Factory (Tillamook), Tillamook Creamery (Tillamook), Face Rock Creamery (Bandon).
- **Breweries.** SeaQuake Brewing, Final Draft Brewing Company (Redding), Six Rivers Brewing (McKinleyville), North Coast Brewing (Fort Bragg).
- **Animal-themed attractions.** Great Cats World Park (Cave Junction), West Coast Game Safari Park (Bandon), Sequoia Park Zoo (Eureka).
- **Other.** Old Town Coffee and Chocolates (Eureka), Knott's Berry Farm (Buena Park)

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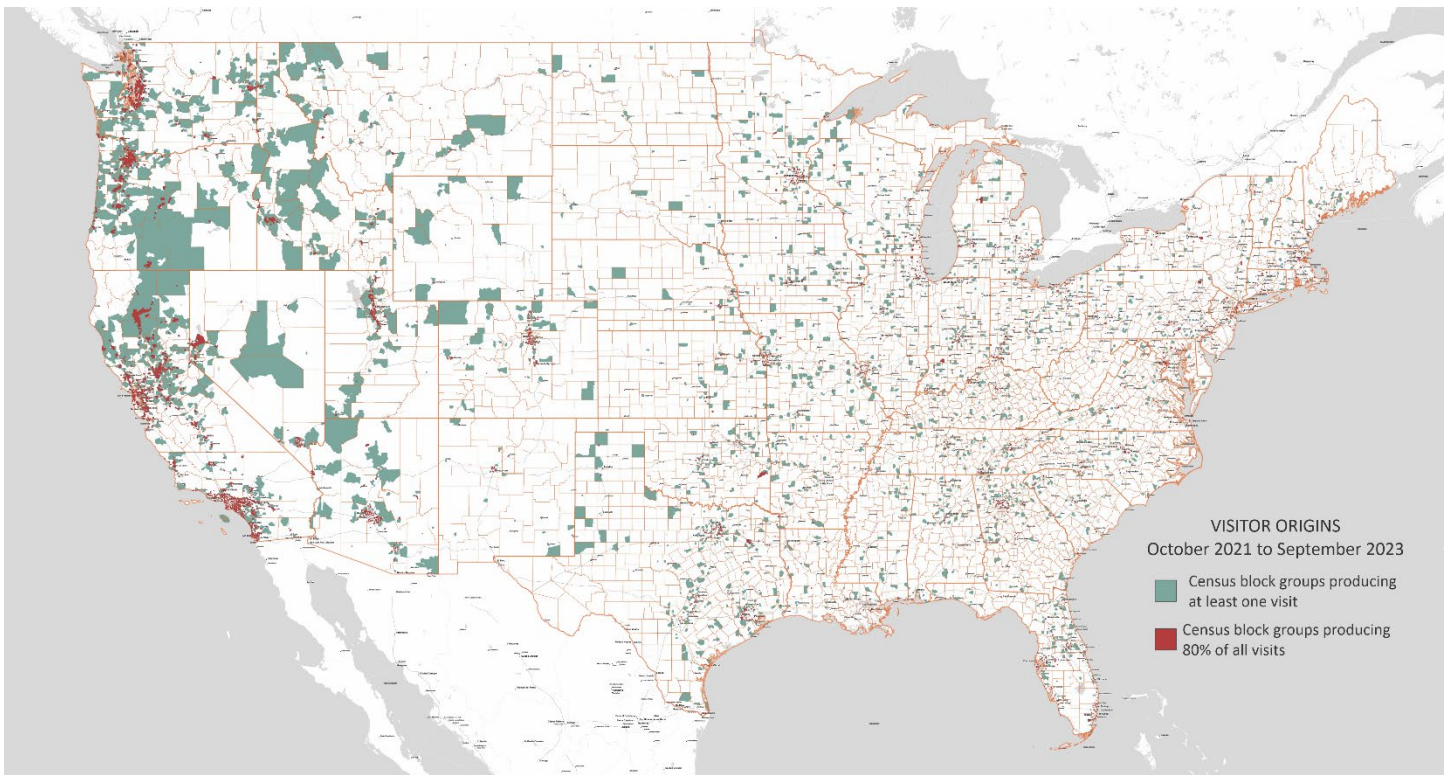
## Del Norte County visitor profile

This analysis defined a tourist as a person visiting a destination in Del Norte County that was at least 100 miles from their home. The map on the following page shows the Census block groups from which tourists were drawn to Del Norte County between October of 2021 and September of 2022. The area from which 80 percent of all visits were drawn is used to define the visitor market. This will screen out block groups producing single visits, which tend to be random, and concentrate on those areas generally producing higher numbers of visitors, and better representing core visitor demographics.

### Demographics

The county draws 80 percent of its tourism visits from a market with a population of 11,488,500 million people in more than 4,175,000 households. About three in ten (29.8 percent) of these are households with children. Married couples make up 51.1 percent of households, while single person households comprise 25.2 percent of the total. The median age of 38 years matches the national median. Persons 65 and older make up 15.9 percent of the tourist base.

DEL NORTE COUNTY VISITOR ORIGINS BY CENSUS BLOCK GROUP



Racially, the composition of visitors is also similar to the U.S., with 62.7 percent white (compared to 61.6 percent for the U.S.), and comparable percentages of Hispanic households (18.7 percent). There is a slightly higher percentage of Asian persons (9.3 percent vs. 7.2 percent for the U.S.) and considerably fewer persons identifying as black (4.9 percent vs. 13.6 percent for the U.S.).

The market from which Del Norte County attracts its tourists tends to have a higher income, with a median household income of \$76,667. The average household income of visitors is \$103,069, and 37.4 percent of households have an income over \$100,000.

Market segmentation

Market segmentation is a tool made available by market data providers to classify households into groups with similar demographics, interests, and purchasing behaviors. Experian Mosaic classifies households into 19 primary groups, all of which are represented to some degree among Del Norte County’s visitors. Descriptions of these segments are provided as a separate document, or can be found at <https://12political.com/assets/uploads/sites/327/2019/08/Experian-Mosaic-USA-Core-Descriptions.pdf>

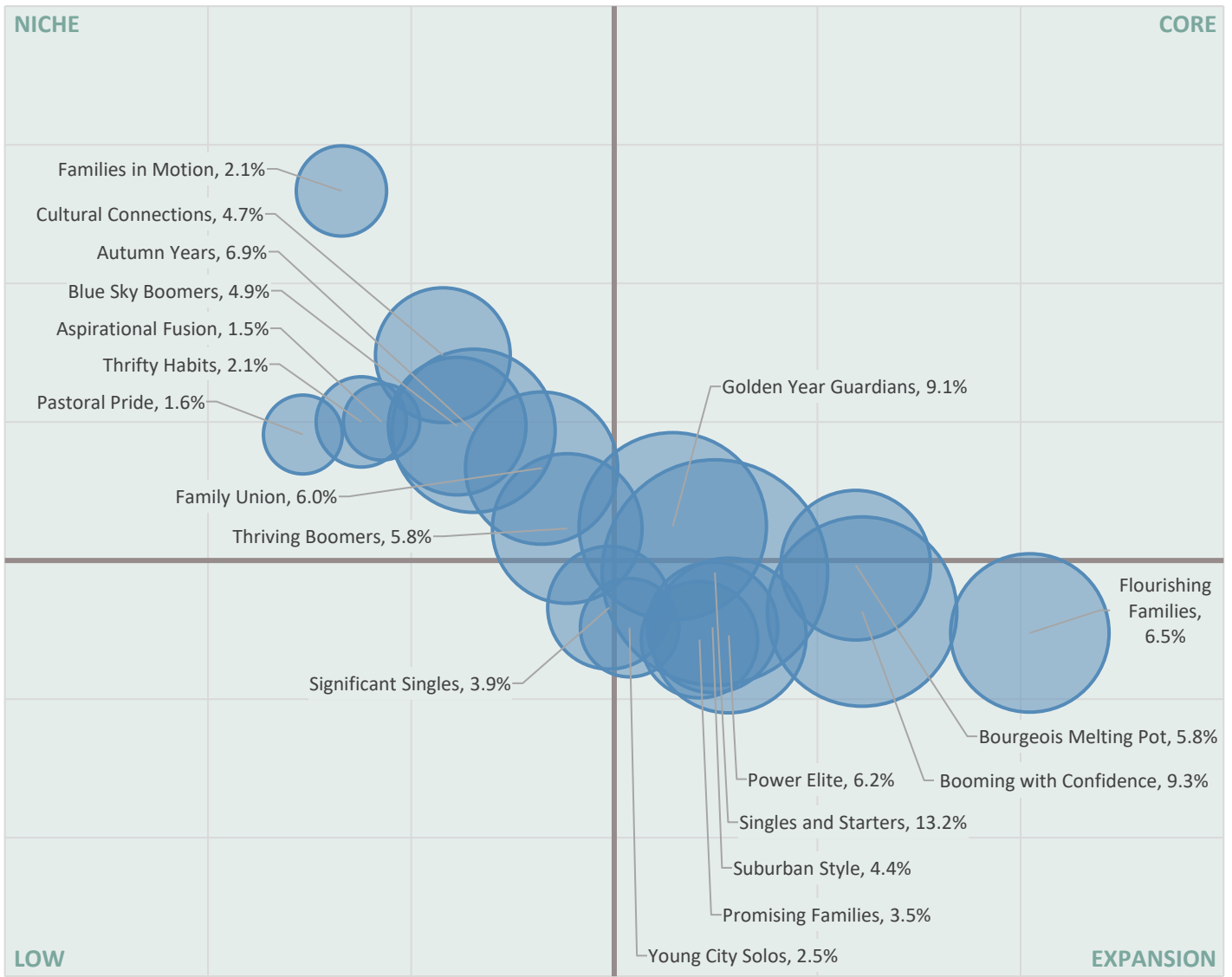
The top four segments make up 40 percent of tourists visiting Del Norte County. Descriptions copied here are abbreviated from those provided by Experian.

DISTRIBUTION OF DEL NORTE COUNTY TOURIST MARKET SEGMENTS

Market segment	Percent
Singles and Starters	13.9%
Golden Year Guardians	9.0%
Booming with Confidence	8.3%
Autumn Years	7.8%
Thriving Boomers	6.3%
Power Elite	5.8%
Flourishing Families	5.7%
Family Union	5.4%
Cultural Connections	5.3%
Blue Sky Boomers	5.3%
Bourgeois Melting Pot	4.7%
Significant Singles	4.1%
Promising Families	3.9%
Suburban Style	3.4%
Families in Motion	2.7%
Young City Solos	2.7%
Thrifty Habits	2.6%
Aspirational Fusion	1.9%
Pastoral Pride	1.4%



## MARKET SEGMENTS AND PENETRATION



The chart depicts the relative size of each market segment (size of bubble) and the ratio of the segment in Del Norte County's potential market relative to the national distribution, versus the ratio of the segment in Del Norte County's captured market relative its distribution in the potential market. Core segments are those with a higher percentage in the market than nationally and a higher percent captured than in the market distribution. Niche segments are those under-represented in the market but having a higher rate of capture. Expansion segments make up a greater percentage in the market than they do nationally, but have a lower rate of capture. Low segments are under-represented in the market and have a low rate of capture.

The categorization of market segments as core, niche, expansion, or low is based on the distribution of individual market segments nationally, in the market (geography), and among actual visitors. Segments shown to the right have a greater representation in the market area than they do nationally. Placement above the bar indicates that the segment makes up a greater share of actual visitors than it does in the market. As an example, the segment "Pastoral Pride" makes up a smaller share of the market (1.1 percent of the population living in the geographic area from which Del Norte County draws most of its tourists) than it does nationally (4.7 percent of the U.S. population), but the

segment is a greater share of actual visitors to the county (1.6 percent) than it is within the market.

Both niche and expansion segments present opportunities to acquire new visitors. Segments in the niche category are attracted to the area's tourist offerings, Strategies for these groups can focus on reinforcing messaging to places from which the county is already pulling, while targeting promising places with high concentrations of these segments. Expansion areas geographic regions from which the county is attracting tourists, but is not appealing to these segments. In this case, it may be worthwhile to understand what will motivate those households and evaluate the



tourist destinations in the county to determine if a different marketing approach is necessary, or if changes to the attractions could make them more appealing to these potential tourists.

## Core segments

Only one of the 19 market segments falls into this category. With regard to agritourism, they are a component of a growing trend in multi-generational travel parties, in which their own interest can be tied to the desire to participate in farm-related activities with grandchildren. Additionally, they are more inclined to participate in motor coach tours that can include farm tours, farm-to-table dining events, and other agritourism activities.

**Golden Year Guardians.** With more than 90 percent of members over 65 years old, Golden Year Guardians are the eldest of the Mosaic groups. The seniors in these four types have predominantly limited education and live on extremely modest retirement funds. Over half are widowed or living alone as their spouse resides in the community's nursing home. Most married couples still live in the homes they've owned for the past 25 years and nearly one third now reside in retirement communities. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

Marketing to the most senior generation of the US might require modern marketers to step out of their comfort zone. As a group of consumers that spent their young lives without TVs and computers, this group isn't worth attempting to engage online. TV, radio, in-store and direct mail remain the most effective methods to connect with this aging segment. The verticals that they're most interested in? Try health and financial services, home goods and a mix of children's toys to help them keep up with what their grandchildren want for their birthdays.

Use messaging that is clear and reflects their own values for honesty, honor, loyalty and respect. Traditional conventions will resonate with this group, as will loyalty programs.

## Niche Segments.

These are segments traveling to the county in greater volume than their percentage within the areas from which Del Norte County draws tourists. They are likely to have an affinity for the kinds of attractions offered in the county. Interests like food and cooking, local businesses, American-made products, and outdoor activities connect these groups to agritourism.

While mostly middle-income, there are lower-income segments within this category, which may not be good targets for agritourism attractions.

**Autumn Years.** One of the nation's more elderly groups, Autumn Years consumers are mostly mature couples retired in the same house where they've lived for much of their adult lives. Just under two thirds are over 65 years old. About the same proportion are married couples with grown-up children. Autumn Years live in single-family homes and have not yet, or may never, moved to a retirement community. Proud members of the Greatest Generation, these couples are rooted in their communities, often belonging to veterans' clubs, unions, churches and temples.

The members of Autumn Years enjoy their quiet leisure time. They tend to like to stick around the house to watch TV, play card games, read books, garden or pursue hobbies like needlework. They enjoy easy listening music, as well as outdoor activities such as walking and fishing.

**Family Union.** In Family Union, families live in middle-class comfort within the sprawl of major metropolitan areas. Many of the households contain older parents and their children, who have worked hard, settled in modest houses and established a comfortable lifestyle for their families. They tend to live in multi-ethnic and multi-lingual neighborhoods, some speaking Spanish in shops and cafes, driving used American compact cars and minivans, and filling their homes with food and decorations that remind them of their roots.

Family Union are vibrant and active, engaging in plenty of sports with their families, including soccer, basketball and baseball. When they go out to eat, they're more likely to go to a local eatery or a fast food chain.

**Thriving Boomers.** The three segments comprising Thriving Boomers feature empty-nesting couples in their 50s and 60s who reside in homes they've owned and lived in for 15+ years in cities and suburbs across the US. Most of the households contain childless couples who are approaching retirement. While some of their peers have migrated to active retirement communities, these folks are content to live in their mixed-age neighborhoods.

Half of Thriving Boomers are likely to be grandparents, but they've hardly retired to a rocking chair. Many are much different to preceding generations at the same point in life. They exercise regularly, enjoying biking, hiking, walking, swimming, golf and fishing. These educated Americans frequent the theater, museums and classical music concerts. They dine out often at their favorite restaurants and choose healthy options. They travel often, with over half preferring to travel domestically over foreign countries. To relax at home, they like to garden, read books, cook and play card games.

**Blue Sky Boomers.** In Blue Sky Boomers, older, empty-nesting couples and singles have settled in small towns and waterfront resorts in anticipation of their retirement years.

The three types in this group are about evenly divided between married couples and widowed or divorced singles without children at home. More than 80 percent are between the ages of 50 and 65. Most have high-school educations and working-class sensibilities. These households tend to work in blue-collar jobs, supporting a resort economy in towns that offer weekend getaways and longer summer vacations for wealthier city dwellers.

Located in surroundings like theirs, no one would fault Blue Sky Boomers for spending much of their leisure time outdoors, and they enjoy fishing, bird-watching and gardening as well as watching NASCAR on TV, and listening to music. However, they also have enough money—thanks, in part, to conservative investments—to travel by car to domestic locations, and are likely to buy a lottery ticket.

**Cultural Connections.** Cultural Connections are first and second generation Americans who are striving to improve their lives. Most consist of middle-aged couples with children, and single-parent families. Many face challenges—modest educations, low wages, uncertain jobs and language barriers.

Some Cultural Connections take part in martial arts while others play team sports like soccer, basketball, baseball and football. On weekends, these consumers prefer to stay around home. They'll occasionally go to local establishments or a dance performance, or they'll take their kids to family-friendly venues like theme parks. At home, they may undertake some form of study.

**Families in Motion.** The two types in Families in Motion are dominated by young families living in small towns scattered across the eastern half of the country. Most of the households contain married couples between 25 and 45 years old. Half have families with two or more children.

In their remote settings, a disproportionate number have large lots between two and four acres—plenty of room to park their campers and pickups. In these heartland communities, most families get by on modest educations. Seven out of ten have a high school diploma or at least some college, and about 10 percent have earned a college degree. The majority of adults work at blue-collar jobs, and while the pay may be average, these dual-income couples make enough to support outdoorsy, child-centered lifestyles.

**Thrifty Habits.** The four types in Thrifty Habits reflect the nation's least affluent group. These households contain economically challenged singles and divorced individuals living in isolated towns and cities. With modest educations and humble jobs, many struggle to make ends meet. Many of their communities face endemic problems associated with poverty and crime. As a group, the households are older (ages range from 45 to 75), without children, and transient.

**Pastoral Pride.** The four types in Pastoral Pride are concentrated in small, country towns and characterized by modestly-educated middle-aged couples and divorced or widowed individuals. About half have children still at home. Having settled in remote villages and towns far from the urban centers, they enjoy their homes, their sleepy country communities and their steady, blue-collar and service sector jobs. In their communities where solitude and self-reliance are cherished, they've managed to fashion a simple, unpretentious lifestyle.

With households located far away from malls and movie theaters, Pastoral Pride like to spend their leisure time enjoying the outdoors as well as getting together with friends. Entertainment typically involves playing cards, attending a potluck dinner or watching a game on TV. When they take a vacation, most travel by car or truck and stay within the US.

**Aspirational Fusion.** Aspirational Fusion are a transient group, with younger singles, and single-parents in low-income neighborhoods. Concentrated in older, industrial areas, members of this group are drawn to the affordable, modest apartments where housing values are well below average. In the group's two types, three quarters are under the age of 45, and nine out of ten households contain unmarried individuals. With nearly two thirds being single-parents, this group reflects the recent lifestyle trend of unmarried couples living together, especially among younger people who feel they are not ready for the financial commitment expected in marriage. Many are trying to raise families on low incomes and tight budgets.

## Expansion segments

Several high-earning segments fall into this category, which has above-average concentrations in the places from which Del Norte County is attracting its tourists. Unfortunately, they are not visiting the county in the numbers that might be expected. As consumers of quality, it is possible to speculate that the few higher-end lodging and dining choices in the county may play a role in limiting tourism. Agritourism – with an emphasis on fresh and local food, craft food and other products, unique and luxurious farm-based lodging, etc. – can be a factor in attracting more of these desirable tourists.

**Singles and Starters.** The six types in Singles and Starters contain fresh Generation Y'ers with upwardly mobile aspirations. Concentrated in small cities across the country, these households tend to be young with eight out of ten being under the age of 35, and unattached—more than half are single while a quarter are single parents. Most are on their own and starting to build independent lives in apartments with other young singles. They're college-

educated, on their way to holding a degree, and many are starting their professional careers at entry-level positions as young professionals. These self-described workaholics share a desire to move up in status and they realize that every career journey starts with a first step.

Singles and Starters are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially. These consumers also seek novelty—brands that position themselves as unique and having a variety of products or services to fit any need or want. Keep their life stage in mind—they are in entry-level professional jobs and their discretionary spend has not yet been established and this segment is fully aware. They are looking to be fashion-forward and setting trends, and fully capable of investigating competing offers online and off to find the best ‘bang for their buck’.

**Booming with Confidence.** These are married couples in their peak earning years, approaching retirement. Many of the households have dual incomes and few children, allowing them to afford fashionable homes on small, manicured yards in city and suburban neighborhoods. Having made a conscious effort to distance themselves from the noise and chaos of the urban core, they’ve retreated to the quiet and desirable neighborhoods located only a short commute from their jobs.

Booming with Confidence tend to have sophisticated tastes. With their well-appointed homes, solid incomes and diversified portfolios, they can afford to live the good life. They like to spend on nightlife, going to plays, concerts, movies and restaurants. On weekends, they can be seen touring museums and antique shops, always on the lookout for objects to add to their collections. They travel widely, taking getaways internationally. At home, they like to relax by reading general editorials, travel and business news, gardening and cooking magazines.

As consumers, Booming with Confidence have conservative tastes. They’re attracted to comfortable classic fashions that have stood the test of time, and mid-range cars and trucks from both domestic and foreign automakers. With many still in the workforce or volunteering for charitable causes, they wear smart styles and designer labels they find at favorite mall retailers like Nordstrom and Ann Taylor. Many patronize local shops they’ve frequented for years when stocking up on wine, gourmet food and books.

**Flourishing Families.** Flourishing Families contain prosperous parents and children of all ages living life in suburban comfort. Most of the adults are married, in their late 30s to early 50s and college educated.

Over two thirds of households consist of married couples with children, whose ages range from pre-school to post-graduate. With high incomes and diversified assets, many parents have attained a level of financial stability that allows them to kick back and enjoy their quiet residential neighborhoods. Nearly one in six households contains a young adult, while many others have children spread across all age ranges.

In Flourishing Families, most of the adults have turned their college educations into lucrative positions in management, law, education, and technical professions. Many households contain dual earners, resulting in a healthy six-figure income. The money supports a car-dependent culture where commuting to city jobs is a fact of life.

With kids of all ages in this group, their leisure activities revolve around family-friendly fun. These households are big on sports of all sorts. Some are outdoor sport enthusiasts and like cycling, skiing, mountain-biking and backpacking. Fitness buffs, they like weight training, softball, aerobics and yoga classes as well. Others focus on a round of golf or playing a match of tennis. They like to take their families on warm-weather vacations to Hawaii and the Bahamas. To keep their youngsters occupied on weekends, they head to museums, zoos and aquariums. The parents get some alone-time while dining out, going to movies and enjoying cultural offerings like plays and classical concerts.

As journeymen in terms of technology adoption, your best bet for engaging the Flourishing Families households lies in digital and streaming TV advertising. With much higher than average discretionary spends at their disposal and 70 percent with children of all ages, these households are in the market for a wide array of products. Target Flourishing Families with seasonal ads across all verticals, financial service options, and competitively-priced travel packages.

**Power Elites.** With over half the adults holding college degrees, Power Elite reflect a society of white-collar and entrepreneurial types as well as dual-earners who have worked their way to the top. They’re over twice as likely as average Americans to have jobs in business, law, science and technology. Over a third of this group’s households earn more than \$250,000 annually and they have the highest annual discretionary spends of all US consumers; over \$32,000.

As consumers, the Power Elite have regal tastes. They’re philanthropic supporters of the arts who go to plays, live theatre performances, music concerts, and museums. With many of their kids grown up, they’re free to go out to dinner, watch a movie or take in another evening event. Weekends are reserved for trying to catch up with life, with such activities as cooking for fun, church events, reading books, or heading to the beach or lake. These are also health-

conscious households who set aside regular time to exercise at a health club or with a private trainer. And they have more golf, swimming and tennis enthusiasts than almost every other group.

To satisfy their curiosity about the world, they travel widely in the US and abroad, visiting virtually every country that can be reached by plane, train or cruise ship. They travel in style whether it involves hitting ski slopes, wandering island beaches or teeing-off at exclusive golf courses. These Americans can afford to sport the envied glow of a natural winter tan.

Being the most marketable consumer segment in America, it is vital for brands to break through the noise. To hyper-target the Power Elite, use messaging that resonates with what's on the horizon; empty-nesting and eagerness to embrace new experiences. Though sophistication and elegance are certainly relevant, pull out all the stops and let this market know that your brand appreciates and emanates their interests in authentic experiences, quality products and service.

**Bourgeois Melting Pot.** Bourgeois Melting Pot are mostly married, middle-aged consumers without children living in suburban neighborhoods. Nearly three quarters are between the ages of 35 and 65. Nearly 60 percent have no children at home. These households predominately consist of married couples almost half of which are empty-nesters concentrating on their careers and relaxed lifestyles.

In their stable neighborhoods, Bourgeois Melting Pot pursue low-stress, unpretentious lifestyles. They like to listen to music, garden and cook for fun. They're the casual folks whose idea of nightlife is to go to a bowling alley, movie theater, or a restaurant. They're not big on strenuous outdoor exercise, but many belong to a health club where they like to use the rowing and cardio machines. When they take a vacation, which they do as often as average Americans, it's often to a destination within the US.

**Suburban Style.** This segment is filled with ethnically diverse, middle-aged couples and families enjoying upscale lifestyles. Concentrated in suburban neighborhoods, these households are in the middle child rearing phase of their lives, coping with growing families, mid-level careers and monthly mortgage payments. However, they're happy to be bringing up their children in these middle-ring suburbs known for quiet streets and commutes to in-town jobs.

Suburban Style has rich leisure lives. They spend a lot of their free time engaged in watching college and pro football and basketball. For a night out, adults head to movies, restaurants, plays, museums and concerts, as well as occasional cooking for fun. Then there are the excursions to zoos, aquariums, bowling alleys and theme parks as well as regularly scheduled hockey practice. Many fret that their

children are over-programmed and need more unstructured playtime. With friends they might play cards or video games—anything to take their minds off the next bout of activities, errands and appointments.

With their mix of solid incomes and educations, Suburban Style tends to be fashion-forward consumers who like to check out new styles and products. They tend to shop at online discounters, e-tailers and bid sites like eBay. They have the “work hard play hard” mentality of being tech-savvy, sometimes workaholics that tend to splurge on things like travel and electronic gadgets.

The busy families of Suburban Style make great media audiences. They are receptive to learning about brands and services on TV (broadcast as well as streaming TV). They are also a great audience for email advertising that resonates with their busy lifestyles and tendencies to shop anytime—as long as they have a coupon or other incentive. They like to read magazines that cover parenting, health, food, and entertainment. Social media and direct mail are also still key.

**Promising Families.** Promising Families consist mainly of Generation Y'ers who've married, moved into their first homes and started families.

In Promising Families, life revolves around young and active families. It's hard to find a team sport—especially baseball, basketball, soccer or football—in which they don't participate. They keep fit by jogging, swimming, and aerobics. These parents are still young enough to enjoy nightlife and—after getting a babysitter—often go out to restaurants, bars, nightclubs, and movie theaters. Many keep their kids occupied on weekends by taking them to a bowling alley, swimming pool, aquarium or zoo. At home, they spend their leisure time on the internet, playing games, listening to music, reading or working on their hobbies, such as painting. During school breaks they travel frequently to domestic beaches, theme parks and campgrounds where they enjoy hiking and horseback riding.

**Young City Solos.** The two segments in Young City Solos contain younger and middle-aged singles living in city neighborhoods. More than 85 percent are unmarried. They are childless and living alone or cohabitating with a roommate or partner; many as first time home buyers. These young professionals report above-average incomes topping \$50,000 a year, and they seem to be thoroughly enjoying their unattached status.

Young City Solos lead fast-paced and active lifestyles. These unmarried folks devote a lot of their discretionary cash to nightlife activities, often going to bars, nightclubs, plays, dance performances, concerts and rock shows. They keep their healthy lifestyles by staying fit and joining a health club to make use of the cardio machines, weights and



yoga classes. They also enjoy jogging, playing tennis, rock climbing and racquetball. They dine out often at restaurants, where they like to try different cuisines while also checking out the nutritional value. This audience also tends to prefer brands with a clear environmental conscience.

## Low segments

Only one segment falls into this category.

**Significant Singles.** Significant Singles reflect the recent trend of Americans staying single longer and the growing acceptance of individuals remaining unmarried well into middle age or longer. This group contains four segments and consists mainly of singles between the ages of 36 and

65 living in rental apartments in city neighborhoods. Over seventy percent of households are childless, while nearly half have never married. Most enjoy an active singles scene with plenty of nightlife, progressive values and robust leisure lives.

Despite their modest incomes, Significant Singles enjoy active, urban lifestyles. Many are body-conscious and look after themselves by eating healthily and pursuing a number of activities such as martial arts and hockey. When they're not out and about, they're happy to stay home, listen to music and audio books, and paint. They like to eat gourmet cuisine, trying different types of food, perhaps with a glass of wine.

# IMPLEMENTATION



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## Organization

There is no single entity with the mission, staff, or resources needed to carry out an agritourism strategy. Implementation will require the coordinated efforts of several organizations with roles aligned to their own goals and objectives. Del Norte County, the City of Crescent City, the Del Norte Visitors Bureau / Del Norte Chamber of Commerce, the University of California Cooperative Extension Humboldt – Del Norte Counties, and North Coast Small Business Development Center are anticipated to play significant roles. These organizations should form a working

group with responsibility for overseeing the strategy, coordinating activities, and assessing progress. Several other organizations have expressed interest in the strategy and may play a more limited role. They include the North Coast Growers' Association, North Coast Co-op, and Del Norte and Tribal Lands Community Food Council. Tribal economic development initiatives may also play a role, and efforts should be made to include tribes as part of the core working group.

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## Implementing the strategy – 16 initiatives

It should be understood that Del Norte County is at the starting line in its efforts to become an agritourism destination. The potential is strong, with a sizable number of annual visitors who will find agritourism an appealing

add-on to their trip. There is also an existing agritourism market in counties to the north and south that can help to brand the region as a destination. Del Norte does have an attractive diversity of agricultural and related operations. It

is challenged, though, in that many of them are small and few are currently pursuing any agritourism projects. The recommended strategy therefore attempts to build the agricultural base as it simultaneously promotes agritourism as an approach to diversification. It seeks to collaborate with Humboldt and Curry counties to leverage the progress they have already made toward building an agritourism market. The strategy is comprised of six goals achieved through 16 initiatives. Some of these contribute to more than one of these goals:

- Build capacity for agriculture, craft production, distribution, and connection to tourism.
- Create a brand and reputation as an agritourism destination.
- Encourage farms and ranches to diversify their operations through agritourism.
- Supporting entrepreneurship that grows small craft food businesses and other makers of craft and artisanal products.
- Collaborate and leverage resources with Humboldt and Curry Counties, and others.
- Promote development of visitor-serving districts in Crescent City.
- Increase tourist traffic to the county, and especially in the off-season. A one percent increase is an average of 41 visitors per day, at current levels.

Each of the initiatives consists of one or more specific action steps, with a recommended lead organization, timeline, and estimated budget.

**1. Support the growth of small farming operations, including new farm operations.**

While there are many diverse agricultural operations within Del Norte County, they are predominantly small in scale, often with limited and seasonal production. The objective of this initiative is to increase the number of agricultural and related operations and to help them grow. The University of California Cooperative Extension Humboldt – Del Norte Counties can play the lead role in most aspects of this initiative, with support from Del Norte County and the North Coast Small Business Development Center. The Del Norte and Tribal Lands Community Food Council also supports this initiative.

- a. **Reach out directly to existing farms, ranches, related businesses, and the people who want to start them.** While providing printed and web-based information and conducting presentations or workshops is

helpful, these should be accompanied by efforts to reach out to businesses (farms, ranches, nurseries and greenhouses, fishers, food manufacturers, bakeries, etc.) individually. The format for this efforts should be modeled on a typical business retention and expansion (BRE) program for economic development. The farmer’s markets and Del Norte and Tribal Lands Community Food Council are two sources that can help in identifying these businesses.

- b. **Educate and assist existing and new agricultural and related businesses with their startup or expansion plans.** The University of California Cooperative Extension Humboldt – Del Norte Counties and the North Coast Small Business Development Center should combine areas of expertise to offer targeted technical assistance to existing and potential agricultural and related businesses.
- c. **Review current zoning regulations relating to agritourism and on-farm processing.** The County’s zoning code limits the kinds of activities that can occur on farms, often prohibiting the kinds of uses associated with agritourism. The code should be revised to allow farm-related sales, processing, activities or attractions, and lodging subject to performance criteria.



*Example of an agritourism project such as might be considered by farms in Del Norte County.*

- 2. **Educate farmers, ranchers, and others about the tourism market and potential investments in diversification, such as visitor lodging, farm**



**stands or events, and value-added craft food manufacturing.**

The Del Norte Visitors Bureau should provide updated tourism market information such as what has been included in this analysis, and from other sources, to help businesses understand the market and ways in which they can attract visitor spending. Partnering with others, presentations and supporting material should be prepared specific to agritourism.

- a. **Track and report visitor information.** The Del Norte Visitors Bureau can leverage state tourism resources and information gathered from local attractions (such as visitor counts at state parks and other destinations) to inform them of recent visitation trends.
- b. **Distribute information about agritourism marketing initiatives and programs related to agritourism.** Tourism marketing for the county should begin to incorporate agritourism themes, and the county should be developing partnerships to promote agritourism with adjacent counties. These actions should be promoted to the businesses who may see an opportunity to participate. Other programs, such as those run by the State of California or agricultural organizations, should also be promoted.



*Local baked goods, jams and jellies, and other craft food products promote agritourism and extend the season.*

**3. Work with agricultural and related operations to explore or expand value-added production.**

Humboldt County has enjoyed great success in fostering food-related startups with both value-added processing of locally-grown products, and craft

production involving ingredients sourced elsewhere, such as chocolate and coffee. The area’s chocolatiers, breweries, distilleries, and other food businesses are frequented by tourists, though craft production and agritourism are not featured in the area’s tourism marketing. Communities such as Eureka and Arcata have supported food manufacturing through incubation and initiatives to create small food manufacturing spaces for emerging businesses. Del Norte County can look to these programs as a model, expanding its role as demand grows.

- a. **Highlight the opportunity for craft food businesses.** The University of California Cooperative Extension Humboldt – Del Norte Counties can partner with other organizations to educate agricultural businesses, existing small food businesses, and potential entrepreneurs about the potential to start a craft food business. This can include public presentations or workshops along with printed and online content.
- b. **Organize a food contest.** Cooking or baking contests are an innovative means of reaching out to people who may have an interest in starting a food business. They can be organized as part of existing events like the farmer’s market or activities scheduled in the off-season. Participants get to see how their food is received by the public, and the winner can be given a package of incentives to start a business. As an example, one community created a baking contest where the prize was six months of free rent donated by the owner of a vacant downtown building, a package of in-kind advertising from the Chamber of Commerce, legal and other professional services donated by businesses, and a small cash grant.
- c. **Facilitate access to kitchens where food can be prepared.** While California’s cottage food law is relatively generous in allowing food processing in a home kitchen, those businesses wanting to sell commercially (other than direct-to-consumer) will need to prepare their food in a licensed commercial kitchen. Finding such as space can be difficult and costly. At the same time, most communities have commercial kitchens that go unused for significant periods of time, including some in restaurants, community buildings, churches, and other spaces. The County can help to identify these kitchens, inventory their



capabilities, and coordinate affordable access by small food businesses that are not yet ready to support their own kitchen facilities.

- d. **Facilitate access to places where local food products can be sold.** While the farmer's market is an obvious location where local craft foods can be sold, several area businesses indicated that they would be receptive to selling these products. The Del Norte Visitors Bureau / Del Norte Chamber of Commerce may be best suited to identifying businesses or organizations with unused kitchen space and helping emerging food businesses connect to them.
- e. **Offer targeted startup and technical support to food businesses.** Del Norte County can reach out to Arcata (which operates a food business incubator) and other economic development organizations in the area to establish partnerships through which Del Norte County food businesses can gain access to specialized knowledge, training, and technical assistance. additional support is available through the Small Business Development Center.
- f. **Explore the need to offer more advanced resources as demand grows.** Food manufacturing has the potential to grow in Del Norte County as it has in Humboldt County. As demand for space and support materializes, the County can consider developing a food business incubator, developing food manufacturing space, as has been done in Eureka and Arcata. Funding is available through the U.S. Department of Agriculture and the U.S. Economic Development Administration to support these types of activities. They will require a feasibility study demonstrating market demand and fiscal feasibility of the proposed project. Grants are also available to prepare a feasibility study.

#### **4. Provide financial, technical, and marketing assistance to encourage agritourism diversification initiatives.**

The State of California has a number of incentives for business expansion, including some specific to food and agriculture, but most are intended for project well above the scale of most of those that will occur in Del Norte County. Cash and loans are the most commonly-sought incentives, but often the most difficult to provide. Opportunity Zones may make some projects

eligible for tax credits, but this is only within designated areas in Crescent City. Creative approaches will allow the County to establish targeted agritourism incentives offering small, but meaningful assistance to new or expanding businesses.

- a. **Create incentives for agricultural development, agritourism, and craft food manufacturing projects.** Alternative approaches to incentives often align existing resources in new ways to accomplish economic development goals. As examples, governments can lease land to emerging farming operations, and schools or other public agencies can purchase meat, fish, produce, or processed food from local businesses. Organizations and private businesses can be enlisted to provide in-kind services and assistance to emerging businesses. The Del Norte Visitors Bureau can feature these businesses in tourism marketing.

#### **5. Enhance the farmer's market at the Harbor.**

The farmer's market plays important roles as a location where small farms can sell their produce and as an informal incubator for food, arts, and related businesses. The market does appear to generate some traffic from tourists. With visits peaking on weekends when the farmer's market is in operation, this traffic can be increased. The market can also play a role in promoting agritourism development and connecting its vendors to the resources that will help them grow their business.

- a. **Improve the consistency of the market.** While there a large number of vendors associated with the market, there are often days when many of the vendors may not show up, so that potential customers may hesitate to come. Market policies should include incentives/disincentives to encourage vendors to be present on market days.
- b. **Improve the visibility of the market.** Dedicated signage and landscaping in front of the market will raise its profile and help it to capture passing traffic.
- c. **Continue to focus on market expansion.** The size of the market is an attraction. In addition to growing the number of vendors, the market should evaluate the potential for additional hours as demand grows.

**6. Create a distribution hub to connect growers, fishers, and related producers with restaurants and retail outlets.**

The North Coast Growers' Association, North Coast Co-op, and Humboldt Made have established a robust program to aggregate and distribute locally-grown produce, meat and dairy products, and craft foods or other products. The Port Orford Community Co-op fills this role on a much more limited scale in Curry County. In Del Norte County, the Del Norte and Tribal Lands Community Food Council also has a limited distribution hub that may serve as the basis for a broader effort. While the North Coast Growers' Association does define its territory to include Del Norte County, it does not have members from the county. It may still be a potential partner. Del Norte County can launch this process with a commitment of time, perhaps utilizing an intern to conduct the research and coordination.

- a. **Identify demand from institutional, restaurant, and retail buyers.** The first step in establishing the hub will be to inventory demand. This should assess which businesses and institutions are open to buying locally, and what products interest them. This information can be presented to farmers, ranchers, and other producers to guide them in their planning, and to potential distribution partners to let them assess the opportunities.
- b. **Identify potential supply and possible ways to build local supply capacity.** Discussions with restaurants suggest that while there is interest in local purchasing, potential vendors lack the consistency and quantities needed to meet demand. An inventory of available suppliers and their capacity will assess that concern and help to identify possible solutions, which may encourage building the capacity of local growers and other producers, aggregating supply from multiple sources, or encouraging new ventures. This might present the opportunity to launch new tribal enterprises, especially if Humboldt County may also be served by the venture.
- c. **Identify distribution partners.** The Del Norte and Tribal Lands Community Food Council and the North Coast Growers' Association are the two most likely partners, however, other organizations establishing local food hubs have also contracted with private distributors.

- d. **Consider aggregation and storage needs.** Similar initiatives often confront challenges related to space in which to aggregate, store, and sort products for distribution. This can be linked to local growers' needs as production increases. For example, berry farmers in Humboldt County have expressed a need for cold storage during, and for a short time following their harvest. Planning for a distribution hub should identify initial space needs and forecast future needs resulting from growth or the specialized needs of some products.



*Example of placemaking tied to regional agriculture.*

**7. Plan and implement placemaking initiatives that incorporate local agriculture, fishing, and forestry themes.**

Del Norte County and the North Coast have a distinctive environment, culture, and favor profile that represent its brand and unique selling points. Agriculture, agritourism, and food reinforce these. This initiative seeks to define the county as a unique place and a destination unlike other communities along the coast, with which it competes for tourists.

- a. **Use the physical, cultural, agricultural, and food characteristics that make Del Norte County unique to define and reinforce the county's tourism brand.** California's North Coast is a globally-unique environment, and Del Norte County has features or character unique to the North Coast. A sign at Smith River, stating "Easter Lily Capital of the World" and "World Famous Salmon and Steelhead" captures the essence of this idea, but neither of these themes is visible



## Welcome to the Hood River Fruit Loop

A unique rural farm experience awaits you in the beautiful Hood River Valley, where you will encounter 28 on-the-farm fruit stands, wineries, breweries, cideries, and fields of flowers. The Hood River Valley has a rich agricultural heritage, beginning with the planting of the first fruit trees in 1855, resulting in 14,500 acres of pears, apples, and cherries that cover the valley today. Wander down the 35 miles of scenic country roads on your self-guided tour and create great adventures with family and friends, while exploring the abundance of farm products grown in the valley. If you are traveling in a bus or large RV, please call the individual stands for information on accommodations.

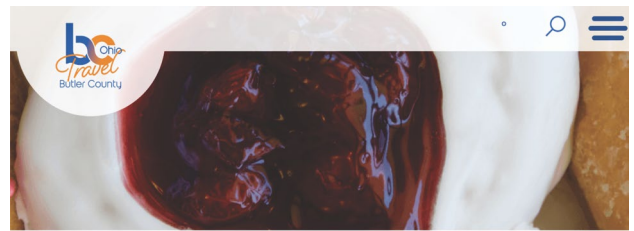
The member farmstands of the Hood River Fruit Loop welcome you to their property and respectfully request that you stay within the public spaces. Please take note of signs that mark areas that are closed to public access.

To stay up to date with the most current information on stand openings, [harvest](#)

*Food tails can be structured around any type of food or agricultural products.*

anywhere in the county. Elements of tribal culture, seals and sea lions at the harbor, redwoods and other plants, and other characteristics can be incorporated into landscapes, events, experiences, and marketing to create a compelling image of the county as a destination. Many of these tie into the county's agriculture and fishing, reinforcing the market for agritourism initiatives. Approaches might include:

- Planting Easter lilies within public medians and rights of way, and encouraging lily plantings on private highway frontage. Bulbs should also be available for purchase at shops selling to tourists.
- Creating a public art initiative to install sculptures, murals, and other visual art based on features that define Del Norte County.
- Incorporate local imagery into public infrastructure, such as street furnishings or pavement markings.
- Use signature native species in rights of way and other public spaces, and encourage their use by businesses, especially those serving tourists.



Home / Butler County Donut Trail

## Butler County Donut Trail

Ready to plan your Donut Trail experience? We have all the tips and tools you'll need below. Visit 13 mom-and-pop donut shops with your passport in hand, and earn a sweet T-shirt reward!

Please remember that each donut shop on the Donut Trail has varying days of operation and hours.

### Planning Your Donut Trail Trip?

**KNOW BEFORE YOU GO - DONUT TRAIL TIPS**

#### BC Donut Trail

- Donut Stops
- FAQS
- Trail Discounts



Give the Donut Trail concierge a call! A Donut Trail expert can help customize your experience. Simply call 513-860-0917 for assistance with finding somewhere to stay, planning your route, and finding fun must-dos during your Donut Trail Getaway. Concierge hours are Monday - Friday between 8:30AM-5:00PM.

Get a donut loving sweet trail in Butler Co

**GET A FREE INSIDER GUIDE**  
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Implementing this initiative will require 1) determining which features define Del Norte County's unique character; and 2) establishing a multi-year plan for the improvements that will be made.

- b. **Incorporate the county's unique character into existing or new events.** Farms around Holland, Michigan grow tulips. Since 1929 the city has hosted a week-long festival, which according to a 2018 economic impact analysis, drew over 130,000 unique visitors making a total of over 350,000 visits. Although Del Norte does not have fields of blooming Easter lilies, they might be combined with seafood (seafood sales increase 20 percent nationally during Lent) to create an event timed for spring break, when there is already a spike in tourism to the county.

While it takes time and consistent effort to establish a new festival, a more incremental approach may be to incorporate local themes into existing events held throughout the year. Event ideas can be drawn from the area's agriculture, highlighting seasonal products like Dungeness crab in spring or berries and fruit in summer and fall.

8. **Create an agricultural-food trail crossing Del Norte, Humboldt, and Curry Counties.**

Curry County has an existing food trail that links farms and other venues around Brookings. There is also an initiative by Del Norte, Humboldt, Lake and Mendocino Counties to develop a food trail. For Del Norte County, Humboldt County, and Curry County, a food trail will play an important role in encouraging further travel north and south, among visitors who now stop at either end of the county. Both Humboldt and Curry Counties have a greater number of agritourism resources, and an agricultural-food trail leverages their resources to better market those in Del Norte County. From one end to the other, the 250 miles of Highway 101 can connect diverse agricultural and related stops that educate, entertain, and feed tourists. The trail can be defined and marketed despite limitations of using state funding for joint effort that cross state lines.

- a. **Establish a partnership with Humboldt and Curry Counties to develop an agricultural-food trail crossing the three counties.** The partnership will need to determine the themes to be incorporated into the trail, identify how it will be marketed, and enroll and coordinate participating attractions.
- b. **Identify a core set of existing businesses and attractions in the three counties.** The first step in creating the trail is to enroll core attractions. Within Del Norte County, this might include businesses such as Alexandre Dairy and Rumiano Cheese, and attractions like the Harbor District and its farmer's market.
- c. **Create marketing resources for a food trail.** The trail may be marketed through printed materials, web resources, signage, paid advertising, and other means. The approach, as well as sources of funding, will need to be determined through the three-county partnership. With the limitation on the use of state funds, other sources, including contributions from attractions, may be considered.

Many successful trails feature an activity to promote cross-visitation. As an example, many create a "passport" program that challenges people to visit all, or a number of sites, for which there is a reward. This might be a discount or small gift at the businesses, or a prize for those who complete the challenge. While many require a passport stamp, some have begun to ask visitors to post a selfie on social media as proof that they visited the

attraction, generating more publicity in the process.

## 9. **Work with restaurants to incorporate local foods into menus, and to offer dishes that define a local cuisine.**

Agriculture is seasonal and many fruit and vegetable harvests last a few weeks at most. Inevitably, agritourism activities linked to these will have a short window of availability. Dining experiences will be the way many people most directly connect to the region's agricultural sector. This might be eating at a restaurant, buying processed foods (ex., jams, sauces, dried fruit, smoked salmon, cheese, etc.), or taking part in an event like a farm-to-table meal. North Carolina is known for barbeque and New Mexico is known for its Santa Fe style of cooking. What is unique to Del Norte County? The goal is to define that character and raise its profile so that it is something sought by visitors.

- a. **Define Del Norte's unique local flavors and cuisine.** What is the unique local cuisine? Salmon is often mentioned, but this can be broadened to include other seafood, recipes, and ingredients. Creating signature food profiles promotes the area's agricultural brand and can support farmers, craft food manufacturers, and restaurants that can feature products and events built around these flavors.
- b. **Incorporate local flavors and cuisine into events.** Existing events are an avenue through which the brand can be developed. Examples might include contests associated with larger events, or cooking demonstrations or even meals served at the farmer's market.
- c. **Highlight local food, flavors, and cuisine in tourism marketing.** Tourism marketing should highlight local flavors as a part of its efforts toward agritourism. Social media and other more current forms of marketing should highlight upcoming and ongoing harvests. Additional content can relate to seasonal products, such as restaurants serving seasonal catches, or recipes using products that are freshly harvested.

## 10. **Create a highway signage program to direct visitors to agritourism destinations.**

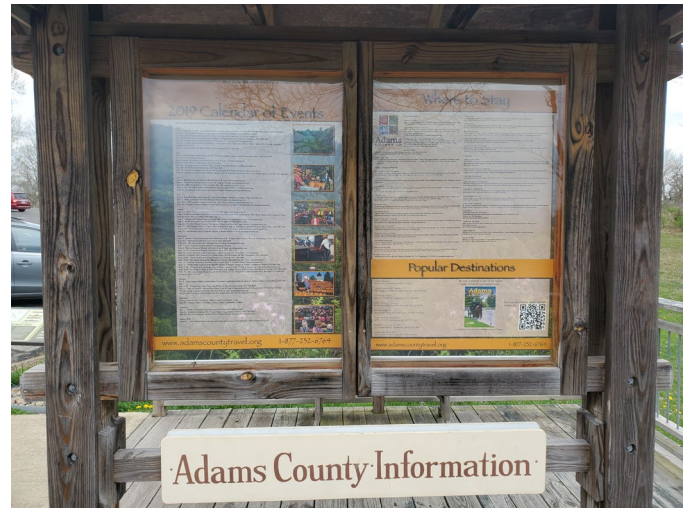
California has a Tourist-Oriented Directional Signs (TODS) Program that allows signage for businesses such as wineries, gift shops, restaurants, arts and crafts shops, and other tourist businesses.



- a. **Work with Caltrans to install tourist-oriented directional signs.** Highway 101 is the predominant route traveled by visitors, and Caltrans regulates signage in the right of way. Tourism signage will need to meet the criteria of the program. Del Norte County can inform tourist businesses of the program and facilitate signage installation.

**11. Work with state and federal park agencies, and state and local highway managers, to create and install visitor information signage at key locations.**

Tourists frequent public and private attractions, waysides, scenic overlooks, and similar sites. These are locations where the Del Norte Visitors Bureau should explore the potential to install signage or kiosks with information about tourist attractions and businesses in the county. This is particularly important as many



Example of informational signage or kiosks located at attractions, campgrounds, etc.

decisions about specific places to visit are made only once the tourist reaches their general destination. On-site information is even more useful if the tourist does not stop at a visitor center or if those facilities are closed.

- a. **Identify priority locations for visitor information boards or kiosks.** Ideally, this type of signage can be installed at attractions and other sites where tourists are likely to stop. Examples include waysides and overlooks, visitor centers, campgrounds, and private attractions.
- b. **Work with site owners or managers to secure permission to install information boards or kiosks.** Permission will be needed from Caltrans, California State Parks, Redwood National Park, Del Norte County, the City of Crescent City, private attractions, and others, to install and maintain the tourist signage. A concept, including content, should be prepared to help in securing this permission. As the list includes government agencies, this outreach should be a joint effort of the county and visitors bureau.
- c. **Install and maintain information boards or kiosks.** Del Norte may be best positioned to install the signage using its roads or park staff. Content should be the responsibility of the visitors bureau.

**Farm Fresh: Experience Agritourism in Wisconsin**



By Melanie Radzicki McManus

**Farm Tours & Experiences**



**James Lake Farms**

Cranberries are a big deal in Wisconsin — we produce more of them than any other state in the nation. [James Lake](#), a family-owned organic cranberry operation in [Three Lakes](#), gives free tours of the marshes every Saturday during the October harvest season. You and your cranberry crew will learn how and why cranberry bogs are flooded for harvest, and you'll see how the berries are cleaned and prepared for shipping.

[Open Map](#)

**Hinchley's Dairy Farm**

[Hinchley's Dairy Farm](#) in [Cambridge](#) has been around since 1958 and offers a variety of farm tours that bring you up close to the farm animals. This adventure is perfect for families with kids. You might milk a cow during your visit, or pet and feed piglets, lambs, chicks or ducklings. For baby animals, spring is the best time to visit! Hayrides into the fields via an antique tractor may be part of the mix, too. During these rides, you'll learn about crops such as corn, soybeans, wheat and alfalfa.

Example of agriculture highlighted in tourism marketing.

**12. Incorporate local agriculture, food, and related products into tourism marketing for the county and Crescent City.**

Tourists attracted to Del Norte County fit a profile of those who have an interest in agricultural attractions, food or culinary tourism, and other products or experiences unique to the local culture or environment. These can be incorporated into, and highlighted in tourism marketing for the county.

- a. **Develop the “local” and agritourism themes that can be woven into tourism marketing.** The two proposed food or agritourism trails are one example of a theme building market awareness for agritourism initiatives in Del Norte County. Information about harvests and harvest-related activities, and stories about agriculture (ex., dairy), , craft foods (ex., bakeries), and local foods served in restaurants are some of the topics that might be explored.
- b. **Add agritourism themes in updates to printed materials and websites, and use them in social media.** Agritourism and local themes should be woven in as the visitors bureau updates its brochures and web content.

**13. Create an online shop to sell local goods, including gift packages.**

Most craft food businesses follow a path to growth that begins with direct sales and gradually moves to broader distribution through local outlets and online. There is less recognition of individual brands than there is of a place. Humboldt Made has taken one approach to this concept, elevating recognition of the place to create a marketing point for its brands. The concept here is similar, but uses place recognition to create a portal through which local brands can make online sales.

- a. **Foster the launch of an online store selling local products.** This goal may be achieved by one or more organizations or private businesses launching a web platform to sell local products. It might be incorporated into the proposed distribution hub (6). The County can play a role in encouraging businesses or organizations (such as community groups) to explore the business idea.

**14. Adopt small area plans to encourage and guide development of the Harbor District and Front Street with a concentration of visitor-serving businesses and related assets.**

Tourist-serving businesses are scattered through Crescent City, so that many tourists may not stop or visit businesses. When these businesses are concentrated in a destination district – often a

downtown or waterfront – visitors are more likely to stop and spend time eating and shopping. Both Front Street and the Harbor District have the potential to become a pedestrian-oriented shopping, dining, and entertainment district serving residents and visitors.

- a. **Plan for redevelopment of the Harbor District.** The current Harbor District plan does not offer a great deal of guidance concerning market, desired uses, site planning, or design. An updated plan should cover these issues and establish a vision specifically addressing the District’s role as a tourist destination.
- b. **Plan for redevelopment of Front Street and downtown Crescent City.** Planning for Front Street and downtown Crescent City needs to incorporate a market analysis, vision for the two areas, land use and design plan, economic development plan, and implementation plan. The City’s substantial investments in Beach Park make Front Street an attractive candidate for redevelopment with tourist-serving businesses.

**15. Prioritize desired business opportunities and create appropriate incentives to encourage new businesses to locate in tourist districts, or to help existing business remodel or expand.**

Hand-in-hand with planning for a destination commercial district, it is necessary to attract the businesses tourists will want to find. Restaurants, retail shops, and entertainment venues should make up the majority of uses in these districts. Lodging, and public functions like visitor centers can also be appropriate uses, however, the majority of the street frontage should be lined with active uses, rather than parking or long walls without storefronts.

- a. **Prioritize desired uses and develop incentives for investment in the district.** The City and Harbor District need to prioritize the kinds of tourist-serving businesses they want to attract to their respective areas. Each area may play to its strengths to differentiate between them. Though some retail and dining uses will overlap, the Harbor District can place a greater emphasis on businesses tied to the working harbor, coastal recreation, and the farmers market, while the downtown can leverage Beach Park to have a greater presence of entertainment uses. The City and Harbor District need to identify the local incentives, such as land assembly or leasing structure, and Opportunity Zone tax credits,

which it can combine with state and other programs to help attract businesses and real estate developers.

- b. **Conduct a business and developer recruitment campaign.** The recruitment campaign can focus on successful independent businesses in other communities along the coast, pitching the opportunity to replicate their success with a new location in either of the Crescent City districts. Persons who have recently developed commercial property in nearby communities are the best candidates for investment in Crescent City.

**16. Attract new lodging, including upper midscale hotels and unique lodging establishments.**

Market research suggests that higher-income tourists are not visiting the county in expected numbers. The available lodging supply is likely to be a factor in this, as visitors instead stay at more luxurious hotels and other lodging properties in Brooking and the Eureka-Arcata area. Crescent City has the potential to support midscale or better-quality lodging, which might consist of branded hotels, boutique hotels or inns, or other lodging. Unique farm-based lodging can help to meet

this need. As new lodging development may occur anywhere in the county, this is an initiative that can be led by Del Norte County.

- a. **Conduct a lodging feasibility study.** The feasibility study should examine the market potential for midscale or upper tier branded hotels, boutique hotels, and farm-based lodging. It should recommend preferred locations and formats, rooms, and amenities, describing market positioning and development needs. A financial analysis should be included to demonstrate the project's feasibility and potential need for incentives.
- b. **Assemble a package of incentives for lodging development.** Based on the results of the feasibility study, Del Norte County, Crescent City, and other partners should assemble a package of incentives for lodging development. These do not need to be limited to capital. In-kind services like advertising, and assistance such as expedited permitting and infrastructure improvements may also be part of the package.

## Implementation matrix

The following table summarizes initiatives and actions, along with lead partners, resource needs, proposed timeframe, and means of measuring progress toward implementation. Resources may estimate a budget, or indicate a commitment of staff or volunteer time to accomplish the action.

	Partners	Resources	Timeframe	Measures
Support the growth of small farming operations, including new farm operations.				
Reach out directly to existing farms, ranches, related businesses, and the people who want to start them.	UC Extension	Staffing	2023→	Number of contacts
Educate and assist existing and new agricultural and related businesses with their startup or expansion plans.	UC Extension, SBDC	Staffing	2023→	Number of projects assisted
Review current zoning regulations relating to agritourism and on-farm processing.	Del Norte County	\$10-15,000	2024	Revised zoning code
Educate farmers, ranchers, and others about the tourism market and potential investments in diversification, such as visitor lodging, farm stands or events, and value-added craft food manufacturing.				
<b>Develop systems to track and report visitor information.</b>	Visitors Bureau	Staffing	2023→	Periodic reporting
Distribute information about agritourism marketing initiatives and programs related to agritourism.	Visitors Bureau	Staffing	2023→	Presentations or reports
Work with agricultural and related operations to explore or expand value-added production.				
<b>Highlight the opportunity for craft food businesses.</b>	UC Extension	Staffing	2023→	Projects identified
<b>Organize a food contest.</b>	TBD	TBD	2025→	Events conducted
<b>Facilitate access to kitchens where food can be prepared.</b>	Del Norte County	Staffing	2024→	Establish program
<b>Facilitate access to places where local food products can be sold.</b>	Chamber of Commerce	Staffing	2024→	Referrals
<b>Offer targeted startup and technical support to food businesses.</b>	SBDC	Staffing	2023→	Projects identified
Explore the need to offer more advanced resources as demand grows.	Del Norte County	TBD	As needed	
Provide financial, technical, and marketing assistance to encourage agritourism diversification initiatives.				
Create incentives for agricultural development, agritourism, and craft food manufacturing projects.	Del Norte County	TBD	2024→	Targeted incentive programs
Enhance the farmer's market at the Harbor.				
<b>Improve the consistency of the market.</b>	Farmers market	Staffing	2023→	Vendors per day
<b>Improve the visibility of the market.</b>	Harbor District	\$10-15,000	2024-25	Signage and landscaping
Continue to focus on market expansion.	Farmers market	Staffing	2023→	Growing number of vendors
Create a distribution hub to connect growers, fishers, and related producers with restaurants and retail outlets.				
<b>Identify demand from institutional, restaurant, and retail buyers.</b>	Del Norte County	Staffing	2024	Research conducted
<b>Identify potential supply and possible ways to build local supply capacity.</b>	Del Norte County	Staffing	2024	Research conducted
Identify distribution partners.	Del Norte County	Staffing	2024	Partner identified
Consider aggregation and storage needs.	Del Norte County	TBD	As needed	



Plan and implement placemaking initiatives that incorporate local agriculture, fishing, and forestry themes.				
Use the physical, cultural, agricultural, and food characteristics that make Del Norte County unique to define and reinforce the county's tourism brand.	Visitors Bureau	Staffing	2023→	Themes identified
Incorporate the county's unique character into existing or new events.	Visitors Bureau	Staffing	2023→	Placement in marketing
Create an agricultural/food trail crossing Del Norte, Humboldt, and Curry Counties.				
Establish a partnership with Humboldt and Curry Counties to develop an agricultural-food trail crossing the three counties.	Visitors Bureau	Staffing	2023→	Partnership established
<b>Identify a core set of existing businesses and attractions in the three counties.</b>	Visitors Bureau	Staffing	2023→	Core attractions in place
Create marketing resources for a food trail.	Visitors Bureau	TBD	2024→	Marketing initiatives
Work with restaurants to incorporate local foods into menus, and to offer dishes that define a local cuisine.				
Define Del Norte's unique local flavors and cuisine.	Visitors Bureau	Staffing	2023→	Themes identified
<b>Incorporate local flavors and cuisine into events.</b>	Multiple	TBD	2025→	Number of events
Highlight local food, flavors, and cuisine in tourism marketing.	Visitors Bureau	Staffing	2024→	Placement in marketing
Create a highway signage program to direct visitors to agritourism destinations.				
Work with Caltrans to install tourist-oriented directional signs.	Del Norte County	\$400 per sign	2024→	Signs installed
Work with state and federal park agencies, and state and local highway managers, to create and install visitor information signage at key locations.				
<b>Identify priority locations for visitor information boards or kiosks.</b>	Visitors Bureau	Staffing	2023→	Sites identified
<b>Work with site owners or managers to secure permission to install information boards or kiosks.</b>	Visitors Bureau Del Norte County	Staffing	2024→	Agreements in place
Install and maintain information boards or kiosks.	Del Norte County	TBD	2024→	Signs installed
Incorporate local agriculture, food, and related products into tourism marketing for the county and Crescent City.				
Develop the "local" and agritourism themes that can be woven into tourism marketing.	Visitors Bureau	Staffing	2023→	Themes identified
Add agritourism themes in updates to printed materials and websites, and use them in social media.	Visitors Bureau	Staffing	2023→	Placement in marketing
Create an online shop to sell local goods, including gift packages.				
Foster the launch of an online store selling local products.	Visitors Bureau	Staffing	2025→	Online store launched
Adopt small area plans to encourage and guide development of the Harbor district and Front Street with a concentration of visitor-serving businesses and related assets.				
<b>Plan for redevelopment of the Harbor District.</b>	Harbor District	\$50-75,000	2024-25	Plan adopted
Plan for redevelopment of Front Street and downtown Crescent City.	Crescent City	\$50-75,000	2024-25	Plan adopted
Prioritize desired business opportunities and create appropriate incentives to encourage new businesses to locate in tourist districts, or to help existing business remodel or expand.				
Prioritize desired uses and develop incentives for investment in the district.	Crescent City	Staffing	2024-25	Targets and incentives
Conduct a business and developer recruitment campaign.	Crescent City	Staffing	2025→	Projects identified
Attract new lodging, including upper midscale hotels and unique lodging establishments.				
Conduct a lodging feasibility study.	Del Norte County	\$25-35,000	2024-2025	Completed study
Assemble a package of incentives for lodging development.	County, others	TBD	2024-2025	Outreach to developers

# ECONOMIC IMPACT



## The context for economic impact

This agritourism strategy can achieve local economic impact through either new spending attributed increased tourism visits to the county, or through initiatives to expand agriculture and the consumption of locally-grown products, primarily through restaurants and value-added production. This initiative substitutes local agricultural products (fruit, vegetables, milk, eggs, cheese, meat, fish, etc.) for resources currently sourced from outside the county.

There are challenges faced in measuring the impact to tourism that can be attributed to agritourism initiatives. Agritourism is not the motivation for a visit to Del Norte County, as it may be in a destination like Napa. Natural attractions will continue to be the primary purpose of most visits. The role of agritourism is to extend stays, promote travel through the county (where it now stops just inside the border), and increase spending within the county. This analysis therefore estimates the current economic impact of tourism generally, and projects the potential impact for each percentage increase in tourism volume.

As most spending in the county is within Crescent City, the number of tourists in the city is used to calculate impact.

The amount spent by tourists is based on 2021 estimates prepared by the National Park Service for visitors to Redwoods National Park. The Park Service surveyed visitors to all parks to generate spending estimates on average, and within each national park unit. Spending estimates for Redwoods National Park fall close, and just above average for the park system. Figures from 2021 were adjusted for inflation to use in an IMPLAN model of economic impact.

Models like IMPLAN estimate economic impact using “balance of accounts” data from the U.S. Bureau of Economic Analysis. This data measures flows from one industry to another, and an economic impact analysis uses the data to calculate how an increase in any given industry will impact demand for inputs as well as output from the industry. In this case, the increase is due to visitor spending.

The following table breaks out 2021 spending among Redwoods National Park and all visitors to the park system, and estimates the additional spending from a one percent increase in tourism visits to Crescent City.

VISITOR SPENDING ESTIMATES

Spending category	Percent of spending	Spending estimate (Redwoods)	Per capita spending		Inflation-adjusted per capita spending (Redwoods)	Added spending from a one percent increase in tourism (based on visits to Crescent City)
			Redwoods NP	US national parks		
Camping	2.08%	\$642,720	\$1.47	\$1.65	\$1.68	\$25,252.08
Gas	17.40%	\$5,376,600	\$12.34	\$8.55	\$14.11	\$212,087.41
Groceries	6.77%	\$2,091,930	\$4.80	\$4.88	\$5.49	\$82,520.19
Hotels	33.40%	\$10,320,600	\$23.68	\$23.68	\$27.08	\$407,039.48
Recreation	7.12%	\$2,200,080	\$5.05	\$5.57	\$5.78	\$86,879.18
Restaurants	19.50%	\$6,025,500	\$13.82	\$13.98	\$15.81	\$237,640.11
Retail	8.88%	\$2,743,920	\$6.30	\$5.88	\$7.21	\$108,373.51
Transportation	4.84%	\$1,495,560	\$3.43	\$4.41	\$3.92	\$58,921.52
<b>Total spending</b>		<b>\$30,900,000</b>	<b>\$70.89</b>	<b>\$69.02</b>	<b>\$81.08</b>	<b>\$1,218,713.48</b>

## Tourism economic impact

The economic impact analysis was run using tourism visits to Crescent City as a base. During the period from October of 2021 through September of 2022, there were an estimated 1,503,100 tourist visits to the city. A tourist was defined as someone living at least 100 miles from the city. A one percent increase in tourist volume is expected to result in \$1,218,713 in additional spending (2023 dollars), distributed across eight spending categories.

Employment is the sum of jobs supported by spending, and labor income is the value of wages paid. Value added is a sum of wages, taxes, and other property income, and is the contribution to the county’s gross domestic product (GDP). Output adds the value of intermediate inputs; or the materials and services used by industries. As an example, purchases of food, equipment utilities, etc., would be intermediate inputs.

### ECONOMIC IMPACT OF A ONE PERCENT INCREASE IN TOURISM

Impact	Employment	Labor income	Value added	Output
<b>Direct</b>	11.53	\$354,855	\$526,638	\$957,095
<b>Indirect</b>	1.39	\$65,203	\$93,329	\$226,199
<b>Induced</b>	0.79	\$36,552	\$79,096	\$134,969
<b>TOTAL</b>	13.71	\$456,610	\$699,062	\$1,318,263

Direct expenditures reflect that portion of visitor spending expected to be captured locally. In this case, not all tourism spending is expected to be captured in Del Norte County. This is especially true of gasoline purchases, where there is a significant leakage.

An indirect expenditure is the business-to-business spending resulting from the increase in demand. Induced spending captures the effects of workers spending the income they earn through wages.

### ESTIMATED COUNTY TAX IMPACTS

Description	Tax revenue
<b>Sales Tax</b>	\$2,463.16
Property Tax	\$8,765.10
Other Taxes	\$609.48
Special Assessments	\$258.51
Personal Tax: Property Taxes	\$64.95
<b>TOTAL</b>	<b>\$12,161.19</b>

Increasing tourism volume by one percent impacts Del Norte County by adding 13.7 jobs with \$456,610 in wages, and a total economic impact of \$1,318,263. At the county level, it generates \$12,161 in new tax revenue, mostly through sales and property taxes. An additional \$60,216 in state taxes, and \$80,999 in federal taxes are generated, for a total tax impact of \$169,404.

## Employment impacts

Employment figures should not be viewed as discrete jobs created, but as a sum of additional hours of work supported across multiple occupations. This is often referred to as full-time equivalent (FTE) employment. This is more clearly seen in the break-out of employment generated by occupation.

Hotels and restaurants are expected to see the largest number of new FTE jobs created (hours worked) in Del Norte County, resulting from an increase in tourism. Each one percent increase in tourist visits will result in 4.00 FTE jobs created at hotels, and 3.01 FTE jobs created at restaurants. Recreation, retail, and transportation follow. In total 13.71 FTE jobs will be supported by a one percent increase in tourism.

### ESTIMATED EMPLOYMENT BY INDUSTRY

Industry	Employment
Camping	0.50
Gas	0.31
Groceries	0.32
Hotels	4.00
Recreation	1.75
Restaurants	3.01
Retail	0.96
Transportation	0.84
Other	2.02
<b>Total spending</b>	<b>13.71</b>

### ESTIMATED EMPLOYMENT AND WAGES BY INCOME FOR THE TOP 20 OCCUPATIONS

Occupation	Wage and salary employment	wage and salary income	Supplements to wages and salaries	Total employee compensation	Hours worked	Hourly wage
Food and Beverage Serving Workers	2.01	\$40,381.42	\$6,184.21	\$46,565.63	2,498.99	\$16.16
Building Cleaning and Pest Control Workers	1.06	\$19,963.74	\$3,043.68	\$23,007.42	1,605.52	\$12.43
Cooks and Food Preparation Workers	1.01	\$25,683.57	\$3,952.50	\$29,636.06	1,424.96	\$18.02
Information and Record Clerks	0.65	\$14,542.73	\$2,373.18	\$16,915.91	1,032.72	\$14.08
Retail Sales Workers	0.79	\$17,294.49	\$3,232.73	\$20,527.22	1,021.62	\$16.93
Other Food Preparation and Serving Related Workers	0.76	\$12,923.57	\$1,958.62	\$14,882.19	770.47	\$16.77
Other Installation, Maintenance, and Repair Occupations	0.33	\$10,477.33	\$1,867.48	\$12,344.81	626.79	\$16.72
Material Moving Workers	0.33	\$8,830.97	\$1,807.54	\$10,638.52	539.98	\$16.35
Supervisors of Food Preparation and Serving Workers	0.29	\$13,158.54	\$2,025.81	\$15,184.35	514.22	\$25.59
Entertainment Attendants and Related Workers	0.44	\$6,485.13	\$1,202.34	\$7,687.47	497.53	\$13.03
Top Executives	0.17	\$15,309.07	\$2,726.13	\$18,035.19	369.35	\$41.45
Grounds Maintenance Workers	0.24	\$4,665.66	\$834.15	\$5,499.81	361.02	\$12.92
Other Management Occupations	0.18	\$11,841.21	\$1,952.39	\$13,793.59	357.84	\$33.09
Material Recording, Scheduling, Dispatching, and Distributing Workers	0.17	\$6,028.13	\$1,902.97	\$7,931.10	333.34	\$18.08
Motor Vehicle Operators	0.16	\$4,777.89	\$923.99	\$5,701.88	325.34	\$14.69
Business Operations Specialists	0.14	\$7,849.90	\$1,415.45	\$9,265.35	257.97	\$30.43
Financial Clerks	0.14	\$4,422.36	\$786.09	\$5,208.45	233.61	\$18.93
Supervisors of Office and Administrative Support Workers	0.11	\$4,736.89	\$851.90	\$5,588.79	218.86	\$21.64
Vehicle and Mobile Equipment Mechanics, Installers, and Repairers	0.11	\$3,696.30	\$720.57	\$4,416.87	215.35	\$17.16
Supervisors of Sales Workers	0.10	\$4,896.70	\$929.12	\$5,825.83	204.94	\$23.89



2022 U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT LOW INCOME THRESHOLDS FOR DEL NORTE COUNTY

Threshold	1-person	2-person	3-person	4-person	5-person	6-person	7-person	8-person
<b>30 percent limits</b>	\$16,350	\$18,700	\$21,050	\$23,350	\$25,250	\$27,100	\$29,000	\$30,850
<b>Very low income</b>	\$27,300	\$31,200	\$35,100	\$38,950	\$42,100	\$45,200	\$48,300	\$51,450
<b>60 percent limits</b>	\$32,760	\$37,440	\$42,120	\$46,740	\$50,520	\$54,240	\$57,960	\$61,740
<b>Low income</b>	\$43,650	\$49,850	\$56,100	\$62,300	\$67,300	\$72,300	\$77,300	\$82,250

A one percent increase in the number of tourists can be thought of as about 41 new visitors per day, or 290 per week. With visits heavily concentrated in the summer months, if these new tourists follow a similar pattern, the impact in the off-season will be negligible, and most of the visits will occur from May to October. As the volume of new tourist visits increases, the overall impact will grow and the potential for new year-round employment also increases.

The seasonal employment created can include new full-time or part-time jobs, and an increase in the number of hours worked by existing employees. This is clear from the projections of hours worked, where the total for most occupations is below the Internal Revenue Service threshold for defining full-time work (32 to 40 hours per

week, or 1,662 hours annually). Within any of these occupations, the hours generated will be distributed across multiple employers.

The U.S. Department of Housing and Urban Development defines low income households based on household size. In Del Norte County, a one-person household with an income of \$43,650 or less is defined as low income. The figure rises to \$62,300 for a family of four.

Fifteen of the top in which there will be demand have an annual income falling below the low income threshold for a single person. Three more have an fall below the threshold for a family of four. Higher-paying occupations are mostly supervisory positions that offer a path to higher income fields like food service, sales, and maintenance.

ESTIMATED EMPLOYMENT AND WAGES BY ANNUAL INCOME FOR THE TOP 20 OCCUPATIONS

Occupation	Wage and salary employment	Hours worked	Hourly wage	Annual income
<b>Top Executives</b>	0.17	369.35	\$41.45	\$86,212.33
<b>Other Management Occupations</b>	0.18	357.84	\$33.09	\$68,829.48
<b>Business Operations Specialists</b>	0.14	257.97	\$30.43	\$63,292.32
<b>Supervisors of Food Preparation and Serving Workers</b>	0.29	514.22	\$25.59	\$53,226.21
<b>Supervisors of Sales Workers</b>	0.10	204.94	\$23.89	\$49,697.99
<b>Supervisors of Office and Administrative Support Workers</b>	0.11	218.86	\$21.64	\$45,017.47
<b>Financial Clerks</b>	0.14	233.61	\$18.93	\$39,375.88
<b>Material Recording, Scheduling, Dispatching, and Distributing Workers</b>	0.17	333.34	\$18.08	\$37,614.29
<b>Cooks and Food Preparation Workers</b>	1.01	1,424.96	\$18.02	\$37,489.93
<b>Vehicle and Mobile Equipment Mechanics, Installers, and Repairers</b>	0.11	215.35	\$17.16	\$35,701.87
<b>Retail Sales Workers</b>	0.79	1,021.62	\$16.93	\$35,211.32
<b>Other Food Preparation and Serving Related Workers</b>	0.76	770.47	\$16.77	\$34,889.05
<b>Other Installation, Maintenance, and Repair Occupations</b>	0.33	626.79	\$16.72	\$34,769.16
<b>Material Moving Workers</b>	0.33	539.98	\$16.35	\$34,017.12
<b>Food and Beverage Serving Workers</b>	2.01	2,498.99	\$16.16	\$33,610.92
<b>Motor Vehicle Operators</b>	0.16	325.34	\$14.69	\$30,546.47
<b>Information and Record Clerks</b>	0.65	1,032.72	\$14.08	\$29,290.58
<b>Entertainment Attendants and Related Workers</b>	0.44	497.53	\$13.03	\$27,111.85
<b>Grounds Maintenance Workers</b>	0.24	361.02	\$12.92	\$26,881.34
<b>Building Cleaning and Pest Control Workers</b>	1.06	1,605.52	\$12.43	\$25,863.56

# APPENDIX A:

# AGRICULTURAL PRODUCTS

2017 AGRICULTURAL CENSUS FOR DEL NORTE, HUMBOLDT, AND CURRY COUNTIES

AGRICULTURAL PRODUCT	DEL NORTE	HUMBOLDT	CURRY	AGRICULTURAL PRODUCT	DEL NORTE	HUMBOLDT	CURRY
Alpacas - operations with inventory	0	8	0	Beans, snap - operations	0	23	3
Alpacas - inventory	0	80	0	Beans, snap - acres	0	+	1
Bison - operations with inventory	1	0	0	Bedding Plants - operations	1	21	6
Cattle, beef cows - ops with inventory	41	311	86	Bedding Plants - acres (in the open)	+	7	3
Cattle, beef cows - inventory	793	17,412	3,562	Bedding Plants - square feet (protected)	+	17,238	4,400
Cattle, milk cows - ops with inventory	7	96	4	Beets - operations	0	14	3
Cattle, milk cows - inventory	6,452	23,894	4	Beets - acres	0	12	+
Chickens, broilers - ops with inventory	2	19	0	Blackberries - operations	0	10	3
Chickens, broilers - inventory	+	1,269	0	Blackberries - acres	0	3	+
Chickens, layers - ops with inventory	17	145	29	Blueberries - operations	7	24	5
Chickens, layers - inventory	396	4,164	780	Blueberries - acres	+	11	+
Ducks - operations with inventory	2	11	0	Boysenberries - operations	0	24	2
Ducks - inventory	+	164	0	Broccoli - operations	0	8	5
Emus - operations	0	0	2	Broccoli - acres	0	+	1
Geese - operations with inventory	2	15	0	Brussels sprouts - operations	0	6	3
Geese - inventory	+	33	0	Bulbs, corms, rhizomes, tubers - ops	7	13	2
Goats, angora - ops with inventory	0	8	0	Bulbs, corms, rhizomes, tubers - acres	350	19	+
Goats, angora - inventory	0	12	0	Cabbage, head - operations	0	14	5
Goats, meat - operations with inventory	9	36	12	Cabbage, head - acres	0	2	1
Goats, meat - inventory	120	414	371	Carrots - operations	0	15	3
Goats, milk - operations with inventory	8	35	5	Carrots - acres	0	14	1
Goats, milk - inventory	460	895	53	Cauliflower - operations	0	3	3
Hogs - operations with inventory	7	27	0	Celery - operations	0	3	1
Hogs - inventory	29	370	0	Cherries, sweet - operations	0	8	0
Honey, bee colonies - ops with inventory	7	47	6	Cherries, sweet - acres	0	4	0
Honey, bee colonies - inventory (colonies)	16	396	+	Cherries, tart - operations	3	3	2
Llamas - operations with inventory	0	6	0	Chestnuts - operations	0	4	1
Llamas - inventory	0	26	0	Chestnuts - acres	0	51	+
Sheep - operations with inventory	9	95	31	Cranberries - operations	0	0	41
Sheep - inventory	129	5,379	15,470	Cranberries - acres	0	0	1,495
Turkeys, operations with inventory	2	16	11	Cucumbers - operations	0	28	6
Turkeys - inventory	+	77	82	Cucumbers - acres	0	11	1
Almonds - operations	0	0	2	Christmas trees - operations	0	12	3
Apples, bearing and nonbearing - ops	5	53	9	Christmas trees - acres	0	45	31
Apples, bearing and nonbearing - acres	2	72	15	Currants - operations	5	2	0
Aquaculture - operations	0	4	1	Eggplant - operations	0	21	3
Aronia berries - operations	0	0	1	Eggplant - acres	0	3	+
Artichokes - operations	0	2	1	Elderberries - operations	0	2	0
Asparagus - operations	0	2	1	Figs - acres	0	4	+
Asparagus - acres	0	1	+	Floriculture - operations	3	35	11
Beans, dry edible - operations	0	5	0	Escarole and endive - operations	0	3	0
Beans, dry edible - acres	0	15	0	Figs - operations	0	10	1

2017 Agricultural Census for Del Norte, Humboldt, and Curry Counties (continued)

Floriculture - acres	+	+	9	Peaches, freestone - acres	0	26	0
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Floriculture – sq footage in production	5,200	+	8,500	Pears, bearing and nonbearing - ops	2	27	5
Flower seeds - operations	0	4	3	Pears, bearing and nonbearing - acres	2	14	3
Food fish - operations	0	1	1	Peas, sugar and snow - operations	0	2	6
Garlic - operations	0	5	3	Peas, green - operations	0	8	0
Garlic - acres harvested	0	2	+	Peas, green - acres	0	2	0
Grapes - operations	0	33	4	Pecans - operations	0	0	1
Grapes - acres	0	107	+	Peppers, bell - operations	0	20	1
Greens, kale - operations	0	17	7	Peppers, bell - acres	0	5	+
Greens, kale - acres	0	33	1	Peppers, chili - operations	0	20	5
Guavas - operations	0	3	0	Peppers, chili - acres	0	22	1
Hazelnuts - operations	0	3	1	Persimmons - operations	0	2	0
Herbs, fresh cut - operations	0	10	3	Plums, bearing and nonbearing - ops	3	23	7
Herbs, fresh cut - acres	0	7	+	Plums, bearing and nonbearing - acres	5	8	+
Kiwi - operations	0	1	1	Pomegranates - operations	0	2	0
Lettuce - operations	0	15	4	Potatoes - operations	0	14	4
Lettuce - acres	0	7	1	Potatoes - acres	0	36	+
Melons, cantaloup - operations	0	30	1	Pumpkins - operations	2	7	3
Melons, cantaloup - acres	0	8	+	Pumpkins - acres	+	23	+
Melons, honeydew - operations	0	10	0	Radishes - operations	0	3	1
Melons, honeydew - acres	0	2	0	Raspberries - operations	0	4	3
Melons, watermelon - operations	0	18	0	Rhubarb - operations	0	0	1
Melons, watermelon - acres	0	3	0	Spinach - operations	0	4	2
Mollusks - operations	0	4	0	Spinach - acres	0	2	+
Mushrooms - operations	0	4	0	Squash - operations	2	36	6
Mushrooms - square feet in production	0	8,600	0	Squash - acres	0	32	3
Nursery - operations	3	40	6	Strawberries - operations	0	10	4
Nursery - acres (in the open)	+	24	4	Strawberries - acres	0	3	2
Nursery - square feet (protected)	+	44,860	963	Sweet corn - operations	2	26	1
Okra - operations	0	2	0	Sweet corn - acres	+	18	+
Olives - operations	0	2	1	Sweet potatoes - operations	0	3	0
Onions - operations	0	13	2	Tomatoes in the open - operations	0	35	3
Onions - acres	0	3	+	Tomatoes, in the open - acres	0	20	+
Parsley - operations	0	5	1	Tomatoes, protected - square feet	+	36,226	15,152
Parsley - acres	0	1	+	Turnips - operations	0	3	1
Peaches, clingstone - operations	0	19	0	Walnuts - operations	0	5	1
Peaches, clingstone - acres	0	33	0	Walnuts - acres	0	2	+
Peaches, freestone - operations	0	11	0				

+ not disclosed

# APPENDIX B: SITE DATA

The following tables provide summary data for individual tourist destinations in the county. The data was derived from mobile device tracking for an annual period beginning in October and ending in September, with the most recent data from September of 2022. Tourists are defined as visitors living at least 100 miles from the destination. This first table contains data for all visitors to the destination and for tourist visits only. Total visits can include multiple visits by the same individual, while unique visitor counts each visitor just once.

TOTAL VISITS AND UNIQUE VISITORS FOR ALL VISITORS AND TOURISTS

Venue	Total visits				Unique visitors			
	2019	2020	2021	2022	2019	2020	2021	2022
Beachfront Park and Battery Point	380,100	302,100	424,800	496,000	113,400	121,500	181,400	165,500
Beachfront Park and Battery Point Tourists	112,000	101,000	186,300	159,100	70,400	71,200	124,400	106,300
Brookings, Oregon	3,756,600	3,889,400	3,320,800	3,577,400	506,000	604,400	500,400	492,300
Brookings, Oregon Tourists	1,600,500	1,650,000	1,165,200	1,376,100	313,100	393,500	291,700	297,000
Crescent City	4,639,600	4,103,400	4,767,100	4,574,500	563,600	506,900	670,500	592,800
Crescent City Tourists	1,416,900	1,171,100	1,710,800	1,503,100	415,600	348,700	504,100	430,400
Del Norte Coast Redwoods	105,200	121,900	395,000	170,300	82,700	85,900	253,700	125,100
Del Norte Coast Redwoods Tourists	72,800	77,100	245,900	111,700	62,600	62,300	199,000	94,900
Del Norte County Fairgrounds	233,600	102,400	132,300	183,800	35,500	24,700	30,600	42,100
Del Norte County Fairgrounds Tourists	24,200	8,900	19,800	22,000	7,700	4,500	6,800	6,500
Eureka-Arcata	10,506,800	11,238,600	9,868,900	11,549,900	873,200	930,300	793,500	917,500
Eureka-Arcata Tourists	5,194,400	5,586,300	4,666,700	5,407,700	748,200	797,000	634,000	772,700
Jedediah Smith Redwoods	303,900	274,200	386,200	357,500	174,400	162,100	257,900	204,600
Jedediah Smith Redwoods Tourists	196,000	144,900	258,500	211,700	129,100	106,300	196,800	151,700
Klamath	342,700	291,000	360,800	326,500	99,700	74,900	118,900	105,900
Klamath Tourists	177,400	149,000	228,300	197,000	72,700	51,000	91,800	79,600
Lucky 7 Casino and Hotel	407,100	247,700	308,100	277,000	63,500	55,500	76,900	63,200
Lucky 7 Casino and Hotel Tourists	74,800	54,800	99,700	76,200	26,500	21,500	37,200	28,900
Harbor District (Crescent City)	628,700	596,700	664,800	679,200	217,800	188,900	259,000	215,300
Harbor District (Crescent City) Tourists	266,300	217,400	307,700	258,400	135,600	108,700	166,800	129,300
Pelican State Beach and Crissey Field	47,900	27,800	64,300	54,000	31,300	18,000	38,900	31,300
Pelican State Beach and Crissey Field Tourists	19,300	8,800	22,500	18,800	13,900	6,500	16,500	13,400
Prairie Creek Redwoods	104919	127145	86169	99159	68741	97414	67355	73693
Prairie Creek Redwoods Tourists	85998	104275	64458	77961	58617	83961	52066	61322
Tolowa Dunes	25,400	28,200	33,500	35,700	8,300	13,600	14,300	15,200
Tolowa Dunes Tourists	5,000	4,800	9,200	6,600	3,000	4,100	6,400	5,100
Trees of Mystery	135,200	132,600	175,600	148,700	123,800	100,500	141,800	117,500
Trees of Mystery Tourists	117,000	101,300	140,600	113,700	105,800	82,100	117,900	94,900
Wilson Creek Beach	49,000	51,300	77,400	57,800	40,600	41,900	64,300	47,700
Wilson Creek Beach Tourists	34,800	37,800	58,000	42,700	31,300	32,300	50,900	38,400



The following table contains data for the average number of visits made by all visitors, and by tourists, along with the average length of stay.

TOTAL VISITS AND UNIQUE VISITORS FOR ALL VISITORS AND TOURISTS

Venue	Average visits per visitor				Average length of stay (minutes)			
	2019	2020	2021	2022	2019	2020	2021	2022
Beachfront Park and Battery Point	3.35	2.49	2.34	3.00	66	66	63	65
Beachfront Park and Battery Point Tourists	1.59	1.42	1.50	1.51	36	70	66	63
Brookings, Oregon	7.50	6.44	6.65	7.31	555	560	509	595
Brookings, Oregon Tourists	5.24	4.23	4.06	4.73	773	761	757	836
Crescent City	8.23	8.10	7.11	7.75	318	308	336	317
Crescent City Tourists	3.41	3.36	3.39	3.51	464	490	502	507
Del Norte Coast Redwoods	1.27	1.42	1.56	1.36	88	111	114	94
Del Norte Coast Redwoods Tourists	1.16	1.24	1.24	1.18	100	119	93	99
Del Norte County Fairgrounds	6.59	4.16	4.32	4.37	150	96	179	169
Del Norte County Fairgrounds Tourists	3.14	1.94	2.82	3.45	158	177	222	196
Eureka-Arcata	12.32	12.10	12.59	12.77	676	714	717	717
Eureka-Arcata Tourists	7.32	7.14	7.39	7.10	889	918	952	934
Jedediah Smith Redwoods	1.74	1.69	1.50	1.74	225	173	154	142
Jedediah Smith Redwoods Tourists	1.51	1.37	1.31	1.39	256	202	157	154
Klamath	3.47	3.96	3.02	3.07	448	523	512	477
Klamath Tourists	2.45	3.03	2.46	2.42	537	643	594	580
Lucky 7 Casino and Hotel	6.41	4.46	4.01	4.36	326	339	402	313
Lucky 7 Casino and Hotel Tourists	2.83	2.55	2.68	2.62	532	521	562	450
Harbor District (Crescent City)	2.89	3.16	2.57	3.15	182	230	199	176
Harbor District (Crescent City) Tourists	1.98	1.98	1.85	2.00	255	304	254	253
Pelican State Beach and Crissey Field	1.53	1.55	1.65	1.73	70	99	68	65
Pelican State Beach and Crissey Field Tourists	1.39	1.37	1.36	1.40	57	141	60	65
Prairie Creek Redwoods	1.53	1.31	1.28	1.35	302	236	234	230
Prairie Creek Redwoods Tourists	1.47	1.24	1.24	1.27	309	231	229	229
Tolowa Dunes	2.04	2.08	2.34	2.35	74	55	56	56
Tolowa Dunes Tourists	1.67	1.18	1.44	1.33	95	101	148	168
Trees of Mystery	1.12	1.32	1.23	1.24	104	120	141	169
Trees of Mystery Tourists	1.11	1.23	1.15	1.17	107	115	146	180
Wilson Creek Beach	1.21	1.22	1.20	1.21	87	119	96	89
Wilson Creek Beach Tourists	1.11	1.16	1.14	1.14	81	116	108	92

The following table breaks out the percentage and number of all visits to the site originating within 0 to 50 miles, 51 to 100 miles, 101 to 250 miles, or greater than 250 miles

PERCENTAGE AND NUMBER OF VISITS ORIGINATING WITHIN SPECIFIED DISTANCE (MILES)

VENUE	Percentage of visits				Number of visits			
	0-50	51-100	101-250	250+	0-50	51-100	101-250	250+
Beachfront Park and Battery Point	58.15	8.97	9.23	23.65	221,028	27,098	39,209	117,304
Brookings, Oregon	43.07	17.98	11.93	27.02	1,617,968	699,314	396,171	966,613
Crescent City	56.66	10.06	9.05	24.23	2,628,797	412,802	431,423	1,108,401
Del Norte Coast Redwoods	22.84	13.15	14.61	49.40	24,028	16,030	57,710	84,128
Del Norte County Fairgrounds	86.92	4.08	4.75	4.25	203,045	4,178	6,284	7,812
Eureka-Arcata	45.37	7.74	17.26	29.63	4,766,935	869,868	1,703,372	3,422,235
Jedediah Smith Redwoods	26.13	13.88	9.26	50.73	79,409	38,059	35,762	181,360
Klamath	33.03	7.45	18.07	41.45	113,194	21,680	65,197	135,334
Lucky 7 Casino and Hotel	55.66	16.43	10.26	17.65	226,592	40,697	31,611	48,891
Harbor District (Crescent City)	47.90	14.79	13.04	24.27	301,147	88,252	86,690	164,842
Pelican State Beach and Crissey Field	37.31	26.73	10.04	25.92	17,871	7,431	6,456	13,997
Prairie Creek Redwoods	15.25	6.42	19.07	59.26	16,000	8,163	16,432	58,762
Tolowa Dunes	72.48	7.95	5.87	13.70	18,410	2,242	1,966	4,891
Trees of Mystery	12.60	10.66	18.95	57.79	17,035	14,135	33,276	85,934
Wilson Creek Beach	13.02	12.17	13.67	61.14	6,380	6,243	10,581	35,339