

Oregon Business Plan Cluster Submission Form

Part I: General Background

Please provide general information about your cluster. Please include as much of the following information as possible.

- Cluster Name/Industry
 - Tourism and Hospitality
- Cluster Facilitators' or Coordinators' Names
 - Todd Davidson
- Phone Number(s)
 - 503-378-8850
- Email Address(es)
 - todd@traveloregon.com
- Key Leaders or Members of the Cluster Organization
 - Mike McCallum, Oregon Restaurant Association
 - Scott West, Oregon Lodging Association
 - Jeff Kohnstamm, Timberline Lodge (Chair of Tourism Commission)
 - Joe D'Alessandro, Portland Oregon Visitors Association
 - Cheryl Gribskov, Oregon Travel Information Council
 - Carol Lentz, Oregon Assoc. of Convention and Visitor Bureaus
 - Alana Audette, Central Oregon Visitors Association
 - Kari Westlund, Convention and Visitors Assoc. of Lane County, Oregon
 - Tim Wood, Oregon Parks and Recreation Department
 - Sharyl Parker, Oregon Travel Information Council
 - Bill Cross, Oregon Assoc. Of Convention and Visitor Bureaus

- Todd Davidson, Travel Oregon (Oregon Tourism Commission)
- Oregon Department of Transportation
- Geographic Location
 - Travel Oregon, 670 SE Hawthorne Street, Suite 240, Salem, OR 97301
- Sponsoring Organization(s)
 - Travel Oregon (Oregon Tourism Commission)
 - Oregon Lodging Association
 - Oregon Restaurant Association
 - Oregon Association of Convention and Visitor Bureaus, including
 - Portland Oregon Visitors Association
 - Central Oregon Visitors Association
 - Convention and Visitors Association of Lane County, Oregon
 - Oregon Travel Information Council
 - Oregon Parks and Recreation Department
 - Oregon Department of Transportation
- Number of Members and/or Constituents Served
 - There are approximately 150,000 Oregonians directly employed in Oregon's tourism and hospitality industry
- Level of Cluster Organization Development (ie. not yet organized, loosely organized, well-established and already organized, etc.)
 - Established and meeting regularly
- Organizational Structure (ie. Informal meetings, non-profit, trade association, etc.)

- Facilitated meetings, developing strategic work plan and assigning staff through the Travel Oregon office.
- Mission or Purpose
 - The Tourism and Hospitality industry is a primary socio-economic driver of Oregon's future.

Please describe the process used to complete this form. Who was involved? How were priorities established?

The plan submission form was shared with members of the Tourism and Hospitality Consortium in advance of their regular meeting so they had the opportunity to review and begin to formulate concepts. Then a facilitated meeting was held to address the questions on the form.

Is there any other information that we should know about your cluster?

Part II: Oregon's Business Climate

Please tell us how Oregon rates in each of the Four Ps. (People, Place, Productivity, Pioneering Innovation).

Rate Oregon's performance as a place to do business in each area from 0-5 (5 = best, 0 = worst). The following elements are categorized according to the Four P's of the Oregon Business Plan:

People

- Technical Training 3
- Adult Literacy 4
- Pre K-12 Education 3.5
- Public Safety 3

Place

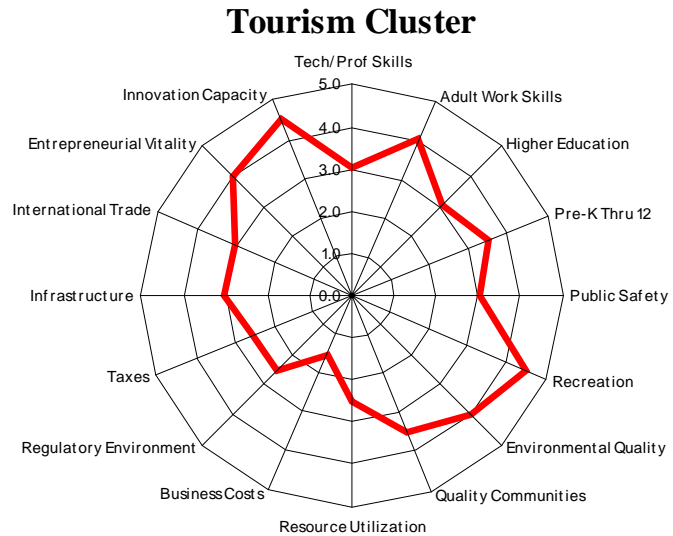
- Recreation 4.5
- Environmental Quality 4
- Quality Communities 3.5
- Natural Resource Utilization 2.5

Productivity

- Business Costs 1.5
- Regulatory Environment 1.5
- Personal Taxes 2.5
- Infrastructure 3

Pioneering Innovation

- International Trade 3
- Entrepreneurial Vitality 4
- Innovation Capacity 4.5
- Higher Education 3



Are there any additional areas that we need to address?

There has been a legacy in Oregon of some bold, innovative, visionary thinking. We need to be applying some of the heritage of community participation as we look at ways to up-level the discussions and planning to make sure we are bringing bold, innovative thinking to this planning.

Is there one area that stands out as the most critical to your industry's competitiveness?

Several critical areas stand out. For example:

- What is the brand of Oregon - is it an Advertisement or is it a real experience that is a compelling invitation to tourism and business?
- Statewide leadership
- Infrastructure; the elements that say we understand that connection is a critical component to how the state works, is accessed and connects: roads, rail service, airlines.
- Regulatory environment: Does the regulatory environment act in partnership with business or an obstacle?

Additional Comments or Explanations:

The tourism and hospitality industry is a key socio-economic driver for the state. Our combined industry sets the tone for what it means to have an experience in this state versus a transaction, we are a major part of what stories are told that become the reputation. We are the welcome mat!

Part III: OBP Core Initiatives

The Oregon Business Plan's main agenda is to consider and advocate for specific initiatives—policies and actions— that help achieve the conditions necessary for traded sector businesses to thrive. We need you to prioritize your top concerns from among the current OBP Initiatives and the Potential 2006 OBP Initiatives. Please use the grid on the following page to let us know which Core Initiatives you'd like to see included in the 2006 OBP Agenda and use the space below to comment on your choices.

For more information or details about the Oregon Business Plan initiatives, please visit www.oregonbusinessplan.org.

Are there any additional initiatives that should be considered?

Is there one initiative that is critical to your industry's competitiveness?

We did not select any single initiative because there are several that will determine the future health and vitality of the tourism and hospitality industry and, subsequently, Oregon's economic future.

Additional Comments or Explanations:

Part III: OBP Core Initiatives (continued)

A.) Rank your top FIVE (put a “1”, “2”, “3”, “4”, or “5” in the appropriate boxes in the left column) AND

B.) For EVERY initiative, identify how important the initiative is to your industry (put a “√” in the appropriate box).

Rank Top 5	CURRENT OBP INITIATIVES	Extremely Important	Important.	Not Very Important	Not Important At All.
	IMPROVE PUBLIC FINANCE AND SERVICES.		X		
	EXPAND OREGON'S CAPACITY FOR ECONOMIC INNOVATION.	X			
	ACHIEVE A HIGHER RETURN ON OREGON'S INVESTMENT IN PREK-20 EDUCATION.		X		
4	ENHANCE OREGON'S FOREST RESOURCE BENEFITS.	X			
2	ENHANCE OREGON'S TRANSPORTATION INFRASTRUCTURE.	X			
5	MAKE LAND AVAILABLE FOR TRADED-SECTOR INDUSTRY DEVELOPMENT.	X			
3	SIMPLIFY AND STREAMLINE REGULATION AND PERMITTING.	X			
	IMPROVE HEALTHCARE AND CONTROL ITS COSTS.		X		
1	BRAND AND MARKET OREGON MORE AGGRESSIVELY.	X			
	2006 OBP POTENTIAL INITIATIVES				
	DRUG USE		X		
	WATER POLICY		X		
	ENERGY	X			
	TELECOMMUNICATIONS	X			
	HIGH PERFORMANCE MANUFACTURING	X			
	TARGETED WORKFORCE DEVELOPMENT	X			
	OTHER				

Part IV: Specific Cluster Initiatives

In addition to telling us about your industry's general priorities and concerns by evaluating the OBP Core Initiatives, please prioritize the specific action items, policies, opportunities, or programs that would enhance your industry's competitiveness. (ie. Build a new research center, create a forum for networking, develop an industry marketing campaign, design a ballot initiative to implement a new policy, etc.) You may list as many as you like (use the back or an additional page if you have more than three), but please list them in priority order as we will select the top priorities for the 2006 OBP Agenda and keep all proposals in consideration for future years. Your list should include well-defined, measurable action items that you would like the OBP to support.

- 1) Improve transportation corridors in the state.
 - Accessibility; Explore new ones to areas of increased importance, example: 101, 26, 97 access to S. Oregon coast.
 - Air Service
 - Rail service
- 2) Regulatory synergy between government and industry. Single access for regulatory issues creates efficiency, cost effectiveness and supports innovation in the state.
- 3) More effective and efficient use of local tax dollars for tourism.
- 4) Institute a four year program in tourism (funding the chair and develop the program). This could be become a destination program in a growing industry for out of state students.
- 5) Define and develop tourism marketing entities

Part V: Oregon Business Plan Leadership Summit Participation

At the Oregon Business Plan Leadership Summit, we'd like to feature the work that Oregon's organized clusters are accomplishing and show how organizing within the industry has improved your competitiveness. In addition to highlighting a few of Oregon's Cluster Development efforts during the presentation portion of the program, we are considering making space available for break-out sessions for several of the cluster organizations.

If there is time available at the Oregon Business Plan Summit, would your organization like to give a brief presentation about your cluster?

YES.

If space is available, would your cluster benefit from a break-out session where Summit attendees could learn more about your cluster's goals, challenges, and needs?

Prefer to be presenting to the entire group during a general session, but could be interested in a break-out depending upon the format.

Are there any audiences you would particularly like to reach at the Summit?

Please submit your completed OBP Submission Form by October 20, 2005 to:

Oregon Business Plan Submissions
Oregon Business Council
1100 SW Sixth Ave. Suite 1608
Portland, OR 97204-1090