



## Oregon Tourism Commission Briefing

December 4, 2017

Timberline Lodge, Mt. Hood Room  
27500 E Timberline Road  
Timberline, OR

Chair Snyder calls the Commission briefing to order at 1:14 p.m.

Commissioners present include: Alana Hughson, Ryan Snyder, Kara Wilson Anglin, Nigel Francisco, Scott Youngblood, Kenji Sugahara, Al Munguia and Don Anway.

Staff Present include: Todd Davidson, Scott West, Jeff Hampton, Teresa O'Neill, Michelle Woodard, Kevin Wright, Sarah Watson, Jenny Hill, Harry Dalgaard, Matt Finn, Meredith Williams and Kate Sappell.

Chair Snyder welcomes the Commission, staff and guests to Timberline and provides a summary for the day's events.

### Large Grant Application Presentation

Todd Davidson acknowledges and thanks the grants team within Travel Oregon's Global Strategic Partnerships (GSP) team.

Teresa O'Neill and Michelle Woodard (GSP) walk the Commission through details of the Large Grant Application Process and introduces the panel from Oregon21.

### Oregon21 Presentation

Vin Lanana, Chair of Oregon21, thanks the Commission for the opportunity to present today. As he begins the PowerPoint presentation he discusses background and vision of Oregon21. He introduces the other Oregon21 panelists and states that Oregon21 will bring value to tourism, business and citizens within Oregon.

Michael Riley continues with the presentation discussing IAAF World Championships in 2021. States that the request is for \$10 million from Travel Oregon's competitive grant program. He states they are confident of an economic development benefit for the entire state. They have outlined the planning process, which is covered in detail in the application.

Kari Westlund discusses that the world championships will drive visitors to Oregon. The introduction of every TV, radio, website, blog or social media mention will include

Oregon. The broadcast represents another opportunity to promote our state to the world. She discusses that all 7 tourism regions will be represented – an amplification of what we achieved together for Portland 2016 (indoor championships). We believe this event will drive destination oriented travel to Oregon. She continues discussing stakeholder engagement, stewardship of natural resources, and together with Travel Oregon we are collaboratively developing a promotional plan and travel experience. Optimization of local opportunities will be delivered, and attracting tourism activities for years to come

Sasha Spencer Atwood continues the presentation discussion return on public and private investments. Discusses that track and field travelers will deliver destination visits. Local economies will be impacted: the value of goods and services produced to Oregon economy. Continues discussing how communities through out the state hosting training camps and the benefit of welcoming new travelers and visitors to Oregon.

Vin Lanana closes the presentation discussing that Oregon21 has developed a model that brings together stakeholders while developing world class event. The 2021 IAAF World Championships has the potential to present Oregon on a global stage. During 10 days of event coverage potential visitors will see what we have to offer and why they should come to experience it. Discusses past successful events that TrackTown has produced and the letters of support included in the application. With established partnerships we represent a team ready to work together to make this a global transformative event for Oregon.

#### Commission Questions:

Commissioner Sugahara asks if there will be contract preferences for Oregon based businesses or service providers.

Mike Riley states that it's their preference to continue to work with vendors from previous events. They are mostly based in the state of Oregon – we're also looking to find new partners. States there are discussions internally for desire to look at business industry associations – the opportunity to engage more businesses than we have in the past.

Commissioner Francisco asks about the security line in the operation budget - is that including outside smaller communities?

Mike Riley states that yes, if there was an official event taking place in that community. It is an event operating budget.

Sasha Spencer Atwood also states that if there is a community need at a training camp, often the teams will travel with their own security.

Chair Snyder thanks Oregon21 for coming and taking the time to present to the Commission today. The Commission will undertake the formal deliberation tomorrow morning at the public Commission meeting. Asks Todd to discuss the process moving forward.

Todd discusses that today's opportunity was to hear directly from Oregon21. Commissioners had the opportunity to review their application in full prior to today's briefing and can consider a motion tomorrow morning to award funds to Oregon21 through the Large Grants Program. As it relates to funding – the Commission set aside \$2.5M/year for this biennium, the request is for \$10M. When we first talked about the competitive grant program in general we discussed guidelines for each of the levels of grants. Because of the nature of the Large Grant Program (greater than \$100k), the decision was made that applications would be vetted by a subcommittee of the Commission. Decision for granting dollars would come from the Commission directly. It's done differently for Large Grants because it's the Commission that has the authority to encumber the action of a future Commission. That would be something to consider in your deliberations tomorrow – encumbering funds of a future biennium. From a financial projection standpoint, right now the total Competitive Grant Program is funded at \$3.1M. Even if there were zero growth we'd anticipate having a \$3.1M Competitive Grant Program because we're required by law to have 10% of state TLE collection go into that program. We're looking at approximately 4% growth forecasted – we've run some numbers based on that. At its core, we anticipate having at least \$3.1M until June 30 of 2020, when tax rate goes back to 1.5%.

Commissioner Munguia asks how much was distributed in small and medium grants?

Todd states that the Small Grant Program is an annual program, the Medium Grant Program is set up to be biennial. \$200k was set aside for Small Grants, \$400k for Medium Grants. We received \$1.9M in requests for the Small Grants, so we moved \$200k from Medium Grants to Small Grants - so we had \$400k go out this year in Small Grants, leaving \$200k in reserve for the next cycle of the Medium Grant Program.

Commissioner Munguia asks if the Large Grant Program is biennial.

Todd states that the Large Grant Program is open when the Commission chooses to open it. It was approved at the October 2017 Commission Meeting for \$2.5M per year for this biennium.

Commissioner Munguia says that if \$10M is awarded at \$2.5M per year for the next 4 years, assuming all things stay constant, there would be no other large grants.

Chair Snyder thanks Commissioners for their questions and asks Todd to discuss tomorrow's agenda.

Todd walks the Commission through the Commission Meeting agenda for Tuesday, December 5<sup>th</sup>.

Chair Snyder asks if there will be any data points in the wildfire update tomorrow. Todd discusses current and future efforts for economic impact studies regarding the 2017 wildfire season in Oregon.

Commissioner Munguia thanks Oregon21 for their presentation. Asks what happens if the Commission approves a smaller amount than \$10M?

Michael Riley states that he's not sure there is a good outcome to that position. Other partners and sources of funding are aware of this grant application. Award of the funding request is a clear statement of support.

Commissioner Munguia asks if it would put the event in jeopardy?

Michael Riley states that it has that potential, yes.

Chair Snyder closes the briefing at 2:00 pm, Monday December 4, 2017.