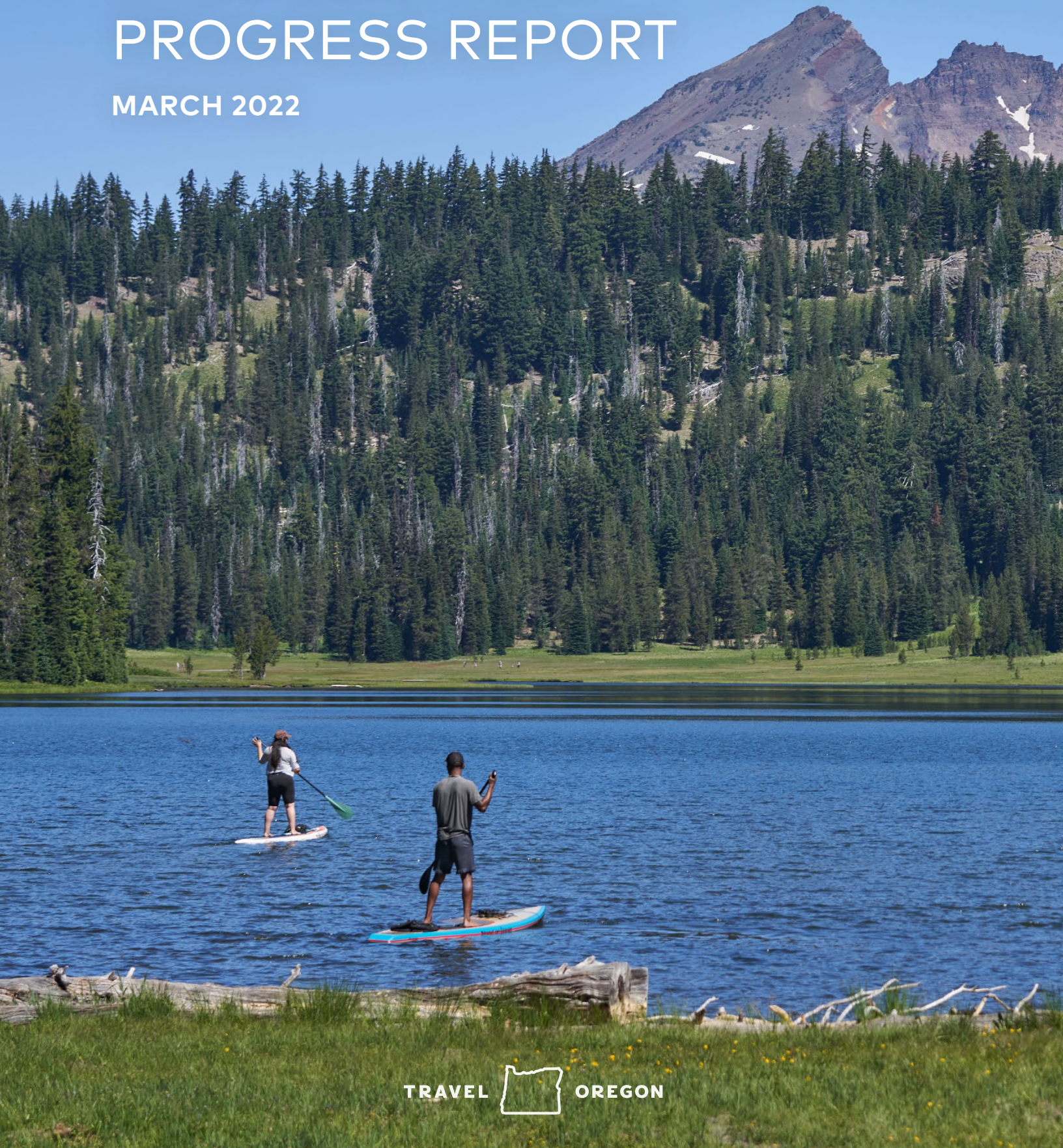


STRATEGIC PLAN PROGRESS REPORT

MARCH 2022



TRAVEL



OREGON

ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent state agency whose mission is to inspire travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon’s people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon’s way of life and its natural places. Travel Oregon aims to improve Oregonians’ quality of life by strengthening the economic impacts of the state’s multi-billion-dollar tourism industry, which employs tens of thousands of Oregonians.

This Strategic Plan Progress Report (SPPR) is a high-level summary of key initiatives and programs embedded within Travel Oregon’s 2021-23 Strategic Rebuild Plan. The plan was adopted by the Oregon Tourism Commission following review by the Governor, Oregon Legislative Assembly, Oregon travel industry trade associations, applicable state agencies, Oregon’s tourism industry and the public. This SPPR is provided to the Oregon Tourism Commission and shared with Oregon’s tourism industry and other interested parties to report on program advancement, key learnings, agency and industry performance metrics and general updates on the 2021-23 Strategic Rebuild Plan since the Commission’s last meeting.



MESSAGE FROM CEO

Dear Commissioners,



Words can't describe how much we are looking forward to seeing you and our industry partners for the March 2022 Tourism Commission meeting to be held in-person for the first time in two years! The joy of being with one another will be evident in the energy emanating from our collaborations and conversations.

Our time together also marks the first time we have been together for the annual Governor’s Conference on Tourism since 2019! The world may have changed since we were together last, but the partnerships, engagement and desire to come together and learn from one another hasn’t waned one bit. Our conference content will bring new learnings along with engaging and exciting speakers to educate and unite us as we navigate Oregon’s economic recovery together.

Speaking of economic recovery, I appreciate your and our industry’s response and thoughtful insights to the draft Transformational Strategy as Travel Oregon leads in our evolution as a destination management organization. I am grateful for each of you as we navigate the current economic environment, and prepare for the future – stewarding Oregon’s economy, environment and cultures.

And as we navigate changes, we are excited to also share this newly revised Strategic Plan Progress Report (SPPR) with you. Our team has been working hard to create a more condensed and focused approach to reporting on our work, ensuring the industry can confidently apply and discuss the work Travel Oregon is doing on behalf of the industry, in a unified manner. While we may show “less” information, we are still tracking and retaining all the analytics previously shown and reported out. The new format (and platform) will enable us to highlight dashboards, research and even show videos while directing people to the information on our industry site. Please take a few minutes to thoughtfully review, click and hover over aspects of the report to take-in all the information that it holds.

As I said back in October, the next [months] are going to be about dreaming big, imagining what may seem unimaginable and to tactically operationalize our hope for our industry. Each and everyone of you plays a key part in this and I am excited to be planning and navigating the future with you.

Best regards,

Todd

Todd Davidson, CEO

OREGON TOURISM COMMISSION



Chair
Scott Youngblood



Vice Chair
Richard Boyles



Don Anway



Lucinda DiNovo



Maria Ponzi



David Penilton



Mia Sheppard



Erin Stephenson



Greg Willitts



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COVER: DYLAN VANWEELEDEN



DYLAN VANWEELEDEN

VISION

A better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers.

MISSION

We inspire travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon’s people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon’s way of life and its natural places.

VALUES

EVERGREEN

- We strive to preserve Oregon’s natural beauty with everything we do
- We build strength and resiliency for a sustainable future
- We balance work and life with our love for Oregon and the people in it

TRAILBLAZE

- We lead the way through innovation
- We lift each other up while driving forward
- We set the bar high and aren’t afraid to fail

TRUE NORTH

- We take ownership of our work
- We honor our commitments

CANOPY

- We celebrate and invite diverse cultures, perspectives and voices
- We show up for each other and our industry

EQUITY STATEMENT

Travel Oregon is committed to ensuring our work helps Oregon become a more equitable destination, so all who travel the state can enjoy their journey and feel welcome. Our work aligns with how we value Oregon and its communities, our staff and our industry partners.

We define equity as: when all people have equal access to the resources to potentially reach the same outcomes. To that end, we want all people to have access to enjoyable travels throughout Oregon.

We are committed to the following shared values:

- Understanding what equity is and acknowledging that not all people have the same starting point.
- Being life-long learners regarding equity and committing to the necessary repair work when we misstep.
- Working to ensure our intent aligns with our impact.

Travel Oregon is growing in our understanding of the myriad intersecting identities people hold and how some identities are rooted in systems of oppression. We aim to remove barriers from all travelers. Addressing equity through an exploration of people’s held identities helps us to build a stronger more unified community — a community where we see race, age, ethnicity, sexual orientation, gender, gender identity, gender expression, religion, visible and invisible disabilities, socio-economic status, and all of the intersecting identities therein, and we know that in these differences lies our strength.

OREGON TOURISM COMMISSION MEETING

March 14, 2022
1:00 p.m.

This meeting takes place during the Oregon Governor’s Conference on Tourism at Sunriver Resort. The meeting will be in-person and live-streamed on Travel Oregon’s Industry YouTube Channel: <https://www.youtube.com/user/oregontourism/>. For those attending in person, all CDC and state guidelines will be followed.

1:00 p.m.	Welcome and Introductions	Chair Youngblood
1:10 p.m.	Chair Remarks	Chair Youngblood
1:15 p.m.	General Public Comment	Chair Youngblood
1:30 p.m.	Commission Business Review of Commission Packets Status Update on Transformational Strategy Process	Chair Youngblood
1:35 p.m.	Commission Action Approval of Minutes Nominating Committee Appointment CEO Evaluation Process Consideration of Minimum RCTP Funding Levels (see page 7)	Chair Youngblood
2:05 p.m.	Grants Update	Michelle Woodard
2:15 p.m.	Digital Marketing Support Program for Tourism Businesses	Hilary Sager & Gabi Duarte
2:45 p.m.	Advertising Update OSE 3 Update Strategy Direction Extraordinary is Ordinary Campaign	Kevin Wright, Katy Clair and Bryan Mullaney
3:15 p.m.	Oregon Governor’s Conference on Tourism 2022 Preview	Lisa Itel & Matthew Finn
3:25 p.m.	Other Business	Chair Youngblood
3:30 p.m.	Adjourn	Chair Youngblood

If you have any questions or comments related to today’s proceedings or presentations, please email us at industry@traveloregon.com and indicate “March 2022 –Tourism Commission Meeting” in the subject line.
Next Tourism Commission Public Meeting – June 15, 2022



COMMISSION ACTION

Consideration of Minimum RCTP Funding Levels

Regional Cooperative Tourism Program (RCTP) staff recommend that the Mt. Hood and Columbia River Gorge region and Eastern Oregon be funded at a minimum of \$300,000 per year, based on pre-pandemic precedent for the RCTP program.

This precedent was enacted at the February 2, 2017 commission meeting, where the Oregon Tourism Commission approved and established a new “floor” or minimum be provided to an RDMO in implementing the RCTP. At that time, staff recommended that the floor move from \$175,000 to \$300,000 to meet the guideline requirements of RCTP and improve regional equity.

In 2020, RCTP funding for all regions was reduced in 21-22 fiscal year, due to the impact of the pandemic. To address the significant reduction in RCTP funding, the commission approved the addition of RCTP Recovery Stability Funds (RRSF) for each RDMO. With the addition of RRSF and Marketing Campaign support, the \$300k floor was met for all regions in the 21-22 fiscal.

As the regions continue their economic recovery, we are requesting a budget allocation of \$13,000 for Mt. Hood and Columbia River Gorge RDMO and \$54,000 for Eastern Oregon RDMO to meet the designated \$300k baseline. The \$67,000 total will be allocated from GSP budget, not RCTP administrative budget.



ABOUT – Departmental Teams

Global Marketing

The Global Marketing team uses consumer research and market trends to steward Oregon's brand image through marketing communications that optimize the economic impact of travel to and within Oregon. The GM department focuses on creating inspirational campaigns, consumer PR, consumer content and digital platforms, research, fulfillment and eight state welcome centers.

Destination Development

Through experience development and on the ground capacity building, the Destination Development department serves to create robust, sustainable destinations and tourism economies that offer authentic, world-class experiences for all travelers and that preserve, enhance and celebrate the local landscape and culture.

Industry Communications/Public Affairs

The industry communications team serves as a resource to the entire agency. We work with local partners such as the RDMOs, DMOs, other regional partners and organizations to strategically and deliberately nurture relationships that help create local and credible voices to champion local and state initiatives that support tourism. The team manages the industry website, industry newsletters and industry spotlight, and provides support for agency communication by providing copy editing services as well as content creation.

Global Sales

The Global Sales team works with international travel trade, consumers, and media in Oregon's key target markets to increase domestic and international inbound group and leisure travel to Oregon. Global sales efforts include building shoulder and low season visitation, maintaining and acquiring nonstop flights to Oregon, and monitoring growth in emerging markets.

Global and Strategic Partnerships

The Global Strategic Partnerships team works to develop strong partnerships with local businesses and international organizations by leveraging state resources to improve consumer reach and marketing channels. GSP staff manages the Regional Cooperative Tourism Program (RCTP), Competitive Grants Program, Wine Country License Plate Program, industry training and education, key industry partnerships and sponsorships.

Operations

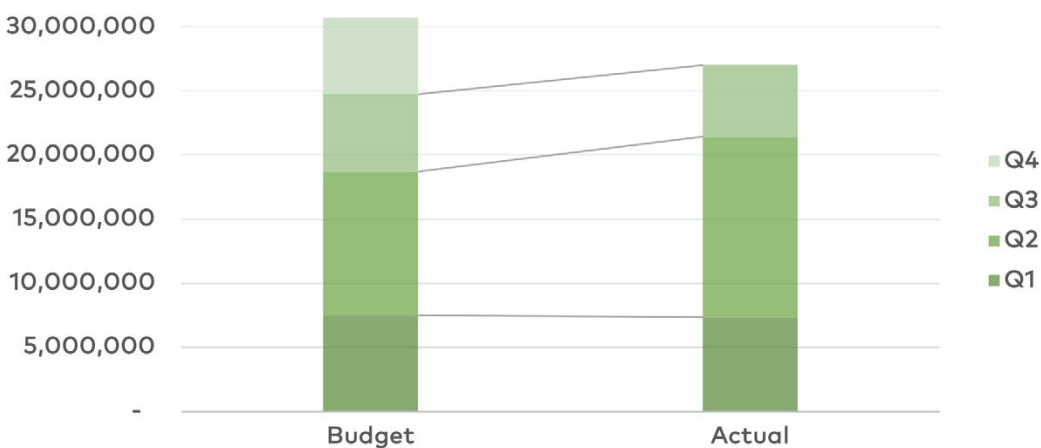
The Administration and Operations team functions to serve the agency staff, vendors, and industry partners through accounting, human resources, facilities management, procurement and contracting, agency information technology as well as general organizational support.

FINANCIALS

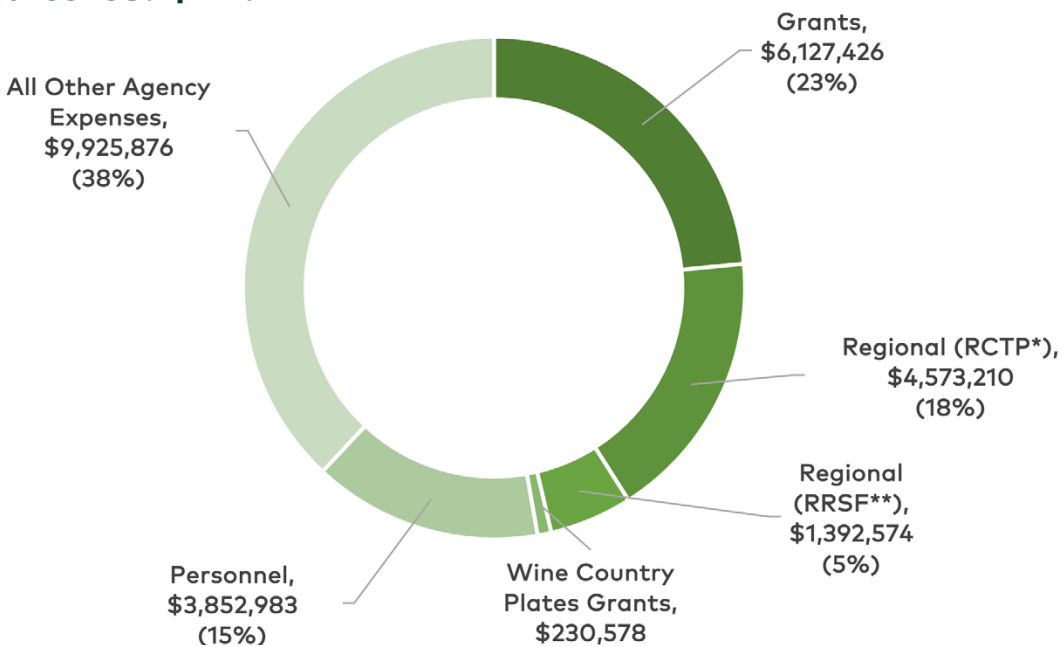
Revenue (financial reports – see appendix)

- Transient Lodging Tax received to fiscal year to date: \$27M, 88% of budget.
- Ahead of historical pace due to a strong Q2 (July-September lodging dates).
- Year-over-year increase: up 71% compared to FY2021.
- Compared to FY2020 (pre-pandemic) down 14%, but if adjusted for the decrease in the TLT rate (from 1.8% to 1.5%), up 3%.

FY2022 TLT



Expenditures: \$24.7M



*Regional Cooperative Tourism Program

**Regional Recovery and Stability Funding ('21)

INDUSTRY ENGAGEMENT & AGENCY PROGRAMS

Oregon22 Update

Oregon22 Ticket Sales.....>  over 100,000 tickets sold

Broadcast Meeting

The World Broadcast Meeting was held in November. More than 100 broadcast stations watched Travel Oregon’s presentation on available b-roll video segments. Over 380 b-roll files — captured between June and October, 2021 — will be made available.

380 statewide video segments provided

Crew22

Oregon22 is seeking the support of more than 1,500 volunteers to be integrated into every aspect of the championships. The volunteer recruitment campaign was launched on November 9, 2021. To date, an impressive response resulted in 2,777 people registering to volunteer. Of those, 2,377 are within the U.S., representing 31 states, and the remaining 400 registered from 18 countries including Canada, Great Britain, Jamaica, Kenya and Nigeria.

Places to Stay – World Athletics Championships Oregon22

Travel Lane County is partnering with Oregon22 on accommodations planning. They have a customized book direct widget located at the top of the accommodations page that provides live inventory search results for hotels throughout the Willamette Valley. Travel Lane County is also working with their partners at Willamette Valley Visitors Association and neighboring communities to connect groups with availability in those areas as hotel rooms have reached sell outs. Willamette Valley Visitors Association also has the book direct widget on their website.



World Athletics Championships / Oregon22 Accommodations Webpage:


- 3119 pageviews
- 4:13 average time on page
- 23% bounce rate

Booking engine activity:

- 1489 searches
- 1104 referrals (clicks through to properties to book)

* All data is July 1, 2021 – February 1, 2022

¹ This number is an estimate accounting for rooms in the Eugene, Springfield, Cottage Grove, and Creswell areas.

 4,356 current rooms booked¹

Competitive & Recovery Grants

\$1,363,298 in Competitive & Recovery grant funding contributed to the successful completion of 40 projects in the past nine months.

40 projects in 9 months

Versatile Guide Service, LLC

A \$4,000 Competitive & Recovery grant award helped Versatile Guide Service, LLC install plexiglass dividers between rows of seats in their Sprinter van as well as purchase walkie talkies, headsets and KN95 masks in order to put both their guests and guides at ease while conducting tours.

“Our 3-year-old company still has debt to pay off, and we could not have made these vehicle modifications without help from Travel Oregon.” – Versatile Guide Service, LLC



Visit Corvallis

With lodging tax revenue down 44% since 2019, Visit Corvallis was still recovering from the financial impact of the pandemic as they began planning the Oregon Senior Games. They used a \$5,670 Competitive & Recovery grant award to provide online registration and additional porta-potties and sanitation supplies to help provide for a COVID-19-safe experience for the event. A total of 375 athletes competed in the games which generated over 100 room nights for hotel partners.

375 athletes & over 100 room nights

City of Molalla

A \$29,800 Competitive & Recovery grant award allowed the City of Molalla to build and install four wayfinding kiosks and develop a professionally designed bilingual map to showcase local points of interest. QR codes were also developed and added to the map to direct users to local tourism related businesses and city resources. Not only were the maps and QR codes listed in English and Spanish, but the city took great care to ensure the placement of the kiosks were placed near ADA compliant surfaces, to help increase accessibility for all community members and visitors.

“This project also led to new community partnerships and rekindled some that had stalled or died off....The direct and indirect impacts this project has had on the City of Molalla, the greater Molalla region and Molalla Area Tourism cannot be overstated.” – City of Molalla



Destination Ready 1.0 (recap/highlights/summary)

The 2020-21 Destination Ready program is nearing successful completion. One year ago, Travel Oregon awarded roughly \$970,000 to 35 projects around the state that focused on the development, enhancement and stewardship of key visitor experiences that were COVID-19 appropriate, will aid in economic recovery, enhance local livability and provide access to a diversity of explorers. See a full list of awarded projects [here](#). Of the 35 projects, 32 of them are complete and the remaining three are on-track to be complete in the coming weeks.

Portland Bureau of Transportation – Portland Healthy Business Plaza Development

“This project has also created a great opportunity for PBOT staff to get to know local business owners, business district folks, non-profit employees, and others in our community. The relationship building that has happened because of this grant funded project has been priceless and something that we will continue to cultivate as we move this program into the future.”



Travel Southern Oregon – Spring Creek Infrastructure Project

“This Destination Ready project was a successful catalytic investment that brought together local and regional tourism entities, County tourism grants, the Klamath Tribes, local community organizations and OPRD together with Travel Oregon to achieve a project no single group could have accomplished on its own.”



Mt. Hood & Columbia River Gorge Regional Tourism Alliance – Hop-on, Hop-off Waterfall Trolley

“...two trolleys operated with hourly departures and serviced nine locations located on the Historic Highway. Through 9/15/21 we had 360 departures and carried over 3,000 guests. Without the grant we would have not taken the risk of starting the tour. The results of the season show that there is a market for the service.”

Travel Oregon worked with MMGY to further assess the program and impacts of projects. Findings will be incorporated into the current 2021-22 Destination Ready program and into future direct investment programming.

The 2021-22 Destination Ready program launched in December 2021 when Travel Oregon selected 11 communities to participate in the program. View the full program announcement [here](#).



Latinx Traveler Study

Travel Oregon sponsored the Vistas Latinas study conducted by MMGY Travel Intelligence. The study examined attitudes, opinions and sentiments of travelers of Hispanic descent in the U.S.

As part of Travel Oregon’s sponsorship, specific questions about Oregon were included in the survey. The survey had 3,324 respondents, of which 1,155 had visited Oregon. Respondents who had visited Oregon were highly satisfied with their travel experience (4.25/5). This group viewed the state as safer, more culturally diverse, and more welcoming than those who had never visited. Family fun stood out as one of the biggest travel motivators, and the leading sources of trip planning were websites, guest ratings/reviews, and family/friend recommendations. New dining and food trucks rated as top culinary activities.

Read the full report [here](#).

- 76% preferred the term Hispanic.
- Average likelihood to recommend Oregon was 7.93/10.
- 24% of Oregon’s Hispanic visitors come from California.

Top activities for likely visitors:

- Beach/waterfront 49%
- Biking/hiking 35%
- Camping 34%



76% preferred the term Hispanic



MARKETING

OSE3 Campaign Recap

Travel Oregon executed the final installment of the Only Slightly Exaggerated (OSE) campaign during the fall shoulder season. This campaign targeted Oregon (Portland, Bend, Eugene), Washington (Seattle, Tri-Cities/Yakima) and California (Sacramento, San Francisco, Los Angeles) to book a safe travel experience.

The campaign focused on driving awareness through video views of the [long form OSE video](#). The campaign was also supported by a digital effort that drove traffic to a [campaign hub](#) [traveloregon.com](#) which was available in English and [Spanish](#). The landing page drove to deeper content that connected the animated images to the real places and businesses in Oregon. 57 articles were featured on the hub including stories about Oregon history-makers such as [Black Girls Do Bike](#) and [Pendleton pioneers](#), [glamping](#), adventures in [La Pine](#), and [Oregon's wine scene](#).

The OSE creative was also launched in Canada the first week of November 2021. This timing leveraged the reopening of the land border between Canada and the United States. The campaign utilized digital, streaming and broadcast media to motivate travelers to visit Oregon. It targeted the drive-market in Vancouver, B.C. and was executed in partnership with Rogers Media through Brand USA.

Impressions: 1,077,438,818

Website traffic: 386,891 sessions

Domestic video views (long-form): 2,435,402

International video views(short-form): 1,705,649

“Perhaps the most stand out feature of Travel Oregon’s animated campaign is the diversity of the showcased local characters, all of whom are shown participating in cultural and outdoor activities.” - Skift

“Travel Oregon is back with another whimsical, enchanting call to action.” - The Travel Vertical



1,077,438,818 impressions

EARNED MEDIA (PR)

Travel Oregon continued to showcase the state as a premier travel destination by targeting top tier media with custom outreach. These efforts resulted in the organization’s highest story score to date. Top national media hits included United Airlines’ Hemispheres magazine, [Backpacker Magazine: Winter Gear Guide](#), [Fodor’s Travel](#), [The Wall Street Journal](#), and [Condé Naste Traveler](#). There were numerous regional media hits including KGW, KOIN, Portland Monthly and The Oregonian. In addition, top media hits in key international markets included National Geographic Traveler, Wanderlust Magazine and The Telegraph UK.

88 earned media stories

278.1 million circulation

Story score of 9.4/10

Press Trips/Activations, etc.

Oregon In Season

To extend the economic benefit of the “Top Chef” TV series that was filmed in Portland and aired on Bravo in spring 2021, Travel Oregon partnered with KGW to develop a series called “Oregon in Season.” The segment featured local “Top Chef” contestant Chef Sarah Hauman as she partnered with restaurants in each of the four regions featured in the “Top Chef” season. With the goal of driving direct impact to local restaurants, Chef Sara collaborated with each restaurant to develop a signature dish that featured a seasonal Oregon ingredient. The dish was featured on the menu for approximately one week and was promoted on Travel Oregon channels and through KGW’s broadcast and social media.

Willamette Valley, Xicha Brewing, Corn

Oregon Coast, Redfish Restaurant, Rock Fish

Mt. Hood & the Columbia River Gorge, Bringham Fish Market, Salmon

Portland Region, Oyatsupan, Tingly Kabocha Squash & Wild Mushroom

Portland Region, Fortune, Turnips



INTERNATIONAL

State of Oregon's Key Markets

On November 8, 2021, the U.S. lifted travel restrictions for international travelers, allowing consumers around the world to visit Oregon. Travelers from Oregon's key markets are eager to begin traveling again but each market has its own set of COVID-19 guidelines, travel interests and hopes for 2022. In order to prepare Oregon's tourism industry for the return of international travel and nearly two years of pent-up travel demand, Travel Oregon is hosting a series of free trainings on how to work internationally through IITA's Steps to Success program. The first of three trainings occurred on February 2, with almost 100 industry members in attendance.

Canada

In the latest Brand USA research, 78% of Canadians say that international travel is one of the things they are most looking forward to as the pandemic stabilizes. Like other markets, these travelers are looking forward to visiting friends and family across the border and are planning trips in nearby international destinations, like the U.S. Despite a dip in bookings due to the Omicron variant, travel searches through Expedia and bookings are increasing for the U.S. again. With Air Canada's cuts to flights to many international destinations, Oregon remains a strong drive market opportunity for these motivated travelers.

UK

U.K. travelers are more interested in visiting friends and family and booking sustainable and eco-friendly trips than ever before. These travelers are less concerned about contracting COVID-19 during travel and more concerned with their plans being interrupted. For this reason, U.K. travelers are relying more on tour operators and travel specialists who can offer guidance and take care of any unexpected changes. Travel specialists in the U.K. are projecting a strong summer season for visits to the U.S. thanks to pent-up demand and increasing consumer confidence. Additionally, U.K. travelers will have more direct access to Oregon with British Airways launching their London Heathrow to PDX flight on June 3.

Germany

Germans are excited to book vacations again and have money saved to go on bigger, overseas vacations than previously planned. Changing regulations and travel limitations continue to impact travelers who desire clear information before booking. The U.S., however, ranks first as the desired destination for German travelers, followed by Thailand and Italy. Bookings to the U.S. for summer 2022 are already high, at 70% of bookings for summer 2019. German travelers are relying even more heavily on tour operators to book their trips to avoid any interruptions or inconveniences. Oregon's strong connection to these tour operators positions the state well to receive an influx of visitors this year.

Japan

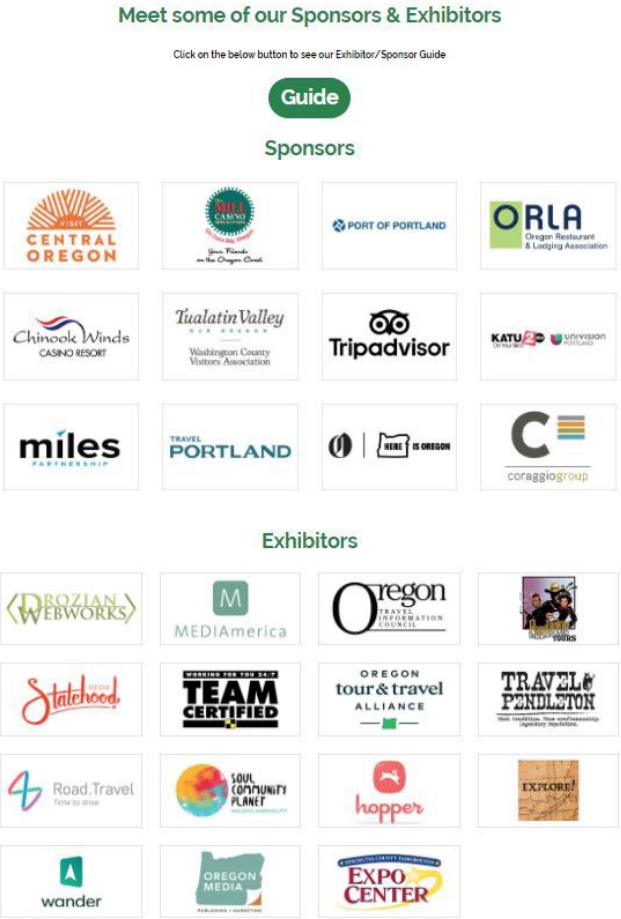
Japan continues to keep very strict quarantine rules for people entering the country, regardless of vaccination status. The period for self-isolating at home remains at 7-14 days. Additionally, travelers returning from the U.S. are required to stay in accommodation designated by the Japanese government for three days of their 7-day isolation period. Due to these strict requirements, Japanese travels are slow to return to the U.S. and Oregon. However, the Japanese government is considering easing these restrictions for arrivals into the country, including those returning from trips abroad, as early as March as new data emerges.

Canada Media Event with Camp Yoshi

October 2021 – Travel Oregon and [Camp Yoshi](#), an Oregon-based tour operator focused on creating space for Black travelers and allies to reconnect with the outdoors, hosted influential media based in Vancouver, B.C. for a “night at the movies” showcasing Only Slightly Exaggerated and sharing updates about Oregon. The engagement also included screening a short film produced, created and directed by Camp Yoshi. This engagement allowed Travel Oregon to meet with Canadian media in person for the first time since COVID-19 and provided an opportunity to share details about Camp Yoshi's development and journey as a start-up company and to learn more about the amazing experiences they offer in Oregon.

OREGON GOVERNOR'S CONFERENCE ON TOURISM 2022

- As we welcome the industry back together in Sunriver, we'd like to highlight the following conference updates:
- Capacity has been reached with 300+ industry professionals in attendance and many more attending virtually.
 - Engaging keynote presentations from National Parks Director Chuck Sams, Ann Curry and others.
 - High Desert Food Trail business promotion during an extended networking lunch.
 - Tuesday's evening activities will feature multiple Why Guides sharing the best of Central Oregon.



Oregon Tourism Commission
Profit & Loss Budget vs. Actual

July 1, 2021 - January 31, 2022

	July 1, 2021 - January 31, 2022	Annual Budget	Over (Under) Budget	% of Budget
Sources:				
Income:				
Lodging Tax	21,513,736	30,700,000	(9,186,264)	70.1%
Lodging Tax from Prior FY	-	-	-	0.0%
Interest Income	720	-	720	100.0%
Misc. Revenue	6,443	-	6,443	100.0%
Rental Income	26,040	44,600	(18,560)	58.4%
Conference/Event Revenue	50,700	125,000	(74,300)	40.6%
Welcome Center Brochure Program	17,713	15,000	2,713	118.1%
Federal Grant Funds - CSA	39,074	65,000	(25,926)	60.1%
Total Income:	21,654,426	30,949,600	(9,295,174)	70.0%
Beginning Fund Balances:				
Beginning Balance - Regional	4,767,420	4,767,420	-	100.0%
Beginning Balance - Grants	4,834,706	4,834,706	-	100.0%
Beginning Balance - Operating Reserve	293,000	293,000	-	100.0%
Beginning Balance - IOF	103,044	382,605	(279,561)	26.9%
Beginning Balance - All other TO programs	13,146,169	13,146,169	-	100.0%
Total Beginning Fund Balances:	23,144,339	23,423,900	(279,561)	98.8%
Total Sources:	44,798,766	54,373,500	(9,574,734)	82.4%
Uses:				
Future Programming - Statutory				
Regional - future (net of administrative expense)	3,872,472	5,526,000	(1,653,528)	70.1%
Grants - future (net of administrative expense)	1,910,420	2,726,160	(815,740)	70.1%
Total Future Programming - Statutory	5,782,892	8,252,160	(2,469,268)	70.1%
Other Programming				
Oregon 22 Grant (from G. Marketing Budget)	6,000,000	7,500,000	(1,500,000)	80.0%
Total Future and Other Programming	6,000,000	7,500,000	(1,500,000)	80.0%
Total Future and Other Programming & Reserves	11,782,892	15,752,160	(3,969,268)	74.8%
Expense:				
Global Marketing	7,302,341	16,222,269	(8,919,928)	45.0%
Global Strategic Partnerships (GSP)	710,662	1,639,075	(928,413)	43.4%
GSP - RCTP	4,878,974	5,381,420	(502,446)	90.7%
GSP - RDMO Recovery & Stability Funding	1,392,574	1,500,003	(107,429)	92.8%
GSP - Competitive Grants	231,418	3,514,681	(3,283,263)	6.6%
GSP - Additional Grants	4,339	188,862	(184,523)	2.3%
Global Sales	1,154,335	2,581,419	(1,427,084)	44.7%
Destination Development	607,957	2,290,289	(1,682,332)	26.5%
Administration & Operations	2,196,896	5,303,322	(3,106,426)	41.4%
Total Expense	18,479,495	38,621,340	(20,141,845)	47.8%
Total Uses:	30,262,388	54,373,500	(22,611,112)	55.7%
Net Income	14,536,378	-	14,536,378	
Wine Country License Plate Program:				
Sources:				
Wine Country License Plate Sales	239,657	-	239,657	100.0%
Beginning Balance for Distribution: Tourism Promotion	324,962	324,962	-	100.0%
Beginning Balance for Distribution: Grants	572,297	572,297	-	100.0%
Total Sources	1,136,916	897,259	239,657	
Uses:				
Tourism Promotion	43,636	324,962	(281,326)	13.4%
Grants	186,942	572,297	(385,356)	32.7%
Total Uses	230,578	897,259	(666,681)	
Net Income	906,339	-	906,339	
Total Net Income	15,442,717	-	15,442,717	

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.

Oregon Tourism Commission
Balance Sheet

	As of January 31, 2022
ASSETS	
Current Assets	
Checking/Savings	
Cash - programming and reserves	19,578,538
Cash - Grants - Committed, not disbursed	1,287,911
Cash - Committed for Future Grants	1,910,420
Cash - Committed for Future RCTP	4,762,885
Restricted Cash - Wine Country Plates	1,129,049
Total Checking/Savings	28,668,802
Accounts Receivable	12,693
Other Current Assets	19,157
Total Current Assets	28,700,651
Fixed Assets	333,000
Other Assets	32,982
TOTAL ASSETS	29,066,633
LIABILITIES, EQUITY & FUND BALANCES	
Liabilities	
Current Liabilities	
Accounts Payable	716,238
Other Current Liabilities	491,797
Total Current Liabilities	1,208,035
Long Term Liabilities	3,428
Total Liabilities	1,211,462
Equity & Fund Balances	
Regional (RCTP) - for future distribution	4,762,885
Grants - for future distribution	1,910,420
Invested in capital assets	333,000
Reserved for Immediate Opportunity Fund (IOF) - available	610,845
Reserved for Immediate Opportunity Fund (IOF) - designated	279,561
Operating Reserve	1,852,422
Unanticipated TLT from FY2021	2,440,612
Restricted for Wine Country Plates	1,129,049
Net Income	14,536,378
Total Equity and Fund Balances	27,855,171
TOTAL LIABILITIES, EQUITY & FUND BALANCES	29,066,633

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.



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