



## THIRD QUARTER REPORT 2007-08 January, February, March

### INTRODUCTION

The Salem Convention & Visitors Association (SCVA) is pleased to submit the tourism and convention third quarter report for 2007-08 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 SCVA’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 07-08 Business Plan, demonstrating progress to achieve plan goals.

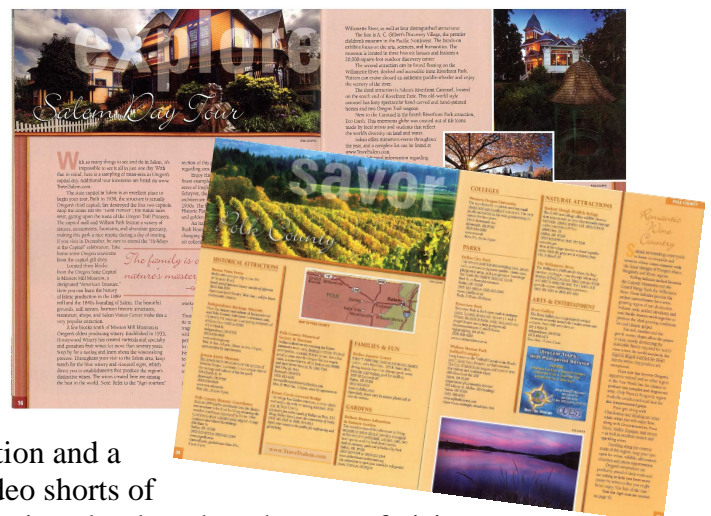
SCVA welcomes the opportunity to present and review this report, answer any questions and share information regarding current marketing efforts.

### EXECUTIVE SUMMARY

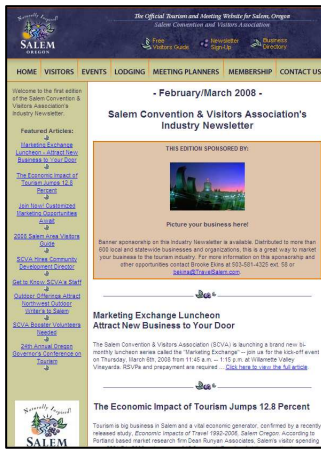
Vigorous activity in the third quarter of 2007-08 resulted in huge strides toward goals outlined in the 07-10 Strategic Plan and produced positive results in key program areas.

The **2008 Salem Area Visitors Guide** was published with a complete content redesign to feature the geographic regions of Marion and Polk counties. SCVA secured new page-turning technology to showcase the Visitors Guide on TravelSalem.com that allows consumers to dynamically view the guide and access listings and ads by clicking on interactive content.

**TravelSalem.com** was expanded in the third quarter with the addition of a Member News section and a “Reel to Real” section featuring three-minute video shorts of themed experiences and customized itineraries designed to lengthen the stay of visitors.



SCVA’s “**Where??**” advertising campaign kicked off in February, resulting in a 260% increase in inquiries during the third quarter. A series of four ads were developed and placed in a variety of national publications with a combined circulation of 3.5 million. Consumers are responding well to the campaign, which ultimately translates into increased visitation to the greater Salem area.



SCVA's new **Industry Newsletter** was launched during the third quarter and distributed to more than 1,000 statewide industry supporters, members and partners. A new online format for the newsletter featured a table of contents for easy navigation, and teaser storylines that can be expanded if the reader wants the full story. The newsletter highlights industry updates, SCVA news and new marketing opportunities available.

In the third quarter, SCVA continued to advocate for establishing a funding mechanism to secure large conferences/events with bid money or a sponsorship commitment. What started as a funding request for a specific event, will switch in the fourth quarter to a generic visitor development fund proposal to establish the **Agility Fund**.

SCVA implemented a **"Code of Conduct"** to help clarify expectations between SCVA and the hospitality industry for responding to and booking group business in the greater Salem area.

SCVA began developing a **volunteer recruitment campaign** to recruit volunteers with attributes and skill sets that support SCVA programs and services.

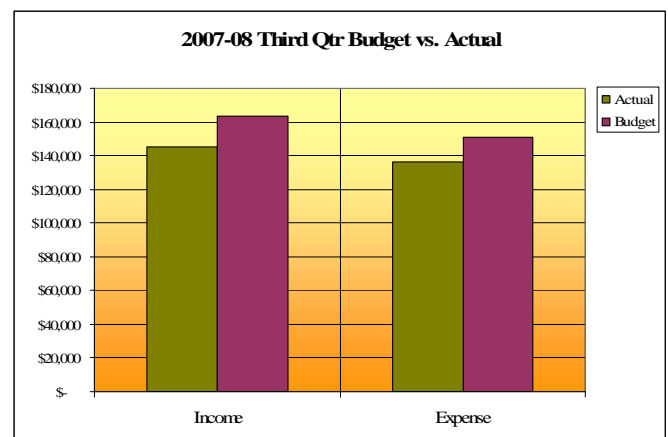
In the third quarter, the **Membership program** met necessary benchmarks to hire a Community Development Director, and SCVA's kick-off luncheon – *The Marketing Exchange* – was held on March 6 at Willamette Valley Vineyards with attendance and ticket sales far exceeding forecasts.

SCVA submitted tourism marketing proposals to two regional partners: the Woodburn Area Tourism Association and Polk County Commissioners. These **strategic partnerships** would allow SCVA to serve as a regional destination marketing organization, and leverage the City of Salem's tourism investment with regional funds.

SCVA continued to aggressively pursue **public relations efforts** in the third quarter, resulting in impressive increases in presentations to key groups (up 1200%). These efforts drive toward SCVA's vision outlined in the 07-10 Strategic Plan to:

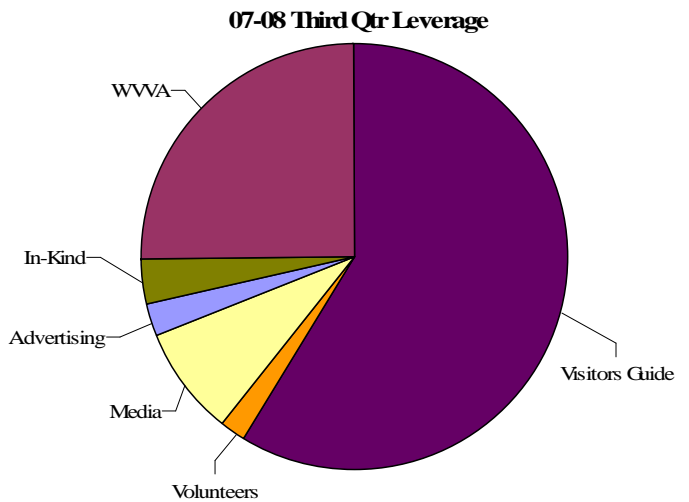
- Serve as the leader for tourism economic development
- Create and sustain top-of-mind awareness for SCVA and tourism in the community
- Foster a tourism-friendly culture
- Develop communication strategies that engage the community

**Financial statements** for the third quarter are attached. Revenues were 89% of budget – with Membership, special events and co-op performing better than budget, but advertising, sponsorship and promotional merchandise underperforming. Expenses were 90% of budget, mostly due to timing issues as costs will be incurred in the fourth quarter. Net income for the third quarter was \$9,138 or 73% of budget for the period.



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

- **EEI results** are only available at year end, and will be reported in SCVA's 07-08 annual report.
- Third quarter **TOT receipts** were up 1% from the previous year to \$499,432.
- Third quarter **leverage results increased 115%** over the previous year. This is largely due to a timing issue of when Visitors Guide leverage was recognized (third quarter of 07-08 vs. second quarter of 06-07). It should be noted that leverage results through the third quarter of 07-08 (through March) was at an impressive \$1,012,547. *Please note: leverage results are not predictable from year to year because SCVA can't guarantee, for example, in-kind donations or that a story will be published. However, SCVA strives to increase leverage support each year by continuing to develop and broaden key partnerships.*



## OVERVIEW OF ACTIVITIES

The SCVA staff 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.

*Please refer to the Glossary of Terms for definitions of the following activities.*

Activity & Production Statistics	3rd Qtr 07-08	% Change from 06-07	3rd Qtr 06-07	3rd Qtr 05-06
<b>Marketing &amp; PR</b>				
National Earned Media Impressions <sup>1</sup>	27	-37%	43	84
Local Earned Media Impressions	9	13%	8	13
PR Presentations <sup>2</sup>	13	1200%	1	1
Visitor Information Inquiries <sup>3</sup>	9,908	117%	4,559	5,976
TravelSalem.com User Sessions <sup>4</sup>	52,254	-49%	102,443	85,618
TravelSalem.com Hits <sup>5</sup>	1,370,462	11%	1,237,462	n/a
Visitors Center Attendance <sup>6</sup>	4,611	-23%	5,976	5,783
Events & Community Activities Assisted	202	n/a	n/a	n/a
<b>Convention &amp; Event Marketing</b>				
Real-Time Conventions/Events	10	100%	5	6
• Number of Delegates <sup>7</sup>	36,078	-49%	70,592	24,730
• Number of Room Nights <sup>8</sup>	5,794	194%	1,992	4,593
Sales Leads Generated	16	33%	12	14
Bookings <sup>9</sup>	12	33%	9	12
Sales Activities				
• Direct Contact	73	n/a	n/a	n/a
• Phone/Email	160	n/a	n/a	n/a
• Sales Packets Distributed <sup>10</sup>	35	-65%	101	11
• Site/FAM Tours <sup>11</sup>	6	-33%	9	5
• Referrals	27	n/a	n/a	n/a
<b>Convention &amp; Event Services</b>				
Conventions Assisted	19	-5%	20	15
Visitors Reached	40,071	n/a	n/a	n/a
Welcome Bags Distributed	367	n/a	n/a	n/a

<sup>1</sup> National Earned Media Impressions – SCVA continued to pitch stories throughout the quarter; however, SCVA can't guarantee that a story will be published.

<sup>2</sup> PR Presentations – increased results due to enhanced community outreach.

<sup>3</sup> The increase in Visitor Information Inquiries is attributed to SCVA's partnerships with WVVA and the Travel Oregon Office.

<sup>4</sup> The decrease in TravelSalem.com User-Sessions is due to SCVA switching to a new website host that tracks user-sessions in a more efficient and precise manner.

<sup>5</sup> TravelSalem.com Hits – online standards are now moving away from measuring "hits" from search engines and other web technologies. These non-consumer hits create an inaccurate picture of website activity. SCVA is working with consultants to realign and determine more meaningful website measurements in 08-09.

<sup>6</sup> Visitors Center Attendance - decrease attributed to a number of factors: atypical weather (snow throughout quarter), increased gas prices, overall slowing of the economy, and pre-planning using print and online resources.

<sup>7</sup> Number of Delegates – decrease attributed to wrestling championships moving back to Portland.

<sup>8</sup> Number of Room Nights – increase due to long-term housing for legislators.

<sup>9</sup> Bookings – increase due to new and repeat business.

<sup>10</sup> Sales Packets Distributed – the decrease reflects more planners requesting information online.

<sup>11</sup> Site/FAM Tours – decreased tours of the Salem Conference Center because planners are now more aware of the facility.

Activity & Production Statistics	3rd Qtr 07-08	% Change from 06-07	3rd Qtr 06-07	3rd Qtr 05-06
<b>Membership</b>				
Total Membership	164	n/a	n/a	n/a
Total Revenue	\$67,967	n/a	n/a	n/a
New Members	45	n/a	n/a	n/a
Attrition	0	n/a	n/a	n/a
Sales Presentations	191	n/a	n/a	n/a
<b>Leverage (detail below)</b>	<b>\$190,874</b>	<b>115%</b>	<b>\$88,887</b>	<b>\$118,021</b>
Visitors Guide	\$111,639			
Volunteers	\$4,194			
Media	\$15,722			
Advertising	\$4,547			
In-Kind	\$6,605			
WVVA/Regional	\$48,167			

## SCOPE OF SERVICES & PROGRAM HIGHLIGHTS

- A. **Conventions, Meetings, Seminars Sales** – *provide services, activities, and personnel to promote, solicit, procure and service “convention” business and general tourism. Further, the DMO will act as a “gatekeeper” of leads for the DMO, the Salem Conference Center, and other venues (as requested).*

Reference to section in  
07-08 Business Plan

BP sec 2/a, #11

### **Results:**

SCVA sent 16 qualified meeting/convention leads to lodging and meeting facilities. Work in previous quarters resulted in 12 definite bookings that generated an estimated 5,817 room nights. Of the 12 bookings, one was a city-wide event utilizing many lodging properties throughout Salem. The 12 definite bookings occurred at the following locations:

- Salem Conference Center (3)
- Mission Mill Museum (2)
- Red Lion (1)
- Oregon State Fair and Expo Center (4)
- Alessandro’s Restaurant (1)
- Citywide (1)

*Please note: a “Qualified Lead” means that SCVA has had verbal contact with the client and pre-screened the piece of business to be appropriate for Salem (e.g. number of delegates, requested amenities, dates required, etc.). The Qualified Lead is then distributed to the appropriate venue(s).*

BP sec 2/a, #11

**Monthly Networking** – During the third quarter, staff attended the monthly meetings of Society of Government Meeting Professionals (SGMP), Meeting Professionals International (MPI), Oregon Society of Association Management (OSAM) and Oregon Business Travel Association (OBTA). These industry associations allow for networking with meeting/conference decision makers.

BP sec 2/a, #11

### **Tradeshows and Industry Conferences**

- **GOSGMP** – In January, staff attended the Greater Oregon Society of Government Meeting Professionals annual conference and tradeshow held in Bend.
- **Cascadia Meeting Professional International Conference & Tradeshow** – In March, staff attended the annual tradeshow and conference held in Eugene. SCVA partnered with the Salem Conference Center on a tradeshow booth. This is a combined conference of the Oregon and Washington chapters and is attended by planners from throughout the Northwest.
- **OSU Tradeshow** – SCVA partnered with the Salem Conference Center to distribute the Salem Area Visitors Guide and provide packets to qualified meeting planners.
- **Northwest Festival & Events Association Conference** – Staff attended the annual conference that was held at the Salem Conference Center. This educational conference provides opportunities to network with pros from throughout Oregon and Washington, and to learn about putting on events.

BP sec 2/a, #11

**Conference Planning Committees** – During the quarter, SCVA staff participated in planning committees for the 2008 League of Oregon Cities conference to be held at the Salem Conference Center, USSSA and ASA National Softball Tournaments, and the 2009 Pacific Northwest Water Works Association Conference to be held at the Salem Conference Center.

BP sec 2/a, #11

**Salem Area Lodging Association (SALA)** – SCVA attended SALA meetings during the quarter to update SALA on current and ongoing SCVA projects. These monthly meetings are a great opportunity for SCVA to build strong relationships with Salem’s lodging properties general managers, directors of sales and to share successes and concerns with our Salem partners.

BP sec 1/a, #5 and  
sec 2/a, #5

**Jehovah Witness Conference & Agility Fund** – On March 11, SCVA presented a proposal to CTPAB for funding to secure the Jehovah Witness Conference. The proposal was approved, but subsequently reviewed by City legal with the recommendation that SCVA resubmit a generic request to establish “visitor development funding.” In the fourth quarter, SCVA will submit a proposal to create the Agility Fund.

BP sec 2/a, #11

**Oregon Lodging Association (OLA)** - SCVA met with CEO Gregg Mindt to discuss ways to partner and encourage Salem’s lodging industry to participate in local and statewide issues affecting the industry. SCVA advocated for OLA to host its 2010 annual conference in Salem.

BP sec 2/a, #11

**Northwest Outdoor Writers Association Conference (NOWA)** – Salem will host the NOWA conference at the Red Lion Hotel and Conference Center in the fourth quarter. As part of the bid agreement, SCVA agreed to host the Friday night tour, reception and dinner. This will be the first time the conference has ever been held in Salem. The third quarter involved planning and logistical prep work for hosting the group of 125 travel writers from throughout the Northwest and Canada.

BP sec 2/a, #2

**Salem Area Conference & Event Planners Guide** – During the quarter, staff continued to collect listings, select photos, write editorial and finalize ad sales for the guide which will go into production in the fourth quarter.

BP sec 2/a, #3

**Code of Conduct** – During the quarter, the Convention and Event program implemented the “Code of Conduct.” SCVA worked with a group of leaders in the local lodging industry to develop and review criteria outlined in the “Code of Conduct.” The intent of the “Code of Conduct” is to clarify expectations between SCVA and the hospitality industry for responding to and booking group business in the greater Salem area. All lodging, conference, meeting and events facilities receiving leads will have an agreement signed and on file with SCVA. These agreements will be updated on an annual basis.

B. **Visitor Hospitality Services** – *provide services, activities, and personnel to create and sustain hospitality programs that allow visitors to receive information and assistance while recreating in and visiting the City. This includes utilizing a broad array of tools (i.e. visitor center, visitor guide, telephone, on-site information booths, fax, Internet, etc).*

**Results:**

BP sec 2/b, #7

The Salem Visitors Center assisted 4,611 visitors during the third quarter. This represented a decrease (22.8%) over the same period of FY 06-07. The decrease is attributed to atypical weather patterns (snow throughout quarter), increased gas prices, overall slowing of the economy, and pre-planning using print and online resources.

BP sec 2/c, #8

Convention and event services are an integral part of SCVA’s strategy to keep groups coming back to Salem. Services may include, but are not limited to, visitor information tables, welcome bags tailored to group needs with special offers from businesses, tour itineraries (pre and post), transportation options, entertainment and speaker referrals. During the quarter SCVA provided services to the following 17 groups:

**January**

- Oregon Fairs Association
- Oregon School Board Association
- AFLAC

**February**

- North West Passenger Rail
- Willamette University New Student Orientation
- Oregon National Guard
- Oregon Manufactured Home Show
- West Salem Church Fundraiser
- Salem-Keizer Educators Fair
- Oregon School AAA Basketball Championships

**March**

- National Korean University
- YWCA



- Western Oregon New Student Orientation
- Chemeketa Community College International Student Orientation
- Vision 2020
- Willamette University Senior Salute Grad Fair
- North West Festivals and Events

BP sec 2/b, #10

### **Volunteers/Boosters**

SCVA volunteers, Boosters and interns logged 248 hours during the third quarter, or \$4,464 worth of service to our community. Volunteers/Boosters meet monthly and assist visitors in the Visitors Center and with information tables at conferences, meetings and events.

BP sec 1/b, #4  
and 2/c, #4

### **Volunteer Recruitment Campaign**

SCVA began developing a volunteer recruitment campaign to engage volunteers with attributes and skill sets that support SCVA programs and services. A recruitment brochure was developed, communications to area colleges and senior centers was initiated, and public relations opportunities were outlined.

- C. **Event and Sports Competitions Sales** – *provide services, activities and personnel to promote, solicit, procure and service large events and sports competitions that bring visitors to Salem.*

### **Results:**

BP sec 2/c, #8

**Softball** – In January, SCVA and City of Salem staff attended the ASA Regional meeting in Portland to bid on 2010 regional tournaments. The bid process involved a new format – instead of going in front of the Western Region at the Annual Council meeting, the presentation for tournaments was made to the Northwest region. Unfortunately, the two tournaments that Salem bid on were awarded to other locations due to increased regional competition. Salem will be attending the Annual Council meeting held in November 2008 to bid on national softball tournaments.

BP sec 2/a, #6, 9

**07-08 Business Plan** – As outlined in the plan for future quarters, staff will be developing a comprehensive inventory of sports and recreation venues, as well researching regional opportunities and niche markets.

- D. **General Tourism Marketing** – *provide services and personnel to research and implement a wide variety of industry proven practices to market Salem, including using regional partnerships.*

### **Results:**

BP sec 2/b, #3 & #10

### **2008 Salem Area Visitors Guide**

SCVA printed 150,000 Salem Area Visitors Guides in February 2008. Through March 31, SCVA had distributed 65,000 Visitors Guides. The majority of SCVA's distribution outlets include 800 locations throughout Oregon, Washington, California and British Columbia, however, the guides are also distributed domestically and internationally as requested.

The 2008 Visitors Guide was completely redesigned with four main geographic sections including Salem and South Marion County, North Marion County, East Marion County and Polk County. The guide includes special sections for Woodburn



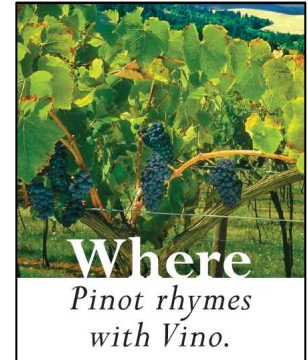
and Silverton, and a section featuring the region's vineyards and agricultural offerings. The new format assists visitors with determining actual travel time and distance, and ultimately encourages visitors to lengthen their stay. In addition, the redesigned format is more appealing to advertisers who are located in each of the regions. New visual images, state and county maps, mileage charts, articles and upgraded paper quality make the eleventh edition of the Salem Area Visitors guide the best ever.

SCVA received accolades from consumers as well as the visitor industry regarding the usefulness and beauty of the 2008 Visitors Guide. The detailed information, outstanding visuals, sample itineraries and overall quality of the guide have made the Salem Area Visitors Guide one of Oregon's finest guides with the largest distribution.

BP sec 1/a, #4 and  
sec 2/b, #6 & #8

### Advertising

SCVA received 8,799 advertising inquiries during the third quarter. This is a 260% increase over the same period in 06-07. The Salem 2008 advertising campaign broke in February and will continue through June 2008. A series of four ads were developed and placed in *Sunset* magazine, *Good Housekeeping*, Oregon.com, and the Oregon Attractions newspaper insert. The combined circulation of these publications is 3.5 million with a readership of 10.5 million. SCVA negotiated advertising rates and leveraged \$14,358 in discounts for the duration of the campaign. The campaign's success is attributed to the creative partnerships SCVA has formed with the Willamette Valley Visitors Association and Travel Oregon.



BP sec 2/b, #2

### TravelSalem.com Website

The SCVA TravelSalem.com website had 1,370,462 hits (10.7 % increase) during the third quarter, 52,254 user sessions and generated 437 inquiries. During the quarter, SCVA continued to work on the TravelSalem.com redesign adding the 2008 Salem Area Visitors Guide with page turning technology that allows consumers to dynamically view the guide and access listings and ads by clicking on interactive content. SCVA also added a "Member News" section where Members can post press releases.

SCVA added a "Reel to Real" section featuring six video shorts (3 minutes each) promoting experiences in the Salem area such as the Family Voyager, Culture Seeker, Adventurer, Gourmand, Naturalist and Relaxer. With each of the video experiences, a detailed sample itinerary was developed to encourage visitors to stay longer.

Activities and new features include:

- Added a "Reel to Real" section featuring six "experience" video shorts with Salem area itineraries
- 2008 Salem Area Visitors Guide with links and page turning technology
- Website updates occurred on a daily basis

- Continued to send weekly event broadcast email to 1,019 recipients (local partners and travel consumers)
- Created a “Member News” section
- TravelSalem.com online purchasing for Marketing Exchange events

BP sec 2/b, #1, 5

### Earned Media

SCVA pitched storylines and events to the media throughout the quarter. SCVA’s efforts generated 36 Salem area media impressions during the third quarter which were published in *Northwest.com*, *RV Journal*, *Northwest Outdoor Writers Association*, *AAA VIA OR/ID*, *Group Tour Magazine* and *Northwest Senior News*, *Salem-News.com*, *Statesman Journal*. Circulation of these publications is 778,125. These are Salem area articles, event listings and Salem mentions in travel publications and newspapers generated through SCVA press kits and publicity efforts.

BP sec 2/b, #1

### Public Relations (also relates to section G: Image and Community Outreach)

SCVA distributed 1 press release to the local media during the quarter:

- *Nichols and Justice Join Promotional Team at the Salem Convention & Visitors Association.*

BP sec 2/a, #1

SCVA worked with the *Statesman Journal* Opinions Editor Dick Hughes on an article, *Salem an Attractive Spot for Conferences and Events*. The article was an effective community awareness piece explaining how residents can become champions for Salem by inviting their club or association to hold a meeting or event in Salem. The article also referenced the lure of the Salem area with state of the art venues and amenities making this location attractive to meeting and event planners.



BP sec 2/b, #1

SCVA conducted 3 radio interviews on KBZY during the quarter promoting events and activities in the Salem area, as well as the importance of tourism to Salem as an economic generator. January highlighted volunteer opportunities with SCVA, residents using the Salem Area Visitors Center and TravelSalem.com as a resource. A Willamette Valley Vineyards representative joined SCVA staff to discuss events at the local vineyards. February featured the kick-off of SCVA’s Marketing Exchange luncheons and the networking and marketing opportunities available to area businesses. March highlighted “bloom season” in the Salem area, and the activities and offerings of the region that attract visitors and residents alike.

BP sec 2/b #1 & #6

SCVA staff gave 13 presentations that included Polk County Commissioners, Mayors and City Managers; Gerry Frank; Keizer Mayor and Chamber representatives; Salem Cultural Tourism Promotion Advisory Board; Salem Chamber marketing committee; Salem Convention & Visitors Association Marketing Exchange; RCC Development Company (re: Boise site redevelopment); Salem Boosters; and Team Salem.

BP sec 2/b #1 & #6

SCVA’s new Industry Newsletter was launched during the third quarter and distributed to more than 1,000 statewide industry supporters, members and partners. A new online format for the newsletter featured a table of contents for easy

navigation, and teaser storylines that can be expanded if the reader wants the full story. The newsletter highlights industry updates, SCVA news and new marketing opportunities available. This premier edition specifically featured networking opportunities; Willamette Valley Visitors Association promotions; updated tourism economic impact figures; customized marketing opportunities; 2008 Visitors Guide; SCVA staff and bios; Northwest Outdoor Writers Association conference; volunteer recruitment and the Governor's Conference on Tourism. The SCVA Industry Newsletter will be distributed quarterly.

BP sec 2/b, #10

### **Event Marketing**

SCVA assisted 202 community and regional events with marketing efforts such as website services, general information, referrals and media promotions. SCVA also promoted these events through the Association's consumer e-newsletter to help build attendance.

BP sec 2/b, #4

### **Salem Airport Visitor Information**

In the third quarter, SCVA continued to work with the City of Salem to establish a system for visitor information at the Salem Airport. Dialogue will continue into the fourth quarter.

BP sec 1/a, #4 &  
BP sec 2/b, #6

### **Regional Partnerships:**

**Willamette Valley Visitors Association (WVVA)** – WVVA met throughout the third quarter to work on Willamette Valley marketing projects. WVVA's purpose is to generate visitation and increase visitor expenditures within the Valley. SCVA continues to be an active partner and member of WVVA promoting Salem and the two-county region.

BP sec 2/b, #6, 7 & 8

- Co-operative Advertising – WVVA partnered with Travel Oregon to develop cooperative ads promoting the Willamette Valley and key travel experiences such as the Adventurer, Enthusiast, Family Voyager, Gourmand, Culture Seeker and Naturalist. WVVA's full-page ads will run during the fourth quarter in *Gourmet* (\$84,000 media buy with 5.4 million circulation) and *Conde Nast Traveler* (\$83,000 media buy with 3.1 million circulation).

BP sec 2/b, #6

- OregonWineCountry.org Website - WVVA implemented an online contest to build OregonWineCountry.com readership and e-news subscriptions. The contest included a travel giveaway to the Willamette Valley. WVVA partnered with Travel Oregon and TravelOregon.com to get the word out about the contest and assist with building visitation to OregonWineCountry.org.

BP sec 2/b #6

- WVVA Forum - WVVA held its annual Regional Cooperative Marketing Program Forum with 120 people in attendance. The attendees represented visitor industry-related businesses from the Willamette Valley. The Salem area was represented well with 42 businesses in attendance. The Forum showcased past and current marketing achievements and sought input from the industry as WVVA moves forward in developing its 2008-09 marketing plan.

BP sec 2/b, #7

**Travel Oregon/Oregon Bounty Promotion** – SCVA distributed information regarding Travel Oregon’s Oregon Bounty fall promotion. The promotion enables lodging facilities, restaurants and wineries/vineyards to cooperatively promote the area to culinary travelers and those interested in wine. Packages including lodging are included in an Oregon Bounty brochure that will be produced and available in September 2008.

BP sec 2/b, #6

**City of Salem/Preserve America Grant** – SCVA supported the City of Salem’s Preserve America grant request with a letter of support. The letter discussed the cooperative partnership of the project and the role SCVA will play with marketing and ensuring the success of the project. The City’s grant request was approved. SCVA will work with the City on coordinated marketing efforts to promote historical assets.

BP sec 2/b, #7

**Oregon 150** – SCVA continued to participate with the City of Salem’s Oregon 150 meetings to brainstorm Oregon 150 ideas for the City to implement during the 2009 celebration.

BP sec 2/b, #6 and  
2/a, #11

**Team Salem** – During the quarter SCVA organized and led Team Salem meetings which gathered representatives from the following organizations:

- Salem Conference Center
- Keizer Renaissance Inn
- Extended Stay
- Shilo Inn
- Comfort Suites
- Chemeketa Community College
- Phoenix Inns (North & South)
- Red Lion Hotel & Convention Center
- Oregon State Fair and Expo Center
- Best Western Mill Creek Inn
- Best Western Pacific Hwy Inn
- Marion County Historical Society
- Mission Mill Museum
- Willamette Valley Vineyards
- Enchanted Forest
- Salem Art Association
- A. C. Gilbert’s Discovery Village
- Elsinore Theater

The meetings were hosted by the Comfort Suites and the Shilo Inn. SCVA shared cooperative leisure and convention marketing opportunities and requested partnerships to assist with city-wide events and activities such as softball tournaments. Each representative in attendance gave an update, which was beneficial for overall communication, cross promotion and collaboration. SCVA continues to make a concerted effort to engage Salem area attractions with Team Salem to discuss cooperative marketing opportunities and cross promotion. While only a handful of Salem’s attractions attend the meetings – SCVA strives to build attendance of this industry sector.

- E. **Management, Support Services and Accountability** – *provide general management, strategic planning, support to Board of Directors and Executive Board, fiscal services, marketing evaluations, and record keeping functions.*

**Results:**

**07-08 Financials** – Please refer to the attached financials for the third quarter.

**07-08 First Quarter Report** –submitted on February 1 to the City of Salem per contract section 1.1.3, and a presentation was made to CTPAB on March 11. The first quarter report is available on TravelSalem.com under “Resources.”

BP sec 2/d, #2

**Board Committees**

- SCVA’s Membership and Finance Committees continued to meet throughout the quarter.
- The Nominations Committee began meeting in the third quarter to develop a slate of officers and directors for 08-09.
- A Facilities Committee was established to help review the needs of the organization. The committee began exploring a downtown Visitors Center location and expansion of the administrative offices.
- A Bylaws Committee was established to begin a review process to ensure 501(c)6 compliance, while maintaining City of Salem contract integrity.

BP sec 1/b, #1

**Human Resources** – in February, SCVA hired Mindi Justice as Administrative Assistant. Mindi brings with her a bachelor’s in business administration and marketing and a background in quality customer service.

- F. **Partnership Development** – *plan and implement short- and long-term strategies to build support and partnerships with community members and businesses within the City and within the region to enhance the City’s and region’s attractiveness as a tourism and recreation destination.*

**Results:**

**Membership** – Membership activity in the third quarter generated the following results toward overall annual goals:

	3rd Qtr Members	YTD Members	% of Annual Goal	3rd Qtr Revenue	YTD Revenue	% of Annual Goal
<b>Inside</b>	24	95	63%	\$ 10,015	\$ 43,979	43%
<b>Outside</b>	21	54	108%	\$ 6,842	\$ 23,493	23%
<b>Reciprocal</b>	0	15		\$ -	\$ 495	
<b>TOTAL</b>	<b>45</b>	<b>164</b>	<b>82%</b>	<b>\$ 16,857</b>	<b>\$ 67,967</b>	<b>67%</b>

BP sec 1/a, #1, 3 & 5,  
and sec 1/c, #3-7 and

BP sec 1/b, #1

In the third quarter, the Membership program met necessary benchmarks to hire a Community Development Director. SCVA posted the position in January, and on February 25 Sue Nichols started in the new role. Sue previously held the position of Executive Director for the Stayton/Sublimity Chamber of Commerce for 14 years. Sue brings a regional perspective, new connections and a creative approach to help drive program success and growth.

BP sec 1/a, #1 &  
#2 and 1/c, #4

SCVA's kick-off luncheon – *The Marketing Exchange* – was held on March 6 at Willamette Valley Vineyards. The event featured engaging remarks from Mayor Janet Taylor, keynote from Todd Davidson of Travel Oregon, and an exciting raffle giveaway presented by Jim Bernau. CCTV filmed the event, which was subsequently broadcast 10 times on Channel 21. With 126 attendees and engaging speakers and topics, the event was a resounding success! An over title sponsor was secured, and the event was profitable overall. Going forward, the luncheons are scheduled to occur bi-monthly.

BP sec 2/d, #2

### **Salem Vision 2020**

SCVA met regularly with the task force throughout the quarter, and continues to contribute to the planning and development of various Vision 2020 initiatives.

BP sec 2/b, #1 & #4,  
and sec 2/d, #2

### **Downtown Visitors Center**

In an effort to increase visibility and provide enhanced visitor information resources, SCVA continues to research a downtown Visitors Center (VC) location and seek partnerships that advance this exciting opportunity. In the second quarter, SCVA discussed a VC partnership with the Salem Conference Center. One feasible alternative to the brochure kiosk currently in place, is a more elaborate and flexible mobile kiosk system that could be configured and relocated as needed. SCVA will explore funding options for this concept in future budget cycles. SCVA's search for options that can provide for the expanded vision for a downtown VC remains ongoing.

BP sec 2/d, #2

### **Go Downtown Salem!**

SCVA and Go Downtown continued to meet during the quarter to discuss collaborative opportunities. SCVA will provide marketing support to promote the August event "Summer in the City."

### **RRC Development**

SCVA provided research and resources for RRC Development's feasibility study regarding the development of the Boise Cascade property. They requested information on occupancy rates and types of conferences/events doing business in Salem.

BP sec 2/d, #2

### **Oregon State Fair**

SCVA staff met with Dave Koellermeier and Oregon State Fair staff to explore collaborative opportunities. The two organizations will continue to meet on a regular basis.

BP sec 2/d, #2 & #3

### **Cultural & Tourism Promotion Advisory Board (CTPAB)**

SCVA staff (Angie, Irene & Debbie) conducted a 1.5 hour orientation for the CTPAB in February. The goal was to foster and open dialogue and increase awareness about SCVA's programs and services. In the fourth quarter, CTPAB will do a reciprocal orientation for SCVA's Board of Directors.

BP sec 2/d, #2 & #3

### **Welcome Signs at Gateways to City of Salem**

In February, SCVA continued to participate in the task force. The group reviewed findings and research, and began preparing a recommendation to City Council on location, design and budget.

BP sec 1/b, #4 & #6

### **Salem Area Chamber of Commerce**

Angie Morris met with Mike McLaren of the Salem Area Chamber of Commerce in March to discuss partnerships and ongoing dialogue between the two organizations. The meeting resulted in partnering together on a Salem branding campaign and beautification of entrances to the city. In the fourth quarter, Angie and Mike will meet with City Manager Linda Norris to have an in-depth conversation about these two topics. Mike will also reassess Chamber participation on the SCVA Board.

BP sec 2/d, #2

### **Salem-Keizer Education Foundation**

Angie Morris met with Krina Lemons, Executive Director for the Salem-Keizer Education Foundation, to explore collaborative opportunities including a downtown Visitors Center, Salmon in the City Par Deux, an international music event, and the “Summer Service Learning” program.

BP sec 2/d, #3

### **A.C. Gilbert’s Discovery Village Museum Assessment Program**

Angie Morris continued to serve as a member of the core team for A.C. Gilbert’s Discovery Village Museum Assessment Program (MAP) in the third quarter.

BP sec 1/a, #5 and  
sec 2/d, #2

### **Marion County Economic Development Advisory Board (MCEDAB)**

SCVA continues to participate each month as part of the team that reviews grant applications and discusses issues that impact economic development. SCVA plans to submit a grant application for funding from Marion County later in the year.

BP sec 1/a, #5 and  
sec 2/d, #2 & #3

### **Woodburn Area Tourism Association (WATA)**

On January 3, SCVA submitted a tourism marketing proposal to WATA to assist them with expanding and formalizing a broader scope of programs and services targeting the visitor industry. This strategic partnership allows SCVA to serve as a regional destination marketing organization, and meets the goal to leverage the City of Salem’s tourism investment with regional funds. Dialogue and negotiations will continue into the fourth quarter.

BP sec 2/d, #2

### **Polk County**

SCVA continues to attend monthly Polk County “Mayors’ Breakfast” meetings with Commissioners, Mayors and City Managers. SCVA reports on the Association’s activities and encourages Polk County participation and partnership.

In the third quarter, SCVA worked with Dan Clem and Austin McGuigan to initiate a dialogue with the county and jurisdictions about SCVA’s regional approach on tourism promotion, and seek enhanced partnership opportunities. During the quarter, SCVA participated in a series of meetings to advocate for tourism and SCVA’s role in economic development. On February 21, SCVA submitted a proposal to Polk County for enhanced tourism services. The proposal was received favorably, paving the way for a possible increase in future lottery funding for SCVA. Individual meetings with jurisdictions will take place in upcoming quarters.



BP sec 2/d, #2

### **City of Keizer**

Angie Morris met with the City of Keizer and the Keizer Chamber to discuss partnership opportunities. The Keizer Chamber requested financial support to establish a visitors center at Keizer Station (they want a \$30k investment to build an IdeaBox). Development at Keizer Station may include a hotel as well. SCVA will continue in the dialogue.

BP sec 2/d, #3

### **Oregon Cultural Trust**

Angie Morris was invited to join the Communications Council for the Trust to assist with developing their new communications plan for 2009. The Council includes roughly 30 arts and cultural leaders from across the state.

- G. **Image and Community Outreach** – *plan and execute a program to improve the City's local, regional, and national image in a manner that utilizes local citizens, businesses, civic organizations, government, and others to promote the City.*

### **Results:**

BP sec 2/b, #1, 10

**Earned Media Coverage** – refer to “General Tourism Marketing” above for overview statewide and national coverage. In addition, 9 local media impressions were generated in the Statesman Journal, Salem Business Journal, Chamber Business News, and KBZY.

BP sec 2/b, #1

**Public Relations** – refer to “General Tourism Marketing” above for overview of press releases, interviews and presentations.

## **GLOSSARY OF TERMS**

### **Activity & Production Statistics**

#### **National Earned Media Impressions**

Print or broadcast media coverage resulting from SCVA activities such as pitching stories and disseminating media kits. The number reflects regional or national stories, events, mentions and images that were published or produced based on these efforts.

#### **Local Earned Media Impressions**

Print or broadcast media coverage resulting from SCVA activities such as pitching stories, disseminating media kits and through interviews. The number reflects local stories and broadcast interviews that were published based on these efforts.

#### **PR Presentations**

Staff presentations to civic groups, nonprofits and businesses. Presentations include community outreach to promote SCVA programs and services, general tourism-related issues, convention, meeting and event business, and overall awareness of tourism economic impact.

#### **Visitor Information Inquiries**

Ad inquiries, travelsalem.com, telephone, U.S. post inquiries – requesting a variety of information and resources.

#### **TravelSalem.com User Sessions**

A User Session measures website traffic and is defined by the presence of a user with a specific IP address who has not visited the site recently. This type of user typically visits multiple pages on the TravelSalem.com site.

#### **TravelSalem.com Hits**

The total number of requests made to the server/TravelSalem.com site during a given time period.

#### **Visitors Center Attendance**

The number of visitors to the Visitors Center that are assisted with their travel plans.

#### **Events & Community Activities Assisted**

SCVA helps promote community events and activities through the Visitors Center, TravelSalem.com, broadcast consumer and industry email, public relations and media exposure, and general information resources.

#### **Real-Time Conventions/Events**

Conventions/events that actually take place during the current month. The business may have been booked in a previous year, but it is reported in the month when it actually takes place.

#### **Number of Delegates**

The estimated number of delegates attending Real-Time Conventions/Events. When possible, the actual number of delegates is reported when the figure has been verified with the conference meeting planner and/or venue.

**Number of Room Nights**

The estimated number of room nights from the Real-Time Conventions/Events. When possible, the actual number of room nights is reported when the figure has been verified with the conference meeting planner and/or venue.

**Sales Leads Generated**

The number of leads of potential business that are distributed to venues.

**Bookings**

The number of leads that resulted in a confirmed booking taking place at a venue in the future.

**SALES ACTIVITIES****Direct Contact**

The number of meeting/conference/event planners that are contacted in face-to-face appointments or through tradeshow.

**Phone/Email**

The number of meeting/conference/event planners that are contacted via phone or email.

**Sales Packets Distributed**

The number of packets mailed to meeting/conference/event planners per request or as a result from Direct Contact.

**Site/FAM Tours**

A Site Tour is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of venues (e.g. hotels, meeting facilities). A Familiarization Tour (FAM) is when the Director of Sales takes a meeting planner, group of meeting planners or group tour operator on a showcase tour of Salem's attractions, restaurants, shopping, etc.

**Referrals**

The number of times a location is recommended to a meeting planner verbally or by email.

**Conference Facility Guide Downloads from Website**

The number of times a meeting planner downloads the Conference Facility Guide from Travelsalem.com.

**CONVENTION & EVENT SERVICES****Conventions Assisted**

The number of groups/events that are provided services, resources and visitor information.

**Visitors Reached**

The number of visitors at conferences/events where SCVA provides visitor information.

**Welcome Bags Distributed**

Welcome Bags contain promotional information from local businesses on what there is to “see and do” in the Salem area. The Welcome Bags are distributed to conferences/events and contain information that is tailored to meet the delegates’ interest/needs.

**LEVERAGE****Volunteers**

The number of volunteer hours worked in the Visitors Center or at conferences/events. The hourly value of this service is provided by Points of Light & Hands On Network.

**Media**

Local, regional or national media exposure resulting from SCVA’s publicity efforts to promote the region. For print media the value is calculated using advertising rates per column inch of what that space would cost if SCVA had to purchase the exposure. For broadcast media the value is calculated using the “air-time” rate of what that broadcast would cost if purchased.

**Advertising**

SCVA receives an “agency discount” on media buys because it is recognized as an in-house advertising agency. This discount is not available to individual businesses purchasing advertising.

**In-Kind**

SCVA receives donated products and services that it would otherwise have to purchase. Examples include office and meeting space, accounting, legal services, product donations, advertising, etc.

**WVVA/Regional**

Travel Oregon receives a statewide one percent lodging tax that it allocates to regional visitors associations for use in promoting each region to out-of-state visitors. The monies cannot be allocated to local destination marketing organizations. Salem is included in the Willamette Valley Visitors Association (WVVA) along with Eugene (East Lane County), Corvallis (Benton County), Albany (Linn County), Yamhill County and South Clackamas County). The WVVA Board of Directors includes key decision makers from the DMO of each city. This Board determines how the resources will be spent to market the region. SCVA recognizes the WVVA financial resources allocated from Travel Oregon as leverage.