

**SUPPLEMENTAL AGENDA**

**REGULAR CITY COUNCIL MEETING**

May 11, 2020

5:30 p.m.

VIA ZOOM for participants

**COMMENTS DUE TO [igrossman@ci.the-dalles.or.us](mailto:igrossman@ci.the-dalles.or.us) by May 8, at 3pm**  
LIVE STREAMING for Public Viewing at [www.thedalles.org/Live Streaming](http://www.thedalles.org/Live_Streaming)

**Item to be MOVED from Action Item #10C to Public Hearing #9B**

9. PUBLIC HEARING

B. Community Development Block Grant (CDBG) for the implementation of the Mid-Columbia Regional Home Repair Grant Program for Wasco and Hood River Counties Application Approval

**Item to be ADDED as NEW Action Item #10C**

10. ACTION ITEMS

C. Approval of SEIU Bargaining Agreement

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Izetta Grossman, City Clerk



## AGENDA STAFF REPORT

### AGENDA LOCATION: Action Item #10C

**MEETING DATE:** May 11, 2020

**TO:** Honorable Mayor and City Council

**FROM:** Julie Krueger, City Manager

**ISSUE:** Approval of Collective Bargaining Agreement for SEIU Local 503

**BACKGROUND:** The City and SEIU bargaining unit have reached a three-year bargaining agreement. The union members have ratified the agreement. There was some “clean up” language, but the only substantive change to the current agreement is the wages. The City and union agreed to a 2.5% cost of living adjustment for each of the three years of the proposed agreement.

**BUDGET IMPLICATIONS:** A 2.5% cost of living adjustment is included in the 2020-21 proposed budget.

### **COUNCIL ALTERNATIVES:**

1. **Staff recommendation:** *Move to approve the collective bargaining agreement between the City of The Dalles and SEIU Local 503, as presented.*



# 2020 - 2021 Tourism Budget

## Annual Report

*as of April 1<sup>st</sup>, 2020*



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

# Community Marketing Work Plan

2019-2020

At the heart of our approach will be the consistent message of “Explore The Dalles” 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 play, eat, 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 to come to The Dalles
- 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
- Increased media post/articles on The Dalles
- Increased focus on the Portland market

## 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
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

### **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 three Fox stations 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 “Explore The Dalles” (or something similar) / 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
- Campaign for “Explore The Dalles” (or something similar) with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)



## 6. Marketing Plan Elements

### 2019-2020 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 6 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)
- **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

- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting on seven travel websites and one publication and looking for new media options to promote events and happenings)
- **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 (research if the map should be updated and reprinted) on local, regional and national cycling websites
- **Place** printed and online ads in the Oregon’s 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, Salmon Trout & Steelheader, Northwest Fishing Reports TV & Web, Northwest Sportsman, Oregon Sportfishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, Northwest Fly Fishing, Flyfishing & Tying Journal, Columbia Gorge To Mt. Hood, Northwest Travel, and Portland 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 working with the City of The Dalles to include the small grants program to be under the Chamber and follow TRT event grant process.

### 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). Use current or create new partnerships to seek options to promote Agritourism.

### Evaluation

- **Will** be provided by Chamber Board Directors review, quarterly and annual reports to the City, and monthly financial reports from the City to the Chamber.
- **Tourism Advisory Committee** was created, represented by an eatery, winery, Parks & Recreation, media, economic business, event facility, an attraction, and a Chamber of Commerce employee. Committee is a mix of Chamber Member Businesses and Non-Chamber Businesses.





## 8. Goals & Objectives

### VISITOR SERVICES

#### Objective...

To capture more visitors in person, phone, and online 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 \$336.88 per day in our community [Longwoods Ad Accountability, 2016/17, 2018]

#### Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

#### 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, Northwest Sportsmen's Show, Gary Lewis Outdoors, etc.). For the second year we have partnered with Gray Line of Oregon and the US Army Corps of Engineers to provide a free Saturday Explorer Shuttle which runs each Saturday between Hood River and The Dalles (June 29 to September 14, 2019). The shuttle does a loop in The Dalles with stops at or near popular attractions.

### **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

- Staff Visitor Center  
Hours of Operation: M-F 9am - 4:30pm / Regular  
M-S 9am - 4:00pm / Summer Season (begins Memorial Day thru Labor Day)
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 40+ Digital Calendars in the Northwest
- 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
- 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
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

### Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications
- Determine / Design Ads for Advertising
- Web Site Design and implementation for tourism audience
- Digital Promotion by email, web, and partners (quarterly newsletter to emails gained through trade shows and visitor lobby guest book)
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- 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
- Work with PR firm for FAM / marketing
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community
- Seat on Tourism Committee

### Administration

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



# 10. Budget

## The Dalles Area Chamber of Commerce & Visitor Center 2019-2020 Tourism Marketing Budget

Accounts	2019-2020 Proposed Budget	2018-2019 \$290,000.00 Budget Expended as of 2/28/19	Narrative for 2019-2020 Budget for Increases & Decreases
<b>Personnel</b>			
Salaries & Benefits	\$152,867.02	\$110,773.17	3.5% Increase for wages and health insurance
<b>Facilities</b>			
Space Cost	\$8,702.40	\$6,526.80	\$725.20 monthly for visitor center
Utilities	\$4,100.00		Increased: Due to increased rates for utilities
Equipment, Maintenance, & Repair	\$3,500.00	\$1,473.00	Decreased: Due to new and less expensive lease
<b>Operating</b>			
Administration	\$11,000.00	\$8,320.01	Insurance, promotional materials, website admins
Office Supplies	\$3,530.00	\$1,639.18	Increased: Due to cost increase of supplies
Postage	\$2,000.00	\$65.15	Decreased: We have increased our digital presence, but print brochures to visitor centers
Communications	\$2,700.00	\$2,436.51	Decreased: Due to new system
Travel & Mileage	\$3,000.00	\$773.82	Increased: Due to increased costs of lodging and fuel
Dues & Subscriptions, Professional Dev	\$3,500.00	\$1,050.17	Increased: Due to cost increase for training, subscriptions, and conferences
<b>Marketing</b>			
Printing & Binding	\$7,600.58	\$1,624.83	Brochures, maps, and welcome bags
<b>Special Projects</b>			
TRT Grants for Events**	\$30,000.00	\$0.00	Increased: To accommodate city small grant program
Billboard Advertising*	\$8,000.00	\$0.00	I-84 Billboard for Community Campaign / 12 months
Video Commercial*	\$3,000.00	\$0.00	Create 2 video commercials for TV, Web, Social Media
Marketing/Event Support	\$66,500.00	\$58,422.71	Increased: Accommodate more efforts and the rising cost of advertising
Public Relations	\$15,000.00	\$0.00	Increased: To add another PR firm with present firm to allow for a further reach
<b>GRAND TOTAL</b>	<b>\$325,000.00</b>	<b>\$193,105.35</b>	

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

\*\*Local Event still needs to submit necessary application and budget that meets standards and requirements for TRT Event Grant.

# Lodging Report



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



July 2019 – January 2020

Data Provided by\*



## Lodging Occupancy Report

July 2019 - June 2020

Wasco County / Percentage of Occupancy				Mt Hood / Gorge Region			Pacific NW			United States		
Month	2019 /2020	2018/2019	% of change	2019 /2020	2018/2019	% of change	2019 /2020	2018/2019	% of change	2019 /2020	2018/2019	% of change
July	86.4	86.1	0.4	83.3	83.9	<0.7>	81.4	82.4	<1.1>	73.8	73.6	0.4
August	86.1	83.3	6.2	68.7	86.1	2.0	80.9	81.0	0.0	71.4	71.4	0.0
September	77.0	74.5	3.2	75.0	73.3	1.8	76.4	77.2	<1.9>	67.4	69.7	<2.3>
October	68.8	66.0	4.3	67.6	65.9	3.0	75.2	75.5	<0.2>	69.3	69.9	<0.8>
November	49.6	51.9	<4.4>	53.1	52.2	1.4	69.0	68.3	1.2	61.8	61.7	0.3
December	38.7	40.4	<4.2>	47.0	48.0	<1.5>	62.4	62.8	<0.6>	54.4	54.1	0.6
January	38.9	43.5	<10.5>	46.4	47.3	<2.1>	63.9	63.9	0.2	55.1	54.8	0.8
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 2019 – February 2020

## Tourism Lobby Statistics 2019 / 2020

		Walk-ins	Phone	Emails	Relocation	Welcome	Cruise Boat	Tourism	Bulk	Postage	Visitor's State
					Packets	Packets	Charm Trail	Packets		(tourism)	(Top 5)
2019	July	310	144		2	50	1000	4		\$15.60	OR, WA, CA, GA,
	August	288	207		1	40	2000	7		\$33.00	
	September	248	178		3	48	2000	4	1	\$18.10	
	October	238	186		3			1		\$11.05	
	November	127	124		4			2		\$22.95	
	December	54	81							\$0.00	

2020	January	201	165			4				\$0.00	OR, WA,
	February	151	200		4		1000	3		\$29.30	OR, WA, AK, CO,
	March	125	200		2			1		\$212.87	OR, WA, CA, FL, PA
	April										OR, WA, CA
	May										OR, WA, CA, FL, MI, NY, UT
	June										OR, WA, IL, CA, UT, CO
		1742	1485	0	19	142	6000	22	1	\$342.87	

<b>Totals</b>	<b>1796</b>	<b>1566</b>	<b>0</b>	<b>19</b>	<b>142</b>	<b>6000</b>	<b>22</b>	<b>1</b>	<b>\$342.87</b>
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# Website Statistics Report



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



July 2019 – February 2020



TheDallesChamber.com / ExploreTheDalles.com



**Website Statistics**  
**July 2019 - June 2020**

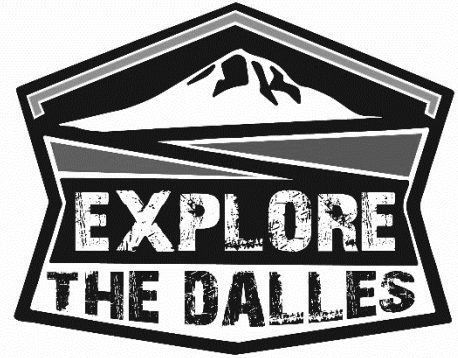
**July 1, 2019 - June 30, 2020**

Month	Sessions	Users	Page Views	Most Viewed Pages	New Visitor %	Returning %	Top Cities	Users	%
July	6,019	5,127	18,658	Home, Events, Fort Dalles Fourth, Calendar	88.9	20.6	The Dalles	1,925	19.27
August	6,247	5,025	14,951	Home, Events, Fair, Calendar	63.5	36.4	Portland	1,232	12.33
September	4,170	3,227	9,377	Events, Home, Jobs, Attractions	83.9	16.1	Hood River	1,177	11.78
October	3,936	3,068	9,951	Events, Home, Attractions, Jobs, Trick or Treat	82.5	17.5	Seattle	416	4.16
November	3,756	2,957	9,153	Events, Home, Vets Parade, Starlight, Calendar	80.4	19.6	*Not Set By Google		
December	2,293	1,814	5,692	Events, Home, Newsletter, Cherry Fest, Attractions	79.6	20.4	<b>Top Ages</b>	<b>%</b>	<b>Gender</b>
January	3,886	3,089	11,359	Home, Events, Calendar, Cherry Festival	69	30.8	18-24	6.11	<b>F</b>
February	3,687	2,898	11,031	Home, Cherry Fest, Events, Attractions	71	29	25-34	22.63	<b>M</b>
March	3,106	2,476	6,221	Home, Supp. Local Rest., Cherry Fest., Calendar, Events	85	15	35-44	18.50	
April							45-54	17.20	
May							55-64	17.91	
June							65+	17.65	
	<b>37,100</b>	<b>29,681</b>	<b>96,393</b>						

# Advertising Samples



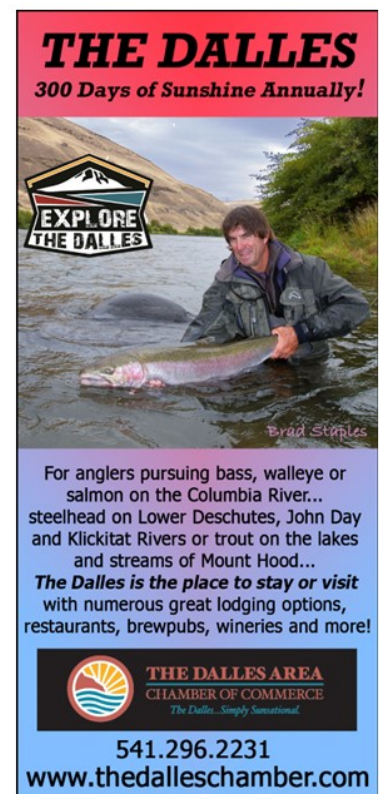
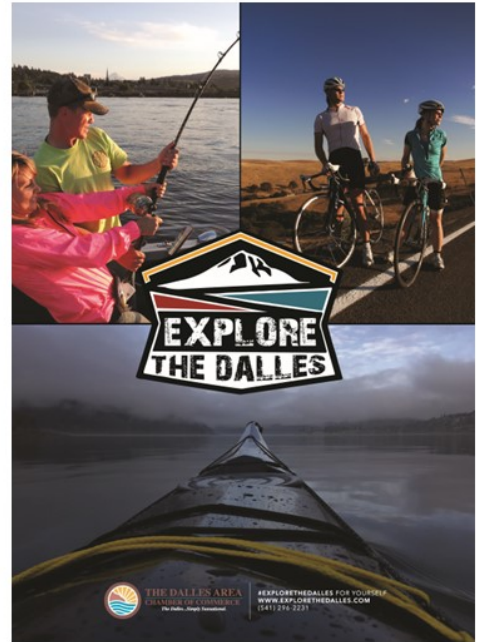
**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*



July 2019 – February 2020

# 2019/2020

Samples of the ads that circulated to various publications in 2019/2020



# The Dalles Media Coverage January 2019 – February 2020



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



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

Weinstein PR



Issue/Date	Outlet	Title	Circulation	Traffic
7/23/2019	Mt. Hood and Columbia River Gorge Blog	Enjoy an August to Remember in The Dalles		X
8/6/2019	Bike Portland	New website details excellent roads and routes in The Dalles		X
8/13/2019	NBA.com	TRAIL BLAZERS AND MODA TO VISIT OREGON COMMUNITIES SEPTEMBER 9-13 FOR SEVENTH ANNUAL RIP CITY RALLY		X
8/13/2019	NBC Sports Northwest	Seventh annual Rip City Rally tips off September 9th		X
8/13/2019	KOIN	Trail Blazers announce dates & locations for seventh annual Rip City Rally		X
8/13/2019	Explore NW (Kenmore Air)	Photo Essay: Soak in the PNW Beauty	70,000	
8/27/2019	Mt. Hood and Columbia River Gorge Blog	Explore The Dalles this Fall		X
9/30/2019	Mt. Hood and Columbia River Gorge Blog	Taste the Best of the Fall Harvest at Local Farmers Markets		X
10/8/2019	Mt. Hood and Columbia River Gorge Blog	Fall in Love with The Dalles		X
10/11/2019	KGW	Rod on the Road: The Dalles		X
10/22/2019	Mt. Hood and Columbia River Gorge Blog	Some of the Most Instagram Worthy Spots for Your Next Trip		X
11/7/2019	Mt. Hood and Columbia River Gorge Blog	5 Great Breakfast Spots in The Dalles		X
11/11/2019	Mt. Hood and Columbia River Gorge Blog	Billy Bob Sno Park, Your Next Winter Adventure		X
11/15/2019	True West	Best of the West	194,400	71,928
11/19/2019	Mt. Hood and Columbia River Gorge Blog	Thanksgiving on Mt Hood and in the Columbia River Gorge Area		X
11/21/2019	AZ Central	Things to do in The Dalles: National Neon Sign Museum		X
43796	AMERIKA-INSPIRATIE - Edwin van Delden	CAMPERLAND MET ONBEGRENSDE MOGELIJKHEDEN	X	
11/27/2019	Food Traveler Magazine	300 Days of Sunshine!	484,663	145,398
12/16/2019	Portland District - USACE	10th annual Eagle Watch at The Dalles Dam Visitor Center Jan. 18		X
1/7/2020	NewsBreak	Dam Hosts Eagle Watch Jan 18th		X
1/8/2020	Hood River News	'Snow Birds': Dalles Dam hosts 10th Eagle Watch	X	X
1/10/2020	The Georgia Straight	Oregon offers truffle hunting, trailer glamping, wine touring, and the NBA		X
1/14/2020	KOIN	The Dalles Named Top 5 Finalist for \$500K Reality Show Prize		X
1/14/2020	Oregon Live	The Dalles Could Get Makeover If It Wins Viewers' Hearts in TV Show		X
1/14/2020	Portland Monthly	Should The Dalles Get a \$500,000 TV Makeover?		X
01/14/20	KPTV	The Dalles is in the running to win \$500,000		X
1/14/2020	Seattle Magazine	Northwest Getaways	1,021,066	985,531
1/15/2020	Oregon Bed & Breakfast	The Bald Eagles Have Landed in The Dalles		X
1/15/2020	The Dispatch	Should The Dalles Get a \$500,000 TV Makeover?		X
1/15/2020	KXL	Do It for The Dalles		X
1/16/2020	Bend Bulletin	The Dalles Could Get Makeover If It Wins Viewers' Hearts in TV Show		X
1/16/2020	TripSavvy	Columbia River Gorge Trip Planner		X
1/18/2020	The Oregonian	The Dalles Could Be A Reality Star		X
1/20/2020	KGW	Vote for The Dalles to get a makeover on tv		X
1/20/2020	KATU	Oregon Town Competes for \$500K in 'Small Business Revolution'		X
1/20/2020	True West	Top Western Towns	194,400	71,928
02/04/2020	1859 Magazine	Trip Planner: The Dalles	136,400	188,000
2/5/2020	Northwestern Outdoors Radio	Interview - Freebridge Brewing (Steve Light)		188,700
2/14/2020	True West	Annual Travel Issue	194,400	71,928
2/16/2020	Northwestern Outdoors Radio	Interview - Columbia Gorge Discovery Center (Morgan Olson)		188,700
3/14/2020	Adventure Outdoors	Bass Fishing	176,208	104,393
3/29/2020	Facebook	Nichols Art Glass Livestream		1,200
3/30/2020	Travel Portland	Explore the sunny and historic Columbia River Gorge town of The Dalles.		X
4/1/2020	Portland Monthly	A Walk on the Dry Side	X	X
4/9/2020	Portland Monthly	You Might as Well Write a Haiku About the Columbia Gorge for Poetry Month	X	X
4/24/2020	True West	Scenic Historic Highways	194,400	71,928
5/29/2020	True West	Towns to Hang Your Hat In/Annual Historic Trains	194,400	71,928
6/25/2020	Adventure Outdoors	Catch of the Season	176,208	104,393
02/36/2020	Washington Outdoors Report	Columbia Hills State Park - A Nice Place to Visit When You Can		
Annual	Northwest Fishing Reports TV	Commercial (available in 6 million homes across WA, ID, OR, MT, BC, AK)		3,640,000
Annual	Gary Lewis Outdoors	MyOutdoor TV, Pursuit Channel, Wild TV, Hunt Channel, Amazon Prime, Youtube		4,316,000.00
			<b>3,036,545.00</b>	<b>5,905,955.00</b>



# Camille Rochard

July 26th, 2019

The Dalles, OR 97058

Camille Rochard with Comptoir\* (one of Oregon's top trade partners in France) traveled through the state July 13- 29 on a scouting trip. She visited The Dalles on July 26th (day trip with her husband & son).

- \*Comptoir was among the first tour operators to feature Oregon itineraries in their North America selection and they have produced very well these past years. Camille is Comptoir's U.S. Product Manager; her role is very influential, and she is the one who decides which destination should be featured on their website and how.
- We included a mix of indoor, outdoor, and dinner opportunities for families

## Afternoon suggestions:

### Rowena Plateau/Tom McCall Preserve

Great family-friendly hike with spectacular views. This hike, which has an easy 2.2-mile loop to the edge of the bluff high above the Columbia, is a wildflower wonderland in the spring, with balsamroot, lupine, and many others. Don't miss the view of the famed "Rowena Curves" (seen in many a car ad!) from the lookout point at the parking lot. That's the road you'll take to get back to The Dalles!

### Columbia Gorge Discovery Center & Wasco County Museum:

*A world-class museum that tells the story through vivid, interactive display of the Gorge's natural and cultural histories. The eye-catching Discovery Center tells the story the Gorge's natural and cultural histories – from the Ice Age through the Lewis & Clark expedition and beyond – with vivid, interactive displays. Great for visitors of all ages. Don't miss the daily Raptor Interpretive Program as well. Great for all ages!*

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

[5000 Discovery Drive, The Dalles, OR 97058](https://www.gorgediscovery.org)

[www.gorgediscovery.org](http://www.gorgediscovery.org)

### National Neon Sign Museum:

*With its focus on the evolution of the electric sign, from pre-electric and gold leaf signage to the invention and widespread use of plastic, the museum's current assets represent one of the largest collections of neon storefront signs in the world! The collection is filled with an expansive range of signage and artifacts related to the sign industry, including many one-of-a-kind signs and displays that cannot be seen on public display anywhere else in the world.*

[\(360\) 991-6676](tel:3609916676)

*200 East 3rd Street, The Dalles, OR 97058*  
*[www.nationalneonsignmuseum.org](http://www.nationalneonsignmuseum.org)*

## **Meal Suggestions:**

### **Cousin's Restaurant & Saloon**

A favorite with locals, this country-themed restaurant – where visitors are greeted with a “Howdy, Cousin!” – is family-friendly and serves delicious meals that will fuel your entire day. Don't miss their famous cinnamon rolls!

*(541) 298-2771*

*2114 West 6th Street, The Dalles*

*[www.cousinsthedalles.com](http://www.cousinsthedalles.com)*

### **SweetHeart Bake Shop**

This local favorite is a small family owned and operated bakery established by Amiee and Jason Blevins in April of 2017. We are in the Edward French House on Liberty Street in The Dalles, Oregon. Everything is hand made from scratch, and we specialize in small batches of pies, cakes, cookies, and more. Fresh local ingredients are used in all our baked goods and have NO GMOs. We can even make to order most all dietary needs including Gluten Free. Come see us for your wedding cake or just stop by and have a cup of coffee, a sweetie pie, and some good conversation.

*(541) 769-1233*

*515 Liberty St, The Dalles, OR 97058*

*[www.sweetheartbakeshop.com](http://www.sweetheartbakeshop.com)*

### **Spooky's Pizza Restaurant**

A delectable and original variety of pizzas (we create the crust and pizza sauce right here), salads, and sandwiches (sauces and dressings prepared daily), soups (all freshly stewed to warm you to your toes), a full espresso menu and refreshments, all we hope will help to renew and revive your day.

*3320 West 6th Street, The Dalles, OR 97058*

*(541) 298-1300*

*[www.spookypizza.com](http://www.spookypizza.com)*

Contact: Jim Mejias (541) 288-8405





# Edwin van Delden

September 18th, 2019

The Dalles, OR 97058

Edwin van Delden from **Travel 2 America** will be traveling from Salt Lake City to Portland and will be in the state from September 15 – 22.

Travel 2 America organizes individual tours for the Dutch market, focusing on families and the 40/50+ age group. They specialize in producing a personal roadbook for every customer, detailing not only the route but also the highlights of the area, attractions, activities, museums, restaurants/cafes, etc. that are worth mentioning.

They would also like to strengthen their knowledge of Oregon to better sell the destination to their clientele.

## **Afternoon suggestions:**

### **The Columbia Gorge Discovery Center & Museum:**

The Museum is the official interpretative center for the Columbia River Gorge National Scenic Area. Exhibits include: Ice Age Geology, Lewis and Clark Cargo, Indigenous Culture & Native Basketry and The Oregon Trail.

*Ask for Carolyn, Eloise or Rebekah when you arrive. Hosted by The Columbia Gorge Discovery Center.*

### **The National Neon Sign Museum:**

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

### **Oregon is Magic Mural**

See another unique "Oregon is Magic" mural at **Leeland Property Management: 723 E 2nd St, The Dalles, OR 97058**

Contact: Jim Mejias (541) 288-8405



# Gail Johnson

December 29th, 2019  
The Dalles, OR 97058

Gail Johnson - on assignment for The Georgia Straight (<https://www.straight.com/>). This is a news website in Vancouver that **receives 1.7 million unique visits/month**. She also has a weekly food column on CBC radio. The focus of her trip is food, wine, cooking and family travel.

## **Have Lunch at Rooted and Explore the Columbia Gorge Discovery Center**

*Have a farm to table lunch at new cafe Rooted, located within the Columbia Gorge Discovery Center. Kristen (owner) is doing a soft opening for you--full opening in January.*

Located just west of The Dalles, OR, the [Columbia Gorge Discovery Center](#) is the official interpretive center for the Columbia River Gorge National Scenic Area. This 26,100 square foot exhibit wing holds interpretive displays which describe the tremendous volcanic upheavals and raging floods that created the Gorge, explanations of why ice ages occur, how the mighty Columbia River sculpted the ecology of the region for a unique and spectacular diversity of vegetation and wildlife. Native American cultures are represented along with more recent Euro-American activities.

The Discovery Center, parking, and interpretive trails are fully accessible. The interpretive programs are also designed for visitors of all abilities. The Discovery Center also serves as the trailhead for the fully accessible, 8 foot wide, paved, rolling [Riverfront Trail](#).

**Contact:** Kristen, Owner of Rooted in the Gorge, 540-467-5067

- [5000 Discovery Dr, The Dalles, OR, US, 97058](#)
- <http://www.gorgediscovery.org>

## **Suggested: Photo Stop at The Dalles Slightly Exaggerated Mural**

Travel Oregon's recent campaign, [Oregon, Only Slightly Exaggerated](#), shows animated scenes of enchanting forests, vineyards, rivers, mountains and more that convey that magical feeling of being in Oregon.

Now the captivating artwork is coming to the real world, proudly hand-painted on walls in Oregon where the illustrations represent the destinations. Let the [Oregon Mural Trail](#) inspire you to get outside and experience the wonders of each community. Take photos of the murals

— perhaps in one of the designated selfie spots — and use the hashtag [#OregonIsMagic](#) in social posts to share the love. And while you're there, visit the landmarks and businesses that make these towns just so magical. Discover the official Oregon Mural Trail locations below.

- [723 East 2nd Street, The Dalles, OR, US, 97058](#)
- <https://traveloregon.com/things-to-do/events/visual-performing-arts-events/oregon-mural-trail/>

### **Suggested: Hike the Rowena Plateau**

Great family-friendly hike with spectacular views. This hike easy 2.2-mile (3.5 km) loop to the edge of the bluff high above the Columbia is a wildflower wonderland in the spring. Don't miss the view of the famed "Rowena Curves" from the lookout point at the parking lot. That's the road you'll take to get back to The Dalles.

Contact: Jim Mejias (541) 288-8405



# Knecht Reisen

October 6th, 2019  
The Dalles, OR 97058

Knecht Reisen is the 4th largest tour operator in Switzerland. Today, they are one of the leading specialist tour operators in the Swiss market. They publish two dedicated brochures with over 600 pages of North American content.

Their entire group (12 People!) stopped by Rowena Plateau and the Columbia Gorge Discovery Center before they continued on to Washington.

## Afternoon suggestions:

### Suggested View Point Stop or Hike at the Rowena Plateau

This hike easy 2.2-mile (3.5 km) loop to the edge of the bluff high above the Columbia is a wildflower wonderland in the spring. Don't miss the view of the famed "Rowena Curves" from the lookout point at the parking lot.

- **Rowena Plateau Trail**
- [Rowena Plateau Trail, Mosier, OR, US, 97040](#)
- <https://gorgefriends.org/hike-the-gorge/rowena-plateau-loop.html>

### Suggested Stop: Columbia Gorge Discovery Center

Open Daily 9:00 am – 5:00 pm

Located just west of The Dalles, OR, the [Columbia Gorge Discovery Center](#) is the official interpretive center for the Columbia River Gorge National Scenic Area. This 26,100 square foot exhibit wing holds interpretive displays which describe the tremendous volcanic upheavals and raging floods that created the Gorge, explanations of why ice ages occur, how the mighty Columbia River sculpted the ecology of the region for a unique and spectacular diversity of vegetation and wildlife. Native American cultures are represented along with more recent Euro-American activities.

The Discovery Center, parking, and interpretive trails are fully accessible. The interpretive programs are also designed for visitors of all abilities. The Discovery Center also serves as the trailhead for the fully accessible, 8 foot wide, paved, rolling [Riverfront Trail](#).

Contact: Jim Mejias (541) 288-8405



# Michiel van Dam

October 11th, 2019  
The Dalles, OR 97058

Michiel has three commissioned pieces. His first commission is for Arts & Auto magazine, a Dutch magazine of the VVAA (Association for Insurance of Physicians Motorists) with a focus on health care. Besides healthcare themes, the magazine contains stories about arts, culture, travel, living, and technical innovations. The theme of this article will be on Portland as a cyclists city. He experienced Portland by bicycle touring cultural sights, special restaurants, microbreweries, etc. He also requested to interview a bike tour operator and several cyclists to take photos.

Michiel's other two articles were for Moto73 Magazine and Töff Magazine. Both articles will be 6-8 pages each and will focus on Oregon as an ideal destination for motorcycle travel. He requested a few set appointments during his trip with ample time to explore on his own.

## **Suggested: Columbia Gorge Discovery Center**

Located just west of The Dalles, OR, the [Columbia Gorge Discovery Center](http://www.gorgediscovery.org) is the official interpretive center for the Columbia River Gorge National Scenic Area. This 26,100 square foot exhibit wing holds interpretive displays which describe the tremendous volcanic upheavals and raging floods that created the Gorge, explanations of why ice ages occur, how the mighty Columbia River sculpted the ecology of the region for a unique and spectacular diversity of vegetation and wildlife. Native American cultures are represented along with more recent Euro-American activities.

The Discovery Center, parking, and interpretive trails are fully accessible. The interpretive programs are also designed for visitors of all abilities. The Discovery Center also serves as the trailhead for the fully accessible, 8 foot wide, paved, rolling [Riverfront Trail](#).

- [5000 Discovery Dr, The Dalles, OR, US, 97058](http://5000DiscoveryDr.com)
- <http://www.gorgediscovery.org>

## Check in at Cousin's Country Inn

*Hosted by The Dalles Chamber/Explore The Dalles. You may need to provide a credit card for incidentals.* Situated in The Dalles, this motel is steps from Columbia River Gorge National Scenic Area and Cascade Range. Old St. Peter's Landmark and Fort Dalles Museum are also within 2 mi (3 km).

- [2114 W 6th St, The Dalles, OR, US, 97058](http://www.cousinscountryinn.com)
  - <http://www.cousinscountryinn.com>
- 6:00 pm - Pacific Daylight Time**

## Dinner with James Mejias at Route 30 Bottles and Brews

Local pub in The Dalles.

**James Mejias**, *Tourism & Media Relations*,

The Dalles Area Chamber of Commerce

541-288-8405 / [tourism@thedalleschamber.com](mailto:tourism@thedalleschamber.com)

Contact: Jim Mejias (541) 288-8405



# Peter Hessels

October 13th, 2019  
The Dalles, OR 97058

Peter Hessels (viCARious) - cofounder and writer/photographer for viCARious Magazine based in Ontario, Canada. (luxury lifestyle and travel publication geared to top executives and car/motorcycle enthusiasts. Peter has confirmed a 10-page story, a 1500-word story with images that has an ad value of \$15,000). Peter drove down a motorcycle from Vancouver on October 12th and did the entire drive/trip on a motorcycle.

## **Suggested Stop: Columbia Gorge Discovery Center**

Located just west of The Dalles, OR, the [Columbia Gorge Discovery Center](#) is the official interpretive center for the Columbia River Gorge National Scenic Area. This 26,100 square foot exhibit wing holds interpretive displays which describe the tremendous volcanic upheavals and raging floods that created the Gorge, explanations of why ice ages occur, how the mighty Columbia River sculpted the ecology of the region for a unique and spectacular diversity of vegetation and wildlife. Native American cultures are represented along with more recent Euro-American activities.

The Discovery Center, parking, and interpretive trails are fully accessible. The interpretive programs are also designed for visitors of all abilities. The Discovery Center also serves as the trailhead for the fully accessible, 8 foot wide, paved, rolling [Riverfront Trail](#).

- [5000 Discovery Dr, The Dalles, OR, US, 97058](#)
- <http://www.gorgediscovery.org>

## **Suggested Stop: Fort Dalles Museum**

*Open 10am to 5pm except on Friday, Saturday and Sundays, when it closes at 4pm.*

Fort Dalles Museum, in The Dalles, Oregon, is housed in the Surgeon's Quarters, the only remaining officer's house of the 1856 Fort Dalles military complex. The Fort Dalles Museum is one of Oregon's oldest history museums; it first opened its doors in 1905. Come visit and see the antique vehicles, pioneer memorabilia, historic photographs, Native American artifacts and more!

- [500 W 15th St, The Dalles, OR, US, 97058](#)

## **Suggested: Hike the Rowena Plateau**

Great family-friendly hike with spectacular views. This hike easy 2.2-mile (3.5 km) loop to the edge of the bluff high above the Columbia is a wildflower wonderland in the spring. Don't miss the view of the famed "Rowena Curves" from the lookout point at the parking lot. That's the road you'll take to get back to The Dalles.

**Fantastic photo location!**

Contact: Jim Mejias (541) 288-8405



# Community Marketing Work Plan

2020-2021

At the heart of our approach will be the consistent message of “Explore The Dalles” 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 play, eat, 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:**

- Keep the awareness of The Dalles as a destination during the time until it is safe to travel
- Targeted Marketing beginning Nov/Dec for the 2021 Tourist Season
- Geographical representation beyond attractions in the City of The Dalles
- Capture more visitors coming to Oregon for a Gorge experience to come to The Dalles
- 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.
- Focus in the Portland, Seattle, Central Oregon, and Spokane markets

## 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
- One of the highest rates for taking vacations
- Outdoor Recreation Experience is the number one reason for vacationing

### **Traditional:**

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

### **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



### **3. Targeted Audience Continued**

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

- Portland Metro / Vancouver, WA
- Seattle / Tacoma, WA
- Central Oregon (Sisters, Redmond, Bend)
- 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
- 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 three Fox stations with outdoor programming sponsorship/weekly/April -October
- Radio Ads for outdoor recreation airing on 60+ stations across the US on a weekly basis / 12 months
- Billboard on I-84 for “Explore The Dalles” (or something similar) / 12 months March ‘20 - Feb ‘21

### **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
- Campaign for “Explore The Dalles” with video, radio, digital, and print advertising
- Use more radio opportunities across the US through syndicated radio show sponsorships (ads)

### **6. Marketing Plan Elements**

**2020-2021 Tourism Marketing Strategy Development:**

- Targeted media and advertising campaign development
- Enhance visitor information & services, tourism and events
- Printed media development: Historical Walking Tour / June
- Tourism events identification, assistance with planning, distribute to Northwest Calendars
- Increase the [ExploreTheDalles.com](https://www.exploredalles.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, July 2020 - June 2021  
*[1.5 FTE, with 3 staff consisting of part time, full time]*
- **Continually** update and distribute visitor information to hotels, restaurants and other businesses.
- **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)
- **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
- **Continue** to promote community events and happenings on event calendars in printed publications and travel websites (currently posting on seven travel websites and one publication and looking for new media options to promote events and happenings)
- **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 following available partners: Oregon’s 1859 Magazine, Sunset, Oregon Events Calendar, True West, AAA (VIA), The Reel News, Northwest Fishing Reports TV & Web, Northwest Sportsman, Oregon Sportfishing Regulations, Alaska Sporting Journal, Salmon and Steelhead Journal, Northwest Fly Fishing, Columbia Gorge To Mt. Hood, Northwest Travel, Women’s Day, and Portland Guide
- **Support** national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and provide The Dalles brochures as part of their travel trade activities



# 7. Work Plan Overview Continued

## Partnerships

**Maintain** and maximize key partnerships ...

- 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)
- City of The Dalles
- 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 Directors review, 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 in person, phone, and online 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

#### 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. Using Google analytics for each aspect to aid in future targeted marketing.

#### 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 \$336.88 per day in our community [Longwoods Ad Accountability, 2016/17, 2018]

#### Task...

Supply local hotels with 'Explore The Dalles' brochure and city maps for their guests (groups, conference or events attendees will be given welcome bags promoting our local businesses and attractions)

#### 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, Northwest Sportsmen's Show, Gary Lewis Outdoors, etc.). For the second year we have partnered with Gray Line of Oregon and the US Army Corps of Engineers to provide a free Saturday Explorer Shuttle which runs each Saturday between Hood River and The Dalles (June 29 to September 14, 2019). The shuttle does a loop in The Dalles with stops at or near popular attractions.

### **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

- Staff Visitor Center  
Hours of Operation: M-F 9am - 4:00pm / Regular
- Track information for visitor statistics
- Maintain Local Community Event Calendar
- Submit local events to the 40+ Digital Calendars in the Northwest
- 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
- 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
- Provide welcome bags showcasing and promoting local attractions, events, and businesses for group/convention visits to our community
- Provide information for meeting venues, dining, lodging, and applicable services for group/convention visits to our community

### Marketing & Promotions

- Develop Marketing Strategy Plan
- Determine Marketing Publications
- Determine / Design Ads for Advertising
- Web Site Design and implementation for tourism audience
- Digital Promotion by email, web, social media platforms, and partners
- Works with Community Partners for Branding Message
- Meet with tourism related businesses to help better promote to our visitors
- Work with Region Hood/Gorge for FAM tours and promotion of our community
- Plan, coordinate, and attend FAM events
- Create and implement new campaign with business partners to draw the visitor to our community

### Administration

- Supervisor/Administrator for Tourism Staff
- ODMO, Oregon Destination Marketing Organization, for The Dalles in the Hood/Gorge Region
- Strategic Planning for Tourism and Community Marketing Plan
- Deliver reports to City Council





# 10. Budget

## The Dalles Area Chamber of Commerce 2020-2021 Tourism Budget

	2019-2020	2020-2021
<b>Personnel</b>		
076-7600-750.31-10 <u>Salaries &amp; Benefits</u>	\$ 152,867.02	\$ 93,000.00
<b>Facilities</b>		
076-7600-750.43-10 <u>Utilities</u>	\$ 4,200.00	\$ 4,000.00
076-7600-750.43-40 <u>Equipment Maintenance &amp; Repair</u>	\$ 3,900.00	\$ 1,800.00
076-7600-750.44-10 <u>Rent</u>	\$ 8,702.40	\$ 8,702.00
<b>Operations</b>		
076-7600-750.39-00 <u>Administration</u>	\$ 11,000.00	
076-7600-750.53-20 <u>Postage</u>	\$ 500.00	\$ 500.00
076-7600-750.53-30 <u>Communications</u>	\$ 2,800.00	\$ 2,200.00
076-7600-750.58-10 <u>Travel &amp; Mileage</u>	\$ 4,500.00	\$ 2,500.00
076-7600-750.58-50 <u>Professional Development</u>	\$ 2,500.00	\$ 500.00
076-7600-750.58-70 <u>Dues &amp; Subscriptions</u>	\$ 1,530.58	\$ 500.00
076-7600-750.60-10 <u>Office Supplies</u>	\$ 2,500.00	\$ 750.00
<b>Marketing</b>		
076-7600-750.37-10 <u>Marketing</u>	\$ 66,500.00	\$ 38,233.00
076-7600-750.37-20 <u>Public Relations</u>	\$ 15,000.00	\$ 5,000.00
076-7600-750.37-30 <u>Billboard</u>	\$ 11,000.00	\$ 14,315.00
076-7600-750.37-30G <u>Grants</u>	\$ 30,000.00	
076-7600-750.55-00 <u>Printing &amp; Binding</u>	\$ 7,500.00	\$ 3,000.00
<b>Total</b>	<b>\$ 325,000.00</b>	<b>\$ 175,000.00</b>