

### OREGON

Martin 13

STRATEGIC PLANNING WITH A RACIAL EQUITY LENS

10.5.21

### OBJECTIVE

We are reimagining how tourism contributes to a better life for all Oregonians, how travel enhances people and places and contributes to equitable livability, and how we can create more economic resilience for the industry and our diverse workforce.

We are assessing our destination, our role as a DMO, our business practices, and undergoing an organizational design process to better lead and support Oregon's tourism industry.

We are doing all of this through a racial equity lens. The result will be a 2021-25 Transformational Strategic Plan.

### **TRANSFORMATIONAL STRATEGIC PLANNING**

#### **STAFF ENGAGEMENT (2020 – 2021)**

- RFP for Strategic Planning Services (Nov. 2020-Jan.)
- ✓ Racial Equity Lens Development (Nov. 2020-Mar.)
- ✓ 1:1 Interviews (Apr.-Jun.)
- ✓ Survey (early Jul.)
- ✓ Destination Assessment Review (Sept.)
- □ Co-Creation Workshop (Oct. 6-7)
- BIPoC Focus Group Presentation (Dec. 2)
- □ Racial Equity Assessment (Dec. 2-17)
- □ Internal Review Period (Dec.-Jan.)

#### **COMMISSION MEETINGS (2021 – 2022)**

- □ Fall Meeting & Planning Update (Oct. 5, 2021)
- Draft Plan & Budget Review & Public Hearing (Feb. 15, 2022)
- GovCon Meeting & Plan Adoption (Mar. 14, 2022)

#### **STAKEHOLDER ENGAGEMENT (2021)**

- ✓ Planning Workshop at GovCon (Jun. 16)
- ✓ 1:1 Interviews (9) (Jun. Jul.)
- ✓ Leading with Racial Equity Training (Jul. 20 & 21)
- Regional Co-Creation Workshops (Oct. 4-15)
- □ Focus Group: RDMOs (Oct. 4)
- □ Focus Group: Tribes (Oct. 5)
- □ Focus Group: Black (Oct. 26)
- Focus Group: LatinX (Oct. 27)
- □ Focus Group: BIPoC Community Organizers (Oct. 28)

#### **PUBLIC COMMENT PERIOD (2022)**

- Draft Plan & Budget Release (Feb. 1, 2022)
- Public Comment Period (Feb. 1-21, 2022)

### RACIAL EQUITY LENS DEVELOPMENT

#### **STAKEHOLDER MAPPING**

- Racial equity training for all Travel Oregon and Oregon Welcome Center staff, key partners and contractors.
- Engagement opportunities intentionally for Black, Indigenous and People of Color.



## STAKEHOLDER TRAINING: LEADING WITH RACIAL EQUITY

**Ashland Welcome Center Columbia Gorge Tourism Alliance Consulting Sensei Crissey Field Welcome Center Destination Think Eastern Oregon Visitors Association Klamath Falls Welcome Center** Lieb Management **Merete Hotel Management** Mt. Hood Territory - Clackamas County Tourism **National Park Service Ontario Welcome Center Oregon Coast Visitors Association** 

**Oregon Dept of Fish and Wildlife Oregon Destination Association Oregon Film Oregon Heritage Commission Oregon Main Street Oregon Office of Outdoor Recreation Oregon Parks and Recreation** Department **Oregon Tourism Commission Oregon Tour and Travel Alliance Oregon Trails Coalition Oregon Wine Board SAGE Center - Boardman Welcome** Center

Seaside Visitors Bureau Sport Oregon Trailkeepers of Oregon Travel Portland Travel Southern Oregon Visit Central Oregon Visit Hood River Willamette Valley Visitors Association

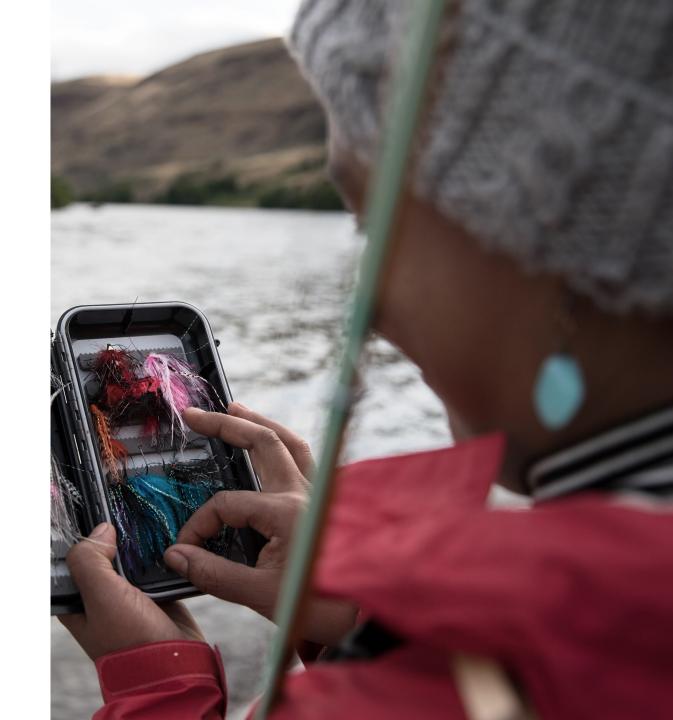
### BIPOC FOCUS GROUPS

TRIBAL

BLACK

LATINX

COMMUNITY ORGANIZERS



## TRAVEL OREGON (DRAFT) RACIAL EQUITY OUTCOMES

- We work to achieve racial equity for all Oregonians in indicators of wellness – from education, housing, economics, criminal justice, health, and to a sense of belonging.
- We work to ensure that racial equity exists for all visitors in their travel choices and sense of safety, well-being, and belonging.
- Racial equity exists in Travel Oregon's contracting, hiring, retention, and promotion.
- Racial equity is achieved in industry stakeholders contracting, employees, and business ownership.



### RACIAL EQUITY ASSESSMENT

ALL STAFF PRESENTATION & Q&A

EQUITY EXPERT REVIEW

DEI TASKFORCE RECOMMENDATIONS



### VIRTUAL STAKEHOLDER WORKSHOPS

Willamette Valley | Oct. 4, 1-3:45 p.m.

Mt. Hood & The Columbia River Gorge | Oct. 7, 2-4:45 p.m.

Portland Region | Oct. 8, 9-11:45 a.m.

Eastern Oregon | Oct. 12, 9-11:45 a.m.

Central Oregon | Oct. 13, 9-11:45 a.m.

Oregon Coast | Oct. 14, 9-11:45 a.m.

Southern Oregon | Oct. 15, 9-11:45 a.m.

industry.traveloregon.com/opportunities/events/



# Thank you

مو