



ODA DUES & MEMBERSHIP REGISTRATION

Fiscal Year July 1, 2020 – June 30, 2021

What is Oregon Destination Association

The Oregon Destination Association is a statewide non-profit association comprised of Oregon's state, regional and local Destination Marketing and Management Organizations (DMOs), tourism departments or other entities that provide tourism marketing, destination management, sales, services and information dissemination. Each ODA member shares a common interest in the vision and vitality of Oregon's tourism and hospitality industry.

ODA Vision

ODA is a membership association of destination marketing and management organizations and industry professionals dedicated to the support, leadership development, and advocacy of Oregon's tourism industry.

ODA Purpose

ODA exists to promote educational and leadership peer to peer networking opportunities; provide tourism and hospitality industry advocacy; maintain high standards of professional conduct and performance; ensure legislative advocacy and awareness at the federal, state and local level, and; to help its members provide destination expertise and hospitality industry information.

ODA Services

ODA serves its Membership by targeting the following objectives:

- Provide legislative advocacy and representation on behalf of DMOs and their stakeholders at the local, state and federal level.
- Produce an Annual Membership Conference and year-round educational programs available exclusively to ODA members. Emphasis is on peer to peer industry networking with operational, budget and DMO leadership development.
- Develop and collate research to support ODA member alignment and standardized industry measurements enabling DMOs to effectively convey their value proposition to Stakeholders.



What Is an Oregon Destination Association (ODA) Member

Destination Marketing and Management Organizations (aka: DMOs) are primarily not-for-profit organizations or tourism departments representing a specific destination such as a city, county or region. DMOs serve as the official contact points for their destination marketing and management and for meeting professionals, tour operators and leisure travelers.

Each DMO is a product of the tourism requirements of the city, county or region it serves. Generally, DMOs receive funding support from transient lodging tax and are often an independent non-profit organization contracted by the city, county or region to market tourism. Some DMOs are membership based; others are not.

ODA Dues are based on the total Annual Budget of the DMO:

\$5 million and above	\$3,000
\$2.5 - \$5 million	\$2,000
\$1 million - \$2.5 million	\$1,000
\$500,000 - \$999,000	\$ 700
\$250,000 - \$499,000	\$ 500
Under \$250,000	\$ 300

Who is an ODA Associate Member:

An ODA Associate Member is any business aligned with, or in support of, ODAs vision and purpose. Associate Members have the opportunity to sponsor and attend the ODA Annual Conference and networking activities to engage with Oregon’s DMO leaders.

Associate Member Dues \$ 650

_____ **Dues Payment is enclosed**

_____ **Please Invoice me**

Dues remittance via check is appreciated, if possible, to save credit card processing fees

Oregon Destination Association Attn: Alana Hughson
61470 Tam McArthur Loop | Bend, OR 97702
OregonDestinationAssociation.com



COMPLETE AND RETURN FOR ODA MEMBERSHIP REGISTRATION

DMO/RDMO/Business Name: _____

Official Representative to ODA: _____

Title: _____ Email: _____

Alternate Representative: _____

Title: _____ Email: _____

Website: _____

Mailing Address: _____

Physical Address: _____

Primary Business and Services: (check all that apply)

City DMO

County DMO

Regional DMO

Chamber of Commerce

CVB / Visitor Center

Associate Member

Complete and return with dues remittance:
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