

2014-15 Proposed Tourism Marketing Budget				
Personnel				
(01)	Salaries & Benefits		\$97,500.00	Increase to accommodate our Charm Trail Coirdinator and bring her above minimum wage and accommodate our summer staffing (weekends)
Facilities				
(02)	Space Cost		\$6,810.00	2013-2014 Actual
(03)	Equipment Maintenance & Repair		\$6,000.00	No Change from 2013-14
Operating				
(04)	Administration		\$23,520.00	No Change from 2013-14
(05)	Office Supplies		\$2,000.00	No Change from 2013-14
(06)	Postage		\$3,500.00	No Change from 2013-14
(07)	Telephone		\$2,800.00	Increase from 2013-14 (Chamber covers 65%)
(08)	Travel & Mileage		\$5,000.00	No Change from 2013-14
(09)	Dues & Subscriptions		\$830.00	No Change from 2013-14
Marketing				
(10)	Printing & Binding		\$5,000.00	No Change from 2013-14
(11)	Marketing/Event Support		\$53,570.00	Increase from 2013-14 for additional marketing
	Grants for Events (heads in beds)	\$8,000.00		
	Marketing/Event Support	\$45,570.00		
(12)	Public Relations		\$15,000.00	No Change from 2013-14
	Total		\$221,530.00	
(13)	Special Project		\$20,000.00	
	a. Hire Tourism Coordinator			
	b. If funding install stand alone Kiosk (non-electric)			
	GRAND TOTAL		\$241,530.00	



Proposed Community Marketing 2014/2015 Work Plan

Visitor Services

1. Fully staff and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office. Monday thru Friday, September – May; 7 days a week Memorial Day thru Labor Day.
2. Maintain 24-hour visitor information access -- one at Chamber office and kiosks at the Lewis & Clark Festival Park (special project will be to update kiosks at the Festival Park).
3. Provide brochures and other visitor information to the Veteran's Affairs offices located in the transportation center and the visitor center at Seufert Park.
4. Distribute *The Sun*. *The Gorge*. *The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, Chambers and other tourism information outlets across the state.
5. Maintain electronic version of brochure on Travel Oregon website.
6. Continually update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels.
7. Create and provide a customer/hospitality service training for businesses in The Dalles to ensure a quality customer experience for visitors.
8. Maintain (update) and provide map and materials for self-guided historic walking tours and guide to talking murals.
9. Provide step-on guide services for tour groups upon request.
10. Train staff and volunteers to be Ambassadors for The Dalles and meet visitor groups at community gateways including the Marine Terminal at Union Street.
11. Respond to visitor information requests received via phone, email, social media and website.

Community Marketing

1. Continue work with Weinstein PR on strong public relations campaign that includes quarterly tip sheets, story development, and frequent communication with national and regional publications.
2. Maintain contact with travel writers who attended the May 2014 familiarization (Fam) trip along with other mini Fam tours that took place in 2014/2015.
3. Participate as an exhibitor in the Pacific Northwest Travel Writers Tradeshow.
4. Continually work with local photographer to develop a library of images that can be used in all marketing materials.
5. Continue *The Sun. The Gorge. The Dalles.* marketing campaign initiating Phase II (making a personal connection with local community members).
6. Work with Mt. Hood/Columbia River Gorge region Regional Destination Marketing Organizations (RDMO) and their ad agency (Weiden & Kennedy) to create three Video Ads this year emphasizing Cycling, Agriculture and Water Activities (broadcasting by Travel Oregon will be in the 2015/2016 year). Each DMO in our region will be contributing funds (approx \$1200) and the RDMO will be matching these funds as to increase our capabilities to create a better video and possibly more than three. These will be used by each DMO this year and then our region will be paying for TV time with Travel Oregon the following year as a campaign to market our entire region. (this was delayed until 14/15 due to other opportunities that arose with the new Travel Oregon Campaign)
7. Expand online advertising with Travel Oregon and other travel sites.
8. Continue to develop tours for passengers of cruise ships and day cruises that make scheduled stops at the new commercial dock in The Dalles.
9. Continue to enhance the new website to be even more user-friendly and provide advertisement opportunities for a greater exposure for businesses.
10. Research (look for one with more options for the businesses) smartphone applications (like My Chamber App) that allows to search for lodging, dining, wineries, attractions and other visitor amenities in The Dalles on mobile devices. Continue to work with Chamber Master (as they have now partnered) to make sure we are synced and have the best delivery method for our visitors and members.

11. Develop geographical hotspots, ie: murals, museums and eateries, using a new smart phone application called Layar. The Chamber is using this application in their new directory and will be implementing it using pictures, websites, videos and links when a person scans a picture or location using their smart phone (the new and advanced type of QR code).
12. Continue to maintain a presence at the State Welcome Centers with welcome brochures about The Dalles.
13. Continue to expand and enhance "social media" presence (Facebook, Yelp, Foursquare, LinkedIn, You Tube, Pinterest, Google+, Flickr, TripAdvisor, Twitter along with any new social medias that are beneficial to the community). We will be looking for more options of partnering with Travel Oregon, our Regional Marketing Partners, 1859 Oregon's Magazine, True West, and Northwest Travel.
14. Work with Columbia River Gorge Visitors Association (CRGVA) to help support a Tourism Summit for the Columbia River Gorge. (Tourism Studio with Travel Oregon).
15. Develop additional "36 Hours in The Dalles" trip itineraries, working with regional partners and tourist attractions. Market through National Tour Association, AAA, and Oregon Tour & Travel Alliance.
16. Participate in regional travel tradeshow with tourism partners (CRGVA, RDMO, Travel Portland). Co-op two regional sports tradeshow.
17. Work with Columbia Gorge Arts & Culture Alliance to market the Columbia River Gorge as an art, culture and heritage destination.
18. Continually update and print new vacation planner (schedule of events) inserts for The Dalles Welcome Brochure.
19. Provide visitor information packets to individuals or groups attending out-of-town meetings and businesses or organizations who are hosting meetings in The Dalles area.
20. Maintain The Dalles brochures at all State Welcome Centers.
21. Promote community events and happenings on event calendars and travel websites.
22. Work with hotels, restaurants and wineries to develop programs suitable for participation in the Travel Oregon Wanderfeast (Oregon Bounty) promotion.

23. Maintain strong alliances with Columbia River Gorge Visitors Association, Oregon Festival & Events Association, Columbia Gorge Arts & Culture Alliance, Oregon Destination Marketing Organizations, Travel Oregon, Travel Portland, the Mt. Hood/Columbia River Gorge Region, Oregon Tour and Travel Alliance, and other regional partners.
24. Work with Chamber to develop, maintain and enhance Sunsational Charm Trail to encourage foot traffic from tourists into our local businesses.

Advertising

1. Advertise The Dalles cycling map on local, regional and national cycling websites and work with new work group in The Dalles for city-wide Bike Plan.
2. Will be developing an ad campaign promoting Visit The Dalles on Facebook and other social media sites.
3. Place ads in the Gorge Guide, 1859 Magazine, Travel Oregon Trip Planner, Oregon Events Calendar, Visitor Guide, Northwest Travel, True West, The Columbia River Gorge Guide, AAA (VIA), Veterans View, and Kid's Guide.
4. Support national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and providing The Dalles brochures as part of their travel trade activities.
5. Provide marketing grants for Cruise the Gorge and other organizations producing events that generate overnight stays.
6. Place ads in online publications in Oregon, Washington, Idaho and northern California for spring and summer events.
7. Develop cooperative advertising opportunities with local hospitality and tourism businesses to leverage advertising dollars.

Partnerships

1. Maintain and maximize partnerships with Travel Oregon, Travel Portland, Oregon Tour & Travel Alliance, Oregon Festivals & Events Association, Oregon Travel Information Council, Mt. Hood/Columbia Gorge regional tourism commission, CRGVA, Oregon Film & Video, Mt. Hood Alliance, Wasco County, Columbia Gorge Discovery Center & Museum, The Dalles Dam/Corps of Engineers, Ft. Dalles Rodeo Association, Port of The Dalles, Northern Wasco County Parks & Recreation District, Wasco County Historic Landmarks,

Oregon State Chamber of Commerce, Oregon 150, and other Columbia River Gorge Chambers of Commerce along with Northwest Region Chambers.

2. Provide tourism perspective to community initiatives to solicit federal funding as a contributing member of the Community Outreach Team.

Special Projects

1. Hire a Tourism Coordinator to accommodate increased needs due to Cruise Boat Dockings and increased attention to our Community. This position will be the support person for The Dalles that is focused on coordinating the needs for the following: Cruise Ships, Cycling Tours & Events, Car Groups, Conference Groups, and Sport Groups & Tournaments. *Please see attached job description for details.*
2. Research for a stand-alone Kiosk for the Festival park that would complement the structures and its design. If we have enough remaining funds from the Tourism Coordinator then we will implement this after approval from the City Council.

Evaluation will be provided by Chamber Board review (includes City Manager), reports to the City, and monthly financial reports from the City to the Chamber.

Tourism Coordinator / 30 hour week with no benefits and max pay per hour

Expense Detail	Monthly Hours	Hourly Rate	Gross Income	Est. Cost to Employer	Monthly Total Cost	Yearly Total Cost	
Part Time Visitor Services	66	\$9.10	\$ 600.60	\$ 66.07	\$ 666.67	\$ 7,999.99	(Position already budgeted)
NEW Tourism Services	66	\$14.00	\$ 924.00	\$ 101.64	\$1,025.64	\$ 12,307.68	(new position)
Added Expenses for Support	(see breakout below)			\$ 100.00	\$ 121.00	\$ 1,552.00	
Difference of wages	66	\$4.90	\$ 323.40	\$ 35.57	\$ 358.97	\$ 4,307.69	(difference to bring up to New Wages)
Amount Needed to Fund Additional Position						\$ 18,167.37	

Tourism Coordinator / 40 hour week with full benefits and max pay per hour

Expense Detail	Monthly Hours	Hourly Rate	Gross Income	Est. Cost to Employer	Monthly Total Cost	Yearly Total Cost	
Part Time Visitor Services	66	\$9.10	\$ 600.60	\$ 66.07	\$ 666.67	\$ 7,999.99	(Position already budgeted)
NEW Tourism Services	110	\$14.00	\$1,540.00	\$ 169.40	\$1,709.40	\$ 20,512.80	(new position)
Added Expenses for Support	(see breakout below)			\$ 100.00	\$ 121.00	\$ 1,552.00	
Difference of wages	66	\$4.90	\$ 323.40	\$ 35.57	\$ 358.97	\$ 4,307.69	(difference to bring up to New Wages)
Cost of Insurance Benefits				\$ 632.03	\$ 632.03	\$ 7,584.36	(32 hours a week or more receive benefits)
Amount Needed to Fund Additional Position						\$ 33,956.85	



Tourism Coordinator Position

The Dalles Area Chamber of Commerce is seeking a highly organized entry level staffer with excellent written and verbal communication skills to support tourism activities, programs and initiatives. If you have a passion for promoting The Dalles area, skills in writing and graphic design, and you truly enjoy making things run as efficiently and smoothly as possible, we would like to see your resume. This is a part time position of up to 30 hours, primarily Tuesday through Friday with some flexibility. This could work into a full time position over time.

Job Description:

The Tourism Coordinator is responsible for supporting a variety of projects in the areas of visitor services, marketing, public relations and communications. The position will be the key communicator with The Dalles Area Chamber of Commerce, The City of The Dalles, community organizations and all stakeholders for fulfillment of tourism development. Most of the communication work is done in house. This position will coordinate the on-site visitor communications. Strong customer service and administrative skills, as well as graphic design skills are a necessity.

General Job Responsibilities include but not limited to:

- Collaboration with various tourism affiliates and stakeholders, both locally and statewide, for the coordination of events and attraction
- Coordinate communication flow with external vendors and the tourism department for advertising, marketing and promotions projects.
- Represents tourism at various events as necessary.

Major Functions of this Position include but not limited to:

- Customer Service
- Greet visitors of the Chamber and its Visitor Center, answering a variety of questions about Chamber programs and activities as well as tourism events, sites and attractions and hospitality businesses across the county.
- Answers daily, web-based requests from potential visitors to The Dalles area via email, telephone and U.S. mail.
- Work directly with the point person on each cruise ship in identifying their needs and connecting them to the resources to meet those needs.
- Be responsible for working with the city on changes to cruise ship schedules and alerting stakeholders to changes.
- Assist outside organizations planning events in the community by providing information and by connecting them to the resources needed to make their event successful.
- Coordinates the distribution of the annual Visitors Guide with various delivery services for distribution through local visitor centers, local hotels and tourism sites, the state visitor gateway sites, partner DMOs.
- Acts as tourism liaison to local visitor center outlets with periodic contact about tourism events and promotional tools.
- Responsible for the upkeep of several web-based databases utilized to market tourism events, sites, attractions and hospitality services.
- Produces the design and layout of various marketing collateral including flyers, posters, web banners and headers, bi-fold and tri-fold brochures and pamphlets.
- Assists with media relations including, but not limited to, preparing press releases, writing short articles or copy requested by various media, organizing media interviews or event participation.

- Coordinates visitor tour groups including acting liaison to various sites and attractions for group tours, preparing itineraries, organizing and scheduling tour guides, research and compiling current and historical information for tour script, managing tour logistics and occasionally acting as tour guide for special requests.
- Assists with logistical planning for Familiarization Tours hosted or sponsored by the Tourism Department. Other duties as assigned.

Position Requirements

Customer service experience is required.

Excellent communications skills including demonstrated writing skills are necessary.

Proficiency with Adobe Suite, Microsoft Office software

Skillful spreadsheet development is necessary.

Knowledge of Wasco County sites and attractions is preferred.

Strong organizational and prioritizing skills.

Microsoft Office and Adobe Suite skills required

Work environment

Ability to work with minimal supervision and multi-task several projects with regular interruptions.

Ability to work in an open office environment with minimal privacy.

Ability to sit, stand, kneel as necessary and lift up to 50 pounds.

Must be able to work occasional nights and weekends as necessary to attend and/or coordinate events as needed.

30 Hour Position

Currently, this is an hourly-paid, limited-benefits position with a maximum 30 hours per week, unless additional hours are requested/approved on occasion. Hours are Tuesday through Friday with some flexibility for start and end times during office hours.

40 Hour Position

Currently, this is an hourly-paid, maximum 40 hours per week. Hours are Monday through Friday with some flexibility for start and end times during office hours. Insurance benefits would begin after probation period of 90 days.