

1 **The Villages at Mt. Hood**
2 **Board of Directors Meeting**
3 **Tuesday, February 5, 2008**
4 **Community Room, Hoodland Fire Department**
5 **Zigzag, OR**
6

7 **Call to Order/Roll Call**

8 In the Chair's absence, Vice Chair Bob Reeves called the meeting to order at 4:04 pm.
9

10 **Board Members Present:** Rick Applegate, Robert Baker, Pat Buckley, Shirley Dueber, Bob
11 Reeves, Brigette Romeo, Barbara Saldivar. Nancy Dougherty and Judith Norval were absent
12 with notice. Reeves announced there was quorum.
13

14 **Review and Approval of the Minutes of the January 8, 2008 Board Meeting**

15 In the Board Members Present section, remove Brigette Romeo's name where it is duplicated.
16 Put a period after Saldivar. Bob Baker moved and Barbara Saldivar seconded a motion to
17 approve the minutes as corrected. The motion passed.
18

19 **Board Comments**

20 The Treasurer circulated a Treasurer's Report. *(See attached document)*
21

22 Board Member Rick Applegate noted that Dave Lythgoe was not available for the next Town
23 Hall Meeting. It is important for the Board to present their appreciation plaque to him in the near
24 future.
25

26 Shirley Dueber noted that the League of Women's Voters will be hosting a presentation on the
27 Sandy High School bond issue, on February 23, 10 am, at the Wy'east Book Shoppe & Gallery.
28

29 Vice Chair Bob Reeves noted that a signage committee was formed at the last Board work
30 session. That committee, chaired by Rick Applegate, will be reporting back to the Board.
31

32 **Reports from Supported Activities**

- 33 a. Community Center – Barbara Saldivar: No report at this point.
34
35 b. Strategic Planning Organization – Shirley Dueber: Te SPO will meet the second
36 Thursday of February (February 14, 2008, 7 pm at Hoodland Fire Station's
37 community room. The Villages of Mt. Hood Tourism Marketing Alliance will be
38 giving its monthly report to the group.
39
40 c. Mountain Express – Bob Reeves: The bus is aging and requiring a lot of shop time.
41 January statistics are not yet available.
42

43 **County Liaison – Chris Roth**

44 Roth noted that she is working on a signage project elsewhere in the County. Working within
45 the setback requirement is something of a challenge. She noted she was speaking of the green
46 signs that would start a signing effort fairly economically. Robert Baker asked if there was an

1 ODOT policy that could be reviewed. Roth noted that she had not been successful in getting
2 clear, concise response from DOT. Rick Applegate noted that it might take legislative action.

3 With regard to Cedar Ridge, the property on the south side of the Road has been sold to
4 BLM. Escrow has closed. It is assumed that it purchased from Western Rivers. The property on
5 the north side of the road is still available. The zoning for the parcel on the north side of the road
6 is residential (4 units per acre). That zoning status is probably the original. There is no news on
7 the sale of the 80 acres. Attendee George Wilson is concerned that the transaction history has
8 been very ambiguous. Chris Roth committed to finding out the details and bringing them to the
9 Board at its next meeting.

10
11 **Clackamas County Tourism Development Council** *(See attached presentation document)*

12 Linda Bell, the Council's Executive Director, gave a presentation on its work. She started with a
13 basic introduction to tourism in Clackamas County. She encouraged people to pick up a variety
14 of the materials she brought that had been produced by the Council.

15 Bell alerted the Board to a name change for her organization. It is now Clackamas
16 County Department of Tourism and Cultural Affairs. The staff is County employees. The
17 Department reports to John Mantay, County Administrator.

18 Bell acknowledged the relationship of the Council's work to Travel Oregon's, with its
19 1% room tax and the various niche markets that are represented in Oregon Tourism. Of the
20 seven regions in Oregon, Clackamas County lies in three of them: Portland Metro, Willamette
21 Valley and the Mt. Hood/Columbia Gorge regions.

22 The partners in the Columbia Gorge region includes a Wasco County portion (The
23 Dalles), Multnomah County portion, etc. 15% of the State's lodging 1% room tax, or about
24 \$65,000, is set aside to be used to market outside of the region. Their work is represented in
25 www.mthoodcolumbiagorge.com.

26 At the Clackamas County level, a 6% Transient Room Tax is gathered from overnight
27 guests. No County property tax funds are drawn upon. This TRT was created in 1992 by a
28 ballot measure that is still considered very forward thinking. Room taxes are collect from
29 lodging entities throughout the County (including campgrounds, vacation rentals, etc.)

30 The Clackamas County Tourism Development Council administers the TRT funds as a
31 Destination Marketing Organization. Tourism entities are not levied any charge to benefit from
32 the marketing strategies. CCTDC is all-inclusive of County tourism and it is all dedicated
33 exclusively to tourism development and marketing. This is unique in Oregon, where elsewhere
34 room tax funds can be diverted and used for other purposes. The CCTDC is not like a chamber
35 of commerce; they are not membership based.

36 The attached document details Bell's presentation on the CCTDC's marketing strategies
37 and their performance.

38 In the latter part of her presentation, Bell focused on the CCTDC's Tourism Action Plan
39 program and processes that allow \$30,000/year for each of 10 regions and a public land group to
40 have local input and local programs for tourism development and marketing. With regard to the
41 Mt. Hood area, there are three TAP regions (Sandy, Villages of Mt. Hood...Alder Creek to
42 Rhododendron...and Government Camp). Further, the funds allocated to a public lands TAP
43 group (State Parks, BLM, USDA Forest Service) have impact in the area. Local planning
44 processes determine priorities for local tourism product development and marketing. Bell
45 emphasized that these TAP groups represented an opportunity to get involved in the local

1 community and enhance business/organization marketing strategies via packaging and other
2 activities. Copies of TAP plans are available upon request to janet@mthoodterritory.com.

3 Each TAP program was set up with a local connection...in cities it is simple to say it can
4 be the city council. However, when approached, some cities deferred administration of the plan
5 to their Chamber organization. In rural, unincorporated areas it was more difficult to have an
6 administrative entity identified. In the villages, the Council reached out to the local chamber and
7 to the Strategic Planning Organization each year as they were developing their TAP program.
8 The TAP group leadership for the Villages of Mt. Hood was identified through a CCTDC
9 facilitated series of community meetings held for the purpose of developing the TAP plan and
10 identifying the administrator entity. Bell acknowledged that now that the Villages at Mt. Hood
11 existed, it might be that the SPO was no longer the group that identified the administrator of the
12 local TAP. She stated that it might be that the Villages at Mt. Hood could become the
13 administrator of the plan or otherwise designate an organization to do so.

14 The \$30,000 for TAP is not required to be matched. However, everyone is encouraged to
15 leverage more dollars.

16 Board member Robert Baker asked Bell for clarification: if the Villages at Mt. Hood
17 stepped forward to be the TAP administrator, they would then be able to use the \$30,000 for
18 their planned projects? Bell affirmed that as correct.

19 Bell concluded her presentation by referring the Board to the CCTDC's website, the
20 monthly newsletter to partners, and various seminars such as the "Tourism Toolbox".

21 22 **Villages of Mt. Hood Tourism Marketing Alliance**

23 Marilyn Peterson, Chair of the above-referenced organization, was then given the floor to present
24 the Alliance's work.

25 Peterson introduced the Alliance as the organization that was formed from a series of
26 CCTDC facilitated community meetings regarding the TAP program. At the conclusion of the
27 final meeting, Scott Cruickshank, then General Manager of the Resort at The Mountain, was
28 identified by the community as the person to assemble the administrative group for the villages
29 of Mt. Hood from Alder Creek to Rhododendron. The group was formed in February 2006 from
30 tourism business leaders from the various sectors of the community: lodging, dining, visitor
31 information, recreation/events and community/civic. Peterson noted that complete details
32 regarding the group and its work were available on its administrative website:
33 www.mthood.info/tap.

34 Peterson then launched a PowerPoint presentation about the Villages of Mt. Hood
35 Tourism Action Plan that presented information on the Alliance, its work and its future. The full
36 presentation document is attached here.

37 Peterson emphasized the work has been, is intended to be open to the entire community
38 for input, participation, production and cited its monthly meetings, its administrative website and
39 its annual work sessions on plan revisions as examples of opportunities.

40 The presentation also emphasized 1) the essential core document...the Tourism Action
41 Plan...as the anchor point for Alliance decisions regarding its work and the fulfillment of its
42 focused mission to increase regional visitor overnight stays, 2) the rich depth and breadth of the
43 tourism asset inventory (lodging, dining, recreation, nature, history, events/festivals, sightseeing,
44 transportation, shopping and traveler services), and 3) how those defined the substance of the
45 projects accomplished in the past three years in production of a website, an on-line magazine,

1 advertising, print media, stories, photo shoots, marketing grants to lodging owners, and co-op
2 dollars to festivals.

3 The "Facts and Figures" slide revealed that in addition to the CCTDC's dollars over the
4 past three years, the Alliance had garnered an additional \$20,550 (an additional 23%) for project
5 work.

6 The presentation concluded with Peterson posing a number of upcoming opportunities for
7 people to participate in the Alliance work: updating the Tourism Action Plan, submitting ideas
8 for future projects, serving as a project leader, writing grants or gathering additional partnership
9 funds, being a writer or photographer for the webzine, etc.

11 **Questions regarding the above presentations**

12 Board member Rick Applegate asked why the Alliance persisted in using "of" in their title, logo
13 and work instead of the Villages at Mt. Hood's "at". Linda Bell answered that both she and
14 Marilyn Peterson had addressed the choice of "of" in their presentations. In short, both
15 organizations had been using "of" for a number of years as a deliberate marketing strategy
16 choice (the Chamber since 1994, CCTDC since late '90s). When the Villages at Mt. Hood was
17 form much later, both organizations thoughtfully and seriously wrestled with "of"/"at" issue,
18 bringing in tourism marketing agency consultants, researching with tourism writers, and much
19 more. Both groups deferred to the tourism marketing strategists that overwhelmingly
20 recommended "of". Applegate was firm in his conviction that it should be "at" and this issue
21 needed to be resolved as soon as possible among the organizations. Linda Bell confirmed that
22 both she and Marilyn Peterson would be willing to sit in discussions about this. She noted that
23 she would like to have the recommendations of their tourism marketing professionals heard in
24 this matter.

26 **Oral Communication from the Public**

27 Chris Roth asked what properties the Board wants information on for its next meeting. She asked
28 that they please call or e-mail her and she will compile the list and work with them. She added
29 that Steve Graeper should be alerted and asked if there where Rhododendron properties that
30 should be included in the discussion.

32 **New Business**

33 Robert Baker moved and Rick Applegate seconded a motion to make the third Wednesday of
34 each month a regular Board work/study session, from 1 pm to 3 pm.

35 Discussion: Robert Baker stated that there needed to be some rules on how those
36 sessions will work. These would be public meetings. Bob Reeves noted that the Board would
37 need to make sure the facility is available. Brigitte Romeo and Shirley Dueber noted they would
38 not likely be available for that particular time frame.

39 The vote: Ayes: Robert Baker, Barbara Saldivar, Bob Reeves, Rick Applegate, Pat
40 Buckley. Nays: Brigitte Romeo, Shirley Dueber. Abstentions: None. Motion carries.

42 Board member Rick Applegate noted that the tourism issues raised earlier in the meeting must be
43 addressed immediately. He posed that it be taken up at the next Board work session, and that the
44 chair of the Marketing Alliance be invited to attend and work on exploring solutions to the
45 issues.

1 **Adjournment**

2 There being no further business before the Board, the meeting was adjourned at 5:58 pm.

3

4 Respectfully Submitted,

5

6 Marilyn Peterson

7 Mountain Quail Business Services, Inc.

8

9

Attachments:

10 Attendees Sign In

11 Board Member Sign In

12 Agenda

13 Minutes of the January 8, 2008 Board of Director Meeting

14 Clackamas County Tourism Marketing Council's presentation document

15 Villages of Mt. Hood Tourism Marketing Alliance presentation document

CLACKAMAS COUNTY DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS



CLOSE TO PORTLAND... A WORLD AWAY™

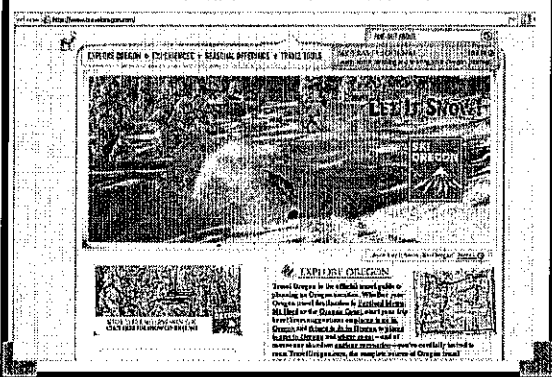
TRAVEL OREGON

The Oregon Tourism Commission (dba: Travel Oregon) works to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$7.9 billion tourism industry.

- ☉ Funded through statewide 1% lodging tax
- ☉ Statewide tourism marketing and development programs
 - ▶ advertising /marketing
 - ▶ public relations
 - ▶ travel trade
 - ▶ research
 - ▶ product development

www.TravelOregon.com

WWW.TRAVELOREGON.COM



TRAVEL OREGON NICHE MARKETS

- ☉ Agritourism
- ☉ Bicycling – Oregon scenic bike ways
- ☉ Birding – West Cascades Birding Trail & Willamette Valley Birding Trail
- ☉ Culinary
- ☉ Golf
- ☉ Heritage
- ☉ International – Destination Guide
- ☉ Kids – Official Oregon Kids Guide
- ☉ Lodging – Where to Stay
- ☉ Oregon 150 Sesquicentennial
- ☉ Scenic Byways – Mt. Hood Scenic Byway & West Cascades Scenic Byway
- ☉ Skiing – Ski Oregon Guide
- ☉ Tribal Tourism

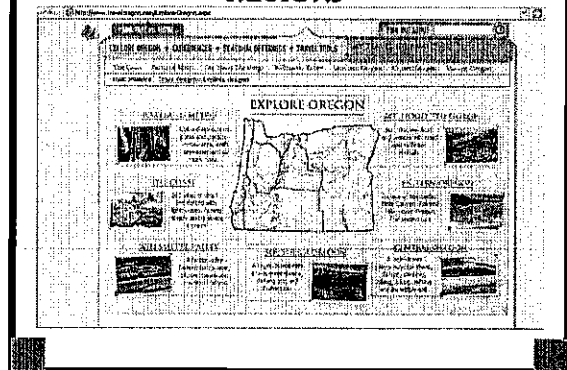
www.TravelOregon.com

REGIONS RCMP – REGIONAL COOPERATIVE MARKETING PROGRAM

Travel Oregon designated seven regions within the state

- ☉ Oregon Coast
- ☉ Southern Oregon
- ☉ Eastern Oregon
- ☉ Central Oregon
- ☉ Willamette Valley
- ☉ Portland Metro
- ☉ Mt. Hood/Gorge

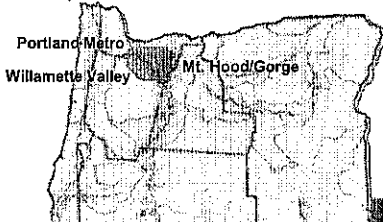
REGIONS



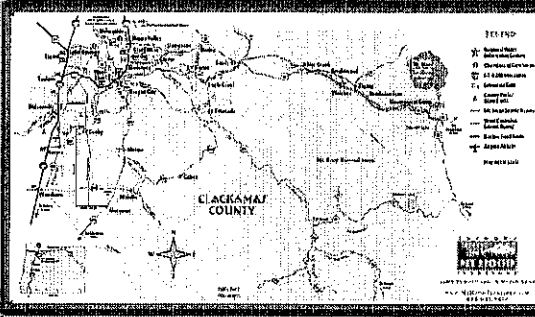
REGIONS

CLACKAMAS COUNTY FALLS WITHIN 3 REGIONS

- ☉ **Willamette Valley** (Canby, Molalla, Wilsonville)
- ☉ **Portland Metro** (Clackamas, Damascus, Gladstone, Lake Oswego, Milwaukie, Oregon City, West Linn)
- ☉ **Mt. Hood/Gorge** (Estacada, Government Camp, Sandy, Villages of Mt. Hood)



CLACKAMAS COUNTY



REGIONS

- ☉ Funding is based on 15% of the 1% occupancy tax collected within the region
- ☉ Limited to marketing for out-of-state visitors
- ☉ Individual tourism businesses are represented by RCMP through CCTCA affiliation with the organizations, marketing publications, suggested itineraries and website listings

- ☉ Willamette Valley Visitors Association
www.OregonWineCountry.org
- ☉ Metro Portland Tourism Alliance
www.TravelPortland.com
- ☉ Mt. Hood/Columbia River Gorge Region Tourism Alliance
www.MtHoodColumbiaGorge.com

CLACKAMAS COUNTY

TOURISM & CULTURAL AFFAIRS (CCTCA)

- ☉ As a county agency funded directly from the 6% Transient Room Tax (TRT), the CCTCA offers its resources and support to all tourism related businesses operating in Clackamas County. As the Destination Marketing Organization (DMO) for Clackamas County, many CCTCA services are provided free of charge to county businesses, unlike many other DMOs.
- ☉ The CCTCA is responsible to develop and promote tourism for the County. By increasing the number of new and repeat visitors to the County, we increase the amount of money visitors spend in our area, thus contributing to economic development and local vitality.
- ☉ CCTCA is overseen by nine members of the Clackamas County Tourism Development Council (CCTDC) who serve three year terms and can be reappointed once to serve a total of six years. The members of the Council are appointed by the Board of County Commissioners (BCC) to advise them on developing and promoting tourism and the expenditure of the TRT funds.

CHAMBERS OF COMMERCE

- ☉ Differences from CCTCA structure, focus, funding
- ☉ Chamber is appropriate vehicle for many businesses to network and promote themselves locally
- ☉ Contacts in your community

www.MtHoodTerritory.com/partners/contact/chamber.jsp



TOURISM MARKETING

CCTCA BUSINESS PLAN

Plan presents mission statement, vision, goals, and reviews fiscal year (July-June) highlights

- Marketing, Sales and Servicing
- Product Development
- Community Relations
- Finance and Administration
- Annual Budget

www.MtHoodTerritory.com/partners

CRITICAL FACTORS FOR SUCCESSFUL VISITOR MARKETING

- An agreed-upon destination brand with expanded partnerships (Oregon's Mt. Hood Territory - OMHT)
- Successful publicity placements (advertising/media)
- Well-performing website and visitor database (www.MtHoodTerritory.com)
- Research-based and accountable targeted marketing
- Creation of potential business leads for tourism partners
- Increase occupancy and REVPAR (revenue per available room) at commercial lodging (heads-in-beds)
- Strategy to highlight unique destinations/businesses

TOURISM PRODUCT

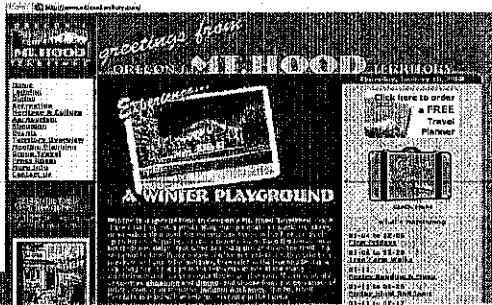
- "Geotourism" – tourism that sustains or enhances the geographical character of the place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents
- Recreation
- Heritage/Culture
- Agritourism

TRAVEL PORTLAND (PORTLAND OREGON VISITORS ASSOCIATION)

- Clackamas County Tourism & Cultural Affairs (CCTCA) contracts with Travel Portland to handle its media public relations efforts and travel tourism and trade programs.
- Travel Portland oversees the Regional Cooperative Marketing Program (RCMP) for Northwest Oregon and is active in promoting Clackamas County.
- The RCMP also funds a Group Sales Manager (Greg Eckhart) and a Regional (Portland Metro) Media Relations Coordinator (Veronique Meunier).
- CCTCA has a separate contract agreement with Travel Portland for their international sales staff efforts in promoting Oregon's Mt. Hood Territory.
- Private businesses pay a membership fee to Travel Portland for other services.

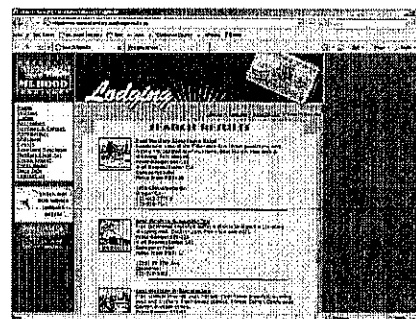
WWW.MTHOODTERRITORY.COM

Business links include lodging, lodging packages, recreation, heritage and culture, agritourism, events, dining, shopping, group travel, media, itineraries, photos, Got Company Coming (VFR).



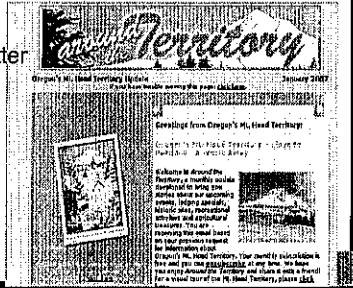
WEB/ITE

Cross-links with our tourism partners



PUBLIC RELATIONS TOOLS

E-Newsletter



MARKETING PARTNERSHIPS

MARKETING PARTNERSHIPS

Increase the power of individual messages



- Packaging - cross promotions with multiple businesses (i.e. lodging, dining, attractions, events, services) gives the visitor more reasons to come to a destination
- Thematic to tie in with stronger marketing niche themes
- Attracts more overnight visitors

www.MtHoodTerritory.com/lodgingpackages.jsp

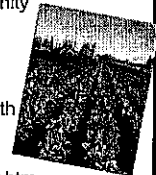


PHOTO SHOOT PARTNERSHIP

- CCTCA partnership with businesses, events, attractions or a community
- Shared cost for half-day or one-day photo shoot



- Ensure professional quality photography with unlimited usage rights

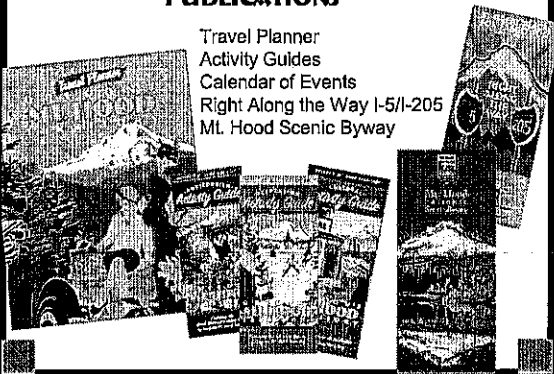


www.mthoodterritory.com/library.htm

www.mthoodterritory.com/partners/pr/photoapp.pdf

PUBLICATIONS

Travel Planner
Activity Guides
Calendar of Events
Right Along the Way I-5/I-205
Mt. Hood Scenic Byway



VISITOR INFORMATION DISTRIBUTION

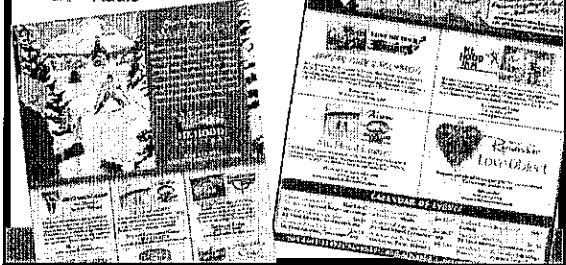
- Free brochure distribution through Regional Visitor Information Centers
 - Oregon City Regional Information Center & State Welcome Center
 - Wilsonville Regional Visitor Information Center
- Mt. Hood Area:
 - Sandy Chamber of Commerce/Historical Society Museum
 - Mt. Hood Gifts Books & Maps
 - USFS Zigzag Ranger District
 - Mt. Hood Adventure
 - Mt. Hood Cultural Center & Museum
- Toll-free 800-424-3002
- Retail posters, Driving Tour CDs, OMHT logo souvenir items

ADVERTISING

- ☞ Call to action
 - Call toll-free number (800-424-3002) or visit website www.MtHoodTerritory.com
 - Order a Travel Planner or link to online business partners
 - Book reservation or service
- ☞ Leisure ad program placements
 - Travel related print publications
 - Direct mail
 - Web "click thru" Pay-per-click
 - TV

CO-OPERATIVE AD PROGRAM PLACEMENTS

- ☞ Travel related magazines
- ☞ Travel guides
- ☞ Newspaper
- ☞ Radio



CO-OP ADS

- ☞ Paid participation is open to tourism-related businesses
- ☞ Cooperative Advertising Agreement must be submitted
- ☞ Final list of partners per publication determined under a "first-reserved" basis; "criteria preference" basis; and any specific monthly theme or message
- ☞ When identifying criteria components, partners should consider offerings/packages pertaining to tourism products and themes (recreation, heritage, agritourism) and seasonality/dates of ad placements
- ☞ www.MtHoodTerritory.com/partners/ad/prog.jsp

VISITING FRIENDS & RELATIVES

- ☞ Direct mail campaign to 150,000 residents
- ☞ Passport Game
- ☞ Got Company Coming? website
- ☞ Monthly contest games
- ☞ Special offers coupons
- ☞ Links to OMHT events and lodging listings
- ☞ Mobile Visitor Information Center (MVIC) van at festival and events
- ☞ Radio campaign "It's okay to put guests up in commercial lodging"

www.MtHoodTerritory.com/vfr

WWW.MTHOODTERRITORY.COM/VFR



COMMUNITY RELATIONS & TOURISM DEVELOPMENT

THINK GLOBALLY/ACT LOCALLY TOURISM ACTION PLAN (TAP)

1. Local planning process to determine priorities for local product development and marketing. Process includes significant financial assistance.
2. Opportunity to get involved in your community and enhance your own business/organization's marketing via packaging and other activities.
3. Copies of community TAP plans are available upon request to janet@mthoodterritory.com

www.MtHoodTerritory.com/partners/fund/0708program.jsp

MATCHING GRANTS:

OPPORTUNITIES FOR PROJECTS WITH A MINIMUM
SCOPE OF \$20,000

1. **Tourism Attraction Development Assistance Program (TADAP)**
Helps build facilities/infrastructure that attracts and/or services visitors.
www.MtHoodTerritory.com/partners/fund/tadap.pdf
2. **Tourism Cooperative Marketing Program (TCMP)**
Assists attractions and facilities with marketing programs targeted to potential visitors.
www.MtHoodTerritory.com/partners/fund/tcmp.pdf
3. **Festival/Events Assistance Program (FEAP)**
Assists major festivals or events with developing a signature occasion with marketing that would attract visitors to the county for the purpose of attendance.
www.MtHoodTerritory.com/partners/fund/feap.pdf



HOW WE ALL KEEP IN TOUCH!

- 🗨️ Cicerone, our monthly intra newsletter to partners about what's going on around the county.
- 📧 Around the Territory E-newsletter, our monthly external marketing piece sent to customers and prospective partners.
- 📁 Toolbox kit on the website updated and detailed information about our structure, goals, activities and contacts.
www.MtHoodTerritory.com/partners/index.jsp
- 🗣️ You! Send us press releases, updates on business offerings and event listings.



The Villages of Mt. Hood
Tourism Marketing Alliance
A Division of the Mt. Hood Area Chamber of Commerce

The Villages of Mt. Hood Tourism Action Plan:

Alder Creek to Rhododendron

February 2008

For the Villages at Mt. Hood Board of Directors



The Villages of Mt. Hood Tourism Marketing Alliance


Today!

- The Alliance - get acquainted
- The Work – get involved
- The Future – help build it



The Villages of Mt. Hood Tourism Marketing Alliance


- The Alliance – get acquainted:
 - The Vision 1994 / The Sparks 2003-2006
 - Start Up Elements
 - Tourism Action Plan & Mission
 - Inclusive Board with network power
 - 4 Lodging, 2 Dining, 1 VIS, 1 Rec/Events, 1 Civic
 - Resource Board
 - Established non-profit fiscal agent w/staff & CPA



The Villages of Mt. Hood Tourism Marketing Alliance


Being Connected!

- Open monthly meetings
- News releases with calls to participation
- Liaison Work...regional through state
- Administrative WEBSITE!
www.mthood.info/tap



The Villages of Mt. Hood Tourism Marketing Alliance

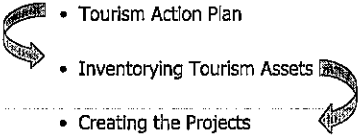
- The Alliance - get acquainted
- The Work – get involved!
- The Future – help build it




The Villages of Mt. Hood Tourism Marketing Alliance

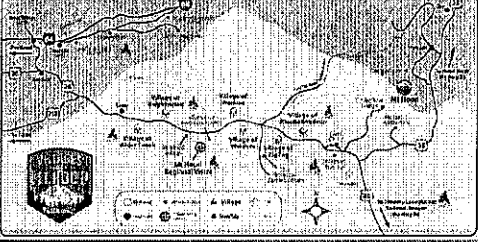
The Alliance at Work


- Tourism Action Plan
- Inventorying Tourism Assets
- Creating the Projects



 The Villages of Mt. Hood Tourism Marketing Alliance


Exploring the Villages of Mt. Hood



 The Villages of Mt. Hood Tourism Marketing Alliance

Clustering our Tourism Assets:

Lodging	Dining
Recreation	Nature
History	Events/Festivals
Sightseeing	Transportation
Shopping	Traveler Services

 The Villages of Mt. Hood Tourism Marketing Alliance

Preliminary Assessment of Our Tourism Assets

In less than 160 square miles...

Arts/Culture/Festivals/Events -
 Half dozen established festivals
 Artisan Guild, Artist Studio Sales, Gallery, Classes

Dining - 21!
 American, Cascadian, Chinese, Italian, Mexican, Swiss

3 coffee shops, 17 casual dining,
 3 fine dining... *all independents but two!*
Plus...wine shop, coffee roasting, caramels



The Villages of Mt. Hood Tourism Marketing Alliance

Heritage/History – with tourism traditions over a century old
Barlow Road, Historic Mines, Stage Stop Interpretive Center, Steiner Cabins, a resort & the summer homes area rich in tourism traditions and history

Nature – Green....Clean...Peaceful
Cascade Stream Watch, Lost Creek Interpretive Trail, Cascade Birding Trails, Old Growth Forest Hikes, Waterfall Lovers Hikes, Fall Foliage Drives, Sandy and Salmon River Watersheds, Wy'East Rhododendron Gardens, Foraging (*Huckleberries, Mushrooms, and more*)



The Villages of Mt. Hood Tourism Marketing Alliance

Recreation –
Bicycling, Canoeing, Kayaking, catch & release Fly Fishing, Trout Farm Fishing, Rock Climbing, HIKING TRAILS!...including Equestrian Trails & Canine Trails, Golfing, Small Lakes, Outdoor Guides, Miniature Golf, Training Camps, Golf, Croquet, Swimming. Includes Barrier-Free Recreation opportunities. *And only minutes from snow sports of all types.*



The Villages of Mt. Hood Tourism Marketing Alliance

Sightseeing/Touring – 13!
Barlow Trail Road, 5-Mountain Tour, Cascade Cabin Tour, Woodland Tour, Fall Foliage Tour, Mt. Hood Day Trips, Lolo Pass Road, Salmon River Road, Top Spur Trail, Infinity Loop, Mt. Hood Scenic Byway, Gray Line Tours, Sea to Summit Outdoor Adventures

Shopping – 14!
8 Gift Shops, 3 Sporting Goods Shops, 3 Food & General Merchandise Shops



The Villages of Mt. Hood Tourism Marketing Alliance

Transportation—
Luxury Accommodations, Sandy Taxi, Sea to Summit
Outdoor Adventures, Gray Line, Mountain Express,
Breeze, Rental Cars

Traveler Services –
Visitor Information Centers, ATMs, Automotive, WIFI
locations, Police/Fire, RV Waste Disposal



The Villages of Mt. Hood Tourism Marketing Alliance

30 LODGING Entities

Maximum Capacity: 2,195 Typically: 1,500 "Full"

Category	% of Total
4 B&Bs	13.34%
14 Cabins	46.66%
4 Condos	13.34%
2 Motels	6.66%
3 Vacation Rental Companies	10.00%
3 Resorts	10.00%

All but two in independent ownerships.



The Villages of Mt. Hood Tourism Marketing Alliance

Implementing the Tourism Action Plan
based on our Asset Inventory and Mission:
THE PROJECTS

- **Branding/Imaging:**
 - logo
 - photo shoot
 - public relations development
 - media kit
 - product development/licensing





The Villages of Mt. Hood Tourism Marketing Alliance

Internet Presence:

- Webzine
www.mthoodmagazine.com
- Travel Planning Website
www.mthood.info



The Villages of Mt. Hood Tourism Marketing Alliance

- Advertising: - *Oregonian* Travel Guide
- Travel Brochure Campaigns
 - www.oregonlive.com
 - OLA's *Where to Stay in Oregon*
 - co-op ads with CCTDC
 - directories

- Print Media: - *Wrap Yourself in Winter*
- reprint of *Mt. Hood Day Trips*
 - rack card

Stories! As resources for asset owners, CCTDC, Travel Oregon, media requests

Marketing Grants to Lodging Owners:
(signage, website updates, customer service training, etc.)



The Villages of Mt. Hood Tourism Marketing Alliance

Festival & Events Marketing:

- Co-op Festival Marketing
- Fall Festivals
- Lodging Campaign
- The Resort's Wine & Art Festival



The Villages of Mt. Hood Tourism Marketing Alliance

Facts and Figures
Revenues Since April 2006

CCTDC Funds	\$ 90,000
MHIS Co-Op	\$ 2,500
Gov't Camp Tourism Mktng Group	\$ 6,300
CCTDC Co-Op Public Relations	\$ 5,000*
MHACC Co-Op (WYW)	\$ 2,800
Turtledove Clemens Co-Op	\$ 2,250*
MHACC Co-Op (FOF)	\$ 495
USDA Forest Service (FOF)	\$ 300
MHFOF Co-Op	\$ 203
Interest	\$ 702
	\$110,550

(* Pending spring 2008

Leveraged an additional \$20,550 or 23% as of 1/31/08.



The Villages of Mt. Hood Tourism Marketing Alliance

- The Alliance - get acquainted
- The Work – get involved
- The Future – help build it



The Villages of Mt. Hood Tourism Marketing Alliance

Opportunities to Participate:

- Updating the Tourism Action Plan
- Submit ideas for future projects
- Serve as a project leader
- Write a grant; gather partnership \$
- Be a writer or photographer for webzine, ads and more

Who? What? When? Where?

Future Planning Outreach and Documentation: Assigned to Board Chair



The Villages of Mt. Hood Tourism Marketing Alliance

Thank you! Villages at Mt. Hood
for this opportunity to share The Alliance and its work with you.

QUESTIONS?

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