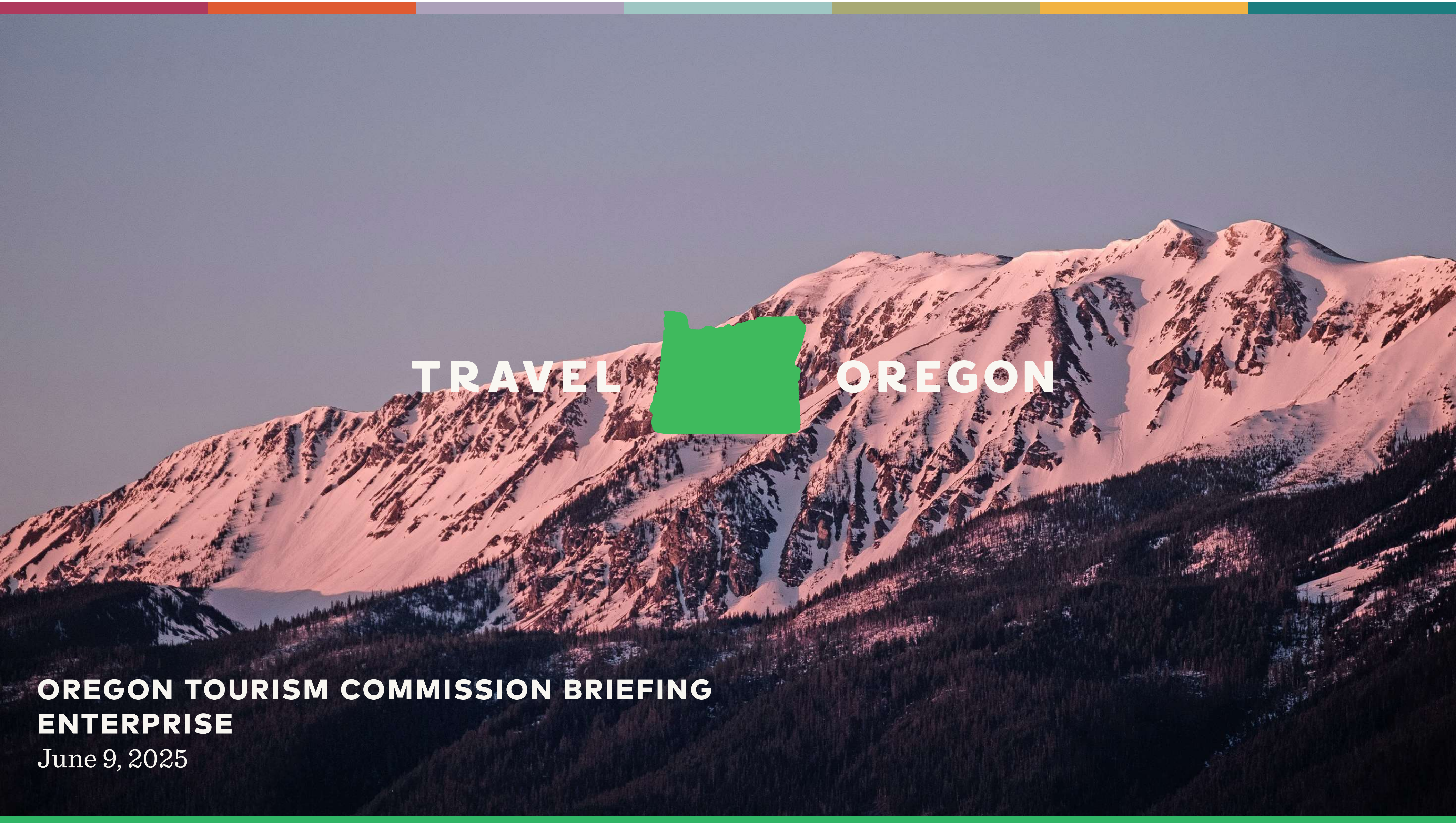


OREGON TOURISM COMMISSION BRIEFING
ENTERPRISE

June 9, 2025

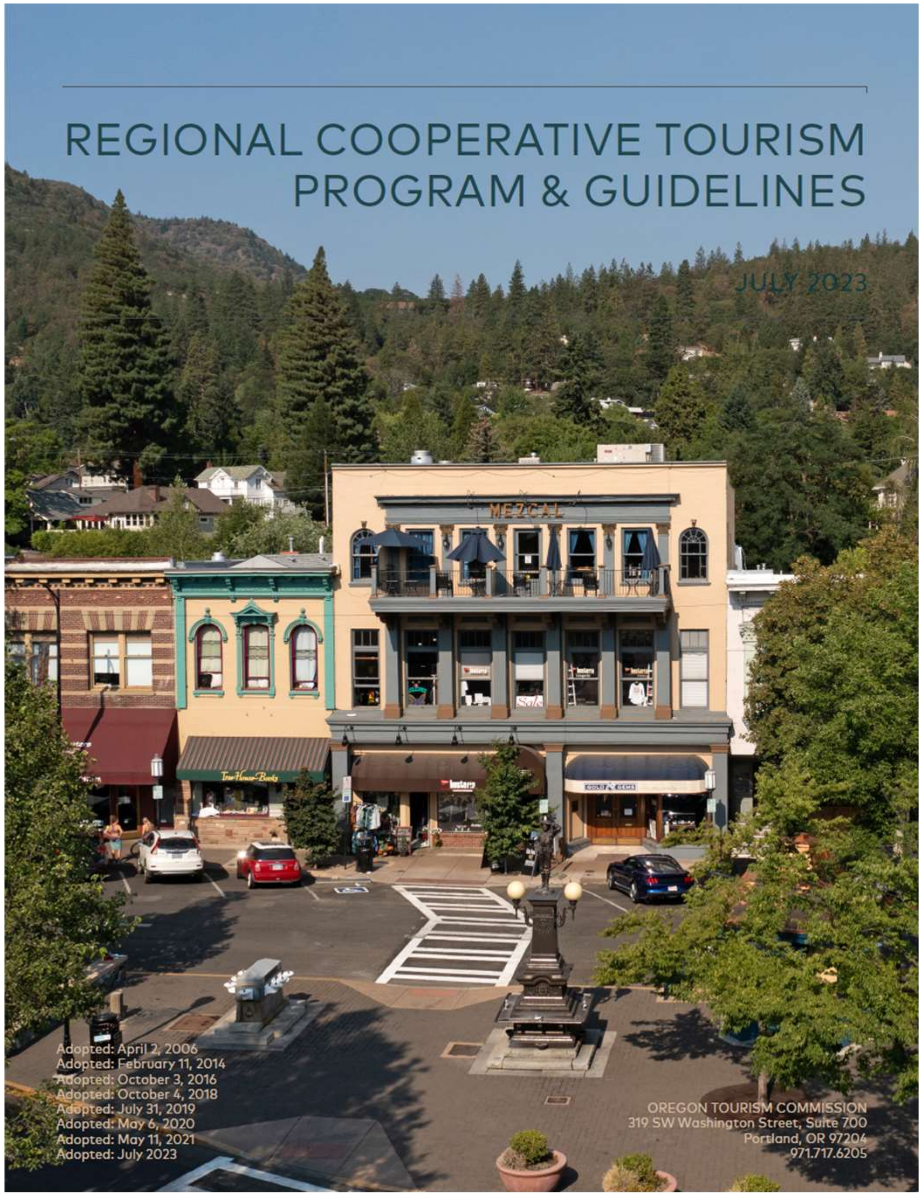
REGIONAL COOPERATIVE TOURISM PROGRAM - GUIDELINES

RCTP GUIDELINES

- Guidelines integrated Collaborative Regional Investments (CRI) in 2023

- CRI was not allocated a budget for the 2025-2027 biennium

- CRI Biennium end reports due September 2025



RCTP GUIDELINES

- CRI will be removed from RCTP guidelines for 2025-2027
- RCTP Guidelines will be looked at comprehensively with RDMO partners at a September meeting

Leads and/or Network Managers (Travel Oregon will supply current list)

- Oregon Regional Solutions staff (optional)
- Business Representatives (optional)
  - Business Oregon Regional Development Officers
  - Small Business Development Centers
- Elected officials (optional)
- Oregon Main Street/ Downtown Association Mangers (optional)

LEVERAGE & ALIGNMENT

A. 100 percent of RCTP funds must be used toward programs or projects aligned with Travel Oregon's Strategic Plan, Strategic Vision and regional priorities defined by regional stakeholder base.

B. To optimize alignment within Oregon's tourism industry, ensure they are leveraging their work as the RDMO with Travel Oregon's ongoing strategic imperatives, and to reinforce a cohesive and thorough statewide tourism strategy, RDMOs are to invest 10 percent of their total annual disbursement (RCTP budget) into the Regional Collaborative Investments program that is executed in cooperation with Travel Oregon.

C. Regions are encouraged to invest in strategies and activities that benefit multiple communities within the region and encompass the full suite of tourism disciplines: sales, marketing, destination development, and strategic partnerships. Regions are encouraged to invest in Oregon Tour-

COLLABORATIVE REGIONAL INVESTMENTS

A. Collaborative Regional Investments 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.

B. Collaborative Regional Investments will constitute 10% of RCTP investments in programming.

C. Programming and projects contained within the Collaborative Regional Investment Program will be nested under the following objectives identified in the 10-Year Strategic Vision:

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

D. No additional metrics are required when regional entities use their RCTP funds to partner directly with Travel Oregon as the metrics are already included in Travel Oregon's Strategic Plan.

E. Multi-regional marketing efforts are strongly encouraged. Regions may achieve stronger results by combining resources with other regions. Travel Oregon encourages regional entities to use the multi-regional approach as appropriate to leverage resources.

F. Regional partners have expressed great interest in having Travel Oregon facilitate gatherings to explore multi-regional opportunities and specific competencies necessary to compete in the marketplace. Therefore,

1. Travel Oregon staff will convene regions collectively to explore multi-regional cooperative opportunities including cooperative marketing opportunities with Travel Oregon.
2. Travel Oregon will convene regions collectively to pursue timely professional development conversations regarding earned media, social programming, media planning, etc.
3. Travel Oregon staff will work internally and with the regions to develop a menu of Travel Oregon programs where the regions can propose to invest their allocated RCTP funds.
4. Travel Oregon staff will provide planning timelines, media plans and other information needed to develop regional RCTP plans quickly.
5. The timeline for presenting RCTP plans will be clearly communicated, therefore allowing Travel Oregon staff to work with each region to identify and agree upon appro-

REPORTING BUDGET & METRICS

A. Travel Oregon will assess compliance and performance of RDMOs planning and programming through:

1. Annual reviews with RDMO
2. Biennial financial reports to be completed by RDMO and third-party financial advisors
3. Quarterly in-region consultations with RDMO
4. Biennial regional stakeholder feedback via survey

B. Regions will be assessed on metrics associated with specific activities and strategies outlined in their plans.

C. Regional performance will be assessed based on the return on investment as it pertains to specific strategies and tactics and alignment with regional stakeholder input.

D. Regional plans and reports will be transparent and viewable on Travel Oregon's Industry website. A strong effort will be made to ensure these performance measures are easy to comprehend.

E. All RCTP related funds must be spent by RDMOs by the completion of the two-year contract and plan cycle. All unused and unbudgeted funds will be returned to Travel Ore-