



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

Meeting date: November 30, 2016

Department: Community Services Agenda Planning Date: 11/23/16 Time required: 20 mins

Audio/Visual aids

Contact: Sarah Cavazos Phone: 3234

Department Head Signature: *Jessie Gettsch*

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| TITLE | Economic Development - Travel Salem's 1st Quarter Report |
| Issue, Description & Background | <p>As a recipient of an Economic Development Board Designated Allocation, Travel Salem provides quarterly report to update the Commissioners on the status of their 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 promotion of tourism in Marion County.</p> |
| Financial Impacts: | None |
| Impacts to Department & External Agencies | None |
| Options for Consideration: | None |
| Recommendation: | None |
| List of attachments: | First Quarter Report |
| Presenter: | Angie Morris, Travel Salem President and CEO |

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

Sarah Cavazos - scavazos@co.marion.or.us
Angie Morris - amorris@travelsalem.com

EXHIBIT D – QUARTERLY REPORT



Economic Development Allocations Quarterly Report

| | | | |
|------------------------|----------------|----------------------|----------|
| Organization: | TRAVEL SALEM | | |
| Quarter Ending: | September 2016 | | |
| Allocation: | \$100,000.00 | Received YTD: | \$25,000 |

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 **275 published articles** and references during the first quarter of 2016-17 with a **reach of 6,543,100** and an **advertising equivalence of \$312,295**. Please refer to the attached PR Addendum for details.

2. Objective – Visitor Information Network

Travel Salem's Visitor Information Network **assisted 42,501 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:

- Created an e-Clipse e-newsletter promoting the 2017 Great American Eclipse.
- Secured chef Mike Adams of Adam's Rib BBQ to represent the Salem food scene at Feast Portland.
- Launched pay per click online advertising to drive consumers to Salem area lodging.
- Partnering with SEDCOR on a variety of marketing/communication strategies (website, media pitching, social media) to promote the economic development platform.
- Hosted writer/blogger Amanda Barnes of "50 Harvests Around the World" at Johan Vineyards and Left Coast Cellars.
- Hosted writers from *Gear Magazine*, *DuJour Magazine* and the FoodNetwork.com for pre-Feast media tour (visited The Oregon Garden, Willamette Valley Vineyards and the Grand Hotel).

4. Objective – Recreational Sports Marketing

- Attended the ConnectSports Marketplace Tradeshow in Grapevine, Texas securing 35 connections/appointments and 11 RFPs.
- Booked the Early Ford V8 Club of America convention at the Salem Convention Center, Grand Hotel, Red Lion Hotel and Riverfront Park.

5. Objective – Destination Development

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

6. Other

See detailed report for more results during the quarter.

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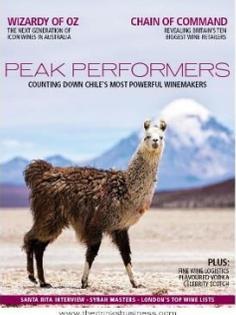
7. Performance Measurements. Complete the following for each quarter.

| Metric | Q1 | Q2 | Q3 | Q4 | Total |
|----------------------------|---------------------------|----|----|----|-----------------------------------|
| Estimated Economic Impact* | \$553,200,000 for 2015 | | | | \$553,200,000 for 2015 |
| Transient Occupancy Tax** | \$852,317 | | | | \$852,317 |
| Leverage | \$540,957 | | | | \$540,957 |

*Latest information available via Travel Oregon

**Salem only (July through August based on available data)

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|---|--|-----------------|----------------|---|
|  | <p><i>1859 Magazine</i> Six Favorite Restaurants in Salem</p> <p>Published: 8/2016 Pitched: 2/2016</p> | <p>\$21,985</p> | <p>75,000</p> | <p>This feature article positions Salem as having an up-and-coming food scene not to be missed and highlights area restaurants including Rafn's, Wild Pear, Taproot Lounge & Cafe, Paradiso and Archive Coffee & Bar.</p> |
|  | <p><i>Vinepair.com</i> 5 Reasons You Need to Visit Oregon Wine Country Now</p> <p>Published: 8/2016 Pitched: 1/2016</p> | <p>\$25,000</p> | <p>200,000</p> | <p>This national wine blog (associated with the <i>Huffington Post</i>) highlighted Salem's Johan Vineyards and the beauty and accessibility of Willamette Valley Wine Country.</p> |
|  | <p><i>Newsmax.com</i> Great American Eclipse to be 70-Mile-Wide Solar Blackout</p> <p>Published: 8/2016 Pitched: 7/2015</p> | <p>\$20,000</p> | <p>500,000</p> | <p>Salem was highlighted as the first mid-sized city to be directly under the moon's shadow. Readers were encouraged to make lodging plans now if they want to travel to see the event.</p> |
|  | <p><i>Bustle Magazine</i> Wine Weekends</p> <p>Published: 8/2016 Pitched: 3/2016</p> | <p>\$30,000</p> | <p>650,000</p> | <p>Salem's wine region was called out in an article about the best places in the United States for a summertime wine tasting road trip.</p> |
|  | <p><i>Trampin'</i> River To Ridge</p> <p>Published: 9/2016 Pitched: 6/2016</p> | <p>\$5,000</p> | <p>40,000</p> | <p>The new River to Ridge kayak/cycle/hike event was highlighted in a full page article in this Japanese hiking and outdoor recreation publication.</p> |

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|  | <p><i>Oregonlive.com</i> 12 Places to See Fall Color Published: 9/2016 Pitched: 7/2016</p> | <p>\$12,754</p> | <p>16,000</p> | <p>The Oregonian's Jamie Hale included Silver Falls State Park in his feature story about the best places to see fall color within a 2-hour drive of Portland.</p> |
|  | <p><i>Travel Oregon e-newsletter</i> Eclipse 2017 Published: 9/2016 Pitched: 6/2016</p> | <p>\$8,400</p> | <p>300,000</p> | <p>Feature article about the 2017 Eclipse coming to Oregon mentioned Salem area as one Oregon community that is planning to hold several Eclipse-related events at vineyards and other venues in the area.</p> |
|  | <p><i>The Drinks Business</i> Around the World in 80 Harvests: Oregon Published: 9/2016 Pitched: 8/2016</p> | <p>\$13,050</p> | <p>400,000</p> | <p>Wine journalist Amanda Barnes included Johan Vineyards and Left Coast Cellars in her article about Oregon and the Willamette Valley Wine Region, which runs as a regular column in <i>The Drinks Business</i> magazine.</p> |