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INTRODUCTION

The following pages detail the Washington County Visitors Association's scope of work, opportunities and successes in fiscal year 2016-2017, and plans for fiscal year 2017-2018 and beyond.

ABOUT THE WASHINGTON COUNTY VISITORS ASSOCIATION

The Washington County Visitors Association (WCVA) is a not-for-profit, 501(C6) destination marketing organization that serves the region's tourism industry by actively promoting Oregon's Washington County to potential visitors outside of the region. Established in 1983, the WCVA is funded solely by transient lodging taxes (TLT) collected by lodging establishments in Washington County.

This fiscal year, the WCVA relinquished 0.66% of the three-percent of transient lodging taxes allocated for tourism marketing to debt service on a new, large multi-use facility to be built at the Washington County Fair Complex in Hillsboro. This commitment reduces the WCVA's funding stream to 2.33 percent of the TLT collected on an annual basis.

The WCVA actively promotes the destination, branded as Tualatin Valley, to leisure and business travelers, as well as meetings, sports and events planners. In addition, the WCVA supports tourism development, serves as an advocate for the tourism industry, and conducts annual research about the county's tourism industry and its visitors.

WCVA Board of Directors, FY2016-2017

Josh Sanders, Chair <i>GM, Aloft Hotel</i>	Commissioner Andy Duyck <i>Chair of Washington County</i>	Debi Mollahan* <i>CEO, Tigard Area Chamber</i>
Jim McElhinny, Treasurer	Les Davis <i>Owner, Lithtex Printing Solutions</i>	Dan Murphy <i>GM & Founder, Broadway Rose Theatre</i>
Tracy Reynolds, Secretary <i>GM, Courtyard by Marriott</i>	Kevin Ferrasci O'Malley <i>CEO, Wilsonville Area Chamber</i>	Mayor Peter Truax <i>Mayor, City of Forest Grove</i>
Darren Harmon <i>GM, Family Fun Center & Bullwinkle's</i>	Marisa Hoiem <i>General Manager, Residence Inn</i>	Stuart Wilson* <i>Owner, Garden Vineyards</i>

* Debi Mollahan and Stuart Wilson's terms on the WCVA board ends June 30, 2017

WCVA Board of Directors, FY2017-2018

Josh Sanders, Chair <i>GM, Aloft Hotel</i>	Les Davis <i>Owner, Lithtex Printing Solutions</i>	Mayor Peter Truax <i>Mayor, City of Forest Grove</i>
Jim McElhinny, Treasurer	Kevin Ferrasci O'Malley <i>CEO, Wilsonville Area Chamber</i>	Lana Painter <i>Executive Director, Sherwood Chamber of Commerce</i>
Tracy Reynolds, Secretary <i>GM, Courtyard by Marriott</i>	Marisa Hoiem <i>General Manager, Residence Inn</i>	Jeff Brown <i>GM, Holiday Inn Wilsonville</i>
Darren Harmon <i>GM, Family Fun Center & Bullwinkle's</i>	Dan Murphy <i>GM & Founder, Broadway Rose Theatre</i>	Laurine Apolloni <i>Owner, Apolloni Vineyards</i>
Commissioner Andy Duyck <i>Chair of Washington County</i>		

HOTEL INVENTORY & PERFORMANCE

New Hotels in Tualatin Valley

During FY2016-2017, three new hotels opened in the city of Hillsboro, and McMenamins Grand Lodge in Forest Grove added new rooms during its renovation, adding 405 hotel rooms (and 147,825 room nights) to Washington County's hotel inventory.

New Hotels and Expansions FY2016-2017				
Hotel	# of Rooms	Completion Date	Address	City
Residence Inn by Marriott Portland Hillsboro/Brookwood	146	July 2016	3160 NE Brookwood Pkwy	Hillsboro
Holiday Inn Portland Hillsboro	110	August 2016	2575 NW Aloclek Drive	Hillsboro
McMenamins Grand Lodge (expansion)	13*	February 2017	3505 Pacific Ave.	Forest Grove
Aloft Hotel	137	June 2017	20075 NW Amberglen Court	Hillsboro
TOTAL NEW ROOMS (FY2016-2017): 406				

*This is a net increase, as nine rooms were taken out of inventory for hotel renovation

Proposed and Announced New Lodging Properties

In the coming months, Washington County will see more than a thousand new rooms hit the market, as the hotel building boom continues.

Projects and Hotels in Development				
Hotel	# of Rooms	Est. Completion Date	Address	City
Candlewood Suites	182	n/a	2575 NW Aloclek Drive	Hillsboro
Oxford Suites Hotel	237	n/a	Quatama / 215th Terrace	Hillsboro
Home2Suites by Hilton	140	n/a	NW John Olsen Place / NW Tanasbourne Drive	Hillsboro
Staybridge Suites	80	n/a	NW Jacobson Road / NW Casper Place	Hillsboro
Staybridge Suites	80	n/a	NW Cherry Lane	Hillsboro
Marriott TownePlace Suites	112	February 2018	114th next to Hwy 217	Beaverton
McMenamins Cornelius Pass Roadhouse Hotel and Bed-and-Breakfast	47 (hotel) 11 (B&B)	n/a	NW Cornelius Pass Road	Hillsboro
Hampton Inn	151	n/a	Corner of Clinton and 6th	Tigard
Hampton Inn	72	n/a	21970 Alexander Lane	Sherwood
TOTAL ROOMS PROJECTED: 1,112				

HOTEL CENSUS AND ROOM INVENTORY

All of the destinations in Washington County's competitive set saw hotel growth in 2016. Multnomah County added 536, while Washington County added 272 new rooms into inventory.

In 2016, Washington County's total room inventory grew 5.8% over calendar year 2015. Within the region's competitive set, only the city of Boise, Idaho, grew at a faster pace.

	Census (2016)		Census (2015)		Inventory Difference
	Total Hotels	Total Rooms	Total Hotels	Total Rooms	
Lane County, OR	73	4,796	72	4,672	+2.6%
Marion County, OR	31	2,501	31	2,502	+0.0%
Multnomah County, OR	147	16,289	144	15,753	+3.4%
Clackamas County, OR	29	2,430	29	2,415	+0.6%
Washington County	51	5,154	49	4,882	+5.8%
Clark County, WA	30	2,738	29	2,655	+3.1%
Pierce County, WA	69	5,846	68	5,674	+3.0%
Snohomish County, WA	69	6,095	68	6,034	+1.0%
Boise, ID	80	7,440	74	6,830	+8.9%



The Aloft Hotel (pictured, left) opened in Hillsboro in June, and is the newest hotel in Washington County. This vibrant and fun hotel offers 137 pet-friendly rooms.

During FY2016-2017, three new hotels opened in Washington County, adding 393 new rooms into the inventory. The historic McMenamins Grand Lodge (pictured, right) underwent a renovation, adding 13 rooms to the inventory.

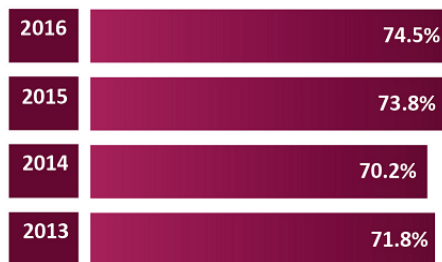


HOTEL PERFORMANCE

Calendar year 2016 was an exceptional year for Washington County's hotels, which performed at an average occupancy rate of 74.5%, one of the highest in the competitive set. The average daily rate climbed to an average of \$119.21, resulting in higher room revenue for the hotels, as well as for the tax coffers. The following is a snapshot of Washington County's hotel performance for calendar year 2016, compared to other destinations in our competitive set. *(Source: STR Global)*

Calendar Year 2016 vs. 2015										
	Occ %		Average Daily Rate		Revenue per Room (RevPar)		Percent Change from YTD 2015			
	2016	2015	2016	2015	2016	2015	Occ	ADR	Rev PAR	Rm Rev
United States	65.5	65.4	123.97	120.30	81.19	78.68	0.1	3.1	3.2	4.8
Oregon	67.4	65.8	117.89	112.71	79.43	74.17	2.4	4.6	7.1	8.0
Lane County, OR	68.1	63.9	106.71	100.87	72.63	64.44	6.6	5.8	12.7	13.2
Marion County, OR	66.2	63.6	93.29	87.48	61.72	55.61	4.1	6.6	11.0	10.9
Multnomah County, OR	77.6	76.5	144.24	139.50	112.00	106.69	1.5	3.4	5.0	6.5
Clackamas County, OR	74.0	73.6	109.21	100.31	80.81	73.87	0.5	8.9	9.4	9.7
Washington County	74.5	73.4	119.21	110.97	88.76	81.41	1.5	7.4	9.0	11.9
Clark County, WA	72.0	72.3	108.39	101.48	78.03	73.40	-0.5	6.8	6.3	6.5
Pierce County, WA	68.4	68.0	96.67	94.69	66.10	64.38	0.6	2.1	2.7	3.7
Snohomish County, WA	68.9	69.5	106.14	105.57	73.16	73.36	-0.8	0.5	-0.3	0.5
Boise, ID	75.3	71.2	99.69	93.78	75.06	66.81	5.7	6.3	12.3	13.1

Occupancy



ADR



Hotel Performance Year-to-Date 2017 vs. 2016

Overall, calendar year 2017 occupancy is performing at a slower rate than 2016; however, the average daily room rate increased 2.3% to \$114.74, thus also increasing the total room revenue in the county. The following is a snapshot of hotel performance for the current calendar year (January-June 2017) compared to other destinations in the region. *(Source: STR Global)*

	Occ %		ADR		RevPAR		Percent Change from YTD 2015					
	2017	2016	2017	2016	2017	2016	Occ	ADR	Rev PAR	Rm Rev	Room Avail	Rm Sold
Lane County, OR	63.6	65.4	106.09	102.36	67.49	66.96	-2.8	3.6	0.8	3.5	2.7	-0.2
Marion County, OR	64.4	63.9	94.23	90.38	60.70	57.73	0.8	4.3	5.1	5.1	-0.0	0.8
Multnomah County, OR	76.1	76.4	140.38	137.66	106.80	105.13	-0.4	2.0	1.6	4.7	3.1	2.7
Clackamas County, OR	69.5	69.9	110.90	101.76	77.06	71.09	-0.5	9.0	8.4	8.8	0.4	-0.1
Washington County	70.4	73.8	117.80	115.75	82.87	85.37	-4.6	1.8	-2.9	2.4	5.5	0.6
Clark County, WA	73.3	69.8	108.19	104.85	79.35	73.22	5.0	3.2	8.4	8.4	0.0	5.0
Pierce County, WA	69.3	67.3	97.47	95.06	67.57	63.96	3.0	2.5	5.6	7.3	1.5	4.6
Snohomish County, WA	69.7	65.8	102.49	101.68	71.41	66.87	5.9	0.8	6.8	8.3	1.4	7.4
Boise, ID	74.1	74.6	103.59	99.20	76.77	74.04	-0.7	4.4	3.7	10.2	6.3	5.6

County and City Hotel Performance (Year-to-Date: January 2017 – June 2017)

While the hotels in the area have been enjoying increasing occupancy and average daily rates in previous years, calendar year 2017 is off to a slow start, with hotel occupancy down by 4.7% for the year (as of May 31st). The cities of Beaverton and Hillsboro have been hit hardest by this downturn. Tigard and Wilsonville/Tualatin have fared better. (Source: STR Global)

City/County	# of Hotels	# of Rooms	Ave. Daily Room Rate	ADR Change	Occupancy	Occupancy Change
Washington County	52	5,291	\$117.80	+1.8%	70.4%	-4.6%
Beaverton	11	1,172	\$110.96	1.7%	70.3%	-6.4%
Hillsboro	17	1,789	\$138.13	3.5%	71.3%	-10.1%
Tigard	10	1,258	\$113.75	1.6%	71.6%	1.1%
Wilsonville/Tualatin	6	542	\$105.64	-3.0%	73.4%	2.3%

Gross Hotel Revenues

Throughout 2016, the Tualatin Valley continued to realize historic growth in both the building of new hotel properties, but also, as the destination hits record gross revenues. As of June 30, 2017, total gross hotel revenues for calendar year is \$16,681,089, a 0.9% increase over 2016. Additional lodging properties and developments, such as Airbnb, and growing average daily room rates are fueling the increase in gross hotel revenues.



*2017 year-to-date

Airbnb & VRBO

Airbnb and Vacation Rentals by Owner (VRBO) are online marketplaces that allow people to list, find and rent vacation homes, apartments and rooms. These providers have millions of rental listings worldwide. As our hotel product keeps growing, and serving our urban communities, Airbnb and VRBO offer overnight stays in rural areas of Washington County not currently served by hotel properties.



This fiscal year, Washington County started collecting transient lodging taxes (TLT) from Airbnb properties rented within Washington County.

For FY2017-2018, Washington County collected \$403,661 in transient lodging taxes from Airbnb rentals and \$23,282 in taxes from VRBO.



While the number of Airbnb and VRBO rentals may fluctuate, at any given time there can be hundreds of rooms or properties listed in Washington County, adding to the destination's overall room inventory.

VISITOR VOLUME & TRAVEL SPENDING

According to a recent report commissioned by Travel Oregon, and conducted by Dean Runyan Associates, visitation to Washington County continued to increase during calendar year 2016. According to this report, Washington County has the fourth highest visitor spending, in terms of direct travel spending within the destination.

In 2016, more than 2.9 million visitors spent an overnight trip to Washington County. All visitors, including day trips to Washington County, spent \$603.8 million in the destination.

The following is a snapshot of tourism-related direct travel impacts to Washington County, compared to 2014.

	2016 _p	2015	+/- change
Direct spending	\$603.8 million	\$574.1 million*	+5.2%
Employment	7,930	7,520*	+5.5%
Tax Revenue (Local)	\$11.7 million	\$10.9 million	+7.7%

_p=Preliminary *Numbers have been adjusted by Dean Runyan

(Source: Dean Runyan Travel Impacts, May 2017)

Top Oregon Counties

The following table outlines the top five Oregon counties in relation to the total number of overnight visitors and in-destination visitor spending.

Overnight Visitor Volume			In-Destination Spending		
Rank	County	Overnight Visitor Volume (in millions)	Rank	County	In-Destination Spending (in millions)
1.	Multnomah	5,154	1.	Multnomah	\$1,981.8
2.	Lane	3,111	2.	Lane	\$672.4
3.	Washington	2,924	3.	Deschutes	\$613.3
4.	Deschutes	2,696	4.	Washington	\$603.8
5.	Clackamas	2,653	5.	Clackamas	\$513.2

Source: Dean Runyan Associates, May 2017

Top Spending in Tualatin Valley - 2017

According to VISAVue, which tracks VISA cardholder spending, nearly than \$343.4 million was spent in the Tualatin Valley during the first quarter of 2017. While this figure includes all VISA cardholders in the Portland-Salem area, when Portland-area cardholders were taken out of the spending totals, the amount spent in the area totaled nearly \$105.4 million during the first quarter of 2017. The following are the top cities in terms of spending in the Tualatin Valley from January-March 2017:

City	Amount Spent
Seattle-Tacoma-Bremerton, WA	\$14.4 million
Los Angeles-Riverside-Orange Co., CA	\$5.6 million
San Francisco – Oakland – San Jose, CA	\$5.6 million
Eugene-Springfield, OR	\$4.2 million
Corvallis, OR	\$2.7 million
Phoenix – Mesa, AZ	\$2.3 million
Chicago-Gary-Kenosha, IL	\$1.4 million
New York- Northern New Jersey	\$1.4 million
San Diego, CA	\$1.3 million

Source:
VISAVue, Q1
Domestic Spending
Report

TOURISM DEVELOPMENT

CAPITAL PROJECTS GRANTS PROGRAM

The WCVa's Tourism Development Capital Project Grant supports entities with projects and programs that the WCVa Board of Directors believes have extraordinary merit and will positively impact and increase overnight visitation to the Tualatin Valley. The grant program—with a total of \$200,000 to be awarded annually—supports the capital finance needs for tourism-related projects, and are awarded on an annual cycle. In FY2016-2017, the Capital Projects Grants Program was changed to a closed-cycle, with applications accepted for a specific time period. Applications were reviewed and the WCVa awarded \$344,000 in grants for tourism-related projects that will benefit the Tualatin Valley tourism industry.



A bridge along the Step Creek Trail, funded by a WCVa grant, was completed in FY2016-2017.

Completed Projects

The following projects were completed in FY2016-2017:

- **Department of Forestry:** \$8,250 grant awarded for the expansion of recreational trails near Reehers Campground and to build 45-ft long stringer bridge on the step creek trail
- **Northwest Trail Alliance:** \$3,500 grant to build three trail bridges at Stub Stewart State Park and enhanced trail access to mountain bikers
- **City of Hillsboro:** \$75,000 grant to install wayfinding kiosks in downtown Hillsboro to provide visitor information on locations, events, etc.
- **Bag&Baggage:** \$60,000 grant for theater improvements to its new theatre space, The Vault
- **Tigard Downtown Alliance:** \$10,599 grant for a cross-street banner system (project was deferred from FY2014-2015)
- **Evergreen Curling Club:** \$2,419 grant for the installation of a permanent competitive curling timing system.
- **City of Forest Grove:** \$4,875 grant for inner-city wayfinding improvements and bicycle signage.
- **Tillamook Forest Heritage Trust (Salmonberry Trail):** \$200,000 grant relating to the development of the Salmonberry Trail.
 - \$150,000, to assist with detailed planning and engineering field study related to the segment of the Salmonberry trail located in Washington County.
 - \$50,000 grant was awarded to the **Salmonberry Trail Intergovernmental Agency** for administrative support, and given to Oregon State Parks and Recreation for a project manager to oversee the ambitious project.
- **County Chambers of Commerce:** \$60,000 grant to provide visitor information services.



City of Forest Grove's bicycle signage of amenities in downtown Forest Grove at Fernhill Wetlands.

The WCVA's grants program has awarded more than \$1.4 million in grant funding since its inception in 2008. Grants have been awarded to organizations and businesses for tourism-related projects throughout Washington County. Some of these projects include production and installation of wayfinding signage, cycling trails, disc golf courses, renovations and equipment upgrades and more.

Outstanding Tourism Grants

- **City of North Plains** was awarded \$35,000 for a mural enhancement project, which will include the installation of sidewalks, lighting, benches, bike stations, interpretive signage. This project was completed during FY2016-2017.
- **North Plains Chamber of Commerce** was awarded \$35,000 for wayfinding signs around the city of North Plains. Signs will direct visitors to the city center and local businesses and attractions. The chamber is currently working on the design for the signage.
- The **City of Banks** was awarded \$30,000 for the expansion of the Banks-Vernonia State Trail parking lot, which will add 20 spaces for user of the trail and other city events. The city currently is working with the Oregon Department of Transportation on a land purchase.
- The **Westside Cultural Alliance** was awarded \$9,000 for the creation of a website, which will serve as a communication hub for all arts, cultural and heritage news, information, events and resources. This project currently is in the design phase.
- **City of Sherwood** was awarded \$30,150 for a Cedar Creek Trail bike and sign project.



North Plains' mural enhancement project, funded with a FY2015-2016 grant, provided for the installation of sidewalks, lighting, bike rack and more.

MULTI-YEAR TOURISM DEVELOPMENT PROJECTS

The WCVA continues to work with its cities, towns and other entities in the development of long-term tourism development projects. These multi-year projects are poised to increase visitation to Washington County in the coming years. Among the projects that will have a positive direct impact on tourism to the Tualatin Valley include the Salmonberry Trail, which will connect the Tualatin Valley to the Oregon Coast; a multi-use center in Hillsboro, which will provide much-needed meetings and event space in Washington County; and the Trees to Seas Scenic Byway, a proposed, designated byway that will connect the city of Banks to the Oregon Coast.

SALMONBERRY TRAIL

The WCVA remains actively involved with the development of the Salmonberry Trail, a “rail-to-trail” public works project connecting the city of Banks—along a portion of the Banks-Vernonia State Trail—to the city of Tillamook along the defunct Salmonberry Railroad. This project is being undertaken by an Intergovernmental Agency, consisting of members from the Oregon Department of Parks and Recreation, Cycle Oregon, and state, county and local government representatives.

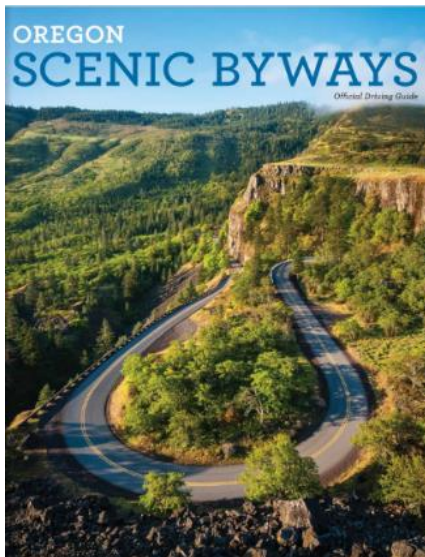
The 84-mile trail will link the Tualatin Valley to the Oregon Coast, and will travel over 30 historic bridges and trestles, through nine tunnels, and through a variety of forest, field and coastal environments. The four segments of the trail include The Coast, Nehalem River, Salmonberry River and The Valley, the latter of which is the portion of the trail that resides in Washington County. Upon completion of the trail, which is still several years away, rural towns are poised to benefit economically. It is the vision of the organizers that the trail will enhance these communities’ economic futures by sharing their shared natural resources and by providing new arenas for job growth outside of the timber industry.

The WCVA awarded \$200,000 to the Salmonberry Trail, to assist with detailed planning and engineering field study related to the 20-mile segment of the trail located in Washington County. Additionally, the WCVA has committed \$50,000 for administrative costs during the development of the trail.



MULTI-USE CENTER IN HILLSBORO

Announced last fiscal year, the WCVA released 2/3 of a cent of its transient lodging tax allocation for the construction of a multi-use center at the Washington County Fair Complex in Hillsboro. Once completed, the new multi-use center-- designed to attract small and medium meetings and tradeshow, of 300 to 500 out-of-area attendees--will allow the Tualatin Valley to remain competitive in the meetings and events marketplace, and will generate additional room nights throughout the county.



TREES TO SEAS SCENIC BYWAY

Still in its initial development, the WCVA is co-sponsoring a new scenic byway, the Trees to Seas Scenic Byway, which will connect the city of Banks to the Oregon Coast via Highway 6. Spearheaded by the Oregon Department of Forestry, this effort is a multi-county project, and is being undertaken with advisement from the Oregon Department of Transportation. If approved, the Trees to Seas Scenic Byway will be part of the Oregon State Scenic Byway program.

Economic analysis indicates that travelers spend an average of \$104 per day along Scenic Byways, which directly benefits rural businesses and workforces. (Source: Travel Oregon)

RESEARCH PROJECTS

In FY 2016-2017, the WCVA commissioned several research projects related to tourism to the Tualatin Valle. These research studies will continue to help the WCVA plan and adjust its marketing efforts, measure the effectiveness of its messaging and branding, as well as the performance of its destination website, tualatinvalley.org.

2016 WEBSITE USER & CONVERSION STUDY

The WCVA participated in a year-long website user and conversion study, offered from the Destination Marketing Association (DMA) West and Destination Analysts, a tourism research marketing firm based in San Francisco, California.

The study commenced January 2016, less than two months after the WCVA's new website tualatinvalley.org was launched. Visitors to the website were allowed to opt-in to the survey, which was a pop-up that appeared on the homepage of our site.

The WCVA participated in this year-long study, along with other large and small destinations/DMOs, including San Francisco Travel, Albuquerque CVB, Sonoma County Tourism and Park City, Utah. Other participating destinations/DMOs included Eugene, Cascades & Coast, and Central Oregon. The WCVA's participation was made possible by a \$7,500 grant from DMA West.

About the Survey and Key Findings

The study was comprised of two surveys, (1) a Website User Intercept Study completed when a user visited the tualatinvalley.org website, and (2) a Website User Follow-up Survey, sent after the website user's intended date of travel to the destination.

- Of those surveyed, 44.5% of tualatinvalley.org users were potential visitors using the website to plan a trip to the destination.
 - 3,540 trips to Tualatin Valley were generated by the website
- On average, visitors to Tualatin Valley spend 2.7 days and 1.7 nights in the Tualatin Valley, with 26.8% staying overnight in a hotel in Tualatin Valley.
- Eighty percent (80%) said the WCVA's website influenced their decision to visit Tualatin Valley, while 100% reported that it inspired them to increase their length of stay in the destination by one day.
- The total economic impact/ROI of tualatinvalley.org is \$2,538,184
 - Average spending per day of visitors to the website is \$250.98; visitor spending on trips to Tualatin Valley totaled nearly \$2.5 million
 - Room nights generated by the tualatinvalley.org website in 2016 totaled 2,063





BRAND AWARENESS STUDY

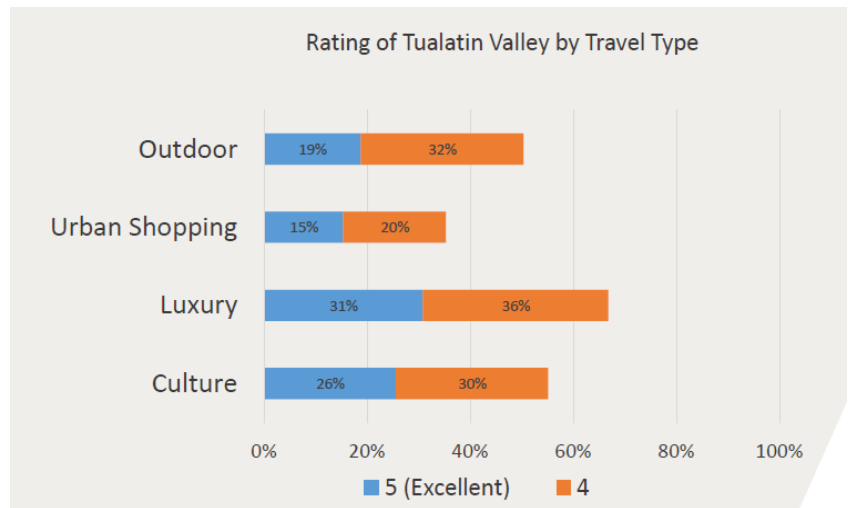
During the fall of 2015, the WCVA hired Insights Strategic Marketing and Research to complete a benchmark brand awareness study. The purpose of the study was to gauge consumer awareness of the Tualatin Valley brand, and consumer perceptions of the destination, and to create a benchmark of familiarity.

The benchmark study, performed around the time of the rebranding of Washington County as “Tualatin Valley” and released in the previous fiscal year, provided the WCVA

with key insights.

These insight included:

- In terms of image perceptions, there is no substantial equity in the name “Washington County,” nor is there an existing image of “Tualatin Valley.”
- Based on the research, it is recommended that the WCVA present Tualatin Valley as a refined, developed destination in a beautiful natural setting where travelers can be active in the outdoors and engage with the local economy.
- Among those who live within 250 miles of the destination, Washington County and Tualatin Valley outperform both of the California wine regions of Sonoma and Napa – reinforcing the importance of proximity in generating familiarity.



Follow-Up Study and Research Objectives

The WCVA is working with Insights on phase two of the study to assess how the WCVA has increased familiarity with the destination’s brand. A follow-up study currently is underway via our social channels, as well as via direct contact with those who have requested information from the WCVA or who subscribe to the consumer e-newsletter, Tualatin Valley Explorer.

The goal of this study is to track changes in brand awareness and perceptions since the initial research conducted in 2015. Initial brand identity research explored perceptions of “Washington County” versus “Tualatin Valley” and developed a benchmark measure of traveler familiarity with the county’s leisure assets. Part two of this research will measure growth in familiarity, perceptions, and visit interest among past and potential visitors from the nearby area, from the Western U.S., and from the remaining U.S.

The research will assess current perceptions of the destination, and will continue to explore differentiation among Portland, Willamette Valley, Tualatin Valley, and other neighboring destinations. With baseline measures having been made of the area’s image and perceived

strengths and weaknesses, part two will track movement based on paid advertising recall. In addition, we are exploring recall of the Tualatin Valley website and social channels, their impact on perceptions and visit interest, and how engagement with the destination on these channels compares to or is amplified by awareness of the paid advertising.

The analysis will include a look at travel planning behaviors, and travelers' priorities in terms of dining and lodging choices, and how these dovetail with interest in visiting Tualatin Valley.

The follow-up study will inform the WCVA on its best options for future marketing and messaging.

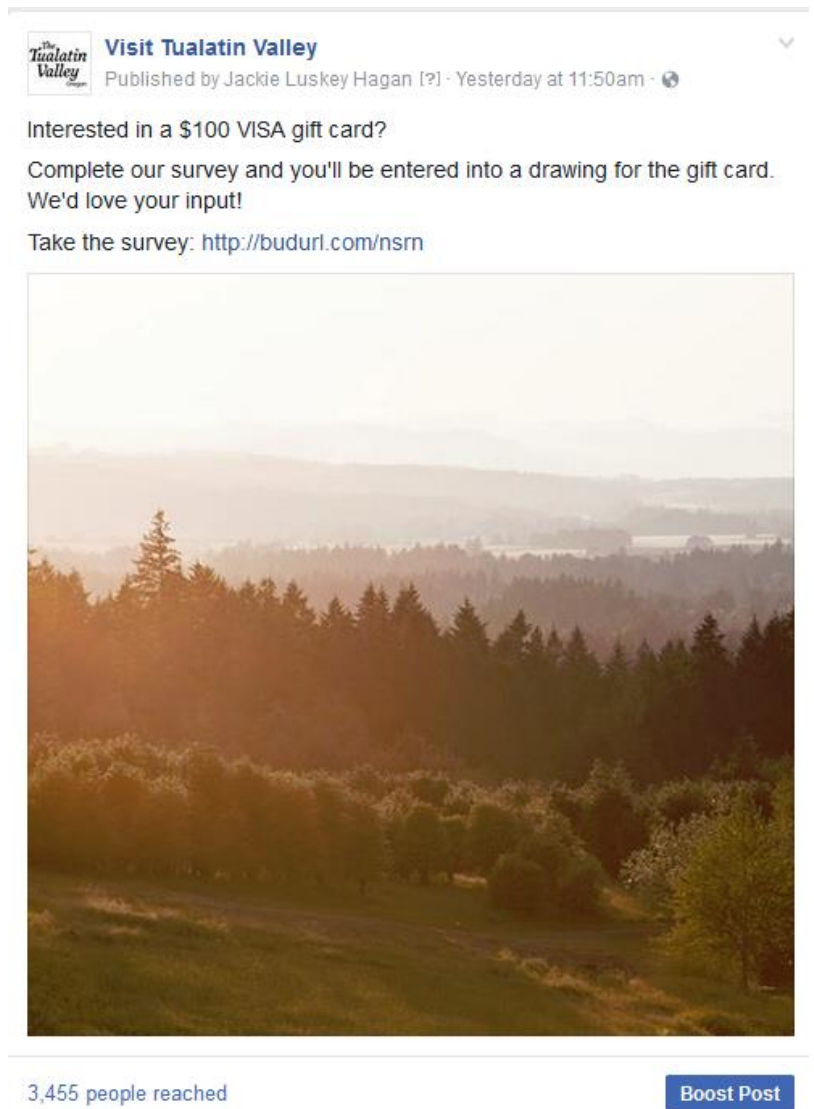
SOCIAL MEDIA RESEARCH

In addition to part two of the brand awareness study, Insights Strategic Marketing and Research is also conducting a social media research study, focusing on the WCVA's social media platforms. As the importance of social media has grown in marketing destinations, it becomes increasingly important to understand the impact of these efforts, as well as the relationship to paid advertising.

The goal of this research is to create a profile of social media users by channel and compare this to the general population and visitors to the area.

To accomplish this, a parallel research effort is being carried out amongst consumers engaged with the Washington County Visitors Association on social media; specifically, on WCVA's Facebook, Twitter, Pinterest, and Instagram pages. The same survey instrument that is being deployed amongst general population travelers for the Brand Awareness Study is being used to collect data on image, familiarity, and visit interest among these social media audiences. Response will be tracked to enable comparison of the level of visit intent across each channel, as well as the level of overlap across channels.

Awareness of paid advertising and the destination's website will also be measured, and analysis will include an evaluation of what each marketing effort contributes to WCVA's efforts to drive travel to the destination.



BRAND FOCUS & MOVING THE TUALATIN VALLEY BRAND FORWARD

The WCVA is now working with Huen PDX, a small, local branding agency in helping the WCVA further its brand, Tualatin Valley, among the traveling public. Huen offers guidance and inspiration for building and evolving brands. Huen will objectively assess the Tualatin Valley brand's foundation and expression, and will provide the WCVA with insights and will identify themes and priorities to help the brand move forward.

The WCVA is in good company. Huen's client roster includes national brands, such as Dick's Sporting Goods, Nike, Adidas, Starbucks Coffee Company, Sephora, Reebok and many more.

Building a Brand Marketing Framework

Huen will support the WCVA's in developing a brand marketing framework for the Tualatin Valley destination. The primary objective is to drive increased engagement and conversion through a more compelling brand platform and associated mediums of expression.

The project will consist of two phases.

- In Phase 1, the focus is to establish the basis for all aspects of brand marketing, articulating elements including positioning, definition of targeted audience segments, pillars of differentiation, and a core narrative.
- In Phase 2, Huen will complete creative directives, including a full communication framework, visual center and direction for evolving the identity and brand components. Huen also will lead a creative workshop with hands-on participation of the WCVA team, ensuring full alignment on creative direction moving forward. Huen will example this direction through new ad creative, an experience map and content plan for the website, and review of the social media approach.

Evolution of the Tualatin Valley Brand

The WCVA started using "Tualatin Valley" to market the destination in 2015, coinciding with the launch of a new website, in November 2015.

The impetus behind the name change was to create familiarity, as there are already about 33 Washington Counties in the U.S. The logos below illustrate the evolution of the "Tualatin Valley" logo.



MARKETING & COMMUNICATIONS

The WCVA spends a great deal of effort on its marketing efforts, to continue to build brand awareness and the identity of the Tualatin Valley. The tools used to tell the story of the Tualatin Valley to consumers include a responsive website, digital and print advertising, visitor guide and other printed materials, maps, social media platforms (Facebook, Twitter, etc.), as well as via media outreach.

WEBSITE

Since the launch of the WCVA's new fully-responsive website, tualatinvalley.org, in November 2015, the site continues to reach new audiences.

During the fiscal year, the WCVA's destination website drew 572,364 visitors, an increase of 46% over FY2015-2016. A large percentage of visitors to the website resulted from the WCVA's aggressive digital marketing campaigns.



572,364 visitors to the website

508,460 unique visits to the site

43% of visitors to the website are using mobile devices

The following is a brief snapshot of website growth since FY2015-2016:

FY2016-2017 Website Visitation

572,364 overall site traffic
508,460 total unique visitors
857,600 page views

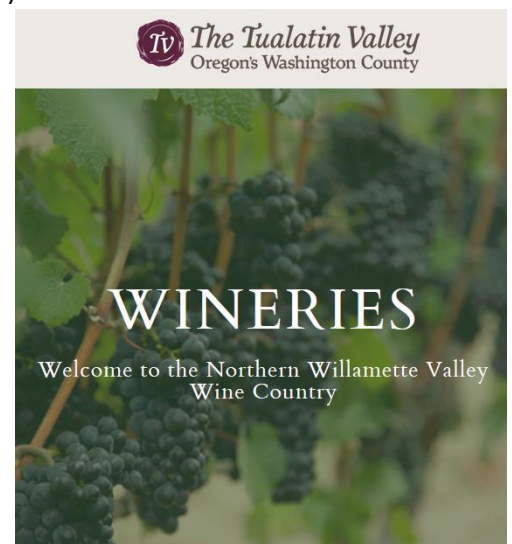
FY2015-2016 Website Visitation

390,796 overall site traffic
318,776 total unique visitors
706,767 page views

Top Page Views

When visitors get to the site, where do they go? The following are the top pages on tualatinvalley.org (excluding the home page, which is the top page):

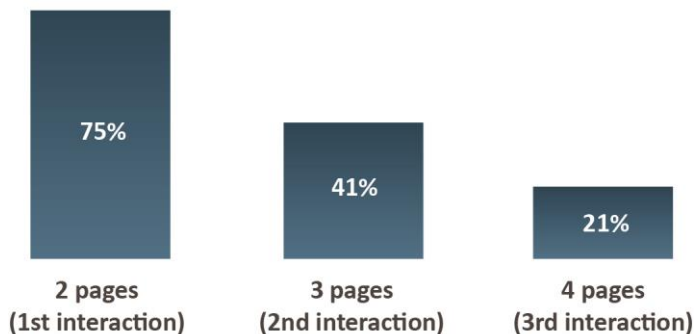
Rank	Page	Page Views
1	Wineries & Vineyards	90,382
2	Portland's Backyard (video compilation)	46,013
3	Activities, Attractions & Outdoors (Things to Do)	33,326
4	Lodging & Camping	23,508
5	Events & Festivals	22,692
6	Explore Tualatin Valley	18,144
7	Trip Ideas	14,068
8	"Wine" (advertising-specific landing page)	11,484
9	Oregon Solar Eclipse	9,201
10	Outdoor Recreation	8,105



Behavior Flow

Of those visiting the website, approximately 76% of visitors continue to view tualatinvalley.org by viewing additional pages. The following chart follows website visitors' average paths and the total number of pages viewed per session.

How Visitors Interact with the Website



The data above is based on 99,000 sessions. The first page visited on the website, whether it's the homepage, or a landing page a visitor was directed to via an ad or social media post, is considered a "starting page" and is not included in this chart.

--Source: Google Analytics

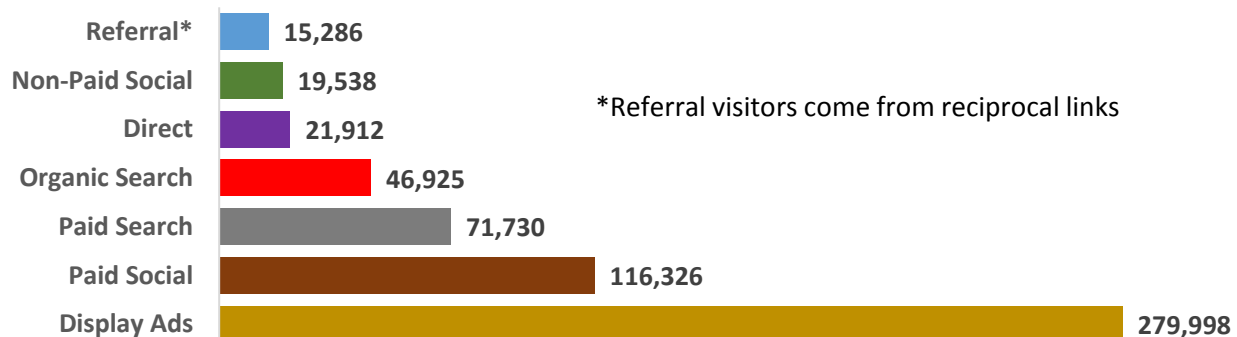
Conversion "Events"

The WCVA has identified several "events" or actions visitors should take while on our website. When a visitor takes one of these actions, it is identified as a conversion, which isn't to be confused with those who interact with the website by visiting additional pages (as illustrated above). The following is a quick view of the number of visitors who took one of the following desirable actions while on our website:

- Clicked on an outbound link (a reciprocal link to a Tualatin Valley business or event listed on the website): 58,749
- Clicked on "Book This Package" (links to individual hotel packages): 19,212
- Viewed the digital visitors guide: 4,790
- Viewed an event listing: 4,135
- Requested visitor information (e.g. visitors guide): 1,249
- Signed-up for the consumer e-newsletter: 812

Visitor Acquisition

Visitors to tualatinvalley.org reach the site via various means. The following chart is an overview of how visitors land on the website.



*Referral visitors come from reciprocal links

Website User Demographics

Tualatinvalley.org attracts a variety of users. However, with information provided by Google Analytics, the WCVA is able to determine the predominant age ranges of website users, as well as where these visitors live.

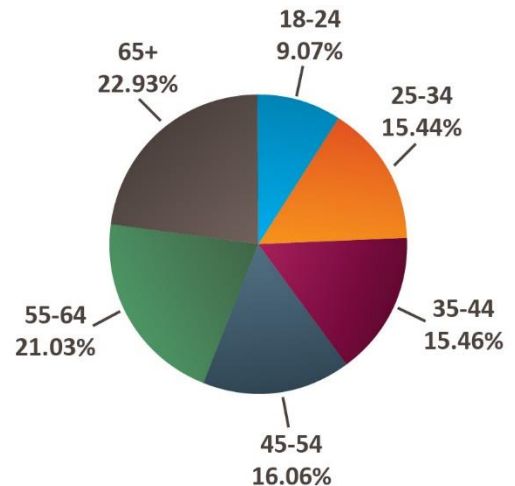
Gender

Women make up the majority of the site's users. Of visitors to the site, 54% are female, 46% are male.

Age

The website attracts primarily Baby Boomer and Generation X travelers, as 60% of visitors to tualatinvalley.org are over the age of 45. Forty percent of visitors to the website are under the age 44, with Millennials, especially those between the ages of 21-35) as a potential growth market.

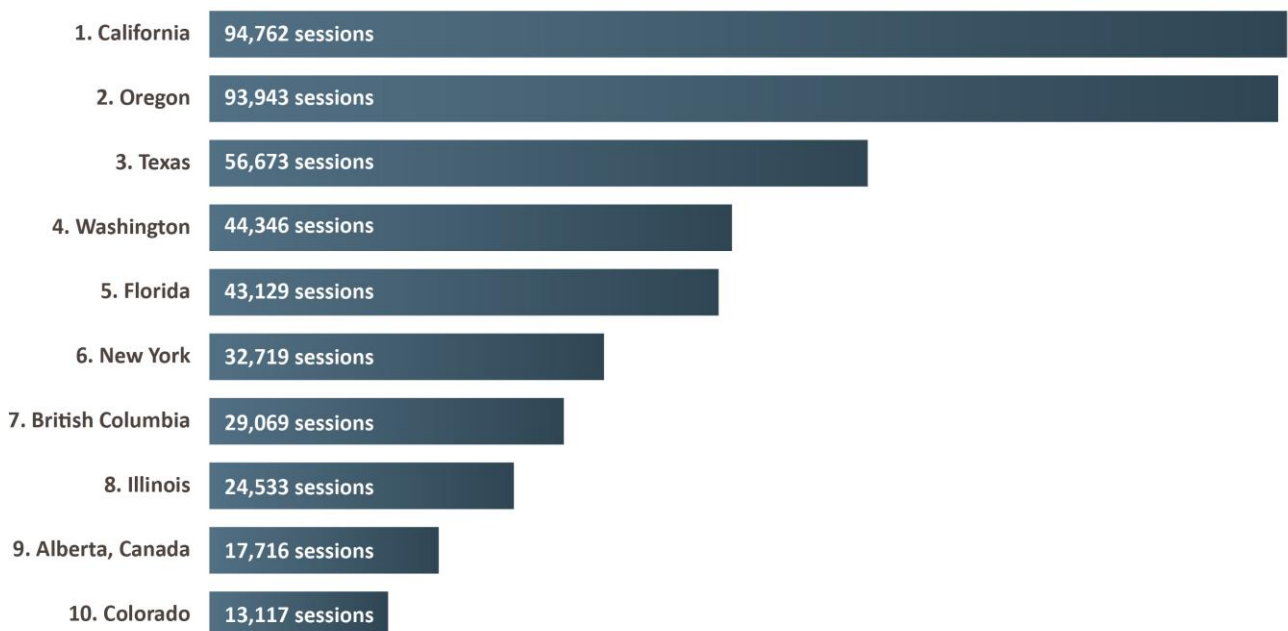
Ages of Users of tualatinvalley.org



Top States/Provinces

The majority of users of tualatinvalley.org reside in the United States and Canada. Among the visitors to the website during FY2016-2017, residents in the following North American states/provinces were the top users of the site:

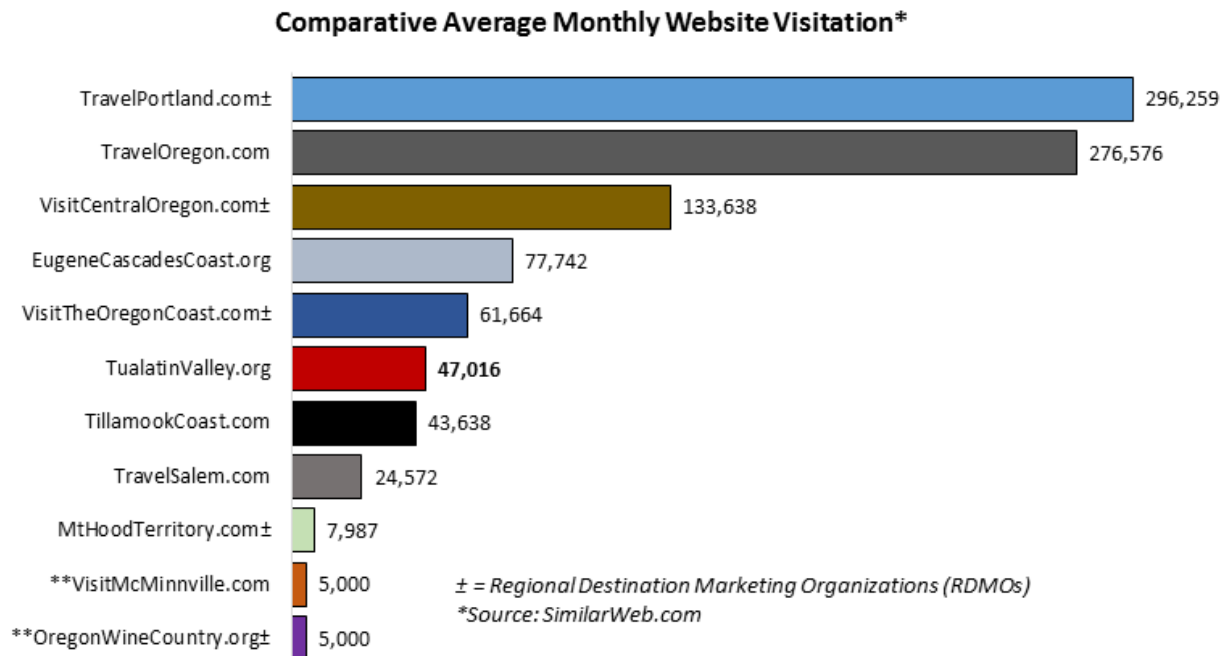
Top States/Provinces



While users in each of these states/provinces increased over the previous fiscal year, it is important to note that website users from Colorado, which didn't make the top 10 in FY2015-2016, increased by 204%.

Competitive Analysis

How does the WCVA's website compare with competitors? The following chart compares the average monthly performance of tualatinvalley.org with competitors within the region and state.*



DIGITAL ADVERTISING

The WCVA continued its relationship with South Carolina-based digital strategy company, Leveling, and invested \$1 million into its digital marketing efforts. The WCVA leveraged the power of paid search, online display and social media advertising.

During the fiscal year, the WCVA's digital advertising was seen by 361.8 million consumers, resulting in 426,706 unique visits to the website.

Overall Site Traffic

During the fiscal year, 426,706 unique visits to the website were attributable to paid media, which includes display advertising, paid search and paid social media. Direct traffic include those who get to the website by typing *tualatinvalley.org* directly into the browser. Organic search and social reflects traffic that comes from non-paid search results. Referral visits come from other websites with reciprocal links to the WCVA website.

The following graph outlines site traffic and the various ways consumers get to the site.

	Paid Digital Media	Direct Traffic	Organic Search	Organic Social	Referral	Other	Overall Site Traffic
TOTAL VISITS	468,400	21,948	47,068	19,556	15,309	83	572,364
% NEW VISITORS	91%	80%	80%	81%	56%	80%	88%
TOTAL UNIQUE VISITS	426,706	17,635	37,490	15,828	8,580	66	506,305

FY 15/16 Total Site Visits – 365,300 (80% driven from paid media)
FY 16/17 drove 14.4% more unique visitors than the prior fiscal year.

Brand Exposures

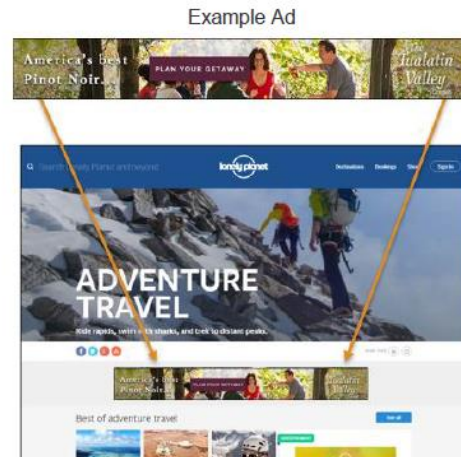
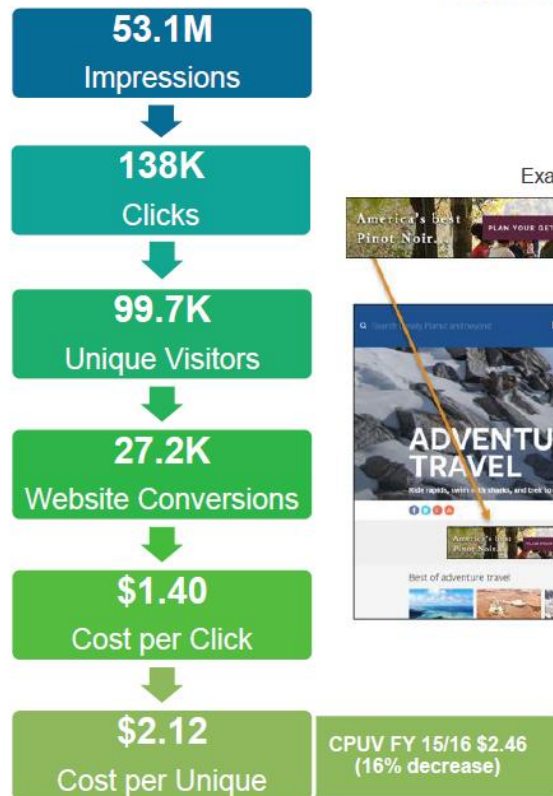
Brand Exposures occur when an individual is exposed to the Tualatin Valley brand by paid digital media. It is a summary of how many touches the brand had with targeted individuals during the campaign. The following are highlights from the WCVA's paid digital media efforts:

- Audience Impressions
 - 361.8 million impressions: A measure of how many times ad messaging was presented to an individual
- Video Views (Facebook video views and pre-roll video views)
 - 1.55 million completed video views: Number of times a video was viewed in its entirety
- Native Article Clicks (clicks through to the article on the WCVA website)
 - 223,000 native article Clicks

Display Advertising

Display advertising are advertisements that appear on websites. The total display spend for the fiscal year was \$211,464.50, which brought 99,700 new visitors to the website. The cost per unique visitor decreased to \$2.12.

- Impressions: Number of times a display ad is shown to an individual user
- Clicks: Number of clicks on a display ad, video or other paid advertisement, taking users to the website
- Website conversions: Number of qualified actions users made on the website, such as booking a hotel package, requesting visitor information, signing up for the e-newsletter, etc.

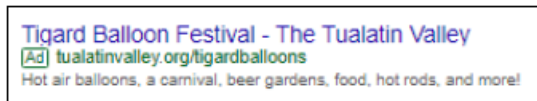


The graph (pictured, right) illustrates the display advertising performance.

Paid Search

Paid search allows Tualatin Valley to show up in related website searches. For example, a traveler looking for “Portland hotels” on Google, Bing, Yahoo or other search engine, may be served an ad for Tualatin Valley.

Example Paid Search Ad



During the fiscal year, the WCVA spend \$108,798 on paid search, yielding the following results:

- 4.02 million impressions
- 61,800 clicks to the website
- 33,000 website

The cost per unique visitor was \$1.75, a 40% decrease in cost from FY2015-2016.

Native Advertising

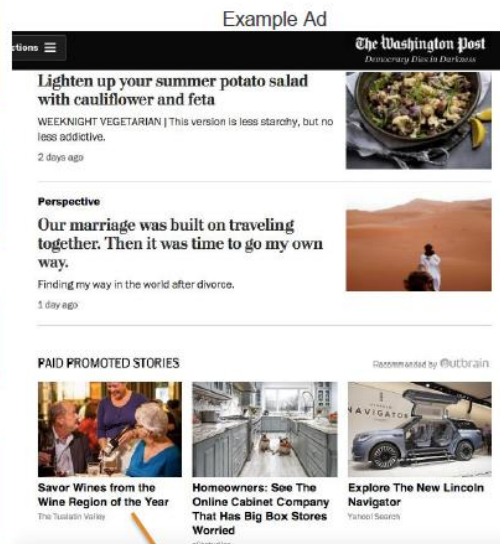
Native advertising—a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed—continues to be a strong performer for the WCVA and the Tualatin Valley Brand.

The WCVA's native advertising are paid promoted stories, appearing on select websites as an engaging photo with a headline. Those who click to read more are taken to the full article, which lives on the WCVA website.

During FY2016-2017, the WCVA spent \$73,945.88 on native advertising. As a result, 155,000 unique visitors reached the website, resulting in 39,200 conversions.



NATIVE AD SUMMARY



Savor Wines from the Wine Region of the Year

Native advertising costs the WCVA only 33 cents per click; 48 cents per unique visitor.



Pre-Roll Display

- 1.3M Impressions
- 1.1M Videos Played to 50%
- 991K Videos Played to 100%
- Cost per 100% View \$0.074



Facebook

- 11M Impressions
- 4.8M Videos Started
- 2M Videos Played to 50%
- 663K Videos Played to 100%
- 4.8M Social Interactions
 - page likes, shares, comments, post likes and link clicks
- Cost per View \$0.01

Video

During the fiscal year, the WCVA invested a total of \$48,431.04 on video ads. Specifically, \$21,563.76 was spent on pre-roll video, which appears as an ad before a video plays, and \$26,867.28 for video ads on Facebook.

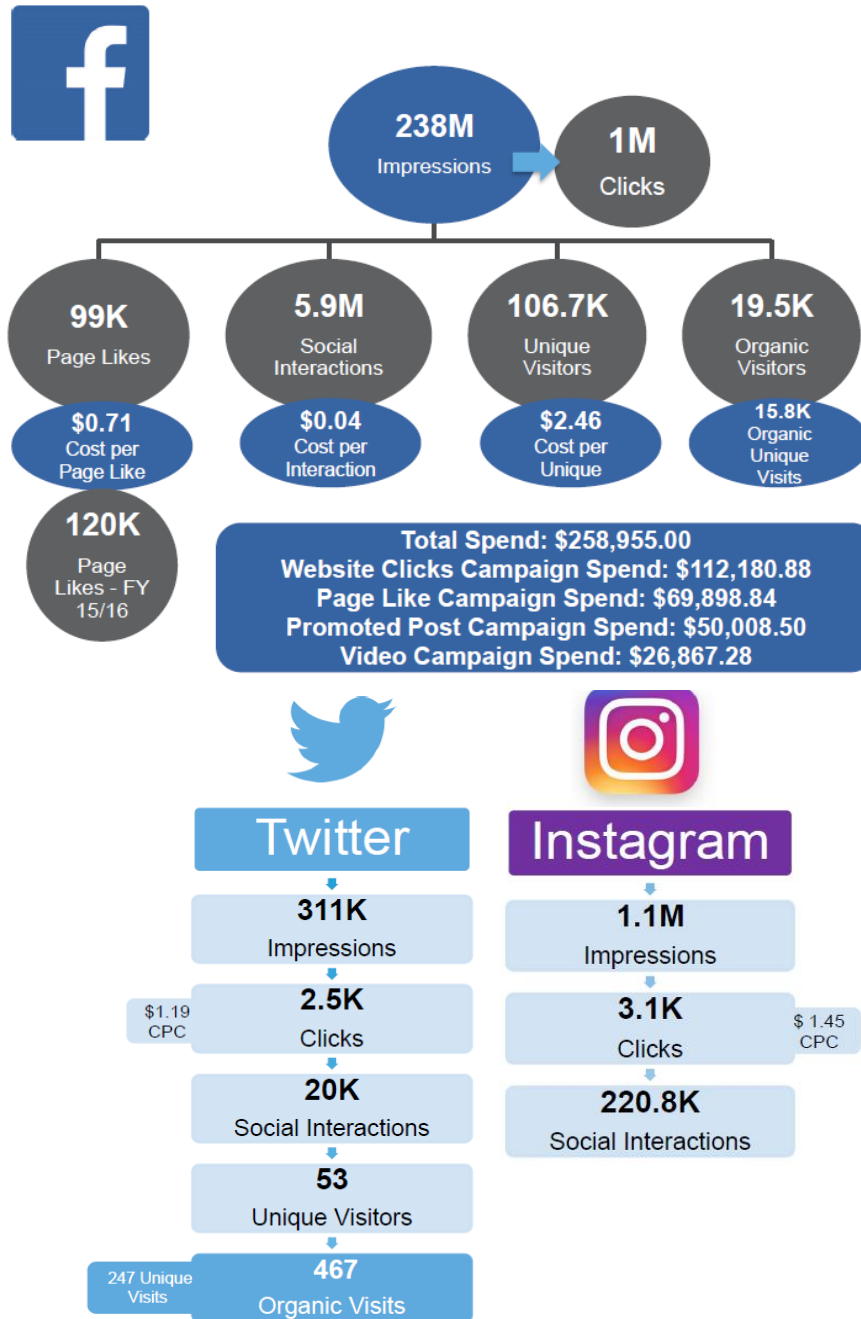
The chart at the left is an overview of how well the videos performed.

Social Media Advertising

The WCVA enjoys a robust social media presence, with more than 507,000 followers on Facebook alone. Throughout FY2016-2017, the WCVA spent \$267,165.10 on social media advertising on Facebook, Twitter and Instagram.

- Facebook paid advertising: \$258,955
- Twitter paid advertising: \$3,713.44
- Instagram paid advertising: \$4,496.66

The following graphs provide an overview of the social advertising performance. *(For more details about the WCVA's social media channels, see page 25)*



Digital Advertising and Website Performance Summary



The Tualatin Valley
Oregon's Washington County

Jul 1, 2016 - Jun 30, 2017 ▾

Site Metrics

New Users

506,170

↑ 104.2%

Total Goal Completions

188,143

Two-page Conversions

110,699

↑ 94.0%

Digital Visitors Guide

4,293

↑ 201.5%

Business Detail View

28,019

↑ 141.6%

Event Detail View

21,265

↑ 129.2%

Book This Package

6,377

↑ 136.8%

Newsletter Sign-up

729

↑ 18.2%

File Downloads

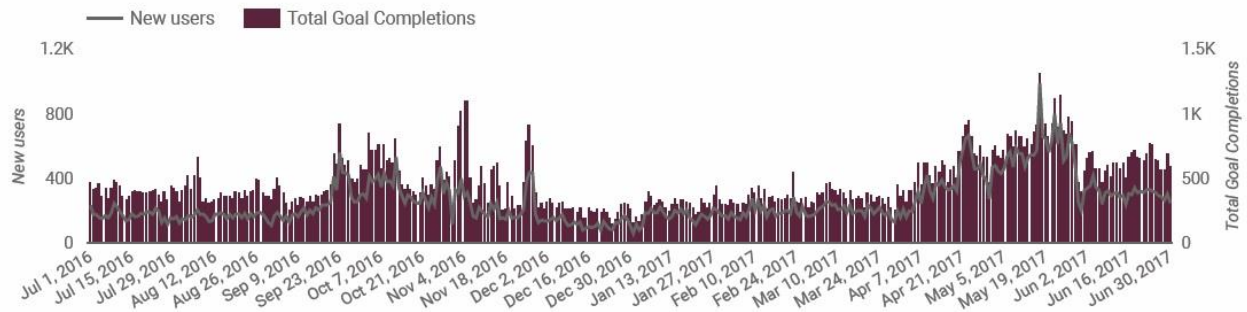
648

↑ 406.3%

Request More Info

1,103

↑ 62.4%



Channel Breakout

Channel grouping	New users ▾	Total Goal Completions
Display	352,309	66,582
Paid Search	186,192	32,999
Organic Search	99,518	54,896
Paid Social	53,312	53,878
Direct	27,477	22,250
Referral	19,141	15,861
Non-Paid Social	13,109	9,976
Social	2,674	632
(Other)	531	135

Engagement

The majority of digital users who engaged with the WCVA's content were mobile users, with 350,682 unique visitors accessing the WCVA's website via a mobile device.

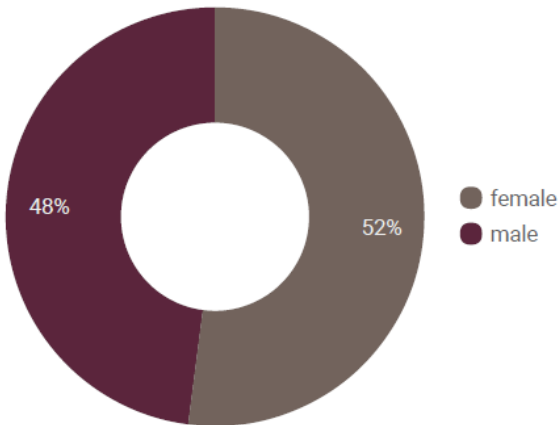
Page Engagement		
Landing Page	Sessions ▼	Avg. Session Duration
/wineries-vineyards/	20,753	00:03:04
/	12,732	00:06:53
/activities-attractions-outdoors/	5,888	00:02:33
/events-festivals/	4,092	00:05:09
/explore-tualatin-valley/	2,674	00:01:50
/lodging-camping/	2,610	00:02:40
/wine/	2,470	00:01:37
/activities-attractions-outdoors/u-pick-farms/	2,029	00:03:41
/portlands-backyard/	1,911	00:02:21
Total	110,699	00:03:53

Business Category Views		
Business Category	Unique Pageviews ▼	Avg. Time on Page
Farms and Markets	7,203	00:02:00
Lodging	6,496	00:02:11
Wineries & Vineyards	5,998	00:02:21
Art, Culture and Museums	2,994	00:02:06
Restaurants	2,860	00:01:53
Nature and Wildlife	2,100	00:02:11
Sport Venues	1,643	00:02:37
Tax-Free Shopping	1,416	00:01:48
Wedding Venues	1,071	00:01:52
Total	36,378	00:02:07

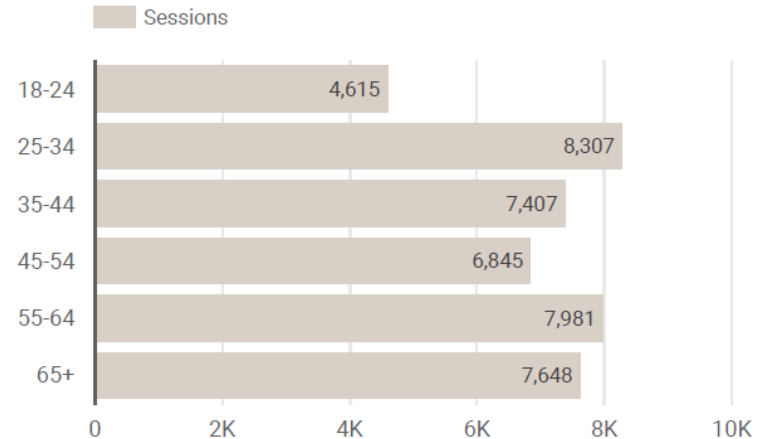
Audience Insights: Converters

A visitor to the WCVA website who views two pages of the site or more is considered to be a “converter.” The following insights illustrate who those are who have visited two or more pages of the WCVA website.

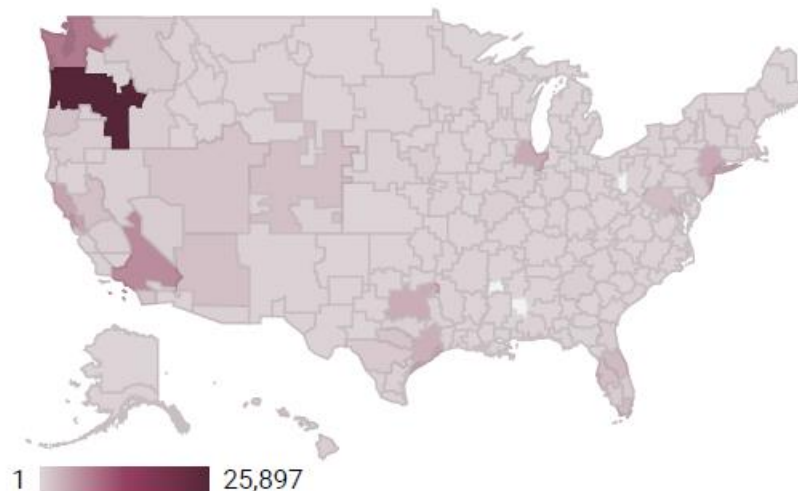
Audience Demographics - Gender



Audience Demographics - Age



Top 10 Metro Cities/State



Metro	Sessions	Metro	Sessions
Portland, OR	25,897	New York, NY	3,672
(not set/not identified)	10,375	Chicago, IL	3,623
Seattle-Tacoma, WA	7,896	Dallas-Ft. Worth, TX	3,471
Los Angeles, CA	6,311	Houston, TX	3,052
San Francisco-Oakland-San Jose	4,165	Orlando-Daytona Beach, FL	2,232

For Levelwing’s complete fiscal year-end report, plus see Appendix B.

SOCIAL MEDIA MARKETING

The WCVA's social media efforts, specifically Facebook, grew substantially throughout the fiscal year, with a combination of paid social advertising and organic content. The WCVA's Facebook Page, Visit Tualatin Valley, continue to hit major milestones throughout the fiscal year, including hitting the 500,000 likes threshold.



There are many different platforms available today; however, the WCVA has identified the following as being the best platforms to promote the Tualatin Valley and engage with audiences:

- Facebook (507,101 likes)
- Twitter (13,695 followers)
- Instagram (3,245 followers)

Facebook

Throughout the fiscal year, the WCVA continued its successful Facebook strategy – a mix of paid social and non-paid posts. The WCVA's Facebook content is a mix of general seasonal messaging, posts from stakeholder events and pages, and—most notably—fresh content from the website. The Facebook page continues to see significant growth, which is a result of providing fresh, relevant content, as well as through strategic advertising efforts via promoted posts, sponsored stories, website click campaigns and page “like” campaigns.

Since the start of the FY2016-2017 fiscal year, the Visit Tualatin Valley Facebook page experienced a 24% growth rate.

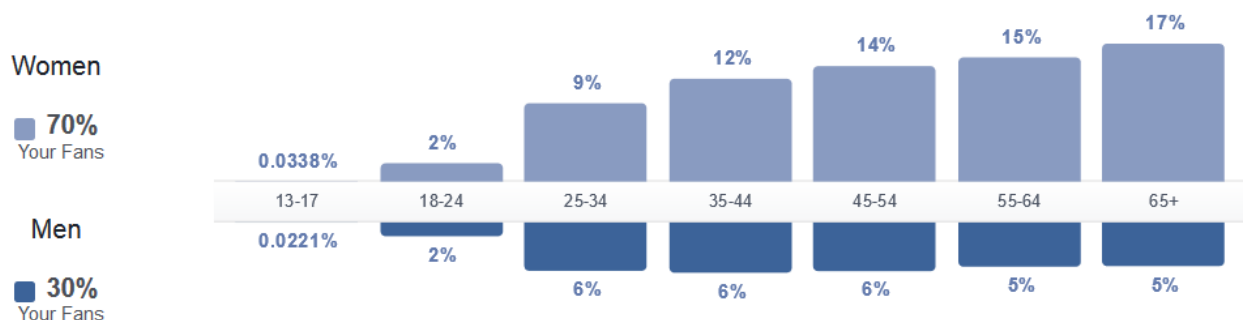
The “Visit Tualatin Valley” page on Facebook has more than 507,000 “likers,” more than Travel Portland, Mt. Hood Territory and Willamette Valley combined.

The WCVA's “fans” on Facebook continue to remain engaged with the Visit Tualatin Valley page. Seasonal messages used on the website clicks campaign (which is different from promoted posts) have performed well for the WCVA.

Snapshot of Visit Tualatin Valley's Facebook Users (as of June 20, 2017)

Similar to the website demographics, the majority (62%) of fans on Facebook are 45 years of age and older, with the largest demographic being 65 years of age and older. However, fans on Facebook tend to skew female, with 70% of the overall fan base.

The people who like your Page



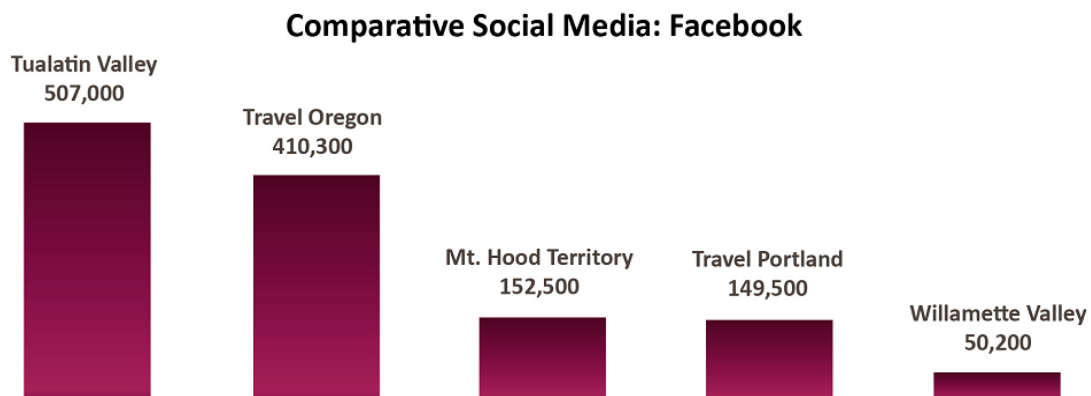
Likers of the Tualatin Valley brand page hail from around the globe. The top 10 cities of people who “like” the Facebook page represent users from several cities throughout the country (as of July 21, 2017).

Rank	City	Fans (Likers)	Rank	City	Fans (Likers)
1	Los Angeles, CA	14,487	6	Dallas, TX	7,221
2	Houston, TX	13,036	7	Phoenix, AZ	5,604
3	New York, NY	10,419	8	San Antonio, TX	5,459
4	Chicago, IL	7,277	9	Jacksonville, FL	4,853
5	Portland, OR	7,231	10	Seattle, WA	4,745

Social Media Competitive Analysis

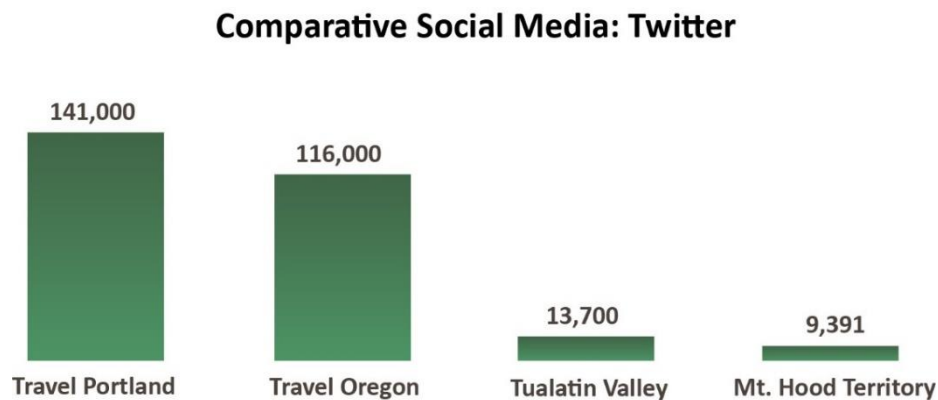
The WCVA has built a steady stream of page likes since the Facebook page launched in 2008. During FY2016-2017, a combination of organic growth, plus advertising-supported posts and page likes allowed the WCVA to surpass the 500,000 page likes mark.

How do we compare to other destinations in the region? The following graphs compare the WCVA’s social media followers to other destinations in the Greater Portland region.



Twitter

As of June 30, 2016, the WCVA’s main Twitter page, @wcva, had 13,700 followers. Because of the nature of Twitter, a feed of new stories with a relatively short exposure, the audience is different for this platform than that of Facebook. Audiences skew younger on Twitter than on Facebook, with 36% of users under the age of 30. Plus users are on Twitter less often than Facebook and Instagram users, with only 42% of Twitter users checking the platform daily. (Source: Pew Research, Social Media Update, 2016) During the fiscal year, the WCVA decided to suspend paid Twitter posts and page campaigns.

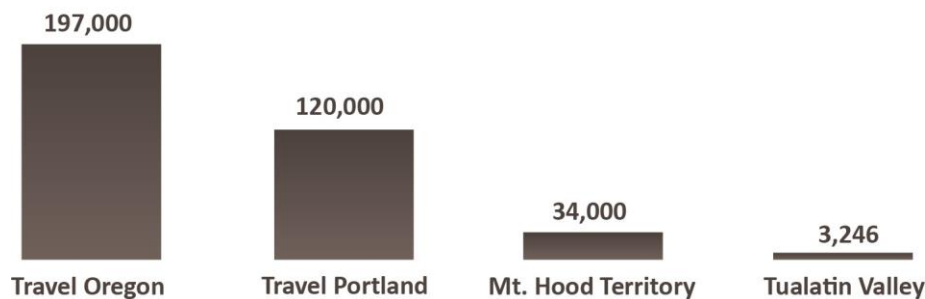


Instagram

As of June 30, 2017, the WCVA's main Instagram account, @tualatinvalley, has 3,245 followers, a 27% growth rate from the previous fiscal year. In 2016, ads on Instagram recently became available through Facebook's self-serve interface. During FY2016-2017, the WCVA tested and implemented a paid Instagram campaign. The WCVA spent \$4,485 on Instagram, which generated 3,101 clicks, 220,449 social interactions.

The Instagram campaign's main purposes are to continue to build the Tualatin Valley's brand awareness to a targeted audience, gain new Instagram followers, and obtain clicks onto the website via call-to-action prompts on the ads.

Comparative Social Media: Instagram



Additional Social Media Platforms

The WCVA utilizes a number of other social media platforms to organically reach potential travelers. The WCVA is active on the following platforms; however, no advertising dollars are spent on these social media channels.

Foodie Delights

64 Pins
446 Followers

Oregon's Washington County has made a name for itself in food circles for its wealth of authentic and exotic cuisine. From meals inspired by the agricultural bounty of the Willamette Valley to trendy global cuisine, these restaurants will give visitors a reason to stay and dine in Washington County.

The
Tualatin
Valley
Oregon

Pinterest

As of June 30, 2017, the WCVA's main Pinterest account, Visit Tualatin Valley, has **635 followers**. This Pinterest account is focused on creating re-pins and encouraging visits to the website, rather than garnering new followers.



Beaverton's best pasta
Visit Tualatin Valley
Foodie Delights



Discover our favorite
restaurants near
Oregon wineries. You...
Visit Tualatin Valley
Foodie Delights



Close to Portland, plan
a long weekend in
Gaston. The...
Visit Tualatin Valley
Foodie Delights

YouTube

During FY2016-2017, the WCVA's YouTube channel, which houses the WCVA's destination video, 30-second spots and video vignettes, experienced **11,358 video views**. Demographics of viewers of the YouTube channel skew a bit older than Facebook and other social channels, with 81% of viewers of the Visit Tualatin Valley channel over the age of 45 years.

Flickr

The WCVA uses Flickr as its primary platform for travelers to view a variety of images of the destination. Statistics and analytics for the fiscal year are not available; however, since January 2010, there have been a total of 105,329 photo views.

PRINT ADVERTISING

While continuing to grow a robust digital advertising presence, the WCVA is still committed to print advertising. Research shows that the Tualatin Valley's target demographic are Gen-X and Baby Boomer travelers (specifically travelers aged 40 and older), and print advertising is still an important vehicle to reach this group.

About two-thirds of Gen Xers with a household income of \$250,000 or more and half Gen-Xers with incomes of less \$250,000 plan on taking a vacation in the next 12 months. – WordStream, June 2017

FY2016-2017 PRINT ADVERTISING

During FY 2016-2017, the WCVA spent nearly \$150,000 on print advertisements. Ad buys focused on regional consumer travel and lifestyle publications, as well as select visitor guides.

Consumer Publications

AAA Via (California)	September/October 2016 • March/April 2017
AAA Via (Oregon/Idaho)	September/October 2016 • March/April 2017
Alaska Beyond (Alaska/Horizon Airlines)	October 2016 • December 2016 • May 2017 **
National Geographic Traveler	December 2016/January 2017 • April/May 2017
Northwest Travel + Life	November/December 2016 • March/April 2017
OnTrak (Amtrak)	Fall 2016 • Winter 2017
Sunset Magazine	September 2016 • March 2017
USA Today Go Escape	Summer 2017

**Special Wine Insert (see "Wine Plate Funds and Advertising Campaign" next page)



Wine Plate Funds and Advertising Campaign

In 2015, the Oregon Tourism Commission adopted rules for a Wine Country Plate Tourism program, which allocates some of the funds raised from the sale of the Wine Country license plate for wine and culinary tourism promotion. During FY2016-2017, the WCVA was awarded its portion of these dollars--\$34,486.50--based on the total planted acres of wine grapes in the county, to use for wine tourism promotion.

The resulting promotion was an ambitious advertising campaign in Alaska Beyond, the in-flight magazine for Alaska Airlines and Horizon Airlines. The ad included a one-page display ad and an 8-page tip-in brochure detailing what sets the Tualatin Valley's wineries apart (it's the soils!). There was an overrun of 7,000 brochures to be distributed to visitors, and the brochures, which included a coupon for free tastings, were also sent to participating wineries.

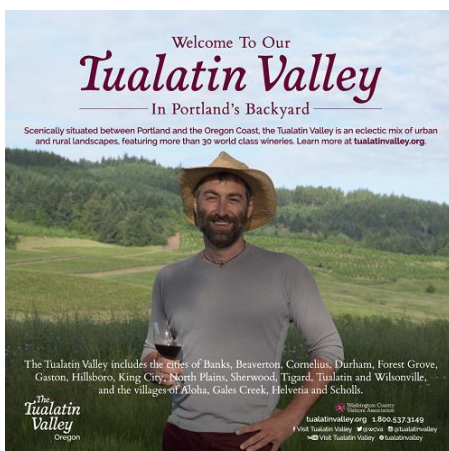
The results of the campaign have been positive. During the month of the campaign (May 1-31) there were:

- 12,668 page views of the Wineries & Vineyards page on the website
- 619 page views of the Wine Loops and Trails page
- 173 downloads of the online coupon

Travel Planning Guides

The WCVA also advertises in the local visitor guides, in order to capture the attention from travelers who already have shown interest in travel to Oregon, Portland and Oregon wine country:

- 2017 Oregon Wine Country Touring Guide (Oregon Wine Board)
- 2017-2018 Travel Oregon Travel Planner
- 2017 Travel Oregon Scenic Byways Guide
- 2017-2018 Travel Portland Magazine



Also, the WCVA supports the efforts of the chambers of commerce located in Washington County with the purchase of one-page advertising in each city's chamber directories/visitor guides.

Airport Advertising

In addition to print magazines, the WCVA has invested in "outdoor" advertising, to build more awareness of the Tualatin Valley directly to travelers. Currently, the WCVA has three print, backlit diorama ads (pictured, left) in the baggage claim at Portland International Airport (PDX). Also at PDX, the WCVA runs an 8-second video spot, which can be seen from the escalators heading down to baggage claim.

PUBLIC/MEDIA RELATIONS

The WCVA continues to reach out to regional and national media in an effort to increase media/travel writer awareness of the destination, as well as to encourage the inclusion of the Tualatin Valley in stories. The tactics the WCVA uses to accomplish this is multi-fold: story idea pitches to media, deskside visits, media familiarization/research trips (individual and group), and outbound media tours.

Throughout FY2016-2017, the WCVA's PR program aggressively pursued travel writers to visit Tualatin Valley, reaching out to more than 120 travel writers via personal outreach, media marketplaces and deskside visits.

Regional Cooperative Tourism Program

The Regional Cooperative Tourism Program (RCTP), formerly the Regional Cooperative Marketing Program (RCMP), is a statewide tourism program using the 1.8% of funds collected by the Oregon Tourism Commission (Travel Oregon) for the purpose of tourism marketing and promotion.



Funds are allocated to the seven Regional Destination Marketing Organizations (RDMOs), which are used for these regional programs. As part of the Greater Portland Region, as recognized and designated by Travel Oregon, the WCVA works with Travel Portland, who is the administrator of these funds.

During FY2016-2017, Travel Portland allocated a portion of these funds--\$32,210—for the purpose of public relations/media relations. As part of this surge of funding, the WCVA embarked on an aggressive media outreach plan.

Media Trade Shows/Deskside Visits

During FY2016-2017, and as part of an enhanced media relations program, the WCVA attended one deskside media tour and two media-focused trade shows.

- **Los Angeles Media Tour (November 14-17):** Met with 10 writers, as part of a joint, regional media tour with Mt. Hood Territory.
- **International Media Marketplace – New York (January 26):** Met with 22 travel writers at this inaugural travel writer event
- **International Media Marketplace – London (March 13):** Met with 23 travel writers at this travel writer event, to market the Tualatin Valley as part of the upcoming London-Portland air service, which launched May 2017.

To date, the WCVA has hosted four travel writers from contacts made through these media outreach efforts and trade shows.

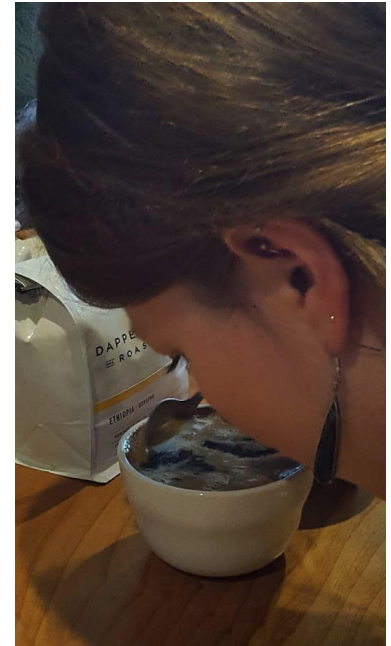
Media Familiarization Tours

Through a combination of media outreach, desktide visits and media marketplaces and trade shows, the WCVA hosted a total of 28 travel and wine writers in the Tualatin Valley. The WCVA participated in three group fams, and 14 individual tours.

Local Freelancer Multicultural Fam Tour (October 18-19, 2016)	
Hosts: WCVA, Travel Portland and Mt Hood Territory	
Writer	Outlet (if applicable)
Annalise Kelly	Freelance
Carrie Uffindell	Freelance
Megan Shamy	Freelance
Rebecca Garrison	Freelance

Pacific Northwest Food Blogger Fam Tour (January 26, 2017)	
Hosts: McMenamins, Maxwell PR and Travel Oregon	
Writer	Outlet (if applicable)
Alyssa Brantley	Everyday Maven Blog
Fabiola Donnelly	Not Just Baked Blog
Samantha Farro	Ferraro Kitchen Blog
Carolyn Ketchum	All Day I Dream About Food Blog

Wine, Beer & Spirits Tour of Greater Portland (April 26, 2017)	
Hosts: WCVA, Travel Portland and Mt Hood Territory	
Writer	Outlet (if applicable)
Ron Stern	The Daily Meal
Tanja Laden	Freelance
Alexandra Palmerton	Freelance
Corinne Whiting	Freelance
Barbara Beckley	Freelance
Mary Charlebois	Freelance



Pictured, a “cupping” class at Dapper & Wise Roasters in Beaverton during a recent media fam tour.

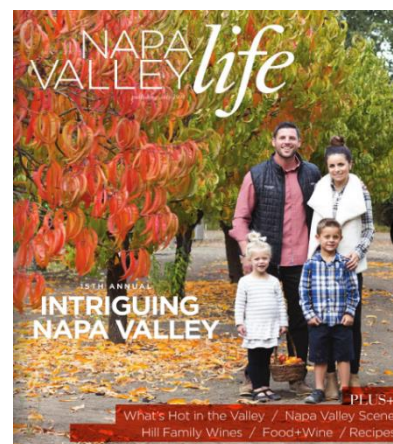
Individual Media Fam Tours		
Writer	Outlet (if applicable)	FAM dates
Robert Kaufman	Napa Valley Life	September 25
Kristin Winet	Freelance	Nov 10-13
Donna Meyer	Freelance	Dec 7-10
Paul Gregutt	Wine Enthusiast	Feb 10-11
Terry Gardner	Freelance	April 14
James Atkinson	Australia Brews News	April 15-16
Howard Blount	Planet Backroads	April 17-22
Mary Charlebois	Freelance	May 18-19
Jackie Bryant	Freelance	May 5-7
Richard & Halina Carroll	Freelance	May 17
Mandy Decker & Synke Nepolsky	German Travel Bloggers	May 22-23
Debra Schroeder	Freelance	June 2-5
Karista Bennett	Food Blogger	June 9-10
Charles McCool	McCool Travel	June 10-19

Media Results (Press Clips):

* Direct result of media fam tour

+ Direct result of a deskside visit or pitch

Tualatin Valley Press Clips: FY2016-2017		
Publication Date	Publication/Outlet	Title/Author
July 2016	Wander with Wonder	"Zippering around Portland: Finding Zip Line Courses" by Elizabeth Rose
August 2016	Sports Travel	"Pacific States Pair Well with Events" by John Conroy
September 2016	Cuisine Noir	"Culinary Portland – Trailblazers and Tastemakers of Food and Drink" by Tracey Augustine
October 24, 2016	USA Today (online)	* "How to Have Tons of Fun in Portland before Bedtime" by Meagan Shamy
November 5, 2016	USA Today (online)	"10 Best Places for Christmas Shopping in Portland" by Meagan Shamy
Winter 2016	Napa Valley Life	* "Portland State of Mind" by Robert Kaufman
December 14, 2016	Perceptive Travel	* "The Grapes I Left Behind" by Kristin Winet
January 2017	Western Group Tour	"Get Outdoors in Oregon's Washington County"
January 2017	Meetings Today	+ "Pampered in the Pacific Northwest" by Carolyn Blackburn
February 2017	Not Just Baked	"Sauteed Shaved Brussel Sprouts" by Fabiola Donnelly
February 16, 2017	All Day I Dream About Food	* "Samoa Layer Cake and PNW Food Blogger Retreat" by Carolyn Ketchum
February 19, 2017	Little Ferraro Kitchen	* "Kalbi Beef Bowl" by Samantha Farro
February 25, 2017	Everyday Maven	* "Coconut Orange Saketini" by Alyssa Brantley
April 26, 2017	Nomad Women	* "I Fly—Really!—With IFly Indoor Skydiving in Tigard, Oregon" by Donna Meyer
May 2017	303 Magazine	"A Food Lover's Guide to Portland" by Alexandra Palmerton
May/June 2017	AAA Via (Oregon/Idaho)	+ "Sweet Stops: Greater Portland" by Chaney Kwak
May/June 2017	Southbay Magazine	+ * "Sampling Beer in Portland by Foot, Bike and Light Rail" by Terry Gardner
May 17, 2017	The Daily Meal	* "The Pioneer Spirit of Exploration is Still Alive in Oregon's Largest City" by Ron Stern
June 2017	San Diego Magazine	* "The New Oregon Trail" by Jackie Bryant



MARKETING COLLATERAL & MATERIALS

In addition to a website, the WCVA has a family of materials geared toward visitors and their interests. These materials are produced in-house, and the WCVA works with local printers to publish the pieces.

Official Tualatin Valley Visitors Guide

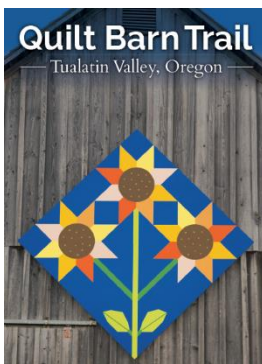
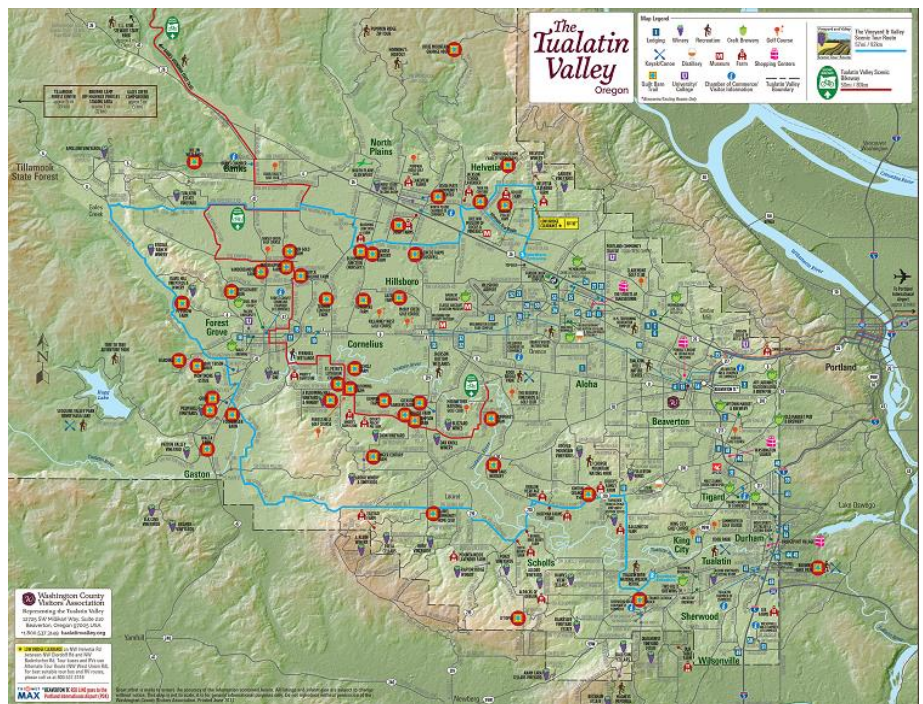
The signature piece is the *Official Tualatin Valley Visitors Guide*, an editorial-style guide about places to see and things to do in the Tualatin Valley. The guide is available in both print and digital versions.

In 2016, 75,000 guides were printed, and guides are being distributed statewide via Oregon Welcome Centers—including the Welcome Center at Portland International Airport—local chambers of commerce and Certified Rack Display, which stocks materials in visitor information racks, as well as local tourism-related businesses. The 2017-2018 guide will be published in the fall.

Maps

The WCVA also produces a series of maps, to help visitors navigate the area:

- **Tualatin Valley Tear-Off Map:** This 15"x20" map showcases provides an overview of the area and showcases the destination's hotels, wineries, breweries, shopping centers, parks, museums and other areas of interest.
- **Tualatin River Water Trail Map:** Produced in partnership with the Tualatin Riverkeepers, this piece provides a map of river access points and points of interest along the Tualatin River.
- **Tualatin Valley Bike Map:** The bike map showcases cycling routes throughout Washington County and provides detailed maps of the Tualatin Valley Scenic Bikeway.



Rack Cards

In FY2015-2016, the WCVA partnered with the Westside Quilters Guild to produce a Quilt Barn Trail rack card.

This popular piece was reprinted in FY2016-2017, and is distributed throughout the county to tourism-related businesses, quilting supply shops, and other partners of the Guild.

VISITOR INFORMATION KIOSKS

The Tourist Assistance Portals (TAP) kiosks are located throughout Washington County in participating area hotels and chambers of commerce.

Today, a total of 44 kiosks are in operation, providing travelers with in-destination information, including restaurants, wineries, breweries, shops and attractions.

The following is information on kiosk usage, detailing which locations get the most use, as well as where visitors are coming from and what attractions they look for while visiting the Tualatin Valley.



Top 10 Most Popular Kiosk Locations (by number of users) FY2016-2017:

WCVA Visitor Center	1,903	Extended Stay Eider Ct	707
McMenamins Grand Lodge	1,681	Best Western University Inn	667
		Banks Chamber (located in Trailhead	
Quality Inn Tigard	1,542	Café)	602
Extended Stay Hillsboro	991	Comfort Inn & Suites Tualatin	539
Residence Inn Portland West Hillsboro	919	Holiday Inn Portland South Wilsonville	478

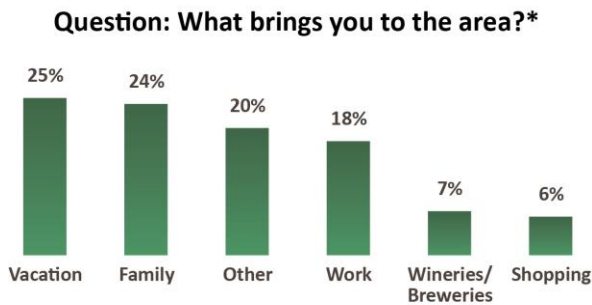
Top 24 Individual Listings (by number of clicks) FY2016-2017:

*What Visitors Need to Know about Legal Marijuana	1,667	John's Incredible Pizza Company	100
Tree to Tree Adventure Park	169	Classic Aircraft Aviation Museum	99
Alpacas of Oregon	167	L.L. Stub Stewart State Park	98
Vineyard and Valley Scenic Tour Route	151	Helvetia Tavern	90
Family Fun Center & Bullwinkle's Restaurant	144	Muir Blueberry Farm	86
Pumpkin Ridge Zip tours	135	Pizza Schmizza	85
Portland Japanese Garden	130	Giant Sequoia Heritage Tree Site	85
World of Speed	124	Jackson Bottom Wetlands Preserve	85
Washington Square	116	The Streets of Tanasbourne	82
The Oregon Zoo	108	Pietro's Pizza	82
Pittock Mansion	104	Cooper Mountain Nature Park	77
Scoggins Valley Parks & Henry Hagg Lake	102	Tigard Donut	68

**Promoted items on the kiosk home page*

Gathering Visitor Information*

The kiosks also have a built-in survey, which gives the WCVA an idea of what brings visitors to the area, and what they do while visiting.



*5,584 visitors answered this question



**4,979 visitors answered this question

Where do Visitors of the Kiosks Reside?

The majority of visitors who use the kiosks reside in the U.S., with many users living in the Greater Portland region. However, the kiosks are used by visitors from around the globe, as illustrated by the map below.



STAKEHOLDER & PARTNER DEVELOPMENT

Each year, the WCVA holds an annual event during National Travel & Tourism Week, held annually on the first full week of May. During this year's luncheon, U.S. Representative Suzanne Bonamici delivered a keynote speech, which addressed the importance of tourism to our community.

People's Choice Awards

As is tradition, tourism awards are bestowed upon Washington County businesses, via the People's Choice Awards, which is determined by a voting ballot sent to the WCVA's consumer newsletter recipients, as well as followers of the WCVA's social media channels. The recipients of the 2017 People's Choice Awards were:



Favorite New Tualatin Valley Attraction: TopGolf Hillsboro

Favorite Tualatin Valley Winery: Ardiri Winery and Vineyards

Favorite Tualatin Valley Restaurant: ABV Public House

Favorite Tualatin Valley Brewery: McMenamins Breweries

Favorite Tualatin Valley Attraction: Broadway Rose Theatre Company

Thomas M. Brian Award

The Thomas M. Brian Award was established in 2012, and was named in honor of then Chairman of the Washington County Board of Commissioners, and the first recipient of this award. This award recognizes those who have made a truly unique and extra, extraordinary impact on tourism development within the Tualatin Valley.



The award is only awarded when a person or organization has truly embodied the spirit of the award and for what it stands. In 2017, the WCVA presented the Thomas M. Brian Award to the Westside Quilters Guild for its development of the Quilt Barn Trail of Washington County.

Within three short years, the Guild has taken its vision from the initial concept to implementation, quickly going from 3 to more than 30 quilt barns throughout the valley, with a dozen more to be installed in 2017. The organization petitioned the Washington County Board of Commissioners to lift some existing signage restrictions to allow the artwork on the barns. In 2014, the ordinance passed, paving the way for the Quilt Barn Trail.

About the Quilt Barn Trail

The Quilt Barn Trail is composed of large wood blocks that have been hand-painted in traditional quilt patterns that hold some significance to the area or farm where it is located. The Quilt Barn Trail highlights Washington County's agricultural and historical heritage, as well as to create public art and showcase the art of quilting. The WCVA supports the trail via its marketing channels, including promoting the trail on its website and on its social media platforms. A promotional rack card was created and printed by the WCVA for the Westside Quilters Guild for its own marketing efforts.

SALES & DEVELOPMENT

The WCVA's sales efforts include reaching out to tour operators and other travel trade, meeting planners and sports event planners. The goal of these efforts is to increase visitation and overnight hotel stays in the Tualatin Valley.

DOMESTIC AND CANADIAN TRAVEL AND TOURISM

FIT AND GROUP TRAVEL

"FIT," defined as a leisure traveler who travels on a customized itinerary, while the group travel trade provides packaged tours that may be purchased from a tour operator.

Group travel, and the motorcoach industry in particular, is alive and well. Student groups and seniors make up a large percentage of travelers, and due to their ages and traveling styles and preferences, they often utilize motor coaches as a means of transportation.



Local tour operator fam visit to TopGolf Hillsboro

Whatever the preference of the leisure traveler, both methods of travel utilize the services of tour operators and travel agents, particularly among Canadian and other international travelers. Tour operators provide a level of experience and expertise for leisure travelers who seek vacation guidance and direction.

Sales Activities in FY2016-2017

- Hosted a familiarization (FAM) tour for local tour operators
 - Five local tour operators participated and the FAM tour consisted of visiting some of Tualatin Valley's newest attractions, as well as an overnight stay at the new Aloft Hotel in Hillsboro.

Domestic and Canadian Tourism Sales Tactics

The following are some of the trade shows the WCVA attended during the 2016-2017 fiscal year to increase awareness and bring in business from the group tour and motorcoach industry:

American Bus Association Marketplace (ABA) (January)

The American Bus Association represents approximately 1,000 motorcoach and tour companies throughout the United States and Canada. In 2014, 604 million passenger trips were made by motorcoach, of which 60 percent were for tour services and sightseeing. The Marketplace is the motorcoach industry's premier tradeshow, and attracts more than 3,500 tour operators, suppliers and exhibitors.

- WCVA met with 20 tour operators

Receptive Tour Operator (RTO) Summit - West (February)

The RTO Summit is an annual marketplace and conference that brings together receptive tour operators with destinations and suppliers throughout the western U.S.

- The Residence Inn Hillsboro/Brookwood and Embassy Suites Washington Square accompanied the WCVA.
- Each hotel had a separate appointment schedule. Between the two schedules we met with 27 tour operators

Go West Summit (February)

The annual Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada. Many of these tour operators work with free independent travelers who are looking for itineraries to fit their travel interests.

- WCVA met with 23 tour operators

Active America China (March)

The annual Active America China event (conference, pictured, right) is a product development show that brings together top Chinese tour operators with invited suppliers and destinations to develop new tour opportunities. This is the only trade show in North America focused exclusively on building in-bound Chinese tourism. In 2017, this sought-after conference was held April 23-26, 2017, in downtown Portland.

- Met with 13 Chinese tour operators
- Hosted 10 tour operators on a pre-conference FAM of Tualatin Valley wineries.



International Pow Wow (IPW) (June)

Held in the U.S., International Pow Wow (IPW) is the international travel industry's foremost marketplace and the largest generator of travel to the U.S. More than 70 countries were represented among the 6500 attendees. IPW is projected to bring 8.8 million international visitors and \$28 billion in spending to the U.S. over the next three years. In 2017, the WCVA attended, for the 9th consecutive year.

- WCVA met with 37 international tour operators



Canada Trade Shows and Sales Missions

Although the Canadian dollar has dropped in value the last couple years compared to the US dollar, Canadian travelers continue to be one of the top markets for Oregon tourism. The following is a list of trade shows and sales missions attended by the WCVA.

Consumer Trade Shows

The **Toronto Golf Show**, is an annual consumer show held in February in Toronto. The WCVA attended to promote golf in Oregon and the Tualatin Valley in conjunction with the seasonal (May through October) direct flight on Air Canada from Toronto to Portland.

The **Outdoor Adventure Show** is an annual consumer show held in March in Vancouver, British Columbia. The WCVA attended to promote outdoor recreation and travel opportunities in Oregon and the Tualatin Valley.

Sales Missions

The WCVA joined Travel Oregon and several other Oregon delegates on a Canada Sales Mission to continue to cultivate critical relationships with the top travel agencies in Canada.

Vancouver B.C. Sales Mission: In March the WCVA joined Travel Oregon, Travel Portland and five other colleagues from around Oregon

- Met with six different tour operator companies and their staffs
- Hosted two dinners for 34 members of the media and 48 tour operators

Eastern Canada Sales Mission: In April, the WCVA joined Travel Oregon, Travel Portland and two other Oregon colleagues

- Met with five different tour operator companies and their staffs
- Hosted two dinners for 40 media members and 41 tour operators

INTERNATIONAL AND OVERSEAS MARKETS

The international, overseas markets are opportunities for future growth, especially with the increase of non-stop air service to/from Portland International Airport. In addition to Canada, in which the WCVA has a presence, the following countries have been identified as potential markets for the WCVA to explore.

International Non-Stop Flights

Portland International Airport (PDX) boasts numerous flights from around the globe. Currently, the following non-stop routes are currently serving PDX (London-Portland launched May 26, 2017).

Europe

Amsterdam, Netherlands
Frankfurt, Germany (seasonal)
London, England (seasonal)
Reykjavík-Keflavík, Iceland (seasonal)

Asia

Tokyo, Japan

North America

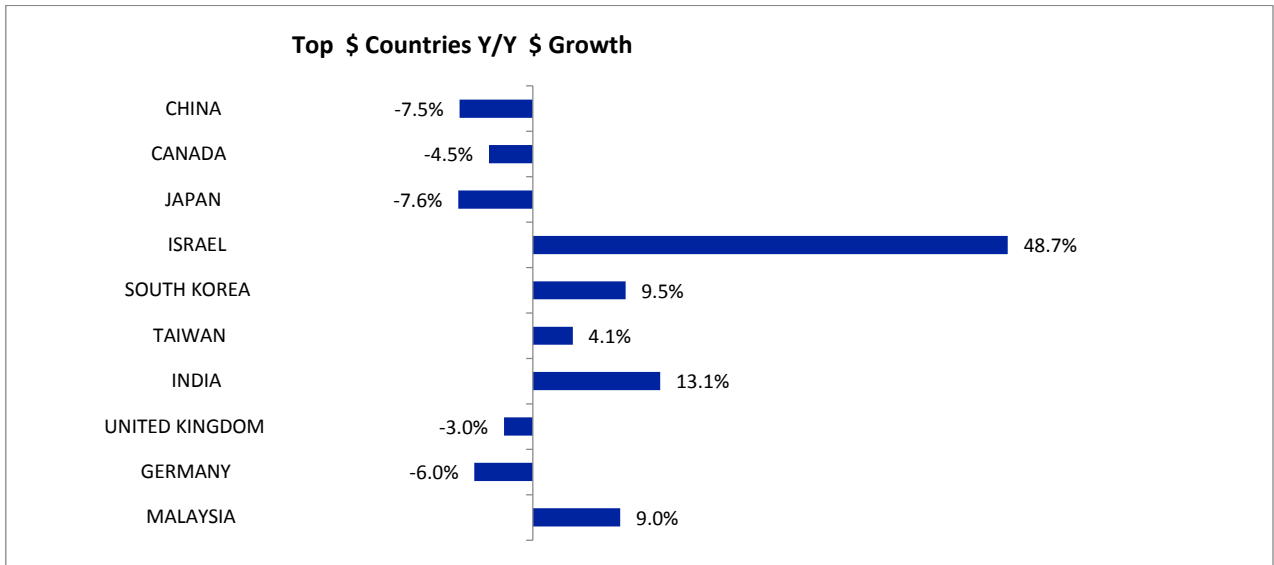
Guadalajara, Mexico
Los Cabos, Mexico
Puerto Vallarta, Mexico
Toronto, Ontario, Canada
Vancouver, British Columbia, Canada
Calgary, Alberta, Canada

International Spending in the Tualatin Valley

During calendar year 2016, international visitors to Tualatin Valley spent \$28.5 million in the destination. This was a slight decrease (-1.1%) from CY2015. The following table represents the top 10 spending by country for 2016.

- | | |
|--------------------------------|----------------------------|
| 1. China (\$6.3 million) | 6. Taiwan (\$1 million) |
| 2. Canada (\$5.4 million) | 7. India (\$900K) |
| 3. Japan (\$3.3 million) | 8. United Kingdom (\$800K) |
| 4. Israel (\$1.9 million) | 9. Germany (\$600K) |
| 5. South Korea (\$1.2 million) | 10. Malaysia (\$500K) |

While spending in the Tualatin Valley from some countries decreased, developing travel markets, including India and South Korea, saw significant growth in CY2017.



Source: VISAVue 2016 Year-End Report

International Sales Missions & Trade Shows

The WCVA participated in two overseas sales missions with Travel Oregon, in order to build familiarity of the Tualatin Valley, as well as to leverage personal relationships with the travel trade in markets that continue to grow and have a direct impact on tourism to the state.

In preparation for the international sales missions and trade shows, the WCVA produced a gate-fold brochure specifically tailored for the international market. The brochures to be used in upcoming shows in Japan and China have been translated into those languages.



OCEANIA

Australia and New Zealand (August)

The number of travelers to the United States from Australia continues to grow and forecasts predict that the number of travelers from Australia will grow 25% by 2020. In order to continue to grow this market, the WCVA partnered with Mt. Hood in a collaborative effort to sell the valley and the mountain in this annual sales mission led by Travel Oregon.

In 2016, visitors from Australia spent more than \$315,500 in the Tualatin Valley, and visitors from New Zealand spent more than \$138,000.

EUROPE

World Travel Market (WTM) (November)

Staged annually in London, the World Travel Market--the leading global event for the travel industry--is a vibrant business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business. Through its industry networks, unrivalled global reach, WTM creates personal and business opportunities, providing customers with quality contacts, content and communities.

In 2016, visitors from the U.K. spent nearly \$777,000 in the Tualatin Valley.

ITB Berlin (March)

ITB Berlin is the global travel industry's leading trade show with more than 10,000 companies and organizations from 186 countries exhibit their products and services to 175,000 visitors. The entire diversity of the world of travel is presented to the travel trade and consumers at ITB Berlin. The WCVA attended this annual tradeshow, as part of the Oregon delegation. Media outreach included a media breakfast and a blogger "speed dating" event, where the WCVA met with 30 travel writers and bloggers.

In 2016, visitors from Germany spent nearly \$557,000 in the Tualatin Valley.

Vakantiebeurs Utrecht (January)

Vakantiebeurs is a tourism and leisure fair in the Netherlands, which attracts travel agencies, destinations and cultural associations from around the world. This annual, interactive fair is open to the public, and presents attractions and activities for all types of travelers. The WCVA attended as part of the *Wie is de Mol* television show promotion in the Netherlands (see page 35 for additional information).

In 2016, visitors from Netherlands spent nearly \$147,000 in the Tualatin Valley.

ASIA

JATA Tourism Expo Japan (September)

The Japan Association of Travel Agents (JATA) Tourism Expo is a travel showcase and is Japan's largest tourism-related event. The show features exhibitors from more than 150 countries and regions of the world.

In 2016, visitors from Japan spent more than \$3.3 million in the Tualatin Valley.

China International Travel Mart (November)

China is the fastest growing market for the Tualatin Valley, and this country represents the top dollar generator from foreign markets, as well as represents the strongest opportunity for growth. The annual China International Travel Mart (CITM) is the largest professional travel market in Asia, and is organized by the China National Tourism Administration and the Civil Aviation Administration of China.



BrandUSA China Mission

BrandUSA's first official travel mission to China took place in 2016—part of an agreement between China and the U.S. for a 10-year travel VISA program, which allows Chinese nationals to travel to the U.S. on a VISA that is valid for 10 years (and vice versa). In 2017, the WCVA returned to the trade show to continue outreach to this emerging market.

In 2016, visitors from China spent nearly \$6.3 million in the Tualatin Valley

Regional Cooperative Tourism Program: Tourism Sales

Through the Regional Cooperative Tourism Program (RCTP), the WCVA collaborates with Travel Portland and Mt. Hood Territory, as “Greater Portland.” The tourism sales efforts focuses on international markets, as well as supporting existing and potential non-stop service to Portland International Airport. These initiatives include (but are not limited to):

- Multi-channel marketing in China, Germany, Canada, Australia and the United Kingdom
- Presence on “We Chat” social media platform in China
- Registration and participation in international trade shows, such as ITB and WTM

International Tour Operator Fam Tours

In-market fam tours are one of the ways the RCTP markets the Greater Portland area to international markets. These fams are designed to showcase the region and to encourage international tour operators to create itineraries and book travel to the destination.

The WCVA, along with Travel Portland and Travel Oregon, hosted the following FAMs in the Tualatin Valley during FY2016-2017:

- Intrepid Food FAM: Hosted 1 operator from China (July 2016)
- Sell Your Way FAM: Hosted 6 operators from Australia (October 2016)
- Flight Centre: Hosted 11 operators from New Zealand (November 2016)
- UK Delta FAM: Hosted 10 operators from UK (March 2017)
- Oregon Road Rally: Hosted operators and media from around the world: 4 Germany, 4 France, 3 Scandinavia, 5 UK/Ireland, 4 Netherlands, 3 China, 4 Australia, 6 New Zealand, 3 Canada (April 2017)
- Active America China: Hosted 11 operators from China (April 2017)
- Air Canada: Hosted 8 operators from Canada (May 2017)
- World Journeys: Hosted 9 operators from New Zealand (May 2017)
- Barking Owl, Hosted in-market representatives, 4 from Australia and one from Netherlands (June 2017)



Tualatin Valley was represented in Netherlands at the “Wie is de Mol” Fan Day.

Wie is de Mol – Netherlands

Wie is de Mol? (“Where is the Mole?”) is a Dutch reality television game show featuring Dutch celebrities. Season 17 of the show was shot throughout Oregon, and was a joint effort by Travel Portland and Travel Oregon.

To promote the Greater Portland Region, as well as the state of Oregon, in the Netherlands, the WCVA attended a couple of events in support of the television show: Wie is de Mol? Premiere “watch” party in Amsterdam with travel trade and media (January) and Fan Day to celebrate the season finale (March).

SPORTS MARKET

Sports plays a vital role in drawing visitors to the Tualatin Valley, and the WCVA continues to pursue sporting events for the region, paying special attention to events that can take place during the shoulder season of November through March.

Sports Trade Shows

The WCVA continues to seek out opportunities to recruit new events by attending sports-specific trade shows. During FY2016-2017, the WCVA attended the annual **National Association of Sports Commissions (NASC) Sports Event Symposium**.

During the event, the WCVA met with several sports event owners. The Symposium brings hundreds of sport tourism professionals and industry partners together to exchange time, resources, strategies, solutions, and more. The Symposium features education sessions, networking opportunities, and business development appointments in the NASC Sports Marketplace.

Developing Sporting Events in Tualatin Valley

The WCVA also communicates with local sports venues and other organizations to develop new opportunities for the Tualatin Valley to host sporting events. The following are events held in the Tualatin Valley that the WCVA played a leadership role in developing:

- **Push in the Woods Longboarding Race (October 2, 2016; Banks Vernonia State Trail):** 4th annual race drew more than 50 skateboarders from all over the country, and accounted for 20 room nights.
- **American Junior Golf Association's All-Star Invitational (October 7-10, 2016; Pumpkin Ridge Golf Club):** 72 youth golfers from all over the world between the ages of 12-16 participated, and occupied approximately 250 hotel rooms during the event.
- **Triple Crown Sports Northwest Border Wars (May 5 – May 7, 2017; Gordon Faber Recreation Complex):** More than 120 teams participated in this third-year event, for which the WCVA invested significant time helping Triple Crown Sports identify potential ball fields to use, make introductions to local contacts, and establish hotel room blocks.
- **Master's International Badminton Championships (May 19-21, 2017 at Oregon Badminton Academy in Beaverton):** With Oregon Sports Authority, the WCVA assisted in winning the right to host this championship in Beaverton. Approximately 40 players came from all over the US and Canada to compete.
- **Valley Invitational (June 16-18, 2017, mainly at Gordon Faber Recreation Complex and other Washington County softball fields):** Triple Crown Sports and the WCVA spent significant time assisting organizers in identifying possible fields to use and Tualatin Valley hotels to accommodate the 233 participating teams.
- **Oregon State Championships of Cornhole (June 23-24, 2017; PDX SportsCenter):** Though the WCVA was not involved in organizing nor operating the competition this year, a local group of players continued the annual championship. Participants from around the northwest competed for the crown of Oregon State Champion, some of whom stayed in Beaverton-area hotels for the weekend.



Participants in the 2017 Master's International Badminton Championships

- **World Outdoor Track and Field Championships in 2021:** Although the Eugene event is four years away, the WCVA is already working with Pacific University, Tigard and Tualatin High Schools, and other possible venues across Washington County to host one or more countries that will arrive up to a month prior to the games. The venues will host practice sessions prior to the games to allow the athletes to adjust to climate and time zone changes. The economic impact of hosting one or more countries will depend on which countries will use Tualatin Valley practice facilities. It is anticipated that the number of delegates from each country could range between 20 and 200 people.

Assisting Sporting Events in Tualatin Valley

In addition to the events that the WCVA helped recruit, the organization will continue to support the more than 100 other tournaments, races, and meets that result in room nights at local hotels. These sporting events are organized and operated by various youth recreation leagues, high school varsity and club sports, Pacific University, park and recreation departments, and non-profit and for-profit groups.

The WCVA plays a variety of roles in helping to facilitate many of these competitions depending on the events' needs. Some of the services provided by the WCVA include the following:

- Assistance with booking hotel room blocks
- Leading site tours of possible venues
- Scheduling meetings with local contacts, potential sponsors and volunteer groups
- Distributing visitor information to participants and spectators
- Facilitating discounts to local restaurants, attractions, and shopping
- Providing grant money to assist with operational expenses



The Davis Cup men's tennis quarterfinal between USA and Croatia took place in Beaverton at the Tualatin Hills Tennis Center, July 15-17, 2016.

FISCAL HEALTH

Financial Statements

The WCVA has historically received 1/3 (3%) of the 9% county transient lodging tax to use on tourism promotion for the region. Effective July 1st, 2016, the WCVA's share of the tax was reduced to 2.33% with the difference remaining with the County to allow for bonding of the funds to begin construction of the multi-use facility. With this in mind, the WCVA is reporting a reduction in TLT revenues from just over \$4 million in the previous year to \$3.4 million in the fiscal year that just ended.

For the fiscal year ending June 30, the WCVA had just over \$3.5 million in revenues and \$3 million in expenses. Lodging tax revenue growth and a conservative spending policy has allowed the WCVA to build a robust financial position. Having asset reserves available has allowed the WCVA to be a key participant in working with regional organizations to approach the funding challenges of building significant tourism infrastructure needed to attract visitors to the Tualatin Valley. We are excited what some of these projects, like the Salmonberry Trail and an ice facility at Tualatin Hills Park and Recreation, could do for the region.

Looking at the budget for the upcoming fiscal year 2017-2018, the WCVA plans to spend 47% of its budget on advertising the region to visitors. An additional 23% of the budget is spent on staffing. The remaining third of the budget is used to fund grant programs (via the Capital Project Grant Program), attend tradeshow, print maps and guides, generate film and photography assets that can be used to show off the beautiful Tualatin Valley, bring media to experience and write about region, and other organizational costs.

Investments

The WCVA holds just over \$5.4 million in invested assets. The invested funds are largely made up of a few earmarked items. One million dollars is set aside for each of the following: (1) the County multi-use facility, (2) WCVA's operating reserve, and another \$787,000 is set aside to fund worthy grant projects.

Invested funds are held in brokered CDs with remaining maturities of between 1 – 33 months. Brokered CDs are similar to typical bank CDs, and are offered at a set interest rate and are covered by FDIC insurance. These types of CDs differ from standard CDs in that they can be liquidated at any time without penalty and are easier to source from the best rates around the country. Brokered CDs will not lose value if held to maturity, but they are carried at market value and consequently affected by movements in interest rates during the life of the CD.

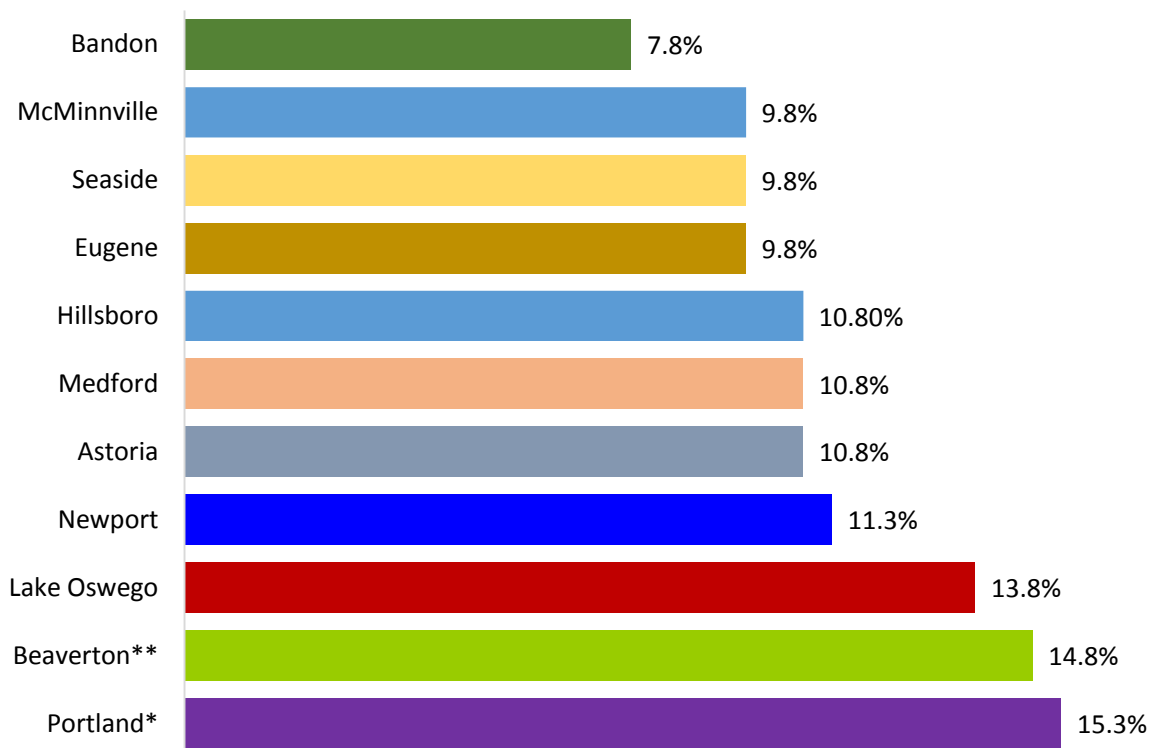
TLT Collections and Comparisons

In 2016, the Oregon State Legislature voted to increase the transient lodging tax (TLT) by .8%, increasing the statewide TLT to 1.8%, effective July 1, 2016. These taxes are distributed to Travel Oregon, which reinvests the dollars into its Regional Cooperative Marketing Program (RCMP), which distributes funds for each of the state's eight regions for the sole purpose of destination marketing.

Also in 2016, the City of Beaverton voted to implement a 4% city TLT, increasing the lodging tax rate for all Beaverton hotels/motels to 14.8%, the highest in Washington County. This tax became effective October 1, 2016.

The statewide TLT is in addition to any county or city taxes that are included in the rate. As the following chart illustrates, each county or city may collect a different rate. Currently, the transient lodging tax rate for all hotel properties in Washington County is 10.80%.

Comparative TLT Tax Rates: Oregon



**Portland has two different tax rates (hotels located in the downtown corridor are part of the "Tourism Improvement District, an additional 2% tax). This chart reflects the higher tax rate.*

***Beaverton's rate increased from 10.8% to 14.8%, effective October 1, 2016.*

LOOKING FORWARD: FISCAL YEAR 2017-2018 BUSINESS PLAN

MARKETING & COMMUNICATIONS

Digital Advertising

The WCVA will continue to advertise in both print publications, as well as on digital platforms, to increase awareness of the Tualatin Valley as a travel destination, and to encourage visitation and overnight stays. The following is the overall strategy for FY201-2018 for the WCVA's digital marketing:

- **Build the Brand** – right place / right time / right message
- **Drive Increased Unique Visits** – create new visitor experiences on website
- **Learning Based Strategy** – take best performing tactics and increase them
- **Innovate** – utilize new ad formats and technology
- **Extend Content** – create opportunities to extend content and creative assets
- **Always Adapt** – keep the budget and tactics flexible to change

Print Advertising

The following is an overview of the FY2017-2018 consumer media plan*.

FY2017-2018 Proposed Print Media Advertising Plan											
Publication	Circulation	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
CONSUMER TRAVEL											
AAA VIA (No. Cal.)	2.55 mil										
AAA (OR/ID)	440,000										
Alaska Beyond (Alaska/Horizon Airlines)	79,000										
Nat. Geographic Traveler (CA, PHX, NV, SEA, PDX)	125,000										
Northwest Travel + Life Magazine	45,000										
Sunset Magazine (AK, OR, WA, ID, BC)	270,000										
Wine Enthusiast Magazine	940,000										
ANNUAL OREGON TRAVEL PUBLICATIONS											
Travel OR Trip Planner	100,000										
Travel PDX Annual Magazine	100,000										
OregonWine Touring Guide (Oregon Wine Board Publication)	50,000										
Travel Oregon Scenic Byways	100,000										

*Subject to change

In addition to consumer publications, the WCVA also will buy insertions in the local chambers of commerce directories and visitor guides.

Branding

Fiscal year 2017-2018 kicks off with a couple of important research projects: the Tualatin Valley Brand Awareness Study (part 2) and the branding work that is being done by local branding experts, Huen PDX. The results of these two studies will be available within the first two quarters of the fiscal year. Insights from these studies will allow the WCVA to strengthen the Tualatin Valley brand through its website, online, print and digital advertising efforts.

Public Relations/Media Relations

The Regional Cooperative Tourism Program (RCTP) funding for public relations efforts will be distributed differently than in previous years. As outlined on page 42, the lion's share of the RCTP PR funding will be used for the upcoming Society of American Travel Writers (SATW) annual conference, which will be held in Portland in October 2017.

RCTP funds (\$120,000) will be used to host the conference, which is approximately 25% of the cost to host this convention. Travel Portland is hosting the remainder with their own reallocated PR funds, and have also secured a grant to help offset costs.

The WCVA will have a presence at this important conference, which will bring to the region hundreds of travel writers and PR associates from destinations throughout the country. The WCVA will participate in the conference as an exhibitor in the marketplace, as well as offer pre- and post-conference fam tours. The contacts made at this conference also will benefit the WCVA's media outreach efforts.

Although limited RCTP funds will be set aside to supplement the WCVA's media fam hosting budget in FY2016-2017, the WCVA will continue to be aggressive and proactive in bringing travel media to Tualatin Valley.

Media Trade Shows

In order to build relationships, meet travel writers and showcase the destination, the WCVA will participate in the following media-focused conferences, meetings and marketplace.

- **Society of American Travel Writers (SATW) Annual Conference (October):** SATW is a professional association made up of 1,100 writers, photographers, editors, broadcast/video/film producers, bloggers, website owners, public relations experts and hospitality industry representatives from the United States and Canada. In 2017, the annual conference will be held in Portland, Oregon, providing the Tualatin Valley the opportunity to showcase the destination by offering familiarization tours of the valley to interested attendees, in addition to attending the event as an exhibitor.
- **International Media Marketplace – USA (January):** TravMedia's International Media Marketplace is the industry's leading platform for travel and tourism brands to meet media. Destination marketing organizations, hotels and resorts, cruise lines and other travel and tourism businesses and organizations meet one-on-one with top-flight travel journalists, editors and broadcasters on their forthcoming news, events and developments. As a single-day networking and relationship-building opportunity for travel and tourism brands and journalists, IMM is unmatched.
- **Society of American Travel Writers (SATW) Western Chapter Meeting (June):** The annual Western Chapter meeting is open to members—travel writers and PR associates—who reside in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and Mexico. This annual meeting provides opportunities to network with member travel writers, as well as provides professional development and fam tour opportunities.

SALES

The WCVA's sales efforts are concentrated into four primary areas: meetings and events, domestic and Canada travel trade, international travel trade, and sports.

Meetings & Events Market

As the plans to build an event center at the Washington County Fairgrounds ramp up, the WCVA will engage in the following to assist in developing a blue print that will cater to many different types of conferences and meetings by doing the following:

- Attend local and regional conferences to evaluate their needs for conference room spaces and break-out sessions.
- Continue to evaluate where the county fell short in its unsuccessful pursuit of meetings and conferences during the last few years.

The WCVA will be proactive in its sales approach in evaluating and recruiting meetings and conferences by doing the following:

- Attend trade shows geared specifically to the meetings industry
 - Small Markets Meetings conference, September 26-28, 2017, in South Bend, Indiana
 - Connect Pacific Northwest trade show, November 30-December 1, 2017 in Seattle, Washington
- Continue to participate in Meeting Planners International and the Greater Oregon Society of Government Meeting Planners.
- Continue to build relationships with local meeting planners and establish interest in hosting their meetings when the Washington County multi-use center is completed

Travel & Tourism Trade: Domestic and Canada

The WCVA will continue its time investment with tour operators by attending select trade shows, and to continue to follow-up with tour operators the WCVA has built relationships with over the years of attending these trade shows.

Additionally, the WCVA will continue to participate in group familiarization tours (or "FAM")--an essential element of selling the destination to tour operators, sports and meeting planners, media and other travel influencers.

The WCVA will continue to build awareness of the destination, showcase the Tualatin Valley and secure new business at the following travel and tourism trade shows.

- **Ontario Motor Coach Association Marketplace (OMCA)(November):** OMCA Marketplace matches motorcoach tour operators from central and eastern Canada with sellers from across the United States and Canada to identify new adventures and experiences for the market.
- **National Tour Association's (NTA) Travel Exchange (December):** The Travel Exchange brings together National Tour Association and the Faith Travel Association members on one floor to offer travel professional from around the country the best business-building show in the industry. In addition to one-on-one meetings with the top domestic tour operators to promote the Tualatin Valley, the WCVA joins forces with the rest of the state to host an Oregon booth on the exhibit floor.

- **Go West Summit (February):** The annual Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada. Many of these tour operators work with free independent travelers who are looking for itineraries to fit their travel interests.
- **Receptive Tour Operator (RTO) Summit West (February) and RTO Summit East (April):** RTO Summits bring North American travel suppliers together with receptive tour operator buyers who cover major and developing international markets. The WCVA will invite hotel partners to attend these summits to meet and negotiate hotel contracts directly with the receptive operators.
- **Outdoor Adventure Show and Canadian Sales Mission (March):** The Outdoor Adventure Show, a consumer show, is Canada's largest outdoor and travel show, which brings together buyers and sellers of outdoor adventure products and services. Canada is the number one international market for visitors to Oregon.
- **Canada Sales Missions (March, May):** The WCVA continues to cultivate Oregon's number one international market by meeting with important tour operators, travel agencies, and media contacts in Vancouver, Edmonton, Calgary, Toronto, and Montreal.

Travel & Tourism Trade: International

The WCVA has entered several international markets and will continue to work with its partners, Travel Portland and Travel Oregon, via the state's RCMP program in its international outreach efforts. As part of the RCTP and WCVA's global sales initiatives, the WCVA will be attending the following international tradeshows, which are geared toward travel and tour operators and media from across the globe:

- **Brand USA Japan and South Korea Sales Mission (July):** Brand USA is planning its first Sales Mission to Japan and South Korea in 2017. This mission will provide an appropriate platform for U.S. DMOs and suppliers to interact directly with tour operators, airline representatives, travel agents, incentive and meeting agents, and media. International sales missions to new and emerging countries are a critical platform in Brand USA's marketing strategy. The WCVA will attend this inaugural sales mission with Mt. Hood Territory.
- **Brand USA India Sales Mission (September):** Brand USA's Sales Mission to India provides an appropriate platform for U.S. DMOs and suppliers to interact directly with tour operators, airline representatives, travel agents, incentive and meeting agents, and media. The main focus is to encourage Indian visitation to the U.S. and educate the Indian travel industry on the limitless potential of the U.S. as a travel destination. The 2017 mission will travel to the cities of Mumbai, New Delhi and Chennai. Previous Sales Mission participants have successfully expanded their footprint in India and this trend will continue through the 2017 Brand USA India Sales Mission. The WCVA will attend this inaugural sales mission with Mt. Hood Territory.
- **World Travel Market (WTM) (November):** Staged annually in London, the **World Travel Market**--the leading global event for the travel industry--is a vibrant business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business. Through its industry networks, unrivalled global reach, WTM creates personal and business opportunities, providing customers with quality contacts, content and communities.

- **Active America China (April):** With the rise in Chinese travelers, Active America China provides a chance to meet directly with Chinese tour operators about developing new itineraries and adventures.
- **International Pow Wow (IPW) (May):** Held in the U.S., International Pow Wow (IPW) is the international travel industry's foremost marketplace and the largest generator of travel to the U.S. More than 70 countries were represented in 2015 among the 6500 attendees. IPW is projected to bring 8.8 million international visitors and \$28 billion in spending to the U.S. over the next three years. In Oregon, last year alone, more than 2 million international travelers visited the state. In 2015, the WCVA attended, for the eighth consecutive year meeting with 22 operators, and partnering with Travel Oregon and other statewide representatives.

Sports Sales

The WCVA continues to pursue sporting events that will bring high impact and return on investment to the Tualatin Valley. The WCVA has been working on one specific opportunity, which will be fully realized in 2021.

The **International Association of Athletics Federations (IAAF) World Championships** will take place in Eugene, Oregon, in the summer of 2021. Nearly 2,000 international track athletes will descend on the state to compete. Of the 216 federations traveling to Oregon to compete in the World Championships, many will travel to the U.S. a few weeks prior to allow athletes to adjust to the climate and time zone.

The federations are seeking locations that provide appropriate amenities for their athletes to train, eat and sleep with ease and convenience, and the WCVA is working with Pacific University to become one of the locations for competitors to stay prior to the main event.

In FY2017-2018, the WCVA will attend the following sports trade shows:

- **Connect Sports Marketplace (August):** Connect Sports is a fully-hosted buyer program for the sports events and tourism industry. The conference provides one-on-one meetings with events rights holders, educational sessions about trending sports, and networking opportunities with industry leaders.
- **National Association of Sports Commissions Symposium (April):** NASC Symposium brings hundreds of sports tourism professionals and industry partners together to discuss the development of sports events resources, strategies, solutions, and more. The Symposium features education sessions, networking, and business development appointments.

The Regional Cooperative Tourism Program

In 2016, the Oregon legislature approved raising the statewide transient lodging tax (TLT) by 0.8%, bringing the total of the statewide tax to 1.8%. These funds are allocated to Travel Oregon for the purposes of tourism promotion. A portion of these funds are reallocated to the regional destination marketing organizations (RDMOs) to create tourism programs that will benefit the region.

RCTP Shared Program of Work

The Tualatin Valley is located in the Greater Portland region, and regional efforts via the RCTP are managed by Travel Portland, the RDMO. As a region, a total budget of \$4.1 million has been allocated to the region for the 2017-2019 biennium.

The shared funding for regional programs totals \$1,249,661 for the biennium and will be used for the following programs and tactics, as approved by Travel Oregon:

- **Marketing**
 - \$120,000 to host the 2017 Society of American Travel Writers Convention
 - \$30,000 to participate in Travel Oregon's TORP program, a regional visitor guide distribution system, which will drive room nights to the region
 - \$19,000 to market the Oregon Trail Anniversary, which is significant for the region as the home of the End of the Oregon Trail; unique opportunity to work across three regions of the state
- **Tourism Development**
 - \$100,000 investment for the Willamette Falls Locks Project, a redevelopment effort for a high-priority project with regional significance; the funding will ensure that the Locks are optimized for recreational and tourism opportunities
 - **\$100,000 investment for the Salmonberry Trail to help fund construction of the Tualatin Valley portions of the trail**
 - \$15,000 for the East Multnomah Bike Tourism Initiative, which will build bike tourism awareness in the region
 - \$15,000 for the East Multnomah Agri-Tourism Initiative, which will identify tourism development opportunities in this part of the region
 - \$10,000 for the Columbia County Tourism Initiative
- **Global Sales**
 - \$130,000 to create a booth for IPW that represents the region and give the Greater Portland region a cohesive look that aligns with Travel Oregon's new corporate brand
 - \$20,000 on the International Association of Golf Operators Sponsorship, which will be held in Central Oregon in early 2018
 - \$25,000 for travel trade fam tours coordination, a continuation of a program the region has been utilizing with RCTP funds for a couple years; fam coordinator plans all logistics relating to travel trade fam tours in the region, and must showcase at least two of the four inter-regions
 - \$100,000 for two Oregon Road Rallies (2018 and 2019), the annual fam tour of Oregon for international tour operators and media
 - \$100,000 to support travel trade fams in the region
 - \$6,000 for tourism economics, an important tool to understand and evolve the regional programs of work in international markets

- \$6,000 for Travefy Itinerary Management System, a mandatory tool (directed by Travel Oregon) to simplify inter-regional work flow to create travel trade and media fam itineraries
- \$75,000 for a two-year partnership with Germany-America Unlimited; this is a continuing program, which allows the region to have a greater presence and brand awareness in Germany and to support the international air service between Frankfurt and Portland
- \$10,000 for continued presence in Netherlands, via “Wie is de Mol” activities, and to support international air service between Amsterdam to Portland
- \$75,000 for global sales tactics in Canada, to drive consumer demand and increase room nights from the Canadian market
- \$50,000 in the United Kingdom to complement regional and individual sales activities to support international air service between London and Portland
- \$10,000 “Opportunity Fund,” which will act as a contingency for the sake of having funds available to support unforeseen opportunities in the course of the first year
- \$20,000 for Brand USA microsites for the region
- \$20,000 to enter the Mexico market OR additional funds for the U.K. market
- \$10,000 for a pre-fam tour of the region during the International Association of Golf Tour Operators, which will be held in Sunriver in 2018
- Industry & Visitor Services
 - \$66,000 for online and in-person customer service training for regional tourism-facing entities
- Staffing
 - \$10,000 for the RCTP Director administrative support
- Other
 - \$138,000 for 2018-2019 rollover (to be allocated)

RCTP Washington County Program of Work

For the 2017-2019 biennium, the WCVA will be allocated a total of \$455,690 to complement the organization’s overall programs. The WCVA will receive funding for the following scope of work, as approved by Travel Oregon:

FY2017-2018 RCTP Allocations

- Marketing
 - \$18,800 for regional media familiarization tours. The goal of the fam tours will be to create awareness of the region, ultimately resulting in print and online coverage of the Greater Portland Region. Hosting will include transportation costs to and within the region, hotel, attractions and other related hosting costs, as well as media gifts, including wine. The RCTP funds will augment tactics the WCVA already is performing.
 - \$3,500 for the design and publication of a regional print image piece. Currently, the Greater Portland region does not have an image piece that incorporates the entire region—which includes Multnomah, Clackamas, Columbia and Washington Counties. The regional piece will be used in regional PR and global sales initiatives.

- Destination Development
 - \$12,000 to facilitate the first year of a two-year program focusing on Western Washington County
 - \$30,000 to hire a qualified consultant to facilitate sessions with county stakeholders and complete an assessment for tourism development planning and capacity building and to help bring a Rural Tourism Studio to the region in 2018-2019
- Global Sales
 - \$9,930 to attend the Receptive Tour Operator (RTO) Summits in 2018
 - \$5,000 to attend the Active America China Summits in 2018
 - \$1,750 to attend the Vancouver Outdoor Adventure and Travel Shows in 2018
 - \$6,500 to attend the Western and Eastern Canada Sales Missions as part of the Travel Oregon delegation in 2018
 - \$45,000 to participate in and supplement WCVA costs for the following international sales missions:
 - Travel Oregon China Sales Mission
 - Travel Oregon Japan Sales Mission
 - Travel Oregon France Sales Mission
 - Travel Oregon German Sales Mission
 - Travel Oregon UK Sales Mission
 - \$19,500 to participate and supplement WCVA costs for the following international trade shows/marketplaces in 2018
 - International Pow Wow (IPW)
 - ITB Berlin
 - World Travel Market
 - \$1,000 to attend a consumer trade show in the United Kingdom in 2018
- Other Expenses
 - \$51,840 for human resources support for delivery of program services (1080 hours @ \$48 per hour) for FY2017-2018
 - \$2,500 for shipping materials for global sales efforts

FY2018-2018 RCTP Allocations

- Marketing
 - \$19,000 for regional media familiarization tours. The goal of the fam tours will be to create awareness of the region, ultimately resulting in print and online coverage of the Greater Portland Region. Hosting will include transportation costs to and within the region, hotel, attractions and other related hosting costs, as well as media gifts, including wine. The RCTP funds will augment tactics the WCVA already is performing.
 - \$3,000 for the design and publication of a regional print image piece. Currently, the Greater Portland region does not have an image piece that incorporates the entire region—which includes Multnomah, Clackamas, Columbia and Washington Counties. The regional piece will be used in regional PR and global sales initiatives.
- Destination Development
 - \$12,000 to facilitate the second year of a two-year program focusing on Western Washington County
 - \$50,000 for a Rural Tourism Studio for western Washington County and southern Columbia County in 2018-2019

- Global Sales
 - \$10,000 to attend the Receptive Tour Operator (RTO) Summits in 2018 and 2019
 - \$5,200 to attend the Active America China Summits in 2018 and 2019
 - \$1,800 to attend the Vancouver Outdoor Adventure and Travel Shows in 2018 and 2019
 - \$6,800 to attend the Western and Eastern Canada Sales Missions as part of the Travel Oregon delegation in 2018 and 2019
 - \$48,000 to participate in and supplement WCVA costs for the following international sales missions:
 - Travel Oregon China Sales Mission
 - Travel Oregon Japan Sales Mission
 - Travel Oregon France Sales Mission
 - Travel Oregon German Sales Mission
 - Travel Oregon UK Sales Mission
 - \$20,000 to participate and supplement WCVA costs for the following international trade shows/marketplaces in 2018 and 2019
 - International Pow Wow (IPW)
 - ITB Berlin
 - World Travel Market
- Other Expenses
 - \$70,700 for human resources support for delivery of program services (1473 hours @ \$48 per hour) for FY2018-2019
 - \$2,500 for shipping materials for global sales efforts

Total RCTP allocations to Washington County Visitors Association:

Budget 2017-18 for Washington County Visitors Association.: \$206,690

Budget 2018-19 for Washington County Visitors Association.: \$249,000

Total budget 2017-19: \$455,690

APPENDIX A

FY 2016-2017 –STATEMENT OF ACTIVITIES

Income	
Transient Lodging Tax	3,406,530
RCMP income	62,660
Interest Income	66,767
Investment Income	(28,803)
Miscellaneous Income	34,562
Total Income	3,541,715
Expenses	
Salaries and related costs	722,160
Staff training & development	1,849
Professional services	124,671
Travel	44,958
Trade show and sales missions	51,203
Tours and site visits	22,229
Event Hosting	15,899
Board related costs	1,177
Advertising	1,202,957
Stakeholder engagement	2,957
Website and IT costs	28,271
Marketing and sales	38,379
Promotional materials	12,055
Research	37,633
Visitor Information placement	12,541
Membership fees and subscriptions	10,113
Depreciation	84,018
Insurance	6,306
Occupancy	80,699
Telephone and Internet	4,820
Postage and shipping	20,884
Repairs and maintenance	2,000
Equipment rental	13,570
Office supplies	7,850
Strategic investment fund	-
Sports grants	23,000
Tourism grants	424,207
Miscellaneous	1,098
Total Expense	2,997,501
Net Income	544,214

STATEMENTS OF FINANCIAL POSITION

(as of June 30, 2017)

ASSETS

Cash and Cash Equivalents	1,031,382
Grant Receivable	354,055
Accrued Interest Receivable	14,520
Investments	5,840,907
Fixed Assets	107,948
Prepaid Expense	72,071

TOTAL ASSETS	<u>7,420,883</u>
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LIABILITIES & EQUITY

Liabilities

Accounts Payable	165,197
Grants Payable	35,000
Accrued Liabilities	36,495
Deferred Rent	16,003

Total Liabilities	<u>252,695</u>
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Net Assets

Unrestricted Net Assets

Tourism Grant Fund	783,652
Operating Reserve	1,000,000
WA County Grant Reserve	1,000,000
Unrestricted Net Assets	<u>3,840,322</u>

Total Unrestricted Net Assets	6,623,974
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Net Income	<u>544,214</u>
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Total Net Assets	<u>7,168,188</u>
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TOTAL LIABILITIES & NET ASSETS	<u>7,420,883</u>
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FY 2017-2018 BUDGET

Income

Transient Lodging Tax	3,500,000
RCMP income	207,480
Interest Income	70,000
Investment Income	-
Miscellaneous Income	-

Total Income	<u><u>3,777,480</u></u>
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Expense

Salaries and related costs	863,101
Staff training & development	7,000
Professional services	159,600
Travel	78,500
Trade show and sales missions	85,850
Tours and site visits	33,800
Event Hosting	12,000
Board related costs	4,000
Advertising	1,760,446
Stakeholder engagement	2,500
Website and IT costs	47,800
Marketing and sales	67,500
Promotional materials	15,500
Research	65,000
Visitor Information placement	14,210
Membership fees and subscriptions	11,000
Depreciation	60,000
Insurance	7,000
Occupancy	81,010
Telephone and Internet	5,000
Postage and shipping	35,500
Repairs and maintenance	2,500
Equipment rental	11,420
Office supplies	14,000
Strategic investment fund	27,000
Sports grants	30,000
Tourism grants	272,000
Miscellaneous	4,243

Total Expense	<u><u>3,777,480</u></u>
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Net Income	<u><u>-</u></u>
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