



May 9, 2024
City of Sandy

The Sandy Area Chamber of Commerce is seeking funding from the City of Sandy for our tourism marketing initiative, Travel26. This program aims to bolster tourism activities along the Hwy 26 corridor, thereby enhancing economic stability and fostering community development. We are requesting a total of \$28,000 over a two-year period, equating to \$14,000 annually, to facilitate the successful implementation of Travel26.

Travel26 is designed to harness the natural beauty and historical significance of the City of Sandy and its surrounding areas to attract visitors and promote economic growth. The program comprises two primary components:

1. Establishment & Launch:

In the first year of implementation, funds allocated to this phase will be directed towards the development and launch of key components essential for establishing the Travel26 program. In addition to providing an influx of labor to provide proper staffing for the program, this includes the creation of digital marketing channels such as a dedicated website and the initiation of an impactful promotional campaign to introduce the Travel26 brand to potential visitors. The platform will be utilized to highlight and promote local events such as Sandy Mountain Days, Hoodland Farmers Market, Boring and Dull Day, Winterfest, and many others, thereby enhancing community engagement and fostering a sense of local pride. By investing in this foundational stage, we aim to establish a robust online presence and generate initial interest and engagement from target audiences.

In the second year, a portion of the allocated funds will be earmarked for marketing and advertising efforts aimed at potential tourists in areas identified through data analysis as key visitor demographics. This strategic approach ensures that Travel26 remains dynamic and responsive to evolving tourism trends while effectively showcasing the diverse offerings of the Sandy area to a broader audience.

2. Convening & Collaboration

The second component of the program centers on fostering collaboration and engagement among local businesses, tourism partners, and relevant stakeholders along the Hwy 26 corridor. Through strategic partnerships and collaborative efforts, we seek to convene a dedicated group of stakeholder businesses, including in the Villages where many of the region's tourist attractions reside, amplify promotional initiatives for the area, support the growth and resilience of visitor-facing businesses, and enhance regional planning endeavors. This phase will serve as a catalyst for collective action, aligning stakeholders towards a shared vision of leveraging the region's rich history and natural assets to drive sustainable tourism growth.



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After the first year, we plan to analyze the data collected (both business sentiment data and visitor data) to help us better understand our audience for year two of the program. Our long term vision centers around the establishment of a local Destination Marketing Organization (DMO) through the Sandy Area Chamber of Commerce. This is a solution that can further rejuvenate our local tourism ecosystem, stimulate economic resurgence, and enhance the overall visitor experience.

Key objectives of Convening & Collaboration:

1. Engaging local businesses in building collaborative efforts to promote tourism and support economic stability.
2. Developing relationships and fostering partnerships among stakeholders to drive sustainable tourism development.
3. Collecting and analyzing visitor data and feedback to inform strategic decision-making and the development of future initiatives.
4. Assessing the Chamber's impact and presence within rural communities and refining strategies accordingly.

The funds requested will be instrumental in enabling the Chamber to execute these objectives effectively by providing our organization with the ability to dedicate more labor hours towards these efforts. Moreover, by working closely with industry partners such as Hood-Gorge Experience, Oregon's Mt. Hood Territory and Travel Oregon, the project aims to leverage innovation and collaboration to maximize its impact on rural tourism development.

By investing in the Travel26 program, the City of Sandy can actively contribute to the realization of this objective by supporting projects and initiatives that enhance the local tourism economy, promote collaboration among local stakeholders, and showcase the unique offerings of our community to visitors.

We believe that the Travel26 tourism marketing program represents a strategic investment opportunity for the City of Sandy to advance its economic and community development objectives. By providing funding support for this initiative, the City Council can play a pivotal role in catalyzing tourism growth, promoting local businesses, and showcasing the unparalleled beauty and heritage of the Sandy area. We look forward to the opportunity to collaborate closely with the City to bring the Travel26 program to fruition and create lasting benefits for our community and its residents.

Thank you for considering our proposal. We remain available to provide any additional information or clarification as needed.