



# 2017 - 2018 Tourism Budget

## Annual Report

*as of February 28, 2018*



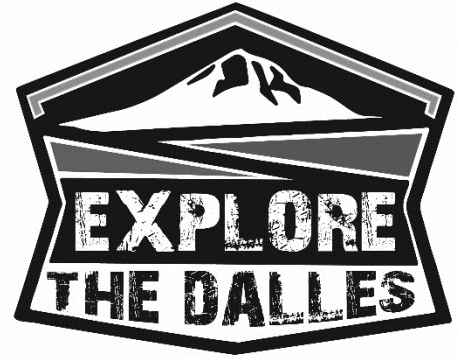
404 W 2nd St ♦ The Dalles OR ♦ 541-296-2231

Lisa Farquharson

# Tourism Promotion Summary



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*



July 2017 – February 2018



# **THE DALLES AREA**

## **CHAMBER OF COMMERCE**

*The Dalles...Simply Sunsational.*

### **Community Marketing 2017-2018 Work Plan Annual Report Summary**

#### **State: Travel Oregon**

- Travel Oregon Guide: Verbiage was rewritten for the 2017/2018 guide which gave the East End of the gorge a better representation.
- Travel Oregon is working with our Mt Hood / Gorge team. The goal is to have more FAM tours with representation of each area in the region.

#### **Region: Mt. Hood / Gorge**

- CGTA (Columbia Gorge Tourism Alliance) hired a Rare student for the 2017/2018 year and now another for the 2018/2019 year to be the coordinator for the CGTA.
- The newly formed Gorge Wide publication titled 'Columbia Gorge to Mt. Hood ~ Two States, Two Volcanoes & One Big River' is being distributed up and down the gorge and with Travel Oregon / Travel Portland.
- Mt. Hood / Gorge website has content for each part of our community with blog entries from each about once a quarter [www.hood-gorge.com](http://www.hood-gorge.com).
- Mt. Hood / Gorge Region just hired a new video company to do a new set of outdoor recreation shots for the seasons of our entire region. This is set for completion in 2019 and will be marketed on the Regional Website and Travel Oregon's website.

#### **Local: The Dalles**

##### **Lobby/Building:**

- Façade, parking lot, community poster kiosk, fencing, and lighting have all been updated this past summer and fall. The Dalles Area Chamber, Urban Renewal, donations from a few Chamber Members, man-hours from the Board and their families, along with a grant from Google paid for this project.
- TV in the Lobby continues to get attention from visitors, updated with community events.
- Northwest organizations and attractions are asking to put their brochures in our lobby due to increased awareness about our community.

##### **Operating:**

- This past Summer our office was open Monday - Friday for all 12 months due to the budget and staff being reduced. Many local businesses and The Dalles Farmer's Market have asked if we could be open on Saturday's this summer. The businesses felt a decrease in business and customer traffic, which they attributed to our office being closed and not able to help direct out-of-town visitors to their doors and events.
- Tourism Task Forces: are continuing to work on projects as necessary.

## Marketing:

- In the **Media Coverage Report** you will see where we have been published along with our numbers for exposure in print and digital.
- We have been targeting more outdoor recreation this year. We continue to work on marketing our normal avenues for history, wine, beer, river activities, hiking, cycling, wildflowers, birding, murals, and our community. (We are working closely with BikePortland.org for an upcoming media coverage for cycling in The Dalles).
- **The Sunsational Charm Trail** is beginning its sixth year in April with 50+ businesses participating. One of the cruise ships is looking at carrying the Starter Bracelet in their gift shop to help their guests get a head start!
- We have done small and individual FAM tours this past year, which has resulted in two printed articles.
- Attended Fish Camp 2017 and connected with 20 Travel Media personnel. Three of them have already written or reported about The Dalles. We had the opportunity to have Freebridge and Sedition pour for one of their dinners during the FAM tour.
- The Dalles had a TV commercial promoting outdoors, fishing, hometown, and our breweries which aired from April 2017 till October 2017 on Fox 11, Tri-Cities. We are hoping to create more TV ads as the producer wants us to partner with them again.
- Working with the director of Fish Camp to do further promotion of our area at Special Fish Workshops at Sports Stores around the Northwest this Spring and Summer.
- We were offered the opportunity to work with Outdoors Radio which airs programs on 60+ stations across the US. This helped our community greatly right after the fires in September. We were promoting and advertising across the NW that we were OPEN for Business!!!



## Website:

- Our website is improving every day as you will see with the Website Statistics Report.
- Continuing to improve pages about distinctive features for our area (i.e. hiking, attractions, biking, etc.) by adding video and pictures, along with more links to our local businesses and organizations.

## Branding:

- We continue to use the 'Explore the Dalles' logo with the tagline of 'Sunsational The Dalles.' This branding is drawing communities like Portland and Seattle due to our much drier climate.

## Social Media:

- We are active on Facebook and gaining ground outside of The Dalles. We added an **Explore the Dalles** page for the Social Medias and hope to gain momentum over the next year as we use this for tourism and to promote everyone in our community.
- The tourism team is responsible for promotion of The Dalles Area on Twitter and Instagram. This is the cycling, hiking, family, and water sports crowd.

## Focus Groups Summary:

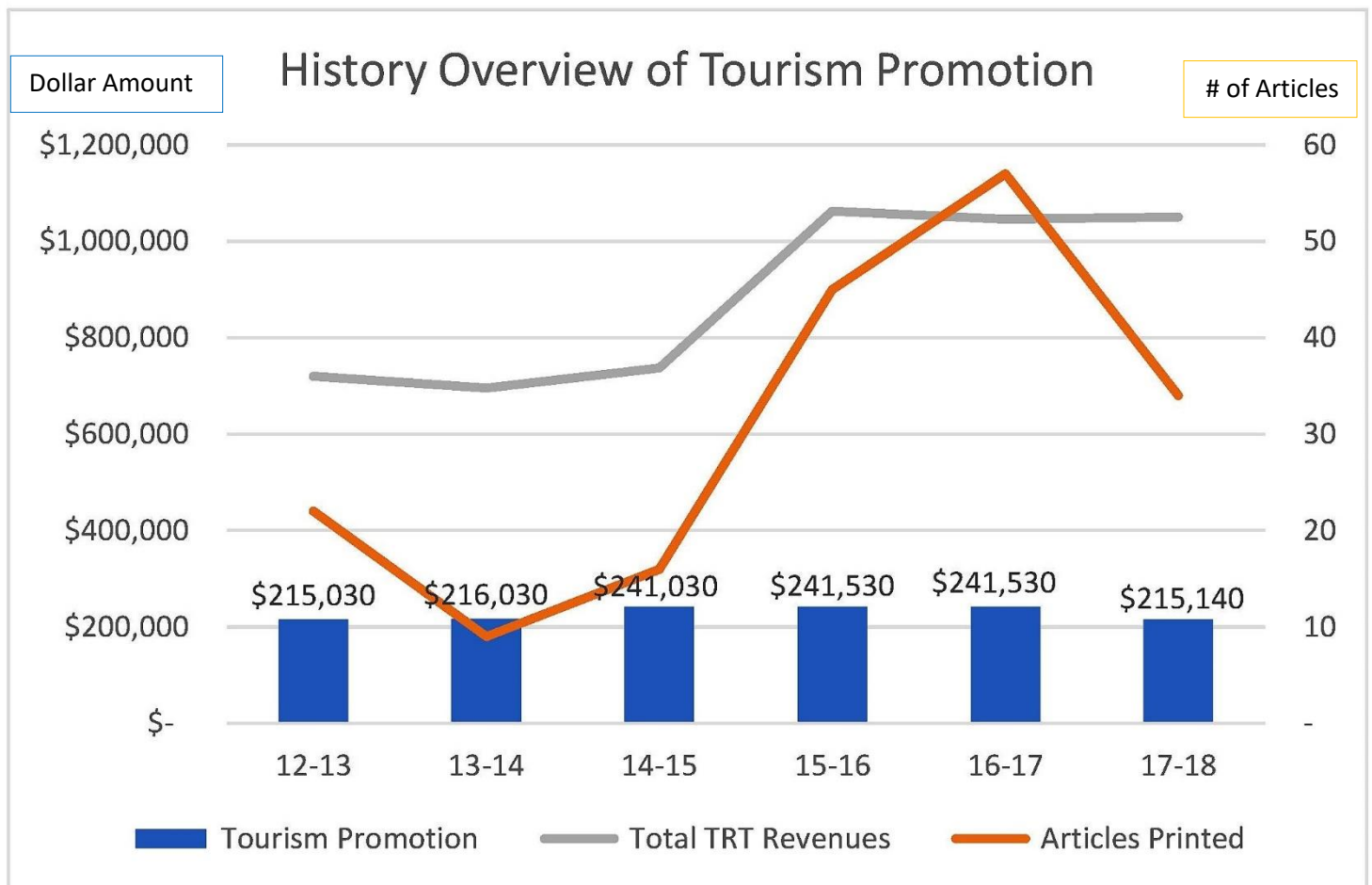
- **Cycling** – The Cycling Map for The Dalles is up to date and continues to draw attention in print and the web from the Portland and Seattle communities.
- **Food, Wine, Art** – continues to work with the Farmer's Market and the Regional Task Force to promote Ag Tourism in our area. The Farm to Fork event has been passed onto

the Wonder Works children's museum. It has grown to 100 participants and was a huge success for the 2017 Fall Event.

- **History** – The committee is working on the new Historic Walking Tour with a targeted production date for this Summer. This new brochure will replace two or three outdated brochures. The next project is to complete the Historic Homes Book that Trish Neal is coordinating with our task force.

### Overview (History):

We are excited as we look over the past few years of tourism and promotion in The Dalles. We have included a chart that reflects the total tourism dollars created in The Dalles, the Chamber's contract amount for promotion for each year, and the number of articles produced each year from the combined efforts of the Chamber, businesses, attractions, and our community members. Whether our visitors are simply passing through or come specifically to marvel at the beauty and grandeur of our area, partake of the abundance of our rich agriculture, sample the flavors of our lush orchards and vineyards, take in our annual local events, experience the fun of our outdoor recreation, or to learn the colorful history of one of the oldest communities in North America . . . we are pleased and proud to play an integral part in extending the invitation for people to come EXPLORE THE DALLES!



**Print Publications: Articles / Advertising**

- 101 Things to do in Oregon
- 1859 Magazine
- AAA VIA Oregon-Idaho Magazine
- Alaska Sporting Journal / Northwest Sportsman Magazine
- Central Newspaper
- Columbia River Gorge Magazine (CRGVA)
- Gary Lewis Outdoors / TV, Print, and Online
- Good Sam RV Park Guide
- Mt. Hood and The Columbia River Gorge Magazine (Travel Oregon)
- NW Fly Fishing
- NW Travel Magazine
- Oregon Events Calendar
- Oregon Fish & Wildlife Journal
- Outdoors NW
- Pamplin Media Group
- Portland Guide
- Portland Monthly
- Road Runner Magazine
- Salmon Trout Steelheader
- The Reel News
- Travel Oregon
- True West Magazine USA Today
- Western Journey - AAA VIA - Washington-Northern Idaho

**Online Publications:**

- Fishing Magician
- Go Oregon
- Northwest Fishing Reports
- OregonLive.com
- TravelGuidesFree.com
- Travel Oregon
- Travel Portland

# **REVISED Community Marketing Budget**

**2017-2018**

The Board of Directors of The Dalles Area Chamber of Commerce and Visitor Center are happy to announce that they are accepting the City of The Dalles' offer of \$215,140.00 for the 2017-2018 Community Marketing Budget. The budget that follows shows the allocation of the said dollar amount.

Let the record reflect that this dollar amount is less than the amount budgeted for the 2013-2014 Community Marketing Budget approved by the City of The Dalles, which did not have any wages or FTE allocated for Cruise Ships.



**The Dalles Area Chamber of Commerce**

404 W 2nd St

The Dalles, OR 97058

541-296-2231

## The Dalles Area Chamber of Commerce & Visitor Center

### 2017-18 Tourism Marketing Budget

<b>Personnel</b>	\$	102,915.00	<i>Salaries &amp; Benefits: 2.0 FTE / PT, FT, &amp; Seasonal</i>
<b>Facilities</b>	\$	17,582.00	<i>Rent, Utilities, Equipment, Maintenance, &amp; Repair</i>
<b>Operating</b>	\$	11,000.00	<i>Administration: Insurance, Swag, Technology, and Web</i>
<i>(decreased portion of insurance and professional dev)</i>	\$	2,400.00	<i>Office Supplies</i>
	\$	3,000.00	<i>Postage</i>
	\$	1,000.00	<i>Travel (as appointed DMO, we have to travel for meetings for Travel Oregon &amp; CGTA)</i>
	\$	3,200.00	<i>Communications</i>
	\$	900.00	<i>Dues &amp; Subscriptions</i>
<b>Marketing</b>	\$	6,010.00	<i>Printing: Brochure, Maps, and Welcome Bags</i>
		\$10,000.00	<i>TRT Grants for Events (Direct support given to organizations for local events)</i>
<i>(removed Sportsmen Show &amp; 3 publications)</i>		\$49,633.00	<i>Marketing / Event Support</i>
	\$	7,500.00	<i>Public Relations: Weinstein PR</i>
<b>GRAND TOTAL</b>	<b>\$</b>	<b>215,140.00</b>	

# Lodging Report



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*



July 2017 – January 2018



Month	Wasco County / Percentage of Occupancy			Mt Hood / Gorge Region		Pacific NW		United States	
	2017 /2018	2016/2017	% of change	2017/2018	% of change	2017/2018	% of change	2017/2018	% of change
July	88.5	85.6	3.4	86.7	1.8	82.6	< .4 >	73.8	< .5 >
August	88.0	80.9	8.8	86.1	5.3	80.9	0.0	70.7	0.9
September	79.2	77.6	2.1	73.3	< 5.7 >	77.2	< .8 >	69.7	1.7
October	70.4	61.0	15.4	68.2	6.9	74.8	< .2 >	69.6	1.6
November	55.0	50.9	8.1	54.8	2.7	68.1	0.5	61.5	1.6
December	42.4	43.0	< 1.3 >	51.7	0.3	62.5	0.6	54.0	2.3
January	41.4	44.8	< 7.6 >	45.1	< 6.9 >	63.8	< .1 >	54.5	0.9
February									
March									
April									
May									
June									

\*Travel Oregon receives monthly reports on the trends in Oregon hotels', motels', and resorts' occupancy rates, average daily rates, room supply, and room demand, revenue per available room, room revenue. The research does not include campgrounds, RV parks or vacation homes.

# Visitor Information Report



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*



July 2017 – February 2018

## Tourism Lobby Statistics 2017/ 2018

		Walk-ins	Phone	Relocation Packets	Welcome Packets	Cruise Boat Pkts	Tourism Packets	Postage (tourism)
<b>2017</b>	July	467	291	3	400	1000	7	\$37.64
	August	632	480	1	425	850	6	\$20.09
<50%>	September	252	358	7	310	1200	4	\$29.68
	October	311	402	5	75	1100	5	\$23.80
	November	366	350	0	75	600	5	\$14.14
	December	200	260	3	0	No Ships	3	\$13.72
		<b>2228</b>	<b>2141</b>	<b>19</b>	<b>1285</b>	<b>4750</b>	<b>30</b>	<b>\$139.07</b>

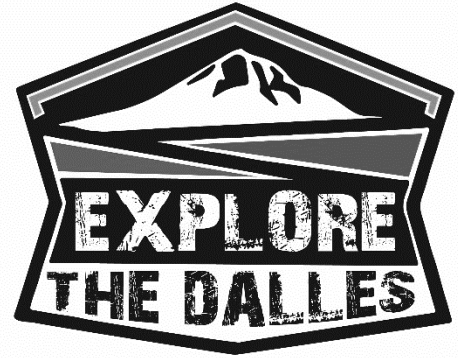
<b>2018</b>	January	242	330	1	0	No Ships	4	\$40.68
	February	203	259	1	0	No Ships	5	\$17.34
	March	36% Avg	41% Avg					
	April							
	May							
	June							
		<b>445</b>	<b>589</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>\$58.02</b>

<b>Totals</b>	<b>2673</b>	<b>2730</b>	<b>21</b>	<b>1285</b>	<b>4750</b>	<b>39</b>	<b>\$197.09</b>
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# Website Statistics Report



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*



July 2017 – February 2018



## TheDallesChamber.com / ExploreTheDalles.com

### Website Statistics July 2017 - June 2018



July 1, 2017 - February 28, 2018

Month	Sessions	Users	Page Views	Most Viewed Pages	New Visitor %	Returning %	Top Cities	Users	%
July	5,289	4,293	23,001	Home, Events, Calendar, Annual Events	81.7	18.3	The Dalles	4246	17.45
August	5,981	4,811	25,668	Home, Events, Fair, Neon Cruise	81.1	18.9	Portland	3250	13.36
September	497	395	1,353	Home, Calendar, Events, Attractions	77.4	22.6	Hood River	2254	9.26
October	3,540	2,737	8,800	Home, Events, Calendar, Newsletter	80.0	20.0	Seattle	1841	7.57
November	5,264	4,025	12,711	Home, Events, Calendar, Starlight & Tree	78.6	21.4	*Not Set By Google		
December	3,677	2,854	8,417	Home, Events, Calendar, Mosier Christmas	76.7	23.3	<b>Top Ages</b>	<b>%</b>	<b>Gender</b>
January	3,899	3,077	9,105	Home, Events, Calendar, Cherry Festival	80.5	19.5	25-34	21.19	F
February	3,649	2,787	9,000	Home, Cherry Fest, Events, Attractions	79.1	20.9	35-44	19.70	M
March							55-64	19.10	
April							45-54	17.69	
May							65+	12.78	
June							18-24	9.55	
<b>Total thru 2.28.18</b>	<b>31,796</b>	<b>24,979</b>	<b>98,055</b>						

# Advertising Samples



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*




July 2017 – February 2018


This is a sample of the ads that we are using to market  
The Dalles and our surrounding area

2017 / 2018

**The Dalles**



**Simply Sunsational!**



**The Dalles Area Chamber & Visitor Center**  
404 W 2nd Street | The Dalles, OR 97058 | 541-296-2231

[www.ExploreTheDalles.com](http://www.ExploreTheDalles.com)

**Sunsational THE DALLES**



**THE DALLES AREA CHAMBER OF COMMERCE**  
404 W 2nd St., The Dalles, OR 97058  
[ExploreTheDalles.com](http://ExploreTheDalles.com)  
541-296-2231

**Sunshine Mill**  
THE MILL  
ARTISAN PLAZA & WINERY  
THE DALLES, OR  
OPEN DAILY NOON-6PM

**See the Real Thing! FORT DALLES MUSEUM**  
One of Oregon's Oldest Museums  
- Antique Vehicles  
- Pioneer Memorabilia  
- Historic Photographs  
1856 Gothic Revival Army Officer's Home on the Original Fort Site  
1885 ANDERSON HOMESTEAD  
500 W. 15th St. - The Dalles - 541-296-4547  
[www.fortdallesmuseum.org](http://www.fortdallesmuseum.org)  
March-October 7 Days a week

**BEACHWOOD**  
eatsery & lounge  
Burgers, Sandwiches, Salads and More!  
504 West 9th Street  
The Dalles, OR  
541-296-2956  
Beachwoodeatery

**BALDWIN SALOON**  
205 COURT STREET  
THE DALLES, OREGON  
(541) 296-5666  
[BALDWINSSALOON.COM](http://BALDWINSSALOON.COM)

The Dalles is an ideal location for cycling, hiking, rafting, and angling. Located at the eastern gateway of the Columbia River Gorge National Scenic Area, just 80 miles east of Portland, you will enjoy your time at one of Oregon's best escapes with over 300 days of sunshine a year.

**See the Real Thing! FORT DALLES MUSEUM**



One of Oregon's Oldest Museums  
- Antique Vehicles  
- Pioneer Memorabilia  
- Historic Photographs  
1856 Gothic Revival Army Officer's Home on the Original Fort Site and the restored 1885 ANDERSON HOMESTEAD  
500 W. 15th St. - The Dalles - 541-296-4547  
[www.fortdallesmuseum.org](http://www.fortdallesmuseum.org)  
March-October 7 Days a week

**BEACHWOOD**  
eatsery & lounge  
Burgers, Sandwiches, Salads and More!  
bring in this ad and receive 20% off - excludes alcohol  
504 West 9th Street  
The Dalles, OR  
541-296-2956  
Beachwoodeatery

**BALCH HOTEL**  
Historic  
Boutique elegance with easy access to the Columbia River Gorge. Enjoy vintage charm and elegance, surrounded by sun and spacious rolling hills.  
Just south of The Dalles with restaurant & spa services.  
[BalchHotel.com](http://BalchHotel.com) | 541.467.2277

**Sunsational THE DALLES**

The Dalles is an ideal location for cycling, hiking, rafting, and angling. Located at the eastern gateway of the Columbia River Gorge National Scenic Area, just 80 miles east of Portland, The Dalles provides easy access to today's adventures while connecting with its colorful past. Whether you are a history buff, wildflower admirer, explorer or architectural connoisseur, you will enjoy your time at one of Oregon's best escapes with over 300 days of sunshine a year.

**THE DALLES AREA CHAMBER OF COMMERCE**  
404 W 2nd Street  
The Dalles, Oregon 97058  
[ExploreTheDalles.com](http://ExploreTheDalles.com) :: 541-296-2231  
[info@thedalleschamber.com](mailto:info@thedalleschamber.com)

**EXPLORE THE DALLES**



Bill Casey Photography 2015

**Life Jackets Worn...Nobody Drowns**  
Please Wear It!  
US Army Corps of Engineers  
THE DALLES AREA CHAMBER OF COMMERCE

**Columbia Gorge REAL ESTATE**  
541.296.5500  
"sisters by chance, partners by choice"  
Licensed in OR & WA  
Becky Schertenleib CRS, GRI, SRES  
Nan Wimmers, CRS, CRB, EPRO  
Principal Brokers/Owners  
235 E 3rd, Downtown, The Dalles, Oregon

**CRESTLINE**  
Building Relationships From the Ground Up  
PROFESSIONAL, EXPERIENCED, DEDICATED.  
3000 Cretin Way, Suite 100 | The Dalles, OR 97058  
(541) 599-6000  
[crestlineconstruction.com](http://crestlineconstruction.com)

**ROCKET CITY PRESENTS**  
• Group & Educational Tours  
• Corporate & Special Events  
• Membership Packages  
• Apprenticeships  
**THE NATIONAL NEON SIGN MUSEUM**  
[nationalneonsignmuseum.org](http://nationalneonsignmuseum.org)

**Sunshine Mill**  
OPEN DAILY NOON-6PM  
THE DALLES, OR 541-296-8888

**HOME OF THE FAMOUS KRAMER'S SAUSAGE**  
**KRAMER'S**  
121 Main St  
Dufur, OR 97021  
541-467-2455

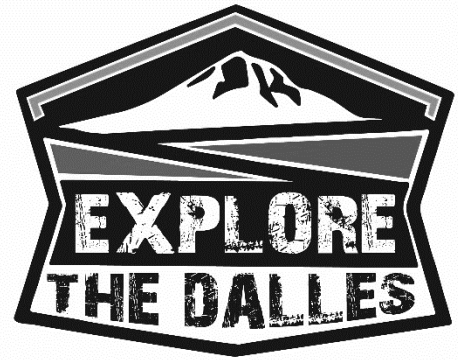
**THE DALLES INN**  
IN THE HISTORIC DOWNTOWN  
Enjoy complimentary continental breakfast, fitness center, outdoor pool and the ideal location near the waterfront in the heart of town.  
541-296-9107 [thedallesinn.com](http://thedallesinn.com)  
112 W 2nd Street, The Dalles, OR 97058

**RIVERTAP Restaurant & Pub**  
701 East 2nd St  
Downtown The Dalles  
[rivertap.com](http://rivertap.com) • 541-296-7870

# The Dalles Media Coverage January 2017 – February 2018



**THE DALLES AREA**  
CHAMBER OF COMMERCE  
*The Dalles...Simply Sunsational.*



Total Media Coverage:  
34 Stories  
414,891 (Circulation)  
48,570,795 (Traffic)

Weinstein PR

## Media Coverage 2017 / 2018

Issue/Date	Outlet	Title	Circulation	Traffic
7/1/2017	Roadrunner Magazine	The Dalles, Oregon Shamrock Tour: Exploring the Gorge		82,212
7/9/2017	The Columbian	Seven options for those who use a wheelchair to get outdoors in SW WA		857,005
7/19/2017	Northwest Travel & Life	B.I.G. (Breweries in the Gorge)		5,670
7/19/2017	My Statesman	An Oregon sampler: Rent a car and take a two-week tour of state's stunning sights and sounds.		623,154
7/30/2017	The Mercury News	Columbia River Cruise: From brewpubs to zip lines		8,945,461
7/30/2017	The News-Review	An Uncruise adventure on the Columbia and Snake Rivers		161,784
8/1/2017	Northwest Travel & Life	B.I.G. (Breweries in the Gorge)	45,000	
8/4/2017	Northwest Military	Restoring military vehicles as a hobby		69,250
8/24/2017	Northwest Military	Columbia Gorge Discovery Center & Museum		69,250
9/7/2017	Cruise Critic	Wildfires in Pacific Northwest Alter Columbia River Cruises		5,300,000
9/20/2017	KGW	Devastating revenue losses for The Dalles businesses after Eagle Creek Fire		2,100,601
9/22/2017	True West	Lords of The West	38,000	43,000
10/1/2017	The Reel News	Tricks for Brights/Reach for October Brights	1,527	
10/4/2017	KGW	Exploring the Columbia Gorge Discovery Center		2,100,601
10/12/2017	The Haverhill Gazette	TRAVEL: Finishing up a memorable Oregon Trail journey, in OR	6,517	13,418
10/27/2017	Travel Oregon	Show The Gorge Some Love		186,008
11/1/2017	Travel Oregon Enewsletter	Show The Gorge Some Love	32,500	

## Media Coverage 2017 / 2018

Issue/Date	Outlet	Title	Circulation	Traffic
12/1/2017	Ride Reports	Japanese Hollow: A 60 mile jaunt through the sunny bucolic countryside surrounding The Dalles		1,100,000
12/1/2017	Outdoors NW	3 Adventures in The Dalles		8,341
12/5/2017	Silicon Valley Business Journal	Gallery: RewardExpert lists best places to buy a winter vacation home		3,471,743
1/4/2018	Outdoor NW	Video: Drive Along The Historic Columbia Gorge Highway	40,000	8,341
1/18/2018	KGW	Bald eagles gather at The Dalles Dam		2,100,601
1/25/2018	The Dalles Chronicle	Millions check out what The Dalles has to offer	5,000	38,905
1/26/2018	Travel Oregon	Guide to Oregon Glassblowing		186,008
1/27/2018	Travel Pulse	Last-Minute Fams for American Queen Preferred Agents		698,359
2/1/2018	Oregon Business	Behind the Scenes of a Modern-Day Gold Rush	17,204	
2/15/2018	The Outdoor Wire	This Weekend on America Outdoors Radio		43,576
2/21/2018	Willamette Week	Bitcoin Miners Are Flocking to Oregon for Cheap Electricity. Should We Give Them a Boost?		434,896
2/21/2018	KTVZ	Spring Chinook seasons begin April 15 on Deschutes, Hood Rivers		322,893
2/23/2018	Cheapism	50 Most Beautiful Highway Drives in America		118,760
3/1/2018	OregonLive.com	The 20 best museums in Oregon	142,882	9,644,617
3/10/2018	Northwestern Outdoors Radio	Interview with Dale Ballard, the owner of Fin Reaper Guide Service, about fishing the Columbia River from the estuary to The Dalles.	189,000	9,828,000
3/11/2018	Outdoor NW	Great Waterfront Rides of the Northwest	40,000	8,341
<b>TOTAL</b>			<b>414,891</b>	<b>48,570,795</b>

**Tuesday**

**3:00 pm – Arrive to The Dalles**

**3:00 pm – Check into ‘Celilo Inn’**

3550 E 2nd St. The Dalles, OR 97058 | (541) 769-0001 |

Located on a bluff above The Dalles Dam, Celilo Inn overlooks the scenic Columbia River Gorge and the historic city of The Dalles. We have focused our hotel around the region's wine culture and offer a Free Wine Passport to every guest which includes tastings at over 7 wineries in the area. We also offer a free glass of local wine at check in.

<http://www.celiloinn.com/index.php>

**3:30 pm – Private tour of ‘National Neon Sign Museum’**

200 East 3rd Street, The Dalles, Oregon 97058 | (360) 991-6676 |

The National Neon Sign Museum is scheduled to offer small tours in the late summer of 2017 and the full public opening in 2018. Corporate, family, and individual memberships are currently available for a promotional founder special. The NNSM is dedicated to providing a dynamic and entertaining environment that promotes an understanding and appreciation of advertising and signage and the unique role it has played in American history. It will provide historical, social, and cultural relevance through the exhibition of more than 20,000 square feet of electrifying signs, ephemera, and interactive displays that date from the late 1800's through the 1960's.

<http://www.nationalneonsignmuseum.org/>

**5:00 pm – Happy Hour “Meet & Greet” at ‘Sunshine Mill’**

901 E 2nd St, The Dalles, OR 97058 | (541) 298-8900 |

The Sunshine Mill houses Quenett and Copa Di Vino wineries owned and operated by James and Molli Martin, both from The Dalles. Quenett Winery released its first vintage in 2002 and burst onto the wine scene with its outstanding vintages of Sangiovese and Zinfandel. The word Quenett comes from the journals of Lewis and Clark, who camped along luscious and fruitful banks of the Columbia River and learned from the local Indians that the word Quenett meant "Steelhead." <http://www.sunshinemill.com/>

**6:30 pm – Dinner at ‘HIWAY HOUSE’**

2434 E 2nd St, The Dalles, OR 97058 | (541)-296-4994 |

**8:30 pm – Private tour of ‘Granada Theatre’**

221 E 2<sup>nd</sup> St, The Dalles, OR 97058 | (815)-993-6585 |

Essentially bursting on to the music and cultural scene, Granada Theatre The Dalles is seeded in a dream, brought to life by our vision in bringing together a community of likeminded musicians, artists, actors and you, the people of The Dalles and beyond, for the purpose of entertainment & the hosting of special events- whether private or public. <https://granadatheatrethedalles.com/index.html>

**Wednesday**

**8:30 am – Breakfast at ‘SweetHeart Bakeshop’**

515 Liberty St. The Dalles OR 97058 | (541)-636-9919 |

With hard work and watching the market Jason and Amiee fell in love with The Dalles Or and The French House. This house is a dream come true for Jason and Amiee. It was built in 1865 and has been able to keep its beautiful charm over the years. So now Jason, Amiee and Cameron have worked hard to make a beautiful bakery in this historic home. They will sell their delicious treats, host parties and enjoy conversations with the locals over coffee. <http://www.sweetheartbakeshop.com/home.html>

**9:30 am – Coffee at ‘Kainos’**

418 E. 2nd Street, The Dalles, OR 97058 | (512)-992-8249 |

Serving up the finest wood-fired pizza around and our in-house roasted specialty coffee.

<http://www.kainoscoffeepdx.com/the-dalles>

**10:00 am – Depart The Dalles**

## **The Dalles Itinerary - French Television FAM**

### **About The Dalles:**

Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well as being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area.

Whether you are taking advantage of its varied opportunities of hiking, fishing, cycling or water sports, learning about the Oregon Trail, Native American Culture or the Lewis & Clark Expedition at Fort Dalles Museum and the Columbia Gorge Discovery Center, or visiting the local wineries, breweries, and restaurants, you will fall in love with its 300+ days of sunshine each year and the eclectic flavors of the region as you Explore The Dalles.

### **October 3<sup>rd</sup>, 2017 afternoon:**

#### **Fort Dalles Museum and Anderson Homestead:**

Build in 1856 on a site which once overlooked an encampment used by Lewis and Clark located on the Columbia River. Then known as Camp Drum and then Fort Dalles it was built as a United States Army outpost. The post was mainly used for dealing with wars with Native Americans. Now it resides as one of Oregon's oldest Museums being transformed into one in 1905. Exhibits include military and pioneer artifacts, tools, weapons, saddles, arrowheads.

Located 500 W 15<sup>th</sup> Street, The Dalles, Oregon 97058.

<http://fortdallesmuseum.org/>

[\(541\) 296-4547](tel:5092964547)

#### **Columbia Gorge Discovery Center and Museum:**

With exhibits such as Native American Culture and Basketry, Lewis and Clark Cargo and the Ice Age. The Discovery Center is focused on collecting and preserving Native culture and natural history resources. Including one of the oldest continuously occupied areas in North America over (11,000 years). Educational and fun for all ages. As well as gorgeous hikes up and around the museum.

Located 5000 Discovery Drive, The Dalles, Oregon, 97058.

<https://www.gorgediscovery.org/>

[\(541\) 296-8600](tel:5092968600)

**Pulpit Rock:**

One of the founders of the Mission, Reverend Jason Lee travelled frequently between Oregon and the East Coast, speaking about the importance of the Oregon Territory. His passion is said to have drawn attention to Oregon and contributed to the mass emigration on the Oregon Trail.

Pulpit Rock is a rock about 12 feet tall that was carved by natural elements. It sits right in the middle of the street just South of The Dalles-Wahtonka High School. Every year at Easter, the surrounding streets are closed and Easter Church Services are offered at the site. Right is a photo of a missionary on Pulpit Rock circa 1900.

Location: East 12<sup>th</sup> and Court St, The Dalles, Oregon 97058

**Over night stay at**

**October 4<sup>th</sup>, 2017**

**Breakfast at Petite Provence:**

This popular downtown French bakery/café has amazing breakfasts and coffee drinks. A friendly atmosphere and delicious pastries makes this cozy café a must stop location in The Dalles.

408 E 2nd St, The Dalles, OR 97058

<https://www.provencepdx.com/>

[\(541\) 506-0037](tel:(541)506-0037)

## **The Dalles Itinerary - GEO Magazine**

### **About The Dalles:**

Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well as being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area.

Whether you are taking advantage of its varied opportunities of hiking, fishing, cycling or water sports, learning about the Oregon Trail, Native American Culture or the Lewis & Clark Expedition at Fort Dalles Museum and the Columbia Gorge Discovery Center, or visiting the local wineries, breweries, and restaurants, you will fall in love with its 300+ days of sunshine each year and the eclectic flavors of the region as you Explore The Dalles.

### **Friday, September 22<sup>nd</sup>:**

#### **Columbia Gorge Discovery Center and Museum:**

With exhibits such as Native American Culture and Basketry, Lewis and Clark Cargo and the Ice Age. The Discovery Center is focused on collecting and preserving Native culture and natural history resources. Including one of the oldest continuously occupied areas in North America over (11,000 years). Educational and fun for all ages. As well as gorgeous hikes up and around the museum.

Located 5000 Discovery Drive, The Dalles, Oregon, 97058.

<https://www.gorgediscovery.org/>

[\(541\) 296-8600](tel:5412968600)

### **Restaurants:**

**Baldwin Saloon** – 205 Court Street, The Dalles, Oregon 97058 | (541) 296-5666 | [baldwinsaloon.com](http://baldwinsaloon.com). You take a step back in time when you cross the threshold into the Baldwin Saloon. It all began in 1876 with the Baldwin Brothers (James and John) as the original proprietors of the Baldwin Saloon. Since then the building has taken many forms among them a steamboat navigational office and a coffin storage warehouse. Today, the Baldwin Saloon makes everything from scratch, from its breads and pastas to its 12 decadent desserts, even the ice cream. Only the finest Northwest wines are served including the house pour selections.

**Bent River --**

The Bent River restaurant is in a beautiful setting with the Columbia River as its backdrop. Enjoy a wide variety of food and drinks. With 35 beers on tap and house drinks such as the Silo Drop or the Bent Lily it has something for everyone to enjoy. The most inviting piece about this unique restaurant is the scenery. Located right at the edge of the Columbia River you can sit outside and soak up the sun or sit inside and still get the gorgeous view of the river.

1535 Bargeway Rd, The Dalles, OR 97058

**(541) 370-2368**

<https://www.thebentriver.com/>

# Noah Lederman

Monday, Aug. 21- Hood River/The Dalles

- Morning/Lunch Suggestions in The Dalles

Breakfast suggestions:

Momma Jane's Pancake House: A traditional breakfast diner with great food. Pancakes, eggs, bacon, muffins and much more that are cooked or baked with love. Momma Jane's is a favorite for locals and travelers when it comes to breakfast!

Sweetheart Bakeshop: This newly opened bakery is quickly becoming a go to spot for anyone who has a sweet tooth. From cakes to pies to cookies and everything in between! Grab a baked good and sit in this historic building. Built in 1892 it has history but remodeled to keep it looking like new it's a great spot to look around and enjoy a treat!

Lunch suggestions:

Cousins' Restaurant and Saloon: Kids will love the farm animal statues and noises as well as the wide variety of great food for the whole family. A great stop for breakfast, lunch, dinner and even dessert! Make sure you pick up a big cinnamon roll on your way out. A Cousins staple!

Big Jim's Drive In: From giant burgers to homemade shakes to cool you off on a hot day Big Jim's is always a hit for everyone around! Sit outside and eat or cool down inside and enjoy your meal. Located near the exit it makes the perfect spot to pick up a hard ice cream cone before you hit the road.

Activities:

Celilo Paddle Company: Rent a paddle boat or kayak for you and your family on the beautiful Columbia Gorge! Enjoy beautiful views and cool water on the relaxing river.

Northern Wasco County Aquatic Center: Bring down the family on a hot summer day and cool off in our public pool! Diving boards, water slides, aqua climbing walls and rentals available too. Different pools suited for different ages make it enjoyable for everyone.

Sorosis Park: You'll never get bored here! The 45 acres (18 ha) in size and has picnic tables, shelter, bbq pit, softball fields, volleyball sand court, tennis courts, a playground, disc golf course, and a running trail (8/10 mile) Located on the heights of The Dalles, Sorosis also has a beautiful view of the Columbia Gorge and the Sunsational town!

Suggested Activities and Stops

**Outdoors NW**

**John “Raz” Rezell**

**CYCLING:**

The Dalles has an average of 300 days a year of Sunshine which allows for a longer cycling season. Did you know that for every mile you drive East of Hood River it is ONE inch of rain less per year. That makes The Dalles with 20 less total inches of rainfall per year compared to Hood River. That means that you can start cycling earlier in the spring and ride later into the Fall. :) We have a map that fits into the cycling jersey back pocket and has rides defined by easy to difficult along with elevation and routes. Here is a link to our website with more information about cycling in our area!

<https://www.thedalleschamber.com/cycling/>

**HISTORY:**

We have an amazing amount of preserved history in our area with many attractions that tell our story with documents, artifacts, and pictures. Here is a link to our page with more info.

Two of our old buildings are being brought back to life and purpose. The Granada Theater is being refurbished and being brought back to an event hot spot. The Grand Opening is this fall! The following link is to the signing over of the granada to the new owners, ( [https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page\\_internal](https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page_internal) ). Our second building is the old Elks building that is being rehabbed into a National Neon Sign Museum and the following is a link to that information, ( <http://www.nationalneonsignmuseum.org/> ).

<https://www.thedalleschamber.com/historical-tours/>

**BIRDING:**

We have birding all 12 months of the year and seem to be a hub of activity in The Dalles. My two favorites are the pelican (beautiful creatures and they flock to our little islands on the Columbia during the summer - really fun to be on a boat on the water with them flying over you) and the Bald Eagles. January is our time for them to flock to us near The Dalles Dam. The Corp of Engineers even put on a special day with binoculars and fun facts about Eagles in January. The Facebook link will give you a bit of info for that part of our Eagle show! The link below that is to our website with a bit more information.

[https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page\\_internal](https://www.facebook.com/pg/TheDallesAreaChamber/videos/?ref=page_internal)

<https://www.thedalleschamber.com/birding-3/>

I have more info but for now, this is a start. I am not sure where this would fit into your publication or when but at least you know some fun and adventurous things to do in our area. Let me know if you are ever looking for information, editorials, or features. I would love to host a writer in our community to give them a small taste of the amazing community that I call home.

**FISHING:**

Fishing can be done 12 months of the year around The Dalles. We are a natural hub to 3 tributaries that feed the mighty Columbia River: Klickitat River, John Day River, and the Deschutes River. There are a variety of fish and styles of fishing that can give the visitor a day full of adventures and fun AND we hope some fish!

Here is a link to our fishing page that talks about the season, type of fish, and some guides in our area. I am also including a link for our latest commercial that is airing on Fox 11 in Tri-Cities every Saturday at noon before a fishing show with Northwest Fishing Reports. :)

<https://www.thedallescchamber.com/fishing/>

<https://www.facebook.com/TheDallesAreaChamber/videos/10155377741121579/>

What: Salmon, Walleye, Steelhead, Sturgeon, Small Mouth Bass

The Columbia River is the Pacific Northwest's best walleye fishery, and one of the best fishing spots is The Dalles Pool, which stretches from The Dalles Dam upstream to the John Day Dam.

Walleye season is year-round, but most anglers get serious about in March, with pre-spawn fishing best through April. Popular spots for Salmon and Steelhead include the mouths of cooler tributaries feeding both pools. Sturgeon fishing can be good, with limited retention fisheries in both pools. Keep your eyes open for the multiple bass tournaments that take place along the Columbia throughout the year.

Access points:

Boat Launches – The Dalles Marina, Heritage Landing State Park, Rufus

Fishing from the bank – Any public land along the river (please note: you must have the appropriate fishing license for the State in which you are fishing)

#### WHERE: LOWER DESCHUTES RIVER

What: Trout, Steelhead, Salmon

The lower Deschutes – which enters the Columbia River just east of The Dalles – is famous for both its trout and its fly fishing. Don't miss the "Salmon Fly" hatch in May and June. Chinook salmon fishing can be quite good on the Deschutes, but spring seasons are allowed only under special regulations when run forecasts are promising.

Access:

Boat Launch – Heritage Landing State Park (camping accommodations available)

Fishing from the bank – Any public access point along the river.

Fly fishing – In various locations along the river.

#### WHERE: JOHN DAY RIVER

What: Smallmouth Bass, Steelhead

The John Day River in northeastern Oregon is by many avid bass anglers' estimation one of the best places to fish for smallmouth in the world. The smallies on the sunny side of the state are both numerous and large. Most steelhead in The John Day River are wild and must be released. Best catches for these is usually fall and again in late winter and very early spring. satellite world map The John Day flows into the Columbia River just east of the small town of Rufus, a community on Interstate 84 26 miles east of The Dalles.

Access:

Boat Launch – La Page Park (camping accommodations available)

Fishing from the bank – Multiples trails follow the river and make bank fishing easily accessible.

WHERE: MOUTH OF THE KLICKITAT RIVER (LOCATED NEAR LYLE, WASHINGTON)

What: The river hosts runs of native and hatchery steelhead, Spring Chinook Salmon, Fall Chinook Salmon and Coho/Silver Salmon.

The Klickitat has steelhead and Salmon in it much of the year, however the fall Salmon fishing is the main attraction. This takes place the first part of September, at the mouth of the Klickitat on the Columbia River.

Access:

Mayer State Park by boat

Trout fishing – Wasco County and Klickitat County

Northern Pike Minnow sport reward Fishing

For more information purchase the Fishing Mount Hood Country book available here

## The Dalles

Located at the sun-drenched eastern entrance of the Columbia River Gorge National Scenic Area, just 75 miles east of Portland, “sun-sational” The Dalles is one of Oregon’s best escapes that is just beginning to be discovered. With 300 days of sun a year and fantastic recreational and cultural opportunities, it’s a wonderland for cyclists, hikers, river rafters, wildflower fanatics, anglers, art lovers, history buffs and wine aficionados.

For those who are looking for a new, “Real Oregon” adventure, The Dalles is it. With an authentic downtown, it has a genuine character is completely different from other well-trafficked Oregon tourism destinations. The Dalles embodies the spirit of the West and embraces its history as a Native American trading center and important stop for pioneers on the Oregon Trail.

### Wineries

#### **Once a flour mill, now a winery:**

Sunshine Mill is a must-see for The Dalles. Located in the former Sunshine flour mill, this tasting room is like none other in Oregon! The Sunshine Biscuit Company once owned this property and the wheat milled here was used to make everyone's favorite American cracker, the Cheez-It! With much of the milling machinery still intact and the concrete grain silos looming overhead, this is the Gorge’s most distinctive wine tasting room.

901 East Second Street, The Dalles, Or, 97058, 541.298.8900 ext. 1

<http://www.sunshinemill.com/>

#### **Taste award winning wine at Maryhill Winery:**

Recently named the 2015 Pacific Northwest Winery of the Year by Wine Press Northwest, Maryhill Winery produces more than 50 award-winning wines with grapes sourced from highly-regarded growers in eight of Washington’s American Viticultural Areas (AVAs).

9774 Highway 14, Goldendale, WA 98620

**Family owned and operated goodness at Jacob Williams:**

Started in 2007 with a temporary production facility in Hood River, OR and a small tasting room in Lyle, WA. As they grew into an award-winning winery, producing a larger variety of wines, Jacob Williams began building their new barrel room and tasting room out in Wishram, WA next to Avery Park.

3 Avery Road, Wishram, WA 98673

**Enjoy the sun and wine at Waving Tree Winery:**

We have the longest growing season in Eastern Washington. Our ability to ripen Southern Rhone and Northern Italian varietals allows consistent quality. The tempering effect of the Columbia River is a benefit spring, fall, and especially in the summer heat. With annual rainfall under 12 inches falling in the late fall, winter and early spring, we are able to control the growth of our vines.

123 Maryhill Highway, Goldendale, WA 98620

**Attention to detail make The Pines 1852 one of a kind:**

**The Pines 1852 is a family-owned and operated winery and vineyard. Our passion for the grape is clear when you sample one of our estate-grown, limited production boutique wines. We are involved in each step of getting the grape into the bottle: from hand-picking the grapes, to bottling, to hand-waxing the neck. We hope you celebrate our efforts by opening and enjoying a bottle of The Pines wine.**

202 Cascade Avenue, Suite B, Hood River, OR 97031

**Breweries**

**Taste 35 local beers on tap at Bent River:**

Finish your evening with signature drinks, delicious appetizers and try one of the 35 local beers on tap. Bent River Restaurant and Schwarzbach's Sports Bar continues to serve incredible handcrafted food and drinks to the best community in the Columbia River Gorge and those coming from across the Pacific NW and further. Sit right on the Columbia River Gorge and sit back and relax.

1535 Bargeway Rd, The Dalles, OR 97058, (541) 370-2368

**Enjoy award winning beer at Freebridge Brewing:**

Freebridge Brewing is located in the uniquely historic building known as "The Mint". When gold was discovered in Eastern Oregon in 1860, the gold had to be shipped to the San Francisco Mint for processing by pack train and sternwheeler through The Dalles. This was a dangerous task and prompted Congress and President Abraham Lincoln in 1864 to approve building a branch of the US Mint in "Dalles City". Despite several attempts to move the location to Portland, construction of The Mint actually started in 1869, but after construction delays and the Eastern Oregon gold rush ending, The Mint was never fully completed. Today, much of the buildings interior has been restored and is available for you to now enjoy the "liquid gold" that is being minted out of our brewhouse. Cheers!

541-769-1234

710 E 2nd St, The Dalles, OR 97058

**Hard ciders and brews in a steampunk themed bar at Route 30:**

Featuring many beers and ciders on tap and wine ready to be uncorked. What makes Route 30 unique is their steampunk theme and handblown glasses by a local artist. Located in the heart of downtown The Dalles, Route 30 is a great little hangout to have a few drinks and great food. From appetizers to pizza to sandwiches and even the dessert. As well as always hosting different unique events you never know what you will walk into.

317 E 2nd St, The Dalles, OR 97058, (541) 993-3155

**Enjoy a flight a beer and local food at Sedition:**

The Brewery is located in a century-old structure was once used for ice production and fruit storage. Kelley's great-grandfather, Jesse Martin Mason, vended large blocks of ice to various locations throughout the city, making deliveries in his 1940s vintage Dodge truck. We intend to rekindle the building's proud tradition and take craft beer brewing into new and exciting directions.

208 Laughlin Street, The Dalles, OR 97058

**Eateries**

**Try homemade food in one of oldest buildings at Baldwin Saloon:**

You take a step back in time when you step into the Baldwin Saloon. It all began in 1876 with the Baldwin Brothers, James and John, as the original proprietors of the Baldwin Saloon. Since then it has been many things from a steamboat navigational office to a coffin storage site. Today, The Baldwin Saloon makes everything from scratch, from its breads and pastas to its 12 desserts, even the ice cream! They serve only NW wines with house pours using local wines.

205 Court Street, The Dalles  
541-296-5666

**Once a courthouse now a popular hotspot:**

Sample local and regional brews at Clock Tower Ales, located in the former Wasco County Courthouse (built in 1883), which was home to the last public hanging in 1905. Clock Tower has more than 30 craft beers on tap.

311 Union, The Dalles  
541-705-3590

**Authentic European at Zim's Brau Haus:**

Zim's Brau Haus Restaurant & Sports Bar in The Dalles, Oregon has a charming European Pub style setting where friends come to meet friends. Minors are welcome to dine with their families until 10 p.m. Our friendly staff welcomes you to enjoy our fabulous food and drink, watch sports on our 13 big screen TVs with NFL Sunday Ticket and Pac 12. Test your skills at Pool, Darts, and Foosball, win a bundle on Oregon Lottery Games, listen to live music on Tuesday, Friday and Saturday nights, and of course, to meet friends.

604 East 2nd Street  
541-296-2368

## **The Dalles Itinerary – SATW FAM Tour**

### **About The Dalles:**

*Showcased on the banks of the mighty Columbia River, in the shadow of majestic Mt. Hood, is the historic community of The Dalles, Oregon – the eastern gateway to the Columbia River Gorge National Scenic Area. Originally the U.S. Army outpost of Fort Dalles, The Dalles enjoys a rich history as a significant destination on the Oregon Trail, as well the being the seat of Wasco County and the largest Oregon city on the Columbia River outside of the Portland Metro area. Whether you are taking advantage of its varied opportunities of hiking, fishing, cycling or water sports, learning about the Oregon Trail, Native American Culture or the Lewis & Clark Expedition at Fort Dalles Museum and the Columbia Gorge Discovery Center, or visiting the local wineries, breweries, and restaurants, you will fall in love with its 300+ days of sunshine each year and the eclectic flavors of the region as you Explore The Dalles.*

### **November 4<sup>th</sup>:**

#### **Learn about our incredible history at Fort Dalles Museums & Anderson Homestead:**

Fort Dalles Museum is the oldest museums in The Dalles, and one of the oldest museums in the state of Oregon. The Surgeon's Quarters was opened as a museum on August 31, 1905 by the Old Fort Dalles Historical Society through the assistance of the Oregon Historical Society. Built in 1856, the building is the last of the officer's quarters of the former Fort Dalles. The only other remaining building is the gardener's cottage which was moved to the former fort grounds from its location near The Dalles High School.

**(541) 296-4547**

**500 W 15th St, The Dalles, OR 97058**

#### **Enjoy award winning beer at Freebridge Brewing:**

Freebridge Brewing is located in the uniquely historic building known as "The Mint". When gold was discovered in Eastern Oregon in 1860, the gold had to be shipped to the San Francisco Mint for processing by pack train and sternwheeler through The Dalles. This was a dangerous task and prompted Congress and President Abraham Lincoln in 1864 to approve building a branch of the US Mint in "Dalles City". Despite several attempts to move the location to Portland, construction of The Mint actually started in 1869, but after construction delays and the Eastern Oregon gold rush ending, The Mint was never fully completed. Today, much of the buildings interior has been restored and is available for you to now enjoy the "liquid gold" that is being minted out of our brewhouse. Cheers!

**541-769-1234**

**710 E 2nd St, The Dalles, OR 97058**

#### **Step back in time at Klindt's Booksellers:**

Klindt's Booksellers has been selling books, stationery, journals and office supplies since 1870. Entering Klindt's Booksellers is like taking a step back in time. With the original floors, cabinets and bookshelves, you can browse new and classic book titles, greeting cards and beautiful stationary in a relaxed, comforting environment.

**541-296-3355**

**315 E 2nd St, The Dalles, OR 97058**

#### **Contact information for The Dalles:**

**Lisa Farquharson – [lisa@thedalleschamber.com](mailto:lisa@thedalleschamber.com)**

**Katie McClintock – [tourism@thedalleschamber.com](mailto:tourism@thedalleschamber.com)**

**1 (541) 296-2231**

**404 West 2<sup>nd</sup> Street, The Dalles, OR 97058**

# Proposed Community Marketing Work Plan

2018-2019

At the heart of our approach will be the consistent application of The Dalles' "Simply Sunsational" tourism branding in a way that builds intimacy and powerful personal relationships between our visitors and The Dalles. Our marketing messages and advertisements need to leverage this relationship with the tourism brand and create a sense of urgency to visit, explore, and stay in The Dalles.



**The Dalles Area Chamber of Commerce**

404 W 2nd St

The Dalles, OR 97058

541-296-2231

**1. Introduction**

**2. Marketing Objectives**

**3. Targeted Audience**

**4. Marketing Avenues**

**5. Campaign Overview**

**6. Marketing Plan Elements**

**7. Work Plan Overview**

**8. Goals & Objectives**

**9. Personnel**

**10. Budget**



# 1. Introduction

This document provides the detailed outline of our annual promotional objectives and marketing avenues. The Dalles Area Chamber of Commerce is charged with designing a marketing strategy under this plan which will identify strategic plans, partnerships, and advertising platforms for tourism promotion.

## 2. Marketing Objectives

Our marketing objectives are:

- Increased visitor spending combined with longer stays in the City of The Dalles
- Year-round promotions with an emphasis on shoulder seasons
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors coming to Oregon for a Gorge experience
- Cross promotions of The Dalles area businesses
- To provide excellent visitor information and service
- Increased collaboration with tourism partners (i.e. CGTA, Travel Oregon, Travel Portland, etc.)
- Support and enhance shoulder season tourism events

## 3. Targeted Audience

Our targeted audiences are:

### **Active:**

- Motivated by new and unique experiences
- Outdoor/extreme recreation enthusiasts
- Drawn to organized physical sports
- Stewards of local environment and giving back
- Among highest spenders when presented with unique experience

### **Functional:**

- Independent of mind and are the least likely to worry about what others might think
- They live a fairly relaxed pace of life: 42% have children at home and 25% are post family
- One of the highest rates for taking vacations
- Outdoor Experience is desired

### **Traditional:**

- Strong orientation towards traditional values
- Value individual attention and service
- Self-reliant
- Likes many options



### 3. Targeted Audience Continued

#### Urban:

- Strong, active, confident
- High spenders
- Style/brand important, but as an expression of their self-made identity
- Looking for new challenges, new experiences, globetrotters
- Favor city destinations as well as scenic locations

#### Our targeted geographical areas of focus are:

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- Oregon Coast (Astoria, Seaside, Newport, Florence)
- Interstate 5 Corridor (Salem, Albany, Eugene, Roseburg)
- Eastern Oregon & Washington (Hermiston/Pendleton, LaGrande, Tri-Cities, Yakima Valley, Spokane)

### 4. Marketing Avenues

#### Our marketing avenues are:

- Print marketing materials utilizing “Explore The Dalles,” with tagline ‘Sunsational The Dalles’ branding
- Print advertising of The Dalles for targeted advertising campaign
- Social promotion via Pay-Per-Click targeted advertising
- Professional video production for targeted advertising campaign
- Video syndication via branded Youtube channel, regional Hood-Gorge, and Travel Oregon, Social Media Platforms, and The Dalles Chamber Website
- Coordination with local partners (City of TD, Regional Chambers, hospitality, events, businesses)
- TV commercial on Fox 11 with outdoor programming sponsorship / airing weekly / April to October
- Radio Ads for outdoor recreation airing on 60+ stations across the US on a weekly basis / 12 months
- Billboard on I-84 for new “Maker’s District” / 12 months

### 5. Advertising Campaign Overview

#### Our advertising campaigns will:

- Be designed to meet objectives and reach targeted audiences outlined in this marketing plan
- Give visitors a visual experience to create a relationship with the “Explore The Dalles” brand and create a sense of urgency to visit and stay in The Dalles
- Create NEW Campaign for ‘**Maker’s District**’ with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)



## 6. Marketing Plan Elements

### 2018-2019 Tourism Marketing Strategy Development:

- ◆ Targeted media and advertising campaign development
- ◆ Enhance visitor information & services, tourism and events
- ◆ Printed media development: Historical Walking Tour
- ◆ Tourism events identification, assistance with planning, distribute to Northwest Calendars
- ◆ Increase the ExploreTheDalles.com pages with more info, itineraries, pictures, and video
- ◆ Work with Community partners to build tourism events during shoulder season

## 7. Work Plan Overview

### Visitor Services

- **Fully staff** and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office / Monday thru Friday, September – May; 6 days a week Memorial Day thru Labor Day *[3.0 FTE, with 5 staff consisting of part time, full time, and seasonal]*
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels, to be done annually in May of each year
- **Work** with Travel Oregon and CGTA (Columbia Gorge Tourism Alliance) and the committees, formed within the CGTA, for representation of The Dalles in all the materials and events
- **Update** and provide map and materials for self-guided walking tours
- **Respond** to visitor information requests received via phone, email, social media and website
- **Coordinate** welcome bags and greeters for groups, sports events, conferences, and conventions

### Community Marketing

- **Continue** work with Weinstein PR on strong public relations campaign that includes quarterly tip sheets, story development, frequent communication with national and regional publications, coordination of Familiarization (FAM) tours, and maintaining contact with travel writers who participated in our FAM tours
- **Participate** as an exhibitor in the Tradeshows of targeted audiences; i.e. outdoor recreation, fishing, antiques, cyclists, and regional travel tradeshows with tourism partners (CGTA, RDMO, Travel Portland)
- **Work** with Mt. Hood/Columbia River Gorge Regional Destination Marketing Organizations (RDMO) in completing a new set of Video Ads emphasizing Outdoor Recreation and Activities in the Gorge (broadcasting by Travel Oregon, YouTube, and each RDMO office)
- **Continue** to enhance the website to be even more user-friendly, increase tourism information to targeted audiences, increase videos and photo library, and provide advertisement opportunities for a greater exposure for our local businesses



## 7. Work Plan Overview Continued

### Community Marketing Continued

- **Maintain** electronic version of the brochure on Travel Oregon Website and other online opportunities. Continue to promote community events and happenings on event calendars in printed publications and travel websites
- **Continue** to expand and enhance “social media” presence (Facebook, Instagram, YouTube, TripAdvisor, Twitter, along with any new platforms that are beneficial to the community)
- **Distribute** *Explore The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, State Welcome Centers, Sister Chambers, and other tourism information outlets across the state; continue to provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting meetings in The Dalles area
- **Continue** to maintain and enhance ‘*Sunsational Charm Trail*’ to encourage foot traffic from tourists into our local businesses

### Advertising

- **Promote** The Dalles cycling map on local, regional and national cycling websites
- **Place** printed and online ads in the Gorge Guide, Oregon’s 1859 Magazine, Travel Oregon Trip Planner, Oregon Events Calendar, Visitor Guide, Northwest Travel, True West, The Columbia River Gorge Guide, AAA (VIA), The Reel News, Salmon Trout & Steelheader, Fishing in the Mt. Hood Region, Northwest Fishing Reports TV & Web, Northwest Sportsman, Alaska Sporting Journal, Portland Guide, and the Gorge Kid’s Guide
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising (working with local hospitality and tourism businesses to leverage advertising dollars) and provide The Dalles brochures as part of their travel trade activities
- **Provide** marketing TRT grants for organizations producing events that generate overnight stays

### Partnerships

**Maintain** and maximize key partnerships with Travel Oregon / Travel Portland / Oregon Tour & Travel Alliance / Columbia Gorge Arts & Culture Alliance / Oregon Festivals & Events Association / Oregon Travel Information Council / Mt. Hood-Columbia Gorge Regional Destination Marketing Organizations (RDMO) / Oregon Destination Marketing Organizations (ODMO) / Columbia Gorge Tourism Alliance (CGTA) / Wasco County / Columbia Gorge Discovery Center & Museum / The Dalles Dam/U.S. Army Corps of Engineers / Port of The Dalles / Northern Wasco County Parks & Recreation District / Wasco County Historic Landmarks / The Dalles Main Street Program / Eastern Oregon Visitors Association / Northwest Regional Chambers/Visitor Centers (continually looking for new opportunities and partnerships)

### Evaluation

**Will** be provided by Chamber Board review (includes City Manager), quarterly and annual reports to the City, and monthly financial reports from the City to the Chamber



## 8. Goals & Objectives

### VISITOR SERVICES

#### Objective...

To capture more visitors coming to Oregon and the Gorge, to come and explore The Dalles.

#### Task...

Increase information, partner links, and photo library for Activities, Events, and Community Calendar *(make website more appealing and a one stop shop of information, for our community)*

#### Measurable Outcome...

Track information of visitors to include state of origin, reason for their visit, and how they heard of The Dalles through website analytics and use lodging reports to gauge increased number of overnight stays.

### COMMUNITY MARKETING

#### Objective...

Increase exposure that encourages visitors to come to our community through website and social media platforms

#### Task...

Enhance platforms with information, video, links to community partners with content for recreation and attractions. Add Google analytics to each aspect for better and a targeted tracking

#### Measurable Outcome...

Utilizing analytics on each platform to identify future target market (as this changes annually) and report location of web visitor, ages, and gender to City Council (quarterly and annually)

### ADVERTISING

#### Objective...

Increased overnight stays, also longer stays in The Dalles. The average overnight guest spends an average of \$237.00 per day in our community [Longwoods Ad Accountability, 2012/13, 2014]

#### Task...

Supply local hotels with Welcome Packets and/or the 'Explore The Dalles' brochure and city maps for their guests (for groups, conference or events attendees, or simply an overnight guest)

#### Measurable Outcome...

Track and report the number of packets given. Track number of visitors to attractions and Visitor Center. Report data to City Council (quarterly and annually)



## **PARTNERSHIPS**

### **Objective...**

Increased collaboration with tourism partners (i.e. Hood-Gorge regional RDMO, CGTA, Travel Oregon, Travel Portland, Northwest Outdoor Writers Association, etc.)

### **Task...**

Participate as an exhibitor in travel trade shows, venues, and exhibits, and communicate with partners about options for tours, retail, history, food, and beverages to help create more interest in our community

### **Measurable Outcome...**

Track and report number of brochure packets distributed at each event or venue and the number of articles written or published due to partnerships





## 9. Personnel

### Visitor Services Manager

- Coordinate and maintain efficient flow of work for volunteers and seasonal help, utilizing good time management.
- Greet and wait on all visitors
- Ensure that staff members are cross-trained for routine tasks and program support
- Track information for visitor statistics
- Maintain Community Event Calendar
- Fulfill Visitor Requests (phone, mail, web, email, and in person)
- Coordinate with all visitor centers, Travel Oregon, and community partners for brochure fulfillments and distribution
- Reports to Tourism Director

### Seasonal Visitor Services Personnel

- Greet and wait on all visitors
- Track information for visitor statistics
- Maintain brochures
- Fulfill Visitor Requests (phone, mail, web, email, in person)
- Support for Tourism Visitor Services Manager
- Reports to Tourism Director

### Tourism Coordinator

- Market events on all social media platforms
- Update web site for events / information / activities
- Send e-blasts / tip sheets by email to targeted groups
- Assist with marketing options for targeted audiences
- Support for Tourism Specialist and Visitor Services Manager
- Reports to Tourism Director

### Tourism Specialist & Marketing Coordinator

- Helps Develop Marketing Strategy Plan
- Determines Marketing Publications
- Creates Ad for Advertising
- Works with Community Partners for Branding Message
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Works with Weinstein for FAM / marketing
- Daily decisions pertaining to tourism
- Reports to Tourism Director

### Tourism Director / CEO

- Supervisor/Administrator for Tourism Staff
- Strategic Planning for Tourism and Community Marketing Plan
- Deliver reports to City Council

**TOTAL OF 3.0 FTE (5 Employees: FT, PT, Seasonal)**



# 10. Budget

## 2018-19 Proposed Tourism Marketing Budget

### Personnel

Salaries & Benefits	\$147,697.60	Salaries & Benefits: (3.0 FTE) / [ 5 Employees: PT, FT, & Seasonal ]
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### Facilities

Space Cost	\$8,702.40	\$725.20 monthly for 1,036 square foot
Utilities	\$4,000.00	Utilities (share cost with Chamber)
Equipment, Maintenance, & Repair	\$5,300.00	Equipment, Maintenance, & Repair (share cost with Chamber)

### Operating

Administration	\$11,000.00	Administration: Insurance, Swag, Technology, and Web
Professional Development	\$2,500.00	Training, Conferences
Office Supplies	\$2,400.00	Paper, Promotional Cherries, Labels, & Bags, Regular office supplies
Postage	\$3,000.00	Shipping and postage of tourism materials
Communications	\$3,200.00	Telephone and Internet (Operating Expense is split with Chamber)
Travel & Mileage	\$2,000.00	Lodging & Travel: Conferences / Trade Shows
Dues & Subscriptions	\$ 900.00	Software Licensing

### Marketing

Printing & Binding	\$7,300.00	Brochures, Maps, Welcome Bags
*TRT Grants for Events	\$8,000.00	(Direct Support given to organizations for local events)
*Billboard Advertising	\$8,000.00	I-84 Billboard for Maker's District Campaign / 12 months
*Video Commercial	\$5,000.00	Create 2 video commercials for TV, Web, Social Media
Marketing/Event Support	\$61,000.00	FAM Tours, Advertising (print, web, TV), Trade Shows, Social Media Promo/Campaigns, Listings on website in Northwest
Public Relations	\$10,000.00	Weinstein PR

**GRAND TOTAL                      \$290,000.00**

*\*These items were specifically mentioned as being needed and desired at the tourism work session.*