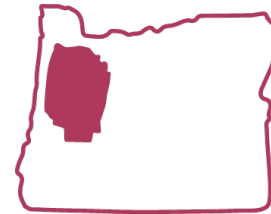
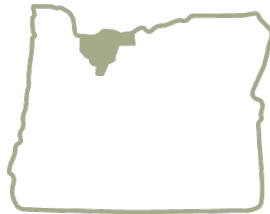
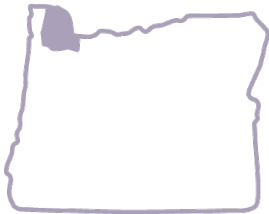
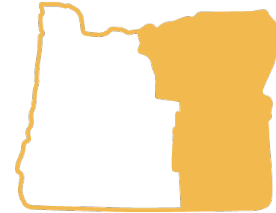
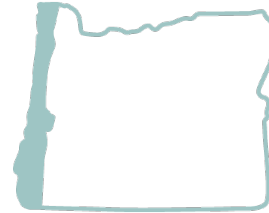
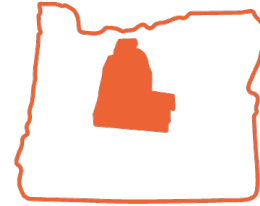
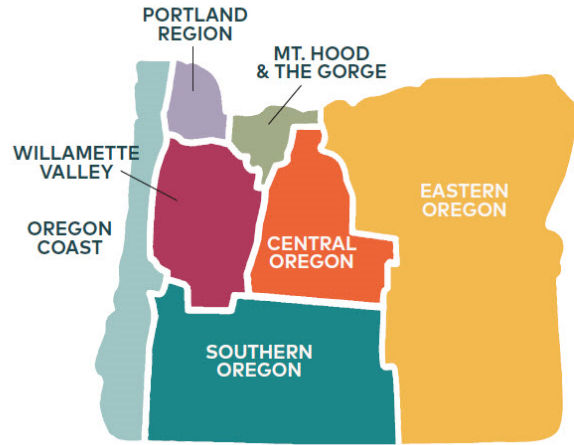


EASTERN OREGON VISITORS ASSOCIATION (EOVA)



REGIONAL MAPS



EASTERN OREGON VISITORS ASSOCIATION EOVA

To promote the Eastern Oregon visitor experience and enhance and preserve the region's quality of life and economy.

To drive visitation, increase the number and length of stays, develop destination and human resources, and create a positive economic impact.

We are dedicated to ensuring a world-class visitor experience while preserving the region's quality of life and its natural resources.



WHO WE ARE

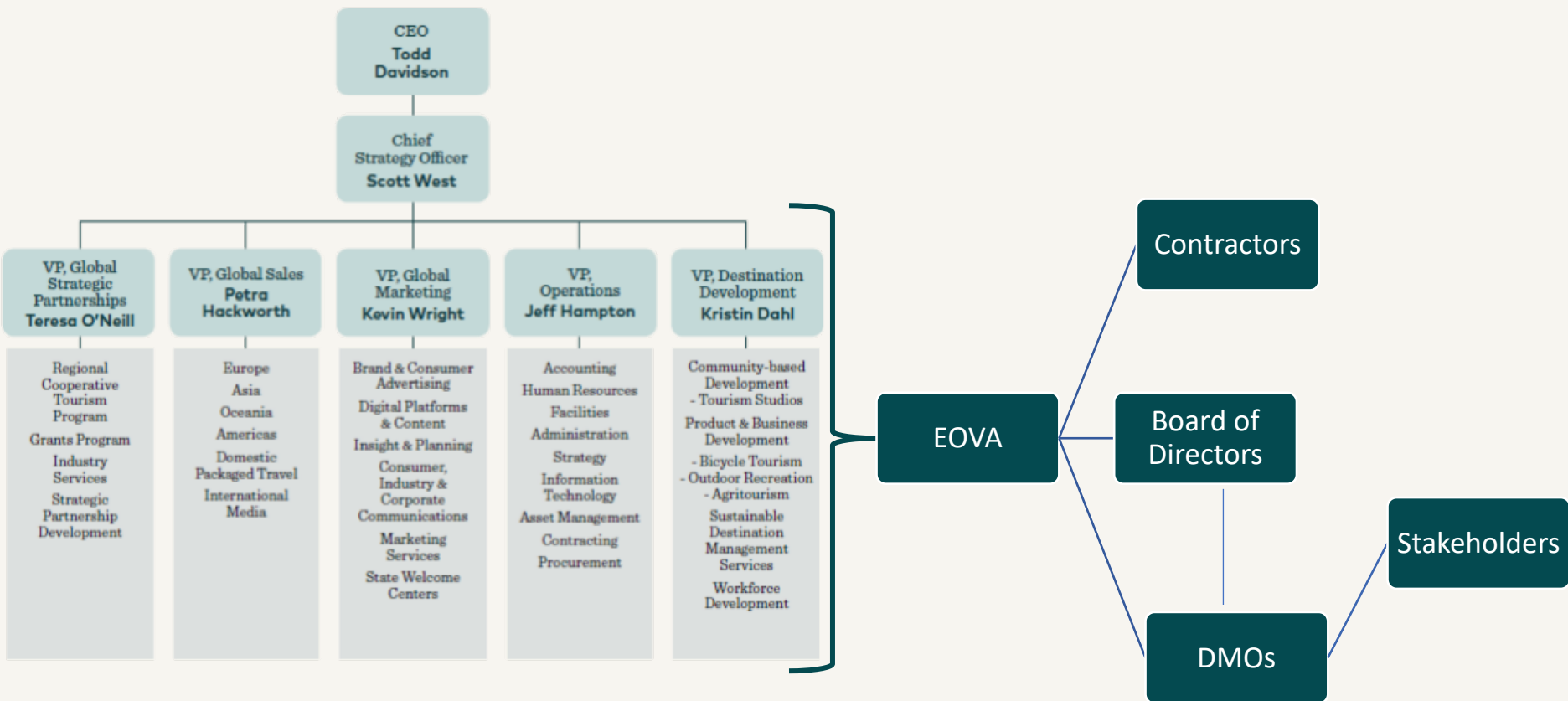
EOVA



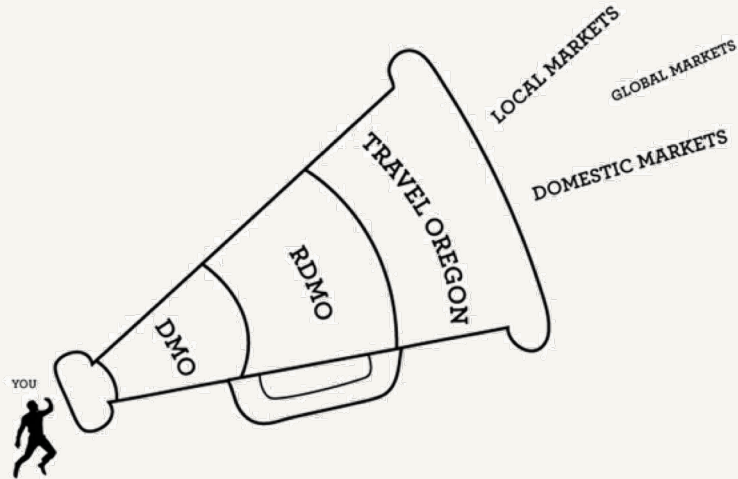
EASTERN OREGON VISITORS ASSOCIATION (EOVA)

- Serve as the Regional Destination Management Organization (RDMO) for Eastern Oregon for the 11 most eastern counties and Tribes of Oregon
- Counties are separated into 4 regions
 - NE Oregon – Wallowa, Union and Baker counties
 - SE Oregon – Malheur and Harney counties
 - The John Day River Territory - Sherman, Gilliam, Wheeler and Grant counties
 - Oregon's Rugged County – Umatilla and Morrow county
- EOVA funding comes directly from the State's Transient Lodging Tax. (RCTP)
- Partnering with engaged and forward-thinking stakeholders to use targeted marketing, public relations, promotions and events to highlight the vast expanses of topography.

ORGANIZATIONAL STRUCTURE



CONNECTING TO THE MARKETING MEGAPHONE



TOURISM MARKETING MEGAPHONE

WHAT WE DO

EOVA



EOVA PROGRAMS

- Agritourism
- Membership
- Product Development
- Regional Grant Program

EO VISITOR GUIDE

INDUSTRY RESOURCES

- eova.com
- EOVA Industry Listserv
- Industry.traveloregon.com

RCTP PLAN



OVERVIEW OF 19-21 EASTERN OREGON STRATEGIC PLAN



RCTP GOALS

- Industry Advocacy
- Stakeholder Outreach
- EOVA Proficiency
- Destination Development
- Global Sales
- Global Marketing
- Global Strategic Partnerships

DESTINATION DEVELOPMENT



DEPARTMENTAL STRATEGY

Recognizing that many stakeholders remain under the radar as far as accessing support, education, marketing, and to resources, we will institute a system that identifies new stakeholders and emerging properties, to strengthen the partnerships necessary to provide them with the tools for success.

KEY OBJECTIVES FOR 19-21

Outreach and Advocacy

New and Emerging Product Inventory System

Oregon Tourism Studios

Trails Development

GLOBAL MARKETING

DEPARTMENTAL STRATEGY

Creating and sharing messaging and content with potential visitors that encourage more trips and multi-day visits, as well as extending their travels to visit lesser-known communities and tourist destinations within our region.

KEY OBJECTIVES FOR 19-21

Social Media Marketing

Your Story Everywhere

Travel Oregon Regional Pack (TORP) Program

Advertising and Promotion

OTIS Optimization and Training

 [Places to Go](#) [Things to Do](#) [Plan Your Trip](#) [Free Travel Guides](#) [Email Newsletters](#) 



[Things To Do](#) » [Outdoor Recreation](#) » [Bicycling](#) » [Guide to Women's Bike Rides in Eastern Oregon](#)

GUIDE TO WOMEN'S BIKE RIDES IN EASTERN OREGON

Katy Bryce, Guest Author
Russ Roca, Photographer
June 20, 2019

SPONSORED BY



In Eastern Oregon, we value the beautiful landscape and take pride in what we grow and make. When you meet us while roaming our back roads and byways, wave back. It's an old and enduring tradition around here.

I'm a mountain biker at heart. I love being in the woods on my bike, and I've completed a few long, multi-day off-road mountain bike tours, such as the Great Mountain Divide Bike Route, a 3,000-mile ride tracing North America's Continental Divide. I'm more accustomed to having the solitude of singletrack and dirt roads, so as a newer "roadie," I seek routes that quiet country roads, wide-open spaces and friendly towns in between. (There's always room for ice cream stops on my road rides!)

A few years ago I jumped at the chance to ride the Old West Scenic Bikeway in Eastern Oregon with my girlfriends, and it's now my go-to place in Oregon to ride my road bike. The

EASTERN OREGON VISITORS GUIDE

PUBLISHER:
OREGON MEDIA

Fulfillment Plan

- TORP
- Certified Folder
- Boise Airport

Tradeshows Planning Guide Relocation Package

SOUTHEAST

Malheur County



Malheur County

SOUTHEAST

MALHEUR COUNTY

SPARSE POPULATION MEETS DESERT EXPANSE.

This is remote country that reaches to the Nevada-Oregon border. Here the cattle outnumber the residents and always will. That means serious elbow room for the rest of us to explore the far reaches of the state, from the Snake River to the edge of the Alvord Desert, and over to the geologic wonder that is the Pillars of Rome. Just remember to set your clock forward if you plan to keep a schedule—due to its close connection to the Boise valley, much of Malheur is on Mountain time. Then again, Malheur County is the kind of place where time isn't measured in minutes or hours, but rather by how much you can fit between sunrise and sundown.



Pillars of Rome



Birch Creek Ranch



Owyhee State Park

BIRCH CREEK RANCH

A rare BLM-owned ranch lies thirty-eight miles down a bumpy dirt road northwest of Jordan Valley. Though you need a high-clearance vehicle to get there, the ranch grounds are well worth the trek. The BLM caretaker and his wife are typically on site to answer questions about this Owyhee River gem, which was purchased as part of the National Wild and Scenic Rivers Act. Stake a tent at one of the primitive campsites, but be sure to check out the twenty-six structures—most of them well preserved—at this lush riverside oasis.

SOAK UP JUNTURA

It's easy to miss the little town of Juntura as you travel east or west at speeds that would dismay pioneers who once crept across this landscape in wagon trains. Ease off the gas, however, as you approach the horseshoe bend on the Malheur River. Follow the gravel road under a steel trestle train bridge, amazing in its own right, to the riverside hot springs where a small soaking pool awaits.

FOUR RIVERS CULTURAL CENTER

In Ontario, at the confluence of the Snake, Malheur, Owyhee and Payette rivers, Four Rivers Cultural Center documents another kind of convergence: that of cultures. The Center takes visitors on a historic journey, from the native Northern Paiutes to the settlers who came in the 19th century to the Japanese Americans interned in the area during World War II.

ROCKHOUSE COFFEE

You'll see cowboys, border collies and dramatic scenery in Southeast Oregon, but the distance between services is great. Don't miss the chance for a cup of great coffee, a home-baked snack or dish of ice cream and friendly conversation in this historic stone building in Jordan Valley.



Owyhee River

RAFT OREGON'S GRAND CANYON

THE OWYHEE WAS NAMED THE "LAST GREAT UNAPPRECIATED RIVER" BY NATIONAL GEOGRAPHIC.

Referred to as Oregon's Grand Canyon, the Owyhee River cuts through a remote and rugged canyon near the town of Rome. Considered to be one of the most scenic and challenging whitewater rivers in the Northwest, the Owyhee begins in the mountains of western Idaho and empties into Oregon's Owyhee Reservoir. Years of advocacy have kept the area off limits to natural resource development. The handful of visitors who venture here get to experience this timeless area's natural landscape as it has been for millennia.

TWO WAYS TO EXPLORE THE OWYHEE RIVER:

FISH THE MIRACLE MILE

Clinging just barely to the edge of the state is Oregon's finest brown trout fishery. The lower Owyhee River emerges cold and skinny from the foot of the massive Owyhee Dam. It is here that anglers gather every spring and fall in hopes of landing one of the many trophy-size brown trout that inhabit a roughly five-mile stretch of blue-ribbon water below the dam. Primitive camping along the river is available year-round.

RAFTING

Multiday trips are offered by a number of outfitters who are well-versed in the beauty—as well as the summer heat—found along the Owyhee. Boats float past 1000-foot rhyolite cliffs, 9,000-year-old petroglyphs, fauna and riverside hot springs. Quiet sections are broken up by adrenaline-inducing rapids. Trips can be tailored to adventure levels, navigating different sections of the wild and scenic river.



Leslie Gulch

Leslie Gulch

Bighorn sheep, mule deer and elk deftly traverse the precious metal-ued volcanic tuff formations. Sport climbers are also known to scale these remote crags, though new routes are not currently allowed to be set on the BLM-managed land.

PHOTO TOP AND BOTTOM RIGHT: GARY HALVORSON, BOTTOM LEFT: ERIC VALENTE

PHOTO TOP: ALISON WEISBERGER, BOTTOM: GARY HALVORSON



GLOBAL STRATEGIC PARTNERSHIPS

Generating a greater impact through grant program and matching funds to ensure opportunities for partnerships are supported; working with stakeholders, DMOs, and tourism industry entities to create partnerships that result in greater expertise, increased capacity, and region-wide alignment.

KEY OBJECTIVES FOR 19-21

Strategic Partnerships

Eastern Oregon Regional Grant Fund

Immediate Opportunity Fund

GLOBAL SALES

Promote and educate our stakeholders on the impact and success of Oregon's marketing efforts in the international marketplace, with participation in international tradeshows and a commitment to welcoming and supporting travel trade and international media FAM tours, will further greater returns.

KEY OBJECTIVES FOR 19-21

Road Rally

Go West Summit

IPW

FAM Tours and Press Trips

Educational Workshops

Tourism Economics International Research



ROAD RALLY 2019

MAY 5 - 11

- Germany, France, UK, China, Australia, New Zealand, Korea, Canada, Netherlands, and USA (CA & UT)

- Portland →
- Central Oregon →
- Eastern Oregon →

stops in John Day, overnight in Baker City, stops in Union Co., overnight in Pendleton

- Hood/Gorge →
- Depart





STAFFING & ADMIN

Having undergone a significant restructure, EOVA will continue to increase organizational proficiency, maximize the highest and best use of its public/private regional tourism investment resources, and evaluate the needs of staff, augmenting with support staff or contract staff, as needed.

KEY OBJECTIVES FOR 19-21

- Employ an Executive Director, augmenting with support staff or contract staff, as needed.
- Increase organizational budget with new membership and partner programs
- Execute program tactics, identifying and tracking measurements of success, with financial accountability

EO REGIONAL GRANTS PROGRAM

(4) KEY INITIATIVES

1. Drive visitation from Eastern Oregon's key domestic and international markets.
2. Develop destination-based products that are in concert with the Eastern Oregon's natural environment, support the stewardship of the state's resources and its rich history
3. Tie into or enhance one of EOVA's marketing and development pillars: Outdoor, Cultural & Heritage, Agritoursim.
4. Provide strategic industry professional development and training opportunities



EO REGIONAL GRANTS PROCESS

☐ www.eova.com/grantprogram

☐ EO Regional Grant Guidelines

☐ Project Idea Form

Applicants must demonstrate at least a 10% cash match; grant ask range is from \$1,000- \$10,000.

EO Regional Grants Program: Project Idea Form

* Required

Email address *

Your email

Which county does your grant project impact? Please check all that apply. *

☐ Baker

☐ Burns Paiute Tribe

☐ Confederated Tribes of the Umatilla Indian Reservation

☐ Gilliam



EO REGIONAL GRANTS PROCESS

- ❑ Involving your local destination marketing organization (DMO)
- ❑ Grant Program Materials
 - ❑ EO Regional Grant Program Preview Questions
 - ❑ Budget Template
 - ❑ Timeline Template
- ❑ Grant Program FAQs
- ❑ Online Grant Application
- ❑ Scoring Rubric

THANK YOU!





QUESTIONS

Alana Garner Carollo

105 FIR STREET, STE 203

LA GRANDE, OR 97850

info@visiteasternoregon.com

541-970-4551