

Oregon Tourism Commission

Welcome to the
Willamette Valley

October 2021



About our Valley



Willamette
Valley



Willamette Valley Wildfire Response and Support

In immediate response to the wildfires that erupted in early September of 2020, WVVA took action both on consumer and industry facing information.

Consumer Facing Support:

- Built a consumer facing wildfire travel advisory page to inform visitors on how to find routes home as many major highways were closed and advised against travel to the area as residents were evacuated
- In partnership with the DMOs of the Willamette Valley, we compiled stories of resiliency coming out of the fire impacted communities, like businesses supporting fire victims with free meals and pitched these stories local media to show the Willamette Valley community coming together at a time of need.

Industry facing support:

- Set up a wildfire communications team to understand how the region was being impacted by the fires. This team met daily the first week of the fires, twice a week the following two weeks, and then met weekly
- Created a Basecamp team for wildfire messaging and sharing fire-related information.
- Continuing to work with Cascade Volunteers



“Being able to help people and make a difference and know that you’ve been there in the worst moment and made some kind of positive impact.”

Fire Chief Christina Rainbow Plews

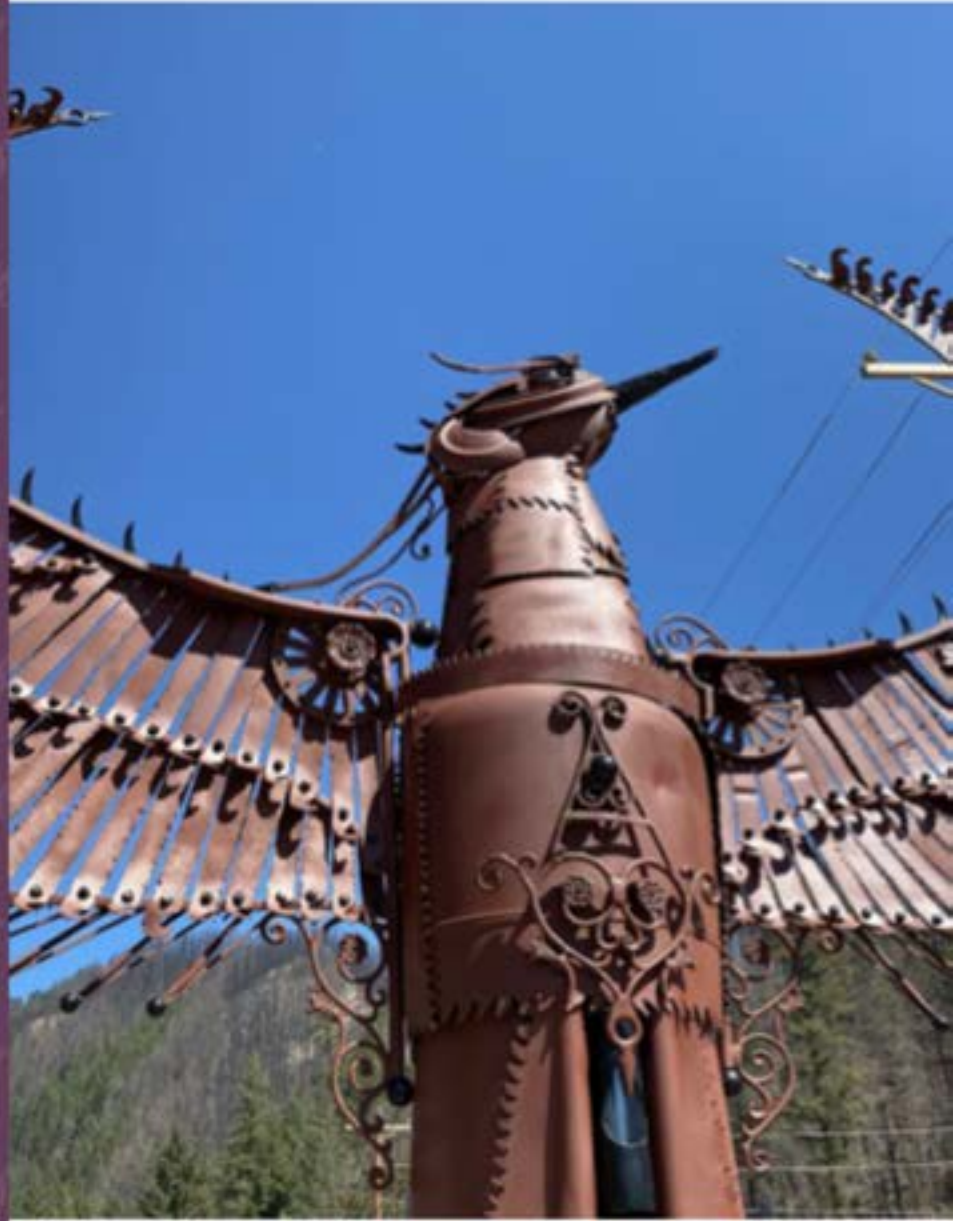
Holiday Farm Fire

Travel Lane County

October 2021



Holiday Farm Fire Recovery



Holiday Farm Fire – Impacts & Recovery

Immediate Losses

- 723 Structures, including 431 homes
- 7 Partner lodging properties
- Numerous AirBnBs and other vacation rentals
- 50+ rooms, representing 200+ beds, gone from inventory
- Retail, restaurants, and other businesses impacted

- Affected property owners report it will take 2 years or more for them to reopen



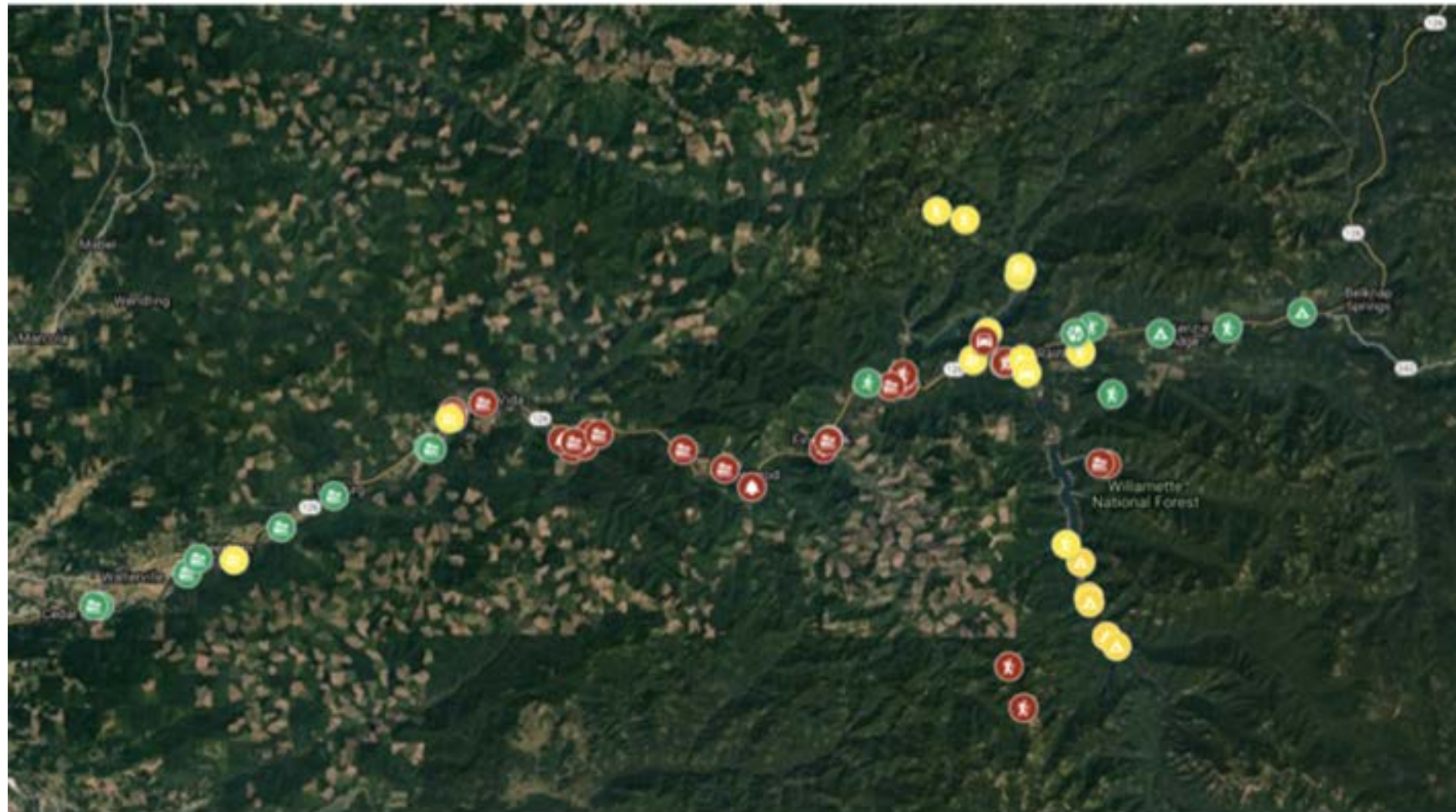
Holiday Farm Fire – TRT Losses

- FY 19 - 4.9% drop compared to FY 18
 - (\$304,787 down from \$320,468)
- FY 20 - 7.9% drop compared to FY 19
 - (\$280,841 down from \$304,787)
- FY 21 - 5.4% increase above FY 20
 - (\$296,011 up from \$280,841)

- Difficult to separate COVID impacts from fire impacts, but a month snapshot gives us a good idea of revenue lost:

- July 2020 TRT (during COVID but pre-fire) was 11% higher than July 2021 (during COVID but after fire)

Recreation Assets – September 2020



Recreation Assets – September 2021



McKenzie Strong

Recovery & Resiliency

- Regenerative Tourism packages operated by First Nature Tours & Cascade Volunteers
- Community Centers pivoted to operate as relief centers
- PR firm Funk/Levis kept positive stories in the news
- Revised audio tour co-created with Together Anywhere
- "Viribus" sculpture in Blue River
- Return of local events:
 - Lavender Bloom
 - McKenzie International track meet
 - McKenzie River Trail Run



Ongoing Projects

- Gateway signage
- Aufderheide Scenic Bikeway
- McKenzie Pass Scenic Bikeway & spring cycling
- McKenzie River Discovery Center





For More Information:

Regenerative Tourism packages:

<https://cascadevols.org/mckenzie-regenerative-travel-project/>

#McKenzieStrong diaries:

<https://mckenzierecovery.org/mckenziestrong/#!/>

Together Anywhere audio tour:

<https://togetheranywhere.com/mckenzie-river-and-cascades-tour/>

McKenzie River Discovery Center:

<https://www.mckenziediscoverycenter.org/>



Thank You!

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**EUGENE
CASCADES
& COAST**



Santiam Canyon Fire

Travel Salem

October 2021





Santiam Canyon Homecoming

A short-term and long-term housing plan to return survivors
of the 2020 Labor Day wildfires back to their communities

PRESENTED BY Danielle Bethell, Commissioner

Marion County Board of Commissioners Office

555 Court St.

Salem, OR 97301

503-588-5212

Commissioners@co.marion.or.us



IMMEDIATE HOUSING NEEDS



HOTEL

- 11 Adults
- 4 Children
- 9 rooms being occupied

MILL CITY TEMPORARY RV

- 14 Adults
- 6 Children
- 12 RVs

The Santiam Service Integration Team (SIT) has more than 300 households at locations without addresses, such as hotels, friends, and family homes, etc.



HOUSING GOAL



- Create short-term housing of 2-3 years with options to extend
- Create a long-term housing option that will accommodate a variety of housing needs
 - Renters
 - Buyers
 - Workforce housing
 - Apartments, townhomes, duplexes, and single family residences
- Move those in the short-term housing program to permanent housing when it is developed



NORTH SANTIAM STATE PARK

Santiam Cabins

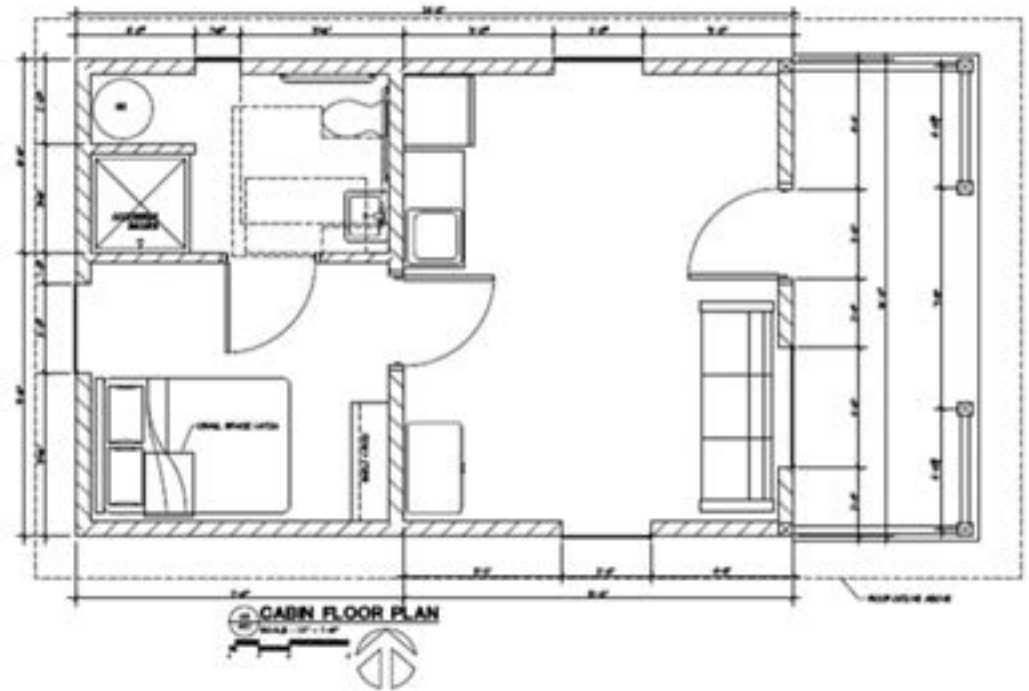
Marion County Board of Commissioners Office



SANTIAM CABINS



16' x 24' home shown with porch and railing options.





SANTIAM CABINS



- Marion County will create temporary housing for 16 households at the N.Santiam State Park
- The cabins are built by Oregon Corrections Enterprises
- Marion County Housing Authority will own and operate the temporary housing on a short-term basis
- Once the temporary use is complete, the housing authority will transfer the cabins to Marion County Parks



SANTIAM CABINS



ITEM	TOTALS
Total land improvement costs	\$827,800
Total cost for 16 cabins (\$60-\$80,000)	\$1,280,000
Contingency	\$175,140
North Santiam Park Final Cost	\$2,282,940



CITY OF GATES

Gates Motel-Tiny Home Village

Marion County Board of Commissioners Office

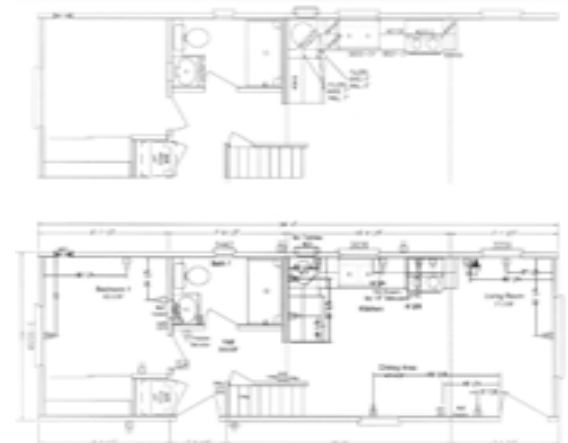


GATES TINY HOMES





GATES TINY HOMES



**Example floor plan, no company has been chosen yet to build these*



GATES TINY HOMES



- Short-term housing at the former Oak Park Motel
- Temporary housing for up to 16 households
- Marion County Housing Authority will own and operate the temporary housing and then transfer ownership once the temporary use is complete
- Marion County can reuse as vacation rentals



GATES TINY HOMES



ITEM	TOTALS
Total land improvement costs	\$889,300
Cost for 16 tiny homes (\$52-\$72,000)	\$1,152,000
Contingency	\$193,590
Gates Tiny Homes Final Cost	\$2,234,890



SANTIAM CANYON HOMECOMING



PHASE 1: SHORT –TERM HOUSING

N. Santiam Cabins & Gates Tiny Homes

- Oregon Housing and Community Services has committed to providing an intent to award letter for grant funding
- Land improvement costs at both locations
 - Funding range for both locations is \$2,085,830
- Wildfire funding from 2021 state legislative session for cabins and tiny homes



SANTIAM CANYON HOMECOMING



PHASE II: LONG –TERM HOUSING

- Marion County is actively engaged in developing a proposal for long-term housing
- Housing will include a variety of possible options:
 - Apartments
 - Town homes
 - Duplexes
 - Single Family Residential
- The emphasis will be on creating housing that is affordable for wildfire survivors and the workforce within the community
- Marion County will work with state agencies in partnership to ensure projects are viable, cost effective, and meet the needs of survivors



TEMPORARY HOUSING PROJECTS

Projected Timeline

Approval
9/10/2021

Contracts Signed

Project Kick-off
Meeting

Design/Permitting
(6 Weeks)

Procurement Process
(5 Weeks)

Construction
(6 Weeks)



THANK YOU

State of Oregon

- The 2021 Legislature & Wildfire Committee
- Mid-Valley Regional Solutions
- Oregon Housing and Community Services – OHCS
- Department of Environmental Quality – DEQ
- Oregon Parks and Recreation Department - OPRD
- Oregon Department of Transportation - ODOT
- Department of Land Conservation and Development – DLCD
- Oregon Corrections Enterprises - OCE

Other Partners

- City of Gates
- Mill City
- Santiam Service Integration Team
- Mid-Willamette Council of Governments – COG
- Marion County: Board of Commissioners; Public Works Department; Assessor's Office; Business Services Department; Community Services Department

COVID-19 COMMUNITY OUTREACH

Created a COVID-19 Recovery plan focusing on inspirational messaging to consumers and community outreach was a vital component of the plan, with resident sentiment crucial to Travel Salem's mission.

- ✓ Developed & executed a **Content Plan** focused on "inspirational" messaging to keep the destination top-of-mind
- ✓ Created the "**Miss You Already**" campaign to reassure visitors that the destination would be ready to welcome them back when it was safe to travel again
- ✓ Developed a Salem regional **Anthem Video** that highlighted the resilience of our communities during COVID-19. The video is to thank our community and share our commitment to safety to visitors.



COVID-19 COMMUNITY OUTREACH

- **Resident survey** sent quarterly gauging their comfort in welcoming visitors back
- Created **“Leveling Up” digital communication** to keep stakeholders aware of financial assistance and health protocols
- Created a **Salem Strong** digital billboard that continues to run on Front Street



COVID, WILDFIRES, ICE STORM

- Created a **landing page** on TravelSalem.com to keep consumers aware of what to expect when visiting
 - COVID-19
 - Wildfires
 - Ice Storm

Welcome to Salem & the Mid-Willamette Valley.
The Most Oregon Part of Oregon!

Taste our rich culinary diversity with fresh foods & delicious wines, experience Oregon's capital city through wonderful culture & rich heritage, explore scenic mountains, rivers & valleys and charming communities.

WILDFIRE INFORMATION
Due to extreme fire weather conditions, Highway 22 near Mt. Hood is closed. Communities including Medford, Mt. Hood, Seaside, Detroit and Idanha have been evacuated. Silver Falls State Park is also closed.

RESPONSIBLE REOPENING
Businesses throughout the Willamette Valley are taking the pledge to protect the health and safety of residents and visitors.

VIRTUAL VISITORS CENTER
Take part in some fun virtual experiences and explore the region from the comfort of your home via our Virtual Visitors Center.

COVID-19 Resources

LATEST INFORMATION
Information regarding relief resources for businesses, community updates and visitor resources.

EXPLORE THE OUTDOORS
Waterfalls you can walk behind? Check. Rivers made for fishing, kayaking & canoeing? Got 'em. Trails that meander for miles? Plenty of those.

REOPENING BEST PRACTICES
Get a behind-the-scenes look at how area businesses are providing the safest possible experiences.

IRONMAN[®] 70.3[®] OREGON SALEM

July 25, 2021

- Salem's Riverfront Park served as the main staging area for the event
- Course included:
 - **1.2-mile downriver swim** in the Willamette River
 - **56-mile bike ride** to Ankeny National Wildlife Refuge
 - **13.1-mile out and back run** through Minto-Brown Island Park

Partners



\$10,065,100

Estimated Economic Impact

2,310

Athletes

6,930

Family & Friends

\$1,109,384

Lodging Revenue

\$99,845

TOT

7,952

Room Nights

top 10 locations of athletes

1. California	30.3%
2. Oregon	27.7%
3. Washington	22.6%
4. Florida	3.4%
5. Idaho	3.2%
6. Colorado	2.7%
7. Arizona	2.5%
8. Texas	2.5%
9. Nevada	2.4%
10. Utah	2.2%

Travel Salem signed a **3-year contract** with IRONMAN valued at **\$33 million** in estimated economic impact.





**Thank You
for your support!**

IRONMAN
70.3 OREGON
S A L E M

July 10, 2022