



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
SEPTEMBER 5, 2018, 4:00 PM
NEWBERG CITY HALL, 414 E FIRST STREET**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES – AUGUST 1, 2018**
- IV. MINUTES OF THE MARKETING SUBCOMMITTEE – JULY 16, 2018**
- V. PUBLIC COMMENTS**
- VI. MARKETING PROPOSAL**
- VII. WAKE UP IN WINE COUNTRY PROGRAM**
- VIII. STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS**
- IX. TLT MEMBER UPDATES**
- X. NEXT MEETING OCTOBER 3, 2018**
- XI. ADJOURNMENT**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language 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 Office Assistant II at (503) 544-7788. For TTY services please dial 711.

TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES
August 1, 2018, 2018, 4:00 PM
Permit Center Conference Room, Newberg City Hall
414 E First Street

Chair Lewis called the meeting to order at 4:10 p.m.

ROLL CALL

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Megan Carda	Rob Felton
	Kyle M. Lattimer	Jessica Bagley
	Mayor Andrews, Ex Officio	Joe Hannan, Ex Officio

Members Absent:	Robert Griffin, excused	Ashley Lippard, excused
	Lori Louis, excused	Loni Parrish, excused
	Brian Love	

Staff Present: Doug Rux, Community Development Director

Guests Present: Carr Biggerstaff
Shannon Buckmaster
Mike Ragsdale

APPROVAL OF MINUTES

MOTION: Rob Felton/Megan Carda moved to approve TLT Minutes from July 9, 2018 Motion carried (6 Yes/ 0 No).

PUBLIC COMMENTS:

None.

MARKETING PROPOSAL

Chair Lewis commented on the job description and at the Subcommittee it was suggested to change page 12 of packet related to three years of experience.

Member Bagley suggested to leave the language as proposed.

Member Carda concurred with Member Bagley.

Vice Chair Nichols concurred with Members Bagley and Carda.

Ex Officio Andrews suggested a title of “Destination Newberg” rather than “Visit Newberg”.

Member Carda noted it is unclear if Dundee might be part of the proposal.

Chair Lewis indicated selecting a name may be a moving target.

Vice Chair Nicholas noted Destination Newberg is catchy and fresh.

Member Bagley indicated both names sound nice.

Member Carda inquired if the name was talked about at the Subcommittee.

CDD Rux indicated no.

Vice Chair Nicholas indicated it is only a working title and can be changed.

Member Carda noted Travel Dundee was encouraged to use "Travel". She inquired if Destination is an active word and what was it describing.

Ex Officio Andrews indicated that was a good point.

Shannon Buckmaster noted she had talked to Jeff Knapp (Visit McMinnville) and the word visit is a way to prioritize the region by filling several days of activity.

There was Committee consensus to leave the title as Visit Newberg.

CDD Rux reviewed the five-year financial projects contained in the packet from FY 2019/20 through FY 2024/25.

Chair Lewis asked the Committee if it was ok with the financial projections.

Member Bagley noted she is ok with the numbers as long as CDD Rux makes the changes to Page 13 for the revenue in the High scenario as noted by Committee comments.

Member Lattimer inquired if the Chamber had been involved in the conversation on the financial projections.

CDD Rux indicated the Chamber had been involved.

<p>MOTION: Carda/Bagley moved to approve Visit Newberg Business Plan and financial projections with CDD Rux making the changes noted by the Committee. The motion carried (6 Yes/ 0 No).</p>

STATUS OF DESTINATION DEVELOPMENT – MARKETING GRANTS

CDD Rux provided updates on the Chehalem Cultural Center, Newberg Downtown Wineries Association and Wolves & People.

Member Carda inquired if there was a timeline to expend funds.

CDD Rux indicated the timeline is negotiated in the contracts.

WAKE UP IN WINE COUNTRY PROGRAM

Member Felton presented a program concept for marketing to use \$10,000 of Transient Lodging Tax funds. Travel Oregon has a small grant program with funds available up to \$20,000 due by August 29, 2018. The \$10,000 would be used as a match. The target would be Portland heavy but the grant program wants more than 50 miles away. The intent would be to use video from the Rain or Shine promotion where the video was great but content was lacking. There would be the need to work with a writer to get a good script and he proposes to partner with Dundee. DNA media could be the firm to do the video. He believes Dundee could fund the video production portion, possible video at PDX and social media to drive people to the website.

Chair Lewis noted leveraging \$10,000 of TLT funds to get Travel Oregon's \$20,000. Dundee \$20,000 and applying for grant and \$10,000 match.

Member Lattimer inquired what happens when you wake up in Wine Country.

Member Bagley asked if it means reduced rates (rooms and food).

Member Carda noted Gaston tried discounts and they did not work.

Member Nicholas clarified that the grant requires only a 10% match.

Member Felton suggested going above minimum match to be more competitive in getting a grant.

Shannon Buckmaster noted \$30,000 for advertising at PDX plus other social media is positive.

Member Felton indicated he likes the wall concept for advertising but it is expensive.

CDD Rux inquired on who is receiving the grant, who is the money going to, and is it going to the Chamber. He noted the City has a purchasing process and he explained that process.

Member Felton noted Dundee funds would go to production, Newberg funds do the marketing on Google and Instagram.

CDD Rux noted he talked to the City Attorney and we can buy advertising under City purchasing rules.

Chair Lewis asked the Committee if they were ok with approach on the program.

Member Carda indicated \$10,000 is a drop in bucket and we need to do something on marketing.

Member Felton recapped that \$10,000 is the match and if Travel Oregon approves the grant request it would be for Dundee and Newberg. Newberg would do the marketing online, website, and at PDX.

CDD Rux inquired on who would be writing the grant.

Member Felton noted the intent would be to use DNA Media.

Ex Officio Andrews asked if we are ok on the Sunshine laws. CDD Rux noted he would have to check with the City Attorney.

MOTION: Nicholas/Carda motion to move forward on the grant application for Wake Up in Wine Country. The motion carried (6 Yes/ 0 No).

TLT MEMBER UPDATES

Vice Chair Nicholas noted that on August 11 from 4-8 pm will be a picnic in the garden at Hoover-Minthorn House. The intent is for many people to attend. It will be a fundraiser for Hoover-Minthorn. There will be local food trucks, other activities, and tours of museum.

Member Carda indicated VRBO is now collecting lodging tax on local operators and it started on August 1, 2018. Other booking agents will be collecting and remitting tax based on the new Oregon law. Airbnb is not collecting yet.

Ex Officio Andrews thanked Anam Cara for the four bottles of wine presented to the Asago City visitors who are currently in Newberg.

Chair Lewis thanked Carr Biggerstaff and Shannon Buckmaster for their efforts in working through the tourism marketing discussions. He also shared that August 20 at 7pm will be the City Council meeting where the tourism marketing proposal will be presented.

NEXT MEETING

September 5, 2018 4:00 pm

ADJOURNMENT

Meeting adjourned at 5:07 pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this September 5, 2018.

Dennis Lewis, TLT Ad-Hoc Committee Chair

Doug Rux, Community Development Director



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
July 16, 2018 8:30 am
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:30 a.m.

ROLL CALL:

Members Present: Rob Felton, Chair Dennis Lewis
Shelia Nicholas (8:40 am)

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Shannon Buckmaster, Carr Biggerstaff

APPROVAL OF MINUTES

Approval of the minutes of June 18, 2018.

MOTION: Nicholas/Lewis moved to approve the June 18, 2018 meeting minutes. The motion carried 3 Yes/ 0 No).

PUBLIC COMMENTS:

None.

TOURISM MARKETING

Chair Felton inquired on the word “destination” in the Business Plan and if it was agreed to or not. He indicated he did not think it should be included.

Member Lewis noted he was not sure if there was consensus of not.

Member Nicholas noted “destination” in lower case was discussed previously.

Carr Biggerstaff noted that a Destination Marketing Organization (DMO) is recognized by Travel Oregon.

Member Lewis noted that it may help that in distinction that that the tourism organization does marketing.

Chair Felton noted the use as a proper noun verses not a proper noun could cause confusion at the City Council. He thought it was ok to keep “destination” in the Business Plan.

CDD Rux recapped the Visit Newberg document dated 7/14/18.



Member Lewis indicated he wanted to make sure any additional dollars in revenue need to go to marketing and have the City set it aside for other purposes.

CDD Rux noted that the split on Transient Lodging Tax revenue is 65% to General Fund and 35% to the TLT program. He summarized Member Lewis’s comment that the intent was to not have additional revenue into the TLT Fund set aside for non-marketing purposes. The Committee agreed to add language to the document to that effect.

Carr Biggerstaff recapped expenditures:

	Overhead	Staff
\$140,000 Total Visitor Center	\$24,000	\$24,000
\$48,000 for Visitor Center Tourism Executive Director	\$24,000	\$12,000 – \$24,000
\$48,000 Tourism Executive Director		
Total \$96,000		

Member Lewis inquired if the City/Chamber contract for the Visitor Center would need to be modified.

Carr Biggerstaff noted it would need to be modified.

Chair Felton noted the numbers need to be adjusted on revenue to add \$48,000 that would come back to the Visit Newberg program from the Chamber. CDD Rux was asked to make that change.

Shannon Buckmaster noted that an Executive Director would have a professional mindset for an office and would need support. If you want volunteers for support that can be discussed with the Chamber. You also need professional office space.

Member Lewis asked the Committee about where to go from here.

Shannon Buckmaster noted you could be paying the Tourism Executive Director \$30 hour to do basic office functions services when you could be paying \$20 hour for support services

Member Nicholas inquired if the contract with the Chamber and the Tourism organization would be for one year.

CDD Rux indicated that potential tourism organization and the Chamber would negotiate terms and length of contract.

THE PAIR VISUALS

CDD Rux noted electronic files had been received in June through a download and that thumb drive should be arriving today along with an invoice.



TLT MARKETING FUNDS

Chair Felton outlined DNA Media footage for the Rain or Shine marketing campaign and the possibility to apply for another Travel Oregon grant to have a campaign to get head in beds. The concept is Wake Up in Wine Country. He noted there could be some issue with Travel Oregon but the target is Portland for people to come stay the night in Newberg. Target would be Portland, Seattle and San Francisco.

Shannon Buckmaster noted people coming to Portland and connecting them with Newberg.

Chair Felton noted the possibility to repurpose DNA material and they are willing to make the grant application. He also indicated the possibility of a wall scape in Portland on Newberg/Dundee, but it could cost a lot to put it up.

Member Nicholas inquired if we received a metrics back from DNA on the Rain or Shine campaign.

Carr Biggerstaff indicated that metrics were provided.

Member Lewis noted that Rain or Shine was to work with dine out in Newberg. He thought local restaurants could have done better. Need to work with hotels and restaurants to dine and sleep in Newberg. In his conversations with restaurants they did not really engage in the Rain or Shine campaign.

CDD Rux noted that the TLT Committee will need to continue to meet for at least another 5 – 6 months if City Council agrees with the new marketing approach. There are dollars in this year's budget for one-time expenses for marketing.

Member Nicolas noted that if we have funds available we need to keep moving forward.

CDD Rux indicated there is a process to expend funds on marketing and the TLT Committee cannot just spend dollars without City Council approval. He explained the City's purchasing rules.

Member Nicholas noted that the City process could be December to get approval and would miss the marketing opportunity.

Carr Biggerstaff inquired if we could spend some of the \$40,000 provided to the Chamber and could we access to some of the TLT marketing funds.

Chair Felton outlined an approach of \$40,000 from Travel Oregon, \$20,000 from the Chamber or City TLT Funds, and \$5,000 from Dundee. He was hesitant to reaching out to lodging and restaurants on discounts. He thought it should be more general in nature. There will be another round of Travel Oregon grants in the fall.

Carr Biggerstaff noted the Destination Marketing Plan provided by the Chamber was developed for a 2 -3 year period. He would like to set down with the TLT Committee to review what they would like to focus on. He asked about how we get through the next 6 month. A Digital Asset Media Management (DAM) grant was being prepared but was put on hold.

CDD Rux noted that the Chamber Destination Marketing Plan will need to go back to the City Council for final approval as it was only accepted. This needs to occur after the City Council makes a decision on Tourism Marketing Organization recommendation from the TLT Committee.



Chair Felton asked that the Chamber Destination Marketing proposal be brought to the next Subcommittee meeting.

ADJOURNMENT: Chair Felton adjourned the meeting at 9:51 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 20th day of August, 2018.

Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director



Community Development Department
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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee – Marketing Subcommittee
FROM: Doug Rux, Community Development Director
SUBJECT: Transient Lodging Tax Ad Hoc Committee Marketing Proposal
DATE: September 5, 2018

The City Council adopted Resolution No. 2018-3436 on August 20, 2018 (Attachment 1) indicating their intent to establish a tourism marketing organization. The next steps in this process will be for staff to coordinate with our Legal Department to create the necessary documents through ordinances and resolutions for City Council review. As we prepare the documents they will be shared with the TLT Ad Hoc Committee to gain your feedback. I have gathered documentation from the City of McMinnville that will be used as templates for Newberg. I anticipate this will start with your October meeting. As I have indicated before the intent is to have the appropriate paperwork in place and approved by the end of the calendar year so that the Tourism Marketing Organization could be established and operational at the beginning of the 2019 calendar year.

In preparing the necessary material it is important to note that the new organization will need operating capital for the balance of the FY 18/19 fiscal year. Exhibit “D” to Resolution No. 2018-3436 provides the budget adopted for FY 18/19 and projected numbers for FY 18/19 under the current expenditure model and for the proposed model for the Tourism Organization. The question has come up about other destination marketing opportunities between now and when the Tourism Organization is established. The TLT Ad Hoc Committee may want to discuss other marketing opportunities and how much they may costs over the next four months. I have attached the staff report that authorized a \$10,000 expenditure as a match for the Travel Oregon grant as background on one of the for tourism marketing.

Attachment: 1. Resolution No. 2018-3436
2. Request for Council Action – Wake up in Wine Country



RESOLUTION No. 2018-3436

A RESOLUTION IDENTIFYING THE CITY COUNCIL INTENT TO ESTABLISH A TOURISM MARKETING ORGANIZATION

RECITALS:

1. The City Council established the Transient Lodging Tax (TLT) Ad Hoc Committee by motion on December 5, 2016.
2. An identified activity of the TLT Ad Hoc Committee is: 7. During the two year period the Ad Hoc committee continues the discussion of an organizational model appropriate for Newberg given the funding available and report their recommendations back to the City Council.
3. An identified activity of the TLT Ad Hoc Committee is: 8. The City discuss with the Chehalem Valley Chamber additional services that could be provided such as FAM's, Marketing and Destination Development. Funding for these services would come out of the Tourism Promotion expense line (*Fund 19*).
4. An identified activity of the TLT Ad Hoc Committee is: 9. Funds be allocated for a consultant to conduct an assessment of existing marketing material and provide recommendations for updating or modifying marketing material.
5. The TLT Ad Hoc Committee and its Marketing Subcommittee have met for 20 months discussing organizational models and marketing approaches that have included participation by the Chehalem Valley Chamber of Commerce.
6. The City Council and TLT Ad Hoc Committee held a joint work session on May 21, 2018 discussing organizational models with the City Council providing guidance for the TLT Ad Hoc Committee to return with an official recommendation.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The intent of the City Council is to establish a Tourism Marketing Organization utilizing Newberg Transient Lodging Tax revenues for promotion of tourism within Newberg and the broader Newberg area.
2. Exhibit "A" Draft Visit Newberg Business Plan with Mission Statement, Marketing Model, Goals and Objectives will be used by the Tourism Marketing Organization as a foundation to create a business plan. It is intended that the City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.

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3. Exhibit "B" Draft Executive Director Position Description. It is intended that the Tourism Marketing Organization Board will use this document a foundation point and further embellish this draft document for clarity purposes in consultation with the City Council.
4. Exhibit "C" is a draft example of revenue and expenses for the Tourism Marketing Organization in FY 2019/2020. This is only an example for illustrative purposes based on projections on revenue provided by City staff. The City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.
5. Exhibit "D" is draft projections for revenue and expenditures over a five year period. The City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.
6. Exhibit "E" is a draft marketing plan as a foundation point for the Tourism Marketing Organization to develop a marketing strategy. It is intended that the Tourism Marketing Organization Board would further embellish this draft document for clarity purposes in consultation with the City Council.
7. The City Council will take the necessary steps, in consultation with staff and the City Attorney, to charter a Tourism Marketing Organization funded with transient lodging tax revenues. This process may require adoption of ordinances, resolutions, bylaws, appointments to the initial Tourism Marketing Organization Board, budget authorization, contracts and other City Council actions to establish a tourism marketing program.
8. The contract between the Chehalem Valley Chamber of Commerce and City of Newberg will be modified to reflect Visitor Center services and not include Destination Marketing services.
9. The Tourism Marketing Organization will initially contract with the Chehalem Valley Chamber of Commerce to house the tourism Executive Director.

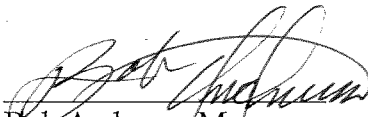
➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: August 21, 2018.

ADOPTED by the City Council of the City of Newberg, Oregon, this 20th day of August, 2018.



Sue Ryan, City Recorder

ATTEST by the Mayor this 23rd day of August, 2018.


Bob Andrews, Mayor

8/1/2018

VISIT NEWBERG TLT BUSINESS PLAN

What is Visit Newberg?

Visit Newberg is a destination marketing organization dedicated to enhancing Newberg's economy by attracting tourists to the region and ensuring they support local businesses during their visit.

Mission Statement

Visit Newberg's mission is to enhance the economic vitality of our community by promoting Newberg as a year-round visitor, convention, and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue, and implementing effective sales and marketing programs, while cultivating a world-class visitor experience.

Marketing Model

MEDIA RELATIONS – SOCIAL MEDIA – DIGITAL MARKETING – ADVERTISING –
EVENT PROMOTION – BROCHURE DISTRIBUTION – GROUP SALES &
RECRUITMENT

Visit Newberg's marketing strategy is designed to encourage tourism through a comprehensive mix of marketing and media relations programs.

A major focus of the strategy will be the enhancement of the online presence for Newberg, Dundee and the surrounding region. The existing Chamber tourism site will be moved to an independent domain. As a non-membership, publicly funded organization, *Visit Newberg* will offer free listings on its website to tourism stakeholders to ensure transient lodging tax dollars benefit the entire tourism industry. A digital marketing campaign – including search engine optimization, search engine marketing and digital marketing – will drive traffic to this site.

Visit Newberg will bring visitors to Newberg and provide opportunities for local business to convert those visitors to customers.

Initial Goals and Objectives

- City Council adopt an ordinance to establish tourism marketing organization

- City Council appoint a 9-13 member tourism marketing organization board for oversight of the marketing organization
 - Potential board makeup; lodging, hospitality, restaurant, wine industry, CPRD, George Fox, accounting, law, Chamber of Commerce, local merchant, Cultural Center, City of Newberg
- Establish Bylaws of marketing organization
- Market organization board oversees Tourism Executive Director
- Refine the draft job description
- Hire a Tourism Executive Director
- Tourism Executive Director located at Chehalem Valley Chamber of Commerce
- Chehalem Valley Chamber of Commerce continues to operate Visitor Center through June of 2020 per City contract
- Prepare an operating budget of approximately \$280k
 - Director; \$60-\$75k
 - Benefit package \$20k
 - Misc. start up cost \$6k
 - Office space \$0
 - Travel Expenses, Entertainment, etc. \$8k
 - All remaining funds to be spent on marketing
- Establish a tourism website and tourism social media presence
- Refine draft marketing strategy outline
- Build and implement an awareness and branding campaign for Newberg
- Identify other partners i.e., Dundee, Yamhill County
- Research Newberg's market feasibility study for convention, event, and sports opportunities
- Inventory existing convention and tourist venues
- Collaborate with state visitor partners
- Obtain tax exempt status
- Apply for DMO (Destination Marketing Organization) partnership with Travel Oregon

SAMPLE JOB DESCRIPTION

8/1/18 (Revised)

Position Title: Executive Director of Visit Newberg

Supervisors: Visit Newberg Board of Directors

Position: Regular Full-Time. May be required to work weekends and holidays, requires travel

General Statement of Duties:

This position is responsible for identifying industry related tourism markets and related programs. Assist in developing and implementing strategies to increase the awareness of the culture, history, attractions, and special events to enhance the visibility of the City of Newberg and approved partners, resulting in increased tourism and overnight stays.

Examples of duties and responsibilities:

- Prepare an annual budget for Board of Directors and City Council approval
- Create the annual Destination Marketing Plan
- Plan and implement effective and aggressive tourism promotion programs
- Develop strategies for new markets and advertising materials for Newberg and approved partners
- Implement the Destination Marketing Plan
- Facilitate the development of a master brand
- Develop and maintain a website
- Manage online advertising campaigns and social media
- Manage Familiarization Tours (FAMs) with Media and members of the Travel Trade
- Provide reports as required by the Board of Directors and City Council
- Conduct and analyze area tourist surveys
- Develop strong working relationship with key personnel from all lodging, meeting and convention facilities. Maintain a well-informed working knowledge of all lodging attractions and services available in the area
- Coordinate and collaborate with local events and activity organizers to help them promote their events
- Assist in developing and supervise the production of marketing collateral needed to successfully promote tourism
- Write and distribute press releases
- Manage public relations
- Represent interests as appropriate with local, state and federal organizations associated with tourism
- Maintain and oversee the compilation of tourism data and statistical information that may be helpful in designing a marketing strategy
- Attend tourism related workshops, conference and training seminars
- Identify, prepare and submit grant applications related to tourism
- Assist appropriate organizations by directing them to grant application opportunities
- Assist the Board of Directors in obtaining official non-profit status

Education:

Bachelor degree in Marketing or related field, or equivalent experience

Minimum Tourism Skills and Experience Desired:

At least three years of recent progressive tourism experience which includes the following skills and abilities:

- Knowledge of the tourism industry
- Working knowledge of volunteer management
- Strategic planning
- Strong communication and public relations skills
- Editing and writing skills
- Knowledge of Media Relations - public/community/news - accessible and open to all media
- Social media management experience
- Ability to establish and maintain strong working relationships with city staff, the public, and business community and to present ideas effectively, verbally and in writing
- Ability to do community outreach; comfortable giving speeches and presentations
- Possesses a positive self-image; approachable; a team player; respects people; understands the importance of first impressions

Additional Requirements:

- Possess a valid driver's license
- Knowledge of standard office practices and procedures
- Computer skills
- Employee is required to be able to lift and/or move up to 45 pounds

VISIT NEWBERG (8/1/18)

General understandings reached by TLT Ad Hoc Committee:

1. Chehalem Valley Chamber of Commerce continues with City/Chamber contract for Visitor Center services through June 2020.
2. Approximately \$40,000 of the current City/Chamber contract for Destination Marketing activities comes back to the City to be included in the TLT Revenue available for Visit Newberg.
3. A new tourism marketing organization is established by the City Council based on the draft Visit Newberg TLT Business Plan.
4. Visit Newberg will work to obtain non-profit status.
5. The existing TLT grant program will be placed on hold but will honor the award commitments already approved by the City Council.
6. Additional revenue may be provided by the City of Dundee and Yamhill County in the future.
7. A draft job description has been prepared for the Executive Director position.
8. Additional revenue beyond the 65%/35% split in TLT revenue is not set aside for non-marketing purposes.

Estimated Annual Revenue, Personnel, Operational and Destination Marketing Costs (FY 19/20)

REVENUE	Low	High
TLT Revenue ¹	\$328,000	\$353,000
EXPENDITURES		
	Low	High
Personnel		
<i>Executive Director</i>	\$60,000	\$75,000
<i>Benefits²</i>	\$15,000	\$20,000
<i>Startup Costs³</i>	\$6,000	\$8,000
<i>Sub-Total</i>	\$81,000	\$103,000
Chamber Support Services		
<i>CVCC Overhead⁴</i>	\$24,000	\$24,000
<i>CVCC Staffing Support⁵</i>	\$12,000	\$24,000
<i>Sub-Total</i>	\$36,000	\$48,000
Destination Marketing ⁶	\$211,000	\$202,000
Grand Total	\$328,000	\$353,000

¹ Includes \$40,000 from City/Chamber contract for destination marketing services and \$48,000 from adjusted Visitor Center Contract amount, in addition to TLT revenue.

² Benefits can range from 15% to 27%. For purposes of this estimate the low end considered 25% and high end 27%.

³ One time cost.

⁴ Includes hot office space, payroll services, insurance, copier, phone, kitchen, conference room, supplies, etc. Open market is in range of \$2,200 - \$3,000 month, Chamber providing a discount.

⁵ Staffing assumes minimum of \$1,000 month and maximum of \$2,000 depending on level of support needed. \$1,000 month equals 12 hours week at \$20 hour. \$2,000 month equals 24 hours week at \$20 hour for support from Josh, Patty, Karla. Chamber in part subsidizing Year 1 providing coordination, ramp up, connections and collaboration on existing tourism activities. The subsidy also includes time from the Chamber Executive Director in support of the on-boarding and transitioning process.

⁶ Includes destination marketing materials and programs, advertising, consultant services, travel, mileage, entertainment, conferences, FAM tours, SEO activities, conferences, etc.

DRAFT

BUDGET TLT MARKETING SUBCOMMITTEE PROPOSAL

7/27/18

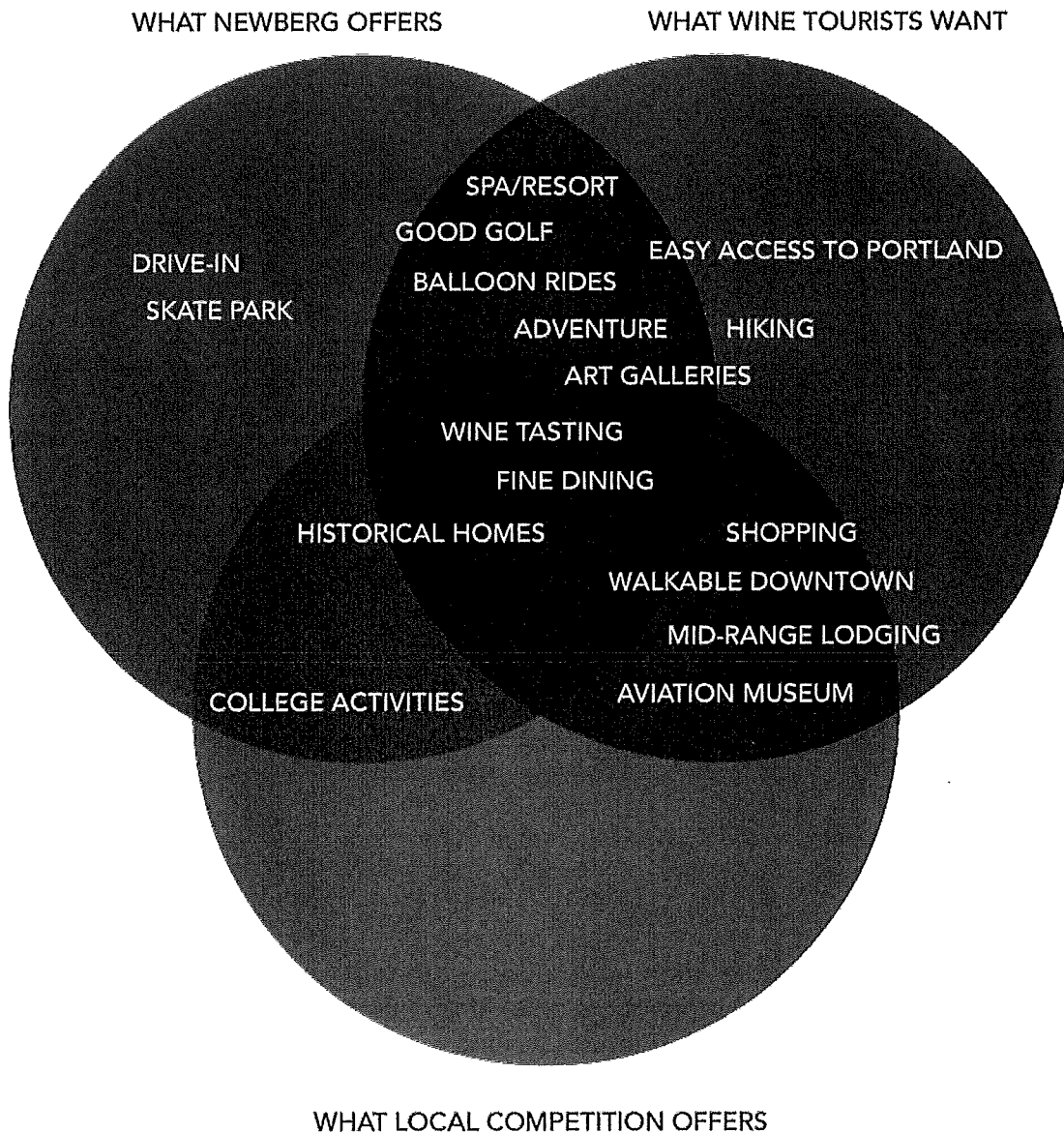
Resolution 2018-3436 Exhibit D

Revenue	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
Budgeted	Budgeted	Projected	Budgeted	Projection	Projection	Projection	Projection
Gross Operator Receipts	11,994,410	12,220,625	12,587,244	13,346,848	13,747,264	14,159,682	14,584,472
Beginning Fund Balance	207,113	343,718	498,042	0	0	0	0
Tax Revenue -Restricted for Tourism	359,617	377,195	385,702	400,166	412,171	424,536	437,271
Tax Revenue City Services	665,905	698,455	716,303	740,990	763,220	786,117	809,701
Interest Revenue-Restricted for Tourism	897	5,643	5,728	2,564	2,564	2,564	2,564
Interest Revenue- City Services	1,667						
Estimated Additional Funds							
Total	1,235,199	1,391,146	1,605,775	1,143,720	1,177,955	1,213,217	1,249,536
Expenses							
Transfers out General Fund	665,905	680,132	717,324	742,657	764,887	787,784	811,368
Chamber Visitor Center/Destination Marketing Contract	137,548	139,886	145,342				
Chamber Visitor Center Contract				48,000	48,000	48,000	48,000
Tourism Marketing Organization - Visit Newberg				353,063	365,068	377,433	390,168
Unallocated Tourism Activity	431,746	571,128	738,033				
Consultant							
Staff - Meetings, Travel, Networking							
Tourism Marketing	2,000	0	2,000				
Fundraising (Grant Match)	108,506	4,733	121,773				
Subtotal	10,000	0	10,000				
Tourist Related Facilities (Large Grant)	120,506	4,733	133,773				
Small Grant Program (pilot program)	313,774	0	586,260				
Total	20,000	17,500	20,000	1,143,720	1,177,955	1,213,217	1,249,536
Ending Balance Restricted for Tourism	1,235,199	1,391,146	1,602,699	0	0	0	0

Assumptions

Proposed Marketing Strategy:
Newberg

Excluding the George Fox audience, the typical Newberg tourist (those from more than 50 miles or overnight guests) comes for wine tasting. One of our primary differentiators from our local competition is our proximity to Portland, where most tourists will be beginning their visits.



BRAND PROMISE

The best place to start your Oregon wine country vacation

TAGLINE

The first destination in Oregon wine country

BRAND ATTRIBUTES

PROXIMITY TO PORTLAND - Willamette Valley's closest wine region to Portland

WINE - Growing international reputation for Pinot Noir, dozens of tasting rooms and wineries

RECREATION - Hot air balloon adventures, golf, 99W Drive In, Willamette river, ropes course, disc golf, skate park, Evergreen Aviation Museum, Farmers Market, Chehalem Cultural Center, George Fox University festivals/events, Champoeg and Dundee trails,

FRIENDLY - Small town community feel

HISTORICAL - Hoover-Minthorn Museum, Champoeg,

CULINARY - JORY, Painted Lady and other acclaimed restaurants

ART - Art Elements, Cultural Center, The Allison, George Fox

MARKETING GOALS

- To increase visitor volume, visitor spending and the economic impact of tourism in Newberg
- Influence the long-term development of Newberg as a destination and its brand
- Increase leisure visitor volume, visitor spending, meeting, tours and group markets to the Newberg area through effective promotion with media and the travel trade
- Promote the importance of business and government investment in tourism

AUDIENCES

Target Audiences

- Wine tasting visitors
- George Fox Audience

Top geographic markets

- Portland
- Seattle
- San Francisco

STRATEGIES

Newberg has less staff and resources than many of our competition. We need to be strategic in the use of our time and budget. The majority of our marketing effort should be spent where we can reach the largest portion of our target audience...online.

ONLINE MARKETING

WEBSITE

- Break out site from CVCC subdomain
- Market the attractions of the broader Newberg-Dundee Region

- Heavy on visuals
- Highlight Newberg accommodations and restaurants
- Feature travel itineraries, new travel partners, visitor testimonials, seasonal specials, family reunion planning information, photos, maps and more

Sample: <http://www.visitcalifornia.com/support-wine-country>

SEO

Target Keywords: Oregon Wine Country, Dundee wine tasting, wine tasting near Portland, Oregon wine tasting, vacations near Portland, vacations in Oregon

SEARCH ENGINE MARKETING (GOOGLE, BING)

Target keywords that are difficult to rank organically for

REMARKETING ADS

Create display ads to remarket to previous visitors to the site

SOCIAL MEDIA

- Create separate Facebook and Instagram channels from CVCC (different audiences need different content)
- Highlight positive media coverage
- Share high-quality local content with emphasis upon engagement metrics over special interest
- Instagram

SOCIAL MEDIA ADVERTISING

- Target Facebook fans of regional wineries
- Target Twitter followers of travel writers

MEDIA RELATIONS

- Could be handled in-house or outsourced to freelancer
- Press trips—Host regional, national and international travel writers and editors on individualized and/or group press trips
- Media leads—Continue to respond to leads, and forward leads to members from Travel Oregon and the Willamette Valley Visitors Association
- Pre-publication editing & fact checking
- Media kit - Develop an electronic media kit that highlights the outstanding tourism assets in Newberg and the surrounding area
- Build a more expansive photo and video library that is available for media requests, ads, and our website.

FAM TOURS

OREGON WINE TRAIL W/ DUNDEE/NEWBERG

- Hire wine writer to create Oregon Wine Trail similar in concept to the Romantic Road in Germany. Trail starts in Newberg/Dundee.
- Create Web site
- Promote via media relations, SEO and advertising

See <https://tualatinvalley.org/forest-grove-wine-trail/>

DOWNTOWN BANNERS

"The first destination in Oregon Wine Country"

PRINT

Evaluate current pieces for cost effectiveness

- Rack piece/brochure
- Newberg city/Yamhill County map
- Monthly event brochure
- Chehalem Valley Field Guide
- Group travel brochure

TOURISM TRAINING

- Create class for front-line employees to educate on tourism assets of Newberg and the surrounding community.

SECONDARY MARKETING PROJECTS

SIGNAGE

Seek funding and permission for decorative road signage for 99W (e.g. similar to Lake Oswego or McMinnville's third street.

RACE TOURISM

Support efforts to market running races (e.g. Wine Country Half Marathon)

NEWBERG HISTORIC WALKING TOUR

Create plaques/markers for a Newberg historic walking tour. The Newberg Downtown Coalition already has the bones of a tour created here.

PROMOTION OF CONFERENCES

Support efforts by Newberg hotels and organizations (Allison, Windrose, A-dec, George Fox) to bring out-of-town groups to town for conferences

NOTE ABOUT GEORGE FOX AUDIENCE

This plan does not address the George Fox audience, which may have more economic impact on the city than the wine tourism audience. The parents of prospective undergraduates often spend the night and eat most meals off campus. When 700 or so of those freshmen chose to enroll at George Fox, they each spend \$5,500+ a year in town on food, rent and other services) and support the university's \$70 million budget - which includes \$45+ million in taxable salaries and benefits. Some - especially the Chinese students - buy cars here. As these students go through 2-6 years of school, they attract even more visitors to Newberg (family weekends, sports and arts events, graduation, etc...) George Fox's Graduate students probably spend even more in Newberg since they often bring family to live here. Enhancing the prospective student visit experience can pay off for everyone.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: August 20, 2018

Order ___	Ordinance ___	Resolution ___	Motion <u>XX</u>	Information ___
No.	No.	No.		

SUBJECT: Request for Transient Lodging Tax Funds for shoulder season “Wake Up in Wine Country” campaign

**Contact Person (Preparer) for this Motion: Doug Rux, Director
Dept.: Community Development
File: G-16-008**

RECOMMENDATION:

Pass a motion to use \$10,000 from the Transient Lodging Tax Fund as a match for a \$20,000 Travel Oregon grant towards the “Wake Up in Wine Country” advertising campaign.

EXECUTIVE SUMMARY:

The Transient Lodging Tax (TLT) Ad Hoc Committee requests the City Council approve an expenditure of \$10,000 toward a shoulder season “Wake Up in Wine Country” advertising campaign in winter 2018-2019. The funds would be used to match a \$20,000 Travel Oregon grant that the Chehalem Valley Chamber of Commerce is applying for. The application is due Aug. 29, 2018.

The Newberg TLT Ad Hoc Committee is working with AJ Ramadan, the marketing contractor of the Dundee TLT committee. Ramadan is writing a similar \$20,000 grant proposal from Dundee TLT to fund video production, website work and advertising funds. It is believed Dundee will contribute between \$2,000 and \$5,000.

A Travel Oregon representative has given feedback that this type of partnership would be looked favorably upon.

Assuming our grant proposals are successful, Newberg’s \$10,000 contribution would leverage a \$52,000 to \$55,000 advertising campaign.

The proposed campaign would be on online display networks, social media and potentially in Portland International Airport. Target markets would be in the western U.S. states and Canada. Materials could be repurposed for several years.

Rationale

Newberg lodging is in high demand during the summer and fall, but is below capacity during the winter shoulder season. Last year, the Chamber successfully applied for a \$20,000 grant that funded a “Rain or Shine” campaign that promoted an April restaurant month. Materials from that campaign could be repurposed.

The “Wake Up in Wine Country” campaign would build awareness of Newberg as a prime wine country destination, emphasizing the convenience of getting away to a vacation environment close

to Portland.

FISCAL IMPACT:

Fund 19: Transient Lodging Tax Fund has \$131,773 in the adopted budget for FY 2018/2019 for Tourism Promotion. There are sufficient funds to apply \$10,000 as a match to the Travel Oregon grant.

STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):

Goal 11: Implement Newberg Economic Development Strategy. This funding authorization request furthers the Tourism & Hospitality pillar and the goal to “Make Newberg/Chehalem Valley a regional, national & international tourist destination.” The specific strategies are 4.1 Increase Tourist/Visitor Counts in Newberg and 4.3 Transient Lodging Tax Program.