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*W. C. A.*

September 15, 2005

Board of County Commissioners  
 Lane County  
 125 East 8<sup>th</sup> Avenue  
 Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY05 Annual Report published by the Convention & Visitors Association of Lane County Oregon. This report is intended to meet the reporting requirements outlined in our marketing contract with Lane County.

Included at the front of the document is an executive summary, which gives a quick overview of our achievements during the last program year, July 1, 2004 through June 30, 2005. Program details follow that summary, and give a full sense of the scope of our work. The results for FY05 were very positive, and our biggest challenge is capturing the full opportunities that increased market demand present with fewer rooms and less meeting space available here in the metro area.

I am grateful for the hard work of the staff here at CVALCO. We remain very focused on our mission of attracting overnight visitors to Lane County. We are all very proud to serve the citizens of Lane County in our role of attracting new visitor dollars to the local economy.

I look forward to discussing this report with you in person on September 21. Thank you for your continued support and recognition of our marketing programs.

Sincerely,

*Kari Westlund*

Kari Westlund  
 President & CEO



**See All of Oregon in Lane County**

# **FY05 Annual Report**

**Program Year Ended June 30, 2005**



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## Executive Summary

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**Overall Returns Measured: \$55,068,381 Room Tax Investment: \$1,109,619 Ratio: 49.63**

For every dollar of room tax invested by Lane County in CVALCO, more than \$41.77 in visitor spending came, or will come, back to the county economy. This is an estimate of direct expenditures; no multipliers are incorporated. No economic returns are associated with CVALCO's Web site. In addition to \$89,216 in private dollar revenues and in-kind support, CVALCO generated \$4,448,348 in public relations exposure, dramatically extending the reach of its budget.

	<i>FY05 Goal</i>	<b>FY05</b>	FY04	FY03	FY02
<b>Convention Sales</b>					
Leads Achieved	195	188	186	183	182
Room Nights Booked	45,053	62,192	42,908	99,799	84,766
Delegates Booked	94,792	244,075	90,278	279,802	116,496
<b>Tourism Sales</b>					
Ad Responses	54,488	53,154	49,535	19,265	37,804
Media (non-local)	1,559,702	\$4,384,977	\$1,417,911	\$1,412,858	\$1,744,570
Trade Contacts	187	352	150	222	430
<b>Visitor Services</b>					
Walk-ins	8,025	7,105	7,643	7,481	6,762
Mail/Phone/Ad Inquiries	n/a	56,114	55,023	27,714	47,297
Visitor Van	17,027	14,837	16,216	12,837	12,146
Total	n/a	78,056	78,882	48,032	66,205
<b>Web site</b>					
Users	480,000	399,231	347,957	302,063	239,211
Hits	n/a	8,018,884	7,138,045	5,767,388	4,559,681
<b>Membership</b>					
New Members	66	71	69	65	60
<b>Community Relations</b>					
Media (local)	\$40,000	\$43,754	\$23,821	\$36,979	\$42,035
Media (national convention)	n/a	\$19,617	\$11,188	\$21,699	\$6,948
Press Releases	36	53	51	53	49
Media Stories	n/a	139	112	120	144
Presentations	24	34	28	18	30

### Youth Oriented Programs

CVALCO worked with youth in a variety of ways during the year. Interns from the University of Oregon worked with staff on a variety of projects to learn about and gain tourism-related work experience. CVALCO participated in youth job fairs connecting with hundreds of high school students. Presentations about tourism-related careers were also given at the high school and college level. CVALCO's Lane County Photo contest included a youth division, which drew entries from students ages 17 and under. CVALCO also logged 30 bookings for youth-related conferences and athletic events, not including horse shows, which often have a strong youth participation level.

## **Travel and Tourism: An Economic Generator**

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### **Return on Lane County Room Tax Investment in CVALCO**

Not all of CVALCO's marketing efforts are quantifiably measurable in the returns they provide, and much of its marketing is labor intensive and customer service oriented. CVALCO does, however, measure many of its programs. Summarizing those programs measured for quantifiable returns, an investment of \$1.1 million by Lane County into CVALCO secured more than \$42.9 million<sup>1</sup> in economic impact to the county during the FY05 program year.

Private businesses contributed \$89,216 in cash and in-kind donations to leverage Lane County's investment and increased CVALCO's overall effectiveness. Media relations efforts at the local and national level extended the reach of CVALCO's budget by another \$4,448,348.

### **Tourism in Lane County**

Lane County is continuing to experience steady growth in visitor spending. Overall, travel revenues in Lane County reached \$481.8 million<sup>2</sup> in 2004, a 6.8 percent increase from 2003, and a 75 percent increase from 1991. The visitor industry in Lane County is made up of small and medium sized businesses. Together they employed an estimated 7,200 people and paid out \$125.3 million in earnings in 2004.<sup>3</sup>

### **Tourism in Oregon**

During 2004, travelers to Oregon contributed an estimated \$6.9 billion directly to the state economy, supporting 127,600 jobs and \$3.2 billion<sup>4</sup> in earnings.

### **Tourism in America**

As one of the world's largest and fastest growing industries, travel and tourism generated \$600 billion<sup>5</sup> in travel expenditures during 2004. Tourism supported 7.3 million jobs for Americans, with a payroll of nearly \$162 billion, making it one of America's largest employers. Travel and tourism remains America's third largest retail industry. It also generated \$93.2 billion in federal, state, and local tax revenues.

### **CVALCO: A Private-Public Partnership**

A recognized visitor industry leader, CVALCO partners with business, civic, government and community groups, including its 432 members. As a private, nonprofit corporation, CVALCO is governed by a 30-member board of directors, including representatives from the Lane County Board of Commissioners, the Eugene City Council, and the Springfield City Council. Ex-officio board members provide additional links to city and county government.

CVALCO is funded by county room tax, paid by visitors staying overnight in commercial lodging and campgrounds. It receives a specified percentage of room taxes collected by the County. This method of funding sets up a healthy incentive; the better job CVALCO does at bringing overnight visitors and their dollars into the county, the more funds it receives to use in marketing.

### **CVALCO's Mission**

CVALCO is dedicated to its mission of increasing the number of overnight visitors to Lane County for the benefit of its members and all businesses and citizens who depend on a strong Lane County economy. CVALCO continues to implement aggressive marketing strategies to promote Lane County as a convention, meeting, event and leisure-travel destination. Ongoing areas of focus include convention sales and service, tourism marketing, visitor information services, membership and community relations.

### Room Tax

During FY05, overall room tax increased 5.7 percent; the same rate as last year. All communities saw healthy growth. Cottage Grove experienced the highest gain, primarily due to the Village Green's renovations and return to a more full-scale operation.

### Lane County Room Tax Collection Summary

	FY05	FY04	FY03	FY02	FY01
Eugene	↑4.9%	↑12.8%	↓3.7%	↑3.0%	↑6.9%
Springfield	↑4.7%	↓6.9%	↑0.8%	↓3.7%	↓3.8%
Florence	↑7.7%	↑4.0%	↓3.8%	↑1.3%	↓1.8%
Cottage Grove	↑14.7%	↑17.9%	↓7.4%	↓3.7%	↓15.1%
Other	↑6.8%	↑2.6%	↑8.4%	↑1.4%	↑0.7%
Total Tax	↑5.7%	↑5.7%	↓0.9%	↑0.6%	↑1.7%

Source: Lane County Transient Room Tax Collections Monthly Reports.

### Hotel/Motel Occupancy for Lane County Metro Area

Room tax collections are a function of both occupancy and price. Through a weekly survey, CVALCO assists in tracking actual room occupancy rates. Figures are based on a sample of more than 2,000 Eugene/Springfield metro area hotel/motel rooms. During FY05, the average occupancy rate was 65.61 percent, a 5.8 percent increase over FY04's 62.02 percent figure.

### Eugene Airport Deplanements/Service

As Oregon's second busiest airport, the Eugene Airport reported a total of 359,890 deplanements<sup>6</sup> during FY05, up 12.1 percent from FY04. In January 2005 Delta/Skywest added a third flight between Eugene and Salt Lake City. Meanwhile, the Eugene Airport's \$16.5 million construction of a new 6,000-foot runway—the largest development in at least 20 years, is nearly complete. The new runway will serve as backup for commercial air carriers, running parallel to the primary 8,000-foot runway. This new runway system will provide greater capacity and safety, allowing airplanes to take off and land simultaneously. The airport expects to open the new runway in September 2005.

## Convention Sales & Marketing

Janis Ross, Vice President of Convention Marketing  
 Sue Gorham, Senior Convention Sales Manager  
 Sue Krug, Convention Sales Manager

Michelle Geschke, Convention Sales Manager  
 Fletcher Beck, Convention Sales Manager  
 Sandee Hansen, Convention Services Manager

The Convention Sales and Marketing Department continued to implement strategies to attract conventions, meetings and events to Lane County. Among the variety of markets CVALCO's sales team pursued, specific emphasis was made in connecting with the military reunion, sustainability and sports markets to uncover new business and grow existing events. The staff's sales efforts secured a direct economic impact of \$32.2 million in convention/event delegate spending. Trade shows, sales presentations, advertising campaigns, direct sales calls and targeting meeting and event planners, have continued to be effective in increasing overnight visits to Lane County.

	FY05	FY04	FY03	FY02	% Change since FY04
Business Booked					
Conventions/Events	159	132	153	151	↑20.4%
New Business	44	36	65	63	↑22.2%
Delegates	244,075	90,278	279,802	116,496	↑170.3%
Room Nights	62,192	42,908	99,799	84,766	↑44.9%
Est. Economic Impact	\$32.2 million	\$19.7 million	\$41 million	\$37 million	↑63.4%

	FY05	FY04	FY03	FY02	% Change since FY04
Leads					
Total Leads Generated	188	186	183	182	↑ 1.1%
Confirmed	147 (78%)	125 (67%)	134 (73%)	116 (64%)	↑17.6%
Pending	19 (10%)	23 (12%)	12 (7%)	13 (7%)	↓17.4%
Lost	14 (8%)	33 (18%)	29 (16%)	37 (20%)	↓57.6%
Cancelled/Postponed	8 (4%)	5 (3%)	8 (4%)	13 (7%)	↑60.0%

16 of the 19 pending leads (84%) are new business.

Sample Confirmations	Meeting Date	Delegates
Special Olympics Basketball Tournament	2005	1,000
NCAA Regional Track & Field Championships	2005	1,500
Oregon Governor's Conference on Tourism	2006	450
Active 20/30 Club International	2005	200
Oregon Wine Board	2006	550
Northwest Conservative Baptist Assn.	2006	900

### Web Site RFP Inquiries

In FY05, the CVALCO Convention Marketing Department received 26 RFPs/inquiries from the CVALCO Web site. Of those 26 inquiries, 14 were for conventions/meetings with overnight stays and 12 were for one-day meetings or events. Of the 14 inquiries for conventions/ meetings with overnight stays, eight were confirmed, representing a 57 percent conversion. CVALCO's goal for FY05 was a 25 percent increase in meeting planners who submit RFPs from the CVALCO Web site. In FY04, 16 RFPs were received; 26 RFPs received this fiscal year represents an increase of 92 percent.

### Tradeshaw Participation

Participation in industry trade shows continued to play an important part of the sales team's marketing strategy. During FY05, the sales staff attended the following shows to meet with meeting planners and promote Lane County as a meeting destination:

Affordable Meetings, San Jose, CA	Oregon Society of Government Meeting Planners
Teams 2004, Houston, TX	Sunriver, OR
Greater OR Chapter/MPI – Sunriver, OR	National Assn. of Sports Commissions, Portland, OR
Reunion Network, Buena Park, CA	Reunion Network, DuPage County, IL
Religious Conference Management Assn., St. Louis, MO	Oregon Society of Assn. Management, Portland, OR

**Site Inspections**

CVALCO conducted site inspections and tours of the area for meeting planners. Site inspections that resulted in bookings are below.

	Meeting Date	Delegates
Oregon Pathways to Advancement Academy	June 2005	100
International Assn. of Sustainable Businesses & Org.	May 2005	150
Oregon Welcome Center Conference	March 2006	50-75

**Hospitality Partnership Return**

The Hospitality Partnership Return (HPR) program has helped keep business in Lane County while providing marketing dollars for participating groups to grow their meeting/event size. During FY05, groups included the Lane Community College Women's Crossover Tournament and Track City International Classic.

**The Reunion Network Confam**

In October 2004, Lane County was host to a TRN Confam, welcoming a group of 20 military reunion planners and their spouses. As a result of the Confam, 10 reunion groups are voting this year on Lane County as a future potential reunion site.

**Meeting & Event Planner**

In July 2004, a new format for the Meeting & Event Planner was introduced. Featuring a presentation folder with loose content pages, the new planner is easily updated for additional pages, and easy to customize for specific groups' needs. Meeting & Event Planners are mailed to meeting planners requesting additional information, mailed with proposals for specific conventions and events, and distributed at trade shows. Approximately 800 Meeting & Event Planners were distributed in FY05.

**2006 Oregon Governor's Conference on Tourism**

In April 2004, CVALCO received confirmation from Travel Oregon that Eugene will be the site for the 2006 Oregon Governor's Conference on Tourism, to be held April 2-4, 2006. The Hilton Eugene & Conference Center will serve as the headquarter hotel, with overflow guest rooms at the Valley River Inn. A committee of community volunteers and CVALCO staff has been formed, which will work on organizing those aspects of the conference for which we are responsible, and to showcase the area to our tourism colleagues from around the state.

**Convention Leadership Awards**

CVALCO presented its Convention Leadership Awards to local residents that were directly responsible for the confirmation of a meeting or event that brought a significant number of overnight visitors to Lane County. Recipients this year were SCAR/Jasper Mountain, and Jeremy Olsen of the Oregon Bioneers Conference.

**Sports Marketing**

CVALCO worked to retain and attract sporting events to Lane County. In October, CVALCO attended the TEAMS 2004 sports trade show in Houston to promote Lane County's sports facilities and services. President/CEO Kari Westlund, Senior Convention Sales Manager Sue Gorham and Lane County Commissioner Bobby Green attended the National Association of Sports Commissions conference in Portland in April 2005.



Meanwhile, the initial phase of the Regional Sports Center opened during the year. The multi-use arena, in Springfield, is used for indoor practice and performance sports and is available to host sports events of local, regional, national and international stature. The facility hosted the Oregon Special Olympics basketball tournament in March 2005, with the group planning to return in 2006.

Initial discussions began in spring 2005 regarding a sports authority for the area, with Kari Westlund and Sue Gorham playing key roles.

### **Meeting Facility Development**

Discussion surrounding a future civic/conference center in Springfield continued throughout the fiscal year. The Lane County Regional Tourism Infrastructure Task Force presented their report to the Lane County Board of County Commissioners in February 2005, which included a recommendation for additional convention space and guest rooms.

### **Convention Services Program**

The Convention Services program continued to provide services to meeting planners, assistance at meetings/event and provide a link between planners and CVALCO members.

Services were designed to help ensure the overall success of meetings/events, increase the chances for repeat business and ease the planners' ability to utilize applicable CVALCO member products and services. Service and information leads, identifying planner needs, were sent to CVALCO members to help them procure business. Meeting planners requested help with catering, tours, transportation, trade show vendors, discount coupons and promotional items.

Gift bags and baskets were distributed to various businesses, conventions and events, including: the Association for Direct Instruction, Kiwanis, Oregon Logging Conference President's Field Trip, Red Devil Reunion, 33<sup>rd</sup> Infantry Division, The Reunion Network, Eugene Mayor's Office (Sister City Program), Association of Oregon Counties, University High School Reunion, Oregon Club Big Green Benefit, Oregon Moose, Bravo! Trade Show, Western Association of Convention & Visitors Bureaus, Springfield Chamber of Commerce Auction, Cottage Grove Business Faire, Society for American Music, Eugene Rotary, National Association of Artistic Gymnastics, Habitat for Humanity, Oregon Diversity Institute and Oregon Moose.

More than 163,000 delegates representing 213 groups received services during FY05. Registration staffing assistance was provided to two conventions, and an information table was staffed at 32 conventions. The following large-scale groups prompted significant welcome efforts, housing referral services and the utilization of nearly all CVALCO convention services:

Group	Delegates
Oregon Logging Conference	3,227
Black Sheep Gathering	1,400
Association for Direct Instruction	974
Rotary International	700
Independent Order of Oddfellows	500

### **Promotional Assistance/Committees**

The Convention Services program served on the planning committees for: Rotary, Kiwanis, Cottage Grove Greeters, University High School Reunion, Oregon Diversity Institute, Association of Oregon Counties, Oregon Moose, Merchants of Old Town, Eugene Greeters and the 2006 Governor's Conference on Tourism.

## Tourism Marketing & Sales

Natalie Inouye, V.P. of Tourism Marketing

Debbie Williamson-Smith, Tourism Public Relations Manager

Katie Onstad, Tourism Sales Manager

CVALCO's Tourism Marketing and Sales Department experienced a slight growth in visitor inquiries as a result of its destination advertising and regional partnerships. Travel trade shows and extensive media coverage also contributed to the department's effective marketing strategies designed to gain exposure for Lane County and lure both group tour and independent leisure travelers to the area. Tourism marketing efforts during FY05 resulted in more than \$14 million<sup>7</sup> in returns from inquiry generation, fulfillment and bulk brochure distribution.

### Leisure Marketing

Lane County continued to be a draw for independent leisure travelers seeking scenic beauty, nature-based recreation opportunities and highly acclaimed cultural and performing arts events and activities. CVALCO marketing efforts capitalized on the brand awareness of Oregon with special focus on activities for visitors to enjoy.

### CVALCO Destination Advertising

Advertising placement remained crucial for generating requests and increasing visitation to Lane County. During the period, CVALCO tracked 14,915 responses directly linked to CVALCO advertisements. Ads placed in Good Housekeeping and the Oregon Attractions Insert, placed in newspapers throughout Oregon and other Western States, generated the greatest response. Changes to the Oregon.com Web site led to a significant number of leads. Responses were also received from ads placed in America Journal, CityScene (hotel room commercials), Northwest Travel, Oregon Coast magazine, the Oregonian, Register Guard, Sunset magazine, Travel Oregon and Washington Journey AAA Washington. CVALCO continued the radio campaign in Central Oregon focused on events throughout Lane County.

### Regional Partnerships

Regional partnerships played a critical role in generating visitor information inquiries. A total of 38,239 visitor information requests or leads resulted from partnerships with the Oregon Coast Visitors Association, the Willamette Valley Visitors Association and most significantly through the Travel Oregon leads program. These requests and leads were fulfilled with CVALCO's Visitor Guide. CVALCO continued its partnership with three Northwest cities and Canada in the Cultural Cascades marketing campaign. CVALCO maintained leadership positions in regional associations. Natalie Inouye served on the board of the Willamette Valley Visitors Association and as marketing chair of the Oregon Coast Visitors Association. Both of these organizations represent their regions in the new Regional Cooperative Marketing Programs. Debbie Williamson-Smith and Kari Westlund served on the Cultural Cascades committee. Kari Westlund served on the Oregon Tourism Commission.

Visitor Inquiries Generated by:	FY05	FY04	FY03	FY02	%Change since FY04
Destination Advertising	14,915	20,086	7,744	6,168	↓26%
Regional Partnerships	<u>38,239</u>	<u>29,449</u>	<u>11,521</u>	<u>31,636</u>	↑30%
Total	53,154	49,535	19,265	37,804	↑7.3%

### Top Geographic Markets

Requests for information and actual visitors to Lane County came from a variety of domestic and international origins. Top international markets included: Canada, The Netherlands, Germany, Australia, South Korea, China, France, Japan, Sweden, Spain, Italy and Singapore. Top U.S. markets included: Oregon, California, Washington, Texas, Arizona, New York, Colorado, Florida and Illinois.

Top Oregon markets (outside of Lane County) included: Portland, Salem, Corvallis, Roseburg, Albany, Bend, Medford, Lake Oswego, Lebanon, Grants Pass and Ashland.

### **Consumer Travel Shows**

Consumer travel shows played an important role in generating destination awareness and attracting leisure travelers to Lane County. CVALCO took part in five consumer shows including the Sisters Quilt Show, Oregon State Fair, Stayton Covered Bridge Festival, Sunset Celebration Weekend and the Adventures in Travel Expo. CVALCO, in partnership with the Oregon Coast Visitors Association (OCVA), displayed promotional literature at five additional consumer shows. Participation in these shows generated a total of 6,267 leads during FY05.

### **Travel Trade Marketing**

Travel trade shows, advertising and partnerships continued to be effective means for attracting new group tour travel business to Lane County. During the year, CVALCO attended the National Tour Association's Annual Convention in Toronto, Canada. CVALCO focused on reaching the international market by attending the International Tourism Bourse (ITB) in Berlin, Germany; Pow Wow in New York and a Sales Mission to Japan. CVALCO's participation in trade shows generated 245 leads.

CVALCO partnered with various members to give international clients an opportunity to see and experience what Lane County has to offer, and to sample Lane County products first-hand through eight research tours. During the year, research tours were given to U.S., German, Japanese, Italian and Canadian travel trade.

Katie Onstad served on the Oregon Tour & Travel Task Force and the newly formed Oregon Tour & Travel Alliance.

### **Group Tour Tracking**

CVALCO works with a core group of accommodations and attractions that are regularly reporting their tour business. The results of the groups CVALCO was able to track generated 2,363 room nights and 6,728 passengers, resulting in \$941,920 in spending<sup>8</sup> in FY05:

	<b>FY05</b>	<b>FY04</b>	<b>FY03</b>	<b>FY02</b>	<b>FY01</b>
Group Travelers	6,728	6,307	5,085	9,438	3,936
Room Nights	2,363	2,272	1,368	2,046	1,938

The total number of actual group tour travelers and complete economic impact are unknown as CVALCO relies on voluntary reports from lodging, attraction, and restaurant operators.

### **Media Relations/Editorial**

Extensive national and international media coverage provided publicity and exposure for Lane County valued at \$4,384,977. Print coverage totaled \$779,472 with coverage in such publications as Sunset magazine, Oregon Coast magazine, National Geographic Traveler and VIA magazine. Broadcast coverage totaled a record \$3,605,505 due primarily to the internationally-aired Globe Trekker segment featuring the Pacific Northwest.

CVALCO generated coverage through press releases and by assisting various regional, national and international media for articles, television programs and guidebooks. Subjects included Lane County's events, activities, attractions, wineries, gardens, performing arts and culture. Media ranged from regional newspapers to national guidebooks to internationally broadcast travel shows.

Press trips, representing various media, contributed to CVALCO's overall editorial coverage. During the period, CVALCO participated in 18 press trips.

**Film & Video**

The Tourism Department continued its partnership with the Oregon Film and Video office by assisting production companies considering Lane County as a site for filming projects. During the period, CVALCO provided research and assistance for six feature films, two independent feature film, four television segments/series, one reality show and three other projects. Services included permit, travel and lodging assistance, location scouting, casting calls and providing location files or images, of Lane County venues appropriate to filming requirements.

CVALCO and the Oregon Film and Video Office co-sponsored a reception for "The Sisters," a Chambers Productions picture, at the TriBeCa Film Festival. The movie, filmed entirely in Lane County and at Chambers Productions, premiered at the Festival.

Debbie Williamson-Smith serves as Lane County's liaison to the Oregon Film and Video Office.

**Lane County Fair Photo Contest**

CVALCO participated in the annual Lane County Fair Photo Contest by purchasing the winning entries. As a result, three new images were added to CVALCO's inventory of images used for publications and editorial needs.

**Publications**

The Tourism Department updated and reprinted 120,000 copies of the Official Lane County Oregon Visitor Guide and 176,000 copies of the visitor map, inserted in the guide and printed in pads. The guide, which includes a cover photo of Alton Baker Park in Eugene, was revised to include a section on "Out and About in Lane County" featuring niche interests of golf, wildlife, culinary, performing arts, cycling and gardens.

The publication of the Lane County Annual Calendar was made available in an easy, printable format, known as a portable document format (PDF), on CVALCO's Web site.

**Travel Oregon Ad**

CVALCO worked to secure an ad in Travel Oregon's 2005/2006 campaign. An ad featuring the Helfrich family and the McKenzie River is in production now.

## Visitor Services

Natalie Inouye, V.P. of Tourism Marketing  
 Meg Trendler, Visitor Services Manager  
 Pujita Mayeda, Fulfillment & Membership Services  
 Margaret DeYoung, Visitor Fulfillment Specialist

Visitor Services Specialists: Barbara Allen, Janet Auxier,  
 Vivian Doolittle, Audi Fleishman, Larry Moran, Krista  
 Phillips, Peggy Price, Marcella Schoen and Geoffrey  
 Wilson.

As CVALCO's front line, Visitor Services continued to play an essential role in the distribution of visitor information and promotion of Lane County. The department fulfilled all visitor information requests derived from Visitor Center and Visitor Van operations and requests received via phone, mail or advertising labels. The department continued to track and maintain detailed accounts of information requests and their places of origin for strategic marketing purposes.

## Visitor Information Requests

Phone and mail requests were up slightly, while walk-in visits to CVALCO's Visitor Center and CVALCO's Visitor Van showed small decreases from FY04. Web site users grew close to 15 percent. CVALCO's Visitor Van continued to increase opportunities to connect with visitors, residents and CVALCO members as it traveled throughout the county to events, attractions and other points of interest. Throughout the period, the van staff served a total of 14,837 people. Visitor spending increased an estimated \$3,071,259 as a result of this outreach.

Estimated economic impacts reflected in this section are dollars attributable to CVALCO's leisure marketing efforts and don't reflect overall visitor spending, which totals \$481.8 million<sup>9</sup> annually in Lane County. The economic impact figures here are not inclusive of all CVALCO returns; only those programs CVALCO can verify through tracking and published research methods.

	FY05	FY04	FY03	FY02	% Change (05 to 04)	FY05 EEI
Walk-In	7,105	7,643	7,481	6,762	↓7.0%	\$1,289,558
Phone/Mail*	56,114	55,023	27,714	47,297	↑2.0%	\$10,592,078
<u>Visitor Van</u>	<u>14,837</u>	<u>16,216</u>	<u>12,837</u>	<u>12,146</u>	<u>↓8.5%</u>	<u>\$2,692,916</u>
Total	78,056	78,882	48,032	66,205	↑1.0 %	\$14,574,552

\*Includes ad responses, faxes, e-mail and general information inquiries.

	FY05	FY04	FY03	FY02	% Change (05 to 04)
Web site					
Users	399,231	347,957	302,063	239,211	↑14.7%
Hits	8,018,884	7,138,045	5,767,388	4,559,681	↑12.3%

<sup>9</sup>\*Users are tracked each time an individual enters CVALCO's site. Hits are counted for each page visit or individual search on the site.

## Relocation Requests

Relocation requests made up 2,415 visitor information inquiries, up 14.4 percent over last year. Requests were fulfilled with CVALCO's Official Lane County Oregon Relocation Guide and an Official Lane County Oregon Visitor Guide. Visitors receiving CVALCO's Relocation Guide were given countywide information and overviews of its communities. They also were directed to individual chambers of commerce and CVALCO real estate members for additional relocation information.

## State Welcome Center Distribution

CVALCO tracked the distribution of at least 23,672 Official Lane County Oregon Visitor Guides and 7,325 promotional brochures to welcome centers and visitor information centers around the state. This resulted in \$3,375,573 in economic activity in Lane County.<sup>10</sup>

## Membership Development and Marketing

Sally McAleer, Vice President Membership Development & Organizational Marketing  
Pujita Mayeda, Fulfillment & Member Services Manager

During the year the primary focus of the vice president of membership has been the continued development of the CVALCO Web site and integrated database. The half-time position continued to support the Membership Department in data entry, member event planning and member retention. The membership department continued to help members utilize CVALCO's marketing tools to promote themselves to visitors and other members. The quality products and services members provide are key to the success of CVALCO and Lane County's visitor industry.

### Membership Sales and Retention

Memberships increased by four percent over last year.

Membership	FY05	FY04	FY03	FY02	FY01
New/Recovered Members	71	69	65	60	66
Lost Members	54	59	46	68	67
Net Gain/Lost	+17	+10	+19	-8	-1
Total Members	432	415	405	386	403
Total Revenue	\$89,800	\$86,123	\$89,154	\$78,026	\$86,012

### Non-Dues Revenue

Lane County/Eugene & Springfield Visitor Map	\$12,250
Annual Dinner Sponsorship	\$2,500
Tourism Forum Sponsorship	\$400
Label Sales	\$105
Total Non-Dues Revenue	\$15,255

### Website/Database Development

About 50 percent of CVALCO's vice president of membership's hours were spent on Web site and database issues for the organization. The main work during the first half of the year was on the database email functions that we use to send out to CVALCO members. This new feature includes sending out the weekly update, sales and services leads, and special announcements that can be sent out to selected groups of members.

Since March, work began on contracting with a new vendor to provide database and Web site services. cvbTV.com was selected because of their quality work with over 60 convention and visitor associations. They have developed a system that has the sales component that CVALCO has yet to build. Due to the time it would take to develop such a system, this switch will provide CVALCO with some sales tools and a new web site within the next six months instead of the next year or more.

### Publications

Listings on the Lane County/Eugene and Springfield Visitor Map exceeded the sales goal of \$10,000.

In April, work began on the Lane County Oregon Official Relocation Guide. CVALCO worked with Mt. Angel Publishing to produce the guide. This year the guide went to a full color publication and ad sales exceed the goal.

Membership was also very involved with the reproduction of the visitor guide by updating the database, providing potential advertiser lists and proofing.

The Marketing Opportunities piece was produced and mailed out to inform members of the year-round marketing and advertising opportunities available through CVALCO. This piece is also provided to new members.

### **Membership Communications & Services**

CVALCO continued to hold quarterly new member orientations, which are now called Tourism Builds Business. These give members the chance to meet CVALCO staff and learn more about ways to market their business. Members are also given the opportunity to talk about their business or product to CVALCO staff during quarterly Membership Spotlight meetings.

Additional membership functions included the holiday party at the CVALCO office and the Annual Visitor Industry Celebration held at the Valley River Inn.

New monthly meetings called Tourism Forums were started in March. These Forums were held in Eugene and Florence. In addition, CVALCO held two in Cottage Grove, one in McKenzie River Valley region and one in Oakridge. Over 200 people attended these meetings.

Special membership outreach trips provided CVALCO staff the chance to spend one day a month visiting members in specific regions of the county. This is an opportunity to remind members of the benefits they receive, deliver collateral materials and show them we care about their business. It also provides staff with an opportunity to see the businesses they are promoting.

The member services position continued a regular schedule of contacting new members and calling renewing members to thank them for rejoining.

## Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations program continued to inform, educate and maintain open communications with media, business/community groups, government/public officials and local residents to heighten awareness about CVALCO and the positive economic impacts of tourism. CVALCO continued to build strong ties with the local media to maintain its position as resource and voice for the Lane County visitor industry. The department continued to focus on a variety of communication and tourism awareness projects including CVALCO's local television campaign, Lane County Photo Contest, Web Site promotions, CVALCO's Newsletter and Weekly Updates.

	FY05	FY04	FY03	FY02	% Change since FY04
Media (local)	\$43,754	\$23,821	\$36,979	\$42,035	↑84%
Media (national convention)	\$19,617	\$11,188	\$21,699	\$6,948	↑75%
Press Releases	53	51	53	49	↑3.9%
Media stories/articles	139	112	120	144	↑24%
Presentations	34	28	18	30	↑21%

### Local Media Coverage

CVALCO continued to maintain positive relations with Lane County-based television, radio, newspaper and other business and community publications. Press releases and media interviews were among the best tools for generating coverage. Wide-ranging coverage included topics on the economic impacts of conventions and events, visitor spending statistics, convention center development, Lane County Tourism Task Force findings, Lane County attractions, Lane County Events Center/Fairgrounds issues, Lane County film and video projects, sporting event impacts and news about CVALCO publications, staff and board members.

### Convention-Related Media Coverage

Editorial coverage about Lane County's convention-related industry continued to produce a significant amount of free publicity during the year. CVALCO press releases and media assistance to convention publications generated \$19,617, up 75 percent, in editorial coverage boosting efforts to promote Lane County as a meeting destination.

### CVALCO Cooperative Advertising Campaigns

On-going efforts were made to increase awareness about Lane County's visitor while providing discounted advertising opportunities for CVALCO members. CVALCO continued its cooperative television advertising campaign with KMTR-TV for a sixth consecutive year. A newly designed ad campaign promoted Lane County as a visitor destination to a five county region, promoted the positive impacts of Lane County's tourism industry and provided members the opportunity to promote their own businesses at substantial savings. In conjunction with this campaign, KMTR-TV donated \$6,627 worth of television airtime in the form of tourism-related public service announcements.

CVALCO also teamed up with Eugene Weekly for a third year to provide members with the opportunity to advertise year-round at the lowest possible rate. CVALCO also helped promote advertising opportunities on Oregon Living and CityScene, as well assist in the production and promotion of the new Lane County DVD. CVALCO received more than \$1,500 worth of editorial coverage on Oregon Living, which also ran CVALCO's television ad at no cost resulting in an additional \$1,000 worth of media exposure. CityScene also ran CVALCO ads on its in-room visitor channel seen in area hotels value at approximately \$2,000. Other advertising opportunities were pursued with additional Lane-County based television and radio stations.



### **Lane County Photo Contest**

The Community Relations Department implemented and expanded CVALCO's Lane County Photo Contest to connect with local residents, partner with CVALCO/community members and increase CVALCO's photo collection. Winning entries received prizes in exchange for CVALCO's non-exclusive rights to use winning images to market Lane County. CVALCO members donated more than \$4,000 in prizes for contest winners, up by 173 percent from the first year. Posters and brochure/entry forms, featuring sponsors and contest details, were distributed throughout Lane County and featured on CVALCO's Web site. More than 350 photo entries were submitted in eight categories representing Lane County niches and communities. New contest partnerships were formed this year to share image rights with key CVALCO partners. Three area Chambers of Commerce co-sponsored city scene entries. The City of Veneta sponsored a birding category to help encourage visitation in the Fern Ridge/Veneta area to offset impacts of the Fern Ridge Dam repairs. KMTR-TV sponsored a Weather Wonders category and promoted the contest on-air to its five county region, resulting in more than \$3,600 in free media publicity for the contest. This project bridges fiscal years.

### **Presentations/Community & Member Outreach**

Presentations to business and community groups and the Lane County Board of Commissioners continued to be an effective means of spreading the word about CVALCO and the positive benefits tourism brings to Lane County. CVALCO staff made a total of 34 presentations during the year to various business, civic and educational venues. CVALCO staff also attended and participated in 260 business and community meetings and events throughout the year.

### **Communication/Publications**

The Community Relations Department continued as editor of CVALCO's four-color, quarterly newsletter during the year. The publication is sent out to more than 900 members, public officials and other key business and visitor industry constituents providing information about industry news, CVALCO and its members. The department also continued producing CVALCO's Weekly Updates, which are e-mailed to about 400 members. The updates have provided CVALCO staff with an effective way to immediately communicate with members about marketing opportunities and other visitor industry news. The Community Relations Department continued to coordinate and produce CVALCO's Semi and Annual Reports.

### **Web Site Development**

The Community Relations Department continued to increased focus on improving CVALCO's Web site content. During the year, 42 feature pages were added to CVALCO's Web site providing visitors with ongoing seasonal sightseeing, activity and event ideas. Special feature pages were also created to tie-in to CVALCO's Bend radio advertising campaign, which directed listeners to CVALCO's Web site for information about specific events. Feature pages highlighted CVALCO members and included links to member sites increasing member exposure and information access for Web users. Pages have included features on fall travel ideas, winter recreation, holiday shopping, Oregon Bounty campaign, waterfalls, community events, sporting events, scenic byways, whale watching, spring break activities, I-105 improvement project updates, Lane County attraction offers and Amtrak specials.

### **Holiday Calendar**

The production and release of CVALCO's fifth annual calendar, featuring an image of the Goodpasture Covered Bridge along the McKenzie River, was completed during the period. The image was one of the 2004 Lane County Photo Contest winners. The calendar was sent to CVALCO members, key community groups, public officials, and media representatives.

## **Administration**

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*Kari Westlund, President & CEO*

*Betty Schmitt, Director of Finance & Administration*

### **Office Systems**

CVALCO updated computer software and continued to upgrade work stations during the year.

### **Personnel Changes**

CVALCO welcomed two full-time employees during the year. Janis Ross was hired as the vice president of convention marketing and Fletcher Beck was hired as a new convention sales manager.

### **CVALCO Board**

Jeff Morton continued as CVALCO's Board Chair. Other elected members of the executive committee continued serving. They include Libby Tower as vice chair, Chris Otto as treasurer, Mike Gillette and Gary Feldman as at-large members, Mike Drennan as past chair, and Commissioner Bobby Green, Mayor Sid Leiken, and Councilor George Poling as liaisons to Lane County, Springfield, and Eugene. During the year, Mike Rose, of the Three Rivers Casino, and Lis Farm, of the Florence Events Center, joined the CVALCO board.

### **In-Kind Support**

CVALCO received a total of \$43,669 worth of in-kind support from members and community partners, allowing CVALCO to increase its ability to market Lane County. In-kind donations were received in connection with CVALCO's Annual Dinner, CVALCO's cooperative television advertising campaign, newsletter production, promotional items, tourism familiarization tours, Sunset Celebration Weekend, community event booth space for CVALCO's Visitor Van and the Lane County Photo Contest.

CVALCO interns from the University of Oregon and various volunteers contributed 575 hours of donated labor. Assuming a \$9 per hour pay rate, this labor is valued at \$5,180.

### **Industry and Community Leadership**

Kari Westlund continued to serve on the Oregon Tourism Commission (OTC). Westlund serves as a liaison between the OTC and the Oregon Association of Convention & Visitors Bureaus (OACVB), sitting in on all board meetings and discussions of OACVB.

Westlund remains on the board of the Western Association of Convention & Visitors Bureaus as a past president, helping to guide the educational programs offered to bureaus in the Western United States and Canada.

Westlund also serves on a variety of cultural and economic development committees in Lane County and is engaged in a variety of policy, planning, and marketing discussions relating to tourism and Lane County communities. Other CVALCO staff members are also actively involved in a variety of community and industry issues, contributing to the well being of the industry and Lane County communities.

## Footnotes & Sources

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1. See overall returns under formulas: \$32.2 million from convention sales bookings; \$10.6 million from inquiry generation and related visitor guide/mail fulfillment; \$1.3 million from visitor center operations; \$2.7 million from mobile visitor van operations; \$941,920 from group tours; and \$3.4 million from bulk brochure distribution. No economic returns from trade shows, international sales efforts, Web site visits or film and video are included.
2. Lane County Travel Impacts 1991-2004p. Prepared by Dean Runyan Associates, January 2005, for CVALCO.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume, prepared by Dean Runyan Associates, January 2005, for the Oregon Tourism Commission.
5. Travel Industry of America 2004 Report.
6. Eugene Airport Manager's monthly reports.
7. \$10.6 million in inquiry generation and related fulfillment and \$3.4 million in bulk brochure distribution.
8. Based on 2004 GMA Research; 6,728 passengers at \$140 per person, per trip.
9. Lane County Travel Impacts, 1991-2004p, Dean Runyan Associates.
10. Research by the Oregon Tourism Commission and StoryCo has shown that 60% of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. CVALCO distributed over 30,997 brochures and guides to visitor information centers. Using the 60% factor, the average party expenditure of \$181.50 per day, identified in the visitor profiles above, total economic impact is \$3,375,573.

## Formulas

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**Overall Returns:** \$32,193,864 million (convention delegate spending); \$14,574,550 (tourism inquiries/fulfillment); \$1,289,558 (visitor information center operations); \$2,692,916 (mobile van operations); \$3,375,573 (bulk brochure distribution); \$941,920 (partial group tour impacts). Total: \$55,068,381.

**Convention Sales Bookings:** Based on an International Association of Convention and Visitor Bureau formula, economic impact is determined by multiplying number of delegates by number of days of the event by \$166, the average daily expenditure amount estimated for this area. Economic impact estimated at \$32.2 million.

**Inquiry Generation:** 2004 GMA Research identified an overall conversion rate of 20 percent. 56,114 inquires \* 20%=11,223. The average party spent \$363 per group per trip (including transportation), \$181.50 per group per day. 11,223 \* 363 = \$4,073,876. An additional 32% of inquiries plan to visit within two years for an additional economic impact of \$6,518,202 (56,114 \* 32% = 17,956 \* \$363 = \$6,518,202. \$4,073,876 + \$6,518,202=\$10,592,078 (total economic impact for FY05 Tourism marketing efforts.)

There are additional impacts to our economy from transportation spending, but it's difficult to identify how much of that spending supports local jobs and/or comes to the Eugene Airport and Eugene-based fuel and service providers. Additional impacts of \$6,518,202 are also a potential result of FY05 marketing efforts. Of the 56,114 inquires, 32% plan to visit sometime in the future, beyond two years. That total equals \$6,518,202. (56,114 \* 32% =17,956 \* \$363 = \$6,518,202. This additional impact is not included in FY05 measurable returns.

**Visitor Information Center Operations and Mobile Visitor Van Operations:** Based on research by the Salem Convention & Visitors Association, CVALCO estimates facilitating a one-day extension for walk-in visitors. The visitor center served 7,105 visitors at \$181.50 per day per group for a total of \$1,289,558. The Mobile Visitor Van served 14,837 visitors for a total of \$2,692,915.

**Group Tours:** CVALCO is active in this market segment, and provides planning assistance and sales promotion efforts to many group tour leaders each year. CVALCO relies on voluntary reports from lodging establishments, attractions and restaurants. Based on 2004 GMA Research, CVALCO was able to identify 6,728 passengers at \$140 per person, per trip for a total economic impact of \$941,920.

**Media:** CVALCO has been directly or indirectly responsible for print, broadcast and film exposure of Lane County, but has limited tracking ability. Traceable media coverage generated from CVALCO's national/international efforts on the leisure side was valued at \$4,384,977. National convention-related coverage was valued at \$19,617. National/international coverage included destination promotion content. Lane County-based media coverage totaled \$43,754. This included coverage about CVALCO and CVALCO-generated coverage about Lane County's visitor industry. Total coverage was valued at \$4,448,348.

**Bulk Brochure Distribution:** Research by the Oregon Tourism Commission and StoryCo has shown that 60% of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. CVALCO distributed over 23,672 Lane County Visitor Guides and 7,325 promotional brochures to welcome centers and visitor information centers during the year. Using the 60% factor and the average party expenditure of \$181.50 per day identified in the visitor profiles mentioned above, the economic impact totaled \$3,375,573.

**CVALCO Web Site:** No estimates on economic returns from CVALCO's investment in its Web site are included in this report because no baseline statistics from credible research exist. In FY04 there were 129,383 unique visitors\* to CVALCO's site. If conversion figures from traditional inquiries were used, the economic impact would be estimated at \$6,876,175. The formula would be  $129,383 * 20\% = 25,877 * \$363$  (per party, per trip) = \$9,393,206.

*\*Unique Visitors – A unique visitor is only counted the first time a visitor enters CVALCO's site each month, providing a more accurate tracking method.*

# CVALCO Board of Directors --- 2004-2005

## Board Member

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**Connor** 2007  
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**Curtis** 2006  
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**Davies** 2005  
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**Drennan** Past Chair (2007)  
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**Erickson** 2006  
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**Godfrey** 2006  
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**Grannan** 2006  
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**Imhoff** 2005  
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**Weddle** 2005  
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\* Serving terms at the pleasure of the bodies they represent

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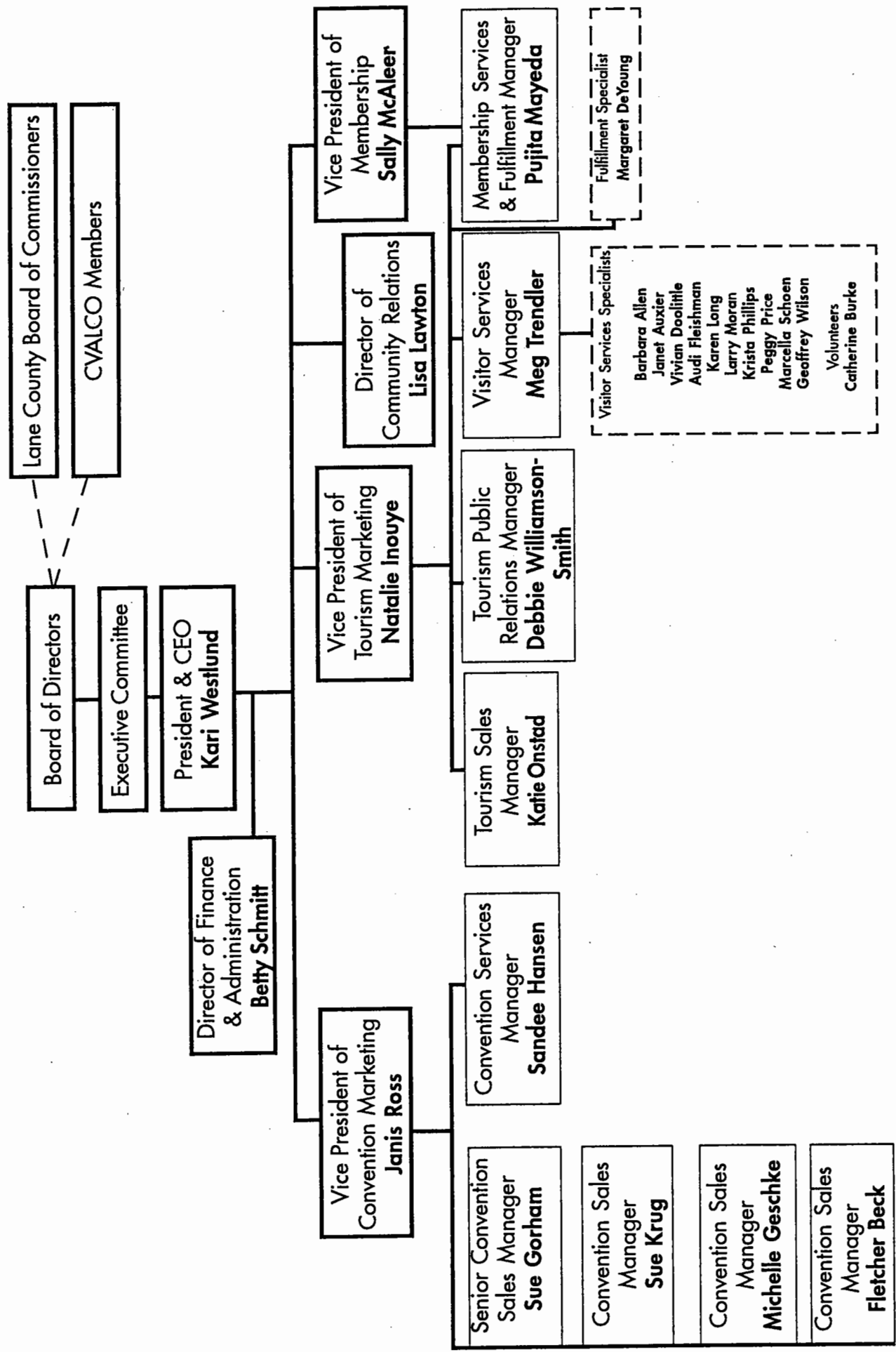
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Kari Westlund  
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CONVENTION & VISITORS ASSOCIATION OF LANE COUNTY OREGON  
ORGANIZATIONAL CHART



[ - - ] Indicates part-time, 25 hours per week or less