



2021 Stakeholder Investment Opportunities

About Us

The Hood River County Chamber of Commerce dba Visit Hood River (HRCCC|VHR) is a non-profit economic development and tourism association serving our tourism and business stakeholders in the greater Hood River region. The purpose of Visit Hood River is to inspire and sustain economic vitality and responsible destination management and marketing as stewards of community resources in partnership with local leaders. Entrusted with public and private funds we are committed to develop, execute, measure, communicate and provide ongoing accountability for programs designed to support a vital and enduring economy for the businesses, residents and guests of our communities. Visit Hood River is proud to support economic and tourism development in Hood River, Cascade Locks, Mosier, Odell, Parkdale, Pine Grove and Mount Hood.

Why Should My Business Be a Stakeholder?

The HRCCC|VHR is the strongest business advocacy non-profit organization in the region and we need your support to fulfill our vision and purpose. Our proven programs will provide your business with continual, year-round support and exposure for a nominal annual investment. The programs of HRCCC|VHR are the foremost opportunity to position your business in front of tens of thousands of qualified residents and visitors utilizing the new VisitHoodRiver.com. We maintain Hood River's most trafficked website for visitor services, business referrals, special events and community communications. In addition, our stakeholder networking opportunities will keep you connected with the most current events, activities, promotions and business advocacy strategies affecting our communities.



Basic Stakeholder Benefits: FREE

- Tourism Business Listing on VisitHoodRiver.com **Averages around 5,000–6,000 site visits per month**

(w/ completion of your signed stakeholder profile)

Bronze Stakeholder Benefits: \$300 Annual Investment

- Business directory listing **Business listing pages perform consistently in the top 10 most visited pages on the new site**
- B2B community-wide communications network with time-sensitive, business-critical bulletins
- Invitation to attend Morning Brew and/or After Hours Networking meetings
- Eligible to feature goods and services on the Visit Hood River online marketplace **Averages around 1,000 site visits per month**
- Invitation to participate in educational and/or advocacy Zoom forums on trending topics
- Eligible to submit nominations (self-nominations welcome) to serve on the board of directors
- Eligible to vote on the slate of candidates to serve on the board of directors
- Eligible to serve on ad hoc committees and work groups
- HRCCC/VHR branded stakeholder window cling
- Link from your business listing to your website (backlink to VisitHoodRiver.com requested)
- List your business happenings on the website community calendar

Additional benefits may be fee-based:

- Opportunity to host a new or remodeled business ribbon cutting
- Access to health insurance programs via chamber alignment programs
- Invitation to attend the annual stakeholders meeting
- Invitation to participate in educational seminars

(w/ payment and completion of signed stakeholder profile)

Silver Stakeholder Benefits: \$500 Annual Investment

Includes all benefits in Bronze level, PLUS:

- Opportunity for exclusive sponsorships of events and activities for businesses of all sizes
Our team is prepared to customize an Event or Sponsorship Package to meet your seasonal objectives and budget.
- Tourism business stakeholder advertisers may choose to be featured on the Visitor/Consumer facing website pages designed to reach visitors
- General business stakeholder advertisers may choose to be featured on the B2B/community facing website pages designed to reach local residents
- Includes a custom business listing page on the new VHR website (example below)
The custom business listing page photography and general content will be provided by the stakeholder. Minor updates will be complimentary. A complete page overhaul will require additional investment.

(w/ payment and completion of Signed Stakeholder Profile)

Gold Stakeholder Benefits: \$1,000 Annual Investment


Includes all benefits of Bronze and Silver level, PLUS:

- One stakeholder spotlight post on Facebook and Instagram
- Marketing investment opportunities on VisitHoodRiver.com: sidebar ads, full-width ads, and menu tout ads
- Visit Hood River advertising and media leveraged cooperative partnership campaigns in key target markets.
These opportunities will be developed within the strategic planning process and may include print (magazine and newspaper); digital and broadcast on a seasonal and/or annual basis (see examples below).

(w/ payment and completion of signed stakeholder profile)

Custom Business Listing Page - Silver and Gold Benefit

[Click here for the latest COVID-19 information.](#)[Groups](#)[About](#)[Free Travel Guide](#)



[Explore](#)[Stay](#)[Plan](#)[Q](#)[+](#)

Sponsored

Double Mountain Brewery & Cidery


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Website
doublemountainbrewery.com

Address
8 4th St, Hood River, OR 97031

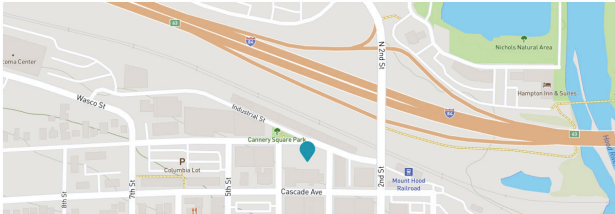
Phone Number
(503) 387-0042

Amenities
Kid-Friendly, Dog-Friendly, ADA Accessible, Pizza, Vegetarian, Beer, Pub, Dinner, After-Hours, Cider, Featured, To-go




Long description goes here if a business wants one.


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Persistent Menu Tout - Golds Benefit


Exists within each of the three primary site navigation elements: Explore, Stay, Plan. The menu tout ad space will include a 'call to action' and hot link to the stakeholder website. Touts can be reserved for \$450 per month, or with a continued frequency discount of \$300 per month for a 12-month minimum.

**Hotels & Motels**

**Bed & Breakfast**

**Rentals & Airbnb**

**Campgrounds & RV Parks**



Paid Tout Space

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Call to Action

[View All Lodging](#)

Sidebar Ads - Gold Benefit

Can be placed on any information page* on the site. Any page except for category listing pages. These ads are sold in ½ size (369 x 311) or combined to a full column size (369 x 653). Sidebar ads can be purchased on a monthly basis \$250 per month (3 month minimum), or with a frequency discount to \$150 per month (12 month minimum).

*The Visit Hood River site's top information page is the Covid-19 Resources page, which averages over 1,000 visits per month.




Shop

Beargrass Bicycles

My good friend Joe owns Beargrass and I love swinging in when I need to grab an extra tube or have a quick conversation about what's riding well.

[Learn More](#)





Food & Drink

Hood River Taqueria

I've been going to the Hood River Taqueria my whole life and the same family is always there to greet me and remember that I love the Burrito Loco. They're awesome people that work hard and serve great food.

[Learn More](#)

Advertisements



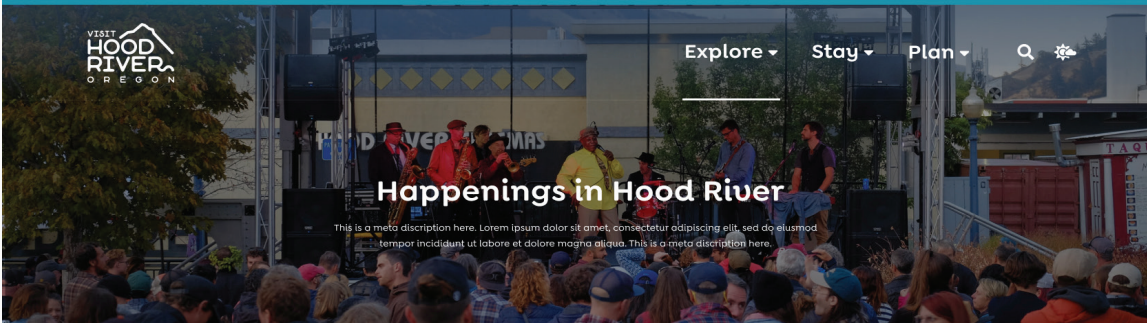
Full Width Ad - Gold Benefit

Can be added to any page on the website. Full Width Ads can be purchased on a monthly basis at \$400 per month, or with a frequency discount to \$250 per month for a 12 month minimum.

Click [here](#) for the latest COVID-19 information.

Groups ▾ About ▾ Free Travel Guide

Explore ▾ Stay ▾ Plan ▾ 🔍 ⚙️



Happenings in Hood River

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