



**CITY COUNCIL WORK SESSION  
SEPTEMBER 4, 2012  
6:00 P.M.  
NEWBERG PUBLIC SAFETY BUILDING  
401 EAST THIRD STREET**

WORK SESSIONS ARE INTENDED FOR DISCUSSION. NO ACTION WILL BE TAKEN ON THE AGENDA ITEMS AND NO DECISIONS WILL BE MADE. NO ORAL OR WRITTEN TESTIMONY WILL BE HEARD OR RECEIVED FROM THE PUBLIC.

**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. REVIEW OF COUNCIL AGENDA AND MEETING**

Visitor Information Center Annual Report from the Chamber of Commerce Director Sheryl Kelsh.

**IV. COUNCIL HOUSEKEEPING ITEMS**

**V. ADJOURNMENT**

**ACCOMMODATION OF PHYSICAL IMPAIRMENTS:**

*In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the city recorder at (503) 537-1283. For TTY service please dial 711.*

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*The Gateway to Oregon Wine Country*



**Newberg Visitor and Information Center  
Executive Summary**

The mission of the Newberg Visitors 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 Chehalem Valley Chamber of Commerce has identified the expansion of our tourism product as one of the greatest and most immediate opportunities to increase dollars in our local community over any other activity prior to the completion of the bypass and expansion of the UGB. An increase in tourism, unlike population growth produces significant income without the burden on local infrastructure and demand for an increase in City and County Services. They visit, they spend, and they leave.

The purpose of the Visitors Center Destination Marketing plan is to expand the role of the Newberg Visitors Center to serve as a dynamic marketing organization. As a marketing organization we will define strategies that will allow us to market our Visitor Destination package to people that have not already heard about us. We will methodically develop a plan that will bring new visitors and increased travel spending to the area.

According to Travel Oregon, Yamhill County experienced 92 million dollars in travel spending in 2009. Statewide figures report that there was 8.1 billion dollars of Travel Spending in Oregon in 2011. Tourism employed 87,500 people and tourism resulted in over \$313 million in state and local tax revenue. It is imperative that Newberg has a plan to increase our share of the tourism dollars already flooding into the State.

## Visitor Destination Situation

### Strengths

(Present advantages)

- Gateway to Oregon Wine Country
- Easily accessible within State and to Portland
- Small Town – Scenic Americana Profile
- Home of George Fox University (Sports, Lecture Series & Music)
- En-route to Oregon Coast
- Several festivals /events (Memorial Day Wine Tasting Weekend, Memorial Day Boat Races, St. Paul Rodeo, Old Fashioned Festival, Camellia Festival, First Friday Art Walk, Chehalem Valley Food, Wine & art Festival, Trilogy Winemakers Dinner)
- Proximity to regional historical sites (Hoover-Minthorn House, Champoeg Park, Ewing Young Heritage Tree)
- Outdoor Recreation (Hot Air Ballooning, Skate Park, Chehalem Glenn Golf Course, Champoeg Biking/Hiking Trails, Bicycle Wine Country)
- Sportsman Airpark
- Key Attractions (Spruce Goose, Space Museum, Indoor Waterpark, Omnimax theater, Spirit Mountain Casino)
- World class accommodations (The Allison)

### Weaknesses

(Present disadvantages)

- Although the downtown is improving there are still building vacancies, deteriorating building facades and a business mix that is too heavily non-retail
- Downtown is not pedestrian friendly (Trucks, one-way traffic, traffic volume)
- Lack of variety of restaurants
- Absence of evening entertainment
- Low resident awareness and support of tourism
- Lack of retail shops. (no clothing stores, etc.)

### Opportunities

(Potential advantages)

- Completion of Bypass
- Completion of the Austin 500 Acre Development
- Addition of GFU Football program

- Public accessibility to Willamette River/Riverfront Development
- Completion of the Chehalem Cultural Center

#### Threats

(Potential disadvantages)

- Community congestion due to traffic on 99W
- Insufficient dining choices
- Lack of retail development
- Limited lodging choices
- Sustained high gas prices

### **Marketing SWOT Analysis**

#### Strengths

(Present advantages)

- Safe and secure community
- Well stocked Visitor Center
- Good basic collateral materials (Chamber Directory, Visitors Center Brochure, Area Map and Winery Map)
- Cooperative opportunities to market with Travel Yamhill Valley, Willamette Valley Visitors Association and Travel Oregon
- Partially City funded Visitors Center Budget
- Access to Travel Oregon visitor leads
- Great location on Highway 99W

#### Opportunities

(Potential advantages)

- Opening the Oregon Wine Education Center as part of the Visitor Center
- Promotional material tied to specific target groups
- Future location of the Oregon Truffle Festival

#### Weaknesses

(Present disadvantages)

- Limited budget in comparison to communities of similar size
- Limited staff

## Threats

(Potential disadvantages)

- Limited understanding of visitor business among community stakeholders
- Although this has improved in the last two years the local tourism efforts remain fragmented between key stakeholders. (Travel Yamhill Valley, Willamette Valley Wineries Association, Lodging & Restaurant Association, Chamber, individual business)

## Key Highlights and Headlines from 2011/2012

### 1. **Newberg Visitor Center relocates to Newberg Gallery building on Highway 99W in July 2011**

The Chehalem Valley Chamber Visitor Center was previously located (2003-2011) a block off of Highway 99W in the Chehalem Cultural Center building. The new location offers visibility and convenience to the Visitor population that we serve. Total cost of the remodel was \$69,535.00. The Chamber raised \$54,535.00 of the Capital Improvement costs and applied \$15,000 of TOT dollars to complete the project. It should also be noted that while housed at the Chehalem Cultural Center the Chehalem Valley Visitor Center was given a 100% rent abatement in exchange for the capital improvements that were made to make the chamber space inhabitable. The rent abatement was scheduled to end in 2011. The Chamber paid \$18,400 in rent during the 2011/2012 Visitor Center year.

### 2. **Newberg Visitor Center completes re-branding**

The effects of designing brand identity are as important as providing a quality product or service to our visitors. When you create a logo, it works closely with our brand name to convey superior quality and increase brand recall among new and existing visitors while evolving with our destination. It can be difficult to put into words, but a brand identity design that looks purposefully created conveys a professionalism that helps our destination stand out from others. The logo is a customer's first impression of our destination and we want it to convey the superior travel experience that we are prepared to deliver. The logo is tangible and hopefully memorable, thus attracting the attention of potential visitors. Our destination is bound to change as it expands, and our logo can evolve as well. One important alteration is to modernize our logo as visual trends change. Modernizing our logo involves varying the logo image, tagline, color scheme, font, and overall design. Whatever changes we make to our branding and identity, the logo should stay close to the meaning of our destination and its mission.

The Chehalem Valley Chamber and Visitor Center re-branding was necessary to update and modernize the “look and feel” of the organization. It was a logical step to take prior to the upgrade of the website. It was also a necessary consideration in anticipation of the increased amount of spending in local and statewide media to promote the Newberg Destination Brand. Total cost of the rebranding project was \$1500.00

**3. Chehalem Valley Chamber & Newberg Visitor Center create new website with expanded Visitor information**

The Chehalem Valley Chamber and Visitor Center website was last updated in 2006. The technology at that time did not allow us the flexibility to make content updates without payment to a subcontractor. In addition the navigation needed improvement to make it easier for our visitors to access the information they were looking for. We also wanted to update and include a better event calendar for visitors and members and add social media tools. The new site went online in early March 2012. The navigation is very easy. Visitor’s information is clearly accessible from the homepage. The ability to edit our own content internally has allowed us to add a lot more beneficial Visitor content. The cost of the new website was \$6,000.

**4. Chehalem Valley Chamber receives statewide award for best tourism magazine “Wineries of the Chehalem Valley”**

With increased TOT funding in fiscal year 2010, the Chehalem Valley Chamber created a small tourism magazine that provided a map and listings of restaurants, lodging and other tourism based attractions in the area. The tourism magazine proved to be extremely popular as a handout in the visitor center and as a tourism collateral piece for tradeshow, visitor inquiries and conference attendees through Travel Portland and summer conference attendees at GFU. In fiscal year 2011-2012 we were able to expand the magazine again due to our increased TOT funding. Total cost to produce: \$2889.00. The Oregon State Chamber of Commerce awarded “The Wineries of the Chehalem Valley” the top tourism promotion piece produced by a small chamber at their 2011 conference.

**5. Chehalem Valley Chamber brings community relocation guide and tourism magazine online.**

We were able to expand the usage and reach of the printed Tourism guide by putting the “Wineries of the Chehalem Valley” visitor guide online. The cost for the technology was \$360.00

## **6. Chehalem Valley Chamber contributes to National Media Content**

Chehalem Valley Chamber actively participated and/or recruited over 1.5 million dollars in earned media in feature articles published in Oprah, Sunset, 1859, Shape, AAA and Every Day with Rachel Ray Magazines. The chamber receives an average of one media inquiry every week. Media contacts are made from a combination of sources that includes direct media contact, referrals from Travel Oregon and the Willamette Valley Visitor's association or outbound "pitches" to specific magazines about a potential story that I believe merit media attention. Media calls require(s) a varying level of support. The simplest will require a detailed telephone interview with the writer. Many media inquiries require our office to locate complimentary lodging and/or meals for the writers, which can be very time intensive.

## **7. Camellia Festival Presenting Sponsor**

The increase in TOT funding allowed the Chamber to select additional high profile events to sponsor. Events that attract visitors from outside the area to the Newberg community are very effective tourism promotion strategies. The 2012 Camellia Festival attracted over 2,000 attendees. The cost was \$4,000

## **8. Convention Recruitment**

With increased Visitor Center funding the Chehalem Valley Chamber can now afford to spend a portion of their funds on recruiting outside conventions to locate in Newberg. The addition of The Allison and the existing Cultural Center space provides some flexible meeting space options. The Allison also adds the more exclusive lodging opportunities to complement our existing mix of mid-priced chain motels and bed and breakfasts. Naturally the groups that are targeted must not exceed the available rooms. In April the Chamber hosted the President of the American Camellia society at Newberg's Camellia Festival with the objective of recruiting the 2017 National Camellia Convention. The "familiarization tour" included a tour of several wineries and restaurants and possible convention venues. The cost was \$600 for his meals and lodging. The potential return on this investment for if we are successful in getting the convention would be \$200,000 + in local visitor spending.

## **9. Chamber Sponsors Artwalk Trolley**

Chehalem Valley Chamber sponsors "The Trolley" at the Newberg Artwalk adding an element of nostalgia and family fun to the popular monthly event. The Newberg Artwalk continues to serve as a model for other communities.

Effective “Artwalks” have been recognized nationally as effective tourism promotion activities particularly through the National Main Street Program. Cost: \$2800.00 fiscal year 2011-12 (\$4800.00 2012-13)

#### **10. Oregon Truffle Festival Moves to Newberg in 2014**

The Chehalem Valley Chamber recruited the Oregon Truffle Festival (OTF) which will move their festival to Newberg in January of 2014 and accomplishes goal of recruitment of shoulder season events that will attract visitors during non-peak travel months. Although we had hoped to move the festival as early as 2013 the completion of the second phase of the Cultural Center will be a crucial component of their move. Efforts and planning to move the festival started in the fall of 2010 through my relationship with Todd Davidson, CEO of Travel Oregon. The festival move is a huge opportunity for Newberg. OTF is a signature seasonal event that offers an authentic Oregon experience completely unique in North America during the typically slow shoulder season, while at the same time providing a perfect showcase for Oregon’s outstanding wines and wineries. The festival weekend consists of 5 key elements; high-end culinary experiences with invited guest chefs and wineries, science and education around both Oregon’s native truffles and the cultivated European species, cooking classes and truffle dog trainings, hunting for Oregon truffles in their native habitat, and a fresh truffle/artisanal food and wine Marketplace.

Yamhill County is at the center of Oregon’s emerging truffle boom, a phenomenon that, because of the Oregon Truffle Festival, is not only drawing culinary tourists from around the world to Oregon, but is launching an industry expected to parallel the growth trajectory of Oregon’s wine industry. Oregon truffles and wine are a perfect pairing; one can amplify the tourism value and reach of the other. Truffles are one of, if not the most, highly valued and sought after foods on the planet. The Oregon Truffle Festival was launched not only to create an industry, but to brand Oregon as the destination for all things truffle in North America. The community that becomes home to the OTF and center of the industry will also become known as the truffle capitol of North America, a brand whose value is hard to quantify, and whose community and economic development potential is enormous, and enormously diverse. Cultivated European truffles are a huge part of the emerging truffle industry, and the widely recognized leader in that field is OTF co- founder Dr. Charles Lefevre. Truffle cultivation is a new form of sustainable agriculture producing a specialty crop in high demand both here and throughout the country. Cultivated truffles do not compete with, but compliment Oregon’s native truffles, and are essential to Oregon claiming the title of the premiere truffle destination in North America. Yamhill Valley soils are perfect for the cultivated truffle species, and quite a few truffieres are being sited there. The Chehalem Valley Chamber has recruited the collaboration of the Newberg Downtown Coalition and Chehalem Cultural Center

to head a steering committee to represent Newberg during the planning process. I have spent approximately \$1,000 in the planning and due-diligence phase of event recruitment with the potential return exceeding \$500,000 in local economic impact per year.

**11. Chehalem Valley Chamber staff received Q-Care Customer Service training and certification.**

**12. Oregon Wine Country License Plate Bill Passes**

Chehalem Valley Chamber played a significant role in passing the Oregon Wine License Plate bill. My activities included providing testimony at legislative hearings, recruiting local tourism partners to testify at legislative hearings, gathering letters of support, contacting and lobbying our legislative delegation as well as Senate and House majority leaders. Revenues from the license plate will fund tourism promotion projects in Yamhill County and throughout the state with an emphasis on Wine and Culinary tourism themes.

**13. Destination and Event Marketing**

Increased visitor center funding has provided the resources to promote events in Newberg like the Trilogy Winemakers Dinner and Chehalem Valley Food Wine & Art Festival (formerly Trilogy Festival) throughout the state. Advertising mediums have included: Comcast Cable Advertising, KINK Radio, Oregonian Newspaper, MIX Magazine, Oregon Wine Press and the statewide festival and events guide. Over half of our attendance at these events is from people outside the area. Total 2011-12 Investment: \$15,200

**Marketing Strategies for Newberg Visitor and Information Center 2012-2013**

**1. Open the Wine Education Center within the Visitor Center**

The Chamber and Newberg Visitor Center has collaborated with Linfield College to utilize murals, videos and historical documents that describe the history of winemaking in Yamhill County. The murals will allow the visitor center to become the first public wine education center in the state of Oregon. In addition interactive displays, maps and murals will provide information to the visitor on the unique AVA's of this area and the stories behind our world-class wine production. The Chamber is working in collaboration with area AVA organizations and the Oregon Wine Board for content and promotion.

## **2. Visitor Center Services**

The new location on Highway 99W has made the Visitor Center more visible and accessible to the visitor. An essential component of our visitor center services involves ongoing education of our front line employees with the available services provided by our tourism partners in the area.

## **3. Event Marketing and Promotion**

The Chehalem Valley Chamber invests a significant amount of time and money promoting local events that appeal to visitors from out of the area. Events such as the Trilogy Winemakers Dinner at The Allison Inn & Spa and Chehalem Valley Food Wine & Art Festival (Formerly Trilogy Festival) attract over 50% of attendees from outside of Yamhill Valley. Other annual events we support that attract outside visitors and stimulate our local economy include the summer Tunes on Tuesday concert series, The Camellia Festival and First Friday Art Walk.

## **4. Website & Interactive Marketing**

Online marketing offers the greatest return-on-investment for a small destination marketing organization like the Chehalem Valley Chamber and Visitor Center. Earlier this year we un-veiled a new “fresher” brand and launched a much improved website. This fiscal year we will continue to enhance the visitor center information offered on the website with itinerary planning elements and video content.

In conjunction with our new website we will invest new resource into search engine optimization and search engine marketing programs. We will also focus on the development of our Social Media fan base to promote the area in general vs. the social media event promotion we have focused on prior.

## **5. Public Relations**

An aggressive, proactive and creative Public Relations program will continue to be an important element of the Chehalem Valley Chamber destination marketing efforts. Media coverage and endorsements of Newberg and the surrounding area will continue to drive discovery of our area nationwide to an audience that we could not afford to reach with traditional advertising. Additionally, third-party testimony of our destination is significantly more convincing and

compelling than first-person testimony. The 2012-2013 proposed to add a part-time Public Relations/Tourism Specialist to drive our Public Relations efforts.

## **6. Shoulder Season Promotions**

Recruitment of the Oregon Truffle Festival over the last 12 months represents our first concentrated effort in creating a “Shoulder-Season” promotion that will attract tourists during our non-peak months. Although we had hoped to welcome the festival in 2012, the date has been pushed back to 2013 so that the Event Hub can occur at the Chehalem Cultural Center after the ballroom is completed. The Chehalem Valley Chamber is partnering with The Cultural Center, Downtown Coalition and Travel Yamhill Valley to support the event move in January 2013.

In addition the Chehalem Valley Chamber is working on a *Newberg Passport Tour* that will bring visitors to our tasting rooms and restaurants during the slower months of December through April.

## **7. Small Convention Recruitment**

The 2012 Camellia Festival provided a wonderful opportunity to actively recruit the 2016 National Camellia Society Convention. The Chehalem Valley Chamber hosted Matt Hunter, the President of the National Society for a weekend in wine country. A decision will be made by the Society in late fall regarding their intent to book Newberg for the event in 2017.

The National Camellia convention attracts between 100-200 people and is the perfect example of the size and type of convention we could successfully recruit in the future.

## **8. Community Leadership**

Community involvement will continue to be an important part of The Chehalem Valley Chambers efforts. Allocating time and resources to make The Chehalem Valley Chamber an asset to the local community and to have a voice in the planning and evolution of the destination is a key priority.

## **9. Research**

The Chehalem Valley Chamber will work on establishing a meaningful and ongoing body of research and data that will assist us and our local tourism partners with their marketing and business development efforts.

## **10. Continuing Education**

The Chehalem Valley Chamber of Commerce and Visitor Center will continue to actively participate in the continuing education and networking opportunities offered by: Travel Oregon, Travel Yamhill Valley, The Oregon Destination Marketing Organization, Oregon Tour and Travel Alliance and Oregon State Chamber of Commerce. Such activities provide examples of best practices in Destination Marketing for small organizations like ours.

**2012-2013 Visitor Center Budget**  
 Presented by The Chehalem Valley Chamber of Commerce

**Income**

	12-13	11-12
	BUDGET TOTALS	BUDGET
<b>City of Newberg*</b> *Conservative estimate of 25% of Transient Occupancy Tax Collections	\$90,000 *	\$81,250
<b>Chehalem Valley Chamber of Commerce Contribution</b>	\$54,500	\$51,000
<b>TOTAL</b>	<b>\$144,500</b>	<b>\$96,725</b>

**Expenses**

<b>Personnel</b> CEO Executive Assistant Visitors Center Coordinator Visitors Center - Seasonal Help Bookkeeper (P/T) *Add part-time Public Relations for Visitor Center/Destination Marketing Benefits - Health Insurance & Retirement Taxes	\$52,000	\$46,000
<b>Marketing Expense</b> Print Advertising Online Advertising Tourism Magazine - City Map Travel Yamhill Valley - Co-op Ad Opportunities Willamette Valley Visitors Association - Co-op Ad Opportunities Governors Conference on Tourism - Oregon Destination Marketing Conference First Friday Artwalk participation Camellia Festival Support and Trolley Sponsorship for First Friday Event Marketing - Chehalem Valley Food Wine & Art, Trilogy, Tunes on Tuesday Website modifications Travel Yamhill Valley - Membership Travel Oregon Co-op Advertising Opportunities Travel Portland - Tradeshow Contingency marketing dollars set-aside for unique opportunities	\$32,000	\$27,000
<b>Shared Expenses</b> Calculated on 1/3 of overhead in Chamber Budget applicable to tourism Includes: Dues/Subscriptions, Bank Fees, Insurance, Internet/Web, Miscellaneous, Supplies, Postage, Leases, Printing, Rent, Capital Improvements, Repair/Maintenance, Telephone, Utilities Professional Fees Mileage,	\$48,500	\$43,750
<b>Capital Improvements to 115 N. College St.</b> <b>Complete remodel of Kitchen &amp; wine porch area</b> <b>Installation of Wine Education Center Murals and displays</b>	\$12,000	\$15,500
<b>TOTAL</b>	<b>\$144,500</b>	<b>\$132,250</b>

2012 - 2013 Visitor Center Budget

