

RESOLUTION No. 2011-2960

**A RESOLUTION APPROVING THE VISITOR INFORMATION CENTER
MARKETING AND BUSINESS PLAN FOR THE FISCAL YEAR OF
2011/2012 AS PRESENTED BY THE CHEHALEM VALLEY CHAMBER OF
COMMERCE**

RECITALS:

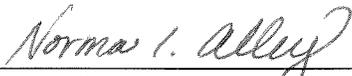
1. The City has previously entered into agreements with the Chehalem Valley Chamber of Commerce (Chamber) to operate a Visitor Information Center under the authority of Resolution No. 1996-1970, Resolution No. 1998-2121, and Resolution No. 2003-2483.
2. The City recently approved Resolution No. 2011-2927 approving a new contract. A requirement of this contract was for the Chehalem Valley Chamber of Commerce to provide an annual Visitor Information Center Marketing and Business Plan.
3. The City Council held a work session to discuss and review the proposed Plan on June 20, 2011. Per that discussion the Plan is being presented for formal ratification.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

The City Council hereby adopts the 2011/2012 Visitor Information Center Marketing and Business Plan attached as Exhibit "A" and by this reference incorporated, providing for a city Visitor Information Center to be operated by the Chehalem Valley Chamber of Commerce.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: July 19, 2011.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of July, 2011.



Norma I. Alley, City Recorder

ATTEST by the Mayor this 21st day of July, 2011.



Bob Andrews, Mayor

LEGISLATIVE HISTORY

By and through _____ Committee at ____ / ____ / ____ meeting. Or, None.
(committee name) (date) (check if applicable)

**Chehalem Valley Chamber of Commerce
2011-2012 Tourism & Visitor Information Center Marketing & Business Plan**

Core Newberg Tourism niches include Wine & Culinary, Arts & Culture, History, Parks, Outdoors/Nature, Sustainability. Within these niches, The Chehalem Valley Chamber of Commerce (CVCC) will focus on the following for fiscal year 2011: wineries, arts & culture, outdoor activities, cycling and history. Sustainability will be incorporated as appropriate.

- I. Goal: To increase visitor volume, visitor spending and economic impact for Newberg by providing quality service in direct interactions with visitors and potential visitors.

The following tools are available to help CVCC staff and members in their leisure marketing efforts. Many of these tools also apply to media, travel trade and our emerging convention marketing.

1. Relocate CVCC and Visitors Center to more visible information on highway 99W
 - New: The CVCC has signed a five year lease for space located at 115 College St. Office improvements will be completed in May 2011 and the Chamber and Visitors Center is scheduled to relocate by Memorial Day.
 - New: A new location will allow the CVCC to develop the space using Travel Salem's successful model of a TRAVEL CAFÉ. Wineries and other attractions will be invited to serve as guest concierges either pouring wine or directing visitors to their favorite visitor destinations
2. Printed pieces created for CVCC leisure marketing are: The CVCC Community and Visitor Guide (April), Newberg Area Map (January), Service Station Directory (as-needed) and rack-size promotional brochure.
 - New in 2011 the Community and Visitor Guide will be available as an online directory
3. CVCC's website is currently the most up-to-date tool available for local visitor information but in need of content upgrades. On the website, visitors access information on activities, events, restaurants and lodging.
 - New for 2011 - The CVCC website will undergo a major upgrade with improved navigation and integrated social networking tools. Other new content includes:
 1. Web pages highlighting additional niches like history, outdoor recreation and local sustainability efforts.
 2. Web pages highlighting sample itineraries/tours. Available online or as printable pages. Themes to focus on niches.
 3. Media page with photos
4. New: "What's New" talking points created three months ahead of each season. Incorporate community and niche talking points as appropriate. Tourist based e-newsletter distributed monthly to promote local businesses, what's new, specials and events. Physical distribution to visitors to the Newberg Visitors Center.

Training

- A. Objective: All CVCC staff and volunteers are fully trained in customer service and Newberg area business and services product knowledge.

Strategies

1. All new frontline staff and volunteers will complete an orientation and initial front desk training within their first three shifts. All other new staff are invited to complete a visitor center training within their first month.

2. New: All frontline staff are Q certified within their first three months of work. In addition the CVCC will make this training available to all local businesses and the City of Newberg
3. CVCC frontline staff and volunteers have a high level of product and customer service knowledge from training in monthly staff meetings, site visits, member spotlights and brochure/Web research.
4. CVCC frontline staff and volunteers stay current with new/closed businesses and new products/services offered by local businesses.
5. CVCC frontline staff and volunteers stay current with new web feature pages.
6. Frontline staff attend on-going web database training.
7. Frontline staff is trained to deal with general visitor, convention delegate and out of county event attendees.
8. Frontline method of referrals is continually evaluated to ensure fair and equitable referrals, promoting Newberg Area Business.
9. Frontline staff participate in research trips to visit members.
10. Staff are familiar with core niches.

Visitor Center

- A. Objective: Implement Visitor Center practices that will have direct impact on overnight stays in Newberg.

Strategies

1. Phone/walk-in lodging information requests are met with an offer of reservation assistance.
2. Walk-in guests are asked if they need assistance with lodging. If lodging is needed, staff offer reservation assistance.

- B. Objective: Increase number of visitors to the visitor center by 5%.

Strategies

1. Monitor challenges related to street and building signs, restroom access, parking for cars and RV's.
2. New: relocate visitors center to Highway 99w
3. New: Implement surveys in the visitor center to improve our marketing efforts.
4. Visitor Center is promoted in the Discover Yamhill Valley tourist publication, CVCC website, Travel Yamhill Valley website, Willamette Valley Visitors Center Website,
5. New: Investigate Travel Oregon ad opportunities to promote the visit center in their new and affordable e-newsletter marketing publications.
6. New: Develop strategy with local lodging properties to provide visitor center location information to their guests.
7. Post a photo of the front entrance to the visitor center on the CVCC website to invite people to visit.

- C. Objective: 20,000 CVCC publications (visitor guides, maps and promotional brochures) are distributed throughout the region at appropriate locations.

Strategies

1. Collateral distribution sites within Yamhill County such as: CVCC Visitor Center, CVCC Member businesses, McMinnville Chamber of Commerce, City of Newberg, Certified Display locations in Yamhill County.

2. Collateral distribution sites outside Newberg such as: Oregon Welcome Centers & Visitor Centers; AAA offices and Certified Display locations in key markets and Amtrak outlets throughout the region.

- II. Goal: Travel Trade Sales and Marketing - To increase leisure visitor volume, visitor spending and economic impact for Newberg through the promotion and distribution of Newberg's travel products to the travel trade. (Defer goal to 2012 - 2013)

The following tools are available, or will be developed, to help CVCC staff and members in their travel trade marketing efforts:

1. All consumer tools outlined under Goal I
2. Maintain travel trade section of website to increase attention and response to the site.
3. "What's New" features for industry outreach (seasonal).
4. New: Seek out Travel Trade interactions.

Strategies

1. All Travel Trade interactions are conducted with a focus on generating leads resulting in overnight stays in Newberg.
2. Work with travel trade (tour operators, receptive operators, group leaders, travel agents) to match them together with Newberg Lodging operators.
3. Start a travel trade contact program (from identifying the client, contacting client, sending sales lead, to follow up to check for confirmed bookings).
4. Leverage efforts of Travel Oregon, and their contractors, to increase their knowledge of the Yamhill County product through personal research trips and communications. Partners include Travel Trade & Media representation in Germany, Japan and the UK and the Oregon Tour & Travel Alliance.
5. Host Travel Trade as part of County and statewide research tours.
6. Establish relationships/regular communication with members to make sure that we are accurately representing their product to travel trade and to make sure that they have the tools and opportunities available to succeed.

- III. Goal: Marketing and Communications - To increase visitor volume, visitor spending and economic impact for Newberg by developing awareness and preference.

The following tools are available, or will be developed, to help CVCC staff and volunteers in their media marketing efforts:

1. All consumer tools outlined under Goal I
2. New: Create full color general Newberg press kit materials in print and on-line with elements supporting our community identities and the core niches. (Defer to 2012-2013)
3. New: Create talking points or fact sheet for use when trying to increase editorial content in guidebooks. Include basic area information, general description of Yamhill County and specific information on Newberg. (Defer to 2012-2013)

Advertising

Objective: Baseline of product-based ads is established for future comparisons.

Strategies

Exhibit "A"
To Resolution No. 2011-2960

1. CVCC advertises, and encourages local business to advertise, in regional/niche publications such as Northwest Travel Magazine, Oregon Coast Magazine, The Oregonian, inflight magazines and niche publications.
2. Ad design supports featured niches where possible with a Yamhill County theme focused on member products to buy.
3. Maintain ad presence in Central Oregon market with themes focused on member events, niches and packages
4. Market packages in ads to take people directly to a product they can buy and to track response.
5. Ad co-ops are offered to local tourism partners through our relationship with Travel Oregon.

Public Relations

Objective: Increase number of active media clients by 10%. (Active clients include those where at least one interaction has occurred during the fiscal year.) (Defer to 2012-2013)

Strategies

1. New: Manage comprehensive media contact program (from identifying the client, contacting client, sending sales lead, to follow up to check for confirmed bookings).
2. New: Identify key media clients and keep them up-to-date with Newberg through regular contact. Identify potential media clients and establish a relationship through regular contact.
3. New: Leverage efforts of Travel Oregon, and their contractors, to increase their knowledge of the Yamhill County product through personal research trips and communications. Partners include Travel Trade & Media representation in Germany, Japan and the UK and the Oregon Tour & Travel Alliance. Host Travel Trade as part of Yamhill County and statewide research.
4. Pitch stories to editorial staff from all publications where Travel Oregon, WVVA and OCVA advertise.

Objective: Newberg area festivals and events are listed/featured in targeted publications and on targeted radio stations. Establish baseline for future growth objectives.

Strategies

1. Identify targeted newspapers and magazines with publish dates and send appropriate information to increase the number of festival and event listings.
2. Identify targeted radio stations for giveaway offers of event tickets.
3. Special seasonal press releases are sent to publications in our targeted markets.

Internet/Website

Objective: Increase number of website users by 10%.

Strategies

1. Complete site upgrade in 2011
2. Review monthly reports to check use of site and make recommendations for improvements. Key areas of measurement include user sessions, unique users, repeat visitors, and click-throughs to CVCC's website, click-throughs to business websites, average length of session, search engine referrals and search engine results' placement of

website.

3. Market CVCC website on publications/catalogues that are produced by area businesses.