

T.G.B.

March 9, 2011

Board of County Commissioners
Lane County
125 East 8th Avenue
Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY11 Semi-Annual Report published by Travel Lane County. This report is intended to meet the mid-year reporting requirements outlined in our marketing contract with Lane County.

Included on page three is an executive summary, which gives a quick overview of our achievements during the first half of the program year, July 1, 2010 through December 31, 2010. Indicators for most program areas were up a bit from last year, though our convention and sports statistics were down for several reasons, most of which revolve around recurring athletic tournaments that we did not issue leads or confirmations on, but which are still taking place in the community. In addition, we did not book a big track meet during the six month period, which we've been doing a lot of the past few years. Don't worry, more are on the way! While our program number looks soft, it is not an indicator of less business. It's a bit of an anomaly this year, and we hope to see the numbers normalize by year's end.

I look forward to discussing this report and current happenings with you in person on March 15, as well as answering any questions you may have. Thank you for your continued support and recognition of our marketing programs. We remain very focused on our mission of increasing the number of overnight visitors to Lane County.

Sincerely,

Kari Westlund
President & CEO

Travel Lane County

FY11 Semi-Annual Report

July 2010 - December 2010



Travel Lane County

Adventure Center 3312 Gateway St., Springfield • Downtown Visitor Center 754 Olive St., Eugene

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President's Message

Kari Westlund, President/CEO

The hospitality industry in Lane County began to show signs of recovery during the period, with room tax collections up 8.27 percent from the first half of FY10. This is still 6 percent below the first half of FY09. In spite of being in the second year of reduced transient room tax (TRT) funding, Travel Lane County program measures saw modest increases in several areas.

Unfortunately, not all tourism businesses made it through the recessionary period, and many are still struggling. Our brand platform, "Real Adventures. Real Close.," focuses on approachable adventures throughout the region and is very relevant to small operators in less populated parts of Lane County. We continue to work to spread visitors and their dollars throughout the Eugene, Cascades and Coast region, while also maximizing returns against the concentration of tourism assets in the metro area.

As we look ahead, the opening of the Matthew Knight Arena will have significant, positive impacts on our hospitality sector. Similarly, the addition of 70 first-class rooms in the new Inn at the 5th is eagerly anticipated by the small meetings market and corporate planners. The Hilton Garden Inn will be open at Gateway in June, and add another option for freeway travelers as well as a visible reference that the Gateway interchange is a hospitality center.

The long term economic impacts of infrastructure investments are significant. We continue to face competition from other in-state markets with new conference facilities sized to directly compete with our largest, the Hilton Eugene & Conference Center. Until we can either expand existing full-service conference space or add a new facility that targets a larger gathering than we can currently serve, we will continue to have to share rotating convention business with Salem, Bend, and Seaside that was once shared only with Portland. Seaside has announced an expansion, and discussions continue in Southern Oregon. We have similar competitive challenges in the expo space, with newer facilities in Linn County and Deschutes County competing directly and successfully against our Lane Event Center space.

That being said, the context that our metro area provides is still a very strong and compelling advantage, and our hospitality industry and community works together to book a solid number of conventions and events each year. We have found considerable success in the sports, religious, and military markets. Track and Field events in particular, continue to bring significant direct economic returns as well as national reputation and prestige.

We have just completed a full year in our new Adventure Center, incorporating retail that represents the destination as well as programs to draw residents and visitors in to learn more about nearby activities and attractions. Visibility and visitation are key areas of focus for us as we enter year two. We served 6,500 visitors to the center in its first year. Those 6,500 interactions were of high quality and we are very pleased at how the space inspires visitors to extend their stay and expand their travel throughout Lane County. We set our first year target to match established I-5 adjacent visitor centers, such as Roseburg, and we remain confident we can exceed that level as our own center becomes more established.

It is important to recognize that this report includes general industry measures for room tax collections, etc., as well as program measures for the work done by Travel Lane County to market the Eugene, Cascades & Coast region to visitors. The program measures present only a partial picture of the convention, event, and leisure activity taking place in Lane County. There are no returns estimated or included if our marketing and advertising influenced a trip unless we had some kind of direct contact with the customer that we could measure.

We have also changed how we measure in some instances, making year-to-year comparisons difficult. We have done our best to align comparable measurements throughout the report, and have included notations where warranted.

Executive Summary

Overall Returns: \$24,105,266

Room Tax Investment: \$765,000

Ratio: 32:1

For every dollar of room tax invested in Travel Lane County, an estimated \$32 in visitor spending came or will come to the county economy. This is an estimate of direct expenditures; no multipliers are incorporated. In addition to \$126,316 in private dollar revenues, Travel Lane County generated \$413,789 in media and public relations exposure and \$8,262 in in-kind support, extending the reach of its budget.

Convention Sales	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
Leads Achieved	76*	123	124	131	106
Room Nights Booked	20,143	27,065	23,719	97,070	30,322
Delegates Booked	53,708	76,036	100,044	343,409	133,873
Est. Economic Impact	\$12.1 million	\$22.5 million**	\$17.1 million	\$55.7 million**	\$18.9 million
Tourism Sales	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
Ad Inquiries/Regional Coops	29,175	31,472	23,587	27,598	33,130
Media Coverage (non-local)	\$372,155	\$143,099	\$636,656	\$836,864	\$159,777
Visitor Services	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
Mail/Phone/Ad Inquiries	29,175	21,683	26,885	31,446	35,679
Visitor Van	4,714	5,706	8,850	7,517	10,509
Downtown Center Walk-ins	2,041	2,707	3,468	3,570	3,827
Adventure Center Walk-ins	3,457				
Total	39,387	30,096	39,203	42,533	50,015
Web Site	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
Unique Visitors	70,450	64,739	90,183	80,904	51,248
Membership	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
New Members	25	35	23	65	58
Total Membership	508	536	565	600	562
Community Relations	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
Media Coverage (local)	\$28,163	\$10,035	\$17,459	\$22,860	\$24,992
Media stories	73	37	54	55	66
Press Releases	33	31	28	27	28
Presentations	21	19	18	11	8

**in FY11, multiple rebookings of tournaments were omitted from our lead generation for the first time and impacting all areas measured.*

*** In FY10, the NCAA Outdoor Championships for 2013 and 2014 were confirmed, totaling \$12.8 million in EEI. In FY07, the 2012 Olympic Team Trials-Track & Field was confirmed. National Track & Field events generate significant attendance, room nights and economic impacts, and make year to year comparisons difficult.*

Travel and Tourism: An Economic Generator

Return on Lane County Room Tax Investment

Travel Lane County is able to measure many (but not all) of its programs for estimated economic returns. Summarizing those quantifiable returns, a transient room tax TRT investment of \$765,000 by Lane County into Travel Lane County secured over \$24,105,266 in current and future economic impact to the county during the first half of FY11.¹

Private businesses contributed \$8,262 in in-kind donations, \$59,076 in dues, and \$55,618 in program support, to leverage Lane County's investment and increase Travel Lane County's overall effectiveness. Interns and volunteers contributed \$4,680 in labor. Media efforts extended the reach of Travel Lane County's budget by another \$413,789 during the six-month period.

Tourism in Lane County

Overall, travel spending reached \$512.3 million² in 2009, a 12 percent decrease in spending compared to 2008. Made up primarily of small and medium-sized businesses, the visitor industry in Lane County employed an estimated 7,300 people and paid out \$139.6 million in wages in 2009.³

Tourism in Oregon

Travelers to Oregon contributed \$7.7 billion⁴ directly to the state economy in 2009, a 7.5 percent decline from the preceding year. Oregon's travel industry supported 88,000 jobs and \$2.0 billion in earnings.

Tourism in America

In 2009, the U.S. travel industry received \$704.4 billion⁵ from domestic and international travelers, down 9.7 percent from the previous year. Travel expenditures directly supported more than 7.4 million jobs, generating \$186.3 billion in payroll income for Americans. Additionally, the industry generated \$113.0 billion in federal, state and local tax revenue.

Travel Lane County: A Private-Public Partnership

A recognized visitor industry leader, Travel Lane County continued to partner with business, civic, government, and community groups, including its 508 members. As a private, non-profit corporation, Travel Lane County is governed by a 30-member board of directors, including representatives from the Lane County Board of Commissioners and the Eugene and Springfield City Councils. Ex-officio board members provide additional links to city and county government.

Travel Lane County is funded by county TRT, paid by visitors staying overnight in commercial lodging and campgrounds. It receives 70 percent of three of the eight points of room tax collected by the County. This method of percentage-based funding sets up a healthy incentive; the better job Travel Lane County does at bringing overnight visitors and their dollars into the county, the more funds it receives to re-invest in marketing.

Travel Lane County's Mission

Travel Lane County supports the local economy by increasing the number of visitors to Lane County, with a focus on overnight visitors. Travel Lane County continues to implement marketing strategies to promote the Eugene, Cascades & Coast region as a convention, meeting, event, and leisure-travel destination. Ongoing areas of focus include convention and meeting sales and service, tourism marketing, visitor information services, membership and integrated marketing and community relations. Stewardship of our limited resources is a critical component of our continued success.

Lane County Room Tax Collections

Overall room tax collections showed positive gains, increasing a total of 8.27 percent during the first half of FY11, compared to a decrease of 13.20 percent during the same period last year. TRT collections remain 6 percent below FY09. All communities were up except for Cottage Grove, which saw a decrease of 14.64 percent.

Room Tax Collection Summary

	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Change
Eugene	\$1,771,387	\$1,667,294	\$1,968,872	\$1,899,271	6.24%
Springfield	\$841,719	\$752,553	\$927,860	\$882,781	11.85%
Florence	\$362,667	\$325,409	\$309,942	\$187,712	11.45%
Cottage Grove	\$106,103	\$124,299	\$132,220	\$130,305	-14.64%
Other	\$605,137	\$535,701	\$584,387	\$630,129	12.96%
Total	\$3,687,013	\$3,405,256	\$3,923,281	\$3,730,198	8.27%

Source: City of Eugene Transient Room Tax Collections Monthly Reports.

Lane County Hotel/Motel Statistics

Lane County's average occupancy rate during the period, according to Smith Travel Research, was 56.2 percent, an 11.2 percent increase over last year. Room tax collections are a function of both occupancy and rate. Key measures are summarized below:

Occupancy

Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
58.0%	55.9%	63.3%	65.8%	3.8%

Average Daily Rate

Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
\$82.07	\$83.07	\$89.00	\$84.31	-1.2%

Revenue Per Available Room / RevPar

Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
\$47.64	\$46.48	\$56.34	\$55.51	2.5%

Source: Smith Travel Research

Eugene Airport Arrivals/Amtrak Rail Ridership

A total of 204,100 air passenger arrivals were reported during the first half of the fiscal year, up 8.51 percent from the same period last year. Meanwhile, 58,084 passengers arrived or departed from the Eugene train depot via the Amtrak Cascades route during the first half of the fiscal year, an increase of 5.7 percent.⁶

Convention & Sports Marketing

Janis Ross, Vice President of Convention & Sports Marketing
 Sue Harshbarger, Senior Convention Sales Manager
 Linda Norris, Convention Services Manager

Fletcher Beck, Convention Sales Manager
 Juanita Metzler, Convention Sales Manager
 Kayla Krempley, Sports Services Manager

The Convention & Sports Marketing program continued its efforts to attract conventions, meetings and sporting events to Lane County. The staff's sales strategies to develop new business and maintain existing accounts during the first half of FY11 resulted in a direct economic impact of \$12.1 million in anticipated convention and event delegate spending. Trade shows, sales presentations, advertising, direct sales calls and e-newsletters targeting meeting and event planners have been effective means of increasing overnight visits to Lane County.

The economic recovery has been slow, and the meetings and convention market has reflected this. Many groups have cancelled or postponed meetings, and there have been shorter lead times in group business bookings.

Additionally, several sports tournaments, reflected in sales leads and confirmations in the past, have now established relationships with area hotels. So, while the event business is still coming to Lane County and Travel Lane County services managers are providing support, these events are not reflected in the lead and confirmation numbers.

Business Booked	Jul-Dec '10	Jul-Dec '09	Change
Delegates	53,708	76,036	↓ 29.4%
Room Nights	20,143	27,065	↓ 25.6%
EEl	\$12.1 million	\$22.5 million*	↓ 46.3%

* In December 2009, the NCAA Outdoor Track & Field Championships for 2013 and 2014 were confirmed, totaling \$12,833,100 in economic impact.

Leads	Jul-Dec '10	Jul-Dec '09	Change
Total Leads Generated	96	136	↓ 29.5%
Generated (w/rooms)	76	123	↓ 38.3%
Confirmed	27	61	↓ 55.8%
Pending	35	38	↓ 7.9%
Lost	13	21	↓ 38.1%
Cancelled/Postponed	1	3	↓ 66.7%

Several multiple re-bookings for tournaments were omitted from lead generation for the first time in FY11, impacting all areas measured. Travel Lane County's confirmation ratio is 35.5 percent (27 out of 76 leads confirmed). Ten of the 27 confirmed leads (37.0%) and 31 of the 35 pending leads (88.5%) are new business. Of the 14 lost, cancelled, or postponed leads, five chose another location; four indicated that rates were too high; two leads did not receive any hotel interest; one cited higher air fare into Eugene; one wanted a higher end hotel (but is interested in Inn at the 5th for 2012); and one cited that Washington state government employees could not travel outside of the state. Several of these lost groups have indicated they will consider Lane County for future years.

Sample Confirmations (Groups)	Meeting Year	Attendees	Scope
• Oregon Prevention Conference	2010	500	State
• USS Caperton DD-650 Reunion	2011	100	National
• National Sporting Clays Championship	2011	300	National
• OSAA Boys/Girls Track & Field Championships	2011	12,000	State
• Barbershop Harmony Society/Evergreen District	2011	200	Regional
• Neighborhoods USA Conference	2014	750	National

Pacing Report (calendar year)

Travel Lane County's pacing report is designed to better track and compare sales results against historical efforts.

		Booked For Same Year	One Year Out	Two Years Out	Three Years Out	Four Years Out	Five Years Out	Totals
Booked In								
2010	Room Nights	15,799	17,790	140		2,050		35,779
	Delegates	40,374	51,063	200		750		92,387
2009	Room Nights	19,382	14,775	2,120	360	6,050	4,650	47,337
	Delegates	45,679	36,629	1,610	2,000	15,650	15,000	116,568
2008	Room Nights	19,281	19,419	6,205	470	220		45,595
	Delegates	54,981	63,323	12,250	10,425	10,000		150,979
2007	Room Nights	20,649	15,280	23,825	3,820	18,000	35,000	116,574
	Delegates	55,433	42,549	78,370	5,500	59,100	151,000	391,952
2006	Room Nights	21,832	23,661	2,625	135	4,650		52,903
	Delegates	68,080	67,688	5,720	150	60,500		202,138
2005	Room Nights	24,011	25,137	1,830	36,126			87,104
	Delegates	64,749	77,680	2,400	151,393			296,222

Tradeshaw Participation

Participation in industry trade shows continued to play an important role in the sales team's marketing strategy. During the first half of FY11, staff attended the following shows to meet with meeting and event planners and promote Lane County as a meeting destination:

- Connect (all markets) – Louisville, KY
- SmartMart (corporate, association) – Anaheim, CA
- Small Market Meetings Conference (all markets) – Shreveport, LA
- Rejuvenate (religious) – Louisville, KY
- TEAMS (sports) – Charlotte, NC

Site Inspections

Travel Lane County assisted meeting and sports event planners with inspections of hotels, meeting facilities and other areas of interest. The following groups came to Lane County to research the potential of holding a meeting, convention or event.

- Sister Cities International – confirmed for 2011, but later cancelled
- USS Gatling – lost for 2011
- USS Caperton – confirmed for 2011
- Phase One/Stars in the Knight – confirmed for 2011
- Triple Crown Sports – pending for 2012 or 2013
- Savvy Cycling – pending for 2011 (*this has since confirmed and is on record booking pace*)

Advertising

The Convention & Sports Marketing Department placed advertisements targeting meeting and event planners in the following publications: Small Market Meetings, Sports Travel, Meeting Professionals International/Oregon Chapter Annual Directory, Smart Meetings, SportsEvents, and Sports Destination Management.

Convention-Related Media Coverage

Travel Lane County pitched stories and provided editorial assistance to a variety of convention and sports-related publications resulting in \$13,471 worth of editorial coverage. Coverage highlighted the region's attractions and meeting venues. Publications included Smart Meetings magazine, Sports Events magazine and Sports Travel magazine.

Convention & Sports Services

Travel Lane County's convention and sports services program provided comprehensive event support for conferences, meetings, events, retreats, weddings and reunions. Services were designed to facilitate a smooth planning process, contribute to the success of each event, encourage attendees to explore the local area, patronize member businesses, and build relationships with event planners that will result in return visits.

As a liaison between event planners and Travel Lane County members, staff initiated 20 leads for services and information. These leads included requests for meeting space, bids for event services, promotional items for registration bags and gift baskets and special offers for event participants. Leads provided our members with increased visibility and sales, and provided event planners with access to local service providers.

From July to December 2010, services were provided for 125 groups representing 132,924 delegates or participants. Groups included the Federal Court Clerks Association, American Public Transportation Association, Horseless Carriage Club of America, Overseas Brats, Pacific Coast College Health Association, Society for Creative Anachronism, Oregon Juvenile Department Directors Association, BCS Dignitaries, American Institute of Architects, Association for Direct Instruction, Austin Healey Club of America and Oregon Department of Human Services.

Available Services

- Distribution of Lane County promotional materials
- Assistance with event planning, transportation, and activities
- Procurement of letters of support from local dignitaries
- Promotion of area attractions and tours for event attendees
- Distribution of welcome signs to member businesses
- On-site visitor information assistance
- Gift baskets, registration bags, and discount coupons

Convention & Sports Marketing staff also served on planning committees for the American Public Transportation Association Conference, Oregon Governor's Conference on Tourism and the 2012 U.S. Olympic Team Trials – Track & Field.

Tourism Marketing & Sales

Natalie Inouye, Vice President of Tourism Marketing
Meg Trendler, Tourism Sales Manager
Emily Forsha, Tourism Public Relations Manager

Jennifer Archer, Tourism Assistant
Kelsey Ivey, Tourism Assistant

Travel Lane County's Tourism Marketing & Sales Department implemented marketing strategies to gain a greater share of the travel market. Regional and national advertising, cooperative marketing with regional partnerships, travel trade shows, and media outreach were strategies used to attract both group tour and independent leisure travelers. Tourism marketing efforts during the first half of FY11 resulted in more than \$6,088,834 in returns from inquiry generation, fulfillment and bulk brochure distribution alone.⁷

Leisure Marketing

Eugene, Cascades & Coast continued to be a draw for independent leisure travelers seeking easily accessible soft adventures; key experiences promoted through Travel Lane County's new brand. The complementary experiences related to culture, events and scenic beauty were equally important to Travel Lane County's marketing efforts during the period.

Destination Advertising & Regional Partnership

A total of 54,602 visitor inquiries were made during the period as a result Travel Lane County ad placement, leads, social marketing, public relations and referrals. Travel Lane County received 7,012 requests for information as a result of ads placed in publications and on websites, which included AAA VIA Oregon/Idaho, Northwest Travel, Madden PrePrint (newspaper insert), Sunset, Travel Oregon Visitor Guide, GoDucks.com, Oregon.com, TravelOregon.com, VacationFun.com., GoogleAds and the Oregon Fall Foliage blog. Travel Lane County continued to leverage partnerships with Travel Oregon, the Oregon Coast Visitors Association and Willamette Valley Visitors Association receiving a total of 22,163 leads fulfilled directly by Travel Lane County and regional partners.

Visitor Inquiries	Jul-Dec '10	Jul-Dec '09	Change
Destination Advertising	7,012	8,423	↓16.75%
Travel Oregon & Regional Partnership Leads	22,163	23,049	↓3.8%
Social Marketing	4,289	2,379	↑80.28%
Public Relations	5,645	2,672	↑112%
Referrals	15,393	10,888	↑41.37
Total	54,602	47,411	↑15.01%

Willamette Valley Visitors Association

Travel Lane County continued to play a leading role in the Willamette Valley Visitors Association's (WVVA) regional marketing efforts. Natalie Inouye served on the board of directors. Emily Forsha coordinated the public relations efforts with her WVVA counterparts and represented WVVA to Travel Oregon's public relations department. WVVA marketing and PR efforts have focused on its Oregon Wine Country brand and the continued development of wine trails, which incorporate the region's complementary activities, dining and lodging options. For the first time, WVVA participated in a Travel Oregon Sales Mission to Canada. Meg Trendler represented the Willamette Valley region.

Travel Trade Marketing

Travel Lane County continued to reach out to the group tour travel market. This year, Travel Lane County participated in fewer shows, but stepped up direct contact with targeted tour operators. Interactions with travel trade resulted in four bookings, three leads, 24 referrals, 30 tour/itinerary pitches and three tour/itinerary assists. Travel Lane County assisted with six research trips.

Media Relations/Editorial

The Tourism Department assisted media with articles, guidebooks and travel television shows, increasing exposure for Lane County nationally and internationally. Travel Lane County tracked articles valued at \$372,155. During the period, Travel Lane County assisted with four press trips, providing an opportunity for the Eugene, Cascades & Coast region to gain editorial coverage.

Social Media

The Tourism Department continued to grow its social media presence in the first half of FY11. Following the trend of the majority of internet users, Travel Lane County focused primarily on gaining Facebook fans and secondarily on gaining Twitter, Flickr and YouTube followers. The Adventure Center was added as a destination on Foursquare, a location-based tool that visitors access through their mobile phones. A mix of articles, blogs, photos, videos and questions about the region were posted through all social media channels, and were designed to engage and inspire the traveler who may be planning or considering a trip to the area.

Through partnership with the Willamette Valley Visitors Association, Travel Lane County was also able to regularly post items to the Through the Grapevine blog and Oregon Wine Country Travel Facebook and Twitter feeds.

Social Marketing	Dec '10	Dec '09	Change
Facebook Fans	1,160	547	↑112%
Twitter Followers	1,661	1,197	↑38%

Film & Video

Travel Lane County supported a variety of film-related projects and events during the period. As Travel Lane County's liaison to the industry, Meg Trendler was recognized for supporting the Oregon film industry at the annual meeting of the Governor's Office for Film & Video and at the 5th Annual Eugene International Film Festival. During the Film Festival, Meg assisted actor/producer Deirdre Lorenz with an opening reception, after party and a tour of wine country, where her next film will be produced.

Other projects included work on a video with Travel Oregon and Go See Tell highlighting activities in the Eugene, Cascades & Coast region. Travel Lane County was also involved in discussions regarding the creation of a Eugene-based Oregon Film Factory Museum, which would house movie memorabilia from films shot around the state. A monthly meeting of MOPAN (Mid-Oregon Production Arts Network) was also hosted at the Adventure Center where Travel Lane County presented information about its film services to MOPAN members.

Oregon Bounty

The statewide Oregon Bounty promotion concluded another successful year. Travel Lane County provided content for a year-round culinary website, which is now marketed as TravelOregon.com/food.

2010 Fall Foliage Promotion

The 2010 fall foliage promotion brought a substantial increase in traffic to the Oregon Fall Foliage blog, which linked to the Travel Lane County website. Nearly 25,000 views to the blog were tracked during the 2010 fall foliage season, compared to about 14,000 views to the blog during the 2009 season. Traffic to the blog increased as a result of mentions in AOL Travel, Budget Travel, CNN Travel and Sunset magazine. The addition of a Flickr Fall Photo of the Day group also brought visitors to the site. The Travel Lane County ad on the blog's homepage drew 400 clicks from September through November, and was the most-clicked link on the blog. The ad linked to a Fall Deals page on the Travel Lane County website, where seven members listed fall package deals. Valley River Inn's Autumn in the Vineyard package was featured in AOL Travel piece "Fall Foliage Packages to Book Now." In addition to the ad, there were over 650 clicks to the Travel Lane County website from the blog.

Visitor Services

Natalie Inouye, Vice President of Tourism Marketing
Samara Phelps, Adventure Center Manager
Cari Soong, Adventure Center Assistant Manager
Adventure Specialists: Daniel Bennett, Jeanne Giraudier
Kelsey Ivey, Pujita Mayeda, Corrie Sizemore and Doug Raschio

Visitor Services Specialists:
Barbara Allen, Janet Auxier, Victoria Clark,

As Travel Lane County's front line, the Visitor Services Department continued to play an essential role in assisting visitors, while promoting the Eugene, Cascades & Coast region. The department fulfilled a variety of requests from visitors to the new Adventure Center, Downtown Visitor Center and Visitor Van, as well as requests received via phone, mail and website. Eugene, Cascades & Coast guides and maps, as well as member literature were distributed throughout the period. The Adventure Center substantially extended Travel Lane County's ability to connect with visitors and guide them to local attractions, events and businesses throughout the region.

Visitor Information Requests	Jul-Dec '10	Jul-Dec '09	Change	Estimated Economic Impact
Phone/Mail/Ad Inquiries	29,175	26,218	↑11.27%	\$5,507,073
Walk-ins:				
Adventure Center	3,457	N/A	N/A	\$143,466
Downtown Center	<u>2,041</u>	<u>2,707</u>	↓24.60%	<u>\$84,702</u>
Total	5,498	2,707	↑103.10%	\$228,168
Visitor Van*	4,714	5,706	↓17.3 %	\$195,631
Total	39,387	34,631	↑13.73%	\$5,930,872

*Visitor Van schedule of appearances was reduced this period for budgetary reasons.

Top Inquiry Interests and Markets

Travel Lane County tracked the top areas of interest, as well as the origin of visitor requests and visitor interactions during the period. In descending order, the top ten include: Oregon Coast, shopping, cycling, wineries, lodging, gardens/nurseries/parks, events/fairs/festivals, outdoors/nature/recreation, arts/culture, and running/hiking trails. The list does not include requests for specific Travel Lane County publications.

Travel Lane County staff at the Adventure Center, Downtown Visitor Center and Visitor Van interacted with visitors to the area from all over the world. In descending order, top states included: Oregon, California, Washington, Texas, Florida, Arizona, Illinois, Colorado, Missouri, New York and Idaho. Top countries included: Canada, United Kingdom, Germany, Australia, New Zealand, France, Japan, Switzerland, Italy and Austria.

Adventure Center

The Eugene, Cascades & Coast Adventure Center increased Travel Lane County's overall interactions with travelers. The Adventure Center's proximity to area hotels, retail establishments and Interstate-5 provided new opportunities to connect with travelers and steer them to businesses and attractions throughout the region. During the period, visitors and residents provided ongoing positive feedback regarding the center's offerings and the exceptional trip planning assistance and customer service they received from Travel Lane County's onsite Adventure Specialists.

Adventure Center Retail

During the first half of FY11, retail sales in the Adventure Center totaled of \$7,478. A variety of new Adventure Center offerings and promotions helped drive sales during the period. Tuesday Tastings, Sno-Park permit sales and December Daily Deals all contributed to an increase in visitor traffic and sales. By December, repeat customers made their way back to the center for additional purchases. The inventory

and range of products in the retail section expanded during the period. Additional inventory has continued to represent locally-made or locally-inspired gift products and souvenirs.

Retail	Jul-Dec '10		
	Items	Sales	Margin
General Sales	981	\$6,168.88	36.54%
Staff Sales	206	\$1,276.74	27.51%
Board Sales	7	\$32.79	32.20%
TOTAL General/Staff/Board	1,194	\$7,478.41	34.98%
Department Sales	71	\$351.27	

Adventure Center Events

The presentation space at the Adventure Center has given Travel Lane County the opportunity to host community events, member events, and the chance to partner with local agencies and businesses. These activities have provided a variety of opportunities to bring exposure to the center through media, member and community outreach. The Adventure Center hosted the following events during the period:

- Springfield High School Bike Boys presentation about Lewis & Clark Trail journey
- REI Mountain Biking presentation
- REI GPS Basics presentation
- REI Canoe Basics presentation
- Fall Family Day with Willamette National Forest and Cascades Raptor Center
- Tuesday Tastings with Noble Estate and Benton-Lane Wineries
- Tuesday Tastings with Brigadoon Vineyards & Capitello Wines
- Tuesday Tastings with Territorial Vineyards & Wine Company
- Tuesday Tastings with King Estate & Domaine Meriwether

Relocation Requests

Travel Lane County received 887 requests for relocation information, down slightly from last year's total during this period. Relocation requests were fulfilled with the Eugene, Cascades & Coast Official Relocation Guide and Visitor Guide. In addition, applicable members were given the opportunity to follow up on these requests available through Travel Lane County's label program.

Visitor Guide Distribution

A total of 5,806 Eugene, Cascades & Coast Official Visitor Guides were distributed in bulk to welcome centers and visitor information centers throughout the state during the period. This resulted in an estimated \$581,761 in economic activity in Lane County during the first half of FY11.⁸

Volunteer/Internship Program

The Visitor Services Department continued to develop the volunteer program to support the Visitor Center and all staff departments. Volunteers served 390 hours, valued at \$4,680.

Membership & Integrated Marketing

Sally McAleer, Vice President of Integrated Marketing
Cari Garrigus, Membership Manager
Wendy Reetz, Marketing Assistant

Membership remains a critical component of Travel Lane County's marketing efforts. In addition to membership recruitment and retention efforts, the membership program helped members utilize Travel Lane County's marketing tools to promote themselves to visitors and other members. The increased integration of Travel Lane County's website and publications have provided enhanced tools for marketing members and Lane County. The quality products and services members provide continued to be vital to the success of Travel Lane County and Lane County's visitor industry.

Membership Sales

Travel Lane County currently has 508 members. During the first half of FY11, Travel Lane County gained 23 new members, recovered two and lost 34. Members contributed \$69,811 in dues revenue, up 18 percent from the same period last year. The economy continued to have an impact on both retention and new membership sales as several places have gone out of business or have experienced financial difficulties. However, a number of new members have seen the value in investing in the services and exposure Travel Lane County provides.

Membership	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06
New Members/Recovered	25	35	23	65	58
Lost Members	34	30	64	38	29
Net Loss/Gain	-9	5	-41	28	30
Total Members	508	536	565	600	562

Membership Meetings, Communications & Outreach

Quarterly Market Your Business meetings informed members and prospective members about Travel Lane County, its benefits and marketing programs. There were two open house events at the Adventure Center for members. Members took the opportunity to present their businesses and services to Travel Lane County staff during three Member Spotlight presentations.

Integrated Marketing

The work under the integrated marketing program continues to pull together all facets of the organization's brand and program areas to ensure that all the publications, website, marketing materials and advertising complement and support each other.

Publication Production & Advertising Sales

- The Eugene, Cascades & Coast Restaurant Guide was produced and published in October 2010. The guide is distributed through Certified Folder Display in area hotels as well as the Travel Lane County's visitor centers, van and outreach at conferences and events.
- The Lane County/Eugene & Springfield Visitor Map work began in October 2010. The expected revenue totaled \$12,705, up from the previous year.
- The new Eugene, Cascades & Coast Adventure Guide was completed in November featuring 10 tour routes throughout the region. The guide is being distributed through I-5 welcome centers. Travel Lane County received a \$10,000 grant from Travel Oregon to help fund the project and produce 50,000 copies.

Adventure Center Sponsorship & Advertising Opportunities

Travel Lane County provided the opportunity to showcase member businesses at the Adventure Center. To date 64 members have participated in the brochure distribution program and six members have promoted their business through video ads.

Website	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07
Visits	94,868	80,623	110,867	97,399
Unique Visitors	70,450	64,739	90,183	80,904
Page views	364,374	379,793	586,162	432,051

Travel Lane County received 70,450 unique visits to its website during the period, up 8.82 percent over last year. The top five pages were the home page, calendar, activities, lodging and the Eugene-Springfield page. The top five countries were the United States, Canada, China, United Kingdom and Japan. The top five states were Oregon, California, Washington, Arizona and Texas. The top five traffic sources were Google, direct, uoregon, Bing and Yahoo. In September, Travel Lane County began purchasing Google ad words, which has increased traffic to the site.

Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations Department worked to generate awareness of the local visitor industry and Travel Lane County through a variety of projects and outreach efforts. A new television advertising campaign promoted the Eugene, Cascades & Coast Adventure Center and Travel Lane County's adventure-focused marketing strategy. A new Kids' Adventure Club was launched and a new Adventure Center brochure was developed. An online photo contest centered on the adventure brand continued for a second year. Local media outreach and industry e-newsletters generated coverage and disseminated news about Travel Lane County and the local visitor industry.

	Jul-Dec '10	Jul-Dec '09	Jul-Dec '08	Change
Media Coverage (Lane County)	\$28,163	\$10,035	\$17,459	↑180%
Media Stories & Articles	73	37	58	↑97.2%
Press Releases	33	31	28	↑6.45%
Presentations	21	19	18	↑10.5%

Media Coverage Lane County)

A total of \$28,163 in editorial coverage about Travel Lane County, the local visitor industry and the Eugene, Cascades & Coast region was generated through press releases, e-newsletters and media interviews with local newspapers and broadcast stations. Subjects included the FIMBA Pan-American Maxibasketball Championships, Matthew Knight Arena impacts, Oregon RV Alliance, fall foliage promotions, Lane County conventions and sporting events, travel and convention impacts, Kids' Adventure Club Fall and Winter Family Days, Tuesday Tastings and other Adventure Center events. An ongoing partnership with KUGN radio continued to provide weekly on-air opportunities to promote community events along with Travel Lane County's online event calendar.

The Community Relations Department also assisted the Convention & Sports Marketing Department by generating \$13,471 worth of media coverage in regional and national convention and sports travel publications. Coverage promoted Travel Lane County's convention services and Lane County's meeting facilities and hotels. Other editorial focused on the Matthew Knight Arena, Eugene as Track Town, as well as rowing, drag boat racing and sandboarding.

Advertising Campaigns

Travel Lane County showcased the new Adventure Center and Eugene, Cascades & Coast adventure brand and marketing strategy through a new television campaign. Three variations of the ad highlighted each regional territory along with a range of adventures and activities. The ads ran on KEZI, KVAL and KMTR. The campaign also included website ads on KMTR and KEZI, which linked to Travel Lane County's website. A new print ad promoting the Adventure Center was developed and placed in the Springfield Chamber Magazine. Travel Lane County also renewed its advertising partnership with the Eugene Weekly and Eugene Magazine to facilitate discounted advertising opportunities for Travel Lane County members.

Kids' Adventure Club

A new Eugene, Cascades & Coast Kids' Adventure Club was launched during the period. Adventure Club events and newsletters showcased seasonal activities within the Eugene, Cascades & Coast region. In October, a Fall Family Day event at the Adventure Center kicked off the start of quarterly Adventure Club events designed for kids and families. Special guests included the Willamette National Forest and the Cascades Raptor Center. Kids learned about forest hikes, fall color changes, raptors and special fall events. Planning got underway for a Winter Family Day event featuring a partnership with Willamette Pass Resort, Hoodoo Ski & Recreation Area and KEZI's Chief Meteorologist Justin Stapleton.

The first Kids' Adventure Club newsletter, focused on the region's winter events and activities, was distributed in December.

Communications/Publications

During the period, Travel Lane County's Annual and Semi-Annual Reports were produced. Tourism Industry News e-newsletters were also produced and distributed to members, public officials and other key industry contacts. The annual pictorial calendar, featuring countywide adventure-themed images secured through the Eugene, Cascades & Coast photo contest, was also produced and distributed. A new Adventure Center brochure was created and distributed through community relations outreach at events and presentations, as well as at rest areas, conferences and tourism-related activities.

Eugene, Cascades & Coast Photo Contest

An online, adventure-themed Eugene, Cascades & Coast Photo Contest was launched for a second year during the period. Utilizing contest posters, postcards, Travel Lane County's website and Flickr, the contest provided opportunities to promote Travel Lane County's new brand, reach the local community and generate images for marketing and editorial purposes. Travel Lane County members donated nearly \$2,000 in prizes in exchange for contest-related publicity. Press releases and social media outreach further promoted Travel Lane County and contest winners.

Community/Member Outreach

Travel Lane County staff made a concerted effort during the first half of the year to connect and partner with local community and business groups throughout the county, attending 127 local meetings and events. Presentations to business and community groups continued to be an effective means of spreading the word about Travel Lane County's new brand and marketing efforts and the benefits of Lane County's tourism industry. Collectively, staff made a total of 21 presentations.

During the period, the Community Relations Director served on the board of the Greater Oregon Chapter of the Public Relations Society of America and on the planning committees for Project Homeless Connect for Lane County and the 2011 Oregon Governor's Conference on Tourism.

Administration

Kari Westlund, President & CEO

Kim McClatchey, Director of Finance & Administration

Industry and Community Leadership

During the semi-annual period, Kari Westlund continued to serve on the Oregon Tourism Commission (OTC). Westlund also served on the Tourism & Hospitality Consortium and the Western Association of Convention & Visitors Bureaus Foundation Board. She also remained engaged in a variety of policy, planning, and marketing discussions relating to tourism and Lane County communities and continued serving on a variety of cultural, economic development and sports-related committees, including the Cultural Services Advisory Committee, the Arts & Business Alliance of Eugene, and the Lane Economic Committee. Westlund served as president of the Oregon Track Club and served on the 2012 Olympic Trials Local Organizing Committee. Other Lane County staff members were actively involved in a variety of community and industry issues, contributing to the well being of the industry and Lane County communities.

Travel Lane County Board

Travel Lane County has a governing board of 30 members made up of visitor industry and community leaders representing a wide range of businesses, organizations and governmental entities. During the semi-annual period, the Executive Committee included Board Chair Maxine Walton, Vice Chair Richard Boyles, Treasurer George Rogers and Past Chair Tucker Davies. Mike Drennan and Robert Canaga also served on the Executive Committee. Lane County Administrator Christine Moody, Springfield Councilor Joe Pishioneri, and Eugene Councilor George Poling served as liaisons to county and city government. During the period, Nikos Ridge, of Ninkasi Brewing, joined the board. Ric Ingham, City Manager of Veneta, and Jacque Betz, Assistant City Manager of Florence, also began serving as two new ex officios. For a current list, see the Travel Lane County Board of Directors attachment to this report.

In-Kind Support

In-kind donations, valued at \$8,262 were received in connection with travel writer/media visits, visitor van access to fair and festivals, as well as member donations supporting trade shows, conventions, events and Travel Lane County's photo contest. Travel Lane County received 390 hours of donated work through volunteers and interns. Assuming a \$12 per hour pay rate, this labor provided an additional value of \$4,680.

Footnotes & Sources

1. \$12,085,560 from convention sales bookings, \$5,507,073 from inquiry generation and related visitor guide/mail fulfillment, \$228,168 from visitor information center operations, \$195,631 from mobile visitor van operation, and \$6,088,834 from bulk brochure distribution. No economic returns from trade shows, group tour sales, international sales efforts or film and video are included.
2. Lane County Travel Impacts 1991-2009p. Prepared for Travel Lane County by Dean Runyan Associates, March 2010.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume. Prepared by Dean Runyan Associates for the Oregon Tourism Commission, March 2010.
5. Travel Industry of America 2009p Report.
6. Reports from Eugene Airport and WSDOT State Rail & Marine Office.
7. \$5,507,073 million in inquiry generation and related fulfillment and \$581,761 million in bulk brochure distribution, for a total of \$6,088,834.
8. Research by the Oregon Tourism Commission and StoryCo has shown that 60 percent of visitors to Oregon are influenced to visit additional destinations by visitor guides and promotional materials received in visitor information centers. Throughout the period, Travel Lane County sent 5,806 visitor guides through bulk distributions. Using the 60 percent factor, and the average party expenditure of \$167 per day, identified in the 2008 statewide visitor profiles, and assuming a half day in Lane County, the total economic impact is \$581,761.

Formulas

Overall Returns: \$12,085,560 (convention bookings); \$5,507,073 inquiries/fulfillment); \$228,168 visitor center operations); \$195,631 (mobile van operations); \$6,088,834 (bulk brochure distribution). Total: \$24,105,266.

Convention Sales Bookings: Economic impact is determined by multiplying the number of delegates by the number of event days by \$166. The economic impact is estimated at \$12,085,560.

Inquiry Generation: GMA Research identified an overall conversion rate of 20 percent. $29,175 \text{ inquiries} * 20\% = 5,835$. The average party spent \$363 per group, per trip and \$181.50 per group per day. $5835 * 363 = \$2,118,105$. In addition, 32 percent of inquiries plan to visit within two years for an additional economic impact of \$3,388,968 ($29,175 * 32\% = 9,336 * \$363 = \$3,388,968$). Total tourism marketing efforts = $\$2,118,105 + \$3,388,968 = \$5,507,073$.

There are additional impacts to our economy from transportation spending, but it's difficult to identify how much of that spending supports local jobs and/or comes to the Eugene Airport and Eugene-based fuel and service providers. Additional impacts are a potential result of FY09 marketing efforts. Of the 21,683 inquires, 32% plan to visit sometime in the future or *beyond two years* ($29,175 * 32\% = 9,336 * \$363 = \$3,388,968$). This additional impact is *not* included in FY11 measurable returns.

Visitor Information Center and Mobile Visitor Van Operations: Travel Lane County estimates facilitating a half-day average extension for walk-in visitors. The Downtown Visitor Center and the Adventure Center served a total of 5,498 visitors with \$83 per full day average spending, for an estimated impact of \$228,168. The Mobile Visitor Van served 4,714 for a total of \$195,631.

Media: Travel Lane County has been directly or indirectly responsible for print, broadcast, and film exposure of Lane County, but has limited tracking ability. Media exposure generated from national/international efforts on the leisure side, that Travel Lane County was able to track, was valued at \$372,155. An additional \$13,471 in free media editorial was generated through national convention-related coverage. Editorial generated through Lane County media sources totaled \$28,163. The total media coverage value was \$413,789.

Bulk Brochure Distribution: Research by the Oregon Tourism Commission and StoryCo has shown that 60% of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. Travel Lane County distributed 5,806 Lane County Visitor Guides to visitor information centers during the period. Using the 60% factor, a half day stopover and the average party expenditure of \$167 per day identified in the visitor profiles mentioned above, total economic impact is \$581,761.

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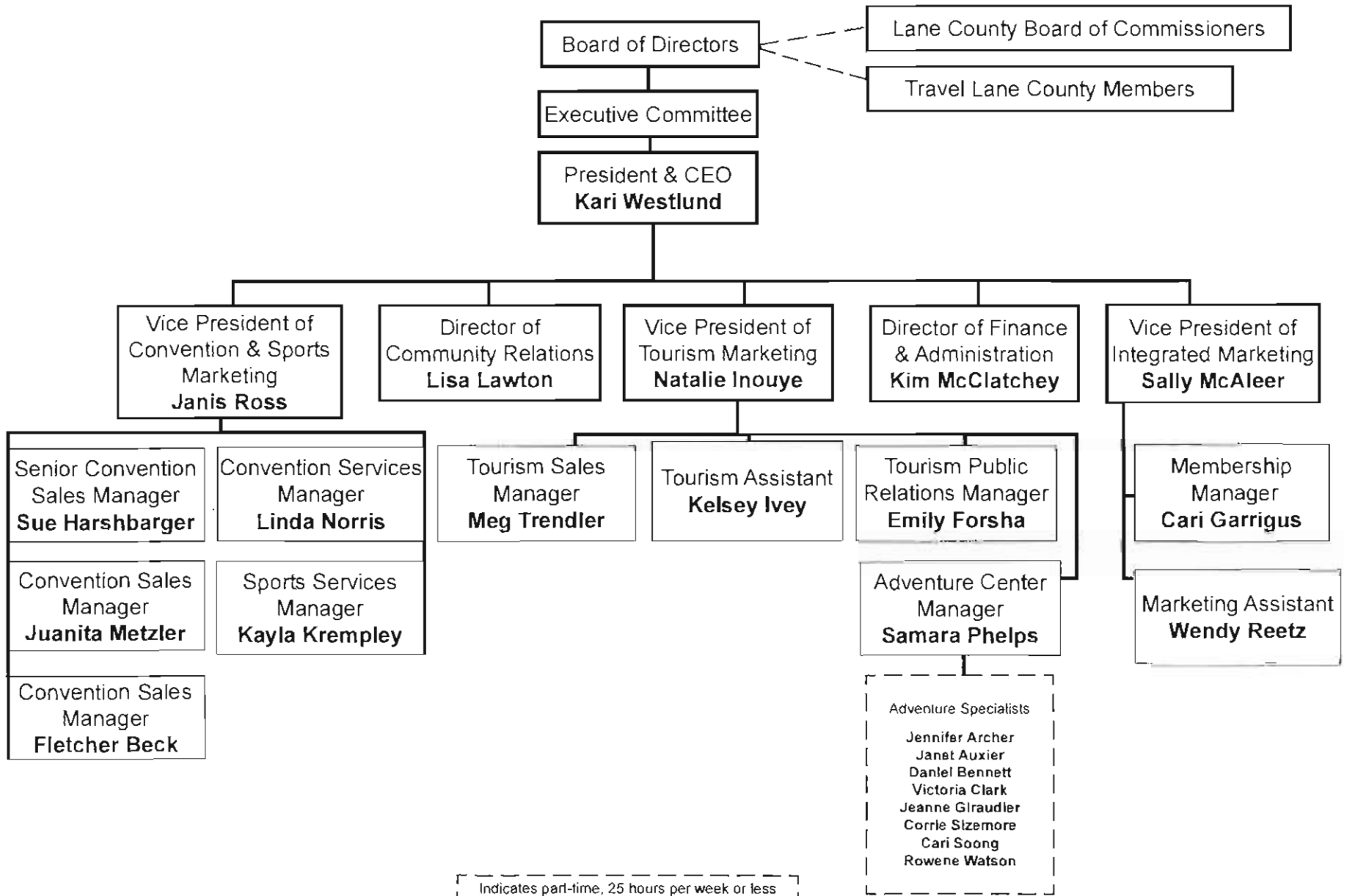
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TRAVEL LANE COUNTY
ORGANIZATIONAL CHART



Indicates part-time, 25 hours per week or less