



# STRATEGIC PLAN PROGRESS REPORT

JUNE 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,

After years of planning and statewide collaboration, the World Athletics Championships Oregon22 are right around the corner.

This unmissable global experience will bring the best track and field athletes in the world together in Oregon at Eugene's Hayward Field, celebrating diversity, human potential, athletic achievement and put Oregon firmly on the map as a track and field destination. Like so many other moments in the last two years, we find ourselves at a key moment in time — one we should be proud of and acknowledge. Preparing to host the World Athletics Championships — Oregon 22 has taken hard and focused work — and with your support and diligence — visitors will find themselves experiencing firsthand all that Oregon has to offer July 15-24, while future visitors will see the wonders of Oregon broadcasted into their homes, potentially hearing about Oregon for the very first time.

We are honored to be afforded the trust and privilege to share this great state with the world — welcoming visitors from near and far. And we understand with this privilege comes great responsibility. After all, our newly proposed mission is, "To inspire travel that uplifts Oregon communities. Collaborating with

stakeholders to align as stewards of Oregon, we work to optimize economic opportunity, advance equity, and respect the ecosystems, cultures and places that make Oregon...Oregon." To achieve our mission, we will do our best to show up, listen and balance the diverse needs of Oregon's tourism industry, residents, and visitors alike.

The newly released draft Travel Oregon 10-Year Strategic Vision testifies to our promise to do exactly this. As a valued member of the Oregon tourism industry, we truly hope you can see yourself in this strategic vision. Your perspectives, questions and comments were invaluable in the revision process. We invite you to approach this draft with the same level of candor and spirit of collaboration.

To every partner around the state, thank you for the time you have invested to create this draft 10-Year Strategic Vision. Partnering with you, we are excited to create an industry vision for Oregon, to keep Oregon...Oregon, for generations to come.

In partnership,

A handwritten signature in black ink that reads "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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## 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 BRIEFING

June 14, 2022 - 3:30 p.m.

Ford Alumni Center - Lee Barlow Giustina Ballroom

1720 E 13<sup>th</sup> Ave.

Eugene, OR 97403

3:30 p.m.	Welcome and Introductions	Chair Youngblood
3:40 p.m.	OR22 Grant Report and Local Organizing Committee Update	Niels deVos & Sarah Massey
4:05 p.m.	Travel Lane County	Kari Westlund
4:30 p.m.	OR22 Public Awareness Campaign	Katy Clair & Lisa Itel
5:00 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](mailto:industry@traveloregon.com) and indicate "June 2022 –Tourism Commission Briefing" in the subject line.

# OREGON TOURISM COMMISSION MEETING

June 15, 2022 - 9:00 a.m.

The Shedd  
868 High Street  
Eugene, OR 97401

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:

<https://www.youtube.com/user/oregontourism/>.

9:00 a.m.	<b>Welcome and Introductions</b>	Chair Youngblood
9:10 a.m.	<b>Chair Remarks</b>	Chair Youngblood
9:15 a.m.	<b>Local Welcome</b>	Chair Youngblood
9:30 a.m.	<b>General Public Comment</b>	Chair Youngblood
9:40 a.m.	<b>Commission Business</b> Review of Commission Packets	Chair Youngblood
9:45 a.m.	<b>Commission Action</b> Approval of Minutes Nominating Committee Recommendation CEO Evaluation Update Budget Modification for 2021-23 BY Overview Public Hearing Discussion / Action	Chair Youngblood     Todd Davidson Chair Youngblood
10:20 a.m.	<b>Break</b>	
10:30 a.m.	<b>Commission Action Continued</b> Travel Oregon Strategic 10-Year Vision Overview Public Comment Discussion / Action	Todd Davidson & Staj Olson Chair Youngblood
11:10 a.m.	<b>Oregon Tourism Leadership Academy Update</b>	Jason Brandt & Teresa O'Neill
11:20 a.m.	<b>Advertising Update</b> Extraordinary is Ordinary Campaign	Katy Clair
11:50 a.m.	<b>Other Business</b>	Chair Youngblood
12:00 p.m.	<b>Adjourn</b>	Chair Youngblood

If you have any questions or comments related to today's proceedings or presentations, please email us at [industry@traveloregon.com](mailto:industry@traveloregon.com) and indicate "June 2022 -Tourism Commission Meeting" in the subject line.



## JUNE 2022 COMMISSION ACTION

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### Budget Modification for 2021-23 BY

The Commission will consider action on unanticipated funds as a result of transient lodging tax revenues coming in higher than budgeted for FY21/22. These unanticipated funds will be posted to the June Commission meeting page ahead of and reviewed during the June 15, 2022, Commission meeting.

### Draft Travel Oregon 10-Year Strategic Vision

In early 2022, Travel Oregon released a draft transformational strategy for review and public comment. In response to input from the Oregon Tourism Commission, as well as public comment received, the Commission requested staff proceed with revising the strategy and presenting an updated draft for review and consideration.

To support staff in the revision process, provide feedback and ensure industry alignment, a strategy review committee made up of three Oregon Tourism Commissioners and two industry trade association members – one each from Oregon Destination Association and Oregon Restaurant and Lodging Association – was formed.

After meeting with the committee several times this spring, discussing feedback and comments and deliberating revisions, Travel Oregon is pleased to release a revised draft 10-year strategic vision for review and public comment.

The online public comment period on the revised strategic vision is open May 24 to June 7. Commission review and action on the strategic vision will be made during the June 15 Oregon Tourism Commission meeting.





## ABOUT – Departmental Teams

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### 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.

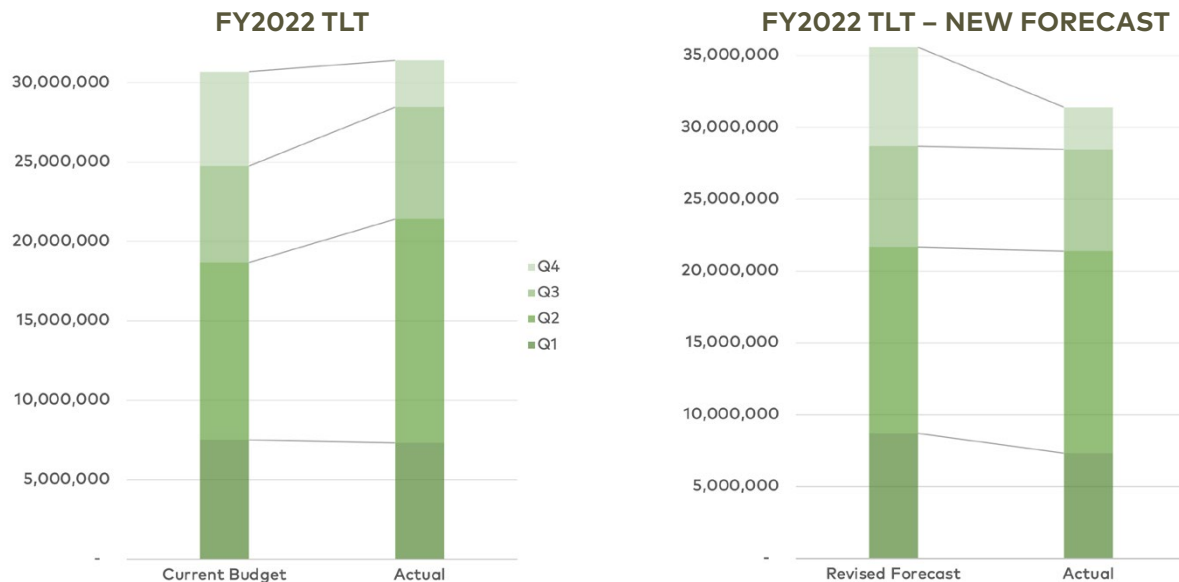




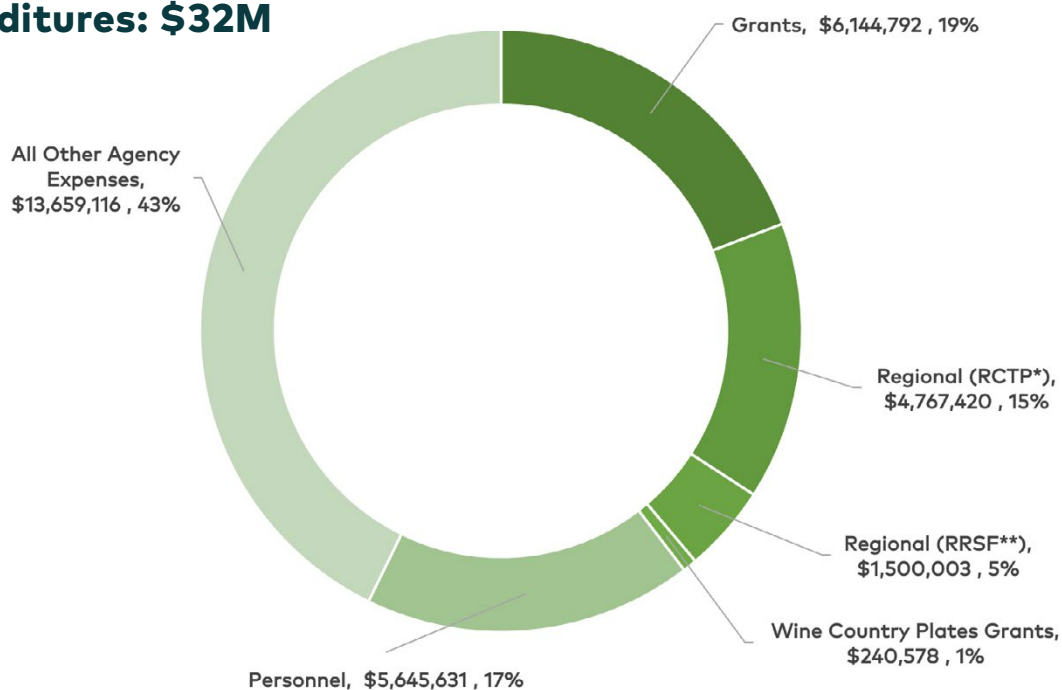
# FINANCIALS

## Revenue

- Transient Lodging Tax received to fiscal year to date: \$31.4M, 102% of budget; on pace with February 2022 updated revenue forecast.
- Ahead of historical pace due to a strong Q2 (July-September lodging dates).
- Year-over-year increase: up 52% 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%.



## Expenditures: \$32M



Financial reports — see appendix

\*Regional Cooperative Tourism Program – see appendix (RCTP Dashboard)  
 \*\*Regional Recovery and Stability Funding ('21)



# INDUSTRY ENGAGEMENT & AGENCY PROGRAMS

## 2022 Governor's Conference on Tourism Recap

The 2022 Oregon Governor's Conference on Tourism – the first in-person conference since 2019 – was held in Sunriver, March 14-16.

### Highlights of the conference include:

- 315 registered attendees
- 15 educational sessions and 4 keynote presentations, including National Parks Director Chuck Sams
- 13 Sponsors
- 17 Exhibitors
- 12 award winners and a ceremony that featured Governor Kate Brown
- About one half of the registrants took part in the Tuesday evening out with Oregon's Why Guides to explore Central Oregon and network with their peers.



**315 attendees**

**National Parks Director Chuck Sams  
& Oregon Governor Kate Brown**

### Survey result highlights:

- The overwhelming majority of respondents said that they would strongly recommend or extremely likely to recommend the conference to a coworker or colleague.
- 85 people submitted feedback, representing nearly one third of attendees.

The conference planning team is looking forward to the 2023 conference in Portland, April 3-5, at the Oregon Convention Center.

## World Athletics Championships Oregon22 Update Highlights

### Places to Stay

- Customized book direct page on Travel Lane County's website.
- Willamette Valley Visitors Association and Travel Oregon also have the book direct widget on their websites.
- Current rooms booked: 4,356

### WCH Oregon22 Accommodations page:

- 4974 pageviews
- 4:22 average time on page
- 25% bounce rate

### Booking engine activity:

- 2340 searches
- 1727 referrals (clicks through to properties to book)

### Volunteers

- +95% of volunteer candidates have been interviewed.
- 69% of volunteers are from Oregon.
- Volunteers represent 45 additional states, and Washington D.C.
- Volunteers from 43 countries.

### Tickets

- More than 100,000 tickets sold.
- Top five domestic spectator locations: Oregon, California, Washington, Texas and Colorado.
- Top five countries represented in ticket purchases: U.S., U.K., Jamaica, Canada and Mexico.

### Oregon22 Media Briefing

- March 9, in partnership with Governor Brown's office.
- Travel Oregon spokesperson: Todd Davidson.
- 17 stories in online publications and news broadcast.

\* 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.



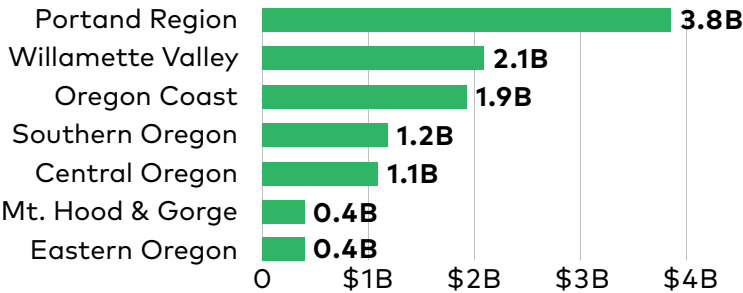
# 2021 ECONOMIC IMPACT OF TRAVEL

Travel Oregon worked with Dean Runyan Associates to prepare the Economic Impact of Travel in Oregon report for the 2021 calendar year. The report includes the annual percent change from 2019 to 2020 to provide perspective on the losses sustained in 2020 for comparison with 2021. A new addition to the report is an estimate for Short Term Vacation Rentals (STVR) because the COVID-19 pandemic accelerated STVR popularity as an alternative overnight option.

## Key takeaways include the following:

- In 2021, the Oregon travel economy recovered much of what was lost in 2020. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending.
- Travel spending in Oregon increased 64.8% from .....► **+ 64.8% to \$10.9 billion** \$6.6 billion in 2020 to \$10.9 billion in 2021.
- Spending by Oregonians made up a larger share in 2021 than it has historically. This is indicative of higher travel volumes by residents.
- Based on the U.S. Travel estimated impacts, Oregon is faring better than the U.S., recovering to 85% of 2019 travel spend compared to 78% for the U.S.
- Employment in 2021 continued to recover, but the rate of recovery was much reduced compared to the other impact categories.
- Direct travel-generated employment experienced a gain of approximately 6,900 jobs, a 7.3% increase in travel-generated .....► **+ 6,900 jobs** employment compared to 2020.
- Direct travel-generated earnings experienced a gain .....► **+ \$408 million** of \$408 million, a 13.2% increase compared to 2020.
- State and local taxes both experienced a strong recovery in 2021, growing 41.2% and 26.5% respectively.
- The largest region in terms of travel impacts is the Portland Region. In 2021 travel spending was \$3.8 billion, contributing 35% of the state total. Prior to 2020 the Portland Region accounted for 44% of travel spending in the state.

**Direct Travel Spending by Region** 2021 Calendar Year



## Steps to Success

More than 110 participants from all sectors of Oregon’s tourism industry joined Travel Oregon, IITA and ALON Marketing for the 3-part Steps to Success educational training on how to work with the Travel Trade. Travel Trade refers to tour operators, travel agents, and receptive operators who can help promote and sell travel product. Attendees learned the importance of participating in the international buying chain, how to work with international inbound operators and how to create the right product and collateral. From the success of these workshops, Travel Oregon now has a number of new product offerings, from guided tours to hotels, to sell to trade around the world.

## MARKETING

### Owned Media

#### Q3 highlights include:

**34 new stories** — including articles, thematic landing pages, video and social posts.

**10 million impressions** on social media.

**1,890,044 page views** on traveloregon.com.

#### Black History Month

In honor of Black History Month's theme of "health and wellness," Travel Oregon teamed up with Oregon Health and Sciences University (OHSU) to celebrate the work of Black scholars and medical practitioners in Oregon. Four OHSU providers and researchers were highlighted across social media: Dr. Olabisi Sanusi, Dr. Antwon Chavis, Dr. André Walcott and Dr. Sará King. These profiles were posted on both Travel Oregon and OHSU's Instagram and Facebook platforms and generated 160,120 impressions across both platforms.

#### Supporting owned content:

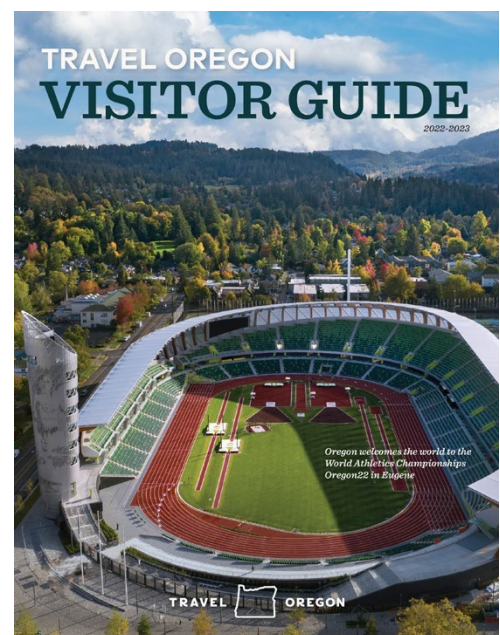
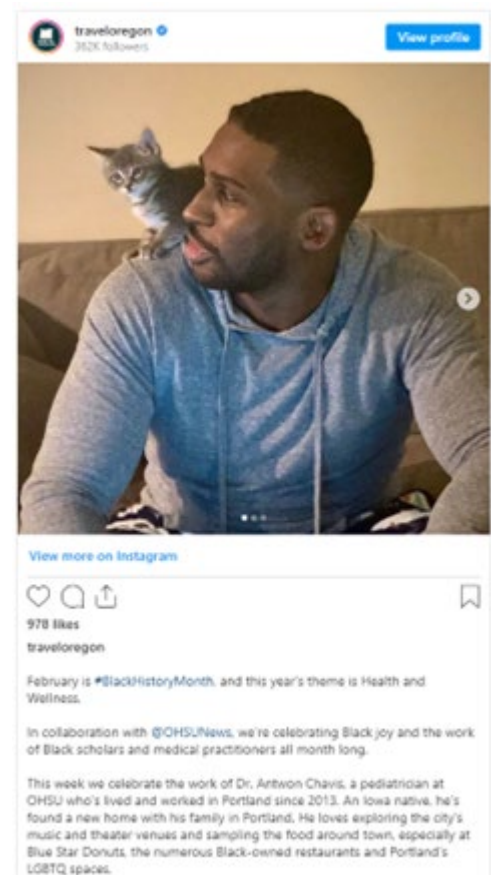
- 5 Stops on your Oregon Coast Black History Road Trip.
- Spreading the Joy of the Great Outdoors.
- Road Tripping While Black.

#### Travel Oregon Visitor Guide

The 2022/23 edition of the Travel Oregon Visitor Guide was released March 31. The guide features Hayward Field on the cover in honor of the World Athletics Championships Oregon22 and includes a two-page "Know Before You Go" spread with information on special events, Oregon's running heritage, road trip ideas and transportation and lodging options.

#### This year's features:

- Strong visuals of Oregon's landscapes and geographic diversity.
- Enhanced regional sections that incorporate specific hiking and camping recommendations.
- Larger opening introduction and map.
- 300,000 copies published.





## Outdoor Adventure Film Grant (OAFG)

We were honored to learn in January that "[You Go Girl](#)," one of the films funded by our OAFG project with Oregon Film, was accepted into the Sundance Film Festival. In addition to the Sundance nomination, this film was also recognized as one of "[10 Must-See Shorts](#)" and one of "[13 Must-See Films Starring Black Talent](#)."

OAFG is a partnership between Travel Oregon and Oregon Film that specifically invites BIPOC filmmakers and on-camera subjects to create a short film pitch that is able to "inform, inspire, capture and/or reveal a personal journey involving an outdoor pursuit that is set against the backdrop of Oregon's majestic landscape."



## Earned Media (PR)

Travel Oregon continued to highlight the state as a unique and inspirational travel destination targeting national and regional media contacts through proactive/reactive personalized media outreach. Top national media hits included stories in [Thrillist](#), [Travel & Leisure](#), [National Geographic](#), [Outside](#) and [Forbes](#). In addition, there were numerous regional media hits including a five-day spring break series on KOIN AM Extra, KGW, Via AAA and KXL.

- 37 earned media stories.
- 134.3 million circulation.
- Story score of 8.9/10.
- 10 stories (27%) DEI/BIPOC representation.



## INTERNATIONAL

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### Vancouver Outdoor Adventure & Travel Show

Travel Oregon continued our re-entry to the Canadian market via British Columbia with participation in the annual consumer-focused Vancouver Outdoor Adventure & Travel Show, March 5-6.

To leverage having several tour operators, outfitters and guides as well as all regional partners in-market, Travel Oregon resumed our tradition of hosting a media event in conjunction with the consumer travel show. Travel Oregon, the seven regions and a Why Guides operator from each region welcomed 20 top Vancouver travel journalists to an Oregon "happy hour" to kick off the weekend. The goal of the event was to raise awareness of Oregon and re-connect with Vancouver-based media, as well as introduce the Why Guides program and Oregon's commitment to responsible travel as visitation returns to the state. We also encouraged further engagement by providing media guests with a complimentary pass to attend the Vancouver Outdoor Adventure Show over the weekend and a chance for one journalist to win a guided trip to Oregon with a Why Guides operator. As a result of this media event, the Daily Hive, a Vancouver B.C.-based news outlet, will be visiting Oregon on a press trip in June.





# APPENDIX

## Oregon Tourism Commission Profit & Loss Budget vs. Actual

July 1, 2021 - April 30, 2022

	July 1, 2021 - April 30, 2022	Annual Budget	Over (Under) Budget	% of Budget
<b>Sources:</b>				
<b>Income:</b>				
Lodging Tax	28,617,092	30,700,000	(2,082,908)	93.2%
Lodging Tax from Prior FY	-	-	-	0.0%
Interest Income	1,114	-	1,114	100.0%
Misc. Revenue	13,220	-	13,220	100.0%
Rental Income	37,259	44,600	(7,341)	83.5%
Conference/Event Revenue	81,000	125,000	(44,000)	64.8%
Welcome Center Brochure Program	25,688	15,000	10,688	171.3%
Federal Grant Funds - CSA	39,074	65,000	(25,926)	60.1%
<b>Total Income:</b>	<b>28,814,446</b>	<b>30,949,600</b>	<b>(2,135,154)</b>	<b>93.1%</b>
<b>Beginning Fund Balances:</b>				
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%
<b>Total Beginning Fund Balances:</b>	<b>23,144,339</b>	<b>23,423,900</b>	<b>(279,561)</b>	<b>98.8%</b>
<b>Total Sources:</b>	<b>51,958,786</b>	<b>54,373,500</b>	<b>(2,414,714)</b>	<b>95.6%</b>
<b>Uses:</b>				
<b>Future Programming - Statutory</b>				
Regional - future (net of administrative expense)	5,151,077	5,526,000	(374,923)	93.2%
Grants - future (net of administrative expense)	2,541,198	2,726,160	(184,962)	93.2%
<b>Total Future Programming - Statutory</b>	<b>7,692,274</b>	<b>8,252,160</b>	<b>(559,886)</b>	<b>93.2%</b>
<b>Other Programming</b>				
Oregon 22 Grant (from G. Marketing Budget)	6,000,000	7,500,000	(1,500,000)	80.0%
<b>Total Future and Other Programming</b>	<b>6,000,000</b>	<b>7,500,000</b>	<b>(1,500,000)</b>	<b>80.0%</b>
<b>Total Future and Other Programming &amp; Reserves</b>	<b>13,692,274</b>	<b>15,752,160</b>	<b>(2,059,886)</b>	<b>86.9%</b>
<b>Expense:</b>				
Global Marketing	10,456,994	16,222,269	(5,765,275)	64.5%
Global Strategic Partnerships (GSP)	1,076,009	1,639,075	(563,066)	65.6%
GSP - RCTP	5,180,873	5,381,420	(200,547)	96.3%
GSP - RDMO Recovery & Stability Funding	1,500,003	1,500,003	-	100.0%
GSP - Competitive Grants	319,879	1,394,272	(1,074,393)	22.9%
GSP - Competitive Grants, to be awarded	-	2,120,409	(2,120,409)	
GSP - Additional Grants	8,753	188,862	(180,109)	4.6%
Global Sales	1,678,222	2,581,419	(903,197)	65.0%
Destination Development	911,394	2,290,289	(1,378,895)	39.8%
Administration & Operations	3,084,832	5,303,322	(2,218,491)	58.2%
<b>Total Expense</b>	<b>24,216,960</b>	<b>38,621,340</b>	<b>(14,404,380)</b>	<b>62.7%</b>
<b>Total Uses:</b>	<b>37,909,234</b>	<b>54,373,500</b>	<b>(14,964,266)</b>	<b>69.7%</b>
<b>Net Income</b>	<b>14,049,552</b>	<b>-</b>	<b>14,049,552</b>	
<b>Wine Country License Plate Program:</b>				
<b>Sources:</b>				
Wine Country License Plate Sales	341,531	-	341,531	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%
<b>Total Sources</b>	<b>1,238,790</b>	<b>897,259</b>	<b>341,531</b>	
<b>Uses:</b>				
Tourism Promotion	81,182	324,962	(243,779)	25.0%
Grants	159,395	572,297	(412,902)	27.9%
<b>Total Uses</b>	<b>240,578</b>	<b>897,259</b>	<b>(656,681)</b>	
<b>Net Income</b>	<b>998,213</b>	<b>-</b>	<b>998,213</b>	
<b>Total Net Income</b>	<b>15,047,764</b>	<b>-</b>	<b>15,047,764</b>	

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 April 30, 2022

### ASSETS

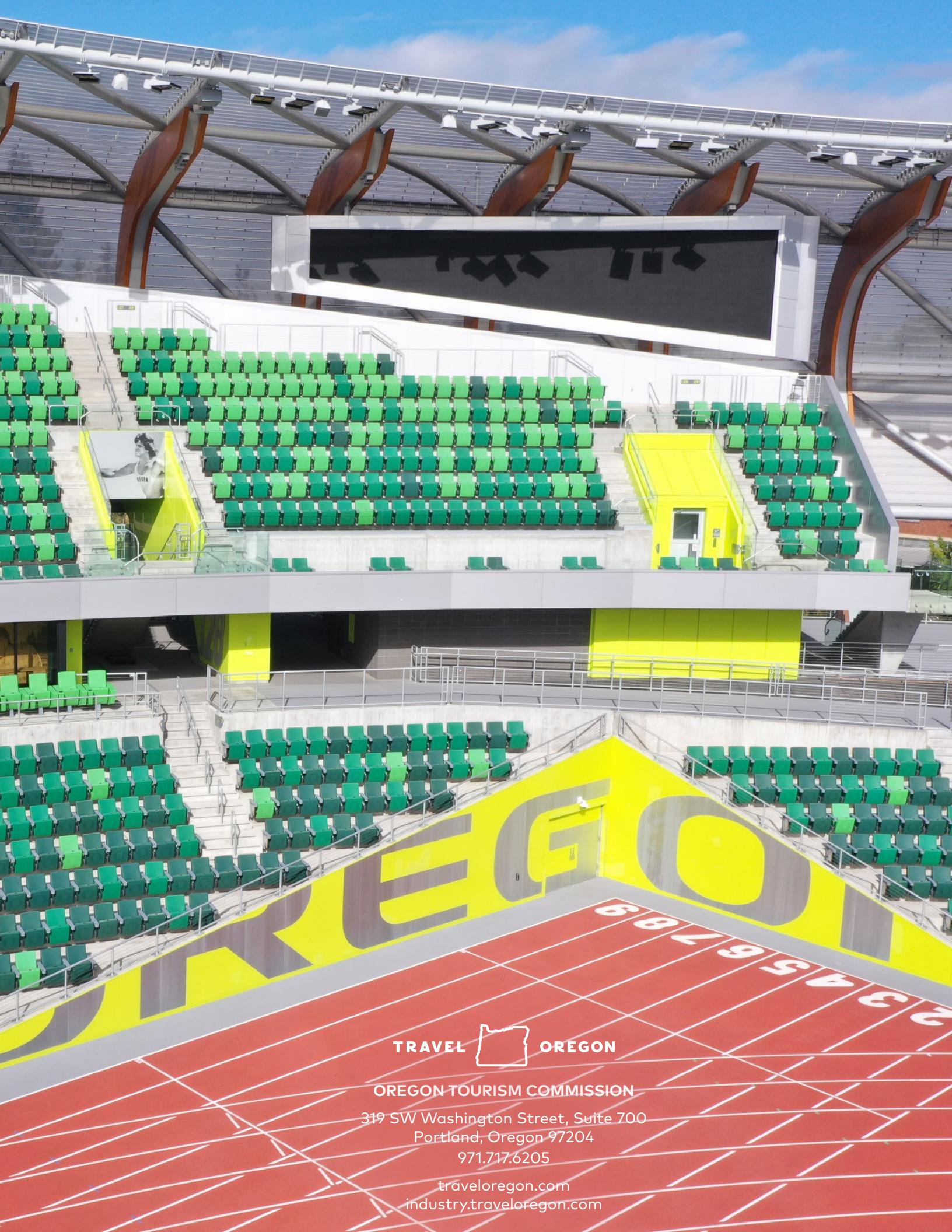
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash - programming and reserves	19,267,189
Cash - Grants - Committed, not disbursed	1,169,373
Cash - Committed for Future Grants	2,541,198
Cash - Committed for Future RCTP	6,041,489
Restricted Cash - Wine Country Plates	1,220,923
<b>Total Checking/Savings</b>	<u>30,240,171</u>
<b>Accounts Receivable</b>	<u>73,832</u>
<b>Other Current Assets</b>	<u>2,447</u>
<b>Total Current Assets</b>	<u>30,316,451</u>
<b>Fixed Assets</b>	333,000
<b>Other Assets</b>	32,982
<b>TOTAL ASSETS</b>	<u><u>30,682,433</u></u>

### LIABILITIES, EQUITY & FUND BALANCES

<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	<u>863,989</u>
Other Current Liabilities	<u>445,416</u>
<b>Total Current Liabilities</b>	<u>1,309,405</u>
<b>Long Term Liabilities</b>	<u>3,428</u>
<b>Total Liabilities</b>	<u>1,312,832</u>
<b>Equity &amp; Fund Balances</b>	
Regional (RCTP) - for future distribution	6,041,489
Grants - for future distribution	2,541,198
Invested in capital assets	333,000
Reserved for Immediate Opportunity Fund (IOF) - available	310,845
Reserved for Immediate Opportunity Fund (IOF) - designated	579,561
Operating Reserve	1,852,422
Unanticipated TLT from FY2021	2,440,612
Restricted for Wine Country Plates	1,220,923
Net Income	14,049,552
<b>Total Equity and Fund Balances</b>	<u>29,369,601</u>
<b>TOTAL LIABILITIES, EQUITY &amp; FUND BALANCES</b>	<u><u>30,682,433</u></u>

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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