

## 2017-19 Draft Strategic Plan Comments

Zip Code	Comments
97045	On page 6, on the map graphic, The Dalles is listed as being part of the Eastern Oregon region, but it is actually a part of the Mt. Hood/Gorge region.
97204	<p>Do the departments have individual strategies that can be shared to help DMOs align? In the RDMO Menu of Investment Opp are many tactics, and more detail around the strategies would be helpful in order to collaborate in a more meaningful way.</p> <p>In this time of immense growth, including staff, TO's organizational chart would be helpful to include in strategic plan; I am sorry to say that I am not grasping it all anymore. This would help to understand the Biennial Budget per line item listed on page 17 more as well.</p> <p>Thank you.</p>
97361	for years I have tried to get your web site search engines not to search by zip code as it is detrimental to locations that are more rural. I know this is too granular for the plan but it is important. Tourists travel in an area not by zip code and when you highlight things to do it looks like there is only two wineries in Corvallis and I head up an association that has 16 members within 30 miles of Corvallis. I have brought this issue up many times and in many meetings and hope this venue will finally address it
97443	re-reading.....it's so well done
97413	<p>General Comment: I am concerned that the Tourism dollars cannot be spent on the infrastructure that people use when they arrive, especially in rural areas and on public lands. In promoting Oregon's outdoors, this happens quickly. When they show up they need parking, toilets, and maintained trails, and eventually the rural highways. Where is the analysis on effects on infrastructure, and the link to getting increased funding for it? Rural counties do not have the up-front funds to build these things. Public land budgets for recreation are always underfunded.</p> <p>I'd like to see some analysis of the effects on infrastructure, and disclosure of the regulations constraints on spending Tourism money on the infrastructure needs that more visitors create. \$78 million is alot of money!</p> <p>I have worked with the Tourism Committee of the McKenzie River Chamber of Commerce, and have seen this effect locally. I have expressed this concern to them also.</p>

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97520	<p>The overall tone of your plan is friendly and engaging. Your writer reflects a genuine feeling that the Commission and Staff have listened and that you care. You also get the fact that Tourism CAN and IS Economic Development - in communities of all sizes - as long as the tourist is educated and ready for the REAL experience. Things like no cell service, small airports, a long drive, no public transportation but when they arrive - regionally grown and lovingly prepared fresh food, great local wine and beer, interesting sites, experiences with local entertainment and one of a kind local crafts. However, all these small businesses have issues of seasonal and inconsistent staffing, startup funding, insurances and regulatory issues of mom and pop businesses.</p> <p>So you are saying the right things, in your Vision and Mission and your Values and Intentions. Keeping Oregon Oregon and hoping people appreciate, experience and are changed by Oregon. Adding authentic products and experiences is important, giving back through grants, and supporting small tourism sites and business providers as well as appreciating the value the larger successful ones like the Oregon Shakespeare Festival, Crater Lake, Mt. Hood, Oregon Coast, the entire Portland region, Pendleton Round-up just to name a few bring to the entire state.</p> <p>I would caution you in only two areas.</p> <p>First - Saying that all the success began in 2003 - just an unnecessary comment - on page 4 under the heading "It's Different Here" You built on a base that had already found Wyden and Kennedy, started Cycle Oregon, developed the Regions through many years of work with Oregon Economic Development, started the concept of the Governors Conference among many other things. The funding and the structure changed - and yes you have matured, but I would advise you to state that differently as there are many individuals and businesses who built the strong base you built on - but with much less funding.</p> <p>Second - Using metrics to prove that more is always better. Yes we do need more heads on beds, more attractions, more visitors, more money spent in Oregon, but as you say in your key measures on page 15 - stability and prosperity is the most important measure of success. So stay in touch with the human side of these small attractions and businesses that total up to making sure that you can show your success with the 2.5 increase. Remember that collaboration, education, innovation and one-on-one support may be the key to your success.</p> <p>Keep Oregon Oregon! Great Commission - Great Staff - Keep up the Good Work!! Thank you.</p>

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97367	<p>You talk about bringing the Naysayers into "the fold" of tourism. Possible to send a monetary "reward" or encouragement to every Oregonian in the state, via email or a tweet or a FB offer? The holder of the "reward" could cash it in, if they visit a Travel Oregon site, or participate in some Travel Oregon activity. It sounds like there is a good return on your advertising dollars, so perhaps advertising to people who live in the state and are most uniquely situated to enjoy all it's resources is well-spent money. Getting people to stay and play in their home state is worthwhile!</p>
97402	<p>Great Plan and origination. I had some interaction with the folks at Travel Lane. In general, OHVs (Off Highway Vehicles) are absent from this plan. There were over 80,000 OHV Permits sold in Oregon for 2016. This is one of the fastest grown recreation segments. It also is the group that spends a lot of dollar in the communities where they recreate. Please include OHVs in your recreation planning. We have over 475 member in the Willamette SxS facebook group that is recreation specific. There is over 600 in the Central Oregon Group. Would love to chat more about this with someone from your group.</p>
97225	<p>Hello,            I am a native Oregonian and became an "accidental" advocate of Oregon tourism at an early age. Born in Baker City, raised in Tigard, educated in Eugene and serving in business in Portland for 21 years, my breadth of experience in promoting Oregon comes second nature to me. I recently completed a 3-year contract as Executive Director at The Grotto. In three short years, I worked with an amazing staff to raise the awareness of this Oregon gem to new heights. I am happy to share a visitor study conducted last July that reveals the depth and breadth of The Grotto visitor profile. It is both revealing and significant.</p> <p>I really can't help myself. I love Oregon: People, Diversity, Charism, History - and global attraction.            Perhaps I can assist in completing this very thorough and well researched draft of the Strategic Plan.</p>
97624	<p>Well written and to the point. I think another part that the Travel Oregon group could play would be to make available the technologies that you are employing to the much smaller enterprises that make up the actual business pool for tourism. I think this can be done by having a small group of techies that could be contacted for assistance enhancing our look to match your look. Most of these smaller tourist organizations have neither the talent nor resources to muster such an undertaking. Together we are stronger than we are as individuals. My last comment is there anyway to get a representative from ODOT to be part of these discussions. It would be really great if the rural tourism sites could actually be found! Thanks letting me bend your ear.</p>