

W. S. D. I.

**AGENDA COVER MEMO**

DATE: April 19, 2006

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 2006,  
releasing funds from the Special Revenue and Services Fund, and  
Authorizing the County Administrator to sign contracts.

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I. MOTION

MOVE TO AWARD TOURISM SPECIAL PROJECTS GRANTS FOR 2006, 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, Art Paz, and Elaine Weiss, Billee Wilson Hoornbeek?

III. DISCUSSION

A. Background

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grants program is operated. In December 2005 and January 2006, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 05/06 budget for special projects is \$143,500.

Fifty-one grant applications were received requesting a total of \$353,102. 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 4<sup>th</sup>, attended by 22 applicants, to clarify the application and selection process.

**\* Attachment B - Scoring Sheets & 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.

**\* Attachment 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 April 19<sup>th</sup> Board meeting.

Attachment D & E - Previous projects funded from 2005 & 2004.

**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 April 3<sup>rd</sup> deadline. Staff compiled the preliminary scores then met with the selection committee on April 6, 2006 to review and finalize the committee's recommendations to the Board. All final recommendations were unanimous and included, 13 recommendations for full funding, 18 recommendations for partial funding, and 20 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, C, D, E

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

**ORDER NO.**

**) IN THE MATTER OF AWARDING TOURISM  
) SPECIAL PROJECTS GRANTS FOR 2006,  
) 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 Attachment C (attached); and it is further

**ORDERED**, that funds in the amount of \$143,500 be released from the 2005/2006 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 19<sup>th</sup> day of April 2006.

APPROVED AS TO FORM

Date: 4-11-06 Lane County

  
OFFICE OF LEGAL COUNSEL

\_\_\_\_\_  
Chair, Lane County Board of Commissioners

**In the matter of awarding Tourism Special Projects Grants for 2006, releasing funds from the County Room Tax fund, and authorizing the County Administrator to sign contracts.**

**Tourism Special Projects Grant  
Application Packet**

December 1, 2005

TO: Lane County Matching Grant Applicants

FROM: Loralyn Osborne, Public Works Analyst/Marketing & Volunteer Coordinator  
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 2006 and 90% of monies dispersed in April 2006.

**All applications must be received at the Lane County Parks Administration Office, 90064 Coburg Road, (Armitage Park) by 5:00 p.m., January 31, 2006 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 4, 2006 from 2:00 p.m. to 4:00 p.m. at Lane County Public Works located at 3040 North Delta Hwy, Eugene. The conference will be in Training Room #3.

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, Public Works Analyst/Marketing & Volunteer Coordinator, at either [loralyn.osborne@co.lane.or.us](mailto: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 \$143,500 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, 2006.

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**

The Tourism Section of the Lane County Tourism Marketing Plan is available online at [www.lanecounty.org/parks](http://www.lanecounty.org/parks). To receive a copy by mail for \$5.00 please call 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, Public Works Analyst/ Marketing & Volunteer Coordinator Public for Lane County Parks, at [loralyn.osborne@co.lane.or.us](mailto:loralyn.osborne@co.lane.or.us) or 541.682.2002 to set up an appointment.

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

December 1, 2005	Grant Applications Available
January 4, 2006	Applicant's Conference from 2:00 to 4:00 p.m. at Lane County Public Works, 3040 N. Delta Hwy, Eugene in Training Room #3
January 31, 2006	Grant Applications due by 5:00 p.m.
March 2006	Grants to be awarded
April 2006	90% of monies dispersed
December 31, 2006	All projects must be completed

**Tourism Special Projects Grant Application  
Small Project**

Organization Applying: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Tax ID # or SSN: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site 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:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Total:</b>	_____	_____	_____

## **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 PLANS**

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 2006 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: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Tax ID # or SSN: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site 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 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:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	<b>Total:</b>	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b> _____ (b)

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

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b> _____ (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 PLANS**

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 2006 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				ROUND 16			2006
NAME OF SCORER							
SMALL GRANTS							
	Total Request	Relationship to Plan	Weight	Management Capacity	Weight	Community Support	Weight
		<u>1 to 5</u>	<u>5</u>	<u>1 TO 5</u>	<u>2</u>	<u>1 TO 5</u>	<u>2</u>
<b>Example</b>			4	20	3	6	4
1	Action Jackson's Guide Service	\$4,030					
2	Archaeological Legacy Institute	\$5,000					
3	Ballet Fantastique	\$2,500					
4	Blackberry Jam Festival	\$4,100					
5	Cascade Raptor Center	\$5,000					
6	City of Oakridge	\$5,000					
7	Committee for the McKenzie Arts Festival	\$2,500					
8	Creswell Chamber of Commerce	\$2,000					
9	Eugene Film Festival	\$4,988					
10	Eugene Scottish Festival	\$5,000					
11	Friends of the Florence Events Center	\$5,000					
12	Heceta Head Costal Conference	\$4,000					
13	Hult Center for the Performing Arts	\$5,000					
14	Junction City Scandinavian Festival Association	\$4,500					
15	Kutsinhira Cultural Arts Center	\$5,000					
16	Lane Arts Council	\$5,000					
17	McKenzie River Reflections	\$5,000					
18	Northwest Youth Corps	\$4,940					
19	Oregon Truffle Festival, LLC	\$4,000					
20	Straightforward Writing, Editing & Design	\$5,000					
21	The Vertical Rush, LLC - Fern Ridge Trail	\$5,000					
22	The Vertical Rush, LLC - Long Tom Trail	\$5,000					
23	The Vertical Rush, LLC - Lorane Trail	\$5,000					
24	Track City Track Club	\$2,500					
25	U of O Festival & Event Management Program	\$4,000					
26	U of O International Resource Center	\$4,950					
27	Willamette Repertory Theatre	\$4,500					
	<b>Total Small Grant Request</b>	<b>\$118,508</b>					



LANE COUNTY TOURISM SPECIAL PROJECTS GRANT SCORING SHEET				ROUND 16		2006		
NAME OF SCORER								
LARGE GRANTS								
	Total Request	Relationship to Plan	Weight	Management Capacity	Weight	Community Support	Weight	
		<u>1 to 5</u>	<u>5</u>	<u>1 TO 5</u>	<u>2</u>	<u>1 TO 5</u>	<u>2</u>	
Example			4	20	3	6	4	8
28	Adelante Si' Hispanic Organization of Lane County	\$10,000						
29	Bohemia Mining Days, Inc.	\$9,594						
30	Coburg Chamber of Commerce	\$10,000						
31	Discover Lane County Golf Group	\$10,000						
32	Eugene Glass School	\$10,000						
33	Eugene Rotary Club/Eugene Rotary Charitable Trust	\$10,000						
34	Florence Area Chamber of Commerce	\$10,000						
35	Hats Off, Inc.	\$10,000						
36	Hult International Children's Services	\$10,000						
37	J. Sawyer Custom Publishing	\$10,000						
38	The John G. Shedd Institute for the Arts (formerly OFAM)	\$10,000						
39	Junction City-Harrisburg Chamber of Commerce	\$10,000						
40	McKenzie River Reflections	\$10,000						
41	Museums of Springfield/Eugene	\$10,000						
42	National Academy of Artistic Gymnastics	\$10,000						
43	Oakridge/Westfir Area Chamber of Commerce	\$10,000						
44	Oakridge/Westfir Area Chamber of Commerce	\$10,000						
45	OPUS6IX	\$10,000						
46	Oregon Association of Rowers	\$10,000						
47	Oregon Council for Business Education, Oregon Crafted	\$7,500						
48	Siuslaw Pioneer Museum	\$10,000						
49	Team XO Inc.	\$10,000						
50	The Village Green Resort	\$10,000						
51	Willamalane Parks & Recreation District	\$7,500						
	Total Large Grant Request	\$234,594						
	Total Grant Request (Small + Large)	\$353,102						
	Total Amount Available to Award	\$143,500						





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 stays; encourage early arrival and/or late departure.

**LANE COUNTY SPECIAL TOURISM PROJECTS GRANT RECOMMENDED RESULTS**

Round 16      2006

Name of Organization and purpose of grant

<b><u>FULLY FUNDED</u></b>	<b><u>PROJECT NAME</u></b>	<b><u>AMOUNT AWARDED</u></b>
City of Oakridge	Summer Performance Project	\$5,000
Committee for the McKenzie Arts Festival	McKenzie Arts Festival	\$2,500
Eugene Flim Festival	2006 Inaugural Eugene Flim Festival Marketing Plan	\$5,000
Eugene Scottish Festival	Fourth Annual Eugene Scottish Festival	\$5,000
Friends of the Florence Events Center	Winter Folk Festival Expansion	\$5,000
The Vertical Rush, LLC - Fern Ridge Trail	Fern Ridge Country Trail	\$5,000
Track City Track Club	Track City International Classic Track Meet	\$2,500
U of O International Resource Center	International Weekend Event Promotion	\$4,950
Willamette Repertory Theatre	Theatre Alive! Education Program	\$4,500
Holt International Children's Services	Celebrate Oregon	\$10,000
The John G. Shedd Institute for the Arts (formerly OFAM)	2006 Jazz Party at The Shedd Marketing Campaign	\$10,000
Museums of Springfield/Eugene	MUSE Marketing Brochure	\$10,000
Siuslaw Pioneer Museum	"A Bonnet for the Melba J."	\$10,000
<b><u>PARTIALLY FUNDED</u></b>		
Action Jackson's Guide Service	Bolstering Lane County Tourism Through Fishing	\$3,600
Archaeological Legacy Institute	Louise Leakey as Keynote Speaker for TAC Festival	\$2,500
Blackberry Jam Festival	Lowell Bridge Promotion at the Blackberry Jam Festival	\$3,100
Bohemia Mining Days, Inc.	Festival Marketing Campaign	\$7,500
Cascade Raptor Center	Expanded Advertising Targeting Leisure Travelers/Rack Card	\$4,000
Creswell Chamber of Commerce	Creswell City Map Update	\$1,000
Heceta Head Costal Conference	2nd Annual Heceta Head Costal Conference	\$2,350
Junction City Scandinavian Festival Association	Promotional Brochures	\$2,000
Kutsinhira Cultural Arts Center	Zimbabwean Guest Musician - Zimfest 2006	\$2,500
Adelante Si' Hispanic Organization of Lane County	Fiesta Latina Celebrates the Independence of Mexico	\$5,000
Discover Lane County Golf Group	Golf Lane County Passport	\$2,500
McKenzie River Reflections	Padded Maps of the McKenzie	\$2,000
National Academy of Artistic Gymnastics	Emerald Team Challenge 2006	\$5,000
Oakridge/Westfir Chamber of Commerce	Mountain Bike Oregon Promotional Project	\$5,000
Oakridge/Westfir Chamber of Commerce	Oakridge/Westfir Area DVD, AD & Recreation Guide	\$5,000
Oregon Association of Rowers	Permanent Buoyed Rowing Race Course at Dexter Lake	\$5,000
Oregon Council for Business Education, Oregon Crafted	Media Tour: Art Studio Tours & Oregon Crafted Guidebooks	\$3,500
Willamalane Parks & Recreation District	Dorris Ranch Living History Festival	\$2,500
<b>Total Amount Awarded</b>		<b>\$143,500</b>

## LANE COUNTY SPECIAL TOURISM PROJECTS GRANT RECOMMENDED RESULTS CONT.

Round 16

2006

**NOT FUNDED**

Ballet Fantastique	Experience Dance in the Park Performance Series
Hult Center for the Performing Arts	"Eugene - World's Greatest City of the Arts & Outdoors!"
Lane Arts Center	The Heart of Lane County Program
Northwest Youth Corp	Northwest Youth Campus/Lane County Marketing Project
Oregon Truffle Festival, LLC	Truffle Festival Dinner in New York
Straightforward Writing, Editing & Design	Exploring the Use of Podcasting to Promote Lane County
The Vertical Rush, LLC - Long Tom Trail	Long Tom Country Trail
The Vertical Rush, LLC - Lorane Trail	Lorane Country Trail
U of O Festival & Event Management Program	Lane County Scholarship Fund
Coburg Chamber of Commerce	Marketing Plan for Coburg Special Events
Eugene Glass School	"Wanna Blow Glass?!"
Eugene Rotary Club/Eugene Rotary Charitable Trust	RiverPlay Discovery Village within Skinner Butte Park
Florence Area Chamber of Commerce	Florence Chamber Website Redesign
Hats Off, Inc.	"Celebrity Tourism in Lane County"
J. Sawyer Custom Publishing	Guide to Eco-Tourism in Eugene/Springfield & Lane Co.
Junction City-Harrisburg Chamber of Commerce	Downtown Amenities
McKenzie River Reflections	Four Seasons of the McKenzie
OPUS6IX	Eugene Gallery District Development & Promotion
Team XO, Inc.	XO Invite Advertising & Marketing Campaign
The Village Green Resort	Scarecrow Contest & Art from Anything

**TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS**

Round 15      2005

Name of Organization and purpose of grant

<u>FULLY FUNDED</u>	<u>PROJECT NAME</u>	<u>AMOUNT AWARDED</u>
Florence Area Chamber of Commerce	Website redesign and update	\$2,500
Hult Center for the Performing Arts	A Show Weekend in Eugene	\$5,000
Long Tom Agri-Tourism Association	Long Tom Country Trail	\$5,000
Joint Forces Dance Company	2005 DanceAbility Teacher Certification	\$4,900
Committee for the McKenzie Arts Festival	McKenzie Arts Festival	\$5,000
Mid Oregon Swimming and Timing	Timing System Update	\$1,995
Eugene/Springfield Asian Council	OR Asian Celebration Marketing & DVD/Video Productions	\$5,000
Oregon Festival of American Music	OFAM 2005 Elderhostel "Hot Spot" Marketing Plan	\$5,000
Science Factory Childrens Museum and Planetarium	Regional editions of Promotional Brochure	\$3,000
City of Veneta	Promotion of Bird Watching Opportunities at Fern Ridge	\$4,000
Wineries of Lane County	3rd Annual Wineries of Lane County Barrel Tour	\$2,500
Adelante Si' Hispanic Organization of Lane County	Fiesta Latina	\$10,000
Friends of Florence Event Center	Winter Folk Festival Expansion	\$10,000
National Academy of Artistic Gymnastics	Emerald Team Challenge 2005	\$10,000
 <u>PARTIALLY FUNDED</u>		
Lord Leebrick Theatre Company	Northwest Playwrights Festival	\$1,105
Bohemia Mine Owners Assoc., Inc.	Essentials for Operations of the Museum	\$4,500
Celebrating Traditions Native American Arts & Culture	Native American and Artists Festival	\$8,000
Oakridge/Westfir Chamber of Commerce	Oakridge/Westfir East Lane County Promotional Project	\$3,500
Oregon Adventures Promotions & Vacations	Oregon Adventures Catalog and Event Promotion Project	\$5,000
Oregon Association of Rowers	Permanent Buoyed Rowing Race Course at Dexter Lake	\$3,500
Oregon Bach Festival	Portland Prospects	\$7,500
Oregon Council for Business Education	OR Crafted Guidebook: Self Guided Tours to Art Studios	\$7,000
Oregon Horse Center	Marketing and Advertising Plan	\$5,000
Territorial Seed Company	The Gathering of Gardeners Festival & Symposium 2005	\$5,000
University of Oregon Research Services & Administration	UO Willamette Valley Folk Festival: Expanded Marketing	\$5,000
Willamalane Parks & Recreation District	Dorris Ranch Living History Festival	<u>\$5,000</u>
		<b>\$132,000</b>
 <u>NOT FUNDED</u>		
Eugene Area Bed & Breakfast Association	Full Color Rack & Enhanced Website Placement	
Eugene-Chinju Sister City Committee	Inviting 2005 Chinju Delegation to Eugene	
Eugene Glass School	Dual Purpose Project Two-Day Demonstration	
Eugene Scottish Festival	Third Annual Eugene Scottish Festival 2005	
Fernwood Events	Website Development	
Florence Area Chamber of Commerce	DVD-Costal Living in Florence, Oregon	
Flying Turtle Gallery	Lighting and promoting the Flying Turtle Gallery	
Lane Arts Council	"Tapestry: An Online Arts & Events Calendar for LC"	

Lane Business Education Compact "Teens in Tourism"  
**TOURISM SPECIAL PROJECTS GRANT RECOMMENDED RESULTS Cont.**  
 Name of Organization and purpose of grant

Round 15

2005

**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"

## Name of Organization and purpose of grant

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

