

TRAVEL



OREGON

We will be starting shortly.

**OREGON TOURISM
ENGAGEMENT SESSION SERIES
SOUTHERN OREGON**

03.15.21

JAK WONDERLY

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

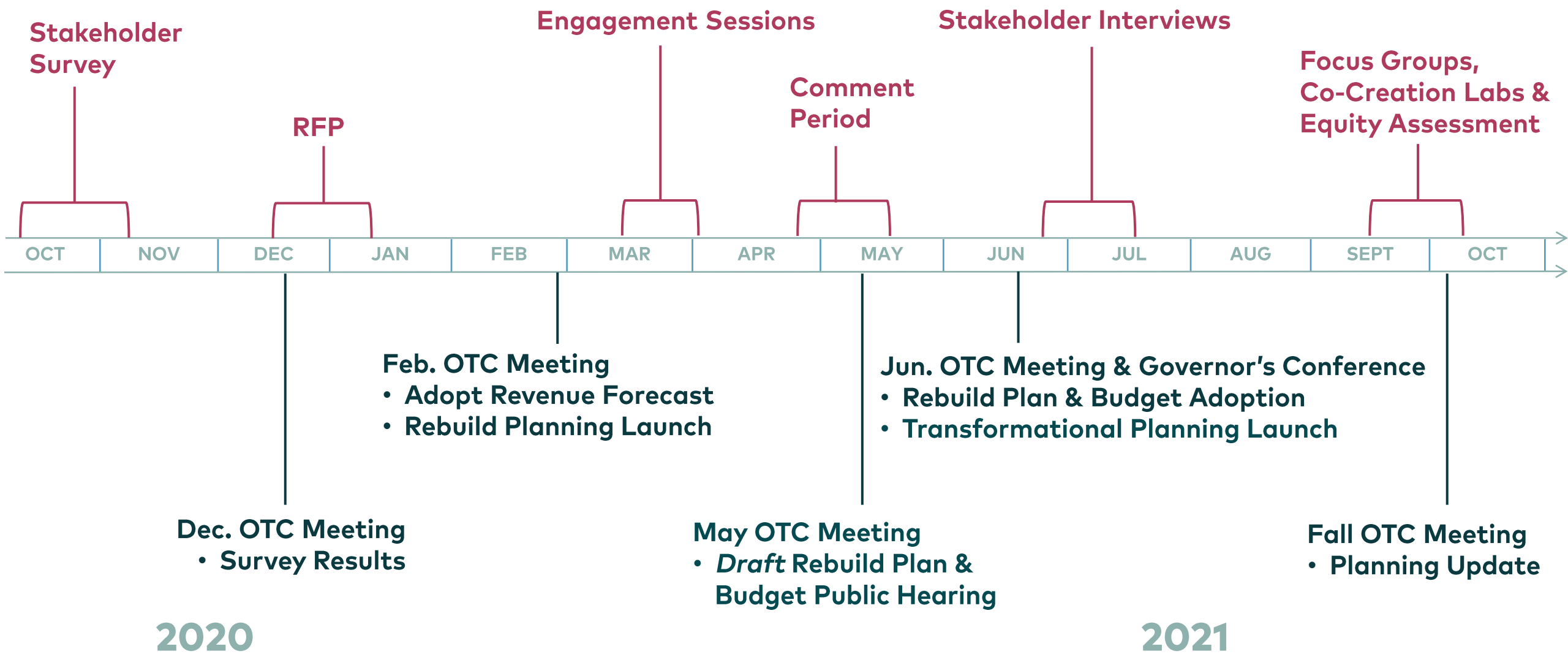
- Rebuild Plan > Transformational Plan extending to 2025

WHY

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



STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

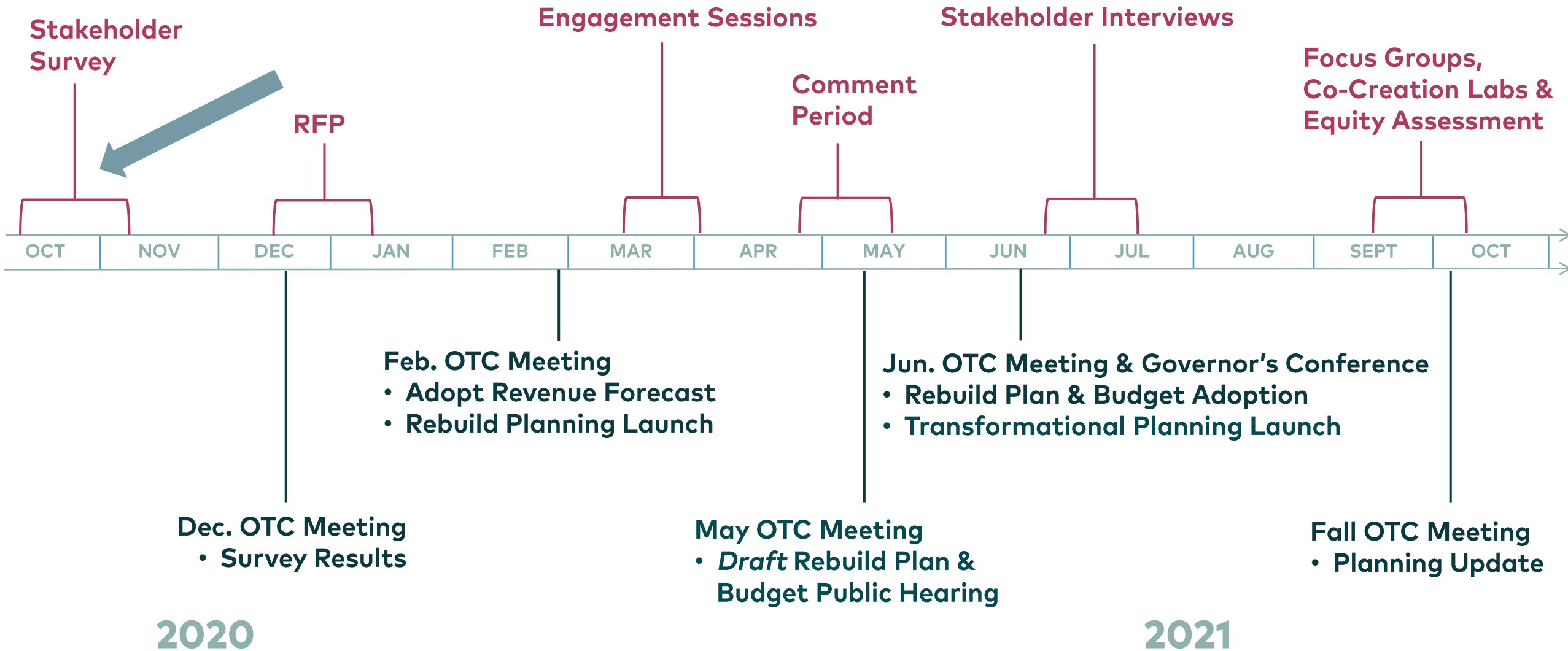


A person with blonde hair, wearing a purple jacket, is seen from behind, paddling a bright yellow kayak on a calm body of water. The water reflects the surrounding landscape. In the background, a dense forest of evergreen trees covers a hillside, with some deciduous trees showing yellow autumn foliage. The sky is clear and blue.

industry.traveloregon.com/newsletter

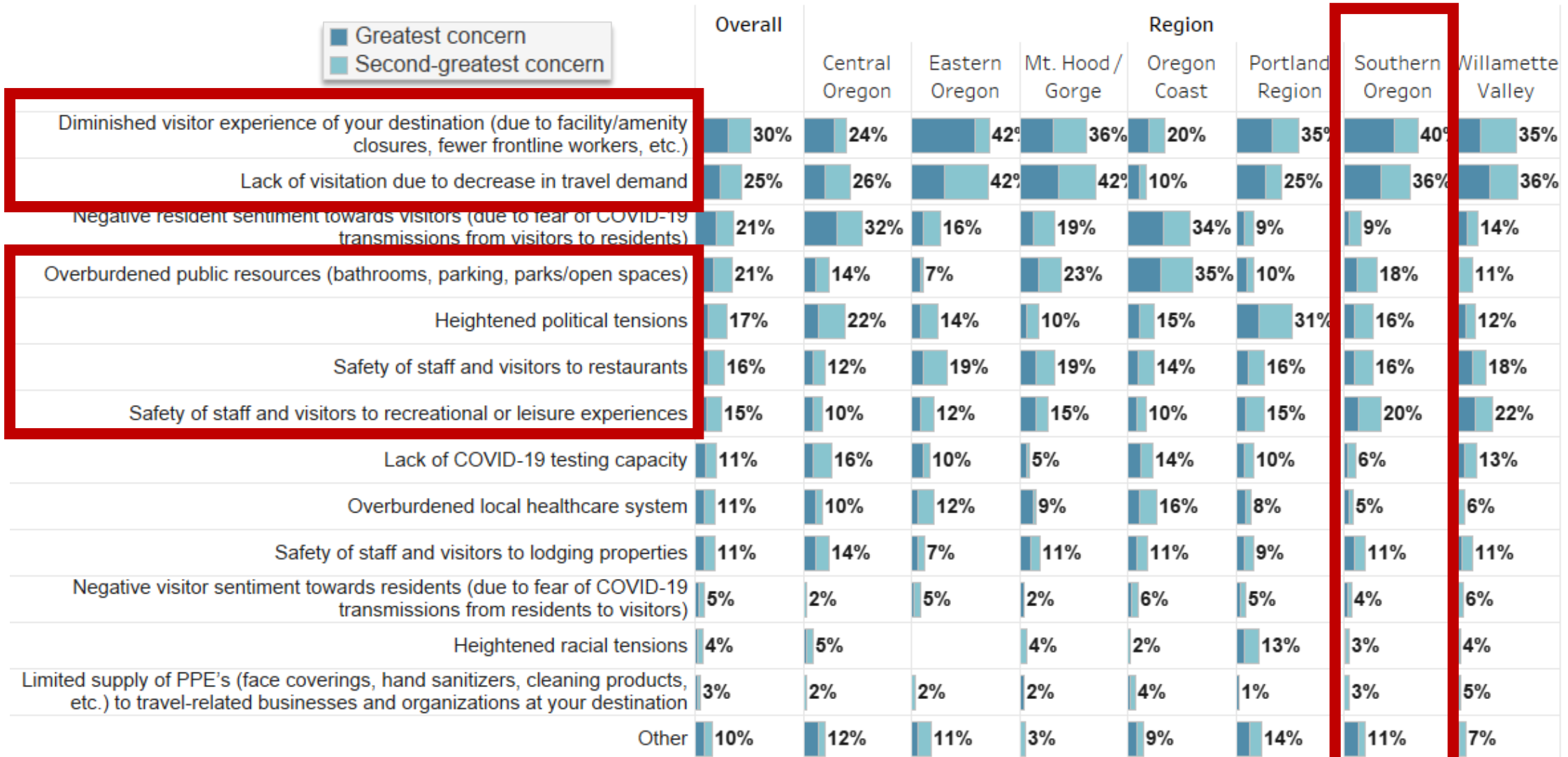
staj@traveloregon.com

STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



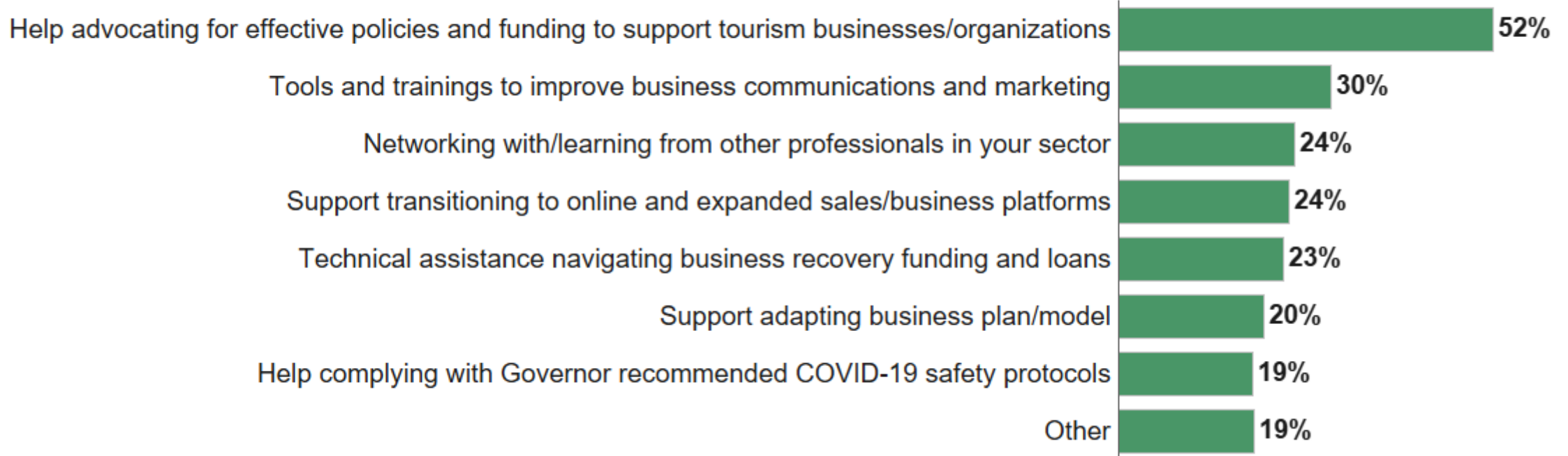
TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

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)



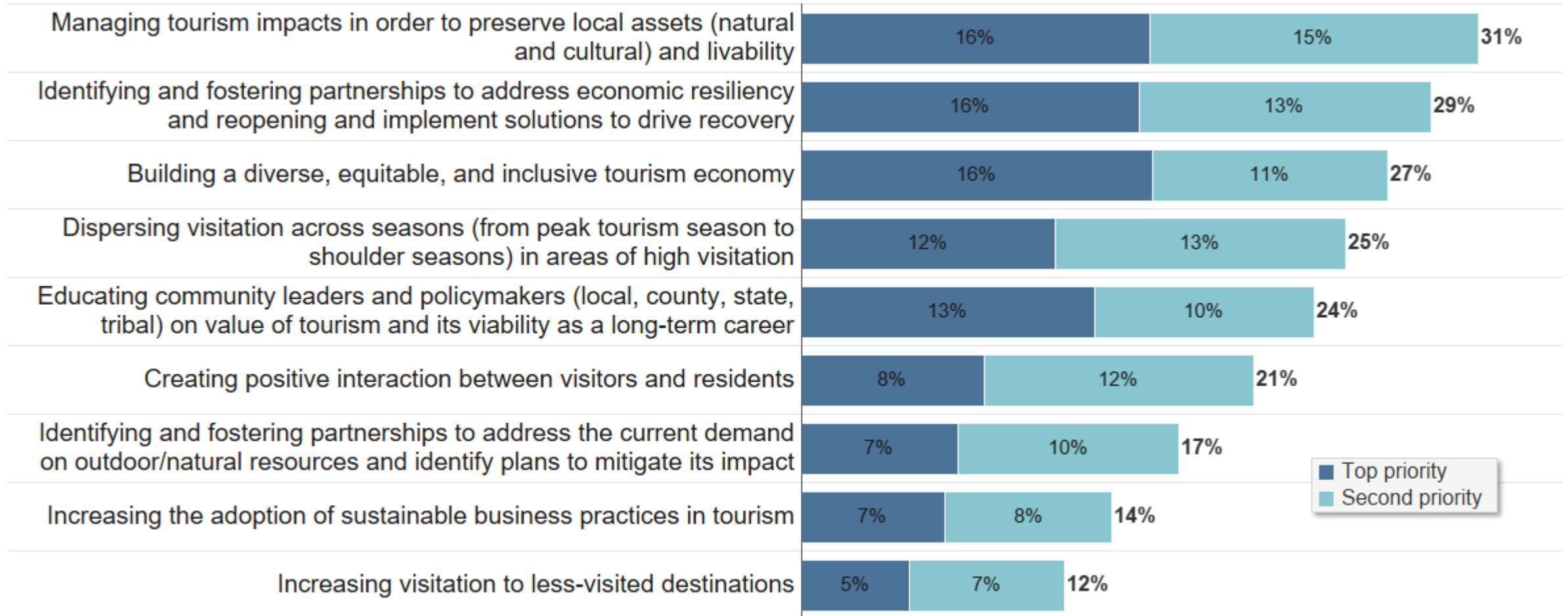
Source: 2020 Oregon Tourism Industry Stakeholder Survey

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)



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?

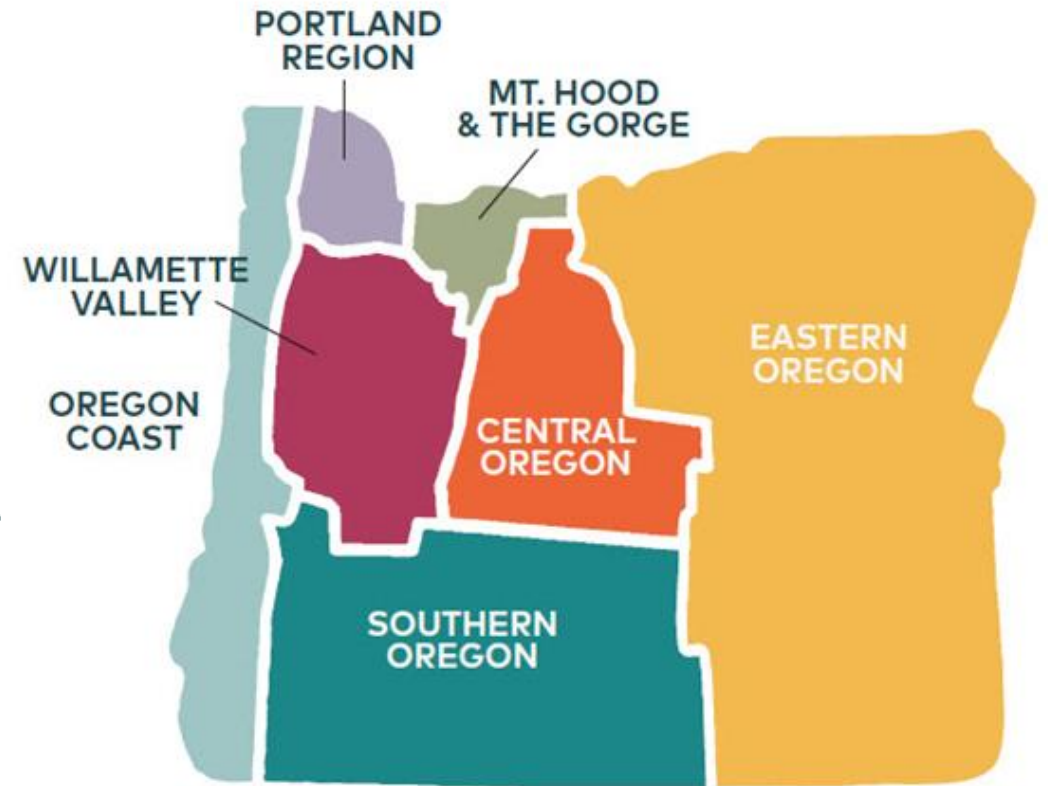
REGIONAL COOPERATIVE TOURISM PROGRAM

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.

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

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)

SOUTHERN OREGON



2020 STAKEHOLDER SURVEY

SOUTHERN OREGON

- 113 Southern Oregon responses
- 51% of Southern Oregon respondents are not at all concerned about promoting their community and feel it would benefit from visitors (compared to 37% statewide)

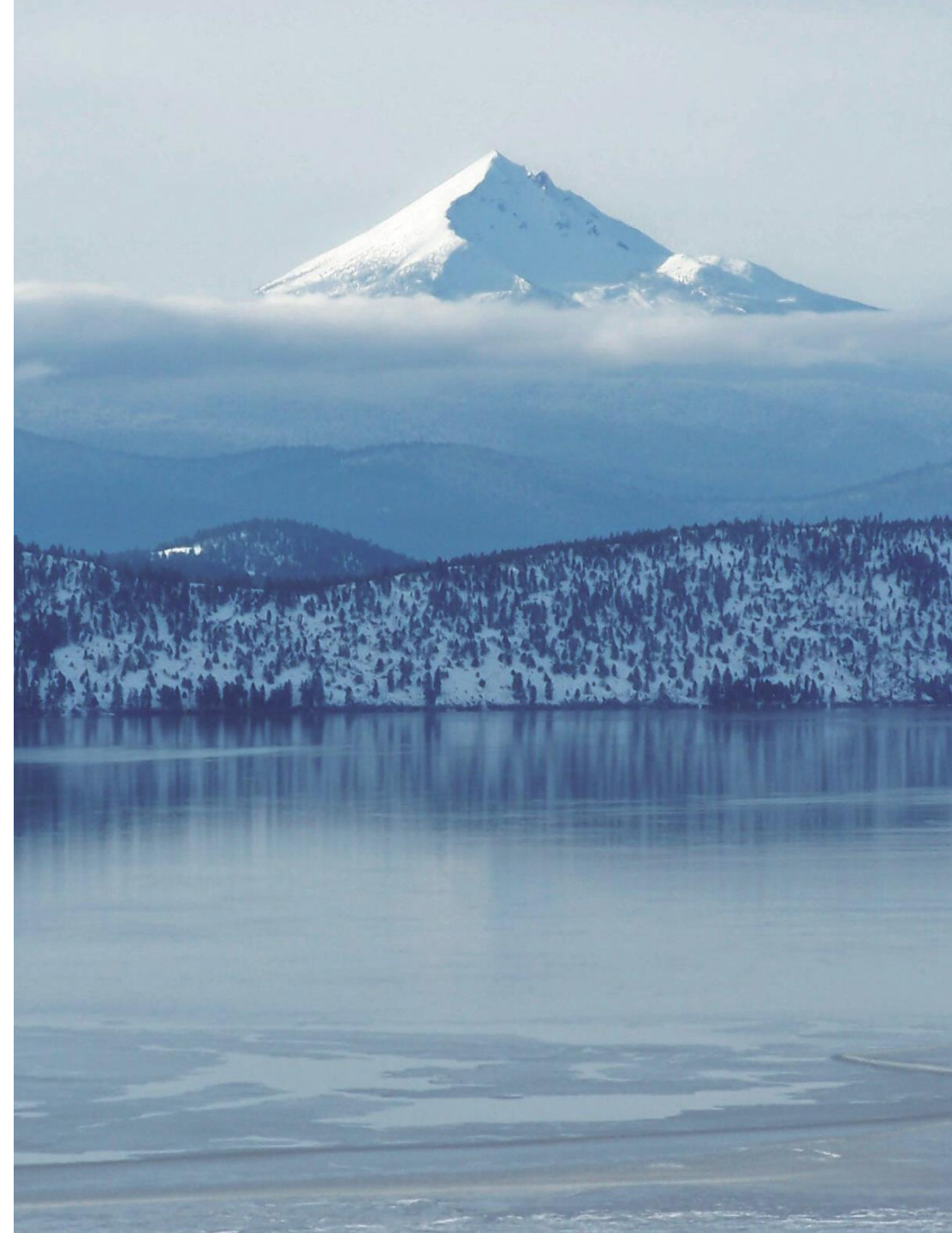
Top Concerns	Percent
Decrease in Travel Demand	36% (11% higher than statewide)
Diminished Visitor Experience	40% (10% higher than statewide)
Safety for Staff & Visitors	20% (5% higher than statewide)
Top Short- Term Priorities	Percent
Funding Grants	48%
Marketing/Promotion	35%
COVID-19 Friendly Experiences	35%



2020 STAKEHOLDER SURVEY

SOUTHERN OREGON

Top Long-Term Priorities	Percent
Marketing/Promotion	48%
Funding/Grants	40%
Tourism Infrastructure	38%
Visitor Research	24%
Climate Change Resilience	18%
Stakeholder Engagement	18%
Top Planning & Management	Percent
Educating Policy Makers	34%
Recovery Partnerships	33%
Four- Season Development	32%
Inclusive Tourism Economy	24%



SOUTHERN OREGON

2021-23 RCTP DISBURSEMENT

2020-2021 RCTP Disbursement:	\$660,000
2021-2022 RCTP Disbursement:	\$456,870 (-30% YOY)
2022-2023 Projected RCTP Disbursement:	\$400,000 (-12% YOY)
 △ – 2020-2021 Anticipated Rollover:	 \$203,000
Total 2021-2023 RCTP Disbursement:	\$659,870
 New Recovery & Stability Funds	 \$134,429
New Marketing Campaign for Spring 2021	\$70,000

SOUTHERN OREGON 2021-2023 PLAN



GLOBAL MARKETING STRATEGY

Tactic Name	Proposed Budget
Advertising Campaign	\$20,000
Travel Southern Oregon PR	\$24,000
Social Media Campaigns	\$16,000
Digital Assets/Creative Services	\$30,000
Travel Oregon Remarketing Digital	\$5000
Overall Proposed Global Marketing Budget	\$135,000

DESTINATION DEVELOPMENT STRATEGY

Tactic Name	Proposed Budget
Visitor Management on Public Lands <ul style="list-style-type: none">a. Mt. Ashland Tubing Hillb. Archie Creek Fire Rebuild	\$15,000
Visitor Management: Development of Core Experiences <ul style="list-style-type: none">a. Rogue Valley Food Trailb. Shady Cove Adventure Mapc. Arts and Culture Trail	\$10,000
Overall Proposed Destination Development Budget	\$25,000

GLOBAL SALES STRATEGY

Tactic Name	Proposed Budget
Business Development Investments <ul style="list-style-type: none">a. Oregon Road Rallyb. IPWc. Go West Summitd. FAM Tours	\$30,000
Canadian Market Investments <ul style="list-style-type: none">a. Western Canada Media Tourb. Vancouver Outdoor Show	\$7,500
Overall Proposed Destination Development Budget	\$37,500

GLOBAL STRATEGIC PARTNERSHIPS

STRATEGY

Tactic Name	Proposed Budget
Membership Dues for DMO Partners	\$2920
Grant Writer/Workshops	\$1000
Conducting DEI Workshops for DMO's	\$2000
Tourism Advocacy	\$1500
Industry Workshops <ul style="list-style-type: none">a. Google My Businessb. Guide and Outfitter workc. Business Development	\$5000
Overall Proposed GSP Budget	\$12,420

STAFFING & ADMINISTRATION

Tactic Name	Proposed Budget
Staffing- 2-FTE, 1-PTE	\$230,000
Rent, Phones, Internet	\$16,950
Overall Proposed (Departmental) Budget	\$246,950

BREAKOUT ROOMS

Breakout Questions:

- Do the Stakeholder Feedback priorities for Southern Oregon (October 2020) still feel correct to you?
- Is there an area of focus that TSO is currently missing that you feel is important?



THANK YOU + NEXT STEPS

PUBLIC FEEDBACK

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

CONTACTS

- Brad Niva: brad@southernoregon.org
- Bob Hackett: bob@southernoregon.org
- Staj Olson: staj@traveloregon.com
- Harry Dalgaard: harry@traveloregon.com
- Kate Sappell: ksappell@traveloregon.com

MANY THANKS!

