



ODMO MEETING – DECEMBER 2015

What was the first US State to begin requiring “license plates” on automobiles?

(hint – it was in 1901 and it wasn't Oregon)

NEW YORK

1901



What was the first state to have official, state-created, systematic, numbered automobile license plates?

(hint – it was in 1903, and still not Oregon...)

(hint2 – today, its plates feature the state slogan ‘Spirit of America’)

Massachusetts

1903



Oregon's license plates over the years

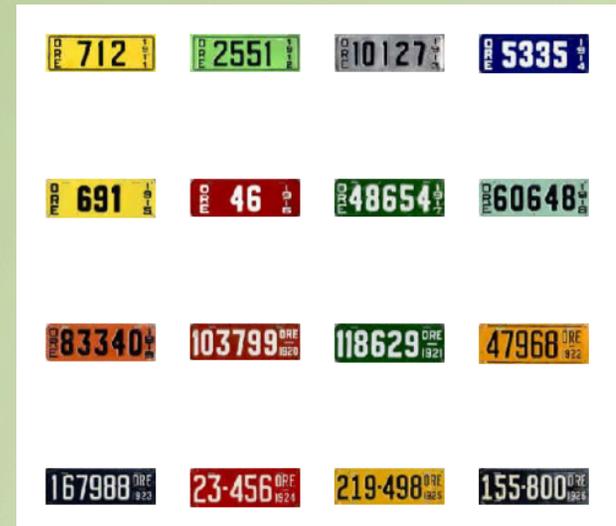


What year did Oregon begin registering cars?
(hint: it was just after - Mr. W. E. Richards of Albany built a steam engine car.)

This was the first automobile built in Oregon
and ran 12 miles per hour.)

1905

- Most people painted their license # right on their cars at first.
- 1908 manufactured plates, 1911 first state license plates were manufactured in Portland, at the Irwin-Hodson Company, where some are still manufactured today.
- Due to metal shortages during the WWII, 1943-46 only windshield stickers were offered.
- Oregon put slots in their plates to accept metal year tabs from 1951 to 1955.



There are a wide range of “specialty plates” now available in Oregon and other states.

- BUT... Oregon’s only ever had ONE official “slogan” plate.
- It was introduced in 1959 (Oregon’s Centennial) and continued to 1964.
- Do you know what it is?
- (hint: it includes the name of a body of water)

- In late 1960, Oregon introduced the "Pacific Wonderland" plate, which turned out to be it's only stamped "slogan" plate ever made.
- In recognition of Oregon’s 150th birthday, the 2009 Oregon Legislative Assembly directed the Department of Transportation to recreate a limited edition of Oregon’s historic Pacific Wonderland registration plate. The original plates were issued during the centennial year of 1959 and continued to 1964.

The new Pacific Wonderland registration plate is a limited edition plate with only 80,000 sets of plates being manufactured.



Oregon's License Plates

Available License Plates

<p>Tree</p> 	<p>Plate Fees: \$24 per set. Available For: Passenger Vehicles, Light Trailers.</p>	<p>Wine Country</p> 	<p>Plate Fees: \$54 per set (\$30 surcharge + \$24 plate fee). The \$30 surcharge is due at issuance and at every renewal. It is the same for both two-year and four-year (new vehicle) registration periods. Surcharge Supports: Oregon Tourism Commission. Available For: Passenger Vehicles.</p>
<p>Pacific Wonderland</p> 	<p>Plate Fees: \$124 per set (\$100 surcharge + \$24 plate fee). A \$100 surcharge is a one-time surcharge. It is the same for both two-year and four-year (new vehicle) registration periods. Surcharge Supports: Oregon State Capitol Foundation and the Oregon Historical Society. Available For: Regular Passenger Vehicles only, no custom plate option. Limited edition so only 80,000 sets available.</p>	<p>Amateur (Ham) Radio Operator</p> 	<p>General Information: Amateur Radio Operator plates can be issued in Salmon, Crater Lake, Cultural Plate and Wine Country designs in addition to the yellow background plate shown to the left. The digits reflect the call letters issued to the amateur radio operator. Who Qualifies: The plates are only issued to Oregon residents who hold valid, unrevoked and unexpired amateur radio station licenses issued by the Federal Communications Commission. An Application for Amateur Radio Call Letter Registration Plates (Form 735-231) must be completed and submitted to certify that you have a valid amateur radio license.</p>
<p>Salmon</p> 	<p>Plate Fees: \$54 per set (\$30 surcharge + \$24 plate fee). A \$30 surcharge is due at issuance for a standard two-year registration period and at every renewal. The surcharge is \$60 when a four-year registration period is required (new vehicles). Surcharge Supports: Oregon Watershed Enhancement Board and Oregon Parks and Recreation Department. Available For: Passenger Vehicles.</p>	<p>Antique Vehicle</p> 	<p>General Information: In 2012, a vehicle must have been manufactured in 1956 or earlier to qualify for this license plate. Vehicles must be maintained as a collector's item. Plate Fees: \$12 (one plate issued). Available For: Passenger Vehicles, Motor Homes, Buses, mopeds, Motorcycles, Trucks, Travel Trailers, Campers, Special Use Trailers, Heavy Trailers and Light Trailers.</p>
<p>Crater Lake</p> 	<p>Plate Fees: \$44 per set (\$20 surcharge + \$24 plate fee). The \$20 surcharge is a one-time surcharge. It is the same for both two-year and four-year (new vehicle) registration periods. Surcharge Supports: Crater Lake National Park. Available For: Passenger Vehicles.</p>	<p>Special Interest Vehicle</p> 	<p>General Information: This plate is issued to a vehicle that is maintained as a collector's item and is at least 25 years old at the time of application, a vehicle sanctioned as a vehicle of special interest by an established organization that provides for recognition, or is a street rod as defined by ORS 801.513. This plate is also issued to a vehicle that is a racing activity vehicle as defined in Oregon law. Vehicles may only be used for exhibitions.</p>
<p>Cultural Trust</p> 	<p>Plate Fees: \$54 per set (\$30 surcharge + \$24 plate fee). The \$30 surcharge is due at issuance and at every renewal. It is the same for both two-year and four-year (new vehicle) registration periods. Surcharge Supports: Oregon Cultural Trust. Available For: Passenger Vehicles.</p>		

Who thought up the idea for a wine country license plate to promote tourism?

- A. The Oregon Winegrowers Association
- B. A Destination Marketing Organization (DMO)
- C. A couple of Oregon legislative members
- D. A small group of winegrowers



"Wine Country" was the brainchild of Travel Salem CEO Angie Morris, who partnered with other tourism officials to lobby for the project at the state capital.

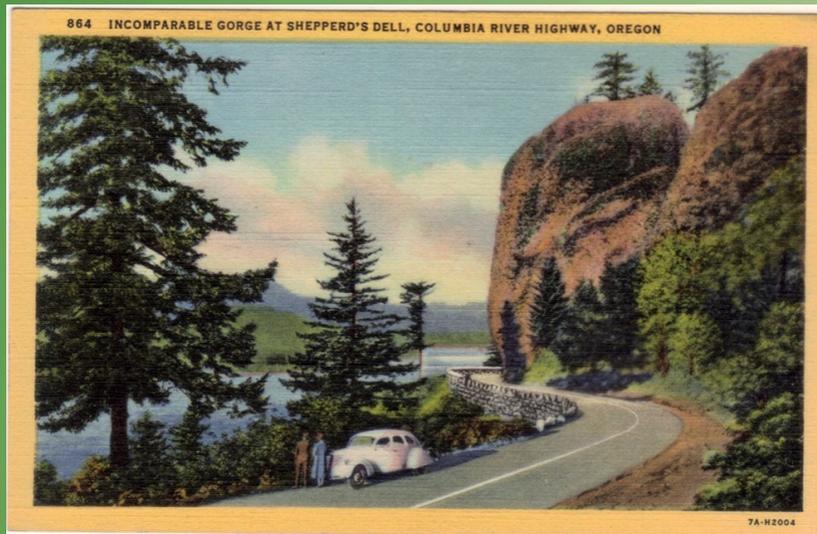
"The project was born out of need to find a creative way to generate a sustainable revenue stream and spread awareness of this asset that we have," Morris says.

"It was a win-win for everybody."

The plates were originally proposed/earmarked to support wine industry research and marketing.

A. TRUE

B. FALSE



- The legislation which proposed the plates called for creation of a sustainable revenue source for tourism promotion.
- It originally established a new non-profit association – later revisions placed the program under Travel Oregon’s jurisdiction.

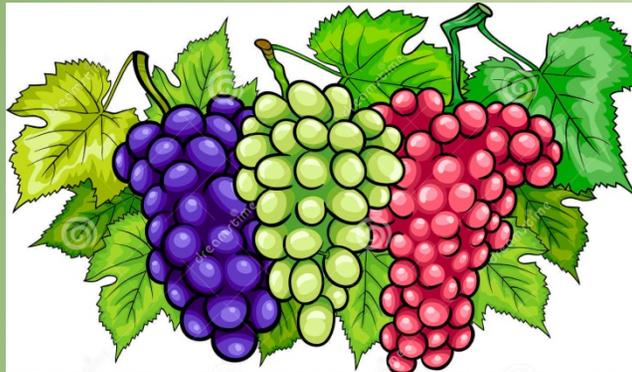
SUSTAINABLE REVENUE SOURCE FOR TOURISM PROMOTION

The wine country plates bill that the legislature passed states that the money must be used for promoting the wine and culinary industries.

A. TRUE

B. FALSE

Requires one-half of the funds to be distributed as matching grants to tourism promotion agencies to promote wine and culinary tourism. Requires grants to show a one-to-one match from sources other than the Oregon Business Development Department or Commission programs. Requires one-half of the funds to be distributed to tourism promotion agencies in amounts proportional to the amount of acreage in each region used for wine and grape production.



How does the sale of the plates & subsequent grants/distributions work?

WCLP PROCESS REVIEW

- WCLP plates get sold. The DMV collects the \$, it goes through the State, then to Travel Oregon.
- The money goes into two buckets once Travel Oregon gets it.

Bucket one	Bucket two
DIRECT DISBURSEMENTS	MATCHING GRANTS
Go back to the Travel Oregon-defined wine-growing regions, and to the organization selected by Travel Oregon to receive the disbursements.	Go into a new sub-section of Travel Oregon's existing matching grants program.
Southern Oregon is region 4 in this new nomenclature; and TSO is the organization to receive the disbursement.	The guidelines were recently announced in Travel Oregon newsletter + Oregon Grapevine Newsletter (produced by the OWB).
These disbursements are done on a pro-rata share, based on grape acreage in the region.	Will be done every-other-year.
Disbursement \$ may be used for ANY TOURISM PROMOTION PROJECT. Funds available beginning July 1, 2015. Disbursement pending plan and contract.	Grant \$ must be used for WINE AND CULINARY RELATED PROJECTS.

“Bucket One”

(Disbursements may be used for any tourism promotion project)

A. TRUE

B. FALSE

“Bucket Two”

(Matching grants must be used to support wine/culinary tourism)

A. TRUE

B. FALSE

How long did it take between the introduction of the legislation and the passage/sign into law?

A. Two and one half years.

B. Four months.

C. One year, two months.

D. Nine months.



Neither California nor Washington (states) have a wine themed license plate.

A. TRUE

B. FALSE



The image on the wine country plate is from a pastel painting by Rickreall artist Judy Phipps. The vineyard depicted on the plate is mostly modeled on:

- A. Erath Winery
- B. No particular winery
- C. Knudsen Vineyards
- D. Bella Vida Winery



"I was thrilled; I was completely thrilled," Page Knudsen Cowles recalls of the moment when she heard that "Wine Country" looked a lot like her vineyard. "I just felt pleased for my father and our family."

Knudsen's father, C. Calvert "Cal" Knudsen, was among the Willamette Valley's pinot pioneers. His initial 30-acre planting was the largest in the valley in 1972. By 1975, Knudsen Vineyard was, at 60 acres, the biggest in the state.

Knudsen teamed up with Dick Erath that year to establish the first commercial winery in the Dundee Hills, Knudsen-Erath. Later, Erath went into business on his own and the Knudsen family entered into a long-term grape contract with [Argyle](#) winery.

**How much does the wine country plate cost?
(what is the cost of the “surcharge”)**

A. \$15

B. \$20

C. \$30

D. \$45

 <p>The image shows an Oregon license plate with a scenic vineyard background. At the top, it says "Wine Country". Below that, "Oregon" is written in a stylized font. The main body of the plate features the letters "W" and "C" stacked vertically on the left, followed by five zeros "00000". At the bottom, it says "WINE COUNTRY".</p>	<p>Plate Fees: \$54 per set (\$30 surcharge + \$24 plate fee). The \$30 surcharge is due at issuance and at every renewal. It is the same for both two-year and four-year (new vehicle) registration periods.</p> <p>Surcharge Supports: Oregon Tourism Commission.</p> <p>Available For: Passenger Vehicles.</p>
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- Proceeds from sales of the basic \$24 tree-and-mountains design go to the State Highway Fund. Special-interest plates, established by legislation, are sold for an add-on fee, ranging from \$20 to \$100, that benefits organizations such as the Oregon Historical Society or the Oregon Parks and Recreation Department.
- (In case you are wondering about the 24 other group plates out there that extol military experience, community service causes, or universities, they aren't launched by legislation. Nonprofit groups that pay a \$10,000 fee to the DMV can issue a plate with a decal featuring just about any charitable cause. However, if they don't sell well, these are retired.)

How many “wine regions” did the state create for this program?

Bonus: who created them?

A. Four

B. Seven

C. Two

D. Twelve

Travel Oregon (Oregon Tourism Commission) is the organization that created the regions.

The four regions are:

Region 1 – Mid

Region 2 – Willamette

Region 3 – South

Region 4 - East

Who are the THREE organizations named to receive the license plate disbursements?

Bonus: who named them?

- A. Region 1 and 2 – Willamette Valley Visitors Association
- B. Region 3 – Travel Southern Oregon
- C. Region 4 – Eastern Oregon Visitors Association

Travel Oregon (Oregon Tourism Commission) named these organizations.

Role of the Oregon Wine Board in the license plates program

- A. Sign-off on state guidelines for the plates
- B. Read and review matching grant requests and disbursement plans
- C. Conduct research to help define acreage (for pro-rata equation)
- D. All of the above
- E. None of the above

WCLP matching grant projects must be directly related to the promotion of wine and culinary tourism to a consumer market.

A. TRUE

B. FALSE



WCLP direct disbursement monies can be used for any tourism promotion program.

A. TRUE

B. FALSE



To be eligible to apply for a WCLP grant, the applying organizations must:

- A. Be a tourism promotion (destination focused) year-round.
- B. Manage tourism-related economic development programs.
- C. Be a regional or statewide entity that relies on tourism-related businesses for more than 50% of its total income.
- D. Any of the above.
- E. None of the above.

Regional Plans

Angie Morris

- A. Share regional plans
- B. Facilitate discussion and brainstorm ideas on how DMOs can be / are involved
- C. More about wine industry developments