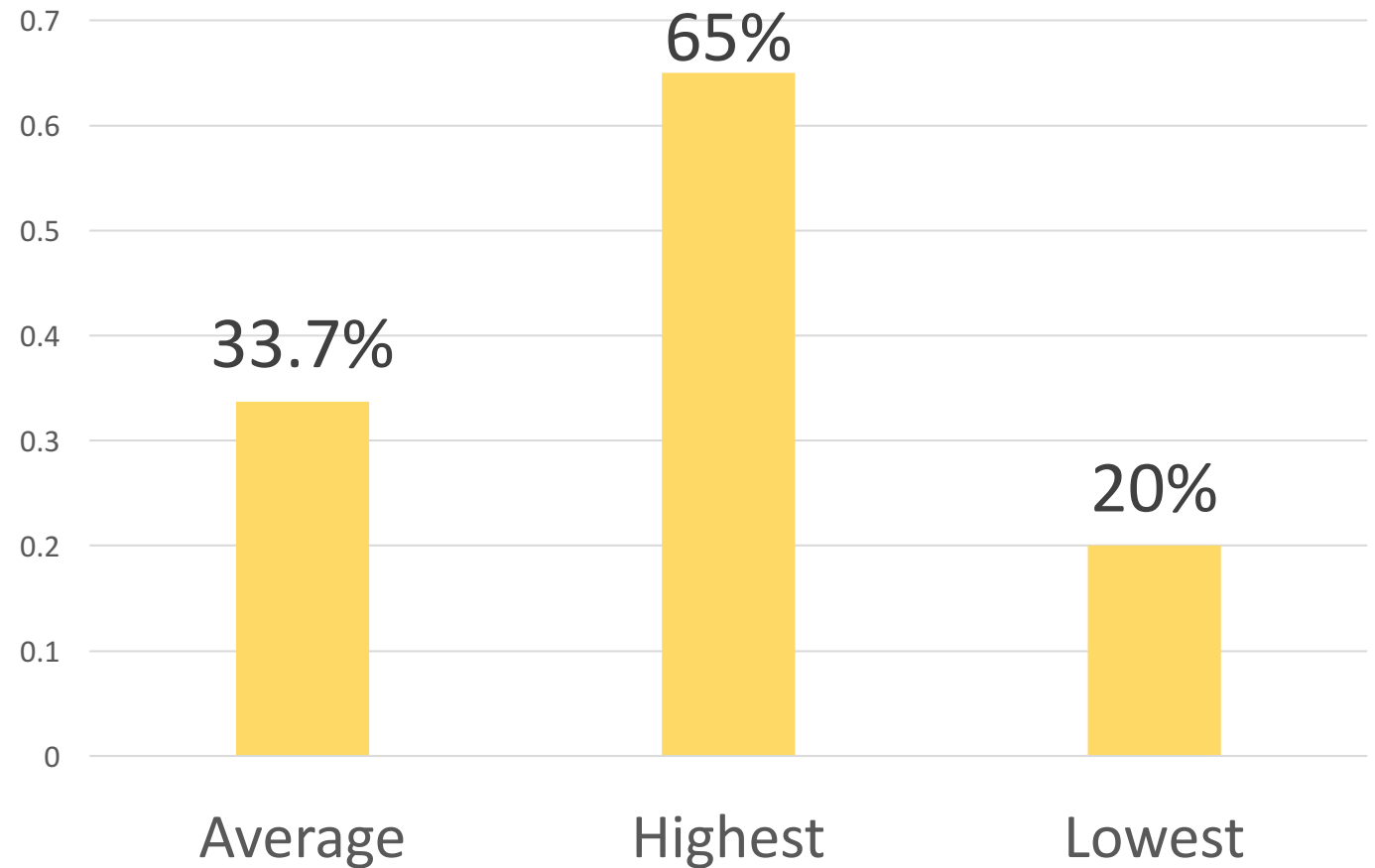
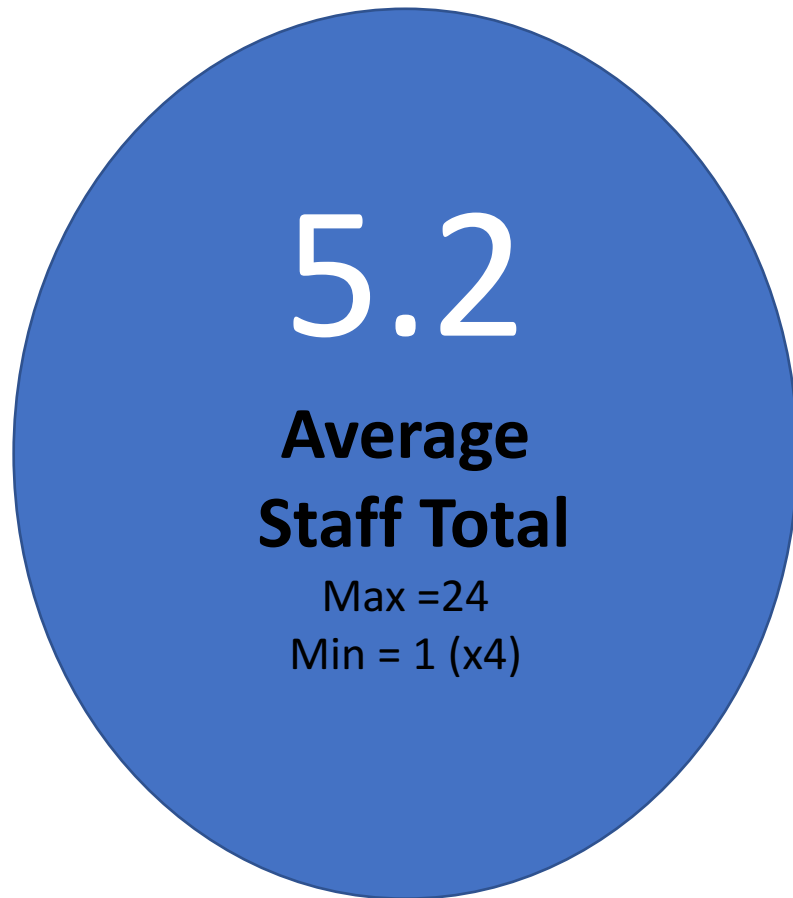


2017-18 ODMO Budget Survey Results

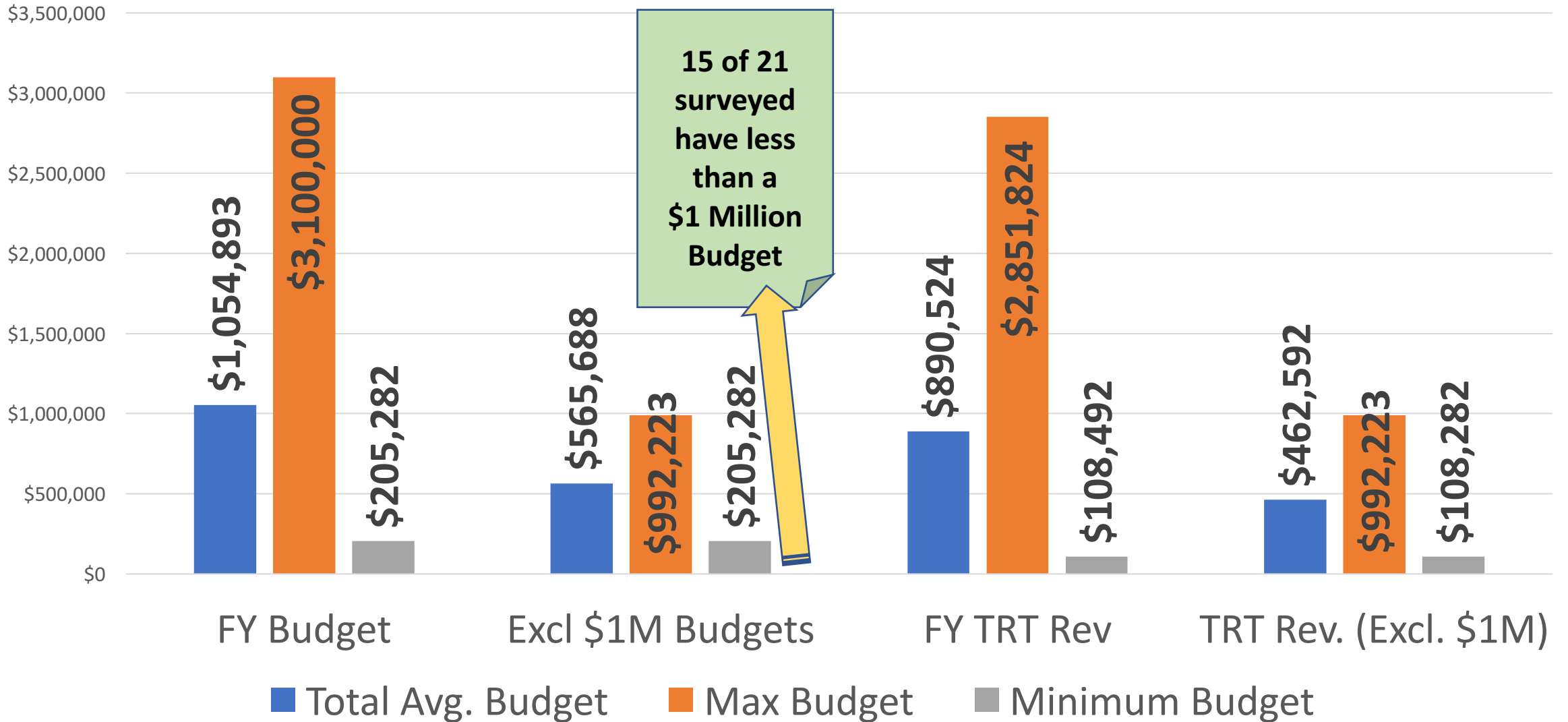
Presented December 6, 2017

Budget Allocation to Benefits and Salaries

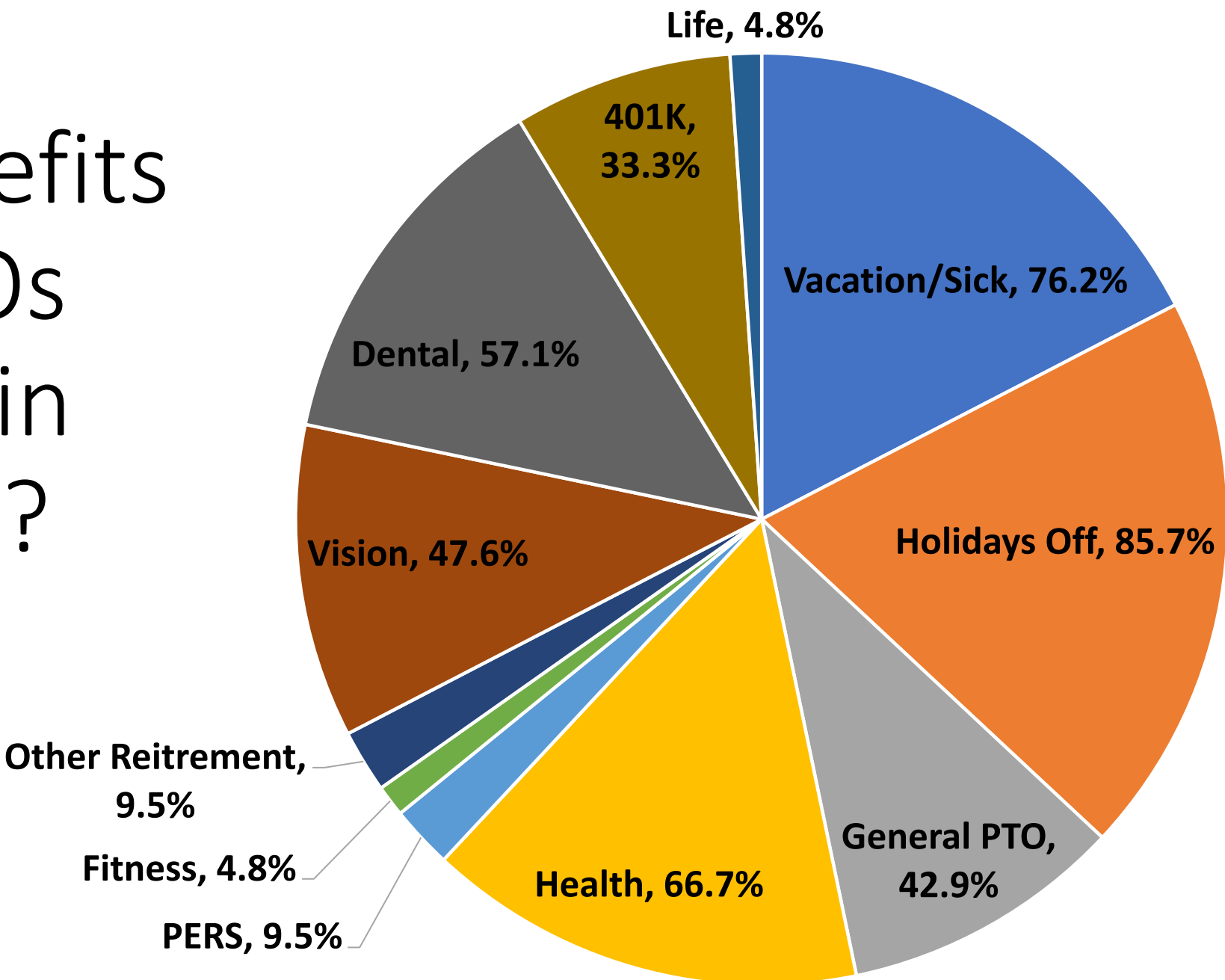
- *21 of 39 Oregon DMOs Responded (incl. 3 RDMOs)*



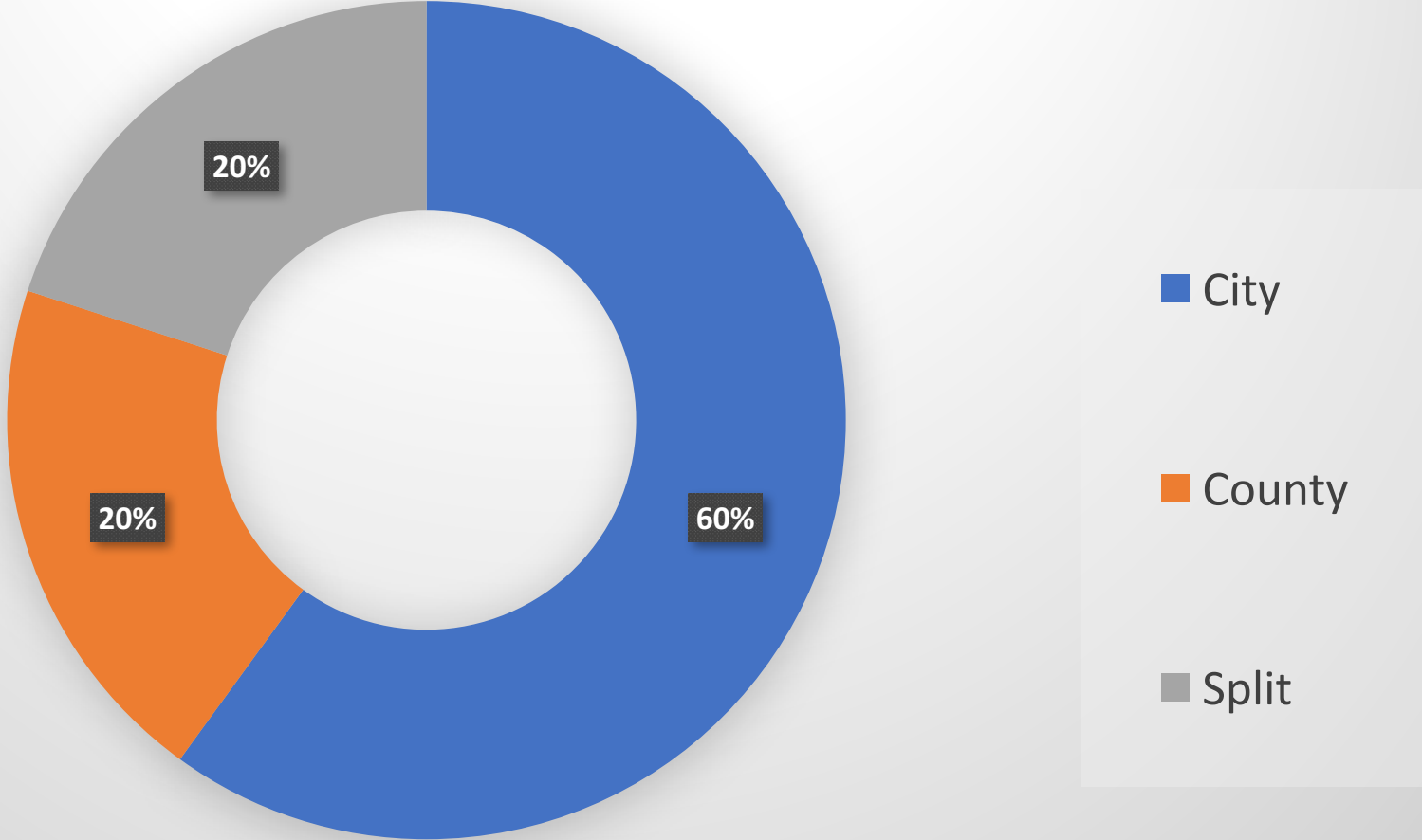
Average Oregon DMO Budgets



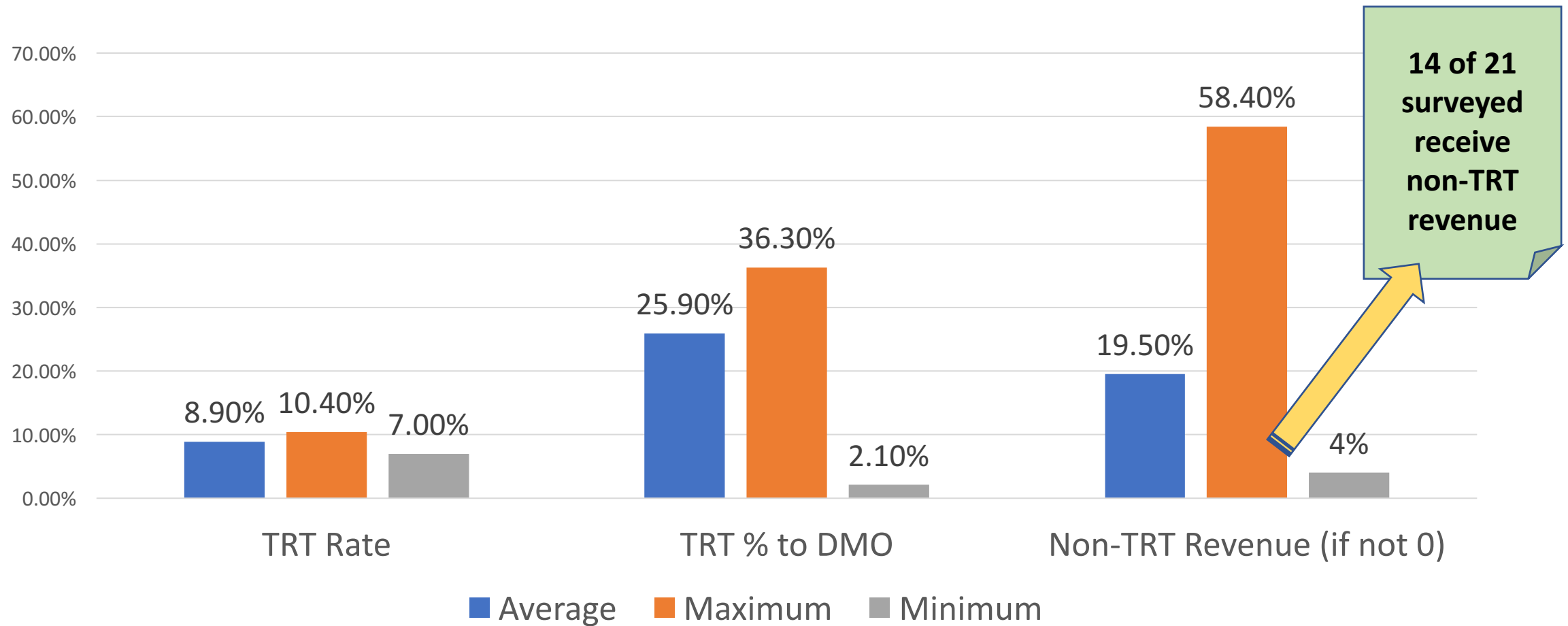
What benefits do DMOs receive in Oregon?



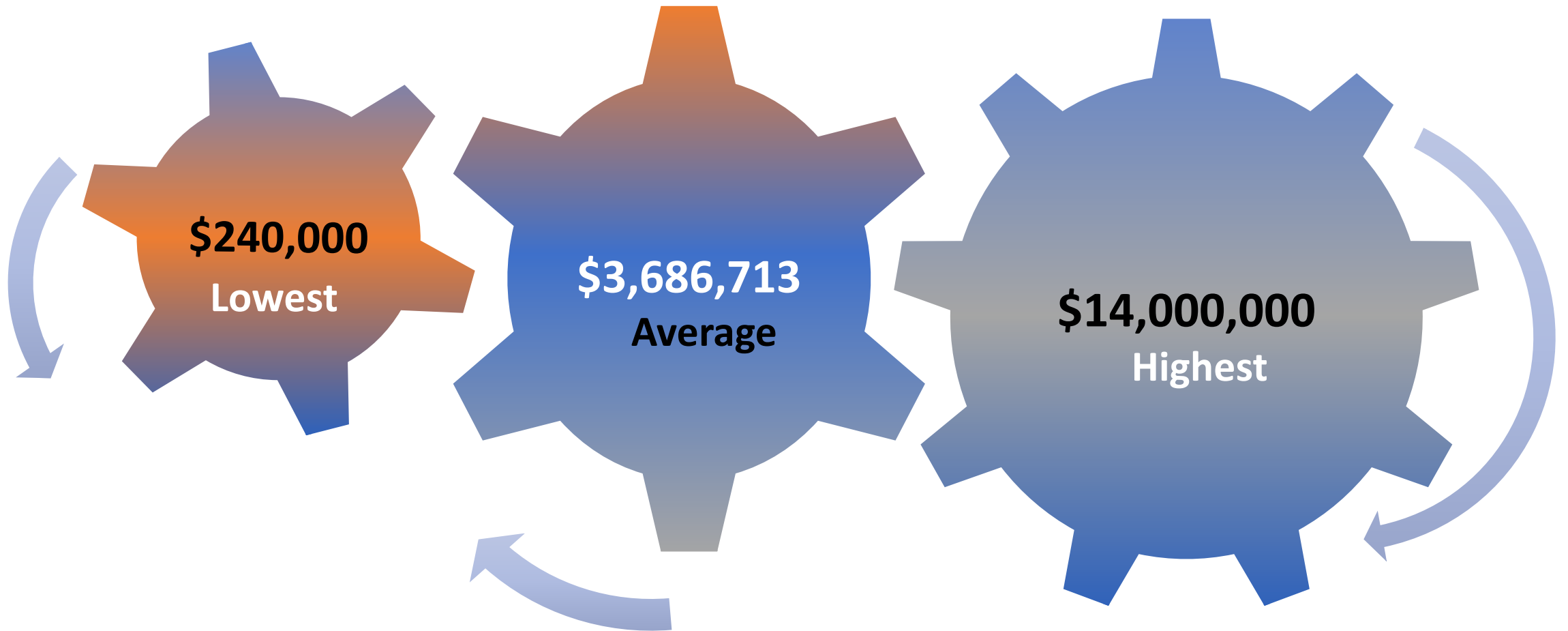
Where do our TRT Collections come from?



What's happening with TRT in Oregon?



TRT Jurisdiction Collection Totals in Oregon



Average Advertising Mix for Oregon DMOs

Digital

38.3%



High = 90%
Low = 10%

Print

28.9%



High = 60%
Low = 10%

Broadcast

15.9%



High = 50%
Low = 10%

Other

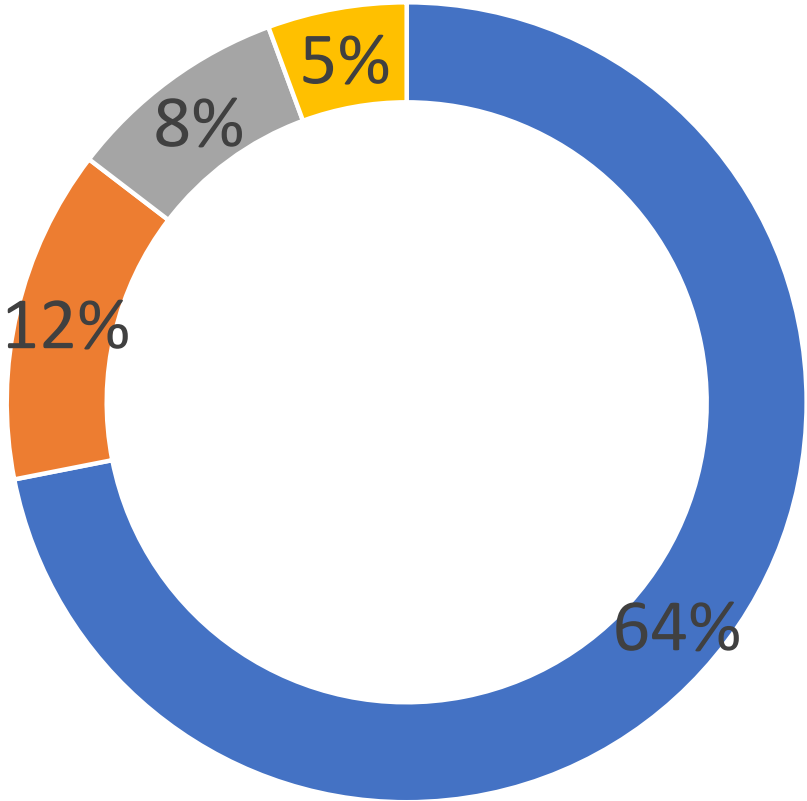
14.7%



High = 40%
Low = 10%

DMOs that Market to Different Sectors

- Leisure
- Convention
- Sports Mkt.
- Other



Leisure Max = 100%

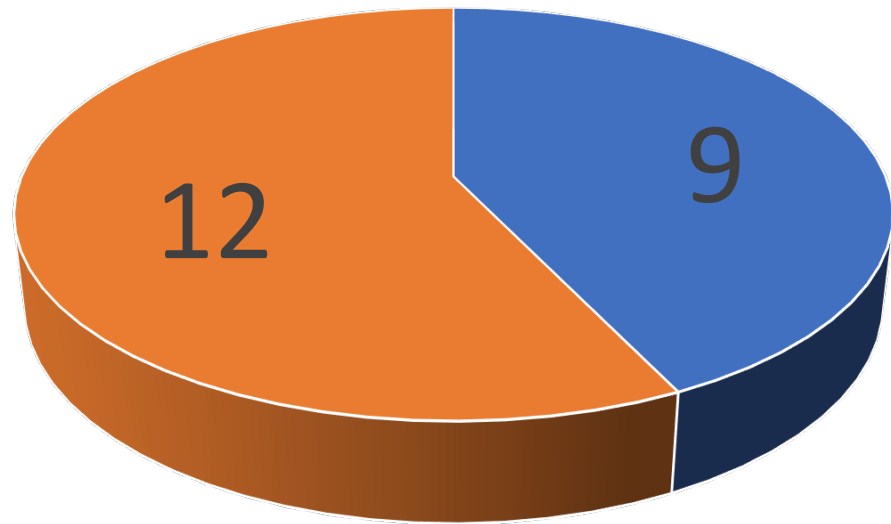
Convention Max = 40%

Sports Mkt. Max = 30%

Other = 30%

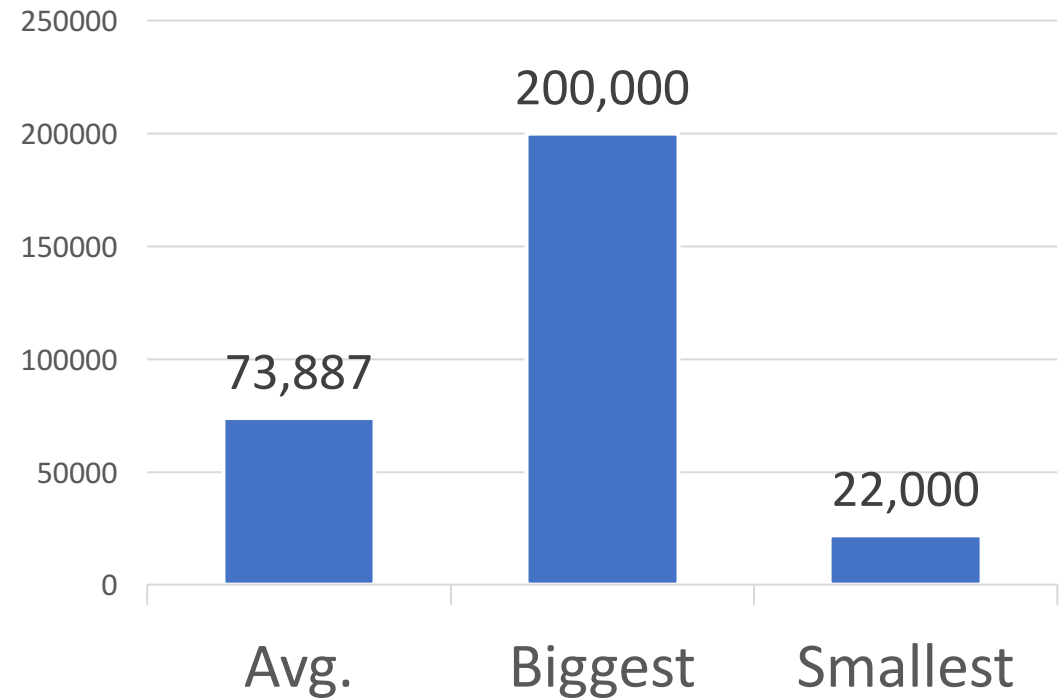
Convention Centers and DMOs?

Do you have one?



■ Yes ■ No

Center Size



DMOs with Membership



13 of 21 (61.9%) surveyed have paid membership as part of their organizational structure