



## **Staff report**

### **Development & Industry Relations**

#### **Industry Newsletter:**

- Sent January 15, 2018
- 138 Recipients, 70 opened, 20 clicked (56% open rate)
- Oregonwinecountry.org/grants received most clicks

#### **Go West Results:**

- 37 appointments
- Working on follow up, will be reaching out to regions for information requests
- Many people seemed excited about the region, interested in finding lodging partners from budget to boutiques
- Wine, outdoors, museums and quirky things to do seemed most popular

#### **Grants:**

- Landing page went live 1/15/18
- I have been answering questions via email and phones calls about the grants
- Presented about the grants:
  - Albany (1/9/18)- 22 attendees
  - Corvallis (1/26/18)- 7 attendees
  - Presenting in Salem 2-1-18
  - Can make time available for Yamhill, Clackamas and Lane counties
- No applications submitted yet
- Please send me questions or talking points to address for our second round of grants
- **Action:** I would like a representative from each region on the grant review board

#### **WVVA 101s:**

- This presentation is given in tandem with information about the grants
- Presented in Albany and Corvallis
  - Salem 2-1-18

#### **Travel/Show schedule:**

- Canada East, West and Vancouver show
  - Leave 2/26/18-3/5/18
  - Needs:
    - Pop up- Wine just beginning with outdoor theme?
    - Promo Items- Small giveaways (200-225)
    - Collateral piece
- Road Rally Speed Dating- Overnight in Ashland 3/21/18
  - Road Rally in Salem 3/22/18
- Active America China- Atlanta, GA
  - 3/24/18-3/28/18