



MARION COUNTY BOARD OF COMMISSIONERS

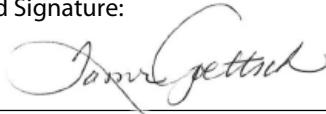
# Board Session Agenda Review Form

Meeting date: May 10, 2017

Department: Community Services      Agenda Planning Date: 5/4/17      Time required: 20 mins

Audio/Visual aids

Contact: Sarah Spinks      Phone: 3234

Department Head Signature: 

<b>TITLE</b>	Economic Development - Travel Salem's 3rd Quarter Report
Issue, Description & Background	<p>As a recipient of an Economic Development Board Designated Allocation, Travel Salem provides quarterly reports to update the Commissioners on the status of its regional tourism, destination development and sports marketing activities.</p> <p>Board Designated Allocations are funded by Oregon Video Lottery revenues allocated to Marion County for economic development purposes. The Board of Commissioners have established Board Designated Allocations to provide funding for strategic, regional investments in entities that promote, expand, or prevent the decline of manufacturing, agriculture, tourism, and small business in Marion County. In FY16/17 Travel Salem received \$100,000 to support economic development through the promotion of tourism in Marion County.</p>
Financial Impacts:	None.
Impacts to Department & External Agencies	The financial support provided to Travel Salem impacts tourism county-wide in Marion County.
Options for Consideration:	<ol style="list-style-type: none"> <li>1. Accept the report as presented.</li> <li>2. Do not accept the report as presented.</li> </ol>
Recommendation:	<ol style="list-style-type: none"> <li>1. Accept the report as presented.</li> </ol>
List of attachments:	Travel Salem 3rd Quarter Report
Presenter:	Angie Onyewuchi, Travel Salem President and CEO

*Copies of completed paperwork sent to the following: (Include names and e-mail addresses.)*

Copies to: Sarah Spinks- scavazos@co.marion.or.us  
Angie Onyewuchi - aonyewuchi@travelsalem.com

# EXHIBIT D – QUARTERLY REPORT



## Economic Development Allocations Quarterly Report

<b>Organization:</b>	TRAVEL SALEM		
<b>Quarter Ending:</b>	March 2017		
<b>Allocation:</b>	\$100,000.00	<b>Received YTD:</b>	\$75,000

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

### 1. Objective – Regional Public Relations

Travel Salem generated **251 published articles** and references during the third quarter of 2016-17 with a reach of **7,506,000** and an **advertising equivalence of \$290,335**. Please refer to the attached PR Addendum for details.

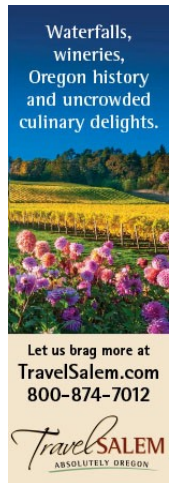
### 2. Objective – Visitor Information Network

Travel Salem’s Visitor Information Network **assisted 37,026 visitors** during the first quarter. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Phoenix Inn South, Willamette Heritage Center, Salem Convention Center, Lancaster Mall, Amtrak, Salem AAA, Salem Airport and Aurora Airport.

### 3. Objective – Marketing Support for Marion County Communities

Quarterly highlights include:

- Placed **Salem banner ads with *NorthWest Travel***. (see right)
- Travel Salem Booking Engine generated \$9,423 in room night bookings in Feb/Mar. This program is ramping up with 20 facilities now engaged. Bump in bookings due to rate competitiveness of lodging partners with other OTCs and an increased advertising buy on TripAdvisor.
- Continued Google ad words campaign focusing on key words consumers use on search engines to drive visitation to TravelSalem.com. Campaign resulting in 12,512 click thrus today, with February seeing a 123% increase.
- Unique visitors to TravelSalem.com increased 35% in January, 108% in February, and 105% in March. This increase is attributed to the Google ad words and social media campaigns.
- Assisted movie location scout in securing Salem area places for filming of the Netflix original movie, “A Haunting at Silver Falls 2.” (see right)
- Participated in a New York City media deskside trip January 24-28. Pitched Salem’s Yoga + Beer program that takes place at area wineries and breweries, among other regional draws. While there, participated in the *New York Times* Consumer Travel Show with a Willamette Valley booth.
- WVVA attended the January Wine Enthusiast Gala held in Miami representing the Willamette Valley which was named the **2017 Wine Region of the Year by *Wine Enthusiast* magazine**. (see right)
- Designed and placed a **Salem ad in the Travel Portland Visitors Guide**. (see right)
- Participated in a Seattle Deskside tour, March 20-24. Met with 13 freelance travel writers/bloggers to share new updates in the Willamette Valley, pitch ideas and arrange future fam tours.
- Participated in a San Francisco Deskside tour, March 6-9. Met with 11 journalists & freelance writers, which has already resulted in two planned fam trips focusing on events.



## EXHIBIT D – QUARTERLY REPORT

### 4. Objective – Recreational Sports Marketing

#### Events during the quarter:

- USA Softball Regional Meeting - 100 attendees, 70 room nights, \$41,400 EEI
- Oregon Wrestling Association – 1,200 attendees, 100 room nights, \$83,880 EEI
- Oregon School for the Deaf Basketball – 200 attendees, 300 room nights, \$124,800 EEI
- Animal House Flyball - 150 attendees, 60 room nights, \$31,200 EEI
- Oregon Latino Basketball – 1,000 attendees, 250 room nights, \$109,400 EEI
- Subleague Jiu-Jitsu – 600 attendees, 120 room nights, \$48,900 EEI
- The Sales Manager attended the National Association of Sports Commissions (NASC) annual conference held in Sacramento; met with 23 sports events planners in pre-set appointments to discuss potential future events to the region.

### 5. Objective – Destination Development

- Multiple projects in development; projects will be reported once completed.

### 6. Other

See detailed report for more results during the quarter.

### 7. Performance Measurements. Complete the following for each quarter.





Metric	Q1	Q2	Q3	Q4	Total
Estimated Economic Impact*	\$553,200,000 for 2015	See Q1	See Q1		<b>\$553,200,000 for 2015</b>
Transient Occupancy Tax**	\$852,317	\$925,334	\$213,009 (Jan)		<b>\$1,777,651</b>
Leverage	\$540,957	\$613,187	\$517,049		<b>\$1,154,144</b>

\*Latest information available via Travel Oregon

\*\*Salem only (July through January based on available data)

Travel Salem  
**PUBLIC RELATIONS ADDENDUM**  
National & Regional Media  
16-17 Third Quarter

Secured 251 published references/articles with a reach of 7,506,000 and an advertising equivalency of \$290,335.

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Go Nomad.com</i>  <b>Witness the Total Solar Eclipse in these 5 Cities</b></p> <p>Published: 1/2017  Pitched: 10/2016</p>	<p>\$9,377</p>	<p>16,000</p>	<p>Writer Kurt Jacobson highlighted Marion County farm stores EZ Orchards and Bauman's in his article about visiting the Salem area for this popular travel website.</p>
	<p><i>WanderWithWonder.com</i>  <b>5 Experiences You Must Do When Wandering Salem, Oregon</b></p> <p>Published: 1/2017  Pitched: 7/2016</p>	<p>\$3,190</p>	<p>110,000</p>	<p>The Capitol grounds, Willamette Heritage Center, wine tasting, The Oregon Garden and Silver Falls State Park were highlighted as five must-do experiences in this feature article about the Salem region.</p>
	<p><i>1859 Magazine</i>  <b>A historic mining camp, now a scenic recreation area</b></p> <p>Published: 1/2017  Pitched: 9/2016</p>	<p>\$12,020</p>	<p>50,000</p>	<p>Feature story about Opal Creek Wilderness Area, Opal Creek Ancient Forest Center and Jawbone Flats – the abandoned historic mining town.</p>
	<p><i>Meetings Today Magazine</i>  <b>Upscale Amenities Await in Washington, Oregon and Idaho</b></p> <p>Published: 2/2017  Pitched: 10/2016</p>	<p>\$29,280</p>	<p>205,000</p>	<p>Feature article on upscale amenities and experiences for meeting attendees included The Oregon Garden Resort (spa experience) and Willamette Valley Vineyards (wine pairing dinner).</p>

	<p><i>NW Travel Magazine</i>  <b>Secret Getaways to Jumpstart Spring</b></p> <p>Published: 2/2017  Pitched: 8/2016</p>	<p>\$4,697</p>	<p>125,000</p>	<p>The Oregon Garden, Frank Lloyd Wright House and the town of Silverton were featured as one of six great spring getaways in the Pacific Northwest.</p>
	<p><i>Statesman Journal</i>  <b>Roaring Beauty</b></p> <p>Published: 3/2017  Pitched: 11/2015</p>	<p>\$2,268</p>	<p>36,000</p>	<p>Camp Dakota and Butte Creek Falls were highlighted in article about hikes and places in the region to take your kids.</p>
	<p><i>Food Network Online</i>  <b>Bites in the Beaver State: What to Eat in Oregon</b></p> <p>Published: 3/2017  Pitched: 7/2015</p>	<p>\$32,056</p>	<p>2,600,000</p>	<p>The Willamette Valley Marion berry and Willamette Valley Pie Company were featured in this online article about best things to eat in Oregon.</p>