

Oregon Tourism and Baker County

Did you know that Oregon is ranked 11th out of all 50 states in traveler interest? The average visitor to Oregon spends approximately \$100 per day. An extra 10 visitor days is an extra \$1000! The trick is to get them to extend their stay in your area or even better, come back! Tourism is growing fast. In 2016, 5,700 jobs were created in Eastern Oregon alone.

We need to let our visitors know what we have. One of the best ways to do this is to give them options. We live in a gorgeous area. Filled with camping, hiking, boating, fishing, biking, driving, swimming and just relaxing.

For every \$1 spent on advertising, \$237 in visitor spending is generated. The Baker County Chamber has access to over 20 state travel guides, 15 camping brochures and 50 plus rack cards from various museums, clubs, events, attractions, and adventures. All of this is provided free of charge to the Chamber. We would like an opportunity to work with your business or community to help them stock these materials.

The Baker County Chamber can order and distribute these materials to your local businesses, museums, and attractions. The Baker County Chamber already distributes information about your community, but with even closer communication and partnership, we can be even more effective.

Baker County UNLIMITED the Chamber of Commerce & Visitor Center

Baker County Chamber of
Commerce & Visitors Bureau

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Membership Matters

Baker County and Carbon Cap

The Legislature is considering House Bill 2020 which, if enacted, would create a mandatory statewide greenhouse gas emissions reduction program. Under the proposed program, "Regulated Parties" who release 25,000 metric tons or more annually of greenhouse gases in Oregon would be required to purchase "allowances" (credits) to offset these emissions. Allowances are issued by the state and may be sold at auction. One allowance is equal to one metric ton of CO2. Unless the Legislature decides to give a Regulated Party free allowances, that Party must buy allowances sufficient to equal its annual emissions. This process effectively imposes a price on carbon. The beginning price, on the currently effective date of the bill (January 1, 2021) is estimated to be \$15 per ton. The mandate included in the bill is designed to force the reduction of Oregon's current annual 65,000,000 metric tons of regulated CO2 emissions down to about 10,000,000 metric tons by the year 2050.

Senator Cliff Bentz (R-Ontario) is the Co-Vice Chair of the Joint Carbon Reduction Committee. Senator Bentz said: "This bill, as currently drafted, will cost Oregonians, over the next thirty years, millions upon millions if not billions of dollars. It is anticipated that on the effective date of this bill, gasoline and diesel will increase in price by 15 cents per gallon, that natural gas will go up by 80 cents per thousand cubic feet, and that electrical prices will also be affected.

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Sustaining Members



Saint Alphonsus



Baker County and Carbon Cap continued

The bill is designed to reduce the number of allowances issued each year, in the early years of the program, by about 5 percent, and thus it is likely that gas, diesel, natural gas and electrical prices will continue to go up. I strongly encourage everyone to attend one of the meetings (time and place set forth below), or to email their thoughts, concerns, or their opposition to, or support of, this bill to the Joint Carbon Committee at the email address (also set forth below). It is important that everyone learn how this bill would affect them, the State of Oregon, its climate, and its economy. In my opinion, this bill (HB 2020), as currently drafted, fails to appropriately protect our economy, fails to meaningfully address adaptation to changes in our climate, and will seriously damage businesses within Senate District 30. Additionally, there is no guarantee that the increased amounts that you pay at the pump or for your heating electricity will be used to protect Oregonians against forest fires, drought, and the global impact of CO2 creation. Unless changed significantly, the bill could drive large businesses such as Ashgrove Cement (Durkee) and Lamb Weston (Boardman) out of Oregon, not to mention making it even more difficult to keep farming and ranching businesses viable. Please weigh in and be heard!"

More information on HB 2020 can be found on the Oregon Legislative Information System (OLIS) at: <https://olis.leg.state.or.us/liz/2019R1/Measures/Overview/HB2020>.

To submit written testimony to be included in the public record for HB 2020, email a Word or PDF document to: jccr.exhibits@oregonlegislature.gov.

Please contact your elected officials and express your concerns.

Governor Kate Brown

Phone: 503-378-4582

Office of the Governor

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Salem, OR 97301-4047

www.oregon.gov/gov/Pages/share-your-opinion.aspx

Representative Lynn Findley

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Capitol Address: 900 Court St. NE, H-475, Salem, Oregon 97301

Email: Rep.LynnFindley@oregonlegislature.gov

Website: <http://www.oregonlegislature.gov/findley>

Baker County Commissioners

Commissioner Mark Bennett

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Commissioner Bill Harvey

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Commissioner Bruce Nichols

bnichols@bakercounty.org

All Abilities Playground Grant

The Portland Trail Blazers and Moda have teamed up to support healthy active kids, all kids. For every assist the Trail Blazers make during the regular season, the Moda Assist program will donate \$20 for an all abilities playground. This amount is currently over \$25,000! Baker City's Geiser-Pollman Park is one of three Oregon parks in the running for this great opportunity.

Baker City's physically disabled youth are severely underserved. The nearest all ability's playground is over 4 hours away. Many children with special needs are left out of family or community events due to the lack of appropriate playground equipment. Every child deserves the freedom to be a kid on the playground. Baker City has come together many times in the past to improve and upgrade our playgrounds so they can be enjoyed by everyone. Please help make a difference in the lives of Baker City's children.

You can help by voting once a day, every day until March 20th.

Please visit www.nba.com/blazers/assist.



Baker County Events

www.visitbaker.com

3/1

Puss in Boots

Eastern Oregon Regional Theater

3/2

Feed the Arts

Crossroads Carnegie

Art Center

3/4

Harrell-Mackinzie

Quarter Horse Production Sale

3/9

Halfway Lions Crab Feed

3/9

CASA 2nd Annual

Mother & Son Night of Fun

3/23

Copper Belt

Winemakers Dinner

Sustaining Member in the Spotlight

Safeway Grocery

In 1915, M.B. Skaggs, an ambitious young man in the small Idaho town of American Falls, purchased a tiny grocery store from his father. M.B.'s business strategy, to give his customers value and to expand by keeping a narrow profit margin, proved spectacularly successful. By 1926 he

was opening 428 Skaggs stores in 10 states. M.B. almost doubled the size of his business that year when he merged his company with 322 Safeway (formerly Selig) stores and incorporated as Safe-



way, Inc. Two years later M.B. listed Safeway on the New York Stock Exchange. M.B. Skagg's value vision still drives Safeway, though on a dramatically larger scale. In January 2015, our parent company, AB Acquisition LLC, and Safeway completed a merger that created one of the largest food and drug retailers in the country, with over 2,200 stores in 33 states and the District of Columbia and employing approximately 265,000 people. With Safeway stores in 19 states, our Safeway teams are proud to carry on the tradition that M.B. Skaggs began nearly 100 years ago in that small Idaho town.

Baker City's Safeway store is an integral part of the community. From participating in Miners' Jubilee and the Twilight Parade, as well as sponsoring local sports teams, participating in community fundraisers and charities.

Miners Jubilee Planning

In just five short months Miners' Jubilee will be here again. It's never too early to start planning. Are you interested in being a vendor? Volunteering? Are you in charge of planning the family or class reunion?

Get a head start on your summer. Come down to the Chamber for a complete list of all the vacation rentals in Baker County. Make sure you can find all the relatives a place to lay their head. Not sure where to hold that class BBQ? The Chamber has a list of the venues in Baker.

Whatever your plans for Miners' Jubilee, come see us and we will help you make sure it's one of the easiest things ever! Follow us on Facebook for all your latest Jubilee news.



2nd Annual Eastern Oregon TributeFest

Eastern Oregon TributeFest is returning! Baker City's premiere music festival featuring some of the greatest tribute bands in America will return in August. Join us for two days of food, drink, friends and rock and roll. This year the lineup includes Appetite for Deception, Aerosmith Rocks, Washed in Black, Jukebox Heroes, Glass of Hearts, Grand Illusion, Lovedrive, Shoot To Thrill, Hysteria and Motorbreath.

With local food and drink vendors, this is one of the best parties in Baker County! If you would like to be a vendor, please contact us at 541-523-5855 or at info@visitbaker.com.

If you are interested in being a sponsor, please contact us at (541) 403-1410 .

Tickets are on sale now at tickettomato.com.

Friday General Admission \$30 +service fee

Saturday General Admission \$40 +service fee

Friday Reserved seating \$38 +service fee

Saturday Reserved Seating \$48 +service fee

Tickets purchased day of show incur \$5 gate fee



August 16th & 17th 2019
WWW.OREGONTRIBUTEFEST.COM

**Baker County
Chamber
of
Commerce
&
Visitor's Bureau**

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Director

**Baker County
Ambassadors**
Jeff Nelson

Visit Tuscany

The Baker County Chamber of Commerce has partnered with Aventura World to provide our community members the opportunity to travel the world at a huge discount. Aventura World is known for exemplary client service and meticulously planned tour and travel packages. The first tour we are offering is a 9 day stay in gorgeous Tuscany for only \$2,999 including airfare! This offer expires on March 29th, so book now.



This amazing opportunity is open to everyone. The first offered trip is to November 5 through the 13 and will include exploring the medieval towns of Montecatini Terme, Lucca, Siena & San Gimignano. Enjoy scenic drives through gentle rolling hills of Tuscany, tours of Renaissance art and the architecture of Florence, a trip to the Leaning Tower of Pisa and the eternal city of Rome. Discover the Chianti Classico wine region and enjoy wine tasting. Leave everyday life behind and escape. Known for its beautiful landscapes, its rich artistic legacy and vast influence on high culture, Tuscany is widely regarded as the true birthplace of the Italian Renaissance, and has been home to some of the most influential people in the history of art and science. Visitors to Tuscany come for many reasons. Many come in search of fine art, others to explore the extraordinary countryside with charming medieval hill towns and sweeping hillsides full of vineyards. Join us as we explore the endless opportunities that Tuscany has to offer. Please contact the Chamber for more details and to make reservations!

Branding Basics

Branding is one of the most important aspects of any business and is a marketing discipline in its own right. But exactly what does “branding” mean? Your brand is your who you are, who you want to be and how customers see you. Defining your brand is a process of self-discovery. It can be difficult, time-consuming and uncomfortable. Here are a few simple tips to improve or build your brand, as well as mistakes to avoid.

The base of your brand is your logo. Everything from your website, flyers, packaging and promotional materials should bear your logo. So get a great logo. Put it everywhere.

Establish your tone of voice and values. How you convey your message is critical. It can range from professional to humorous. The tone you choose should match your intended target audience. Know what your company values. Do you support local sports? Are you environmentally aware? Make sure to let that show in your brand.

Keep track of where and how your brand is used by others. Make sure review websites that use your logo are linked back to you and not to a competitor. Double check all promotional items to make sure your logo’s colors and fonts are correct. While these can seem like small issues, it can give consumers the idea that your brand is a fly by night or knock off.

Once you have built your brand, make sure you avoid common branding mistakes.

Not defining your brand can harm your digital marketing efforts. Many search engines prioritize branded listings in it’s search results. This can result in fewer visitors to your site.

Keep it simple. Don’t overcomplicate your brand. Clean and clear elements are easier to recognize and will prove memorable to consumers.

Be consistent. Strategic branding can help you build a strong brand. Avoid changing or altering your brand for temporary marketing campaigns. Any changes to your brand should well thought out and carefully implemented.

Baker Bucks-Shop Local

Do you know about Baker Bucks? Baker Bucks is a great program to promote and support our local businesses. They can be purchased at the Chamber. Many local businesses include them in raffle baskets and as employee gifts and prizes.

Baker Bucks are the same as cash! The Chamber will reimburse you the full amount of a Baker Buck. They come in denominations of \$10, \$20, \$25 and \$50. Currently they can be redeemed at over 25 Baker County businesses.

Signing up to accept Baker Bucks is a snap. Simply call the Chamber and let us know you want to participate. That’s it. When you receive Baker Bucks, just let call us or drop in and we will reimburse you for the full face value. Nothing could be easier. So sign up and help support our local businesses!

Baker Bucks are accepted at the following local businesses. A Therapeutic Massage, Baker Botanicals, Baker Heritage Museum, Baker County Chamber Store, Baker County YMCA , Baker Food Co-op, BELLA Main Street Market,

Betty’s Book, Carpet One Floor & Home, Cashway Lumber, Cody’s General Store, Copper Belt Tasting Room, Crossroads Carnegie Art Center, D & B

Supply, D&J Tacos, Davis Computers, Elkhorn Embroidery, Haines Gold Rush Gifts, Haines Steakhouse, Hearts and Petals Flower Shoppe, Heavens Best Carpet Cleaning, Lube Depot, Mad Matilda’s Coffee House, McElroy Printing, Oregon Trail Restaurant, Peterson’s Gallery & Chocolatier, Queen City

Modern, Safeway, Succulent Hub, Sears, Thatcher’s Ace Hardware, The Little Bagel Shop, The Sycamore Tree