



Staff Report Development & Industry Relations October 2018

Industry Newsletter: Not sent in October

Development/Grants:

- Travel Oregon grant notified small grant winners October 17, 2018. Willamette Valley grant winners are:
 - **City of Independence** to construct and install pedestrian wayfinding signage throughout the historic downtown and along the Willamette River Trail.
 - **Oregon Electric Railway Museum (OERM)** to upgrade the museum's Trolley Barn to provide full visitor access with three additional exit doors, upgraded LED lighting and two ADA parking spaces. OERM earned a second grant to purchase rare and difficult to acquire parts to restore the last remaining electric interurban car (#1067) that was built in Portland, Ore.
 - **Eugene Civic Alliance** to conduct an economic impact study, develop financial forecasts, identify marketing opportunities and an event outreach strategy for the new Civic Park sports and recreation facility.
 - **Cottage Theatre** to remodel the facility to increase seating capacity (in addition to ADA seating), improve sightlines and upgrade technical capabilities.
 - **City of Canby** to create the first ever Canby Tourism Plan, which will gather input from stakeholders and use insights from demographics studies to create a marketing and initial strategic plan.
- WVVA grants closed Nov. 1, 2018 at 5pm. **32 eligible grant applications** have sent to the grant review board for review. A discussion will happen with the group about what is considered infrastructure versus a visitor amenity.

Industry services:

- Scheduled DEI Trainings for November 27 in Eugene and November 28 in Salem. This will be a 3-hr workshop free for all industry members. I would highly encourage DMO staff at these trainings if possible.

Visitor Guide:

- Collected additional content talking points from each sub-region for the guide. Printing won't be able to happen until after the new year due to holiday magazine print schedules. I have instructed MEDIAmerica to work on the other copy pages as advised by the board.

Global Sales:

- Designed (by Brooke) and submitted the America Journal ad for the Jan/Feb Magazine and website banner.
- Approved more BrandUSA pages and road trip video.



FAMS:

- October 27, 2018: Met with Stefanie, new Travel Oregon contractor in Germany and Lorna Davis of Travel Oregon. Discussed what was new in the Willamette Valley and wine+ messaging for things to do.
- October 28, 2018- Delta Airlines Japan tour operator FAM. Met with ___ Top-selling Oregon Japanese tour operators/Travel agents. They stopped at Yamhill Valley Vineyards, toured McMinnville eating at Nick's Café and stayed overnight in The Vintages Trailer Resort.

