



Westside Spotlight

The WCVA now offers an opportunity for our stakeholders to promote their businesses and venues without having to do all the leg work; much like a progressive trade show. We are featuring a Westside Spotlight two-hour event at a stakeholder location every month, where we invite everyone on our industry mailing list as well as meeting/event planners and tour operators when applicable.

Who

Stakeholders are invited to partner with the WCVA to host an open house at their business/venue.

What

Industry-wide promotional and networking events showcasing Washington County's unique attraction, dining, lodging and meeting/event venues for sales and marketing staff, meeting and event planners, and others in the industry.

When

Open houses must fall a minimum of three weeks apart and will be booked on a first-come, first-served basis. The WCVA requires at least 30 days advance planning in order to promote and facilitate these open houses.

Where

Stakeholder businesses/venues throughout Washington County or non-hotels immediately adjacent to the County may host the events.

Why

To get the word out! Washington County is home to many unique tourism-related businesses, and we want to help ensure that the people who welcome visitors to our area know about the array of stakeholders. This is an opportunity to educate and entertain those who are constantly asked, "What's there to do around here?" as well as the planners who want their meetings and events to stand out from the crowd.

How

The WCVA will provide: (1) Publicity via our industry e-newsletter (whenever timing allows); (2) electronic postcard invitations to our industry mailing list (including planners and tour operators when applicable); (3) RSVP collection; (4) WCVA staff as greeters who work the registration table at each event; (5) a list of attendees for the host once the event is completed.

The stakeholder host will provide*: (1) All on-site preparations/set-up; (2) Refreshments (suggested); (3) Raffle/door prizes (suggested); (4) Collateral for distribution to attendees; (5) Knowledgeable staff on hand to provide information; (6) Site tours where applicable.

*All hosting costs are the responsibility of the stakeholder. The WCVA will not provide funding or reimbursement.

To participate, contact **Allison George** at the WCVA today: allison@wcva.org or (503) 644-5555 ext.111.