CITY OF NEWPORT

GOODS AND SERVICES CONTRACT

Tourism Promotion Services

The City of Newport (City), and the Greater Newport Chamber of Commerce (Contractor) hereby enter into a contract for services in accordance with the specifications and quote provided.

All terms of the following exhibits are hereby incorporated by reference into this Contract, and Contractor agrees to comply with each:

1. Exhibit A Tourism Promotion Services
2. Exhibit B Contractor Proposal of March 17, 2014
3. Exhibit C Oregon Public Contracting Requirements for Goods and Service Contracts

1. Term. The term of this Contract shall extend from July 1, 2017 to June 30, 2020 unless extended for additional periods of time upon written mutual agreement of both parties. Notwithstanding this Term, City reserves the right to terminate this Contract as outlined in this Agreement.

2. Scope of Work. Contractor shall provide all materials, labor, equipment, and all other services, and facilities necessary for the services specified in the attached Exhibits A and B. All work shall be completed within each year of the contract.

3. Compensation.

   3.1 Basis of Payment. Contractor shall complete Project as defined above and in Exhibit A, with a total fee of $172,500.

   3.2 Payment. Payments shall be made on a quarterly basis, by the city, in the amount of $43,125.00 on July 1, October 1, January 1, and April 1.

   If City fails to make any payment due Contractor for services within thirty (30) days of the quarterly payment date, late fees will be added to amounts due Contractor at the rate of 1.0 percent (1%) per month from original invoice date. Invoices in dispute are not subject to such late fees until such time as they are no longer in dispute.

4. Permits. City will be responsible for obtaining all permits, approvals, and authorizations necessary for Contractor's performance.

5. Termination for Convenience.

This Contract may be terminated by mutual consent of the parties upon written notice. In addition, City may terminate all or part of this Contract upon determining that termination is in the best interest of City by giving seven (7) days' prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Upon termination under this paragraph, Contractor shall be entitled to payment in accordance with the terms of this Contract for Contract work completed and accepted before termination less previous amounts paid and any claim(s) City has against Contractor. Pursuant to this paragraph, Contractor shall submit an invoice for all unreimbursed Contract work completed before termination and all Contract closeout costs actually incurred by Contractor. City shall not be liable for any costs invoiced later than thirty (30) days after termination unless Contractor can show good cause beyond its control for the delay.

6. Termination for Cause. City may terminate this Contract effective upon delivery of written notice to Contractor, or at such later date as may be established by City, under any of the following conditions:

   6.1 If City funding is not obtained and continued at levels sufficient to allow for purchases of the indicated quantity of services. The Contract may be modified to accommodate a reduction in funds.

   6.2 If federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Contract or are no longer eligible for the funding proposed for payments authorized by this Contract.

   6.3 If any license or certificate required by law or regulation to be held by Contractor to provide the services required by this Contract is for any reason denied, revoked, or not renewed.

7. Termination for Default. Either City or Contractor may terminate this Contract in the event of a breach of the Contract by the other. Prior to such termination, the party seeking termination shall give to the other party written notice of the breach and intent to terminate. If the party committing the breach has not entirely cured the breach within fifteen (15) days of the date of the notice, then the party giving the notice may terminate the Contract at any time thereafter by giving a written notice of termination.

   If Contractor fails to perform in the manner called for in this Contract or if Contractor fails to comply with any other provisions of the Contract, City may terminate this Contract for default. Termination shall be effected by serving a notice of termination on Contractor setting forth the manner in which Contractor is in default. Contractor shall be paid the Contract price only for equipment installed and services performed in accordance with the manner of performance as set forth in this Contract.

8. Remedies. In the event of breach of this Contract, the parties shall have the following remedies:

8.1 If terminated under paragraph 7 by City due to a breach by Contractor, City may complete the work either itself, by agreement with another contractor, or by a combination thereof. If the cost of completing the work exceeds the remaining unpaid balance of the total compensation provided under this Contract, then Contractor shall pay to City the amount of the reasonable excess.

8.2 In addition to the above remedies for a breach by Contractor, City also shall be entitled to any other equitable and legal remedies that are available.

8.3 If City breaches this Contract, Contractor's remedy shall be limited to termination of the Contract and receipt of Contract payments to which Contractor is entitled.

8.4 City shall not be liable for any indirect, incidental, consequential, or special damages under the Contract or any damages arising solely from terminating the Contract in accordance with its terms.

8.5 Upon receiving a notice of termination, and except as otherwise directed in writing by City, Contractor shall immediately cease all activities related to the services and work under this Contract.

9. Standard of Care. Contractor warrants that the work to be performed pursuant to this Contract shall be done in a good and workmanlike manner and will conform to the highest standards prevalent in the industry or business most closely involved in providing the equipment and services City is purchasing.

10. Reports. The Contractor shall provide City with reports as detailed in Contractor's proposal, at a minimum of once per year, outlining the Project progress, issues of concern and budget status.

11. Change Orders. Contractor and City reserve the right to order changes to the equipment and services to be provided herein. Contractor and City shall determine a fair and equitable cost and, if required, additional time for such changes. All such changes shall be ordered and agreed to in writing by both parties.

12. Confidentiality. Contractor shall maintain the confidentiality, both external and internal, of any confidential information to which it is exposed by reason of this Contract. Contractor warrants that its employees assigned to this Contract shall maintain necessary confidentiality.

13. Security and Substance Check. Contractor agrees that each of its employees and subcontractor's employees involved in this Project may, at the option of City and in compliance with Contractor policy, be subject to a security background check and/or substance abuse testing.

14. Access to Records. For a period of not less than three years after City's final payment to Contractor, Contractor shall permit the City, the State of Oregon and the Federal Government (if State or Federal funding is involved) to have access to all books,

documents, papers and records of Contractor which are pertinent to the Services provided hereunder for purposes of audit, examination, excerpts and transcripts. Contractor shall retain those records for at least three years, or until litigation is resolved if litigation is instituted.

15. Notice. Any required or permitted notices hereunder must be given in writing at the address of each party set forth below, or to such other address as either party may substitute by written notice to the other in the manner contemplated herein, by one of the following methods: hand delivery; registered, express, or certified mail, return receipt requested, postage prepaid; or nationally-recognized private express courier:

CITY:	CONTRACTOR:
City of Newport 169 SW Coast Highway Newport, Oregon 97365 Phone: 541.574.0613	Greater Newport Chamber of Commerce 555 SW Coast Highway Newport, Oregon 97365 Phone: 541.265.8801

16. Insurance. Contractor and its subcontractors shall maintain insurance acceptable to City in full force and effect throughout the term of this Agreement. The insurance shall cover all activities of the Contractor arising directly or indirectly out of Contractor's work performed hereunder, including the operations of its subcontractors of any tier.

The policy or policies of insurance maintained by the Contractor and its subcontractor shall provide at least the following limits and coverages:

16.1. Commercial General Liability Insurance. Contractor shall obtain, at Contractor's expense, and keep in effect during the term of this contract, Comprehensive General Liability Insurance covering Bodily Injury and Property Damage on an "occurrence" form (1996 ISO or equivalent). This coverage shall include Contractual Liability insurance for the indemnity provided under this contract. The following insurance will be carried:

Coverage	Limit
General Aggregate	$1,300,000
Products-Completed Operations Aggregate	$1,300,000
Personal & Advertising Injury	$1,300,000
Errors & Omissions	$1,300,000
Each Occurrence	$1,300,000
Fire Damage (Any one fire)	$50,000
Medical Expense (Any one person)	$5,000

16.2. Commercial Automobile Insurance. Contractor shall also obtain, at Contractor's expense, and keep in effect during the term of the contract, Commercial Automobile Liability coverage including coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than $1,200,000.

16.3. Workers' Compensation Insurance. The Contractor, its subcontractors, if any, and all employers providing work, labor or materials under this Contract that are either subject employers under the Oregon Workers' Compensation Law and shall comply with ORS 656.017, which requires them to provide workers' compensation coverage that satisfies Oregon law for all their subject workers or employers that are exempt under ORS 656.126. Out-of-state employers must provide Oregon workers' compensation coverage for their workers who work at a single location within Oregon for more than 30 days in a calendar year. Contractors who perform work without the assistance or labor of any employee need not obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than $500,000 each accident.

16.4. Additional Insured Provision. The Commercial General Liability Insurance and Commercial Automobile Insurance policies and other policies the City deems necessary shall include the City as an additional insured with respect to this Agreement.

16.5. Notice of Cancellation. There shall be no cancellation, material change, exhaustion of aggregate limits or intent not to renew insurance coverage of Contractor's insurance without 30 days prior written notice to the City. Any failure comply with this provision will not affect the insurance coverage provided to the City. The certificates of insurance provided to the City shall state that the insurer shall endeavor to provide 30 days prior notice of cancellation to the City

16.6. Certificates of Insurance. As evidence of the insurance coverage required by the Agreement, the Contractor shall furnish a Certificate of Insurance to the City. This Agreement shall not be effective until the required certificates have been received and approved by the City. The certificate will specify and document all provisions within this Agreement. A renewal certificate will be sent to the City 10 days prior to coverage expiration.

16.7. Primary Coverage Clarification. The parties agree that Contractor's coverage shall be primary to the extent permitted by law. The parties further agree that other insurance maintained by the City is excess and not contributory insurance with the insurance required in this section.

16.8. Cross-Liability Clause. A cross-liability clause or separation of insureds clause will be included in all general liability, professional liability, pollution and errors and omissions policies required by this Agreement.

The procuring of required insurance shall not be construed to limit Contractor's liability under this Agreement.

17. Indemnity. To the extent permitted by law, Contractor shall protect, defend, indemnify and hold the City harmless from and against all claims, demands, damages, costs, actions and causes of actions, liabilities, fines, penalties, judgments, expenses and attorney fees, resulting from the injury or death of any person or the damage to or destruction of property,

or the infringement of any patent, copyright, trademark or trade secret, arising out of the work performed or goods provided under this Agreement or Contractor's violation of any law, ordinance or regulation, contract provision or term, or condition of regulatory authorization or permit, except for damages resulting from the sole negligence of City.

18. Force Majeure. This section applies in the event that either party is unable to perform the obligations of this Agreement because of a Force Majeure event as defined herein, to the extent that the Agreement obligation must be suspended. A Force Majeure event is an event that prohibits performance and is beyond the control of the party. Such events may include natural or man-made disasters, or an action or decree of a superior governmental body which prevents performance. Should either party suffer from a Force Majeure event and be unable to perform, such party shall give notice to the remaining party as soon as practical and shall do everything possible to resume performance. Upon receipt of such notice, the parties shall be excused from such performance as it is effected by the Force Majeure event for the period of such event. If such event effects the delivery date or warranty provisions of this Agreement, such date or warranty period shall automatically be extended for a period equal to the duration of such event.

19. Independent Contractor. It is the intention and understanding of the parties that Contractor is an independent contractor and that City shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of employment, nor to pay any social security or other tax that may arise as an incident of employment. Contractor shall pay all income and other taxes as due. Industrial or other insurance that is purchased for the benefit of Contractor shall not be deemed to convert this contract to an employment contract. It is recognized that Contractor may or will be performing work during the term for other parties and that City is not the exclusive user of the services that Contractor provides.

20. Assignment. Contractor shall not assign or subcontract any of its obligations under this Agreement without City's prior written consent, which may be granted or withheld in City's sole discretion. Any subcontract made by Contractor shall incorporate by reference all the terms of this Agreement. City's consent to any assignment or subcontract shall not release Contractor from liability under this Agreement or from any obligation to be performed under this Contract, whether occurring before or after such consent, assignment, or subcontract.

21. Governing Law. This Agreement is to be governed by and under the laws of the State of Oregon.

22. Consent to Jurisdiction. The parties hereby consent to jurisdiction of the Lincoln County Circuit Court, Lincoln County, Oregon, over all legal matters pertaining to this Agreement, including, but not limited to, its enforcement, interpretation or rescission.

23. Public Contracting Requirements. Contractor shall comply with all federal, state, and local laws and ordinances applicable to the work under this agreement, including, without limitation, applicable provisions of the Oregon Public Contracting Code including ORS 279B.020, 279B.220, 279B.230, and 279B.235, as more particularly set forth in Exhibit C, attached hereto and incorporated herein by this reference.

24. Arbitration. If any disputes, disagreements, or controversies arise between the parties pertaining to the interpretation, validity, or enforcement of this Agreement, the parties shall, upon the request of City, submit such dispute to binding arbitration under the Oregon Uniform Arbitration Act, ORS 36.600 et seq. Arbitration shall be requested by delivering to the other party a written request for arbitration. Within five (5) days of receipt of such request, the parties shall select a mutually agreeable arbitrator and designate mutually agreeable rules of arbitration. If the parties cannot agree upon an arbitrator within five (5) days, an arbitrator may be appointed by the presiding judge of the Lincoln County Circuit Court, upon the request of either party submitted in accordance with ORS 36.645. If the parties have not designated mutually agreeable rules of arbitration at such time as the arbitrator is appointed, the arbitrator shall adopt rules for the arbitration. The arbitrator's decision shall be binding upon the parties.

25. Attorney Fees. If suit, action or arbitration is brought either directly or indirectly to rescind, reform, interpret or enforce the terms of this Agreement, the prevailing party shall recover and the losing party hereby agrees to pay reasonable attorney's fees incurred in such proceeding, in both the trial and appellate courts, as well as the costs and disbursements. Further, if it becomes necessary for City to incur the services of an attorney to enforce any provision of this Agreement without initiating litigation, Contractor agrees to pay City's attorney's fees so incurred. Such costs and fees shall bear interest at the maximum legal rate from the date incurred until the date paid by losing party.

26. Facsimile Signatures. The delivery of signatures to this Agreement by facsimile transmission shall be binding as original signatures.

27. Entire Agreement. This Agreement shall be the exclusive agreement between the parties for the Project. No modification of this Agreement shall be effective unless in writing and signed by an authorized representative of both parties, except as otherwise authorized herein.

28. Signatures. This Agreement is not effective unless and until it is approved, signed and dated by an authorized representative of each party.

CITY:	CONTRACTOR:
City of Newport	Greater Newport Chamber of Commerce
By: _____	By: _____
Title: City Manager	Title: Executive Director
Date: 06-12-17	Date: 6.12.17

APPROVED AS TO FORM

APPROVED AS TO FORM

EXHIBIT A

CITY OF NEWPORT, OREGON

TOURISM PROMOTION SERVICES

Tourism Promotion Services

I. BACKGROUND

A. Proposer Entity

The City of Newport ("City") has selected a well-qualified organization to provide tourism promotion services for the city for a three-year period.

B. Overview

The City of Newport is a prime tourist destination and the population center of the Central Oregon Coast. Newport is the county seat of Lincoln County, and houses the offices of several federal and state agencies, including a major Coast Guard station, Oregon State University's Hatfield Marine Science Center, NOAA's Pacific Marine Operations Center, the Oregon State Police, Oregon DMV, and Oregon Employment Division offices. The city is home to the Samaritan Pacific Communities Hospital, and the main campus of the Oregon Coast Community College. OCCC is a premier educational institution and unique in its aquarist program. Its aquarist graduates are working in aquarium and research facilities throughout the country. Newport has a population of more than 10,000.

The Yaquina River flows into the Pacific Ocean through Newport's Yaquina Bay. Newport is home to the Oregon Coast Aquarium, one of the country's premier aquariums. A substantial commercial fishing fleet calls Newport home, as do several marine research vessels and a large number of private boats docked in marinas around the Bayfront. Newport is one of three deep-water ports on the Oregon Coast. Tonnage of shipping is second behind Coos Bay.

Newport has often been described as the most authentic city on the entire Oregon Coast. The city boasts numerous fine shops, restaurants, galleries, lodging establishments, and endless outdoor recreational opportunities.

Proximity to Portland and the Willamette Valley provides a strong tourism base, and the mid-latitude of Oregon provides

moderate rainfall during the winter and spring months, and mild temperatures.

C. Source of Funds

The source of funds for this service is from the City's Room Tax Fund.

II. SPECIFICATIONS

A. Goals and Objectives

The objective of this contract is to award a three (3) year contract to an entity that will provide tourism promotion services for the City of Newport, including, but not limited to:

1. Visitor Center;
2. Visitor information;
3. Media information;
4. Visitor website and website maintenance;
5. Visitor kiosk;
6. Hospitality training;
7. Support group and research tours;
8. Support goals of the Destination Newport Committee;
9. Value season promotion;
10. Other projects and cooperative involvement with local, regional, and state tourism opportunities;
11. Statistical reporting;
12. Maintaining the visitor website and social media channels.

B. Scope of Services

All services shall be provided under the direction of the City Manager and City Council in coordination with the Destination Newport Committee to compliment the city's advertising program. The tourism promotion services provided shall include, but not be limited to, the following tasks:

1. Visitor Information:

    a. Visitor guide;
    b. Calendar of events;
    c. Map/Exploring Newport – A to Z;

d. "Eat, Stay, Play" digital information updated regularly;
e. Oregon calendar of events – submit primary local events for inclusion in this publication annually;
f. Online facility guide;
g. Responses to requests for information generated by the city's advertising efforts. Services include the operation of a visitor center, responding to phone inquiries during regular business hours, preparing and mailing requested information (including paying for postage that may be in the amount of up to $30,000), and responding to e-mail requests.

2. Media Information:

a. Media kit;
b. Digital photo library;
c. Newspaper and other articles;
d. Host and/or support domestic and international travel writers;
e. Produce regular and seasonal press releases;
f. Develop and maintain relationships with media;
g. Work with Travel Oregon and other groups on familiarization tours for journalists and the travel trade industry.

3. Visitor Web Page Maintenance. Have or develop visitor landing pages within a website that compliments, the Discover Newport website. Services shall include updating and maintaining both the visitor website and the Discover Newport website. At a minimum the website maintenance shall include:

a. Calendar of events;
b. Photographs;
c. Press release page;
d. Group tour information;
e. Facility information;

f. Shuttle maps and business information;
g. Attraction information;
h. Business information.
i. Responses to e-mail and social networking
j. Content development as necessary to keep web-site fresh.

4. Visitor Kiosk:

   a. Maintain 24-hour information kiosk in the city in a highly visible location;
   b. Provide information about Newport to other regional kiosk centers.

5. Hospitality Training:

   a. Develop and implement training for hospitality industry employees within the corporate limits of Newport.

6. Support Group and Research Tours:

   a. Provide material and information to tour groups referred by Travel Oregon or similar organizations.

7. Support the Goals of the City's Destination Newport Committee:

   a. Support all Destination Newport Committee programs;
   b. Forward marketing opportunities to the City's contracted advertising service provider, or provide response to such inquiries and opportunities
   c. Participate on the Destination Newport Committee;
   d. Fulfill Destination Newport Committee requests related to tourism or relocation marketing;
   e. Demonstrate intimate knowledge of Newport;
   f. Promotion of Newport and the surrounding economic area as appropriate.

8. Value Season Promotion:

    a. Develop programming to enhance and support tourism during the off and shoulder seasons.

9. Cooperative Involvement with Local, Regional, and State Visitor's Organizations:

    a. Represent Newport at domestic and international trade and travel shows;
    b. Work cooperatively with other agencies to attract tourists during shoulder and off seasons.

10. Statistical Reporting:

    a. Conduct occupancy surveys with the lodging community and provide quarterly data;
    b. Collect data regarding visitor's residences and how they learned of Newport;
    c. Collect other information as requested by the city.

C. Eligible Contractor

Contractor must be qualified to conduct business in the State of Oregon and City of Newport. If the contractor is a corporation or limited liability company, it must be in good standing with the Secretary of State.

D. Contract Term

The term of the contract shall be three (3) years. The contractor shall state if it is willing to grant the city the option to extend any contract awarded under the same prices, terms, and conditions. Contract extension will be contingent upon the availability of funds; contractor's continuing compliance with applicable federal, state, and local government legislation; and an evaluation indicating the contractor's successful performance of the contract.

EXHIBIT B

GREATER NEWPORT CHAMBER OF COMMERCE

555 SW Coast Highway • Newport, Oregon 97365-4934
(541) 265-8801 • FAX: (541) 265-5589 • 1-800-262-7844
www.newportchamber.org
e-mail: info@newportchamber.org

March 17th 2014

Peggy Hawker, City Recorder/Special Projects Director
City of Newport
169 SW Coast Highway
Newport, Oregon 97365

Dear Ms. Hawker,

Thank you for allowing the Greater Newport Chamber of Commerce the opportunity to respond to your request for proposal for the City of Newport's Tourism Promotion Services. This proposal response is designed to demonstrate our strong commitment to serving the City of Newport for Tourism Promotion, Fulfillment and Development in the past, present and future.

Newport is a prime tourist destination that encounters over 2.5 million visitors each year. Tourism is one of our primary economic drivers. There are over 1500 jobs in Newport directly related to tourism. Marketing and managing Newport as a premier destination requires a carefully planned approach and delivery of service. GNCC is the recognized Destination Marketing Organization (DMO) for Newport by the State of Oregon Tourism Commission. We are strategically positioned on the frontline of tourism services. We have the unique ability to be flexible and responsive when opportunities or challenges arise. We seek out tourism development opportunities and respond in a manner which keeps Newport ahead of other destinations competing for visitors.

The proposal provides a response to your RFP requirements and is inclusive of information about additional services and the program of work that the Greater Newport Chamber of Commerce carries out each day as an added benefit to the City, many of which are beyond the requirements of the scope of services outlined in the RFP.

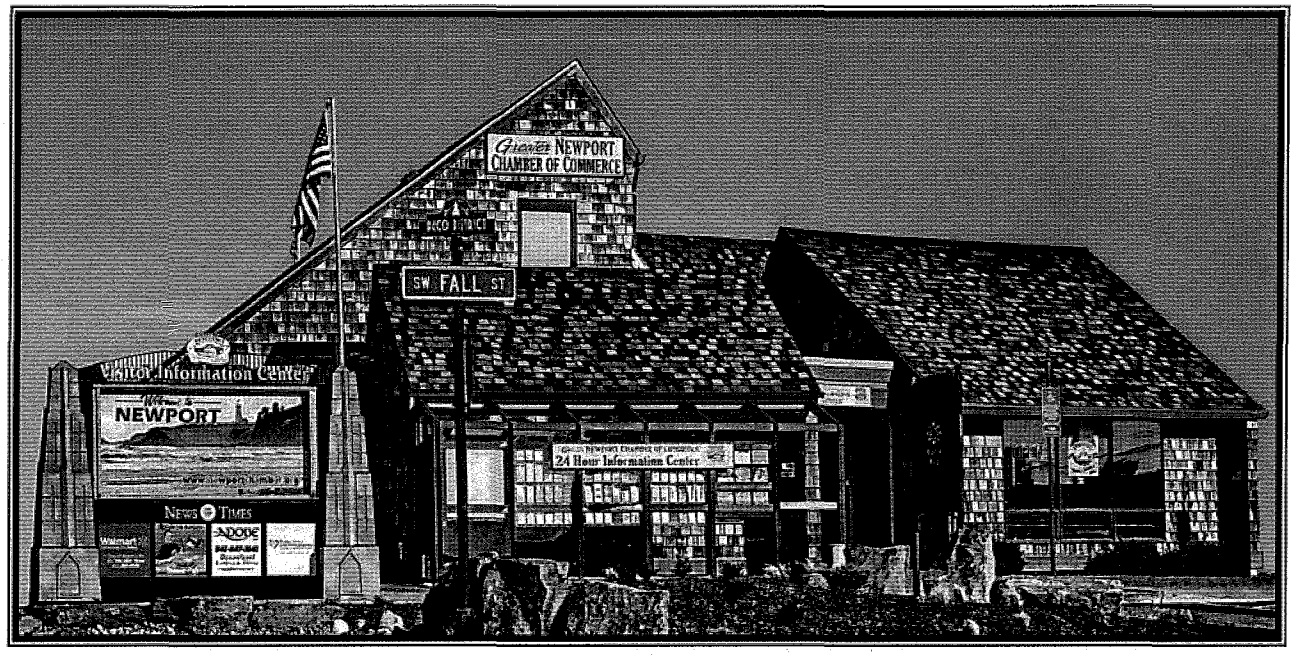
Building partnerships with industry peers such as Travel Oregon, Oregon Destination Marketing Organizations, Oregon Tour and Travel Alliance, Lincoln City Visitors Association and Oregon Coast Visitors Association has created opportunities for us to leverage our resources with others.
We participate with these partners for trade shows, marketing opportunities, targeting local, regional and state-wide issues, hosting familiarization tours, professional development and more. Extending our outreach with others in the industry allows us to have far more impact with our efforts and dollars spent.

GNCC has proven over the years to have a program of work that complements the marketing efforts set forth by the City of Newport's Destination Newport Committee. Our program in promotion, fulfillment and development is designed to increase the frequency, duration and quantity of convention, group and leisure visits to Newport. An additional investment toward the contract services by the Chamber of nearly $160,000 each year gives us further outreach, stronger impact and higher success at achieving goals.

We look forward to continuing Tourism Promotion services for the City of Newport.

Sincerely,

Lorna Davis
Executive Director
lorna@newportchamber.org



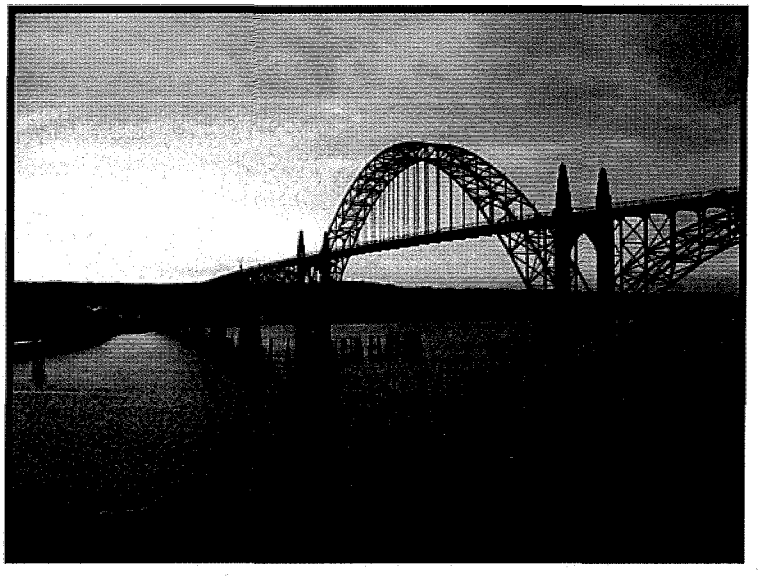
Greater Newport Chamber of Commerce

555 SW Coast Hwy • Newport Oregon 97365

541-265-8801 • 1-800-COAST-44 • Fax 541-265-5589

www.newportchamber.org

Contact Information:



Greater Newport Chamber of Commerce
555 SW Coast Hwy. Newport, Oregon 97365
1-800-COAST-44
www.newportchamber.org

Primary Contact:
Lorna Davis
Executive Director
lorna@newportchamber.org
541-265-8801
Cellular: 541-270-1810

The Greater Newport Chamber of Commerce is a 501-(c)-(6) organization which was established in 1925 and incorporated on May 6th 1948. The Greater Newport Chamber of Commerce is organized to unite the efforts of citizens in promoting the civic, commercial, agricultural, tourist, marine and industrial welfare of the City of Newport and its surrounding economic area.

With over 600 members, and a Board of Directors who represent a dynamic cross-section of community leaders, it is evident that the Greater Newport Chamber of Commerce has strong and integral ties within our community.

Further, our efforts in Tourism Promotion and Development are steered by the following statement:

"The Greater Newport Chamber of Commerce will facilitate a multifaceted program of work designed to increase the frequency, duration and quantity of convention, group and leisure visits to Newport."

Narrative

The Greater Newport Chamber of Commerce has been engaged in Tourism Promotion, Fulfillment and Development for nearly two decades. Our relationship with the City of Newport and the contract for Tourism Promotion and Development spans for well over a dozen years. We have built a strong relationship with the City and understand the needs of the City relating to this contract.

The City's current marketing program– The Destination Newport Committee is an all volunteer committee which utilizes many forms of media to capture attention of potential visitors putting Newport at the top-of-mind in travel decision making. Marketing through print, outdoor, radio, and online in target market areas create inquiries via phone, email and walk-in visitors. We are supportive of the goals and strategies of Destination Newport. In order for the marketing investment to work, the program to respond to the interest created as a result of this marketing has to be equally strong. The Newport Chamber has been the response team operating the visitor center for many years.

We respond to each request personally with printed and online material, and various other forms of information to suit each need. Our office and staff are the welcome gate into our community, we take pride in the service they provide our visitors each day. Our office and 24 hour Visitor Kiosk is visible, easily accessed and a physical place where visitors can stop and gather information.

Another crucial element to Tourism Fulfillment, Promotion and Development is our Sales Mission program. Through involvement at trade shows, travel shows, and conventions, and through partnerships with other organizations who are involved in Tourism Promotion and Development, GNCC is able to keep face to face with decision makers in leisure, group and convention travel. Each year we participate in both domestic and international shows, meetings and conventions. We have developed, built and maintained partnerships with tour and travel operators, media/journalists and other key people in the industry, providing valuable and timely information about Newport. We actively sell and promote Newport, its authenticity and all of the opportunities that make a visit here memorable.

Our Sales Mission presence and direct involvement that we have developed over the years is crucial not only to maintain but continue to build upon. As our State Tourism partners continue to cultivate and grow business from international and domestic markets, our visibility and participation is a must, when our competition is strongly represented.

GNCC keeps up with industry trends through affiliations with other tourism organizations and experts in the field. Many of the organizations (such as the Oregon Tourism Commission, Oregon Destination Marketing Organization, Oregon Tour and Travel Alliance, Western Association of Convention and Visitors Bureaus, and others) provide educational and networking opportunities throughout the year. They offer valuable resources and support that keep us up to date with industry trends, opportunities and challenges and keep us informed about issues that the Tourism industry faces.

Continued.....

Narrative Continued....

We are pleased to provide continuity of the Newport Brand that has been created in our management of the Discover Newport website, e-newsletter, and social media outlets. When we took over maintaining the website-which had been rebuilt and branded a few years before, we faced the immediate challenge of having to rebuild it from scratch without losing the branding or integrity. Though it was a challenge, we did it seamlessly. Currently we incorporate contests, keep a comprehensive community calendar, update the website and social media channels daily, provide press and news releases through these mechanisms and to the media and we optimize our web presence. We continue to develop and utilize new forms of outreach as they become available as part of our growth and staying in tune with the trends of marketing.

Destination marketing is our specialty which has proven beneficial for our participation on the Destination Newport Committee. In recent years the committee was granted permission from council to act without an advertising agency, in turn our participation became more crucial. Fielding nearly all of the media and marketing requests to be presented to the committee has become part of our day to day operations.

As the DMO for the state we are called upon to facilitate group and research visits to Newport from Tour Operators, Travel Agents and Product Managers and Media. We provide information, connect them with local attractions, activities lodging facilities, and personally host them in an effort to showcase what Newport has to offer.

We have an active Hospitality Committee that is dedicated to promoting and rewarding good customer service through our monthly Employee of the Month program. The committee conducts an annual Tradeshow and Training called "Know your Newport" designed to train front-line employees to provide good customer service and arm them with information about Newport to share with visitors. Additional customer service training is available to area businesses year-round through private meetings or public seminars.

Recognizing that certain times of the year are economically slow (shoulder season of October through May) the Chamber develops contests and programs to help boost local business during these times. Examples are our quarterly online contests and e-newsletter, the value season Glass Treasures promotion, and the Seafood & Wine Festival to name a few.

Tracking occupancy, visitor spending, and visitor traffic are just a few of the statistics that the Chamber facilitates. Comparisons are done with room tax spending to identify trends. We are positioned to receive business information that helps us gain insight into programs and events that work well.

Our contract with the City of Newport is unique. We invest additional funding of our own to complete the program of work for Tourism Promotion, Fulfillment and Development. We are strongly committed and believe that we have demonstrated throughout the years that we are a capable and willing partner in the development and implementation of Tourism Promotion concepts that put Newport into the minds of visitors and puts "heads in beds."

In addition to our industry affiliations, our organization has a unique attribute that leverages dollars-spent even further, Volunteers. The total Program of Tourism Promotion for a destination of our size, with over 2-1/2 to 3 million visitors a year requires a large number of man hours. It would be near impossible to fund the staff level or man power required to carry out all of our programs of work, especially as they relate to tourism.

Volunteers on our committees and at the Board level keep the costs that are associated with a contract of this nature to an amount that is effective and affordable. Thousands of volunteer hours are given each year to Chamber programs.

Our proposal for the scope of services outlined in the RFP follows, and offers further detail about our experience in each of the areas. We would be happy to provide any additional information should it be needed.

SCOPE OF SERVICES

Scope of Services

Visitor Information;

- Visitor Guide
- Calendar of Events
- Map Exploring Newport A-Z
- Laminated Local Information *(2x yearly)*
- Oregon Calendar of Events

  (Submitting primary local events for inclusion in the annual publication)
- Community Tourism DVD
- Facility Guide
- Respond to requests for information generated by the City's advertising efforts

Support the Goals of the City's Destination Newport Committee:

- Support all Destination Newport Committee Programs
- Provide response and coordinate marketing opportunities and inquiries for DNC
- Participate on the Destination Newport Committee
- Fulfill Destination Newport Committee Requests related to Tourism or Relocation Marketing
- Demonstrate intimate knowledge of Newport
- Promotion of Newport and the surrounding economic area as appropriate

Visitor Kiosk:

- Maintain 24 hour Information Kiosk
- Provide information about Newport to other regional kiosk centers

The three scopes of service described above are part of one cost center. Our visitor information and printed collateral are part of the means in which we support the goals for the Destination Newport Committee and the City of Newport's marketing efforts.

Continued.....

Scope of Services

Visitor Information, Support the Goals of the City's Destination Newport Committee, Visitor Kiosk*-Continued.....*

Visitor Center Program;

PROPOSAL AND EXPERIENCE: *The Greater Newport Chamber of Commerce will produce printed pieces as stated above in an effort to promote Newport to visitors and potential visitors. The pieces will be distributed per request and in response to the City of Newport's marketing efforts, at trade shows, and by distribution to local businesses and regional visitor centers. Visitor requests for information will be responded to via, phone, fax, email, mail or in person and always in a timely professional manner. We produce a community profile piece which is the tool utilized to fulfill requests for relocation and economic information about Newport. All of the above information is driven by our unique ability to offer detailed knowledge of the Newport area. GNCC has printed and distributed the above collateral pieces for a number of years. Changes are made with each printing to reflect the most current and accurate information. We also respond to well over 25,000 emails, 23,000 visitor/kiosk walk-ins and several thousand phone calls per year from visitors and potential visitors.*

We will support all Destination Newport Programs. The Greater Newport Chamber of Commerce has supported the City's marketing efforts by participation on the Destination Newport Committee. In the most recent years, the committee elected not to hire an agency and focus rather on tangible media buys which created some additional work that the Chamber transitioned into part of our program of work. This requires fielding marketing and media opportunities on a daily basis to organize for the committee to consider. While this is extra involvement and work, we feel participating and contributing in this fashion allows us to align our promotion efforts with that of the City and rather than compete, we are able to offer a seamless approach to Tourism Fulfillment, Promotion and Development.

The Greater Newport Chamber of Commerce is located at Fall Street and Highway 101 in Newport and offers a highly visible location. The Center has a 24 hour information Kiosk which has recently been refreshed with a new look for easier access, providing visitors information around the clock when the office is not staffed. The GNCC also provides other regional information centers, CVBs, Chambers etc. with Newport Visitor Guides, maps and other area information for distribution to their visitors.

Estimated Cost of the above Services $173,550

Scope of Services

Visitor Web Page, Social Media:

- Hosting, maintaining, developing and updating DiscoverNewport.com
- Hosting, maintaining, developing and updating the Social Media Channels of Discover Newport
- Hosting visitor landing pages within our website that supplement the Discover Newport website
- Calendar of Events
- Photographs
- Press Release Page
- Group Tour Information
- Facility Information
- Shuttle Maps and Business Information
- Attraction Information
- Business Information
- Responses to e-mail and social networking
- Content development as necessary to keep website up to date

PROPOSAL AND EXPERIENCE: The Greater Newport Chamber of Commerce will provide Visitor Information within their website. The GNCC website will continue to include the above information for the purpose of visitor development and enhancement. Our website will complement the Discover Newport Website. The Chamber will host, maintain, develop and update the Discover Newport website. All of the above elements will be incorporated and include additional features such as contests and more. The Chamber will continue to develop, implement and maintain a social media presence for Discover Newport utilizing Facebook and other social media outlets, inclusive of e-newsletters, blogs, Twitter and media as deemed appropriate and necessary to the Discover Newport website.

Estimated Cost of the above Services.....$37,650

Scope of Services

Media Information:

- Up to date Media Kit
- Digital Photo Library
- Newspaper /Journalist Article Support
- Support/Host Domestic and International Travel Writers
- Produce Regular Seasonal Press Releases
- Develop and Maintain Relationships with Media
- Work with Travel Oregon and other Tourism entities on Familiarization Tours for Journalists

Cooperative Involvement with Local, Regional, and State Visitor Organizations:

- Represent Newport at domestic and international trade shows
- Work cooperatively with other agencies to attract tourists during shoulder and off season

Hospitality Training:

- Develop and implement training for Hospitality Industry within the corporate limits of Newport

Value Season Promotion:

- Develop programming to enhance and support Tourism during the off and shoulder seasons

Continued on next page…..

Scope of Services

Continued.....

Tourism Development/Fulfillment Program;

PROPOSAL AND EXPERIENCE: The Greater Newport Chamber of Commerce will continue to build and maintain relationships with journalists, both domestic and international and a number of media outlets. Our purpose is to maximize exposure for Newport's vast array of Tourism opportunities. We are a resource looked to for media kits, a photo library, press releases, article support and more. We will continue to host and provide support for domestic and international travel writers and other journalists and will cooperate with Travel Oregon and other Tourism partners with familiarization and informational area tours.

GNCC has and continues to work closely with the Oregon Tourism Commission dba Travel Oregon, Oregon Coast Visitors Association, Oregon Tour and Travel Alliance, Oregon Destination Marketing Organizations, Western Association of Visitors and Convention Bureaus, Lincoln City Visitors and Convention Bureau, as well as others throughout the region. We participate and will continue to participate in trade and travel shows, board and membership participation and other cooperative efforts with these agencies. The Sales Missions and trade and travel shows that we participate in put us in front of as many as 175,000 (or more) people each year, including everything from booth and collateral presence to pre-arranged meetings with press, travel and tour operators and key industry leaders and decision makers both on the domestic and international markets.

The Greater Newport Chamber of Commerce has a Hospitality program in place that includes individualized business training for employees and community wide seminars with industry experts speaking on topics such as "Great Customer Service" and other related topics. A comprehensive annual "Know your Newport" hospitality seminar (which includes a virtual city tour, a City Address by the Mayor, and relevant up to date area information) for front line employees who serve visitors to the area, occurs each year before the busy summer season begins. The committee organizes the Employee of the Month and Employee of the Year program which recognizes local employees for excellence in customer service as well as other skills.

GNCC has a Value Season Promotion in November through January each year. The Glass Treasure Hunt giveaway is a popular program in place to draw visitors to our area during shoulder months. As many as 50 businesses participate in the promotion which is well marketed through press, advertising and online. Additional shoulder season programs are developed each year to entice additional visitors.

Estimated Cost of the above Services.....$108,500

Scope of Services

Statistical Reporting:

- Conduct Occupancy Surveys with the lodging community and provide quarterly data
- Collect data regarding visitor's residences and how they learned about our area
- Collect other information as requested by the City

PROPOSAL AND EXPERIENCE: The Greater Newport Chamber of Commerce will continue to conduct occupancy surveys with the lodging community and will provide monthly data. We will collect data regarding visitor residences and additional information such as how they learned about our area, and other relevant information. In addition, we will continue to collect data about visitor spending, trends and the impact it has on Newport and the hospitality industry as well as other visitor statistics as they relate to our response to the City of Newport's marketing efforts. We will collect other data requested by the City.

(See related information attached)

Support of Group and Research Tours:

- Provide material and information to tour groups referred by Travel Oregon or similar organizations

PROPOSAL AND EXPERIENCE: The Greater Newport Chamber of Commerce provides material, information and support to tour groups, group operators, travel agents and others who are referred by partner tourism organizations with the purpose of familiarizing them with Newport and our visitor opportunities. This is conducted via mail, email, and phone and in-person hosted tours of Newport in a professional and timely manner. We have offered these services for a number of years and our involvement meets the needs of each individual or group that is introduced to our area. It can be as simple as a phone call or email, or as extensive as a 1-3 day personal guide to Newport. These same services are also offered to journalists/media familiarization tours.

Media Information and Familiarization and Support of Group and Research Tours are combined services within our program of work.

Estimated Cost of the above Services.....**$14,850**

Additional Chamber Programs

Other programs within the Chamber are also directly related to Tourism.

Those that are listed here are not requirements of the RFP, yet are an integral part of our Tourism Development Program. The funding for these are separate from and not part of this proposal.

Beautification

This program was developed as a partnership with the City to aid with beautification efforts as part of the Visioning that occurred in 2005. We encourage businesses to have curb appeal through an awards program and some periodical contests. We feel that it is beneficial for visitors to have a pleasing visual experience in a City that has a clean and welcoming nature. It aids in efforts to increase the frequency of travelers visits to Newport.

The Highway Cleanup Program is part of the Beautification Program, and occurs once a month, April through September each year. Tons of trash and debris are collected and disposed of by our staff and volunteers each season.

Estimated Expenses associated with program..... $2800

Seafood and Wine Festival

For 37 years, the Greater Newport Chamber of Commerce has organized the Newport Seafood & Wine Festival. What had a meager beginning has turned into a yearly event that draws as many as 23,500 visitors to the festival and countless more who join them to Newport. The festival is always held on the last full weekend of February in an effort to draw business to our community during the off season. In 2012 we extended the Festival to a fourth day-Thursday. Lodging, retail, dining and other businesses benefit from the festival including at least 24 local non-profit service organizations who work in the booths or provide services to fundraise for their clubs/groups. **It is a conservative estimate that the Festival brings over 2 million dollars to the area in the course of the weekend.**

Estimated Expenses associated with program..... $425,000

Chamber Ambassadors

The Chamber Ambassadors are the welcome wagon of Newport. They promote our area at their yearly convention as well as in other communities. They get to know our businesses and community and provide "front door" service and support to visitors at the Chamber on weekends during the summer months. They are the 'number one cheerleaders of Newport'!

Estimated Expenses associated with program..... $7800

Cost of Services Total and Request

Estimated Cost of Scope of Work **$334,550**

Estimated Cost of Other Chamber Programs Related To Tourism

$435,600

Proposed Amount Requested for Services
By the Greater Newport Chamber of Commerce
From the City of Newport

$172,500

The estimated cost of Tourism Promotion and Development and administration is greater than the amount we are requesting from the City of Newport. The Chamber offers an affordable means of Tourism Promotion for a portion of what the actual cost of services are.

This benefit is an added value of the proposed contract.

We have a shared goal with the City of Newport to improve the economics of our community through tourism promotion and development. We have proven, and hope to continue proving our commitment to that end.

If granted the contract for Tourism Promotion, the Greater Newport Chamber of Commerce is willing to grant the City the option to extend any contract awarded hereunder for two additional periods of one year each, under the same prices, terms and conditions.

CHAMBER STAFF AND BOARD OF DIRECTORS

The Chamber Team

The Greater Newport Chamber of Commerce currently has a staff of 5 full time employees and one 1/2 time employee.

Our staff includes Executive Director Lorna Davis, Assistant Director and Membership and Events Director-Sheena Scarberry, Bobbi Price-Tourism & Festival Coordinator- PR & Sponsorship Coordinator-Courtney Rand, Visitor Services & Leadership Lincoln Coordinator- Mike Yost, and Carol Adams-Visitor Services and Accounting.

In addition to staff, the Greater Newport Chamber of Commerce has a Board of Directors, who are volunteers, and a number of volunteer committees who aid in carrying out our program of work including those directly related to Tourism Promotion.

Several thousand volunteer hours are given each year to accomplish goals and achieve success in Chamber programs.

Some of the work experience that staff has includes:

- Twenty Seven years of marketing/advertising/promotional development and account management in print (and other) media including ad campaign and design development.
- Fourteen years Tourism Development/Sales and Marketing strategy- directly related to Newport
- Nine years serving Destination Newport Committee including Six years as Chairperson
- Multiple years (cumulative) of customer/visitor industry service
- Multiple years of press writing and coordinating
- Multiple years (cumulative) community event planning and facilitating
- Membership (including Board membership) and participation with Oregon Tour and Travel Alliance, Oregon Destination Marketing Associations, Oregon Festivals & Events Association, Western Association of Convention and Visitors Bureaus, Oregon Coast Visitors Association, Central Oregon Coast Association, National Tour Association (group tour organization) Society of Government Meeting Planners, Oregon State Chamber Board, Meeting Planners International and more
- Ongoing staff development at the annual Governors Conference on Tourism, other industry educational training opportunities, and Northwest Chamber Leaders.

Tourism Services are provided by each member of the Chamber staff. We have depth of knowledge about the industry, Newport and marketing.

Continued.....

Our Team continued...

The following is an outline of how each team member contributes and supports in the area of Tourism Development at the Chamber.

Lorna Davis, Executive Director: Lorna is responsible for oversight for the entire program of work at the Chamber including all aspects of the Tourism Sales-Mission program. This includesTourism Fulfillment, Development and Promotion, and the Chamber Sales Mission Program. She coordinates with the Oregon Tourism Commission-Travel Oregon, Oregon Tour and Travel Alliance, Oregon Coast Visitors Association, Oregon Destination Marketing Organization, Oregon Society of Association Management, Western Association of Convention and Visitor Bureaus, Society of Government Meeting Planners, National Tour Association and others. Lorna serves on the Destination Newport Committee, and coordinates response to that program. She is responsible for City Contract Administration, Service Organizations (local), Seafood & Wine Festival oversight, Budget development and oversight, Technical oversight, Grant writing, Media response, Familiarization Tour response and hosting, Human Resources and administration, and other Chamber programs of work oversight and development.

Sheena Scarberry, Assistant Director & Membership & Events Director: Sheena as the Assistant Director is the responsible party for the Chamber in Lorna's absence. Sheena manages Chamber membership, conducts business surveys to hear community needs and enhances services based on the findings. Sheena oversees the Chamber Ambassadors program and coordinates visitation and education for the group. She produces the Chamber Newsletter and other printed material, coordinates educational programs, luncheons, radio programs and many Chamber events. Sheena provides guidance and oversight to the office and staff and is responsible for Chamber Database records and Website Database records and oversight. Sheena is responsible for several fundraising events including our Annual Banquet and Balloon Auction among others.

Bobbi Price, Tourism & Festival Coordinator:

Bobbi coordinates Social Media for all Chamber programs including, Young Professionals, Discover Newport, Greater Newport Chamber of Commerce and Seafood& Wine Festival, which she implemented and maintains daily. Bobbi is the staff assigned to the Discover Newport Website maintenance and development, and Social Media Campaign. She designs contests such as our annual photo contest which enhances our extensive photo library, and others that include prize giveaways to increase traffic on the website and interest in Newport. Having grown up here, Bobbi has an extensive knowledge of Newport, which she utilizes each day in her responsibilities. She is the staff liaison for the Hospitality Committee, the Seafood & Wine Committee, and the Young Professionals. She organizes response to group requests, and coordinates a number of Chamber programs and activities associated with Tourism and the above committees, including the Value Season Promotion, Know your Newport Tradeshow and several others. She works closely with lodging properties and local businesses. She assists with Trade shows and follow up details.

Bobbi is also the Seafood & Wine Festival Coordinator, providing a number of services related to the oversight of the Festival from Vendor coordination, to staff liaison for security, OLCC, Operations and more.

Continued.....

Our Team Continued...

Courtney Rand, PR & Sponsorship Coordinator:

Courtney is responsible for Chamber and Community press releases and coordinating and tracking their release and publication. She has a variety of visitor service responsibilities including managing the Discover Newport, Newport Chamber and Seafood & Wine websites calendar of events and press rooms. Courtney assists visitors with email, phone and personal response. She also reviews content of our printed material, website and other Chamber publications for accuracy and aesthetic value. Courtney co-coordinates several Tourism Programs including the Value Season promotions.

Courtney is the Seafood & Wine Festival Sponsorship Coordinator. She secures cash and in-kind contributions and maintains contracts with sponsors to assist with funding the event. She develops and maintains website content related to sponsorship and several other areas, and coordinates membership packages and information.

Mike Yost, Visitor Services & Leadership Lincoln Coordinator:

Mike is our front of house coordinator, and greets guests, answers phone and emails. He maintains our Bulletin Calendar, our event sign, fulfills all lead requests, tracks all statistics, visitor, occupancy, and zip-code related. Mike either develops or coordinates development of printed Chamber material including the A-Z maps, the Laminates, Calendar of Events Brochure, Wedding Guide and more. He coordinates all shipping and mailings from the Chamber office.

Leadership Lincoln development is also Mike's responsibility. He maintains training materials, coordinates locations and agenda, and provides assistance to Oregon Coast Community College and Northwest Management related to the program.

Mike coordinates our volunteers and groups for Seafood & Wine Festival, managing schedules for over 300 volunteers, and coordinates dozens of group tours attending the event.

Carol Adams, Visitor Services & Accounting:

Carol is our bookkeeping and accounting administrator. In addition to those responsibilities, Carol responds to visitors by phone, email and in person. She is responsible for the oversight of our Visitor Kiosk and our indoor brochure and information displays. Carol recently oversaw a "face-lift" of the Visitor Kiosk making it more appealing and helpful to the thousands of visitors who utilize the center each year. Carol is the staff representative for the Beautification Committee.

Carol provides a variety of other services that enhance each of the programs of work at the chamber.

All Chamber staff provides back-up to the front desk, visitor service assistance and response, phone walk-in and other guest assistance. Our Chamber staff prides itself in being "The Friendliest" and offer exceptional customer service to all who call on the Chamber office.

2013-2014 Board of Director
Newport Chamber of Commerce

Position	FN	LN	Email Address	Address	City	ST	ZIP	Phone
President	Judy	Kuhl	judyk@agatebeachinn.com	3019 N Coast Hwy	Newport	OR	97365	541-574-2201
1st Vice President	Patti	Ferry	pferry@osufederal.com	1923 N Coast Hwy	Newport	OR	97365	541-574-6124
2nd Vice President	Rich	Evans	revans93048@yahoo.com	POB 1603	Newport	OR	97365	541-574-6315
Secretary	Jim	Protiva	j.protiva@newportoregon.gov	225 SE Avery St	Newport	OR	97365	541-265-7783
Treasurer	Doug	Hunt	dhunt@co.lincoln.or.us	255 W Olive St, #110	Newport	OR	97365	541-265-4100
Past President	Don	Lindly	donlindly@gmail.com	629 NE 20th Pl	Newport	OR	973665	541-270-4811
Past President At Large	Susan	Ernst	esusan@actionnet.net	155 E Olive St #1	Newport	OR	97365	541-265-2802
Two Year Directors	Lauren	Craven	foyl@yaquinalights.org	750 Lighthouse Drive	Newport	OR	97365	541-574-3125
Two Year Directors	Daniella	Crowder	bikenewport@charter.net	150 NW 6th Street	Newport	OR	97365	541-265-9917
Two Year Directors	Danielle	Emerick	danielleocer@gmail.com	730 NE 3rd st. Suite B	Newport	OR	97365	541-264-8491
Two Year Directors	Al	Fitzpatrick	al_fitzpatrick@yahoo.com	1080 NE 7th Dr	Newport	OR	97365	541-265-7741
Two Year Directors	Mark	Hanrahan	mark@markhanrahanconstruction.com	2401 NE Douglas	Newport	OR	97365	541-270-1122
Two Year Directors	James	Rand	publisher@newportnewstimes.com		Newport	OR	97365	541-265-8271
One Year Directors	John	Baker	john_baker@charter.net	2014 Crestview Dr	Newport	OR	97365	541-265-2525
One Year Directors	Lisa	Ely	lely@samhealth.com	930 SW Abbey	Newport	OR	97365	541-265-2244
One Year Directors	Doug	Orr	dougorr@actionnet.net	1114 N Coast Hwy	Newport	OR	97365	541-265-7767
One Year Directors	Catherine	Rickbone	crickbone@coastarts.org	POB 1315	Newport	OR	97365	541-574-2652
One Year Directors	Dr. Randall	Teich	rteich@gentledentist.com	911 NE Avery	Newport	OR	97365	541-265-7900
Ex-Officio Directors	Sandra	Roumagoux	s.roumagoux@newportoregon.gov	169 Coast Hwy	Newport	OR	97365	541-574-0603
Ex-Officio Directors	Tom	Rinearson	tom.rinearson@lincoln.k12.or.us	POB 1110	Newport	OR	97365	541-265-4403

REFERENCES

Our references

Elizabeth Street Inn

232 SW Elizabeth

Newport, Oregon 97365

541-265-9400

Jennifer Morkert-Sales Manager

We have partnered with ESI for many years on various marketing projects, more specifically tradeshows and tradeshow support on both a domestic and international level.

Lincoln City Visitors and Convention Bureau

801 SW Hwy 101, Suite 1

Lincoln City, Oregon 97367

541-996-1274

Sandy Pfaff-Executive Director

We have partnered with LCVCB for several years in Trade and Travel Shows, Sales Mission projects, familiarization tours, and more. We meet with LCVB and OCVA/COCA on a regular basis to exchange or generate ideas for promoting tourism.

Travel Oregon

670 Hawthorne Avenue SE Suite 240

Salem, Oregon 97301

503-378-8850

Todd Davidson-CEO, Petra Hackworth-Director of Global Sales,

Scott West –Chief Strategy Officer, Michael Sturdevant-Senior Manager-Global Marketing

We have worked with Travel Oregon in Familiarization tour hosting and support and participate with them at domestic and international tradeshow/sales mission opportunities. We have a contract with the Oregon Tourism Commission-dba Travel Oregon to provide fulfillment services for the Peoples Coast, which involves coordinating familiarization tours for the coast, managing the Calendar of Events and press room for the Peoples Coast website, and the fulfillment of requests for information/Oregon Coast Visitor Guides.

March 13, 2014

To Whom It May Concern:

I am pleased to submit this letter of support for the Newport Area Chamber of Commerce. The Oregon Tourism Commission (dba Travel Oregon) has a long and cherished history of working closely with the Newport Chamber of Commerce to strengthen Oregon's economy through the heightened economic impact of tourism.

Today, tourism is a $9.6 billion industry in Oregon with over $447 million spent in Lincoln County annually. The close collaboration between the Chamber of Commerce and Travel Oregon has enabled the partnership to strategically leverage each other's efforts and maximize the economic returns to Newport. I am proud to work alongside such innovative, smart and enthusiastic partners.

The City of Newport is lucky to have such a dedicated and capable organization willing and able to oversee their tourism marketing endeavors.

Thank you for this opportunity to share my support for the Newport Area Chamber of Commerce. And please let me know if I can assist you in any way.

Sincerely,

Todd Davidson

Todd Davidson
CEO

Lincoln City
on the Central Oregon Coast

13 March 2014

Re: Newport Chamber of Commerce

TO WHOM IT MAY CONCERN:

For many years the Newport Chamber of Commerce has partnered with the Lincoln City Visitor & Convention Bureau (LCVCB) to promote tourism in this Central Coast area, through vehicles like the Coastal Treasures Trade Show, NTA, and International POW WOW. Since Lorna Davis became associated with the Newport Chamber, we have increased our partnership substantially by jointly financing and staffing trade shows throughout the Pacific Northwest, working on joint special events, and producing some joint promotional literature. This partnership has enabled Lincoln City to participate in promotions that it would not have otherwise been able to and has, in my opinion, resulted in a better quality promotion of the entire area. I find the relationship to be invaluable to the LCVCB, the Oregon Coast Visitors' Association, and Travel Oregon, and look forward to its continued development in the future.

Very truly yours,

Sandy Pfaff
Executive Director
Visitor & Convention Bureau

STATISTICS

City of Newport - Occupancy Report
2005 to 2013*

Accumulative % for all (8) participating hotel properties

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2005	37.00%	50.00%	55.00%	58.00%	54.00%	68.00%	83.00%	80.17%	65.87%	57.11%	43.61%	36.33%	57.34%
2006	40.02%	55.52%	53.60%	60.65%	52.96%	69.83%	82.34%	83.51%	82.10%	64.93%	44.36%	33.78%	60.30%
2007	35.32%	51.40%	57.90%	54.80%	54.71%	68.44%	86.50%	91.10%	76.40%	61.27%	46.23%	33.53%	59.80%
2008	31.08%	45.14%	51.24%	47.78%	55.20%	62.55%	79.24%	86.79%	62.48%	58.38%	42.01%	23.54%	53.79%
2009	32.30%	40.30%	48.44%	46.77%	48.73%	63.33%	79.57%	84.49%	71.57%	60.10%	33.43%	26.93%	53.00%
2010	33.96%	48.04%	52.27%	46.78%	47.69%	63.81%	79.40%	81.29%	68.60%	56.31%	31.29%	34.21%	53.64%
2011	34.59%	45.42%	45.41%	44.69%	46.90%	61.59%	75.21%	81.21%	72.79%	61.13%	36.55%	45.48%	54.25%
2012	35.48%	48.28%	51.18%	51.06%	51.68%	65.36%	77.44%	82.21%	69.65%	52.67%	37.54%	36.92%	54.95%
2013	32.88%	45.61%	48.27%	47.27%	49.75%	61.44%	76.48%	85.74%	77.61%	62.02%	54.30%	35.98%	56.45%
2014													

Accumulative % for (4) participating hotel properties with 50 rooms or more

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2005	38.00%	50.00%	56.00%	61.00%	55.00%	70.00%	84.00%	79.88%	66.63%	58.03%	44.19%	37.63%	58.36%
2006	40.35%	56.64%	52.82%	62.10%	53.59%	72.06%	82.99%	84.27%	82.00%	65.08%	44.66%	34.41%	60.91%
2007	35.86%	51.78%	59.03%	55.07%	54.56%	70.28%	88.55%	92.80%	77.90%	62.86%	47.28%	33.84%	60.82%
2008	32.14%	45.84%	52.03%	49.03%	55.51%	64.02%	80.34%	87.97%	63.12%	59.13%	43.07%	23.83%	54.67%
2009	33.10%	40.84%	49.50%	47.82%	49.20%	64.05%	81.52%	86.57%	72.54%	61.53%	34.22%	27.31%	54.02%
2010	35.52%	49.50%	53.20%	47.86%	48.23%	64.03%	81.08%	82.72%	68.79%	56.83%	31.77%	34.78%	54.53%
2011	35.17%	45.97%	46.00%	45.66%	46.93%	63.17%	76.87%	82.93%	72.89%	61.84%	37.38%	48.57%	55.28%
2012	37.85%	50.49%	53.25%	53.06%	53.48%	67.96%	79.80%	83.74%	70.33%	52.67%	38.83%	38.73%	56.68%
2013	34.56%	47.24%	49.00%	47.59%	48.85%	59.29%	75.16%	85.24%	77.16%	62.17%	55.94%	36.61%	56.57%
2014													

** This report is a general report of occupancy trends. Slight variances can occur due to rooms or spaces being unavailable for a period of time. These fluctuations, however, are generally brief and have minimal temporary impact on estimates.*

City of Newport - Occupancy Report
2005 to 2013*

Accumulative % for (4) participating hotel properties with 30 rooms or less

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2005	36.00%	50.00%	50.00%	41.00%	47.00%	48.00%	78.00%	82.15%	60.54%	50.71%	39.13%	27.39%	50.83%
2006	37.59%	47.20%	51.95%	46.63%	48.32%	52.82%	77.55%	77.83%	82.89%	63.82%	41.78%	29.13%	54.79%
2007	31.28%	48.60%	49.48%	52.15%	55.83%	54.36%	72.28%	78.49%	64.90%	49.40%	38.17%	28.08%	51.92%
2008	24.15%	39.83%	45.42%	38.21%	52.92%	51.28%	71.13%	78.12%	57.64%	52.20%	33.95%	21.44%	47.19%
2009	26.40%	36.33%	40.60%	38.74%	45.19%	57.83%	65.10%	69.02%	64.12%	49.52%	27.36%	24.15%	45.36%
2010	22.40%	37.20%	45.36%	38.51%	43.68%	62.17%	66.92%	70.67%	67.18%	52.44%	27.65%	29.95%	47.01%
2011	30.28%	41.34%	41.06%	37.22%	46.69%	50.79%	64.18%	69.77%	72.08%	56.38%	30.90%	24.86%	47.13%
2012	19.71%	33.51%	37.34%	37.37%	39.73%	47.56%	61.75%	72.01%	64.96%	52.64%	28.70%	24.86%	43.34%
2013	21.69%	34.71%	43.38%	45.12%	55.79%	76.13%	85.24%	89.08%	80.72%	60.98%	43.06%	31.80%	55.64%
2014													

Accumulative % for (3) participating campgrounds/RV parks

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2005	11.00%	20.00%	31.00%	29.00%	39.00%	51.00%	90.00%	100.46%	74.25%	32.02%	19.57%	9.63%	42.24%
2006	8.59%	17.67%	35.82%	32.21%	53.20%	64.63%	91.52%	101.85%	84.04%	36.74%	15.45%	11.57%	46.11%
2007	9.60%	32.70%	31.52%	32.41%	41.28%	64.39%	169.13%	109.83%	82.00%	34.66%	32.50%	10.06%	54.17%
2008	9.16%	15.79%	29.58%	24.58%	37.14%	52.36%	97.69%	97.90%	70.80%	33.01%	19.51%	10.21%	41.48%
2009	11.47%	16.87%	26.67%	27.38%	45.33%	68.47%	103.03%	104.72%	82.38%	39.03%	18.26%	12.01%	46.30%
2010	10.80%	18.76%	30.52%	31.60%	33.57%	56.06%	85.41%	85.54%	63.89%	33.42%	15.02%	7.92%	39.38%
2011	9.02%	13.32%	20.05%	22.56%	31.83%	53.15%	78.10%	81.60%	61.08%	29.21%	13.94%	5.94%	34.98%
2012	7.37%	17.80%	18.95%	22.53%	40.52%	62.26%	93.92%	94.73%	44.24%	30.24%	14.07%	8.74%	37.95%
2013	9.18%	18.36%	26.19%	24.61%	42.02%	29.82%	94.74%	97.58%	67.05%	43.94%	23.60%	11.36%	40.70%
2014													

** This report is a general report of occupancy trends. Slight variances can occur due to rooms or spaces being unavailable for a period of time. These fluctuations, however, are generally brief and have minimal temporary impact on estimates.*

2011 to 2013
Visitor Statistics

	800 Line			Other Calls			Walk-ins			Visitor Packets			Relos			Email Requests			Fax			Website Visits			Window Talk			Website Hits		
MONTH	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13	11	12	13
January	125	108	129	908	770	634	831	826	787	1,028	1,144	831	29	4	9	2,835	3,025	3,367	0	0	0	35,407	36,722	42,811	342	323	206	1,868,836	1,448,874	678,740
February	226	230	543	1,289	1,077	755	560	980	1,244	1,583	721	799	10	5	1	3,119	3,462	2,858	0	0	0	54,721	60,804	46,224	276	178	241	2,546,876	2,489,432	943,351
March	226	169	161	831	796	503	1,207	1,167	1,070	1,092	959	864	21	10	11	3,131	2,639	3,143	0	0	0	23,191	20,539	32,412	326	307	312	1,042,420	700,638	725,307
April	95	120	94	765	616	651	1,161	1,181	1,314	1,015	954	893	8	5	15	2,262	2,958	3,376	0	0	0	19,723	17,639	26,534	358	265	794	881,152	547,414	506,259
May	118	107	145	802	678	662	1,212	1,337	1,480	2,480	1,856	2,366	19	12	5	2,866	3,347	2,344	0	0	0	22,036	19,213	23,572	540	555	479	901,585	591,042	485,530
June	147	149	120	928	745	528	1,505	1,437	1,739	3,856	1,362	1,513	10	13	13	3,067	3,092	1,986	0	0	0	20,741	19,610	25,590	680	434	603	878,382	624,272	481,806
July	209	163	156	870	681	720	1,556	1,823	2,041	3,109	2,074	2,067	17	12	11	2,735	2,807	2,166	0	0	0	21,037	20,898	31,674	798	758	1,055	999,829	744,838	616,117
August	158	212	132	936	883	595	1,886	1,907	2,129	3,348	4,479	2,879	18	19	14	3,012	3,196	1,974	0	0	0	21,246	21,382	26,874	1,061	840	1,568	964,265	727,978	487,393
September	110	161	106	694	509	441	1,506	1,256	1,687	889	1,201	2,564	3	12	13	2,794	2,359	2,516	0	0	0	18,333	18,382	21,396	643	515	1,077	771,169	548,447	388,663
October	82	156	121	661	671	575	947	1,066	1,403	626	272	466	4	11	3	3,109	3,336	3,222	0	0	0	17,987	17,464	19,936	390	338	502	677,132	529,027	359,904
November	75	88	91	602	559	453	783	755	628	327	202	285	3	4	10	3,072	2,844	3,328	0	0	0	15,701	16,093	21,977	411	238	265	564,383	397,285	322,116
December	64	125	157	528	388	448	687	717	713	383	224	360	1	3	9	2,411	2,205	2,816	0	0	0	21,716	21,596	30,044	195	164	281	930,117	406,406	381,410
TOTAL	1,635	1,788	1,955	9,814	8,373	6,965	13,841	14,452	16,235	19,736	15,448	15,887	143	110	114	34,413	35,270	33,096	0	0	0	291,839	290,342	349,044	6,020	4,915	7,383	13,026,146	9,755,653	6,376,596

Dean Runyan Associates

Newport
Travel Impacts, 1991-2012p

photo courtesy of CITY OF NEWPORT, OREGON

JUNE 2013

PREPARED FOR

Greater Newport Chamber of Commerce
Newport, Oregon

NEWPORT
TRAVEL IMPACTS, 1991-2012P

Prepared for the

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June 2013

NEWPORT
TRAVEL IMPACTS, 1991-2012P

This study, prepared for the Greater Newport Chamber of Commerce, documents the economic significance of the travel industry in Newport from 1991 through 2012. The principal aim of this study was to prepare preliminary estimates of travel spending during 2012 as well as to provide estimates of the earnings, employment and tax revenues generated by these expenditures. In addition, this year's report also provides estimates of overnight visitor volume and average spending.

The 2012 estimates contained in this report are *preliminary*. These estimates are based on the 2012p economic impact analysis for Oregon counties prepared for the Oregon Tourism Commission and updated with the most current information collected for Newport.

In interpreting the findings, it should be noted that:

- All estimates contained in this report supersede those previously published.
- The estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- The economic impact measurements represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Secondary effects related to the additional spending of businesses and employees are not included.
- The employment estimates in this report are estimates of the total number of full and part-time number of jobs directly generated by travel spending, rather than the number of individuals employed. Payroll and self-employment are included in these estimates.
- Following last year's major revisions involving new source data and methodology, some additional, minor refinements were made this year primarily involving the estimation of ground transportation and day travel. The revised estimates are not substantially different from those previously reported.

TRAVEL TRENDS

Total direct travel spending in Newport was $127.7 million in 2012. This represents a 1.2 percent increase over the preceding year in current dollars. Employment and earnings were also up slightly. In general, the relatively flat performance of the Newport travel industry is similar to the larger Central Coast region.

Newport Travel Trends, 1991-2012p

	Spending	Earnings	Employment	Tax Receipts ($Thousand)		
	($Million)	($Million)	0	Local	State	Total
1991	66.3	18.0	1,500	663	1,428	2,091
1992	74.8	20.4	1,580	888	1,652	2,540
1993	74.5	20.3	1,520	875	1,658	2,533
1994	78.2	21.3	1,540	928	1,747	2,675
1995	85.2	23.2	1,610	1,002	1,862	2,863
1996	104.0	26.7	1,790	1,437	2,157	3,594
1997	95.2	24.6	1,580	1,377	1,984	3,361
1998	95.3	24.8	1,470	1,393	1,980	3,373
1999	90.9	23.5	1,430	1,299	1,862	3,161
2000	97.6	24.9	1,430	1,390	1,983	3,373
2001	103.4	26.4	1,520	1,476	2,080	3,556
2002	103.7	26.6	1,490	1,439	2,059	3,498
2003	106.5	27.2	1,520	1,666	2,120	3,787
2004	110.9	28.1	1,550	1,758	2,398	4,156
2005	111.5	28.0	1,480	2,080	2,395	4,475
2006	116.7	29.2	1,470	2,261	2,498	4,759
2007	120.5	31.5	1,580	2,389	2,648	5,037
2008	123.2	32.3	1,570	2,244	2,700	4,943
2009	121.8	32.8	1,580	2,240	2,695	4,935
2010	122.9	31.9	1,540	2,293	2,660	4,953
2011	126.2	32.2	1,550	2,309	2,973	5,282
2012p	127.7	34.0	1,560	2,336	3,050	5,385
Annual Percentage Change						
11-12p	1.2%	5.5%	0.1%	1.2%	2.6%	2.0%
91-12p	3.2%	3.1%	0.2%	6.2%	3.7%	4.6%

Notes: Spending includes visitor spending and other travel spending (travel agencies and transportation to other Oregon destinations). Earnings include wage and salary disbursements, benefits and proprietor income. Employment includes full- and part-time payroll employees and proprietors. These direct travel impacts do not include secondary (indirect and induced) impacts. The multiple year percentage change refers to the average annual change.

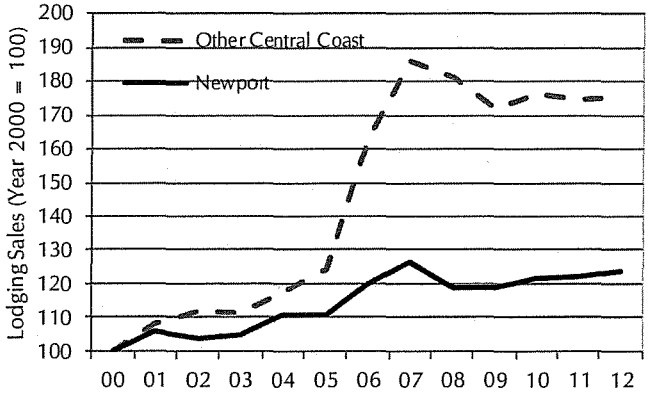
Newport's share of Central Coast lodging sales declined from about 25 percent to 18 percent between 2000 and 2008. In recent years, the Newport's share has gradually increased.

Newport and Central Coast
Lodging Sales (Million)

	Newport	Central Coast	Share
2000	$19.9	$78.9	25.2%
2001	$21.1	$85.0	24.8%
2002	$20.6	$86.6	23.7%
2003	$20.8	$86.6	24.1%
2004	$22.0	$91.3	24.1%
2005	$22.0	$95.5	23.1%
2006	$23.8	$120.1	19.8%
2007	$25.1	$134.9	18.6%
2008	$23.6	$130.7	18.1%
2009	$23.6	$125.3	18.8%
2010	$24.1	$128.2	18.8%
2011	$24.3	$127.5	19.1%
2012	$24.6	$128.0	19.2%
Annual Percentage Change			
2011-12	1.2%	0.4%	
2000-12	2.0%	4.5%	

Source: Oregon Department of Revenue, City of Newport and other taxing jurisdictions in Lincoln, east Douglas and east Lane counties. The multiple year percentage change refers to the average annual change.

Newport and Other Central Coast Lodging sales
(Year 2000 = 100)



Detailed travel impacts for 2006-2012p are presented on the following page.

Newport
Travel Impacts, 2006-2012p

	2006	2007	2008	2009	2010	2011	2012p
Total Direct Travel Spending ($Million)							
Destination Spending	115.2	118.8	121.4	120.5	121.5	124.4	125.9
Other Travel*	1.6	1.7	1.9	1.3	1.5	1.7	1.7
Total Direct Spending	116.7	120.5	123.2	121.8	122.9	126.2	127.7
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	27.8	29.4	27.7	27.7	28.4	28.6	28.0
Food Service	24.9	25.7	27.1	28.3	28.4	28.8	30.0
Food Stores	14.5	15.1	16.0	16.2	15.8	16.3	16.7
Local Tran. & Gas	8.4	9.0	10.5	7.7	8.9	10.6	10.6
Arts, Ent. & Rec.	19.7	19.8	20.1	20.3	19.8	19.8	20.1
Retail Sales	19.9	19.8	19.9	20.3	20.2	20.3	20.6
Destination Spending	115.2	118.8	121.4	120.5	121.5	124.4	125.9
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	19.3	20.9	21.2	21.8	21.3	21.8	23.1
Arts, Ent. & Rec.	5.2	5.8	6.1	6.0	5.7	5.6	5.9
Retail***	4.3	4.5	4.7	4.7	4.6	4.6	4.7
Other Travel**	0.3	0.3	0.3	0.3	0.2	0.2	0.3
Total Direct Earnings	29.2	31.5	32.3	32.8	31.9	32.2	34.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	930	1,010	1,010	1,000	990	1,010	1,000
Arts, Ent. & Rec.	310	330	320	340	320	320	340
Retail***	220	220	230	230	220	210	220
Other Travel**	10	10	10	10	10	10	10
Total Direct Employment	1,470	1,580	1,570	1,580	1,540	1,550	1,560
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	2.3	2.4	2.2	2.2	2.3	2.3	2.3
State Tax Receipts	2.5	2.6	2.7	2.7	2.7	3.0	3.0
Total Local & State	4.8	5.0	4.9	4.9	5.0	5.3	5.4

Details may not add to totals due to rounding.

*Other Travel spending includes ground transportation spending and related impacts for travel to other Oregon visitor destinations, and travel agencies.

**Other Travel employment and earnings includes all ground transportation, except motor fuel, and travel agencies.

***Retail includes gasoline.

NEWPORT OVERNIGHT VISITOR VOLUME AND AVERAGE SPENDING

Visitor volume and average visitor spending estimates for Newport are shown below. The tables are mathematically related: The total visitor spending estimates in the first table are equivalent to the average spending estimates in the second table multiplied by the appropriate measure of visitor volume in the third table. See Appendix C.

Visitor Spending by Type of Traveler Accommodation ($Million), 2006-2012p

	2006	2007	2008	2009	2010	2011	2012p
All Overnight	76.6	79.6	81.0	79.7	81.0	83.3	84.0
Hotel, Motel	51.5	53.7	54.3	53.2	54.6	56.4	57.6
Private Home	4.2	4.4	4.6	4.5	4.6	4.8	4.0
Other Overnight	20.9	21.6	22.1	22.0	21.7	22.0	22.4
Campground	15.6	16.1	16.4	16.4	16.0	16.2	16.4
Vacation Home	5.3	5.5	5.7	5.5	5.6	5.9	5.9
Day Travel	38.6	39.2	40.4	40.9	40.5	41.1	42.0
Spending at Destination	115.2	118.8	121.4	120.5	121.5	124.4	125.9

Average Expenditures for Overnight Visitors, 2012p

	Travel Party		Person		Party	Length of
	Day	Trip	Day	Trip	Size	Stay (nights)
Hotel, Motel	$327	$618	$134	$253	2.4	1.9
Private Home	$84	$256	$32	$98	2.6	3.0
Other Overnight	$140	$460	$42	$138	3.3	3.3
All Overnight	$219	$534	$77	$195	2.8	2.4

Overnight Visitor Volume, 2010-2012p

	Person-Nights (000)			Party-Nights (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	425	425	431	174	174	176
Private Home	124	124	123	47	47	47
Other Overnight	542	531	531	163	160	160
All Overnight	1,090	1,080	1,085	384	381	383

	Person-Trips (000)			Party-Trips (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	224	225	228	92	92	93
Private Home	41	41	41	16	16	16
Other Overnight	165	162	162	50	49	49
All Overnight	431	427	430	157	156	157

APPENDICES

APPENDIX A:	KEY TERMS AND DEFINITIONS
APPENDIX B:	TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS
APPENDIX C:	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX D:	REGIONAL TRAVEL IMPACT MODEL

KEY TERMS AND DEFINITIONS

ECONOMIC IMPACTS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: City of Newport lodging tax. Property taxes are not included.

Other spending: See *Travel spending.*

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

State Taxes: Lodging, motor fuel, and personal and business income taxes imposed by the state of Oregon.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

VISITOR VOLUME

Length of Stay: The number of nights that a visitor or travel party is away from home on a trip.

Night: Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

Party-trips: The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

Party-nights: The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

Party Size: The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

Room Demand: A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold.*

Travel party: A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

Trip: A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

Visitor-trips: The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits.*

Visitor-nights: The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	
	Accommodation (721)
	Food Services and Drinking Places (722)
	Residential Property Managers (531311)
Arts, Entertainment & Recreation	
	Performing Arts, Spectator Sports (711)
	Museums (712)
	Amusement, Gambling (713)
	Scenic and Sightseeing Transportation (487)
	Miscellaneous Industries (see note**)
Retail	
	Food & Beverage Stores (445)
	Gasoline Stations (447)
	Clothing and Clothing Accessories Stores (448)
	Sporting Goods, Hobby, Book, and Music Stores (451)
	General Merchandise Stores (452)
	Miscellaneous Store Retailers (453)
Ground Transportation	
	Interurban and rural bus transportation (4852)
	Taxi and Limousine Service (4853)
	Charter Bus Industry (4855)
	Passenger Car Rental (532111)
	Parking Lots and Garages (812930)
Air Transportation	
	Scheduled Air Passenger Transportation (481111)
	Support Activities for Air Transportation (4881)
Travel Agencies	
	Travel Agencies (56151)

Notes: *Government enterprizes (e.g., park systems) are included in this classification.
**Includes parts of industries in other sectors (e.g., accommodation, charter bus).
A more detailed description of these industries can be found at http://www.ntis.gov/naics.

RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown below.

- **Spending** *equals* **Average Expenditures** *multiplied by* **Volume** for comparable party/person and night/trip categories
- **Travel parties** and **persons** are related by division or multiplication with **Party Size**
- **Trips** and **nights** are related by division or multiplication with **Length of Stay**

Visitor Spending by Type of Accommodation ($Million), YEAR

		YEAR
All Overnight	**656,000 x $79 = $56,100,000** (calculated from person-trips)	**56.1**
Hotel, Motel	160,000 x $200 = $32,000,000 (calculated from party-nights)	32.0
Private Home	*1,030,000 x $20 = $20,600,000 (calculated from person-nights)*	*20.6*
Other Overnight	**10,000 x $350 = $3,500,000** (calculated from party-trips)	**3.5**
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

Average Expenditures for Overnight Visitors, YEAR

	Travel Party		Visitor (Person)		Party	Length of
	Nights	Trip	Nights	Trip	Size	Stay (nights)
Hotel, Motel	$200	$340	$83	$142	**2.4**	1.7
Private Home	$50	$130	*$20*	$52	2.5	**2.6**
Other Overnight	$117	**$350**	$34	$103	3.4	3.0
All Overnight	$494	$214	$197	**$86**	2.5	2.3

Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)
		YEAR	YEAR
Hotel, Motel	160 x **2.4** =	384	160
Private Home		*1,030*	412
Other Overnight		102	30
All Overnight		1,516	602

	Visitor-Trips (000)		Party-Trips (000)
		YEAR	YEAR
Hotel, Motel		226	94
Private Home	*1,030* / **2.6** =	396	158
Other Overnight		34	**10**
All Overnight		**656**	263

REGIONAL TRAVEL IMPACT MODEL

PRIMARY DATA SOURCES

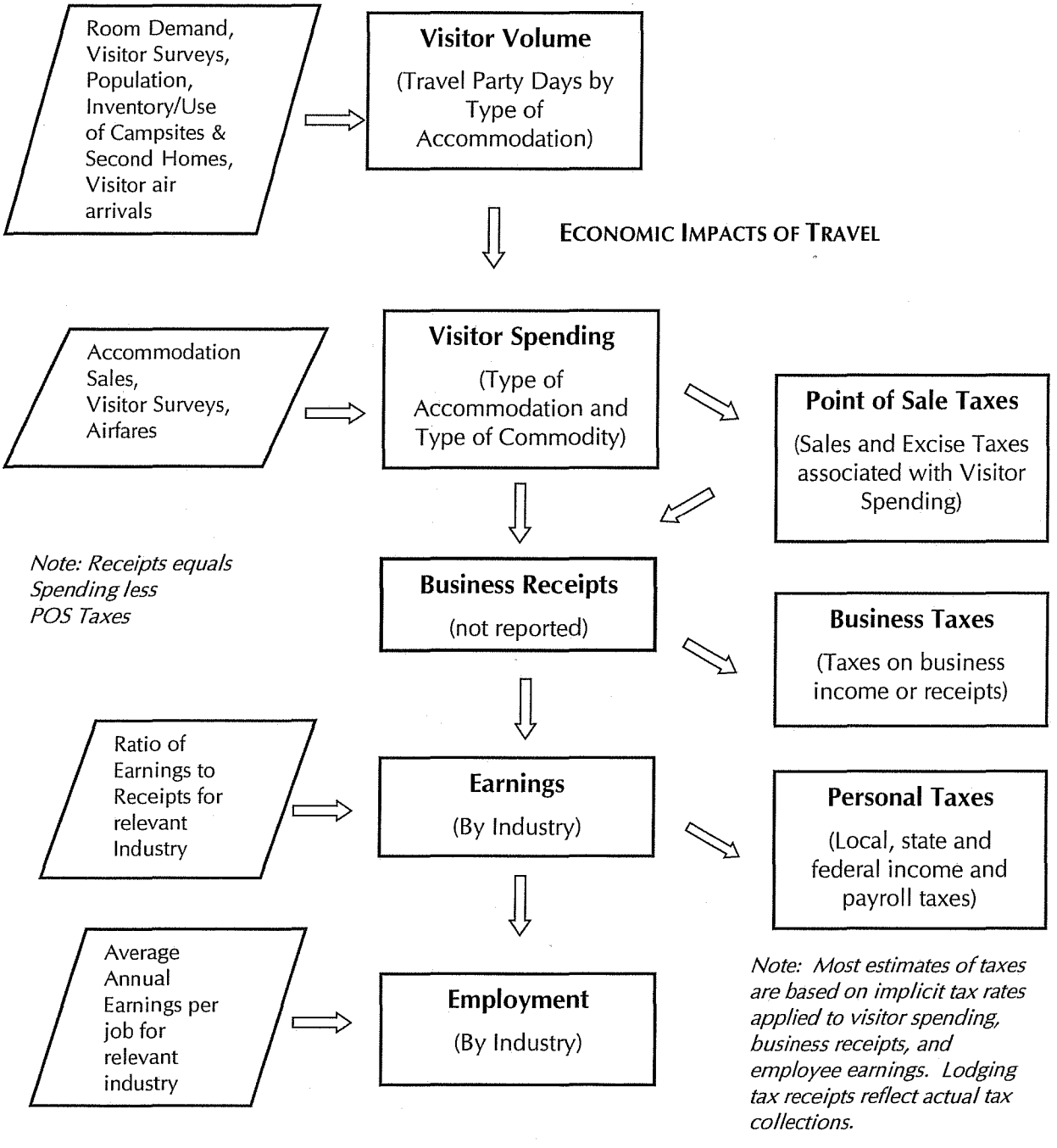


EXHIBIT C

Relevant Provisions of ORS Chapter 279B

279B.220 Conditions concerning payment, contributions, liens, withholding. Every public contract shall contain a condition that the contractor shall:

(1) Make payment promptly, as due, to all persons supplying to the contractor labor or material for the performance of the work provided for in the contract.

(2) Pay all contributions or amounts due the Industrial Accident Fund from the contractor or subcontractor incurred in the performance of the contract.

(3) Not permit any lien or claim to be filed or prosecuted against the state or a county, school district, municipality, municipal corporation or subdivision thereof, on account of any labor or material furnished.

(4) Pay to the Department of Revenue all sums withheld from employees under ORS 316.167.

279B.230 Condition concerning payment for medical care and providing workers' compensation.

(1) Every public contract shall contain a condition that the contractor shall promptly, as due, make payment to any person, co-partnership, association or corporation furnishing medical, surgical and hospital care services or other needed care and attention, incident to sickness or injury, to the employees of the contractor, of all sums that the contractor agrees to pay for the services and all moneys and sums that the contractor collected or deducted from the wages of employees under any law, contract or agreement for the purpose of providing or paying for the services.

(2) Every public contract shall contain a clause or condition that all subject employers working under the contract are either employers that will comply with ORS 656.017 or employers that are exempt under ORS 656.126. [2003 c.794 §76c]

279B.235 Condition concerning hours of labor.

(1) An employer must give notice in writing to employees who work on a public contract, either at the time of hire or before commencement of work on the contract, or by posting a notice in a location frequented by employees, of the number of hours per day and days per week that the employees may be required to work.

(2) In the case of contracts for personal services as described in ORS 279A.055, the contract shall contain a provision that the employee shall be paid at least time

and a half for all overtime worked in excess of 40 hours in any one week, except for individuals under personal services contracts who are excluded under ORS 653.010 to 653.261 or under 29 U.S.C. 201 to 209 from receiving overtime.

(3) (a) Except as provided in subsection (4) of this section, contracts for services must contain a provision that requires that persons employed under the contracts shall receive at least time and a half pay for work performed on the legal holidays specified in a collective bargaining agreement or in ORS 279B.020 (1)(b)(B) to (G) and for all time worked in excess of 10 hours in any one day or in excess of 40 hours in any one week, whichever is greater.

(b) An employer shall give notice in writing to employees who work on a contract for services, either at the time of hire or before commencement of work on the contract, or by posting a notice in a location frequented by employees, of the number of hours per day and days per week that the employees may be required to work.