

DRIVING ECONOMIC GROWTH ACROSS OREGON

SOUTHERN OREGON

TOURISM SUPPORTS OREGON'S ECONOMY

In 2003, Oregon faced one of its highest unemployment rates in history. As part of a statewide initiative to create new job opportunities for Oregonians, the Oregon Tourism Investment proposal was signed into law. This bill made tourism and hospitality a pillar of Oregon's economy by establishing a 1% state lodging tax, which dedicated the revenue into tourism development and marketing for all of Oregon. In 2016, the legislature increased the state lodging tax to 1.8% through June 2020, when it decreases to 1.5%. In addition, state statute dedicated 30% of the state lodging tax to regional tourism organizations and grant programs across Oregon. This industry investment has delivered results with an increase in visitors which has equated to increased resources for regional programs that support jobs, culture, infrastructure and public services.

THE INVESTMENT IS PAYING OFF

Through Travel Oregon's Regional Cooperative Tourism Program, the Southern Oregon region is scheduled to receive \$1.3 million over the 2019-2021 biennium. The funding is programmed to achieve multiple goals, including the following:

- Promote travel to region in off-peak seasons through robust, regional marketing campaigns.
- Support development of destination assets to generate more four-season visitor experiences in region.
- Invest in regional outdoor recreation projects to leverage current initiatives and also develop new assets across the region.
- Create and support the Tourism Inclusion Council of Southern Oregon (TICSO) as a regional resource and network to benefit visitors and the tourism industry itself in the areas of equity, diversity and inclusion.

SOUTHERN OREGON:

	IN 2010	IN 2018	CHANGE
Direct Employment			
	10,040 jobs	12,350 jobs	+2.6%
Employee Earnings			
	\$212 million	\$326 million	+5.5%
Visitor Spending			
	\$775 million	\$992 million	+3.1%
Taxes (State/Local)			
	\$31 million	\$47 million	+5.4%

STATEWIDE:

	IN 2003	IN 2018	CHANGE
Direct Employment			
	84,500 jobs	115,400	+37%
Employee Earnings			
	\$1.7 billion	\$3.6 billion	+112%
Visitor Spending			
	\$6.5 billion	\$12.3 billion	+89%
Taxes (State/Local)			
	\$246 million	\$560 million	+128%

More than 120 cities and counties across Oregon collect a local transient lodging tax to expend on local programming. A study conducted by ECONorthwest in 2018 found that cities and counties that levied a local transient lodging tax spent the revenue on the following programs that directly benefit Oregonians in those communities:

Program Category	Expenditures	Share
General Services	\$84,194,912	39%
Tourism Facilities	\$58,312,100	29%
Tourism Promotion & Marketing	\$48,965,052	18%
Arts, Culture & Entertainment	\$20,855,625	6%
Events	\$9,184,891	1%
Economic Development	\$4,071,652	5%
Chambers of Commerce	\$4,035,060	2%
Other	\$2,062,897	1%
Administration & Overhead	\$1,170,350	0%
Total	\$232,852,539	100%

These dollars, especially those expended in the tourism facilities and promotion and marketing programs, can be leveraged against the regional destination management organization and state tourism investments.

IN 2019 THE ROGUE VALLEY MEDFORD AIRPORT (MFR) WELCOMED MORE THAN 1 MILLION PASSENGERS ON FIVE AIRLINES FROM NINE NON-STOP DESTINATIONS ACROSS THE WEST.

PHOTO: RUSS ROCA



"Tourism in our rural area is not only a way to bring stable income to our businesses and our community, it's an opportunity to educate and connect with visitors on agriculture and how it affects us all. Our vast landscapes, sprawling ranch and farms, geologic features and miles of trail systems makes Lake County a true wonder of Oregon. Creating and maintaining a "tourist season" means our baseball teams get uniforms, buildings get painted, our events get sponsored and our community thrives!"

JESSICA BOGARDUS

*Lake County Chamber of Commerce
Lake County*



"In Grants Pass and Josephine County, tourism has become a major economic driver contributing \$132 million in the last year to our local economy. Over the past decades, we have had to redefine our economic base and it's been incredible to see how the hard work and vision of our local hospitality and tourism partners have created a foundation for growth. This foundational opportunity has provided a spark and inspiration to other businesses and sectors such as retail and service providers to build on creating even more opportunities and in turn jobs. Our drive, our grit and working together is how we fully embrace our brand... LIVE ROGUE."

JON BOWEN

*Visit Grants Pass
Grants Pass*



"We've enjoyed guiding adventure seekers in Southern Oregon for over 30 years now. Watching our guests cultivate a relationship with Oregon's outdoors is both fascinating and a privilege. Naturally, our staff play a critical part in connecting our visitors to the Oregon experience. Year after year we mentor strong leaders and great communicators to care deeply about the outdoors and the communities they live in. When our guides move on to other exciting fields, we're proud to have been a part of developing them into fantastic professionals in whichever industry they choose next."

JENIFER ROE

*Owner, Crater Lake Zipline and ROE! Real. Oregon. Experience!
Klamath Falls*

Visitor spending in Southern Oregon reached almost *\$1.1 billion* in 2018 generating more than *12,350 jobs*.



In 2018, more than \$14.8 million dollars in local tax was collected from visitor spending.

CRATER LAKE NATIONAL PARK, DEEPEST LAKE IN THE UNITED STATES AT 1,949' DEEP, HOSTS 700,000 VISITORS ANNUALLY.

EMPLOYMENT & REVENUE ACROSS OREGON

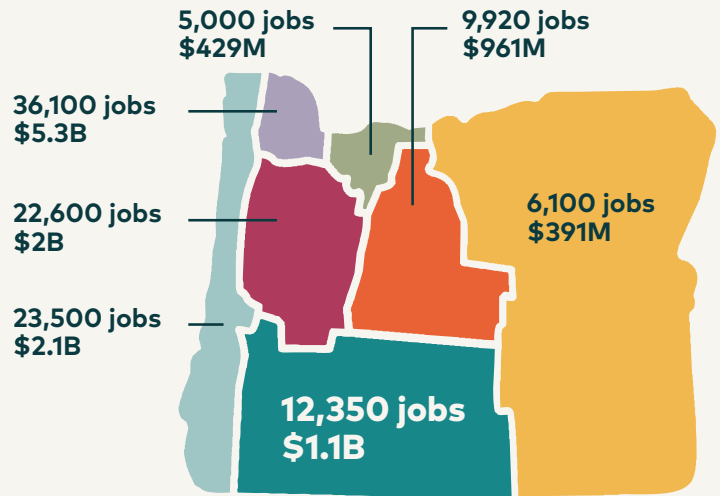


PHOTO: KAMRIN NIELSEN



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PHOTO: CENTRAL OREGON FILM OFFICE



PHOTO: ROBIN LOZNAK, THEGREATUMPQUA.COM

TRAVEL OREGON'S COMPETITIVE GRANTS:

In the past year, the efforts to expand tourism opportunities and enhance visitor experiences has seen an investment of \$180,000 in Travel Oregon Competitive Grant funding across the region. A few of the grant recipients include:

- Butte Creek Mill Foundation to rebuild and restore the Butte Creek Mill so that it's fully operational, maintains its historic integrity and includes ADA accessibility and an interpretive center highlighting local history and Native American culture.
- Friends of the Oregon Caves and Chateau to create documentation and a historic preservation plan to restore the Oregon Caves Chateau and retain the character of the National Historic Landmark Lodge.
- Klamath Trails Alliance for Spence Mountain Trail development to construct a second black diamond trail called "Queen of the Lake."

TRAVEL OREGON'S REGIONAL COOPERATIVE TOURISM PROGRAM:

The Southern Oregon regional program received \$1 million over the 17-19 biennium and completed a variety of projects, a few of which are highlighted below:

- Investment in strategic planning and capacity building for the new Rogue Valley Vintners organization has resulted in leveraged funds through the state Wine Country License Plate fund and a uniform brand and marketing voice for the Rogue Valley as a stand alone wine destination.
- Funding was committed to mountain bike trail systems and events including: Mountain of the Rogue Trail System, Ashland Watershed Trail Alliance and the Great Umpqua NutCracker Race on the North Umpqua Trail. Investment in these systems will draw visitors to the region for these outdoor recreation experiences.
- Investment in workforce development resulted in a partnership with the Oregon Restaurant Lodging Association to host a full-day workshop for industry leaders to become customer service trainers in their communities.



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