

Pivot examples offered by 4/23 webinar participants in the chat box

- virtual birding tours offered by a nature tour business (using video and you tube)
- drive through farm
- Sponsored care boxes (chocolate covered strawberries) for healthcare workers. Getting people to sponsor the boxes that the farmer puts together.
- I've been very impressed with the overall willingness of tourism businesses in our area to think critically about adapting.
- Virtual wine tastings! Order next week's tasting during the event so you can taste wine together over Zoom! <https://www.austin360.com/entertainment/20200326/virtual-tastings-help-texas-wineries-connect-amid-coronavirus>
- Many destination marketing organizations or chambers have created hubs to share local food resources for community.
- One of our local restaurants added a brick-oven pizza just as COVID-19 hit. Owner has been live-streaming himself making different pizzas for to-go orders.
- at a local nurse they are doing visits by appointment (\$50 minimum) and curbside delivery of online & phone orders
- The farmers market in our county closed but they are doing "farmers market and local boxes" that people can buy to still allow participation for smaller farmers and local small businesses! it's been a huge success.
- Grain to glass distillery pivoted to hand sanitizer - donated the finished product to first responders in the community
- Our extension program in Oregon has created a suite of online training programs for guides, education on natural resources/attractions, and hospitality/retail workforce training to "Know Your Community" many of these are available to the whole country
- Inviting your customers or members of the general public to purchase extra farm products that will then be donated to food banks.
- Not sure how creative but farmers here are doing direct to consumer (never done before; pivot from selling to restaurants) and cooperating selling produce boxes. I'm getting one tomorrow with lettuces, greens, mushrooms, herbs and micro greens from 4 local farms working together.
- I wanted to do cards & cocktails...double deck cribbage with partners over zoom or the like
- Partnering with others to expand online products. Curbside pick-up. Live grooming winter coat out of horses.
- Seafood industry states they are hurting since they aren't selling to restaurants. I wonder why they haven't upped their direct sales to consumer.
- Doing How-To sessions for gardeners such as propagation made simple or improving the health of your plants through pruning.
- I recently shared a Travel-Mageddon Survival Kit (link below).
Travel experts predict a pent-up demand to hit the road as soon as people are able. Now is the time to get ready. Here are 10 creative & inexpensive ways communities can help capture that eager market, avoid a tourism industry wipe-out, and build success. Travel-Mageddon Survival Kit: <https://www.extension.iastate.edu/communities/files/page/files/travel-mageddon.pdf>