

TRAVEL LANE COUNTY

FY22 Combined Marketing Plan



FY22: Making Meaningful Matches As We Grow Visitor Volume



Partners, Stakeholders and Friends,

Travel Lane County champions the branding and reputation-building of the Eugene, Cascades & Coast region and serves as a destination expert for visitors, matching them up with meaningful experiences as we meet our mission of growing visitor overnight stays.

Our destination delivers enriching, authentic, approachable experiences for all ages and abilities.

All of our work honors this sense of ease, engagement, and enjoyment for all ages and abilities. Whether sharing about an outdoor adventure, a road trip or cycling tour, a food and beverage trail, or a cultural immersion, our filter is on enriching, authentic, and approachable experiences.

Our focus heading in to FY22 is on growing visitor travel demand and economic health in sync with:

1. Government guidelines and recommendations.
2. Traveler and planner sentiment and ability to resume travel and events.

As always, against the backdrop of our core mission to grow overnight visitors, we work to:

1. Understand and respect resident sentiment and values as part of our brand promise.
2. Reinforce pride and awareness in our destination's many assets and qualities.
3. Inspire the delivery of exceptional experiences to visitors and neighbors.

We #LoveLane and look forward to growing back stronger,



Why We Do What We Do

We believe our work inspires people to experience and appreciate Lane County, creating opportunities, a sense of place and stronger communities.



How Do We Do it

We provide Leadership in the development of the region's year-round tourism sector.

We are Brand Ambassadors who are committed to knowing our destination from one border to the other and living our brand promise.

We are Professionals who provide informed, friendly, prompt and respectful service.

We Value our staff, members/partners and customers.

We practice Good Stewardship of resources.

We are Welcoming and oppose discrimination of any kind.



What We Do

We market Lane County to leisure travelers, sports planners and meeting planners.

We create content that is inspiring, available and valuable.

We provide member benefits that create value.

We greet visitors with information and resources to plan experiences.

We communicate timely and accurate information to our stakeholders.

We develop tools that allow staff to be effective and efficient.

We partner with communities and organizations to provide the right experience for the right person at the right time.

KEY GOALS FOR FY22

DRIVE

visitor demand to Lane County through strong and consistent branding, compelling creative and accurate visitor information

CREATE

data-driven marketing strategies

CONFIRM

meetings, conventions and sports events that will utilize Eugene, Cascades & Coast sports venues and hotels

PROVIDE

exemplary event and visitor information services

DEVELOP

new tourism products and engage with regional and statewide tourism initiatives

FOSTER

strong collaboration and partnerships

CREATE

awareness, engagement and support for the Sports Commission and the indoor track development

CHAMPION

the value of tourism and Travel Lane County's role in achieving a healthy industry and prosperous community

ENGAGE

the community to host visitors for the World Athletics Championships in 2022 and beyond

OUR KEY DIFFERENTIATORS

ETHOS



Nature
Sustainability
Food and drink
Maker culture
Tech/intellectual capital
Art

ENERGY



University of Oregon
Hospitality development
Active sports culture
Hayward Field
Riverfront development
Parks and recreation

EASE



Excellent highway access
Passenger rail
Air service
Affordability
No sales tax
JEDI / Accessibility
Safety

OUR COMMUNITIES



EUGENE

TrackTown USA

Where urban trails are uncrowded, the performing arts unbounded and the eateries uncommon. Walk or run along the river, find peace in the forest, or take in the view from the top of a butte. Then catch a show at one of many unique venues, and pick a place to eat – from fine dining to food carts, the focus is fresh and local.



SPRINGFIELD

Where public art is plentiful, craft beer beckons and river paths are picturesque. Cycle or saunter along the Willamette River. Tour outdoor art and murals. Wander through quaint, downtown shops. See familiar sites from “The Simpsons” TV show. Try a new brew.



FLORENCE

Oregon’s Coastal Playground

Grab a sandboard and carve your way through North America’s largest coastal dunes. Hop on a horse. Go clamming or crabbing. Stroll along the boardwalk. Savor a bowl of chowder. Shop local boutiques and enjoy live entertainment at the casino.



DUNES CITY

It’s Simply Paradise

Where the dunes meet Woahink and Siltcoos Lakes. Take a wild and scenic ride on an OHV or dune buggy. Opt for a peaceful paddle on the Siltcoos River or tread wooded paths that lead to wide-open beaches. Set up basecamp at the foot of the dunes near freshwater lakes.



COTTAGE GROVE

Covered Bridge Capital of the West

Where local history is as long as the bike paths. Pedal or walk through six historic covered bridges. Amble along Bohemia Mountain in search of wildflowers. Tour more than 20 outdoor murals. Then settle into small-town Americana and grab a bite to eat.



MCKENZIE RIVER

Where the waterfalls and rapids will quicken your heart and leave you breathless. Hike or bike the magnificent McKenzie River Trail. Scout waterfalls and old growth forests. Fish from the shore, or cast a line from a legendary McKenzie River drift boat.



JUNCTION CITY

Where agriculture and viticulture is the culture, and small-town events make you feel right at home. Cruise the back roads. Go wine tasting. Swing a golf club overlooking valley vineyards. Buy grains, produce and meat straight from the farm. Learn about beekeeping, or sample some honey.



LOWELL

Where a tranquil setting meets the great outdoors. Explore three big beautiful lakes. Tour five historic covered bridges. Look for wildflowers and wild blackberries while you hike the trails. Or try a round of disc golf.



VENETA-FERN RIDGE

Where wineries meet wildlife. Go road cycling through Oregon’s famed wine country and sample some of the best Pinot. Go sailing and camping. Watch the mist rise from the marshes and a Great Blue Heron take flight at Perkins Peninsula.



OAKRIDGE

Mountain Biking Capital of the Northwest

Where you’ll find miles of single track, without lots of people. Bring your bike or rent one; there’s a trail for everyone. After your downhill ride, swap stories and battle scars over a pint. See Oregon’s second-highest single-drop waterfall, then hike or camp at nearby Waldo Lake.



WESTFIR

Where Oregon’s longest covered bridge marks the beginning of epic mountain biking and hiking trails. Raft a fast and fun Wild and Scenic section of the North Fork of the Middle Fork of the Willamette River. Journey down the Aufderheide Scenic Byway in search of wildflowers. Cap it off with a local beer under the stars.



COBURG

Where delightful 1800s architecture is complemented by antique shops, farms and the McKenzie River. Shop for antiques. Explore the back roads on the Willamette Valley Scenic Bikeway and visit a u-pick farm.



CRESWELL

The Friendly City

Where scenic country roads lead to a friendly small town. Visit part of the Applegate Trail. Try a giant cinnamon roll. Say hi to the alpacas and hit the golf course.

OUR AUDIENCES

TRADE

Convention and meeting planners

Primary State, Regional and National Planners hosting Association, Education, Faith, Third-Party and LGBTQ+ meetings

Secondary State, Regional and National Planners hosting Medical, Agriculture, Corporate, Military and Government meetings

Sports events planners

National/International Planners on summer outdoor events

Regional Sports Planners on summer outdoor and field venue events and indoor winter events

State/Local Planners on summer outdoor and field venue events and indoor winter events

Travel trade

Primary Domestic and international operators, receptive tour operators

Secondary Travel advisors

CONSUMER

Key 500-mile drive markets including:
Portland, Seattle, Bay Area, Boise

Key flight markets including:
LA, Bay Area, Dallas, Chicago, Denver, Oakland, Las Vegas, Seattle

Lane County residents who may travel to different parts of the county

Travelers in-market: leisure, sports and conventions attendees

Consumer interests including:
road trips, waterfalls, farm-to-table culinary travel, adventure travel, outdoor adventures, breweries, urban wineries and wine country

STAKEHOLDERS

Partner businesses

Chambers of Commerce

Elected officials

Civic and community groups

Local, state and county agencies

MEDIA

Trade media

Local media

Regional lifestyle and travel media

National media



FY22 BUDGET OVERVIEW

FY22		% of FY20	% of FY19	
		Budget	Actual	
Projected TRT:	\$2,487,68	88%	89.9%	
Overall Revenues:	\$2,725,839	85%	86.3%	
Overall Expenses:	\$3,001,777	93%	93.4%	Includes use of \$275,938 accumulated reserves
Convention Marketing:	\$474,722	93%	100.7%	
Tourism Marketing	\$830,168	83%	83.3%	Destination Development to Stakeholder Relations
Visitor Services	\$219,386	61%	54.8%	Reflects full AC costs in FY19 and half of FY20
Integrated Marketing	\$499,456	111%	117.3%	
Administration	\$159,866	94%	74.6%	Reduced conference and travel costs from FY19
Stakeholder Relations				
& Destination Dev	\$379,925	125%	131.8%	Moves Destination Development from Tourism
Sports Commission	\$438,255	86%	105.2%	
				Within Department Budgets on following pages: * Includes 1/7 CEO ** Includes 1/3 VP Destination Marketing + 1/7 CEO

Purpose

Drive local spending and visitor demand to Lane County.

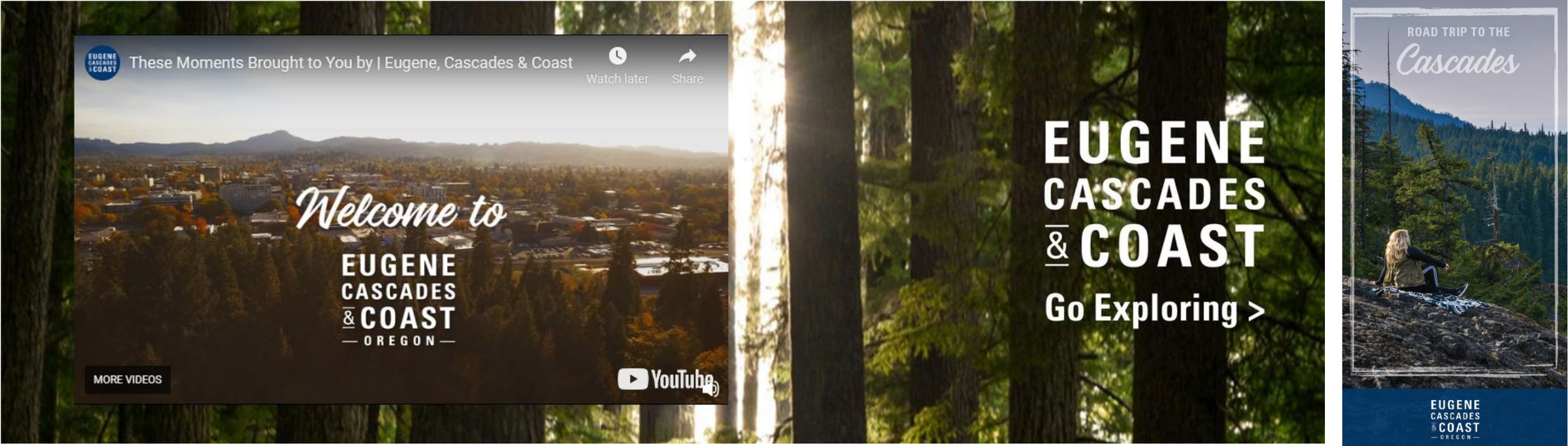


TOURISM MARKETING

Goal	Objectives/ Outcomes	Strategies
Create Data-Driven Marketing Strategies	<p>Increase first party data for marketing efforts</p> <p>Report on Tourism Economy impact and use intelligence tools to reinforce marketing efforts</p>	<p>Grow e-news subscriber base by an average of 200 monthly sign-ups</p> <p>Target 150 visitor guide orders per month</p> <p>Optimize campaign efforts with KPIs associated to overnight booking</p> <p>Track and report visitation indicators and motivator findings to tourism committees within the county</p>
Build Structure and Scale into Marketing Programming	<p>Increase reach to target audiences with intent to drive visitation and increase local spending</p>	<p>Establish always-on marketing channels to support local business</p> <p>Grow reach in key markets</p> <p>Secure 15-top tier stories in target publication that support key destination messages and/or themes</p> <p>Host 2 influencer collaborations</p> <p>Work with tourism industry partners to optimize Lane County opportunities</p> <p>Align key themes, messages and marketing efforts with in-market communications</p>
Optimize Efforts to Drive Visitor Demand	<p>Support content, bookable experiences and activities to drive visitor demand</p>	<p>Build bookable activities and key products with destination development</p> <p>Create website content to support overnight booking KPIs</p> <p>Refine travel trade work to align with landscape and timely opportunities</p>

TOURISM MARKETING - BUDGET OVERVIEW

Total Expenses	\$830,168
Three FTE plus **	\$191,800
Burden, Rent, Equipment, Supplies	\$101,000
Research	\$ 27,000
Advertising Production	\$ 34,400
Traditional Ad Placement	\$ 68,236
Online/Digital Advertising	\$206,000
Brochure Production	\$ 9,500
Distribution/Display of Guides	\$ 24,740
VG Storage / mailing	\$ 33,750
ABAE Support	\$ 5,000
Adventure ELEVATE	\$ 23,000
Sales/Conferences	\$ 11,225
Fams /Site Visits	\$ 48,520
Trade Shows	\$ 10,300



Travel Blog

Get Away to Eugene-Springfield

Published: February 25, 2021



Feeling a little stir-crazy? It's time to discover just how much Oregon has to offer! Here are some favorite places to stay within a short drive for a mini-break this season.

SPONSORED CONTENT

Get Back To Exploring Oregon's Outdoors

In the heart of the South Willamette Valley, Eugene and Springfield make the perfect nearby getaway for the change of scenery you've been craving this year.

Presented by Eugene, Cascades & Coast • What's This? • 4/30/2021 at 12:03pm



IMAGE: COURTESY MELANIE GRIFFIN / EUGENE - CASCADES & COAST

These urban hubs are located central to many adventures and are the perfect home base for exploration. Eugene and Springfield offer excellent restaurants; great craft beer, wine and spirits; and hotels that prioritize safety and comfort.

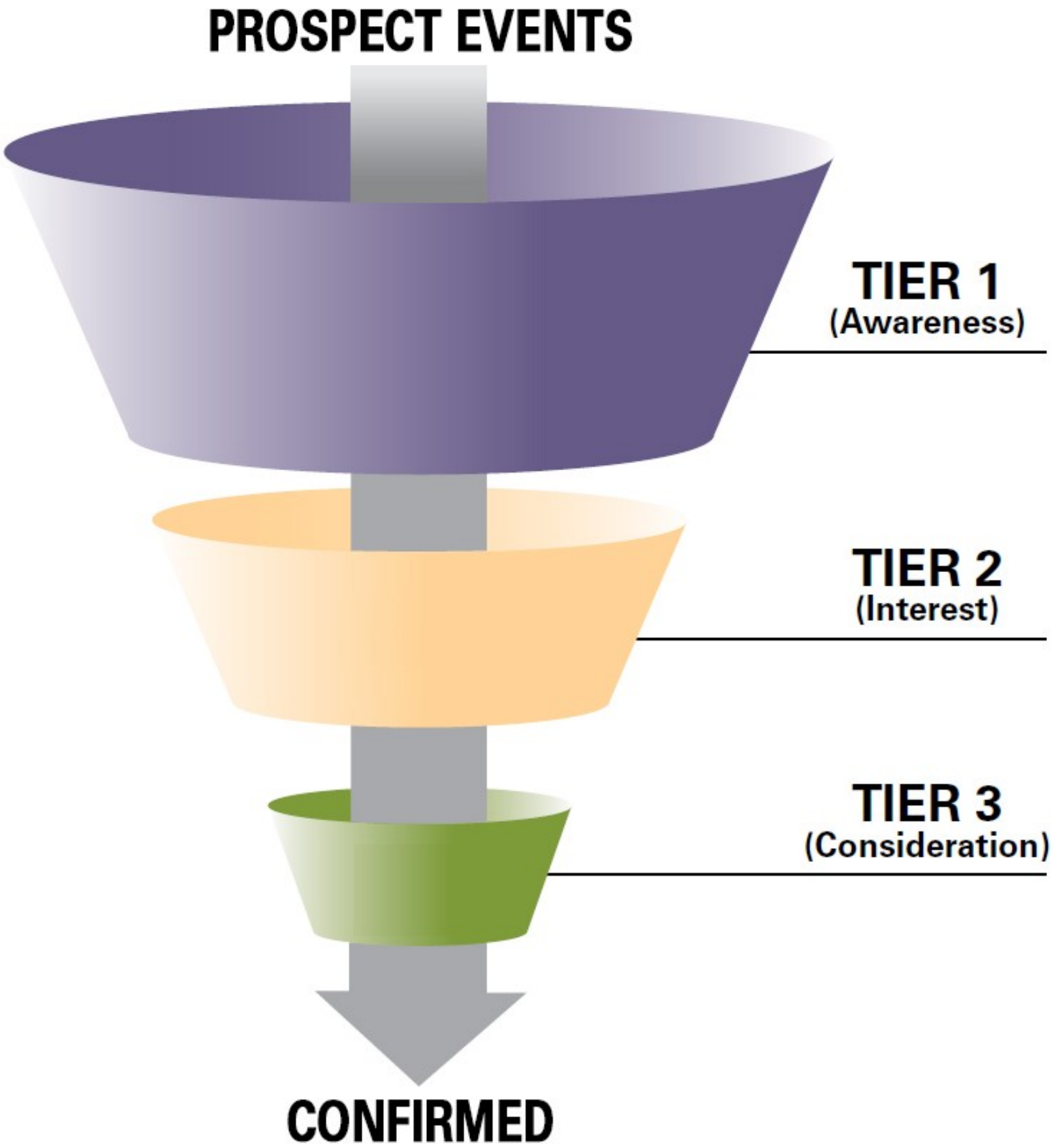


500 x 500

Purpose

Increase overnight stays in Lane County by marketing the Eugene, Cascades & Coast region as a premier destination for conventions and meetings.

- Tier 1 (Awareness)**
Research new accounts and available business. Evaluate opportunities for our destination.
- Tier 2 (Interest)**
Move 125 events into Tier 2. This stage includes qualified events with interest in the destination.
- Tier 3 (Consideration)**
Move 30 events into Tier 3. This stage includes sourcing the RFP, sending out a lead and working until decision for location/venue is made.



CONVENTION SALES & MARKETING

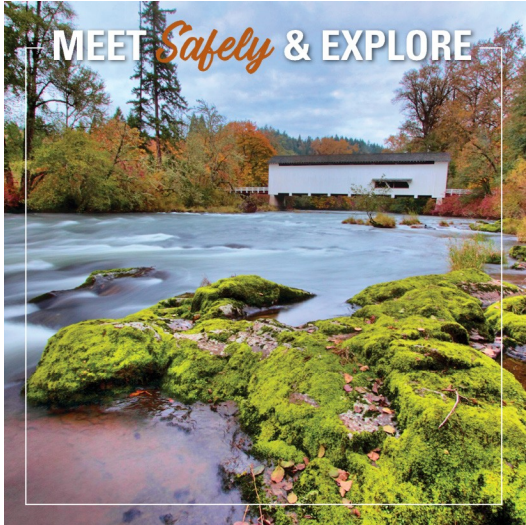
Goal	Objectives/ Outcomes	Strategies
Confirm meetings and conventions that will utilize Eugene, Cascades & Coast venues and hotels	Book 10,000 room nights	Analyze, maintain and monitor a healthy sales pipeline by qualifying prospect planners and moving qualified prospects through the buyer journey until conclusion of events Target marketing and sales efforts to key prospect event planners Develop innovative strategies with venues and hotels to book overnight stays Build relationship in the local business community to help them see the value of hosting their events here
Provide exemplary services	Highly satisfied meeting planners	Collaborate with planners and assist in the planning and execution of the event Welcome attendees to the destination
Strong collaberations and partnerships	Partners and community stakeholders recognize value of convention marketing and sales efforts	Present partners with marketing opportunities and showcase successes Continue involvement with the local business community

CONVENTION MARKETING - BUDGET OVERVIEW

Total Expenses	\$474,722
Three FTE plus **	\$196,848
Burden, Rent, Equipment, Supplies	\$ 84,744
Research	\$ 13,200
Online/Digital Advertising	\$ 93,680
Event Hosting/Incentives	\$ 4,000
Fams /Site Visits	\$ 30,700
Trade Shows	\$ 20,600

Meeting Planner Guide

Use the arrows on the right and left sides of the guide to navigate through the planner. Learn from one section or jump to the section you are interested in from the Table of Contents page. Enjoy your journey through the hotels, amenities and services in the Eugene, Cascades & Coast region.



Meetings Blog

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Gordon Hotel Opens in the Art of It All

Published: February 24, 2021



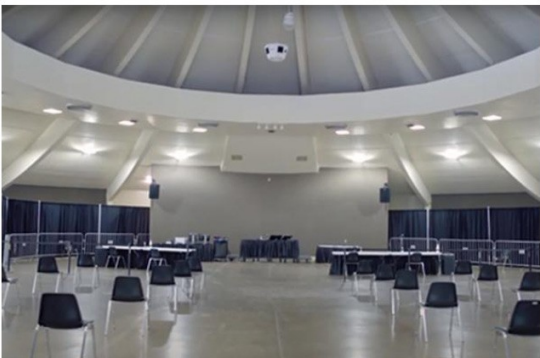
Located in Eugene's walkable downtown just steps from its sister boutique hotel, Inn at the 5th, the new art-centric Gordon Hotel offers 82 eclectic guest rooms, two restaurants, a hidden speakeasy, rooftop bar, meeting space and more.

Meetings Blog

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Meet Safely and Explore

Published: February 01, 2021



Meeting planners are ready to get back to doing what they do best—hosting in-person meetings. All industry research indicates that the third and fourth quarters of 2021 are when most planners expect in-person meetings to return in some form.



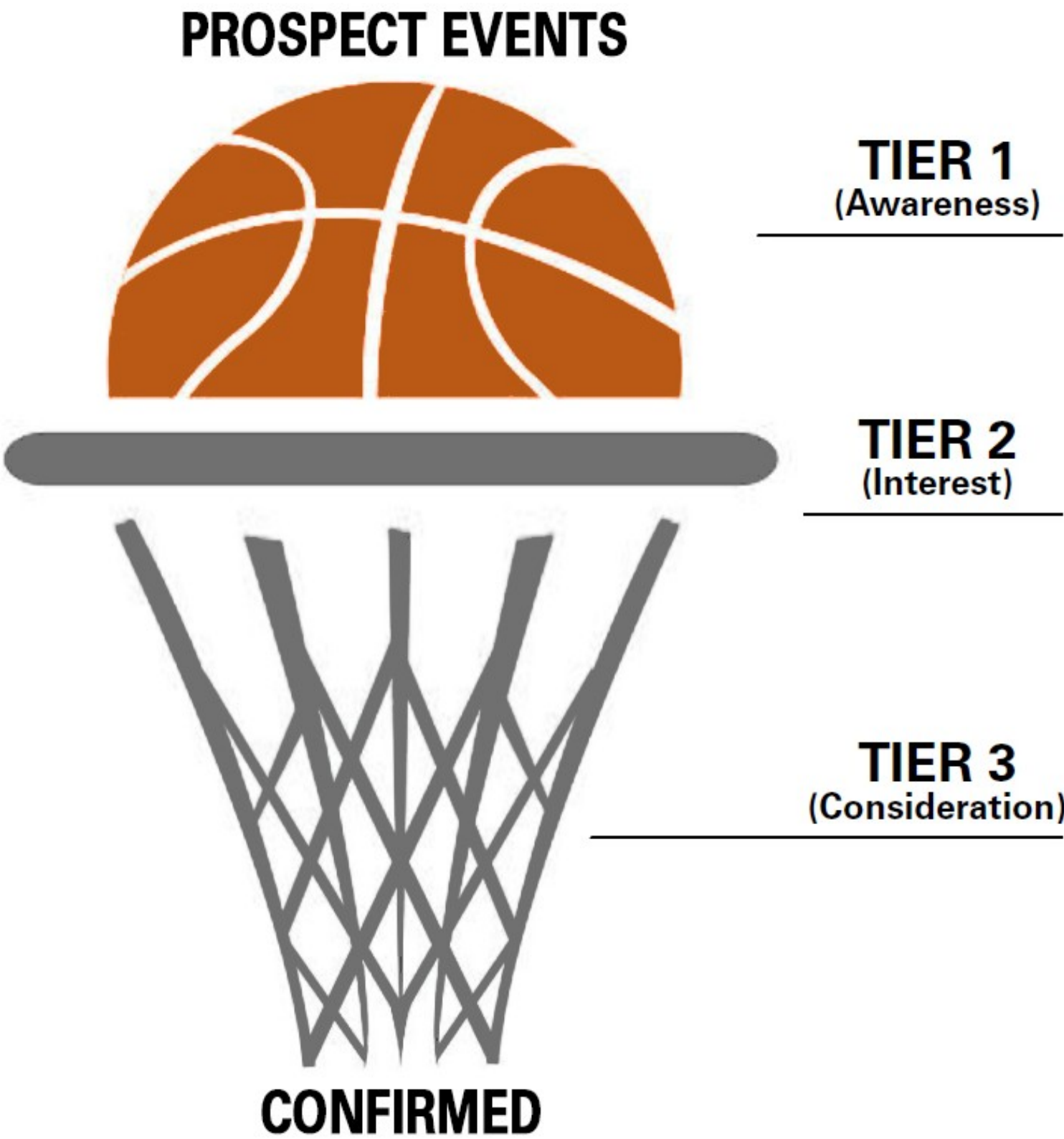
Purpose

Increase overnight stays in Lane County by marketing the Eugene, Cascades & Coast region as a premier destination for sports events.

Tier 1 (Awareness)
Research new accounts and available business. Evaluate opportunities for our destination.

Tier 2 (Interest)
Move 20 events from Tier 1 into a new lead. Gauge interest from local clubs and communities, availability of venues, determine total event costs.

Tier 3 (Consideration)
Move 10 events into Tier 3. This stage includes bid creation, site visits, hotel proposals, detailed event logistics.



EUGENE, CASCADES & COAST SPORTS COMMISSION

Travel Lane County
Marketing Plan FY22

Goal	Objectives/ Outcomes	Strategies
Confirm sports events that will utilize Eugene, Cascades & Coast sports venues and hotels	Book 25,000 rebook (including assists) and 5,000 new room nights	Analyze, maintain and monitor a healthy sales pipeline by qualifying prospect planners and moving qualified prospects through the buyer journey until conclusion of events Target marketing and sales efforts to key prospect event planners Provide support for local event planners businesses Source major event opportunities that can be funded and staged in the region
Provide exemplary sports event services	Book one citywide or marquee event within the next two years	
	Achieve an average 4.0-star rating on planner post-event surveys	Collaborate with planners and assist in the planning and execution of the event Welcome event participants and spectators to destination
Strong collaborations and partnerships	Partners and community stakeholders recognize value of sports commission marketing and sales efforts	Provide opportunities for partners to engage with planners Continue involvement with the local business community Cultivate an active and engaged Sports Advisory Council Develop relationships with potential event sponsors Work with Sport Oregon, Travel Oregon and others and encourage them to include opportunities for sports events/planners and venues
	Develop funding resources for events	
	Events are being hosted at peak capacity allowed	Advise planners on operating within mandated guidelines and safety protocols

SPORTS COMMISSION MARKETING - BUDGET OVERVIEW

Total Expenses	\$ 438,255
Three FTE plus **	\$ 178,981
Burden, Rent, Equipment, Supplies	\$ 89,952
Bid Fees	\$ 10,500
Online/Digital Advertising	\$ 59,714
Event Hosting/O22	\$ 54,130
Fams /Site Visits	\$ 1,250
Trade Shows	\$ 13,037



Sports Blog

[← Back To Previous Page](#)

Sports Impact on Economic Recovery

Published: March 11, 2021



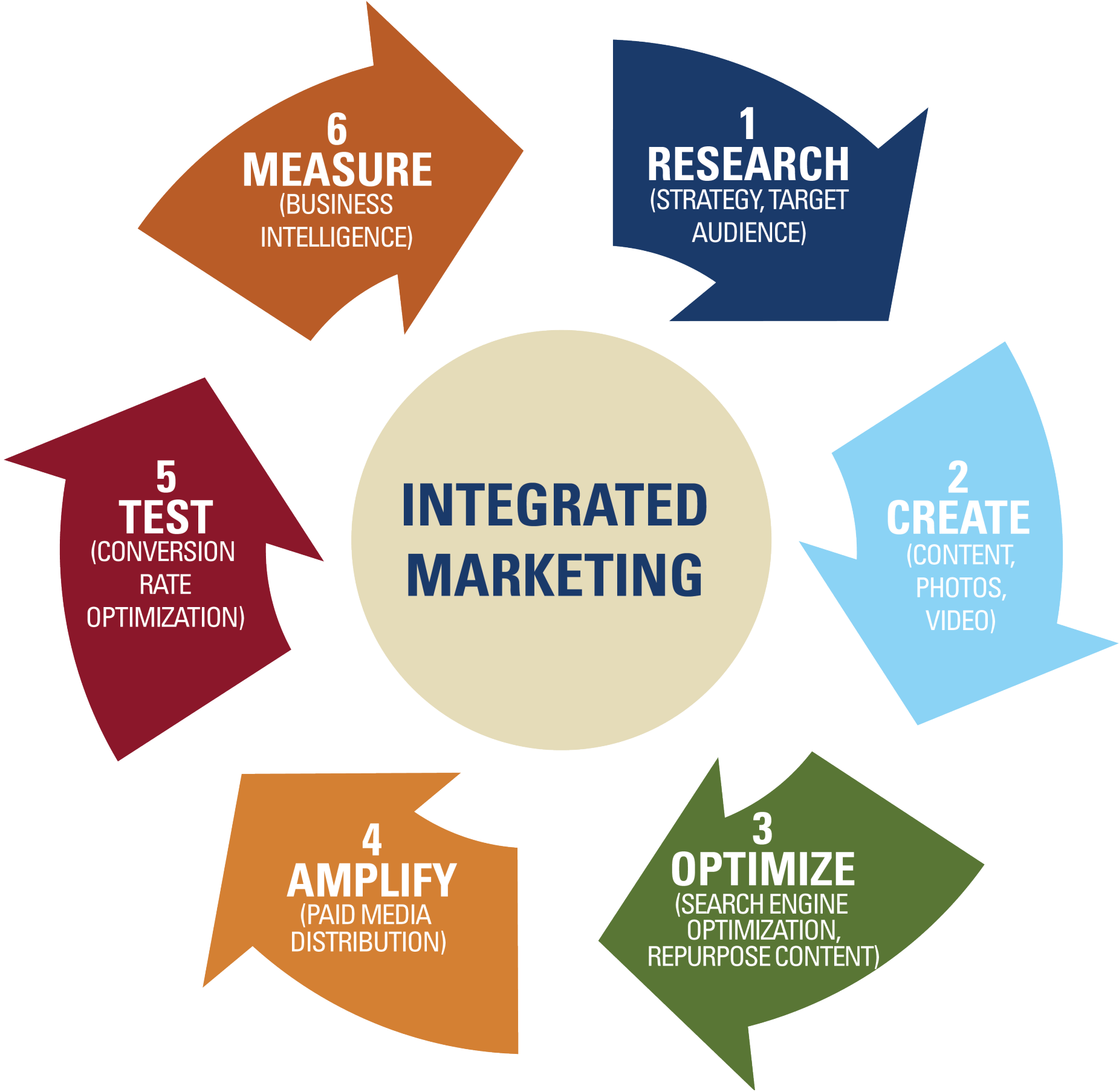
March 16, 2021



INTEGRATED MARKETING

Purpose

Manage and optimize platforms, tools, creative and content to achieve business goals.

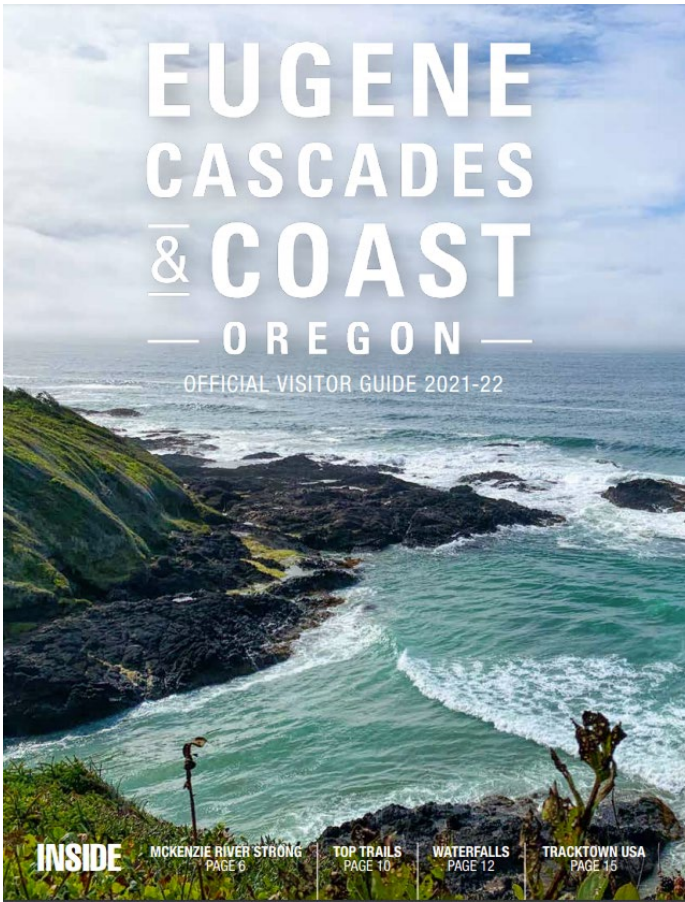
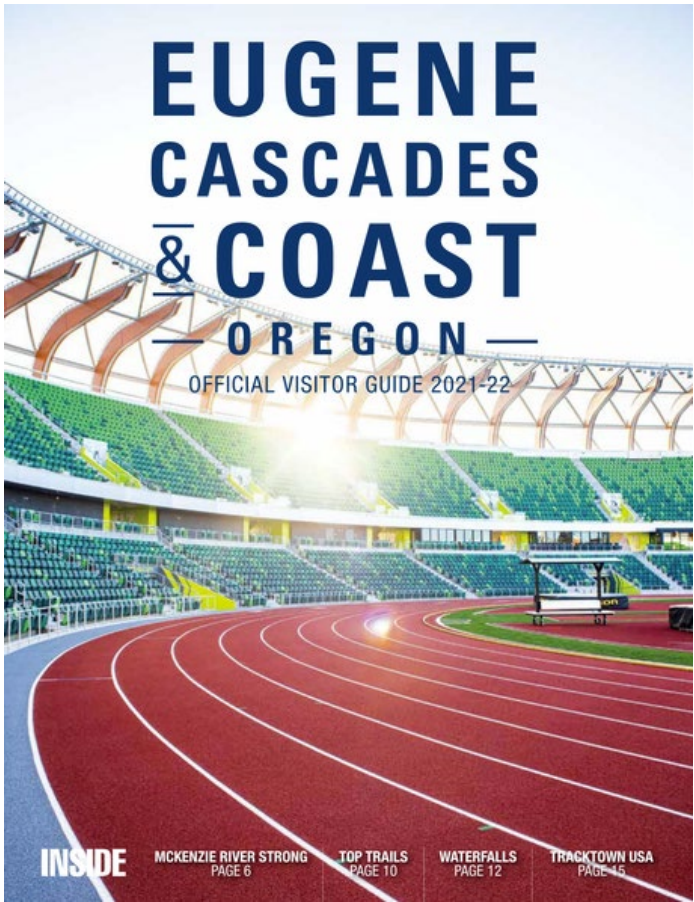


INTEGRATED MARKETING

Goal	Objectives/ Outcomes	Strategies
<p>Champion the Eugene, Cascades & Coast and Sports Commission brands to maximize consistency and awareness.</p> <p>Position EugeneCascadesCoast.org as the authoritative resource for destination travelers and planners (leisure, conventions, sports, trade).</p> <p>Provide staff, partners and stakeholders with original, compelling photography and video that is well-organized and easy to use and find.</p> <p>Provide support for efficient, effective marketing campaigns through business intelligence, platform knowledge and training.</p>	<p>Create print and digital marketing materials that support brand awareness and achieve marketing goals</p> <p>Build the base to inform future brand development</p> <p>Optimize website to support user experience, SEO and marketing objectives</p> <p>Create unique website content that serves variety of communities, product and perspectives.</p> <p>Update website design to enhance brand authority and enhance support of partner businesses.</p> <p>Capture photo and video that supports the needs of the organization and our communities</p> <p>Optimize media library platform to ensure assets are easy to find and use</p> <p>Analyze website and campaign performance</p> <p>Provide a central business intelligence for the organization</p> <p>Optimize core platforms</p>	<p>Update brand manual to reflect and clarify current guidelines</p> <p>Facilitate creation of campaign creative across target markets</p> <p>Analyze geolocation data to provide a base for our Visitor Profile</p> <p>Use data to continually optimize site navigation to maximize user experience and support marketing objectives</p> <p>Maximize use of forms to collect first-party data</p> <p>Collaborate with third-party content creators to fill content gaps and support the organization's DEI initiatives</p> <p>Update website templates and listings grid to better serve visitors, partner listings and support brand authority</p> <p>Support organization's DEI initiatives through intentional selection of models in new photography and b-roll</p> <p>Review and revise photo and video assets for each of our communities</p> <p>Respond to photo and video requests and add partners and media as users of our media library to maximize third-party use of our assets</p> <p>Provide weekly, monthly, quarterly and annual website and campaign performance analysis</p> <p>Manage an intelligence dashboard, provide insight and analysis and build custom reports as needed for staff</p> <p>Review/revise procedures for platform use that are easy to read and effective at modeling organization and limiting clutter</p> <p>Continually audit, test and revise our core platforms</p>

INTEGRATED MARKETING - BUDGET OVERVIEW

Total Expenses	\$ 499,455
Three FTE plus*	\$ 185,124
Burden, Rent, Equipment, Supplies	\$ 83,423
Computer-Web	\$ 99,500
CRM	\$ 27,600
Research	\$ 25,000
Collateral Pad Map	\$ 20,700
Trade Shows	\$ 6,000
Collateral-Sales Aids	\$ 64,670



STAKEHOLDER RELATIONS

Purpose

Provide visitor and destination management programs to attract, retain and support communities and partners throughout the region. We support our partners in providing engaging Oregon experiences and we work with our communities to grow and strengthen our industry in an effort to increase overall visitations.



STAKEHOLDER RELATIONS

Goal

Objectives/ Outcomes

Partner Development

Create an engaged, diverse and supportive partnership base that delivers the Oregon Experience to visitors and residents visiting the Eugene, Cascades & Coast region. Offer benefits, programs and opportunities that will drive visitor spending to local businesses.

Industry Advocacy

Effectively establish a clear understanding of the value of tourism and Travel Lane County’s role in achieving a healthy industry and prosperous community.

Champion World Hosts program

Better equip the community to host visitors for the World Athletics Championships in 2022 and beyond.

Destination Development

Strengthen the appeal of the Eugene, Cascades & Coast Region as a destination by developing new tourism products and engaging with regional and statewide tourism initiatives.

Sports Commission

Position the Sports Commission as the central community hub for sports activity information, with an emphasis on events and activities that draw visitors but encompassing all sports events.

Indoor Track and Event Center

Create awareness, engagement and demonstrated support for an indoor track and sports facility (survey responses and stories, endorsements, letters of support, council/BCC input).

World Athletics Championships Oregon22

Support the organization and the community in creating awareness, engagement support for WCH Oregon22 programming.

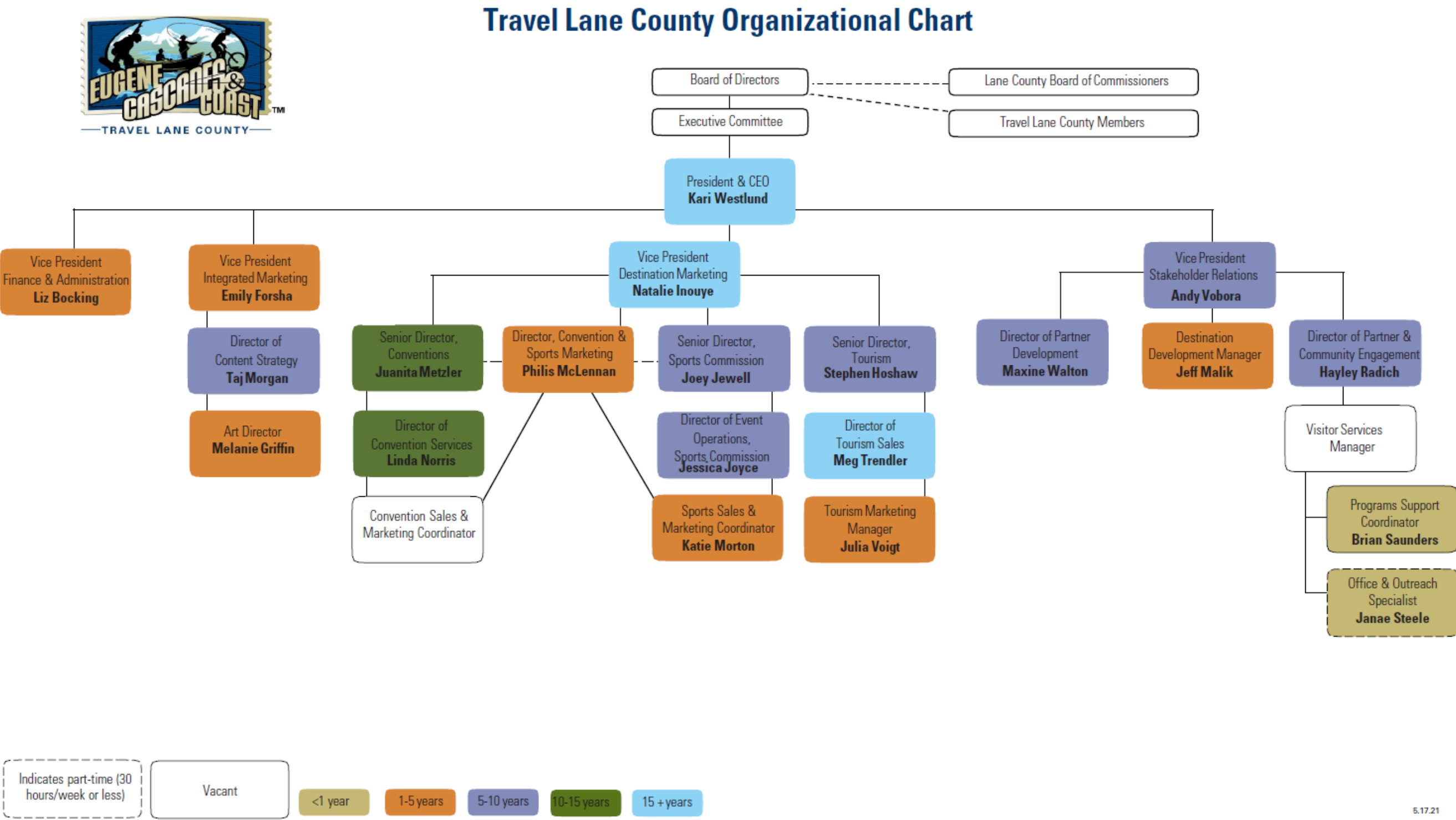


STAKEHOLDER RELATIONS - BUDGET OVERVIEW

Total Expenses	\$ 379,925
Three FTE plus*	\$ 182,109
Commissions	\$ 31,000
Burden, Rent, Equipment, Supplies	\$ 102,501
Local Advertising	\$ 13,000
Event Hosting	\$ 12,900
Research	\$ 4,000

Visitor Services Budget Overview

Total Expenses	\$ 219,386
Three FTE plus*	\$ 118,117
Burden, Rent, Equipment, Supplies	\$ 45,613
Merchandise and Permits	\$ 23,000
Visitor Van	\$ 7,840
Champion World Hosts	\$ 7,800



Purpose

Provide efficient, ethical and professional direction of operational functions. Inspire outstanding team effort in achieving organizational objectives.

Goal

Provide Internal Stewardship

- Maintain excellent organizational control and support systems.
- Support the board of directors
- Ensure a well-trained, motivated, efficient and well-respected professional staff
- Facilitate long-range planning

Provide External Stewardship

- Support local purchase decisions based on price, expertise and overall value
- Ensure a strong working relationship and grant compliance with Lane County
- Maintain open communications with Lane County senior management and commissioners about measurements, returns and the budget process
- Deliver accurate, comprehensive semi-annual reports to the BCC
- Ensure strategic alignments with Lane County’s mission
- Exhibit community stewardship and an understanding of community values
- Communicate with local stakeholders and provide a connection with the organization’s work and local visitor industry

ADMINISTRATION - BUDGET OVERVIEW

Total Expenses	\$ 159,867
One FTE plus *	\$ 85,251
Burden, Rent, Equipment, Supplies	\$ 43,013
Staff/Outreach	\$ 3,000
Board Meetings	\$ 3,100
DMAP Accreditation	\$ 750
Dues/Subscriptions/BambooHR	\$ 5,706
Conferences/Reg/Travel/Mtngs	\$ 6,500

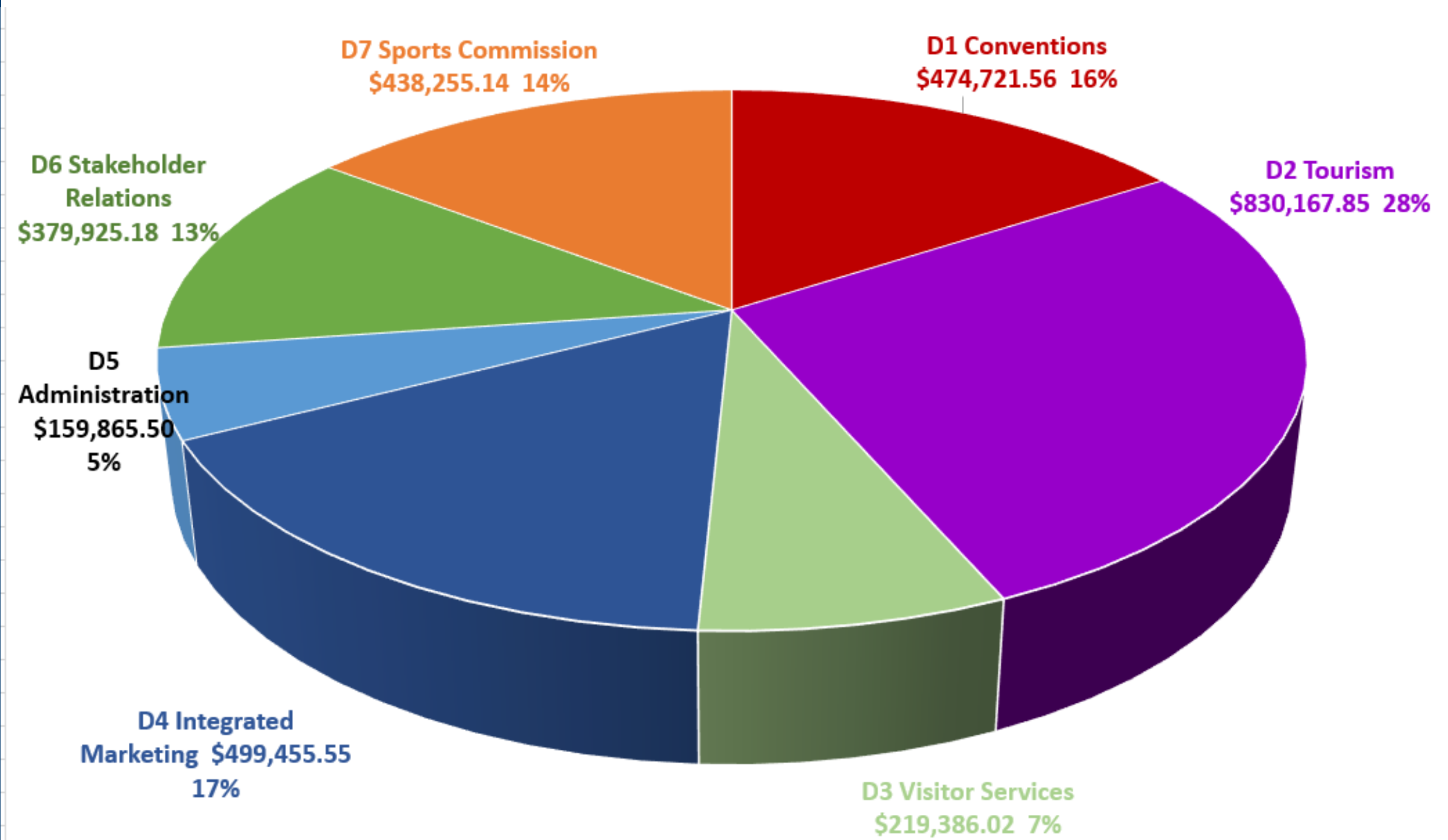
Areas of Focus

JEDI Integration

Stewardship

Accessibility

Strategic Planning



Goal			Objectives/ Outcomes			Strategies		
Community Engagement	Visitor Experience	Legacy	Engage and prepare business community to be world hosts			Develop a program for businesses to maximize their success from the event (business guides, marketing tools, etc)		
			Drive both event-related and future travel demand for Eugene, Cascades & Coast region			Deliver a community-wide structural mechanism for businesses to participate and feel connected with the event (business dressing - banners, welcome signs, etc)		
			Enhance frontline hospitality to deliver world-class visitor service during event			Create talking points and community presentations highlighting our TrackTown legacy, the value of the event and reasons for community pride in hosting the event		
Community Engagement	Visitor Experience	Legacy	Provide event-specific support			Champion World Hosts campaign: help our community leverage the opportunity to make our destination shine and build a positive reputation		
			Position destination as the heart and home of track & field			Develop a coordinated content calendar for pre, during and post event communications/marketing for media, those involved in the competition and spectators		
			Develop legacy strategy			Generate interest in TrackTown through a Hayward Field FAM for planners and media		
Community Engagement	Visitor Experience	Legacy	Product development			Create travel demand in broadcast viewing audiences (domestic and international)		
						Provide business promotions, trip ideas and a robust calendar of events to engage visitors with our business community and destination		
						Assist our communities and businesses in dressing the destination to welcome guests		
Community Engagement	Visitor Experience	Legacy				Deliver frontline training, including knowledge of city/region and best practices for translation tools		
						Encourage businesses and locals to post their events on Travel Lane County's events calendar so hospitality ambassadors and guests can easily find events		
						Provide easy access to information through hospitality kiosks, QR coded posters and hospitality ambassadors		
Community Engagement	Visitor Experience	Legacy				Provide full accommodations support to Oregon22 staff, federations and spectators including training camps, RV villages and more		
						Provide support to federations, teams and other groups holding separate events/conventions during Oregon22		
						Support community TrackTown branding		
Community Engagement	Visitor Experience	Legacy				Actively participate in the statewide Heritage Markers & Trail program		
						Communicate the ways the community has catalyzed community projects because of the event, notably: physical legacy (capital improvements), cultural legacy (arts/culture, sport, heart/home, DEI, sustainability), organizational legacy		
						Develop new tourism product in time for Oregon22 that can continue after the event		
Community Engagement	Visitor Experience	Legacy				Improve transportation and wayfinding		