Vineyard's in Yamhill County, Oregon

Geodatabase Applications In the Tourism Sector

GEOG 575 Winter 2005
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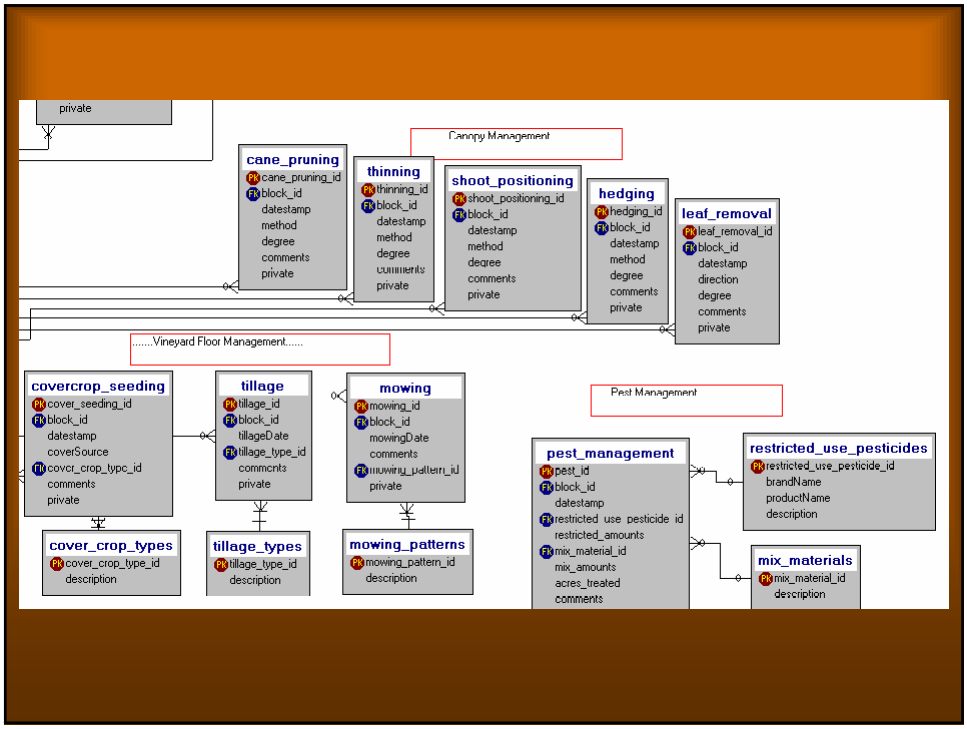
Dr. Alan Campbell

- **Northwest Vineyards**: Provides maps, analysis, and support that help growers, winemakers, and consumers understand the Northwest's unique wine-growing environments
- **Oregon Wine Board**: conducts legal and lobbying advocacy work on behalf of the industry to ensure a positive business, social, & economic environment for the production and sale of Oregon wines.
- **OVID**: online service providing better communications, information , and tools, for wise management of Oregon Vineyards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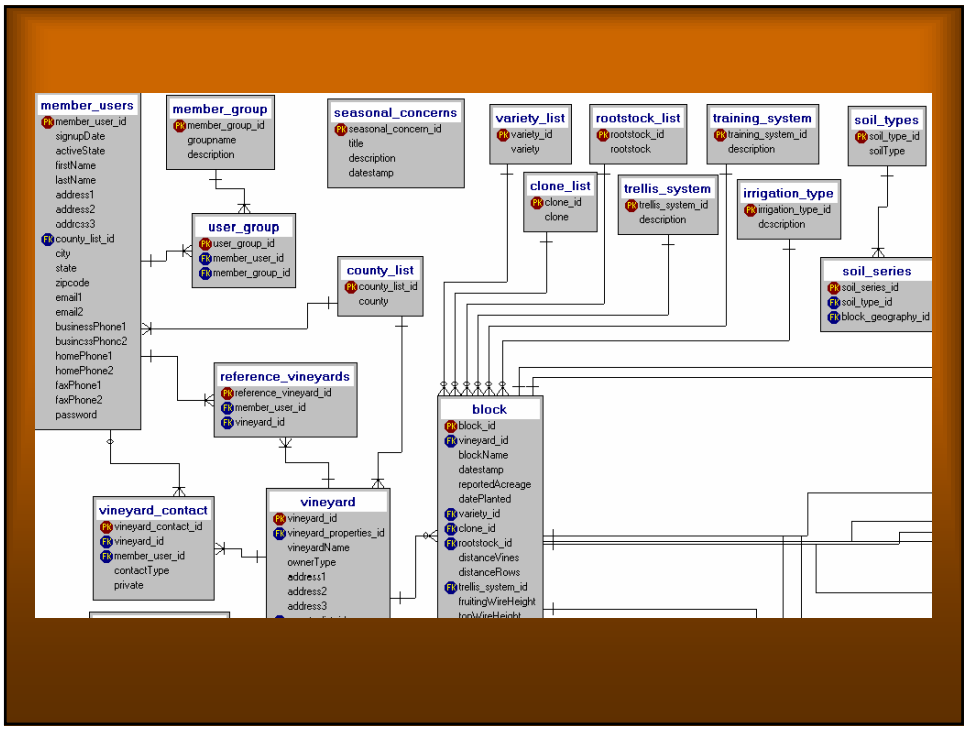
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blockName
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datePlanted
variety_id
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distanceRows
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fruitingWireHeight
topWireHeight

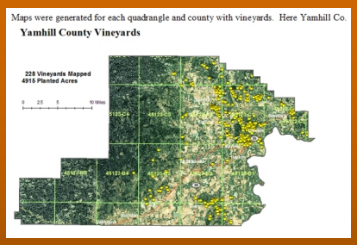
Geodatabase Applications

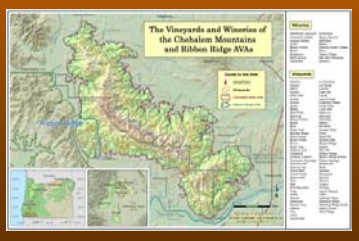
Provide GIS support for print publications by the OWB in their efforts to promote the region as a unique tourist destination

- *Improve efficiency*
- *Improve organization*

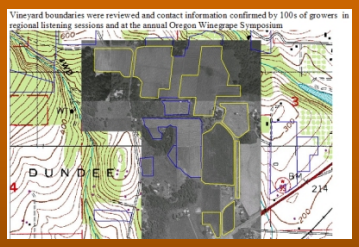
Design Objectives

- Include all relevant spatial & attribute information for Yamhill County
- Retain the flexibility to include data from other counties
- Ability to perform detailed queries of all attributes of vineyards, wineries, and their associated tasting rooms





Objectives cont…



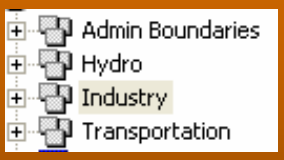
Combine attribute information with all relevant base map data to create accurate, meaningful, and aesthically pleasing maps for use by the general public

Data Layer Specifications & Geographic Extents

- Spatial and attribute data related to vineyards, wineries, and tasting rooms in Yamhill County Oregon
- Projection: NAD_1983_UTM_Zone_10N

Data Layer Summery

- 4 Feature Datasets
  - 22 Feature Classes
- 5 Raster Datasets
- 1 Tables



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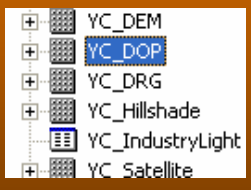

Data Layer Summery

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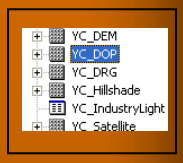
  - 22 Feature Classes
- 5 Raster Datasets
- 1 Tables

Feature Data Sets

- Administrative Boundaries
  - Location boundaries and points (11)
- Hydrology
  - Rivers (1)
- Transportation
  - Roads and geocoding results (2)
- Vineyard Industry
  - Wine industry specific (7)

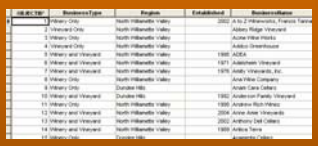
Raster Datasets



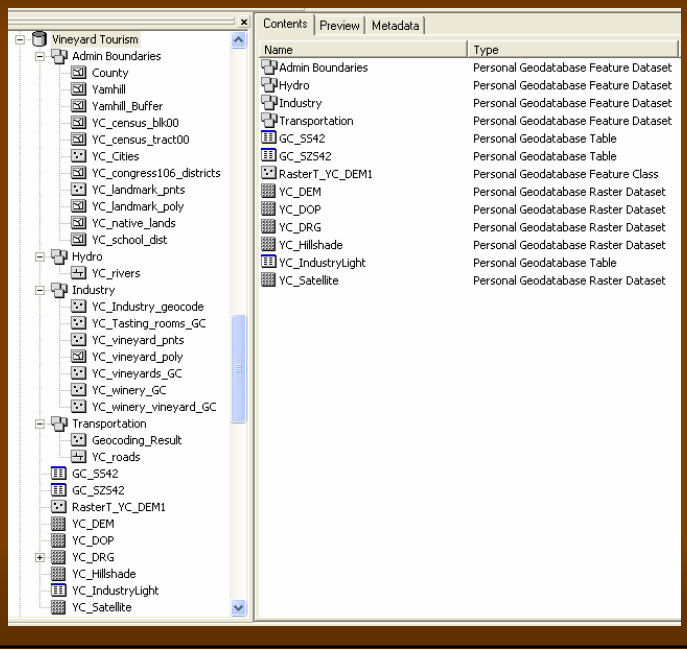
- DEM – Elevation information
- DOP – Photo imagery of the vineyards
- DRG – Spatial reference / Maps
- Hillshade – Aesthetics / Maps
- Satellite – Spatial reference / Maps

Tables

- 1 main table
  - Attribute data for vineyards
    - 193 records
    - 43 Fields
      - Business type, Addresses, Hours, feature details, etc..



Geodatabase



Methods and Techniques

- Importing / Exporting
- MS Access Query
- Re-projection
- Clip
- Mosaic
- Geocoding

Methods and Techniques

- Importing / Exporting
  - Attribute data: Access & Geodatabase
  - Spatial data: Geodatabase
- MS Access Query
- Re-projection
- Clip
- Mosaic
- Geocoding

Methods and Techniques

- Importing / Exporting
- MS Access Query
  - Reduce number of fields
  - About 140 fields down to 43 fields
- Re-projection
- Clip
- Mosaic
- Geocoding

Methods and Techniques

- Importing / Exporting
- MS Access Query
- Re-projection
  - NAD_1983_UTM_Zone_10N
- Clip
- Mosaic
- Geocoding

Methods and Techniques

- Importing / Exporting
- MS Access Query
- Re-projection
- Clip
  - Oregon to Yamhill County
- Mosaic
- Geocoding

Methods and Techniques

- Importing / Exporting
- MS Access Query
- Re-projection
- Clip
- Mosaic
  - Raster Datasets
- Geocoding

Methods and Techniques

- Importing / Exporting
- MS Access Query
- Re-projection
- Clip
- Mosaic
- Geocoding
  - Vineyard, winery, and tasting room addresses

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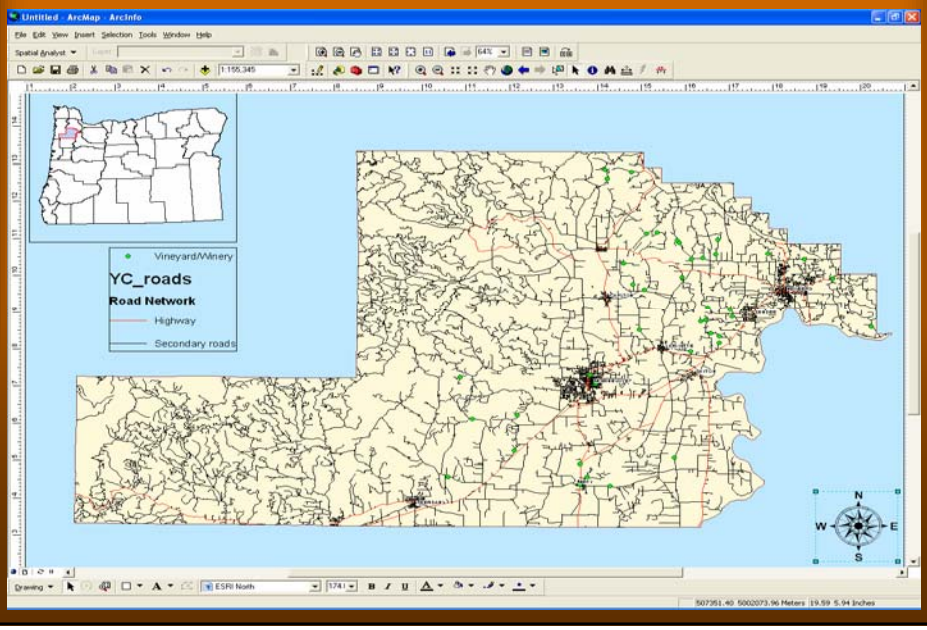
Possible Applications of the Geodatabase

- Locate and fulfill tourist requests and queries
- Create maps for Yamhill Wine country advertisements
- Support Vineyard and Wineries with maps for marketing materials
- Analyze spatial trends in the distribution of the Vineyards and Wineries and Tasting rooms

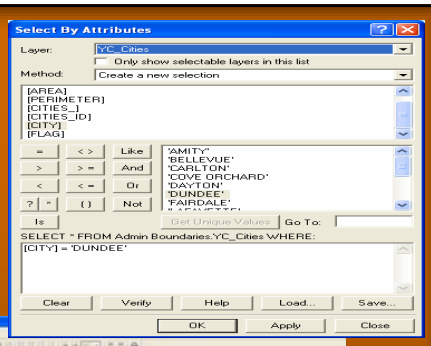
Example Scenario of a Tour Group Query

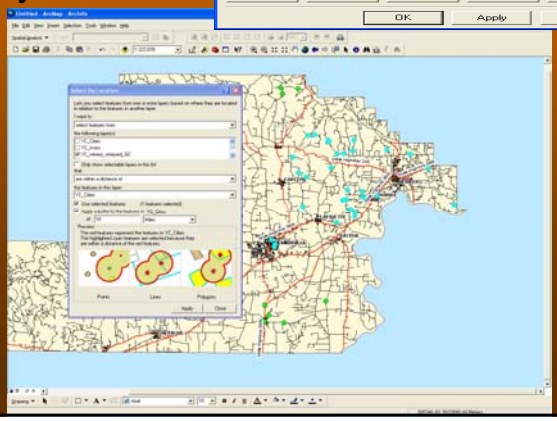
- Tourist group is staying in Dundee and would like to see several Vineyards with Wineries that feature Pinot Noir, Pinot Gris, Chardonnay, and Syrah wines
- Would like to stay with in a 10 mile radius of Dundee
- Make sure they have a tasting room
- Provide any other tourist information

Yamhill County Vineyards with a Winery

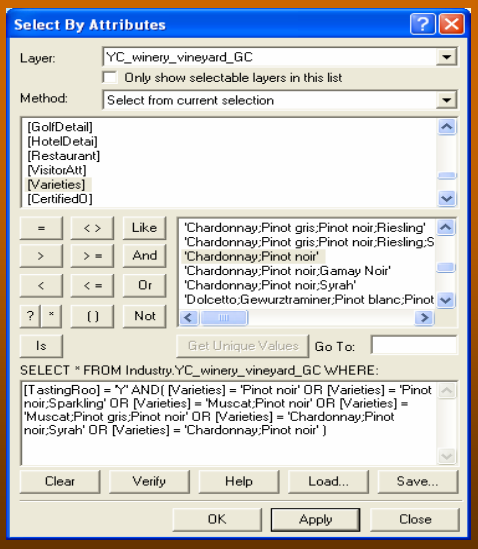


- Select by Attribute: City = ‘Dundee’
- Select by location: vineyards with in a distance of 10 miles of selected city

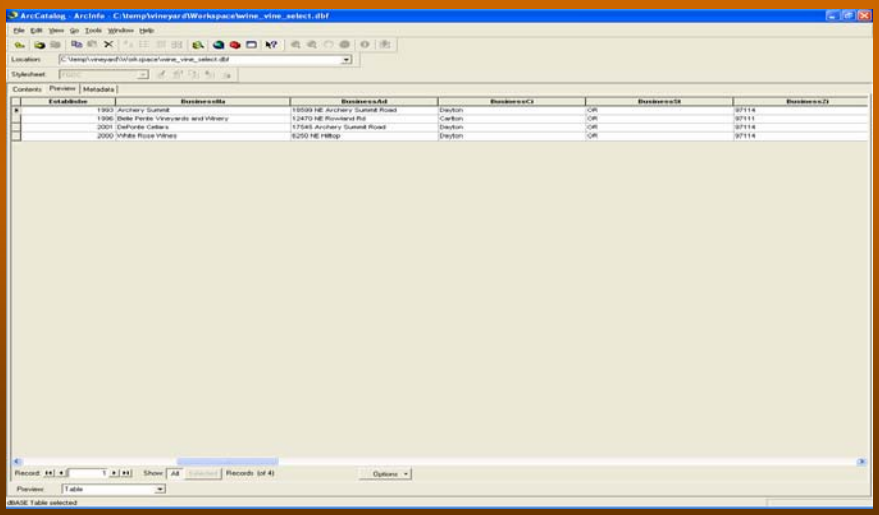




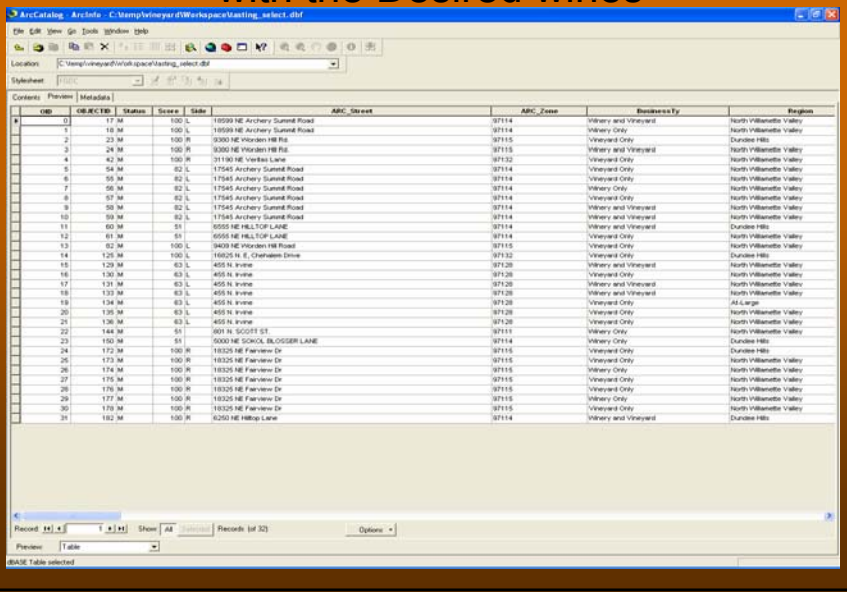
- Select by attribute from current selection: tasting = Y and varieties = ‘Pinot Noir or Pinot Gris, or Chardonnay or Syrah’
- Resulted in 4 records selected
- Also did same process for tasting rooms for tour group options



Vineyard with a Winery and a tasting room with in 10 miles of Dundee



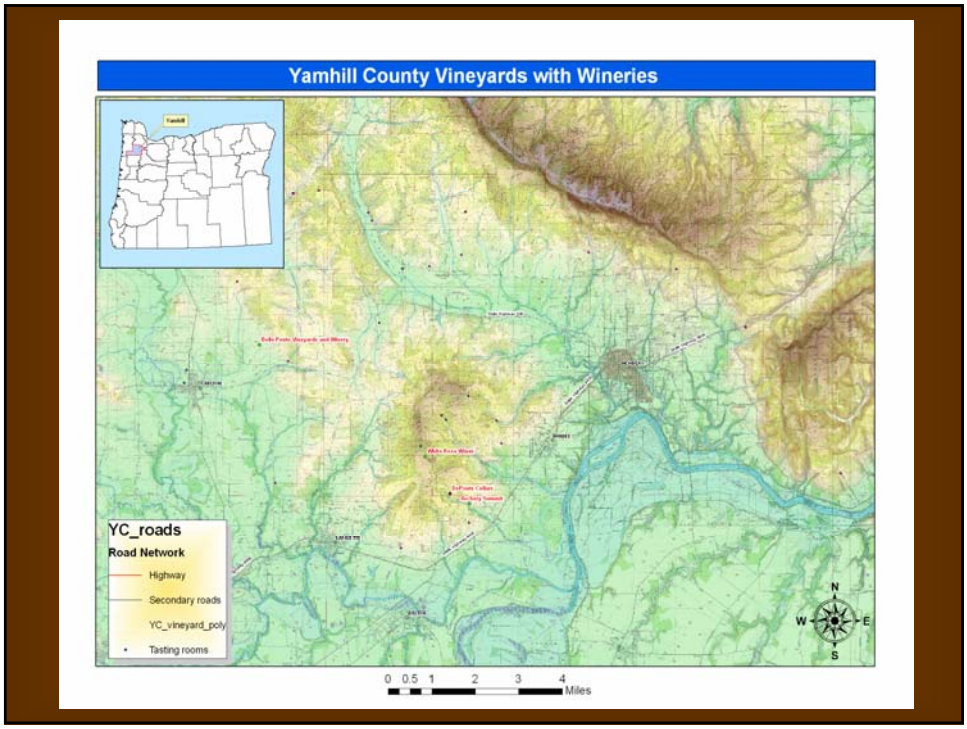
Tasting room with in 10 miles of Dundee with the Desired wines



Tabular output

Business Name	Business Address	city	sta	t œzip	web site	Hours
Archery Summit	18599 NE Archery Summit Road	Dayton	OR	97114	archerysummit.com	Open, Visitors Welcome
Belle Pente Vineyards and Winery	12470 NE Rowland Rd	Carlton	OR	97111	www.bellepente.com	Open, Visitors Welcome;Open Memorial Day Weekend;Open Thanksgiving Weekend
DePonte Cellars	17545 Archery Summit Road	Dayton	OR	97114	depontecellars.com	By Appointment Only;Open Memorial Day Weekend;Open Thanksgiving Weekend
White Rose Wines	6250 NE Hilltop	Dayton	OR	97114	whiterosewines.com	Open Memorial Day Weekend;Open Thanksgiving Weekend

B&B	Golf	Hotel	Restaurant	Visitor info
Dundee Hills B and Bs			Fine dining in Dundee & Carlton	Center of Oregon's largest concentration of wineries & vineyards
Black Walnut Inn, Vineyard Retreat	Riverwood		Tina's, Dundee Bistro, Red Hills Provencial Dining	Center of Oregon's largest concentration of wineries & vineyards
Wine Country Farm	Michelbook Golfcourse	Red Lion McMinnville	Cuvee	Lumpy's; Oregon Wine Country
A Tuscan Inn	Bayou Golf Club, Michelbook Country Club (private)	McMenamins Hotel	Nick's Italian cafe, La Rambla	Evergreen Air Museum


Yamhill County Vineyards with Wineries
YC_roads
Road Network
Highway
Secondary roads
YC_vineyard_poly
Tasting rooms
N
W
E
S
0 0.5 1 2 3 4
Miles