

The Gateway to Oregon Wine Country

CHEHALEM



VISITOR'S CENTER

**ANNUAL REPORT &
MARKETING PLAN**

MISSION

The mission of the Newberg Visitor Center is to encourage economic growth and to enhance the quality of life in Newberg through the strengthened economic impact of tourism in the Newberg and surrounding area.

THE ECONOMIC IMPACT OF TOURISM

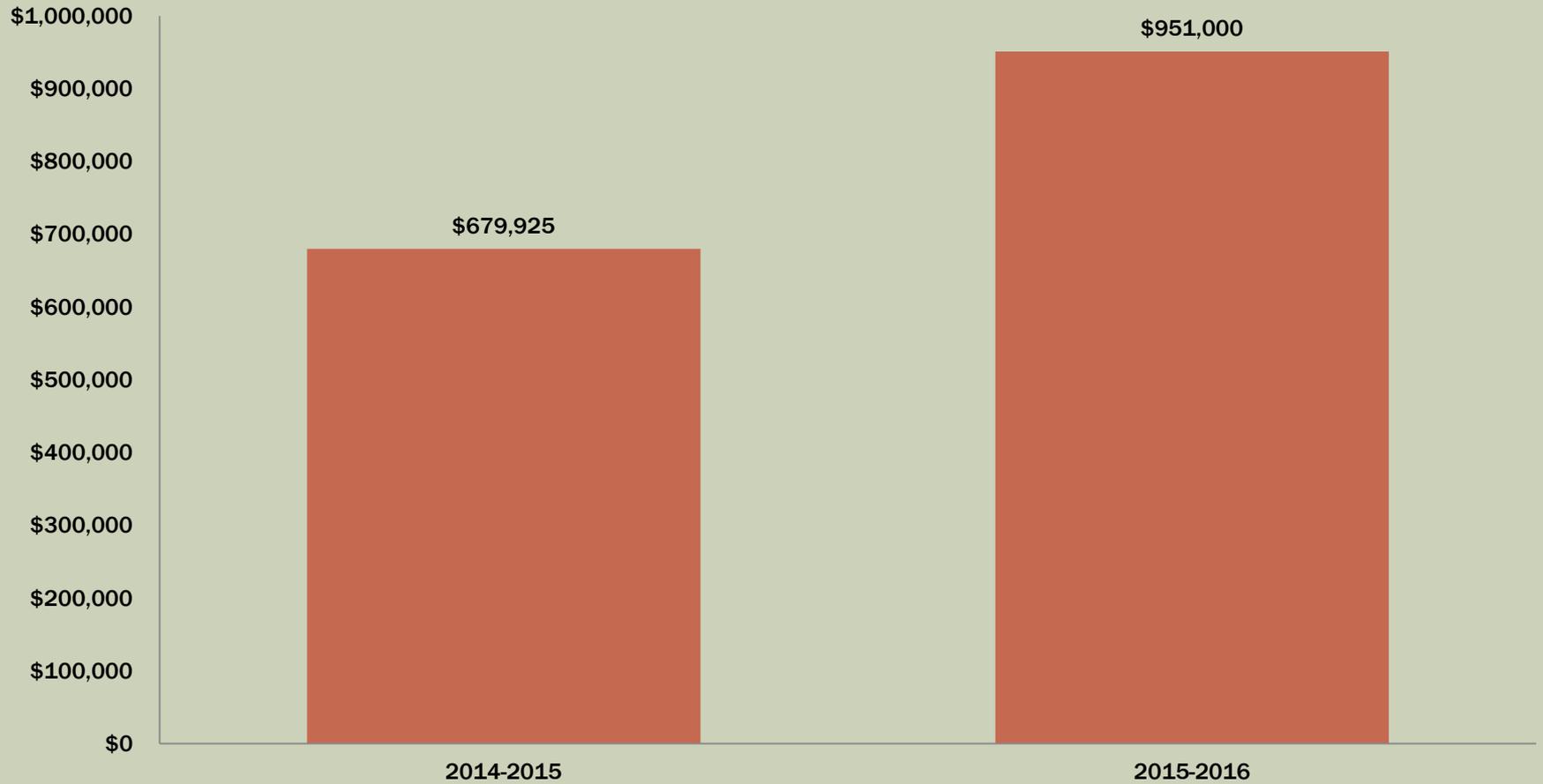
- Statewide figures report that there was 10.8 billion dollars of Travel Spending in Oregon in 2015. Tourism employed 105,000 people and tourism resulted in over \$466 million in state and local tax revenue

THE ECONOMIC IMPACT OF TOURISM

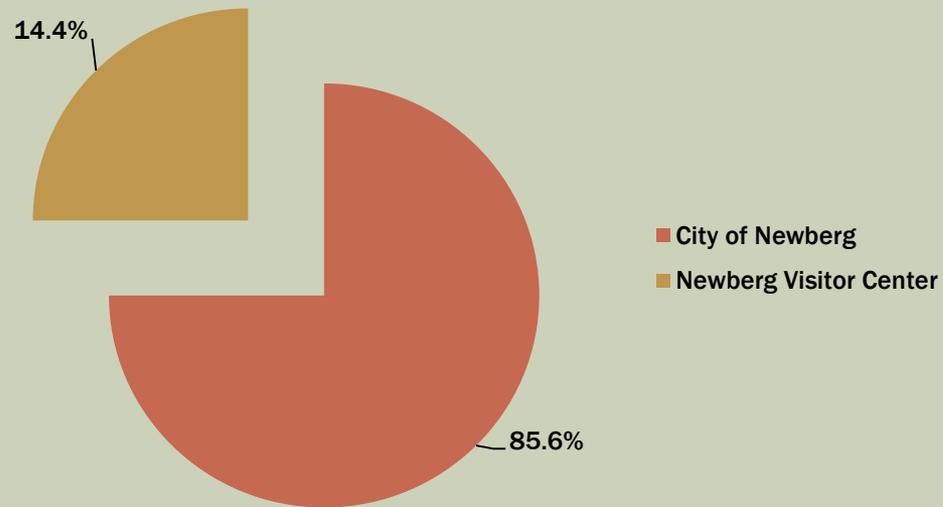
- According to Travel Oregon* Yamhill County experienced \$104 million in travel spending in 2015.
- Yamhill County employed over 1600 in tourism jobs with annual payroll of 31.7 million

*Dean Runyan and Associates

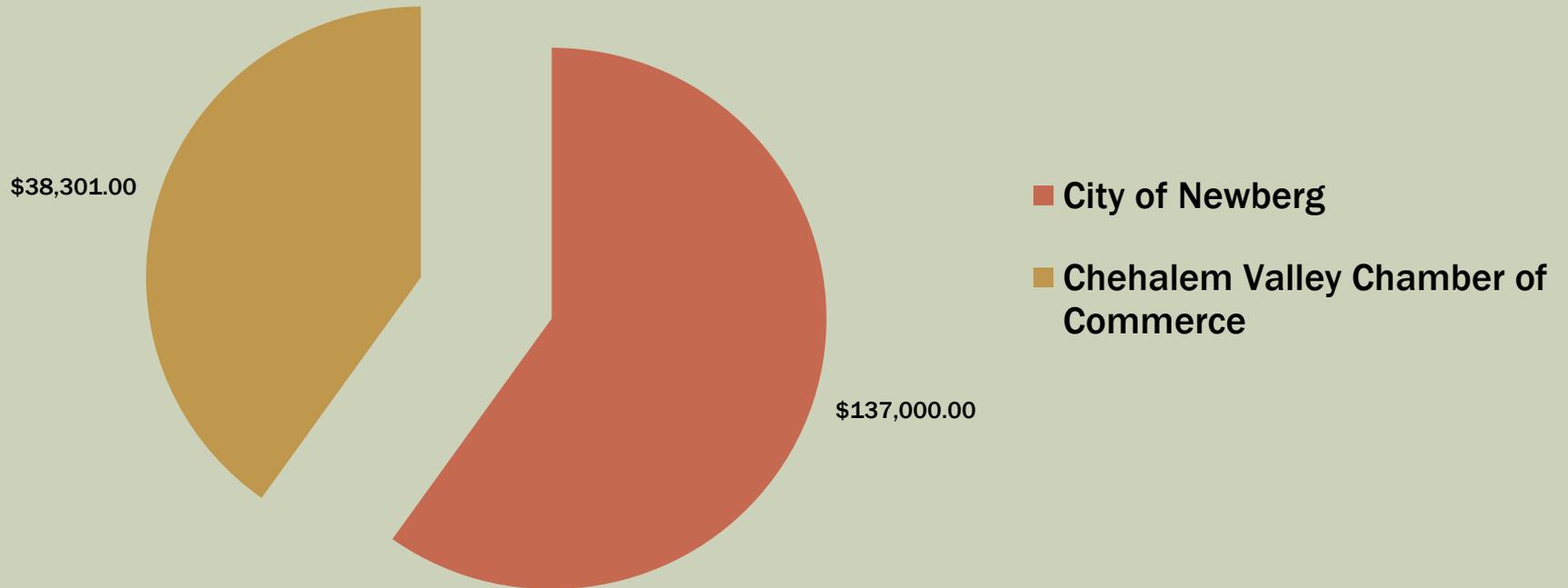
CITY OF NEWBERG TRANSIENT OCCUPANCY TAX (TOT) COLLECTIONS



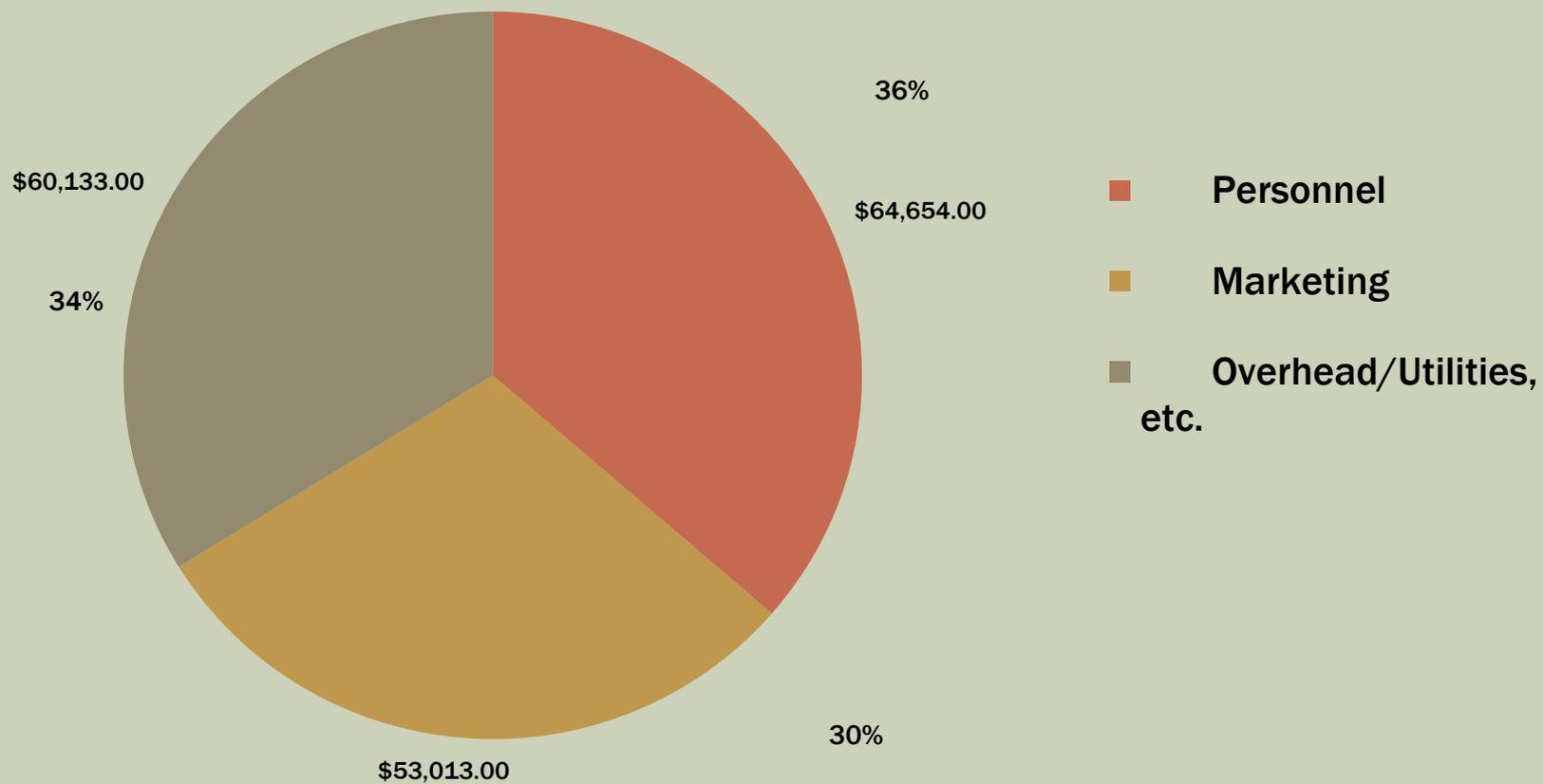
CHEHALEM VISITOR CENTER CONTRACT AS PERCENTAGE OF TOTAL TOT



2015-2016 VISITOR CENTER FUNDING



VISITOR CENTER INVESTMENT BY CATEGORY



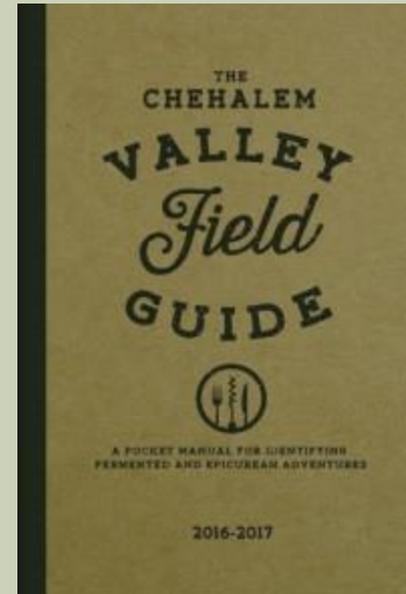
KEY HIGHLIGHTS AND HEADLINES FROM 2015-2016



- Over 12,000 Walk-in Visitors Served
- New Website Completed
- Hospitality Training Launched

COMMUNITY GUIDE AND CHEHALEM VALLEY FIELD GUIDE PUBLISHED

- Circulation of Community Guide 9,000
- Circulation of Chehalem Valley Field Guide 19,000
- Both publications viewable online
- <http://chehalem.journalgraphicsdigital.com/current/>



MEDIA COVERAGE



- Newberg and the surround area received over \$750,000 dollars in national and international media coverage in 2015-2016 in such publications as Travel & Leisure, Sunset, 1859, AAA Magazine, NW Travel Magazine, The Oregonian and more.

CONVENTIONS & EVENTS

- Oregon Truffle Festival 2016
- American Camellia Festival 2017
- Potential New Visitor Spending
\$750,000



EVENT MARKETING & PROMOTION

- Continued emphasis on attracting visitors within a two-hour radius to attend such events as Brews & BBQ, Tunes on Tuesday, The Old Fashioned Festival, The Camellia Festival, Newberg First Friday Artwalk, Oregon Truffle Festival and upcoming events at the Oregon Wine Education Center.



The Newberg
Camellia Festival

PRESENTING SPONSOR



NEWBERG ART WALK

- The Chehalem Valley Visitor Center sponsors the Trolley to provide transportation for the monthly event



EVENT MARKETING



EVENT MARKETING TUNES ON TUESDAY



WEBSITE & SOCIAL MEDIA

- Continued emphasis on Website Marketing and Social Media



WINE COUNTRY LICENSE PLATE GRANT FUNDS HOSPITALITY TRAINING



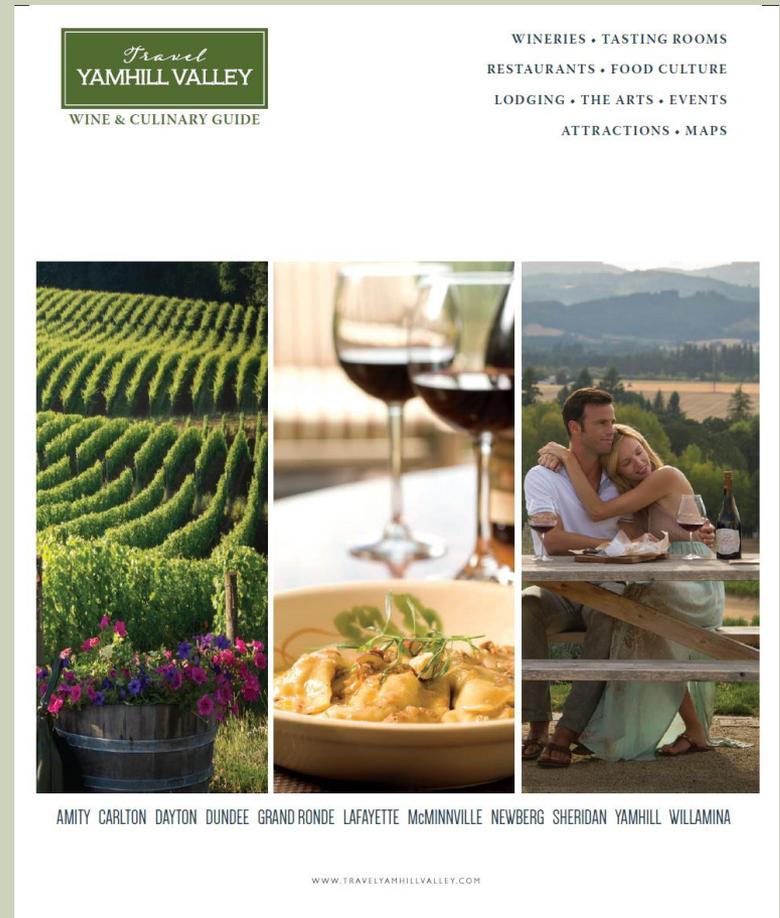
VISITOR CENTER SERVICES

- Trip Planning Services
- Event Planning Assistance
- Reservations



VISITOR CENTER SERVICES

- Continued visitor center brochure and map management. The Visitor Center stocks over 1,000 unique pieces of tourism marketing collateral



VISITOR CENTER SERVICES

- Continued staff education through such resources as the Oregon Destination Marketing Conferences, local AVA associations, Travel Oregon, Tasting Room Network and tours with local tourism partners



CHEHALEM VALLEY CHAMBER VISITOR CENTER BUDGET REVIEW & OVERSIGHT

- Chehalem Valley Chamber Finance Committee: Ron Wolfe, Chair, Premier Bank; Carr Biggerstaff, Biggerstaff VBA; Betty Vergets, Newberg Ace Hardware; Teri Council, A-dec
- In addition the entire 20 member board of directors is copied on Visitor Center quarterly reports and budget. The Newberg City Manager serves as ex-officio member of the Board of Directors

CHEHALEM VALLEY CHAMBER VISITOR CENTER BUDGET REVIEW & OVERSIGHT

- Quarterly reports to City Council
- Open door policy with members of City Council and other Tourism Partners offering input.

YOUR PARTNER IN ECONOMIC GROWTH &
DESTINATION MARKETING MANAGEMENT

The Gateway to Oregon Wine Country

CHEHALEM

Valley

CHAMBER *of* COMMERCE

