## DESTINATION READY COMMISSION MEETING | FEBRUARY 23, 2021

TRAVE

OREGON

## DESTINATION DEVELOPMENT DEPARTMENT



### **SCOTT BRICKER**

Vice President, Destination Development



### **ALEXA CAREY**

Director, Community-Based Services Destination Development



**HILARY SAGER** Manager, Destination Development



#### **JORDAN MCCAULEY** Coordinator, Destination Development

## CRISIS RECOVERY OUTCOMES

- Oregon's destinations and outdoor places are stewarded and/or sustained.
- The tourism industry remains a viable contributor to the state's economy.
- A racial equity lens is being applied to our work to advance diversity, equity and inclusion.

## **STRATEGY 8**

- Support partners with the development and deployment of responsible visitor management strategies in COVID-19 response and recovery.
  - Bolster and activate key visitor experiences
  - Investment programs identified and invested in the greatest needs to support destination resiliency



## **DDEV APPROACH**

- Historical Approach
  - Customized community-based engagements and implementation support
  - Product development investments and statewide programming
  - Destination management strategy
- COVID Recovery
  - Industry Partnerships and Engagement
  - Experience Templates, Programs and Assistance
  - Business Engagements and Assistance
  - Destination Assessments and Collaborative Models



## RESPONSE

- Resounding need for destination level investments to adapt visitor experiences for COVID-19 and prepare for summer season
- Maximize the departmental funding to streamline investments
- Investments dedicated toward technical assistance support through Destination Development capacity and contractors
- Engage destination partners to share challenges, learn together, and then support shovel ready projects but were lacking funding
- Execute a process that connects destination critical projects with vetted partners to fund investments that can be accomplished within six months



## DESTINATION READY PROGRAM OVERVIEW

### DESTINATION READY PROGRAM OVERVIEW

- Provides direct funding and technical assistance that develops and bolsters COVID-appropriate visitor experiences.
- Focuses on the development, enhancement and stewardship of destinations.
- Supports implementation of \$10,000-\$50,000 local or regional projects.
- Aids in Oregon's tourism industry recovery while enhancing local livability.
- Provides access to a diversity of explorers.



## **COMMUNITY OUTCOMES**

- Destination assets are enhanced and stewarded to support safe and sustainable visitor experiences that support local livability.
- Businesses are informed and operating effectively to maximize the economic impact of visitation.
- Visitors are engaged, resulting in safer experiences and improved stewardship of community assets.
- Visitors are satisfied with core destination experiences.
- Destination experiences are marketable when marketing resumes.



## **ELIGIBLE PROJECTS**

- Oregon Food Trails or Culinary/Farm Trails Examples: Brochure updates and distribution, business engagement, signage, and more.
- Water Recreation

Examples: Boat launch and ADA improvements, water trail mapping, signage, and clean-ups.

- High-Use and Critical Outdoor Recreation Examples: Trail development, recreation signage, parking and garbage management, and responsible messaging.
- Bike-Friendly Destinations Examples: Route development, bike hub infrastructure.
- Small Business Marketing & Technical Support Examples: Digital footprint audit & assistance.
- Business District & Main Street Improvement Examples: Downtown cleanup, beautification project, outdoor dining or shopping plazas.



## WINTER 2021 APPLICATIONS

## TIMELINE & KEY DATES

- Applications Open
- Applications Due
- RFQ Submissions Due
- Award Announcements
- Project Kick-off Meetings
- Project Implementation
- Project Completion

January 14 February 3 February 9 February 17-18 March March-September September 30



## **SUBMISSION OVERVIEW**

- Total requests: \$3,914,374
  - Leveraged funds: \$4,044,866
  - Leveraged in-kind: \$1,419,230
- Outdoor Recreation and Main Street/Business District project concepts made up 70% of the total applications.
- All regions had more than 10 applications.
- Most applications came from the Coast, Willamette Valley, and Greater Portland area.



## **DESTINATION AWARDS**

## AWARD SUMMARY

Total amount awarded: \$600,000

### Destination awards: 23

#### Regional Distribution:

- Statewide 4%
- Central 9%
- Southern 9%
- Coast 9%
- Hood/Gorge 13%
- Eastern 13%
- Portland 17%
- Willamette 26%

### Project Funding by Category:

- BizMarketing 7%
- Culinary/Ag 9%
- Water Rec 12%
- Bike Friendly 18%
- Main Street 18%
- Outdoor Rec 36%



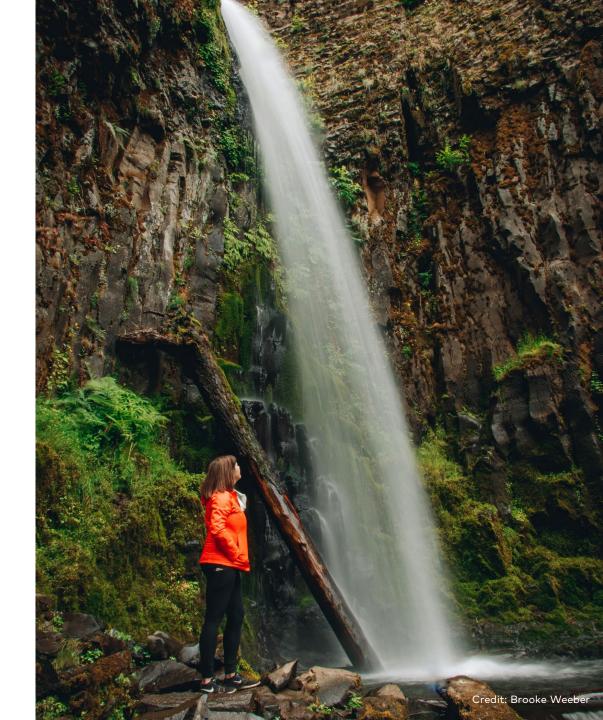
## **OUTDOOR RECREATION**

SALMONBERRY TRAIL FOUNDATION Trail Improvements and Volunteer Program \$22,000

GREATER HELLS CANYON COUNCIL Blue Mountains Trail Development \$21,711

MT HOOD & COLUMBIA RIVER GORGE REGIONAL TOURISM ALLIANCE Gorge Waterfall Corridor Trolley \$30,000

VISIT CENTRAL OREGON Mt. Bachelor Sun/Snow Transportation Pilot \$40,000



## **OUTDOOR RECREATION**

EASTERN OREGON VISITORS ASSOCIATION Land Stewardship and Maintenance \$20,000

DISCOVER YOUR FOREST Trailhead Signage and Steward Program \$12,500

TRAILKEEPERS OF OREGON TCOT Integration into Trailhead Ambassador Program \$11,100

TRAVEL SOUTHERN OREGON Spring Creek Infrastructure Improvements \$40,000

CASCADE VOLUNTEERS McKenzie Regenerative Travel Project \$18,175



## **FOOD & FARM TRAILS**

EASTERN OREGON VISITORS ASSOCIATION Farm Loop Brochure Updates & Distribution \$24,500

COLUMBIA GORGE TOURISM ALLIANCE East Gorge Food Trail Update & Business Assistance \$15,000

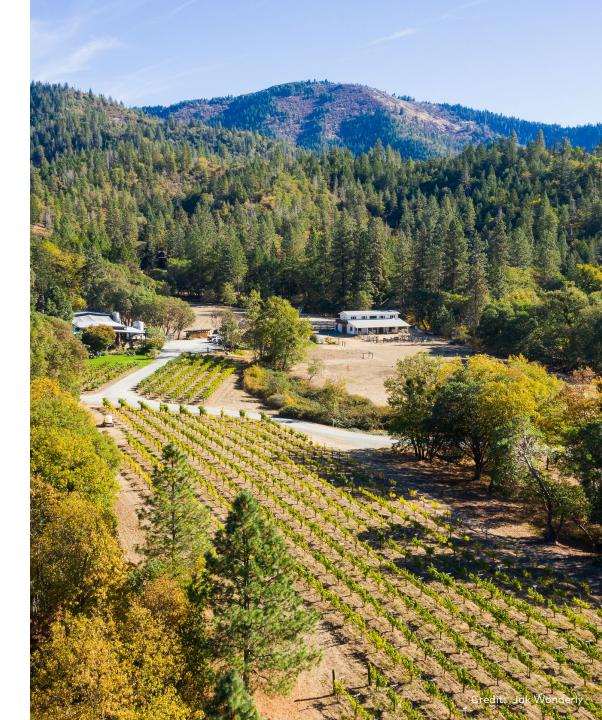
VISIT CORVALLIS Mid-Willamette Valley Food Trail Update & Business Assistance \$13,400



## SMALL BUSINESS MARKETING

ROGUE VALLEY VINTNERS Digital Footprint Audit and Assistance \$31,300

US FARM STAY ASSOCIATION Digital Footprint Audit and Assistance \$11,500



## BIKE-FRIENDLY DESTINATIONS

COLUMBIA COUNTY ECONOMIC TEAM Bike Hub Development \$28,600

PROSPER PORTLAND Portland Green Loop \$50,000

CITY OF COBURG Bike Hub Development \$11,700

CITY OF WESTFIR Bike Hub Development \$17,506



## WATER RECREATION

TUGMAN STATE PARK ADA Kayak Launch \$23,378

WILLAMETTE VALLEY VISITORS ASSOCIATION Willamette Water Trail & River Recreation Enhancements \$50,000



## MAIN STREET

CITY OF GARIBALDI Train Station Seating & New Garbage Receptacles \$16,715

PORTLAND BUREAU OF TRANSPORTATION Portland Healthy Business Plaza \$47,600

ALBANY DOWNTOWN ASSOCIATION Historic Alley Upgrades & Parking Improvement \$43,487



## **NEXT STEPS**

- Twenty-three destination scope sessions organized
- Project implementation occurring from March through September
- Evaluation process
- Project completion at end of September 2021



# **QUESTIONS?**