



## **Staff report**

### **Development & Industry Relations**

#### **Industry Newsletter:**

- Sent February 15, 2018
- 180 Recipients
- 52% open rate, 20 clicks
- Oregonwinecountry.org/grants received most clicks

#### **Go West:**

- Travel Oregon Leads received, combined with WVVA Leads
- Sent 81 leads to WVVA Travel Trade team

#### **Grants:**

- Applications have started to roll in. Please make it a priority to meet with applicants to review their projects as application deadline is March 5 at 5pm.
- Grant review board secured, rep from each region to serve
- Grant Review Board meeting, March 12, 2018
  - Members- Samara, Meg, Melissa, Rebecca, Brandi, Kara

#### **RARE 2018:**

- Travel Oregon can only support 1 tourism development focused RARE per region this cycle
  1. Application for WVVA RARE positions must be submitted by April
  2. Preference will be given to rural tourism studio communities
- This leaves 3 more RARE positions open in budget to fund. WVVA is the only region to support RARE in other aspects. Monroe and Canby are Main Street placements.
- For 2018 WVVA can:
  1. Use budget to support 3 Main Street placements in our area plus the 1 Tourism focused RARE
  2. We can support the Tourism Rare, 2 main street placements and continue to support Polk County who is transitioning the RARE position into a full-time position in Independence.

**REMINDER:** Travel Oregon has started the wildfire impact study survey. If you have an industry newsletter please distribute to your stakeholders. I will send an e-blast out to the WVVA industry news list once I return.

#### **Travel/Show schedule:**

- Canada East, West and Vancouver show
  - Out 2/26/18-3/5/18
- Road Rally Speed Dating- Overnight in Ashland 3/21/18



- Road Rally in Salem 3/22/18
- Active America China- Atlanta, GA
  - 3/24/18-3/28/18