

# STRATEGIC PLAN PROGRESS REPORT

JUNE 2023



TRAVEL

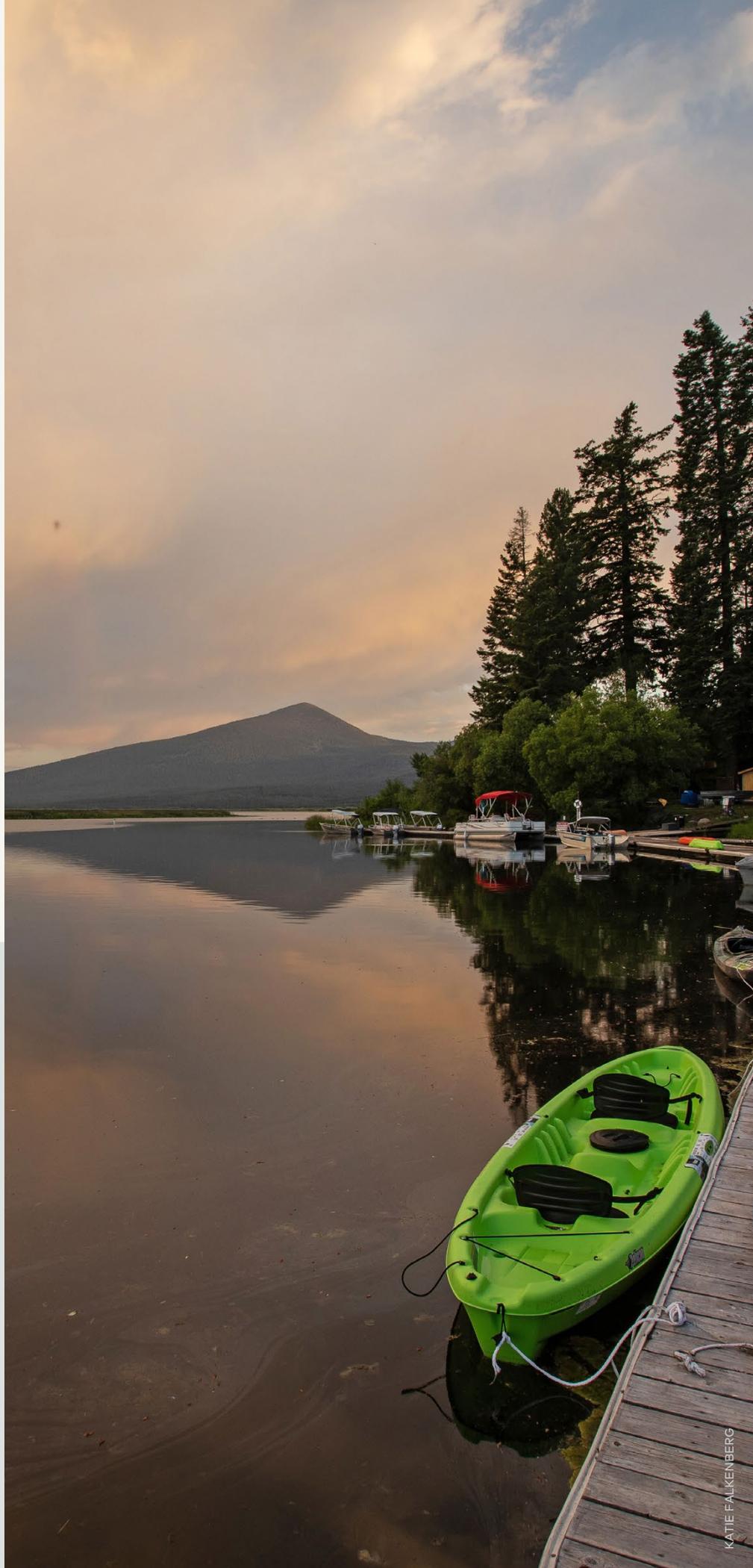


OREGON

## ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent state agency whose mission is to inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon. A welcoming destination where tourism benefits the environment, celebrates cultural diversity and drives economic prosperity in every corner of the state, is the Oregon we envision. We aim to optimize Oregon's economy with a destination stewardship approach at the forefront of the decisions that guide our work.

This Strategic Plan Progress Report (SPPR) is a high-level summary of key initiatives and programs embedded within Travel Oregon's 2021-23 Strategic Rebuild Plan. The plan was adopted by the Oregon Tourism Commission following review by the Governor, Oregon Legislative Assembly, Oregon travel industry trade associations, applicable state agencies, Oregon's tourism industry and the public. This SPPR is provided to the Oregon Tourism Commission and shared with Oregon's tourism industry and other interested parties to report on program advancement, key learnings, agency and industry performance metrics and general updates on the 2021-23 Strategic Rebuild Plan since the Commission's last meeting.



# MESSAGE FROM CEO



Dear Commissioners,

We began this last biennium in awe of Oregon's people and places and the resiliency our industry has shown through the pandemic. We also recognized in our 10-Year Strategic Vision that a destination stewardship approach was needed to build an even more resilient future. As we near the end of this biennium and share the prioritized strategies that will form Travel Oregon's 23-25 Strategic Plan, we are filled with hope to see that vision becoming reality.

The work ahead will take all of us — testing, trying and, at times, reimagining ways to address opportunities to live out our mission of inspiring travel that uplifts Oregon communities. By collaborating with stakeholders and partners

to align as stewards of Oregon, we will work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon... Oregon.

I remain grateful for a committed staff, an engaged tourism industry who are as much innovators and leaders as partners, and for a supportive Tourism Commission. Together, we are certainly stronger.

I look forward to seeing you all in Lakeview.

All my best,

Todd Davidson, CEO

## OREGON TOURISM COMMISSION



Chair  
Richard Boyles



Vice Chair  
Lucinda DiNovo



David Gremmels



David Penilton



Maria Ponzi



Mia Sheppard



Erin Stephenson



Greg Willitts



Scott Youngblood

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## VISION

Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures.

## MISSION

We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

## VALUES

### INTEGRITY

Our words match our actions. We measure the impact of our work, celebrate successes, adapt and change course when necessary, and continually improve together.

### EQUITY

We lead through a lens of racial equity and commit to making systemic changes, so Oregon is a more equitable place to live and visit.

### COMMUNITY

We honor the people, cultures and places of Oregon. We nurture our relationships with colleagues, the tourism industry and local communities as we collaborate to make better Oregon experiences.

### STEWARDSHIP

We lead through a lens of destination stewardship to build resiliency for a regenerative future.

# OREGON TOURISM COMMISSION BRIEFING

June 12, 2023  
Lakeview Elks Lodge  
323 N. F St.  
Lakeview, OR 97630

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:  
<https://www.youtube.com/user/oregontourism/>.

<b>2:00 p.m. Welcome and Introductions</b>	Chair Boyles
<b>2:10 p.m. Dark Sky Tourism Briefing</b>	
Oregon Outback Update	Bob Hackett
Dark Sky Development Efforts	Hilary Sager & Jill Nishball
Dark Sky Marketing & Communication Efforts	Katy Clair
<b>3:10 p.m. Other Business</b>	Chair Boyles
<b>3:30 p.m. Adjourn</b>	Chair Boyles

If you have any questions or comments related to the meeting proceedings or presentations, please email us at [industry@traveloregon.com](mailto:industry@traveloregon.com) and indicate "June 2023 –Tourism Commission Briefing" in the subject line.

# OREGON TOURISM COMMISSION MEETING

June 13, 2023  
Lakeview Elks Lodge  
323 N. F St.  
Lakeview, OR 97630

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:  
<https://www.youtube.com/user/oregontourism/>.

9:00 a.m.	<b>Welcome and Introductions</b>	Chair Boyles
9:10 a.m.	<b>Chair Remarks</b>	Chair Boyles
9:15 a.m.	<b>Local Welcome</b>	
9:30 a.m.	<b>Stakeholders, Partners and Public Statements</b> <i>*This is an opportunity for <a href="#">written</a> or in-person general statements or updates to Commission</i>	Chair Boyles
9:40 a.m.	<b>Commission Business</b> Review of Commission Packets Oregon Tourism Commission Governance Update CEO Evaluation Process	Chair Boyles
9:50 a.m.	<b>Commission Action</b> Approval of Minutes Nominating Committee Report Final Review & Adoption of Travel Oregon 2023-25 Strategic Plan and Budget	Chair Boyles Commissioner Youngblood
10:30 a.m.	<b>Visitor Lifecycle Management (VLM) Update</b>	Bryan Mullaney
11:00 a.m.	<b>Travel Oregon with Travel Oregon Campaign</b>	Katy Clair & Michael Sturdevant
11:40 a.m.	<b>Other Business</b>	Chair Boyles
12:00 p.m.	<b>Adjourn</b>	Chair Boyles

If you have any questions or comments related to the meeting proceedings or presentations, please email us at [industry@traveloregon.com](mailto:industry@traveloregon.com) and indicate "June 2023 –Tourism Commission Meeting" in the subject line.

# COMMISSION ACTION

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## **Nominating Committee Report**

The Commission will review recommendations for and consider approval for Chair and Vice Chair of the Tourism Commission during FY 2023-2024.

## **Travel Oregon 2023-25 Strategic Plan & Budget Approval**

The Commission will review the final draft of and consider approval of the Travel Oregon 2023-25 Strategic Plan & Budget.



## ABOUT – Departmental Teams

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### Global Marketing

The Global Marketing team uses consumer research and market trends to steward Oregon's brand image through marketing communications that optimize the economic impact of travel to and within Oregon. The GM department focuses on creating inspirational campaigns, consumer PR, consumer content and digital platforms, research, fulfillment and eight state welcome centers.

### Destination Development

Through experience development and on the ground capacity building, the Destination Development department serves to create robust, sustainable destinations and tourism economies that offer authentic, world-class experiences for all travelers and that preserve, enhance and celebrate the local landscape and culture.

### Industry Communications/Public Affairs

The industry communications team serves as a resource to the entire agency. We work with local partners such as the RDMOs, DMOs, other regional partners and organizations to strategically and deliberately nurture relationships that help create local and credible voices to champion local and state initiatives that support tourism. The team manages the industry website, industry newsletters and industry spotlight, and provides support for agency communication by providing copy editing services as well as content creation.

### Global Sales

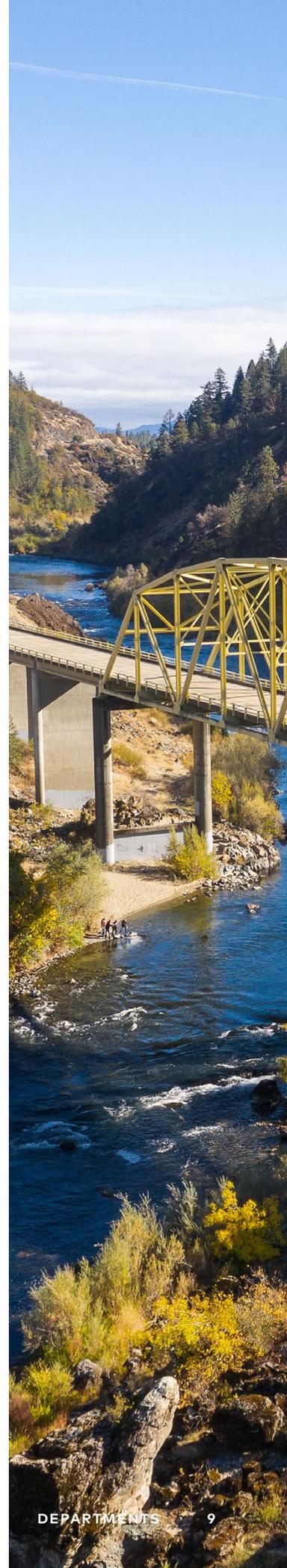
The Global Sales team works with international travel trade, consumers, and media in Oregon's key target markets to increase domestic and international inbound group and leisure travel to Oregon. Global sales efforts include building shoulder and low season visitation, maintaining and acquiring nonstop flights to Oregon, and monitoring growth in emerging markets.

### Global and Strategic Partnerships

The Global Strategic Partnerships team works to develop strong partnerships with local businesses and international organizations by leveraging state resources to improve consumer reach and marketing channels. GSP staff manages the Regional Cooperative Tourism Program (RCTP), Competitive Grants Program, Wine Country License Plate Program, industry training and education, key industry partnerships and sponsorships.

### Operations

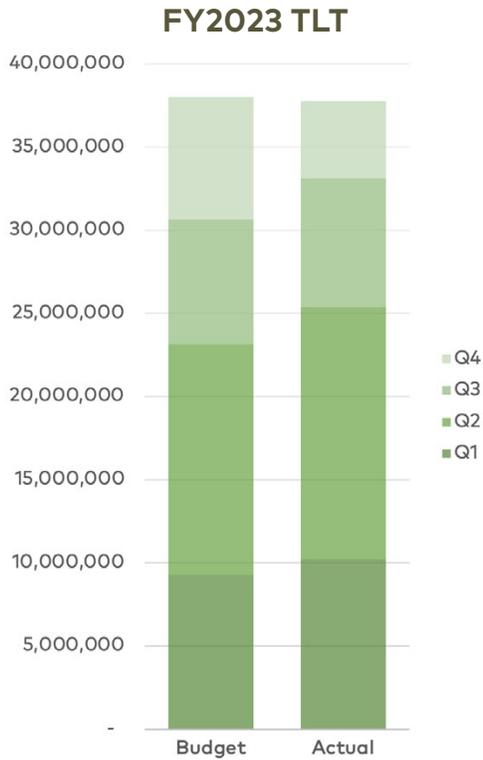
The Administration and Operations team functions to serve the agency staff, vendors, and industry partners through accounting, human resources, facilities management, procurement and contracting, agency information technology as well as general organizational support.



# FINANCIALS

## Revenue

Transient Lodging Tax received to fiscal year to date: \$37.8M, 99.3% of current budget, \$38M, amended December 2022, and on pace with revenue forecast revised February 2023, \$40.5M.

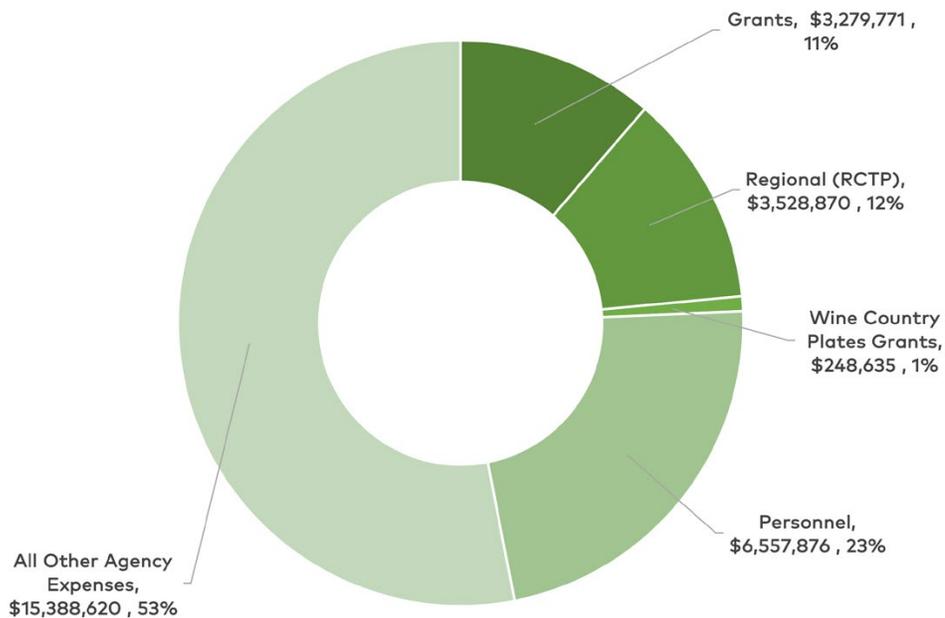


Year-over-year increase: up 20% compared to same period FY2022:

	FY23	FY22	FY21*	FY20*	FY19*
FYTD TLT, \$M	37.8	31.4	20.1	30.4	31.0
% change, vs FY23		20%	88%	24%	22%

\*Adjusted for rate change, 1.8% to 1.5% effective 7/1/2020

## Expenses and Distributions including RCTP and Grants



Financial reports — see appendix

# OPERATIONS / INTERNAL UPDATES

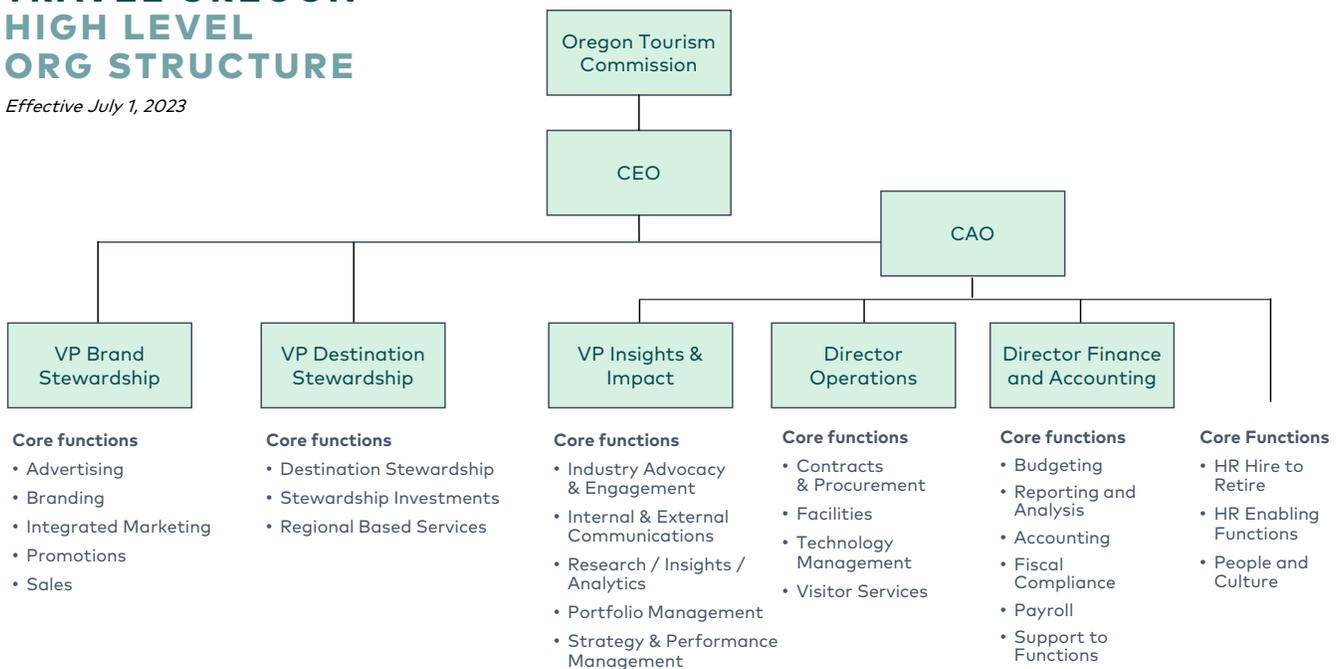
## HR Updates

Susan Kerosky joined Travel Oregon on March 1st in a .6 FTE limited duration position as our Interim Chief Administrative Officer (CAO). Susan had been supporting our change enablement work as a consultant and now provides operational leadership in the areas of organizational strategy, culture, budget, resources, assessment and priorities. Susan has more than 30 years' experience in accounting, finance, operations management and organizational development. The interim CAO has oversight over the Administration department as well as the HR function, including managing employees, leading strategy, systems and protocols and assessing outcome.

Over the last few months, we designed an organization that best enables our 10-year strategic vision. To bring the vision to life, internal changes needed to be made to build enhanced collaboration into the DNA of our structure and operations. This realignment will strengthen our ability to prioritize and manage our work effectively, while retaining and developing our talented team. As we take on new bodies of work around destination stewardship, while applying the three lenses of economic prosperity, racial equity and regenerative tourism we need structured processes and teams that will keep us accountable. These shifts and outcomes are at the center of this design process. The new structure was shared with the full Travel Oregon team and stakeholders in late May and the Travel Oregon leadership team are focused on making the time and space needed to provide additional information, garner and answer questions, and ensure we all have the same clarity, awareness and understanding. Linked here is a visual showing how we will organize our core functions and includes the leaders of those departments and functional teams where they're known.

## TRAVEL OREGON HIGH LEVEL ORG STRUCTURE

Effective July 1, 2023



# INDUSTRY ENGAGEMENT & AGENCY PROGRAMS

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## Conference Updates

### IMPACT Conference & BC Learning Tour

In January 2023, Travel Oregon spearheaded and sponsored a learning tour and peer exchange for a delegation of 13 Oregon tourism leaders with five Canadian organizations, in partnership with the Travel Foundation, as a side event to the IMPACT 2023 Sustainable Travel Conference. The purpose of the learning exchange was to provide a platform – what would inspire participants to share and to learn from innovative tourism organizations about destination stewardship practices and organizational structures that serve this evolution of destination management. Additionally, for Travel Oregon, the aim was to identify potential strategies that may support implementation of the new strategic vision.

Top thematic takeaways Included:

1. New KPIs are being developed by leading destination management organizations to establish balanced measures of success beyond an economic lens.
2. Resident Sentiment and engagement measurement including perceptions around its benefits and impacts are key to actualizing stewardship.
3. Collaboration with regional, community & industry stakeholders is most effective through on-the-ground partnerships and time spent to build relationships.
4. Diversity, Equity, Inclusion and Accessibility approaches, including Indigenous tourism development, require deep work and collaborative partners with representative community organizations.
5. Marketing and communications is important and should not be devalued; it is a critical tool to support achieving destination stewardship goals.
6. Dispersion is best achieved through strategic destination and experience development programs in coordination with marketing programs.
7. The DMO's role in sustainability and climate action is that of catalyst, convener, collaborator and influencer.

### Governor's Conference Recap

From April 3 to 5, Travel Oregon welcomed 544 participants to the 2023 Oregon Governor's Conference on Tourism at the Oregon Convention Center in Portland. The first time returning to Portland since 2012, the conference started with a welcome reception with entertainment from the Portland Trail Blazers DJ O.G. ONE and Portland area sports mascots. The Awards Ceremony celebrated the dedication of [12 award recipients](#) and remarks from Governor Tina Kotek. Focus was placed on offering scholarships and 47 people received an opportunity to attend the conference at no cost.

With the strong support of 18 sponsors, including eight first-time sponsors, the conference included unique touches like the tribal welcome featuring dancers and drummers from around the state and a poem read by former Oregon Poet Laureate Elizabeth Woody. All of the 24 available exhibitor booths were sold with interest still remaining via a wait list. Special guests from Delta Air Lines and British Airways gave away round-trip airfare to support international flights from PDX. The sun also shone on the food truck lunch that welcomed attendees to step outside into the Oregon Convention Center Plaza with food provided by Portland food trucks Koi Fusion, Retrolicious, Garbanzo's and Tamale Boy.

Fourteen topic-specific breakout sessions were offered by industry experts from how to support camping expansion in your destination to the future of search. Attendees were left inspired by the stories of hospitality excellence from Will Guidara, the challenge of increased accessibility from Cory Lee, an economic forecast from Zeek Coleman, Brand USA opportunities from Chris Thompson and ways to increase diversity in the outdoors from Erin McGrady, Ambreen Tariq and Zavier Borja.

Tuesday's Night Out activities took attendees across the city and into Columbia County to experience the various guided tours and activities offered in the City of Roses. From coffee tours to aerial circus school, attendees used the time to explore and connect with their peers in a less structured environment.



The 2024 Oregon Governor's Conference will be March 11-13 in Salem.

## Destination Capitol Hill

Travel Oregon was joined by Travel Portland, Travel Southern Oregon, Eastern Oregon Visitors Association, Washington County Visitors Association and Oregon Destination Association at U.S. Travel Association's Destination Capitol Hill in Washington, D.C. in April. The Oregon delegation was one of the largest of all 38 states in attendance, second only to California. The delegation met with Oregon's Congressional House and Senate Members of Congress and their staff, who were highly receptive to the national tourism priorities set by U.S. Travel Association, which included:

- 1. Fully Fund The Assistant Secretary Of Commerce For Travel And Tourism:**  
The new Assistant Secretary for Travel and Tourism will lead efforts across the federal government to grow domestic and international travel—which in turn, boosts the overall economy.
- 2. Lower Visitor Visa Wait Times:**  
A major barrier to fully restoring international visitation to the U.S. is the unacceptably long wait times for a U.S. visitor visa (B1/ B2 visas), which average more than one year in the top countries for inbound travel. These delays are estimated to cost our industry 2.6 million visitors and \$7 billion in spending in 2023.



3. **Provide H-2b Cap Relief:** Despite returning to pre-pandemic employment levels, the leisure and hospitality industry still has 1.5 million open jobs. Many travel businesses rely on H-2B temporary worker visas to meet their workforce needs but the H-2B cap has not been adjusted in over 30 years.
4. **Advance FAA Reauthorization Priorities:** We asked legislators to provide at least \$50 million per year for aviation workforce development programs; direct the FAA to update their staffing models for air traffic control to account for projected growth in air traffic demand; provide at least \$4 billion per year in Airport Improvement Program Grants; and extend the Sustainable Aviation Fuel tax credit through 2032.

### Interagency Frontliners Conference, Newport OR

On April 28-29, 2023, Travel Oregon was crucial in facilitating a comprehensive professional development, training, and networking day for eighty-five visitor service frontliners representing tourism, recreation, and natural resource agencies. The event, which supports the 10-Year Vision objective of Oregon delivers remarkable experiences, featured engaging presentations from multiple professional speakers who shared valuable insights on customer service, learning styles and effective leadership.



## AGENCY UPDATE

### Oregon Trails Fund

Travel Oregon's **Oregon Trails Fund** is a program developed and funded in partnership with the U.S Forest Service that aims to bolster Oregon's competitive advantage as a world-class outdoor recreation destination and provide exceptional trail experiences.

In April 2023, \$438,977 in Oregon Trails Funds grant awards were made to increase capacity of eleven Oregon trail organizations to support stewardship projects (regenerate, restore, maintain, develop) on new or existing USFS trails, and/or provide volunteer and trail ambassador programming to help provide enjoyable trail experiences for a diversity of visitors and recreation users. Each region with USFS land received at least one grant:

Region	# of Grants Awarded	Total Grant \$ Awarded
Mt. Hood/Gorge	1	\$38,491
Willamette Valley	2	\$79,435
Central Oregon	4	\$80,209
Eastern Oregon	2	\$154,292
Southern Oregon	1	\$41,550
Oregon Coast	1	\$45,000
<b>Total</b>	<b>11</b>	<b>\$438,977</b>

To view each grant awardee and what the funds will be used for, please visit [Travel Oregon's industry website](#).

## Oregon Wine Country License Plates Matching Grant Program

As administrator of the funds for this program, Travel Oregon announced on May 11 that 19 projects were awarded a total of \$391,647.64 in grant funding for 2023-2024. The total number of projects, along with the total dollar amount awarded, marks an all-time high for the program over the course of eight funding cycles. A greater awareness of the program and an increased desire for funding have helped to elevate the number of grant awards post-2020. For context, since fall of 2021 there have been two funding cycles with 32 projects awarded \$701,408 compared to 33 projects awarded \$702,365 in five funding cycles from 2016-2020. On trend with Travel Oregon's Competitive Grants Program, the number of applications submitted for funding during/post COVID-19 pandemic has significantly increased. Here are the projects that will need to be completed by May 31, 2024.

Region	# of Grants Awarded	Total Grant \$ Awarded
Oregon Coast	1	\$15,000
Eastern Oregon	1	\$7,081
Mt. Hood/Gorge	1	\$11,721
Portland	1	\$25,000
Portland/Willamette Valley	1	\$32,500
Southern Oregon	5	\$133,330
Statewide	1	\$7,500
Willamette Valley	8	\$ 159,516
<b>Total</b>	<b>19</b>	<b>\$391,648</b>



# MARKETING

## PAID

Our **Extraordinary is Ordinary** campaign is currently in market, driving overnight stays and site traffic. As a reminder, this market pulse is running from February 27 – June 28 (end date extended to accommodate Travel Oregon with Travel Oregon launching August 1) targeting our primary and secondary markets:

1. Primary: Portland, San Francisco, Los Angeles, Spokane
2. Secondary: San Diego, Houston and Minneapolis

Below you'll find highlights from our mid-campaign report.

1. Media budget: \$690,000 (\$315K spent to date)
2. Flighting: Feb 27th – Jun 28th
3. 39.9 Million Impressions Served
4. 3.2 Million Video Views
5. 382,000 Advertising Clicks\*
6. 240,000 Website sessions\*\*

\*Clicks from our advertising to traveloregon.com

\*\* Web sessions generated from the advertising clicks

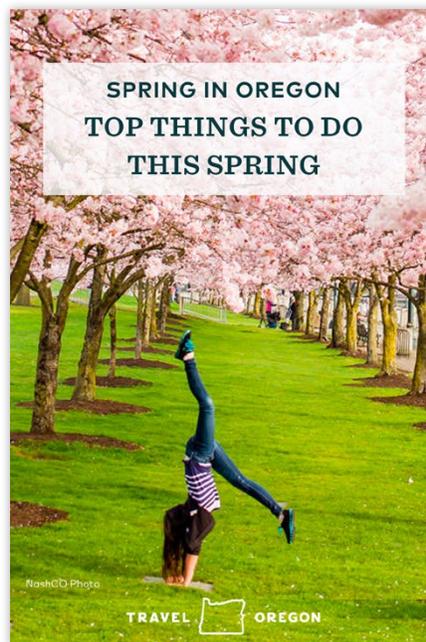
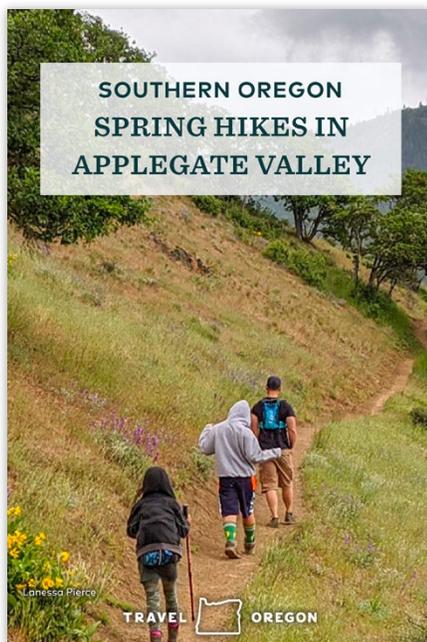
Production for **Travel Oregon with Travel Oregon** advertising campaign anthem creative wrapped in April, filming in all seven regions featuring memorable guided experiences (and sidekicks!). The team is currently working towards finalizing the assets for an August 1st launch and plans to share at the Lakeview Commission Meeting. Please see the photos for a few sneak peeks.



## OWNED (Content)

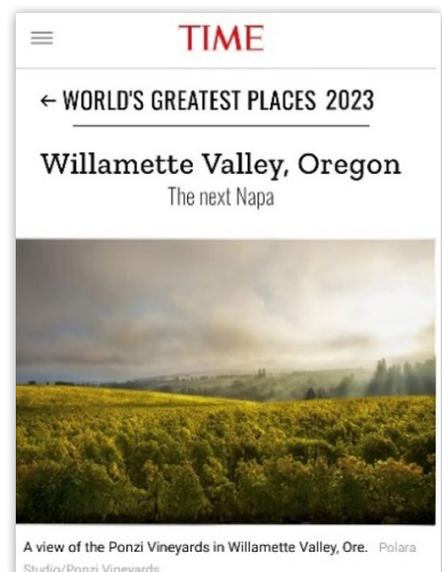
The content team produced, published, and distributed 38 stories in Q3 (Jan-March). These stories are guided by the three lenses of our 10-year strategic vision (prosperity, equity and regenerative tourism) and are designed to evoke an emotional response and ignite a desire to travel to, and within, Oregon during winter. Highlights for the quarter included:

1. Six long-form feature stories including [Cottagecore Guide to Willamette Valley](#), [Solo Travel Tips to Central Oregon](#), [Spring Hikes in the Applegate Valley](#), [Drinking Lagers in the Gorge](#), [Fish Prints](#) and [diverse farms](#).
2. We also produced a slate of seasonal content for spring including [Road Trip to Redmond](#), [Romantic Getaways in Southern Oregon](#), and [Wildflower Hikes](#).
3. Content to support BIPOC and other communities and accessibility such as [Top Spots for Boba in Oregon](#), [Indigenous Flavors Meet Fine Dining](#), and [LGBTQ+ Winter Adventures in Central Oregon](#).



## EARNED (PR)

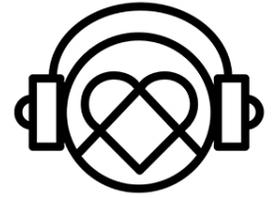
In March and April, the Consumer Communications team garnered a total of 51 stories with national coverage highlights featured in [Travel & Leisure](#), [Today Show](#), [Time](#), [Sunset](#), [Forbes](#) and more. For a full list of earned media coverage highlights see [here](#).



# WELCOME CENTER UPDATES

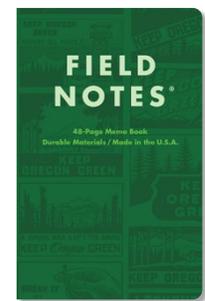
## Welcome Center Accessibility Initiatives

1. Travel Oregon Welcome Centers have partnered with KultureCity, a nonprofit dedicated to sensory accessibility and acceptance for individuals with invisible disabilities. Our goal is to make our welcome centers sensory inclusive. To achieve this, we will provide complimentary bags to guests, including noise-canceling headphones, fidget tools and verbal cue cards to reduce sensory overload and encourage engagement. Additionally, our staff will undergo training to identify and assist sensory-conscious travelers. We are working towards obtaining Sensory Inclusive™ Certification for all welcome center locations.
2. Travel Oregon Welcome Centers now offer new International Visitor Guides in German, Japanese, French, and Korean. Previously, these guide quantities were limited to international distribution, but we now have enough available for domestic distribution at our welcome centers for the first time.



## Keep Oregon Green

In collaboration with Keep Oregon Green to promote wildfire prevention awareness in Oregon, we are distributing free, limited-edition Field Notes memo books to visitors at our Welcome Centers. These handy pocket-sized notebooks feature helpful tips on preventing wildfires caused by campfires and provide lined pages for jotting down notes and memories of Oregon travels.



# RESEARCH UPDATES

## 2022 DRA Economic Impact of Travel Report

At the end of May, we shared the latest statewide [Economic Impact of Travel study](#) with industry partners (including regional and county breakouts). A few of the topline results include:

- \$13.9 billion travel spending was up 26.5% year-over-year
- 16,450 direct travel-generated jobs were created in 2022, which was a 16.3% year-over-year increase
- \$4.2 billion in travel earnings, which was an increase of 23.8% over 2021

These measures are components of our economic prosperity KPI. These measures allow us to track growth of the economic impacts of tourism, growth that supports the viability of tourism businesses, generates revenue, benefits local communities, and promotes sustainable development.

## 2022 Oregon Visitor Profile Study

Travel Oregon's Research team in collaboration with Destination Analysts released the latest [Visitor Profile study](#) (includes visitor perceptions, motivations, trip details, satisfaction, planning and demos) to the Oregon travel industry at the end of May. Destination Analysts is producing a statewide report along with regional breakouts and some individual DMO reports (for participating partners that helped distribute the survey to their audiences). There will also be a dynamic, filterable dashboard that will be available to industry partners to view the results. Travel Oregon hosted a webinar on 05/23/23, which gave Destination Analysts the opportunity to introduce the study to attending partners. Here are a few of the topline results from the study:

- 95% of visitors were satisfied or very satisfied with their Oregon experience.
- Nine in ten visitors feel likely or extremely likely to return to Oregon in the next 12 months.
- On average, visitors spent \$259 per person per day in a destination.
- Two thirds of visitors enjoyed food and drink activities (e.g., ate at a local restaurant).
- Half of Oregon visitors engaged in outdoor recreation activities.

## INTERNATIONAL

### ADAC: EV Feasibility Tour

Travel Oregon hosted our first ever electric vehicle (EV) feasibility tour for the German auto club ADAC in February. Officially the Allgemeiner Deutscher Automobil-Club, ADAC is Europe's largest automobile association with 20 million members. Similar to AAA in the United States, ADAC develops unique programs and travel products for their members as an added value to their traditional roadside assistance insurance. Working in cooperation with EV car rental partners, Enterprise & Hertz, and the ADAC travel product manager, our team tested the feasibility of offering an Oregon self-driving tour to ADAC's members. The itinerary focused on the Oregon Coast from Newport to Coos Bay, portions of I-5 and the Columbia River Gorge with the goal of developing a 14-day EV itinerary for German travelers. As a result of this trip, ADAC will proceed with development of this product beginning with a familiarization program with a team of ADAC travel agents this fall. The launch of this product will be a first-of-its-kind offering to members of this well-respected travel provider.



## DASHBOARDS

### Regional Cooperative Tourism Program (RCTP) Dashboard

The Regional Cooperative Tourism Program (RCTP) Dashboard can be found [here](#).



# APPENDIX

## Oregon Tourism Commission Profit & Loss Budget vs. Actual

July 2022 - April 2023

	July 2022 - April 2023	Annual Budget	Over (Under) Budget	% of Budget
<b>Sources:</b>				
<b>Income:</b>				
Lodging Tax	33,517,066	38,000,000	(4,482,934)	88.2%
Lodging Tax from Prior Periods	4,501,026	4,501,026	-	100.0%
Interest Income	12,640	-	12,640	100.0%
Misc. Revenue	34,570	-	34,570	100.0%
Rental Income	33,496	38,500	(5,004)	87.0%
Conference/Event Revenue	256,625	275,000	(18,375)	93.3%
Welcome Center Brochure Program	37,912	32,000	5,912	118.5%
Grant Funds - Interagency	-	-	-	0.0%
Federal Grant Funds - CSA	17,965	65,000	(47,035)	27.6%
Federal Grant Funds - EDA	-	-	-	0.0%
<b>Total Income:</b>	<b>38,411,300</b>	<b>42,911,526</b>	<b>(4,500,225)</b>	<b>89.5%</b>
<b>Beginning Fund Balances:</b>				
Beginning Balance - Regional	3,528,870	3,528,870	-	100.0%
Beginning Balance - Grants	6,495,535	6,495,535	-	100.0%
Beginning Balance - Operating Reserve	-	-	-	0.0%
Beginning Balance - IOF	47,610	47,610	-	100.0%
Beginning Balance - All other TO programs	6,452,804	6,452,804	-	100.0%
<b>Total Beginning Fund Balances:</b>	<b>16,524,820</b>	<b>16,524,820</b>	<b>-</b>	<b>100.0%</b>
<b>Total Sources:</b>	<b>54,936,120</b>	<b>59,436,345</b>	<b>(4,500,225)</b>	<b>92.4%</b>
<b>Uses:</b>				
<b>Future Programming - Statutory</b>				
Regional - future (net of administrative expense)	6,112,454	6,930,000	(817,546)	88.2%
Grants - future (net of administrative expense)	3,026,679	3,431,500	(404,821)	88.2%
<b>Total Future Programming - Statutory</b>	<b>9,139,134</b>	<b>10,361,500</b>	<b>(1,222,366)</b>	<b>88.2%</b>
<b>Reserves</b>				
Operating Reserve (from Admin/Ops Budget)	48,000	48,000	-	100.0%
Immediate Opportunity Fund (from Admin/Ops Budget)	-	-	-	0.0%
<b>Total Reserves</b>	<b>48,000</b>	<b>48,000</b>	<b>-</b>	<b>100.0%</b>
<b>Other Programming</b>				
Oregon 22 Grant (from G. Marketing Budget)	1,500,000	1,500,000	-	100.0%
<b>Total Other Programming</b>	<b>1,500,000</b>	<b>1,500,000</b>	<b>-</b>	<b>100.0%</b>
<b>Total Future and Other Programming &amp; Reserves</b>	<b>10,687,134</b>	<b>11,909,500</b>	<b>(1,222,366)</b>	<b>89.7%</b>
<b>Expense:</b>				
Global Marketing	12,367,679	20,291,309	(7,923,630)	61.0%
Global Strategic Partnerships (GSP)	1,833,670	2,917,596	(1,083,926)	62.8%
GSP - RCTP	3,932,198	4,310,351	(378,153)	91.2%
GSP - Competitive Grants	1,887,786	2,800,263	(912,477)	67.4%
GSP - Competitive Grants, to be awarded	-	3,915,807	(3,915,807)	0.0%
GSP - Additional Grants, awarded	12,500	155,342	(142,842)	8.0%
GSP - Additional Grants, to be awarded	-	100,047	(100,047)	0.0%
GSP - Additional Grants, Outcomes, to be awarded	-	450,000	(450,000)	0.0%
Global Sales	2,236,823	3,482,780	(1,245,957)	64.2%
Destination Development	1,443,820	3,440,727	(1,996,907)	42.0%
Administration & Operations	3,492,660	5,662,623	(2,169,963)	61.7%
<b>Total Expense</b>	<b>27,207,136</b>	<b>47,526,845</b>	<b>(20,319,710)</b>	<b>57.2%</b>
<b>Total Uses:</b>	<b>37,894,270</b>	<b>59,436,345</b>	<b>(21,542,076)</b>	<b>63.8%</b>
<b>Net Income</b>	<b>17,041,851</b>	<b>-</b>	<b>17,041,851</b>	
<b>Wine Country License Plate Program:</b>				
<b>Sources:</b>				
Wine Country License Plate Sales	364,605	-	364,605	100.0%
Beginning Balance for Distribution: Tourism Promotion	272,225	272,225	-	100.0%
Beginning Balance for Distribution: Grants	279,076	279,076	-	100.0%
<b>Total Sources</b>	<b>915,906</b>	<b>551,301</b>	<b>364,605</b>	
<b>Uses:</b>				
Tourism Promotion	56,817	272,225	(215,408)	20.9%
Grants	191,818	279,076	(87,258)	68.7%
<b>Total Uses</b>	<b>248,635</b>	<b>551,301</b>	<b>(302,666)</b>	
<b>Net Income</b>	<b>667,271</b>	<b>-</b>	<b>667,271</b>	
<b>Total Net Income</b>	<b>17,709,122</b>	<b>-</b>	<b>17,709,122</b>	

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.

# Oregon Tourism Commission

## Balance Sheet

As of April 30, 2023

### ASSETS

Current Assets	
Checking/Savings	
Cash - programming and reserves	18,346,281
Cash - Grants - Committed, not disbursed	930,919
Cash - Committed for Future Grants	6,392,440
Cash - Committed for Future RCTP	7,518,497
Restricted Cash - Wine Country Plates	1,228,005
Total Checking/Savings	34,416,142
Accounts Receivable	60,800
Other Current Assets	0
Total Current Assets	34,476,942
Fixed Assets	721,414
Other Assets	32,982
<b>TOTAL ASSETS</b>	<b>35,231,339</b>

### LIABILITIES, EQUITY & FUND BALANCES

Liabilities	
Current Liabilities	
Accounts Payable	878,245
Other Current Liabilities	870,454
Total Current Liabilities	1,748,698
Long Term Liabilities	3,428
Total Liabilities	1,752,126
Equity & Fund Balances	
Regional (RCTP) - for future distribution	7,518,497
Grants - for future distribution	3,026,679
Invested in capital assets	721,414
Reserved for Immediate Opportunity Fund (IOF) - designated	126,705
Reserved for Immediate Opportunity Fund (IOF) - not designated	1,858,638
Operating Reserve	1,957,423
Net Income	17,041,851
Total Equity and Fund Balances	32,251,208
Restricted, ORS 805.274	
Restricted for Wine Country Plates - Future Grants	455,721
Restricted for Wine Country Plates - Future Regional	105,013
Net Income - Wine Country Plates	667,271
Total Restricted for Wine Country Plates	1,228,005
<b>TOTAL LIABILITIES, EQUITY &amp; FUND BALANCES</b>	<b>35,231,339</b>

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.



TRAVEL  OREGON

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