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AGENDA COVER MEMORANDUM

AGENDA DATE: November 10, 2004

TO: LANE COUNTY BOARD OF COMMISSIONERS

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator
Dave Jacob, C&ED Intern

AGENDA ITEM TITLE: ORDER/IN THE MATTER OF APPROVING CONTRACTS
TOTALLING \$160,000 FOR 2004-05 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

I. MOTION It is moved that the Order be adopted: IN THE MATTER OF APPROVING
CONTRACTS TOTALLING \$160,000 FOR 2004-05 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 2004-05 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 for 2004-05 is \$160,000. The purpose of the RTMP is to focus on
the business of selling, packaging, and advertising rural Lane County in a unified, well-
planned program. Attachment A summarizes the results of the first year of the streamlined
RTMP, as reported by the cities.

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 1,
2004. Project descriptions were received from nine of the ten rural cities. Their Project

Summary, Budget, and Work Plan forms are attached as Attachment C. The city of Coburg had not responded by the time for this agenda packet to be submitted due to changes in city administration.

Additionally, a request for quotes was advertised for projects to serve the McKenzie River Valley with the due date of October 8, 2004. Only one proposal was received -- from the McKenzie River Chamber of Commerce. This quote is attached as Attachment B. RTMP results for the past year are summarized in Attachment A.

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 2004/05 activities, in the following amounts: Creswell, \$9,700; Cottage Grove, \$19,331; Coburg, \$7,963; Junction City, \$8,098; Veneta, \$5,901; Dunes City, \$9,618; Florence, \$59,327; Lowell, \$5,892; Oakridge, \$10,840; Westfir, \$6,375 and McKenzie River Chamber of Commerce, \$16,955.

The Lane County C&ED Coordinator oversees the process for distribution of RTMP funds. However, in accordance with past practice, the two rural commissioners have been involved in the review and recommendation process, therefore, the C&ED Coordinator relies on the continued support of the rural commissioners for consistency with RTMP guidelines and community needs. The two rural Lane County Commissioners have reviewed the reporting and proposal forms (Attachment C) and the quote from the McKenzie Chamber of Commerce (Attachment B) and recommended award of all contracts, except Coburg. When Coburg submits its report and proposal for use of RTMP funds, it will be reviewed as described below.

The project descriptions received from the nine cities that have presented them (Attachment C), 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 B) also appears to be consistent with RTMP project criteria.

In analyzing results from the 2003-04 RTMP awards, cities were provided with forms listing the results as proposed in the approved work. Cities were required to provide actual expenses for these results. In analyzing these expenditures, the cities reported expending funds as budgeted in all cases. In some cases, cities expended funds exactly as budgeted and in other cases cities showed expenditures in excess of budgeted amounts. In these cases funds in excess of budgeted amounts were from city funding sources. In all cases, it appears that the cities met work plan objectives.

In summary, the status of each of the cities eligible to apply for 2004-05 funds is as follows: Florence, Westfir, Dunes City, Cottage Grove, Creswell, Oakridge, Lowell, Junction City, and Veneta have submitted project descriptions and signed contract documents. Coburg has not submitted materials as of this date due to changes in city administration. In past years, the rural commissioners have been actively involved in the

RTMP proposal review process. Under the simplified RTMP process, the rural commissioners review the reports and proposals for consistency with the RTMP guidelines. The Order authorizes the two rural Lane County Commissioners to review the proposal from Coburg and recommend the contract if it is determined to be consistent with RTMP guidelines.

C. Alternatives/Options. The Board may:

- 1) Approve the Order authorizing contracts, 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 2004 and 2005.

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.

ATTACHMENTS

ORDER

A – Summary of 2003-04 Results

B – McKenzie River Chamber of Commerce RTMP Quote

C – Project Summary, Budget and Work Plan form

\\BCC RTMP Memo for action 11-10 for 04-05 activities.doc

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO.) IN THE MATTER OF APPROVING CONTRACTS TOTALLING
) \$160,000 FOR 2004-05 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

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 quotes 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, \$9,700; Cottage Grove, \$19,331; Coburg, \$7,963; Junction City, \$8,098; Veneta, \$5,901; Dunes City, \$9,618; Florence, \$59,327; Lowell, \$5,892; Oakridge, \$10,840; Westfir, \$6,375, and
- 2) FURTHER ORDERED that the two commissioners for rural areas of Lane County are authorized to review and recommend the work plan for the City of Coburg, and recommend the city's RTMP contract for execution, 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 \$16,955, and
- 4) FURTHER ORDERED that the County Administrator is authorized to sign all of the contracts described above.

Signed this 10th day of November, 2004.

Bobby Green, Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM

Date 11/2/04 Lane County

Heidlaw
OFFICE OF LEGAL COUNSEL

**Rural Tourism Marketing Program (RTMP)
Summary of 2003-04 Results**

City	RTMP Funds Available	Total funds expended	Results
Creswell	\$9,258	\$20,191 [Difference of \$10,933 covered by city.]	Staff for Visitor Info. Center (Jan – Aug); support for 14 th Annual July 4 th Celebration; updated website & community directory
Cottage Grove	\$18,962	\$18,962	Staff for C.G. Chamber of Commerce; purchased Electronic Message Center sign; purchased Festival Equipment; purchased <u>All-American City</u> promotional merchandise, celebrations, signage/marketing
Coburg	\$16,366	No report	
Junction City	\$16,454.26	\$6686.79	Purchased flower baskets, aphid killer, and fertilizer; inspection, repair, and maintenance of watering system; installed flower baskets; provided labor for daily watering; construction of ADA ramps. [Junction City will use remaining balance of \$9,767.47 for city entrance signs.]
Veneta	\$5,901	No report	Please see report.
Dune City	\$6,200	\$6,200	Purchased advertising for Rhododendron Festival; purchase and put up city entrance signs; landscaping and cleanup of park around city hall; cabinet installation at Community Center for brochure display; Community Center kiosk improvement.
Florence	\$54,956	\$54,956	Centerstage monthly newsletter; upgraded website and marketing program; purchased tradeshow and industry memberships; updated current FEC collateral promotion materials; sponsored KCST/FEC promotional program; purchased out of area advertising with Chamber of Commerce; supported travel presentations; staff for Chamber of Commerce; driveway paved for Siuslaw Pioneer Museum.
Lowell	\$11,784	\$0 -	As planned, Lowell will use combined 2002 through 2004 RTMP funds for construction of restroom facilities at Rolling Rock Park in 2004-05.
Oakridge	\$10,840	\$10,840	Hired Chamber of Commerce staff; built and installed new welcome signs; reprinted tourism map
Westfir	\$6,200	\$4,000	Purchased Bridge Lighting Festival Advertising; landscaped and beautified Westfir Portal; staffing and administration of Tourist Center. [Westfir will use balance of \$2,200 as originally budgeted as match for USFS kiosk.]
McKenzie River Chamber of Commerce	\$15,749	\$15,920.79 [Difference of \$171.79 covered by Chamber]	Staff for McKenzie Chamber of Commerce; upgraded website; purchased web camera for Old McKenzie Fish Hatchery site; updated Leaburg Lake Recreation Area brochure; purchased Chamber and CVALCO cooperative advertising; purchased postage for promotional marketing program.

RURAL TOURISM MARKETING PROGRAM QUOTE FORM

APPLICANT NAME: McKenzie River Chamber of Commerce

PROJECT TYPE(S), Check all that apply:

<input checked="" type="checkbox"/> Marketing	<input type="checkbox"/> Event
<input type="checkbox"/> Facility Development	<input checked="" type="checkbox"/> Staffing
<input type="checkbox"/> Training	<input checked="" type="checkbox"/> Brochures, Banners

TOTAL AMOUNT OF RTMP FUNDING: \$16,955PROJECT TITLE: 2004-'05 McKenzie Valley Rural Tourism Marketing Proposal

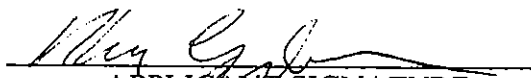
PROJECTS NARRATIVE: (Briefly describe the project goals, objectives, activities, results and outcomes. The specific activities, products, and costs are to be summarized on the Project Summary and Schedule):

This proposal will fund the McKenzie Chamber's executive director position for a year. It will add an automated weather station to the Chamber's website. Through the coordinated advertising component, the Bend/Central Oregon area will be targeted to increase overnight stays.

Applicant

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

Name: McKenzie River Chamber of CommerceName: Ken EngelmanE-mail: mcrvcofc@aol.comE-mail: rivref@aol.comAddress: Box 1117, Leaburg, OR 97489Address: 59059 Old McK. Hwy.
McKenzie Bridge, OR 97413Phone: 896-3330Phone: 822-3358Fax: SameFax: Same


APPLICANT SIGNATURE

October 8, 2004
DATE

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.

1. Contract Staffing: The McKenzie Chamber of Commerce will again handle staffing with 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 Weather Station: Last year, the Chamber took control of its website and added a web camera to show conditions at Leaburg Lake – a great advantage in the winter season when the sun is shining while the Willamette Valley is fogged in. A real time, automated weather station will be added this year. Cooperative Advertising with CVALCO: The Chamber will work with CVALCO to target the Bend area with a coordinated advertising campaign. McKenzie area resort owners have noticed an increase in business from Central Oregon. Some is related to a permit quota for river runners, causing more guides to bring their customers over to the McKenzie River. 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. **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: 11/04 to 10/05. Website Weather Station: 01/05 to 10/05. Cooperative Advertising: 11/04 to 10/05. Mailings: 11/04 to 10/05.

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.

√ Increase the visitation and length of stays by visitors.

√ Maintain Oregon as a primary market of visitors during the peak season.

√ Continue cooperation and coordination among existing City, County, State and private tourism organizations.

√ 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.
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.
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.

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 addition, the Chamber will 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.

McKenzie Valley Rural Tourism Marketing Budget

Income:	Cash
Rural Tourism Marketing Funds	\$16,955
Total Income	\$16,955

Expenses:	
Contracted Staff	\$10,696
Website Weather Station	\$600
Coordinated Advertising	\$5,041
Mailings	\$415
Contingency	\$203

4. Total Expenses \$16,955

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.

Project Summary and Schedule
2004-05 Lane County Rural Tourism Marketing Program

Applicant: McKenzie River Chamber of Commerce

Project Title: McKenzie River Valley RTMP 2004-05

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:	11/04 to 10/05	\$10,696	\$10,696		
2. Website Weather Station Outcome:	01/05 to 10/05	\$600	\$600		
3. Coordinated Advertising Outcome:	11/04 to 10/05	\$5,041	\$5,041		
4. Mailings Outcome:	11/04 to 10/05	\$415	\$415		
5. Contingency Outcome:	11/04 to 10/05	\$203	\$203		
TOTALS	\$16,955	\$16,955	\$16,955		

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

Past Year's Results – Reporting Period: November to October Contract Amount \$13,461

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1, 3, 4, 7	Hire Chamber Staff	\$10,000	Provided support to hire staff to facilitate celebrations, tourism marketing, and chamber activities, now have 58 businesses
2. 2	Build new welcome signs	\$461	Built new welcome signs incorporating new Oakridge "brand" logo, beautiful, very well received by community
3. 3, 6	Reprint tourism map	\$3000	To continue very successful marketing tool – tourism map of area recreation and attractions, distributed 22,000 maps this year
Carry over to the next year		\$0	
TOTAL budget **		\$13,461	

Coming Year's Work Plan and Budget (\$10,840 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,3,4,7	Continue Chamber Support	\$10,000	Continue to support the Oakridge/Westfir Chamber of Commerce through staffing
2. 2	Leverage \$ for Park Amphitheater	\$840	To help funding of new Amphitheater in Greenwaters Park to support community festivals – matches \$32,000 in grants
3.			
TOTAL budget		\$10,840	

*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 Gordon Zimmerman Title City Administrator

City City of Oakridge Date Sep. 23, 2004

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

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

Past Year's Results – Reporting Period: November to October Contract Amount \$11,784

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 2	Rolling Rock Park Improvements	\$0	Funds to be held in reserve until FY 04-05 to construct public restrooms and paved parking at Lowell's interactive Rolling Rock Park.
2.			
3.			
Unexpended Funds. Explain how these funds will be expended in the coming year.		\$11,784	Funds to be held in reserve until FY 04-05 to construct public restrooms and paved parking at Lowell's interactive Rolling Rock Park.
TOTAL budget **		\$11,784	

Coming Year's Work Plan and Budget (\$5,892 allocation – Use this amount in the budget below)

RTMP Project Criteria*	Activities	Budget	Brief summary of project objectives
1. 2	Rolling Rock Park Improvements	\$5,892	Construct restrooms in Rolling Rock Park.
2.			
3.			
TOTAL budget		\$5,892	

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

** Project and unexpended funds (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 Charles F. Spies Title City Administrator
 City Lowell Date September 28, 2004

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

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

Past Year's Results – Reporting Period: November to October Contract Amount **\$6,200**

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1, 2	Bridge Lighting Festival & Advertising	\$2,520	Promote annual Bridge Lighting Festival. Expand local and regional advertising to increase attendance at event.
2. 2	Landscaping & Beautification	\$1,145	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	\$ 335	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.
Unexpended Funds (if any). Explain how these funds will be expended in the year ahead.		\$2,200	Will use funds for city match for a Forest Service Grant to complete the kiosks.
TOTAL budget **		\$6,200	

Coming Year's Work Plan and Budget (**\$ 6,375** allocation – Use this amount for the budget below)

RTMP Project Criteria*	Activities	Budget	Brief summary of project objectives
1. #1	Bridge Lighting Festival, July 4 Fireworks Display, Administration	\$4,500	Promote annual Bridge Lighting Festival to increase attendance, assist with July 4 Oakridge / Westfir fireworks display, Administration costs for actual time spent on tourism related activities.
2. #2	Tourist Center	\$1,275	\$2,200 carryover from 2004 and budget amount will be used as a match for a Federal Forest Service Grant to complete the kiosks at the Westfir Portal. Pursue project for maps of Westfir.
3. #2	Landscaping & beautification	\$ 600	Will be used to enhance and beautify public areas in Westfir . to make the city a more attractive place for people to stop and enjoy.
TOTAL budget		\$6,375	

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

** Project and unexpended funds (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 Diana V. Tonkin Title Mayor

City Westfir Date September 28, 2004

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

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

Past Year's Results -- Reporting Period: November to October Contract Amount \$18,962

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 7, 6, 1	Staff C.G. Chamber of Commerce	7,500.00	Staffed Chamber Office and Visitor Information Center. Funded Concerts in the Park.
2. 2, 3, 1	Electronic Message Center	8,593.00	Payment on sign used to inform visitors of local events and activities.
3. 2, 1	Festival Equipment	331.00	Purchase traffic control equipment for use by area festivals and events.
4. 2, 3	All-American City Promotional merchandise, celebrations, signage/marketing	2,538.00	Purchased t-shirts, stickers, signs, pins and other merchandise for promotion. Hosted an All-America City festival in August.
Carry over to the next year		0	
TOTAL budget **		18,962.00	

Coming Year's Work Plan and Budget (\$19,331 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 7, 6, 1	Staff C.G. Chamber of Commerce	8,300.00	Staffing Chamber Office and Visitor Information Center. Brochure production. Funding for Concerts/Movies in the Park
2. 2, 3, 1	Electronic Message Center	8,593.00	Payment on electronic sign used to inform visitors of local events and activities.
3. 2,3	Street Pole Banners with All- America City Logo	1546.00	Promote All-America City status by installing street banners at major intersections in town.
4. 2,3	Trailhead Park improvements	892.00	Funding to help with initial phases of construction, including building gazebo, restroom facilities and bicycle racks.
TOTAL budget		19,331.00	

*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.

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 *[Signature]*

Title *City Manager*

City Cottage Grove

Date *Sep 29, 2004*

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

Attachment C

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

Past Year's Results - Reporting Period: November to October Contract Amount \$5,915

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1 & 3	Development of a visitor brochure & packet	\$0.00	Familiarize visitors with the attractions in the Fern Ridge area & Lane County. Project is in a design phase. To be completed by the end of the calendar year
2. 3, 4 7 6b.	Development of Chamber website w/ regular updates	\$3,334.95 \$599.40	Development of a website to provide potential visitors information of the many attractions in the Fern Ridge area. Website will also include numerous links to other visitor information websites in the Lane County and southern Willamette valley
Total		\$3,934.35	
Carry over to the next year		\$1,980.65	Expenditure to compete visitor brochure packet.
TOTAL budget **		\$5,915.00	

Coming Year's Work Plan and Budget (\$5,901 allocation, plus 0.00 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,3,4, & 6b	Web hosting- @	\$600	Annual contract for hosting of Fern Ridge Chamber of Commerce visitor related website.
2. 1,3,4, & 6b	Visitor calendar	\$1800	Development and updating a monthly visitors calendar for dissemination to visitor publications and posting to the web-site.
3. 1,3,4, & 6b	Tourism Promotion - City	\$1,200	Regional advertising of community events and celebrations.
4. 1 & 3	Visitor Map	\$601	Updating of an existing City map to have it accurately reflect all new development so for dissemination to visitor when visiting the Fern Ridge area.
5. 1,3, & 7	Response to inquires - City	\$600	Expense related to responding to visitor inquires (postage, copies, phone & internet connection).
6. 1,3,4, & 6a	Development of packages -	\$1,100	Development of Agri-tourism (wine & organic farm) packages.
TOTAL budget		\$5,901	

- @ If not indicated the function will be performed by the Fern Ridge Chamber of Commerce
- *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 Ric Ingham Title City Administrator

City Veneta Date 10.22.04

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

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 9258

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 7	Staffing Visitor Info. Center	\$ 6700.00 (Jan- Aug.)	Provide wages to staff visitor center/chamber office 20 hours per week. Provide tourist & relocation information on Creswell, Lane Co., and other Oregon attractions.
2. 2, 3	14 th Annual July 4 th Celebration	\$11644.00	Fund entertainment, promotion and advertising, Holt Park cleanup and beautification for several thousand visitors that enjoy celebration
3. 3, 4	Website & Community Directory	\$ 1847.00	Promote Creswell and Lane County through website (with community links) & new and updated printed materials (directory, brochures)
Carry over to the next year		00	
TOTAL budget **		\$20191.00	

Coming Year's Work Plan and Budget (\$9,700 allocation, plus \$ _____ carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 7	Staffing Visitor Info. Center	\$5000.00	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	15 th Annual July 4 th Celebration	\$3000.00	Fund entertainment, promotion & advertising, Holt park cleanup, for several thousand visitors that enjoy day-long celebration
3. 2, 7	Visitor center enhance- ment.	\$1700.00	Due to security reasons, chamber office will move to the lounge area of community center – this will require purchase of office furniture and upgrade of computer equipment
TOTAL budget		\$9700.00	

*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 Alan W. [Signature] Title President Chamber

City Creswell Date 28 Sep 04

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

Attachment C

Lane County Rural Tourism Marketing Program (RTMP)

Junction City - Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount
\$16,454.26

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. Beautification #2	Flower baskets	\$1225.53	May 2004 purchased flower baskets from Al's Garden in Wilsonville, Oregon
2. Beautification – Plant health #2	Fertilizer	\$270	Purchased aphid killer to maintain plant health. Had enough fertilizer to finish this season only.
3. Beautification – Basket maintenance & employee safety #2	Watering system	\$88.87	Inspect, repair, and maintain watering system
4. Beautification #2	Basket installation	\$952.39	Install baskets, inspection, basket monitoring
5. Beautification #2	Basket maintenance	\$4000.00	Labor for daily watering
6. ADA Access #2, #7	Construct ADA ramps	\$150.00	Repair of sidewalk/curb
Carry over to the next year		0	Balance to be applied to new welcome signs for the north and south ends of Junction City. (\$9,767.47)
TOTAL expense		\$6686.79	

Coming Year's Work Plan and Budget (\$ 8,098 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget -	Brief summary of project objectives
1. Beautification	Flower Baskets	\$1750	May 2005 Purchase flower baskets from Al's Garden in Wilsonville, Oregon
2. Beautification - Plant Health	Fertilizer	\$450	Purchase fertilizer and aphid killer to maintain plant health.
3. Beautification - Basket Maintenance & Employee Safety	Watering System	\$400	Inspect, repair, and maintain watering system.
4. Beautification	Basket Installation	\$1000	Install baskets, inspection, basket monitoring
5. Beautification	Basket Maintenance	\$4,000	Labor for watering daily
6. Beautification	Sign	\$498	Welcome sign for north and south ends of Junction City
TOTAL budget		\$8,098.00	

*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 Mike Leighton, City Administrator, Junction City, Oregon

Signature *M. Leighton* Date 10/4/04
 -Send completed report by October 1st to Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8th Avenue, Eugene, OR 97401.

FLORENCE

Past Year's Results (\$54,956 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
Events Center Proposals			
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.
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.	Website Upgrade and Marketing Program	\$2,000	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.

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
<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. Increase number of visits. General Marketing. Continue the development of regional marketing. Develop advertise and package rural Lane County.</p>	<p>Update current FEC collateral promotion materials</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 given to everyone attending a conference. Increase local and regional economy.</p>
<p>5. Increase transient room tax revenues countywide. Increase number of visits. General Marketing. Continue the development of</p>	<p>KCST/FEC promotional program</p>	<p>\$2,500</p>	<p>Increase FEC event promotion to strong untouched market with matching radio spot programming. Marketing package for out-of-area facility users.</p>

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
regional marketing. Develop advertise and package rural Lane County.			
6. 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.	Out of Area Advertising with Chamber of Commerce	\$5,123.50	Create awareness and generate tourism dollars for western Lane County.
7. 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.	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.
TOTAL Budget		\$20,173.50	

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
Chamber of Commerce			
1. Assist with rural area tourism staffing needs	Staffing	\$20,000	The funds assisted the Chamber to pay for their paid staff. It is noted that the Chamber has many volunteers to help in the tourism effort as well.
TOTAL Budget		\$20,000	
Siuslaw Pioneer Museum			
2. Increase: Room tax, length and/or number of visitor stays and should season revenue. Maintain northern CA and WA as target markets. Property enhancement projects.	Pave driveway approaches and gravel and grade parking lot	\$2,782.50	The Siuslaw Pioneer Museum paved and graveled their parking lot which makes the area much more attractive to visitors to the area to stop and view what the community has to offer.
TOTAL Budget		\$2,782.50	
GRAND TOTAL		\$54,956	

Coming Year's Work Plan and Budget (\$59,327 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
Siuslaw Public Library			
1. 1, 2, 3	Provide free wireless internet access	\$1,500	Provide free wire-less internet access to tourists/travelers with laptop computers
Total		\$1,500	
Siuslaw Pioneer Museum			
2. 1, 2, 3, 4	Roof Repair	\$3,000	The Siuslaw Pioneer Museum had to repair their roof in 2003 on an emergency basis to prevent all the contents from being destroyed. They applied for a \$24,000 emergency loan and these funds will assist in paying off the bank loan to replace the roof.
Total		\$3,000	
Merchants of Old Town			
2. 1, 2, 3, 4	Holiday lighting for Old Town	\$8,000	Purchase of holiday lighting for old town, which will provide more visibility to the shopping district, entice drivers on Hwy 101 to come into town for more shoppers during the off season.
Total		\$8,000	

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
Chamber of Commerce			
3. 7	Staffing	\$15,000	Visitors Information Center continues to make positive impact on tourism and continue marketing local businesses
4. 1, 2, 3, 5, 6	Discover Florence Brochure	\$5,000	Update information to increase awareness of the area which in turn increases visits to the area and generate more dollars for the economy
Total		\$20,000	
Florence Events Center			
5. 1, 2, 3, 5, 6	Centerstage Monthly Newsletter	\$10,827	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.
6. 1, 2, 3, 4, 5, 6	Website Upgrade and Marketing Program	\$2,000	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
7. 1, 2, 3, 4, 6	Tradeshows and Memberships	\$3,000	Increase leads, awareness and bookings by attending tradeshows. Contacts will generate conventions for the FEC.
8. 1, 3, 4, 5, 6	Update Current promotional material	\$3,000	Advance FEC position in conference industry by updating the FEC and lodging brochure. A Florence Guest Book, with coupons from local merchants will be given to everyone attending a conference. Increase local and regional economy.
9. 1, 3, 4, 5	KCST/FEC promotional program	\$2,000	Increase FEC event promotion to strong untouched market with matching radio spot programming. Marketing package for out-of-area facility users.
10. 1, 2, 3, 5, 6	Out of area advertising	\$4,000	Create awareness and generate tourism dollars for western Lane County.

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
11. 1, 2, 3, 5, 6	Travel Presentations	\$2,000	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.
Total		\$26,827	
Grand Total Budget		\$59,327	

*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

Title: City Recorder

City of Florence

Date: September 30, 2004

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

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

Past Year's Results – Reporting Period: November to October Contract Amount \$8,752

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
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. Signage at kiosk with map to Siltcoos River Canoe Trail.
3. 2 & 6A	Park development	\$2000	Landscape and general cleanup of park around City Hall...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.
Carry over to the next year		\$0	
TOTAL budget **		\$8752	

Coming Year's Work Plan and Budget (\$9,618 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 3 & 6A	Update and redesign of current brochure. Printing of @ 50K copies	\$5000	"Stay & Play" brochure has not been updated for years. New brochure is intended to feature all businesses within the City and south of the Siuslaw Bridge. They will be placed in City Hall, Florence Chamber and local businesses as well as statewide Visitor's Centers.
2. 2 & 6A	Park development.	\$4,618	Landscape/general cleanup/maintenance of small parks in the City... a continuation of last year's project. New park equipment is required to replace old and/or non-existing benches, trash receptacles, signs, etc. Further work is also necessary on tourism kiosk.
3.			

TOTAL budget	\$9618		
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*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 Diane Healey Title City Recorder

City Dunes City Date 9/27/04

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