

Staff Report

Development & Industry Relations

September 2018

Industry Newsletter:

- Sent September 11, 2018- Topics: WVVA Grants, Grant Trainings, Stakeholder Survey
- Subscribers: 255
- Open rate: 54%

RARE 2018:

- Attended RARE Orientation training where I was able to meet all the WV RARES we supported. I was able to present who we are, and how we tie in to Travel Oregon initiatives (and their tourism development RARES) and Mainstreet. Sherri Stuart and Main Street is very supportive about having main streets incorporate and think about tourism in their main street planning.



Development/Grants:

- WVVA grant application window is open. I am talking to people every day about the guidelines.
- Travel Oregon grant notification date is October 17, 2018 for small grants

Industry services:

- Held grant writing trainings September 24 & 25 in Woodburn and Albany with Meredith Howell. Overall attendance between the two sessions: 27
- Working with Michael at EqualityWorks NW on training locations and the subject material of training. WVVA staff will soon meet with Michael to craft a DEI statement to be approved by the board.



Global Sales:

- Designed (by Brooke) and submitted the America Journal ad for the Nov/Dec Issue and website banner.
- Submitted BrandUSA valley updates and some digital media for the new fiscal year of Canadian page.



FAMS:

- Sept 21-22: BrandUSA China tour operator fam with 10 operators, TO China contractor and BrandUSA Rep. The group tasted at Coeur de Terre, dinner at Joel Palmer house, overnight at Hampton Inn in Salem. Hiked entire 10 Falls loop at Silver falls on the 22nd, shopped at Woodburn and back to Portland.

Visitor Guide:

- MEDIAmerica is unsure maps with all the wineries is possible to do well and in a way that services the visitor, even with adding pages. They suggest either highlight AVAs on our map on the back cover and/or doing a major call out to our online interactive map that pulls winery information from OTIS.