

# ODMO Budget and Organizational Survey

## Winter, 2017

DMO/Agency Name	Type of DMO	DMO Website URL	Key Contact Name	Key Contact Title	Email Address (general contact email)	CEO & Key Contacts and Title(s) - list appropriate contacts for your org.	DMO Mailing Address
City of Seaside Visitors Bureau	City/County Gov	<a href="http://SeasideOR.com">SeasideOR.com</a>	Jon Rahl	Director of Tourism Marketing / Assistant GM	jrahl@cityofseaside.us	Russ Vandenberg, GM, Seaside Convention Center and SVB Ken Heman, Info Specialist, Seaside Visitors Bureau	989 Broadway, Seaside, OR 97138
Redmond Chamber of Commerce and CVB	Chamber Division	<a href="http://Visitredmondoregon.com">Visitredmondoregon.com</a>	Eric Sande	Executive Director	eric@visitredmondoregon.com	Eric Sande	446 SW 7th Street, Redmond, OR 97756
Cannon Beach Chamber and Visitors Center	Chamber Division	<a href="http://cannonbeach.org">cannonbeach.org</a>	Jim Paino	Interim Executive Director	Chamber@cannonbeach.org	Jim Paino- Interim Executive Director Kevan Ridgway- Marketing Chair, Board of Directors Greg Swedenborg- President Chris Olson- Destination Marketing Specialist	P.O. Box 64, Cannon Beach, OR 97110
Coos Bay-North Bend Visitor & Convention Bureau	City/County Gov	<a href="http://oregonsadventurecoast.com">oregonsadventurecoast.com</a>	Janice Langlins	Executive Director	director@oregonsadventurecoast.com	Janice Langlins, Executive Director, plus Board of Directors	50 Central Avenue, Coos Bay, OR 97420
Hood River County Chamber of Commerce	Chamber Division	<a href="http://hoodriver.org">hoodriver.org</a>	Mike Glover	CEO	info@hoodriver.org	Mike Glover	720 E Port Marina Drive; Hood River, OR 97031
Travel Medford	Chamber Division	<a href="http://travelmedford.org">travelmedford.org</a>	Eli Matthews	Senior Vice President	Elim@travelmedford.org	Brad Hicks	101 E 8Th St. Medford OR 97501
Visit Tillamook Coast	Economic Development Council	<a href="http://tillamookcoast.com">tillamookcoast.com</a>	Nan Devlin	Tourism Director	info@tillamookcoast.com	Nan Devlin, Director; Meghan Burdick, Marketing Programs Coordinator; Amy Blackburn, Accountant and Grants Adminstrator	4301 Third Street Tillamook OR 97141
Visit Bend	Indepent 501(c)	<a href="http://visitbend.com">visitbend.com</a>	Valerie Warren	VP, Operations & Policy	valerie@visitbend.com	Kevney Dugan, President & CEO	750 NW Lava Road, Suite 160, Bend, OR 97703
Visit Corvallis	Indepent 501(c)	<a href="http://visitcorvallis.com">visitcorvallis.com</a>	Mary Pat Parker	Executive Director	info@visitcorvallis.com	Mary Pat Parker	420 NW 2nd Street
Central Oregon Visitors Association	Indepent 501(c)	<a href="http://VisitCentralOregon.com">VisitCentralOregon.com</a>	Alana Hughson	CEO	info@visitcentraloregon.com	Alana Hughson, CEO Mike Patron, EVP Joey Hamilton, VP Mackenzie Ballard, Marketing Manager Kristine McConnell, Industry Relations Manager Ted Taylor, Content Manager Kristi Richter, Visitor Info Center	PO Box 4489 Sunriver, OR 97707
Astoria-Warrenton Chamber of Commerce / LCTC	Chamber Division	<a href="http://travellastoria.com">travellastoria.com</a>	Regina Willkie	AWACC Marketing Manager	regina@oldoregon.com	Skip Hauke, Executive Director; Regina Willkie, Marketing Manager	PO Box 176, Astoria, OR 97103
Lincoln City Visitor & Convention Bureau	City/County Gov	<a href="http://oregoncoast.org">oregoncoast.org</a>	Scott Humpert	Marketing Manager	visitors@lincolncity.org	Ed Dreistadt, Director - dreistadt@lincolncity.org	801 SW Hwy 101, Suite 401
Oregon Coast Visitors Association	Indepent 501(c)	<a href="http://visittheoregoncoast.com">visittheoregoncoast.com</a>	Marcus Hinz	Executive Director	Director@ThePeoplesCoast.com	Marcus Hinz	PO Box 940 Tillamook Oregon 97141
Eastern Oregon Visitors Association	RDMO 501c6	<a href="http://visiteasternoregon.com">visiteasternoregon.com</a>	Alice Trindle	Exc. Director	eova@eoni.com	Chelsea Harrison, President	15477 Sky Ranch Lane, Haines, OR 97833
Discover Klamath Visitor and Convention Bureau	Indepent 501(c)	<a href="http://MeetMeInKlamath.com">MeetMeInKlamath.com</a>	Jim Chadderdon	Executive Director	Info@MeetMeInKlamath.com	Jim Chadderdon, Executive Director George Rogers, Board Chair (2017)	205 Riverside Drive, Klamath Falls, Oregon 97601
Travel Lane County	Indepent 501(c)	<a href="http://EugeneCascadesCoast.org">EugeneCascadesCoast.org</a>	Kari Westlund	President & CEO	Kari@TravelLaneCounty.org	Natalie Inouye, VP of Tourism Marketing; Janis Ross, VP of Convention & Sports Marketing and Executive Director of Eugene, Cascades & Coast Sports Commission; Sally McAleer, VP of Integrated Marketing; Andy Vobora, VP of Stakeholder Relations; Aubree Nash, Director of Administration & Operations	PO Box 10286, Eugene, OR, 97440
Albany Visitors Association	Indepent 501(c)	<a href="http://albanyvisitors.com">albanyvisitors.com</a>	Jimmie Lucht	Executive Director	jlucht@albanyvisitors.com	Rebecca Bond, Historic Resources Coordinator	110 3rd Ave SE, Albany, OR 97321
Travel Southern Oregon	Indepent 501(c)	<a href="http://southernoregon.org">southernoregon.org</a>	Brad Niva	Executive Director	brad@southernoregon.org	Brad Niva Executive Director	Info@southernoregon.org
Travel Salem	Indepent 501(c)	<a href="http://TravelSalem.com">TravelSalem.com</a>	Angie Onyewuchi	President & CEO	aonyewuchi@travelsalem.com	Angie Onyewuchi, President & CEO	388 State Street, Suite 100, Salem, OR 97301
Bandon Chamber of Commerce	Chamber Division	<a href="http://bandon.com">bandon.com</a>	Julie Miller	Executive Director	julie@bandon.com	Same	PO Box 1515, Bandon Oregon 97411

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Area Abbreviation	Phone Number	Cell Phone Number of Mair	Total FY 2018 Budget	Total FY18 TRT Revenue to DMO	Local TRT/TLT Rate (as of July 1, 2017)	Total TRT/TLT Collections (through June 30, 2017)	Jurisdiction	% of TRT/TLT collections to DMO	What % of your DMO's revenue is non TRT/TLT?
Seaside	(503) 738-3097	(801) 694-3336	\$818,000	\$818,000	10.0%	\$3,823,000	City	16.1%	0.0%
Redmond	(541) 923-5191		\$485,000	\$220,000	9.0%	\$260,000	City	.33% of 7.5%	10.0%
Cannon Beach	(503) 436-2623	(503) 739-0809	\$815,050	\$339,205	9.8%	\$3,844,223	City	8.8%	58.4%
Coos Bay/North Bend	(541) 269-0215	(541) 297-2432	\$289,168	\$289,168	7.0%	\$314,297	City	28.0%	0.0%
Hood River	(541) 386-2000	(541) 610-6848	\$820,000	\$425,000	9.0%	\$268,629	Multiple	25.0%	0.0%
Medford	(541) 608-8516	(541) 261-6912	\$992,223	\$992,223	9.0%	\$968,000	City	25.0%	0.0%
Tillamook Coast	(503) 842-2672	(971) 235-9785	\$925,000	\$925,000	10.0%	\$2,963,950	County	31.5%	5.0%
Bend	(541) 382-8048	(541) 977-3557	\$3,100,189	\$2,851,824	10.4%	\$8,920,998	City	31.6%	8.0%
Corvallis	(541) 757-1544	(541) 890-1011	\$572,306	\$541,260	9.0%	\$2,123,491	City	30.0%	5.0%
COVA	(800) 800-8334	(541) 480-3339	\$2,500,000	\$1,800,000	8.0%	\$6,400,000	County	30.0%	35.0%
Astoria/Warrenton	(503) 325-6311		\$225,000	\$225,000	9.0%	\$1,666,629	City	11.0%	0.0%
Lincoln City	(541) 996-1274	(541) 913-7601	\$2,200,000	2,084,000	9.5%	\$2,950,000	City	29.0%	4.0%
OCVA	(541) 264-0543	(541) 264-0543	\$1,173,395	\$1,011,845	1.8%	\$1,011,845	Multiple	20.0%	16.0%
EOVA	(541) 856-3356	(541) 519-7234	\$402,700	\$300,000	8.0%	\$14,000,000	Multiple	100.0%	25.0%
Klamath	(541) 882-1501	(503) 704-4764	\$550,000	\$500,000	8.0%	\$1,000,000	County	20.1%	12.5%
Eugene, Cascades, Coast	(541) 484-5307	(541) 915-3139	\$2,934,497	\$2,563,437	9.5%	\$11,603,857	County	2.1%	18.0%
Albany	(541) 928-0911	(541) 979-3975	\$419,905	\$392,945	9.0%	\$1,083,050	City	36.3%	6.0%
Southern OR	(541) 708-1994	(541) 287-3047	\$400,000	\$400,000	1.8%	\$0	Multiple	1.8%	0.0%
Salem	(503) 581-4325	(971) 901-2325	\$1,270,140	\$1,023,080	9.0%	\$3,930,716	City	25.0%	20.0%
Bandon	(541) 347-9616	(541) 297-2821	\$205,282	\$108,492	7.0%	\$240,000	City	20.7%	50%

<b>Average FY Budget</b>	<b>Average FY TRT Rev</b>	<b>Average TRT Rate (less RDMO)</b>	<b>Average Jurisdiction Collections</b>	<b>Split</b>	<b>Average TRT to DMO (less line 3)</b>	<b>Average non-TRT Revenue (if not 0%)</b>
\$1,054,893	\$890,524	8.9%	\$3,686,713	City = 12 County = 4 Mult = 4	25.9%	19.5%
<b>Avg. Excluding \$1M Budgets</b>	<b>Avg. Excluding \$1M Budget</b>					<b># of DMOs with non TRT Revenue</b>
\$565,688	\$462,592					14 of 21 surveyed

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Area Abbreviation	If you stated a percentage in the previous question, please list those sources of non TRT/TLT revenue below.	Special Notes about TRT/TLT Collections	FTE (how many full-time employees do you have?)	% of budget to salaries and benefits
Seaside			3	28.0%
Redmond	Chamber		5	65.0%
Cannon Beach	Membership dues Event Income Contract income-Visitor Center Chamber Community Hall Rental		4	37.7%
Coos Bay/North Bend	interest, reimbursements	TLT collections coming from Coos Bay, North Bend, and the Coquille Tribe, there is some carryover from previous years	1	23.0%
Hood River		County is using TRT for the next 4 years to fund infrastructure repairs	4	37.0%
Medford		We get 25% of the 9% TLT	4.5	37.2%
Tillamook Coast	Advertising, tourism marketing management, guidebook sales	Tillamook County TLT operates under the state 70/30 rules of 2003. Cities within the county have their own TRT at 9%, which they retain. Unincorporated areas submit entire 10% of TLT to the county.	2.5	20.0%
Bend	Visitor Center Retail Sales; Advertising		6.5	20.2%
Corvallis	membership, co-op advertising, relocation packets		3	51.0%
COVA	Membership Dues and Marketing Co-op Programs	Collections listed are ONLY from unincorporated Deschutes County. No city TRT is included in the totals.	8	30.0%
Astoria/Warrenton		This survey reflects the % for Astoria only. The LCTC also receive TRT funds from Warrenton to make up the other \$45k in our budget.	5	0.0%
Lincoln City			7.5	28.0%
OCVA	Fee for services		5	22.0%
EOVA	Local DMOs; Utilities; Attractions; Gov agencies		1	20.0%
Klamath	(a) Grants (various), (b) Ad Sales, (c) Marketing Partnerships	Klamath County is one of just a handful of areas in the state with an agreement in place with AirBnB to collect and remit TRT taxes. This agreement took effect July 1, 2017.	3	35.0%
Eugene, Cascades, Coast	member dues, sponsorships, advertising (VG, web, planners), retail	different rates in different cities/county: 9.5 in Eug/Spr, 9 in CG & Florence, 8 other	24	51.0%
Albany	donations, merchandise sales, event pass sales		1	52.5%
Southern OR		We're an RDMO so funding comes from Travel Oregon 1.8% Lodging tax	2	25.0%
Salem	Membership, county lottery funds, events		13	62.0%
Bandon	Membership, events and programs		1	30.0%

**Average # Employees**  
5.2

**Average % to salaries**  
33.73%

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Area Abbreviation	Benefits Offered (check all that apply)	Benefits Offered (if NOT listed above, please list any additional details in paragraph form below)	Digital Advertising %	Print Advertising %	Broadcast Advertising %	Other Advertising %	Regular Volunteers at your
Seaside	Vacation/Sick, Holidays Off, Health, Vision, Dental, Other Retirement		30.0%	20.0%	20.0%	40.0%	0-5
Redmond	Vacation/Sick, General Paid Time Off (PTO), Holidays Off, Health, Vision, Dental, 401K		30.0%	40.0%	20.0%	10.0%	6-10
Cannon Beach	Vacation/Sick, General Paid Time Off (PTO), Holidays Off, Health, Dental, Life Insurance policy	Travel and Meal/Entertainment expenses, Cellphone plan, Continuing Education for Staff (minor), Attendance at limited Meetings and Conferences	10.0%	20.0%	0.0%	10.0%	0-5 for DMO, hundreds for e
Coos Bay/North Bend	Vacation/Sick, Holidays Off, Health		40.0%	50.0%	10.0%		We do not carry volunteers
Hood River	General Paid Time Off (PTO), Holidays Off, Health		10.0%	10.0%	10.0%	10.0%	We do not carry volunteers
Medford	Vacation/Sick, Holidays Off, Health, Dental, 401K						50
Tillamook Coast	Vacation/Sick, General Paid Time Off (PTO), Holidays Off, Health, Vision, Dental, 401K, PERS	Tourism staff is employed by Tillamook Bay Community College, so operate under college schedule, benefits and payscale. Office closed between Christmas and New Year's; in summer, office closed on Fridays.	30.0%	10.0%	30.0%	10.0%	We do not carry volunteers
Bend	Vacation/Sick, Holidays Off, Health, Vision, Dental, 401K		10.0%	10.0%	10.0%	10.0%	11-20
Corvallis	Vacation/Sick, Holidays Off, Health, Vision, Dental, 401K		50.0%	50.0%	10.0%		0-5
COVA	Vacation/Sick, General Paid Time Off (PTO), Holidays Off, Health, Vision, Dental, 401K		60.0%	10.0%	10.0%	20.0%	We do not carry volunteers
Astoria/Warrenton	none through the LCTC		50.0%	30.0%	10.0%	10.0%	6-10
Lincoln City	Vacation/Sick, General Paid Time Off (PTO), Holidays Off, Health, Vision, Dental, PERS						More than 20
OCVA	Vacation/Sick, General Paid Time Off (PTO), Holidays Off		30.0%	10.0%	10.0%	30.0%	More than 20
EOVA	Actually not 'Employees' but rather contractors		60.0%	60.0%	20.0%		We do not carry volunteers
Klamath	Vacation/Sick, General Paid Time Off (PTO), Holidays Off		30.0%	30.0%	20.0%	20.0%	11-20
Eugene, Cascades, Coast	Vacation/Sick, Holidays Off, Health, Vision, Dental, Other Retirement		40.0%	50.0%		10.0%	0-5
Albany	Vacation/Sick, Holidays Off		20.0%	50.0%	20.0%	10.0%	11-20
Southern OR	Vacation/Sick, Holidays Off, Health, Vision, Dental		80.0%	40.0%	20.0%	30.0%	We do not carry volunteers
Salem	General Paid Time Off (PTO), Holidays Off, Health, Vision, Dental, 401K, Fitness membership, birthdays off		90.0%	0.0%	0.0%	0.0%	We do not carry volunteers
Bandon	Vacation/Sick, Holidays Off		20.0%	30.0%	50.0%	0.0%	More than 20

<b>Avg. Digital (if not 0%)</b>	<b>Avg. Print (if not 0%)</b>	<b>Avg. Broadcast (if not 0%)</b>	<b>Avg. Other Ad. (if not 0%)</b>
38.33%	28.89%	15.88%	14.67%

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Area Abbreviation	How many members do yo Reporting/Oversight	How many members on your board/committe	If you are a DMO that has multiple departments (leisure, convention, sports, etc.), we'd like to gauge the percentage of dollars that goes to each	Budget towards leisure tourism and marketing	Budget towards conventions and meetings	
Seaside	0	Oversight Committee (municipal-based)	5	Tourism/Leisure/Group Tour	100%	0%
Redmond	750	Oversight Board	17	We don't have departments	30%	40%
Cannon Beach	294	Oversight Committee (municipal-based)	9	Tourism/Leisure/Group Tour, Conventions & Meetings	70%	30%
Coos Bay/North Bend	0	Oversight Board	5	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development	60%	20%
Hood River	425	Tourism advisory committee	9	Tourism/Leisure/Group Tour	100%	0%
Medford	1,500	Oversight Board	28	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development		
Tillamook Coast	0	Oversight Board	10	Tourism/Leisure/Group Tour, Grants	70%	0%
Bend	0	Oversight Committee (municipal-based)	8	Sports Marketing & Development		0%
Corvallis	60	Oversight Board	21	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development	50%	30%
COVA	500	Oversight Board	13	Tourism/Leisure/Group Tour, Conventions & Meetings	90%	10%
Astoria/Warrenton	640	Oversight Board	20	no departments	100%	0%
Lincoln City	0	Oversight Committee (municipal-based)	14	Tourism/Leisure/Group Tour		
OCVA	130	Oversight Board	9	Tourism/Leisure/Group Tour	10%	0%
EOVA	15	Oversight Board	4	Tourism/Leisure/Group Tour	70%	0%
Klamath	0	Oversight Board	15	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development, Packaged Travel / Travel Trade	60%	10%
Eugene, Cascades, Coast	630	Oversight Board	39	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development, Visitor Services, Integrated Marketing & Stakeholder Relations	30%	20%
Albany	0	Oversight Board	12	Tourism/Leisure/Group Tour	70%	30%
Southern OR	130	Oversight Board	20	Tourism/Leisure/Group Tour	40%	0%
Salem	417	Oversight Board	21	Tourism/Leisure/Group Tour, Conventions & Meetings, Sports Marketing & Development	50%	20%
Bandon	285	Oversight Committee (municipal-based)	15	Tourism/Leisure/Group Tour	80%	0%

**Avg. # of Members (if not 0)**

444

**Avg. Budget Towards Leisure/Tourism**

64%

**Avg. Budget Towards Conventions**

12%

**# of Membership DMOs**

13 of 21 surveyed

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Area Abbreviation	Budget towards sports marketing	Budget towards any and all other departments	Does your city/jurisdiction have a convention center?	Total SF of Convention Center	Comments/Questions
Seaside	0%	0%	Yes	22,000	
Redmond	20%	0%	Yes	200,000	We operate on a Calendar year, and the Chamber and CVB overlap in many places.
Cannon Beach	0%	0%	No		Breakdown of Marketing Expenses is based on total overall Organizational Budget, not based on percentage of DMO marketing budget.
Coos Bay/North Bend	20%	0%	No		
Hood River	0%	0%	No		
Medford			No		
Tillamook Coast	0%	10%	No		
Bend	10%		Yes	41,000	Convention Center is privately owned. I don't understand how the percentages are supposed to be entered in the 1 to 10 bubble section above.
Corvallis	30%	0%	No		
COVA	0%	0%	Yes		
Astoria/Warrenton	0%	0%	No		We are a Chamber that has a separate committee that acts as a DMO, so I did my best to accurately answer questions with the LCTC in mind. (some of this isn't easy to separate) Employees, member # is based on Chamber members, our LCTC only has committee members. But I didn't include any salary or benefit info since that is not supported through TRT.
Lincoln City			No		
OCVA	0%	0%	Yes		
EOVA	10%	0%	Yes		
Klamath	10%	20%	No		Can you email a copy of the full report ?
Eugene, Cascades, Coast	20%	30%	Yes	30,000	Also 70,000 of indoor contiguous flat floor space at fairgrounds
Albany	10%	0%	Yes	69,600	
Southern OR	0%	0%	No		
Salem	10%	0%	Yes	80,723	
Bandon	0%	20%	No		
<p style="text-align: center;"> <b>Avg. Towards Sports Mktg.</b>      <b>Avg. Other Departments</b>      <b>9 of 21 surveyed have center</b>      <b>Average SF of Center</b>              8%                                      5%                                      3 did not indicate SF                      73,887         </p>					