

2019–2021
RCTP PLANS

OREGON COAST

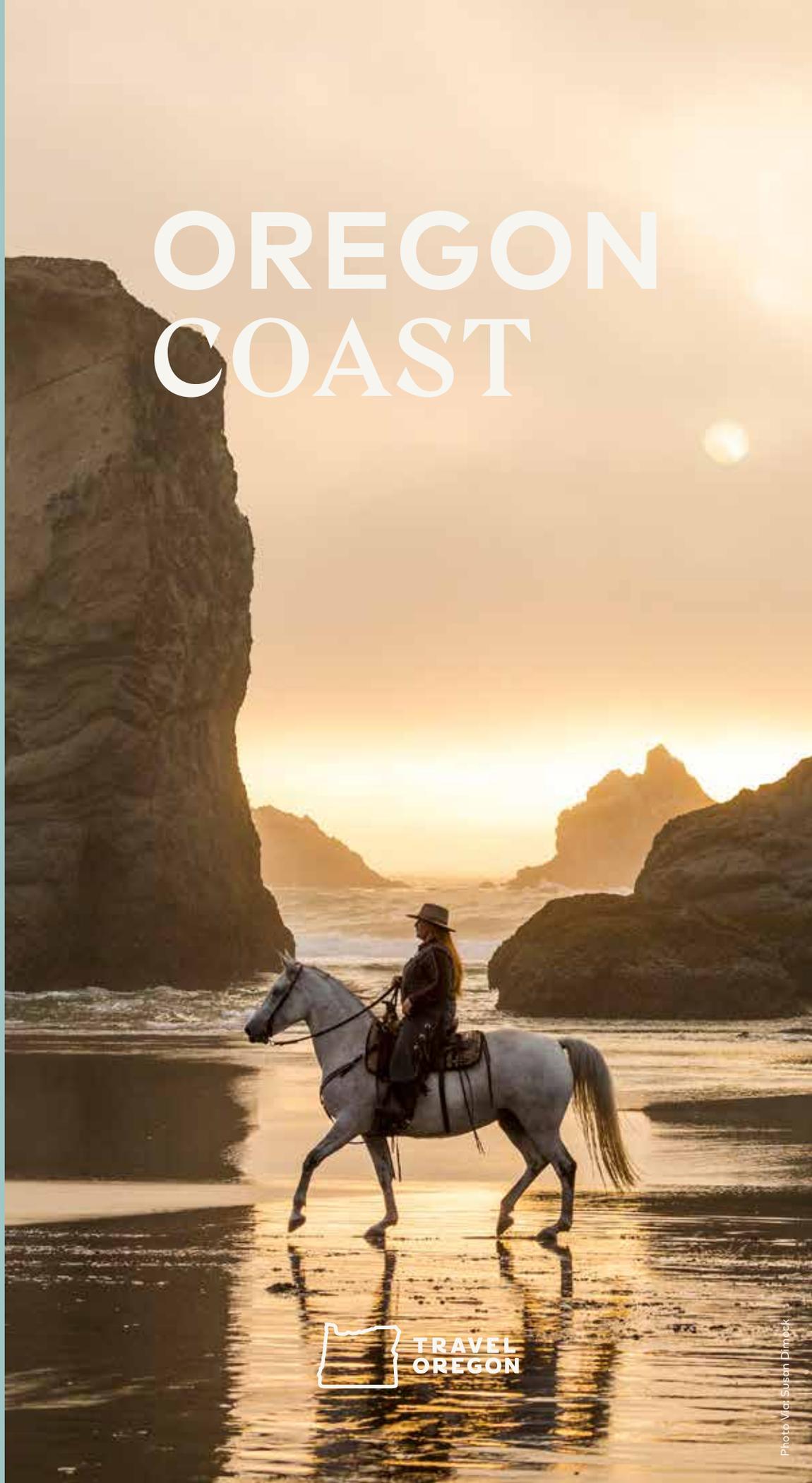


TABLE OF CONTENTS

REGIONAL COOPERATIVE TOURISM PROGRAM (RCTP)

RDMO:



Research & writing:
Oregon Coast Visitors Association

Organized by:
Travel Oregon

For more regional information visit:
visittheoregoncoast.com

RDMO Contacts:
Arica Sears
icom@thepeoplescoast.com

Marcus Hinz
director@thepeoplescoast.com

AWARENESS & IMPROVEMENT

Mission	03
RCTP Goals	03

PEOPLE

Organization	04
--------------------	----

MEASUREMENT

Overall Success Measures	05
--------------------------------	----

STATE OF TOURISM

Regional Tourism	06
Stakeholder Feedback	07

BUDGET

Overall Budget	11
----------------------	----

TACTICS

Overall Plan	12
Global Marketing	14
Destination Development	18
Global Sales	24
Global Strategic Partnerships	27
Staffing & Administration	30
Bibliography	31

MISSION

Our OCVA mission: “Inspire travel and strengthen collaboration to create and steward a sustainable coastal economy.” We will accomplish this by activating coastal stakeholder networks and investing in creative solutions which address the unique challenges of regional communities. Our efforts will raise the bar for

visitor experiences, providing a unified voice and a consistent brand persona. Specific enhancements will include providing comprehensive trip planning tools, strategic promotions to increase visitor spending during shoulder and off-season months, and educating the public on coastal resource protection and safety.

RCTP GOALS

1. Increase the number and diversity of sales and marketing efforts supporting shoulder season visitation.
2. Educate policymakers and key coastal leadership on the value of tourism.
3. Raise stature, visibility, and functionality of the Oregon Coast Trail as a regional coherent trail system for both residents and visitors.
4. Engage stakeholder networks to align investments in public art, agritourism, recreation, and cultural heritage.
5. Provide a unified voice for industry and a consistent brand persona for visitors.
6. Solidify investments in the development and delivery of workforce training and curriculum.

ORGANIZATION

The Oregon Coast Visitors Association (OCVA) is a 501(c)(6) formed in 1987 by coastal cities, counties, destination management organizations (DMOs), and other stakeholders organized to promote vacation travel, recreation, attractions and overnight stays from Astoria to Brookings.

OCVA is governed by a nine-member board of directors [three at-large, two North Coast, two Central Coast and two South Coast]. We maintain a healthy board composition which represents a mix of private, non-profit, government stakeholders, and DMOs. The board of directors meets quarterly, rotating between each sub-region, and is open to public attendance.

Our bylaws mandate a Strategic Advisory Group (SAG) of state and federal resource management agencies which provide guidance on matters of public safety and resource safety. SAG town hall meetings happen at least twice a year, and they rotate between the three coastal sub regions.

OCVA's five full-time staff members are intentionally spread out along Oregon's coast to maximize network opportunities and investment in stakeholder relationships. The geographic positioning of staff and the board of directors allows OCVA to access agency/business capacities contributing such resources as staff time, technical resources, event/meeting space, marketing content and further access to their local stakeholder networks.

Our Marketing Partner program is a fee-for-service revenue source from over 100 tourism organizations and private businesses, which is maintained separately from RCTP funded activities.

In addition to the board and SAG meetings noted above, our association conducts a minimum of two "listening sessions" per year and over a dozen presentations to business associations, public groups and stakeholder groups.

Photo Via: Justin Myers



OVERALL SUCCESS MEASURES

Economic development measurements and indicators will always be top priorities. To this end we closely monitor the results of Dean Runyan estimates related to visitation volumes, destination spending, earnings, and employment. Underlying influences of economic growth are informed by additional metrics and longitudinal data provided by Longwoods International Visitor Search, and specialized research such as the Oregon North Coast Visitor Insights, October 2018.

Continued growth in the coastal visitor economy moving forward will rely on matching existing capacities (lodging, transportation, etc.) with the timing and placement of RCTP investments in marketing, destination development and strategic partnerships. An example could be increasing lodging earnings in the shoulder season (availability), developing new transportation options, and enhancing food services or arts, entertainment, and recreation. Existing current data supports this approach.

Additionally, we place a very high value on the feedback of our stakeholders. Material progress on the areas of highest coast-wide and sub-regional priorities will be measured project by project. Improving trails and infrastructure, protecting community livability, reducing visitation impacts, increasing shoulder season visitation, etc.

Ultimately, OCVA's success will be measured by the Custom Regional Questions focusing on stakeholder engagement and satisfaction. Of note, the aggregate number of stakeholder respondents increased more than three-fold between 2017 and 2018. Results of the 2018 Oregon Tourism Engagement Survey indicate both metrics had measurable improvements with RDMO engagement increasing 16% (45% in 2017 to 61% in 2018) and satisfaction increasing 12% (41% in 2017 to 54% in 2018; with 40% neutral). We intend to continue to have measurable improvements in this regard.

REGIONAL TOURISM

To understand tourism on the Oregon Coast, it must be viewed through the nuanced lens of sub-regionalism. While the coast does identify as a singular tourism industry, it also identifies sub-regionally. The tourism economy is distinctly different due to geography, demographics, economic portfolios, visitor lifecycle stages, and the presence and/or lack of infrastructure.

VISITOR PROFILE AND GEOGRAPHIC DISBURSEMENT

Washington (21%), California (21%) and Idaho (3%), respectively, represent the out of state origins of visitation to the Oregon Coast. While spring and summer represent 57% of the total visitation for the year, this visitation is disproportionately distributed to the North Coast, then the Central Coast and the South Coast respectively. [Longwoods, Oregon 2015, Regional Visitor Report, The Coast Region]

VISITATION MOTIVATORS

The primary drivers for coastal travel are marketable attractions and visiting friends or family. The marketable attractions visitors are seeking include touring (27%), outdoors (25%), resorts (22%), and special events (15%). Once arrived, the visitor experience is centered on beach/waterfront activities (59%), and the retail environment (40%).

DESTINATION SPENDING

The Oregon Coast tourism economy is the second largest in Oregon, second only to the Portland region. In 2018 the Coast captured 17% (\$2.053 billion) of \$12.3 billion total statewide spending, and an estimated 59% (17 million) of Oregon's total 29.1 million overnight visitors. According to the 2018 Oregon Tourism Engagement Report, visitor dollars are being spent primarily on coastal dining, lodging, art, entertainment, and recreation. [Oregon Travel Impacts Statewide Estimates 39 - 41p]. However, spending, earnings, and visitation estimates from 2018 disproportionately benefit coastal sub-regions (p.17).

SUB-REGION	DIRECT SPENDING	EARNINGS	OVERNIGHT VISITOR VOLUME
North	\$820M	\$285M	6.5 million visitors
Central	\$819M	\$249M	6.6 million visitors
South	\$413M	\$139M	4.2 million visitors

STAKEHOLDER FEEDBACK

COAST-WIDE FEEDBACK

Coastal stakeholders evaluated their own engagement and satisfaction with their local DMO and with the Coast Regional Destination Management Organization (RDMO). Reported engagement levels were higher with the local DMOs, but satisfaction (the percentages indicating “satisfied” and “very satisfied”) was higher for the Coast RDMO than the local DMOs (page 21).

Oregon Coast stakeholders indicated that they agree or strongly agree with the statement, “I am engaged with the Oregon tourism industry.” Coastal stakeholders view the direction of tourism in the state and the region positively.

Tactics were implemented across three categories (outlined below) that stood out with two-thirds of stakeholder respondents. Percentages of respondents that felt these tactics were a “high” or “very high” priority are listed below.

- 68% Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact.

PRODUCT DEVELOPMENT:

- 71% Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism.
- 66% Develop/expand trail systems important for outdoor recreation or multi-modal transport

PUBLIC AFFAIRS & COMMUNICATIONS

- 66% Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated.

DESTINATION DEVELOPMENT

PLANNING AND MANAGEMENT:

- 74% Increase visitation to the region during off-peak seasons.
- 72% Manage tourism growth in order to preserve local assets (natural & cultural).
- 69% Create positive interaction between tourists and residents.

NORTH COAST

While the North Coast is very concerned with investments regarding Infrastructure & Transportation, Stakeholder Engagement & Collaboration and Workforce & Training, it ranked investments in Marketing and Promotions notably lower than other sub-regions. This can be reasonably explained by the pressure exerted from a strong day traveler presence on the North Coast, which the South Coast lacks.

EXAMPLES:	NORTH	CENTRAL	SOUTH
Manage tourism growth in order to preserve local assets (natural and cultural).	81%	65%	67%
Create positive interaction between tourists and residents.	75%	66%	62%
Identify and foster partnerships to address the current demand on outdoor/natural resources and identify plans to mitigate its impact.	77%	57%	67%
Influence an ethos of conservation and sustainability in ongoing development and marketing.	72%	59%	64%
Alleviate congestion during peak tourism season in areas of high visitation.	85%	60%	31%
Increase the adoption of sustainable business practices in the tourism businesses.	69%	55%	59%

CENTRAL COAST

With the exception of Tourism Research and Market Insights which the Central Coast expressed strong interest in, it ranked mid-range between the North and South Coast on every other subject matter. This can be explained by the geography of the Central Coast which at its northern end is affected strongly by the pressures of a growing visitor industry while the southern end of it is further away from major population centers and receives less pressure from day travelers.

EXAMPLES:	NORTH	CENTRAL	SOUTH
Develop skills, knowledge, and networks to build local capacity for developing and managing tourism.	63%	66%	64%
Effective frontline training to create visitor-ready businesses and brand ambassadors.	44%	62%	61%
Increase collaboration between universities and industries in order to better prepare the workforce for industry needs.	48%	48%	48%

SOUTH COAST

The South Coast expressed strong interest in nearly all categories, but particularly in Marketing & Promotion, Destination Development and Management and a lesser degree in Workforce and Training.

As in 2017, South Coast respondents expressed more concern about their communities not understanding the value of tourism. Additionally, relative to the rest of the coast, respondents from the South Coast were more likely to rate individual tactics as a “high” or “very high” priority. This relatively higher prioritization of tactics suggests that there may be less capacity in the South Coast or that expectations of the RDMO may be unrealistically high, as an RDMO will certainly be constrained by budget and staffing.

EXAMPLES:	NORTH	CENTRAL	SOUTH
Increase visitation to the region during off peak season.	64%	79%	83%
Educate community leaders and policymakers (local, county, state) on the value of tourism and its viability as a long-term career.	56%	62%	79%
Increase local capacity for tourism marketing	37%	51%	67%
Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism.	63%	69%	84%
Develop/ expand trail systems important for outdoor recreation or multi-modal transport.	57%	57%	75%
Improve curb appeal of main streets and city centers.	48%	64%	71%
Develop more itineraries for travel trade (tour operators, receptive operators, online travel agencies, travel agents)	28%	43%	63%
Provide tourism businesses better access to photos and videos to assist in marketing and PR efforts.	39%	55%	64%
Social - Enhancing non-paid social media presence for regional social channels.	40%	51%	63%

OVERALL BUDGET

OREGON COAST OVERALL BUDGET

DEPARTMENT / CATEGORY	2019-21 BUDGET	% OF BUDGET
Destination Development	\$ 765,200	24%
Global Marketing	\$ 687,835	22%
Global Sales	\$ 312,300	10%
Global Strategic Partnerships	\$ 185,250	6%
Regional Grants (≥10)	\$ 316,710	10%
Regional Immediate Opportunity (≥5%)	\$ 158,355	5%
Other	\$ 40,000	1%
Staffing	\$ 701,450	22%
Total	\$ 3,167,100	100%

OVERALL PLAN

		2019						2020						2021											
		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Global Marketing																									
Fall (Winter) Campaign	\$30,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
TO Ad Network	\$20,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Welcome Ctr Brochure Program	\$2,160	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Natural Disaster Co-op	\$3,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
RDMO Photo Co-op	\$6,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Google RDMO Partnership	\$13,500	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Website Dev. & Maint.	\$116,075	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Influencer Marketing	\$22,700	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
OTIS Mgmt	\$20,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Newsletter	\$56,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Paid. Adv.	\$80,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Media FAMS	\$19,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Webstore	\$20,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Brand Mgmt.	\$26,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Social Media	\$70,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Image Library	\$32,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Itinerary Dev.	\$3,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fulfillment	\$96,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
GM Contractor	\$24,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Destination Development																									
Trail Restoration Pkg	\$215,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
C. Coast Food Trails	\$22,500	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Culinary & Ag Studio	\$6,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
RARE	\$68,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
North Coast DMS	\$15,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Guest Service Gold	\$24,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Water Trails/Paddle Guides	\$35,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fat Biking Collateral	\$17,500	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
WRC Food Trail	\$38,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Agritourism, Art, Culture Events	\$84,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Regional Trails & Infrastructure	\$38,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
New & Emerging Rec	\$23,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Marine Debris Diversion	\$24,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Public Art Trail	\$28,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Tillamook Bay Heritage Route	\$84,400	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
GORP Wilderness First Aid	\$5,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Hospitality Training	\$31,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

OVERALL PLAN

		2019						2020						2021											
		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Global Sales																									
GS Promo Items	\$15,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
OCEANIA	\$9,000				●															●					
VUSA/BUSA	\$12,000								●												●				
Western Canada Roadshow	\$5,500								●												●				
Global Sales Trainings	\$3,000				●	●	●	●	●	●	●				●	●	●	●	●	●	●	●	●		
Go West Summit	\$10,400							●												●					
IPW	\$11,000										●													●	
Oregon Road Rally	\$10,000																				●				
Travel Trade FAMs & Press Trips	\$118,000				●	●	●	●	●	●						●	●	●	●	●	●	●	●		
Brand USA Opportunities	\$35,800	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
German Sales Mission	\$6,500								●																
ITB	\$7,500																				●				
GS Contractor	\$63,600	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Global Strategic Partnerships																									
Brand USA Subsite Renewals	\$5,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Strategic Partnerships	\$4,700												●												
Strategic Investment Fund	\$316,710	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
People's Coast Summit	\$12,950				●										●										
Tourism Champions/Ppl's Coast	\$31,750	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Convening & Collaborating	\$25,900	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Industry Initiatives	\$104,950	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Staffing																									
Staffing	\$701,450	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Other																									
Other	\$40,000	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	

GLOBAL MARKETING

WELCOME TO THE PEOPLE'S COAST 2.0.

This plan will refresh our brand, redesign our website, create a comprehensive marketing plan, and modernize assets and delivery channels in order to push the limits on consumer and trade-facing messaging. This strategy will focus attention on coastal destination development successes such as the Oregon Coast Trail, fat biking, agritourism, and cultural heritage, while simultaneously moving the needle on shoulder season visitation. By 2022-2024 OCVA will be in a position to make further investments in strategic marketing efforts such as co-ops, in-market activations, deskside trips and paid advertising.

1. Fall (Winter) Campaign 2019 & 2020
2. Travel Oregon Ad Network
3. Travel Oregon Regional Pack (TORP) Program
4. Oregon Welcome Center Brochure Program
5. Natural Disaster Co-op
6. RDMO Photography Co-op
7. Google RDMO Partnership
8. Website Development and Maintenance
9. Influencer Marketing
10. OTIS Management
11. Newsletter
12. Paid Advertising
13. Media FAMs
14. Webstore
15. Brand Management
16. Social Media Marketing
17. Image Library Management and Procurement
18. Itinerary Development
19. Fulfillment
20. Marketing Support Contractor

TACTICS

1. BUDGET: \$30,000
 FY19-20: \$15,000
 FY20-21: \$15,000

**Fall (Winter) Campaign
 2019 & 2020:**

Leverage Travel Oregon’s Campaign media buy, targeting active adventurers in Portland (OCVA will not use RCTP dollars for Oregon markets, but will opt into the out of state markets instead) and close-in drive markets. This opportunity will be developed in more detail as we get closer to the fall (winter) 2019 and 2020 campaigns, but would potentially include: paid media, content development, media retargeting, social media, click ads driving to regional site, etc.

2. BUDGET: \$20,000
 FY19-20: \$10,000
 FY20-21: \$10,000

Travel Oregon Ad Network:

Advertising opportunities across Travel Oregon’s network of consumer channels. Consumers acquire information through a multitude of channels these days spanning print, online, email newsletters, and social media. This opportunity allows RDMOs to capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.

3. BUDGET: \$27,500
 FY19-20: \$10,000
 FY20-21: \$17,500

**Travel Oregon Regional Pack
 (TORP) Program:**

The Travel Oregon Regional Pack (TORP) provides partners with an opportunity to distribute printed visitor guides through Travel Oregon’s distribution channels, maximizing efficiencies for the state tourism industry. As inquiries related to a specific TORP partner are received, Travel Oregon’s fulfillment house processes the order and mails the packet to the consumer.

4. BUDGET: \$2,160
 START: JUL. 2019
 END: JUN. 2021

**Oregon Welcome Center
 Brochure Program:**

Printed brochures and visitor guides remain an effective, commonly used in-market resources for visitor information. In 2017, Oregon’s Welcome Centers assisted over 200,000 walk-in visitors and serve as highly influential, effective distribution points for regional visitor information. We would love to help send more visitors your way by having your brochure or visitor guide in one or more of Travel Oregon’s eight staffed welcome centers throughout the state.

5. BUDGET: \$3,000
 START: JUL. 2019
 END: JUN. 2021

Natural Disaster Co-op:

To support our local partners during times of need, the Travel Oregon team is offering a natural disaster marketing co-op. The co-op program is in addition to Travel Oregon marketing programs (including Your Story, Everywhere), is limited to marketing opportunities only, and includes a budget allocation from the regional partner and a Travel Oregon contribution. This is an opportunity to drive additional traffic to locations that have been directly impacted by a natural disaster (anything from wildfires to ice storms) and are ready to welcome visitors.

6. BUDGET: \$6,000
 FY19-20: \$4,000
 FY20-21: \$2,000

Natural Disaster Co-op:

The RDMO photography co-op is a proposed 50-50 split between the RDMO and Travel Oregon to contract photographers to capture professional digital image assets for their region. RDMO would invest up to \$2,000 per day (two-day maximum) and Travel Oregon will match RDMO investment amount. Cost is dependent upon photographer chosen, location, shot list, etc. The maximum is not to exceed \$2,000 RDMO, \$2,000 Travel Oregon, or \$4,000 total per shoot day – equaling a combined max not to exceed of \$8,000 total per fiscal year. visitors.

TACTICS

7. BUDGET: \$13,500
START: JUL. 2019
END: JUN. 2020

Google RDMO Partnership:

Partner with the Travel Oregon marketing team and Miles Media in a program which will give the RDMOs an understanding of what 12 key cities in their area look like in Google Travel Guides and Top Sights – which are the two most destination-centric Google products.

This program emphasizes in-person education for RDMOs that will focus on how they can take action to address any opportunities surfaced by the audit, as well as begin to engage the industry in becoming more active on Google My Business. We’ve also included options for the RDMOs to expand the number of cities audited, as well as an option for content creation – both outside the shared cost of the co-op. This audit will provide valuable information for the RDMO to work with partners to improve Google Travel Guide information and Top Sights. Through this program each RDMO will have a personalized, in person training session and become a member of the Google DMO Partnership Program. The Google Content Co-Op will whitelist the RDMO for access to a RDMO Knowledge Base developed by Google that provides how-to guides on 13+ Google tools that RDMOs can leverage.

Additional resource was allocated to this tactic in for travel costs associated with participation in the program.



8. BUDGET: \$116,075
FY19-20: \$91,500
FY20-21: \$25,070

Website Development and Maintenance:

Stakeholder feedback is VERY strong regarding this tactic; therefore, it is among the top priorities for the upcoming biennium. We hope to recreate OCVA’s regional website utilizing the wisdom, key findings and “takeaways” from Travel Oregon marketing partners during the process. This tactic will also address ongoing maintenance of the updated site.

9. BUDGET: \$22,700
START: JUL. 2019
END: JUN. 2021

Influencer Marketing:

An additional note to mention is that OCVA’s stakeholders have been rather outspoken when it comes to the regional website/digital representation of region and we see that as a massive opportunity.

10. BUDGET: \$20,000
START: JUL. 2019
END: JUN. 2021

OTIS Management:

We will leverage this \$10,000 annual investment to raise an additional \$5,000 from DMO’s to acquire new content for OTIS and manage existing content within OTIS on Oregon’s North and Central Coast. This is timely and complements Tactic 7: Website Creation for which OTIS will be fully integrated. For efficiency and cost effectiveness we will engage a private contractor that specializes in the acquisition and management of content. This investment will greatly benefit the Coast, Travel Oregon and any other DMO/organization which chooses to draw content from OTIS.

11. BUDGET: \$56,000
START: JUL. 2019
END: JUN. 2021

Newsletter:

Monthly newsletters, alternating between consumer and industry themes, have been a successful method of communication between OCVA and stakeholders, consumers, and even travel trade contacts. OCVA plans to continue to fortify contact lists, creating engaging content and building enthusiasm surrounding this ongoing project. It’s also a great platform to share and celebrate the creativity of partners on the ground.

TACTICS

12. BUDGET: \$80,000
START: JUL. 2019
END: JUN. 2021

Paid Advertising:

Marketing partners up and down the coast have a difficult time reaching out of state markets. As the coastal RDMO, OCVA will organize cooperative paid-media opportunities (both print and digital) on behalf of marketing partners and ask them to buy in at whatever level they are able to. This entire effort will identify off-peak season paid media opportunities.

13. BUDGET: \$19,000
FY19-21: \$14,000
FY20-21: \$5,000

Media FAMs:

Utilize FAM opportunities to further strengthen/build relationships with the media, a crucial factor in garnering the right coverage in the right publications for the Oregon Coast.

14. BUDGET: \$20,000
FY19-20: \$10,000
FY20-21: \$10,000

Webstore:

Tactic includes product development/design, distribution of retail orders, distribution of wholesale merchandise and maintenance of the online retail presence. Also included will be promotional posts and product photography.

15. BUDGET: \$26,000
FY19-20: \$16,000
FY20-21: \$10,000

Brand Management:

Directly following the recent brand-revitalization we aim to continue to share and promote our new brand materials/visuals, interfacing with industry professionals, travel trade and consumers. This tactic includes printing costs for various office supply related pieces, staff gear, banners, etc.

16. BUDGET: \$70,000
START: JUL. 2019
END: JUN. 2021

Social Media Marketing:

Directly following the recent brand-revitalization we aim to continue to share and promote our new brand materials/visuals, interfacing with industry professionals, travel trade and consumers. This tactic includes printing costs for various office supply related pieces, staff gear, banners, etc.

17. BUDGET: \$32,900
FY19-20: \$16,000
FY20-21: \$16,900

Image Library Management and Procurement:

Directly following the recent brand-revitalization we aim to continue to share and promote our new brand materials/visuals, interfacing with industry professionals, travel trade and consumers. This tactic includes printing costs for various office supply related pieces, staff gear, banners, etc.

18. BUDGET: \$3,000
FY19-20: \$2,000
FY20-21: \$1,000

Itinerary Development:

Directly following the recent brand-revitalization we aim to continue to share and promote our new brand materials/visuals, interfacing with industry professionals, travel trade and consumers. This tactic includes printing costs for various office supply related pieces, staff gear, banners, etc.

19. BUDGET: \$96,000

Fulfillment:

Distribute OCVA’s visitor guide to consumers and industry partners through a contract with a fulfillment provider.

20. BUDGET: \$24,000
START: JUL. 2019
END: JUN. 2021

Marketing Support Contractor:

Marketing contractor will provide continuous support to OCVA by being readily available to perform website updates, fact-checking, connecting partners/stakeholders with media tools, etc.

DESTINATION DEVELOPMENT

Rolling up our sleeves!

Over the past two years, abundant stakeholders recognized successes have been produced by the destination development department. Many amazing opportunities still lay ahead with coastal communities anxiously awaiting additional efforts. From workforce training to trails and infrastructure to management and planning, we will keep pushing, continue to invest in people, places, and capacities inspiring all to do better. We will be there, side by side with key stakeholder agencies and networks straight through 2022-2024. Together we will move mountains.

1. Trail Restoration Package
2. Central Coast Food Trail
3. Culinary & Agritourism Experience Studio
4. North and South Coast RARE placements
5. North Coast Destination Management Studio
6. Deliver Guest Service Gold Tourism/Oregon Trainings
7. Water Trails/Paddle Guides
8. Fat Biking Material Collateral
9. Wild Rivers Coast Food Trail
10. Agritourism, Art, and Cultural Events
11. Regional Trails and Infrastructure
12. New and Emerging Recreation
13. Marine Debris Diversion
14. Public Art Trail
15. Tillamook Bay Heritage Route
16. GORP Wilderness First Aid Training
17. Hospitality Training

TACTICS



1. BUDGET: \$215,400
 FY19-20: \$134,900
 FY20-21: \$80,500

Trail Restoration Package:

This tactic continues the momentum of work already accomplished with Trailkeepers of Oregon. Their service was well received by North Coast communities and their service delivery was refined through this process. Now we seek to extend trail keeping services coast wide.

We will accomplish this by underwriting TKO’s presence along the coast while seeking funding partners to contribute to this funding model ensuring community buy-in and engagement on trail maintenance programs. While this tactic will result in trail maintenance, it will also increase the capacity of communities long-term to maintain their own trails by “training up and tooling up” volunteer trail keepers. There is a soft ask to contributing communities to have volunteers initially focus their trail keeping efforts on the Oregon Coast Trail to get this asset up and walking as soon as possible, in response to concerns and lack of capacity by agencies such as OPRD, USFS, BLM, and local municipalities.

2. BUDGET: \$22,500
 START: JUL. 2020
 END: JUN. 2021

Oregon Food Trails:

With established and successful Food Trails to the North and South, it is time for the Central Coast to create its very own. Two initial socials brought together Central Coast area farmers, fishermen, and foragers together with chefs, caterers, and producers, and clearly showed the community’s enthusiasm to better connect the areas of foodshed and to help promote locally-sourced ingredients. With the Central Coast Food Trail complete, in a sense we will have a coast-wide Food Trail. The investment will be put towards wayfinding, signage and promotional materials.

Agritourism is the intersection of tourism and agriculture. It provides visitors with the opportunity to experience a working agricultural landscape or production facility and aims to offer a direct connection to the producer, as is the case with farmers markets and producer-focused festivals. Agricultural tourism can help diversify the income of producers and support economic stability in rural areas, contribute to environmental

sustainability, promote and protect local food systems, and provide visitors an opportunity to learn about the people, places, and processes that turn raw ingredients into food, drink, fuel, shelter, and clothing.

The Oregon Food Trail program aims to support agritourism businesses in a defined area, typically one that connects well as a visitor destination, could be a sub-region. The program must be managed by an organization that is committed to leading the Food Trail program for at least three years in collaboration with a small action team to support the program. The lead organization and action team would apply to Travel Oregon to participate in the program; approved applications will trigger an agreement between Travel Oregon and the managing organization. A Food Trail is an ongoing program, but the initial work of developing the map takes approximately six months once an application is approved.

The initial development period begins with a kick-off meeting where a work plan is developed. The program includes one public workshop to engage the community; the community action team collaborates with Travel Oregon to coordinate the workshop and Travel Oregon facilitates the workshop. The action team actively builds relationships with businesses that would participate on the local Food Trail. Part of the business engagement process is coordinating a training for small businesses; the action team will coordinate the workshop and Travel Oregon will serve as the lead trainers

TACTICS

3.

BUDGET: \$6,900
 START: SEPT. 2019
 END: JUN. 2020

Culinary & Agritourism Experience Studio:

An initial convening of producers, suppliers, restaurateurs and food retailers packed the house! Interest by Central Coast stakeholders in this topic has been verified and documented. Now the food and agriculture communities need guidance and structure to move forward to differentiate the Central Coast products and experiences thereby drawing in visitors and improve local livability. General accomplishments will center around defining key strategies to build tourism in a manageable, sustainable way so as to grow the local economy while at the same time protecting and enhancing local cultural and environmental resources.



tion of the passport in conjunction with the existing brochures to provide a world class experience to our visitors.

The water trail efforts will be in support of distribution and promotion of the South Coast paddle guides, promotion and use of the paddle video, organizing community paddles and assisting in paddle infrastructure development as well as continuing the World Tour Paddle Film Festival.

The South Coast is developing many different types of trails. Biking, paddling, hiking, and multi-purpose trails are currently being developed by many different organizations and there are various facets of support needed to ensure the highest quality of trail is developed and maintained. Key trail projects include Whiskey Run, Oregon Coast Trail, the next Curry bike trail and water trails.

There are a variety of agritourism and outdoor recreation events along the south coast. There are also a variety of

existing media collateral that needs to be promoted and placed on different media channels. The RARE will learn and assist in delivering those marketing assets.

The North Coast RARE placement will provide support to the North Coast Tourism Management Network, increase voluntourism efforts through volunteer coordination support to the Trailhead and Beach Ambassadors, as well as further OCVA's efforts to develop a public art trail.

5.

BUDGET: \$15,900
 START: JUL. 2019
 END: JUN. 2020

North Coast Destination Management Studio:

OCVA's funds will go towards project implementation as decided by the NCTMN. Current projects underway include Trailhead and Beach Ambassadors, Stewardship Messaging, and communicating visitor transportation options. Travel Oregon is investing in network design and implementation as a catalyst to address complex issues and collaboration in Oregon Tourism Studio regions. These networks can support active communication between partners and serve to support progress on issues of common concern. Intentional structure and deliberate support are necessary to establish and sustain these growing network entities that are in the fledgling stages of development. The challenges facing communities around destination development and management are complex, have a variety of root

4.

BUDGET: \$68,400
 FY19-20: \$33,900
 FY20-21: \$34,500

North and South Coast

RARE placements:

The South Coast RARE placement will work primarily on four projects. Food Trail Management, South Coast Water Trails, Regional Trails and Infrastructure Development, and South Coast Events and Marketing Support.

The Southern Oregon Coast region has incredible locally-grown food and we love to share it with our visitors. This year, trail emphasis will be on the utiliza-

TACTICS

causes, are constantly evolving, and engage stakeholders who have different and sometimes conflicting positions and self-interest. Network design becomes the solution when the opportunity is large, new ideas are necessary, a clear solution isn't apparent, the current system isn't addressing the issues, and when diverse people of different industries and backgrounds need to be engaged.

6. BUDGET: \$24,400
 FY19-20: \$11,900
 FY20-21: \$12,500

Deliver Guest Service Gold Tourism/Oregon Trainings:

These funds will be used to train Guest Service Gold Trainers, pay trainers to conduct classes when necessary, and to provide up to \$1,000 per business to certify staff. Travel Oregon has partnered with the Oregon Restaurant and Lodging Association Education Foundation (OR-LAEF) to develop and deliver the Guest Service Gold Tourism/Oregon program, an internationally accredited curriculum that provides customer service training for Oregon's tourism industry and results in a professional certification. The training program uses real life service challenges of tourism staff in Oregon and focuses on seven principles important to the goal of providing a positive guest experience. The course is presented via a series of seven videos and exercises that illustrate each principle. Students receive a workbook for use during the course, and for reference to take home. A 30-question exam is taken after the

course. Students that receive 70% or higher on the test receive a certificate of completion as an accredited Certified Guest Service Professional (CGSP).

7. BUDGET: \$35,000
 FY19-20: \$15,000
 FY20-21: \$20,000

Water Trails/Paddle Guides:

This investment would continue the South Coast initiative of implementing community paddles throughout the region (where we have developed paddle guides), marketing of the new water trail video, and the development of two new paddle guides for the Central Coast.

8. BUDGET: \$17,500
 FY19-20: \$7,500
 FY20-21: \$10,000

Fat Biking Material Collateral:

Continuing the promotion of the fat tire biking with yearly updating, printing, and distribution of the existing brochures.

9. BUDGET: \$38,400
 FY19-20: \$17,900
 FY20-21: \$20,500

Wild Rivers Coast Food Trail:

This Food Trail investment provides capacity, printing and distribution of brochures, distribution of signage, and implementation of the Passport Project associated with the Food Trail. Capacity would ensure distribution of signage, brochures, passports, fulfillment of

passport prizes, and annual surveys of agritourism businesses on the trail.



10. BUDGET: \$84,400
 FY19-20: \$41,900
 FY20-21: \$42,500

Agritourism, Art, and Cultural Events:

This investment starts with a south coast pilot event in 2019 and expands into the central coast in 2020. The 2019 event will be a 10-day festival with book ended larger events in the north and the south of the south coast region showcasing the existing Wild Rivers Coast Food Trail. The festival will include various food and drink fermentation workshops, art demonstrations, workshop presenters, vendors, entertainment, keynote speakers and more. This tactic incorporates the Wild Rivers Coast Food Trail, the OCVA Public Art Trail, The Oregon Coast Trail, and various outdoor recreation initiatives. This will be an off-season tactic.

TACTICS



Photographer: Jason Fitzgibbon

11.

BUDGET: \$38,400
FY19-20: \$25,900
FY20-21: \$12,500

Regional Trails and Infrastructure:

There are one dozen communities interested in trail improvements and development. This investment provides support to act on windows of opportunity when communities position themselves to co-invest with us. It also allows us to make improvements to a diversity of existing trail systems. Prioritization goes to trails that connect to the Oregon Coast Trail. Examples would include but are not limited to signage, landings/launch site for non-motorized watercraft, culinary/agritourism products, OCT website, water taxis, etc.

12.

BUDGET: \$23,400
FY19-20: \$10,900
FY20-21: \$12,500

New and Emerging Recreation:

This tactic is meant to support newer recreation initiatives along the entire coast that have not been previously funded. One example is the growing sport of disk golf is a year-round, socially equal outdoor activity that is gaining momentum at a very fast pace.

The Coast can position itself as a year-round destination for disk golf with infrastructure investments as well as a coast-wide disk golf mapping project. The investment is also available for other

outdoor recreation initiatives that have not received much attention in the past like surfing, birding, windsurfing, paddle boarding, or other unforeseen outdoor activities that promote visitation.

13.

BUDGET: \$24,400
FY19-20: \$11,900
FY20-21: \$12,500

Marine Debris Diversion:

The OCVA, Artula Institute for Arts & Environmental Education (aka Washed Ashore), and various coastal communities will partner to develop a project to bring public art to the Oregon Coast Trail that educates visitors and locals alike about plastic pollution in oceans and waterways.

The partnership effort between OCVA and Washed Ashore will result in the eventual creation and placement of up to three outdoor art pieces along the Oregon Coast Trail. The art pieces will be accompanied by signage that educates viewers about plastic pollution and what they can do in their own lives to help reduce plastic waste in oceans. This relies on the involvement of trained artists in communities along the coast who learn the Washed Ashore approach to marine debris art to support their own artistic development.

TACTICS

14. BUDGET: \$28,900
 FY19-20: \$11,900
 FY20-21: \$17,000

Public Art Trail:

This tactic carries forward OCVA’s recent success identifying and inventorying over 200 pieces of existing public art along the Oregon Coast. We discovered geographic gaps in existing public art and gaps in the variety of public art which we intend to remedy with this tactic by inspiring communities to up their game and participate in developing and marketing a coast-wide public art trail where visitors can follow a self-guided tour of public art pieces in every town along the coast.

15. BUDGET: \$84,400
 FY19-20: \$31,900
 FY20-21: \$52,500

Tillamook Bay Heritage Route:

A yearlong stakeholder engagement process has discovered alignment between approximately thirty stakeholders across four communities, two port districts, and within seven governmental jurisdictions in support of the Tillamook Bay Heritage Route (TBHR). The TBHR overlays both the Oregon Coast Trail and the Coastal Segment of the Salmonberry Trail making investments here a “threefer” and very high priorities. The TBHR concept blends exploring cultural heritage sites with an outdoor recreation experience of circumnavigating Tillamook Bay by



hiking, biking, or paddling Oregon’s second largest bay. This can be accomplished with mostly modest investments in infrastructure and inspiring local stakeholders to co-invest in the most expensive ones.

16. BUDGET: \$5,000
 FY19-20: \$3,000
 FY20-21: \$2,000

GORP Wilderness First Aid Training:

Complementing the GORP training program this tactic will support the further education of Oregon guides and outfitters on the coast. Global standards for guides and outfitters notes the wilderness medicine first aid and CPR being more valuable than traditional courses. OCVA seeks to augment the costs of this fairly expensive medical training that will leave participants better prepared for emergencies. The investment will provide roughly 50% of the costs to bring wilderness first aid courses to the coast.

17. BUDGET: \$31,900
 START: JUL. 2019
 END: JUN. 2020

Hospitality Training:

The plan is to create a long-term viable structure that helps recruit hospitality employees by providing skills-based training. OCVA plans to solidify partnerships and training programs between ORLAEF, OSU Extension Service and WorkSource Oregon. By clearly identifying what these different agencies have to offer and how they can smoothly align, our industry can work together to create and support a viable and more efficient solution to our workforce development challenges.

GLOBAL SALES

AN INTERNATIONAL INVESTMENT.

In 2019-2021 we will shore up our coastal stakeholders' understanding of the value of international visitation by increasing educational events and introducing the coast to international markets that align with shoulder season visitation needs. International visitors spend considerably more than domestic visitors, and in that spirit, we will recruit additional partners to accommodate international visitation, in order to make major Global Sales investments in 2022-2024.



Photographer: Kenji Sugahara

1. Western Canada Roadshow
2. Vancouver Outdoor Adventure Show
3. Global Sales Educational Trainings
4. Go West Summit
5. IPW
6. Oregon Road Rally
7. Travel Trade Familiarization Tours (FAMs) and Press Trips
8. Brand USA Opportunities
9. Oceania
10. VUSA/BUSA Roadshow
11. German Sales Mission
12. ITB
13. Global Sales Promotional Items (and Amenities)
14. Global Sales Contractor

TACTICS

1. BUDGET: \$5,500
FY19-20: \$3,000
FY20-21: \$2,500

Western Canada Roadshow:

Travel Oregon will lead a B2B roadshow including trade and media appointments as well as client events in British Columbia, and potentially, Alberta in 2020 and 2021. This intimate roadshow setting will include one-on-one meetings with buyers and media from across Western Canada. Opportunity for RDMOs to network and build relationships in the Canadian market.

2. BUDGET: \$5,000
START: JUL. 2019
END: JUN. 2021

Vancouver Outdoor Adventure Show:

Consumer show focused on outdoor recreation. RDMOs have the opportunity to spread the word about your region's outdoor recreation options to this international drive market.

3. BUDGET: \$3,000
START: JUL. 2019
END: JUN. 2021

Global Sales Educational

Training: This is a group training opportunity for your suppliers/DMOs to understand how to work in the Global Sales arena.

4. BUDGET: \$10,400
START: JUL. 2019
END: JUN. 2021

Go West Summit:

Go West Summit includes one-on-one scheduled appointments with global tour operators and receptive tour operators and trade media from key markets. There is also an industry education day and networking events.

5. BUDGET: \$11,000
START: JUL. 2019
END: JUN. 2021

IPW:

IPW is the USA's largest international inbound travel trade and media marketplace. RDMOs will have the opportunity to network, build relationships, product, and provide regional information to key international markets, media, and clients.

6. BUDGET: \$10,000
START: JUL. 2020
END: JUN. 2021

Oregon Road Rally:

A unique opportunity for tour operators and media to experience Oregon the way their clients do, in a fly-drive itinerary format. Provides RDMOs with an avenue to get their region in the eyes of key tour operators and media, build product awareness and sales.

7. BUDGET: \$118,000
START: JUL. 2019
END: JUN. 2021

Travel Trade Familiarization Tours (FAMs) and Press Trips:

Travel Trade product development trips for international tour operators, product managers and travel trade sales teams to experience Oregon product first-hand. Media research trips for international publications, niche media outlets, influencers, and travel trade media.

8. BUDGET: \$35,800
START: JUL. 2019
END: JUN. 2021

Brand USA Opportunities:

To fulfill marketing objectives in key international markets, Brand USA offers an array of co-op marketing programs to increase awareness, visitation, and spending. These opportunities allow partners to participate in promoting travel experiences to the United States and Oregon. All Brand USA opportunities support and drive traffic to regional subsites (microsites).

TACTICS

9. BUDGET: \$9,000
START: JUL. 2019
END: JUN. 2020

Oceania:

Travel Oregon will lead a B2B sales mission including trade and media appointments as well as client events in Australia and New Zealand in 2019. This is an opportunity for RDMOs to build new travel product and increase sales of existing products.

10. BUDGET: \$12,000
START: JUL. 2019
END: JUN. 2021

VUSA/BUSA Roadshow:

Gold level participation in Visit USA Australia roadshow series, Brand USA B2B meetings and the International Media Marketplace. This opportunity allows for two partners exhibiting per table in each city, a shared set of appointments for the B2B meetings and the International Media Marketplace.

11. BUDGET: \$6,500
START: JUL. 2019
END: JUN. 2020

VUSA/BUSA Roadshow:

Travel Oregon will lead a B2B sales mission including trade and media appointments as well as client events in Germany.

12. BUDGET: 7,500
START: JUL. 2020
END: JUN. 2021

ITB:

Travel Oregon will lead a B2B sales mission including trade and media appointments as well as client events in Germany.

13. BUDGET: \$15,000
FY19-20: 10,000
FY20-21: \$5,000

Global Sales Promotional Items (and Amenities):

Invest in promotional items (many of which are locally made, for example Jacobsen Salt) in order to have a stronger presence at Travel Trade related events across the state and nation.

14. BUDGET: \$63,600
START: JUL. 2019
END: JUN. 2021

Global Sales Contractor:

Including a contractor in this capacity will help increase the Coast's ability to be actively engaged year-round in Travel Oregon's Global Sales strategy.



GLOBAL STRATEGIC PARTNERSHIPS

THE VISITOR INDUSTRY SPEAKS WITH ONE VOICE.

In this plan we will saturate coast-wide news media, key network communication channels and direct messaging to stakeholder groups with a compelling case for supporting the visitor economy. This will be accomplished by developing and engaging non-traditional alliances with future stakeholders. In 2022-2024 we will be working with these new and unique stakeholders to coordinate infrastructure investments enhancing the visitor experience.



Travel Oregon (photographer: Dylan Van Weelden)

1. Brand USA Subsite Renewal (Microsites)
2. Strategic Partnerships
3. Strategic Investment Fund
4. People's Coast Summit
5. Tourism Champions + People's Coast 101
6. Industry Initiatives
7. Tourism Advocacy

TACTICS

1. BUDGET: \$5,000
 START: JUL. 2019
 END: JUN. 2021

Brand USA Subsite Renewal (Microsites):
 Renewal of existing Brand USA subsite (microsite).

2. BUDGET: \$4,700
 START: JUL. 2019
 END: JUN. 2021

Strategic Partnerships:
 Travel Oregon’s Strategic Partnerships team directs corporate and non-traditional partnership developments aimed at maximizing opportunities, delivering value to visitors and raising the visibility of the Travel Oregon brand. The team also collaborates with key tourism industry partners such as Oregon Restaurant and Lodging Association, Oregon Wine Board, Oregon Sports Authority, Oregon Film, and Business Oregon to grow the tourism economy in Oregon.

Specific partnership for 20-21 = U.S. Amateur Golf Championships at Bandon Dunes in August of 2020.

3. BUDGET: \$316,710
 FY19-20: \$163,810
 FY20-21: \$152,900

Strategic Investment Fund:
 A Strategic Investment Fund (SIF) has been created to rapidly and surgically respond to high value destination development and marketing projects in critical moments of need to sustain their viability and/or momentum. This tactic allows the entire region to benefit from solutions sourced from the bottom up, leveraging the creativity, ingenuity, and industriousness of coastal communities. Any NGO or private business may apply. To be eligible for the proposed project has to directly address one or more goals in the 2019-2021 RCTP Oregon Coast Plan.

4. BUDGET: \$12,950
 FY19-20: \$6,750
 FY20-21: \$6,200

People’s Coast Summit:
 The People’s Coast Summit is an annual conference meant to bring together stakeholders from the entire coast to participate in skill-building workshops, meaningful networking, and FAM tours of a smaller coastal town. It usually takes place at the beginning of October when most towns are starting to slow down from the busy summer season. Our keynote speakers provide big picture thinking while a variety of workshop presenters bring nuts and bolts information that people can take home and utilize right away.

5. BUDGET: \$31,750
 FY19-20: \$14,750
 FY20-21: \$17,000

Tourism Champions + People’s Coast 101:
 Tourism Champions focuses on using Dean Runyan and Longwoods data to prove the economic significance of the tourism industry on the Oregon Coast. OCVA’s role will include a series of “train the trainer” type sessions with local partners who can then present the data to local policy makers.

This program will feature at least three sub-regional videos produced to showcase a non-traditional business benefiting from tourism (i.e. landscaping, gas station, family owned cheese company, etc.) We will hold numerous trainings along the entire coast to train local business owners and leaders the talking points of why tourism is the most important economy on the Coast.

Going hand in hand with the Tourism Champions program, People’s Coast 101 will be 2-3 OCVA staff holding informal meetings to educate local tourism partners on what exactly OCVA does, what Travel Oregon is and how partners on the ground can connect with us.

To maximize efficiency, it’s our intention to pair Tourism Champions and People’s Coast 101 sessions with Global Sales Educational trainings.

TACTICS

6.

BUDGET: \$104,950

FY19-20: \$42,750

FY20-21: \$62,200

Industry Initiatives :

Provides staff support to accomplish strategic objectives primarily in industry facing priorities such as public relations, educating policy makers, key coastal community leaders. Increase the reach of our industry in order to leverage local monies toward tourism infrastructure projects, etc.

7.

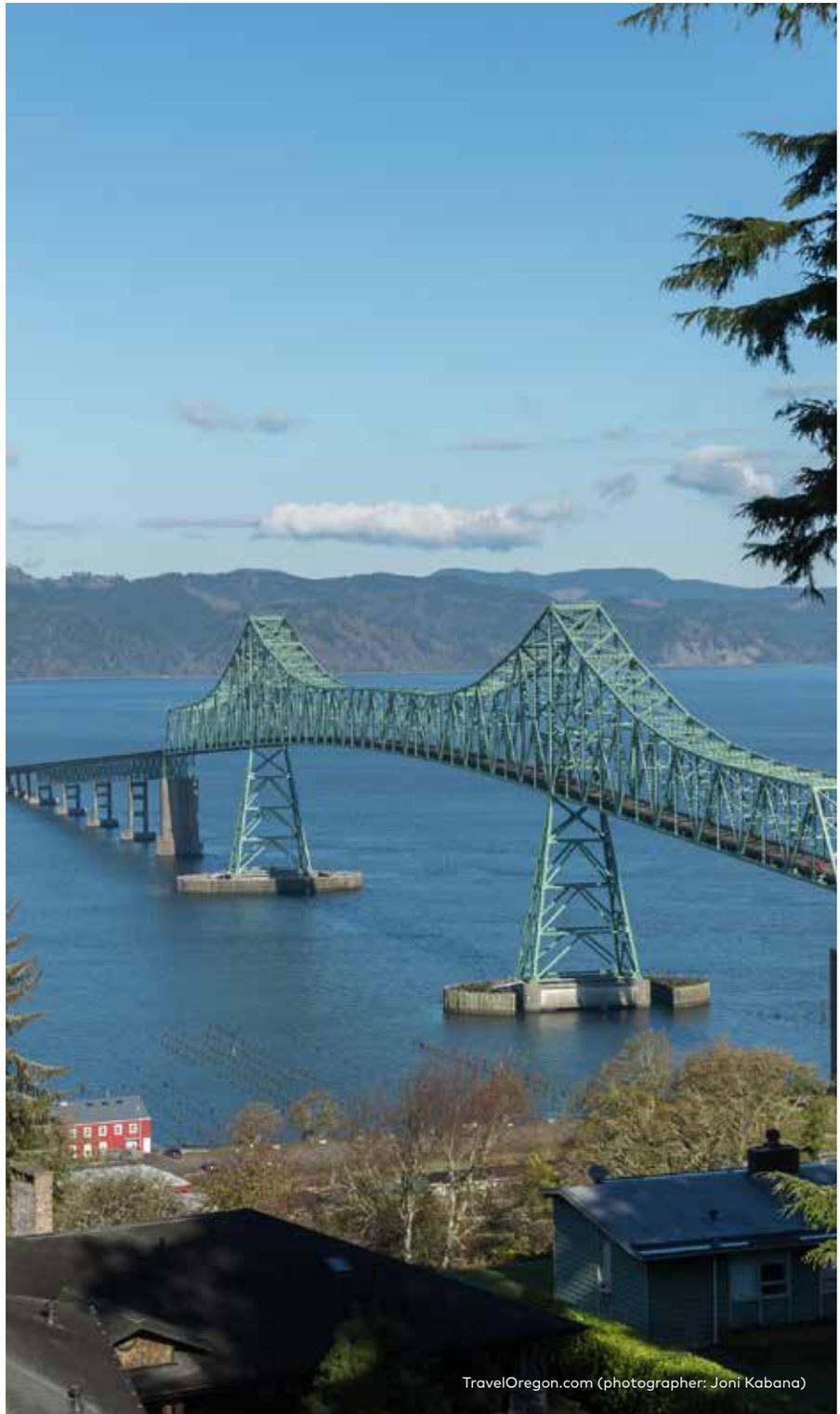
BUDGET: \$25,900

FY19-20: \$13,700

FY20-21: \$12,200

Tourism Advocacy:

Traveling to stakeholders – as opposed to asking them to come to us – has proven to be an effective tactic in bridging relationship gaps on the Oregon Coast. Even more powerful is when we host and convene dialogues in stakeholder communities in order to collaborate at some point in the future. Increasing stakeholder engagement is a top priority in this RCTP Plan. This tactic is an integral part and allows us to capitalize on windows of opportunity in real time and solidify agreements to be funded in both current and future RCTP Plans.



TravelOregon.com (photographer: Joni Kabana)

STAFFING & ADMINISTRATION

The capacity provided by Travel Oregon's RCTP plan has been essential to increasing stakeholder engagement and satisfaction. Currently, RCTP dollars fund five full-time staff strategically dispersed along the Oregon Coast. The geographic positioning of staff has maximized access to local partner agency and business capacities contributing to leveraged resources of partner staff time, technical resources, event/meeting space and marketing content.

We are approaching this next biennium conservatively due to uncertainties surrounding the statewide transient lodging tax collection reductions. For this reason, we will maintain our current staffing structure, which has proven to be very effective and invest in private contractor capacities; particularly related to Global Sales programs and deliverables.

STAFFING PLANNED BUDGET: \$701,450

OTHER PLANNED BUDGET: \$40,000

Miscellaneous programs (Dropbox, Survey Monkey, Doodle, MS Office Subscription, GSuite, ZOOM, Adobe Subscription), bookkeeping, dues and subscriptions (ORLA, ODMO, NTA), ZOHO database subscription & administration.



BIBLIOGRAPHY

1. OREGON COAST OVERNIGHT TRAVEL STUDY: 2015, LONGWOODS INTERNATIONAL

industry.traveloregon.com/resources/research/oregon-coast-overnight-travel-study-2015-longwoods-international

2. 2018 OREGON TOURISM ENGAGEMENT SURVEY: OREGON COAST

industry.traveloregon.com/wp-content/uploads/2018/11/Oregon-Coast-2018-RCTP-Engagement-Survey-Report.pdf

3. OREGON TRAVEL IMPACTS STATEWIDE ESTIMATES 1992 - 2018P, DEAN RUNYAN ASSOCIATES

deanrunyan.com/doc_library/ORImp.pdf

TRAVEL  OREGON

