

OREGON REGIONAL COOPERATIVE TOURISM PROGRAM

Current Regional Programming:

In 2015-17, the Oregon Tourism Commission reformed its Regional Investment Strategy in response to two years of statewide input from communities and industry groups. The changes enacted due to this planning were:

- Created a minimum investment level of \$175,000 for each region. This allowed the state's least funded regions to more effectively realize the opportunities created by Travel Oregon.
- Created structure that allows regions more flexibility to target their investment more specifically to regional needs.

As part of Tourism 2.0:

Increase distributions to facilitate regional and local efforts. New marketing, sales and development efforts will be funded allowing regional and local areas to reach new, high-yield markets and to invest in critical product and destination development that result in long-term economic impact. Travel Oregon will expand dedicated investment with its regional partners. Changes recommended via 2.0 are the following:

- Statutorily dedicate 15% of total state lodging taxes to the Travel Oregon regional cooperative program.
- Create additional regional partnership opportunities to leverage the resource Travel Oregon invests domestically and internationally.
- Oregon Tourism Commission will consider a proposal being developed to provide a minimum of \$300,000 for any region that generates less than this through the statutory formula.
- Given the Tourism Commission's current revenue forecast, it is anticipated that the funds invested in the Regional Cooperative Tourism Program will increase from \$1,675,000 to \$5,614,108. Under the present regional pro rata shares and with a \$300,000 minimum in place, each currently designated region would receive:

Region	2016-17 Actual	2017-18 Estimate
Central Oregon	\$175,000	\$518,429
Eastern Oregon	\$175,000	\$300,000
Greater Portland	\$425,000	\$2,223,102
Mt Hood/Gorge	\$175,000	\$300,000
Coast	\$325,000	\$1,152,547
Southern Oregon	\$175,000	\$468,633
Willamette Valley	\$225,000	\$651,397
Total	\$1,675,000	\$5,614,108