

W.C.B.I.

Memorandum Date: June 2, 2011

Board Order Date: June 22, 2011

TO: Board of County Commissioners

DEPARTMENT: CAO/Economic Development Standing Committee

PRESENTED BY: Glenda Poling, Interim Community & Economic Development Coordinator

AGENDA ITEM TITLE: IN THE MATTER OF APPROVING CONTRACT TOTALING \$24,815 FOR 2010-11 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE MCKENZIE RIVER, RATIFYING THE MCKENZIE RIVER \$4095.00 ADVERTISING EXPENSE ALREADY PAID, AND AUTHORIZING COUNTY ADMINISTRATOR TO SIGN CONTRACTS AUTHORIZING DISTRIBUTION OF FUNDS

I. **MOTION**

Move to approve the 2010-11 Rural Tourism Marketing Program allocations totaling \$24,815 and authorize the County administrator to sign the contracts for distribution of the funds.

II. **AGENDA ITEM SUMMARY**

This action authorizes the annual Rural Tourism Marketing Program contracts to distribute room tax receipts to the McKenzie River Chamber of Commerce. The funds are generated from motel/hotel overnight stays and are used for programs that will generate more overnight stays.

The Board of Commissioners is being requested to approve the 2010-11 Rural Tourism Marketing Program allocations totaling \$24,815, for the McKenzie River area. The Board has already reviewed and approved RTMP requests from all other cities.

The McKenzie River has been allocated \$24,815.00 in RTMP funds for 2010-2011. As the process for the McKenzie River area is competitive, the request for proposal was issued on December 15, 2010. Proposals were due on January 12, 2011. Proposals were received from the Chamber of Commerce in accordance with said deadline. However, multiple applications were submitted with different activities. Only one application was signed by the Chamber of Commerce Board President. It became clear to staff that further discussions

internally at the Chamber of Commerce were required in order for them to submit a cohesive proposal. Staff received that proposal on May 25, 2011.

Additionally, while the original amount to be allocated to the McKenzie River area was \$24,815, some of that money has already been spent. Due to advertising deadlines, Community and Economic Development staff was asked to pay for a McKenzie River ad in the Travel Lane County annual marketing material. Given the need for the Chamber to have further discussions related to the proposal, meeting the Travel Lane County deadline was impossible. This ad cost \$4095.00 and was paid out of the RTMP allocation to the McKenzie River. The amount remaining to be allocated is \$20,720. The total amount of the current proposal is \$24,815. This number includes the advertising costs already paid. The Board Order accompanying this memorandum formally allocates the total amount of \$24,815 while also ratifying the \$4095.00 marketing expense already paid.

Annual revenues from the Lane County Transient Room Tax Fund are approved for distribution at the beginning of each year. The County authorizes distribution of Rural Tourism Marketing Program funds directly to the 10 incorporated rural cities, plus an RFP process to find a contractor in the McKenzie River area.

The total RTMP distribution this year is \$195,000. The formula for distribution of RTMP funds is the same as in past years, including a base amount of \$6,205 for each community, and the balance of funds distributed based on receipts in each zone. Attached is a copy of the RTMP collection & allocation spreadsheet (see Attachment B).

III. BACKGROUND/IMPLICATIONS OF ACTION

Board Action and Other History

The Board of Commissioners has distributed these funds annually to participating rural cities for the duration of the Rural Tourism Marketing Plan. Enacted in 1973 by the County, this tax ordinance has been modified since then to consistently generate more room tax revenue.

The Lane Code describes the use of the funding as follows: "the funds shall be used for purposes which the Board determines bears a relationship to producing transient room tax revenues through the visitor industry. Through the annual budget process, the Board shall appropriate these funds as follows:

- (a) Seventy percent (70%) shall be for marketing the visitor industry.

(b) Ten percent (10%) shall be for operation of the Lane County Historical Museum or other museums as determined by the Board through the annual budget process. The Board specifically finds that the Lane County Historical Museum is a significant attraction for the visitor industry.

(c) Ten percent (10%) shall be for Special Projects and administration. These funds shall be used for select special projects to enhance tourism as chosen by the Board annually under its own criteria, for more long-term funding for cultural or recreational projects or activities which the Board finds have significant impact on tourism, for administering and contract monitoring of expenditures of the LC 4.110(2) tax revenue, and for staffing for the Tourism Council.

(d) Ten percent (10%) shall be used for tourism marketing of the areas outside the urban growth boundaries of the cities of Eugene and Springfield. These funds shall be used for proposals chosen by the Board according to its own criteria, with the general principle being that the areas which produce the taxes should benefit from their use.

The Lane County Rural Tourism Marketing Program (RTMP) focuses on the business of selling, packaging, and advertising rural Lane County in a unified, well-planned program. RTMP tourism product development in rural areas will focus on the following objectives and criteria to maximize:

1. Attraction of visitors to rural communities,
2. The length of stay by visitors,
3. County-wide visitation,
4. Return visits to rural Lane County communities.

The RTMP McKenzie River proposal has been received by the County and is contained as Attachment B: Rural Tourism Marketing Work Plan from the McKenzie River Chamber of Commerce. The proposal includes projects such as wayfinding, logo development, community signage, and events.

A. Policy Issues

Shall the Board distribute the funds to the rural cites as per the Lane Code for the general principle being that the areas which produce the taxes should benefit from their use?

Board Goals

Distribution of the funds to the rural communities helps meet the Board goal: "Work for a strong regional economy to expand the number of family-wage jobs

available in Lane County.”

B. Financial and/or Resource Considerations

The room tax receipts have already been collected throughout Lane County. The RTMP allocations have no financial impact on the Lane County general fund or Lane County video lottery funding.

C. Analysis

The requested RTMP expenditures from the McKenzie River meet the goals of the RTMP program.

F. Alternatives/Options

1. The Board can allocate funding to the McKenzie River Chamber of Commerce based on the existing formula.
2. The Board can request more information and allocate funding at a later date.
3. The Board can elect against disbursing these funds at this time.

IV. TIMING/IMPLEMENTATION

If the Board approves the attached Board Order, funding will be disbursed as outlined in Attachment A as soon as staff prepares the contracts for the County Administrator to sign.

V. RECOMMENDATION

Lane County Community & Economic Development recommends that the Board disburse funding as outlined in Attachment A to the McKenzie River Chamber of Commerce. The transient room taxes were collected for the expressed purpose of being cycled into the budgets of the participating RTMP cities that collected them.

VI. FOLLOW UP

Upon Board approval, contracts will be prepared for distribution of funds to the McKenzie River Chamber of Commerce.

VII. ATTACHMENTS

- A. RTMP collection & allocation spreadsheet

B. Rural Tourism Marketing Work Plan – McKenzie River Chamber of Commerce

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

**ORDER NO.) IN THE MATTER OF APPROVING CONTRACT
) TOTALING \$24,815.00 FOR 2010-11 RURAL TOURISM
) MARKETING PROGRAM (RTMP) PROJECTS IN THE
) MCKENZIE RIVER, RATIFYING THE MCKENZIE RIVER
) \$4095.00 ADVERTISING EXPENSE ALREADY PAID, AND
) AUTHORIZING COUNTY ADMINISTRATOR TO SIGN
) CONTRACTS AUTHORIZING DISTRIBUTION OF FUNDS**

WHEREAS, Lane County provides in Lane Code, Chapter 4.175 for distribution of room tax receipts for implementation of the Rural Tourism Marketing Program (RTMP), and

WHEREAS, the Rural Tourism Marketing Program was streamlined and updated by Order 03-10-1-3, and

WHEREAS, project descriptions were reviewed for consistency with the Lane County Rural Tourism Marketing Program, and

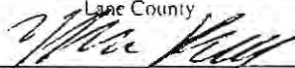
WHEREAS, to ensure publication of the McKenzie River ad in the Eugene Cascades and Coast Visitor Guide, \$4,095.00 was expended prior to the Board of County Commissioner's allocation of the McKenzie River RTMP funds, and

WHEREAS, the Board of County Commissioners has reviewed proposals from the McKenzie River, NOW, THEREFORE, IT IS HEREBY

- 1) ORDERED that contracts are hereby authorized for delivery of the services described in the proposals received from the McKenzie River Chamber of Commerce in the amount of \$24,815.00
- 2) FURTHER ORDERED that the Lane County Board of Commissioners ratify the \$4,095.00 McKenzie River Rural Tourism Program expense as a portion of the \$24,815.00 in proposals to publish the McKenzie River ad in the Eugene Cascades and Coast Visitor Guide that has already been paid
- 3) FURTHER ORDERED that the County Administrator is authorized to sign all of the funding proposal contracts as described above in attachment B.

Signed this 22nd day of June 2011.

Faye Stewart, Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM
Date 6-9-11
Lane County


ATTACHMENT A

ROOM TAX
COUNTY WIDE

RURAL TOURISM MARKETING 2004/05

10 YEAR HISTORY		FISCAL YEAR COLLECTED						
TRANSIENT ROOM TAX		0	P			(FY05/06 - FY09/10)	P	
Countywide Location	05/06	06/07	07/08	08/09	09/10	5 Year Total	% of Tax: Metro & Rural	
Eugene	3,134,083	3,470,450.13	3,686,386.95	3,610,772.61	3,174,718.27	19,950,148	67.98%	
Springfield	1,493,608	\$1,597,384.62	\$1,654,619.09	\$1,629,765.66	1,434,639.02	9,055,627	30.86%	
Non City	60,083	\$ 52,409.00	\$ 55,855.58	\$ 55,855.58	49,957.17	341,620	1.16%	
Metro Zone 1 Total	4,687,775	5,120,244	5,396,862	5,296,394	\$4,659,314.46	29,347,394	100.00%	
Annual Growth rate	12.0%	9.2%	5.4%	-1.9%	-12.0%			
Five year growth rate	23.1%	33.6%	37.1%	26.5%	-0.6%			
Creswell	65,196	82441.78	81258.06	80434.04	82802.94	446,153	5.28%	Creswell
Collage Grove	185,802	212949	224125.51	226666.21	204694.99	1,225,464	14.50%	Col. Grove
South Non City	4,770	5570.45	7817.54	9198.95	6868.78	22,388	0.26%	South Non City
South Zone 2 Total	255,769	300,981	313,201	316,299	294,367	1,415,706	16.75%	
Annual Growth rate	11.5%	17.7%	4.1%	1.0%	-6.9%			
Five year growth rate	23.1%	60.9%	48.1%	37.8%	15.1%			
Coburg	16,048	13,932	14,848	14,848	13,279.93	90,934	1.08%	Coburg
Junction City	23,010	25862.01	23604.93	19778.66	17527.38	130,361	1.54%	Junct. City
Veneta	0	625	362.15	462.81	407.43	1,857	0.02%	Veneta
Central Non City	5,564	8871.76	9189.95	10283.71	10900.58	51,177	0.61%	Central Non City
Central Zone 3 Total	44,621	49,291	48,005	45,373	42,115	274,329	3.25%	
Annual Growth rate	-0.7%	10.5%	-2.6%	-5.5%	-7.2%			
Five year growth rate	-6.0%	7.3%	5.4%	1.0%	-5.6%			
Dunes City	24,681	23692.51	23587.03	20461.92	21329.74	136,828	1.62%	Dunes City
Florence	275,628	296909.5	298756.17	497533.3	538377.45	2,169,278	25.66%	Florence
Coastal Non City	449,015	490433.14	511407.25	413746.9	349292.41	2,640,633	31.24%	Coastal Non City
Coastal Zone 4&5 Total	749,323	811,035	833,750	931,742	909,000	4,946,740	58.52%	
Annual Growth rate	5.3%	8.2%	2.8%	11.8%	-2.4%			
Five year growth rate	20.7%	27.1%	27.4%	30.9%	21.3%			
Lowell	0					0	0.00%	Lowell
Oakridge	44,107	50849.34	83364.51	68930.11	49683.83	336,984	3.99%	Oakridge
Westfir	7,472	9551.01	9185.52	1209.17	686.83	35,936	0.43%	Westfir
Willamette Non City	20,902	23368.24	22577.06	22370.96	23274.49	130,265	1.54%	Willamette Non City
Willamette Zone 6 Total	72,481	83,769	115,127	92,510	73,646	503,185	5.95%	
Annual Growth rate	10.4%	15.6%	37.4%	-19.6%	-20.4%			
Five year growth rate	30.3%	25.2%	84.1%	40.9%	1.6%			
McKenzie (Zone 7)	170,372	173226.06	240746.57	387169.25	204913.45	1,313,255	15.54%	McKenzie
Annual Growth rate	24.5%	1.7%	39.0%	60.8%	-47.1%			
Five year growth rate	44.0%	35.4%	83.1%	183.0%	20.3%			
RURAL TOTALS	1,292,566	1,418,282	1,550,830	1,773,094	1,524,040	8,453,215	100.00%	TOTAL
Annual Growth rate	8.7%	9.7%	9.3%	14.3%	-14.0%		% 5-Yr	
Five year growth rate	25.7%	33.0%	40.3%	49.2%	17.9%		Total	
All Metro	4,687,775	5,120,244	5,396,862	5,296,394	4,659,314	29,347,394	77.07%	
Non Metro City+McKenzie	812,315	890,038	999,838	1,317,493	1,133,704	5,887,051	15.46%	
Non Metro / Non City	480,251	528,244	550,992	455,601	380,336	2,844,463	7.47%	
Combined Total	5,980,340	6,538,526	6,947,692	7,069,488	6,183,355	38,078,908	100.00%	

LANE COUNTY RURAL TOURISM MARKETING FOR FY 08-09						
LOCATION	A % of Total Non-Metro City + Mck \$5,887,051	B Base Amount * \$68,250	C Balance ** of Allocation \$126,750	D Non City Allocation	E Non City Amount	B+C+E TOTAL ALLOCATION \$199,000
Creswell	7.58%	6,205	6,690	26.69%	90	12,984
Col. Grove	20.82%	6,205	18,375	73.31%	246	24,826
South Non City			336			
Coburg	1.54%	6,205	1,363	40.75%	313	7,881
Junct. City	2.21%	6,205	1,955	58.42%	448	8,607
Veneta	0.03%	6,205	28	0.83%	6	6,239
Central Non City			767			
Dunes City	2.32%	6,205	2,052	5.93%	2,349	11,890
Florence	36.85%	6,205	32,527	94.07%	37,245	75,977
Coastal Non City			39,594			
Lowell	0.00%	6,205	0	0.00%	0	6,205
Oakridge	5.72%	6,205	5,053	90.36%	1,765	13,022
Westfir	0.61%	6,205	539	9.64%	188	6,932
Willamette Non City			1,953			
McKenzie	22.31%	6,205	19,691			24,815
TOTAL	100.00%	68,250	130,923			199,377

* Base Amount 68,250 Base amount equals 35% of Total Allocation
 **Balance 131,127 Distributed by % of total RURAL revenue
 Total Alloc. 199,377

RMTP Funding Proposal

2011

Direction for Future RTMP Funding Requests:


McKenzie River Chamber of Commerce will act as the facilitator for encouraging proposal ideas in an effort to encourage growth in overnight lodging stays in the McKenzie River area.

Chamber will disseminate information to potential applicants on the purpose of the funds and how to apply for them.


Proposals will be submitted to a Chamber Committee to consider and vote on proposals for inclusion in master RTMP application.

Items for consideration shall include, and not be limited to: events, advertising, way finding, community improvement/beautification projects (Such projects should provide a significant benefit to tourists, thus increasing desirability as a tourist destination.)

Signatures of McKenzie River
Chamber of Commerce Board Members

 - Chris Labaree

 Dawn Hart


Terry Erickson Brown

 Mh 12

Nadine Gault, Vice President

Lynsla Gray - Secretary


RTMP Funding Quote Form

Goal: To promote overnight stays in McKenzie River Area.

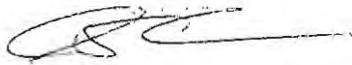
Total Funding Available **\$24,815**

Proposed Projects:

Chamber Specific Funding – Fund Requests Directly by Chamber		<u>\$11,315</u>
A. Way Finding Project		\$4,000
B. Logo Development	in Partnership with TLC	\$1,000
C. Advertising*		\$6,315

Other Funding Requests – Funds to be handled outside of Chamber		<u>\$13,500</u>
A. Community Signage	Applicant: Blue River Community Dev Corp	\$6,000
B. Events	Applicant: NWC LLC	7,500

*Note: \$4,000 has already been approved by board and spent in Travel Lane County's Eugene, Cascade & Coast travel guide.



McKenzie River Chamber of Commerce Managed Projects

Applicant: McKenzie River Chamber of Commerce PO Box 505 Walterville, OR 97489

Contact: Chris LaVoie, president chris@rivermountainresort.com 541-822-6272

Signature: _____

Date: 5/14/11

PROJECTS NARRATIVE: (Briefly describe the project goals, objectives, activities, results and outcomes. The specific activities, products, and costs are to be summarized on the Project Summary and Schedule):

- A. **Way Finding Project** – Improved way finding to help tourists find lodging and service businesses along the river. This includes signage at different information spots and retail locations along the corridor.
- B. **Logo Development** – professional and unified logo for the McKenzie River area
- C. **Advertising** –
 - a. Travel Lane County Visitor's Guide
 - b. Online Advertising for McKenzie River Tourism
 - c. Rack Cards promoting area natural attractions

1. Describe all the projects and activities included in this Plan. Who will conduct these activities and complete the projects? Are there any contingencies on readiness to proceed? If this is an ongoing project or marketing effort, please describe how it will be maintained / funded in the future.

A. Way Finding Project –

Chamber will work with area business to create a new improved master map of McKenzie River corridor. Map will be easy to read, include natural attractions, river accessibility info, and local business information (including lodging providers). Map will be professionally designed and be of high quality. A graphic design firm will be contracted to create the artwork.

Large map boards will be created and placed at different information kiosk and stores. Improved way finding will help tourists find lodging and service businesses along the river.

Future Maintenance – these may need to be updated every few years (fading, vandalism, etc), minor repairs can be maintained by chamber, however it may be necessary to revisit this expense in the future, especially if enough user fees from businesses cannot be generated to cover costs.

B. Logo Development –

A professional logo for the McKenzie River area will help aid in our marketing efforts. A design firm will be hired to create logo. We will use the logo on our community signage and throughout our advertising efforts. We will consult with TLC staff to ensure a quality result.

C. Advertising –

- a. Travel Lane County Visitor's Guide
- b. Online Advertising for McKenzie River Tourism – a simple yet powerful online advertising program on Google and other major search engines will help travelers discover reasons to visit our community. This is a relatively small budget item for the powerful impact it will generate.
- c. Rack Cards promoting area natural attractions, these rack cards will be professionally designed, printed on a high quality print stock, visually attractive and provide information to the traveler to help them find attractions / points of interest. The more things a guest can find to occupy their time the more reasons to stay in the area overnight.
- d. Travel Lane County Map ad

There are no contingencies. All these projects should proceed as planned.

2. Time line of Activities. This funding is for one year, what will be accomplished in that time? If this funding is part of a larger, more complex project, include an expected completion date for the entire project.

Advertising: now through 01/12.

Wayfinding: now to 12/11.

Logo: now to 10/11.

3. In what specific ways does this project support Lane County's Rural Tourism Marketing Program Mission and Project Criteria?

Increase the length and/or number of visitor stays – By providing information about events and attractions that could cause people to return or extend their stay – using print and electronic media.

Maintain Northern California & Washington as target markets – The advertising program places the Chamber's information in publications that reach out to this wider market, with Travel Lane County and state staff distributing them at trade shows.

Increase the visitation and length of stays by visitors - By providing information about events and attractions that could cause people to return or extend their stay – using print and electronic media.

Maintain Oregon as a primary market of total visitors during the peak season – By increasing our website offerings and linkages to search engines looking for a variety of topics, ranging from fishing opportunities to golfing or kayaking to mountain biking, as well as other soft recreational activities.

Increase development of metropolitan Lane County as a target market for rural areas – The current economy will cause many metro area residents to consider less extensive travel in their vacation planning. By expanding the ways people can access information about McKenzie Valley offerings, the Chamber can increase the appeal of day both trippers and people looking for an overnight stay.

Target local urban and metropolitan areas throughout the Willamette Valley as a primary market for rural Lane County – The larger print advertising will allow people in the Willamette Valley to explore or consider a revisit to the McKenzie Valley.

Continue cooperation and coordination among existing City, County, State and private tourism organizations – The McKenzie River Chamber of Commerce will continue its existing cooperative arrangements with tourism related organizations which currently involve providing space for their publications at our kiosks in exchange for them doing the same. The website upgrades will expand that cooperation.

A. Please list all of the following that are included in this proposal.

1. Increase transient room tax revenues countywide, as measured by increasing overall revenues from room tax from visitor stays, and by increasing room tax revenues during the tourism 'shoulder season,' in the fall/early spring months.

2. Increase the number of visits and the amount of time spent by visitors in *rural* Lane County by improving the attractiveness of rural communities. The variety of such activities may include: expanded attractions, beautification, and property enhancement projects on public property.
3. Focus general marketing on visitors from surrounding states and "peak season" marketing to attract visitors from Oregon.
4. Continue the development of regional marketing with local, state and private agencies. This includes increased involvement of rural tourism organization in the existing network.

B. Describe any regional aspects your project has, including how involvement with the Rural Lane County Network will facilitate the project objectives. The McKenzie River Chamber of Commerce has been very successful in disseminating information to visitors through the use of our two 24/7 kiosks (located at the Walterville Shopping Center and the Old McKenzie Fish Hatchery) and the two Chamber annexes (at Harbick's Country Store and Meyer's General Store). We offer display space at these locations to members of the Rural Network in exchange for displaying our information at their locations. The upgraded McKenzie Chamber's website will give the members of the Rural Network more exposure. In addition, the contract staffing position will provide us with a person who will interact with other rural chambers.

4. Describe the community or applicant's experience in operating past or similar projects. If the needed experience is not available in the community, describe the technical assistance provider working with the community to implement the project.

The Chamber has recently been re-energized with the addition of many new members.

In the past, the McKenzie River Chamber of Commerce has received US Forest Service funding to revitalize the Old McKenzie Fish Hatchery at Leaburg Lake. The Chamber has also been awarded contracts for McKenzie Marketing Plans as well as Special Projects tourism grants.

5. What are your criteria for success in this project? How will you evaluate the effectiveness and measure the success of your project? In what measurable way will you be able to demonstrate that your project is designed to meet the tourism needs of your rural community? Please list at least one specific outcome you expect for each project activity.

TLC Travel Guide Ad: Local businesses will sign up to be a part of the advertisement. We will consider the ad a success if we get 10 to 20 local businesses to co-sponsor the ad. The ad will also be a success if it features local natural attractions that will draw visitors in.

Local Ads: increase visibility of chamber and encourage chamber membership - helping us to be a self sustaining organization. We are looking to add approx 15-20 new members this year.

Business Location Signage Maps & Relocate Kiosk:

- a. create large business location signs and place at local markets and kiosks
- b. increase the number of information access points for tourists

Logo Design: unified logo to help promote the area

6. Include a budget for your project, using either this example or a copy of your project tracking spreadsheet. Include all resources and expenditures associated with this project. Include cash and inkind components. Attach any letters of support, funding, or inkind commitment from organizations, businesses or individuals involved in your project. The budget may be organized around the activities, deliverable products, and outcomes listed in the Project Summary and Schedule.

ADVERTISING

Income:	Cash	Inkind
Tourism Marketing Funds	\$6,315.00	\$0.00
Expenses:	Cash	Inkind
'11 Travel Lane County Coast to Cascades Guide	\$6,315.00	0.00
'11 Local Ads	\$600.00	0.00
'12 Travel Lane County Padded Map	\$115.00	0.00
Online Ads – Google etc	\$1200.00	0.00
Rack Cards	\$400.00	0.00
	Total Expenses	\$6,315.00

FACILITIES

Income:	Cash	Inkind
Tourism Marketing Funds	\$4,000.00	\$0.00
Expenses:	Cash	Inkind
Way Finding Signage – Map Signs	\$4,000.00	\$0.00
	Total Expenses	\$4,000.00

LOGO DESIGN

Income:	Cash	Inkind
Tourism Marketing Funds	\$1,000.00	\$0.00
Expenses:	Cash	Inkind
Logo Design	\$1,000.00	\$ 0.00
	Total Expenses	\$1,000.00

Total of All Projects Combined: \$11,315.00

Non-Chamber Managed Projects

Applicant: NWC LLC PO Box 242 Blue River, OR 97413
Contact: Chris LaVoie chris@rivermountainresort.com 541-822-6272

Signature: _____

Date: 5/17/11

PROJECTS NARRATIVE: (Briefly describe the project goals, objectives, activities, results and outcomes. The specific activities, products, and costs are to be summarized on the Project Summary and Schedule):

Event Development:

- A. Development of Track Camps
- B. Develop Tourism Writers Workshop

Guidelines for Preparing a Quote

1. Describe all the projects and activities included in this Plan. Who will conduct these activities and complete the projects? Are there any contingencies on readiness to proceed? If this is an ongoing project or marketing effort, please describe how it will be maintained/funded in the future.

Event Development:

1. **Development of Track Camps** - we are partnering with the McKenzie Community Track and Field organization to help develop and promote events at the fabulous new track in Blue River. It has tremendous potential to bring in specialty groups for track and field events and training. The track events will bring in some overnight lodging and raise awareness of the track. The events and additional promotion work will bring in groups for multiday training events (all which include overnight lodging).

2. **Development of a Travel Writers Workshop** - we will create a multiday day event that brings in writers interested in developing their professional skills writing for travel related publications. Writers will attend this multiday event. As part of the workshop, attendees will be assigned to write and/or photo/video journal about different attractions in our area. Well written articles will be submitted for publishing in travel publications and websites. I have spoken with Natalie of TLC regarding working with us on this event. While no commitments have been made, there is interest.

2. **Time line of Activities.** This funding is for one year, what will be accomplished in that time? If this funding is part of a larger, more complex project, include an expected completion date for the entire project.

Track Meets and Training Camps: Marketing efforts will begin immediately with camps being scheduled throughout the year (and are expected to repeat annually. The money will be used for marketing the events.

Travel Writers Workshop: Event will happen between Fall 2011 to Spring 2012.

3. In what specific ways does this project support Lane County's Rural Tourism Marketing Program Mission and

Project Criteria?

Increase the length and/or number of visitor stays –

Events: These clearly bring in large numbers of overnight visitors directly related to the events - the overnight lodging guests include the participants and often their families and friends as well.

Travel Writers Workshop: This event offers a special dual benefit. Not only does it bring in overnight stays as part of the event, it also provides quality content that we can use to help promote the area.

Online advertising is clearly the most powerful media for raising awareness and attracting new clients. We can cost effectively create and publish large quantities of visually rich media to attract, inform and sell potential visitors. This expanded to do list of must see attractions will generate more visitors to the area and greatly increase the average length of stay per visitor. No longer will area visitors wonder what they might be able to do when traveling here.

The article creation is actually a part of the advertising as well as it will help aid the natural search rankings in the search engines - not only will their compelling stories and images romance potential visitors, their very existence will help get the area noticed online.

Extended National Reach for very cost effective rates.

Increase the visitation and length of stays by visitors - By providing information about events and attractions that could cause people to return or extend their stay – using print and electronic media.

Maintain Oregon as a primary market of total visitors during the peak season – By increasing our website offerings and linkages to search engines looking for a variety of topics, ranging from fishing opportunities to golfing or kayaking to mountain biking, as well as other recreational activities.

Increase development of metropolitan Lane County as a target market for rural areas – The current economy will cause many metro area residents to consider less extensive travel in their vacation planning. By expanding the ways people can access information about McKenzie Valley offerings, the Chamber can increase the appeal to day trippers and those looking for overnight stays.

Target local urban and metropolitan areas throughout the Willamette Valley as a primary market for rural Lane County – online ads can target people in the Willamette Valley to explore or consider a revisit to the McKenzie Valley.

Continue cooperation and coordination among existing City, County, State and private tourism organizations – The website will feature and promote appropriate content from www.VisitMcKenzieRiver.com, The McKenzie River Chamber of Commerce, Travel Lane County, as well as other applicable online properties for the purpose of promoting the area for tourism. In addition variations of articles will be made available to these organizations to use on their websites as appropriate.

A. Please list all of the following that are included in this proposal.

1. Increase transient room tax revenues countywide, as measured by increasing overall revenues from room tax from visitor stays, and by increasing room tax revenues during the tourism 'shoulder season,' in the fall/early spring months.
2. Increase the number of visits and the amount of time spent by visitors in *rural* Lane County by improving the attractiveness of rural communities. The variety of such activities may include: expanded attractions, beautification, and property enhancement projects on public property.
3. Focus general marketing on visitors from surrounding states and "peak season" marketing to attract visitors from Oregon.
4. Continue the development of regional marketing with local, state and private agencies. This includes increased involvement of rural tourism organization in the existing network.

B. Describe any regional aspects your project has, including how involvement with the Rural Lane County Network will facilitate the project objectives.

Events - Most of the track meets are regional. A large draw to the bike events will also be from the local region. Although we do expect that as the event reputations grow (both track and bike events), guest will come from further distances. If the demand is there, we can offer the Travel Writers Workshop on a regular interval to generate more lodging guests and generate fresh travel content.

4. Describe the community or applicant's experience in operating past or similar projects. If the needed experience is not available in the community, describe the technical assistance provider working with the community to implement the project.

Online Advertising and Publishing:

NWC, LLC has a long history of providing Internet marketing and business consulting services. Formerly known as Nu-World Communications (at one time lane county's largest independent Internet Service Providers) - before the internet services division was sold to Peak Internet. The NWC officers and management maintain extensive skills in both old and new media. Currently NWC's management oversees annual Internet advertising accounts of over \$200,000. They have also been involved with creating tourism sites to promote the McKenzie River area www.VisitMcKenzieRiver.com and www.McKenzieRiverTrail.com. Both of these sites were created with donated time and resources by NWC LLC and its executive staff. Chris LaVoie is the president of NWC LLC, holds a Masters in Business Administration, with a specialization in Marketing and has previously taught at Lane Community College and Northwest Christian University.

Events:

NWC, LLC management has been involved with many event projects similar to those being proposed - including events catering to adult groups and youth. The Track projects will be done in conjunction with the McKenzie Community Track and Field organization - whose participants include track coaches and successful fundraisers.

5. What are your criteria for success in this project? How will you evaluate the effectiveness and measure the success of your project? In what measurable way will you be able to demonstrate that your project is designed to meet the tourism needs of your rural community? Please list at least one specific outcome you expect for each project activity.

Track Camps: We hope to schedule 6 private track camps by the end of the year. The Track will be the host for activities and overnight accommodations will be at appropriate area lodging facilities. (This should set the foundation for 6 to 12 group events annually). [This will result in an estimated 300 to 400 participants - or 1200 to 1600 visitor nights per year.]

Track training camps have the potential to generate a large number of annual overnight lodging guests

Travel Writers Workshop:

Attendees: 30-50

Article/Media Development: 10-20 minor articles and 10 feature articles. Feature articles will focus on premier attractions; include a longer narrative and more extensive media (more photos and possible video). Many articles will be delivered with a couple variations to expand coverage potential for online publishing (critically important for search engine performance in rankings/visibility). All articles will be

published online and in multiple websites where appropriate.

6. Include a budget for your project, using either this example or a copy of your project tracking spreadsheet. Include all resources and expenditures associated with this project. Include cash and inkind components. Attach any letters of support, funding, or inkind commitment from organizations, businesses or individuals involved in your project. The budget may be organized around the activities, deliverable products, and outcomes listed in the Project Summary and Schedule.

Expense breakdown: Funds will be used to pay staff to develop program, marketing materials, acquire and maintain contact lists, advertisements, underwrite speaker/trainer expenses etc.

EVENTS

Income:	Cash	Inkind
Tourism Marketing Funds	\$7,500.00	\$0.00
Expenses:	Cash	Inkind
Track Meets and Camp Development	\$4,000.00	\$0.00
Travel Writer's Workshop	\$3,500.00	\$0.00
	Total Expenses	\$7,500.00

07/22/2007 02:10 5413594614

NADINE SCOTT

PAGE 01/01

McKenzie River Chamber of Commerce

Applicant: Blue River CDC PO Box 320, Blue River, OR 97413
 Contact: Jim Baker, president jlbaker@efn.org 541-822-9379

Signature: 

Date: 5-20-11

PROJECTS NARRATIVE: (Briefly describe the project goals, objectives, activities, results and outcomes. The specific activities, products, and costs are to be summarized on the Project Summary and Schedule):

PROJECTS NARRATIVE: (Briefly describe the project goals, objectives, activities, results and outcomes. The specific activities, products, and costs are to be summarized on the Project Summary and Schedule):

Problem: McKenzie River Communities lack a sense of destination and a designation as someplace very special. Signage is poor along river with small communities rambling along 60 mile corridor. This is confusing for travelers, makes it hard to find businesses and deprives visitors a sense that they have arrived someplace special.

Solution: The construction of a series of Cascade style (rock, log and timber) signs announcing each community.

How: The coordinated sign project is a partnership with the Ford Foundation to erect a series of Cascade style (rock, log and timber) signs for Blue River and in each of the area's larger unincorporated communities. Ford Family Trust has offered \$5000 matching grant dollars to fund the project and community members will be raising more funds and in kind donations to make this happen.

Of significant concern is that the Ford Family Project is limited to \$10-12,000 and the group may choose to install exactly the same signs (size and number of signs) in each community in the name of fairness (not necessarily effectiveness). Yet the actual signage recommended by experts for effectiveness may be something different.

Usage of Funds: The additional funding requested here will be used to augment the Ford Family grant and community fundraising efforts and strive to provide effective signage for each community. Specifically, the funds may be used to fund larger signs or multiple signs based on the economic/tourism development needs of each community, and provide gap funding if the Ford group members need additional funds.

A specific example is that Blue River being off the highway has 2 access points and will likely require 2 larger signs than smaller communities where one sign placed along the hwy mid town will suffice. Another hypothetical example is where the only opportunities for sign placement in a community is far off the road requiring a larger sign for effective visibility.

The Blue River CDC will work with the Ford Family community group, Travel Lane County, ODOT and the Lane County Economic Dev. Office to ensure that the end result meets the needs of all involved.

Contingency and Maintenance: McKenzie River Chamber of Commerce has agreed to oversee the maintenance of the signs. A portion of the monies raised will go into a fund to pay for anticipated repairs and maintenance.

Outcomes:

We believe this is a significant step in creating a sense of place and arrival for visitors – not just a pretty place to

drive through but as a destination spot -- one worthy of staying and exploring. It dovetails nicely with other visitor and tourism signage projects underway with the county and will definitely increase the impact the area has with visitors and those driving through -- resulting in more overnight stays and an increase in repeat visitors.

Notes: The Blue River CDC was the host organization for the last Ford Family Community Project. A majority of the building materials have already been donated to the project, the group feels that their \$12,000 along with the additional RMTP funding requested will cover all the signage expenses. (As a contingency, if unforeseen costs escalate, the scope of the project will be decreased [less signs], and additional fundraising will be pursued to complete all the signs.)

COMMUNITY SIGNAGE

Income:	Cash	Inkind
Tourism Marketing Funds	\$6,000.00	\$12,000.00
Expenses:	Cash	Inkind
Signage	\$6,000.00	\$12,000.00
	Total Expenses	\$18,000.00