



Staff report Development & Industry Relations July 2018

Industry Newsletter: Not sent in July

Grants:

- All 17-18 grant payments have been dispersed.
- Worked with the Development Team to create the WVVA 18-19 grant guidelines.
 - Most notable changes:
 - Grant ask range went from \$2,000-\$10,000 to \$2,000-\$25,000
 - For-profit businesses are allowed to apply for all grant project categories
 - Cycle will open September 17, 2018 and close 5:00pm November 1, 2018. This allows for Willamette Valley partners who might have been denied a Travel Oregon Small grant two weeks to readjust their application and apply for a WVVA grant.
- Travel Oregon Small Grants open July 30. Similar to the Medium Grants an idea form will come to my inbox. It is suggested applicants reach out to me to discuss their project at the regional level. According to the guidelines, RDMOs will not provide support letters. The guidelines do suggest applicants reach to **DMOs for support letters at that level.**

RARE 2018:

- Scholarship payments have been dispersed.
- I will be at the RARE orientation on Friday, September 7. My role at orientation is still to be determined.
- I am working with the RARE program to create a support structure and training opportunities for the WVVA funded placements.

Development/Industry services:

- I connected with ORLA on the Gold Service. I would like to have a train the trainer training before the holiday season for DMO staff. I need to know who at each DMO should be trained so that I can send a doodle poll out to set up the training.
 - Ideally each trainer would host 2 trainings during this fiscal-year (Spring-time). We have dollars set aside to cost-share the program expenses for each training. -Is this an achievable goal for all DMOs?
 - Steps to be a trainer: Take online course of Gold Services, attend all day in person workshop



Global Sales:

- I am continuing to work on IPW and other conference follow up. The June Sales training gave me some contacts on who are ready to start talking with operators and I am working to create connections.
- Preliminary talks have begun with Gabi on a Global Sales 201 with 1-on-1 sessions of Travel Oregon Global Sales staff. Based on the post workshop survey, October is the ideal month to host this workshop.
 - Last training, we had 3 sessions in the Valley, I would like to offer two this time.

Visitor Guide:

- Print production has been set. New guides ship 9/21/18.
- A first draft of the new guide should be coming to the PR team around August 13th
- Back cover- we are looking at not have DMO VG's on back cover as they are out of date half of the life of the WVVA guide. We are discussing a hero image with DMO info. Another thought is the new branded map could be on the back cover with visitor centers pinned on the map with contact information.
 - How does the board feel about this?
 - Is a YCTP member taking on the consumer facing visitor center roll?