



TRAVEL



OREGON

Competitive Grant Success Stories
COMMISSION MEETING

12.4.24

Brooke Weber

COMPETITIVE GRANTS SUCCESS STORIES

Wela Negalspach

**Administrative & Program Manager,
Columbia County Tourism**

2022: \$38,217.00 award

Brandie McNamee

Owner Antelope Market & RV Park

2023: \$38,500.00 award

Cheri Jamison

**Executive Director, Alberta Abbey
Foundation**

2023: \$54,000.00 award





**COLUMBIA
ECONOMIC
TEAM**

Travel Oregon Capacity Grants at Work

**Oregon Tourism Commission
Wednesday, December 4, 2024**

Columbia County, Oregon



- 25 minutes north of Portland, 45 minutes east of the Coast
- 53,000 residents
- Six distinct cities, multiple communities
- 62 miles of Columbia River
- VERY little TLT
 - 3 lodging properties (120 rooms)
 - 5 Campgrounds; 160 campsites
- Scarcity of marketable, economically productive, developed destinations



Columbia Economic Team

- Independent non-profit economic development organization
- Membership & dues-based; staff of four
- Multiple core responsibilities
 - Business recruitment, retention & expansion
 - Enterprise Zone(s) manager
 - Partner: Workforce, community development, housing & childcare
 - Small Business Development Center (SBDC); single independently hosted center
 - *Keep it Local* small business marketing/promotion
 - GRO Greater – entrepreneurial ecosystem



Oh....and the DMO

As the Tourism Destination Management Organization (DMO)

- Member of Portland Region
- Active in RCTP, Destination Development, Advocacy and all Travel Oregon aspects
- Tourism is economic development
- Economic Developers make good DMOs
- Shared objectives with Travel Oregon, our Region, and other DMOs:
 - Environmental/natural appreciation and stewardship
 - Value history and heritage
 - Emphasize local residents' experience in their own space
 - Healthy, proud, diverse communities that innovate, collaborate, and attract



Columbia County Tourism Milestones

2018: CET selected as DMO in 2018

- Completed Destination Development Strategic Plan -- Enhancing Outdoor Recreation assets

2019: Planning & Execution

- Prescott Beach Master Plan (Portland Region Shared Un-allocated Funds)
- Salmonberry Lake Master Plan (Portland Region Shared Un-allocated Funds)

2020: Project completion

- CrownZ Trail
 - Ruley Trailhead completed (Portland Region Shared Un-allocated Funds)
 - 20+ Informational kiosks (RCTP direct funding)

2021: New Destination development

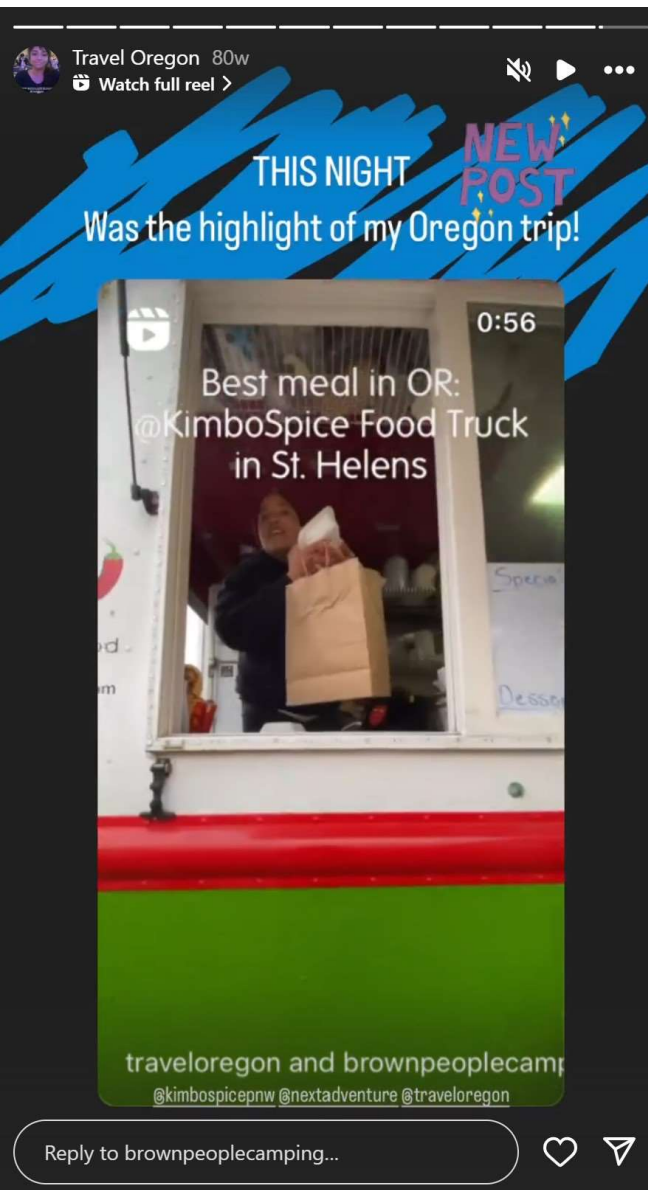
- Vernonia Beautification Project (2021 Competitive Grant)
- Bike Hub Project (Destination Ready 2021)

2022: Destination Ready 2022

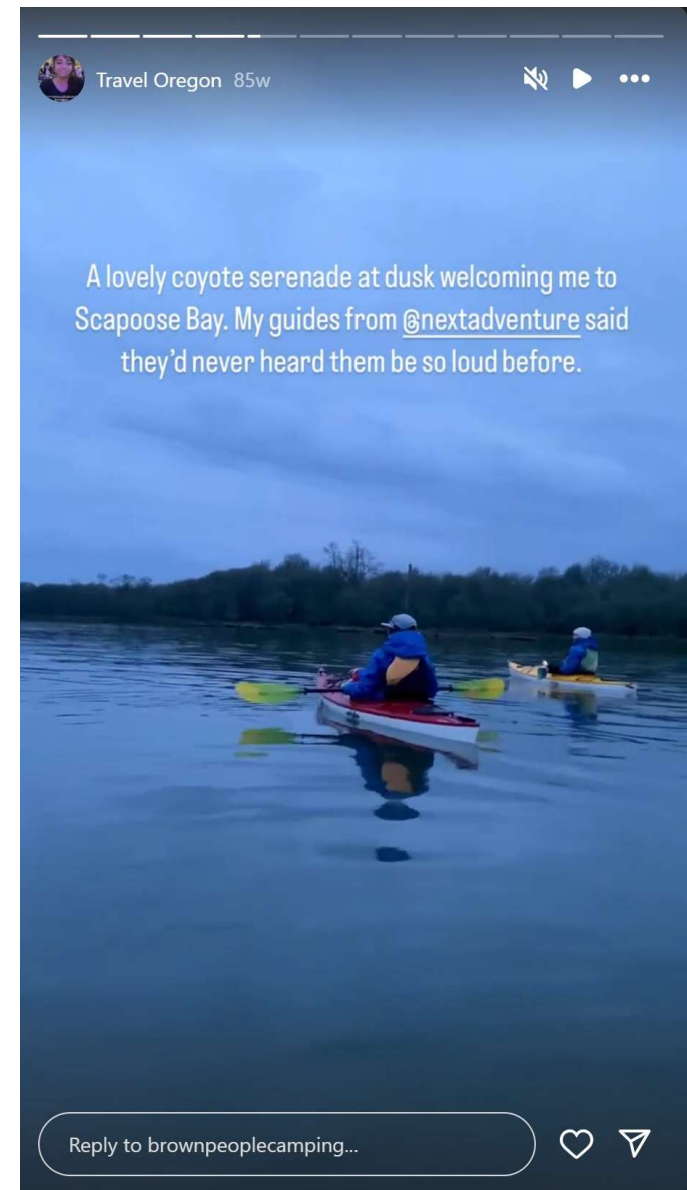
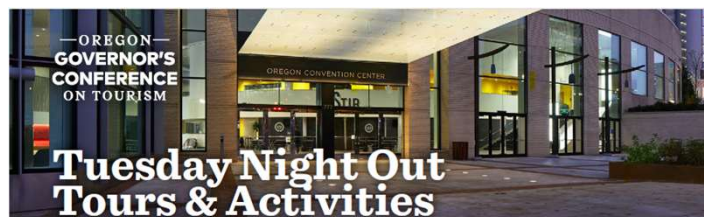
2023: Travel Oregon Capacity Grant







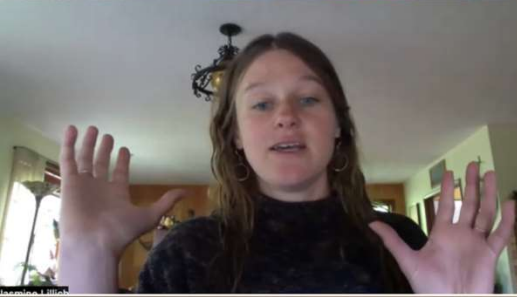
Governor's Conference





COLUMBIA COUNTY

OREGON



- Deborah H...
- Amanda L...
- Hannah W...
- NJ Johnson
- Rachael Ba...
- Paul Fidrych
- Paul Vogel
- Jerry Cole
- Jasmine Li...
- Heidi Brown
- Gina Sisco
- William Sc...
- John Walsh
- Sierra Trass
- Holcombe ...
- Wala Nege...
- Sylvia O'Ne...
- Meagan Fa...
- Katy Clair

Group 1 - Exercise 1

Group 2 - Exercise 7

Group 2 - Exercise 1

Group 1 - Exercise 6

Group 1 - Exercise 7

Group 1 - Exercise 8

Group 1 - Exercise 4

Group 2 - Exercise 4

Group 3 - Exercise 4

Group 33

Group 34

Group 35

Group 30

Group 31

Group 32

Group 1

Group 2

Group 3

Context

I am a Libertarian.
At the state level, I am a Republican.
At the town level, I am a Democrat.
In my family I am a socialist.
And with my dog I am a Marxist.
— From each according to his abilities, to each according to his needs.

OR Context

13

20

25

13

50

18

18

32

28

Question

How many people would get the most out of a visit to Columbia County?

Ideas

Images and diagrams related to the 'Ideas' section.

Updated

Updated

	System 1	System 2	System 3
System 1	✓	✓	✓
System 2	✓	✓	✓
System 3	✓	✓	✓

Grid of small images and diagrams.

Group 1 - Exercise 1

Group 2 - Exercise 1

Group 2 - Exercise 2

Group 3 - Exercise 1

Group 3 - Exercise 2

CC Context

Question

SCC in Detail

FB CC	Columbia County
...	...

CC WT	Wetland Trust
...	...

CC T	Timberland
...	...

CCS	County Board
...	...

Section 6

Characteristics G...

Could be Group 1

Seem like Group 1

Definitely Group 1

Hand icon

Eraser icon

Text icon

Image icon

Table icon

Pin icon

1 icon

Plus icon

Type A

WHAT IS TYPE A

Outgoing
Ambitious
Rigidly organized
Highly status-conscious
Impatient
Anxious
Proactive
Concerned with time management.

TRAITS

Push themselves with deadlines
Hate delays
Hate ambivalence
Job-related stress
Less job satisfaction.
High expectations for themselves

Where we play

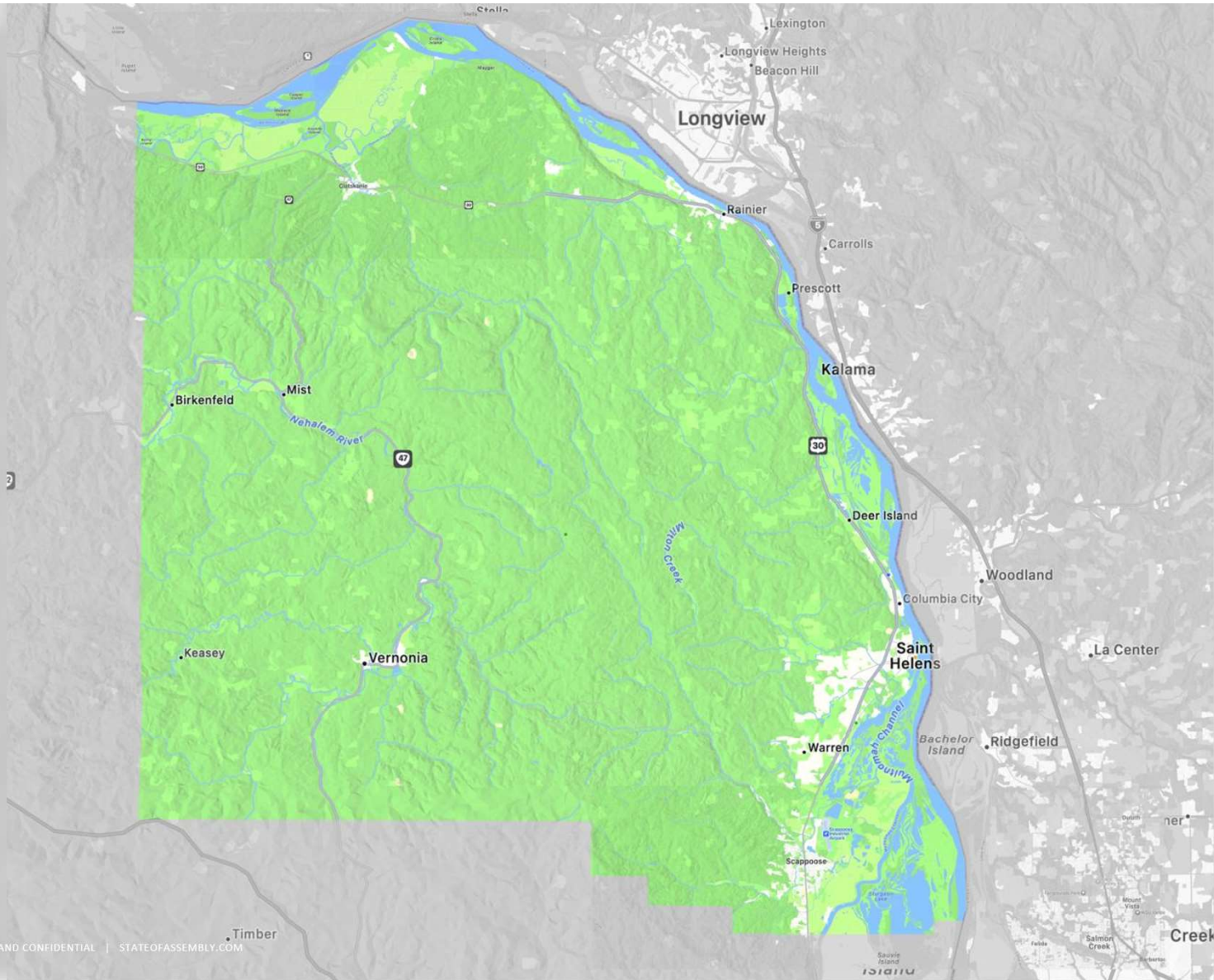
MARKETS WE CHOOSE TO COMPETE IN.

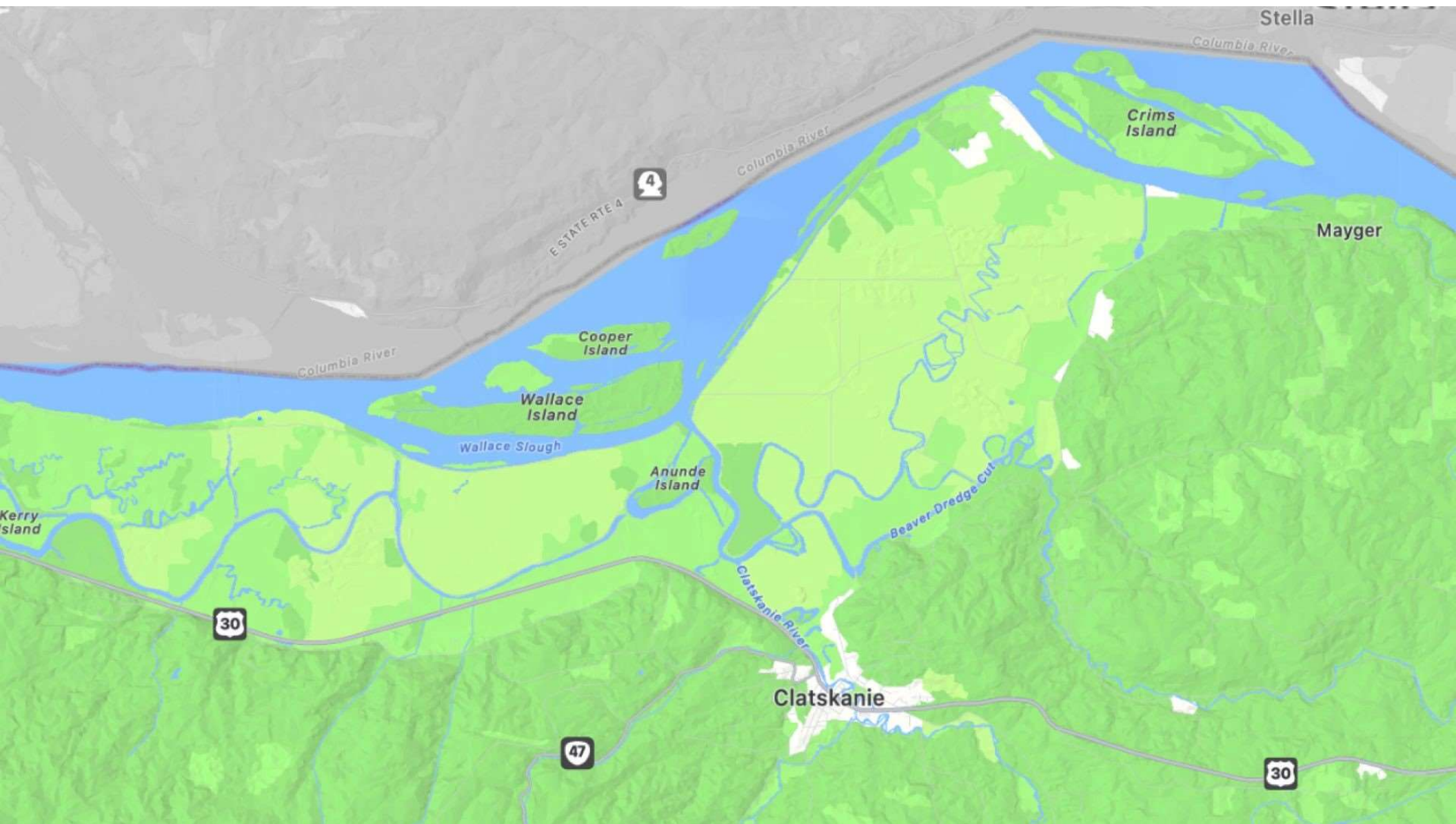
Audience: Typical people

- not outgoing
- not ambitious
- not hung up on status
- not proactive
- not concerned with time management
- not rigidly organized

Location: Day Trip

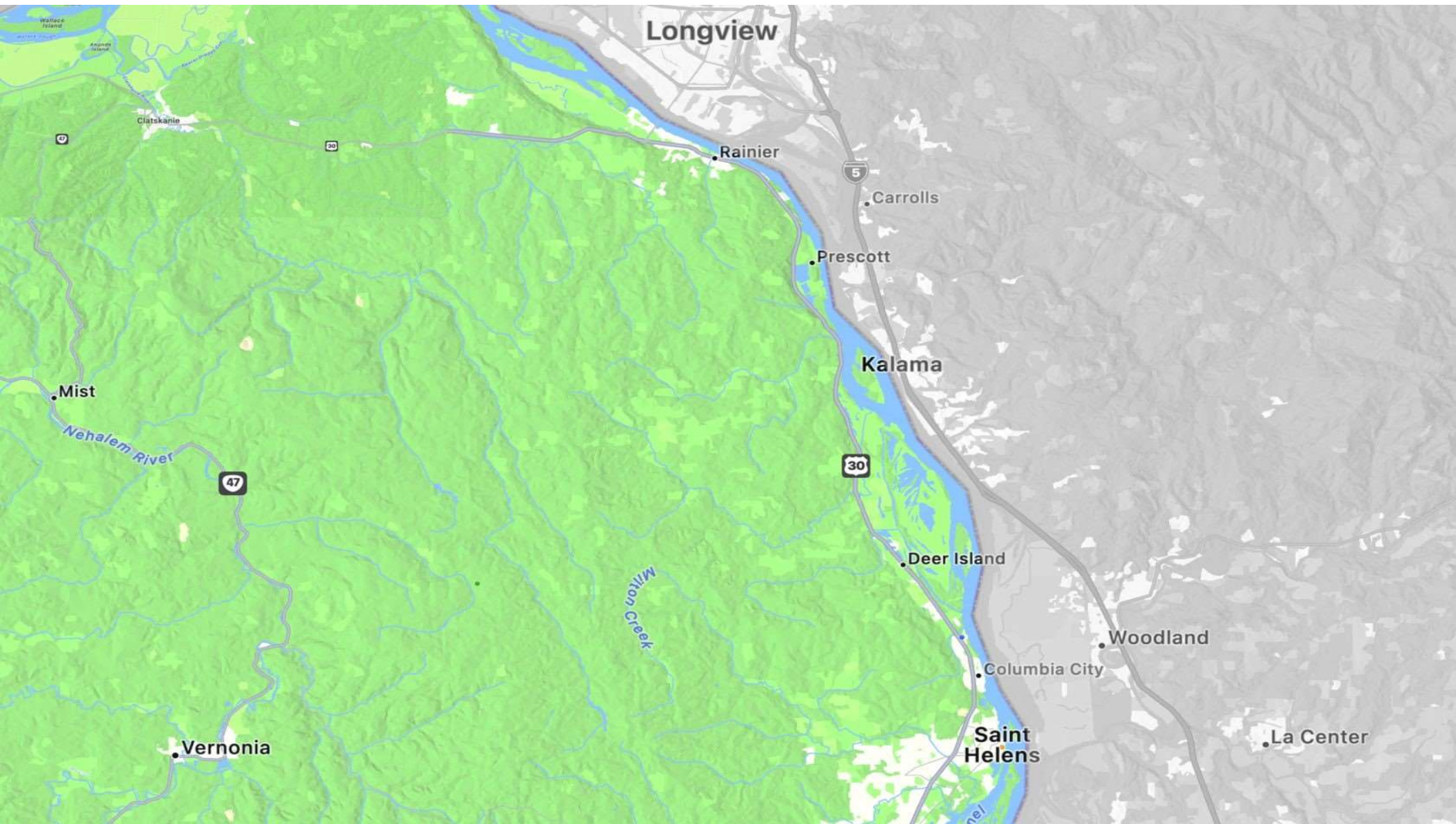
- North to Tacoma
- East to Hood River
- South to Corvallis
- West to the Pacific

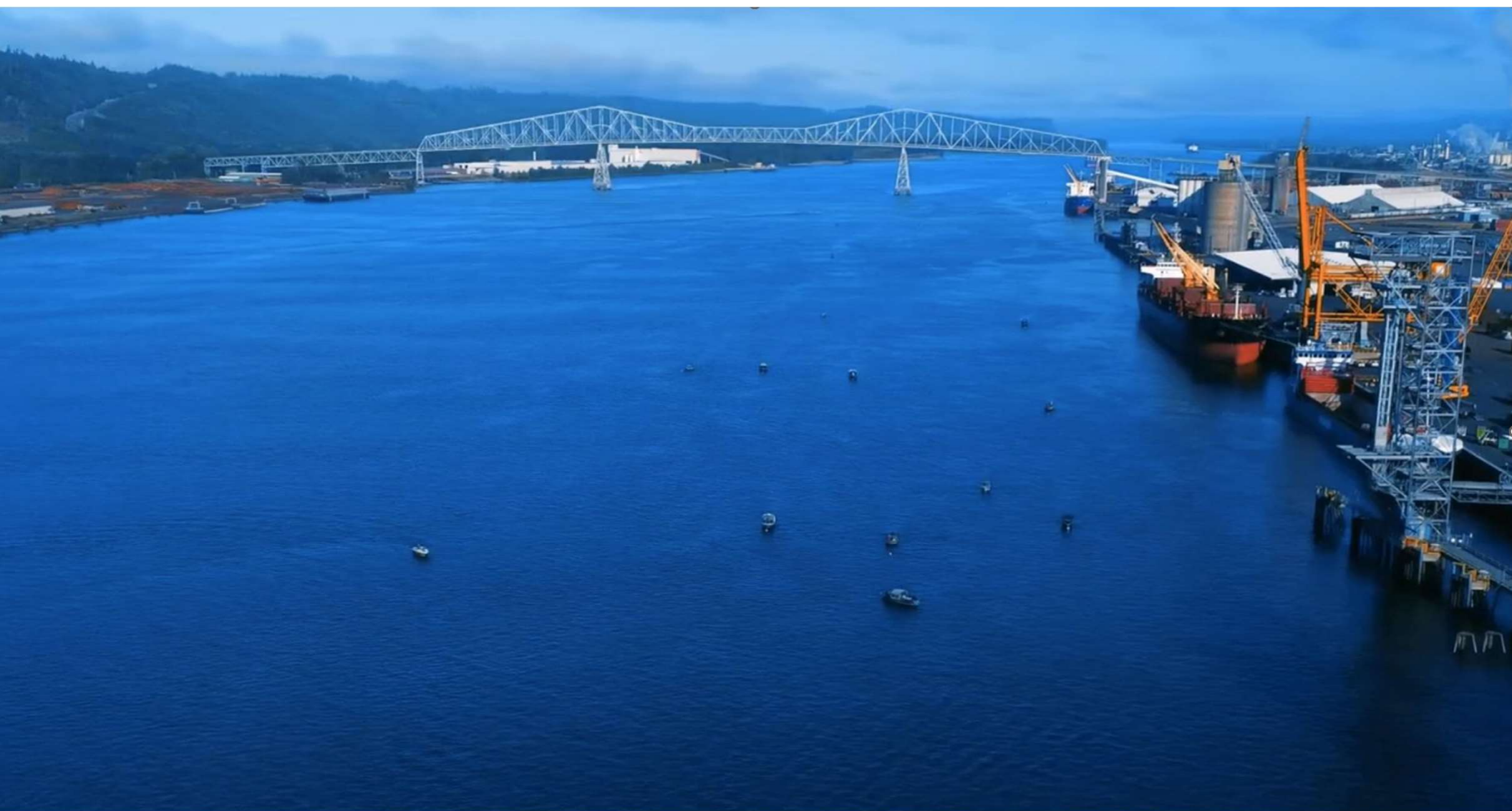








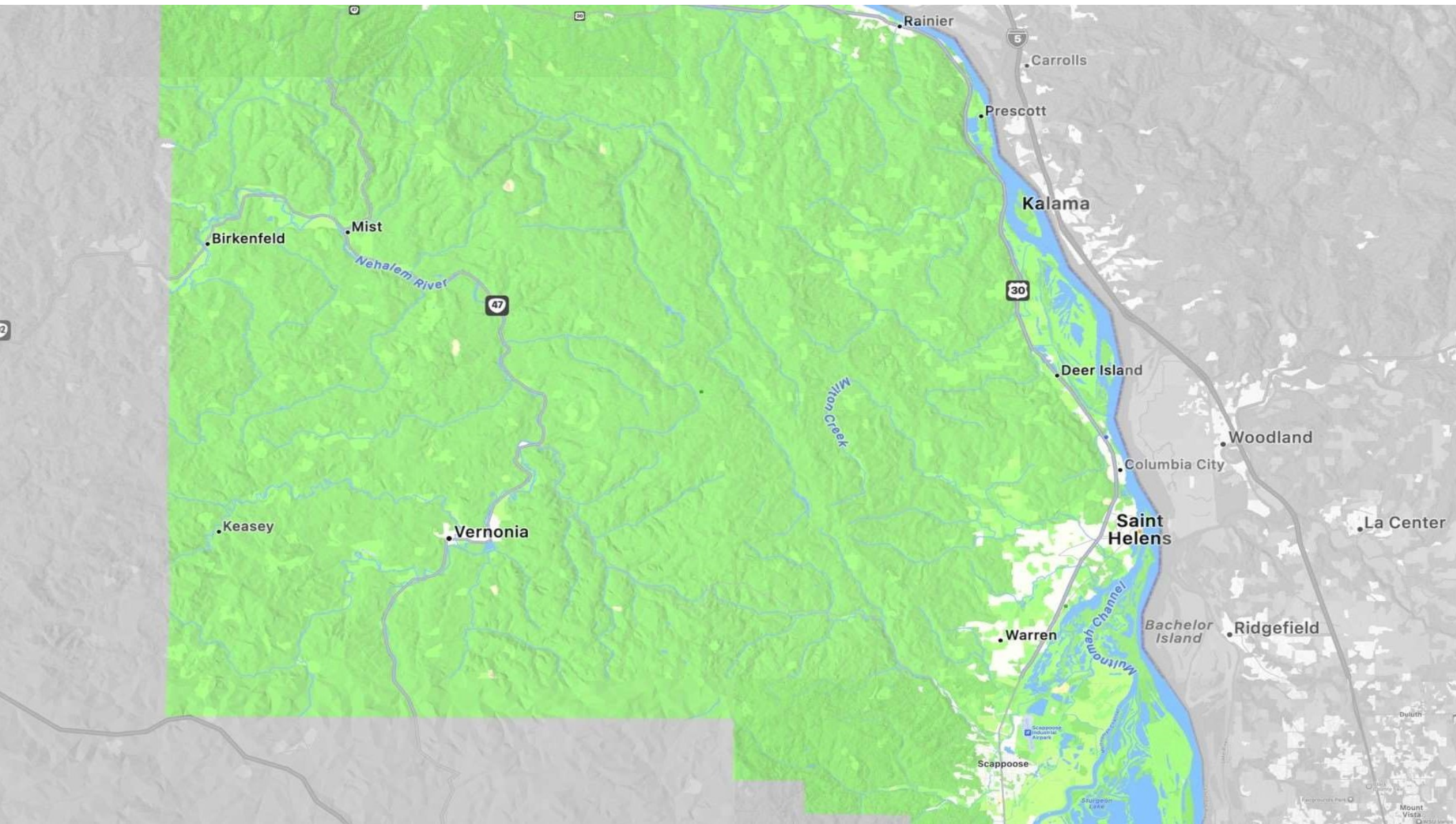
















COLUMBIA COUNTY

Your Place of Wander



TIDELANDS



RIVERSIDE



WATERWAYS



TIMBERLANDS



C



UNITED



COUNTY



COLUMBIA
COUNTY
TIDELANDS



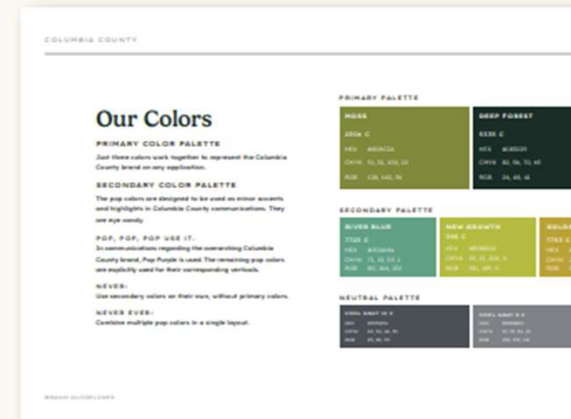
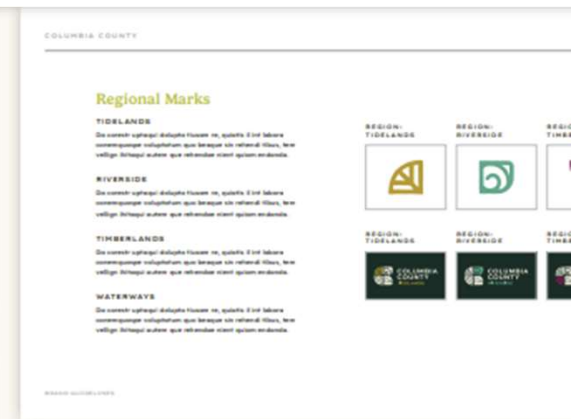
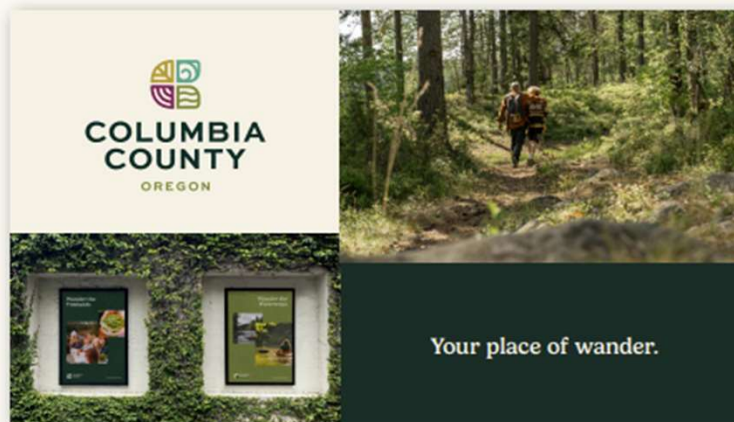
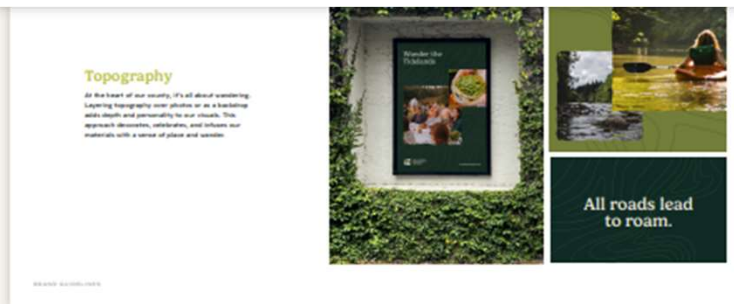
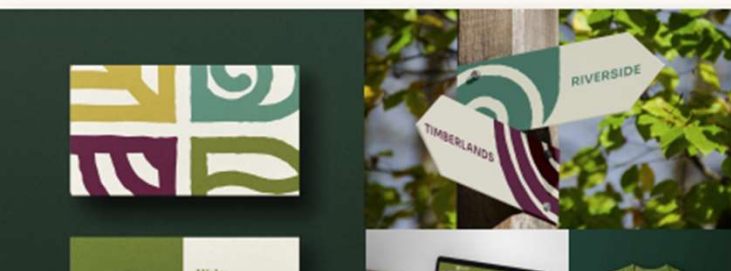
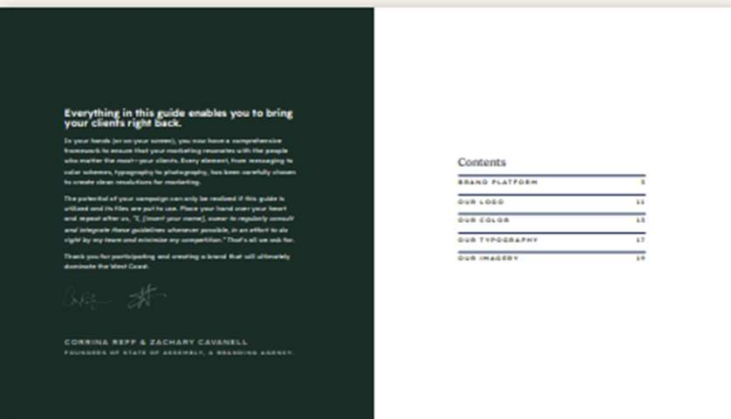
COLUMBIA
COUNTY
RIVERSIDE



**COLUMBIA
COUNTY**
WATERWAYS



COLUMBIA
COUNTY
TIMBERLANDS





All roads
lead to roam.

I wander

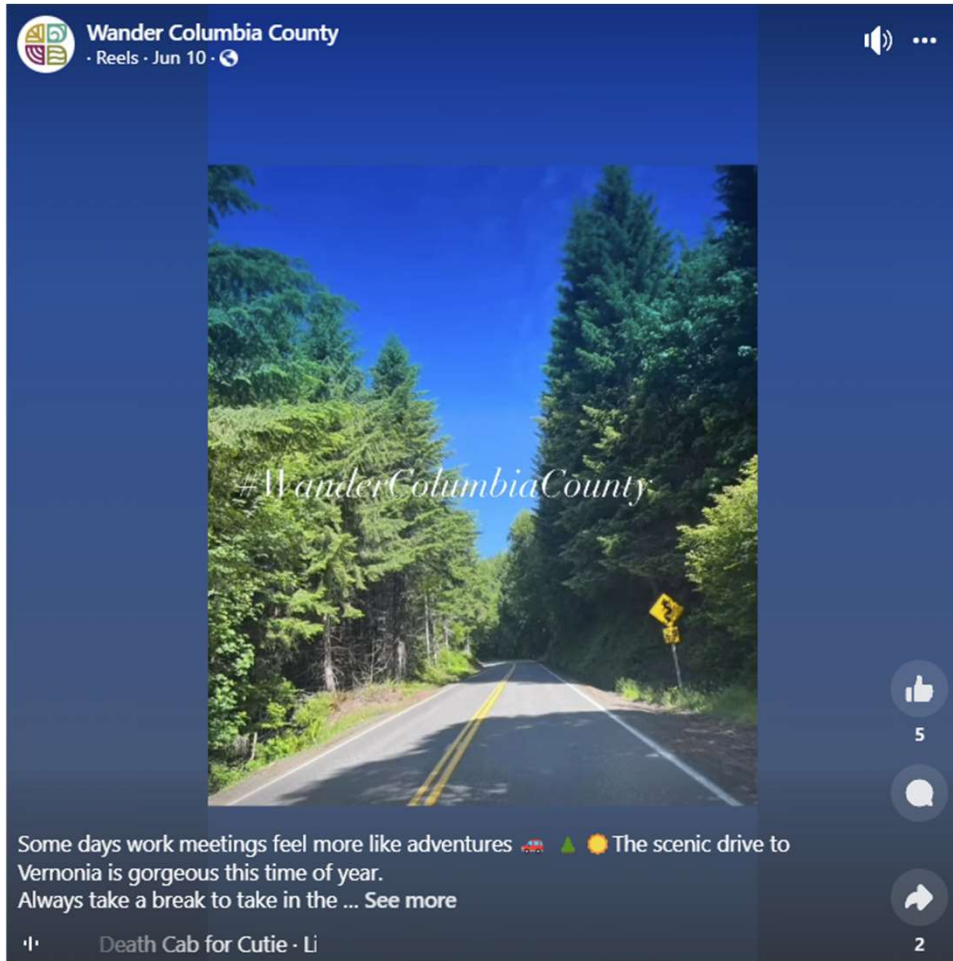


Wandering is good; trespassing is not. Stay off private property
and avoid dangerous situations and environments.

If you
**DON'T PLAN,
DON'T PREP,
DON'T PACK...**

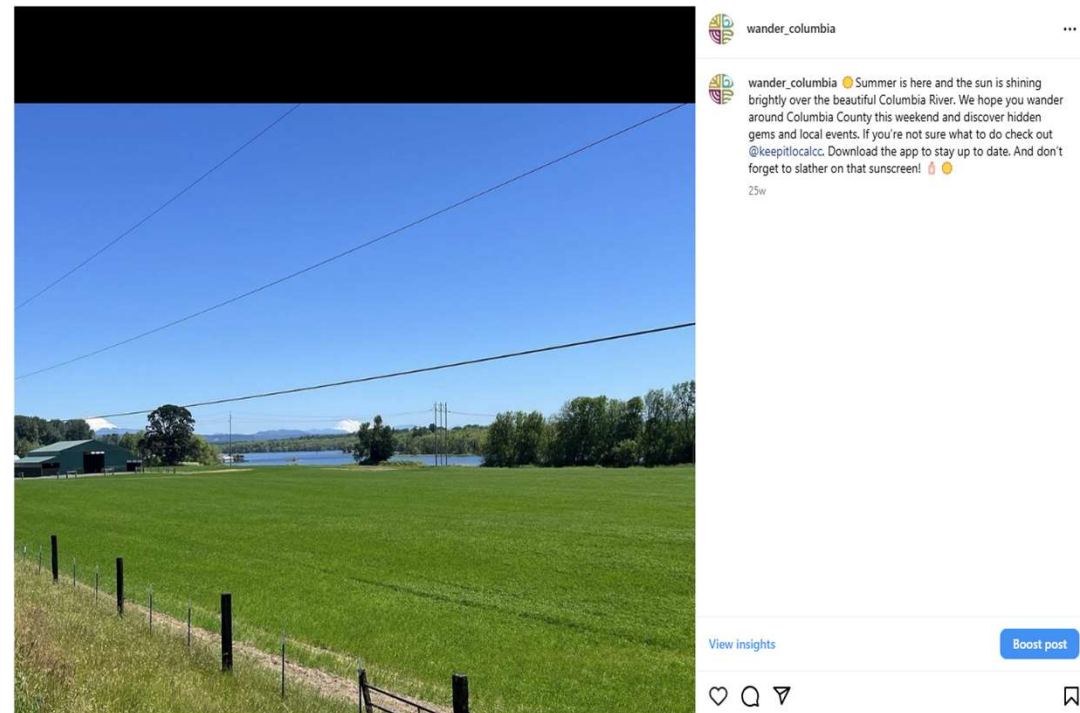
**Could you
just roam?**





Facebook

Social Media



Instagram

Apparel



Wander App

Find Local Events and Things to Do in Columbia County

Download the
Mobile App Now!



Scan Here

or search "Columbia
County" on the Apple
and Google Play stores



Powered By



**Download the Columbia
County Mobile App to
Get Started**

Click the "Trails" button to find the hunt

or if you do not have a smartphone, visit
the information booth for a paper pass





COLUMBIA COUNTY

Your Place of Wander



COLUMBIA COUNTY



COLUMBIA COUNTY

OREGON



Thank you!



Instagram: wander_columbia
Facebook: Wander Columbia County



CORRINA REFF & ZACHARY CAVANELL

FOUNDERS OF STATE OF ASSEMBLY, A BRANDING AGENCY

ANTELOPE – HOW TRAVEL OREGON HAS HELPED BRING OUR COMMUNITY BACK TO LIFE

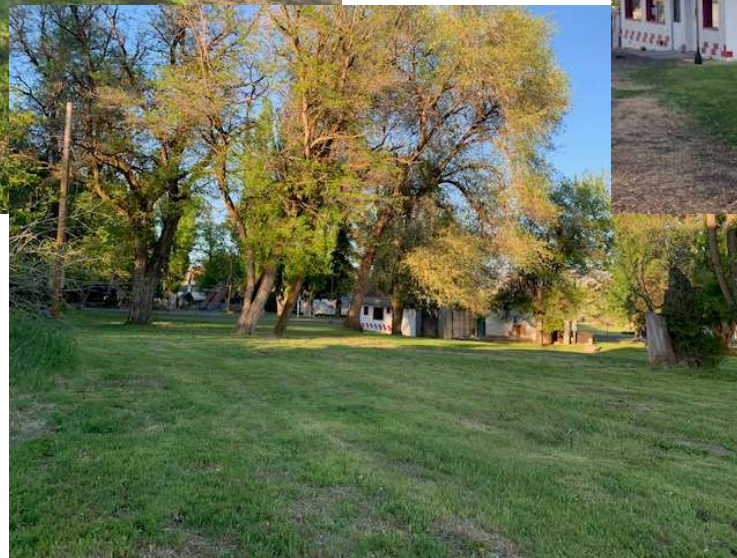
BY BRANDIE MCNAMEE



ANTELOPE – THE COIN TOSS – MARCH 2023

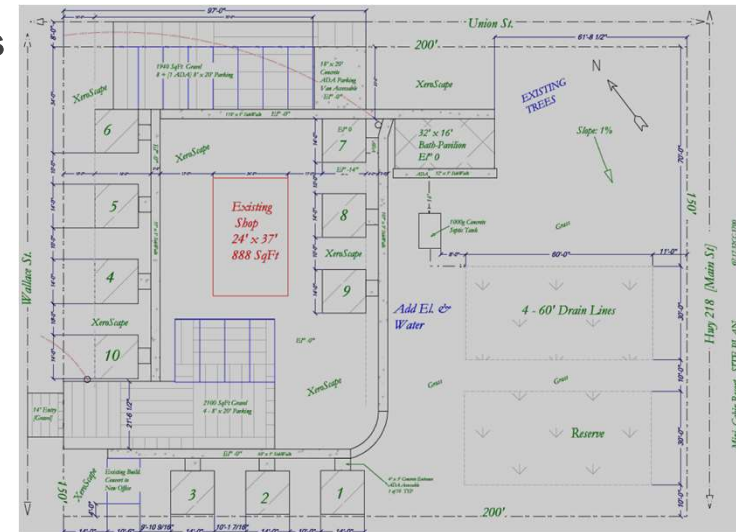


BY JUNE 2023 – MAJOR CLEANUP AND DEMO WORK



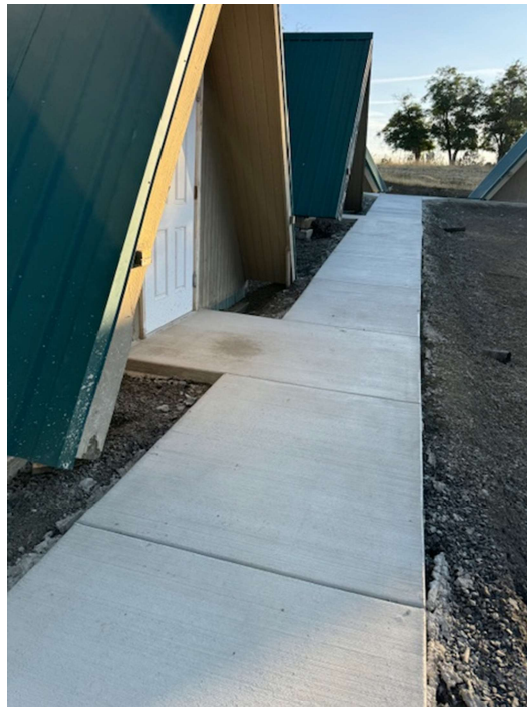
MAKING CONNECTIONS

- Joined Oregon Frontier Chamber of Commerce in June 2023, K Lynn Lane gave us the spark!!
 - She hosted a visioning meeting with City Council, Community Members, and Streetview Planning
 - Introduced us to Dark Sky initiatives and grant opportunities
- July 2023 a Sky Quality Meter was Installed – Kickstarted applying for Grants
- August 2023 Developed relationship with Washington Family Ranch for donating Cabins, had Dark Sky presentations to City Council, and started design on a cabin resort
- September 2023 – applied for Cycle Oregon and Travel Oregon Grants
- October 2023 – FAM Tour in Antelope (South Wasco Alliance)

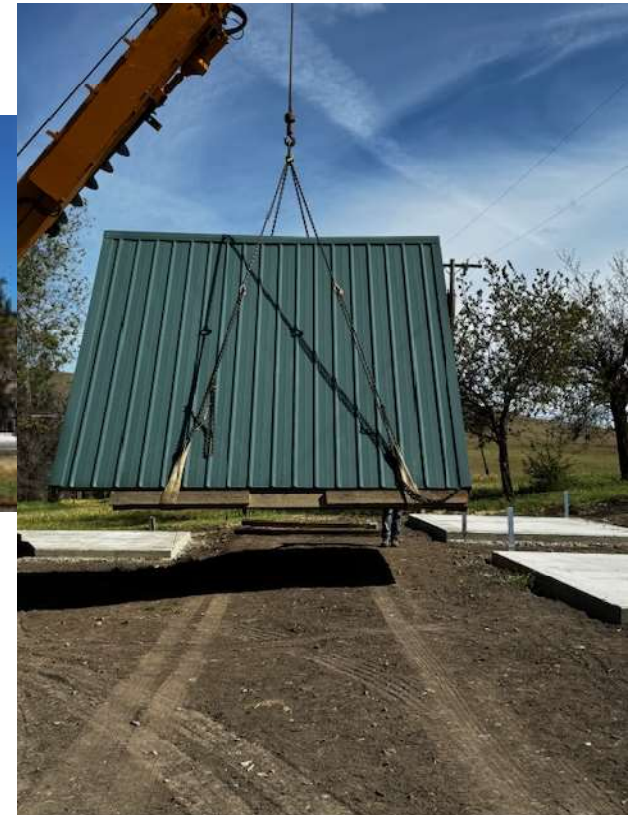


GRANT INVESTMENTS

- Cycle Oregon – Awarded \$18,750 for Phase 1 of Antelope Pavilion
- Travel Oregon – Awarded \$38,500 to fund the ADA required costs of placing cabins
- Visit Central Oregon – Awarded \$50,000 to fund the Phase 2 of Antelope Pavilion to build the exterior shell



CHALLENGES FACED – TRANSPORTING THE CABINS



BUILDING INSPECTIONS BEING HELD UP DUE TO RURAL PROXIMITY



WHERE THE PROJECT IS TODAY – PHOTOS FROM 12/1/2024



NEXT STEPS

- Finish Cabins (\$15,000)
 - Exterior Paint, Interior furnishings
- Finish ADA required additions (\$66,000)
 - *ADA Bathroom* \$24,000
 - *Interconnect Cabin Pathways to Pavilion Pathways* \$28,000
 - *ADA Parking Spaces (2)* \$14,000
- Finish Non-ADA bathrooms (\$26,000)
- Finish Non-ADA parking areas (\$6,000)
- Enhancements
 - Telescope viewing pads with ADA access and projector setup (cost unknown)
 - Met with local Astronomer Grant Tandy to assist with Pad design and partnering ideas for visual screens
 - Dark Sky Lighting fixtures (all pathway lights and Dark Sky approved fixtures and bulbs) – approximately \$12,000
 - Apply for Dark Sky Lodging designation once lighting is changed
 - Signage and information kiosks (specifically bike friendly, Dark Sky info, and caters to international travelers) – (cost unknown)
 - Convert Shop Building to a game room/bike shop. – Cost Unknown
 - Outdoor seating furniture upgrades



DARK SKY COMMUNITY DESIGNATION AWARDED

- Official announcement date: December 4, 2024 at 10 a.m.
- Antelope is the FIRST community designation in the State of Oregon

OTHER INITIATIVES

- Adopted TRT Ordinance for City of Antelope in June 2024 – 5% paid to City
- FireWise Grant - \$75,000 awarded to help with defensible space - this will help cleaning up the town
- Ford Family Foundation is supporting a consultant to help with long term community visioning
- Working with Antelope Museum to see what it would take to open (w/ Win McCormack)
- Oregon Community Foundation – Awarded \$25,000 for Thriving Entrepreneur Program (technical assistance)
- Antelope School Community Center restoration efforts – to support large event space



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.

\$38,500 TRAVEL OREGON INVESTMENT HAS LEVERAGED THE FOLLOWING:

- Served as a catalyst to secure an additional \$93,750 in other grant funding to support downtown economic development.
- It has provided the resources and support for Dark Sky designation (Thank you Hilary Sager, Michael McKeag, and Bill Kowalik)
- It provided boots on the ground (FAM tours) of individuals too see and feel our small town Culture and that the cabins is part of our history.
- **Your investment has brought our town back to life.**

**THANK YOU FOR INVESTING IN ANTELOPE AND FOR ALL THE
CONTINUED SUPPORT**



Alberta Abbey

Mission

Alberta Abbey aims to nurture the creative, visual and performing arts in N/NE Portland by amplifying opportunities for Black and underrepresented communities. The Abbey serves this mission by providing affordable education, gallery, studio, and performance spaces, and showcasing events for local groups of all ages.

Vision

We envision a local arts ecosystem where community members of all demographics can thrive.

Values

SEEK DIVERSITY
SUPPORT ARTISTS
CULTIVATE TRUST & GENEROSITY
STAY AFFORDABLE



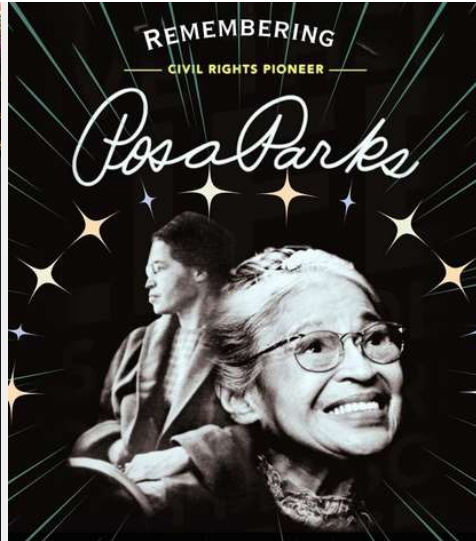


Through our programming, we are committed to honoring Black history and fostering cultural awareness within our community and abroad.



New Year's Eve with Nik West

Over 10% of our
audience visited from
out of state.



Remembering Rosa Parks

1/3 of the audience
came from outside
Portland.



A Night of Blues

25% of the audience
came from outside of
Portland.

Heritage Soulfest 2024

A three-day celebration of NE Portland's rich history and culture, honoring the deep musical traditions of the community.

Attendees came from 9 different states throughout the weekend, even as far as Rhode Island.



This project has been funded
in part by a grant from **TRAVEL**  **OREGON**



This project has been funded
in part by a grant from **TRAVEL**  **OREGON**



This project has been funded
in part by a grant from **TRAVEL**  **OREGON**



The Known Poet Aaliyah

Measuring Our Impact



5.0 K Followers



3.5 K Followers



1 in 4 events
supported another
Non-Profit

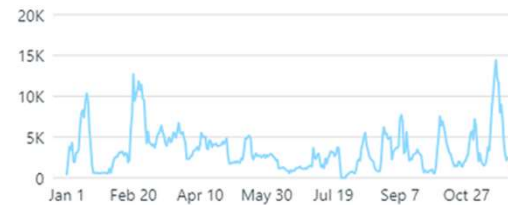
People searched for
us from all over the
world.



Meta Business Suite

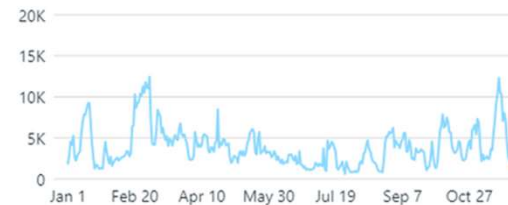
Paid impressions ●

1.2M ↑ 254.6%



Reach ●

487.1K ↑ 50.9%



What the community is saying about us.

4.7 STAR AVERAGE ON GOOGLE



"Great customer service at a beautiful space, +100yo with a gorgeous theater and other art spaces for the community. Awesome non-profit efforts in a lovely neighborhood."

-JAMIE



"It's a very warm & welcoming community space, they have a lot of varied events throughout the month & everything is priced flexibly so that you can enjoy the schedule without breaking the bank."

-ALLIE



"As a non-profit venue with a mission to support the black and underserved communities of N/NE Portland, I have to say that an organization like this one is long overdue."

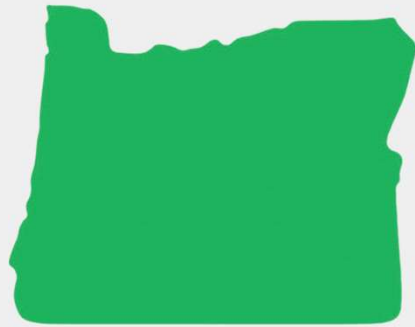
-KEVIN



"I love that the community is coming together to help save this historic venue. This place is perfect for musicals, concerts, meetings and so much more"

-DAWN





**TRAVEL
OREGON**

**Special thanks to Travel Oregon for their
invaluable support of the arts.**



An aerial photograph of a landscape featuring a winding river or stream that meanders through a grassy field. The river is dark and contrasts with the surrounding green and brown vegetation. The text "Thank you" is overlaid in the center of the image in a white, serif font.

Thank you