



March 6, 2015

Emailed to: Tom Anderson  
Deschutes County Administrator

To Be Submitted to: Deschutes County Commissioners:  
Tony DeBone  
Tammy Baney  
Allen Unger

Submitted By: Kent Elliott  
Executive Director  
Sunriver Area Chamber of Commerce  
Domestic Nonprofit Corporation  
State of Oregon Registry No.: 051430-86

Subject: Request for Funding

The Sunriver Community is truly a unique place in Deschutes County. It is comprised of numerous homeowner and vacation associations (large and small), retail, service, tourism, and manufacturing businesses (large and small), public facilities, permanent residents and part time vacation home owners all with various economic goals and objectives. As an unincorporated community, it is difficult to unite the many diverging interests into one marketing brand or community voice. Yet, Sunriver continues to provide Deschutes County with two thirds of the total Transient Room Taxes collected in the County, making it the largest producer of tourism dollars in the County to the tune of \$2.8 million in fiscal year 2013-14.

Sunriver has been affectionately coined, “the gateway drug that hooks people on Central Oregon.” Since Sunriver began operating in the late 1960s, a large percentage of visitors to Sunriver have become property owners in Deschutes County based on the time they spent vacationing here. The economic value of this fact cannot be precisely measured but its importance cannot be overstated.

Therefore, when considering the best ways to enhance economic vitality, it is sound and prudent economics to reinvest in the area that brings the greatest economic return.

## **History**

The Sunriver Area Chamber of Commerce (SACoC) was formed in 1986 by local business people who were very optimistic about the future of Sunriver. The original mission of the SACoC was to promote the “Economic Vitality of the Sunriver Community.” The Chamber’s original mission continues to this day with very little change over the years.

Recently, Deschutes County Commissioner Tony Debone launched a series of “5 for 5” town hall meetings in South Deschutes County outlining the components of Economic Vitality. The 5 components presented in the meetings are at the core of the SACoC’s mission. The Chamber continues to provide valuable services that enhance all 5 components of economic vitality as identified by Commissioner DeBone.

## **Public Safety**

Although the Chamber cannot actually perform public safety, it does everything possible to promote and educate the citizens and visitors to Sunriver on the value of public safety and the services made available through the Sunriver Service District. The chamber is an advocate for the Sunriver Police and Fire departments. It is important for these departments to connect with the citizens. In spring of each year the Sunriver Fire Department, in conjunction with the Chamber, will hold an open house for citizens and children to tour the fire house and equipment. In fall, the Chamber helps promote a major fundraiser at the Hola restaurant, which raises money for the police Unity Tour and for the families of firefighters that have died in the line of duty.

The Chamber works with the Sunriver Owners Association (SROA) to promote safety on the roads and bike paths in Sunriver. The Chamber annually distributes thousands of road and pathway maps that list Sunriver’s unique and effective safety rules. In survey after survey, visitors and locals consistently rate Sunriver’s 30 plus miles of paved pathways as the most frequently used amenity. In 2012, bikeportland.org described Sunriver as having the “Best Bikeways in North America,” recognition the Chamber is proud to promote.

The Chamber is very active in the promotion, prevention and reduction of forest fires to the businesses and residents of Sunriver. The Chamber works closely with the Upper Deschutes

River Coalition to define and promote defensible space and fuel reduction in all the homeowner association districts in the greater Sunriver area. The US Forest Service and the UDRC are important members of the Chamber and utilize the Chamber's many outreach systems to inform the community of ways to reduce fire danger.

The Chamber is actively working to address the issue of safe public access to the upper Deschutes River. The Chamber is helping identify solutions to safety issues presented each summer by the public seeking access to the river at Harper Bridge. Our 2015-2016 *Sunriver Magazine* contains an updated map of publically accessible put-ins and take-outs.

## **Education**

As the only school located in the Sunriver Area, Three Rivers Elementary receives significant support from the Sunriver community. The education of our children is extremely important to the future economic vitality of the Sunriver community and the school is a priority member of the SACoC.

Knowing the importance a nutritional diet has on students' ability to learn; in December 2014 the SACoC organized and promoted Casino Night. The event, which was held at the Sunriver Homeowners Aquatic & Recreation Center (SHARC), is a major fundraiser for the Care and Share Christmas Basket program. The school as well as local churches identified individuals and families in need of assistance. The Care and Share program, an all-volunteer organization, was able to provide over 100 needy families in South Deschutes County with Christmas baskets of food, clothing and children's presents.

This year the SACoC implemented, organized and funded the Junior Achievement Program into Three Rivers School. The program has been enthusiastically received by the principal and teachers. Business leaders and SACoC volunteer members will teach at least 7 classes in 2015. Our goal is to be a complete k-8 curriculum sponsor in 2016.

The Sunriver Nature Center and Oregon Observatory, a prominent member of the SACoC, conducts educational nature programs for Sunriver residents and visitors. The SACoC works closely with the nonprofit organization to promote their activities and functions. All events and activities of the organization receive high priority promotional status with the SACoC.

## **Economic Development**

Recent surveys completed by SROA show the number of homes in Sunriver occupied by full time residents has dropped to less than 20%. The SACoC Board of Directors believes a better balance between residency and vacation use will improve Sunriver's economic vitality. The board is seeking ways to promote Sunriver as a great place to live and work. Efforts are being

made to promote Sunriver as a place for permanent residents. Promotional material and information is being produced to support this approach.

The board is committed to working closely with organizations such as Economic Development of Central Oregon (EDCO) to find ways to promote Sunriver as a great place to operate a business. EDCO has an ambassador position for La Pine, but does not have a representative position for Sunriver. The SACoC is a current member of EDCO and has requested appointment of a Sunriver position on EDCO's board of directors.

The SACoC is supportive of the Sunriver Resort's expansion of Caldera Springs. It is believed that the expansion will create jobs and growth to the Sunriver area.

The SACoC holds ribbon cutting ceremonies welcoming new businesses to the Sunriver community. The new business owner is able to meet and greet fellow businesses owners and establish themselves into the community.

The SACoC looks for opportunities to provide educational programs for the Sunriver business community to help them operate successful businesses. The Chamber has identified a need to train service staff at accommodation partners and retail outlets to enhance customer service and maximize the guest experience. The SACoC will be rolling out Q School to assist local businesses with this training.

The SACoC would like to provide its members and local businesses with educational classes on social media, web development and other technological support classes, in cooperation with local experts. Business and adult educational classes provided by Central Oregon Community College are promoted and current class information is available to visitors and residents at the Visitor Center and Chamber office.

Residential and business development property is readily available in the Sunriver area and South Deschutes County and the SACoC is prepared to help promote and welcome new development. The SACoC would like to become the primary source for property development information and services.

### **Health and Human Services**

The SACoC has recently sent a letter of support to the La Pine Community Health Center to operate out of the High Desert Family Medical Center. The plan calls for the owner of the High Desert Family Medical Center to turn over their facility every Friday to the La Pine Community Health Center. The La Pine Community Health Center would use the facility each Friday to treat low income families and patients. It is hoped that the support of the SACoC will help expedite the proposed agreement and make the plan for increased and consistent health care a reality.

When the Sunriver Post Office was in jeopardy of being closed by the US Postal Service, the SACoC was instrumental in gathering community support to stop the closure. The Chamber helped unite the community into one voice and the post office was taken off the closure list.

The SACoC continues to be supportive of our Sunriver Area Library. SACoC communicates all library events and services to the community.

## **Arts & Culture**

As a recreational community, art and cultural events in Sunriver are significant economic engines that attract hundreds of thousands of visitors to Sunriver each year. Each year in preparation of the annual *Sunriver Magazine*, the Chamber compiles a complete list of events occurring in the Sunriver area and also lists the major events occurring in Bend and La Pine. It is the most comprehensive list of Sunriver events published by any organization.

The Sunriver Music Festival, one of the premier events in all of Central Oregon, brings thousands of vacationers to Sunriver and Bend, and works closely with the Chamber to maximize the event's success. For years the Festival has worked together with the Chamber to organize and run the annual Swings for Strings golf tournament, which is the major fundraiser for the organization. The Festival is showcased in the *Sunriver Magazine* and is one their primary marketing pieces. The Festival utilizes the Chamber's marketing services to help find local housing for the musicians who travel from across the country and overseas to perform at the festival.

The Sunriver Nature Center and the Oregon Observatory is an important member of the SACC. In addition to sponsoring several of their events throughout the year, the organization counts on the Chamber as one of their primary marketing sources.

The Sunriver Art Faire, a three day event in Sunriver that is organized and run by the Sunriver Women's Club, brings over 20,000 visitors to Sunriver. Each year the Women's Club uses the Chamber to help launch the Art Faire with a "kick off" event held at the SHARC. The event generates awareness and helps recruit volunteers to run the faire.

Sunriver Books & Music holds book club meetings and periodic author appearances at their store in The Village at Sunriver, and major author events at SHARC. Larger venues are needed to accommodate crowds that show up to meet best-selling authors like Craig Johnson of the Walt Longmire mystery series fame. The Sunriver Artists' Gallery, a cooperative of 30 artists, also holds artist events throughout the year. Both organizations use the marketing services of the Chamber to help promote their events.

The Sunriver Stars Community Theater, a nonprofit group of thespians, performs several plays and musicals throughout the year at SHARC. The 3-day weekend shows are performed to sold out audiences, primarily based on the marketing provided by the *Sunriver Scene* and the Chamber e news services.

## **Communication**

In order to maintain strong economic vitality in a community, it is imperative that the community receive consistent information from reliable sources to keep itself educated and informed. Sunriver has limited local news outlets. The *Sunriver Scene*, the monthly periodical published by SROA, provides locals and visitors with valuable local news; however, it is basically a homeowner's association newsletter. The other principal news source in Sunriver is the SACoC's weekly e newsletters. Each Monday morning the Chamber emails to more than 1,000 business owners and local residents information regarding upcoming events, local and regional business news and other relevant information that affects the community. Chamber members also use the email services to present their information to the community. The e news is available to anyone to receive and is not restricted to members only.

The Chamber is working with the special projects division of the *Bend Bulletin* to help produce the "Under the Sun" quarterly insert dedicated exclusively to Sunriver. The SACoC is providing the *Bulletin* with editorial leads and content, promotion and identification of potential advertisers.

## **Sunriver Magazine**

The premier marketing and information material highlighting the Sunriver area is the *Sunriver Magazine*. Working with Cascade Publications in Bend, the SACoC prints and distributes more than 20,000 copies of the magazine annually. The magazine is made available at news outlets throughout Sunriver, at SHARC, the Sunriver Chamber visitor center and is mailed free of charge to anyone who requests it. Sunriver Resort places the magazine in all their vacation rentals and most property management companies place it in the vacation properties they manage. Through reciprocity agreements, the magazine is distributed to and displayed in every visitor center in the state of Oregon. This includes the major visitors' centers at the Portland International Airport as well as the visitor center at the end of the Oregon Trail in Oregon City. The magazine is distributed to a targeted audience that is actively seeking Sunriver visitor and relocation information.

The *Sunriver Magazine* is much more than a business-advertising vehicle. Great care is taken ensure the magazine contains information about all the areas surrounding Sunriver. The Newberry Monument, Cascades Lakes Hwy., Pacific Crest Trail and the High Desert Museum are

all highlighted in the magazine. Relevant maps, educational information and a complete annual events calendar are part of this comprehensive description of Sunriver.

This is a beautiful magazine that truly captures and showcases the qualities that make Sunriver a special and unique place to live, work and visit. The magazine is designed to appeal to visitors as well as local residents. It is a coffee table quality publication with a long shelf life that is referred to repeatedly throughout the year.

## **Tourism**

Tourism by far has the largest positive financial impact on the Sunriver area. For this reason, it is imperative that Sunriver maintain its local presence, marketing and outreach. It is said that Bend has equaled or surpassed Sunriver as the primary visitor destination location in Central Oregon. If this is true, then a portion of that success can be attributed to the multi millions of dollars that the City of Bend has spent promoting the Bend brand and establishing the local Visit Bend visitor center. Such successes are examples of how local control and commitment can produce a better product at a lower overall cost.

In January of 2014, the SACoC and the Central Oregon Visitor's Association (COVA) engaged in discussions to determine ways in which the two organizations could work together to enhance the complimentary services they provide. The SACoC proposed jointly operating the visitor center with the SACoC maintaining office space, sharing operating expenses and handling the local visitor inquiries, allowing COVA to concentrate on their regional marketing. This proposal was rejected by COVA. The SACoC then asked to for space display Chamber member information, and be provided an area where the local businesses and nonprofit organizations located in Sunriver could be marketed and displayed. COVA refused this request as well.

In December of 2014, (COVA) relocated their offices to a highly visible, high rent location in the heart of The Village in Sunriver. According to COVA's published news releases, COVA established the new visitor center in order "to serve the presently unmet need to provide visitor information to the estimated 2.5 million annual destination visitors who base camp their Central Oregon vacation in Sunriver..." In the December *Bend Bulletin* COVA was quoted as saying, "the only community that does not have a full time visitor center is Sunriver..." These kinds of public statements make it difficult to engage with COVA as a marketing partner.

Even though the vast majority of COVA's reported \$2.2 million operating budget comes from taxpayers, and the fact that COVA's published mission statement is to "promote Central Oregon as a year-round visitor destination to improve the economic vitality of the region," COVA has made it clear that they are a member-driven organization. A business must be a member of COVA before they will receive any promotion from COVA. This means that all local Sunriver businesses and nonprofit organizations must pay a membership fee to COVA simply to have

their brochure displayed at COVA's visitor center. COVA annual membership is more than twice that of the SACoC.

COVA does carry the *Sunriver Magazine* in their visitor center (reciprocity), and they do list the SACC as a partner on their web site. COVA periodically sends to SACoC names and addresses of individuals who have requested information about Sunriver. The SACoC, in turn, mails copies of the *Sunriver Magazine* to these potential visitors. However, this means that a visitor center located in the heart of Sunriver, purporting to provide information about Sunriver, will not mail important information about Sunriver to potential visitors. COVA will, however, mail its visitors guide. COVA's *Central Oregon Visitors Guide* contains 122 pages, of which 7 pages (less than 6%), is devoted to Sunriver. The SACC's *Sunriver Magazine* is 114 pages and all of it is devoted to Sunriver.

The system designed to advertise and promote Oregon to visitors is clear. Promotion is done on a state level, a regional level and a local level. The system is not designed for a regional visitor center to replace a local visitor center. Each level serves unique and specific roles. The services provided, and the organizations that provide them, should be complimentary. Not competitive.

### **Financial Position**

The SACoC operates on an annual budget of approximately \$50,000. Approximately half this money has been provided by Deschutes County with the balance coming from membership dues and advertising income. This income level has changed very little over the years. It is estimated that over 80% of the businesses that actively operate and market their services in Sunriver are members of the SACoC. However, even though the Sunriver area collects and remits the dominant majority of Transient Room Taxes to Deschutes County, it does so with a limited amount of businesses. Both the La Pine and Sisters Chambers of Commerce have twice the membership of the SACoC, based on the greater number of businesses in their area to draw from. Therefore, the SACoC's low amount of membership income is simply based on the small number of business the Chamber can represent in their area.

The SACoC's balance sheet contains no long term debt and carries an adequate cash reserve at this time.

### **Funding**

The financial viability of the SACoC is in jeopardy. Up to now, the SACoC has remained solvent thanks to tremendous volunteer support that local residents have donated to the Chamber. The SACoC currently operates with one full time executive director. It is not realistic to expect one person to operate the Chamber and visitor center 40 hours a week and, at the same time,



represent Sunriver as an ambassador at civic functions, Chamber activities, etc. A minimum of two full time individuals are required in order to provide adequate services.

The SACoC must invest in new technology and communications platforms. Individuals who are paid minimum wage cannot provide the level of knowledge and expertise required to properly operate and carry out the mission of the Chamber.

An unofficial tally of the other Chambers and visitor centers operating in Deschutes County show that large financial grants have been provided to them from the city they represent. The Chambers of Commerce in Sisters and Redmond both receive well over \$100,000 annually from their respective cities. In addition, these Chambers are able to maintain twice the number of members due to the larger amount of businesses in their areas. The La Pine Chamber of Commerce has twice the number of members as the SACoC, and receives over twice the amount of grant money, even though the amount Transient Room Tax collected in La Pine is relatively low.

Therefore, the Sunriver Area Chamber of Commerce Board of Directors requests:

- 1) The Deschutes County Commissioners continue to provide funding for the important activities and services that the SACoC provides in Deschutes County.
- 2) An increase in those funds.
- 3) Any grant money that can be provided by the lottery funds.

Thank you for considering our request.

Respectfully submitted,

The Board of Directors of the Sunriver Area Chamber of Commerce

Brooke Snavely, President  
Sunriver Scene Editor  
541-585-2938  
[brookes@srowners.org](mailto:brookes@srowners.org)

Dave Wilkins, Treasurer  
Starr Productions Entertainment Services  
541-419-4090  
[starrproductiondjs@gmail.com](mailto:starrproductiondjs@gmail.com)

Carl Jansen, Secretary  
President Upper Deschutes River Coalition  
541-593-2777

[carlj@searchna.com](mailto:carlj@searchna.com)

Ginny Kansas-Meszaros, Director  
Gibson Realty  
541-977-2710  
[ginny.m.kansas@gmail.com](mailto:ginny.m.kansas@gmail.com)

Lisa Scott, Director  
Asea Wellness Consultant  
541-647-7602  
[cellularasea@gmail.com](mailto:cellularasea@gmail.com)

William Wood, Director  
William Wood Photography  
541-593-5512  
[wmwood@chamberscable.com](mailto:wmwood@chamberscable.com)

Patty Klascius, Director  
Former SROA board member  
503-695-2824  
[pklascius@gmail.com](mailto:pklascius@gmail.com)

4-17-2015

To: Deschutes County Commissions

From: Sunriver Area Chamber of Commerce

Regarding: Request for Funding

Response to April 13<sup>th</sup> email from Judith Ure

**1.-Precisley how the County's funds are currently being used by the Chamber, particularly with the recent relocation of the Central Oregon Visitors Association (COVA) to Sunriver. Indentify any aspects of County-funded activities that are directly related to promoting tourism.**

With regards to tourism, COVA's decision to relocate their office to Sunriver appears to have created a perception that the Sunriver Area Chamber of Commerce (SACC) is no longer relevant or that the Chamber is no longer needed to promote tourism in Sunriver. In reality, COVA's relocation to Sunriver has not changed in any way the activities, functions or missions performed by either organization, nor should it.

COVA is a regional marketing organization (RMO) while the SACC is a destination marketing organization (DMO). COVA's mission is to promote tourism equally to all of Central Oregon, while the SACC's mission is to promote tourism specifically in the Sunriver Area. If COVA a RMO, can fulfill the functions of SACC a DMO, then it follows that the State of Oregon with their Travel Oregon promotion can perform the functions of COVA and neither COVA nor SACC are needed. In addition, the majority of visitors that enter a local visitor center want specific information about local activities, events and amenities and are rarely looking for information outside of the area they are visiting.

With regards to funding, in 2014 the SACC operated with total annual income of \$52,786.00 (for your consideration a copy of our 2014 income and expense statement has been attached). Of that amount Deschutes County provided funding of \$21,516.00. Because of the low amount of total income, the Board of Directors of SACC has not earmarked the county funds to support a specific tourism project. Rather, the income has been comingled to help financially support all the everyday expenses of the Chamber.

For the enhancement and promotion of tourism, the Chamber performs the following functions:

- Production of the annual Sunriver Magazine with over 25,000 copies printed.
- Continuous distribution of the magazine throughout the year.
- Daily maintenance and operation of the Sunriver Chamber website.
- Daily maintenance and operation on Facebook.
- Handling visitor information and inquiries through emails and correspondence.
- Handling visitor inquires through telephone conversations.
- Personal interaction with visitors at our visitor center.

### **Executive Director**

Salary Range: \$35,000 to \$50,000

(Recent survey responses from 366 chamber executive directors indicate that the medium annual salary is \$97,000).

#### **Job Description:**

The executive director of the chamber of Commerce is a key representative and advocate for business owners and employers in a community. According to the American Chamber of Commerce Executives, there are about 3,000 independent U. S. chambers with unique goals determined by diverse groups of members. Despite differences, all chamber directors work to promote and strengthen their communities by building prosperity through a healthy economy and a strong business sector.

#### **Membership Services**

Chamber directors plan, organize and oversee a range of services and events for members. They typically maintain a website that features local business news and a membership directory that is available to the public and potential new customers and clients. Most chambers hold regular social events that offer members a chance to network and share information and ideas. Some directors identify common needs among local business owners and arrange lectures, workshops and training seminars on different management issues and opportunities.

#### **Advocacy**

Executive directors take an active part in local government. They advocate for laws and ordinances that benefit business.

#### **Community Ties**

Businesses want attractive and culturally rich communities that attract visitors and customers. They also want safe neighborhoods and good schools for employees and their families. Chamber directors lead the business community's efforts to support and enhance cities and towns. They often spearhead campaigns to raise money for local charities and cultural organizations. Chambers may sponsor their own community events such as holiday parades, heritage festivals and job and health fairs. Some directors may launch partnerships between educators and employers so that local schools can align their curriculum with the skills needed by the local labor market.

### **Assistant to the Director:**

Salary range: \$20,000 to \$30,000

#### **Job Description:**

- Communications manager; web site development and maintenance; office manager; membership manager.
- Keep chamber office open daily.
- Communication with all members periodically to determine chamber focus and management of monthly functions.
- Creates and executes events
- Mailing important relocation and visitor information

The SACC is not asking for funding to specifically develop a new program or project. Our request for financial support is based on our inability to be able to continue to provide the important services that it is currently providing. Simply looking at the gross salary and employee benefit costs alone, an annual income of \$100,000 is needed just to pay this expense. With

Jan - Dec 14

Income

410000 · Visitor Center Advertising	175.00
445000 · Grants & Contracts	21,516.88
450000 · Interest Income	2.57
455000 · Membership Dues	25,505.18
465000 · Miscellaneous Income	5,506.92
49900 · Uncategorized Income	80.00

Total Income

52,786.55

Gross Profit

52,786.55

Expense

600000 · Advertising Expense	1,115.00
602000 · Bank Fees	552.74
604000 · Dues and Subscriptions	50.00
610000 · Food & Beverage	350.00
614100 · Insurance - Dir & Off	744.00
614200 · Insurance - General Liability	690.00
616000 · Miscellaneous Expense	20.00
618000 · Postage & Shipping	1,562.65
622000 · Professional Fees	849.00
622100 · Professional Fees - Accounting	379.50
622200 · Professional Fees - Legal	450.00
626000 · Rent	4,240.20
626100 · Utilities	835.62
628100 · Services - Compu Prog & Maint	295.00
628400 · Services - Website Development	72.65
628500 · Services - Website Hosting	2,420.00
632100 · Supplies - Office	104.93
634000 · Telephone & Telecommunications	2,436.14
636000 · Travel & Entertainment	2,393.25
638000 · Payroll Expenses	2,823.93
638200 · Payroll Expen - Off & Dir Wages	25,342.01
638300 · Payroll Expenses - Payroll Tax	7,503.53
638400 · Payroll Expenses - Sal & Wages	1,522.91

Total Expense

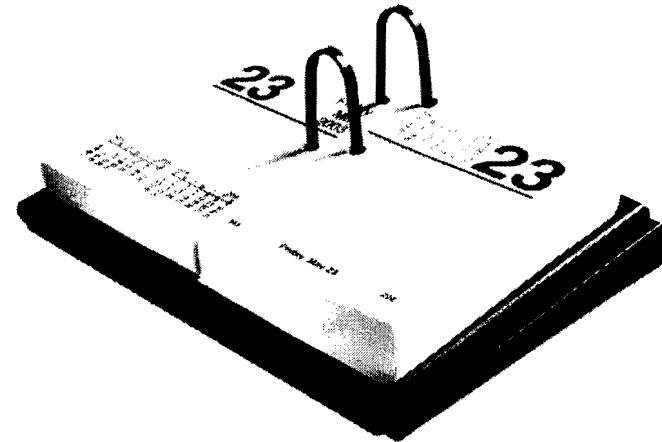
56,753.06

Net Income

-3,966.51

# Mission Statement

- Founded in 1986.
- Established as a Non Profit 501c3.
- To Promote and Enhance the ECONOMIC VITALITY of the Sunriver Area.



# Components of Economic Vitality

- Public Safety
- Economic Development
- Education
- Health & Human Services
- Arts & Culture
- Communication
- Tourism

# Public Safety



- Sunriver Service District: Advocate for the Sunriver Police and Fire Departments.
- Promotion of the Sunriver Fire Department: Open House in Spring
- Promotion of the Sunriver Police Department: Support of the Police Unity Tour.
- Promotion and Distribution of SROA guidelines and rules for Safe Use of the Roads and Bike Paths.
- Promotion of the UDRC & US Forest Service: Ladder Fuel Reduction & Defensible Space Outside of Sunriver
- River Access: Safe Public River Access at Harper's Bridge.



# Economic Development

Increased promotion of Sunriver as a great place to live.

Increased promotion of Sunriver as a great place to work and operate a business.

Welcoming new businesses to the community through ribbon cutting ceremonies and increased promotion.

Closer working relationship with Economic Development of Central Oregon (EDCO).

Promote and encourage new expansion projects: New pool at Sunriver Resort (The Cove), New Carson's American Kitchen (Meadows), Twisted River Tavern (Owl's Nest), new village bldgs., expanded Caldera Springs development.

# Education



- Support of Three River School
- Implemented Junior Achievement into the School.
- Sunriver Area Library
- Promotion and support of the Sunriver Nature Center and Oregon Observatory for their educational programs
- Quality Assurance School Idea: Train Front line staff to be better stewards of local happenings and upgrade service levels to a higher standard.

# Health and Human Services

- Letter of support for La Pine Community Health Center to operate out of the High Desert Family Practice Center on Fridays.
- Promotion and support of the new Sunriver Pharmacy.
- Support of the St. Charles expansion into South Deschutes County.



# Arts & Culture



Comprehensive list of Sunriver Events

Promotion of the major Sunriver Events: Sunriver Musical Festival, the Art Faire, the Quilt Show, SHARC 's music concerts, Pacific Crest, Mudslinger, 4<sup>th</sup> of July Festival, Sunriver Stars Community Theater, etc.

Promotion of the Sunriver Nature Center and Oregon Observatory, High Desert Museum.

Author events through Sunriver Book and Music, Artist Gallery Events.

Clubs & Non Profits: Women's Club, Men's Club, Upper Deschutes River Coalition (UDRC), Sunriver Anglers Club, Care & Share, Local Churches.

# Communications

- Monday morning enews. Over 1,000 emails.
- New web site.
- New Facebook site.
- Bend Bulletin: “Under the Sun” quarterly insert.
- Sunriver Navigator.

# Tourism



- Largest positive financial impact.
- Promote Sunriver image or brand
- Promotion of Tourism in Oregon
- State Level: "Travel Oregon"
- 7 Regional Marketing Organizations (RMO's)
- Local or Destination Organizations (DMO's)

# Sunriver Magazine

- Printed 25,000 magazines
- Distributed through out the year.
- Displayed at all major welcome centers in Oregon: PDX, End of the Oregon Trail in Oregon City, Redmond Airport.
- Mailed directly to potential visitors from Web Site requests.
- Electronic Distribution of the magazine on the New Chamber website.
- Placed in Vacation Home Rentals by Property management companies
- Placed in the Sunriver Resorts rooms
- News outlets throughout Sunriver.



# 2015 Budget

- Annual Income: \$50,000
- 60% Membership Dues and Magazine Advertising.
- 40% Deschutes County Grant