



Working with non-profits and
other groups to build community
and grow your bottom line.

When you collaborate with others,
the result can be greater than the
sum of it's parts.

Cooperation, not competition.

Collaborations we have found successful which you may not have considered:

- non-profits
- non lavender businesses
- farms, other than lavender

Also:

- working with other lavender farms
- working with tourism organizations
- Chamber of Commerce
- hiring a PR firm
- researching others



Example: Willamette Valley Lavender Festival

current non-profit affiliation:
Chehalem Cultural Center

original non-profit affiliation:
Yamhill Community Resource Center
- after school programs for kids



founders of the Yamhill Valley Lavender Growers
and what is now Willamette Valley Lavender Festival

The non-profit acts as fiscal agent for the event.

Event committee includes lavender farmers and
members of the non-profit.

A mutually beneficial arrangement.

YEAR 1: six vendors, a few hundred people

YEAR 17: 45 vendors, over 100 artists, thousands attend

What non-profit affiliation can do for your event:

- attract sponsors
- take donations
- access to volunteers
- reduced insurance
- foster goodwill
- supporters attend
- reduced expenses
- reduced effort
- you can create a much larger event with a broader reach than you could ever produce alone.
- doing good in your community, something you can feel good about

WILLAMETTE VALLEY
**LAVENDER
FESTIVAL**
& PLEIN AIR ART SHOW
a celebration of
LAVENDER & ART



Why it works:

- volunteers do much of the work
- more ideas are contributed
- expanded media attention
- access to resources
- expanded offerings to draw attendance
- builds community relationships
- mutually beneficial
- Sponsorships and donations can pay for things to enhance the event that you may not be able to do on your own. Things like really good music, a face painter, additional advertising. Enhancements that increase attendance.
- Ideally held near your farm, but not at your farm. Attendees at the Festival get directions to your farm. Attendees that go to the farm first get directions to the Festival. Another win/win.



Identifying a suitable non-profit:

- local focus and recognition
- willing to form a relationship
- has access to a volunteer pool
- dear to your target demographic
- dear to you
- facilitates if possible
- has dedicated donors with resources



Chehalem Cultural Center
an excellent venue

Adding an additional attraction:

- should be complimentary
- adds an additional draw which increases attendance
- involving more people increases attendance
 - vendors and others all have contacts of their own to help draw more attendance

Working with non-lavender businesses.

Example: Newberg Lavender Trail

How it Works:

- organized by our local tourism organization: Taste Newberg
- could be organized by a group of businesses without tourism organization aid
- build relationships with local businesses
- encourage and assist participation, provide ideas and lavender
- everyone contributes and everyone benefits
- all participating businesses promote the event to their contacts and on socials etc.

A vertical poster for the Newberg Lavender Trail. The top half has a green background with a purple lavender flower illustration. The bottom half has a purple background with a green lavender flower illustration. The text is white and yellow.

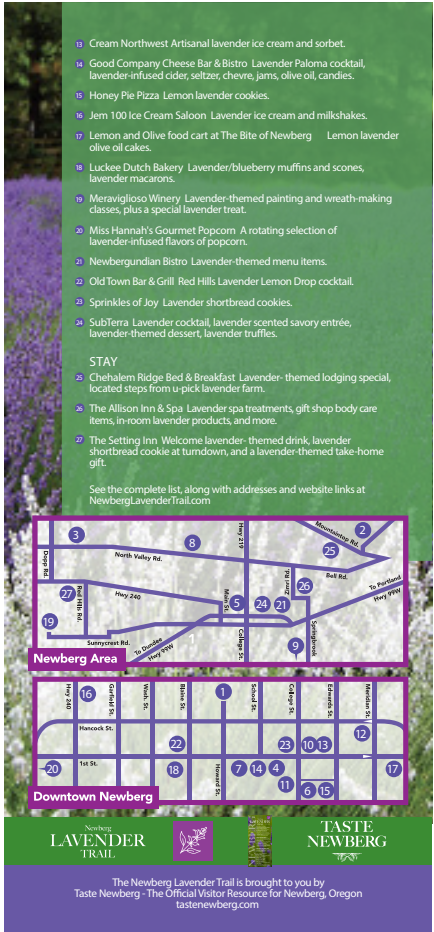
Newberg
LAVENDER
TRAIL JULY 2022

EXPLORE AND SHOP

- 17th Annual Willamette Valley Lavender Festival and Plein Air Art Show**
July 9 & 10 | Chehalem Cultural Center
- Wayward Winds Lavender Farm**
July 1 - August 14, daily from 10-5.
Free admission. Lavender u-pick and gift shop with home and personal care products, culinary treats, plants.
"Lavender + Vintage weekend" July 8-10, with vintage, upcycled & DIY products.
- Chehalem Flats Farm Market**
Cut and u-cut lavender, potted plant varieties, locally-sourced body care, culinary and home items. Open Friday/Saturday, 10-5.
- ART Elements Gallery**
Throughout July, paintings on display of local lavender scenes created by local artists.
- Art with Elegance - Studio 306**
Studio/gallery including lavender-themed art and jewelry, guided art experience: paint your own lavender art on a china plate, weekends in June/July, reservations required.
- Little Lavender Shop/Pollinate Flowers**
Fresh & dried lavender bouquets, soaps, culinary lavender, wreaths and more.
- Teeter Totter Sweets & Treats**
Lavender-infused confections.

SIP, SNACK AND DINE

- Bellingar Estates**
Wine tasting overlooking a lavender-dotted vineyard. Wreath-making class.
- Caravan Coffee**
Lavender shortbread cookies.
- Chapters Books & Coffee**
Lavender chamomile tea.
- Coffee Cat Coffeehouse**
Lavender specialty iced tea, the "Bees Knees".
- Coffee Cottage**
Lavender-infused latte, iced tea, lemonade. Lavender rosemary white chocolate biscotti.

A map of the Newberg area showing the lavender trail route. The map is divided into two sections: 'Newberg Area' and 'Downtown Newberg'. The 'Newberg Area' section shows a route starting from the north, passing through various points, and ending near the downtown area. The 'Downtown Newberg' section shows a grid of streets with numbered points. Below the map is a list of participating businesses and their offerings.

13 Cream Northwest Artisanal lavender ice cream and sorbet.
14 Good Company Cheese Bar & Bistro Lavender Paloma cocktail, lavender-infused cider, seltzer, chevre, jams, olive oil, candies.
15 Honey Pie Pizza Lemon lavender cookies.
16 Jern 100 Ice Cream Saloon Lavender ice cream and milkshakes.
17 Lemon and Olive food cart at The Bite of Newberg Lemon lavender olive oil cakes.
18 Luckee Dutch Bakery Lavender/blueberry muffins and scones, lavender macarons.
19 Meraviglioso Winery Lavender-themed painting and wreath-making classes, plus a special lavender treat.
20 Miss Hannah's Gourmet Popcorn A rotating selection of lavender-infused flavors of popcorn.
21 Newbergundian Bistro Lavender-themed menu items.
22 Old Town Bar & Grill Red Hills Lavender Lemon Drop cocktail.
23 Sprinkles of Joy Lavender shortbread cookies.
24 Subterra Lavender cocktail, lavender scented savory entrée, lavender-themed dessert, lavender truffles.

STAY

- Chehalem Ridge Bed & Breakfast Lavender-themed lodging special, located steps from u-pick lavender farm.
- The Allison Inn & Spa Lavender spa treatments, gift shop body care items, in-room lavender products, and more.
- The Setting Inn Welcome lavender-themed drink, lavender shortbread cookie at turndown, and a lavender-themed take-home gift.

See the complete list, along with addresses and website links at NewbergLavenderTrail.com

Newberg
LAVENDER
TRAIL

TASTE
NEWBERG

The Newberg Lavender Trail is brought to you by
Taste Newberg - The Official Visitor Resource for Newberg, Oregon
tastenewberg.com

27 businesses participated in 2022. All coming up with something lavender related for the month of July.
Newberg population 23,000

Why it works:

- unique offerings increase customer interest
- many options increase attendance
- broader reach, all participants are promoting
- shared promotional expenses
- increased media attention
- opportunity to sell lavender to participants
- common interest, increase sales and exposure
- you can learn new ways to use lavender
- form relationships and pursue other joint promotions



If you get a tourism organization on-board:

- they cover most or all of the expenses
- they do most or all of the work
- can access more media
- broad reach

Working with other lavender farms.

Examples:

- Yamhill Valley Lavender Growers, local group
- Oregon Lavender Association, regional group
- Lavender Northwest, larger regional group
- USLGA, national group

How it works:

- recognize the value of working together
- join or form a formal 501(c)6, or informal group
- identify common goals
- plan and attend meetings
- network and share information and experience
- serve on a committee or the Board
- jointly promote the lavender industry



Why it works:

- spirit of cooperation, not competition
- access to networking and learning opportunities
- like minded individuals with common goals
- shared tasks to grow the lavender industry
- joint marketing opportunities
- business referrals within the group
- business to business sales opportunities
- expanded media exposure
- develop valuable relationships

When its challenging:

- work load not equally shared
- some don't play well with others
- standing out in a crowd when you are one of many
 - add a component or additional attractions
 - make your farm memorable
 - promote what makes your farm unique



founders of the Yamhill Valley Lavender Growers
and what is now Willamette Valley Lavender Festival

Working with non-lavender farms.

Example: Oregon Farm Loops

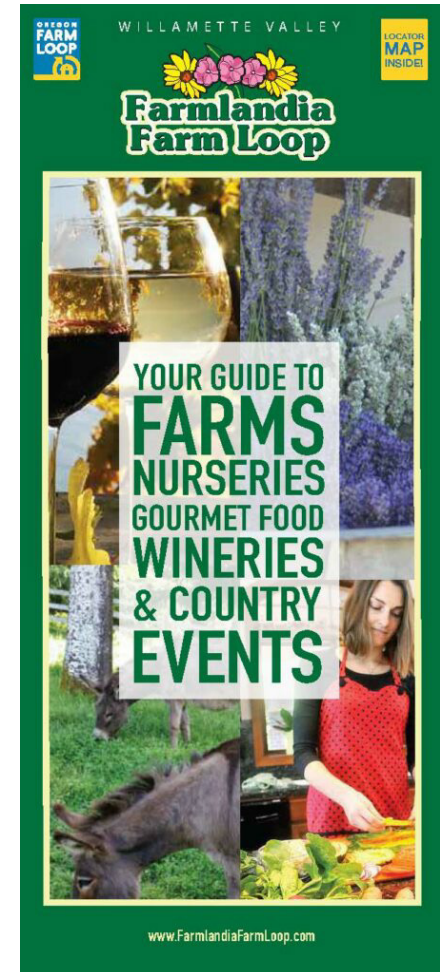
How it Works:

- join or form an agritourism focused group
- identify goals and develop strategy
- share the workload
- share the expenses
- all participants market and promote the tour / loop / trail

Why it works:

- common goals and interests
- good cost / benefit ratio
- extended reach
- diverse options increase attendance

Note: The founders of the first loop now produce multiple loops. It has turned into a nice business for them.



Other collaboration opportunities and marketing strategies:

- Working with your State, regional, or local tourism organizations
 - every State has one
 - sometimes has a cost but may be worth expense
 - usually less or no cost for local and regional groups
- Chamber of Commerce
 - valuable business to bussiness relationships
 - cost to join
 - assistance with promoting your farm or event
 - requires some time commitment
- Paying a PR firm
 - can be expensive but they are experts
 - must have something ready to promote
 - have access to multiple media channels

Other collaboration opportunities and marketing strategies (continued):

- Free event listings
 - there are many free listing opportunities on the internet
- Research what others are doing
 - identify successful farms
 - do a web search and see where they pop up
 - promote your farm in a similar manner
- Social media of course
 - but have you considered podcasters?
 - influencers? They are a thing

Overview:

- no one thing is going to bring all your customers
- find collaborators with similar goals
- build relationships
- no reward is without effort, but evaluate where your effort is most rewarded
- create synergy - the result is greater than the sum of it's parts