

W. S. B.

Memorandum Date: January 2, 2008
Board Order Date: January 16, 2008

TO: Board of County Commissioners
DEPARTMENT: CAO/Economic Development Standing Committee
PRESENTED BY: Mike McKenzie-Bahr, Community and Economic Development Coordinator

AGENDA ITEM TITLE: ORDER/IN THE MATTER OF APPROVING ALLOCATIONS TOTALING \$185,127 FOR 2007-08 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA, CRESWELL, JUNCTION CITY, FLORENCE, DUNES CITY. AND SERVICES IN THE McKENZIE RIVER VALLEY

I. MOTION

Move to approve the 2007-08 Rural Tourism Marketing Program allocations totaling \$185,127 and authorize the County administrator to sign the contracts for distribution of the funds.

II. AGENDA ITEM SUMMARY

This action authorizes the annual Rural Tourism Marketing Program contracts to distribute room tax receipts to rural areas.

Annual revenues from the Lane County Transient Room Tax Fund are approved for distribution in December of each year. The County authorizes distribution of Rural Tourism Marketing Program funds to communities eligible to receive the funds. The funds are generated from motel/hotel overnight stays and are used for programs that will generate more overnight stays.

The total RTMP distribution this year is \$185,127. The formula for distribution of RTMP funds is the same as in past years, including a base amount of \$5,345 for each community, and the balance of funds distributed based on receipts in each zone. Attached is a copy of the RTMP collection & allocation spreadsheet (see Attachment B).

The following is the amount to be received by each community and the projects

the funds will be spent on.

Creswell, \$11,788 for staffing of Visitor Center; providing tourism information; funding Celebration; updating office for efficiency

Cottage Grove, \$23,161 for advertising for Chamber of Commerce & Visitor Center; brochures for kiosks, events and theater.

Junction City, \$8,054 to purchase benches, shipping, materials, and labor

Veneta, \$5,361 to advertise events; promote bird-watching; contractors

Lowell, \$5,354 Highway entrance; Events Advertising; Amphitheater

Florence, \$74,443 to staff Events Center and the Chamber of Commerce; Promotions; Marquee Tents

Oakridge, \$11,499 to continue support of Chamber of Commerce; Misc. Festival expenses

Westfir, \$6,386 for Bridge Lighting ceremony; July 4th Fireworks; Tourists' Center; Landscaping/Beautification

McKenzie River Valley, \$20,495 for Chamber Staffing, Advertising, Brochures, Mailings, Contingency

Coburg, \$7,338 – Proposed expenditures will be presented at the Board meeting.
Dunes City, \$11,248 – Proposed expenditures will be presented at the Board meeting

Also attached for your review are the standard Rural Tourism Marketing Agreement, the Description of Rural Tourism Marketing Program Process, the Project Criteria, Summary of Results, Budget, and Work Plan.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

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

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

- (a) Seventy percent (70%) shall be for marketing the visitor industry...
- (b) Ten percent (10) shall be for Special funds shall be used for purposes which the Board determines bears a relationship to producing transient room tax revenues through the visitor industry. Through the annual budget process, the Board shall appropriate these funds as follows:
 - (c) Ten percent (10%) shall be used for tourism marketing of the areas outside the urban growth boundaries of the cities of Eugene and Springfield. These funds shall be used for proposals chosen by the Board according to its own criteria, with the general principle being that the areas which produce the taxes should benefit from their use.

B. Policy Issues

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

C. Board Goals

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

D. Financial and/or Resource Considerations

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

F. Alternatives/Options

- 1. The Board can allocate funding to the participating cities based on the existing formula.
- 2. The Board can request more information and allocate funding at a later date.
- 3. The Board can elect against disbursing these funds at this time.

IV. TIMING/IMPLEMENTATION

If the Board approves this motion the room tax receipts will be disbursed as outlined in Attachment C.

V. RECOMMENDATION

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

VII. ATTACHMENTS

- A. Board Order
- B. RTMP collection & allocation spreadsheet
- C. Rural Tourism Marketing Work Plans from the rural cities
- D. Rural Tourism Marketing Agreement
- E. Description of Rural Tourism Marketing Program Process
- F. Project Criteria

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

**ORDER NO.) IN THE MATTER OF APPROVING CONTRACTS
) TOTALING \$185,127 FOR 2007-08 RURAL TOURISM
) MARKETING PROGRAM (RTMP) PROJECTS IN THE
) CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG,
) COTTAGE GROVE, VENETA, CRESWELL, JUNCTION
) CITY, FLORENCE, DUNES CITY, AND SERVICES IN THE
) MCKENZIE RIVER VALLEY**

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

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

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

WHEREAS, the Board of County Commissioners has reviewed proposals from cities and is conducting a request for projects in the McKenzie River Valley, NOW, THEREFORE, IT IS HEREBY

- 1) ORDERED that contracts are hereby authorized in the following amounts for delivery of the services described in the proposals received from the cities of: Creswell, \$11,788; Cottage Grove, \$23,161; Coburg, \$7,338; Junction City, \$8,054; Veneta, \$5,361; Dunes City, \$11,248; Florence, \$74,443; Lowell, \$5,354; Oakridge, \$11,499; Westfir, \$6,386, and
- 2) FURTHER ORDERED that the RTMP services in the McKenzie River Valley be approved in the amount of \$20,495, and
- 3) FURTHER ORDERED that the County Administrator is authorized to sign all of the contracts described above.

Signed this 16th day of January, 2008

Faye Stewart, Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM
Date 1/2/08
Lane County
Heidlaw

10 YEAR HISTORY
TRANSIENT ROOM TAX

5 YEAR AVERAGE

	E	F	G	H	I	J	K	L	M	N	O	P
Creswell	41,539	44,911	41,005	41,964	38,169	33,613	32,001	47,602	59,209	54,020	65,196	82,441.78
Cottage Grove	183,481	193,786	188,018	172,192	168,026	147,564	132,525	134,950	148,065	171,226	185,802	212,949
South Non City	3,792	3,824	3,728	3,811	4,156	4,592	4,951	4,444	4,266	4,230	4,770	5,704.45
South Zone 2 Total	228,782	242,520	232,752	217,967	210,351	185,768	169,476	186,996	211,541	229,476	255,769	300,961
Annual Growth rate	8.5%	6.0%	-4.0%	-6.4%	-3.5%	-11.7%	-8.8%	10.3%	13.1%	-2.9%	9.1%	17.7%
Five year growth rate	88.1%	88.1%	35.2%	2.0%	-0.3%	-18.8%	-30.1%	-19.7%	-2.9%	9.1%	37.7%	
Coburg	27,000	26,212	24,893	23,858	23,606	19,627	19,244	17,396	17,252	17,979	16,048	13,992
Junction City	18,567	17,042	22,048	18,248	17,787	21,277	22,388	21,737	21,079	20,578	23,010	25,862.01
Veneta	587	804	650	726	396	0	0	0	0	0	0	625
Central Non City	4,615	5,039	4,590	5,187	6,946	6,560	6,133	6,822	7,216	6,367	5,564	8,717.76
Central Zone 3 Total	50,770	49,097	52,180	48,019	48,734	47,465	47,765	45,955	45,546	44,923	44,621	49,291
Annual Growth rate	46.2%	-3.3%	6.3%	-8.0%	1.5%	-2.6%	0.6%	-3.8%	-0.9%	-1.4%	-0.7%	10.5%
Five year growth rate	175.0%	175.0%	145.3%	78.3%	40.4%	-6.5%	-2.7%	-11.9%	-5.2%	-7.8%	-6.0%	
Dunes City	7,451	6,654	6,965	7,215	7,295	11,764	19,734	20,661	22,230	23,076	24,681	23,692.51
Florence	195,189	203,462	204,125	209,938	234,974	234,540	234,540	227,884	237,199	262,074	275,628	296,909.5
Coastal Non City	317,386	322,485	330,403	344,196	362,027	374,515	361,207	389,814	395,164	426,739	449,015	490,433.14
Coastal Zone 4&5 Total	520,026	532,601	541,494	561,349	604,296	620,819	617,355	638,358	654,593	711,889	749,323	811,035
Annual Growth rate	28.5%	2.4%	1.7%	3.7%	7.7%	2.7%	-0.6%	3.4%	2.5%	8.8%	5.3%	8.2%
Five year growth rate	75.4%	75.4%	70.1%	57.9%	49.3%	19.4%	15.9%	17.9%	16.6%	17.8%	20.7%	
Lowell	0	0	0	0	0	0	0	0	0	0	0	0
Oakridge	33,865	34,589	31,024	34,983	39,675	35,589	33,326	42,340	37,800	40,049	44,107	50,849.34
Westfir	945	1,392	1,080	1,181	1,990	2,939	2,673	5,301	6,228	7,832	7,472	9,551.01
Willamette Non City	11,322	13,784	13,017	15,500	16,738	17,092	19,729	19,291	18,505	17,772	20,902	23,368.24
Willamette Zone 6 Total	46,152	49,765	45,121	51,664	58,403	55,620	55,727	66,931	62,534	65,653	72,481	83,769
Annual Growth rate	20.7%	7.8%	-9.3%	14.5%	14.5%	-4.8%	0.2%	20.1%	-6.6%	5.0%	10.4%	15.6%
Five year growth rate	107.7%	107.7%	55.6%	50.4%	52.8%	20.5%	12.0%	48.3%	21.0%	12.4%	10.4%	
McKenzie (Zone 7)	77,792	87,786	94,895	100,092	110,340	118,351	121,266	127,927	131,516	136,828	170,372	173,226.06
Annual Growth rate	15.7%	12.6%	8.1%	5.5%	10.2%	7.3%	2.5%	5.5%	2.8%	4.0%	24.5%	1.7%
Five year growth rate	138.8%	138.8%	117.9%	66.6%	64.0%	52.1%	38.1%	34.8%	31.4%	24.0%	44.0%	
RURAL												
TOTALS	923,521	961,771	966,442	979,092	1,032,125	1,028,024	1,011,590	1,066,167	1,105,729	1,188,770	1,292,566	1,418,282
Annual Growth rate	22.2%	4.1%	0.5%	1.3%	5.4%	-0.4%	-1.6%	5.4%	3.7%	7.5%	8.7%	9.7%
Five year growth rate	88.1%	88.1%	65.4%	41.8%	36.6%	11.3%	5.2%	10.3%	12.9%	15.2%	25.7%	
All Metro	3,146,397	3,344,236	3,507,688	3,583,615	3,719,711	3,809,436	3,846,120	3,936,041	3,936,700	4,186,806	4,687,775	5,120,244
Non Metro City+McKenzie	586,405	616,638	614,704	610,938	642,257	625,284	619,571	645,797	680,578	733,662	812,316	890,038
Non Metro / Non City	337,115	345,133	351,737	368,694	399,868	402,760	392,019	420,370	425,151	455,108	480,251	528,244
Combined Total	4,069,918	4,306,006	4,474,130	4,572,707	4,751,836	4,837,480	4,857,710	4,899,208	5,042,430	5,375,576	5,980,340	6,538,526

Rural Tourism Marketing Work Plans

Creswell					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. 7	Staffing Visitor/Info Center	\$6,500	1. 7	Staffing Visitor Info Center	\$7,219
2. 2, 7	17th Annual July 4th Celebration	\$3,000	2. 2, 7	18th Annual July 4th	\$3,719
3. 2,7	Visitor Center Enhancement	\$929	3. 2	Visitor Center Enhancement	\$850
Total Budget		\$10,429	Contract Amount		\$11,788

Cottage Grove					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. 1,6,7	Staff C.G Chamber of Commerce	\$8,300	1. 1,6,7	Staffing Media	\$8,300 \$4,200
2. 1,2,3	Kiosk's in Rest Area (3)	\$2,500	2. 1,2,3	Kiosk's Brochures	\$2,000 \$2,000
3. 1,2,3	Event & Festival Equipment	\$5,000	3. 1,2,3	Equipment Replacement	\$3,500
4. 2,3	Trailhead Park Improvements	\$4,766	4. 2,3	Park Projects	\$3,161
Total Budget		\$20,566	Contract Amount		\$23,161

Junction City					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. 2	Trash Receptacles	\$7,287.50	1. 2	Benches	\$8,054
2. 2	Receptacle Liner	\$139.60			
3. 2	Trash Receptacle Installation	\$312.19			
4. 2	Flower Basket Removal	\$115.45			
Total Budget		\$7,854.74	Contract Amount		\$8,054

Rural Tourism Marketing Work Plans

Veneta					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. 1,3,4,6b	Web Hosting (CofC)	\$600.00	1. 1,3,4,6b	Tourism Promotion	\$1,541
2 1,3,7	Response to inquiries (City)	\$645.00	2 1,3,4,6a	Bird Watching Event	\$1,000
3. 1,3,4,6b	Tourism Promotion (City)	\$1,732.97	3 1,3,4,6a	Bird Watching-Registration	\$2,500
4. 1,3,4,6a	Bird Watching Event (City)	\$1,803.43	4 1,3,4,6a	Bird Watching-Sustainability	\$1,500
5. 3,4	Fern Ridge Branding Project (CofC)	\$1,000.00			
6. 1,3,4,6a	Promotion of a Farmers Market (City)	\$631.40			
7. 2	Beautification & Enhancement to Downtown Veneta (City)	\$1,843.70			
Carry over to the next year		\$1,180.03			
Total Budget		\$9,436	Total Budget		\$6,541
Contract Amount					\$5,361

Lowell					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1	All projects deferred until next year		1. 2	Design a City Gateway	\$2,500
Carry over to the next year		\$5,345	2. 3	Place reader board on Hwy 58	\$5,000
			3. 2	Lowell Covered Bridge	\$1,000
			4. 2	Design Amphitheatre for Rolling Rock Park	\$2,199
Total Budget		\$5,345	Total Budget		\$10,699
Contract Amount					\$5,354

Rural Tourism Marketing Work Plans

Florence					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. Rhododendron Quilt Show	Marketing the Rhododendron Quilt Show	\$3,000	1. Florence Events Center 1,3,4,5,6,7	Staffing For Marketing Director; Promotion; Enhancement Program	\$65,000
2 Chamber of Commerce	Staffing	\$23,000	2 Chamber of Commerce 1,3,4,5,6,7	Staffing for Chamber of Commerce; Outdoor MarqueeTents	\$20,000
3. FEC	Marketing	\$39,000 plus \$19,000 from previous year FEC funds	3. Merchants of Old Town		\$2,000
			4. Heceta Head Coastal Conference		\$1,000
Carry over to the next year		\$13,557			
Total Budget		\$65,022	Total Budget		\$88,000
Contract Amount					\$74,443
Oakridge					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1. 1,3,4,7	Continue Chamber Support	\$10,000	1. 1,3,4,7	Continue Chamber Support	\$10,000
2. 2	Support Summer Concerts at Amphitheater	\$769	2. 2	Support Community Projects	\$1,499
Total Budget		\$10,769	Contract Amount		\$11,499

Rural Tourism Marketing Work Plans

Westfir					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1.	Bridge Lighting;	\$2,764	1.	Bridge Lighting;	\$1,365
1.1	July 4 Fireworks;	\$1,000	1.1	July 4 Fireworks;	\$1,000
	Administration	\$750		Administration	\$750
2.	Tourist Center;	\$723	2.	Landscaping &	\$550
2.2	Brochure	\$1,000	2.2	Beautification;	\$2,000
				Brochures	
3.	Landscaping &	\$590	3.	Web Hosting;	\$75
2.2	Beautification;		2.2	Tourist Center	\$646
	Web Hosting	\$75			
Total Budget		\$6,902	Contract Amount		\$6,386

McKenzie River Region (McKenzie River Chamber of Commerce)					
FY 06-07			FY 07-08		
Project Criteria	Activities	Expenses #	Project Criteria	Activities	Expenses #
1.	Contract Staffing	\$11,960	1.	Contract Staffing	\$12,438
2.	Advertising	\$4,641	2.	Advertising	\$5,266
3.	Rainbow Annex	\$980	3.	Brochures	\$1,130
4	Mailing	\$470	4	Mailings	\$745
5	Contingency	\$0	5	Contingency	\$400
Cash Carry over		\$625			
Total Budget		\$18,676	Total Budget		\$21,120
			Contract Amount		\$20,495

RURAL TOURISM MARKETING AGREEMENT

BETWEEN: CITY OF _____, a municipal corporation
of the State of Oregon (City)

AND: LANE COUNTY, a political subdivision of the State of
Oregon (County)

RECITALS

Whereas, ORS 190.010 and the Lane County Home Rule Charter provide that units of local government may enter into agreements for the performance of any or all functions and activities that a party to the agreements, its officers, or agents, have authority to perform, and

Whereas, County has dedicated room tax revenues for projects that implement rural tourism marketing program (RTMP) activities outside the urban growth boundaries of the cities of Eugene and Springfield, and

Whereas, City intends to complete activities that accomplish the goals described in Lane Code Chapter 4.175 and the RTMP Mission Statement and Project Criteria, and

Whereas, the Board of County Commissioners has approved the process for receiving and approving the City's RTMP activities, NOW, THEREFORE, in consideration of the mutual covenants and commitments herein,

CITY AGREES: City shall receive and expend RTMP funds as provided for in Attachment A, and in accordance with the RTMP mission statement and project criteria listed in Attachment B, attached and incorporated by reference. City shall report results, budgets, and work plans for RTMP activities on a summary form (Attachment C), or a similar form provided by County, and within the time frame set by the County.

COUNTY AGREES: County shall provide \$ _____ of funds from transient room tax receipts to City to be used for Rural Tourism Marketing Program activities, as described in Attachment A, attached hereto and incorporated by reference.

PARTIES AGREE:

- 1) Each party working under this contract is a subject employer under the Oregon Workers' Compensation coverage for all of its subject workers. City and each party working for City under this contract is also an independent contractor and subject employer for purposes of the Oregon Workers' Compensation Law (ORS Chapter 676), each is solely liable for any Workers' Compensation coverage under this contract, and each must agree to comply with ORS 656.017 or be exempt under ORS 656.126.
- 2) The applicable provisions of the Lane Manual setting forth standard provisions for public contracts (LM21.130) are attached (Attachment D) and incorporated by reference as though fully set forth herein.

and each agrees to comply with ORS 656.017, or be exempt under ORS 656.126

INDEMNITY

- 3) Subject to the limitations of the Oregon Tort Claims Act, City agrees to indemnify and save County, its officers, agents, and employees harmless from any claim, liability, or damage resulting from any error, omission, or act of negligence on the part of City, its officers, agents, or employees in performance of responsibilities under this agreement.

TERM AND TERMINATION

- 4) This agreement shall be effective on December 12, 2007 and shall continue until October 31, 2008.
- 5) This agreement may be terminated by either party provided written notice is given to the other party at least thirty (30) days prior to the termination date. Upon the receipt of notice of termination, the parties shall commence negotiations as to the equitable disposition of any funds owed or to be reimbursed.

AMENDMENTS AND EXHIBITS

- 6) No amendment to this agreement shall be effective unless made in writing and signed by other parties.
- 7) Exhibits to this agreement include: A) Description of RTMP Process, B) Rural Tourism Marketing Program Mission Statement and Project Criteria, and C) Summary of Results, Budget, and Work Plan, D) Lane Manual 21.130.

LANE COUNTY

CITY

By: _____

By: _____

Date: _____

Date: _____

APPROVED AS TO FORM

Date _____ Lane
County

OFFICE OF LEGAL COUNSEL

Description of Rural Tourism Marketing Program (RTMP) Process
2007-2008

The following steps describe the process for distribution of RTMP funds:

Step 1 - Budget determination - In July, end of fiscal year reports are processed by the City of Eugene. A summary of the RTMP receipts is then available in August of each year. From this listing of receipts collected around Lane County the RTMP distribution for each city and zone is then calculated by county administration staff.

Step 2 - Request for descriptions and quotes - Cities are then sent a request to describe their projects for the coming year. The projects must be consistent with the RTMP mission statement and project criteria. Each city RTMP recipient briefly describes their project activities on a project reporting form (Attachment C). For the McKenzie area, a more formal request for quotes is advertised and sent to interested parties, unless a different process is required. The quote will include completing the project reporting form (similar to the cities) and additionally includes submitting a specific project budget and description of activities.

Step 3 - Review and contracting - A staff review committee then reviews quotes and project descriptions received for the McKenzie area. Staff also compares project summaries from cities to the RTMP project criteria. If there are no problems with the quote process and the city summaries are consistent with the RTMP project criteria, then a board agenda packet will be prepared for approval of contracts. If project descriptions appear inconsistent with the RTMP project criteria, or the McKenzie area quote is contested, then the County Administrator may request that a review committee be formed to evaluate the RTMP projects. Upon Board approval, contracts will be prepared for distribution of funds to the cities and the McKenzie contractor.

Step 4 - Distributing funds - When the contracts are in place, checks will be sent to each of the cities for the full amount of the RTMP contract. In the case of the McKenzie contractor, funds will be drawn down in increments, based on completion of the work, and applicable contracting requirements. For the McKenzie contract, a final report, with documentation of expenses, is submitted with the final pay request. Cities send their final report on results by December 1, when submitting project activities for the coming year.

Step 5 - Reporting and Monitoring - C&ED staff review the final reports from the cities for consistency with the RTMP project criteria. If the city did not fully expend the contract amount then this will be reported and the city will show this amount as rolling over to the following year RTMP project description. This provides the project description for reporting by the cities, as described in Step 2, above. In the case of the McKenzie contract, the final report is reviewed before final payment is issued to the contractor.

RURAL TOURISM MARKETING PROGRAM

Mission Statement and Project Criteria

MISSION STATEMENT

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

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

RTMP projects will define specific and varied activities and products that are widely distributed throughout the county and that will provide incentives and encouragement for visitors to choose Lane County as a leisure travel destination.

CRITERIA FOR RTMP PROJECTS

RTMP projects will:

1. Increase transient room tax revenues countywide, as measured by increasing overall revenues from room tax from visitor stays, and by increasing room tax revenues during the tourism 'shoulder season', in the fall/early spring months.
2. Increase the number of visits and the amount of time spent by visitors in *rural* Lane County by improving the attractiveness of rural communities. The variety of such activities may include: expanded attractions, beautification, and property enhancement projects on public property.
3. Focus general marketing on visitors from surrounding states and "peak season" marketing to attract visitors from Oregon.
4. Continue the development of regional marketing with local, state and private agencies. This includes increased involvement of rural tourism organization in the existing network.
5. Monitor potential targets in western Canada and other international markets, maintaining flexibility for action.
6. Develop, advertise, and package rural Lane County attractions and group tour business that encourage overnight stays and extended visits by:
 - a. Developing group travel opportunities; i.e. recreational vehicle, bicycle, parks, and campground activities, and
 - b. Fostering coordination between the Convention and Visitors Association of Lane County and rural tourism organizations to develop and package group travel tours, particularly as an extension of metro convention gatherings.
 - c. Providing incentives for return visits; i.e. discount on room rate for next year, mail schedule of activities for next year, mail post card with thank you and welcome note.
7. Assist with rural area tourism staffing needs, and provide training on hospitality and service excellence. The objective is to maintain a reputation for excellence in hospitality and service.