

TRAVEL



OREGON

**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/



An aerial photograph of a beach with dark, wet sand and numerous dark rocks. The ocean is visible in the foreground, with white, foamy waves crashing onto the shore. The text "Thank you" is centered in the middle of the image.

Thank you