

AGENDA ITEM FOR ADMINISTRATIVE MEETING () Discussion only
(X) Action

FROM (DEPT/ DIVISION): County Counsel

SUBJECT: Tourism Contract

<p>Background:</p> <p>The renewal of the contract for tourism assistance is before the Board for approval. An itemization of the budget and plan are also provided</p>	<p>Requested Action:</p> <p>Review and approve contract</p>
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ATTACHMENTS: Budget/Plan; Proposed Contract

*****For Internal Use Only*****

Checkoffs:

- () Dept. Heard (copy)
- () Human Resources (copy)
- () Fiscal
- (X) Legal (copy)
- () (Other - List:)

To be notified of Meeting:

Needed at Meeting:

Scheduled for meeting on: August 13, 2025

Action taken:

Follow-up:

Umatilla County Tourism Budget FY 2025/2026

Prepared for Contractual Agreement / Program Funding

BUDGET CATEGORY	PURPOSE	ALLOCATION
CONTRACT	Monthly compensation for tourism program work as outlined in the contract scope. Includes program development, coordination with regional and state partners, and overall execution of tourism initiatives.	\$2500/mo. \$30,000 yr
REIMBURSEMENT	Mileage, travel-related expenses, and miscellaneous costs reimbursed per contract terms. Also supports attendance at industry meetings, on-site coordination, and partner engagement.	\$400/mo. \$4800/yr
BRAND DEVELOPMENT, MARKETING & MEDIA	Build awareness, inspire travel, and strengthen the region’s identity by creating and promoting high-quality, engaging content across digital and traditional platforms. This includes developing a cohesive brand, producing compelling media assets, and distributing them through strategic AND collaborative marketing channels.	\$8000
FULLFILMENT	Provide timely and informative materials to interested travelers to support trip planning.	\$2000
PUBLIC, INDUSTRY & RELATIONS	Build partnerships and foster advocacy by engaging press, stakeholders, and government. Membership dues, conference registrations (e.g., Governor’s Conference on Tourism), training opportunities, and stakeholder engagement for industry collaboration.	\$1500
COMMUNITY PARTNERSHIPS & VISITOR EXPERIENCE ENHANCEMENT	Strengthening the tourism ecosystem by engaging local partners and improving the physical experience for visitors.	\$1200
CONTINGENCY / FLEX FUND	Provide flexibility to respond to unexpected opportunities or needs throughout the year. Budget will be adjusted quarterly for funding opportunities to fill this line item.	\$0
AOC – “TASTE OF UMATILLA COUNTY”	Represent Umatilla County at the Association of Oregon Counties (AOC) Conference by coordinating a showcase—such as “Taste of Umatilla County”—featuring local producers, food & beverage artisans, and craft makers.	\$2500
	TOTAL BUDGET	50,000.00

BRAND DEVELOPMENT, MARKETING & MEDIA

Purpose: Build awareness, inspire travel, and strengthen the region's identity by creating and promoting high-quality, engaging content across digital and traditional platforms. This includes developing a cohesive brand, producing compelling media assets, and distributing them through strategic marketing channels.

Why It Matters: A strong, consistent brand—supported by captivating visuals and storytelling—helps connect with target audiences, differentiate the region from competitors, and drive visitation. High-quality content fuels advertising, social media, websites, and earned media, making every dollar stretch further.

Grouped Items:

- Website development & maintenance (tourism info, SEO, accessibility)
- Paid digital ads (Google, Facebook, Instagram, YouTube, OTT)
- Print advertising (EOVA visitor guide, travel magazines, niche publications)
- Social media advertising / sponsored ads
- E-newsletter platform and distribution
- Photography licensing/stock photos with promotional use rights
- Branded graphic design (logo, templates, ad creative)
- Merchandise or promotional item design and purchase (if used for brand awareness)
- Photo and video shoots (professional contractors, editing)
- Video reels, destination vignettes, event highlights and drone footage for rural landscapes or trails

FULFILLMENT

Purpose: Provide timely and informative materials to interested travelers to support trip planning.

Why It Matters: Especially in rural areas, physical guides, brochures and rack cards still play a big role in converting interest into visitation.

Grouped Items:

- Visitor guide design, printing & distribution
- Brochure & Rack card printing & distribution
- Travel packet mail fulfillment (postage, materials)

PUBLIC, INDUSTRY & RELATIONS

Purpose: Build partnerships and foster advocacy by engaging press, stakeholders, and government. Membership dues, conference registrations (e.g., Governor's Conference on Tourism), training opportunities, and stakeholder engagement for industry collaboration.

Why It Matters: Tourism thrives with local support, media exposure, and coordinated collaboration among public and private sectors.

Grouped Items:

- Public relations services or media outreach
- Hosting travel writers, influencers, or FAM (familiarization) tours
- Trade show attendance & booth materials
- Memberships to regional/state/national travel organizations
- Presentations or meetings with local government or chambers
- Stakeholder communications (newsletters, updates, reports)

COMMUNITY PARTNERSHIPS & VISITOR EXPERIENCE ENHANCEMENT

Purpose: Strengthen the tourism ecosystem by engaging local partners and improving the physical experience for visitors.

Why It Matters: Sustainable tourism in rural areas depends on both community support and thoughtful infrastructure. Local buy-in and improved signage or amenities help ensure visitors feel welcome and can navigate with ease.

Grouped Items:

- Local training/workshops for tourism-facing businesses (e.g., customer service, marketing)
- Sponsorship of tourism-related events or festivals
- Hosting stakeholder meetings or roundtables
- Agritourism, Outdoor Recreation, Historical, Cultural and the Arts partnership opportunities
- Wayfinding signage (directional, interpretive, kiosks)
- Trailhead or historical site markers
- Visitor information kiosks and brochure racks
- Scenic byway signage and public wayfinding aids

CONTINGENCY / FLEX FUND

Purpose: Provide flexibility to respond to unexpected opportunities or needs throughout the year.

Why It Matters: This potential cushion allows us to adapt quickly without derailing planned budgets. Budget will be adjusted quarterly for funding opportunities to fill this line item.

Grouped Items:

- Reserve fund for emergent sponsorships or project cost overruns
- Matching grant fund participation
- Quick-response community project support

AOC Conference Participation

Purpose: Represent Umatilla County at the Association of Oregon Counties (AOC) Conference by coordinating a showcase—such as “Taste of Umatilla County”—featuring local producers, food & beverage artisans, and craft makers.

Why It Matters: The AOC Conference provides a key opportunity to promote Umatilla County's agricultural, culinary, and artisan strengths to state and county leaders and decision-makers from across Oregon. This presence supports rural economic development, fosters pride in local businesses, and strengthens partnerships across sectors. A strong showing elevates the county's visibility and reinforces the value of investing in local industries.

Grouped Items:

- Coordination and logistics for “Taste of Umatilla County”
- Booth/display design featuring local branding and storytelling
- Procurement of locally made food, beverage, and artisan goods
- Promotional materials (e.g., brochures, branded swag, product lists)
- Follow-up outreach to build relationships post-conference

PERSONAL SERVICES CONTRACT
Tourism Assistance

1.0 DATE

The date of this agreement is July 1, 2025.

2.0 PARTIES

2.1 The parties to this agreement are UMATILLA COUNTY, a political subdivision of the State of Oregon ("County"), 216 SE 4th Street, Pendleton, Oregon, 97801, and KARIE L. WALCHLI ("Contractor"), PO Box 1317, Hermiston, Oregon, 97838.

2.2 All notices regarding this Agreement should be sent to the parties at the addresses set out in paragraph 2.1, or as otherwise provided in writing to the other party.

3.0 PURPOSE

3.1 The agreement is to set out the terms and the conditions of the county providing funding to Contractor for tourism assistance in Umatilla County.

3.2 Contractor agrees to provide tourism assistance to Umatilla County.

3.3 The terms of this contract are from July 1, 2025, to June 30, 2026.

4.0 SCOPE OF SERVICES

4.1 Contractor agrees to provide services to the Umatilla County, to include the following:

- A. Assist the communities of Umatilla County with tourism related projects and events, especially those communities without active Contractors of Commerce.
- B. Serve as a Umatilla County representative for state, regional and nationwide events, meetings and conferences.
- C. Market Umatilla County tourism opportunities.
- D. Identify and carry out other county tourism projects.
- E. Maintain ongoing relationships with state, federal and local organizations and agencies involved in tourism.
- F. Coordination with county departments that have cultural, historical or recreational responsibilities.
- G. Seek grants and other funding as necessary to support various tourism related projects.

4.2 Contractor agrees to provide the following to the Umatilla County:

- A. Ongoing communication with liaison commissioner.
- B. Funding assistance in the form of grant applications, agreements, local commitments,

- etc.
- C. Assistance with events sponsored by the County.
- D. Completion of:
 1. A county-wide presence in the local RDMO guides and other media.
 2. A comprehensive list of community events, which may be of interest to visitors outside the county, on an annual basis.
 3. An annual report on activities and accomplishments.
 4. Social media as assigned.

5.0 Consideration

5.1 County agrees to pay Contractor \$30,000 for the funding of tourism assistance for the period from July 1, 2025 to June 30, 2026, on a monthly basis of \$2,500.

5.2 In addition, the County agrees to reimburse the Contractor for expenses related to tourism events and activities, subject to approval by liaison commissioner.

5.3 Contractor shall submit one monthly billing for work performed. The billings shall describe with particularity all work performed, by whom it was performed, and shall itemize and explain all expenses for which reimbursement is claimed and that this contract requires the County to pay. Billings shall be sent to the liaison commissioner. Billings may be sent electronically.

5.4 Contractor shall be responsible for all federal or state taxes or retirement pension benefits applicable to compensation or payments paid to Contractor under this Contract and, unless Contractor is subject to backup withholding, County will not withhold from such compensation or payments any amount(s) to cover Contractor's federal or state tax obligations. Contractor is not eligible for any social security, retirement pension benefits, unemployment insurance or workers' compensation benefits from compensation or payments paid to Contractor under this Contract, except as a self-employed individual.

6.0 Independent Contractor

6.1 Contractor shall perform all work as an independent contractor. The County reserves the right (i) to determine and modify the delivery schedule for the work and (ii) to evaluate the quality of the work product, however, the County may not and will not control the means or manner of Contractor's performance. Contractor is responsible for determining the appropriate means and manner of performing the Work.

6.2 Contractor is not an officer, employee, or agent of County as those terms are defined in ORS 30.265.

7.0 COMPLIANCE WITH LAW

7.1 Each party shall comply with all federal, state and local laws, regulations, executive orders and ordinances applicable to the work under this contract.

7.2 Without limiting the generality of paragraph 6.1, Contractor expressly agrees to comply with the following laws, regulations and executive orders to the extent they are applicable to this contract: (i) Titles VI and VII of the Civil Rights Act of 1964, as amended; (ii) Sections 503 and 504 of the Rehabilitation Act of 1973, as amended; (iii) the Americans with Disabilities Act of 1990, as amended; (iv) Executive Order 11246, as amended; (v) the Health Insurance Portability and Accountability Act of 1996; (vi) the Age Discrimination in Employment Act of 1967, as amended, and the

Age Discrimination Act of 1975, as amended; (vii) the Vietnam Era Veterans' Readjustment Assistance Act of 1974, as amended; (viii) ORS Chapter 659, as amended; (ix) all regulations and administrative rules established pursuant to the foregoing laws; and (x) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations. These laws, regulations and executive orders are incorporated by reference to the extent that they are applicable to this contract and required by law to be so incorporated.

7.3 County's performance under the Contract is conditioned upon Contractor's compliance with the provisions of ORS 279B.220, 279B.225, 279B.230, 279B.235 and 279B.270, which are incorporated into this contract by this reference.

8.0 Ownership of Work Product

All work products of the Contractor that result from this contract, including derivative works and compilations, and whether or not such work product is considered a work made for hire or an employment to invent, are the exclusive property of County. County and Contractor agree that such original works of authorship are "work made for hire" of which County is the author within the meaning of the United States Copyright Act.

9.0 ASSIGNMENT

Contractor shall not enter into any subcontracts for any other work scheduled under this contract or assign or transfer any of its interest in this contract, without the prior written consent of the County.

10.0 INDEMNITY

10.1 Contractor shall defend, save, and hold harmless Umatilla County and the County, its officers, agents, and employees, from all claims, suits, or actions of whatsoever nature resulting from or arising out of the activities of Contractor or its subcontractors, agents, or employees under this agreement.

10.2 Contractor shall be responsible exclusively for providing for employment-related benefits and deductions that are required by law, including but not limited to federal and state income tax deductions, workers' compensation coverage, and Public Employees Retirement System contributions.

11.0 TERMINATION

(A) This contract may be terminated by mutual consent of both parties, or by either party upon 30 days' notice, in writing and delivered by certified mail or in person.

(B) County may terminate this contract effective upon delivery of written notice to Contractor, or at such later date as may be established by the County, under any of the following conditions:

- (1) County funding from federal, state, or other sources is not obtained and continued at levels sufficient to allow for the purchase of the indicated quantity of services. The contract may be modified to accommodate a reduction in funds;
- (2) If federal or state regulations or guidelines are modified, changed or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this contract or are no longer eligible for the funding proposed for payments authorized by

- this contract; or
- (3) If any license or certificate required by law or regulation to be held by Contractor to provide the services required by this contract is for any reason denied, revoked, or not renewed.

Any such termination of this contract shall be without prejudice to any obligations or liabilities of either party already accrued prior to termination.

(C) County by written notice of default (including breach of contract) to Contractor may terminate the whole or any part of this agreement:

- (1) If Contractor fails to provide services called for by this contract within the time specified herein or any extension thereof, or
- (2) If Contractor fails to perform any of the other provisions of this contract, or so fails to pursue the work as to endanger performance of this contract in accordance with its terms, and after receipt of written notice from the County, fails to correct such failures within 10 days or such longer period as the County may authorize.

(D) The rights and remedies of the County provided in the above clause related to defaults (including breach of contract) by Contractor shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.

(E) Termination or modification of this Agreement pursuant to subsections A or B above, shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination. However, upon receiving a notice of termination (regardless of whether such a notice is given pursuant to subsections A, B, or C of this section), Contractor shall immediately cease all activities under this Agreement, unless expressly directed otherwise by County in the notice of termination. Further, upon termination, Contractor shall deliver to County all Agreement documents, information, works-in-progress and other property that are or would be deliverables had the Agreement been completed.

12.0 CONTROLLING LAW/VENUE

12.1 The provisions of this contract shall be construed and enforced in accordance with the provisions of the law of the State of Oregon.

12.2 Venue for any action or suit concerning the interpretation or enforcement of this contract must be brought in Circuit Court in Umatilla County, Oregon.

12.3 In any suit or action of any type arising under this contract, each party shall pay its own attorney fees and costs.

13.0 MERGER CLAUSE

13.1 This contract includes the attached Exhibit A (Required Insurance), and Exhibit B (Independent Contractor Certification Statement), which are by this reference made a part of the contract.

13.2 This agreement and any attached exhibits constitutes the entire agreement between the parties, no waiver, consent, modification, or change of terms of this contract shall bind either party

unless in writing and signed by both parties. Such waiver, consent, modification, or change, if made, shall be effective only in the specific instance and for the specific purpose given.

13.3 There are no understandings, agreements, or representations, oral or written, not specified herein regarding this contract.

13.4 Contractor, by signature of its authorized representative, hereby acknowledges that he/she has read this contract, understands it, and agrees to be bound by its terms and conditions.

14.0 Contractor Data and Certification

14.1 Contractor Tax Identification Information. Contractor shall provide Contractor's Social Security number or Contractor's federal tax ID number and the additional information set forth below. Social Security Numbers provided pursuant to this paragraph will be used for the administration of state, federal and local tax laws.

Name (tax filing): Karie L. Walchli

Address:

Hermiston, OR 97838

Business Designation (check one):

Professional Corporation Partnership Limited Partnership Limited Liability Company Limited Liability Partnership Sole Proprietorship Other

Social Security/Federal Tax ID#: _____

County may report the information set forth above to the Internal Revenue Service (IRS) under the name and social security number or taxpayer identification number provided.

14.2. Certification. The individual signing on behalf of Contractor hereby certifies and swears under penalty of perjury that:

(a) The number shown on this form is Contractor's correct taxpayer identification;

(b) Contractor is not subject to backup withholding because (i) Contractor is exempt from backup withholding; (ii) Contractor has not been notified by the IRS that Contractor is subject to backup withholding as a result of a failure to report all interest or dividends; or (iii) the IRS has notified Contractor that Contractor is no longer subject to backup withholding;

(c) The person signing this document is authorized to act on behalf of Contractor and has the authority and knowledge regarding Contractor's payment of taxes and to the best of her/his knowledge, Contractor is not in violation of any Oregon tax laws named in ORS 305.380(4), including without limitation the state inheritance tax, gift tax, personal income tax, withholding tax, corporation income and excise taxes, amusement device tax, timber taxes, cigarette tax, other tobacco tax, 9-1-1 emergency communications tax, the homeowners and renters property tax relief program and local taxes administered by the Department of Revenue;

(d) Contractor is an independent contractor as defined in ORS 670.600; and

(e) The supplied Contractor data is true and accurate.

14.3 CONTRACTOR, BY SIGNING THIS CONTRACT, ACKNOWLEDGES THAT CONTRACTOR HAS READ THIS CONTRACT, UNDERSTANDS IT, AND AGREES TO BE BOUND BY ITS TERMS AND CONDITIONS.

The parties have executed this agreement as of the date first above written.

CONTRACTOR

Karie L Walchli July 1, 2025
Karie L. Walchli Date

UMATILLA COUNTY

Daniel N. Dorran, Commissioner Date

John M. Shafer, Commissioner Date

Celinda A. Timmons, Commissioner Date

Exhibit A
Personal/Professional Service Contract
Insurance

During the term of this contract Contractor shall maintain in force at its own expense, insurance as noted below:

1. All employers, including Contractor, that employ subject workers who work under this contract in the State of Oregon shall comply with ORS 656.017 and provide the required Workers' Compensation coverage, unless such employers are exempt under ORS 656.126. Contractor shall ensure that each of its subcontractors comply with these requirements.

2. _____ Required by County X Not Required by County

General Liability insurance with a combined single limit of not less than \$2,000,000 each occurrence for bodily injury and property damage. It shall include contractual liability coverage for indemnity provided under this contract, and shall provide that Umatilla County and its divisions, officers and employees are additional insured but only with respect to the Contractor's services to be provided under this Contract;

3. _____ Required by County X Not Required by County

Automobile Liability insurance with a combined single limit of not less than \$2,000,000 each occurrence of bodily injury and property damage, including coverage for owned, hired or non-owned vehicles, as applicable.

4. _____ Required by County X Not Required by County

Professional Liability insurance with a combined single limit of not less than \$2,000,000 for each claim, incident, or occurrence. This is to cover damages caused by error, omission, or negligent acts related to the professional services to be provided under this contract. Any deductible shall not exceed \$25,000 each claim, incident, or occurrence.

5. Notice of cancellation or change.

There shall be no cancellation, material change, reduction of limits or intent not to renew the insurance coverages without 30 days written notice from the Contractor or its insurers to the County.

6. Certificates of insurance.

As evidence of the insurance coverages required by this contract, the Contractor shall furnish acceptable insurance certificates to County prior to its issuance of Notice to Proceed. The certificate will specify all of the parties who are Additional Insured. Insuring companies or entities are subject to County acceptance. If requested, complete policy copies shall be provided to County. The Contractor shall be financially responsible for all pertinent deductibles, self-insured retentions and/or self insurance.

Exhibit B
Independent Contractor Certification Statement*

Contractor certifies that she is an independent contractor by meeting the following standards:

1. Contractor is licensed under ORS Chapter 701 to provide labor or services for which such registration is required.
2. Contractor has filed federal and state income tax returns in the name of the business or a business Schedule C as part of the personal income tax return, for the previous year, or expect to file federal and state income tax returns, for labor or services performed as an independent contractor in the previous year.
3. Contractor will furnish the tools or equipment necessary to do the contracted labor or services.
4. Contractor has the authority to hire and fire employees who perform the labor or services.
5. Contractor represents to the public that the labor or services are to be provided by my independently established business as four (4) or more of the following circumstances exist.

_____ A. The labor or services are primarily carried out at a location separate from my residence, or carried out primarily in a specific portion of the residence, which portion is set aside as the location of the business.

_____ B. Commercial advertising or business cards are purchased for the business, or I have a trade association membership.

_____ C. You use a telephone listing and service separate from you personal residence listing and service.

_____ D. You perform labor or services only pursuant to written contracts.

_____ E. You perform labor or services for two or more different persons within a period of one year.

_____ F. You assume financial responsibility for defective workmanship or for service not provided as evidenced by the ownership of performance bond, warranties, errors and omission insurance or liability insurance relating to the labor or services to be provided.

Karie L Walchli
Contractor Signature

July 1, 2025
Date

Coordinator
Entity

*Corporations are not required to complete this form, but must sign form representing that Contractor is a corporation authorized to do business in the State of Oregon.

Umatilla County Tourism Goals 2025-2026

Goal	What does that look like?	Outreach	Timeline
Support Umatilla County communities in developing and promoting their tourism assets by fostering strong connections, increasing visibility, and aligning with broader regional and statewide tourism strategies.	Actively promote community events, attractions, and experiences in coordination with local, regional, and state campaigns. Maintain consistent communication with community leaders, event organizers, and producers to ensure up-to-date representation and cohesive storytelling across platforms.	Collaborate with partners at the local, regional, and state level to identify joint marketing opportunities, share resources, and amplify the reach of Umatilla County's tourism offerings through coordinated initiatives.	Ongoing
Develop and distribute a quarterly tourism newsletter to inform and inspire both residents and visitors by highlighting seasonal events, attractions, and the broader value of tourism to Umatilla County.	Each edition will feature a quarterly events page, spotlight key attractions, and include two to three in-depth feature stories with embedded links for further exploration. The newsletter to be delivered via a curated and growing email list, managed and maintained as part of ongoing digital outreach efforts.	Strategically select events, businesses, and producers that align with current marketing campaigns to maximize visibility and engagement, fostering stronger connections between local tourism assets and target audiences.	Quarterly
Enhance digital visibility for Umatilla County's tourism offerings through the development and maintenance of a fully functional website, serving as a centralized hub for visitors seeking local experiences. ExploreUmatillaCounty.com	Design and manage a dynamic website that highlights local communities, producers, attractions, and events through curated content and a comprehensive calendar of tourism-related activities. The site to be regularly updated and aligned with the region's social media efforts to ensure consistent messaging and engagement.	Engage local web developers and creative professionals to support the site's design and function. This may include drafting and distributing a Request for Qualifications (RFQ) to ensure a high-quality, locally rooted development process.	Ongoing
Promote and enhance the Farm Trail program by enhancing marketing efforts, updating digital assets, and implementing a tiered pay scale structure to support collaborative promotion, brochure updating and printing, and signage. River to Hills Farm Trail Whisky & Rocks Farm Trail	Maintain and improve the farm trail producers' digital database while working in partnership with Eastern Oregon Visitors Association (EOVA) and the Regional Agritourism Coordinator to strengthen online visibility. Collaborate with farm loop partners and media outlets to highlight the diversity and uniqueness of local agriculture and assist with the development and promotion of farm loop-related events.	Continue building relationships with farm loop participants to support the creation of business profiles, offer technical marketing assistance, and produce promotional materials in coordination with local media. These efforts will feed into broader social media campaigns and regional or statewide marketing initiatives.	Ongoing
Expand inclusive tourism for people with disabilities in the region by providing outreach and support to local businesses—through partnerships with Travel Oregon and Eastern Oregon Visitors Association	Continue providing outreach to tourism-related businesses through online resources, workshops, and onsite visits. Participating businesses will remain listed on bluepath.org but will also be part of the Travel Oregon initiative of partnering with Wheel the World, increasing visibility for accessible experiences. Participating businesses will also receive sensory bags to offer to visitors, supporting inclusive travel experiences for individuals with sensory sensitivities.	Businesses that joined through the recent Travel Oregon grant project now have an enhanced path for growth and exposure through the Wheel the World program. This includes expanded online visibility and additional promotional support specifically designed to reach travelers with disabilities. We are actively collaborating with both Travel Oregon and the Eastern Oregon Visitors Association to expand the Wheel the World program in our region. This partnership supports local businesses by connecting them to statewide	Phase II of project expanding 2025/2026

		and global audiences seeking accessible travel options, while ensuring consistency with Oregon’s broader goals around inclusive tourism development.	
Promote and elevate awareness of Umatilla County’s agricultural heritage by installing professionally crafted crop signage along key travel routes, highlighting local crops, and connecting the public to farm-related information through an interactive, GIS-based online map.	In partnership with Eastern Oregon Women of Agriculture, place crop-specific signage throughout the county, with sign frames fabricated by a local high school welding program. Each sign will feature a QR code linking to a dynamic GIS map that highlights crop types, farm facts, and participant profiles.	Foster community engagement by offering an educational and interactive experience that encourages residents and visitors to learn more about the region’s agricultural economy and the people behind it.	2025/2026 +
EXPLORE I-84 Partnered marketing initiative to elevate the visibility of Umatilla County communities, attractions, and producers by leveraging high-traffic travel corridors and strategic partnerships.	In collaboration with Travel Baker County, contribute content, imagery, and event highlights for inclusion in an ad-supported printed magazine designed to highlight destinations along the I-84 corridor. This publication will serve as a compelling tool to connect travelers with our county’s unique offerings, including farm trails, local events, and small-town attractions.	Drive regional discovery by highlighting Umatilla County’s distinct assets and encouraging exploration beyond the interstate. Utilize this platform to engage new audiences and support countywide tourism exposure in alignment with broader regional branding.	Project rollout has been postponed to 2026 due to internal transitions at Travel Baker County and the Baker County Chamber. All required content and imagery from Umatilla County have been submitted and are ready for publication once the project resumes.
Elevate and promote Umatilla County’s wine industry as a signature asset of the region by increasing visibility, strengthening partnerships with local vintners, and positioning the area as a notable wine destination in Eastern Oregon.	Supporting and promoting wine-related events as well as showcasing the region’s vineyards, wineries, and local wine stories through professionally developed media such as videos, photography, and written features (hosting wine writers). It also involves strengthening the visibility of our wine region through tourism marketing platforms and authentic storytelling that connects potential visitors.	Efforts will focus on actively connecting and collaborating with local vintners, winemakers, and winery owners to support their promotional efforts and amplify their voices. By fostering strong relationships within the industry and coordinating cross-promotion opportunities with regional tourism partners, we can collectively grow recognition of Umatilla County’s wine community and position it as a key driver in our tourism economy.	2025 – Develop content for 2026 promoting
Association of Counties – A Taste of Umatilla County” Position Umatilla County as a vibrant hub of agriculture, culinary talent, and artisan craft by participating in the Association of Oregon Counties (AOC) Conference and showcasing local producers through a coordinated, branded experience such as “Taste of Umatilla County.”	Lead the planning and execution of a county showcase that highlights locally made food, beverages, and handcrafted goods. This includes managing event logistics, designing an engaging booth or display aligned with county branding, procuring local products, and developing promotional materials such as brochures, branded items, and product lists that tell the story of Umatilla County’s diverse offerings.	Strengthen relationships with participating producers and artisans and ensure follow-up engagement with conference attendees and partners. This presence reinforces rural economic development goals, increases visibility among state and county decision-makers, and opens the door for future collaborations and investment in local industries.	November