

An aerial photograph of a vast forest with vibrant autumn foliage in shades of yellow, orange, and green. In the distance, a large, snow-capped mountain peak rises against a blue sky with scattered clouds. A winding road is visible on the left side of the image.

TRAVEL



OREGON

**Regional Cooperative Tourism Program
Guidelines**

10.3.2022

BACKGROUND & PROCESS

Since the last guidelines revision cycle in 2020, the roles and responsibilities of the RCTP and Regional Destination Management Organizations (RDMOs) have fundamentally changed.

These changes can be largely characterized by an industry-wide shift to a broader destination stewardship approach.

Parallel to Travel Oregon's own strategic processes, the RCTP team at Travel Oregon has facilitated the following engagements to inform the recommendations contained within this document

- Destination Think RDMO Session as part of Travel Oregon's Strategic Vision development process
- Two facilitated, full day RCTP retreats with RDMOs and key Travel Oregon staff to assess RCTP program evolution and needs for adaptation



OVERALL CHANGES TO GUIDELINES:

- RCTP guidelines to be crafted with more inclusive language that reflects the nuances of the program and what a partnership between Travel Oregon and RDMOs entails.
- Promote alignment with Travel Oregon's 10-year strategic vision.
- Ensure RCTP guidelines are responsive to the current needs of RDMOs



PLANNING CYCLE (1/3)

- RDMOs to develop biennial plans AFTER Travel Oregon's planning processes conclude (update to planning cycle).
- Language around stakeholder collaboration refined and streamlined to ensure that RDMOs are the lead for this convening role.
- Language around stakeholder survey expanded to ensure a broader stakeholder base is incorporated.



PLANNING CYCLE (2/3)

RDMOs will clearly outline where the investment touches upon the 10-Year Strategic Vision lenses and/or objectives, which are as follows:

Destination Stewardship Approach:

- Prosperity Lens
- Racial Equity Lens
- Regenerative Tourism Lens

Objectives:

- Oregon's tourism economy is flourishing.
- Oregon is striving to be a place of equity.
- Oregon delivers remarkable experiences.
- Oregon respects the natural environment.



PLANNING CYCLE (3/3)

- At least 10% of annual RCTP disbursements intended for collaborative investments with Travel Oregon via a revised Menu of Investments Opportunities program.
- At least 10% of annual RCTP disbursements are required to fund a regional grants program that fund tourism projects and programs outside of the RDMO organization. If there is a tourism grants process that is in effect in the region, an RDMO may choose to fund that process instead of administering their own. Tourism adjacent grants processes that address key components of the Travel Oregon's Strategic Vision will be assessed and approved by RCTP staff.
- Remove requirement for 5% mandated Immediate Opportunity Fund.
- Up to 80% of the RCTP disbursement can be independently programmed by RDMOs.



BUDGET OVERVIEWS

TYPICAL RCTP PLAN – CURRENT PROGRAMING RATIOS



BUDGET OVERVIEWS

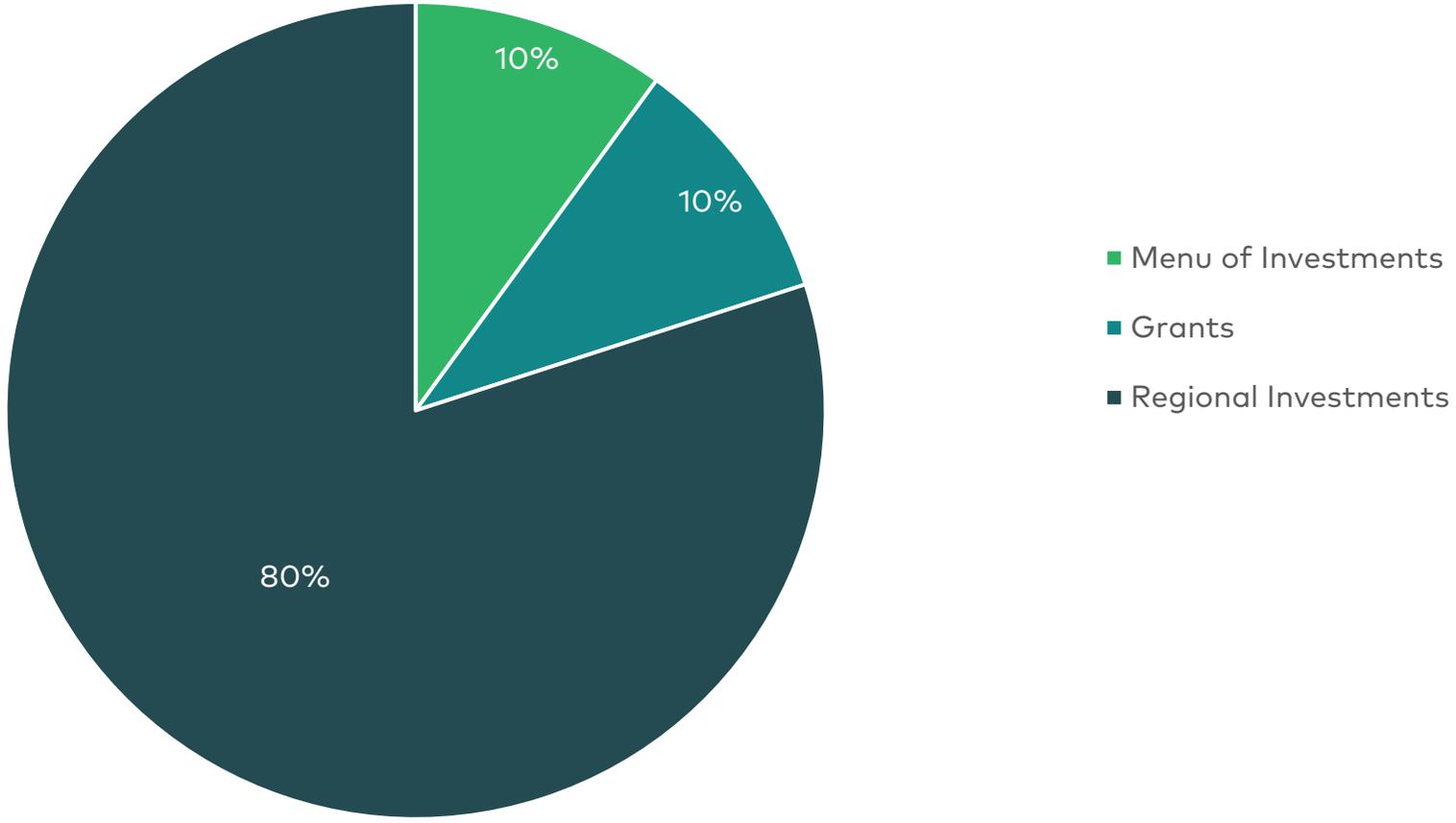
EMERGENCY RESPONSE — PROGRAMING RATIO



EMERGENCY RESPONSE w/ REGIONAL GRANTS — PROGRAMING RATIO

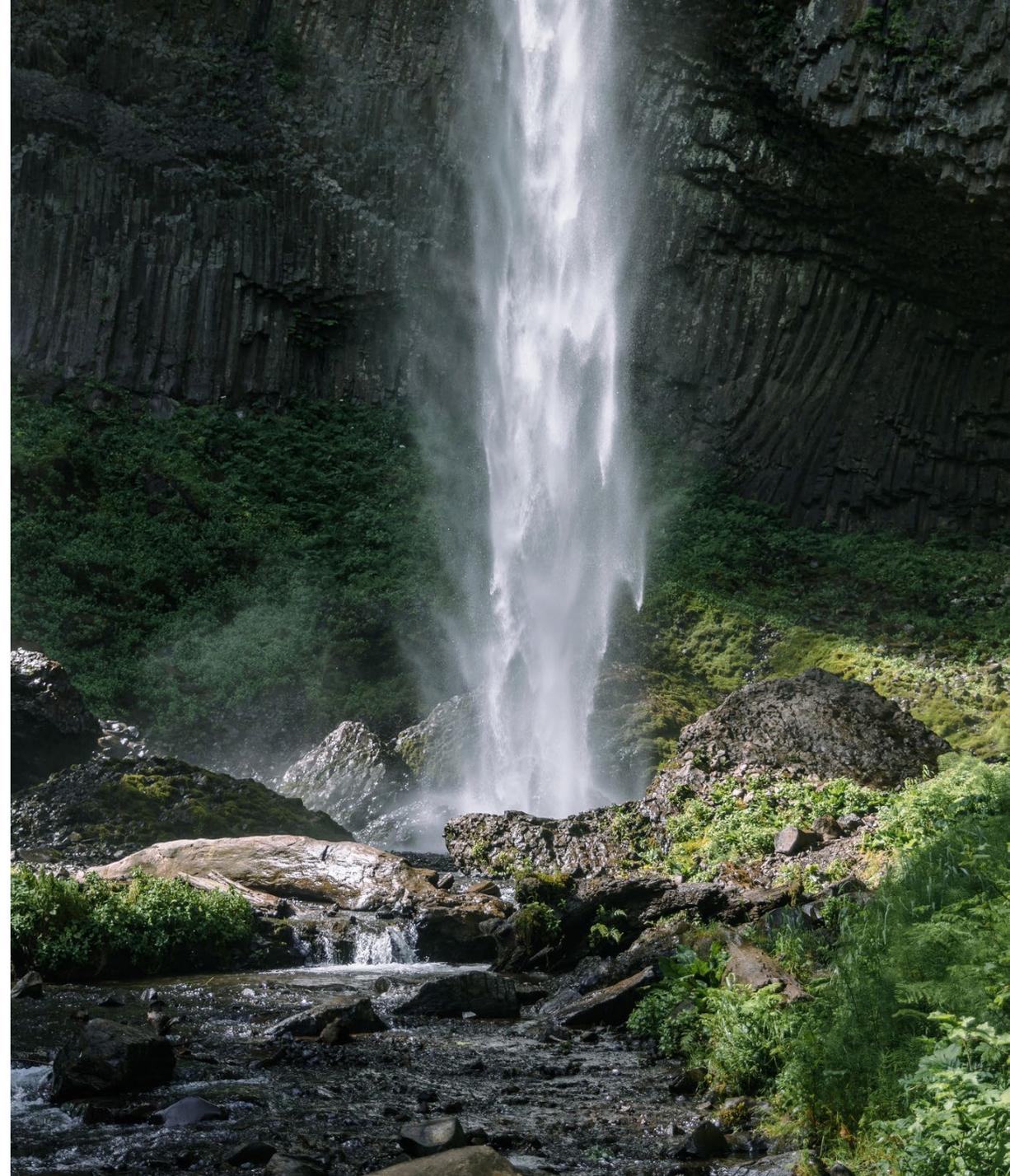


PROPOSED BUDGET OVERVIEWS



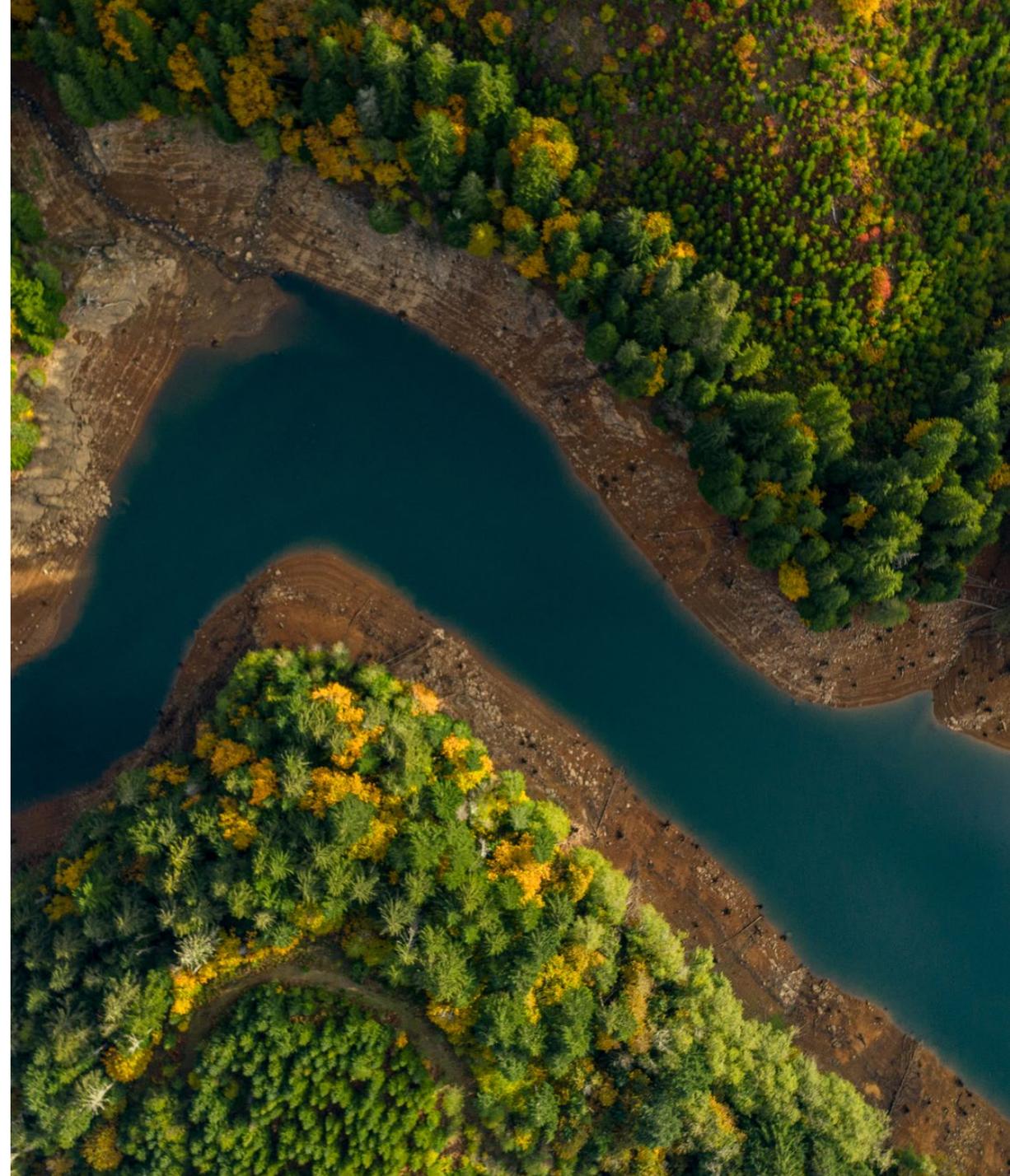
MENU OF INVESTMENT OPPORTUNITIES

- Restructured MOIO will be co-developed and co-funded by RDMOs and Travel Oregon. RDMOs and Travel Oregon will work toward developing catalytic projects that are expansive and driven from community engagement. 1-4 projects to be identified per region.
- Restructured MOIO will constitute at least 10% of RCTP programming.
- Programming and projects contained within the new MOIO will be nested under the following objectives identified in the 10-Year Strategic Vision



STAFFING

- Remove language that caps staffing and administration at 30% of annual disbursement.
- Add language that allows up to 80% of the RCTP annual disbursement to be appropriated by RDMOs for programming and staffing.



REPORTING & METRICS

- Metrics of RCTP program success will be revised to ensure that RCTP investments align with Travel Oregon's 10-year Strategic Vision.
- RDMOs will move to shared budgeting framework



SUBREGIONAL ALLOCATIONS

- Regions MAY suballocate RCTP resources to DMOs and/or other entities within their region.
- A subregional allocation does not fall under regional grants and cannot be administered as such.
- Subregional allocations shall not exceed 30% of the annual RCTP disbursement per region.
- If RDMOs employ this model, the process for defining qualifying entities needs to occur in a public and competitive format.
- RDMOs may select qualifying organizations to receive allocations through an RFP-style process that the RDMO runs in collaboration with RCTP staff.

