

**TRAVEL**



**OREGON**

**Regional Stakeholder Meeting**

**October 2019**

The background of the entire page is a wide-angle photograph of a rugged coastline. In the foreground, a sandy beach meets the ocean's edge, with gentle waves lapping at the shore. Further out, the water is a deep blue-green, and white-capped waves are breaking against a series of dark, jagged rock formations. The sky is filled with large, billowing white and grey clouds, with patches of blue visible. The overall mood is serene and majestic, capturing the raw beauty of a natural coastal environment.

## VISION

*A better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers*

## MISSION

*We inspire travel that drives economic development.  
Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon's way of life and its natural places.*

# TRAVEL OREGON

## ORGANIZATIONAL STRUCTURE



GOVERNOR KATE BROWN

### OREGON TOURISM COMMISSION



Chair  
Scott Youngblood



Vice Chair  
Nigel Francisco



Greg Willets



Don  
Anway



Richard  
Boyles



Lucinda  
DiNovo



Mia  
Sheppard



Maria  
Ponzi



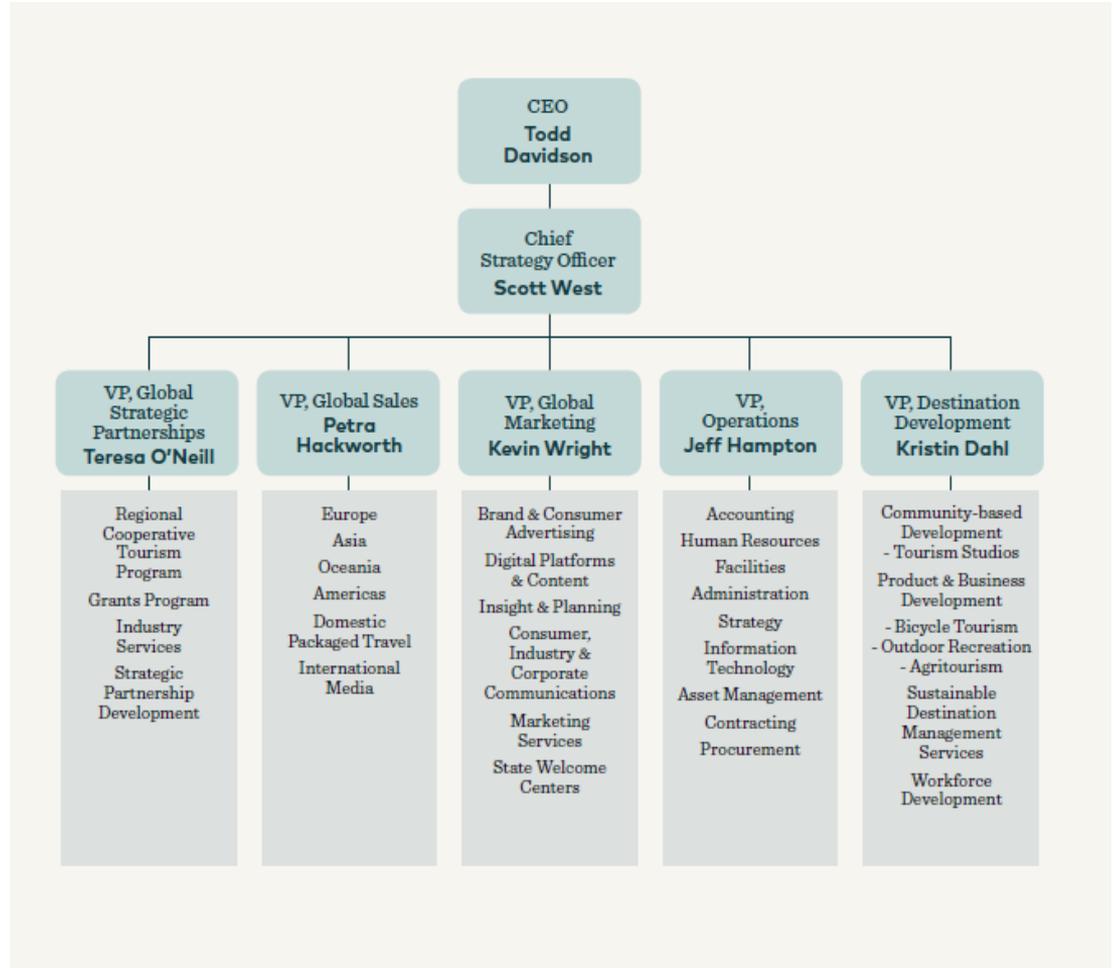
Kenji  
Sugahara



### TRAVEL OREGON

Todd Davidson, Chief Executive Officer

# TRAVEL OREGON ORGANIZATIONAL STRUCTURE



# OREGON'S TRAVEL & TOURISM INDUSTRY OVERVIEW



# OREGON'S TOURISM INVESTMENT

## OREGON'S 2003 TOURISM BUDGET

- **47<sup>th</sup> lowest of the 50 states**
- **Losing tourism market share to other states**
- **Oregon needed an economic stimulus**

## OREGON'S TOURISM STRATEGY

- **House Bill 2267 passed and was signed: The Oregon Tourism Investment Proposal**



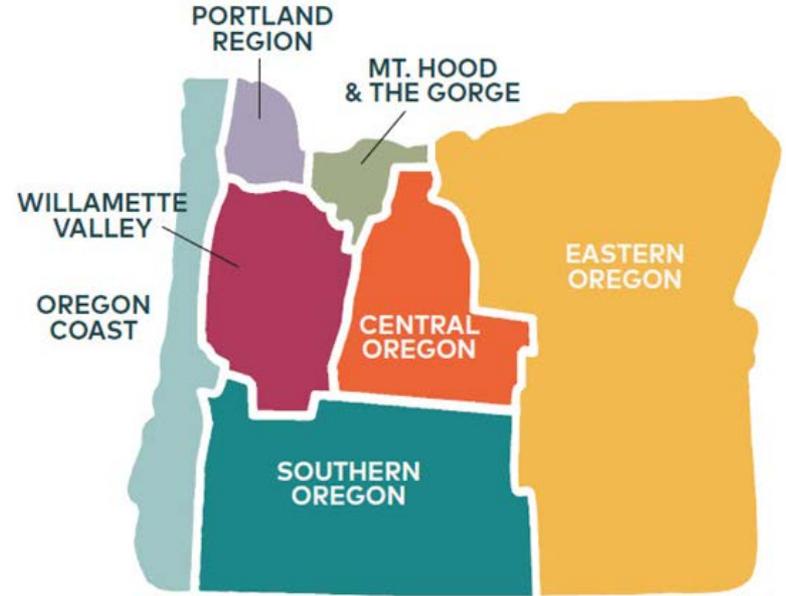
# LEGISLATIVE HISTORY

## 2003 LEGISLATION (HB 2267)

- **Implemented 1% Statewide Lodging Tax to fund Oregon Tourism Commission, dba Travel Oregon**
- **Established Travel Oregon as a semi-independent state agency**

## 2016 LEGISLATION (HB 4146)

- **Increased state lodging tax from 1% to 1.8% effective July 1, 2016 & decreases to 1.5% effective July 1, 2020**
- **Directs 20% of state lodging tax to implement a Regional Cooperative Tourism Program & 10% to a competitive grants program**



# REGIONAL COOPERATIVE TOURISM PROGRAM

## REGIONAL ALLOCATIONS

Region	2017-19	2019-2021 (projected)	Total 2017-2021
Portland	\$4,851,769	\$6,074,800	\$10,926,569
Coast	\$2,540,845	\$3,276,200	\$5,817,045
Willamette Valley	\$1,477,583	\$1,815,800	\$3,293,383
Central	\$1,218,340	\$1,552,600	\$2,770,940
Southern	\$1,014,278	\$1,289,000	\$2,303,278
Hood/Gorge	\$600,000	\$600,000	\$1,200,000
Eastern	\$600,000	\$600,000	\$1,200,000
<b>Total</b>	<b>\$12,302,815</b>	<b>\$15,208,400</b>	<b>\$27,511,215</b>

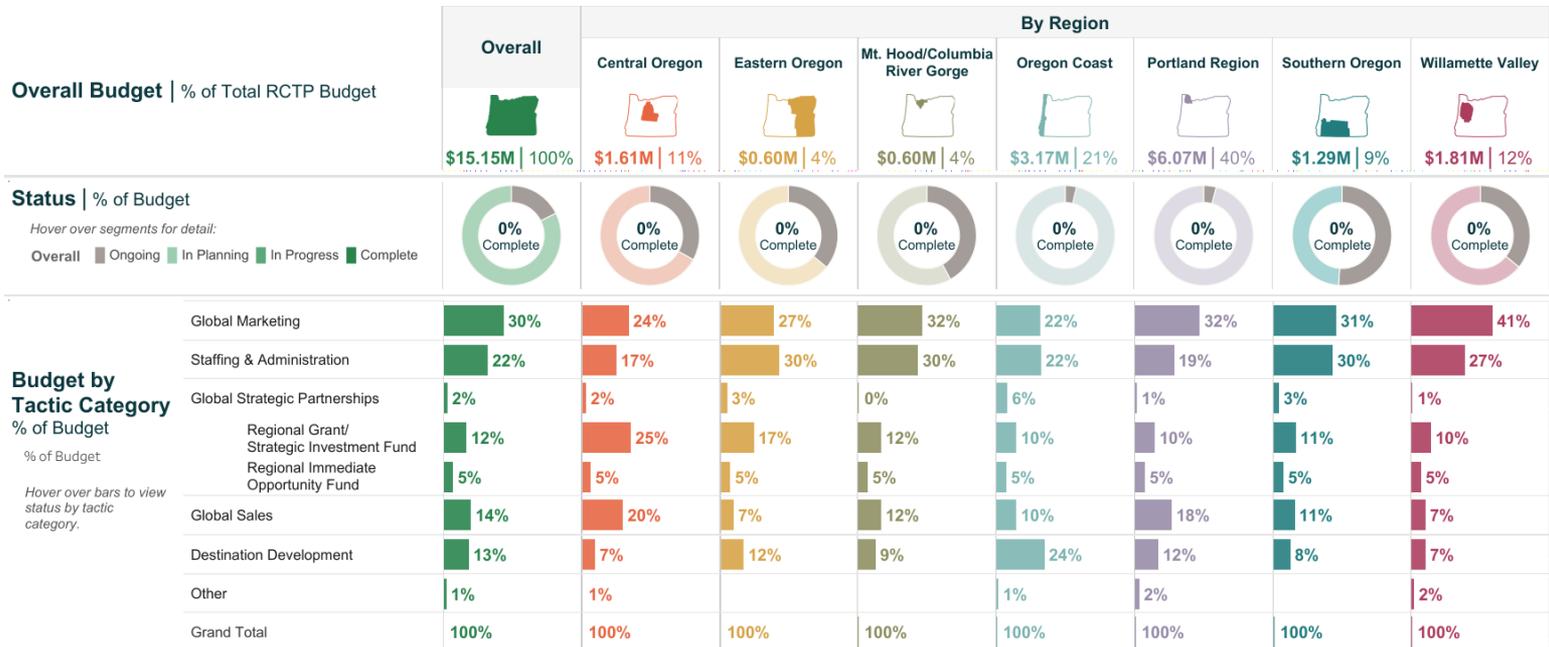
# OREGON'S REGIONAL COOPERATIVE TOURISM PROGRAM

## RCTP Plan Summary: Biennium

Fiscal Year View Biennium



To view a regional plan in greater detail, click on a region's logo below:



To view the historic dashboard (2017 - 2019), click [here](#).

# REGIONAL COOPERATIVE TOURISM PROGRAM STRATEGY

## REGIONAL COOPERATIVE TOURISM PROGRAM PLANNING TIMELINE

### Statewide Survey

At the onset of each two-year planning cycle, Travel Oregon will conduct a statewide survey of tourism stakeholders asking for input regarding regional plans and regional tourism priorities, opportunities and constraints, and their general insights on how regional investments could be maximized within their region and individual communities.

### Draft Plan

RDMO drafts plan based on input derived from stakeholder survey.

### Final Plan

RDMOs will craft final two year plans and corresponding budgets.

### Presentation to Stakeholders

Regional Destination Management Organizations will present approved plans back to regional stakeholders via an in-person presentation.

### Survey Reports

The survey results and corresponding regional reports (7) will be distributed to Regional Destination Management Organizations to aid their planning efforts.

### Regional Stakeholders Gatherings

The regional stakeholder gatherings will be structured as an opportunity for core tourism stakeholders within the region to interface with the Regional Destination Management Organization directly and give their insights on regional strategies. Regional Destination Management Organizations will present regional survey results and a draft of their regional strategy to assess with regional stakeholders.

### Travel Oregon Review

Regional Destination Management Organizations will submit two-year plans to Travel Oregon staff for approval.

# RCTP PROGRAMMING UPDATES

## REGIONAL GRANTS & STRATEGIC INVESTMENT FUND

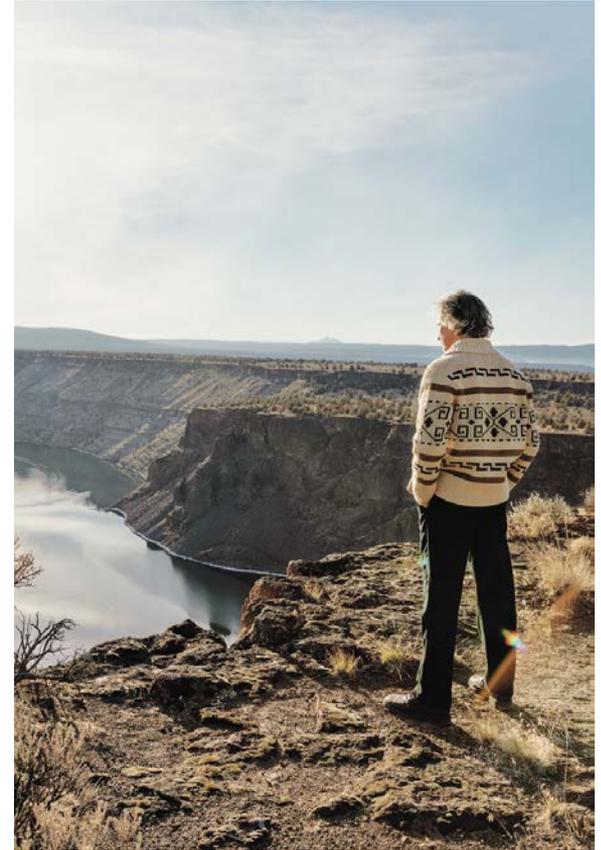
- **RDMOs are required to setup and invest a minimum of 10% in their own Regional Grant Program or Strategic Investment Fund**

## IMMEDIATE OPPORTUNITY FUND (IOF)

- **RCTP Guidelines direct 5% of regional allotment be utilized for IOF**
- **These resources can be spent in response to regional disasters, or opportunities that alter the regional tourism economy**

## OREGON TOURISM INFORMATION SYSTEM (OTIS)

- **RDMOs are required to develop a region-specific management structure for integrating content from partners into OTIS**



# STATEWIDE ALIGNMENT

STATEWIDE  
Travel Oregon



REGIONAL  
RDMO



LOCAL  
DMO



LOCAL  
Network, Action Team,  
Business, Organization,  
Individual



# RURAL TOURISM CONFERENCE

## Rural Tourism Conference

April 26– 28, 2020 | Sunriver Resort

- Focused on the rural tourism economy
- Opportunities to network at the local, regional, and state level



# RCTP TEAM & INDUSTRY COMMUNICATIONS



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An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green shrubs and patches of lighter green grass. The text "Thank you" is overlaid in the center of the image in a white, serif font.

Thank you