



**CITY OF DUNDEE
TOURISM COMMITTEE MEETING**

TUESDAY, MAY 5, 2026, 9:30 AM

Location: Dundee Fire Station community room, 801 N. Highway 99W Dundee, OR 97115

Zoom Link:

<https://us02web.zoom.us/j/82869834618?pwd=BvL2WuFaerVRd6RLc1tYo8JpMBd1ex.1>

1. 9:30 – 10:30 am Work on Tourism Fund Budget (Councilor Chiper)

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to City Hall at 503.538.3922.

TOURISM FUND

The City of Dundee imposes a 10% tax on transient lodging stays of 30 consecutive days or less. Historically and until December 31, 2026 the Tourism Fund will receive 70% of the transient room tax (TRT). After January 1, 2027 the Tourism Fund will receive 50% while of the TRT funds.

In accordance with ORS 320.300, the Tourism Fund “must be used for tourism promotion, tourism-related facilities, or to finance or refinance debt for tourism-related facilities.

Tourism promotion means any of the following activities:

- (a)** Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
- (b)** Conducting strategic planning and research necessary to stimulate future tourism development;
- (c)** Operating tourism promotion agencies; **and**
- (d)** Marketing special events and festivals designed to attract tourists.

“Tourist” means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence, and that trip:

- (a)** Requires the person to travel more than 50 miles from the community of residence; or
- (b)** Includes an overnight stay

“Tourism-related facility” means

- (a)** A conference center, convention center or visitor information center; **and**
- (b)** Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.”

The eleven-member Tourism Committee appointed by the Council recommends uses of the transient room tax and works with the City Administrator on implementation of tourism promotion programs.

The below proposed budget is from the City Administrator. The tourism committee plans to attend a budget committee meeting and present their recommended budget directly to the budget committee and City Council.

REVENUE

As mentioned previously, the main revenue source is the transient room tax. On January 1, 2027 the allocation of transient room tax will change from 70% tourism/30% general fund to 50% tourism/50% general fund. Dundee's heavy tourism season extends from July – September with 65% of revenue collected prior to January 1 during FY 2024-2025. Conversations with local lodging partners and completed developments indicate that at least four additional lodging locations have opened or plan to open prior to FY 2026-2027. However, properties also transition from short term rentals to regular housing; making it unclear if there is a net gain in lodging locations. Business owners also shared and transient room tax reflects that overall visitation has slightly decreased from prior fiscal years. Given the above factors, transient room tax is estimated to decrease slightly from \$165,000 to \$145,000.

The City of Dundee has an open Travel Oregon grant for wayfinding art barrels. These barrels will create an urban art walk that will bring visitors to trails and parks. Each barrel is created by a local artist and shares Dundee history. This project will be completed in Fall 2026 with an estimated \$18,000 reimbursed to the City of Dundee next FY.

In addition, the City of Dundee applied for two Travel Oregon grants for \$50,000 each. One application is a stay longer campaign to encourage longer stays in Dundee. The other is an off-season event series in January, February, and March which includes a cellar tasting at Dobbies, women in wine, and a downtown wine and culinary passport. This budget anticipates receiving one of the two grants. If both grants are received then the budget will be amended via a supplemental budget.

EXPENSES

Similar to other funds, the City Administrator salary and benefits have been charged to the tourism fund in proportion to estimated work related to the tourism committee, tourism promotion, tourism grant administration, and coordination with local businesses that focus on tourism. This work represents 10% of the City Administrator's time.

The Lobbyist expense under Professional Services represents Dundee's share of this commitment to secure additional funding and improvements to the Newberg-Dundee Bypass in order to facilitate easier access of visitors to Dundee.

\$10,000 for identity enhancements is a placeholder for a seasonal beautification project. Ideas include banners, flower baskets, or flowering street trees (i.e. cherry blossoms). The Tourism Committee's recommended project will be brought to City Council for approval.

The \$15,000 Destination Dundee contract includes tourism work from the Destination Dundee project manager including Third Thursday coordination, design and install public parking signs, work to open an additional public parking lot, participate in efforts to develop a Newberg-Dundee bypass trail, coordinate with tourism focused local businesses, complete the Travel Oregon wayfinding art barrel grant and other tourism grant support as needed.

The \$25,000 grant expense tourism is a placeholder for the City's local match. The City's total match is \$50,000. At least \$25,000 of the local match must be cash. The other \$25,000 is planned as in-kind donations such as volunteer time, giveaways such as hotel stays and business gift cards, and meeting space.

In 2024 the City held a competitive process and selected Greenhouse Collaboratives to run Travel Dundee's tourism marketing programs. Greenhouse Collaboratives is a local business with expertise in travel marketing. Greenhouse Collaboratives work includes ad strategy, design, and management for three ad campaigns at a \$41,960 cost. Direct ad spending through google and meta will cost \$36,000. Some of this spending would be as part of the local match for the Travel Oregon grants and is divided up with one ad campaign and ad spending charged to the grant expense- tourism line, two ad campaigns charged to the marketing- tourism line and two ad campaign management charged to the Travel Dundee Management line. This year they have proposed an innovative approach to use influencers to visit Dundee and share their experiences for \$8,000. Greenhouse also develops blog content for \$450 per month (\$5,400 per year).

Yellow Cactus is another small business that manages the Travel Dundee brand. Yellow Cactus provides photo, video, and written content creation. Yellow Cactus also manages the Travel Dundee website, social media accounts, and produces a monthly email newsletter to 5,934 subscribers. The monthly newsletter is especially important because it grew from a less than 300 subscribers last year and we know these are people interested in visiting Dundee. Yellow Cactus provides these services for \$2950 and some additional pass through costs at \$35,750 per year.

Other projects include a \$13,000 website renovation project. The Travel Dundee website is hosted on an obsolete version of square space. In addition, federal accessibility rules will take effect in 2027 that require all governments to update their websites.

Greenhouse Collaboratives has recommended the City enroll in the Datafy service. Datafy allows marketing agencies to track revenue generated from specific social media ads through credit card spending. Datafy could provide Dundee impressive data about which campaigns are most successful, typical visitors, and in town spending.

City of Dundee

Budget Worksheet
 Tourism Fund - 151
 Actuals as of 03/31/2026

4/24/2026
USE YELLOW CELLS ONLY

		Year 23/24 Actual	Year 24/25 Actual	Actuals as of 03/31/2026 9	Forecast for # of mths 3	Year 25/26 Forecast Expected End	Current Budget Year 25/26 Budget	Proposed Year 26/27 Budget	Suggested Year 26/27 Budget	Approved Year 26/27 Budget
1	REVENUES									
2	Taxes									
3	Transient Room Tax	151-00-417-00	155,566	175,714	134,300	44,767	179,067	165,000	145,000	0
4	Total Taxes		155,566	175,714	134,300	44,767	179,067	165,000	145,000	0
5										
6	Intergovernmental Revenue									
7	Oregon Tourism Comm Grant	151-00-442-30	35,485	85,856	54,325	18,108	72,433	85,000	68,000	0
8	Total Taxes		35,485	85,856	54,325	18,108	72,433	85,000	68,000	0
9										
10	Miscellaneous Revenue									
11	Investment Interest	151-00-471-10	8,244	6,700	2,554	851	3,405	6,000	3,000	0
12	Private Grants / Contributions	151-00-476-00	0	0	0	0	0	0	0	0
13	Total Miscellaneous Revenue		8,244	6,700	2,554	851	3,405	6,000	3,000	0
14										
15	Total Revenue		199,295	268,270	191,179	63,726	254,905	256,000	216,000	0
16										
17	Personnel Services									
18	Salaries & Wages									
19	Salaries/Wage	NEW ACCT						19,200		
20	Total Salaries & Wages							19,200		
21										
22	Personnel Benefits									
23	Benefits	NEW ACCT						7,200		
24	Total Personnel Benefits							7,200		
25										
26	Total Personnel Expenses									
27										
28	EXPENDITURES									
29	Materials & Services									
30										
31	Lobbyist - Bypass Projec	151-00-541-70	2,623	3,965	4,000	0	4,000	0	4,000	0
32	Total Professional Services		2,623	3,965	4,000	0	4,000	0	4,000	0
33										
34	Contractual Services									
35	Identity Enhancements	151-00-542-81	1,374	656	638	213	851	0	10,000	0
36	DCA Tourism Website	151-00-542-82	1,755	0	0	0	0	0	0	0
37	Destination Dundee - Contract	151-00-542-86	0	0	42,500	14,167	56,667	60,000	15,000	0

City of Dundee

Budget Worksheet
 Tourism Fund - 151
 Actuals as of 03/31/2026

4/24/2026

USE YELLOW CELLS ONLY

		Year 23/24		Year 24/25		Actuals as of 03/31/2026	Forecast for # of mths	Year 25/26 Forecast	Current Budget Year 25/26	Proposed Year 26/27 Budget	Suggested Year 26/27 Budget	Approved Year 26/27 Budget
		Actual	Actual	Actual	Actual							
38	Destination Dundee - Expenses	151-00-542-87	0	0	27,746	9	3	36,995	60,000		0	0
39	Grant Expense - Tourism	151-00-542-83	160,720	93,802	4,125	1,375	1,375	5,500	25,000	25,000	0	0
40	Agencies Expense	151-00-542-84	0	10,414	15,934	5,311	5,311	21,245	20,000	20,000	0	0
41	Wine Grant - 20th Red Hills	151-00-542-88	0	0	8,135	2,712	2,712	10,847	20,000	24,000	0	0
42	Marketing - Tourism	151-00-542-85	36,184	44,329	81,831	27,277	109,108	20,115	0	0	0	0
43	Project Manager	151-00-542-90	0	35,099	15,086	5,029	856	3,423	0	0	0	0
44	Event Marketing	151-00-542-91	0	51,374	2,567	856	856	20,028	20,000	35,750	0	0
45	Travel Dundee Coordinator	151-00-542-92	0	21,930	15,021	5,007	5,007	20,028	20,000	37,650	0	0
46	Travel Dundee Management	NEW ACCT								13,000		
47	Website Upgrade	NEW ACCT								8,000		
48	Datify	NEW ACCT								25,000		
49	Influencer	NEW ACCT								8,000		
50	Blog	NEW ACCT								5,400		
51	Total Contractual Services		200,034	257,605	213,583	71,194	71,194	284,777	291,000	198,800	0	0
52												
53	Repairs & Maintenance								45,000	0	0	0
54	Maintenance Contract	151-00-547-10	0	0	0	0	0	0	45,000	0	0	0
55	Total Repairs & Maintenance		0	0	0	0	0	0	45,000	0	0	0
56												
57	Total Materials & Services		202,657	261,570	217,583	71,194	71,194	288,777	336,000	202,800	0	0
58												
59	Capital Outlay											
60	Tourism Facilities	151-00-692-00	6,935	6,935	0	0	0	0	20,000	0	0	0
61	Total Capital Outlay		6,935	6,935	0	0	0	0	20,000	0	0	0
62												
63	Total EXPENDITURES		209,592	268,505	217,583	71,194	71,194	288,777	356,000	229,200	0	0
64												
65	OTHER FINANCING SOURCES (USES)											
66	Transfers Out											
67	Transfer Out - Parks	151-00-872-13	20,000	55,000	0	0	0	0	0	0	0	0
68	Total Transfers Out		20,000	55,000	0	0	0	0	0	0	0	0
69												
70	Total OTHER FINANCING SOURCES (USES)		20,000	55,000	0	0	0	0	0	0	0	0
71												
72	EXCESS (deficiency) of REVENUE OVER EXPENDITURES		(30,297)	(55,235)	(26,404)	(7,468)	(7,468)	(33,872)	(100,000)	(13,200)	0	0
73												
74	NET CHANGE IN FUND BALANCE		(30,297)	(55,235)	(26,404)	(7,468)	(7,468)	(33,872)	(100,000)	(13,200)	0	0

City of Dundee

Budget Worksheet
 Tourism Fund - 151
 Actuals as of 03/31/2026

4/24/2026
USE YELLOW CELLS ONLY

75			Year 23/24 Actual	Year 24/25 Actual	Actuals as of 03/31/2026	Forecast for # of mths	Year 25/26 Forecast Expected End	Current Budget Year 25/26	Proposed Year 26/27 Budget	Suggested Year 26/27 Budget	Approved Year 26/27 Budget
76	BEGINNING FUND BALANCE	151-00-300-00	176,113	145,815	90,580		90,580	116,386	56,708	56,708	56,708
77					9	3					
78	ENDING FUND BALANCE		145,815	90,580	64,176	(7,468)	56,708	16,386	43,508	56,708	56,708