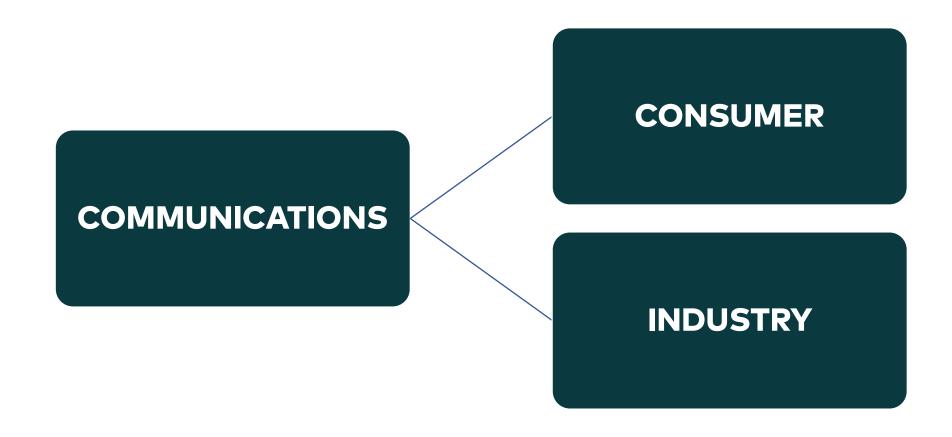


COMMUNICATIONS UPDATE





Fall/Winter 20-21 Consumer Communications Efforts

Seven Regional Virtual Events + Media Mailers

Goal

• Keep Oregon top of mind with national media during the fall and winter months by capturing their interest, inspiring positive coverage and invite them to Oregon when it's safe to do so.

Strategy

- Worked with Little Green Pickle to "think outside of the box" to create seven regional virtual events and media mailers.
- Collaborated closely with regional partners on theme, products, people and business to highlight in the virtual event and the mailer boxes.
- In total, 74 top tier national media received the procured box of Oregon-made products and were invited to the virtual events. Out of those media, 22 of them were BIPOC.

Timeline

• Late October 2020 through mid-February 2021.

Eastern Oregon

Date: October 28

Virtual Event Concept:

In partnership with Travel Pendleton and the Confederated Tribes of Umatilla Indian Reservation, we put together a rodeo experience and an oral history, song and dance at the Pendleton Round-Up Stadium.

What did media receive?

- Pendleton wool blanket
- Pendleton whisky
- Pendleton Round- Up whisky tumblers
- Handmade Native American gift
- Smoked salmon

Media Attended:

- CNN Travel
- Wall Street Journal
- Food & Wine
- Lonely Planet
- Real Simple and more







LIVE FROM THE LEGENDARY CENTURY-OLD RODEO THIS FALL



Join Travel Oregon for an intimate tour of Eastern Oregon's heart-pounding star performances, from barrel racing to calf roping, and enjoy it all from the comfort of your living room. Then, meet tribal members from the nearby Confederated Tribes of the Umatilla Indian Reservation as they share a bit about their traditional celebrations and hospitality to visitors since the 1800s.

We'll help get you in the rodeo-state-of-mind by sending an Eastern Oregon themed kit filled with: a Pendleton wool blanket, Pendleton® whisky (Let'er buck!), whisky tumblers, craft cocktail accourtements and a handmade Native American gift.

Wednesday, October 28 Live from the Pendleton Round-Up grandstand

Saddle up your Zoom link to join us at:

3:30-4:30 p.m. Pacific Time 5:30-6:30 p.m. Central Time 6:30-7:30 p.m. Eastern Time

We can't wait to share our Wild West with you.

Please RSVP by October 13 to confirm

your Zoom spot and Rodeo Happy Hour kit

to lundsau@littleareennickle.com.



Willamette Valley

Date: November 16

Virtual Event Concept:

In collaboration with the Willamette Valley Visitors Association, we hosted the virtual event at The Kitchen at Middleground Farms. Media were guided through a wine and tasting of Oregon's rising wine stars by Chevonne Ball one of Wine Enthusiast's 40 Under 40 Tastemakers in 2020.

What did media receive?

- Six Willamette Valley wines and artisan cheeses
- McKenzie River essential oil
- Pendleton Blanket
- Wine glasses, decanter, stopper

Media Attended:

- Smithsonian Magazine
- National Geographic Traveler
- AFAR
- Travel & Leisure
- USA Today and more



WILLAMETTE VALLEY

CHEERS TO REFRESHING TASTES AND TALES OF OREGON'S BEAUTIFUL BOUNTIFUL WILLAMETTE VALLEY.



Dreaming about an escape to Oregon wine country? We know the feeling. Now here's your chance to pretend like you're in the beautiful Willamette Valley, indulging in the local culinary delights and idyllic scenery, all from the comforts of your home. You'll discover why this special region deserves all the attention and who's on the cutting edge right now.

Join Travel Oregon and Chevonne Ball of Dirty Radish, one of Wine Enthusiast's 40 Under 40, for an intimate tour of the Willamette Valley's innovative food and wine scene – with plenty of self-care in between. You won't find these winemakers, cheese mongers and spa treatments at your local grocery store.

Monday, November 16 Live from Oregon's Willamette Valley at:

3-4 p.m. Pacific Time 6-7 p.m. Eastern Time

This exclusive event will feature virtual tours with a special wine-and-cheese package delivered to your door. Please RSVP to confirm your Zoom spot and happy hour kit by October 29 to lyndsay@littlegreenpickle.com.

Mt. Hood & Columbia River Gorge

Date: November 23

Virtual Event Concept:

In collaboration with the Hood/Gorge region, this event took place at Packer Orchard & Bakery in Hood River. To celebrate Thanksgiving week, media were treated to an apple pie baking lesson from local baker.

What did media receive?

- 24 apples from the Hood River Valley
- Farmhouse cider from Stone Circle Cider (Estacada)
- Pendleton Blanket
- Kelly Wheat Pancake mix
- Oregon made ceramic pie dish, rolling pin

Media Attended:

- New York Times
- Sierra Magazine
- AFAR
- CNN Travel
- Travel & Leisure and more







FROM THE ORCHARD TO YOUR THANKSGIVING TABLE



Pumpkin spice might be nice this time of year, but autumn in Oregon means one thing: apple season!

From the heart of the Columbia River Gorge—where some of the best apples are grown—join Travel Oregon and Chef Lindsay Gott of Icebox Bakery for a live Zoom cooking class where you'll make a fresh apple pie. There's no better way to bring a little Oregon magic to your Thanksgiving table.

To get you in the Oregon state of mind, we'll send a special prep kit full of fresh picked apples from the region, a Pendleton wool blanket, heirloom cider, and more.

Monday, November 23 Live from Mt Hood & Columbia River Gorge at:

2-3 p.m. Pacific Time 4-5 p.m. Central Time 5-6 p.m. Eastern Time

We can't wait to welcome you to our Thanksgiving prep table. Please RSVP to confirm your Zoom spot and Thanksgiving prep box by November 9 to genesis@littlegreenpickle.com.



Southern Oregon

Date: December 9

Virtual Event Concept:

In collaboration with Southern Oregon Visitors Association, we hosted this event at Wooldridge Creek Winery in Grants Pass. Media were guided through wine, cheese and chocolate tastings with live music.

What did media receive?

- Wine, cheese and charcuteries from Wooldridge Creek Winery
- Mrytle wood cutting board
- Southern Oregon chocolate, jam, honey and crackers
- Pendleton blanket.

Media Attended:

- Thrillist
- Refinery29
- Reader's Digest
- Los Angeles Times
- VICE and more



SOUTHERN OREGON

SIP AND SAVOR THE **BOUNTIFUL FLAVORS** OF SOUTHERN OREGON



The passionate farmers, makers and chefs behind the culinary paradise we know as Southern Oregon would like to invite you for an afternoon of innovative food, drinks and live musical performance by Rogue River rafting guide and banjo player Austin Quattlebaum.

Join Travel Oregon, Travel Southern Oregon and the team at Wooldridge Creek Winery for a live Zoom tasting of their hand crafted wines, cured meats and artisan cheeses! Sit back and let us guide vou through the artisan bounty of Southern Oregon. To get you ready, we'll send a special kit with all the food and wine for your remote adventure as well as a Pendleton wool blanket, to cozy up along your virtual journey through the Rogue Valley.

Wednesday, December 9 Live from Southern Oregon at:

2:30-3:30 p.m. Pacific Time 4:30-5:30 p.m. Central Time 5:30-6:30 p.m. Eastern Time

The food-loving community here can't wait to feast with you! Please RSVP to confirm your Zoom spot and food trail box by November 23 to genesis@littlegreenpickle.com.

Central Oregon

Date: January 20

Virtual Event Concept:

In collaboration with Visit Central Oregon, this event was hosted at Black Butte Ranch where media nibbled on snacks and sipped their way through beer tastings while learning about the limitless adventures in the region.

What did media receive?

- Beer from Deschutes Brewery, Wild Ride Brewing and Three Creeks Brewing
- Hydro Flask food storage container
- Local coffee, jerky, pastries and more
- Pendleton blanket.

Media Attended:

- Lonely Planet
- Backpacker
- MSN
- Wall Street Journal
- New York Times and more





TASTE THE SPIRIT
OF ADVENTURE
IN CENTRAL OREGON



Travel Oregon invites you to explore the limitless activities of Central Oregon. The region is a mecca for outdoor recreation throughout all four seasons and a growing cultural hub with some of the country's top craft breweries, innovative brands and unique boutiques.

Join us for a live Zoom tour of the region's winter wonderland where you'll meet the makers and shakers as they guide you through a tasting of their delightful treats, meats and brews.

To get you in the seasonal spirit, we'll send you a winter activities kit complete with everything you'll need to keep you energized for a day on the slopes or an adventure in the forest. We'll also include a Pendleton blanket to help you warm up along with brews and snacks to enjoy après adventure!

Wednesday, January 20 Live from Black Butte Ranch at:

2:30-3:30 p.m. Pacific Time 4:30-5:30 p.m. Central Time 5:30-6:30 p.m. Eastern Time

Please RSVP to confirm your Zoom spot and Central Oregon box by January 8 to genesis@littlegreenpickle.com.



Oregon Coast

Date: February 3

Virtual Event Concept:

In collaboration with Oregon Coast Visitor's Association, this event was hosted in Port Orford. Eater's 2019 Young Gun Chef Jacob Harth led media on a live cooking tutorial of a Dungeness Crab bisque.

What did media receive?

- Two, live Oregon Dungeness crab
- Dozen Netarts oysters and Rockerfeller butter
- Arch Rock Brewing Company 4-pack
- People's Coast Beanie
- Washed Ashore tote bag
- Port Orford Sustainable seafood pouch
- Pendleton Blanket.
- Additional ingredients for recipe

Media Attended:

- Vice MUNCHIES
- Bon Appetit
- Martha Steward Living
- Rachael Ray Every Day
- Food52 and more











Travel Oregon invites you to dive into the wonders of the state's storied coastline. Home to rolling sand dunes, bustling tide pools, grey whale migrations and the world's largest sitka spruce, the Oregon Coast is respite with culinary delights bound to stir the hearts of chefs and eaters alike. Cruise down the Pacific Coast Scenic Byway for a glimpse of how these natural wonders inspire the chefs, artists, and outdoor enthusiasts who call the Oregon Coast home.

For this live, virtual cooking experience, we're bringing the bring and bold flavors to you. Join 2019 Eater Young Gun Chef Jacob Harth live from the Southern Oregon Coast at Port Orford Sustainable Seafood as you tackle one of Oregon's most celebrated shellfish-Dungeness crab!-in your home kitchen. And don't forget to BYOB (Bring Your Own Butter).

We'll be sending a kit packed to the brim with seashore charm and nearly everything you'll need to create a coastal feast for two, including two live Dungeness crabs, a prepared snack by chef Jacob Harth, a Pendleton blanket for Oregon ambiance, and more!

> Wednesday, February 3 Live from the Oregon Coast at Port Orford Sustainable Seafood at:

> > 3-4 p.m. Pacific Time 5-6 p.m. Central Time 6-7 p.m. Eastern Time

Portland Region

Date: February 17

Virtual Event Concept:

In collaboration with Portland Region RDMO and DMOs, this event was hosted at Hawk's View Winery in the new Laurelwood District AVA. Media were taken on a "birdventure" learning about the ecology and natural habitats in the region.

What did media receive?

- Hawks View Winery & Raptor Ridge Winery wines
- Belmont Blanket
- Beckel Canvas Tote
- Oregon Meadow Lark custom felt kit
- Local snacks from Canard, Holler and Babica Hen

Media Attended:

- Huffington Post
- Departures
- Wine Enthusiast
- Chicago Tribune
- USA Today and more



PORTLAND REGION — 🗖 —

HAVE A VIRTUAL BIRDVENTURE LIVE FROM WILD EDGE OF THE PORTLAND REGION



It's oft repeated that one of the best parts about living in the Portland Region is its proximity to Oregon's natural wonders: two hours to the mountains, coast, desert, and beyond. For this live virtual event, we're taking a closer look at the biodiversity found within our own urban paradise, alongside the expert guidance of Portland-area ecologists. artists and winemakers.

For this virtual event, Travel Oregon and friends will be live from Hawks View Winery, where we'll learn more about our feathered friends, drink award-winning wines and nosh on prepared items from some of the city's star chefs while Portland's own Duchess of Felt guides us through a felted craft session. There's a reason that world-renowned makers, creators, and explorers are drawn to this region—Travel Oregon invites you to come discover the magic for yourself.

To get properly outfitted for this birdventure, we'll be sending you a custom kit stuffed to the brim with delicious and delightful details. Inside you'll find wines from Raptor Ridge Winery and Hawks View Winery, the cozy (and waterproof!) Belmont Blanket with Pendleton wool, a canvas tote from the cult-favorite Beckel Canvas, Babica Hen Cafe granola, foie gras crackerjacks from Chef Gabriel Rucker of Canard and Le Pigeon, and ranch dusted Three Sisters Nixtamal corn nuts from Chef Doug Adams of Bullard and Holler.

Wednesday, February 17 Live from the hills of Hawks View Winery:

3 p.m. Pacific Time 5 p.m. Central Time 6 p.m. Eastern Time

We can't wait to share our state with you.

Please RSVP to confirm your Zoom spot and Portland Region kir

by Fabruary 5 to lyadeay@littlegreenpickle com



What's Next for Domestic Consumer PR?

February-June Plan

February-March

- Continue media follow ups and begin to plan press trips
- Pitching efforts will focus on:
 - o Black History Month
 - o BIPOC and niche journalists/outlets
 - o Travel safety messaging
 - Inspiring out-of-staters to dream and plan now, travel to Oregon later

April-June

- Press trips to resume (TBD)
 - o Backpacker Fall Gear Guide
 - o Travel & Leisure
 - o Travel Noire
- Pitching efforts will continue to focus on supporting local and planning summer and fall trips
- Support Travel Oregon campaigns
 - o Welcome Back to Oregon
 - o Only Slightly Exaggerated 3.0
- Ongoing media relations





THE ACTIVE ADVENTURER

ADULTS 18-54 LIVING IN

OREGON

WASHINGTON

CALIFORNIA

IDAHO

FAVORITE ACTIVITES



9 MILLION PEOPLE

OBS & STRATS

Welcome To Oregon Again

Only Slightly Exaggerated III

Invite Oregonians to celebrate local travel

Encourage a broader audience to revisit the beauty of Oregon

NEXT STEPS

February – confirm media objectives for Welcome to Oregon Again; regional direct spend

March – review final media plans; begin industry campaign planning

April – launch Welcome to Oregon Again

May – launch regional direct spend

June – finalize Only Slightly Exaggerated paid media plan

July – finalize Only Slightly Exaggerated creative

August – launch Only Slightly Exaggerated

