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# Pursuing Meetings & Conventions as an Economic Driver for your Community

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# Objectives:

## *In your Community -*

- **Creating Economic value for meetings & conventions**
- **Exploring niche markets**
- **Developing partnerships**

## Travel Oregon – Oregon Rural Tourism Studio

- Robust training program designed to assist rural communities interested in sustainable tourism development
- Increase in high-value, authentic experiences for travelers across the state that will help contribute to community livability, a healthy environment, and strengthening Oregon's position as a premiere tourism destination in North America.
- Who should attend: Community leaders, tourism entrepreneurs, tour operators, lodging property owners, cycling enthusiasts, restaurateurs and anyone with an interest in strengthening the local economy through tourism
- The Rural Tourism Studio brings eight days of training on
  - tourism development and strategies for creating unique visitor experiences from local assets
  - sustainable tourism principles to ensure that we protect and enhance the community, its culture, and our natural assets as we develop the industry
  - the rapidly expanding niche market of nature-based tourism
  - cultural heritage tourism to expose visitors to the local history and culture
  - marketing businesses (and your community!) on a shoestring
  - fundraising to support tourism development efforts

**Graduating communities will also gain preferred applicant status and will be eligible to apply for up to \$10,000 from Travel Oregon's Matching Grant Program following completion of the program.**

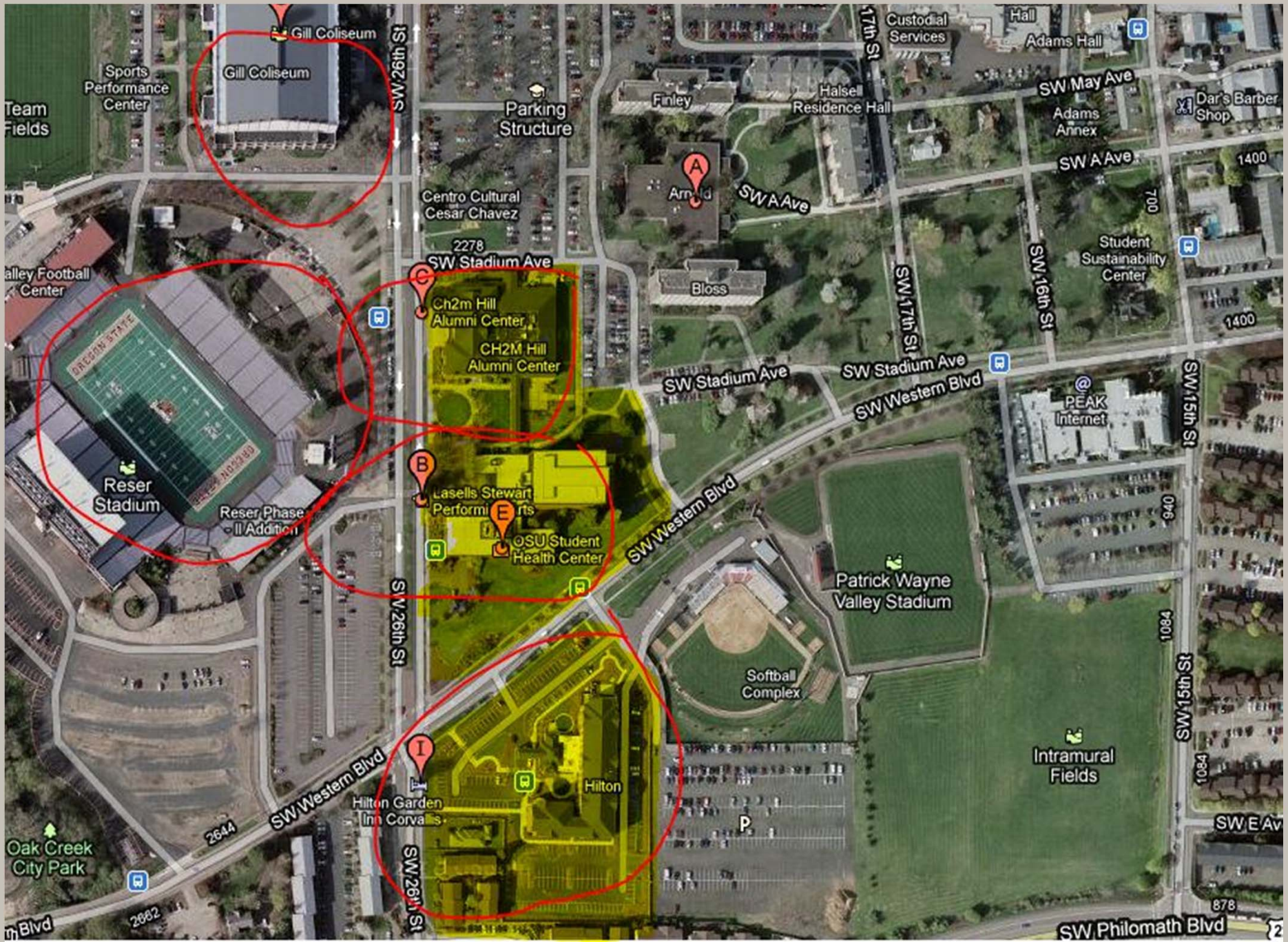
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<http://industry.traveloregon.com/Departments/Tourism-Development/Oregon-Rural-Tourism-Studio-1.aspx>

## The OSU Conference Center – *how it came to be:*

1. OSU has 90,000 sqft of dedicated meeting space.
2. 1996 - OSU recognizes how an internationally recognized flagged hotel could add value to existing meeting space.
3. 1997 – Sends out an RFP to invite hotel developers to bid on OSU property
4. ***It takes 5 years to break ground due to land use appeals!!!***
5. 2002 – a Group of investors break ground on a 153 room Hilton Garden Inn
6. 2003 – October, Hilton Garden Inn opens
7. 2007 - Corvallis sees 34% increase in Transient Occupancy Taxes collected





## OSU RFP :

1. Land Ownership
2. Architectural Considerations
3. OSU Campus Master plan
4. Ownership of Improvements
5. Ground Lease
6. Income to OSU
7. Project Completion
8. Initial Consideration
9. Zoning Permits
10. Complex Tenants
11. Public Relations
12. Project Development
13. Developer Qualifications



## The OSU Conference Center

- CH2M HILL Alumni Center – 45,000 square foot meeting and conference venue
- LaSells Stewart Center – 45,000 square foot conference and performing arts venue
- 153 room Hilton Garden Inn – OSU's Headquarter Hotel



[www.meetatosu.com](http://www.meetatosu.com)

# Transient Lodging Tax distribution

## Local Transient Lodging Tax Survey (ECONorthwest) - 2007

<http://industry.traveloregon.com/upload/otc/departments/tourismdevelopment/finaltltsurveyresults.pdf>

- **HB 2267 (2003) (ORS 320.300)**
- 103 jurisdictions had collected \$99.5 million in lodging taxes
- % to Tourism related activities – MAINTAINS PRE HB 2267 funding levels
- Average Rate: 3-9%
- 1% - statewide tax on tax on lodging
- Distribution (2007):
  - General Services – 39% of funds collected
  - Tourism Facilities – 29%
  - Tourism Marketing & Promotion – 18%
  - Economic Development – 5%
  - Chamber of Commerce – 2%
  - Events – 1%

### ORS 320.300 definitions:

**Tourism** = economic activity resulting from tourists

**Tourism promotion** = advertising, marketing special events, festivals, etc.

**Tourism Promotion Agency** = incorporated non-profit organization or a non-profit entity that manages tourism related economic development plans, programs, projects

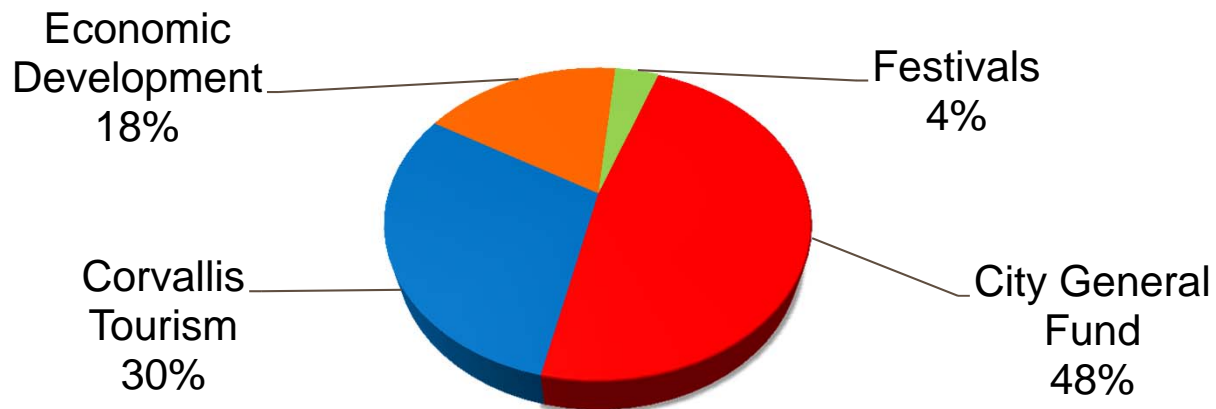
# Corvallis - Lodging Tax

## History

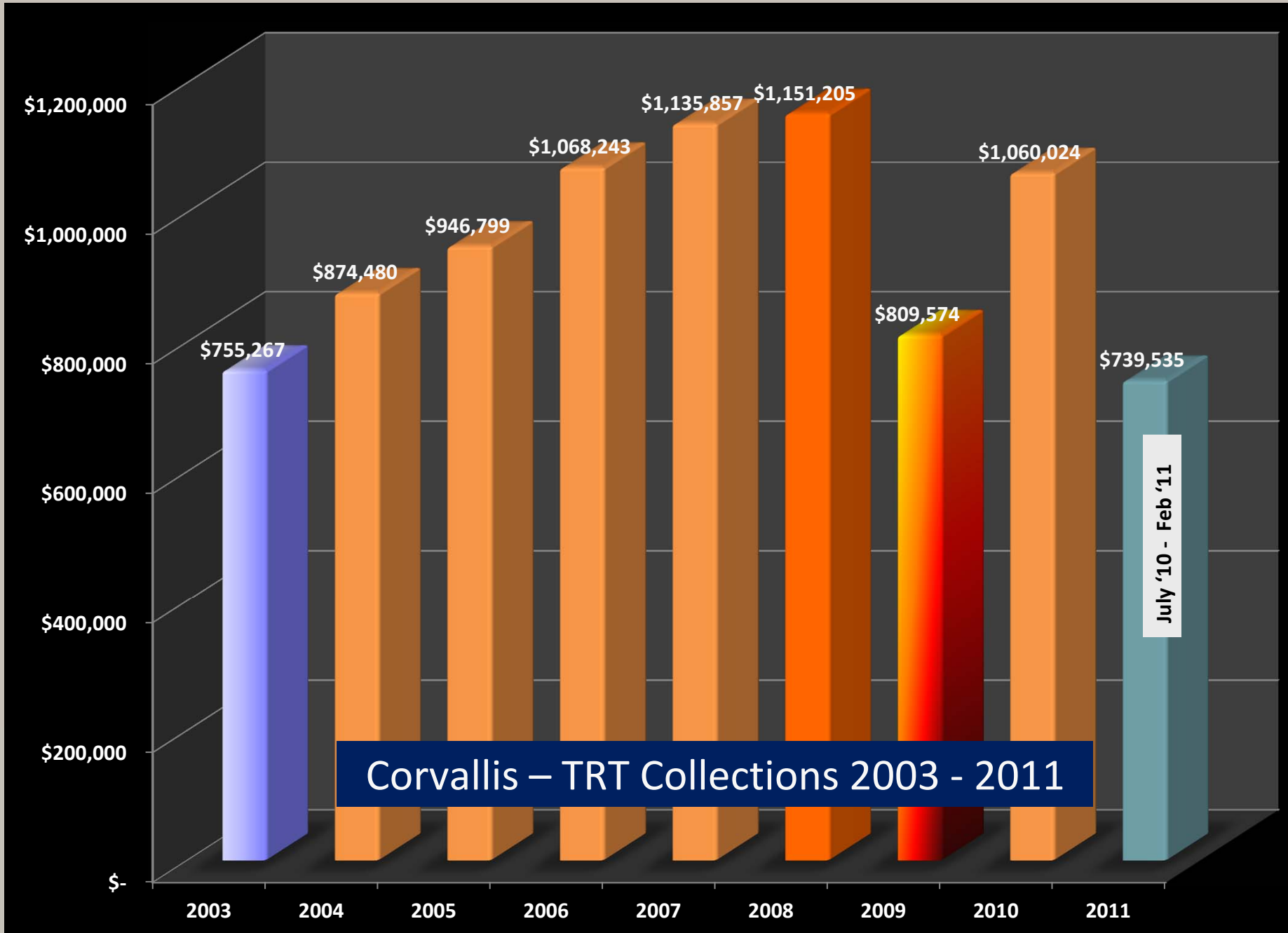
- 1973: 5%
- 1981: 6%
- 1983: 7%
- 1990: 9%



## Lodging Tax Distribution



Lodging properties outside city limits DO NOT pay lodging tax



Corvallis – TRT Collections 2003 - 2011

Source: City of Corvallis

## 2009-10 Corvallis Economic Development Funding Allocation:

<b>Festivals &amp; Events</b>	<b>Requested</b>	<b>Allocated</b>
Corvallis American Legion Baseball Tournament	\$15,000	\$8,963
Corvallis Fall Festival	\$10,000	\$8,033
Da Vinci Days Festival	\$20,000	\$16,658
Downtown Association Red/White & Blues Festival	\$16,225	\$12,692
<b>Economic Development</b>		
Business Enterprise Center	\$86,000	\$50,000
Corvallis Chamber Coalition	\$100,000	\$73,000
Downtown Corvallis Association	\$57,775	\$36,000
Corvallis Independent Business Alliance	\$15,200	\$0.00
Majestic Theater Management	\$10,000	\$0.00
Oregon Natural Step Network	\$10,000	\$7,500
Willamette Neighborhood Housing: Housing	\$45,000	\$33,000
Willamette Neighborhood Housing: MicroBusiness	\$10,000	\$8,580
<b>TOTAL</b>	<b>\$333,975</b>	<b>\$208,580</b>



# Creating Niche Markets in Corvallis:

- Meetings & Conventions Market
  - 85% Hilton Garden Inn stays are related to OSU
  - OSU Conference Center is successful because of Hilton Garden Inn
  - Highest ROI for marketing/promotional \$s spent
  - Conferences that require city-wide lodging needs
  - OSU Conference Center: Increase in activity since 2003
  - Targeted Marketing
    - Groups that want to hold their conference/event in a location such as Corvallis
    - Smaller Conferences: 250-500 range
    - Research Conferences related to OSU
  - Need for additional *higher quality* lodging property
- Sports Market
  - OSU & Other Sports Facilities
  - OSU PAC-12: Football, Baseball, Basketball, etc.
  - Corvallis Knights
    - Oregon High School ALL STAR GAME
    - League ALL STAR Game
  - Sports Camps
- Corporate Travel
  - HP, CH2M HILL, New High-tech Start-ups (HD+, NuScale, etc.)
- Cash in on the **OSU** brand

## Public-Private Partnership:

- Oregon State University
- Private Investors
- Shared Vision
- Providing Economic Value for the Community
- Increase in Transient Lodging Taxes generated



Accounts for 56% TRT collected in Corvallis



BY CHOICE HOTELS

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# CREATING REASONS TO **\$TAY** IN CORVALLIS

Stay = \$s produced in Transient Lodging Taxes INVESTED back in the community for economic development and other purposes

Stay = Spend Dollars in the Community

Stay = Once visitors stay in town, create opportunities to engage in tourism related activities

Jobs = direct / indirect jobs created

## Economic Multiplier for Corvallis:

One Day (football game day)	\$45 per person
3 Day Conference	\$325 per person



## Resources:

Oregon Rural Tourism Studio - <http://tinyurl.com/3gqqg52e>  
<http://industry.traveloregon.com/Departments/Tourism-Development/Oregon-Rural-Tourism-Studio-1.aspx>

Tourism as Economic Development: A Brief Guide for  
Communities and Enterprise Developers

by Bob Glover - <http://tinyurl.com/3sbq7v8>

[http://www.economicdevelopment.net/tourism/glover\\_tpd\\_98.htm](http://www.economicdevelopment.net/tourism/glover_tpd_98.htm)

Travel Oregon – Local Transient Lodging Tax Survey

<http://tinyurl.com/3mqIng3>

<http://industry.traveloregon.com/upload/otc/departments/tourismdevelopment/finaltltsurveyresults.pdf>