



TRAVEL  **OREGON**

We will be starting shortly.


**OREGON TOURISM
ENGAGEMENT SESSION SERIES
WILLAMETTE VALLEY**

03.18.21

Credit: Joshua Rainey



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.



Andrea Johnson

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

Stakeholder Survey

RFP

Engagement Sessions

Comment Period

Stakeholder Interviews

Focus Groups, Co-Creation Labs & Equity Assessment

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT

Feb. OTC Meeting
 • Adopt Revenue Forecast
 • Rebuild Planning Launch

Jun. OTC Meeting & Governor's Conference
 • Rebuild Plan & Budget Adoption
 • Transformational Planning Launch

Dec. OTC Meeting
 • Survey Results

May OTC Meeting
 • *Draft* Rebuild Plan & Budget Public Hearing

Fall OTC Meeting
 • Planning Update

2020

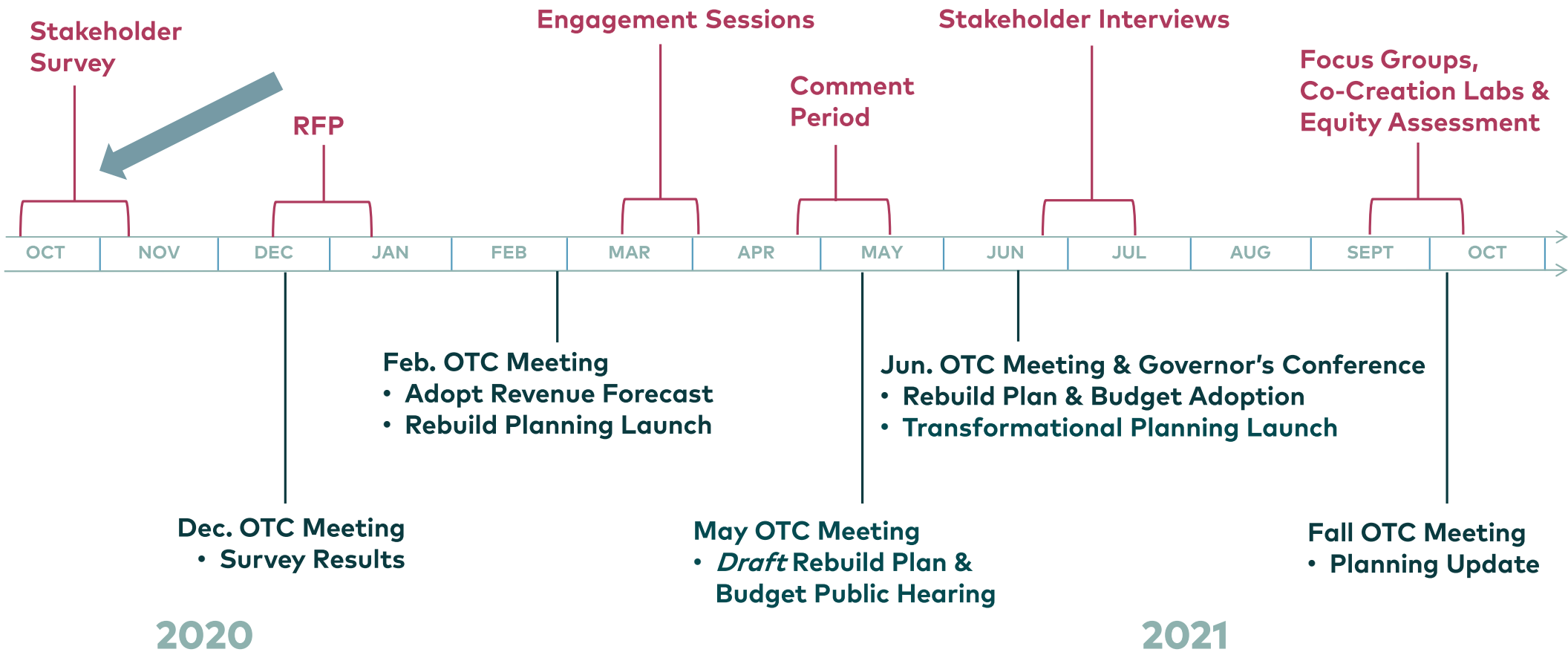
2021



industry.traveloregon.com/newsletter

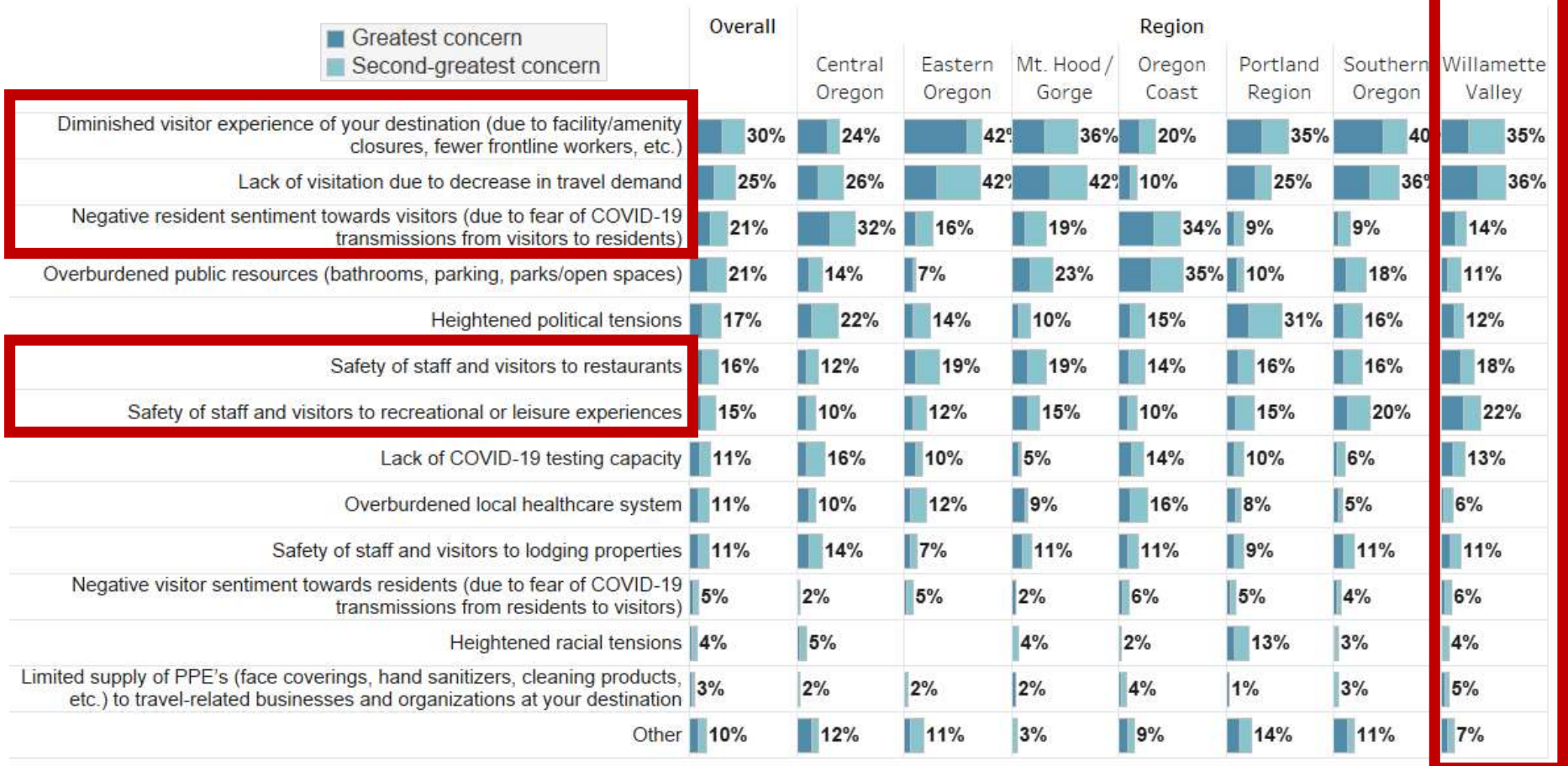
staj@traveloregon.com

STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

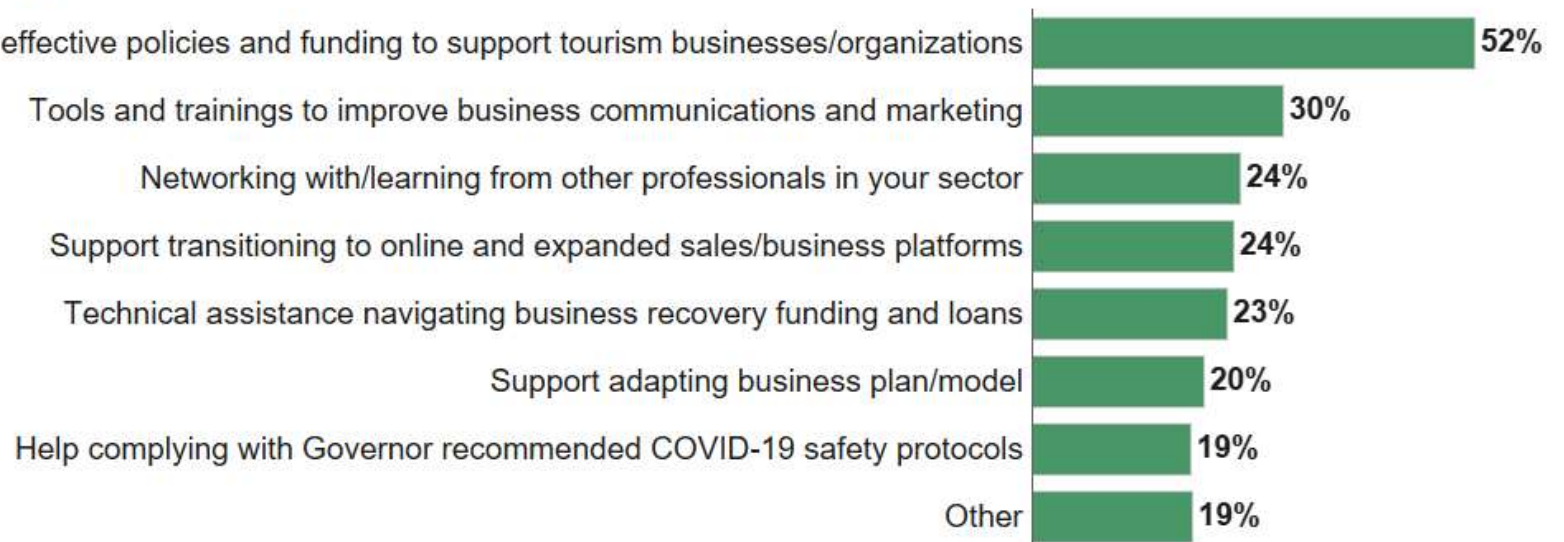
Q: From the list above, please identify your top two concerns related to welcoming visitors to your community.



Source: 2020 Oregon Tourism Industry Stakeholder Survey

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

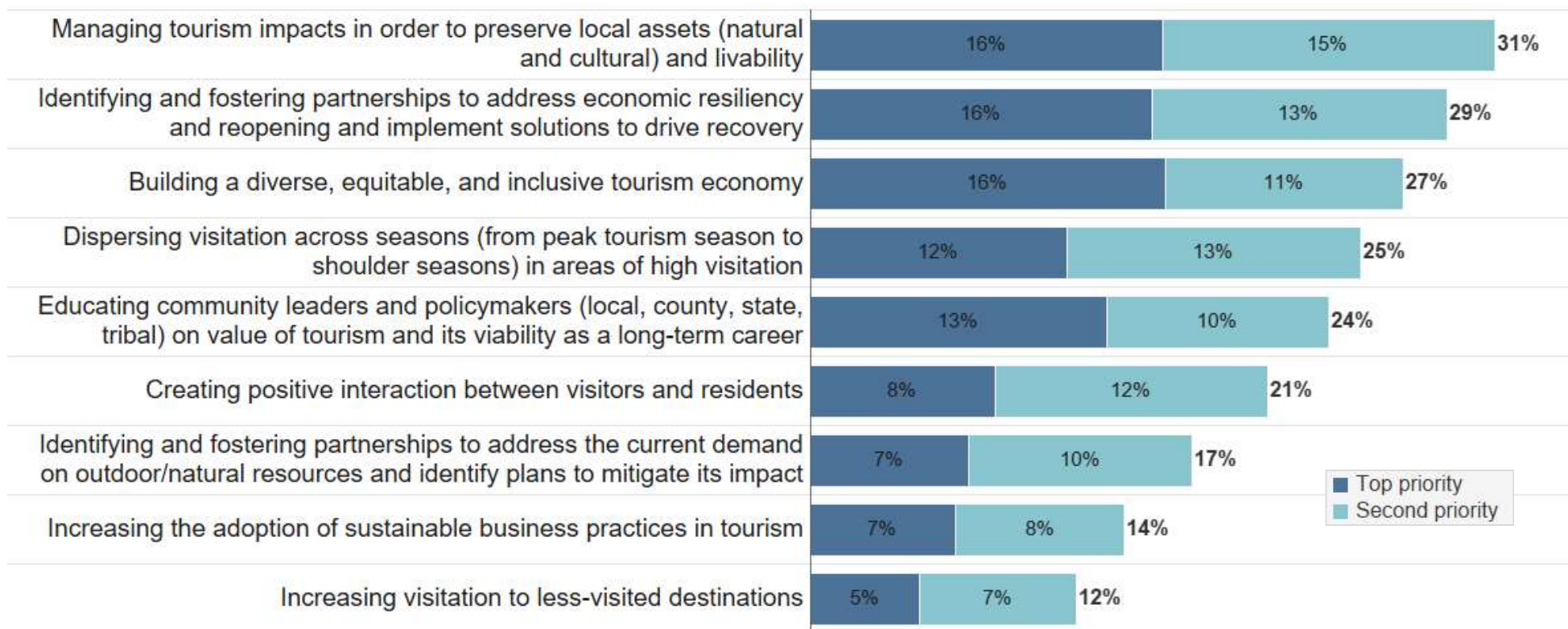
RESOURCES OR PROGRAMS TO ASSIST YOUR COMMUNITY

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?

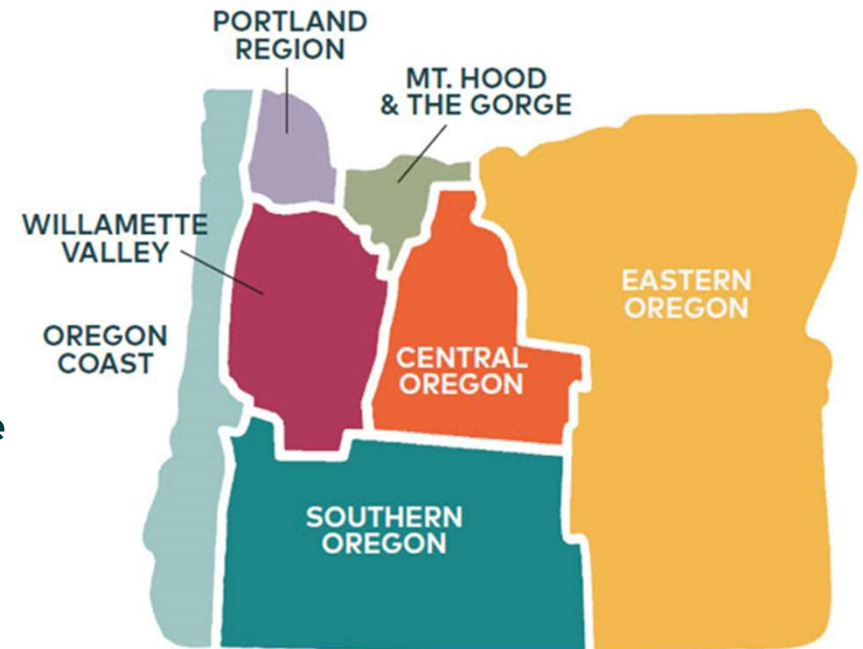
REGIONAL COOPERATIVE TOURISM PROGRAM

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.

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 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.



Eylan Van Weelden

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)



WILLAMETTE VALLEY



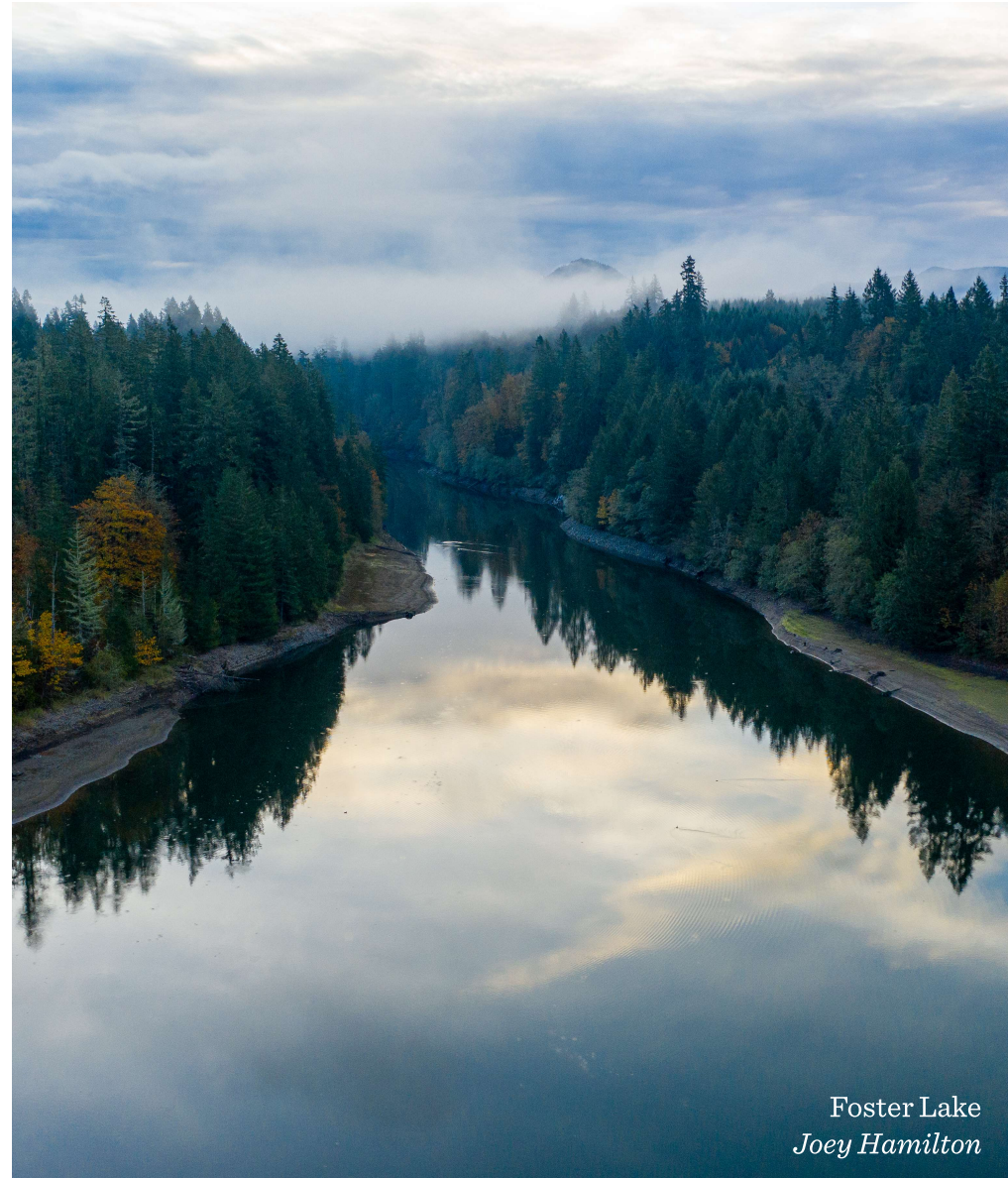
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WILLAMETTE VALLEY PRIORITIES & GOALS

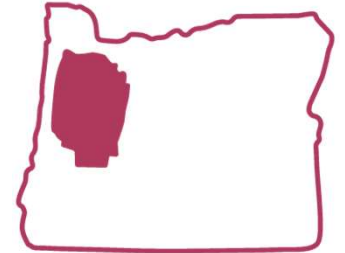
Strategic Imperatives

- Execute on data driven strategic actions
- Strengthen collaborations and partnerships
- Elevate Diversity, Equity & Inclusion in all our work
- Equitably drive visitation throughout the Willamette Valley
- Match organizational capacity to the needs of the destination



Foster Lake
Joey Hamilton

WILLAMETTE VALLEY 2021-23 RCTP DISBURSEMENT



2020-2021 RCTP Disbursement:	\$931,900
2021-2022 RCTP Disbursement:	\$568,000 (-46%)
2022-2023 Projected RCTP Disbursement:	\$500,000
△ – 2020-2021 Anticipated Rollover:	\$200,000
Total 2021-2023 RCTP Disbursement:	\$1,268,000

GLOBAL SALES STRATEGY

- BrandUSA Opportunities
- International and Domestic Travel Show Attendance
 - Go West Summit, IPW, Vancouver Outdoor Adventure Show
- Familiarization Tours for International Media and Travel Trade

Overall Proposed Budget: \$77,000



Maysara Vineyards
AO Films

GLOBAL MARKETING STRATEGY

- TORP & OPAL
- Web Hosting & SEO Optimization
- PR Agency
- Marketing Campaigns (digital & print ads)
- Media Hosting & Familiarization Tours
- Social Media Management & Strategy
- Content Creation
- Co-op Marketing with Travel Oregon

Overall Proposed Budget:

\$304,880



Downtown Corvallis
Joey Hamilton

GLOBAL STRATEGIC PARTNERSHIPS STRATEGY

- Membership Dues to Strategic Travel & Media Associations
- Educational Opportunities
- Race, Diversity, Equity & Inclusion Work

Overall Proposed Budget: **\$24,500**



Downtown Eugene
Joey Hamilton

DESTINATION DEVELOPMENT STRATEGY

- Supporting Fire Affected Areas in Redevelopment and Identifying Regional Assets
- Willamette River Trail
- Gravel and Mountain Biking
- Continue Food & Farm Trail Support
- RARE Regional Capacity (Pending Application Approval)

Overall Proposed Budget: **\$108,000**



*Harris Bridge Winery
Joey Hamilton*

ADMIN & STAFFING STRATEGY

- Staff Capacity & training
- Tools, platforms & technologies for operations
- Licenses & fees
- Operational vendors
(bookkeeping, legal advice, banking etc.)
- Board of Directors Management

Overall Proposed Budget: \$290,000



*Willamette River
Joey Hamilton*

WVVA PROPOSED BUDGET RECAP

BUCKET	DOLLARS	PERCENT OF BUDGET
GLOBAL SALES	\$77,000	10%
GLOBAL MARKETING	\$304,880	39.5%
GLOBAL STRATEGIC PARTNERSHIPS	\$24,500	3%
DESTINATION DEVELOPMENT	\$108,000	14%
STAFFING & ADMIN	\$290,000	37%

BREAKOUT ROOMS

- Using the assets we currently have in the WV, what opportunities exist based on our presented plan?
- What growth metrics are important to you (and you might be measuring) in the next 1, 5 or 10+ years?
- Outside of wildfire & COVID recovery, what other key area of opportunities are important to you by the end of the calendar year?



Kings Grade
Ron Miller

Willamette Valley

OREGON WINE COUNTRY
Willamette Valley



THANK YOU + NEXT STEPS

PUBLIC FEEDBACK

- Feedback Form: <https://bit.ly/3rS4wSV>
- Open until May 3

CONTACTS

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MANY THANKS!

