

Staff Report Development & Industry Relations September 2018

Industry Newsletter:

Sent September 11, 2018- Topics: WVVA Grants,
 Grant Trainings, Stakeholder Survey

Subscribers: 255Open 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.

Inclustry News - Willamette Valley WVA GRANT CYCLE OPENING AND GRANT TRAININGS AVAILABLE! Detroit Lake - Photo by Caleb Wallace In This Issue Grants open September 17, close Movember 1 at 5pm Travel Organ September 17, close Movember 1 at 5pm Travel Organ September 17, close Movember 1 at 5pm Travel Organ September 17, close Movember 1 at 5pm Travel Organ September 17, close Movember 1 at 5pm The Willamete Valley Visitor Association (WVVA) is excited to announce the application window of its annual granting program. The project is funded by the Regional Cooperative Tourism Program created by Travel Oregon due to HB4146 Requiring Travel Cregon to tourism regions. WVVA serves as the designated marketing organization for the Willamete Valley Region. Matching grants will be available on an annual class with the grant speciation window cepting September 17, 2018 and closing November 1, 2018. Grants will require a minimum 10s match with a project request range of \$2,000 to \$25,000. Eligible applicants may apply for projects that contribute to the development and improvement of Willamette Valley communities by means of enhancement, expansion and promotion information can be found here (www. Proportivincountry.org.commission). The mission of the Willamette Valley was premiser Valley and order search or was a fire regional. Will yet as premiser valley and order search or was a fire regional. Will yet as yet and destination development will will be the proportion of the Willamete Valley was a premiser Valley as a premiser Valley and premiser Valley and premiser Valley and order region. The mission of the Willamete Valley valley as a premiser Valley and premiser Valley and order segments will be premisered will be presented to the Willamete Valley valley as a premiser Valley and premiser Valley valley was premise

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 wit 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:

o 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.