



## Council Work Session Agenda

**Kenneth L. Woods, Jr., Presiding**

**Tuesday, February 20, 2024**

**6:00 pm**

**Dallas City Hall, 187 SE Court St, Dallas, OR 97338**

### COUNCIL

#### **Mayor**

Kenneth L Woods, Jr.

#### **Council President**

Michael Schilling

#### **Councilor**

Nancy Adams

#### **Councilor**

Carlos Barrientos

#### **Councilor**

Larry Briggs

#### **Councilor**

Kirsten Collins

#### **Councilor**

Kim Fitzgerald

#### **Councilor**

Micah Jantz

#### **Councilor**

David Shein

#### **Councilor**

Debbie Virden

### CITY STAFF

#### **City Manager**

Brian Latta

#### **Asst. City Manager**

Emily Gagner

#### **City Attorney**

Lane Shetterly

#### **Police Chief**

Tom Simpson

#### **Fire & EMS Chief**

April Wallace

#### **Economic &**

#### **Community**

#### **Development Director**

Charlie Mitchell

#### **Public Works Director**

Gary Marks

#### **Library Director**

Mark Johnson

#### **Finance Director**

Cecilia Ward

#### **City Recorder**

Kim Herring

This meeting is electronically streamed and recorded via the City of Dallas YouTube Channel:

<https://www.dallasor.gov/community/page/dallasyoutube>

### **AGENDA ITEM**

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1. ROLL CALL

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2. Chamber of Commerce Annual Report p.2

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3. OTHER BUSINESS


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4. ADJOURNMENT

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**CITY COUNCIL WORK SESSION  
STAFF REPORT**

**MEETING DATE:** February 20, 2024  
**AGENDA ITEM NO.** 2  
**TOPIC:** Chamber/Visitors Center Annual Report  
**PREPARED BY:** Kim Herring, City Recorder  
**APPROVED BY:**  City Manager  
**ATTACHMENTS:** Attachment A – DACC DAVC Presentation

**RECOMMENDED ACTION:**  
Information only. No action is recommended.

**BACKGROUND:**  
The City of Dallas maintains a contract with the Dallas Chamber of Commerce to provide Visitors Center services for the Dallas community. The City provides staffing support to the Visitors Center under this contract, as well as annual distribution of \$60,000 which is funded by Transient Lodging Taxes.

The Dallas Chamber of Commerce is required to submit an annual report of its activities, including a financial report, to the City. The City has invited representatives of the Chamber to the Council work session to discuss their work performed under this contract in 2023 and what lies ahead for the remainder of the current contract expiring on June 30, 2024.

**SUMMARY TIMELINE:**  
February 20, 2024 – DACC / DAVC present report to Council

**FISCAL IMPACT:**

- City provides an annual distribution of \$60,000 which is funded by Transient Lodging Taxes

**ATTACHMENTS:**  
A – DACC DAVC Presentation



# CHAMBER OF COMMERCE **VISITORS CENTER**

*Reunited and it feels so good*

2023 Annual Report  
Dallas City Council  
February 20, 2024

# DACC/DAVC Mission and Vision Statements

## Chamber of Commerce Mission

IMPROVING OUR COMMUNITY, ONE BUSINESS AT A TIME

We are here to make your business be integral to our thriving community.

Our team of staff and volunteers understands that the community as a whole needs a strong business community. We are here to make sure your business is part of what makes Dallas a great place to live, work, and play.

## Visitors Center Mission

The mission of the Dallas Area Visitors Center is to stimulate the economy, commerce, growth and tourism. The Visitors Center is committed to promoting the Dallas area, through marketing and advertising, as a great place to live, work, and play. The Visitors Center provides information to visitors, potential residents, and new businesses alike

### CATALYST

We spark growth in business through programming and services that keep your business engaged in the activities that move the Dallas Area towards a successful future.

### CONVENER

We provide unique opportunities for business leaders to influence civic, social, and business initiatives that support community growth.

### CHAMPION

We help build a strong community by connecting our broad and diverse members to people, entities, and issues that are important to business success.

### COLLABORATOR

We form and foster partnerships with local organizations to leverage the strengths of our partners to benefit all of our members in creating a thriving and long lasting business culture in the Dallas Area.

# DACC/DAVC Value to the Community

## Community Value

- Community Involvement
- Business Credibility
- Networking Opportunities
- Access to Resources
- Advocacy for Local Businesses
- Marketing
- Providing Information to Visitors
- Promoting Local Businesses, Products and Events
- Increasing Economic Vitality and Sustainability
- Impacting Social and Recreational Well-Being



# DACC/DAVC Shared Location

## Location

We are excited to partner with the Dallas Downtown Association to create a brick-and-mortar location for Visitors and Local Businesses to seek information and services.



DOWNTOWN ASSOCIATION  
**OREGON**



1042 Main St  
Dallas, OR 97338

# DACC/DAVC Personnel & Responsibilities

## Skyanne Pierson - Customer Service Associate

### Responsibilities:

- Provide exceptional customer service to visitors via phone, email, and through digital communication channels.
- Assist visitors with inquiries, travel recommendations, and itinerary planning to maximize their time in Dallas, OR.
- Volunteer recruitment and training.
- Participate in the development of an annual customer service training program for local hospitality staff.
- Contribute to local surveys and data collection to measure visitor satisfaction and impact.
- Collaborate with the team to ensure digital media references and marketing materials are current and informative.

She will play a crucial role in providing excellent customer service to our visitors and promoting Dallas as a destination for tourists, investors and new businesses.

Job Type: Part - time/20 per week

Benefits: Flexible schedule

Shift: Day shift

Weekly day range: Every weekend

Monday to Friday (schedule to be determined)

## Tyler Ferrari - City Staff

1. CITY shall provide CHAMBER with professional staffing by an employee or employees of CITY, of not less than an average of 10 hours per week.
2. Staff shall be utilized to perform the following tasks:
  - a. Board and committee management.
  - b. Event assistance.
  - c. Grant administration.
  - d. Stakeholder and community outreach, engagement and communications.
  - e. Community marketing and other activities outlined in the CITY of Dallas & Dallas Area CHAMBER of Commerce Visitors Center Services Agreement SCOPE OF WORK.
  - f. Board, committee, and volunteer recruitment and engagement.
  - g. Appropriate training and professional development.
  - h. Providing relevant assistance to stakeholders and business owners.
  - i. Activities related to securing more diversified revenues for CHAMBER for operational purposes, to include cooperative advertising opportunities and other public/private collaborations.
  - j. Actively seeking new partnerships and collaborations to further CHAMBER's mission and to enhance the health of the Dallas tourism & hospitality industry.

## Tara Townley - Program Manager

### Responsibilities:

- Main Role (30 hours/week - Dallas area Chamber of Commerce Program Management)
- See Responsibilities of Customer Service Associate
  - Dallas Community Marketing Scope of Work Committee Participation
  - Volunteer scheduling, recruitment, and training.
  - Facilitate and ensure compliance with City contract
  - Reports to Board of Directors for both Chamber and Visitors Center
  - Works with city employee to determine grant requirements
  - Ensures budget compliance

Job Type: Part - time/10 per week

Shift: Day shift

Weekly day range: Monday to Friday



# DACC/DAVC Education and Collaboration

## Education

- Small Business Bootcamp
  - Bringing education and networking opportunities to potential new business owners in Dallas, OR (and surrounding areas)
- Travel Salem Consortium
- Participation in Leadership Dallas
- Governors Tourism Conference 2024
- Reinventing Rural opportunities
- Partnerships with members to bring education to our community and local businesses

## Collaboration

- We work closely with industry partners
  - Travel Salem
  - Travel Oregon
  - SEDCOR
  - City of Dallas
  - Polk County Commissioners
  - Lodging Operators
  - Willamette Valley Visitors Association
  - Destination Organizations
- Close working relationship with local non-profits
  - Dallas Downtown Association
  - Rotary of Dallas, OR
  - Dallas Arts Association
  - Monmouth-Independence Chamber of Commerce & Visitors Center
- Grant Support letters for community improvements



# DACC/DAVC Events

## Events

- Crazy Dayz Planning Committee
- Crazy Dayz Parade 2023
- Partnerships with local event organizations to market to Visitors and support local businesses
- Community Awards Banquet
- Small Business Showcase
- Wake Up Wednesday
- Polk County Young Professionals
- Polk County Women in Business
- Trick n Treat 2023
- Christmas Town, OR Committee
- Working with the City of Dallas and Downtown Association to bring back the Dallas Farmers Market



Picture: Crazy Dayz  
Parade 2024  
Karma Coffee & Bakery  
float



Picture: Crazy Dayz Parade 2024  
Bel Salone, Megan Harris

# DACC/DAVC Farmers Market Return



A thriving downtown community impacts us all

- Farmers Market will bring significant revenue to the community and downtown businesses

- Farmers Market will increase foot traffic and visitors to our downtown locations
- The Visitors Center contributes funding to the employment of our RARE student who is facilitating this event



# DACC/DAVC Events

## Finances & Budget DAVC Q1 Budget

DAVC Q1 Budget				
	Budget	Actual	Variance	Comments
General and Administrative				
Bank Fees	\$ 10.00	\$ -	\$ 10.00	\$5 a month. Goes away if balance over 2k
Bank surplus	\$ 2,000.00	\$ -	\$ 2,000.00	See above
Dues & Subscriptions	\$ -	\$ -	\$ -	
Postage	\$ 100.00	\$ -	\$ 100.00	
Rent	\$ -	\$ -	\$ -	
Repairs & Maintenance	\$ -	\$ -	\$ -	
Supplies	\$ 2,925.00	\$ -	\$ 2,925.00	See separate list for breakdown
Telephone, Internet	\$ 120.00	\$ -	\$ 120.00	Orsini IT LLC autopay. Possibly changing
Utilities	\$ -	\$ -	\$ -	
Total General and Administrative	\$ 5,155.00	\$ -	\$ 5,155.00	
Marketing	\$ -	\$ -	\$ -	
Advertising	\$ -	\$ -	\$ -	
Sponsorships	\$ 350.00	\$ -	\$ 350.00	Banner @ Fairgrounds
Printing	\$ 260.00	\$ -	\$ 260.00	Banner printing & Canva Renewal (1/2 of \$120)
Total Marketing	\$ 610.00	\$ -	\$ 610.00	
Office Management	\$ -	\$ -	\$ -	
Accounting / Bookkeeping	\$ 200.00	\$ -	\$ 200.00	Estimate
Total Office Management	\$ 200.00	\$ -	\$ 200.00	
Payroll Expenses	\$ -	\$ -	\$ -	
Penalty	\$ -	\$ -	\$ -	
Health Insurance	\$ 1,500.00	\$ -	\$ 1,500.00	
Payroll Expenses	\$ 8,465.00	\$ -	\$ 8,465.00	
Total Payroll Expenses	\$ 9,965.00	\$ -	\$ 9,965.00	
Events/Programs	\$ -	\$ -	\$ -	
Farmers Market	\$ 5,000.00	\$ -	\$ 5,000.00	RARE student
Summer Program	\$ -	\$ -	\$ -	
Total Events/Programs	\$ 5,000.00	\$ -	\$ 5,000.00	
Regulatory & Risk Management	\$ -	\$ -	\$ -	
Insurance	\$ 330.00	\$ -	\$ 330.00	
Licenses & Fees	\$ -	\$ -	\$ -	
Total Regulatory & Risk Management	\$ 330.00	\$ -	\$ 330.00	
Travel and Meetings	\$ -	\$ -	\$ -	
Conference, Convention, Meeting	\$ 40.00	\$ -	\$ 40.00	Governors Tourism Conference
Professional Development	\$ -	\$ -	\$ -	
Travel	\$ -	\$ -	\$ -	
Total Travel and Meetings	\$ 40.00	\$ -	\$ 40.00	
<b>Total Expense</b>	<b>\$ 21,300.00</b>	<b>\$ -</b>	<b>\$ 21,300.00</b>	

# DACC/DAVC Marketing

## Scope of Work

- 1) Social Media
  - a) Contractor will work to publish content on major social media platforms (such as Facebook, Instagram, TikTok), to promote the community of Dallas, things to do, and upcoming local events that would appeal to visitors and residents alike.
  - b) Contractor is expected to create and distribute digital marketing materials including but not limited to:
    - i) Photos  
(1) Of Dallas, Events, etc.
    - ii) Short Form Video  
(1) Of events, businesses, places to visit, etc.
    - iii) Advertising for targeted social media posts, web advertising, and print advertising.  
(1) For Dallas generally, and for some events.
    - iv) Other promotional posts
  - c) Post will be made on a semi-regular basis, emphasizing opportunities to showcase Dallas events and visitor attractions.
  - d) Contractor will track on a monthly, quarterly, and annual basis across platforms, and provide a short report to the City of Dallas and Dallas Area Visitors Center on a monthly, quarterly, and annually.
    - i) # of impressions total
    - ii) # of new followers
    - iii) # of site visits via social media
    - iv) Demographic data (age, race, etc)
  - e) Contractor is NOT required to answer inquiries that may come up on social media pages, but is required to forward inquiries to relevant staff so that they can be replied to in a timely manner
- 2) Website
  - a) The contractor will manage the website <https://www.exploredallasoregon.org/>. Managing this site includes but is not limited to:
    - i) Creating and updating copy and information on the website
    - ii) Ensuring the website possesses a cohesive design
    - iii) Providing a page for the public to submit inquiries
    - iv) Updating community event information, including the community calendar.
    - v) Working with staff to gather information for website
    - vi) Coordinating with DAVC staff to maintain the domain for the website
- 3) Other
  - a) From time to time, there may be special events that require types of marketing outside of the normal scope of work. The firm is permitted to submit a supplemental scope of work for these projects to be billed and completed outside of this contract. If the firm is unable to provide this work, then the City will choose to move forward with another firm on this special project ONLY.
  - b) It is expected that the contractor will be creative in their campaigns, utilizing creative ideas, POVs, and other ideas. Proposals will be ranked by their ability to propose creative marketing ideas and past experience with similar successful campaigns.

## In Partnership with



# DACC/DAVC Goals

## 2023 Goals

- Maintain /Increase Financial Structure
- Increase Engagement
- Define Chamber & Visitors Center Role in community events
- Attend to Staffing Needs
- Strategic Planning in 2024

- Developing strong Ambassador and Networking

Committees

- Build Workforce Development Programs
- Build Strategic Alliances



# DACC/DAVC Contract with City of Dallas, OR

## Contract Compliance



### Tasks

Listed as official DMO with Travel Salem ✓

Create Training Program

AHLA

Guest Service Gold: Tourism

Online Course: Oregon

Chemeketa

Worksource OR - Polk

SBDC

### Logistics

Find shared space ✓

In progress - waiting to sign lease

Open 6/days per week

### Staffing

Hire part-time ✓

Determine staffing needs/schedule

### Marketing

Establish Scope of Work ✓

Work with firm contracted with City for this purpose

Conduct Surveys

Track data

New Business

New community investment(s)

Economic Impact of visitors

### Establish Relationships

Local lodging operators ✓

Best Western

Riverside

Independence Hotel

Ma Mere's

Area wineries/breweries/vineyards ✓

Dallas Downtown Association ✓

Travel Salem (Emily Bradley+) ✓

Travel Oregon ✓

Subscribe to emails

SEDCOR ✓

Alex P

Willamette Valley Visitors Association

(WVVA) ✓

Following up with Katie

Oregon Restaurant & Lodging

Association (ORLA) ✓

Subscribe to emails and educational opportunities

AHLA Guest services course ✓

CGSP: Certified Guest Service

Professional: Tourism: Oregon Exam

Tripadvisor® Reputation

Management for Frontline Staff

Online Course ✓

Oregon Destination Association

(ODA)

Oregon Tour & Travel Alliance ✓

E-News

OTTA Company Membership

Scholarship Application

M-I Chamber (Nicki) ✓

# DACC/DAVC City Council Support

## The Dallas area Visitors Center needs your support

- The City Council and City of Dallas' support is critical for the Visitors Center to establish a physical location, provide staffing and promote Dallas, OR
- The funding received through Transient Lodging Tax dollars fund our location, events, volunteer opportunities and information availability to our visitors and community.
- The support of Tyler Ferrari (10 hours/week) is imperative in the areas of grant identification and writing, marketing plan for Dallas, and overall collaboration.
- Continued collaboration with local organizations and the City of Dallas, OR

# Thank you!