

W. S. A.

## AGENDA COVER MEMO

DATE: April 7, 2004

TO: Lane County Board of Commissioners

DEPT: Public Works/ Parks Division

PRESENTED BY: Loralyn Osborne, Public Works Analyst  
& Todd Winter, Parks Superintendent

AGENDA ITEM TITLE: ORDER/ In the matter of awarding Tourism Special Projects Grants for 2004, 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 2004, 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 Board appointed selection committee, consisting of Greg Evans, Ken Miller, Elaine Weiss, Kassey Young and Art Paz?

### III. DISCUSSION

#### A. Background

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grants program is operated. In December 2003, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 04 budget for special projects is \$94,600.

Forty-two grant applications were received requesting a total of \$279,132. 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 14<sup>th</sup>, attended by 15 applicants, to clarify the application and selection process.

**\* Attachment B - Scoring Instructions & Selection Criteria Summary**

This attachment provides the instructions given to the selection committee for scoring purposes. The preference points were optional and not used.

**\* Attachment C - Committee 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 7<sup>th</sup> Board meeting.

Attachment D & E - Previous projects funded from 2001 & 2000.

**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.

Applications were scored on how a project demonstrated a relationship to either marketing plan or both. Could show a degree of long-term impact in the County for tourism. How the project increases tourism in Lane County. How the project would keep visitors in Lane County longer, encourage and/or repeat return visits. Demonstrated the ability of organization, group or person to undertake the project and that the project and budget were realistic. Evaluated the potential of the project being a success. Demonstrated the management and administrative capability and history to under 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 March 4<sup>th</sup> deadline. Staff compiled the preliminary scores then met with the selection committee on March 11, 2004 to review and finalize the committee's recommendations to the Board. All final recommendations were unanimous and included, 8 recommendations for full funding, 15 recommendations for partial funding, and 19 recommendations for no funding.

C. Alternatives/Options

- 1) Move to approve the recommendations of the committee 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

Move to approve the recommendations of the committee 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 - E above

**Tourism Special Projects Grant  
Application Packet**

December 19, 2003

TO: Lane County Matching Grant Applicants

FROM: Loralyn Osborne, Marketing & Volunteer Coordinator/Public Works Analyst  
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 early March 2004 and 90% of monies dispersed by April 15, 2004.

**All applications must be received at the Lane County Parks Administration Office, 90064 Coburg Road, (Armitage Park) by 5:00 p.m., February 4, 2004 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 14, 2004 from 2:00 p.m. to 4:00 p.m. at the Lane County Parks Administrative building, located in Armitage Park at 90064 Coburg Road, Eugene.

Please mail or deliver your grant application to:

**Tourism Special Projects Grant Program  
Lane County Parks  
90064 Coburg Road  
Eugene, OR 97408**

Any questions, please call Loralyn Osborne, Marketing & Volunteer Coordinator, at (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 \$94,700 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, 2004.

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:

- 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  
90064 COBURG ROAD  
EUGENE, OR 97408

Copies of the Tourism Section of the Lane County Tourism Marketing Plan are available for \$5.00. You can have a marketing plan mailed to you by calling Loralyn Osborne, Marketing & Volunteer Coordinator for Lane County Parks, at (541) 682-2002 or by contacting 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 used. If interested, please contact Loralyn Osborne, Marketing & Volunteer Coordinator for Lane County Parks, at (541) 682-2002 to set up an appointment.

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

December 19, 2003	Grant Applications Available
January 14, 2004	Applicant's Conference at Armitage Park from 2:00 to 4:00 p.m.
February 4, 2004	Grant Applications due by 5:00 p.m.
Early March 2004	Grants to be awarded
April 15, 2004	90% of monies dispersed
December 31, 2004	All projects must be completed



**Tourism Special Projects Grant Application  
Small Project**

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

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

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

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

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

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 PLAN**

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 2004 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: \_\_\_\_\_

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

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

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

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: \_\_\_\_\_  
 (\$7,500 to \$10,000)

b) Cash Match: \_\_\_\_\_  
 (10% of grant amount minimum)

c) Other Cash Funds:

Source: \_\_\_\_\_

Source: \_\_\_\_\_

Source: \_\_\_\_\_

**Total:** \_\_\_\_\_  
 (a+b+c)

Expenditures

Item or service	Cost – Grant:	Cost – Applicant:	Cost – Other:
a) Personnel or Labor Costs:	_____	_____	_____
b) Materials and Services:	_____	_____	_____
c) Capital Outlay:	_____	_____	_____
<b>Total:</b>	_____	_____	_____

**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)



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6. Describe your organization and its relationship to Lane County tourism.
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9. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

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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  
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? <u>Points should be deducted for unclear or rambling responses.</u>
<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 stay; encourage early arrival and/or late departure.

## TOURISM SPECIAL PROJECTS GRANT RESULTS      ROUND 14      2004

## Name of Organization and purpose of grant

**FULLY FUNDED**

PROJECT NAME	AMOUNT
Maude Kerns Art Center	4,500
Martha Snyder	2,200
Flying Turtle Gallery	2,900
Blackberry Jam Festival	4,150
Oakridge Westfir Area Chamber	5,000
Adelante Si Hispanico Organization	10,000
Rustic Canyon Entertainment, Inc.	10,000
Oregon Parks & Recreation Dept.	10,000
Package Tour of Ken Kesey's Lane County	
Eugene for the Visually Impaired	
Mural & Promotion	
Blackberry Jam Festival Extended Outreach	
Oakridge Westfir Area Tourism Map	
Fiesta Latina	
Lane County Tourism DVD/Video	
DVD/CD-ROM Tour of Heceta Head Lighthouse & Area	

**PARTIALLY FUNDED**

Museums of Springfield & Eugene	1,850
Lane County Food Coalition	2,000
Oregon Aviation Historical Society	1,000
Celebrating Traditions	1,000
Willamette Repertory Theater	1,000
Oregon Horse Center	5,000
Oregon Festival Choirs	2,000
Cottage Grove Theater	3,000
Oregon Association of Rowers	3,000
Oregon Festival of American Music	4,500
Oregon Festival of American Music	4,500
City of Lowell	4,000
Oregon Bach Festival	3,000
Oregon Track Club	5,000
Track City Track Club	5,000
	<b>94,600</b>
Celebrate Your MUSE!	
Lane County Food Directory	
Multimedia Promotion	
Hosting Native Artist's Festival	
Holiday Show Discounts	
Marketing & Advertising Plan	
2004 Marketing Campaign for Pacific Interl Children's Festival	
Cottage Theatre Tourism Outreach	
Regatta Starting Platform	
Elderhostel "Hot Spot" Marketing Plan	
Now Hear This Jazz National Marketing Campaign	
Rolling Rock Park Completion	
National Music Critic PR Strategy	
Junior Olympics Entertainment Guide to Lane County	
Coordinating & Hosting Track City International Classic	

**NOT FUNDED**

City of Eugene	2,000
Eugene Community Partnership	2,400
Eugene Area Bed & Breakfast Assoc.	2,000
McKenzie River Reflections	5,000
Mountain Market Faire	2,250
Downtown Eugene Incorporated	5,000
Downtown Events Mang., Inc.	4,000
Avalon Park Pitch & Putt Golf Course	3,000
The Events Managers, LLC	4,000
Lane Arts Council	5,000
Eugene Symphonic Band	3,865
University of Oregon Museum of Art	10,000
Willamette Pass Ski Corporation	10,000
Wild West Events, Inc.	10,000
McKenzie River Reflections	10,000
The Wineries of Lane County	8,130
Lane County Comm. & Eco. Devel.	10,000
Bohemia Mine Owners Assoc., Inc.	10,000
Friends of Old McKenzie Fish Hatch.	10,000
Willamette Riverbank Recreational Corridor Brochure	
Eugene Irish Cultural Festival	
Full Color Rack Card	
Padded Maps of the McKenzie	
Sound System & T-shirt promotion	
Downtown Eugene Brand Development	
Lane County Cycling Tour & Celebration Cycling Classic	
Marketing Package- brochure, web site, etc.	
2nd Annual Animal House Celebration Toga Party	
A Guide to Museums & Galleries in Lane County	
Spirit of America-A Memorial Day Public Concert in Florence	
Grand Reopening Public Day Promotions & Activities	
Recreational Vehicle Parking	
Wild West Artist Adventure	
Lane County Recreation CD	
2nd Annual Wineries of Lane County Barrel Tour	
Regional Tourism Infrastructure Strategy	
Purchase equipment & supplies for museum	
Water Wheelhouse Restoration	

**TOURISM SPECIAL PROJECTS GRANT RESULTS      ROUND 13      2001**

**Name of Organization and purpose of grant**

**FULLY FUNDED**

	<b><u>AMOUNT</u></b>
Cottage Grove Chamber of Commerce	10,000
Florence Convention Center	10,000
Oregon Festival of American Music	10,000
Track City Track Club	10,000
Oakridge/Westfir Chamber	10,000
Adelante Si Hispanic Organization	10,000
Oregon Track Club	5,000
Junction City-Harrisburg Chamber	3,800
Lane Arts Council	5,000
Oregon Festival of Choirs	10,000
Eugene Area Bed & Breakfast Assoc.	4,000
Springfield Greeters	5,000
Willamette Repertory Theatre	4,500
Shelton-McMurphy-Johnson Assoc.	5,000

**PARTIALLY FUNDED**

Oregon Bach Festival	6,000
Eugene Sister City Foundation	6,000
Eugene to Pacific Crest Trail	6,000
American Rhododendron Society	6,000
Eugene Area Chamber	4,000
American Guild of Organists	3,500
U of O Youth Enrichment TAG	5,200
Lane County Bike Tours	<u>6,000</u>
	<b>145,000</b>

**NOT FUNDED**

Wayne Morse Historic Park Corp.	10,000
Oregon Festival of American Music	10,000
Upper Willamette Chamber	10,000
Track City Track Club	5,000
Lane Education Foundation	10,000
Mobile Training School of America	10,000
The HydroLogic Group	10,000
Oregon Festival of Choirs	5,000
Florence Area Chamber	5,000
Lane County Sheriff's Training Section	10,000
Triangle 5 Ranch LLC	9,720
Walk With Me	5,000
Lane County Mt. Bike Racing Series	5,000
The Land of Awe Children's Museum	9,540
Eugene to Pacific Crest Trail	5,000
McKenzie River Reflections/cd	10,000
McKenzie River Reflections/guide	5,000
McKenzie River Reflections/maps	5,000
Michael Glowria	5,000
Coeville Web Design & Graphics	10,000
Florence Area Chamber	10,000

## TOURISM SPECIAL PROJECT GRANTS RESULTS      ROUND 12      2000

## Name of Organization and purpose of grant

<u>FULLY FUNDED</u>	<u>PROJECT NAME</u>	<u>AMOUNT</u>
Oakridge Westfir Chamber	Marketing Rural Lane County at Gov's Conference on Tourism	10,000
Florence Chamber / Website Development	Website Development	7,500
U of O Korean / Host Art Exhibit	Host Art Exhibit	10,000
Mountain Bike Racing	Marketing Races in Lane County	10,000
Eugene Figure Skating Club	Host Regional Skating Competition	10,000
U of O Museum	Website Development	4,630
Triangle 5 Ranch	Website Development & Brochure	5,000
Creswell Chamber	Website Development, Hospitality Seminar & Directory	5,000
ASUO Women's Center	Host State Conference for High School Girls	10,000
Oregon Track Club	Update & Print Eugene/Springfield Running Map	4,124
LCC Senior Center	Put on Driving RV Workshop for Seniors	4,500
Lane Arts Council	Host & Market Millennium Clothesline Exhibit	5,000
Saturday Market	Regional Marketing Campaign for Holiday Market	4,000
MUSE	Brochure Ad Placement	4,440
Eugene Symphonic Band	Host Free Summer Concert Series	5,000
LCC Senior Center	Newsletter & Travel Guide	2,500
Zimfest 2000	Host & Market Zimbabwean Music Festival	5,000
Florence Event Center	Install 1-800 Line	2,000
McKenzie River Chamber	Brochure Development	7,600
OFAM Twin Rivers	Music Festival Marketing Campaign	5,000
		<b>141,294</b>
<u>PARTIALLY FUNDED</u>		
Oregon Bach Festival	Seattle Radio Campaign	5,000
Eugene Chamber Brochure	Activities Guide	5,000
Anglatin Tour	Inbound Tour Development & Promotion	5,000
Dorris Ranch	Briggs Property Acquisition	5,000
		<b>10,000</b>
<u>NOT FUNDED</u>		
Oregon Trails		10,000
Lane Arts Brochure		2,500
OFAM American Notes		2,500
OFAM Festival Days		2,500
McAlly Information		4,445
Travel Links/Brochure		5,000
LCC Smart Marketing		5,000
Saturday Market Kiosk		5,000
Day Breaks		5,000
Aprovecho Signage		2,000
Florence Rotary		2,000
KRVM Marketing		5,000
Free Shakespeare in the Park		3,000
Art Saves Cities		2,400
Citizens for Florence/Signs		5,000
Festival of Lights		2,000
McKenzie Reflections/guide		5,000
Lord Lebrick Theatre		4,719
Honeyman Park/Nature Centre		10,000

Honeyman Park/Store Project	10,000
OFAM Lane Tix	10,000
Dexter Library	10,000
City of Veneta	10,000
Eugene Equiplex	10,000
I, Too Am Eugene	6,500
Oregon Parks & Recreation	10,000
McKenzie River Reflections	10,000
Pacific Outpost Camp 101	10,000
Cottage Theatre	10,000
City of Coburg/Paving & Landscape	10,000



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

**ORDER NO.**

**) IN THE MATTER OF AWARDING TOURISM  
) SPECIAL PROJECTS GRANTS FOR 2004,  
) 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 exhibit C (attached); and it is further

**ORDERED**, that funds in the amount of \$94,600 be released from the 2003/2004 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.

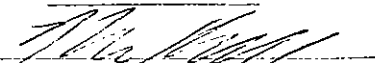
**DATED** this 7<sup>th</sup> day of April 2004.

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

**In the matter of awarding Tourism Special Projects Grants for 2004, releasing funds from the County Room Tax fund, and authorizing the County Administrator to sign contracts.**

APPROVED AS TO FORM

Date 3-31-04 lane county

  
COUNTY ATTORNEY