

**Oregon Destination Marketing Organization Association  
2016-2017 Objectives and Goals**

<p><b>Objective One</b> Education, Best Practices and Tools</p> <ol style="list-style-type: none"> <li>Focusing on the following areas:             <ol style="list-style-type: none"> <li>Destination marketing, sales and promotions, social networking, visitor services, visitor and welcome centers, and hospitality customer service training for local communities.</li> </ol> </li> <li>Providing networking and peer advising opportunities and tools.</li> </ol>	<p><b>Objective Two</b> Professional Development &amp; Organizational Performance</p> <ol style="list-style-type: none"> <li>Promoting programs to assist members in the following areas             <ol style="list-style-type: none"> <li>DMAI Standards for management and measurement.</li> <li>Maintaining high standards of professional conduct and performance such as organizational management, budgeting/financial management, estimated economic impact formulas, by-laws, human resources, grant administration, customer service training/incentives, funding strategies, and intern programs.</li> </ol> </li> <li>Providing information, industry standards, and measurements for DMOs (e.g. DMAI, Travel Oregon).</li> </ol>	<p><b>Objective Three</b> Industry Awareness, Advocacy &amp; Tactics</p> <ol style="list-style-type: none"> <li>Providing education and tools for public policy advocacy and communications with elected officials and policy makers, general public and industry and stakeholders groups such as:             <ol style="list-style-type: none"> <li>Oregon Tourism Commission, Travel Oregon, Regional Destination Marketing Organizations, Tourism &amp; Hospitality Consortium, Oregon Travel Experience, Oregon Tourism/Transportation Task Force, Oregon Wine Advisory Board, Scenic Byways, Scenic Bikeways, and other niche groups</li> </ol> </li> <li>Providing advocacy and communications, including the following strategies and tactics:             <ol style="list-style-type: none"> <li>Estimated Economic Impact, media, sharing your successes, key performance measurements, best practices and incorporating sustainability, environmental and land uses expertise of the DMOs in ODMOs advocacy efforts.</li> </ol> </li> <li>Positioning DMOs as an essential local resource to our stakeholders.</li> <li>Advocating for the appropriate usage of Transit Occupancy Tax as authorized under state and local laws.</li> </ol>
<p><b>Members Benefits</b></p> <ul style="list-style-type: none"> <li>Winter Conference</li> <li>Scholarship Program</li> </ul> <p><b>2015-16 Accomplishments</b></p> <ul style="list-style-type: none"> <li>Set record attendance and sponsorships at Winter Conference</li> <li>Conference generated record net revenues</li> <li>Developed new website and online forum.</li> </ul>	<p><b>Members Benefits</b></p> <ul style="list-style-type: none"> <li>Networking</li> <li>Professional/Organization Development</li> </ul> <p><b>2015-16 Accomplishments</b></p> <ul style="list-style-type: none"> <li>Updated DMOTRT datasheet for all members</li> </ul>	<p><b>Members Benefits</b></p> <ul style="list-style-type: none"> <li>Advocacy/Lobbying</li> </ul> <p><b>2015-16 Accomplishments</b></p> <ul style="list-style-type: none"> <li>Identified advocacy issues relevant to membership</li> <li>Advocated for DMOs with regard to HB 4146 and participated in HB 4146 Work Group</li> <li>Worked with TO and other stakeholders on HB 4146 implementation and new RCMP Guidelines</li> <li>Helped increase understanding of OTC/OTA TRT reporting for municipalities. (<i>Airbnb, vacation rental info</i>)</li> </ul>
<p><b>2016-17 Action Items</b></p> <ul style="list-style-type: none"> <li>Encourage use and engagement of new website and online forums. (<i>Board members to make twice-monthly posts on website forums</i>)</li> <li>Develop online communication strategy (RFP for contractor to execute)</li> <li>Deliver revenue-generating winter conference</li> </ul>	<p><b>2016-17 Actions Items</b></p> <ul style="list-style-type: none"> <li>New Research: ongoing (<i>what are interests for DMOs</i>)             <ul style="list-style-type: none"> <li>Outreach through survey to membership</li> </ul> </li> <li>Develop ongoing leadership within ODMO (<i>tactics include offering conference scholarships, identifying and cultivating potential board members, including folks that have specific niches, possible sub-committees, mentoring</i>)</li> </ul>	<p><b>2016-17 Actions Items</b></p> <ul style="list-style-type: none"> <li>Continue advocacy with legislation committee</li> <li>Actively engage with state funding issues and other tourism developments (<i>HB 4146 Work Group, Travel Oregon execution of 1.8%, execution of RCTP RCMP guidelines and structure, vacation rental collections/reporting</i>)</li> <li>Help gain understanding of cannabis' role in tourism</li> </ul>