



## **ODA Membership Renewal & New Member Invitation**

### **ODA Annual Dues Investment Schedule | July 1 – June 30**

#### **What is Oregon Destination Association**

The Oregon Destination Association is a statewide non-profit association comprised of destination stewardship organizations, Chambers of Commerce, and/or other visitor entities that provide tourism marketing, destination management, sales, services or 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 an association of destination marketing and management organization professionals dedicated to the support, leadership development and industry advocacy on behalf of Oregon’s Destination Marketing and Management Organizations.

#### **ODA Purpose**

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, and; to help its members provide valuable destination expertise and hospitality industry information.

#### **ODA Services**

ODA serves its Membership by targeting the following objectives:

- Produce the Annual ODA Conference and year-round educational programs available exclusively to ODA members. Emphasis on peer to peer industry networking with operational, budget and DMO leadership development.
- Tools for ODA member alignment with standardized industry measurements to enable DMOs to effectively convey their value proposition to Stakeholders.
- Provide legislative advocacy and representation on behalf of DMOs and their Stakeholders at the local, state and federal level and with Travel Oregon.



**REQUIRED FOR MEMBERSHIP REGISTRATION  
COMPLETE AND RETURN THIS PAGE**

Organization/BusinessName:\_\_\_\_\_

Total Annual RDMO/ DMO Budget:\_\_\_\_\_

Official Representative to ODA:\_\_\_\_\_

Title:\_\_\_\_\_ Phone:\_\_\_\_\_

Alternate Representative to ODA:

Email:\_\_\_\_\_ Website:\_\_\_\_\_

Title:\_\_\_\_\_ Phone:\_\_\_\_\_

Address:\_\_\_\_\_

**Type(s) of Business / Services:** (Please circle all that apply)

City DMO

County DMO

Regional DMO

Chamber of Commerce

CVB / Visitor Center

Associate Member

**Funding Sources:**

(Complete % of DMO Budget for each category. Example: TLT 80%; Dues 10%; Grants 5%, Other 5% Total = 100%)

\_\_\_\_\_  
Lodging Tax

\_\_\_\_\_  
Member Dues

\_\_\_\_\_  
Sponsor/Partner

\_\_\_\_\_  
Grants

\_\_\_\_\_  
Other

Thank you for your support. Contact: [oregondestinationmanager@gmail.com](mailto:oregondestinationmanager@gmail.com)



**What Is an Oregon Destination Association (ODA) Member**

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

DMOs sell the city, county or region and operate in a stewardship capacity for the visitor industry and their destination.

Each DMO is a product of the tourism requirements of the city, county or region it serves. Generally, DMOs receive funding support from transient occupancy 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.

**DMO Dues are based on the DMOs total Annual Budget:**

|                             |         |
|-----------------------------|---------|
| \$25 million and above      | \$5,000 |
| \$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  |

**What 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/or attend the ODA Annual Conference and networking activities to engage with Oregon’s DMO leaders.

**Associate Member Dues      \$ 750**

Payment Enclosed: \_\_\_\_\_

Dues Payment with check remittance enclosed

Online Invoice \_\_\_\_\_

Request Electronic Invoice to pay online with credit card

*\*Your Dues remittance via check is appreciated as it saves ODA credit card processing fees*

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

***Thank you for your support!***