



WILLAMETTE VALLEY VISITORS ASSOCIATION

Oregon Tourism Commission Meeting

Regional Update

WILLAMETTE VALLEY

Applicant: Willamette Valley Visitors Association

Review committee score

RCTP: 20

OWCLPTPP: 20

Review committee recommendation: 1-year conditional contract - contingent upon re-presenting plan and staff plan, up to 7 -year designation following OTC review, midpoint review by the Oregon Tourism Commission

Strengths of RFP:

Passion and leadership in equity focused investments (RDEI committee, accessibility)

Regenerative travel initiatives

Rural recreation development programs are strong

Weaknesses of RFP:

Presentation and Written RFP difficult to follow

Current void in ED roll cause concern around ability to execute RFP;

No discussion of leadership or staff capacity

Budget did not add up to allocation; budget does not align with stated priorities





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Regional Update

FY24-25: REBUILDING

- FY24-25 Plan goals still achieved
- New director began in November 2024
- Dec/Jan: Staff and board retreats for long term planning
 - Creation of new long-term Strategic Plan
- New staff plan



WVVA STRATEGIC PLAN 2025 - 2031

IMPERATIVES

1. Elevate Community Engagement, Education & Advocacy
2. Support community-focused/lead tourism development
3. Collaborative regional brand awareness and marketing integration
4. Strengthen the Organization

TIMELINE

- January - June 2025– Planning period
- July 1, 2025– Begin plan implementation
- June 2026– Secure the last 7 years of RCTP Contract
- July 2027– Biennial reflection on Imperatives and Strategies
- July 2029– Biennial reflection on Imperatives and Strategies
- July - December 2030– Plan and goal reflection
- January - June 2031– Planning period

DEFINITIONS

Regenerative Tourism

Regenerative tourism is **community-led and aims to enhance the economic, ecological, and cultural well-being of a destination**. It uplifts local voices, supports small businesses, and fosters collaboration to create experiences that benefit both visitors and residents.

Equity

Equity means **recognizing and addressing the unique needs of each community**, partner, and visitor by providing tailored support and resources. It's about listening, being intentional with investments, and creating lasting solutions that strengthen our destination.

Inclusion

Inclusion means **intentionally inviting diverse voices**, empowering authentic storytelling, and **fostering meaningful participation**. It creates a welcoming space where everyone feels valued and represented in shaping our destination's future.

ELEVATE COMMUNITY ENGAGEMENT, EDUCATION & ADVOCACY

- Reach valley visitor industry partners and build a feedback cycle
- Build industry engagement and training opportunities
- Conduct, analyze, and share data
- Align industry priorities and advocacy needs



SUPPORT COMMUNITY- FOCUSED/LEAD TOURISM DEVELOPMENT

WVVA will evaluate its role with partner communities by categorizing staff involvement as **Lead**, **Collaborate**, or **Advocate**.

Assess projects with a lens of leading, collaborating, and advocating for regional projects

Identify and implement opportunities to elevate cross-visitation within WVVA's sub-regions and cross-regionally

Revisit past development projects and evaluate them for enhancement, such as the scenic byways program

Foster inclusivity in developing projects

Connect development and WVVA marketing/PR arms to ensure understanding and anticipate content timelines for promotion of development work

Use the Regional Strategic Investment fund as a catalyst for community-driven work



COLLABORATIVE REGIONAL BRAND AWARENESS AND MARKETING INTEGRATION

- Understand sub-regional needs (e.g., seasonality, crisis communications, emerging markets) to integrate into regional marketing strategy
- Collaborate with industry-adjacent associations (e.g., wine associations) on marketing and public relations efforts
- Develop a cohesive marketing plan, considering partner plans
- Measure region and brand sentiment
- Market and measure airport traffic for the two regional airports as key access points into the region
- Prioritize cross-regional programming to enhance WVVA's partnership with Oregon partners and support visitor travel paths



STRENGTHEN THE ORGANIZATION

- Facilitate board engagement and education as the board makeup expands.
- Build organization culture and roadmap for staff development, recruitment and retention
- Build a reporting cadence
- Create a resource library for understanding the industry (e.g., onboarding procedures)



FISCAL 2025-2027 BUDGET

Tactic Category	Budget Year 1	Budget Year 2
Destination Stewardship	\$ 89,000.00	\$ 118,000.00
Regional Grants	\$ 110,276.00	\$ 110,276.00
Brand Stewardship	\$ 440,274.00	\$ 407,000.00
Insights & Impacts	\$ 70,260.00	\$ 68,260.00
Staffing & Administration	\$ 392,950.00	\$ 399,224.00
Total	\$1,102,760	\$1,102,760

STRATEGIES

DESTINATION STEWARDSHIP

- Strategic Investment Fund
- Outdoor access
 - Water Trail
 - Accessibility evaluations
- Welcoming destination education
- Agritourism research support



STRATEGIES

BRAND STEWARDSHIP

International Marketing

- Align and support Travel Oregon
- Inspirational

Domestic Marketing

- Booking action
- Markets: Seattle & LA

Public Relations

- Brand awareness
- FAM coordination



STRATEGIES

INSIGHTS & IMPACTS

- Industry education
- Industry reporting
- Data collection and sharing



STRATEGIES

STAFF & ADMIN

- 4 FTE
- Office: Salem, Oregon
- Career development funds





OREGON WINE COUNTRY LICENSE PLATE

REGION 2

Clackamas, Linn, Benton & Lane Counties

REGION 2

STRENGTHS

- Create wine & Culinary assets
- Represent parts of the Willamette Valley often overlooked

CHALLENGES

- Placemaking:
- Media's definition of WV Wine Country
- Connecting the Region 2 counties doesn't make sense in consumer marketing



WINE REGION NEEDS

- Strong visuals highlighting the areas wine and culinary assets
- Itineraries that allow each sub-region to shine
- Wine related seasons are under utilized
 - Ex: Wine Country Thanksgiving and Oregon Wine Month



OREGON WINE COUNTRY LICENSE PLATE REGION2

Tactic	Budget
Implementation Contractor	\$ 12,000.00
Admin Fee	\$ 2,700.00
Social Media Influencer Campaign	\$ 19,200.00
Media Content Purchase	\$ 13,260.00
Seasonal Campaign Fund	\$ 45,000.00
Total	\$92,160



QUESTIONS?