

TABLE 3: Tactic Spend Tracker								
Tactic Category	Tactic Name	Tactic Budget	Amount Spent FY1	Amount Spent FY2	Amount Remaining	Brief Tactic Description (include SOW, partners, etc)	Vendors or Contractors Involved	Notes
Brand Stewardship	Seattle OTT/Streaming	\$ 80,616.00		\$ -	\$ 80,616.00	Using Streaming TV (i.e., Hulu, Sling) we will target wine enthusiasts and travel intenders in affluent Seattle zip codes with a :30- video spot promoting the wine and culinary assets of Region 1 (Marion/Polk/Yamhill Counties). The video spot drives viewers to a microsite within WVVA's website, TasteWillametteValley.com, which features the wineries, lodging properties (including deals and promotions), restaurants and culinary experiences in the 3-county region. Target dates for this campaign are Oct/Nov/Dec in 2025 and in 2026.	Gray Media/KPTV	This tactic is a continuation of Region 1's 24-25 marketing initiatives. 24-25 was the first year for this campaign in Seattle, and we feel it's important to continue this campaign in order capture market share. We are electing to allocate slightly more ad spend towards the Seattle market (\$80,616) this year based on data that shows Seattle is the top visitor market for the 3-county Region and has the highest visitor spend. The Seattle :30 video spot can be viewed via this link: <a href="https://vimeo.com/fox12/review/1032491528/194554db9f">https://vimeo.com/fox12/review/1032491528/194554db9f</a>
Brand Stewardship	Seattle Paid Search/SEM	\$ 15,000.00	\$ -	\$ -	\$ 15,000.00	To increase visibility and drive more traffic to TasteWillametteValley.com, we will use Paid Search Engine Marketing (SEM) to target Seattle residents who search using key terms such as wine tasting, wineries, Willamette Valley wine, Sonoma, etc. They will be served with a Google Ad that includes a link to TasteWillametteValley.com.	Gray Media/KPTV	This tactic is a continuation of Region 1's 24-25 marketing initiatives - with a slightly higher allocation of SEM spend designated for the Seattle market. SEM/Paid Search delivered impressions
Brand Stewardship	Dallas OTT/Streaming	\$ 54,018.00	\$ -	\$ -	\$ 54,018.00	Using Streaming TV (i.e., Hulu, Sling) we will target wine enthusiasts and travel intenders in affluent Dallas, TX, zip codes with a :30 video spot promoting the wine and culinary assets of the Region 1 (Marion/Polk/Yamhill Counties). The video spot drives viewers to a microsite, TasteWillametteValley.com, which features the wineries, lodging properties (including specials and promotions), restaurants and culinary experiences in the 3-county region. Target dates for this campaign are March/April/May of 2026 and 2027.	Gray Media/KPTV	This tactic is a continuation of Region 1's 24-25 marketing initiatives. We feel it's important to continue this campaign into the 25-27 biennium in order to capture market share. Dallas was selected based on data from the Willamette Valley Wineries Association's recent wine tourism study indicating strongt interest in Willamette Valley wine in Dallas, TX. The Dallas :30 spot can be viewed at this link: <a href="https://vimeo.com/fox12/review/1060991213/1308f3152b">https://vimeo.com/fox12/review/1060991213/1308f3152b</a>
Brand Stewardship	Dallas Paid Search/SEM	\$ 10,002.00	\$ -	\$ -	\$ 10,002.00	To increase visibility and drive more traffic to TasteWillametteValley.com, we will use Paid Search Engine Marketing (SEM) to target Dallas residents who search using key terms such as wine tasting, wineries, Willamette Valley wine, Sonoma, etc. They will be served with a Google Ad that includes a link to TasteWillametteValley.com.	Gray Media/KPTV	This tactic is a continuation Region 1's 24-25 marketing initiatives.

Staffing & Administration	Program Management & Implementation	\$ 39,909.00	\$ -	\$ -	\$ 39,909.00	Oversee and execute the marketing plan, serve as primary liaison between Region 1 WCP Committee and vendors (i.e., Gray Media/KPTV), convene committee meetings, update TasteWillametteValley.com	Travel Salem Staff	
Brand Stewardship	TasteWillametteValley.com Enhancements	\$ -	\$ -	\$ -	\$ -	Enhance Region 1's microsite, TasteWillametteValley.com, to include more actionable trip-planning information (i.e., itineraries, more deals & promotions, mapping, etc).	Drozian Webworks & Willamette Valley Visitor Association	We can use \$6K in carryover from 24-25 to cover these costs ((We did not use the entire budgeted amount (\$16K) for the TasteWillametteValley.com microsite build and set up in 24-25))
			\$ -	\$ -	\$ -			