

DRIVING ECONOMIC IMPACT THROUGH COLLABORATIVE PARTNERSHIPS IN DOWNTOWNS THROUGH TOURISM



10.10.23

SESSION OVERVIEW

- Welcome & Overview
- Speaker Introductions
- Oregon Main Street
- Travel Oregon
- Community Case Study:
Albany Downtown Association
- Community Case Study:
Gold Beach Main Street
- Resources & Closing Comments



SPEAKER INTRODUCTIONS



Sheri Stuart
Main Street Coordinator
Oregon Main Street



Lise Grato
Director
Albany Downtown Association



Laurie Van Zante
President
Gold Beach Main Street



Alexa Carey
Destination Stewardship
Travel Oregon



Cherie McNair
Treasurer
Gold Beach Main Street

OREGON MAIN STREET



Oregon Main Street strengthens community networks, bolsters the economy, generates fiscal impacts, and fosters social connections throughout the state.



KEY TAKEAWAYS

What Oregon Main Street Does



Historic Preservation

Preserving the charm, beauty, and character of Oregon's historic downtowns.



Economic Development and Resiliency

Supporting small and local businesses in Oregon's downtowns while creating pathways for new businesses.



Placemaking and Public Realm

Creating quality places that are inviting and attractive to all people.



Partnerships and Program Operations

Strengthening networks and partnerships towards the collective visions for the future.



Tourism and Customer Attraction

Celebrating community culture and bringing more people to experience Oregon's downtowns.



INSPIRE

Oregon Main Street bolsters the economy.

Between 2011 and 2021, the Oregon Main Street network helped generate

**\$266 million in additional sales
revenue and 2,400 jobs**

supported in or by Main Street businesses.



EMPOWER

Oregon Main Street helps generate tax revenue.

The State of Oregon invested \$1.8 million in Oregon Main Street administration and generated

**\$3.5 million in additional state
tax revenues**

as a result of the on-the-ground work of Oregon Main Streets between 2011 and 2021.



ENGAGE

Oregon Main Street strengthens community connection and culture.

The network recognizes each community's history, works to preserve local character, and creates inviting gathering places for social interaction.



Total Economic Impact by Activities



\$22.9 million
Partnerships and Program Operations

Main Streets' economic impact of partnerships and operations is derived from the collective Main Street operating budgets netting out budget in these other programmatic areas.



\$55.1 million
Economic Development and Resiliency

The economic impact of Main Streets' economic development efforts is based on the attributable business growth in Main Street communities over the years.



\$48.3 million
Historic Preservation

This total economic impact includes Main Street spending and budgetary support for historic preservation efforts and the statewide Main Street Revitalization Grant.



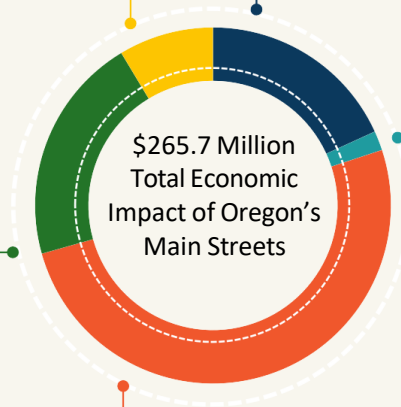
\$4.7 million
Placemaking and Public Realm Improvements

From streetscape beautification efforts to physical improvements in downtown districts, the placemaking impact is quantified through Main Streets' programmatic expenditures.



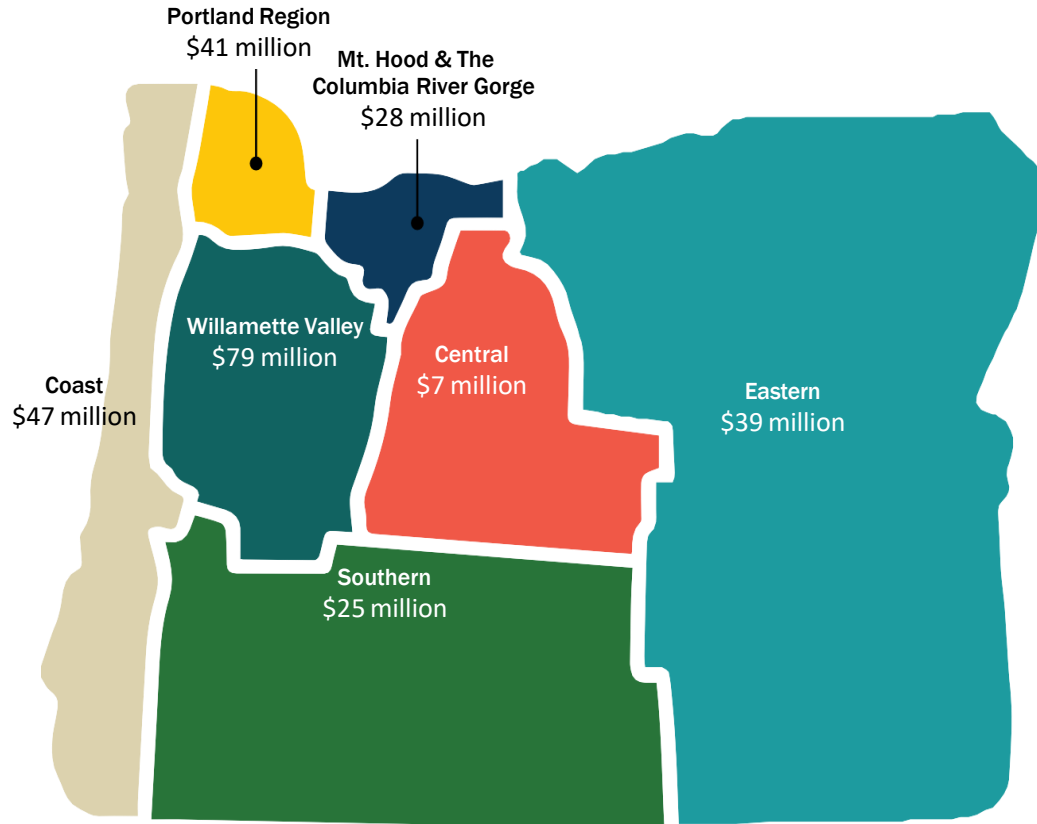
\$134.6 million
Tourism and Customer Attraction

This economic impact is largely derived from outside visitor spending when nonlocal people come to Main Street festivals and events. Additional impact includes expenditure of organization events and Main Street marketing efforts.



Note: The above figures reflect direct, indirect, and induced cumulative economic impacts for Performing Main Streets, Transforming Downtowns, and Exploring Downtowns between 2011 and 2021. All figures are expressed in 2022 dollars.

Source: IMPLAN (2022)



Figures reflect total attributable economic output generated by Main Street programs from 2011-2021. Average impacts by program tiers including Performing Main Streets, Transforming Downtowns, and Exploring Downtowns were used to calculate regional impacts.

Source: IMPLAN

TRAVEL OREGON

ABOUT TRAVEL OREGON

The Oregon Tourism Commission (OTC), doing business as Travel Oregon was formed in 1995 and granted semi-independent agency status in 2003 by the Oregon state legislature.

Funded by the 1.5% statewide transient lodging tax, Travel Oregon carries out statewide work as the official destination management organization — directly investing 30% into Oregon's tourism industry and communities through the dedicated Regional Cooperative Tourism Program and competitive grants program.

A nine-member board of commissioners, including five lodging representatives, three tourism industry-at-large representatives, and one public-at-large representative (ORS 284.107), are appointed by the governor to oversee the agency and approve the budget and strategic plan that directs the actions of the Travel Oregon staff.

OREGON TOURISM PERFORMANCE

| | IN 2003 | IN 2019 | IN 2020 | IN 2021 | IN 2022 | CHANGE (2003-22) |
|----------------------------|---------------|---------|---------|---------|---------|------------------|
| <i>Direct Employment</i> | 85,590 jobs | 118,500 | 92,300 | 100,900 | 117,360 | +37% |
| <i>Employee Earnings</i> | \$1.7 billion | \$3.8B | \$3.1B | \$3.5B | \$4.3B | +154% |
| <i>Visitor Spending</i> | \$6.5 billion | \$12.8B | \$6.5B | \$10.9B | \$13.9B | +113% |
| <i>Taxes (State/Local)</i> | \$242 million | \$597 | \$416M | \$534M | \$643M | +166% |

Source: Oregon Travel Impacts, Dean Runyan Associates, 2022



WHO ARE OUR VISITORS?



Gender

Female: 58.1%



Ethnicity/Racial Background

White/Caucasian: 84.5%



Average Age: 51.1

Boomers: 40.6%



Household Income

\$118,901



Marital Status

Married/partnered:
74.3%

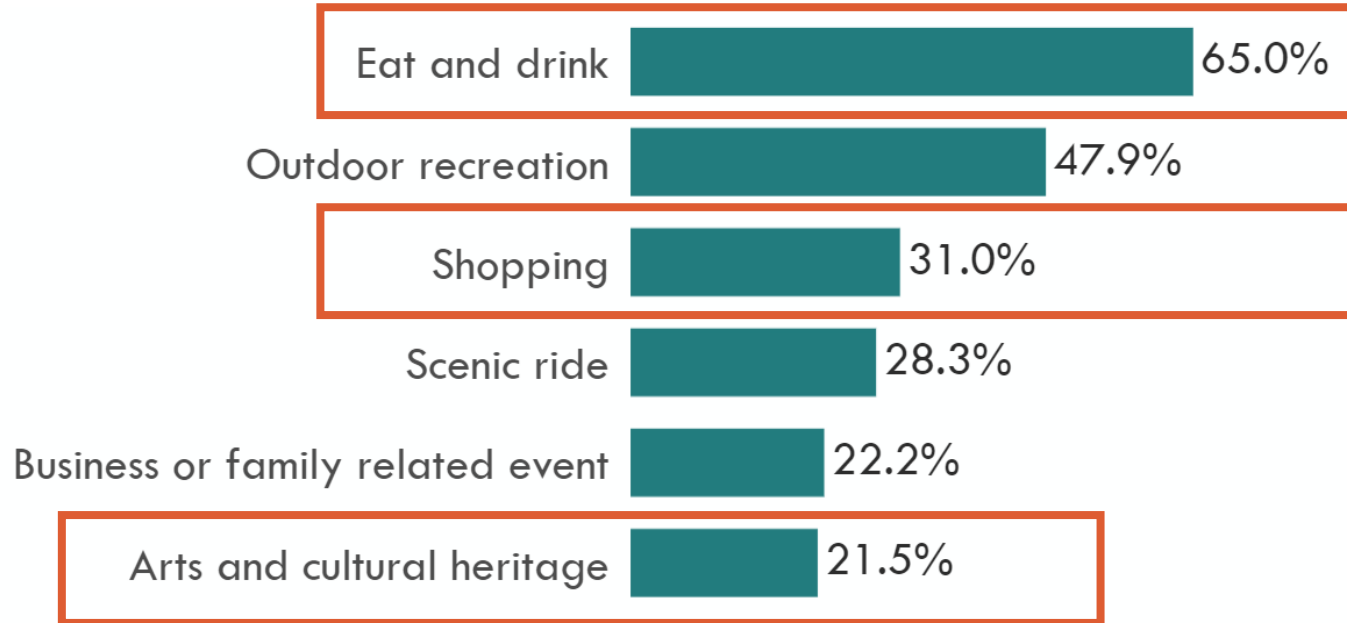


Accessibility

Has Accessibility Needs:
16.7%

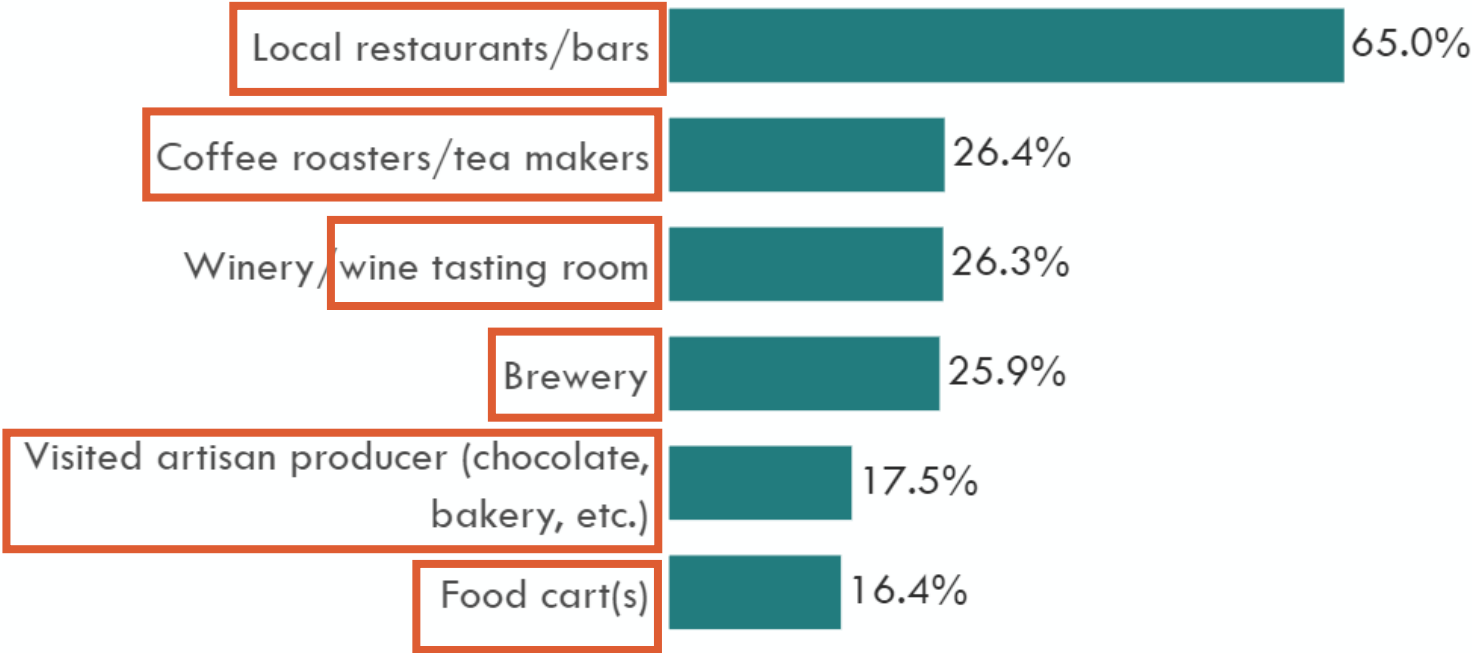
VISITOR BEHAVIOR - ACTIVITIES

ACTIVITIES PARTICIPATED IN LAST OREGON TRIP



LOCAL FOOD ACTIVITIES

EAT AND DRINK ACTIVITIES



ECONOMIC IMPACT FROM LODGING & FOOD SERVICE

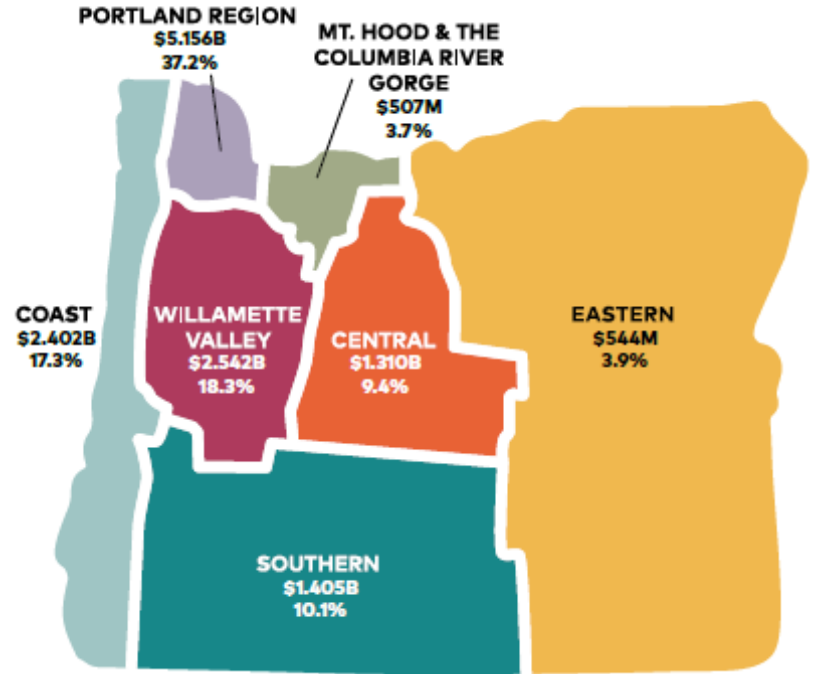
- Accommodation & Food Services account for more than half (64%) of travel industry earnings at \$2.7B.
- **49% of visitor spending** goes to accommodations and food service
- **11,540 of travel jobs created** were in accommodation and food service
- Visitors staying at Hotel, Motel or STVR **spent \$222 per day** (vs. \$97 for the average visitor). These visitors represent over half of the total visitor spending (53%).



ECONOMIC IMPACT STUDY

- Provides detailed travel impact estimates
- Visitor Spending, Employee earnings, Taxes, Employment, Travel Volume
- Statewide, Regional, County-wide data
- **Potential Usage:** Illustrate the value of tourism and indicate the success of our tourism management efforts

Tourism Regions Direct Spending in 2022 and % Change Compared to 2021

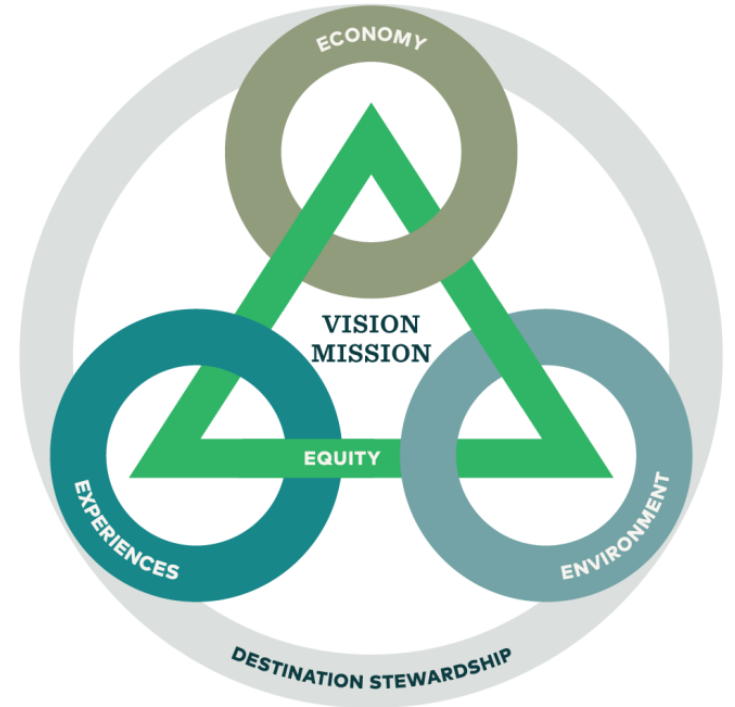


DESTINATION STEWARDSHIP APPROACH

To guide us in achieving the 10-year strategic vision, this Destination Stewardship Approach will be implemented to support balance and meet the economic, environmental and social/cultural needs of a destination.

The three lenses, which make up the approach, will guide our decisions, programming and actions:

- Prosperity Lens
- Racial Equity Lens
- Regenerative Tourism Lens





Christian Heeb



Michael Hanson

COMMUNITY CASE STUDY:
ALBANY DOWNTOWN ASSOCIATION



LISE GRATO

Executive Director

Albany Downtown Association











COMMUNITY CASE STUDY:
GOLD BEACH MAIN STREET



GOLD BEACH MAIN STREET





OUR BEGINNINGS

“ Low Hanging Fruit”





“WHAT TO DO WHEN YOU NEED
TO GET DIRTY”



TRASH & WEEDS TO BEAUTIFUL RESPITE

Pocket Park Collaboration with City of Gold Beach,
RARE, TSOC, OCVA & WRCA



"DREAM IT,
SEE IT, DO IT"

- 12 pocket parks
- 47 trees
- 36 benches





"PANTHER PRIDE"

Funded by Oregon
Community Foundation



“OREGON is MAGIC”



“OREGON IS MAGIC”

Funded by Oregon Coast Visitor Association
& Travel Oregon;
1 of 7 murals around the State of Oregon

Gold Beach Re-imagined



“Face your fear and do it anyway”





DREAM

"BIG"





DO YOU THINK WE SHOULD FIX THIS ?!



“Say what you are going to do...and do it”

GOLD BEACH
BANNERS

Funders:
Travel Oregon
WRCA - city GB



GAIN COMMUNITY CREDIBILITY AND TRUST



“Relationships before Results”



“You can’t always have something... until
you’re willing to let it go”



"LISTEN & LEARN"

-SHERI @ OREGON MAIN STREET





"WHICH COMMUNITY WOULD YOU CHOOSE?"





“Get er DONE and have some FUN!”



RESOURCES

OREGON MAIN STREET

- Impact Study & Research
- Grants
- Annual Conference
- Technical Assistance

TRAVEL OREGON

- Competitive Grants Program
 - Economic Impact Report (Annual)
 - Research
 - Technical Assistance
 - Local/GBP Partnership
- industry.traveloregon.com





THANK YOU

TRAVEL  OREGON