

**NEWBERG CITY COUNCIL
WORK SESSION
AUGUST 15, 2016, 6:00 PM
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 THE COUNCIL AGENDA AND MEETING**
- IV. NEWBERG STRATEGIC TOURISM PLAN NEXT STEPS** Pages 1-18
- V. CHEHALEM VALLEY CHAMBER OF COMMERCE QUARTERLY REPORT** Pages 19-32
- VI. 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 two business days prior to the meeting. To request these arrangements, please contact the city recorder at (503) 537-1283. For TTY service please dial 711.

Newberg Strategic Tourism Plan

August 15, 2016

Background

- Advisory Group formed November 2015 (12 community members plus City staff)
- Consultant – Lookout
- Stakeholder Interviews and Research
- City Council approved the Newberg Strategic Tourism Plan on June 20 (Resolution No. 2016-3307)

Tourism Plan Goals

- Tourism bolsters Newberg economy in measureable ways
- Newberg is a destination of artisan makers and doers
- Tourism funding and industry partners catalyze downtown development, and creation of new experiences for target audiences
- The tourism organization and strategy engage and energize local tourism partners and demonstrate healthy partnership between the private sector and city
- Moon shots – tourism encourages sustainable development that benefits the local community and enhances the visitor experience

Next Steps - Topics of Discussion

- Organizational Development
- Destination Development
- Destination Marketing
- Informs Consultant Services Scope

Various Organizational Structures

- Independent Organizations
 - Travel Lane County
 - Visit Bend
 - Travel Salem
 - Willamette Valley Visitors Association
 - Central Oregon Visitors Association
 - Albany Convention and Visitors Association
 - Discover Klamath
 - Visit McMinnville
- Chambers of Commerce
- Cities/Counties
- Tourism Plan recommends independent organization

Organizational Development

- Goal – Tourism industry leaders are empowered to guide TLT investments in a manner that will enhance or create product and marketing materials that serve their target audiences. The tourism industry closely collaborates with CPRD, Chamber, Newberg City Council, Community Development office, Newberg Downtown Coalition, and others to catalyze major redevelopments and citywide improvements.

Organizational Development

- Process
 - Discuss with City Council the Organizational Structure
 - Meet with Advisory/Stakeholder Group on City Council discussion
 - Meet with City Council to share Advisory/Stakeholder Group feedback
 - City Council direction on Organizational Structure

Organizational Development

What the Tourism Plan Recommends

- 360 degree tourism industry representation
 - Self interest and skin in the game
- Safeguard from political swings
 - Independent organizational structure
- Strategic investments in development & marketing
 - Leverage funds in targeted strategies

Avoid: tactics over strategy, disputes on funding qualifications, pet projects

Enable: 3:1 / 4:1 leverage of TLT funds, consistent strategy, rising tide

Organizational Development

What the Tourism Plan Recommends

- City as TLT pass through
- Tourism Director whose primary role over first several years is to build coalitions/partnerships/and leverage existing TLT funds to bring in additional funds/grants to move work forward. Tourism Director would work with...
- Independent board with 9 seats for industry representatives
 - The Allison (x2), alternative lodging, restaurant, tasting room, vineyard, retail, cultural/arts, Chehalem Valley Chamber
- 3-5 Ex-officio seats
 - Chehalem Parks & Rec Dept, Newberg Community Development, Downtown Newberg Coalition, Carlton, Dundee, Yamhill Co, Newberg City Council member, wine associations
- Not a fee-based organization
- Strategic planning approval with input from city, downtown, wine industry, generators

Organizational Development

What the Tourism Plan Recommends

- Step 1:
 - City establishes protocols for the operation of an independent Tourism Board, including open meetings, public notice, board selection and membership, and annual reporting
 - Constitute Board
 - File articles of incorporation
 - Hire Tourism Director (Skillset: Coalition building, partnerships, fundraising, leadership)

Organizational Development

- Step 1 (cont.):
 - Create work plan
 - Move Visitor Center contract to Tourism Board for oversight?
 - Tourism and chamber are housed together; & Chamber Director sits on Tourism Board and Tourism Director sits on Chamber Board
- Staff additional suggestions
 - Annual meeting with Tourism Board and City Council
 - Small grant program = \$20,000

Organizational Development

- Step 2:
 - Review current marketing efforts for alignment with strategies and audiences outlined in this plan
 - Assess Visitor Center operations and impact
- Step 3:
 - Informed decisions on marketing budget allocation and management
 - Align with regional partners - Will. Valley Wineries Association should be a key partner – they recently raised new funds (\$500k +)

Destination Development

Goal

Newberg is a thriving wine country destination known for its culture of makers, producers, and entrepreneurs, with a downtown that matches the allure of surrounding countryside.

It's a vibrant home base for wine country/culinary and soft adventure travel.

Destination Development

- Outdoor Recreation
- Downtown Development
- Wine Country Luxury

Destination Marketing

- Successful destination marketing helps achieve the overarching goals of an area's tourism plan.
- Destination marketing organizes a place's experiences and services (*product*) then communicates them in a way (*positioning/branding*) that inspires an identified target audience to visit that destination & consume those experiences.

Destination Marketing

- Successful marketing promotes *the destination's benefit and real value* to its audience, not just a list of attractions.
- The destination marketing plan will be developed by the new Tourism Organization and its board, and will consist of:
 - Goal(s) and measurable objectives
 - Target audience(s)
 - Brand positioning and messages
 - Tactics (e.g., PR, advertising, collateral, social media)
 - Budget
 - Timeline
 - Measurements

Destination Marketing

- Wine Country Adventurers
- Millennial Explores
- George Fox Network
- Luxury Wine Travelers

Questions?

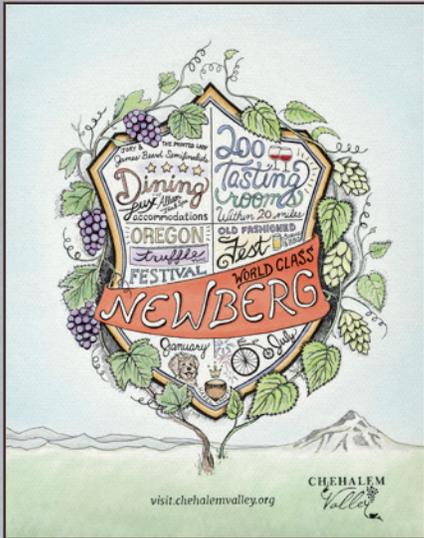
THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter & 2016-17 Marketing Report

2016-17 FOURTH QUARTER STATS

Web Visits: 7,103

Visitor Center Traffic: 3,472



I have been a member of several Chamber of Commerce organizations, some local and some from Florida from which we came. The Chehalem Valley Chamber of Commerce is by far the most together, organized, happening Chamber I have experienced yet! Pretty crazy how a small town can consistently get 80 to 100 attendees each Friday just for Greeters! Not to mention all the other events they put on to support tourism and local business. The networking benefits from this Chamber are immense. The tools the chamber provides (Visitor referrals, education, community awareness, programs) are invaluable. And our fearless leader Sheryl Kelsh and her support staff are amazingly committed to this community, supporting business and growing local tourism. We are so lucky, I am proud to be a member of this chamber and this community.

JANET BLECK

PROPRIETOR, THE ROGUE
GOURMET CATERING COMPANY

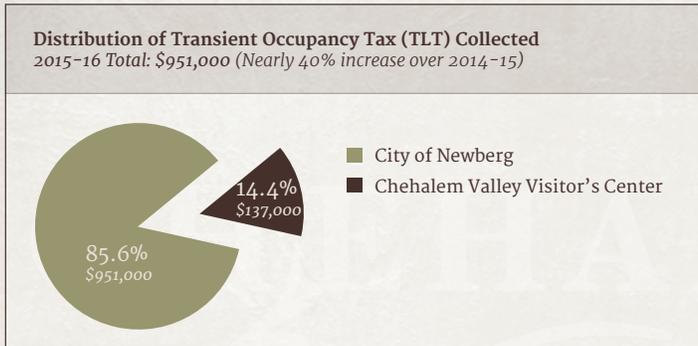
The Chehalem Valley Chamber of Commerce (CVCC), through a marketing services agreement with The City of Newberg, works in partnership with many community stakeholders to grow tourism in the Newberg Community. Together, we deliver programs and activities that enhance visitor experiences, encourage overnight stays and improve the quality of life for residents.

An effective destination development and marketing program benefits and enhances the quality of life for residents as well as providing a healthy return on the investment of the transient room tax since visitors are often attracted to a destination by the same types of services, amenities, and activities that enhance a resident's lifestyle. The additional spending by visitors in local communities results in a positive economic impact.

The standard and quantifiable measurement of the economic benefit of tourism is to track transient lodging tax (TLT) collections and corresponding visitor spending. This is possible with the Dean Runyon Economic Impact Report prepared annually for Travel Oregon (The state tourism office). According to Dean Runyon, \$1 in TLT collection can produce \$167 in Economic Impact. Based on that calculation the total Economic Impact of tourism in Newberg for 2015-16 would be \$158,817,000. The tax collected between 2014 and 2016 must be normalized to account for the increased percentage of TLT from 6% to 9%. In spite of that increase the demand for lodging in Newberg continues to grow. This is also demonstrated by a simple query of Airbnb and VRBO where you can observe the explosion of alternative lodging options that are being offered online.

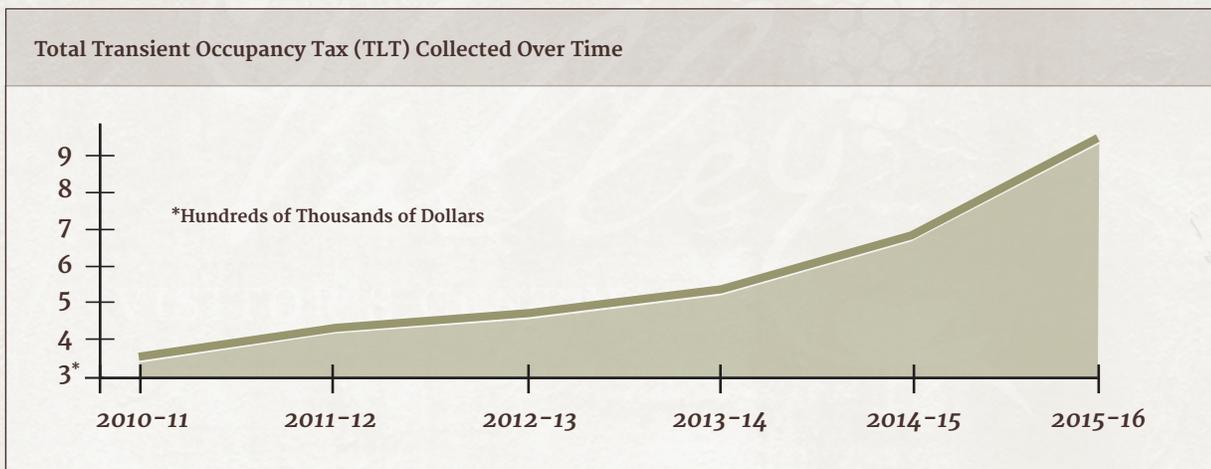
THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



Newberg Transient Lodging Tax History:

2010-2011	\$214,500
2011-2012	\$352,000
2012-2013	\$416,656
2013-2014	\$511,642
2014-2015	\$679,925*
2015-2016	\$951,000*



2015-2016 was a successful year for CVCC Visitor Center Services on many levels:

- Transient Lodging taxes collected in Newberg increased by 40%. The significant double digit increase is due the percentage increase in transient lodging tax that occurred from 2014 to 2016 and was also influenced by a steady increase in demand.
- The Visitor Center traffic continues to be strong with 12,153 visitors served.
- The Oregon Wine Education Center (a project inside of the CVCC Visitor Center) was awarded a Travel Oregon Matching Grant of \$10,000. The grant allowed us to leverage our tourism funding to expand training curriculum for OWEC. In the last twelve months OWEC has trained over 100 people through our Tasting Room Associates Course (TRAC). Most are employed at wineries and the balance were jobseekers looking for training to prepare them to be employed in the wine industry. The TRAC curriculum will expand this fall to include training on Tasting Room Management, Sales and Wine Club Administration. Word about the successful training is traveling successfully throughout the other Oregon Wine Regions. In June we were invited to train over 20 Tasting Room Associates in Southern Oregon.
- The Chehalem Valley Chamber finished year 1 of its 5 year contract with the City of Newberg to provide Visitor Center and Destination Marketing Services. The total tourism expense for Fiscal Year 2014-2015 was \$177,801. The Chehalem Valley Chamber funded \$35,800 over and above their contract for \$137,000

*A portion of increase attributed to overall increase in room tax %

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2015-16 Fourth Quarter Report



Newberg's Economic Development Strategy Includes Tourism & Hospitality

The City of Newberg, collaborating with CVCC, the Downtown Coalition, and over 80 other organizations and businesses, recently developed the Newberg Economic Development Strategy. The Strategy has four pillars of activity: Industrial Sector, Commercial Sector, Business Development & Workforce, and Tourism & Hospitality. There are four focus areas: Industrial development, Commercial development, Business Development & Workforce, and Tourism and Hospitality development. Each focus area has identified actions with short, medium and long-term timelines for implementation. CVCC is identified in the strategy as the project lead in Tourism & Hospitality.

Tourism Director

CVCC recommends the addition of a full-time Tourism Director dedicated to implementing the Tourism and Hospitality actions. The Director would also coordinate the marketing activities associated with Newberg's Visitor Center Marketing Services Agreement. The new space that the chamber will move to on October 1st offers adequate office space to house the Tourism Director. Chamber staff would continue to support the Visitor Center and associated activities covered through the existing Tourism Marketing Contract under the direction of the Tourism Director that would be employed by the Chehalem Valley Chamber of Commerce. Additional funding would be required to fill the position.

CVCC Tourism Plan Serves All Stakeholders

During a recent meeting of Newberg's Tourism Stakeholders group the question was raised about the differences between how CVCC supports members vs. non-members when fulfilling the requirements of the Marketing Service Agreement with the City of Newberg. Our contract with the City of Newberg does not allow us to differentiate between chamber members or non-members. The Visitor Center organizes and displays over 1,000 individual brochures and tourism guides from locations throughout Oregon and Washington, 95% are not members. Last fiscal year we greeted over 12,000 walk-in visitors and directed them to restaurants, wineries and attractions throughout Newberg and Yamhill County based on how much time they had to visit and what they told us they wanted to do. The CVCC visitor guide includes information from a variety of local tourism stakeholders. Some are members and some are not. Our ultimate goal when serving the tourist is to direct them to those experiences where they will have the very best time. We know if our visitors have a wonderful time they will tell their friends and make repeat visits to our area to the benefit of us all.

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



Destination Marketing Plan Annual Review

Each year, as part of our agreement with the City of Newberg the CVCC prepares a Destination Marketing plan that is used as a business plan to guide our marketing activities for the coming year. The following is a recap of how we performed against that plan.

Contract Performance Report:

August 5, 2016

Increase Visitor Spending with an Effective Marketing Mix	
Publish 9,000 Community Guides	Complete
Publish Community Map(s)	Complete
Publish Group Travel Brochure	Complete
Re-design of tourism guide (19,000) published	Complete
Developed Visitor Itineraries for the website and print	Complete
Promote Camellia Festival, Tunes on Tuesday, Brews & BBQ and the Old Fashioned Festival with paid listings in the Oregon Festival and Events guide published by Travel Oregon, the newspaper, and other online and print guides	Complete
Promote local tourism events through Willamette Valley Visitors Association, Travel Yamhill Valley and Travel Oregon's website (orb).	Ongoing
Print ad in semi-monthly publication of NW Travel Magazine	Complete
Volunteer and Transportation Sponsor for Oregon Truffle Festival	Complete
Presenting sponsor for Camellia Festival	Complete
First Friday sponsor for "The Trolley" & Sponsor of event rebranding including banners and signs	Complete
Marketing Sponsor for Newberg Downtown Wineries progressive picnic.	Complete
Re-design tourism portion of the CVCC Website	Complete
Create Monthly Events Publication for Visitors	Complete
Pitched and successfully recruited Paul Losch and Ruddick/Wood to represent Newberg at FEAST 2016	FEAST is 9/17/16
Promote destination through effective social media posts. Currently utilizing FB, twitter, Instagram and Pinterest. Including paid social media advertising.	Ongoing

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



Media & Industry Relations + Group Travel Marketing	
Semi-annual presentations at the Oregon Destination Marketing Meetings on "What's New" in the Chehalem Valley	Ongoing
Outbound Meeting Planner contact to solicit small meetings	Ongoing
Hosted and/or developed itineraries for over 40 travel writers During 2015-2016	Complete
Utilize "What New" Marketing piece for Travel Trade	Ongoing
Establish Travel Trade section on the website	In Process
Pitched and successfully recruited the 2017 American Camellia Society Convention to Newberg	Complete
Hosted private Truffle Tour group of 12 for 3 days following the Oregon Truffle Festival.	Complete
Instigate a county-wide tourism listening session with Travel Oregon and county-wide tourism stakeholders	10/13/16
Contact new lodging partners to assist them with getting their listing in the Travel Oregon annual guide through the Oregon Lodging and Restaurant Association (ORLA)	Ongoing
Respond to media requests for fact-checking and photography	Ongoing
Serve on Board of Travel Yamhill Valley	Ongoing
Serve on Board of Willamette Valley Visitors Association as Yamhill County's representative	Ongoing
Serve as member of Oregon Destination Marketing Association (ODMO)	Ongoing
Serve on Newberg's Economic Development Team with responsibilities for implementation of an effective Tourism Strategy. (Adopted by Newberg City Council)	Ongoing
Member of City of Dundee Tourism Committee	Ongoing

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2015-16 Fourth Quarter Report



Ensure CVCC Staff & Community Front-Line Staff Are Well-Trained	
Visitor Center training completed by all new CVCC staff	Complete
All CVCC staff is Q-Certified (Travel Oregon online Customer Service Training) within 90 days.	Complete
CVCC staff stays current with new/closed businesses and new products and services through weekly outbound calls to business and Ambassador reports.	Ongoing
CVCC staff receives ongoing outside training. (Customer Service, Governors Conference on Tourism, Western Association of Chamber Executives)	Ongoing
Provided first annual low-cost half-day Professional Customer Service training for the Greater Newberg Community	Ongoing
Implement Visitor Center Practices that Directly and Positively Impact Area Overnight Stays	
Phone/walk-in lodging inquiries are met with an offer of reservation assistance	Ongoing
Complimentary trip-planning services added to display advertising pieces	Complete
Fulfillment of Tourist requests for information	Ongoing
Implemented Visitor Center Surveys to improve future marketing efforts	Complete
Outbound calls to lodging partners to promote activities at the Oregon Wine Education Center	Ongoing

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



In addition to the deliverables associated with the Destination Marketing Plan, the Chehalem Valley Chamber provides a baseline level of visitor center services that includes the following:

Basic Service Requirements	Actual Service Provided:
Maintain regular open hours:	Open 7 days per week from Memorial Weekend to last weekend in September and 5 days per week October 1st to Memorial Weekend
1. Visitor Response Procedures	Telephone calls within 3 rings Walk-ins within 15 seconds Internet requests within 24 hours
2. Visitor Center information materials & maps.	Over 1,000 different brochures, maps, magazines & periodicals are stocked. Titles are maintained in an extensive database for efficient tracking
3. Travel Oregon & ODOT Materials stocked	Yes
4. After hours brochure access	Local and state maps and visitors magazines stocked in 24-hour access location in front and back of Visitor Center.
5. Information and directions to local businesses	Visitors are provided Mapquest printouts as needed. In addition staff is trained to act as an active concierge to visitors and often make calls to check on lodging availability or to make tour/tasting appts.
6. Fulfill relocation requests, visitor requests & new employer information	Fulfilled over 150 relocation & mailed visitor request packets. Stocked over 500 guides for local employers to provide to new employees. Potential visitors can also make relocation requests in a form we have created online for 24-hour access.
7. Participate & seek marketing "best practices" through membership in Travel Yamhill Valley and ODMO	Serve as Past President on board of Travel Yamhill Valley, Board member for the Willamette Valley Visitors Association. ODMO member and annual participant in the Oregon Governors Conference on Tourism

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



8. Mainline Online calendar of events	The online calendar is available at visit.chehalemvalley.org . In addition any community member may enter their community event online. In addition to an online calendar the Chamber runs a Community Calendar of events on the Visitor Center flat screen television.
9. Maintain a website with visitor information	Yes
10. Parking within walking distance	Yes
11. Drinking fountain or access to water during open hours	Yes and for traveling pets too

Fourth Quarter Tourism PR Summary (Media and Travel Trade)

April

- 1 Portland Magazine – Harvey Creek Trail article with call-out to visit Storrs Smokehouse in Newberg.
VIA Magazine – The Vintages, Red Hills Market, The Allison
- 2 Familiarization Tour with Jeff & Ginny Orenstein, Blog writers for Simply Smart Travel and authoring a new print travel guide
- 4 Meet Travel Oregon’s Road Rally at Our Table Farm in Sherwood. The Road Rally organized by Travel Oregon was comprised of International Tour operators. The tour did not have any scheduled stops in the Northern Willamette Valley so I attended the luncheon as an opportunity to pitch wine and culinary tourism locations in Newberg and surrounding areas.
- 11 Coordinate follow-up on leads from Brand USA China Mission (for this area)
- 14 Conduct familiarization tour for the consultants with Lookout that will create a Tourism Strategy for Newberg to utilize Transient Lodging Taxes that are collected over and above the Marketing Service Agreement managed by the Chehalem Valley Chamber.
- 15 Make reservations and appointments associated with the prize package for Australia/New Zealand Smooth FM Campaign for May 29, 2016
- 24-26 Attend Governors Conference on Tourism in Pendleton
Attend Oregon Destination Marketing Organization Membership Meeting

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



May

9 Make reservations and schedule appointments for David McGonigal, Editor of WYZA Travel and contributor to Vacations and Fairfax Media Australia for June 4, 2016. David has a confirmed story of 1000+ words plus images for WYZA.com.au. This article will focus on travelers age 50 and older and will be nature focused with an emphasis on quirky accommodations and how green and conservation-oriented Oregon is.

11 Brand USA Chinese Media Tour. Make reservations for lodging and attractions for June 11 & 12th

20 Make reservations and appointments for Annabelle White Fam Tour scheduled for June 29, 2016

27 Confirm reservations and appointments for David McGonigal

1 Northwest Travel and Life – feature Article on McMinnville

Confirm reservations and appointments for Jonanthan Vandervoorde Fam Tour

6 & 7 Jonathan Vandervoorde tour from the Netherlands

9 Confirm reservations and appointments for Brand USA Chinese Media Tour

10 Call-out for Media Tour for Andre Prouix for July 27 & 28.
Media coverage will include:

- An overview piece on the whole region for the Torontoist.
- Profiling each winery visited on andrewinereview.ca
- Pitching travel pieces for Zoomer Magazine and Metro News
- Featured radio on Newstalk 1010 CFRB in Toronto and podcasts while on tour

June

11, 12 Brand USA Chinese Media Tour

23 Cancel Annabelle White FAM tour per Travel Oregon

30 Take Root Magazine – Article on Cameron Winery

THE CHEHALEM VALLEY VISITOR CENTER

2015-16 Fourth Quarter Report



Budget: Q4 April-June, 2016

	Q4	YTD 2015-16	BUDGET
REVENUE:			
City of Newberg	\$36,750.01	\$137,000.04	\$137,000.00
City of Dundee	—	2,500.00	2,500.00
TOTAL REVENUES:	\$36,750.01	\$139,500.04	\$139,500.00
EXPENSE:			
Personnel	\$15,065.00	\$64,654.37	\$62,000.00
Marketing	17,948.00	53,013.20	40,000.00
Overhead/Utilities, etc.	17,769.00	60,133.69	47,979.00
TOTAL EXPENSES:	\$50,782.00	\$177,801.26	\$149,979.00
NET INCOME:		-\$38,301.22*	

*Chehalem Valley Chamber of Commerce funds any negative balance per contract.

THE CHEHALEM VALLEY VISITOR CENTER

2016-17 Marketing Report



The Chehalem Valley Marketing Plan

1.) GOAL: To increase visitor volume, visitor spending, and economic impact for the Chehalem Valley.

An effective destination development and marketing program benefits the quality of life for residents while attracting visitors and enhancing tourism. A healthy return on transient room tax investment leverages services, amenities, and activities that appeal to visitors and residents alike. Additional spending by visitors in local communities results in a positive economic impact.

a.) Develop awareness and preference through marketing and public relations

- i.) The Chehalem Valley Chamber will continue to advertise in regional/niche publications such as Northwest Travel Magazine, Travel Portland, and Travel Oregon publications to promote the Chehalem Valley as a tourist destination.
- ii.) Create talking points or fact sheet for use when trying to increase editorial content through guidebooks and travel writers.
- iii.) Leverage efforts of Travel Oregon and their contractors, to increase their knowledge of the Chehalem Valley product through personal research trips and communications.
- iv.) The Chehalem Valley Chamber will continue to develop a process for hosting media for "familiarization tours," the objective of obtaining a minimum of six stories per year.
- v.) Pitch story ideas to appropriate leisure and travel trade publications for the Chehalem Valley.
- vi.) The Chehalem Valley Chamber will engage in active prints and electronic promotions of the following annual events:
 - The Newberg Camellia Festival
 - Tunes on Tuesday
 - The Old Fashioned Festival
 - Brews & BBQ Event
- vii.) Increase the number of website users by 20% by increasing social media presence and increasing website usability on mobile devices.
- viii.) Continue use of Facebook, Twitter and Pinterest to promote the area.
- ix.) Continue to survey visitors to acquire a better understanding of their travel habits so that we can improve the precision of our consumer marketing.
- x.) Maintain updated printed Collateral to support the objectives includes production of the Community Guide & Directory, The Chehalem Valley Field Guide, a Group travel brochure, A Wine Education Center brochure and the city/county map.
- xi.) Maintain content-rich visitor information on the website. On the website visitors can access information on activities, events, restaurants and lodging.

THE CHEHALEM VALLEY VISITOR CENTER

2016-17 Marketing Report



2.) GOAL: Travel Trade Sales & Marketing – To increase leisure visitor volume, visitor spending and economic impact for the Chehalem Valley through the promotion and distribution of the Chehalem Valley’s products to the travel trade.

a.) Actively seek opportunities to promote the Chehalem Valley through travel trade partners through the following methods:

i.) Quarterly presentation at the ODMO meetings on “What’s New” in the Chehalem Valley.

ii.) Quarterly “What’s New” email to the Willamette Valley Visitors Association

iii.) Continue to contact meeting planners for smaller organizations to solicit pre & post-convention trips to Chehalem Valley.

3.) GOAL: Influence the long-term development of the destination and its brand.

a.) Work with travel writers, editors, bloggers, online media and other influencers to generate beneficial media placements that will reinforce the brand.

b.) Produce high-quality publications including the Chehalem Valley Community Guide and the Chehalem Valley Field Guide in a manner that reinforces the destination brand.

c.) Working with community partners, made Newberg and the Chehalem Valley the best destination experience possible.

d.) Whenever possible, exert influence in community decision-making that impacts Newberg and the Chehalem Valley’s quality of life and viability as a travel destination.

e.) Maintain visibility in community; represent the interests of local tourism on decision-making committees, task forces and work groups; and provide input, as needed.

f.) Provide demographic and research information to prospective tourism partners investigating the Chehalem Valley for new business. Assist with site location as requested.

g.) Develop additional exhibits, interactive programs, and educational opportunities for the public through the Oregon Wine Education Center.

THE CHEHALEM VALLEY VISITOR CENTER

2016-17 Marketing Report



The Chehalem Valley Marketing Plan, Continued

4.) Deliver a consistently remarkable customer service experience.

- a.) Operate a year-round visitor center that serves over 10,000 guests per year.
- b.) All CVCC staff and volunteers are fully trained in customer service, Chehalem Valley product knowledge and referral marketing.
- c.) All frontline staff is Q certified within their first three months of employment.
- d.) All frontline staff is trained to effectively serve the general visitor whether domestic or international.
- e.) All frontline staff will offer visitor reservation assistance for the local area.
- f.) Frontline staff participates in research trips to visit a wide variety of tourism destinations for increased product knowledge.
- g.) Develop a community-wide hospitality training program. Training will be available to every business in the Chehalem Valley that would like to participate.
- h.) Develop systems and metrics to monitor customer satisfaction and take positive action to improve the customer experience based on the feedback.

5.) Foster high-value relationships with our stakeholders.

- a.) Distribute quarterly Visitor Center reports to the Newberg City Council.
- b.) Conduct two focus groups with tourism stakeholders each year.

The Oregon Truffle Festival is honored and delighted to state our unequivocally that the support from Sheryl Kelsh and The Chehalem Valley Chamber of Commerce & Visitor Center is what convinced us we could expand the festival to Newberg and the Yamhill Valley. The festival need a solid ally who understood the benefits of a true collaboration, and simply could not have successfully expanded to Newberg without Sheryl's steadfast encouragement and support.

OTF was not willing to risk a one year trial expansion; we had to know that we had the support of a consummate professional like Sheryl and her organization to take that risk, and she and her team never let us down. From introducing us to key community leaders, to advocating to numerous

organizations and individuals over the course of 2 years of planning, to helping us secure the necessary partners, venues and volunteers, Sheryl never lost sight of what having OTF guests visit Newberg during the shoulder season could mean for the local economy, as well as the region's longer term vision of drawing the kind of culinary adventurers that attend OTF to visit with increasing frequency, especially during the winter months of truffle season.

We look forward to the continued growth and success of the Oregon Truffle Festival in Newberg and surrounds through our partnership with Sheryl Kelsh and her tourism office.

LESLIE SCOTT

MANAGING PARTNER,
OREGON TRUFFLE FESTIVAL

THE CHEHALEM VALLEY VISITOR CENTER

2016-17 Marketing Report



The Chehalem Valley Marketing Plan Budget

	Budget 2016-17
REVENUE:	
City of Newberg	\$137,000.00
City of Dundee Contribution	\$2,500.00
TOTAL REVENUES:	\$139,500.00
EXPENSE:	
Personnel	\$62,000.00
CEO Wine Education Center Manager Office Administrator Visitors Center—Seasonal Help Benefits—Retirement Taxes	
Marketing	\$40,000.00
Print Advertising Online Advertising Tourism Magazine—City Map Willamette Valley Visitors Association—Co-op Ad Opportunities Governor's Conference on Tourism—Oregon Destination Marketing Conference First Friday Artwalk participation/Trolley Sponsorship Camellia Festival Support and Trolley Sponsorship Newberg Christmas Lights Seasonal Electricity Event Marketing—Camellia Festival, Tunes on Tuesday, Brews & BBQ Website modifications Travel Yamhill Valley—Membership Travel Oregon Co-op Advertising Opportunities Travel Portland Magazine Familiarization Tour Expenses Contingency marketing dollars set-aside for unique opportunities	
Shared Expenses	\$47,979.00
Calculated as 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	
TOTAL EXPENSES:	\$149,979.00
DIFFERENCE:	-\$10,479.00*

*Chehalem Valley Chamber of Commerce funds any negative balance per contract.