



FOURTH QUARTER REPORT 2009-10 April, May, June

INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2009-10 pursuant to City of Salem contract section 1.1.3. The contract stipulates that quarterly reports include a “financial report, an overview of activities, progress statements on meeting ‘scope of services,’ and updated information as required in the strategic/business plan.” This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem’s 07-10 Strategic Plan, and drive toward two main objectives: long-term stability for tourism leadership, and increased visitation and tourism economic impact. In addition, the quarterly reports connect specific activities and initiatives to the 07-09 Business Plan, demonstrating progress to achieve plan goals.

Travel Salem welcomes the opportunity to present and review this report, answer any questions and share information regarding current marketing efforts.

EXECUTIVE SUMMARY

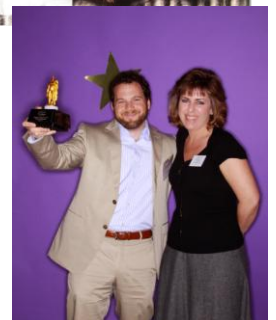
Activities during the fourth quarter of 2009-10 produced positive results in key program areas.

Travel Salem was selected as a **“Top 100 Best Green Companies to Work for in Oregon”** by *Oregon Business Magazine*. The rankings were unveiled at a Portland event where Travel Salem was one of only five Salem businesses recognized — and the only nonprofit — ranking 80th overall. This recognition helps tell Salem’s story as a “green” destination for recruiting green meetings/conferences and eco-conscious leisure travelers. (1/a #1)



Partnered with Mary Lou Zeek to hang new art in the Travel Café. The **“Absolutely Art” wall** located in the Willamette Room will be sold as a sponsorship opportunity to a local business. (1/a, #1, 2/d #5)

Launched Travel Salem’s **First Annual Absolutely Fabulous Awards**. The festivities recognized 12 regional partners that exemplified the best of the tourism industry. (1/a #2)



Launched **Video Website Listings** ... a new marketing option designed to tap into 70% of travelers that say online video influences their trip planning. (1/a #3)

National and local **media** secured for the period resulted in 535 articles valued at \$274,331 of free media exposure in *Wine Press*, *RV Life*, *VIA* magazine, *Sunset* magazine, *Main Ingredient*, *Travel Oregon* magazine and *Oregon Business* to name a few. (2/b #1 & #6, as well as the following **PR Addendum**)

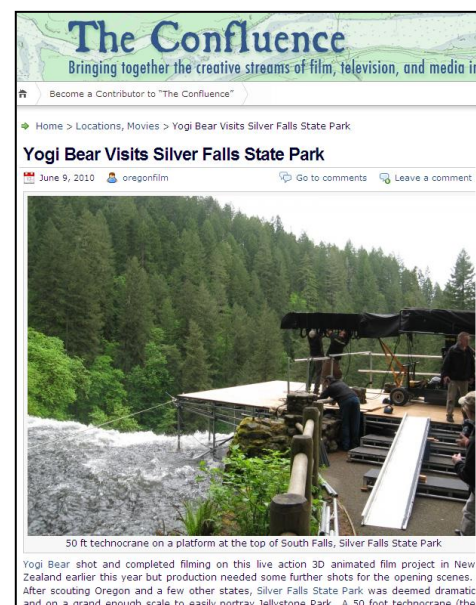


Social media efforts continued to progress: 372 images and 9 videos were posted on Flickr with 7,530 viewer sessions during the quarter; 224 tweets were posted on Twitter reaching 2,255 local, national and international followers; and 98 events, specials and announcements were posted on Facebook reaching 735 fans. (2/b #5)

Assisted an LA film production company with services (lodging and rental needs) for a quasi-animated motion picture “**Yogi Bear**” filming at Silver Falls State Park. (2/b #12)

Secured new **conferences & events** including the Good Vibrations motorcycle convention and the Regional Babe Ruth Tournament. Worked with partners to secure new conferences such as the North American Farm Direct Marketing Association and the NAIA Women’s Golf Championships. In addition, booked rooms for the STIHL Timbersports event to be held during the 2010 Oregon State Fair. (2/a #4)

Travel Salem’s Director of Sales was sponsored by the Salem Area Lodging Association to attend the **2010 Annual Cascadia Educational Conference**, and market Salem to the 200+ meeting planners in attendance. (2/a #9)



Provided **services** to 25 conferences and events that were held at locations throughout the Salem area, serving roughly 54,097 delegates. (2/c #7)

Financial statements for the fourth quarter are attached: revenues were \$156,555, while expenses were \$181,319. The fiscal year ended with a surplus of \$18,104 and net assets of \$166,412.

The results generated by Travel Salem are measured by examining progress in three key areas: estimated economic impact (EEI), transient occupancy tax (TOT) revenues, and leverage.

- **EEI results** are available at year end, and will be reported in Travel Salem’s 09-10 annual report.

- Fourth quarter **TOT receipts** were down 3.5% over the prior year same period to \$751,581. Total receipts for 09-10 were \$2,138,196, a decrease of 11.5% over the previous year.
- Fourth quarter **leverage results** of \$561,189 increased 36% over the previous year. The increase was due to the Visitor Information Network, media exposure and fourth quarter adjustments for WVVA. Total leverage for 10-11 was \$1,511,731 (21% over goal and 11% increase over prior year). *Please note: leverage results are not predictable from year to year because Travel Salem can't guarantee, for example, in-kind donations or that a story will be published. However, Travel Salem strives to increase leverage support each year by continuing to develop and broaden key partnerships.*

OVERVIEW OF ACTIVITIES

Travel Salem tracks numerous statistics throughout the year to monitor, evaluate and adjust marketing strategies, staff levels, funding, etc. These internal measurement statistics assist with forecasting and trending, and need to be examined as a whole to get a true indication of the industry and performance of marketing activities. Outside influences such as gas prices, weather, natural disasters, or inflation, etc. will also have an impact on the peaks and valleys that these numbers may reflect.

Glossary of Terms for definitions of the following activities is available upon request.

Activity & Production Statistics	4 th Qtr 09-10	% Change from 08-09	09-10 YTD	4 th Qtr 08-09	4 th Qtr 07-08
Marketing & PR					
National Publicity ¹	189	80%	338	105	50
Local Publicity ²	346	61%	1,181	215	11
PR Presentations ³	86	100%	216	43	17
Visitor Information Inquiries	5,968	-13%	26,329	6,865	19,906
TravelSalem.com Visits	39,693	11%	136,075	35,746	55,826
Visitor Information Network Attendance ⁴	34,000	184%	105,782	11,952	6,957
Events & Community Activities Assisted	520	5%	2,037	497	332
Convention & Event Marketing					
Real-Time Conventions/Events ⁵	8	-50%	25	16	10
• Number of Delegates ⁶	11,340	-44%	35,247	20,145	17,100
• Number of Room Nights ⁷	7,930	-47%	13,055	14,884	1,695
Sales Leads Generated ⁸	19	111%	58	9	8
Bookings ⁹	16	129%	39	7	11
Sales Activities					
• Direct Contact ¹⁰	128	-65%	617	364	83
• Phone/E-mail	108	-10%	570	120	44
• Sales Packets Distributed ¹¹	19	50%	122	38	86
• Site/FAM Tours	1	0%	11	1	0
• Referrals ¹²	40	33%	100	30	16
Convention & Event Services					
Conventions Assisted	25	-26%	77	34	25
Visitors Reached ¹³	54,097	37%	78,590	39,567	10,959
Welcome Bags Distributed ¹⁴	2,247	-30%	8,242	3,234	2,188

¹ National Publicity – the increase is due to having a designated PR person to pitch story ideas and follow up on a regular basis.

² Local Publicity – the increase is due to having a designated PR person to pitch story ideas and follow up on a regular basis.

³ PR Presentations – more requests for presentations regarding Travel Salem, general tourism and convention & event promotion and staff taking advantage of all opportunities create awareness about Salem's visitor industry.

⁴ Visitor Information Network Attendance – increase is due to expanded network including the Travel Café and satellite locations.

⁵ Real-Time Conventions/Events – conferences that were held in 08-09 were not held in 09-10.

⁶ Number of Delegates – conferences that were held in 08-09 were not held in 09-10.

⁷ Number of Room Nights – conferences that were held in 08-09 were not held in 09-10.

⁸ Sales Leads Generated – activity levels increased due to economic rebounding of meetings for future dates.

⁹ Bookings – the increase is due to economic rebounding of meetings for future dates.

¹⁰ Direct Contact – the decrease was due to budget cuts, and not attending Show Biz.

¹¹ Sales Packets Distributed – more interest and activity from planners during the quarter.

¹² Referrals – requests were turned into actual leads instead of referrals.

¹³ Visitors Reached – there were fewer events during the quarter, but with higher attendance.

¹⁴ Welcome Bags Distributed – the decrease was due to fewer groups during the quarter.

Activity & Production Statistics	4 th Qtr 09-10	% Change from 08-09	09-10 YTD	4 th Qtr 08-09	4 th Qtr 07-08
Membership					
Total Membership	346	26%	346	275	178
New Members Acquired	21	24%	133	17	14
Attrition ¹⁵	2	-83%	31	12	n/a
Sales Presentations ¹⁶	887	64%	4,862	542	348
Leverage (detail below)¹⁷	\$561,189	36%	\$1,511,731	\$411,837	\$138,134
Visitors Guide	\$0	0%	\$96,366	\$0	\$700
Volunteers	\$6,449	-2%	\$27,203	\$6,570	\$4,472
Media	\$274,331	39%	\$611,839	\$198,023	\$45,445
Advertising	\$10,182	-7%	\$40,978	\$10,947	\$16,399
In-Kind	\$194,327	28%	\$492,945	\$151,728	\$22,952
WVVA/Regional	\$75,900	70%	\$242,400	\$44,570	\$48,166

¹⁵ Attrition – 08/09 was higher due to member businesses closing or selling from impact of recession.

¹⁶ Sales Presentations – increase due to additional membership sales staff during this quarter.

¹⁷ Leverage – increases reflect enhanced media exposure, plus the Visitor Information Network, and fourth quarter adjustments in the WVVA allocation.

1/a - DIVERSIFY FUNDING STREAMS

Develop long-term stable funding by examining opportunities within existing program offerings and establishing new revenue streams through creative ventures.

STRATEGIC INITIATIVES & RESULTS:

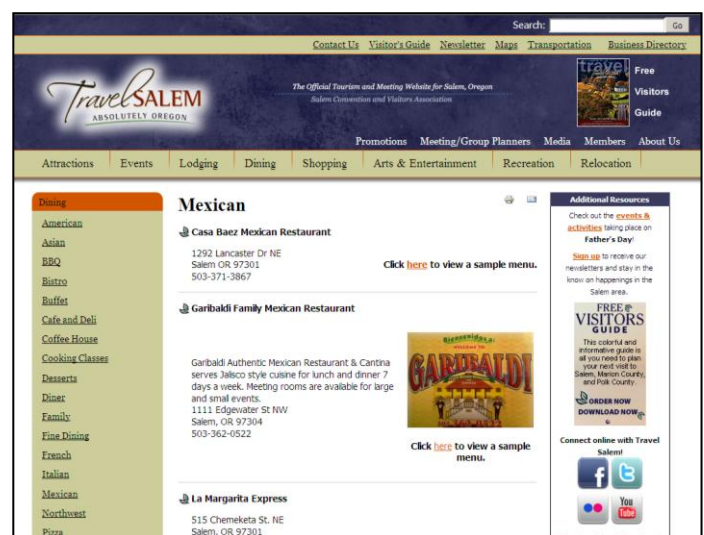
- *#1 Develop & implement sponsorship opportunities:*
 - Secured sponsors for e-Blasts, Weekly e-Newsletter, Industry e-Newsletter, Consumer e-Newsletter and the Marketing Exchange Luncheon.
 - Secured sponsors to produce 5,000 **Welcome Bags** which are used to distribute information and deals to convention delegates.
 - Partnered with Mary Lou Zeek to hang new art in the Travel Café. The “Absolutely Art” wall located in the Willamette Room will be sold as a sponsorship opportunity to a local business. (2/d #5)
- *#2 Implement fundraising events:*
 - Launched Travel Salem’s **First Annual Absolutely Fabulous Awards**, hosted by Willamette Valley Vineyards and sponsored by Willoughby’s Catering, In the Spotlight Photobooth, Lights in the Attic Creative Media, Adelman Peony Gardens and Woodburn Company Stores. A team from On Your Feet was contracted to spice up the event with entertainment and improvisational techniques to help businesses approach ideas/issues in unusual and creative ways. (1/c #3)

Award recipients:

- Absolutely Green Award to Salem Conference Center
- Absolutely "Heads In Beds" Award to Salem Area Lodging Association
- Absolutely "Thinking Big" Award to Willamette Heritage Center



- Absolutely Innovative Award to HospitalityVision & DigitalCityGuide
- Absolutely "Big Picture" Award to Marion County Oregon 150 Celebration
- Absolutely "Pioneering" Award to Oregon Travel Information Council
- Absolutely "Top of the Barrel" Award to Willamette Valley Vineyards
- Absolutely "Gets It" Award to Austin McGuigan
- Absolutely "Smokin'" Award to Woodburn Company Stores
- Absolutely Fabulous Award to Statesman Journal
- #3 Create new advertising opportunities:
 - Launched a new marketing option – **Video Website Listings** that can feature a virtual tour, photo slide show or a video up to three minutes. Several Travel Salem video production and photography members stepped up to offer discounts to other Travel Salem members for help in creating a video. Research shows that roughly 70% of travelers say that online video influences their trip planning. To date, nine members have purchased this option!
 - Launched TravelSalem.com **Menu Listings** for restaurants as a part of their Expanded Website Listing. This marketing option showcases restaurants that don't have websites by displaying a PDF of their menu. (see 2/b #5)
- #5 Leverage participation in the RCMP through WVVA:
 - Travel Salem's Marketing & PR Director serves as President of WVVA for 09-10, ensuring inclusion of the Salem area in all marketing efforts.
- #6 Increase leveraged resources including donated products and services:
 - Leverage for the fiscal year is \$1,511,731 (21% over goal).



1/b - INCREASE ORGANIZATIONAL CAPACITY

Increase organizational capacity in both human and financial resources to boost program support, services and the overall bandwidth of Travel Salem.

STRATEGIC INITIATIVES & RESULTS:

- #1 Strategically enhance staffing levels:
 - Recruited one Chemeketa Community College intern to work on services, Travel Café projects and general program support (2/a #3).
- #2 Establish 501c3 subsidiary:
 - The Travel Salem Board of Directors approved the Articles of Incorporation and Bylaws to form the new Travel Salem Foundation, the giving arm of Travel Salem. Filed both state and federal incorporation documents, and established an

EIN for the foundation. The foundation's nonprofit status will be confirmed when the IRS determination letter is received.

- *#4 Recruit volunteers with attributes/skill sets to achieve program goals:*
 - Recruited one new volunteer.
- *#5 Implement technology to enhance program efficiency:*
 - Continued social media efforts (FaceBook, Twitter) – see 2/b #8.
- *#6 Utilize resources from academic institutions:*
 - Working with Chemeketa Community College (see 1/b #1).
- *#7 Implement & maintain visitor information network:*
 - As of the end of the fiscal year, June 30, the Travel Salem **Visitor Information Network** has assisted 105,782 visitors compared to 30,704 for the entire fiscal year 08-09. Travel Salem continues to stock all locations and provide front-line staff training. The network includes: Travel Café, Amtrak, Salem Conference Center, Salem Airport, Red Lion Hotel, Best Western Mill Creek Inn, Mission Mill Museum (see 2/b #3).
 - Working with North Santiam Canyon Chamber of Commerce to create a visitor information kiosk. (see 2/b #3 and #7)
 - Participated in a Capitol Mall walking tour to assess opportunities for establishing a visitor information kiosk as part of the Oregon Parks & Recreation Department's master plan which is in development. (see 2/b #3)

1/c - BUILD MEMBERSHIP PROGRAM

Develop a broad-based, regional membership program that delivers value-added tourism services to members. The membership program will be designed within requirements of the Salem City charter.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Obtain regional participation:*
 - 09-10 new and renewal membership activity through June 30, 2010: 330 members (102% of goal) and \$96,629 in realized and pending revenues (98% of revenue goal). **Total current membership is 346 (106% of annual goal).**
 - Recruited nine new regional members (75% of total new members secured during the quarter).
 - Launched a new discount program for CTPAB contractors (save 30%) and other nonprofits (save 15%).
- *#3 Use public relations to communicate/promote membership:*
 - Published 10 press releases to build awareness about Travel Salem and the membership program (2/b #1):
 - Giving Back to the Community
 - The Grand Hotel in Salem Helps “Clean the World”
 - Travel Salem Named Top 100 Best Green Companies to Work For in Oregon
 - 4th Annual Wine, Chocolate & More Festival Moves to Salem
 - Businesses Recognized at Travel Salem's “Absolutely Fabulous” Awards Event
 - TravelSalem.com Offering Free Online Business Listings
 - Absolutely Fabulous Awards Luncheon to Recognize Outstanding Tourism Industry Partners
 - Peony Flower Fields in Bloom

- Salem-Keizer Volcanoes Stadium Set to Erupt with the 2011 Pacific Northwest Regional Babe Ruth Tournament
- Hundreds of Motorcycles to Thunder into Willamette Valley for Good Vibrations
- #6 *Leverage regional Chamber of Commerce memberships:*
 - Participated in weekly and monthly Chamber Greeter programs for Salem, Keizer, Dallas, North Santiam, and Stayton/Sublimity.

2/a - BROADEN SCOPE OF CONVENTION & EVENT MARKETING PROGRAM

Develop a comprehensive Convention & Event Sales program that promotes and leverages a wide variety of properties and meeting venues throughout the region.

STRATEGIC INITIATIVES & RESULTS:

- #2 *Develop cooperative marketing campaigns with partners:*
 - Coordinated cooperative advertising for the October issue of *Group Tour* magazine. Partners include Willamette Heritage Center, Oregon Garden Resort and Keizer Renaissance Inn.
- #4 *Secure new conference/event opportunities:*
 - **Rocky Mountain West Coast Nationals Wrestling Tournament, December 2010** - Hosted an event planner from Colorado (SALA helped fund airfare) and coordinated a meeting of stakeholders in the Portland area, in partnership with the Oregon Sports Authority. This will be the second year the event will be in Salem. The planner needs to double the size from 400 to 800 wrestlers in order to sustain this event.
 - Hosted a site tour for the **2012 Oregon Women's Veterans** conference. Proposals have been submitted from the Red Lion Hotel and the Salem Conference Center to host this 400+ convention.
 - **Good Vibrations – Music, Motorcycles and Merlot, July 16-18, 2010** – Planning continues on this first time event to the Salem area. The conference has blown initial estimates out of the water, and is now slated to bring 700 motorcyclists. The main event and vendor area will be in Riverfront Park, with Saturday night festivities flowing into downtown for a “Street Fest and Music Tour,” sponsored by Go Downtown.
 - **2010 Pacific NW Travel Writers** - A proposal was submitted to host the Pacific NW Travel Writers Conference in October, Travel & Words 2010 Fall Seminar. If selected, Travel Salem will host a familiarization and wine tasting reception for the group prior to the seminar to showcase Salem attractions, downtown, cultural assets and wineries.
 - **Regional Babe Ruth Tournament** – Travel Salem partnered with the Salem-Keizer Volcanoes to provide a proposal and presentation for the regional meeting held in Reno for the 2011 Regional Babe Ruth Tournament. The tournament was secured and eight teams from across the region will compete on August 1-6, 2011 for a spot in the Babe Ruth World Series.
 - **North American Farm Direct Marketing Association** – Staff met with John Zielinski of EZ Orchards to provide preliminary research to bid on a future NAFDMA Conference. This conference draws 750 plus attendees and hasn't been to the West Coast in many years. Letters of intent to bid have been sent from Mayors Taylor and Christopher, and Travel Salem.

- **STIHL Timbersports** – Worked with Oregon State Fair and Expo staff to set up room blocks for the Stihl Timber Sports event to be held during the 2010 State Fair. This will be a high-profile event that will be broadcast on ESPN2 and ESPN International to more than 132 countries worldwide. It will reach an estimated 5 million households each year with original program airs and re-runs.
- *#9 Maintain existing marketing efforts:*
 - 19 leads distributed to lodging properties and meeting facilities, and 16 bookings resulted from previous leads.
 - Attended industry association monthly networking opportunities including Oregon Society of Meeting Professionals, Meeting Professionals International and Oregon Society of Association Management.

2/b - DRIVE INNOVATIVE TOURISM MARKETING STRATEGIES

Develop a comprehensive leisure tourism marketing program that promotes Salem as a preferred destination for leisure day and overnight visitors.

STRATEGIC INITIATIVES & RESULTS:

- *#1 Explore advertising & publicity options to educate target audiences:*
 - On May 10 in honor of **National Tourism Month**, Travel Salem “street teams” were in downtown Salem to intercept pedestrians and find out about their perceptions about tourism and how it impacts their lives. The results will be used in PR efforts.
 - Submitted *Statesman Journal* columns:
 - “Travel Salem Honors Local Businesses”
 - “Sustainability Increases Attraction Among Meeting Planners”
 - “Fill Your Recreational Bucket List”
 - Organized three KBZY interviews promoting Salem area activities and events. Representatives from the following organizations participated: Carol Infranca/Good Vibrations; Jennifer Senner/Mission Mill Museum; Jyll Smith/Wine, Chocolate & More Festival
- *#2 Redesign TravelSalem.com to be dynamic & user-friendly:*
 - **TravelSalem.com “Dashboard” stats** for the quarter:
 - 24,119 visits from 90 countries (primary include U.S., Canada, India, UK, Germany, Australia, France, Ireland, Mexico)
 - 18,069 absolute unique visitors
 - 89,747 pageviews, 3.72 average pageviews
 - 00:04:44 ... average time on site
 - 70.26% new visits
 - Traffic sources:
 - 21.42% direct traffic
 - 25.89% referring sites
 - 52.69% search engines
 - Posted the following to the TravelSalem.com website:
 - New travel packages
 - New free business listings for businesses inside Salem city limits
- *#3 Research & establish satellite visitor resource locations*
- *#4 2010 Visitors Guide content innovations:*
 - Held two focus group meetings to obtain input from interested individuals regarding the 2011 Salem Area Visitors Guide

- #5 Implement technology and utilize online marketing resources:
 - Online & Social Media
 - Launched TravelSalem.com menu listings for restaurants
 - Added a *Statesman Journal* article link to Baskett Slough National Wildlife Refuges TravelSalem.com listing
 - Posted the 2009 Dean Runyan Economic Impact Report
 - Maintained dialogue on **Twitter** with 2,255 local, national and international followers. Posted 224 tweets promoting regional partners and events. Twitter is a social messaging tool that Travel Salem uses to communicate and stay connected with consumers, media and regional partners through the exchange of quick, frequent real-time updates.
 - Added content and promotions to Travel Salem's **Facebook** page – more than 98 events, specials & announcements were posted reaching 735 fans. Following is the Facebook analytics for the month of June:



The “spikes” in FB activity were caused by the following topics:

- First Wednesday event - June 2
- Dog Fancy article teaser - June 3
- First Wednesday video; Strawberry Cooking class at French Prairie Gardens; Historic Deepwood Estate's Summer Open House - June 4
- Pentacle Theatre's on Facebook - June 5
- Community Flavor: Strawberries/cooking with foods from the Farmers' Market - June 6
- Post about the weather being 80+ degrees - June 9
- Italian Folk Puppet Show at Independence Amphitheatre; 59th Annual Soap Box Derby Races - June 11
- Trader Joe's coming to Salem - June 15
- Movies in the Park; First Wednesday - June 21
- Uploaded nine videos to TravelSalem.com and 372 images to **Flickr** during the quarter, for a total of 2,217 images and 28 videos on the Travel Salem account, with 1,958 video viewer sessions during the quarter and a total of 32,151 photo viewer sessions to date. Flickr is an online photo management and sharing application that allows photos to be uploaded

and viewed by individuals and the media. All images are tagged which allows them to be searched via search engines.

Videos

- Motorcycle Mania
- Town & Country Lanes
- First Wednesdays – Willamette Art Center
- Copper Hill
- Cherry Country
- Best Western Mill Creek Inn
- First Wednesday – Dog’s Night Out
- Willamette Valley Vineyards
- Travel Salem Video Listing Promotional Commercial
- Posted three feature articles online at the ***Statesman Journal Persona*** (viewers can access Travel Salem’s profile where blogs, photos and other information is posted - averaging 300,000 visitors per month). (2/b #1)
- Syndicated TravelSalem.com events out to WVVA, TravelOregon.com and other sources
- #6 Pursue editorial coverage to leverage marketing resources:
 - **National and Local Media** – secured 535 impressions (e.g. articles, listings, photographs) valued at \$274,331 of free media exposure for the quarter (2/b #1).
- #7 Expand regional efforts through creative partnerships & marketing initiatives:
 - Generated 5,968 inquiries. Travel Salem’s partnership with WVVA continued with an ad placed in *Sunset* magazine (870,000 circulation).
- #8 Participate with current tourism partners to enhance marketing efforts:
 - Willamette Valley Visitors Association (WVVA) partnership:
 - Participated in year-round *Sunset* magazine ad placements (870,000 monthly circulation) and leisure lead generation valued at \$62,400.
 - Partnered with OregonWineCountry.org to drive traffic to TravelSalem.com through specials offers, events and appealing articles.
 - Worked with WVVA to create an e-newsletter promoting all the winery events within the Willamette Valley during Memorial Day. Pulled winery events from TravelSalem.com to represent the region.
 - Developed the 10-11 RDMO business plan.
 - Created a Vintage & Vineyards wine trail for the Salem area that was posted on OregonWineCountry.org as well as TravelSalem.com. The wine trails feature local wineries, attractions, restaurants and lodging.
 - Participated in the “WVVA Pack,” a fulfillment program for all Willamette Valley leisure leads through online, print, advertising and Travel Oregon advertising. Fulfilled 2,970 inquiries through this partnership for June or quarter.
 - Continued partnership with Salem AAA to ensure Salem Area Visitors Guides are available to AAA customers.
- #10 Leverage Travel Oregon's marketing efforts:
 - Worked with Travel Oregon’s Public Relations department to discuss media tracking and most relevant information.
 - Pitched new story ideas for the winter edition of the **Travel Oregon Magazine**.
 - Submitted 40 “Adventurecation” specials and deals for TravelOregon.com.
 - Worked with Mission Mill Museum and Hallie Ford Museum of Art to include them in a \$1 million Oregon bike promotion focusing on wine and history.

- *#12 Maintain existing marketing efforts:*
 - Sent weekly event and activity updates to 2,262 subscribers to drive traffic to TravelSalem.com and encourage front-line workers to promote the Salem area to visitors. (2/c #5)
 - Sent Industry e-Newsletter to 1,744 Travel Salem members, partners and industry organizations. (1/c #3, 2/c #5)
 - Distributed regional events brochures through two I-5 rest areas bordering Salem (north & south) to attract visitors and encourage visitation.

2/c - BUILD SERVICES & HOSPITALITY PROGRAM

Develop a comprehensive services and hospitality program that ensures visitors have the information, resources and support they need to make the most out of their travel experience.

STRATEGIC INITIATIVES & RESULTS:

- *#4 Increase volunteer base targeting specific skill sets*
- *#5 Communicate proactively to industry partners regarding activities & events to increase participation & promotion of regional assets*
- *#7 Maintain existing service efforts:*
 - Held monthly Booster volunteer meetings where Boosters sign up to assist at conventions and in the Travel Café Visitors Center.
 - The Travel Café hosted band registration for the Cherry City Music Festival in April. Travel Salem staff worked evenings for three days to assist this event that attracted roughly 10,000 participants.
 - Created a list of Salem trivia questions for the Good Vibrations coupon book.
 - Provided services to 25 groups and distributed 2,247 Welcome Bags to Salem area visitors. The bags contain valuable visitor information (customized by group interests) as well as coupons and discounts.

2/d - DEVELOP STRATEGIC PARTNERSHIPS AND ALLIANCES

Develop strong, interdependent partnerships that enhance Travel Salem's credibility, improve program effectiveness and increase funding resources and opportunities.

STRATEGIC INITIATIVES & RESULTS:

- *#2 Meet with current partners to determine common goals, resources & obstacles:*
 - **Team Salem** – bi-monthly Team Salem meetings were held during the quarter at the La Quinta Inn & Suites and the Shilo Inn & Suites. This forum brings stakeholders together to share marketing and partnership opportunities. Attendees included:
 - The Oregon Garden
 - Comfort Suites Salem
 - Phoenix Inn Suites – N & S
 - Bush Barn Art Center
 - Keizer Renaissance Inn
 - NW Innovations (CCC)
 - Gordon House
 - Carol Infranca & Assoc/Good Vibrations
 - Red Lion Hotel
 - Willamette Valley Vineyards
 - Latitude One
 - Best Western Mill Creek Inn
 - Enchanted Forest
 - Salem Conference Center
 - La Quinta Inn & Suites
 - The Grand Hotel
 - Oregon State Fair & Expo
 - Comfort Inn & Suites
 - Salem Art Association

- **Salem Area Lodging Association** – attended SALA meetings to engage with lodging industry partners and discuss collaborative partnerships, future opportunities, industry trends and challenges.
- Launched **Absolutely Unplugged** events during the quarter to provide an “unscripted” opportunity for businesses to engage with Travel Salem about ideas, concerns and general camaraderie. These events will take place on the last Tuesday of every month at the Travel Café.
- Participating in strategic Salem downtown think-tank meetings, coordinated by the Salem Conference Center, to discuss ways to integrate the facility into downtown to best serve the hospitality needs of conference delegates. Think-tank participants include Go Downtown, City of Salem and Mary Lou Zeek.
- Held Cultural/Heritage Roundtable sessions to discuss Travel Salem’s website and Visitors Guide. These meetings were developed to provide additional engagement with this industry segment.
- **Vision 2020 Wayfinding & Entrance Ways Task Force** – The Sign Design Subcommittee continues to meet about designing a signage system that incorporates entrance ways and wayfinding for Salem. The group agreed to implement the “Absolutely Oregon” brand into the design if possible. A preliminary design concept is under review. The work of this group has been combined with the City of Salem’s Preserve America grant to leverage existing matching funds to produce heritage-oriented wayfinding information centers (WIC). A commitment to the City’s timelines and criteria will ensure that these WICs will be in place by February 2011.
- Travel Salem also regularly participates on the Oregon Scenic Byways Advisory Committee, Vision 2020 Bike & Pedestrian Connections Workgroup, the Chemeketa Community College Hospitality & Tourism Management Board, and the Salem Community Energy Forum.
- *#3 Assist industry partners with sales & marketing efforts:*
 - Launched **Travel Salem 101s**, a new membership recruitment event series. These free events will be held bi-monthly and are limited to 10 participants to keep them interactive and personal. The 101s aim to provide detailed program information on how local businesses can leverage and get involved in Travel Salem’s marketing initiatives. The 101s target current members who want to increase their engagement, and potential members who want to learn what a destination marketing organization can do for them.
 - Assisted Amtrak with information and photos for their new brochure
 - Served on a statewide Oregon Cultural Trust steering committee to plan for the **Oregon Day of Culture 2010** on October 8. Culture will be celebrated by communities throughout the state with special exhibits, performances and promotional campaigns.
 - Met with Peter Booth of the **Willamette Heritage Center** to begin discussions of how to position the mid-Willamette Valley as Oregon’s cultural/heritage destination. This new strategy will kick-off in 2010-11.
 - Participated in **GROW North Santiam**, a program through the North Santiam Economic Development Corporation that provides intensive one-on-one business coaching.
 - Uploaded nine **free website listings** (business name, address and phone number) on TravelSalem.com for businesses inside Salem city limits. These free listings are promoted quarterly via a press release to the media, neighborhood

associations, Salem Chamber, SEDCOR and Go Downtown. Travel Salem will continue to sell “expanded” web listings for a fee as part of the Membership program. (2/b #5)

- *#4 Expand regional efforts through creative partnerships & marketing initiatives:*
 - Continued a new monthly series in conjunction with First Wednesdays called “**Member Spotlights**” showcasing local businesses, product sampling and live demonstrations from a variety of regional partners at the Travel Café.
 - April’s event – “Spring Art Show” featured Brownell Photo & Video, The Oregon Garden & Resort, Salem Art Association, Willamette Art Center and Willamette Valley Vineyards.
 - May’s event - “Downtown’s Blooming” featured Balloon Flying Service of Oregon, La Belle Maison, Prudence Uncorked, Starlight Limousine, Trexler Farms and Willamette Valley Vineyards.
 - June’s event – “Dog’s Night Out” featured Lora Cross Photography, Ram Restaurant, Salem World Beat Festival, Wine Chocolate & More Festival, Historic Deepwood Estates, and Willamette Valley Vineyards.
 - **Absolutely Tickets:** 21 partners are using this centralized ticketing network located in the Travel Café to promote and sell tickets to cultural events, fundraisers and concerts.
 - Travel Salem continues to serve on the regional **Baldock Rest Area Coalition** to discuss how to best utilize this key visitor resource.
 - Working with the Detroit Lake Recreation Area Business Association with regional tourism strategy using newly acquired TOT revenues.
 - Attended the **Polk County** Mayor’s Breakfast in April to update the group about regional promotion efforts.
 - Presented a tourism proposal to the **Monmouth Economic Development Committee** in April.
 - Participated in the Economic Development Resource Summit for North Santiam Canyon businesses held at the Detroit Ranger Office; organized by Rep. Sherrie Sprenger.
 - Participated in Keizer Tourism meetings organized by the Keizer Chamber of Commerce to stay plugged in with partnership opportunities.
 - Served on the Marion County Economic Development Advisory Board and hosted the June meeting at the Travel Café.
 - Served on the Board of Directors for the Oregon Destination Marketing Organization. Attended the spring conference in Grants Pass in June.
- *#5 Leverage partnerships to diversify funding streams*



09-10 FORTH QUARTER REPORT

Public Relations Addendum

NATIONAL & REGIONAL MEDIA = \$221,356 in value
Secured 189 published articles/references with 5,248,636 impressions

KATU (online)

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- | | |
|-------------------------------|------------------------|
| ○ Pheremone Art Gallery | ○ Seven Brides Brewing |
| ○ Mission Mill Museum | ○ Vitis Ridge Winery |
| ○ Willamette Valley Vineyards | |

Sunset Magazine

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- | | |
|----------------------------------|-----------------------------|
| ○ Rolling Hills Bakery Café | ○ Silver Falls State Park |
| ○ Purl District | ○ Silver Creek Coffee House |
| ○ The Oregon Garden | ○ Howard Hinsdale Cellars |
| ○ Silverton Wine & Jazz Festival | ○ Wine Bar |
| ○ Silverton Chamber of Commerce | ○ O'Brien's Café |
| | ○ Silverton Reservoir |
| | ○ Oregon Garden Resort |

Northwest Travel

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|----------------------------------|---------------------------------|
| ○ Salem Art Fair Festival | ○ Mission Mill Museum |
| ○ City of Silverton | ○ The Oregon Garden |
| ○ Silverton Wine & Jazz Festival | ○ Wine Chocolate & More! |
| ○ Keizer Chamber of Commerce | ○ Salem Multicultural Institute |

RV Life

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- | | |
|---------------------------|---------------------------------|
| ○ The Oregon Garden | ○ City of Silverton |
| ○ Keizer Iris Festival | ○ Willamette Mission State Park |
| ○ Sheep to Shawl Event | ○ Salem Art Fair Festival |
| ○ Salem Art Fair Festival | |
| ○ Great Oregon Steam-Up | |

VIA AAA Magazine

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|---------------------|------------------------------|
| ○ The Oregon Garden | ○ Keizer Chamber of Commerce |
|---------------------|------------------------------|

KGW's Out & About with Drew Carney

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|-------------------------|------------------------------------|
| ○ Adam's Rib Smokehouse | ○ Salem Soap Box Derby Association |
| ○ Seven Brides Brewing | |

KGW (online)

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- | | |
|-----------------------|------------------------------|
| ○ Strawberry Festival | ○ Wooden Shoe Tulip Festival |
| ○ Oregon Ag Fest | |

The Oregonian (online)

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|-----------------------------|-------------------------|
| ○ Historic Elsinore Theatre | ○ Jonathan's |
| ○ The Grand Theater | ○ La Capitale Brasserie |
| ○ Da Vinci Ristorante | |

Oregon Business

- | | |
|---------------------|--------------------------|
| ○ Oregon State Fair | ○ Wine Chocolate & More! |
|---------------------|--------------------------|

Oregon Wine Press

- | | |
|----------------------------------|-------------------------------|
| ○ Silverton Wine & Jazz Festival | ○ Evesham Wood |
| ○ Namaste Vineyards | ○ Honeywood Winery |
| ○ Van Duzer Vineyards | ○ Mahonia Vineyard |
| ○ Cherry Hill Winery | ○ Orchard Heights Winery |
| ○ Eola Hills Wine Cellars | ○ Redhawk Winery |
| ○ Firesteed Cellars | ○ St. Innocent Winery |
| ○ Johan Vineyards | ○ Trinity Vineyards |
| ○ Left Coast Cellars | ○ Vitae Springs Vineyard |
| ○ Ankeny Vineyard | ○ Witness Tree Vineyard |
| ○ Bethel Heights Vineyard | ○ Willamette Valley Vineyards |
| ○ Cristom Vineyards | ○ Amalie Robert Estate |
| ○ Cubanismo Vineyards | ○ The Oregon Garden |

Travel Oregon blog

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|------------------------|
| ○ City of Independence |
|------------------------|

Camping Life Magazine

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|---------------------------|
| ○ Silver Falls State Park |
|---------------------------|

Family Motor Coaching Magazine

- | | |
|---------------------------------|------------------------------------|
| ○ Mission Mill Museum | ○ A.C. Gilbert's Discovery Village |
| ○ Historic Deepwood Estates | ○ The Reed Opera House |
| ○ Bush House Museum | ○ Salem Riverfront Carousel |
| ○ Oregon State Capitol | ○ Wilson Park |
| ○ Willamette University | ○ Ladd and Bush Bank |
| ○ Hallie Ford Museum of Art | ○ Eco Earth |
| ○ Go Downtown! Salem | ○ Hee Hee Illahee RV Resort |
| ○ Salem's Riverfront Park | ○ Phoenix RV Park |
| ○ Historic Elsinore Theatre | ○ Premier RV Resorts |
| ○ Willamette Queen Sternwheeler | ○ Salem Campground |
| | ○ Silver Spur RV Park |

Association News

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|---------------------------|----------------------------|
| ○ Woodlands at Wellspring | ○ Salem Conference Center |
| ○ Oregon Garden Resort | ○ Oregon State Fairgrounds |

Main Ingredient magazine

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|---------------------------|--------------------------|
| ○ Jonathan's | ○ Cascade Baking Company |
| ○ Salem Conference Center | ○ Marion County |
| ○ Bentley's Grill | ○ Agri-Plas |
| ○ Cascade Produce | |

OregonWineCountry.org

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|-------------------------------|---|
| ○ Honeywood Winery | ○ Spring Valley Presbyterian Church |
| ○ Redhawk Winery | ○ Appelgate National Historic Trail |
| ○ Witness Tree Vineyard | ○ The Grand Hotel in Salem |
| ○ St. Innocent Winery | ○ Eagle Crest Bed & Breakfast |
| ○ Wandering Aengus Ciderworks | ○ Best Western Dallas Inn & Suites |
| ○ Johan Vineyard | ○ Jonathan's |
| ○ Cherry Hill Winery | ○ Bentley's Grill |
| ○ Left Coast Cellars | ○ Willamette Valley Cheese Company |
| ○ Eola Hills Wine Cellars | ○ Cherry County Orchard & Chocolate Factory |
| ○ Firesteed Cellars | ○ Dallas City Park |
| ○ Orchard Heights Winery | ○ Polk County Museum |
| ○ Cubanisimo Vineyards | ○ Guthrie Park |
| ○ Bush House Museum | |
| ○ Historic Deepwood Estates | |
| ○ Oregon State Capitol | |

Willamette Valley Life Magazine

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|------------------------------------|------------------------|
| ○ Silverton Wine & Jazz Festival | ○ City of Monmouth |
| ○ City of Silverton | ○ City of Independence |
| ○ Salem Multicultural Institute | ○ Champoeg State Park |
| ○ Salem's Riverfront Park | ○ City of Woodburn |
| ○ A.C. Gilbert's Discovery Village | ○ City of Dallas |
| | ○ City of Mt. Angel |
| | ○ City of Sublimity |

Travel Oregon 10-11 Official Visitors Guide

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|-----------------------------------|----------------------------------|
| ○ Ankeny National Wildlife Refuge | ○ Oregon State Capitol |
| ○ Champoeg State Park | ○ The Oregon Garden |
| ○ Silver Falls State Park | ○ Frank Lloyd Wright House |
| ○ The Oregon Garden | ○ Santiam Canyon |
| ○ A.C. Gilbert Discovery Village | ○ Willamette Heritage Center |
| ○ Spirit Mountain Casino & Lodge | ○ Deepwood Estates |
| ○ Mission Mill Museum | ○ Bush House Museum |
| ○ St. Paul Rodeo | ○ Bush Pasture Park |
| ○ Wooden Shoe Tulip Festival | ○ Bush Barn Art Center & Gallery |
| ○ Silver Falls State Park | ○ Elsinore Theatre |
| | ○ Travel Salem Travel Café |
| | ○ Paneza Nellie's |

LOCAL MEDIA = \$52,975 in value

Secured 346 published articles/references with 1,526,382 impressions

Statesman Journal

- | | |
|-------------------------------------|---------------------------------------|
| ○ Wine, Chocolate & More! | ○ The Oregon Garden |
| ○ Travel Salem | ○ A.C. Gilbert's Discovery Village |
| ○ City of Salem | ○ Salem's Riverfront Carousel |
| ○ Schreiners Gardens | ○ Historic Deepwood Estate |
| ○ Adelman's Peony Garden | ○ North Santiam River |
| ○ Salem Conference Center | ○ Oregon State Capitol |
| ○ Digital City Guide | ○ Mission Mill Museum |
| ○ Salem Area Lodging Association | ○ Willamette University |
| ○ Willamette Valley Vineyards | ○ State of Oregon |
| ○ Willamette Heritage Center | ○ Bush House Museum |
| ○ Woodburn Company Stores | ○ Oregon Cultural Trust |
| ○ Marion County | ○ Oregon Northwest Black Pioneers |
| ○ Oregon Travel Information Council | ○ Oregon African American Museum |
| ○ Polk County | ○ Oregon Department of Transportation |
| ○ Statesman Journal | ○ Oregon State Parks & Recreation |
| ○ Salem-Keizer Volcanoes | ○ Oregon State Capitol |
| ○ Silver Falls State Park | ○ Brooks Gardens |

StatesmanJournal.com

- | | |
|---------------------------|---------------------------------|
| ○ Wine, Chocolate & More! | ○ City of Dallas |
| ○ Oregon State Fair | ○ The Santiam Canyon Stampede |
| ○ Polk County Fair | ○ City of Silverton |
| ○ The Oregon Garden | ○ Wallace Marine Park |
| ○ Salem Riverfront Park | ○ Downtown Salem |
| ○ French Prairie Gardens | ○ City of Silverton |
| ○ Mount Angel Abbey x2 | ○ City of Salem x4 |
| ○ City of Jefferson | ○ Salem Multicultural Institute |
| ○ City of Keizer | ○ Oregon State Fairgrounds |
| ○ Antique Powerland | ○ Deepwood Estates |
| ○ Mt. Angel Abbey x2 | |

KBZY

- | | |
|----------------------------------|------------------------------------|
| ○ Willamette Valley Vineyards | ○ Honeywood Winery |
| ○ In the Spotlight Photobooth | ○ Eola Hills Wine Cellars |
| ○ Woodburn Company Stores | ○ Redhawk Winery |
| ○ Lora Cross Photography | ○ Adelman Peony Gardens |
| ○ Ram Restaurant & Brewery | ○ Wandering Aengus |
| ○ Salem Multicultural Institute | ○ Ciderworks Go Downtown! Salem |
| ○ Altrusa International of Salem | ○ Balloon Flying Service Of Oregon |
| ○ Keizer Chamber of Commerce | ○ La Belle Maison |
| ○ The Oregon Garden | ○ Prudence Uncorked |

- Starlight Limousine
- Trexler Farms
- Minto-Brown Island Park
- Bush Pasture Park
- Hallie Ford Museum of Art
- Bush House Art Center
- Salem Art Fair & Festival
- Historic Elsinore Theatre
- Oregon Symphony Association of Salem
- Salem Riverfront Carousel
- Oregon Ag Fest
- Oregon State Fairgrounds
- Historic Elsinore Theatre
- Historic Deepwood Estates
- Bush's Pasture Park
- Mission Mill Museum

Salem Chamber News

- Travel Salem Assists Volcanoes to Secure 2011 PNW Regional Babe Ruth Tournament 3C

SalemKATU.com

- Wine, Chocolate & More!

SEDCOR Enterprise

- Travel Café Receives Design Merit Award...

Salem Weekly (formally Salem Monthly)

- Various attractions and events

Willamette Woman (SJ)

- Various attractions and events

Moms Like Me (SJ)

- Various attractions and events

Your Health (SJ)

- Various attractions and events

Media Kits sent to and targeted media pitched to:

- Sunset Magazine
- Dog Fancy Magazine
- Northwest Travel
- The Oregonian
- VIA magazine
- Travel Oregon
- Statesman Journal (Moms Like Me, Willamette Woman, Your Health)
- RV Journal
- KPTV Fox 12
- KOIN Local 6
- KATU
- KATU.com
- KGW
- KGW - Out & About with Drew Carney
- Portland Business Journal
- Wine & Jazz magazine
- Meetings West
- Camping Life magazine
- Cascadia Kids
- Salem Weekly
- Portland Monthly
- Oregon Business
- Smart Meetings
- Meetings & Conventions
- NW Meetings & Events
- Small Market Meetings
- Successful Meetings
- Travel Writer Eileen Ogintz (Media anonymous)
- Various event contacts
- Various wine-related event contacts