

**TRAVEL**



**OREGON**

We will be starting shortly.

**OREGON TOURISM  
ENGAGEMENT SESSION SERIES  
EASTERN OREGON**

**03.30.21**

Credit: Joni Kabana

# 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

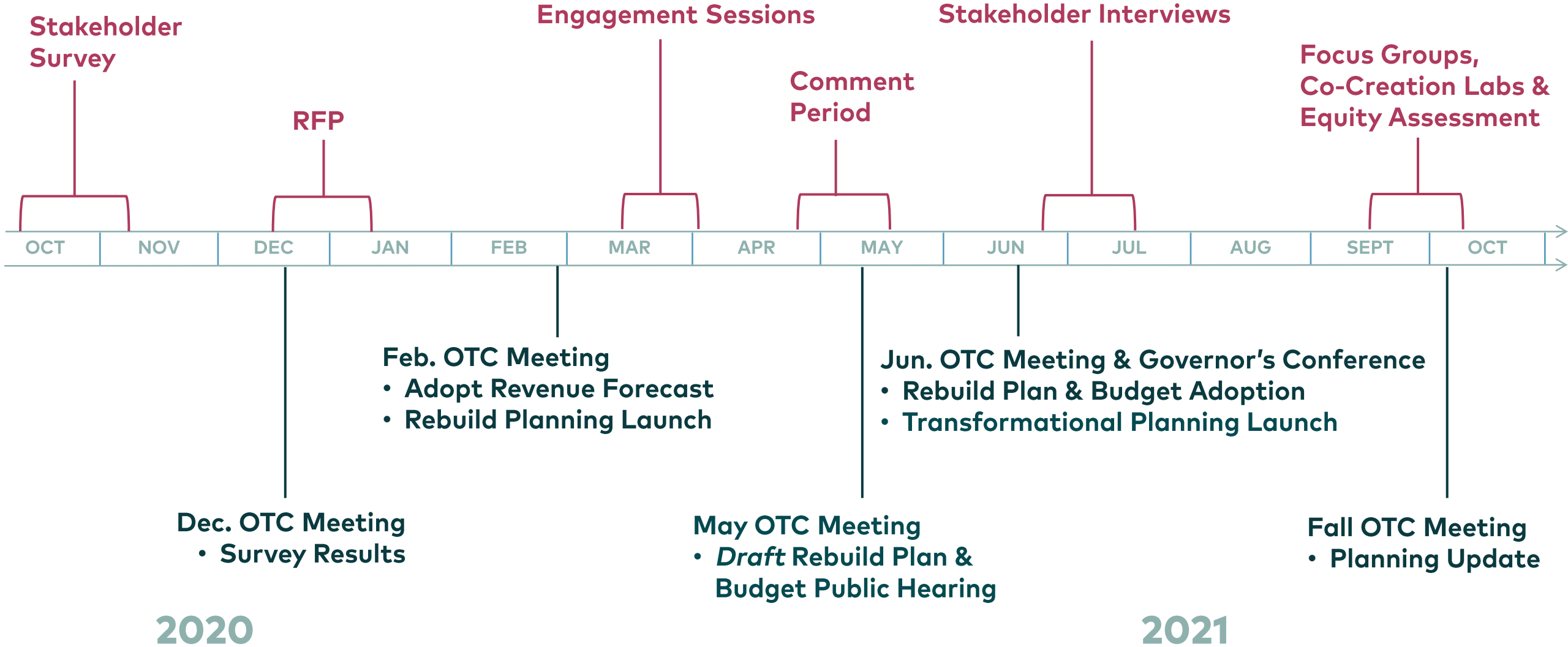
- Rebuild Plan > Transformational Plan extending to 2025

## WHY

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



# STRATEGIC PLANNING & INDUSTRY ENGAGEMENT

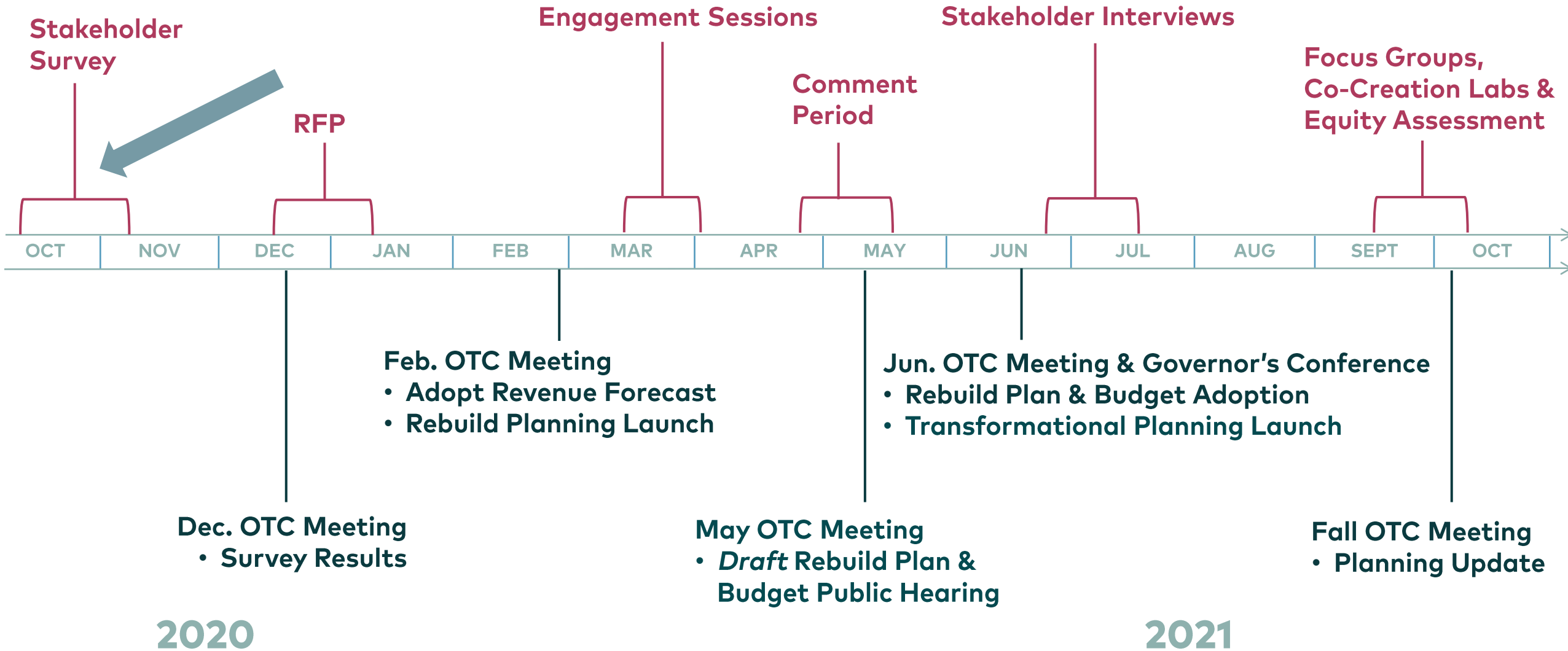




[industry.traveloregon.com/newsletter](http://industry.traveloregon.com/newsletter)

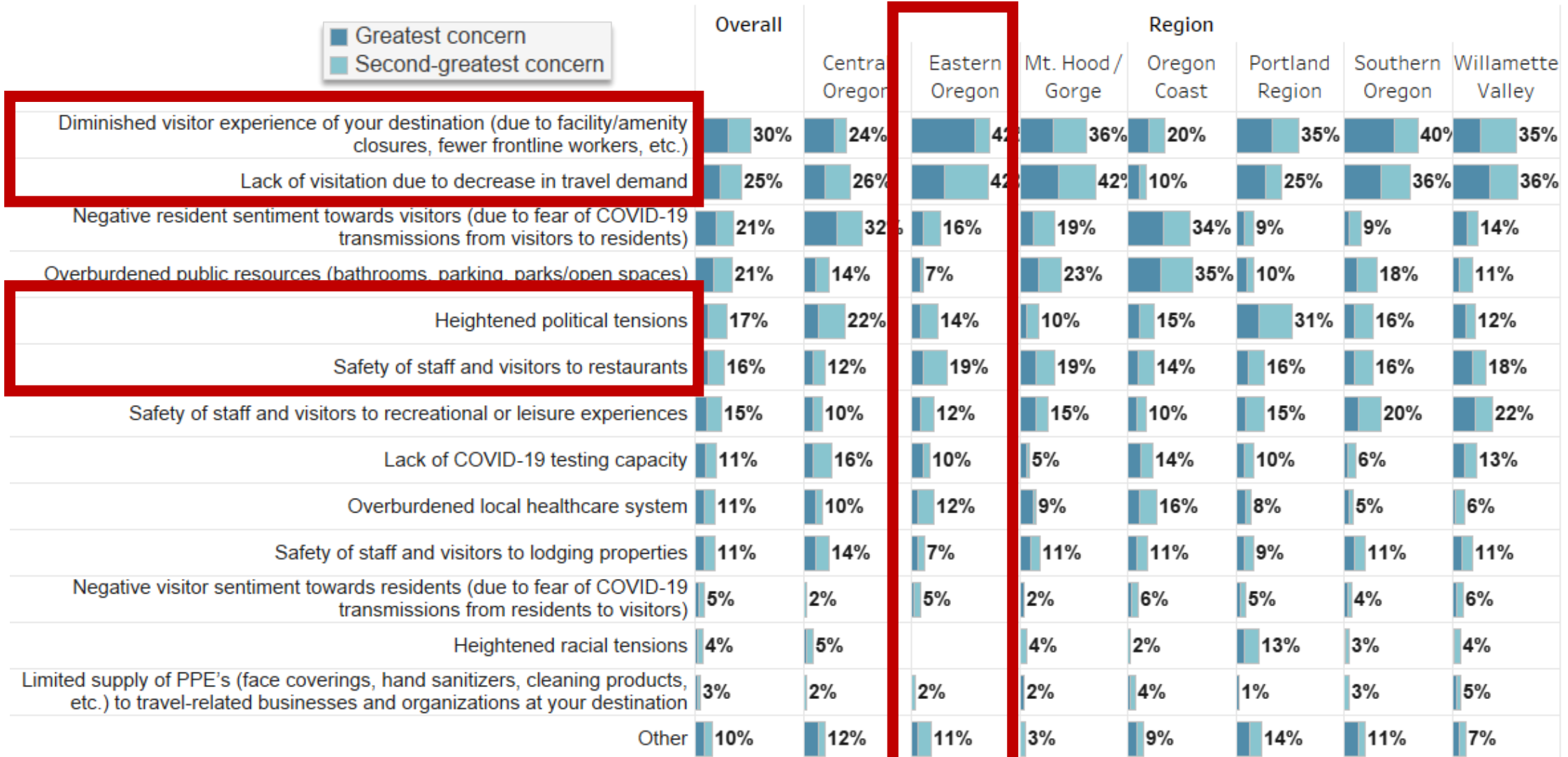
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# STRATEGIC PLANNING & INDUSTRY ENGAGEMENT



# TOP 2 CONCERNS ABOUT WELCOMING VISITORS BY REGION

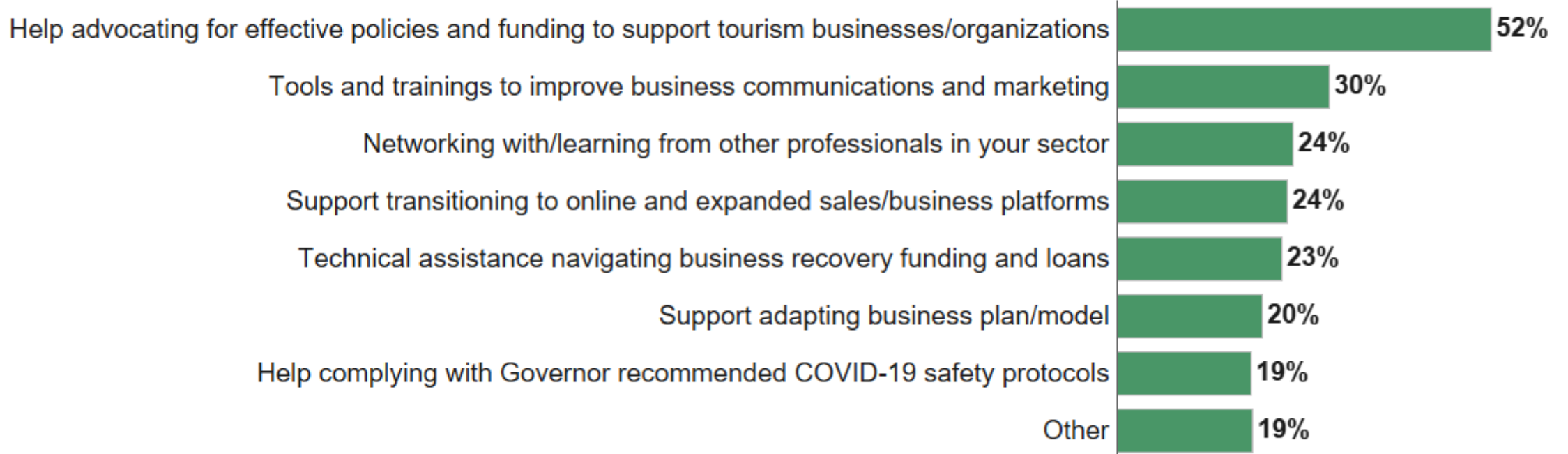
Q: From the list above, please identify your top two concerns related to welcoming visitors to your community.





# RESOURCES OR PROGRAMS TO ASSIST YOUR BUSINESS/ORGANIZATION

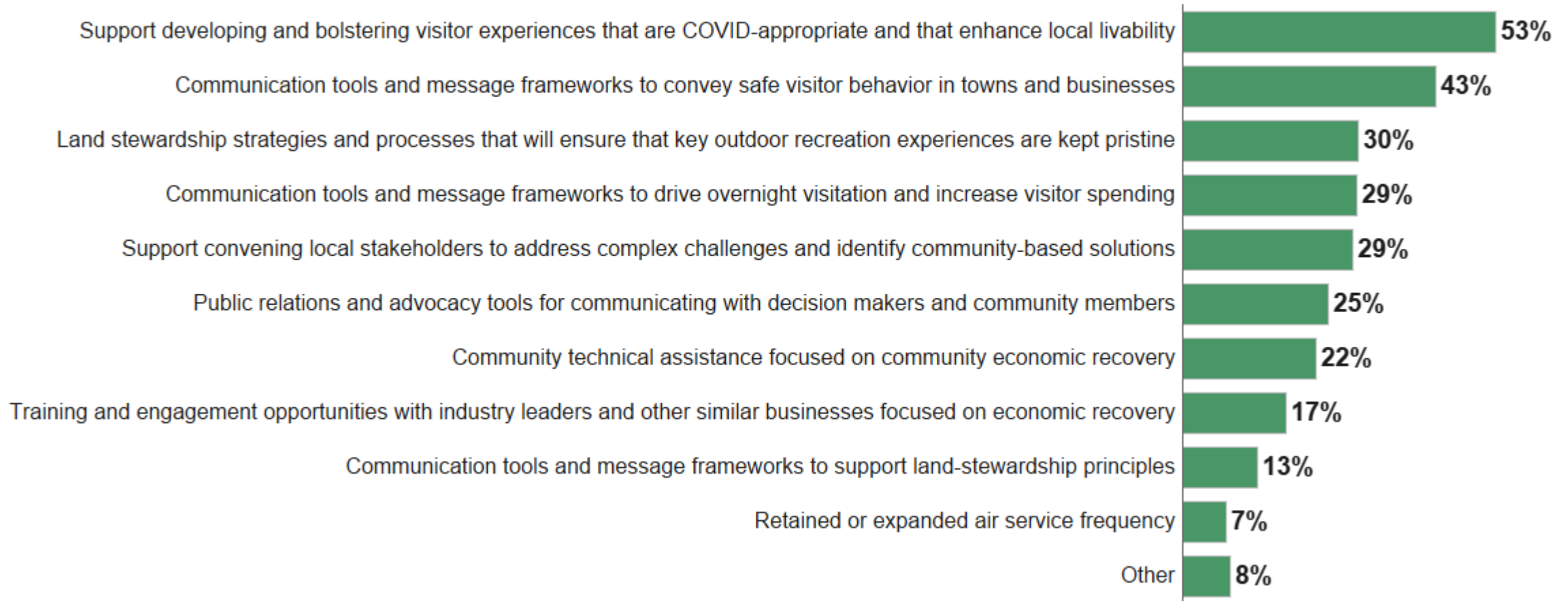
*Q: Which of the following resources or programs would best assist your BUSINESS/ORGANIZATION in resiliency, recovery, and reopening? (Select up to three answer options)*



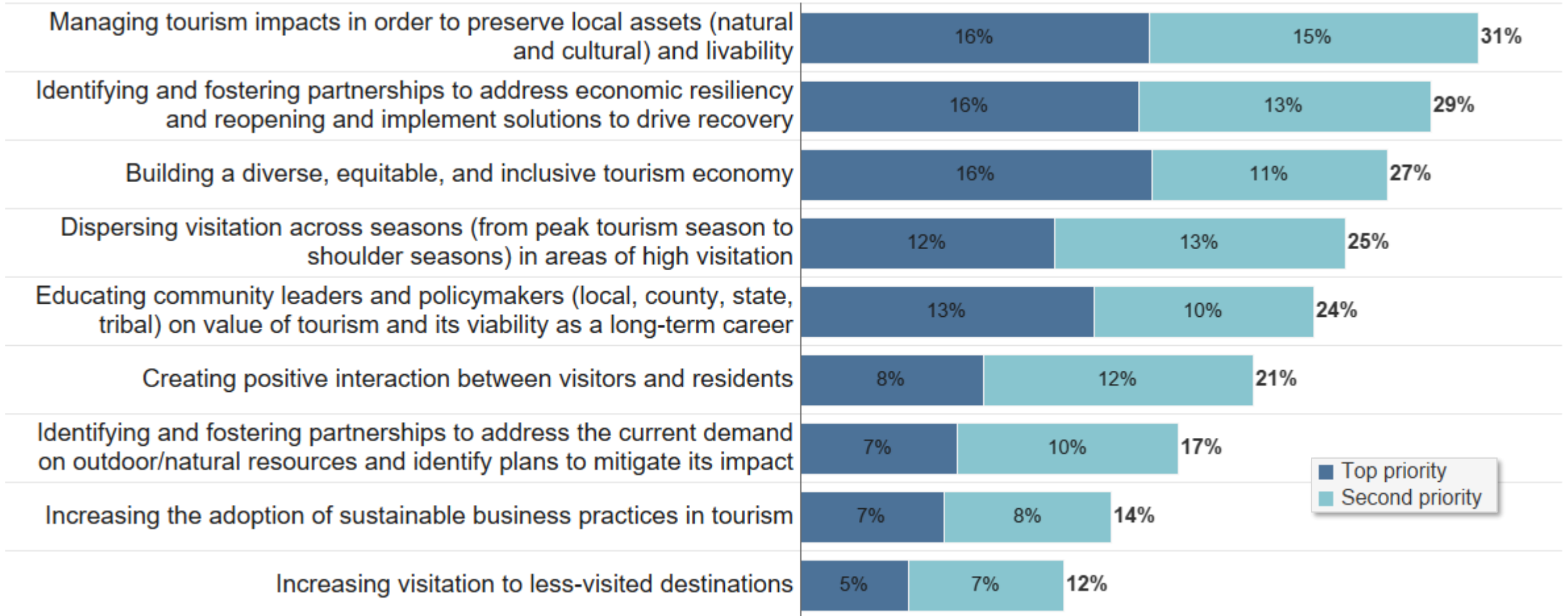
Source: 2020 Oregon Tourism Industry Stakeholder Survey

# 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?**

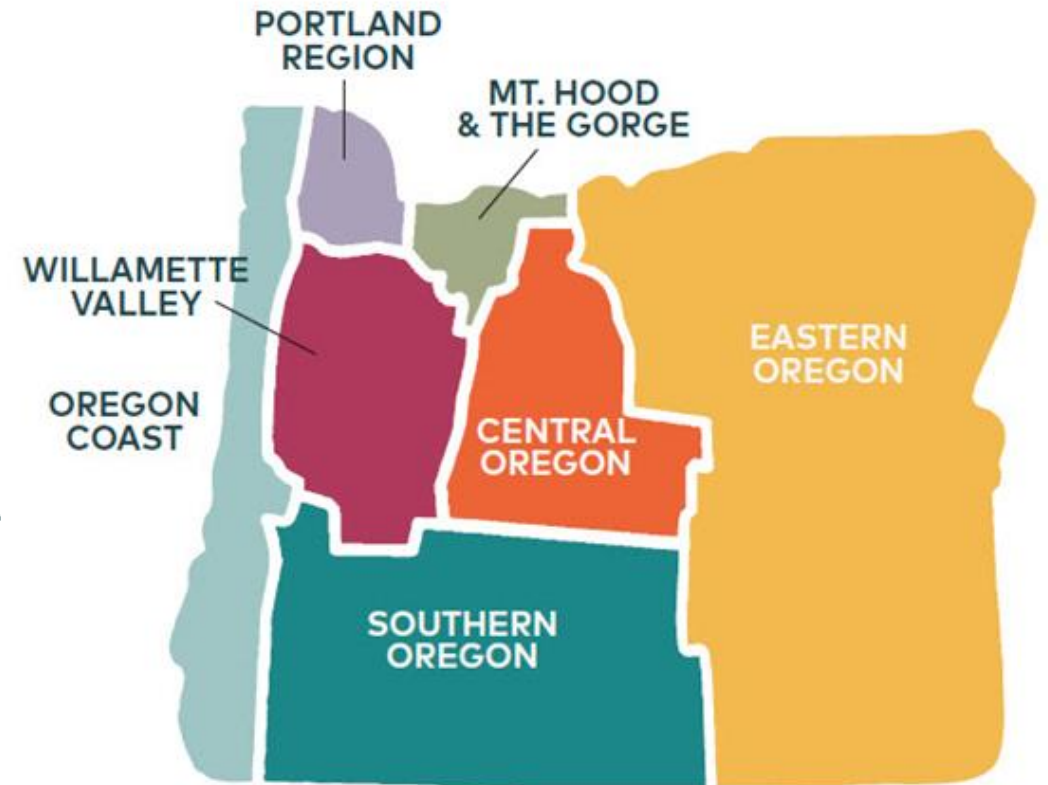
# REGIONAL COOPERATIVE TOURISM PROGRAM

## 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 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)

# EASTERN OREGON



# **EASTERN OREGON** **PRIORITIES/GOALS**

## **BUDGET FORECASTING**

- **Ensure EOVA is financially viable to manage existing and expanding RDMO programs and support**

## **GROWING REGIONAL + LEVERAGED PARTNERSHIPS**

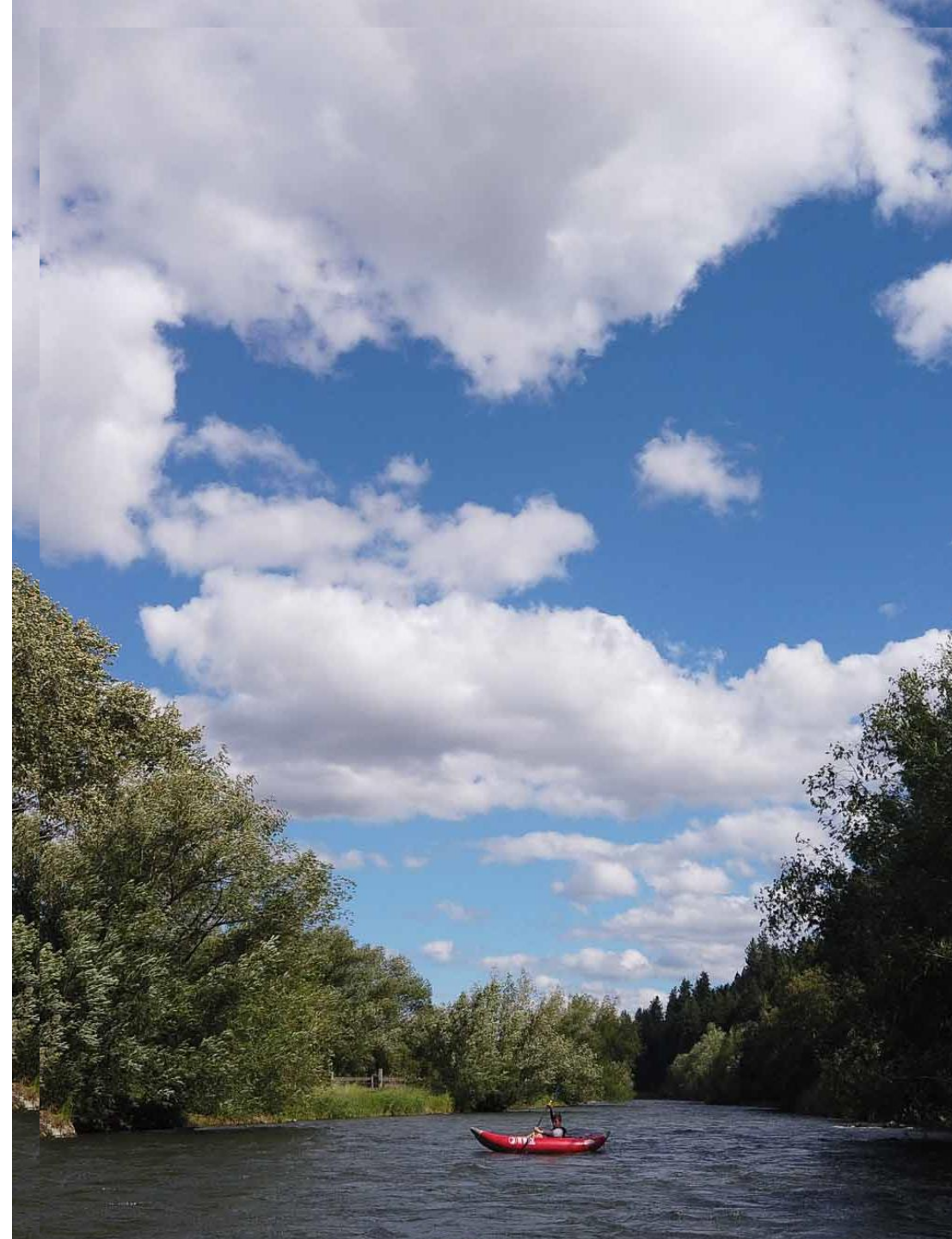
- **Expand and develop statewide, sub-region and community relationships to showcase the EOVA value proposition to our stakeholders and members**

## **DESTINATION MARKETING, PROMOTION + SALES**

- **Leverage limited resources to maximize marketing and promotion impacts.**

## **BOARD OF DIRECTORS DEVELOPMENT**

- **Foster Board Development and Director Engagement**



# **EASTERN OREGON**

## **STAKEHOLDER FEEDBACK**

### **BUSINESS HEALTH**

- **Over half (55%) of EO respondents characterize the impacts of COVID-19 on their organization/business's revenue or funding as having a significant negative impact.**

### **RECOVERY AND REOPENING**

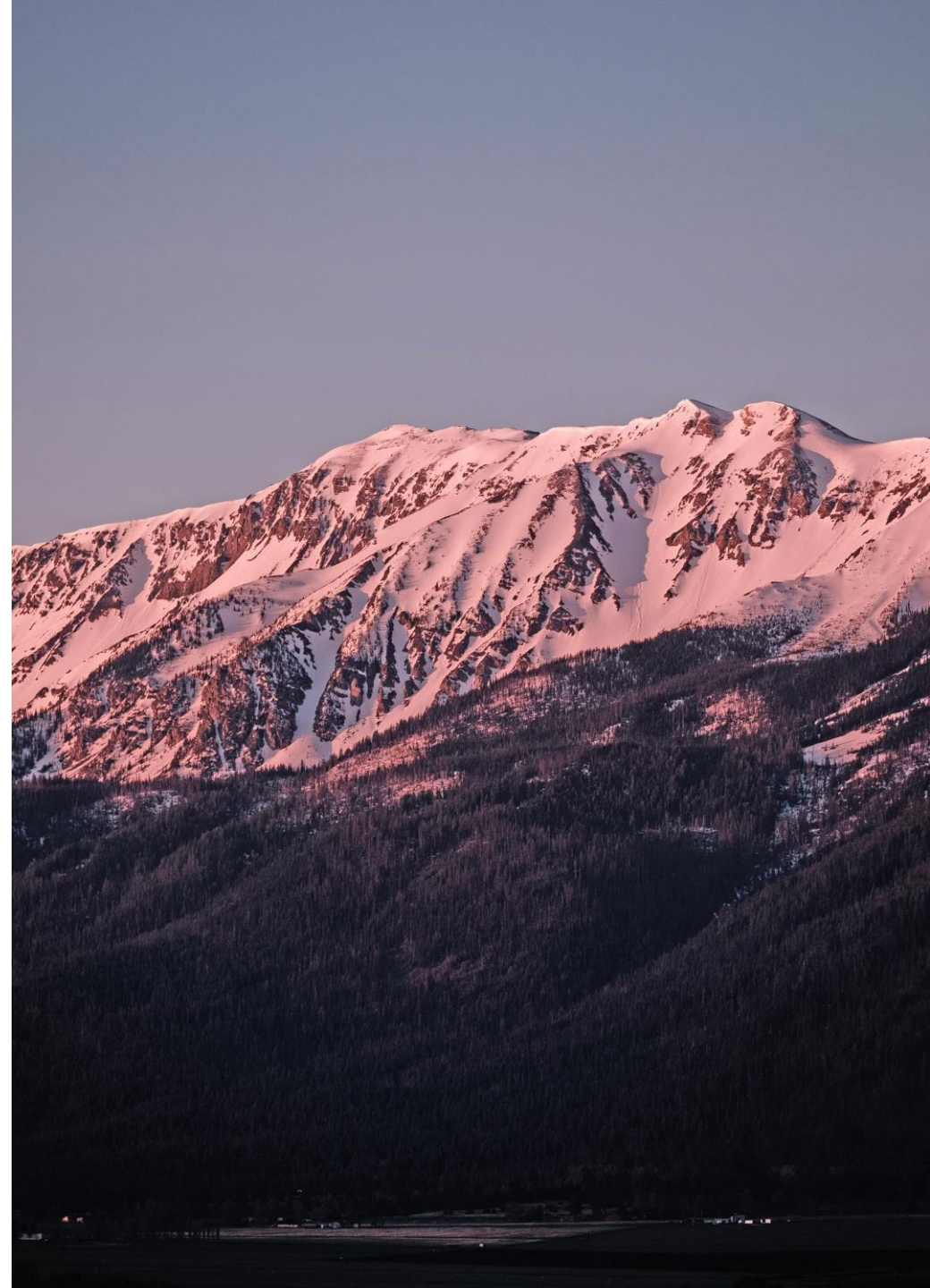
- **46% of EO respondents are not at all concerned about promoting their community and feel it would benefit from visitors (37% statewide); 19% expressed some or significant concern (24% statewide)**
- **When it comes to welcoming visitors to their communities, most are concerned with a diminished visitor experience due to facility/amenity closures, fewer frontline workers, etc.**



# **EASTERN OREGON**

## **STAKEHOLDER FEEDBACK** (cont.)

- **PLANNING AND MANAGEMENT**
  - From a list of ten actions that would aid in recovery from COVID-19, wildfires, & related economic conditions, EO respondents identified grants and funding resources as their top priority. Marketing and promotion should be a key focus area in the longer term (next 2 to 5 years).
- **DIVERSITY, EQUITY AND INCLUSION**
  - 38% of EO respondents think the tourism industry should play a role in advancing social and racial justice; 39% do not think the industry should play a role, while 23% are unsure.
  - 66% would be interested in participating in diversity, equity, and/or inclusivity related training.




# **EASTERN OREGON**

## **2021-23 RCTP DISBURSEMENT**



2021-2022 RCTP Disbursement:	\$189,510
2022-2023 Projected RCTP Disbursement:	\$189,510
Recovery & Stability Funds:	\$105,429
△ – 2020-2021 Anticipated Rollover:	\$150,000
<b>Total 2021-2023 RCTP Disbursement:</b>	<b>\$634,449</b>

A wide-angle photograph of a massive, layered rock formation, likely a volcanic neck or a similar geological structure, in a valley. The rock face is composed of numerous horizontal layers of varying colors, including shades of green, yellow, and brown. The top of the formation is a flat, reddish-brown plateau. In the foreground, a river flows through the valley, surrounded by dry, brownish vegetation. A road sign is visible in the lower-left corner, indicating a right turn and a speed limit of 25 mph. The sky is blue with some white clouds.

# EASTERN OREGON 2021-2023 PLAN

# GLOBAL MARKETING STRATEGY

Leveraging resources to maximize marketing and promotion impacts, in both the short and longer term.

Tactic Name	Proposed Budget
Fulfillment	\$27,600
Social Media, Communications, & PR Strategies	\$30,000
Advertising Campaign Co-Op	\$10,000
Travel Oregon Remarketing Digital Ad Co-Op	\$7,500
VisitEasternOregon.com – Hosting, Management, etc.	\$5,500

**FY 21-23 PROPOSED MARKETING BUDGET**

**\$146,200**



# DESTINATION DEVELOPMENT STRATEGY

**Advocating and supporting tourism businesses and organizations through the development and bolstering of visitor experiences that are responsive to current needs and enhance local livability.**

Tactic Name	Proposed Budget
Capacity Building for Regional COVID-19 Recovery and Destination Management	\$26,500
Oregon Trails Fund	\$10,000
Development & Resilience of Core Experiences and Products + Responsible Visitor Communications Campaigns	\$32,500
Virtual, Engagement & Assistance Programming + Outreach & Advocacy	\$12,500

**FY21-23 PROPOSED DDEV BUDGET**

**\$150,500**

# GLOBAL SALES STRATEGY

Identifying, connecting, and fostering partnerships to address economic resiliency and reopening. Implement solutions to drive recovery, in coordination with industry trends and data to provide industry training and education on impact and opportunities through Global Sales.

Tactic Name	Proposed Budget
Business Development Investments	\$7,500
Domestic B2B Investments	\$2,500
Canadian Market Investments	\$5,000

**FY21-23 PROPOSED GLOBAL SALES BUDGET**

**\$34,500**

# GLOBAL STRATEGIC PARTNERSHIPS STRATEGY

Expand and develop statewide, sub-region and community relationships to address economic resiliency and reopening and implement solutions to drive recovery.

Tactic Name	Proposed Budget
Workshop & Training Opportunities (ex. Grant Writing, Diversity Equity Inclusion, Guest Service Gold)	\$22,600
EO Regional Grant Program	\$50,000

**FY21-23 PROPOSED GSP BUDGET**

**\$113,350**

# EASTERN OREGON PROPOSED BUDGET

BUCKET	DOLLARS
GLOBAL MARKETING	\$146,200
DESTINATION DEVELOPMENT	\$150,500
GLOBAL SALES	\$34,500
GLOBAL STRATEGIC PARTNERSHIPS	\$113,350
STAFFING & ADMIN	\$189,899
<b>Total 2021-2023 RCTP Disbursement:</b>	<b>\$634,449</b>

# BREAKOUT ROOMS

1. **PLANNING & MANAGEMENT**  
Destination Development
2. **RECOVERY & REOPENING**  
Global Marketing
3. **STRATEGIC PARTNERSHIPS**  
DEI & Strategic Investments
4. **INDUSTRY ENGAGEMENT**



# THANK YOU + NEXT STEPS

## PUBLIC FEEDBACK

- Feedback Form: <https://bit.ly/3bOqi4r>
- Open until May 3

## CONTACTS

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**MANY THANKS!**

