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AGENDA COVER MEMO

DATE: March 30, 2005

TO: Lane County Board of Commissioners

DEPT: Public Works/ Parks Division

PRESENTED BY: Loralyn Osborne, Public Works Analyst
& Todd Winter, Parks Division Manager

AGENDA ITEM TITLE: ORDER/Awarding Tourism Special Projects Grants for 2005,
releasing funds from the Special Revenue and Services Fund, and
Authorizing the County Administrator to sign contracts.

I. MOTION

MOVE TO AWARD TOURISM SPECIAL PROJECTS GRANTS FOR 2005, RELEASE FUNDS FROM THE SPECIAL REVENUE AND SERVICES FUND AND AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS.

II. ISSUE OR PROBLEM

Shall Lane County award Tourism Special Projects Grants as recommended by the five-member Tourism Council appointed selection committee, consisting of Terry Arnold, Angel Jones, Ken Miller, Art Paz, and Elaine Weiss?

III. DISCUSSION

A. Background

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grants program is operated. In December 2004 and January 2005, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 05 budget for special projects is \$132,000.

Fifty-two grant applications were received requesting a total of \$350,908.10. Two sets of all the grant proposals have been delivered; located either at the desk of the Board Office Specialist or in one individual commissioner's offices, for reviewing at your convenience.

The following attachments are provided to assist you in your consideration of these grants:

*** Attachment A - Tourism Special Projects Grant Application and Instructions**

This attachment provides the purpose, application materials, and the process and selection criteria. In addition to the written instructions, staff held an applicant conference on January 5th, attended by 16 applicants, to clarify the application and selection process.

*** Attachment B - Scoring Sheet & Selection Criteria Summary**

This attachment provides an example of the scoring sheet and the instructions given to the selection committee for scoring purposes. The preference points were optional and used.

*** Exhibit C - Tourism Council Recommendations**

As part of the application process, the selection committee's recommendations have been mailed to the applicants explaining that there is not a formal appeals process, however, there is an opportunity to speak during the public comments portion of the March 30th Board meeting.

Attachment D & E - Previous projects funded from 2004 & 2001.

B. Analysis

The selection committee spent a significant amount of time reading, independently scoring, then discussing as a group what special projects should be funded.

Guided by the CVALCO Tourism Marketing Plan and the Rural Tourism Marketing Plan, both adopted by the Board of Commissioners, the committee evaluated how projects demonstrated how they would meet specific strategies to increase and enhance tourism throughout Lane County. The Board of Commissioners adopted this selection criterion in 1997.

Overview of criterion for evaluating project applications:

- Demonstrated a relationship to either marketing plan or both.
- Showed a degree of long-term impact in the County for tourism.
- Demonstrated how the project will increase tourism in Lane County.
- Showed how the project will keep visitors in Lane County longer, encourage and/or repeat return visits.
- Demonstrated that the project and budget are realistic.
- Potential of the project being a success.
- Demonstrated the management and administrative capability and history to undertake the project.
- Demonstrated community support for the project.

For Large Applications, projects had to show a strong evaluation method of the success of the project and ability to document the impact in the County. For both Small and Large applications preference points were given to projects that demonstrated a project would promote Shoulder Season visits in Lane County (before June and/or after September); would happen in a non-metro site; and/or would extend the length of stay by encouraging early arrival and/or late departure.

Committee members returned their individual scoring sheets to staff by the February 28th deadline. Staff compiled the preliminary scores then met with the selection committee on March 3, 2005 to review and finalize the committee's recommendations to the Board. All final recommendations were unanimous and included, 14 recommendations for full funding, 12 recommendations for partial funding, and 26 recommendations for no funding.

C. Alternatives/Options

- 1) Move to approve the recommendations of the Tourism Council as presented, release funds from the Special Revenue and Services Fund and award grants.
- 2) Move to approve different applications other than recommendations of the committee, release funds from the Special Revenue and Services fund and award grants.
- 3) Move to reject recommendations and not award grants.

D. Recommendations

Recommend Option 1 - Approve the recommendations of the Tourism Council as presented, release funds from the Special Revenue and Services Fund and award grants.

E. Timing

Upon approval of the projects, performance contracts specific to the particular project will be initiated.

IV. IMPLEMENTATION/FOLLOW-UP

N/A

V. ATTACHMENTS

Board Order
Attachments A, B, D, E
Exhibit C

**IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY
STATE OF OREGON**

ORDER NO.

**) IN THE MATTER OF AWARDING TOURISM
) SPECIAL PROJECTS GRANTS FOR 2005,
) RELEASING FUNDS FROM THE SPECIAL
) REVENUE AND SERVICES FUND, AND
) AUTHORIZING THE COUNTY
) ADMINISTRATOR TO SIGN CONTRACTS**

WHEREAS, Lane County's Tourism Marketing plan provides for the selection of special projects to complement and enhance the plan; and

WHEREAS, the submitted grant requests have been reviewed by a citizen committee appointed by the Board; and

WHEREAS, the committee has provided it's recommendations to the Board for final approval;

NOW THEREFORE, BE IT HEREBY

ORDERED, that the Tourism Special Projects Grants be awarded for projects shown in Exhibit C (attached); and it is further

ORDERED, that funds in the amount of \$132,000 be released from the 2004/2005 budget of the County Room Tax fund for the Tourism Special Projects Grants; and it is further

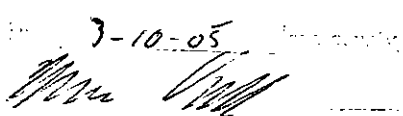
ORDERED, that contracts for each project be prepared and executed; and it is further

ORDERED, that the County Administrator be authorized to sign contracts.

DATED this 30th day of March 2005.

Chair, Lane County Board of Commissioners

In the matter of awarding Tourism Special Projects Grants for 2005, releasing funds from the County Room Tax fund, and authorizing the County Administrator to sign contracts.

3-10-05


TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS

Round 15 2005

Name of Organization and purpose of grant

FULLY FUNDED

Florence Area Chamber of Commerce
 Hult Center for the Performing Arts
 Long Tom Agri-Tourism Association
 Joint Forces Dance Company
 Committee for the McKenzie Arts Festival
 Mid Oregon Swimming and Timing
 Eugene/Springfield Asian Council
 Oregon Festival of American Music
 Science Factory Childrens Museum and Planetarium
 City of Veneta
 Wineries of Lane County
 Adelante Si' Hispanic Organization of Lane County
 Friends of Florence Event Center
 National Academy of Artistic Gymnastics

PROJECT NAME

Website redesign and update
 A Show Weekend in Eugene
 Long Tom Country Trail
 2005 DanceAbility Teacher Certification
 McKenzie Arts Festival
 Timing System Update
 OR Asian Celebration Marketing & DVD/Video Productions
 OFAM 2005 Eiderfostel "Hot Spot" Marketing Plan
 Regional editions of Promotional Brochure
 Promotion of Bird Watching Opportunities at Fern Ridge
 3rd Annual Wineries of Lane County Barrel Tour
 Fiesta Latina
 Winter Folk Festival Expansion
 Emerald Team Challenge 2005

AMOUNT AWARDED

\$2,500
 \$5,000
 \$5,000
 \$4,900
 \$5,000
 \$1,995
 \$5,000
 \$5,000
 \$3,000
 \$4,000
 \$2,500
 \$10,000
 \$10,000
 \$10,000

PARTIALLY FUNDED

Lord Leebrick Theatre Company
 Bohemia Mine Owners Assoc., Inc.
 Celebrating Traditions Native American Arts & Culture
 Oakridge/Westfir Chamber of Commerce
 Oregon Adventures Promotions & Vacations
 Oregon Association of Rowers
 Oregon Bach Festival
 Oregon Council for Business Education
 Oregon Horse Center
 Territorial Seed Company
 University of Oregon Research Services & Administration
 Willamalane Parks & Recreation District

Northwest Playwrights Festival
 Essentials for Operators of the Museum
 Native American and Artists Festival
 Oakridge/Westfir East Lane County Promotional Project
 Oregon Adventures Catalog and Event Promotion Project
 Permanent Buoyed Rowing Race Course at Dexter Lake
 Portland Prospects
 OR Crafted Guidebook: Self Guided Tours to Art Studios
 Marketing and Advertising Plan
 The Gathering of Gardeners Festival & Symposium 2005
 UO Willamette Valley Folk Festival: Expanded Marketing
 Dorris Ranch Living History Festival

\$1,105
 \$4,500
 \$6,000
 \$3,500
 \$5,000
 \$3,500
 \$7,500
 \$7,000
 \$5,000
 \$5,000
 \$5,000
 \$5,000
 \$5,000
\$132,000

NOT FUNDED

Eugene Area Bed & Breakfast Association
 Eugene-Chinju Sister City Committee
 Eugene Glass School
 Eugene Scottish Festival
 Fernwood Events
 Florence Area Chamber of Commerce
 Flying Turtle Gallery
 Lane Arts Council
 Lane Business Education Compact

Full Color Rack & Enhanced Website Placement
 Inviting 2005 Chinju Delegation to Eugene
 Dual Purpose Project Two-Day Demonstration
 Third Annual Eugene Scottish Festival 2005
 Website Development
 DVD-Costal Living in Florence, Oregon
 Lighting and promoting the Flying Turtle Gallery
 "Tapestry: An Online Arts & Events Calendar for LC"
 "Teens in Tourism"

Round 15 2005

TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS Cont.

Name of Organization and purpose of grant

NOT FUNDED

Museums of Springfield/Eugene	MUSE Website
Oregon Living Media LLC	"Discovery MUSE"
Scandinavian Festival Association	Highway Banner Project for the Scandinavian Festival
Wildland Ecotours LLC	Ecotour Convention Package
Willamette Resources & Education Network	American Wetlands Month
Willamette Resources & Education Network	Information Kiosk Project - West Eugene Wetlands
Bittersweet Pitstop	Bittersweet Pitstop Amphitheater
Bittersweet Pitstop	Bittersweet Pitstop " Home of the Blue River Museum"
Bittersweet Pitstop	Bittersweet Pitstop Campground (motorcycle only)
Downtown Events Mgt, Inc.	Eugene Celebration Regional Marketing Campaign
Eugene Glass School	Three-fold Invitation
Eugene Rotary Club/Eugene Rotary Charitable Trust	Riverplay Discovery village within Skinner Butte Park
Event Managers LLC	Experience awaits in Lane County
J. Sawyer Custom Publishing	Guidebook to Eugene/Springfield & Lane County
Mount Pisgah Arboretum	Mount Pisgah Arboretum Wildflower & Mushroom Festival
Oregon Festival of American Music	OFAM at THE SHEDD Box Office and Online Ticket System
Oregon Living Media LLC	"Charming Small Towns to Visit"

**Tourism Special Projects Grant
Application Packet**

November 29, 2004

TO: Lane County Matching Grant Applicants

FROM: Loralyn Osborne, Marketing & Volunteer Coordinator/Public Works Analyst
LANE COUNTY PARKS

RE: Tourism Special Projects Grant Program

Lane County is requesting grant applications from community organizations, groups, businesses or individuals for projects designed to increase tourism and tourism-related activities in Lane County. The Tourism Special Projects Grants are intended to assist and promote the growth of the tourism industry throughout Lane County.

Applications will be evaluated by a 5-member committee appointed by the Lane County Board of Commissioners. Grants will be awarded in March 2005 and 90% of monies dispersed in April 2005.

All applications must be received at the Lane County Parks Administration Office, 90064 Coburg Road, (Armitage Park) by 5:00 p.m., January 31, 2005 in order to be considered. Late deliveries of grant applications from the US Postal Service or private couriers, even if postmarked prior to the deadline, will not be accepted. Faxed applications or LATE applications will not be accepted.

Two types of projects with different requirements will be considered. In order to assist you in deciding which type of application you might submit and how to prepare the required application, staff will hold an Applicant's Conference on January 5, 2005 from 2:00 p.m. to 4:00 p.m. at the Lane County Parks Administrative building, located in Armitage Park at 90064 Coburg Road, Eugene.

Please mail or deliver your grant application to:

**Tourism Special Projects Grant Program
Lane County Parks – Attn: Loralyn Osborne
90064 Coburg Road
Eugene, OR 97408**

Any questions, please contact Loralyn Osborne, Marketing & Volunteer Coordinator/Public Works Analyst, at either loralyn.osborne@co.lane.or.us or (541) 682-2002.

General Terms and Conditions

Lane County periodically undertakes special projects to promote tourism in Lane County. The Board of Commissioners has adopted a Tourism Marketing Plan which outlines specific strategies to increase and enhance tourism throughout Lane County. A couple specific goals of adopting this plan are: expanding and diversifying employment and increasing business opportunities. Guided by the Tourism Marketing Plan and the companion Rural Tourism Marketing Plan, the Board looks for projects that offer special or unique opportunities that may not be addressed directly in the plan but that are consistent with the plan's goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market.

Funding for the Tourism Marketing Plan and Tourism Special Projects Grant Program comes from the countywide transient room tax. Approximately \$132,000 is available for award in this grant cycle.

Types of Projects

Lane County's intention is to fund as many well qualified projects as possible, within the available funds. A balance between "small projects" which are of immediate and limited duration and "large projects" which are multi-focused and of longer term impact will try to be met.

Small Project applications may request between \$2,000 and \$5,000 in funding. The application, evaluation, reporting requirements and matching requirements are intended to be straightforward and achievable by most community groups.

Large Project applications may request between \$5,001 and \$10,000 in funding. The application, matching and evaluation requirements are more rigorous as is the expectation that these projects will have a more significant impact on Lane County tourism.

All projects must be completed no later than December 31, 2005.

Projects **ineligible** for consideration include fund raising requests and funding for feasibility studies. Requests for capital funding, such as equipment, new or rehabilitated physical structures or buildings, **will be considered** using the same evaluation criteria as promotional projects.

Matching Requirements

Special project grant recipients are required to provide a cash match. The percentage of a cash match is calculated on the requested grant amount. In-kind contributions may be described in the application, but are not applied toward the cash match requirement.

Small project grants require a **\$500** match. Large projects require a match of **10%** of the grant request. These cash matches are required minimums. Larger cash matches may be shown in the budget. Points will not specifically be given for a larger cash match. However, a greater match is a consideration in the evaluation of the ability for the applicant to carry out the proposal.

Repeat Funding

An existing event or activity can qualify for repeat funding with some limitations. The Tourism Special Project Grant are considered seed money for good ideas. If a project is a good idea, it should become self sufficient over time. Funding for the same event, publication, advertising campaign or promotion will be eligible for a second grant at 50% of the initial funding and 25% of the initial funding for a third grant. For example, if an applicant received a \$10,000 grant for a printed piece promoting a community event, the maximum second year grant for a radio advertising campaign for the same event would be \$5,000; and \$2,500 would be the maximum for a third year project involving a newspaper promotion.

Partial Funding

The number of Grant applications far exceed the amount of available funding which makes grant awards extremely competitive. In some instances only partial funding may be recommended for the project. Applicants are asked to identify, in advance, how a project would be modified if the full amount is not recommended.

Multiple Grant Applications

More than one application may be submitted, however, each project should be different and independent of the other. A phase 1 - phase 2 approach will not be considered. Also, the applicant must prioritize them if more than one application is submitted.

Evaluation

Grant applications will be reviewed by a five member grant evaluation committee appointed by the Lane County Board of Commissioners. The evaluation committee will recommend the top ranking applications, both small and large, to the Board of Commissioners who will then make the final decision for awarding grants.

Grant Agreement

Successful applicants will be required to enter into a services contract with Lane County. A sample contract is attached. The contract will specify the conditions of payment and project performance. Provisions will include that Lane County will receive credit on published materials, advertisements or other promotional activities associated with the project. The grant application should specify how such credit will be given. The contract also requires written narrative and financial reports; survey or evaluation if appropriate; and copies of tapes or brochures produced in association with the project. Evaluation, narrative report and survey requirements are more rigorous for large projects than for small projects.

Depending on the scope of the project, some grant recipients will be required to obtain and provide proof of the following types of insurance. Determination of proof of insurance will be done by Lane County Risk Management after grants have been awarded.

- 1) Commercial general liability insurance covering bodily injury, property damage and personal injury with limits not less than \$500,000 combined single limit.
- 2) Automobile liability insurance, comprehensive form with limits not less than \$500,000 combined single limit.
- 3) Workers' compensation and employer's liability as statutorily required for the performance of the contract. Any subcontractor hired by contractor shall also carry workers' compensation insurance.

Grant applications will be judged by the following criteria:

Previous Tourism Projects not completed on time, including final evaluation criteria will be deducted points- -10

Small Projects

Relationship to Tourism Marketing Plan and degree of long term impact- +25

- How does this project increase tourism in Lane County?
- Will this event or activity encourage repeat or future visitors, or keep visitors in Lane County longer?

Ability to undertake the project- +10

- Is the plan and budget realistic?
- What is the potential to succeed?
- Is there management and administrative capability, track record?

Demonstrated community support- +10

- Is there evidence of in-kind support?
- Endorsement by community groups?

Presentation +5

- How is the quality of proposal?
- Is the presentation clear, concise and attractive?
- Points will be deducted for vague, unclear or rambling responses.

Large Grants

All of the above criteria plus:

Strong evaluation method- +10

- How will the applicant document the long term impact?
- Are the indicators measurable and objective?

How to Apply

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. Please send one (1) original and seven (7) copies of your grant request. Proposals which are incomplete may be rejected without ranking. Send to:

**Tourism Special Projects Grant Program
Lane County Parks – Attn: Loralyn Osborne
90064 Coburg Road
Eugene, OR 97408**

If you would like to receive the application forms and/or a copy of the Tourism Section of the Lane County Tourism Marketing Plan at no charge please contact Loralyn Osborne, Marketing & Volunteer Coordinator/Public Works Analyst, at loralyn.osborne@co.lane.or.us Copies of the Tourism Section of the Lane County Tourism Marketing Plan are available by mail for \$5.00 by calling either Loralyn Osborne at (541) 682-2002 or the Convention & Visitors Association of Lane County Oregon at (541) 484-5307.

In addition, applicants can review past grant applications to assist in determining which grant to apply for and/or the type of lanuaged to use. If interested, please contact Loralyn Osborne, Marketing & Volunteer Coordinator/Public Works Analyst for Lane County Parks, at loralyn.osborne@co.lane.or.us or (541) 682-2002 to set up an appointment.

**Timeline for the Lane County
Tourism Special Project Grants**

November 29, 2004	Grant Applications Available
January 5, 2005	Applicant’s Conference at Armitage Park from 2:00 to 4:00 p.m.
January 31, 2005	Grant Applications due by 5:00 p.m.
March 2005	Grants to be awarded
April 2005	90% of monies dispersed
December 31, 2005	All projects must be completed

**Tourism Special Projects Grant Application
Small Project**

Organization Applying: _____

Address: _____

Contact Person: _____

Phone Number: _____

Tax ID # or SSN: _____

E-mail Address: _____

Title of Project: _____

Brief Description of Project: _____

Financial Data

Tourism Special Project Funds Requested: _____

Cash Match Proposed: _____

Total Value of Project: _____

Funding Period of Time: From _____ To _____

Has special grant funding for the same project been received in the past? Yes _____ No _____

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant

Date

BUDGET

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: _____
(\$2,000 to \$5,000)

b) Cash Match: _____
(\$500 minimum)

c) Other Cash Funds:

Source: _____

Source: _____

Source: _____

Total: _____
(a+b+c)

Expenditures

Item or service:	Cost – Grant:	Cost – Applicant:	Cost – Other:
------------------	---------------	-------------------	---------------

_____	_____	_____	_____
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_____	_____	_____	_____
-------	-------	-------	-------

_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
-------	-------	-------	-------

_____	_____	_____	_____
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Total:	_____	_____	_____
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PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?
2. What are the project activities?
3. When will this activity occur? How long will it last?
4. Who is the target market? What is your strategy for reaching the target market?

Project Goals:

5. What results do you expect?

QUALIFICATIONS OF APPLICANT

6. Describe your organization and its relationship to Lane County tourism.
7. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?
8. What is your plan for how this project will become self sufficient?

RELATIONSHIP TO MARKETING PLAN

9. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

10. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

11. What is your criteria for success? How will you know if you have been successful?

12. If your project is already underway (event is booked and will occur in 2004 and brochure is already printed), explain how this grant will increase the results.

13. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

14. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

Any additional letters of support for this project from organizations, businesses or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

**Tourism Special Projects Grant Application
Large Project**

Organization Applying: _____

Address: _____

Contact Person: _____

Phone Number: _____

Tax ID # or SSN: _____

E-mail Address: _____

Title of Project: _____

Brief Description of Project: _____

Financial Data

Tourism Special Project Funds Requested: _____

Cash Match Proposed: _____

Total Value of Project: _____

Funding Period of Time: From _____ To _____

Has special grant funding for the same project been received in the past? Yes _____ No _____

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant

Date

BUDGET

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: _____
(\$7,500 to \$10,000)

b) Cash Match: _____
(10% of grant amount minimum)

c) Other Cash Funds:

Source: _____

Source: _____

Source: _____

Total: _____
(a+b+c)

Expenditures

Item or service	Cost – Grant:	Cost – Applicant:	Cost – Other:
-----------------	---------------	-------------------	---------------

a) Personnel or Labor Costs:	_____	_____	_____
------------------------------	-------	-------	-------

b) Materials and Services:	_____	_____	_____
----------------------------	-------	-------	-------

c) Capital Outlay:	_____	_____	_____
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Total:	_____	_____	_____
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Budget Detail

a) Personnel Services (wages and benefits paid by the applicant to employees for work on this project). List the type of employee, the number of hours assigned to this project and the total labor cost, including benefits.

Employee:	Hours:	Cost:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	Total:	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
	Total: _____ (b)

c) Capital Outlay (equipment or physical objects whose value is greater than \$500)

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	Total: _____ (c)

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?
2. What are the project activities?
3. When will this activity occur? How long will it last?
4. Who is the target market? What is your strategy for reaching the target market?

Project Goals:

5. What results do you expect?

QUALIFICATIONS OF APPLICANT

6. Describe your organization and its relationship to Lane County tourism.
7. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?
8. What is your plan for how this project will become self sufficient?

RELATIONSHIP TO MARKETING PLAN

9. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

10. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

11. What is your criteria for success? How will you know if you have been successful?

12. If your project is already underway (event is booked and will occur in 2004 and brochure is already printed), explain how this grant will increase the results.

13. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

14. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

Any additional letters of support for this project from organizations, businesses or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

LANE COUNTY SPECIAL TOURISM PROJECTS GRANT SCORING SHEET										2005	
NAME OF SCORER	Total Request	Relation to Plan	Weight	Manage Capacity	Commun Support	ROUND 15		Preference Points	Total	2005	
						W	W				
SMALL GRANTS		1 to 5	5	1 TO 5	2	1 TO 5	2	1 TO 5	1	50	1 to 6
Example		4	20	3	6	4	8	3	3	37	2
1 Eugene Area Bed & Breakfast Assoc.	\$2,000										
2 Eugene-Chinju Sister City Committee	\$4,717										
3 Eugene Glass School	\$4,000										
4 Eugene Scottish Festival	\$5,000										
5 Fernwood Events	\$4,000										
6 Florence Area Chamber of Commerce	\$2,500										
7 Florence Area Chamber of Commerce	\$2,500										
8 Flying Turtle Gallery	\$4,804										
9 Hult Center for the Performing Arts	\$5,000										
10 Lane Arts Council	\$4,000										
11 Lane Business Education Compact	\$5,000										
12 Long Tom Agri-Tourism Association	\$5,000										
13 Joint Forces Dance Company	\$4,900										
14 Committee for the McKenzie Arts Festival	\$5,000										
15 Mid Oregon Swimming and Timing	\$1,995										
16 Museums of Springfield/Eugene	\$1,500										
17 Lord Leebrick Theatre Company	\$5,000										
18 Eugene/Springfield Asian Council	\$5,000										
19 Oregon Festival of American Music	\$5,000										
20 Oregon Living Media LLC	\$5,000										
21 Scandinavian Festival Association	\$4,025										
22 Science Factory Childrens Museum and I	\$3,000										
23 City of Veneta	\$4,000										
24 Wildland Ecotours LLC	\$3,200										
25 Willamette Resources & Education Netw	\$3,750										
26 Willamette Resources & Education Netw	\$4,500										
27 Wineries of Lane County	\$2,500										

LANE COUNTY TOURISM SPECIAL PROJECTS GRANT SCORING SHEET															
NAME OF SCORER	LARGE GRANTS	Total Request	Relation to Plan	Weight	Manage Capacity	W Support	Commun	ROUND 15		2005		Preference Points			
								1 to 5	2 1 TO 5	W	Present		W	Eval Method	W
Example			4	20	3	6	4	8	3	3	5	10	47	2	49
28 Bittersweet Pitstop		\$10,000													
29 Bittersweet Pitstop		\$10,000													
30 Bittersweet Pitstop		\$10,000													
31 Bohemia Mine Owners Assoc., Inc.		\$9,500													
32 Downtown Events Mgt, Inc		\$10,000													
33 Eugene Glass School		\$7,017													
34 Eugene Rotary Club/Eugene Rotary Chair		\$10,000													
35 Event Managers, LLC		\$9,500													
36 Adelante Si' Hispanic Organization of Lan		\$10,000													
37 Friends of Florence Event Center		\$10,000													
38 J. Sawyer Custom Publishing		\$10,000													
39 Mount Pisgah Arboretum		\$10,000													
40 National Academy of Artistic Gymnastics		\$10,000													
41 Celebrating Traditions Native American A		\$8,000													
42 Oakridge/Westfir Chamber of Commerce		\$10,000													
43 Oregon Adventures Promotions and Vac		\$10,000													
44 Oregon Association of Rowers		\$10,000													
45 Oregon Bach Festival		\$10,000													
46 Oregon Council for Business Education		\$10,000													
47 Oregon Festival of American Music		\$10,000													
48 Oregon Horse Center		\$10,000													
49 Oregon Living Media, LLC		\$10,000													
50 Territorial Seed Company		\$10,000													
51 University of Oregon Research Services		\$10,000													
52 Willamalane Parks & Recreation District		\$10,000													

**Tourism Special Projects Grant Application
Selection Criteria Summary**

Selection Criteria for both Small and Large Applications:

<u>Weight</u>	<u>Points</u>	<u>Max</u>	<u>Category</u>
5	5	25	Relationship to either Marketing Plan or both? Degree of long-term impact in the County? How does the project increase tourism in Lane County? Will this event keep visitors in Lane County longer, encourage and/or repeat return visits?
2	5	10	Does the organization, group or person have the ability to undertake the project? Are the plan and budget realistic? What is the potential to succeed and is there management and administrative capability and history?
2	5	10	Is there demonstrated community support?
1	5	5	Is the presentation clear, concise, and attractive? How is the quality? Points <u>should be</u> deducted for unclear or rambling responses.
<u>Total Points</u>		<u>50</u>	

Selection criteria for Large Applications only:

2	5	10	Is there a strong evaluation method? How will the applicant document the impact described? Are the indicators measurable and objective?
<u>Total Points</u>		<u>60</u>	

Preference Points for both Small and Large Applications:

- 2 Shoulder Season- before June and/or after September
(Generic brochures or year round promotions do not qualify)
- 2 Non-Metro Site. (Generic brochures do not qualify)
- 2 Length of stay; encourage early arrival and/or late departure.

TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS

Round 15 2005

Name of Organization and purpose of grant

FULLY FUNDED

Florence Area Chamber of Commerce
 Hult Center for the Performing Arts
 Long Tom Agri-Tourism Association
 Joint Forces Dance Company
 Committee for the McKenzie Arts Festival
 Mid Oregon Swimming and Timing
 Eugene/Springfield Asian Council
 Oregon Festival of American Music
 Science Factory Childrens Museum and Planetarium
 City of Veneta
 Wineries of Lane County
 Adelante Si' Hispanic Organization of Lane County
 Friends of Florence Event Center
 National Academy of Artistic Gymnastics

PROJECT NAME

Website redesign and update
 A Show Weekend in Eugene
 Long Tom Country Trail
 2005 DanceAbility Teacher Certification
 McKenzie Arts Festival
 Timing System Update
 OR Asian Celebration Marketing & DVD/Video Productions
 OFAM 2005 Elderhostel "Hot Spot" Marketing Plan
 Regional editions of Promotional Brochure
 Promotion of Bird Watching Opportunities at Fern Ridge
 3rd Annual Wineries of Lane County Barrel Tour
 Fiesta Latina
 Winter Folk Festival Expansion
 Emerald Team Challenge 2005

AMOUNT AWARDED

\$2,500
 \$5,000
 \$5,000
 \$4,900
 \$5,000
 \$1,995
 \$5,000
 \$5,000
 \$3,000
 \$4,000
 \$2,500
 \$10,000
 \$10,000
 \$10,000

PARTIALLY FUNDED

Lord Leebrick Theatre Company
 Bohemia Mine Owners Assoc., Inc.
 Celebrating Traditions Native American Arts & Culture
 Oakridge/Westfir Chamber of Commerce
 Oregon Adventures Promotions & Vacations
 Oregon Association of Rowers
 Oregon Bach Festival
 Oregon Council for Business Education
 Oregon Horse Center
 Territorial Seed Company
 University of Oregon Research Services & Administration
 Willamalane Parks & Recreation District

\$1,105
 \$4,500
 \$6,000
 \$3,500
 \$5,000
 \$3,500
 \$7,500
 \$7,000
 \$5,000
 \$5,000
 \$5,000
 \$5,000
 \$5,000
\$132,000

Northwest Playwrights Festival
 Essentials for Operations of the Museum
 Native American and Artists Festival
 Oakridge/Westfir East Lane County Promotional Project
 Oregon Adventures Catalog and Event Promotion Project
 Permanent Buoyed Rowing Race Course at Dexter Lake
 Portland Prospects
 OR Crafted Guidebook: Self Guided Tours to Art Studios
 Marketing and Advertising Plan
 The Gathering of Gardeners Festival & Symposium 2005
 UO Willamette Valley Folk Festival: Expanded Marketing
 Dorris Ranch Living History Festival

NOT FUNDED

Eugene Area Bed & Breakfast Association
 Eugene-Chinju Sister City Committee
 Eugene Glass School
 Eugene Scottish Festival
 Fernwood Events
 Florence Area Chamber of Commerce
 Flying Turtle Gallery
 Lane Arts Council
 Lane Business Education Compact

Full Color Rack & Enhanced Website Placement
 Inviting 2005 Chinju Delegation to Eugene
 Dual Purpose Project Two-Day Demonstration
 Third Annual Eugene Scottish Festival 2005
 Website Development
 DVD-Costal Living in Florence, Oregon
 Lighting and promoting the Flying Turtle Gallery
 "Tapestry: An Online Arts & Events Calendar for LC"
 "Teens in Tourism"

TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS Cont.

Round 15 2005

Name of Organization and purpose of grant

NOT FUNDED

Museums of Springfield/Eugene	MUSE Website
Oregon Living Media LLC	"Discovery MUSE"
Scandinavian Festival Association	Highway Banner Project for the Scandinavian Festival
Wildland Ecotours LLC	Ecotour Convention Package
Willamette Resources & Education Network	American Wetlands Month
Willamette Resources & Education Network	Information Kiosk Project - West Eugene Wetlands
Bittersweet Pitstop	Bittersweet Pitstop Amphitheater
Bittersweet Pitstop	Bittersweet Pitstop " Home of the Blue River Museum"
Bittersweet Pitstop	Bittersweet Pitstop Campground (motorcycle only)
Downtown Events Mgt, Inc.	Eugene Celebration Regional Marketing Campaign
Eugene Glass School	Three-fold Invitation
Eugene Rotary Club/Eugene Rotary Charitable Trust	Riverplay Discovery village within Skinner Butte Park
Event Managers LLC	Experience awaits in Lane County
J. Sawyer Custom Publishing	Guidebook to Eugene/Springfield & Lane County
Mount Pisgah Arboretum	Mount Pisgah Arboretum Wildflower & Mushroom Festival
Oregon Festival of American Music	OFAM at THE SHEDD Box Office and Online Ticket System
Oregon Living Media LLC	"Charming Small Towns to Visit"

TOURISM SPECIAL PROJECTS GRANT RESULTS ROUND 14 2004
Name of Organization and purpose of grant

<u>PROJECT NAME</u>	<u>AMOUNT</u>
FULLY FUNDED	
Maude Kerns Art Center	\$4,500
Martha Snyder	\$2,200
Flying Turtle Gallery	\$2,900
Blackberry Jam Festival	\$4,150
Oakridge Westfir Area Chamber	\$5,000
Adelante Si Hispanic Organization	\$10,000
Rustic Canyon Entertainment, Inc.	\$10,000
Oregon Parks & Recreation Dept.	\$10,000
PARTIALLY FUNDED	
Museums of Springfield & Eugene	\$1,850
Lane County Food Coalition	\$2,000
Oregon Aviation Historical Society	\$1,000
Celebrating Traditions	\$1,000
Willamette Repertory Theater	\$1,000
The Wineries of Lane County	\$5,000
Oregon Festival Choirs	\$2,000
Cottage Grove Theater	\$3,000
Oregon Association of Rowers	\$3,000
Oregon Festival of American Music	\$4,500
Oregon Festival of American Music	\$4,500
City of Lowell	\$4,000
Oregon Bach Festival	\$3,000
Oregon Track Club	\$5,000
Track City Track Club	<u>\$5,000</u>
	\$94,600
NOT FUNDED	
City of Eugene	
Eugene Community Partnership	
Eugene Area Bed & Breakfast Assoc.	
McKenzie River Reflections	
Mountain Market Faire	
Downtown Eugene Incorporated	
Downtown Events Mang., Inc.	
Avalon Park Pitch & Putt Golf Course	
The Events Managers, LLC	
Lane Arts Council	
Eugene Symphonic Band	
University of Oregon Museum of Art	
Willamette Pass Ski Corporation	
Wild West Events, Inc.	
McKenzie River Reflections	
Lane County Comm. & Eco. Devel.	
Bohemia Mine Owners Assoc., Inc.	
Friends of Old McKenzie Fish Hatch.	
Oregon Horse Center	
Celebrate Your MUSE!	
Lane County Food Directory	
Multimedia Promotion	
Hosting Native Artist's Festival	
Holiday Show Discounts	
2nd Annual Wineries of Lane County Barrel Tour	
2004 Marketing Campaign for Pacific Interl Children's Festival	
Cottage Theatre Tourism Outreach	
Regatta Starting Platform	
Elderhostel "Hot Spot" Marketing Plan	
Now Hear This Jazz National Marketing Campaign	
Rolling Rock Park Completion	
National Music Critic PR Strategy	
Junior Olympics Entertainment Guide to Lane County	
Coordinating & Hosting Track City International Classic	
Willamette Riverbank Recreational Corridor Brochure	
Eugene Irish Cultural Festival	
Full Color Rack Card	
Padded Maps of the McKenzie	
Sound System & T-shirt promotion	
Downtown Eugene Brand Development	
Lane County Cycling Tour & Celebration Cycling Classic	
Marketing Package- brochure, web site, etc.	
2nd Annual Animal House Celebration Toga Party	
A Guide to Museums & Galleries in Lane County	
Spirit of America-A Memorial Day Public Concert in Florence	
Grand Reopening Public Day Promotions & Activities	
Recreational Vehicle Parking	
Wild West Artist Adventure	
Lane County Recreation CD	
Regional Tourism Infrastructure Strategy	
Purchase equipment & supplies for museum	
Water Wheelhouse Restoration	
Marketing & Advertising Plan	

TOURISM SPECIAL PROJECTS GRANT RESULTS ROUND 13 2001

Name of Organization and purpose of grant

FULLY FUNDED

<u>PROJECT NAME</u>	<u>AMOUNT</u>
Cottage Grove Chamber of Commerce	\$10,000
Florence Convention Center	\$10,000
Oregon Festival of American Music	\$10,000
Track City Track Club	\$10,000
Oakridge/Westfir Chamber	\$10,000
Adelante Si Hispanic Organization	\$10,000
Oregon Track Club	\$5,000
Junction City-Harrisburg Chamber	\$3,800
Lane Arts Council	\$5,000
Oregon Festival of Choirs	\$10,000
Eugene Area Bed & Breakfast Assoc.	\$4,000
Springfield Greeters	\$5,000
Willamette Repertory Theatre	\$4,500
Shelton-McMurphy-Johnson Assoc.	\$5,000

PARTIALLY FUNDED

Oregon Bach Festival	\$6,000
Eugene Sister City Foundation	\$6,000
Eugene to Pacific Crest Trail	\$6,000
American Rhododendron Society	\$6,000
Eugene Area Chamber	\$4,000
American Guild of Organists	\$3,500
U of O Youth Enrichment TAG	\$5,200
Lane County Bike Tours	\$6,000
	\$145,000

NOT FUNDED

Wayne Morse Historic Park Corp.
Oregon Festival of American Music
Upper Willamette Chamber
Track City Track Club
Lane Education Foundation
Mobile Training School of America
The HydroLogic Group
Oregon Festival of Choirs
Florence Area Chamber
Lane County Sheriff's Training Section
Triangle 5 Ranch LLC
Walk With Me
Lane County Mt. Bike Racing Series
The Land of Awe Children's Museum
Eugene to Pacific Crest Trail
McKenzie River Reflections/cd
McKenzie River Reflections/guide
McKenzie River Reflections/maps
Michael Glowria
Coeville Web Design & Graphics
Florence Area Chamber