

Wine Country Plate Funds

Marketing Narrative, Regions 1 & 2

Region 1

Region 1 has funds of \$136,392, which represent the allocation from Marion, Polk, and Yamhill counties. With approval of the Wine Country Plate advisory board and the DMOs in all three counties, WVVA has entered into a Memorandum of Understanding with Travel Salem to carry out a marketing program promoting tourism to all of Region 1.

Plan components include:

- Online & Social media: Work with Sparkloft Media to create a targeted & strategic social media campaign promoting the M/P/Y region and drive visitation to TravelSalem.com & TravelYamhillValley.org.
- Public relations: Create a Willamette Valley Wine PR event in New York or Los Angeles that includes a reception, press/media component, and desk side visits
- Advertising: visual content (three 2-minute videos)
- Advertising & partnerships: campaigns, tradeshow, sales missions, advertising co-ops
- Product development: TripAdvisor.com promotion
- Product development: Develop a wine trail throughout the M/P/Y region; visitors who mention the trail will receive a wine glass charm collectible
- Program implementation: development, management, and reporting
- Region 1 also has funds set aside for partnering with Region 2 as plans are developed and is considering investment in the "Wine Flights" project (see below).

Region 2

Willamette Valley Visitors Association (WVVA) recently held a meeting for the Region 2 planning committee. Attendees included representatives from Region 1; winery owners from Washington, Lane, and Benton counties; staff from Washington County Tourism; and WVVA Board members. Participants were looking for synergies and partnerships to strengthen the project selected, and collaboration where appropriate. Several marketing concepts were reviewed with the following surfacing as the project Region 2 would focus on. The ultimate goal would be to increase tourism as a whole to all counties involved.

The Wine Country Plate Region 2 allocation of \$44,690 has been divided into two segments.

- \$22,286 (represents the allocation from Clackamas, Linn, Benton, Lane, Multnomah, Clatsop, Columbia, Lincoln and Tillamook).

This money will go towards a marketing program targeting one or more of the following airports served by Alaska Airlines: Seattle, San Jose, and/or Oakland, with the hope of also having a presence in Portland and Eugene. The program will promote the Willamette Valley as Oregon Wine Country with opportunities for partners to help amplify that message. There will also be opportunities for us to present sub-regions and both their well-known and undiscovered

wineries. The “Oregon Wines Fly Free” message will be incorporated into the messaging in an effort to drive future bookings to the Willamette Valley Wine Country and increase the cases of Oregon wines shipped home.

This program is designed to leverage efforts of the Oregon Wine Board, which has identified West Coast cities served by Alaska Airlines for a marketing campaign. In addition to the Oregon Wine Board, conversations are beginning with Travel Oregon, the individual airports and Alaska Airlines.

- \$22,404 (represents the allocation from Washington County)

Washington County is considering allocating all or part of their \$22,404 towards this project, and Region 1 is considering participating as well.