

TRAVEL OREGON

HOUSE SPECIAL COMMITTEE ON WILDFIRE RECOVERY
APRIL 5, 2021

TRAVEL OREGON

EXISTING PROGRAMMING

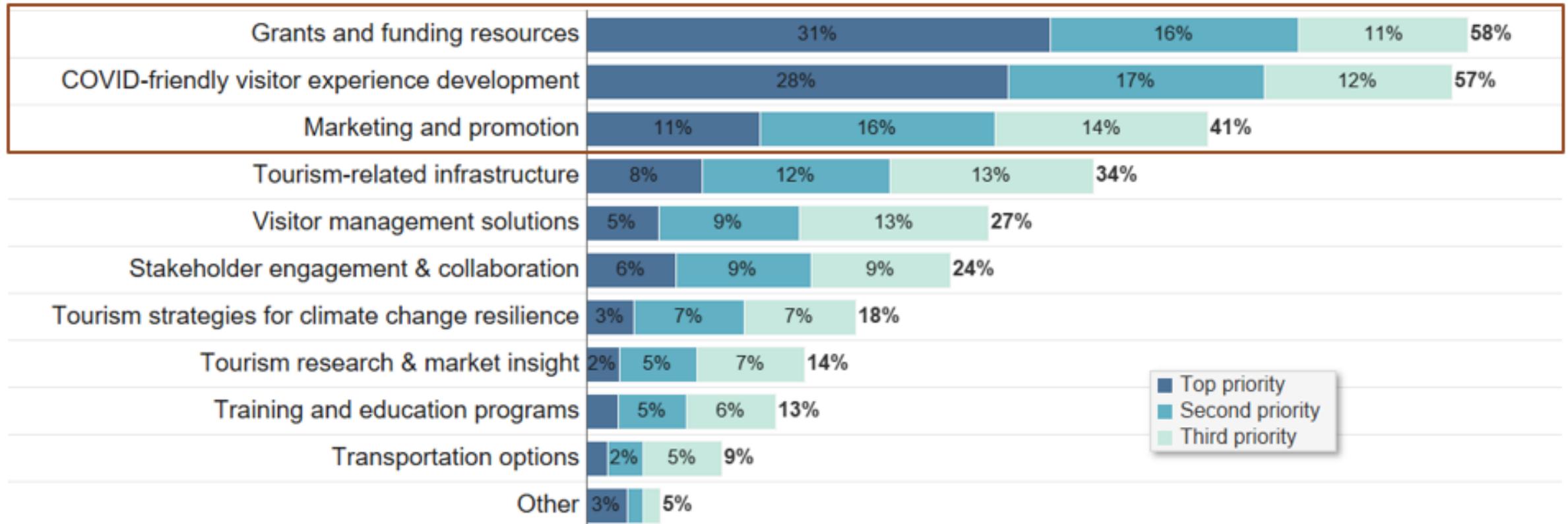
EXISTING PROGRAMS

- **Destination Ready**
- **Competitive Grants**
- **Regional Cooperative Tourism Program**
- **Destination Development Studios**
- **Statewide Marketing & Business Dev.**



SHORT-TERM PRIORITIES

Q: Please identify the three areas that you believe should be emphasized for immediate (6 – 12 months) recovery from COVID-19, wildfires, and related economic conditions:



Source: 2020 Oregon Tourism Industry Stakeholder Survey

EXISTING PROGRAMS

DESTINATION READY PROGRAM OVERVIEW

- Provides direct funding and technical assistance that develops and bolsters COVID-appropriate visitor experiences.
- Aids in Oregon's tourism industry recovery and focuses on the development, enhancement and stewardship of destinations.
- Supports implementation of \$10,000-\$50,000 local or regional projects.
- Projects: food / farm trails, critical outdoor recreation, small business marketing and support, business district & main street improvements
- Awarded \$913,000 to 34 projects across the state in February 2021 (received ~\$4 million in applications)



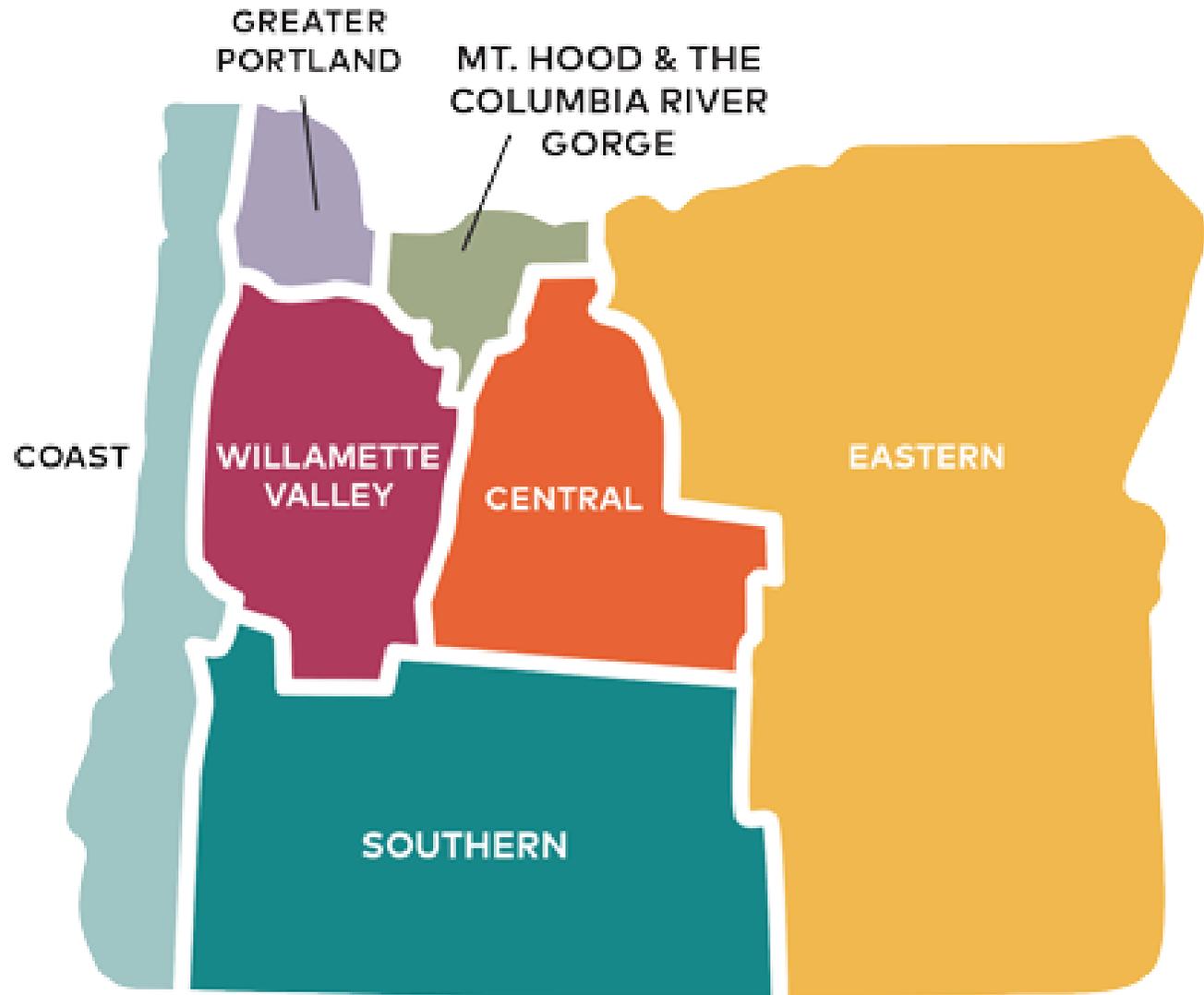
COMPETITIVE GRANT PROGRAM OVERVIEW

- 10% of State Transient Lodging Tax goes towards competitive grants
- June 2020, 121 grants were awarded for 'COVID-19 Emergency Response' needs (\$1.2M).
- April 2021, grants will be awarded for 'Competitive & Recovery Grants' (\$2.3M).
 - Projects up to \$100,000, no match required.
 - Focus on investments that will help economic recovery efforts by enhancing or expanding visitor experiences.
 - Received 419 applications requesting ~\$18.6M. Awards are announced April 30.



REGIONAL COOPERATIVE TOURISM PROGRAM

- 20% of State Transient Lodging Tax goes towards Regional Cooperative Tourism Program
 - FY20-21 Budget: \$7.9M
 - FY21-22 Budget: \$4.8M
- 7 Regional Destination Management Organizations are recognized by Travel Oregon
- 2-year regional plans align with Travel Oregon's biennial strategic plan and guide use of state dollars
- Regions frequently provide grant programs and strategic investments



DESTINATION DEVELOPMENT STUDIOS

- Provide facilitation services and support to communities to grow / develop their tourism economy.
- Establish a 15-year regional vision for the destination.
- Identify strategies to harness the power of tourism.
- Seed funding to carry out the adopted visions and action plans.
- Can partner with RARE to build local capacity through local graduates to help implement plans.



CAMPAIGN & BUSINESS DEVELOPMENT



Forbes

Oregon Road Trip -- Portland And Willamette Valley To The People's Coast



Amber Gibson Former Contributor
Travel
I write about luxury travel, food and wine.



locl

Let's get started.

First Name *

Last Name *

Contact Email *

Password *

Your password must include 6 characters.

By proceeding you agree to our [Terms of Service](#)

Already have an account, [Login here](#)

TRAVEL OREGON



QUESTIONS?