

North Marion Tourism Collaborative

Strategic Plan



Strategic Plan: Itinerary



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We're Your Tourism Guides!

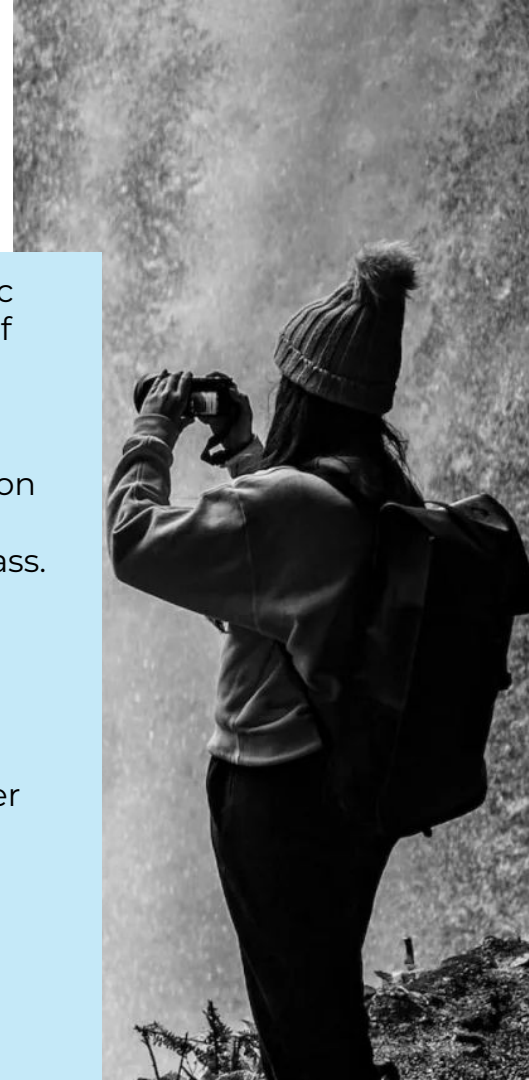
I am delighted to share with you the unveiling of our first ever three-year strategic plan. This plan reflects our steadfast commitment to the growth and prosperity of North Marion County's tourism sector.

Crafting a comprehensive strategic plan was imperative to ensure the sustained success of our tourism endeavors. This roadmap, which underscores our dedication to advancing our industry against the backdrop of evolving trends and traveler preferences, includes an accountability framework and will be used as our compass.

Over the next three years, keep an eye out for enhanced visitor experiences, sustainable practices, minority-owned business programs, and economic growth that will benefit each of our communities.

Thank you for your unwavering support for our region's tourism industry. Together we will continue to make North Marion County a one of a kind visitor experience!

Warm regards,
Maricela Guerrero
Board Chair, North Marion Tourism Collaborative



Where We're Going: Goals at a Glance

- ExploreNorthMarion.com and social media platforms are the go-to place for what's happening in North Marion County.
- Explore North Marion County has received promotion from 5 influencers, 3 travel writers, and 10 tourism operators.
- The Collaborative Members have elevated their marketing for a better visitor experience.
- North Marion County has up to 3 Food to Trails, as new tourism assets.
- North Marion Tourism Collaborative has grown from 12 to 100 members and paid membership is an option.
- Funding is diversified from grants to a combination of grants, cities funding, membership dues, and program revenue.
- North Marion Tourism Collaborative is its own entity, separate from the City of Woodburn.
- The first full time program and marketing position is hired to join the working Board of Directors.
- Marketing systems are fully operational to ensure more inclusive opportunities for the local tourism community.



Starting the Journey: Within the First Year

We are in growth mode as an organization. As a snapshot of what to expect within the first year, here are some of the upcoming programs and initiatives:



- Collaborative Member networking events are featuring experts sharing How To's and best practices for improving the visitor experience.
- The Travel Oregon Digital Marketing Boost program optimizes our digital marketing presence along with 20 other cultural businesses.
- Events and tourism product updates are easy to access, and we are able to help spread the word about local marketing promotions and tourism projects.
- Local tourism-facing businesses will experience more visibility and visitors due to our first marketing campaign.

North Marion Tourism Collaborative

Who We Are



Who We Are

For Visitors

Nestled between the urban areas of Portland and Salem, North Marion County offers a convenient escape into a world of rural serenity.

Whether you're exploring our charming towns or attending one of our many events, the region's accessibility makes it a cherished destination for weekend getaways, day trips, and an easy return to the city's amenities when desired.

Embrace the warmth of the local communities, immerse yourself in the breathtaking scenery, and uncover the hidden gems that make North Marion County, Oregon, an unmissable destination for those seeking a truly one of a kind experience.

For Stakeholders

North Marion Tourism Collaborative is a destination marketing and management organization that drives economic impact through tourism for the Cities of Aurora, Brooks, Donald, Hubbard, Gervais, Mt. Angel, St. Paul, Scotts Mills, Silverton, and Woodburn.

We do this by:

- Promoting these places as the unique destination of North Marion County.
- Educating stakeholders on the positive impact of tourism.
- Connecting with our communities to ensure tourism growth happens authentically and with local input.

Our Mission

Promote, educate, support, and grow North Marion County's tourism assets and overall local economic vitality through collaboration.



Our Vision

Growing visitation throughout North Marion County while maintaining both a unique visitor experience and a sense of place for locals.



What We Do

Marketing

- ExploreNorthMarion.com promotes the counties tourism facing events, local businesses, and attractions.
- Explore North Marion County Facebook page is a secondary source of promotion with visitor comment engagement.
- Explore North Marion County mobile kiosk travels to high traffic locations and offer brochures and information to visitors.

Management

- Networking events bring tourism-facing businesses together.
- Marketing programs teach and empower our business community to:
 - Tell their unique story
 - Create compelling photography
 - Level up overall marketing
- Educating visitors on regenerative tourism to leave our destination better than they found it.

North Marion Tourism Collaborative

Strategic Goals 2023-2026



ExploreNorthMarion.com and social media platforms are the go-to places for what's happening in North Marion County.

Goal Lead
Carissa Clarke



Categories
Product
Audience
Money
Team
Operations
Impact

Q4 - 2023

Evaluate

Engagement numbers have been audited to get a baseline for the website and social media platforms.

Q1 - 2024

Improve

SEO, Google Business Profile, Instagram, Facebook, online listings, and e-newsletter have been optimized.

Q2 - 2025

Build

Content on the website and social media platforms has tripled from the baseline in Q4 - 2023.

Q2 - 2026

Announce

Overall engagement growth for underrepresented businesses has been announced to key stakeholders and cities.

Explore North Marion has received promotion from 5 influencers, 3 travel writers, and 10 tourism operators.

Goal Lead

Maricela Guerrero



Categories

Product

Audience

Money

Team

Operations

Impact

Q4 - 2023

Q2 - 2024

Q4 -2024

Q2 - 2026

Evaluate

Implement

Implement

Implement

List influencers, travel writers, and tourism professionals.

Influencers are booked.

First tourism operators are touring North Marion County.

Travel writers have mentioned Explore North Marion in their content.

The Collaborative Members have elevated their marketing for a better visitor experience.



Categories
Product
Audience
Money
Team
Operations
Impact

Goal Lead
Sam Kaluf

Q3 - 2023

Q4 - 2023

Q1 - 2024

Q2 - 2025

Implement

Implement

Implement

Communicate

Collaborative Member networking events have guest marketing experts to share best practices.

20 businesses have been awarded the Digital Marketing Boost Program.

At least 80 businesses are participating in the free Google Business Program through Travel Oregon.

Before and after reports have been shared, showing businesses digital marketing improvements, with key stakeholders.

North Marion County has up to 3 Food to Trails, as new tourism assets.



Categories

Product

Audience

Money

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Impact

Goal Lead

Emily Iverson

Q4 - 2023

Q1 - 2024

Q2 - 2024

Q4 - 2024

Evaluate

Engagement

Develop

Launch

List of all current Food to Trail assets that exist in North Marion County has been made.

Businesses have been identified to participate in the new Food to Trail(s).

The new Food to Trail(s) is ready to be created.

New Food to Trail asset is promoted throughout all marketing platforms and materials.

North Marion Tourism Collaborative has grown from 12 to 100 members and paid membership is an option.

Goal Lead
Maricela Guerrero



Categories
Product
Audience
Money
Team
Operations
Impact

Q4 - 2023

Q1 - 2024

Q4 - 2025

Q2 - 2026

Prospect

Incentivize

Implement

Celebrate

List all tourism facing businesses.

Membership has an established two way street for information sharing.

Membership has a paid option.

The Collaborative has its first annual event for Members.

Funding is diversified from grants to a combination of grants, cities funding, membership dues, and program revenue.

Goal Lead
Colby Kemp



Categories

Product

Audience

Money

Team

Operations

Impact

Q4 - 2023

Evaluate

A sustainable budget has been determined.

Q1 - 2024

Establish

Intergovernmental Agreement with each City is signed.

Q3 - 2024

Identify

Fundraising plan is written.

Q2 - 2025

Implement

First funding received that is not a grant.

North Marion Tourism Collaborative is its own entity, separate from the City of Woodburn.



Categories

Product

Audience

Money

Team

Operations

Impact

Goal Lead

Maricela Guerrero

October - 2023

November - 2023

May - 2024

June - 2024

Research

Approval

Implementation

Announce

Researched options of 501c3 and 501c6 are documented.

Board votes on new entity.

Application is approved.

A press release is sent to members, funders, cities, and local publications.

The first full time program and marketing position is hired to join the working Board of Directors.

Goal Lead
Stacy Palmer



Categories

Product
Audience
Money

Team

Operations
Impact

Q3 - 2024

Q4 - 2024

Q4 - 2024

Q1 - 2025

Evaluate

Implement

Implement

Implement

Sustainable funding for this hire has been determined.

Job description has been shared with stakeholders to help find the right candidate.

Interviews have been conducted.

Onboarding process begins.

Marketing systems are fully operational to ensure more inclusive opportunities for the local tourism community.

Goal Lead
Carissa Clarke



Categories

Product
Audience
Money
Team

Operations
Impact

Q4 - 2023

Implement

Events calendar is systemized, getting events from businesses and sharing them with visitors.

Q1 - 2024

Implement

Content calendar is populated for the year, including website and social media platforms engagement tracking.

Q2 - 2024

Implement

“What’s in your backyard” campaign engagement is being tracked.

Q1 - 2025

Assets

Marketing asset library exists, including: images, videos, and content.

North Marion Tourism Collaborative

Implementation



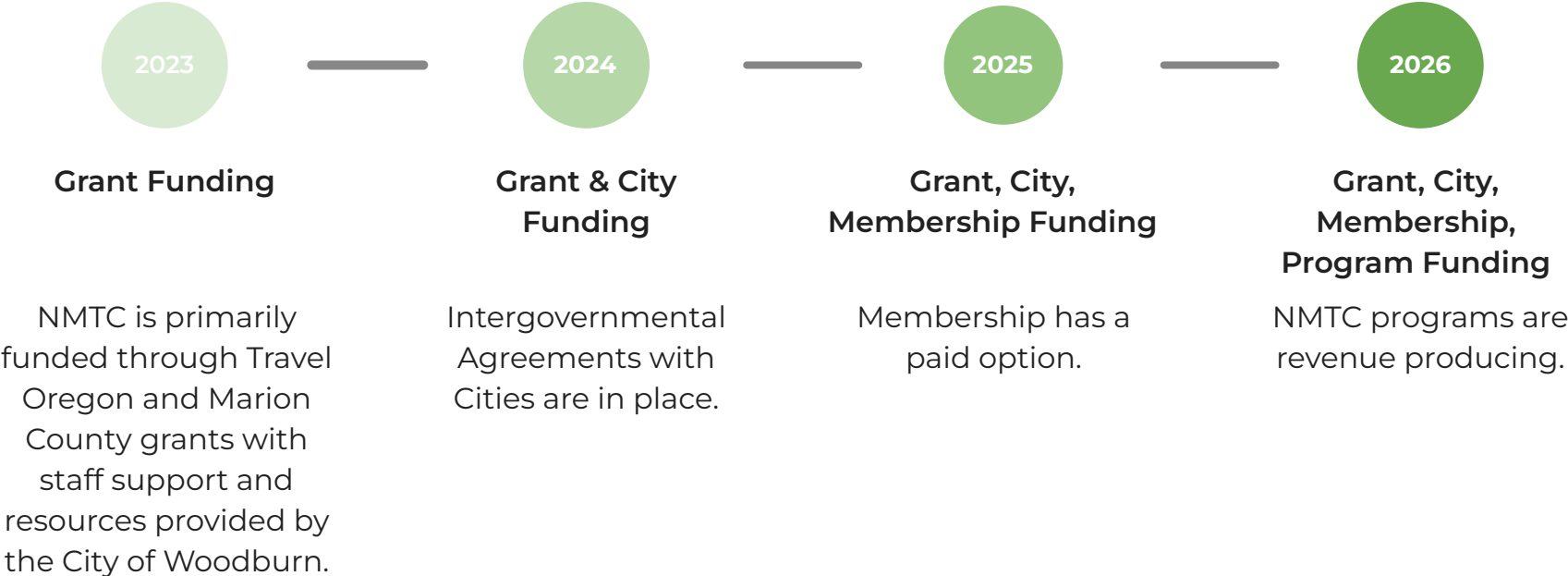
Accountability Framework



How will NMTC hold ourselves accountable to our goals?

| Kickoff | Monthly | Annual |
|---|---|---|
| <p>2023-26 Strategic Plan has been published on the website, presented to Collaborative Members, shared with City Councils, and Marion County Commission.</p> | <p>Strategic Goal milestone progress check in at monthly Board of Directors meetings.</p> | <p>Include Strategic Goal milestone update at the last Collaborative meeting.</p> <p>Update stakeholders on progress of strategic plan.</p> |

Financial Resource Timeline



Strategic Plan Credits

Input Provided By

Bauman's Farm & Garden
City of Aurora
City of Donald
City of Hubbard
City of Mt. Angel
City of Woodburn
Explore North Marion Business
Local Tourism Facing Businesses
Marion County Economic Development
Marion County Public Works, Environmental Svcs
North Marion Tourism Collaborative Members
Oregon Parks and Recreation
Silverton Chamber of Commerce & Visitor Center
Travel Oregon
Union Pacific Railroad
Woodburn Area Chamber of Commerce
Woodburn Premium Outlets
Wooden Shoe Tulip Farm

North Marion Tourism Collaborative Board of Directors

Carissa Clarke
Colby Kemp
Emily Iverson
Jamie Johnk
(Ex Officio)
John Zobrist
Lari Rupp
(Ex Officio)
Maricela Guerrero
Sam Kaluf
Shawn Waite
Stacy Palmer

Consultants

Ciara Pressler Lisa
Niedermeyer
Marlo Maroon
Rahsaan Cruz



[PREGAME]

