

BEFORE THE BOARD OF COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO: 20-12-15-02

ORDER/IN THE MATTER OF APPROVING
ALLOCATIONS TOTALING \$35,580 FOR 2021
RURAL TOURISM MARKETING PROGRAM
(RTMP) PROJECTS IN THE MCKENZIE RIVER
AREA AND AUTHORIZING DISTRIBUTION OF
FUNDS

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

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

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

WHEREAS, the Board of County Commissioners has reviewed the proposal submitted for the McKenzie River.

NOW, THEREFORE, the Board of County Commissioners of Lane County **ORDERS** as follows:

That distribution of funds is hereby authorized for delivery of the services described in the proposal received from the McKenzie River Chamber of Commerce in the amount of \$35,580.

ADOPTED this 15th day of December, 2020.



Chair, Heather Buch
Lane County Board of Commissioners

Rural Tourism Marketing Program
Funding Proposal
2021

Submitted by

McKenzie River Chamber of Commerce

Submitted to

Kathy Dyer
Community and Economic Development
Lane County Public Service Building
125 East Eighth Avenue
Eugene, Oregon 97401

November 16, 2020

Overview

McKenzie River Chamber of Commerce will apply and distribute RTMP funds for the McKenzie River to promote the selling, packaging, and advertising of the McKenzie River focusing on objectives and criteria to maximize the following:

1. Attraction of visitors to the McKenzie River
2. Length of stay by visitors
3. County-wide visitation
4. Return visits to the McKenzie River and surrounding communities

The McKenzie River Chamber of Commerce will facilitate proposal ideas to encourage growth in overnight lodging and visitors to the McKenzie River area from Cedar Flat to Belknap Hot Springs.

RTMP Funding Request

Goal: To promote increased tourism and overnight stays in the McKenzie River area.

Proposed Projects

Total Expense \$35,580.00

McKenzie River Chamber of Commerce Page 3 11/30/2020

McKenzie River Chamber of Commerce Managed Projects

Applicant: McKenzie River Chamber of Commerce PO Box 297, Walterville, OR 97489

Contact: Carol Tannenbaum _____
Signature _____ **Date:** _November 16, 2020_____

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

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 the 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 Travel 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.

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

- A. **McKenzie Resiliency and Recovery:** The MRCC has traditionally partnered with Travel Lane County to support a shared McKenzie River business ad in the annual Travel Lane County Visitor Guide. Due to the COVID-19 influence on TLC’s 2021 printed guide plans, the MRCC has redirected the usual funding to the resiliency and recovery of our fire-damaged region. The recovery of the McKenzie River is a team effort. This strategy is intended to leverage recovery efforts so that tourism businesses remain an integral part of the region and contribute towards rebuilding in a sustainable manner. The tourism committee is compiling current inventories, and filling information gaps, of tourism related businesses and public lands assets that are open, planning to re-open or are permanently closed. Through this work, we will look for stories of resiliency and recovery. We will work collaboratively with the McKenzie River Community Development Corporation and other groups doing similar work to share these stories with media, legislators, and influential partners. Specifics of this strategy will depend on the results of the inventories and story lines that emerge. It might include a need to build assets such as photos and video. It might result in hosting visiting media and influencers. It might result in paid media placements. Supports Criterion 4. Any unexpended funds for this strategy can benefit recovery efforts through Shoulder Season Marketing.

- B. **Wayfinding Plan Implementation:** In 2019 the Chamber partnered with Travel Lane County to develop a McKenzie Wayfinding Plan. The Plan was completed in July 2019 and implementation began in late 2019 with the receipt of a \$20,000 Grant from the Willamette Valley Visitor Association to supplement the RTMP funding to design and establish prominent signs for the western and eastern entrances to the area. The design work is now complete with cost estimates for sign building and permitting approval work in progress. We are seeking construction funds through Grants. In addition, we will work to improve signage for events, attractions, trails, and tourism businesses with a focus on incorporating the region’s cultural heritage in any new signage. Coordination with the opening of the new McKenzie River Scenic Byway is central to the effort. Criterion 2 is supported by this effort.

- C. **Coordinate & Support McKenzie Events:** This project supports Criteria 1, 2, 3, and 6. Promotion of the area's six McKenzie Events (Wooden Boat Show, Lavender Festival, July Fireworks, Chainsaw & Arts Festival, Waltherville Fair & Waddle, and Christmas Bazaar) to a larger area will provide for greater visibility of these events to potential visitors coming from outside of the McKenzie River corridor. Traditionally these events start in April and continue into December and occur in locales along the corridor from Waltherville to Rainbow. Recent COVID-19 protocols have required significant modifications to the events. In 2020 the Lavender Festival was the only event to occur. The Waltherville Fair & Waddle and the McKenzie Christmas Bazaar were both canceled because of the Holiday Farm wildfire. We are working on ways to stage the events in a different way in 2021. Our events calendar will be available to visitors at each event to encourage return visits to our river valley. A major goal is to create successful events that will be repeated regularly bringing in multiday overnight lodging. A special visitor survey was developed and applied in 2018 and continued in 2019 providing new tourist information to support our planning. More advanced marketing through electronic media is an important aspect of the advertising effort. The McKenzie Tourism outcomes for all the promotions include increased nightly stays at local lodges, generating business at local restaurants and stores and providing high quality activities for lodging guests.
- D. **McKenzie River Discovery Center Support:** The McKenzie River Chamber continues to support work to develop the McKenzie River Discovery Center as a world-class facility that will honor the river, highlight its unique geology, as well as its fishing and boating legacies. The Discovery Center will feature themed areas such as theaters and augmented reality projections, trails, cultural exhibits, riverboat displays, and a gallery for rotating exhibits. Studies have projected the facility will attract from 35,000 to 50,000 visitors annually when constructed in 2021. The McKenzie Chamber's financial contribution supports the site's business and design plans leading to a major capital fundraising campaign launch in 2021. The project supports Criterion 2.
- E. **Shoulder Season Marketing Campaign:** The Chamber is committed to bolstering the shoulder season as it continues working towards building a year-round tourism economy. In preparation for these efforts, the tourism committee will convene a special meeting with lodging and activity businesses that will be open during the shoulder season. A plan will be built in a phased approach that allows us to be respectful of the community and responsive to changing phases of reopening. Emphasis will be placed on retaining nightly stays at local lodges, supporting business opportunities at local restaurants and stores, and promoting high quality activities for lodging guests. Criteria 1, 3, 4, 6 and 7 are supported by this project.

- F. **Local Ads, PR & On-line Marketing Initiative:** Criteria 1, 3 and 4 are supported by this effort. In 2016 the Chamber established an on-line marketing presence. We make weekly posts across multiple social media platforms to promote the McKenzie area. Efforts in 2018 and 2019 successfully promoted the McKenzie Events and were proposed for 2020. COVID-19 changed to a "Stay Safe Message". We encourage visitors to experience the McKenzie area and learn about all the outdoor recreational opportunities available to visitors. We will continue promoting mountain biking. Promotions will buy online advertising on websites that engage mountain bikers as well as those sites that target other outdoor recreational activities. We will integrate social media feeds into the website where possible. One measure of success will be to survey McKenzie River visitors about their experience and encourage them to write trip reviews.
- G. **MRCC Website Maintenance:** Criteria 1, 2 and 6 are supported by this effort. The McKenzie Chamber of Commerce created a new website that successfully presents the

McKenzie River to the traveling public as well as serving Chamber membership communication. It has links to both the Travel Lane County and Travel Oregon visitor platforms. This project will keep the content of the website continually fresh. Today's travelers look/research using the internet before booking a vacation. The more information we can provide via the web, the better we serve and support businesses in the McKenzie River area.

- H. Frontline Training:** Frontline staff, at businesses throughout the region, plays an important role in the recovery of the community. They have opportunities to improve the guest experience ultimately benefiting the guest, local economy, and our public assets. The Chamber will work with Travel Lane County to develop tools and an educational program to increase their local product knowledge, train them in Take Care Out There messaging and support the customer service training conducted by their employers. This effort supports Criteria 7.
- I. Opportunity Fund:** The Chamber plans to set aside modest undedicated resources that can be applied quickly to respond to the coming of Oregon22 or other unanticipated opportunities to promote the area. Criteria 3 is supported by this effort.

4. Include a budget for your project. Include all resources and expenditures associated with the project.

Advertising Budget

Income	Cash	In-Kind
Tourism Marketing Funds	\$35,580.00	
 Expenses:		
Travel Lane County Visitors Guide	4,530.00	
Wayfinding Plan Implementation	8,200.00	
Co-ordinate & Promote McKenzie Events	6,500.00	
Support McKenzie River Discovery Center	5,000.00	
Shoulder season Marketing Campaign	3,900.00	
Local Ads, PR & On-Line Marketing Initiative	2,050.00	1,000.00
MRCC Website Maintenance	2,900.00	1,000.00
Frontline Training	500.00	500.00
Opportunity Fund	2,000.00	
Total Expenses	\$35,580.00	

Approval Page

President _____

Vice-President _____

Secretary _____

Treasurer _____

Board Members:

Date Signed _____