

Agenda - Dundee Tourism Committee

Date: Wednesday October 23, 2019 **Start:** 8:30 am

Attendance: Chair Ted Crawford ____, Megan Carda ____, Ayla Holstein ____, Nancy Ponzi ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Tracy Smith ____, Sondra Storm ____.

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. DNA PDX Update	Molly	5
Action:		
2. Wake Up in Wine Country Campaign Update	DNA PDX	10
Action:		
3. Travel Dundee Marketing	Molly/Ted	20
Action:		
4. Travel Dundee / Visit Newberg – cobranding?	YCTP Update	15
Action:		
5. Taste Dundee Event Update	Tracy/Ted	5
Action:		
6. Grant Opportunity Update	Sonda	5
Action:		
7. Area Updates – Open Time	All	5
Action:		
8.		
Action:		

Meeting of the Tourism Committee September 18, 2019

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at Argyle. Members of the committee present: Marquis Wright, Noel Johnson, Jennifer Sitter, Ted Crawford, Sondra Storm, Nancy Ponzi, and Megan Carda. Also present was Leslie Caldwell of Visit Newberg, Rob Daykin of the City of Dundee, Cathy Martin of the Dundee Hills Winegrowers Association, and David Norman and Molly Bailey of DNA PDX.

There were no new minutes to review and approve.

DNA PDX shared the social media update summarizing social engagement from July 19 through August 21 of this year. We saw an increase in social followers of 102 and an increase in impressions of 2,330 over the four weeks. Average engagement ratings for the month were 3.4% with an industry average high of 3.5-6%. July 16th engagement rate was more than 18% due to a giveaway post. On the web site, the most popular content is the wineries page, followed by lodging, restaurants, events, and shopping. The top keywords being used in search engine traffic over the last month are: Dundee Oregon, Dundee Wineries, Dundee Oregon Wineries, Wineries in Dundee. Unique visitors to the site dropped by 4% this month.

DNA talked about the Wake up in Wine Country campaign with the content nearly complete. DNA will begin to build out the campaign landing page. Molly will reach out to Megan and Sondra to get photo content of their properties as well as discuss the ability to embed a conversion tracking pixel in their site and/or confirmation page in order to provide a valuable metric to showcase the success of the campaign. DNA will also explore with Ashley Lippard what design might make the most sense for a banner that can be put up in Newberg and Dundee that correlates with the Wake up in Wine Country campaign.

DNA expressed interest in sharpening our focus for content creation with a shared editorial calendar as well as deepening and defining the committee's partnership with local businesses and other organizations. DNA will send out a questionnaire that gets the committee insights on organizational goals. The committee discussed holding a visioning workshop that would be in service of defining strategy.

Sondra gave an update on the grant processes and available grant opportunities for Travel Dundee. She would like to hear from the committee what some of the areas of interest or strongest need is so that she can create a short list of potential grant opportunities and deadlines. Leslie shared that the Oregon wine country license plate grant may not be getting enough applications, and that may be an opportunity for the organization.

Leslie shared with the committee that Visit Newberg is in the final stages of selecting an agency partner. She said that they will be making an announcement by the end of the week. This partner will advise on branding, market position and identity for the DMO. She shared that she attended a meeting where a representative from the rideshare

company Lyft gave a presentation. She said that they are expanding their inventory of drivers in the Yamhill County area. The committee discussed potential partnerships or collaboration with Lyft, and Molly at DNA agreed to reach out to them and find out more.

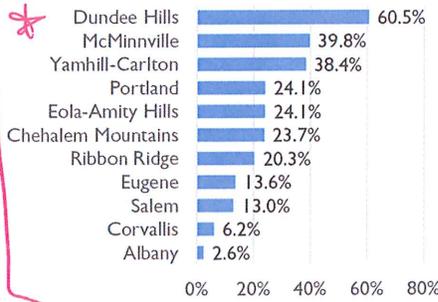
Rob Daykin shared that the city council has initiated the process of changing the vacation rental policies. The planning commission will do their investigative work in October, and then Rob will let the committee know when it is in the hearing stage.

Rob also gave an update on the Welcome sign. He said that there isn't enough right-of-way on the current corner, but that from the ODOT response, he thinks they may be willing to work with the city. If that doesn't work out, there is the option to locate the sign on the other side of Parks St, but that there would be additional cost to run power to that location. One option, Rob shared, would be to wait until 2021 to see what the lay of the land is, but Rob is going to continue to work on getting the sign located at that preferred location.

The meeting was adjourned at 9:55 am.

Ted Crawford, Chair

Figure 19: Willamette Valley Areas Visited



Detail by Visitor Type

	Oregon Resident	Out of State	North Valley Visitor	Central Valley Visitor	South Valley Visitor	Wine Club Member	Non-Wine Club Member	Heavy Wine Consumer	Light Wine Consumer
Dundee Hills	51.2%	71.8%	75.3%	64.6%	29.3%	63.2%	57.1%	67.7%	47.4%
McMinnville	25.7%	57.0%	43.4%	72.4%	32.4%	37.8%	46.9%	41.8%	30.1%
Yamhill-Carlton	30.7%	47.9%	47.8%	45.5%	19.7%	41.5%	35.2%	41.0%	26.9%
Portland	7.6%	44.3%	30.0%	31.1%	27.5%	20.6%	32.0%	25.6%	17.8%
Eola-Amity Hills	19.9%	29.1%	24.7%	43.8%	20.2%	24.8%	24.6%	24.3%	17.3%
Chehalem Mountains	18.9%	29.7%	29.6%	24.6%	11.9%	24.4%	21.8%	24.7%	18.0%
Ribbon Ridge	16.1%	25.5%	25.3%	22.5%	8.3%	23.3%	15.6%	21.6%	12.3%
Eugene	15.9%	10.8%	6.0%	9.5%	76.3%	13.3%	14.4%	9.7%	18.5%
Salem	11.0%	15.4%	10.1%	23.6%	20.5%	11.4%	14.7%	11.2%	12.8%
Corvallis	4.1%	8.8%	5.6%	8.8%	34.8%	5.5%	8.1%	6.3%	5.6%
Albany	1.8%	3.5%	2.1%	4.7%	8.6%	2.2%	3.0%	2.3%	2.5%
Base	3481	2845	5081	3475	1125	4311	1712	2527	2759

12:49 PM Mon Oct 21

73%

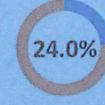
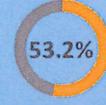


THE SOUTH VALLEY VISITOR

Point of Origin: Top States

1. Eugene (76.3%)
2. Corvallis (34.8%)
3. McMinnville (32.4%)
4. Dundee Hills (29.3%)
5. Portland (27.5%)

Willamette Valley Wine Club Details



Wineries Visited



Wine Bottles Purchased



Daily Spending

\$246.49 Per Person

Top Activities Participated In

80.4%

Wine Tasting

58.0%

Dining in restaurants

29.9%

Shopping

27.6%

Winery Tour

26.2%

Brewery/distillery

19.2%

Outdoor recreation-land

Resources Used to Select Wineries



Key Demographics

51.2

Average Age

\$101,357

Average Annual Household Income

75.3%

Married/Partnered

Destination Analyst



THE CENTRAL VALLEY VISITOR

Point of Origin: Top States

1. McMinnville (72.4%)
2. Dundee Hills (64.6%)
3. Yamhill-Carlton (45.5%)
4. Eola-Amity Hills (43.8%)
5. Portland (31.1%)

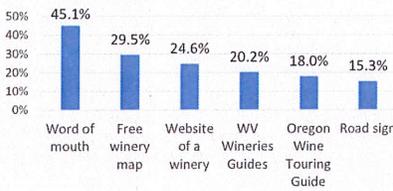
Willamette Valley Wine Club Details



Top Activities Participated In



Resources Used to Select Wineries



Key Demographics



Point of Origin: Top States

Willamette Valley Wine Club Details



THE NORTH VALLEY VISITOR

Top Areas/Towns Visited

1. Dundee Hills (75.3%)
2. Yamhill-Carlton (47.8%)
3. McMinnville (43.4%)
4. Portland (30.0%)
5. Chehalem Mountains (29.6%)

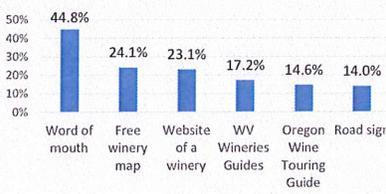
Willamette Valley Wine Club Details



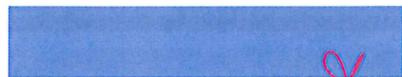
Top Activities Participated In



Resources Used to Select Wineries



Key Demographics



Point of Origin: Top States

Willamette Valley Wine Club Details

Wake up in Wine Country



Facilitated by DNA PDX

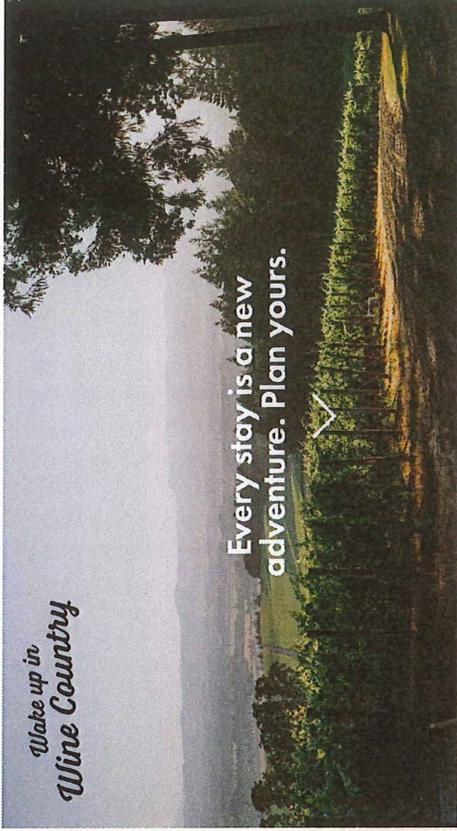
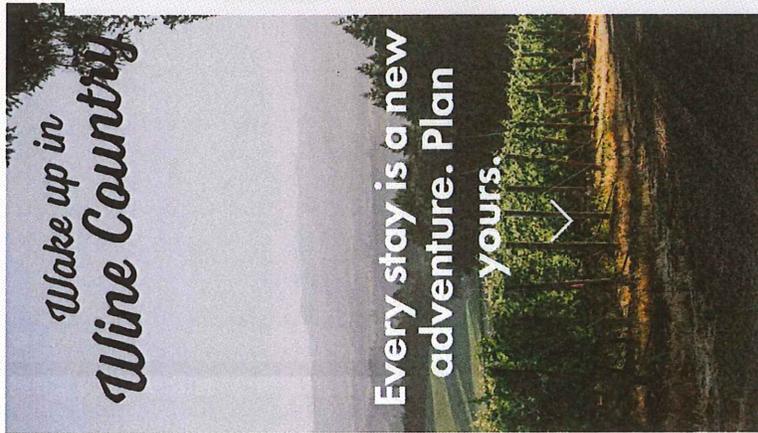
Campaign Update
October 23, 2019

CREATIVE

- **Creative Positioning**
There's so much fun to be enjoyed across the Newberg Dundee area before noon. Stay the night with us and each new day can be a different adventure. Wake up in Wine Country.
- **Concept Overview**
To engage viewers immediately we feature a range of activities - but with a twist. Instead of the well-worn technique of following characters through a chronological timeline, we play with time showing different morning moments with our subjects to emphasize the choose-your-adventure approach to our kind of wine country experience.
- **Content**
(3) 15 second spots
(1) combination of all 3



CAMPAIGN LANDING PAGE



Start with one of these curated itineraries:



Let's Relax

The perfect itinerary for those who like to vacation on their own time.

Stay in a cute Airbnb loft or cottage, sip coffee, stroll from tasting rooms to shops, and savor the morning views

[plan your stay now](#)

Start with one of these curated itineraries:

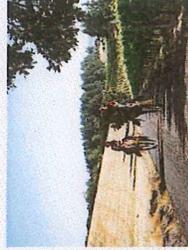


Let's Relax

The perfect itinerary for those who like to vacation on their own time.

Stay in a cute Airbnb loft or cottage, sip coffee, stroll from tasting rooms to shops, and savor the morning views

[plan your stay now](#)



Let's Explore

The perfect itinerary for those who like to explore their surroundings.

Stay at a local inn, sip farmhouse ale & Pinot Noir, stroll back country roads horseback, and savor a picnic lunch

[plan your stay now](#)



Let's Enjoy

The perfect itinerary for those looking for an intimate luxury getaway

Stay in a world-class wine country hotel, sip estate vintages, stroll galleries, and savor the chef's favorites

[plan your stay now](#)



Don't miss a single drop

Sign up with your email address for updates, news and updates.

ENTER EMAIL

Sign up

AUDIENCE & TARGETING

→ For **this** ad spend we'll start by targeting:

Women & Men

Ages 34-54

Interests: Pinot Noir, foodies, vacations, weekend getaways, lodging, wine tasting, wine country, hiking, horseback riding, hot air ballooning

Live in Oregon

Live in Washington

* Have visited the Dundee Hills or traveled in this area before

→ We can pivot on which audience segments are responding best to the ad and taking action.





AD PLACEMENT STRATEGY

Goals

- Inspire overnight stays in Newberg / Dundee (including during the shoulder season)
- Showcase the natural beauty of the region
- Increase awareness of Dundee/Newberg as a premier destination
- Drive traffic to campaign landing page(s) to plan a trip/boost overnight stays
- Generate engagement on social media

KPIs

- Unique visitors to site
- Social engagement & viewership of content
- Build email list (lead generation)
- Stakeholder surveys
- YOY increase in TLT income for the same period

AD PLACEMENT STRATEGY - Platforms

We plan to focus on 3 proven channels:

→ Facebook



- ◆ Post Engagement Focus
- ◆ Link to Website/Conversion Focus
- ◆ Remarketing Ads

→ Instagram



- ◆ Feed Focus
- ◆ Instagram Stories Focus

→ YouTube



- ◆ Remarketing Ads



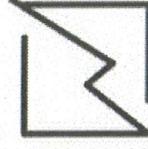
AD PLACEMENT STRATEGY - Pixels

Leveraging the following pixels via the website will assist in developing clear and concise marketing KPIs:

- Google Analytics
- Google Remarketing Pixel
- Google Conversion Tracking Pixel
- Hotjar Pixel
- Facebook Universal Pixel
- Facebook Conversion Tracking Pixel



Google Analytics



Facebook Analytics

CAMPAIGN BUDGET

5-Month Timeline and Recommendations

***Note:** Monthly ad spend budgets are subject to change based on overall performance. If we are seeing specific channels that are generating high rates of return, we will adjust to continue to improve on those returns.

	<u>November</u>	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>TOTAL</u>
Platform(s)	Facebook & Instagram YouTube					
Ad Spend	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$7,000.00
Ad Management	\$1,500.00	\$375.00	\$375.00	\$375.00	\$375.00	\$3,000.00

Additional budget could be used for:

Testing different versions of the ads, different CTA and copy, a carousel in Facebook, utilize the stacked ad version for example.

THANK YOU





10/23/2019

City of Dundee

Po Box 220

Dundee Or 97115

Thank you very much from the Dundee Community Committee! We had some rough weather this year at Movie and Party in the Park! Even though, Party in the Park had better attendance than expected. I guess after all these years, it was time for us to have some bad weather. We still had a lot of fun and put smiles on a lot of faces. Here is a list of our expenses this year. Thanks again for your generosity!

Music \$400.00

Movie \$435

Prizes and Games \$82.78

Ice Cream: \$236.07

Concessions \$149.10 (this number would be higher, but members bought items back that did not get used due to low attendance)

Ice Cream Freezer \$439.98

Carnival Prizes \$340.98

Cotton Candy/Popcorn \$58.78

Banners \$36.00

Food Permit \$40

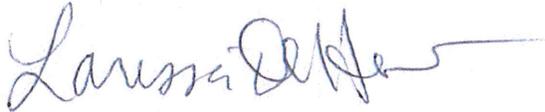
Total: \$2218.69

Thank you again, we hope to see you at our upcoming events. Cookies and Cocoa with Santa is just around the corner.

Sincerely,

Larissa DeHart

President of the DCC

A handwritten signature in blue ink that reads "Larissa DeHart". The signature is written in a cursive style with a long horizontal flourish extending to the right.