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AGENDA COVER MEMORANDUM

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AGENDA DATE: November 12, 2003

TO: LANE COUNTY BOARD OF COMMISSIONERS

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator

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AGENDA ITEM TITLE: ORDER/IN THE MATTER OF APPROVING CONTRACTS TOTALLING \$152,000 FOR 2003-04 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA, CRESWELL, JUNCTION CITY, FLORENCE, AND DUNES CITY AND SERVICES IN THE MCKENZIE RIVER VALLEY TO BE COMPLETED BY MCKENZIE RIVER CHAMBER OF COMMERCE

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I. MOTION It is moved that the Order be adopted: IN THE MATTER OF APPROVING CONTRACTS TOTALLING \$152,000 FOR 2003-04 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA, CRESWELL, JUNCTION CITY, FLORENCE, AND DUNES CITY AND SERVICES IN THE MCKENZIE RIVER VALLEY TO BE COMPLETED BY MCKENZIE RIVER CHAMBER OF COMMERCE

II. ISSUE OR PROBLEM Shall Lane County award contracts to the cities of: Cottage Grove, Oakridge, Junction City, Westfir, Creswell, Florence, Lowell, Veneta, Dunes City, and Coburg for services to implement the 2003-04 Rural Tourism Marketing Program (RTMP)? Shall a contract be awarded to McKenzie Valley Chamber of Commerce to deliver RTMP services in the McKenzie River Valley, as described in a quote, solicited through publication of a request for quotes advertisement?

III. DISCUSSION

A. Background. On October 1, 2003 the Board of Commissioners approved a streamlined RTMP process, in accordance with Lane Code, Chapter 4.175. The amount of funds available for distribution this year is \$152,000. The distribution formula is prescribed by Lane Code and the process is described in Attachments A, B, C and D.

Lane County Community and Economic Development Program (C&ED) prepared a request for project descriptions from cities to submit their intended RTMP activities by October 20, 2003. Project descriptions were received from six of the rural cities. Their Project Summary, Budget, and Work Plan forms are attached as Attachment E. The other cities had not responded by the time for this agenda packet to be submitted.

Project Summary and Schedule  
2003 Lane County Rural Tourism Marketing Program

Applicant: McKenzie River Chamber of Commerce

Project Title: McKenzie River Valley RTMP 2003-04

Activities, Products, and Outcomes	Activity Completion Date	Total Cost of Activity or Product	RTMP funds Needed	Local funds or other Resources	Notes
1. Contract Staffing  Outcome:	11/03 to 10/04	\$9,996	\$9,996		
2. Website Upgrades  Outcome:	01/04 to 10/04	\$700	\$700		
3. Web Camera  Outcome:	01/04 to 10/04	\$2,200	\$2,200		
4. Rural Lane County Network  Outcome:	11/03 to 10/04	\$600	\$600		
5. Brochures  Outcome:	01/04 to 10/04	\$1,653	\$1,653		
6. Mailings	11/03 to 10/04	\$411	\$411		
7. Contingency	11/03 to 10/04	\$189	\$189		
<b>TOTALS</b>	<b>\$15,749</b>	<b>\$15,749</b>	<b>\$15,749</b>		

**McKenzie Valley Rural Tourism Marketing Budget**

Income:	Cash
Rural Tourism Marketing Funds	\$15,749
Total Income	\$15,749

Expenses:	
Contracted Staff	\$9,996
Website Upgrades	\$700
Web Camera	\$2,200
<hr/>	
Rural Lane County Network	\$600
Brochures	\$1,653
Mailings	\$411
Contingency	\$189
3.        Total Expenses	\$15,749

**NOTE:** Use the above examples if appropriate, or submit actual budget pages from your accounting software program. Lane County expects full documentation of all monies spent on this project as part of the quarterly and final reports showing expenditures throughout the year. For billing and reporting, please use the attached project Summary and Schedule, Activities, Products, and Outcomes to request payment and report results.

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. 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.

**B. Describe any regional aspects your project has, including how involvement with the Rural Lane County Network will facilitate the project objectives.** The McKenzie River Chamber of Commerce has been very successful in disseminating information to visitors through the use of our two 24/7 kiosks (located at the Walterville Shopping Center and the Old McKenzie Fish Hatchery) and the two Chamber annexes (at Harbick's Country Store and Meyer's General Store). In 2003-2004 will offer display space at these locations to members of the Rural Network. In addition, the Chamber will also provide "hot links" to other rural Lane County communities on its website, free of charge.

**4. Describe the community or applicant's experience in operating past or similar projects. If the needed experience is not available in the community, describe the technical assistance provider working with the community to implement the project.** The McKenzie River Chamber of Commerce has received US Forest Service funding in the past to revitalize the Old McKenzie Fish Hatchery at Leaburg Lake - which is now the site of the Chamber Office and Visitor Information Center. The Chamber has also been awarded contracts in the past for McKenzie Marketing Plans as well as Special Projects grants.

**5. What are your criteria for success in this project? How will you evaluate the effectiveness and measure the success of your project? In what measurable way will you be able to demonstrate that your project is designed to meet the tourism needs of your rural community? Please list at least one specific outcome you expect for each project activity.** Office Staffing: Logs at the office track information requests - via phone, mail and walk-ins. Outgoing packets are tracked as well, indicating which area the request originated from and what type of information was requested.  
Annexes & kiosks: records will be kept of the number & type of brochures at the Walterville and Leaburg kiosks and the Chamber annexes at Meyer's General Store and Harbick's Country Store.

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

## Guidelines for Preparing a Quote

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

Contract Staffing: The McKenzie Chamber of Commerce will again issue an RFP for contracted services. We will continue to work with the Lane County Parks host program to keep the Office/Center open on weekends through the summer. Website Upgrades: The Chamber will renegotiate the hosting of its website to improve the listing of McKenzie Valley attractions while also adding other rural Lane County communities. Web Camera: The Chamber will add a web camera to its site to show real time weather conditions at Leaburg Lake – a great advantage in the winter season when the sun is shining while the Willamette Valley is fogged in. Rural Lane County Network: Chamber will provide travel and meal expenses for the executive director to attend monthly Network meetings. Brochures: Chamber will supplement the Four Season inserts produced last year with new special event inserts. Mailings: The Chamber will continue to send out responses to requests for information generated by response cards in its 4 color brochure and other sources.

2. Time line of Activities. This funding is for one year, what will be accomplished in that time? If this funding is part of a larger, more complex project, include an expected completion date for the entire project. Contract Staffing: 11/03 to 10/04. Website Upgrades: 01/04 to 10/04. Web Camera: 01/04 to 10/04. Rural Lane County Network: 11/03 to 10/04. Brochures: 01/04 to 10/04. Mailings: 11/03 to 10/04.

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

- √ Increase the length and/or number of visitor stays.
- √ Increase 'shoulder season' revenue.
- √ Maintain Northern California & Washington as target markets.
- √ Increase the visitation and length of stays by visitors.
- √ Maintain Oregon as a primary market of total visitors during the peak season.
- √ Increase development of metropolitan Lane County as a target market for rural areas.
- √ Target local urban and metropolitan areas throughout the Willamette valley as a primary market for rural Lane County.
- √ Continue cooperation and coordination among existing City, County, State and private tourism organizations.
- √ Increase the involvement of rural tourism organizations in the existing network.
- √ Develop, advertise, and package rural Lane County.
- √ Assist with staffing needs of rural tourism and visitor service providers.

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

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

RURAL TOURISM MARKETING PROGRAM QUOTE FORM

APPLICANT NAME: McKenzie River Chamber of Commerce

PROJECT TYPE(S), Check all that apply:

- Marketing
- Facility Development
- Training
- Event
- Staffing
- Brochures, Banners

TOTAL AMOUNT OF RTMP FUNDING: \$15,749

PROJECT TITLE: 2004 McKenzie Valley Rural Tourism Marketing Proposal

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

Applicant

Name: McKenzie River Chamber of Commerce

E-mail: McKRVCofC@aol.com

Address: Box 1117, Leaburg, OR 97489

Phone: 896-3330

Fax: Same

Contact Person (the person responsible for running the project and reporting)

Name: Ken Engelman

E-mail: rivref@aol.com

Address: 59059 Old McK. Hwy. McKenzie Bridge, OR 97413

Phone: 822-3358

Fax: Same

  
APPLICANT SIGNATURE

October 20, 2003  
DATE

<b>RTMP Project Criteria*</b>	<b>Activities</b>	<b>Budget - Including Carry over</b>	<b>Brief summary of project objectives</b>
target markets. Property enhancement projects.			
<b>TOTAL Budget</b>		<b>\$2,782.50</b>	
<b>GRAND TOTAL</b>		<b>\$54,956</b>	

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

The above activities are consistent with Lane Code 4.175 (6) (d), and the RTMP mission and project criteria adopted by the Lane County Board of Commissioners.

Report Submitted by: Barbara Miller, City Recorder

City of Florence                      October 21, 2003

Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

<b>RTMP Project Criteria*</b>	<b>Activities</b>	<b>Budget - Including Carry over</b>	<b>Brief summary of project objectives</b>
Lane County.			
7. Increase transient room tax revenues countywide.	Travel Presentations	\$3,050	Target areas for increased exposure. Meeting Planner membership guides. Promote FEC events with out-of-area media. Partner with the Chamber of commerce for complete promotion of western Lane County which will increase conventions and tourism.
Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.			
<b>TOTAL Budget</b>		<b>\$32,173.50</b>	
<b>Chamber of Commerce</b>			
1. Assist with rural area tourism staffing needs	Staffing	\$20,000	
<b>TOTAL Budget</b>		<b>\$20,000</b>	
<b>Siuslaw Pioneer Museum</b>			
2. Increase: Room tax, length and/or number of visitor stays and should season revenue. Maintain northern CA and WA as	Pave driveway approaches and gravel and grade parking lot	\$2,782.50	



RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
Increase number of visits. General Marketing. Continue the development of	materials		given to everyone attending a conference. Increase local and regional economy.
regional marketing. Develop advertise and package rural Lane County.			
5. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.	KCST/FEC promotional program	\$2,500	Increase FEC event promotion to strong untouched market with matching radio spot programming. Marketing package for out-of-area facility users.
6. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural	Out of Area Advertising with Chamber of Commerce	\$5,123.50	Create awareness and generate tourism dollars for western Lane County.

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
<p>2. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.</p>	<p>Website Upgrade and Marketing Program</p>	<p>\$2,000</p>	<p>Website advertising throughout the local, regional and national area. The website has been a great tool in reaching tourists out of the area. It provides information on not only events, but on the Center and all that it offers as far as conventions.</p>
<p>3. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.</p>	<p>Tradeshows and Industry Memberships</p>	<p>\$4,000</p>	<p>Increase leads, awareness and bookings by attending tradeshows. Contacts will generate conventions for the FEC.</p>
<p>4. Increase transient room tax revenues countywide.</p>	<p>Update current FEC collateral promotion</p>	<p>\$3,500</p>	<p>Advance FEC position in conference industry by updating the FEC and lodging brochure. A Florence Guest Book, with coupons from local merchants will be</p>

# Attachment E - Florence

## Lane County Rural Tourism Marketing Program (RTMP) Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
TOTAL budget **			

Coming Year's Work Plan and Budget (\$54,956 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
<b>Events Center Proposals</b>			
1. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.	Centerstage, monthly newsletter	\$12,000	Marketing vehicle. Promotes events and tickets sales and FEC Activities. Provides FEC exposure from Newport to Coos Bay, east to Eugene. Centerstage is generated monthly of staff. New insertion program: South Lincoln County News, reaches additional 1,500 out of area paid subscribers.

Lane County Rural Tourism Marketing Program (RTMP)  
 Summary of Results, Budget, and Work Plan

Past Year's Results - Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
Carry over to the next year			
TOTAL budget **			

Coming Year's Work Plan and Budget (\$ 18,962 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. <del>Carryover project</del>	<del>Electronic Message Center</del>	<del>\$11,000</del>	<del>Payment will be made in December for message center</del>
2. <del>Carryover project</del>	<del>Row River Trail Enhancements</del>	<del>\$1,452</del>	<del>Project is underway with expenses will be made prior to Spring 2004.</del>
1. <del>Criteria 7,6,1</del>	Staffing of Cottage Grove Area Chamber of Commerce	\$7,500	Staffing Chamber office and visitor information center and to assist with Concert in the Park events.
2. <del>Criteria 2,3,1</del>	Electronic Message Board	\$8,593	Annual payment for electronic message board to inform visitors of local activities.
3. <del>Criteria 2,1</del>	Festival Equipment	\$2,869	Purchase tables and safety cones or traffic control items for use by area special events and festivals.
TOTAL budget		<del>\$31,414</del> 18,962	

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

The above activities are consistent with Lane Code 4.175 (6) (d), and the RTMP mission and project criteria adopted by the Lane County Board of Commissioners.

Report Submitted by *Paula My...* Title *City Manager*

City *Cottage Grove* Date *Oct. 20, 2003*

-Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

# Attachment E - Creswell

## Lane County Rural Tourism Marketing Program (RTMP) Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
TOTAL budget **			

Coming Year's Work Plan and Budget (\$ 9258 allocation, plus \$ \_\_\_\_\_ carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 7	Staffing Visitor Info. Center	\$5000	Provide wages to staff visitor center/chamber office 20 hours per week. Provide tourist & relocation information on Creswell, Lane County, other Oregon Attractions.
2. 2, 3	14 <sup>th</sup> Annual July 4 <sup>th</sup> Celebration	\$3000	Fund entertainment, promotion and advertising, Holt park cleanup and beautification for several thousand visitors that enjoy celebration
3. 3, 4	Web-site & Community Directory	\$1258	Promote Creswell and Lane County through web-site (with community links) & new and updated printed material (directory, brochures)
TOTAL budget		\$9258	

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

# Attachment E - Veneta

## Lane County Rural Tourism Marketing Program (RTMP) Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
TOTAL budget **			

Coming Year's Work Plan and Budget (\$5,915.00 allocation, plus \$ 0.00 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 3,4, & 6c.	Operation of Visitors' Kiosk	\$ 1,950.00	Find volunteer groups to enable Kiosk to be open during four key weekends of the year. Duties of volunteers would include marketing and incentive for return visit tasks.
2. 7	Chamber Director	2,000.00	Hire a part-time director for the Chamber of Commerce. Director's initial task to be the set-up of programs that volunteers could then implement relating to tourism. Chamber to contribute rest of salary.
3. 2 & 4	Trail's End Chili Challenge	1,965.00	Continue to expand this annual event in an effort to build community, offering visitors another way to enjoy themselves in Lane County, and facilitating the flow of information about services, and other activities. Proceeds from the prior year's event pay for most of the expenses.
TOTAL budget		\$ 5,915.00	

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

The above activities are consistent with Lane Code 4.175 (6) (d), and the RTMP mission and project criteria adopted by the Lane County Board of Commissioners.

Report Submitted by Shauna C Hart Title Interim City Admin. Finance Officer

City Veneta Date 10.17.03

-Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

# Attachment E - Westfir

## Lane County Rural Tourism Marketing Program (RTMP) Summary of Results, Budget, and Work Plan

Past Year's Results - Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
TOTAL budget **			

### Coming Year's Work Plan and Budget (\$6,200 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. #1, #2	Bridge Lighting Festival & Advertising	\$2,000	Promote annual Bridge-Lighting Festival. Expand local and regional advertising to increase attendance at event.
2. #2	Landscaping & Beautification	\$1,700	Complete landscaping at Westfir Portal. Do other beautification projects to enhance appearance of public property to encourage people to stay longer.
3. #2	Tourist Center Administration	\$2,200 \$ 300	Will be used to provide city match for a Forest Service Grant to complete the kiosks at the Westfir Portal. Administration costs will be for actual time spent by city staff on tourism related activities
TOTAL budget		\$6,200	

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

The above activities are consistent with Lane Code 4.175 (6) (d), and the RTMP mission and project criteria adopted by the Lane County Board of Commissioners.

Report Submitted by Diana V. Tonkin Title Mayor

City Westfir Date 10/15/03

-Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

Attachment E - Dunes City

Lane County Rural Tourism Marketing Program (RTMP)  
 Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
TOTAL budget **			

Coming Year's Work Plan and Budget (\$ 8,752 allocation, plus \$ 0 carry-over)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. #3 & #4	Advertising in print media/internet	\$2200	Premier sponsor of Rhododendron Festival which takes place in Florence
2. #3	Signage	\$2000	Dunes City signs on Hwy 101, entering and leaving. Indirect lighting. Signage at boat dock with map to Siltcoos River Canoe Trail, other miscellaneous signs throughout .
3. #2& #6A	Park development	\$2000	Landscape, general clean-up and development of small areas in City...just a start.
4. #4	Cabinets for display materials	\$2000	Install cabinets in Community Center for the display of various brochures of local attractions and information.
5. #2 & #3	Kiosk at Community Center	\$552	Improve the existing kiosk by posting website information and updating local merchant information...repaint/repair.
TOTAL budget		\$8752	



ROOM TAX  
COUNTY WIDE  
10 YEAR HISTORY

COUNTY WIDE Location	5 YEAR AVERAGE TOTAL										RURAL TOURISM MARKETING 2003/04 LANE COUNTY								
	C	D	E	F	G	H	I	J	K	L	M	N	LOCATION	A	B	C	D	E	B+C+E
	93/94	94/95	95/96	96/97	97/98	98/99	99/00	2000/01	01/02	02/03	5 Year Total	% Room Tax (F+G+H+I+J) \$5,103,411		% Room Tax \$1,133,341	SELECTED BASE \$64,817	% - \$87,183	Non City Allocation	Non City Amount	TOTAL \$162,000
Creswell	29,801	32,228	41,539	44,911	41,005	41,864	38,169	33,613	32,001	46,746	192,493	3.77%	Creswell	6.14%	5,892	3,288	20.48%	77	9,258
Cottage Grove	183,184	177,254	183,451	193,786	188,018	172,192	188,028	147,584	132,525	127,278	747,884	14.65%	Cottage Grove	23.86%	5,892	12,771	79.52%	298	18,962
South Non City	644	1,429	3,792	3,824	3,811	4,156	4,156	4,156	4,156	4,444	21,853	0.43%	South Non City		375				
South Zone Total	213,629	210,910	228,782	242,620	232,762	217,967	210,351	188,768	169,476	178,468	962,030								
Growth rate	24.1%	-1.3%	8.5%	6.0%	-4.0%	-10.1%	-13.3%	-23.4%	-30.1%	-23.3%									
Five year growth rate																			
Coburg	8,547	14,943	27,000	26,212	24,893	23,858	23,608	19,627	19,244	17,396	103,732	2.03%	Coburg	3.31%	5,892	1,772	50.36%	272	7,837
Junction City	17,525	17,464	18,567	17,042	22,048	18,248	17,787	21,277	22,388	21,337	101,037	1.98%	Junction City	3.22%	5,892	1,726	49.07%	265	7,884
Veneta	410	667	587	804	650	726	988	0	0	0	1,122	0.02%	Veneta	0.04%	5,892	19	0.55%	3	6,916
Central Non City	445	1,847	4,616	5,039	4,590	5,187	6,946	6,580	6,133	6,822	31,848	0.62%	Central Non City			541			
Central Zone Total	26,927	34,721	50,770	49,097	62,180	49,019	48,734	47,465	47,765	45,656	237,639								
Growth rate	26.6%	28.9%	46.2%	-3.3%	6.3%	-2.2%	-0.7%	-3.3%	-2.7%	-12.7%									
Five year growth rate																			
Dunes City	5,796	6,509	7,451	6,854	6,965	7,215	7,295	11,764	18,734	20,661	66,668	1.31%	Dunes City	2.13%	5,892	1,139	5.51%	1,721	8,762
Florence	147,575	165,336	195,189	203,462	204,125	209,938	234,914	234,540	236,414	227,864	1,143,761	22.41%	Florence	36.50%	5,892	18,539	94.49%	29,524	64,966
Coastal Non City	202,175	232,857	317,386	322,465	330,403	344,186	362,027	374,515	361,207	387,040	1,828,986	35.84%	Coastal Non City			31,245			
Coastal Zone Total	355,546	404,702	520,026	532,601	541,434	561,349	604,296	620,819	617,365	635,585	3,039,404								
Growth rate	11.7%	13.8%	28.5%	2.4%	1.7%	5.4%	13.5%	16.9%	16.9%	17.4%									
Five year growth rate																			
Lowell	0	0	0	0	0	0	0	0	0	0	0	0.00%	Lowell	0.00%	5,892	0	0.00%	0	5,892
Oakridge	31,809	33,085	33,885	34,589	31,024	34,983	39,675	35,589	33,326	42,330	185,902	3.64%	Oakridge	5.93%	5,892	3,176	92.96%	1,389	10,458
Westfir	631	929	945	1,392	1,080	1,181	1,990	2,939	2,573	5,301	14,083	0.28%	Westfir	0.45%	5,892	241	7.04%	105	6,238
Williamette Non City	1,917	4,214	11,322	13,784	13,077	15,500	16,738	17,092	19,729	18,424	87,484	1.71%	Williamette Non City			1,495			
Williamette Zone Total	34,357	38,228	46,182	49,765	45,121	51,664	58,403	55,620	66,727	66,055	287,469								
Growth rate	18.5%	11.3%	20.7%	7.8%	-8.3%	3.8%	17.4%	11.8%	12.0%	46.4%									
Five year growth rate																			
McKenzie	60,062	67,263	77,792	67,786	94,895	100,092	110,340	118,351	121,288	128,918	676,968	11.31%	McKenzie	18.41%	5,892	8,857			15,749
Growth rate	37.9%	12.0%	16.7%	12.8%	8.1%	14.0%	26.7%	76.0%	38.1%	33.7%									
Five year growth rate																			
RURAL	690,521	755,824	923,521	961,771	966,442	979,092	1,032,125	1,028,024	1,011,590	1,052,581	5,103,411	100.00%	TOTAL	100.00%	64,817	87,183			162,000
Growth rate	16.2%	9.5%	22.2%	4.1%	0.5%	1.8%	7.3%	6.9%	5.2%	8.9%									
Five year growth rate																			

Base: 64,817 Base amount established as 35% of total non metro city revenue  
 Balance: 87,183 distributed by % of total non metro city revenue  
 Total: 152,000

Revised revenue from city of Eugene for FY Non Metro City+McKenzie  
 \* Tax rate = 5% from 1974 through Jan. 1989 Non Metro/Non City  
 \*\* RV Parks & Campgrounds added in 1985 Combined Total

Attachment D

Lane County Rural Tourism Marketing Program (RTMP)  
 Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$ \_\_\_\_\_

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1.			
2.			
3.			
Carry over to the next year			
<b>TOTAL budget **</b>			

Coming Year's Work Plan and Budget (\$ \_\_\_\_\_ allocation, plus \$ \_\_\_\_\_ carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1.			
2.			
3.			
<b>TOTAL budget</b>			

\*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

\*\* Project and Carry over (if any) must add up to the total contract amount.

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

The above activities are consistent with Lane Code 4.175 (6) (d), and the RTMP mission and project criteria adopted by the Lane County Board of Commissioners.

Report Submitted by \_\_\_\_\_ Title \_\_\_\_\_

City \_\_\_\_\_ Date \_\_\_\_\_

-Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

## RURAL TOURISM MARKETING PROGRAM

### Mission Statement and Objectives

#### 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.

Description of Rural Tourism Marketing Program (RTMP) Process  
September 2003

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 in September or October, 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.

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

**ORDER NO.** ) IN THE MATTER OF APPROVING CONTRACTS TOTALLING  
) \$152,000 FOR 2003-04 RURAL TOURISM MARKETING  
) PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE,  
) LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA,  
) CRESWELL, JUNCTION CITY, FLORENCE, AND DUNES CITY  
) AND SERVICES IN THE McKENZIE RIVER VALLEY TO BE  
) COMPLETED BY McKENZIE RIVER CHAMBER OF  
) COMMERCE

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

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

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

WHEREAS, the Board of County Commissioners has reviewed recommended proposals from cities and response to a request for proposals submitted by the McKenzie River Chamber of Commerce for services 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, \$9,258; Cottage Grove, \$18,962; Coburg, \$7,937; Junction City, \$7,884; Veneta, \$5,915; Dunes City, \$8,752; Florence, \$54,956; Lowell, \$5,892; Oakridge, \$10,458; Westfir, \$6,238, and
- 2) FURTHER ORDERED that the two commissioners for rural areas of Lane County are authorized to review and approve the work plans and project summaries for those cities that have not yet submitted their project descriptions for 2003-04 contract period, and
- 3) ) FURTHER ORDERED that the quote received from the McKenzie River Chamber of Commerce for RTMP services in the McKenzie River Valley is approved in the amount of \$15,749, and
- 4) FURTHER ORDERED that the County Administrator is authorized to sign all of the contracts described above.

Signed this 12<sup>th</sup> day of November, 2003.

\_\_\_\_\_  
Peter Sorenson, Chair  
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM  
Date 10/31/03 lane county  
J. Baird Law  
OFFICE OF LEGAL COUNSEL

E. Timing. Authorizing distribution of funds by this action will expedite RTMP programs.

#### IV. IMPLEMENTATION/FOLLOW-UP

Upon approval by the Board, contracts will be processed with the applicants that have submitted project descriptions, and the remaining city contracts will be executed when satisfactory project budgets and work plans are approved by the Lane Commissioners representing rural areas.

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#### ATTACHMENTS

##### ORDER

A –Description of RTMP Process

B – RTMP Mission Statement and Project Criteria

C – Project Summary, Budget and Work Plan form

D – RTMP FY 03-04 Funds Distribution

E – Project activities descriptions for cities that have submitted forms

F – McKenzie RTMP quote

\\BCC RTMP Memo for action 11-03 for 03-04contractsdoc

Additionally, a request for quotes was advertised for projects to serve the McKenzie River Valley with the due date of October 20, 2003. Only one proposal was received – from the McKenzie River Chamber of Commerce. This quote is attached as Attachment F.

B. Analysis. The attached Order authorizes contracts with the eligible Lane County cities and with the McKenzie River Chamber of Commerce, using funds distributed for RTMP 2003/04 activities, in the following amounts: Creswell, \$9,258; Cottage Grove, \$18,962; Coburg, \$7,937; Junction City, \$7,884; Veneta, \$5,915; Dunes City, \$8,752; Florence, \$54,956; Lowell, \$5,892; Oakridge, \$10,458; Westfir, \$6,238 and McKenzie River Chamber of Commerce, \$15,749.

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The project descriptions received from the six cities that have presented them (Attachment E), appear consistent with the objectives of the RTMP, including objectives related to producing tourism room tax revenue through the visitor industry and projects that promote tourism marketing of areas outside the urban growth boundaries of the metropolitan area. The McKenzie Chamber of Commerce proposal (Attachment F) also appears to be consistent with RTMP project criteria.

The streamlined RTMP process, approved by the Board on October 1, 2003, requires reporting by cities once each year, when they described their projects. This will occur next in October 2004. The McKenzie Valley services contract process will follow usual procedures for reporting and payment for services.

The status of each of the cities eligible to apply for 2003-04 funds is: Florence, Westfir, Dunes City, Cottage Grove, Creswell, and Veneta have submitted project descriptions and signed contract documents (Attachment E). Coburg sent back a signed contract form without attachments - no project description or budget. Oakridge and Lowell have indicated they are working on their project descriptions. Junction City has not returned documents or responded to inquiries to date. The Order authorizes the two rural Lane County Commissioners to evaluate the proposals from Coburg, Lowell, Oakridge, and Junction City, and authorize their contracts if they are determined to be consistent with RTMP guidelines.

C. Alternatives/Options. The Board may:

- 1) Approve the Order authorizing contracts recommended by the review committee, or
- 2) Award some of the contracts and not others, or
- 3) Determine not to authorize any contracts.

D. Recommendations. Number 1 is recommended, to approve the Rural Tourism Marketing Program (RTMP) projects for eligible cities and services in the McKenzie River Valley and authorize contracts to complete these activities in 2003 and 2004.