



TRAVEL OREGON

We will be starting shortly.

**OREGON TOURISM
ENGAGEMENT SESSION SERIES**
MT. HOOD & COLUMBIA RIVER GORGE

03.16.21

Brooke Weeber

MEETING BEST PRACTICES

1. Keep yourself "muted" unless speaking.
2. Participate by being fully present and engaged, if you need to step away or take a break, do so.
3. Respect the process and respect other people — the unique experiences, perspectives and value others bring.
4. Respect our time and be collaborative by keeping it brief and focused on current topic. Create space for others to be heard.
5. Speak from our own experiences and use "I" statements.



STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

TWO-PHASED APPROACH

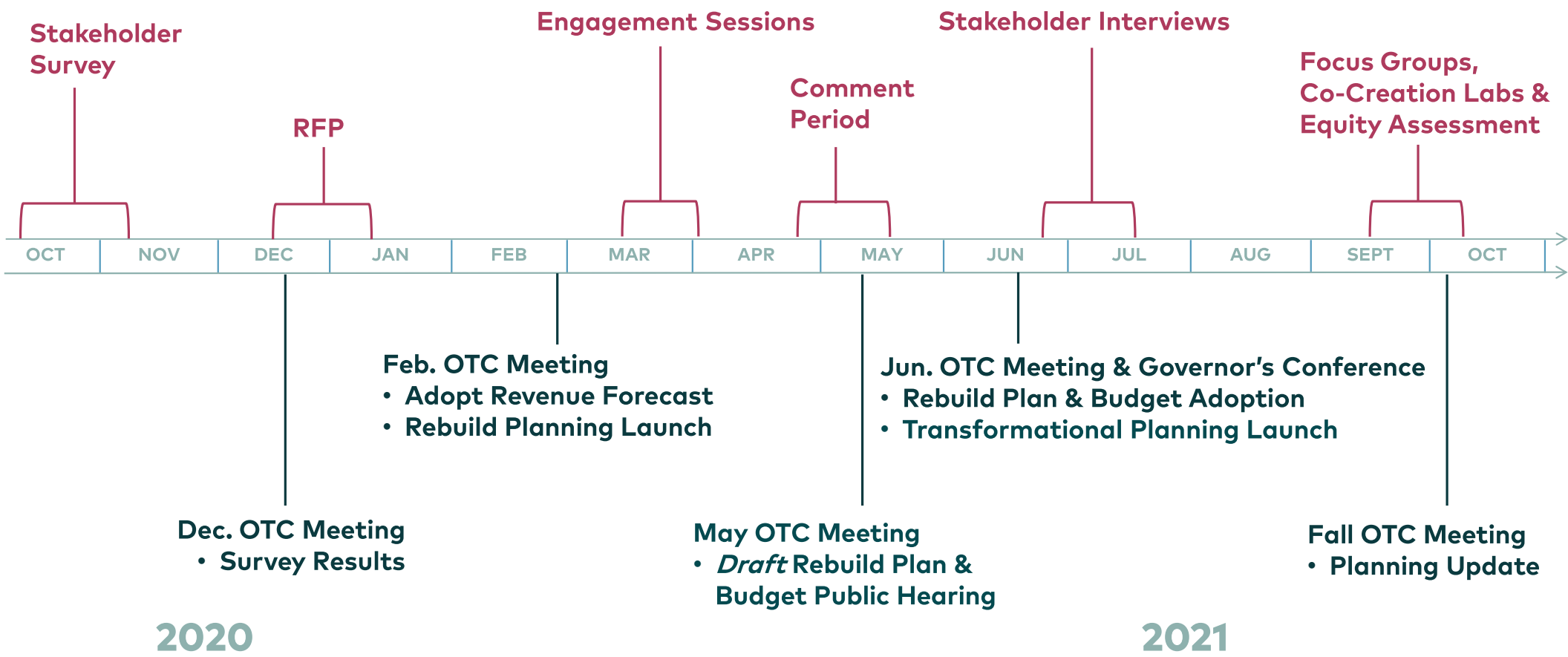
- Rebuild Plan > Transformational Plan
extending to 2025

WHY

- Fluidity + uncertainty of current economic environment
- COVID-19 Crisis > Rebuild
- Rebuild > Longer-range vision
- Robust industry engagement
- Equity lens



STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

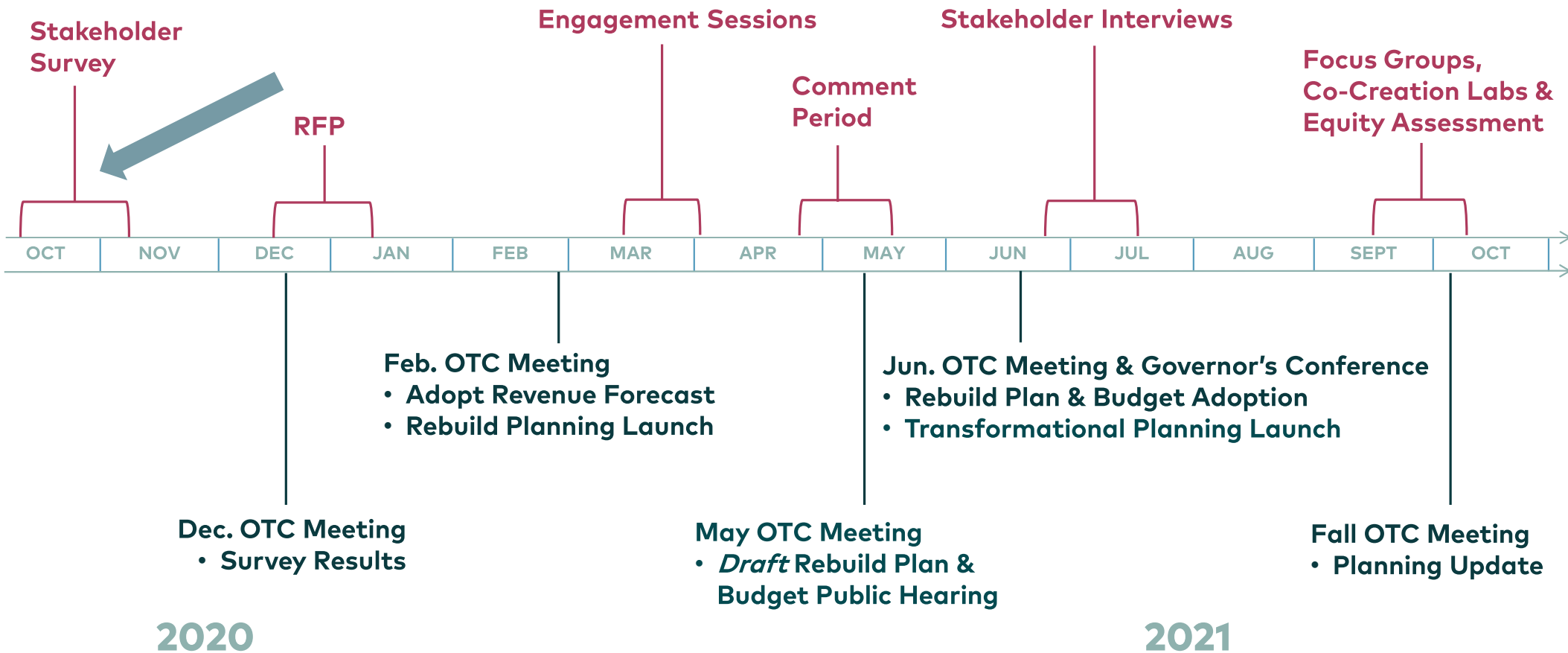


A couple is walking away from the camera on a dirt path that winds through a grassy hill. The man is wearing a green and black plaid shirt and light-colored pants, and the woman is wearing a brown jacket and blue jeans. They are holding hands. In the background, a wide river flows through a valley between rolling hills. The sky is a clear, pale blue. The overall scene is peaceful and scenic, suggesting a travel or nature theme.

industry.traveloregon.com/newsletter

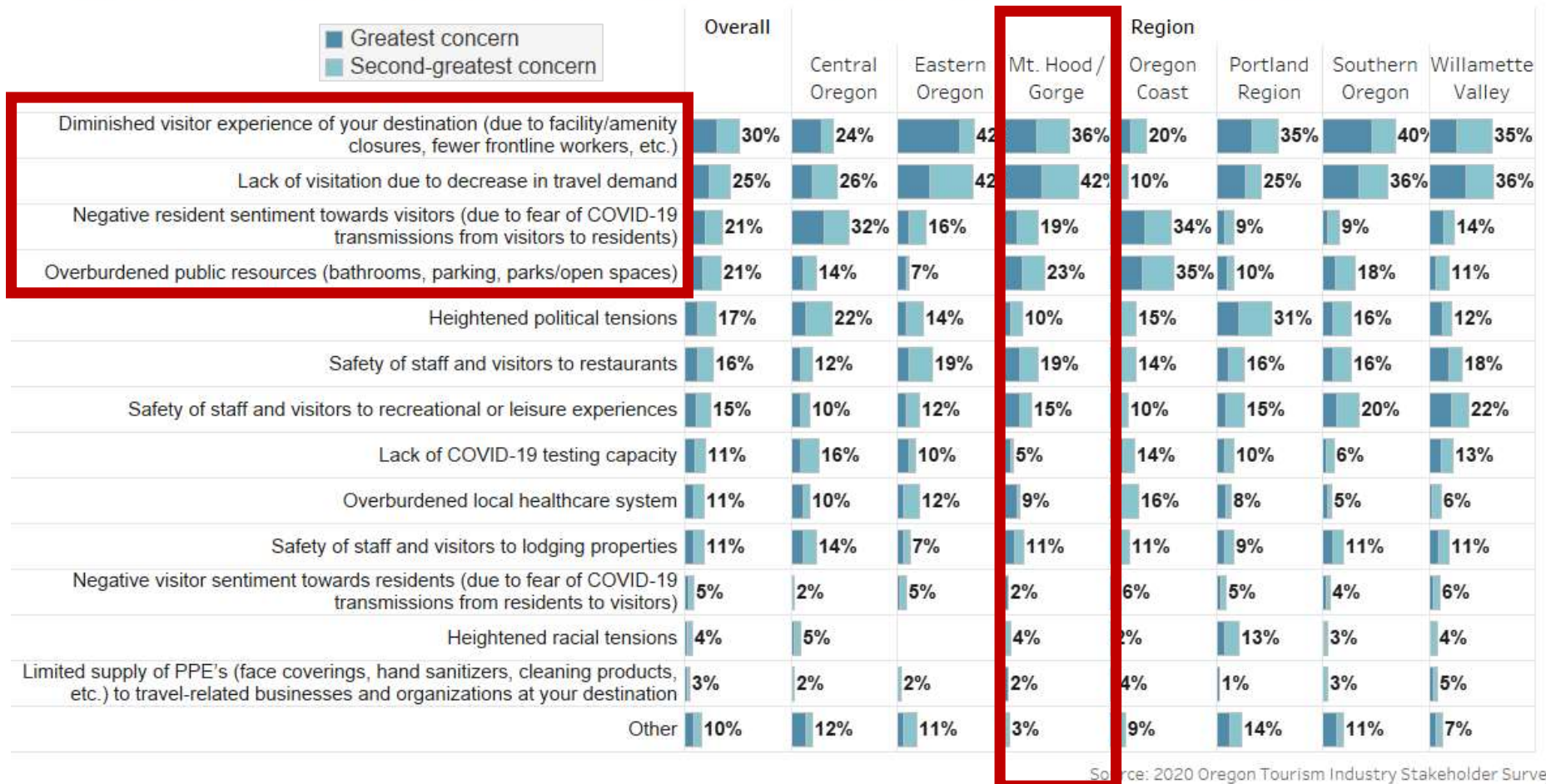
staj@traveloregon.com

STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



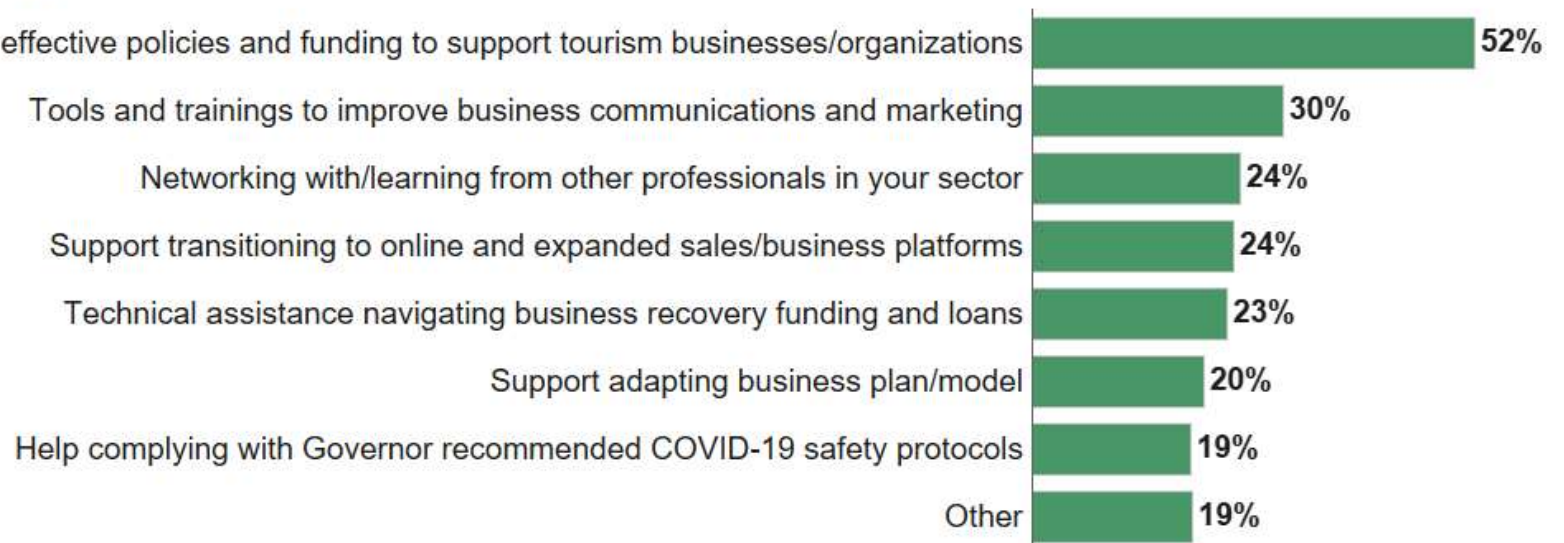
TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

Q: From the list above, please identify your top two concerns related to welcoming visitors to your community.



RESOURCES OR PROGRAMS TO ASSIST YOUR BUSINESS/ORGANIZATION

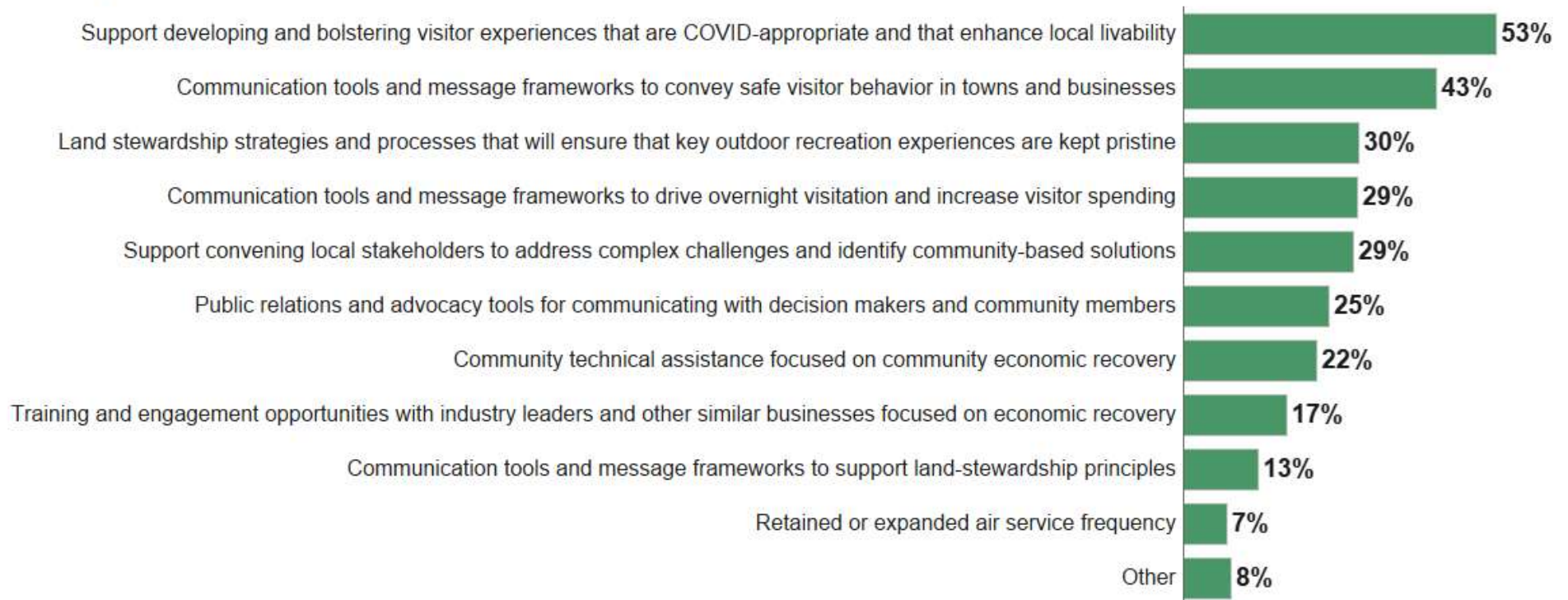
Q: Which of the following resources or programs would best assist your BUSINESS/ORGANIZATION in resiliency, recovery, and reopening? (Select up to three answer options)



Source: 2020 Oregon Tourism Industry Stakeholder Survey

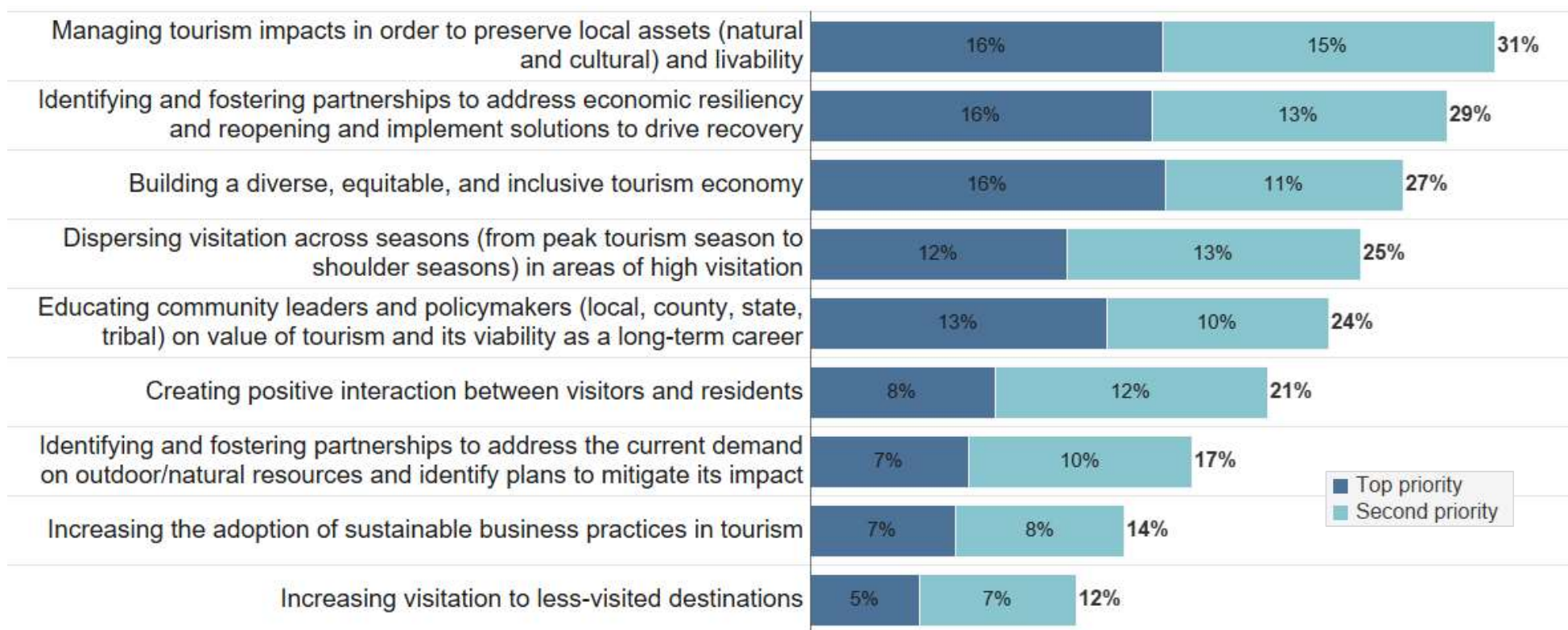
RESOURCES OR PROGRAMS TO ASSIST YOUR COMMUNITY

Q: Which of the following resources or programs would best assist your COMMUNITY in resiliency, recovery, and reopening? (Select up to three answer options)



Source: 2020 Oregon Tourism Industry Stakeholder Survey

TACTICAL PLANNING & MANAGEMENT OPPORTUNITIES TO EXPAND ECONOMIC IMPACT OF TOURISM AND TO ENSURE ITS VITALITY AND SUSTAINABILITY



Source: 2020 Oregon Tourism Industry Stakeholder Survey

What is one specific experience, place or product (in your community) you believe is important to rebuild over the next 2 years?

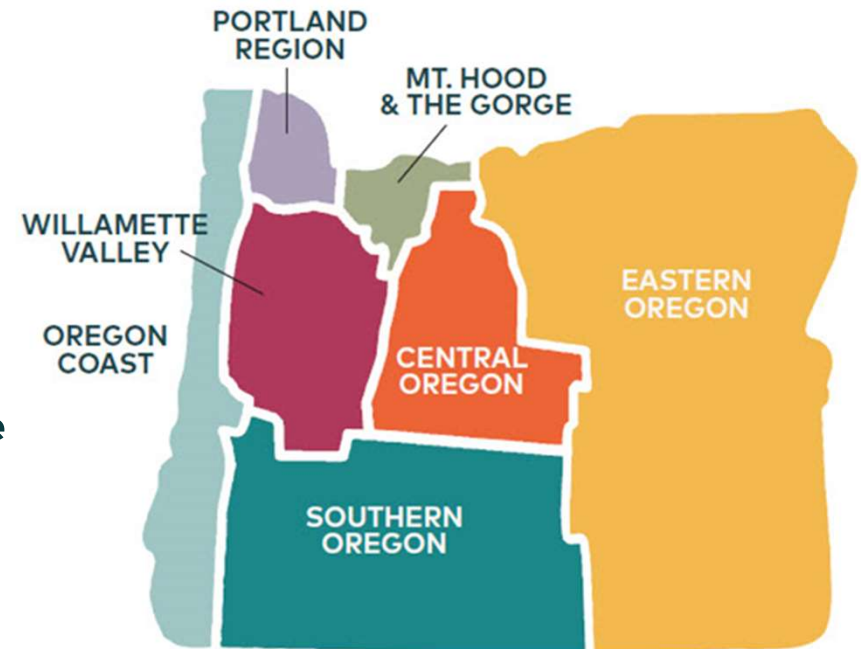
REGIONAL COOPERATIVE TOURISM PROGRAM

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 & decreased 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 PLANNING TIMELINE

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.

Survey Reports

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

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.

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 PROGRAMING UPDATES

EMERGENCY MANAGEMENT GUIDELINES

- Developed modified RCTP guidelines and framework to ensure program resiliency through COVID and other natural disasters
- Increases staffing and administration
- Focus on being responsive to the needs of the industry

REGIONAL DIVERSITY EQUITY INCLUSION TRAINING

- RDMO cohort and RCTP staff completed collaborative DEI training to address considerations around racial inequity and racial justice

REGIONAL RECOVERY & STABILITY FUNDS

- Funding to help RDMOs actualize programming, investments, and product development that was put on hold or delayed due to the events of 2020 and the ongoing COVID-19 pandemic.



EMERGENCY MANAGEMENT FUNDING RATIOS

TYPICAL RCTP PLAN – CURRENT PROGRAMING RATIOS



EMERGENCY RESPONSE – PROGRAMING RATIO



EMERGENCY RESPONSE w/ REGIONAL GRANTS – PROGRAMING RATIO



REGIONAL RECOVERY & STABILITY FUND DISTRIBUTION

Allocate \$1M weighted by impact of decreased funding and \$500,000 evenly						
Region	FY21 RCTP	FY22 RCTP	Recovery & Stability Funds (RSF)	Total FY22 RCTP + RSF	Change \$ Over FY21	Change Total FY21 vs. FY22
Oregon Coast	1,781,300	1,344,700	207,429	1,552,129	(229,171)	-13%
Willamette Valley	931,900	568,980	184,429	753,409	(178,491)	-19%
Portland Region	3,143,500	1,385,360	618,429	2,003,789	(1,139,711)	-36%
Southern Oregon	660,400	456,870	134,429	591,299	(69,101)	-10%
Central Oregon	854,500	627,790	142,429	770,219	(84,281)	-10%
Mt. Hood & The Gorge	309,100	194,210	107,429	301,639	(7,461)	-2%
Eastern Oregon*	300,000	189,510	105,429	294,939	(5,061)	-2%
	7,980,700	4,767,420	1,500,000	6,267,420	(1,713,280)	

* Eastern Region supplemented \$44.9K to \$300K for FY21 (CY2019)



MT. HOOD & THE GORGE



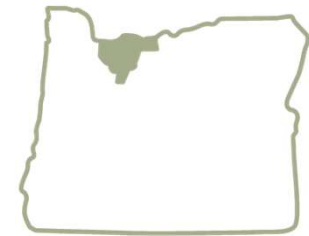
MT. HOOD/GORGE PRIORITIES

- Care for Community
- Destination and Visitor Management
- Improve Visitor Experiences
- Leverage Resource through Partnerships
- Regional Alignment



MT. HOOD/GORGE

2021-23 RCTP DISBURSEMENT



2021-2022 RCTP Disbursement:	\$194,210
2022-2023 Projected RCTP Disbursement:	\$194,210
- 2020-2021 Anticipated Rollover	\$111,580
- Recovery & Stability Contribution	\$107,429
Total 2021-2023 RCTP Budget:	\$607,429

MT. HOOD/GORGE CARE FOR COMMUNITY

GOAL

- Create and/or support ways in which our communities can engage with, advocate for, and understand the benefits from the tourism economy.

SIGNATURE TACTICS

- Care for Community Research & Projects
- Examples: Local Tourism industry storytelling, Business advocacy training



MT. HOOD/GORGE DESTINATION AND VISITOR MANAGEMENT

GOAL

- Leverage and support tools and programs that address high-use/low-use, seasonality, and economic impact needs in the region.

SIGNATURE TACTICS

- Marketing/PR campaign
- Infinity Loop Map
- Natural Disaster Co-op
- Trail and River Ambassadors
- Support for Search and Rescue cards (if legislation passes)



MT. HOOD/GORGE IMPROVE VISITOR EXPERIENCES

GOAL

- Access funding and partnerships to support stakeholders with improving existing visitor experiences in the region.

SIGNATURE TACTICS

- Grant contractor
- DEI/Welcomability Training and/or Scholarships
- Guest Service Gold Safety Training



MT. HOOD/GORGE LEVERAGE RESOURCES THROUGH PARTNERSHIPS

GOAL

- Expand the work the RDMO can accomplish to meet our goals through partnerships with Travel Oregon, RDMOs, DMOs, associations, and other stakeholders.

SIGNATURE TACTICS

- Membership Dues for RDMO and DMOs
- Leveraging a number of Travel Oregon programs



MT. HOOD/GORGE REGIONAL ALIGNMENT

GOAL

- Maintain and support a strong sense of alignment between Mt. Hood and the Columbia River Gorge in visitor communications.

SIGNATURE TACTICS

- Infinity Loop Map
- Content Contractor
- Public Relations



MT. HOOD/GORGE PROPOSED BUDGET

BUCKET	DOLLARS
GLOBAL SALES	\$15,000
GLOBAL MARKETING	\$223,160
GLOBAL STRATEGIC PARTNERSHIPS	\$41,500
DESTINATION DEVELOPMENT	\$68,000
STAFFING & ADMIN	\$200,000
• UNALLOCATED/OPPORTUNITY FUND	\$59,769
Overall Proposed Budget:	\$607,429

BREAKOUT ROOMS

BREAKOUT GROUPS – SELF SELECT

- Lodging
- Agritourism/Food/Bev/Economic Dev
- Tour Operators/Transportation
- Arts/Culture/Attractions
- Land Managers/Stewardship Groups



THANK YOU + NEXT STEPS

PUBLIC FEEDBACK

- Feedback Form: <https://bit.ly/3cAlqOf>
- Open until May 3

CONTACTS

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MANY THANKS!

