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August 17, 2006

Board of County Commissioners
Lane County
125 East 8th Avenue
Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY06 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, 2005 through June 30, 2006. Program details follow that summary, and give a full sense of the scope of our work. The results for FY06 were very positive, highlighted by the securing of the 2008 Olympic Track & Field Trials.

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 as well as the year ahead with you in person on August 30. Thank you for your continued support and recognition of our marketing programs.

Sincerely,

Kari Westlund
President & CEO



See All of Oregon in Lane County

FY06 Annual Report

Program Year Ended June 30, 2006



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Table of Contents

Executive Summary	3
Travel and Tourism: An Economic Generator	4
Return on Lane County Room Tax Investment in CVALCO	4
Tourism in Lane County, Oregon and America	4
CVALCO: A Private-Public Partnership	4
CVALCO's Mission	4
Room Tax	5
Hotel/Motel Occupancy for Lane County Metro Area	5
Eugene Airport Deplanements/Service	5
CVALCO Programs	
Convention Marketing	6
Tourism Marketing & Sales	9
Visitor Services	12
Membership Development & Marketing	14
Community Relations	16
Administration	19
Footnotes & Sources; Formulas	20
Attachments	
CVALCO Board of Directors	
CVALCO Organizational Chart	

Executive Summary

Overall Returns Measured: \$62,116,441 Room Tax Investment: \$1,140,031 Ratio: 54:1

For every dollar of room tax invested by Lane County in CVALCO, more than \$54 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 website. In addition to \$213,871 in private dollar revenues and in-kind support, CVALCO generated \$1,282,442 in public relations exposure, dramatically extending the reach of its budget.

Convention Sales	<i>FY06 Goal</i>	FY06	FY05	FY04	FY03
Leads Achieved	197	203	188	186	183
Room Nights Booked	65,302	80,440	62,192	42,908	99,799
Delegates Booked	256,279	299,197	244,075	90,278	279,802
Tourism Sales	<i>FY06 Goal</i>	FY06	FY05	FY04	FY03
Ad Responses	58,469	71,162	53,154	49,535	19,265
Media (non-local)	\$1,250,000	\$1,216,770	\$4,384,977	\$1,417,911	\$1,412,858
Trade Contacts	370	199	352	150	222
Visitor Services	<i>FY06 Goal</i>	FY06	FY05	FY04	FY03
Walk-ins	7,460	7,412	7,105	7,643	7,481
Mail/Phone/Ad Inquiries	n/a	75,209	56,114	55,023	27,714
Visitor Van	14,837	16,911	14,837	16,216	12,837
Total	n/a	99,532	78,056	78,882	48,032
Website	<i>FY06 Goal</i>	FY06	FY05	FY04	FY03
Users	479,077	560,977	399,231	347,957	302,063
Hits	n/a	10,937,530	8,018,884	7,138,045	5,767,388
Membership	<i>FY06 Goal</i>	FY06	FY05	FY04	FY03
New Members	90	109	71	69	65
Community Relations	<i>FY05 Goal</i>	FY06	FY05	FY04	FY03
Media (local)	\$40,000	\$44,007	\$43,754	\$23,821	\$36,979
Media (national convention)	n/a	\$21,665	\$19,617	\$11,188	\$21,699
Press Releases	36	54	53	51	53
Media Stories	n/a	140	139	112	120
Presentations	24	37	34	28	18

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. CEO Kari Westlund served on the Culinary Hospitality & Food Service Committee for Lane Community College. CVALCO's Lane County Photo contest included a youth division for students ages 17 and under. CVALCO also logged 31 bookings for youth-related conferences and athletic events.

Travel and Tourism: An Economic Generator

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 \$1.14 million by Lane County into CVALCO secured more than \$61 million¹ in economic impact to the county during the FY06 program year.

Private businesses contributed \$213,871 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 \$1,282,442.

Tourism in Lane County

Lane County is continuing to experience steady growth in visitor spending. Overall, travel revenues in Lane County reached \$519.5 million² in 2005, a 7.2 percent increase from 2004, and a 90 percent increase from 1991. The visitor industry in Lane County is made up of small and medium sized businesses. Together they employed an estimated 7,490 people and paid out \$132.2 million in earnings in 2005.³

Tourism in Oregon

During 2005, travelers to Oregon contributed an estimated \$7.4 billion directly to the state economy, up 7.4 percent over last year. Travel spending also supported 128,900 jobs (direct and indirect) and \$3 billion⁴ in earnings. Direct travel spending generated \$90 million in local taxes and \$194 million in state taxes.

Tourism in America

As one of the world's largest and fastest growing industries, travel and tourism generated \$646 billion⁵ in travel expenditures during 2005. Tourism supported 7.4 million jobs for Americans, with a payroll of nearly \$167.3 billion, making it one of America's largest employers. Travel and tourism remains America's third largest retail industry. It also generated \$103.5 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 532 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 FY06, overall room tax increased 11.8 percent over last year. All communities saw healthy growth.

Lane County Room Tax Collection Summary

	FY06	FY05	FY04	FY03	FY02
Eugene	↑9.1	↑4.9%	↑12.8%	↓3.7%	↑3.0%
Springfield	↑21.1	↑4.7%	↓6.9%	↑0.8%	↓3.7%
Florence	↑10.7	↑7.7%	↑4.0%	↓3.8%	↑1.3%
Cottage Grove	↑6.7	↑14.7%	↑17.9%	↓7.4%	↓3.7%
Other	↑9.2	↑6.8%	↑2.6%	↑8.4%	↑1.4%
Total Tax	↑11.8	↑5.7%	↑5.7%	↓0.9%	↑0.6%

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 FY06, the average occupancy rate was 71.74 percent, a 8.9 percent increase over FY05's 65.89 percent figure.

Eugene Airport Deplanements/Amtrak Ridership

The Eugene Airport reported a total of 360,992 deplanements⁶ during FY06, up .30 percent from FY05. Meanwhile, a total of 107,775 passengers arrived or departed from the Eugene Station via the Amtrak Cascades route down .22 percent over last year.

Convention Sales & Marketing

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

Michelle Geschke, Convention Sales Manager
 Fletcher Beck, Convention Sales Manager
 Sandee Hansen, Penny Hoge, 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 \$39.5 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.

	FY06	FY05	FY04	FY03	% Change since FY05
Business Booked					
Conventions/Events	154	159	132	153	↓3.2%
New Business	52	44	36	65	↑18.2%
Delegates	299,197	244,075	90,278	279,802	↑22.6%
Room Nights	80,440	62,192	42,908	99,799	↑29.3%
Est. Economic Impact	\$39.5 million	\$32.2 million	\$19.7 million	\$41 million	↑22.7%

	FY06	FY05	FY04	FY03	% Change since FY05
Leads					
Total Leads Generated	203	188	186	183	↑8.0%
Confirmed	143 (70%)	147 (78%)	125 (67%)	134 (73%)	↓2.8%
Pending	30 (15%)	19 (10%)	23 (12%)	12 (7%)	↑57.9%
Lost	27 (13%)	14 (8%)	33 (18%)	29 (16%)	↑92.9%
Cancelled/Postponed	3 (1%)	8 (4%)	5 (3%)	8 (4%)	↓62.5%

Sample Confirmations	Meeting Date	Delegates
Assn. of Pacific Coast Geographers	2006	250
Lawman 1000 Motorcycle Race	2006	500
Pacific Gospel Music Association	2006	1,500
Military Officers Assn. of America	2007	150
Opticians Association of Oregon	2008	400
International Fundamental Christian Assn.	2008	500
Berlin US Military Veterans Assn.	2008	350
Olympic Track & Field Trials	2008	151,000

Website RFP Inquiries

In FY06, CVALCO received nine Requests for Proposals (RFPs) from the VisitLaneCounty.org website. Of those nine inquiries, five were for conventions/meetings with overnight stays and four were for services for one-day meetings or events. Of the five RFPs received for groups with overnight stays, one was confirmed, representing a 20 percent conversion rate.

A total of 26 website RFPs were received in FY05, and 16 were received in FY04. The decline in the number of website RFPs can be attributed to two main causes: Shortened response times required by meeting planners, which resulted in more inquiries received via phone and fewer via website, as well as a technical glitch that prevented some completed online RFPs from being delivered.

CVALCO's goal is to increase the number of website RFP inquiries, and the new VisitLaneCounty.org website will be a valuable tool in meeting this goal.

Tradeshow Participation

Participation in industry trade shows continued to play an important part of the sales team's marketing strategy. During FY06, the sales staff attended the following shows to meet with meeting planners and promote Lane County as a meeting destination:

American Society of Association Executives, Nashville, TN
The Reunion Network, Mesa, AZ
Teams 2005, Fort Lauderdale, FL
Oregon Society of Association Management, Portland, OR
Bravo! Event Planners Show, Portland, OR
Heceta Head Oceans Conference, Florence, OR
Religious Conference Management Association, San Jose, CA
Professional Convention Management Association, Philadelphia, PA
Greater Oregon Society of Government Meeting Professionals, Seaside, OR
Society of Government Meeting Professionals, Denver, CO
Meeting Professionals International Cascadia Conference, Spokane, WA

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
Berlin US Military Veterans Association	2008	350
International Fundamental Christian Association	2008	500
Southeast Asia Army Security Agency	2007	100

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 FY06, groups utilizing HPR included the Track City International Meet, Kidsports Valentine's Klassic, Emerald Team Challenge and the Oregon United Soccer Academy Shamrock Cup.

Meeting & Event Planner

CVALCO's Meeting & Event Planners are mailed to meeting planners requesting additional information on Lane County, mailed with proposals for specific conventions and events, and distributed at trade shows. Approximately 900 Meeting & Event Planners were distributed in FY06, with additional copies emailed in an electronic format.

2006 Oregon Governor's Conference on Tourism

In April 2006, Eugene hosted the 2006 Oregon Governor's Conference on Tourism at the Hilton Eugene & Conference Center. A community-wide group of volunteers worked all year to organize conference activities and to showcase the area to our tourism colleagues from around the state. Feedback from attendees was very positive.

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 Special Olympics Oregon and the Oregon Horse Center.

Sports Marketing

Eugene successfully bid for the 2008 Olympic Track & Field Trials, to be held at Hayward Field. The publicity surrounding this event has positively impacted CVALCO's efforts at attracting a variety of large sports events to the area, including consideration by the USA Triathlon and US Challenge. Assisting in planning efforts, CVALCO's President & CEO Kari Westlund serves on the Local Organizing Committee and VP of Convention Marketing Janis Ross serves on a planning sub-committee.

CVALCO worked to retain and attract other sporting events to Lane County. In October, CVALCO attended the TEAMS 2005 sports trade show in Fort Lauderdale to promote Lane County's sports facilities and services. CVALCO remained active in the National Association of Sports Commissions, as discussions continued regarding a sports authority for the area. CVALCO staff also met with, and will be providing services for, the United States Golf Association's (USGA) Women's Amateur, to be held at the Eugene Country Club in August 2008.

Meeting Facility Development

Discussion surrounding a future civic/conference center in Springfield continued throughout the fiscal year, with Kari Westlund and Janis Ross participating in the Springfield Future Committee.

Convention Services Program

CVALCO's Convention Services Department continued to provide services to meeting planners and provide assistance at Lane County meetings/events to help ensure the overall success and increase chances for repeat business. During FY06, more than 203,325 delegates, representing 137 groups, received CVALCO's convention services. Services included on-site registration assistance and staffed information booths, housing referral services, delegate gift bags and baskets, welcome signage and media/publicity assistance. CVALCO also provided a link between meeting planners and CVALCO member businesses via sales leads. Meeting planner requests for catering, tours, transportation, trade show vendors, discount coupons and promotional ideas were sent out via sales leads to CVALCO members.

Promotional Assistance/Committees

CVALCO's Convention Sales & Marketing team served on the planning committees for the Association of Oregon Counties, Society of Wine Educators, Holt International's 50th Anniversary Conference, Norwest Fly-Fest, Oregon Chamber Ambassadors Conference and the 2006 Governor's Conference on Tourism.

Tourism Marketing & Sales

Natalie Inouye, V.P. of Tourism Marketing

Debbie Williamson-Smith, Joshua Alder, Tourism Public Relations Manager

Katie Onstad, Jeannine Heidenreich, Tourism Sales Manager

CVALCO's Tourism Marketing and Sales Department experienced significant growth in visitor inquiries as a result of the added regional marketing dollars available to the Willamette Valley Visitors Association. 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 FY06 resulted in more than \$21.3 million⁷ in returns from inquiry generation, visitor center and visitor van operations, and 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 15,915 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. Responses were also received from ads placed in AAA Journey Washington, America Journal, CityScene (hotel room commercials), Northwest Travel, Oregon Coast magazine, the Oregonian, Register Guard, Sunset magazine, Travel Oregon and VIA Mountain West. 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 55,247 visitor information requests or leads resulted from partnerships with the Oregon Coast Visitors Association, the Willamette Valley Visitors Association and 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 as the Willamette Valley Visitors Association board president and the Oregon Coast Visitors Association marketing chair. 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

	FY06	FY05	FY04	FY03	%Change since FY05
Generated by:					
Destination Advertising	15,915	14,915	20,086	7,744	↑6.7%
Regional Partnerships	<u>55,247</u>	<u>38,239</u>	<u>29,449</u>	<u>11,521</u>	<u>↑44.4%</u>
Total	71,162	53,154	49,535	19,265	↑33.9%

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: California, Oregon, Washington, Texas, Florida, Arizona, New York, Colorado, Illinois, Idaho, Ohio and Pennsylvania.

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 three consumer shows including the Oregon State Fair, Stayton Covered Bridge Festival and Sunset Celebration Weekend. CVALCO, in partnership with the Oregon Coast Visitors Association (OCVA), displayed promotional literature at five additional consumer shows.

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 Detroit. CVALCO focused on reaching the international market by attending the International Tourism Bourse (ITB) in Berlin, Germany; Pow Wow in Orlando and the Go West Summit. CVALCO's participation in trade shows generated 199 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 US, UK, Swiss and German travel trade.

CVALCO hosted an International Tourism Seminar that enabled participating attendees to apply for matching grant funds through Travel Oregon, in partnership with 11 western states and the Western States Tourism Policy Council (WSTPC). CVALCO was a recipient of one of the grants allowing us to attend Go West for the first time.

Katie Onstad and Jeannine Heidenreich served on 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 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. The results of the groups CVALCO was able to track generated 3,397 room nights and 6,255 passengers, resulting in \$1,240,260 in spending⁸ in FY06:

	FY06	FY05	FY04	FY03	FY02
Group Travelers	6,255	6,728	6,307	5,085	9,438
Room Nights	3,397	2,363	2,272	1,368	2,046

Media Relations/Editorial

Extensive national and international media coverage provided publicity and exposure for Lane County valued at \$1,216,770. Print coverage totaled \$722,295 with coverage in such publications as Sunset magazine, Oregon Coast magazine, National Geographic Traveler and VIA magazine. Broadcast coverage totaled \$494,475 due primarily to the Travel Channel's "Destination Oregon" program and the internationally-aired "Tabi Sarado," based in Japan, 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 sources included regional newspapers, national guidebooks and internationally broadcast travel shows.

Press trips, representing various media, contributed to CVALCO's overall editorial coverage. During the period, CVALCO participated in 11 domestic and international 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. Debbie Williamson-Smith served as Lane County's liaison to the Oregon Film and Video Office. During the period, CVALCO provided research and assistance for nine film 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.

Two companies filmed a portion of their projects in Lane County. Two Roads Entertainment filmed the "Go-Getters," and Airborne Productions filmed scenes for the movie "Seraphim Falls."

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, which is inserted in the guide and printed in pads for additional distribution. The guide, which includes a cover photo of the Goodpasture Covered Bridge, was revised in several ways after CVALCO held focus group meetings with members throughout the county.

The publication of the Lane County Annual Calendar was made available in an easy, printable format, or PDF, on CVALCO's website.

Visitor Services

Natalie Inouye, V.P. of Tourism Marketing

Meg Trendler, Visitor Services Manager

Pujita Mayeda, Wendy Reetz Fulfillment & Membership Services

Margaret DeYoung, Marcia Pendleton 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

Overall requests for information about Lane County rose 27.5 percent over FY05. Visitor requests received via phone, mail and ad inquiries rose significantly due in part to effective CVALCO advertising placement and to changes allowing CVALCO to access a greater number of leads from Travel Oregon (Oregon Tourism Commission). CVALCO accesses qualified Travel Oregon leads based on areas of interests associated with regions and activities.

Meanwhile, CVALCO's visitor van operations increased its interactions with visitors, residents and CVALCO members as it traveled throughout the county to events, attractions and other points of interest. Walk-in visits to CVALCO's Visitor Center were also up.

As a resource for visitor information, CVALCO's website saw the largest increase during FY06. The number of users increased by more than 40 percent over last year. CVALCO continued its efforts to direct visitors to CVALCO's website through all channels of advertising, publications and promotions.

Estimated economic impacts reflected in this section are dollars attributable to CVALCO's leisure marketing efforts and are not inclusive of overall visitor spending, which totals \$519.5 million per year in Lane County.⁹ The economic impact figures here are not inclusive of all CVALCO returns – only those programs verified through tracking and published research methodology.

Requests	FY06	FY05	FY04	FY03	% Change (05 to 06)	FY06 EEI
Walk-In	7,412	7,105	7,643	7,481	↑4.3%	\$1,345,278
Phone/Mail*	75,209	56,114	55,023	27,714	↑34%	\$14,196,567
<u>Visitor Van</u>	<u>16,911</u>	<u>14,837</u>	<u>16,216</u>	<u>12,837</u>	<u>↑14%</u>	<u>\$3,069,347</u>
Total	99,532	78,056	78,882	48,032	↑27.5	\$18,611,192

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

Website	FY06	FY05	FY04	FY03	% Change (05 to 06)
Users	560,977	399,231	347,957	302,063	↑40.5%
Hits	10,937,530	8,018,884	7,138,045	5,767,388	↑36%

*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 Inquiries

Relocation requests made up 2,500 visitor information inquiries, up 3.5 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 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 12,467 Official Lane County Oregon Visitor Guides and 12,865 promotional brochures to welcome centers and visitor information centers around the state. This resulted in \$2,758,655 in economic activity in Lane County.¹⁰

Membership Development & Marketing

Sally McAleer, Vice President Membership Development & Organizational Marketing

Christie Goss, Membership Sales Representative

Wendy Reetz, Fulfillment & Member Services Coordinator

Membership remains a critical component of CVALCO's marketing efforts. During the year the primary focus of the vice president of membership has been the new development of the CVALCO website and integrated database. The half-time membership services position continued to support the Membership Department in data entry, member event planning and member retention. A new self-funded, half-time position for membership sales began September 2006. 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 23 percent over last year.

Membership	FY06	FY05	FY04	FY03	FY02
New/Recovered Members	109	71	69	65	60
Lost Members	38	54	59	46	68
Net Gain/Lost	+95	+17	+10	+19	-8
Total Members	532	432	415	405	386
Total Revenue	\$101,091	\$89,800	\$86,123	\$89,154	\$78,026

Non-Dues Revenue

	FY06
Lane County/Eugene & Springfield Visitor Map	\$11,800
Annual Dinner Sponsorship	\$2,500
Tourism Forum Sponsorship	\$1,000
Tourism Builds Business Sponsorship	\$400
Label Sales	\$271
Website Banner Ads	<u>\$1,000</u>
Total Non-Dues Revenue	\$16,971

Website/Database Development

About 70 percent of CVALCO's vice president of membership's hours were spent on website and database issues for the organization. The new database launched in April 2006 with the website launching in May 2006. The website continued to increase in importance as a marketing strategy and CVALCO's ability to expand offerings through the Web has helped keep information fresh so users will keep coming back. Current website statistics are included in the Visitor Services section of this report.

Publication Production & Advertising Sales

CVALCO's Membership Department oversaw the production of a new Lane County Oregon Restaurant Guide. Ad sales were successful and the guide helped bring in a large number of new restaurant members.

Sales for business listings on the Lane County/Eugene and Springfield Visitor Map exceeded the sales goal of \$10,000 by \$1,800. The piece was produced in conjunction with the Official Lane County Oregon Visitor Guide.

Membership was also involved with the reproduction of the visitor guide through the updating of the database, which provided potential advertiser lists. Membership was also involved in the production of the Meeting & Event Planner, which was completed in October 2005, as detailed under Convention Marketing.

In April, work began on the Lane County Oregon Official Relocation Guide. Ad sales exceeded the goal.

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

Membership Communications & Services

A variety of membership and outreach meetings were conducted throughout the year. Quarterly Tourism Builds Business meetings informed 63 members and prospective members about CVALCO, its benefits and marketing programs. Tourism Forums continued to unite members, nonmembers and CVALCO staff at monthly breakfast meetings focused on Lane County tourism-related topics. Members took the opportunity to present their businesses and services to CVALCO staff during quarterly Membership Spotlight presentations.

Special membership outreach trips provided CVALCO staff the chance to visit 41 members in specific regions of the county. This has provided the opportunity to remind members of the benefits they receive, deliver collateral materials and show them CVALCO cares about their business. It also provides staff with an opportunity to see and become more familiar with the businesses they are promoting.

Membership services made 234 member renewal calls thanking them for rejoining CVALCO. Membership services also tracked collateral disbursement to members and businesses, which included: Lane County promotional brochures (270), relocation guides (2,965), visitor maps (31,080) and visitor guides (10,874). Additional non-CVALCO pieces were also disbursed.

Lead List Service

CVALCO's Lead List Service program continued allowing members to purchase the contact information from inquiries for use in sending out their promotional materials to prospective visitors. During FY06, members purchased 383 visitor inquiries, relocation or membership labels.

Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations Department continued to inform, educate and maintain communications with media, business/community groups, government/public officials and local residents to increase awareness about CVALCO and the positive economic impacts of tourism. CVALCO continued to strengthen ties with the local media to maintain its position as a resource and voice for the Lane County visitor industry. The Department continued to focus on a variety of communication and tourism awareness projects including two local television advertising campaigns, the Lane County Photo Contest, website promotions and Weekly Updates.

	FY06	FY05	FY04	FY03	% Change since FY05
Media (local)	\$44,007	\$43,754	\$23,821	\$36,979	↑0.6%
Media (national convention)	\$21,665	\$19,617	\$11,188	\$21,699	↑10%
Press Releases	54	53	51	53	↑1.9%
Media stories/articles	140	139	112	120	↑0.7%
Presentations	36	34	28	18	↑5.9%

Local Media Coverage/Relations

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 U.S. Olympic Track & Field Trails, hotel inventory and development, convention center development, Oregon Bounty, Destination USA Travel Show, Lane County Photo Contest, CVALCO visitor publications, Lane County sightseeing, Oregon Governor's Conference on Tourism, impact of high gas prices, Lane County wineries, CVALCO annual award winners and the economic impacts of conventions and events.

The Community Relations department organized a "Working with the Media" forum for CVALCO's June membership Tourism Forum. Media representatives from KPNW radio, the Register-Guard and KMTR-TV shared their insights on ways members could work more effectively with the local media. The forum was well attended and received and plans are underway to bring more media-related workshops to 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 \$21,665 in editorial coverage, up 10 percent, 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 industry while providing discounted advertising opportunities for CVALCO members.

CVALCO worked with KEZI-TV on a new *Click and Win* advertising campaign, which ran in January 2006. The campaign featured a 30-second television commercial focused on a Eugene Getaway. The ads drove viewers to KEZI's website to enter the contest and provide useful marketing information via an on-line survey. The contest provided significant exposure for CVALCO and its campaign partners, which included: The Campbell House, the Oregon Electric Station, the Fifth Street Public Market and the Hult Center for the Performing Arts. Partners contributed to the cost and prize donations for the contest.

CVALCO continued its cooperative advertising campaign with KMTR-TV for a seventh consecutive year. The campaign promoted Lane County as a visitor destination to a five county region, promoted the positive impacts of Lane County's tourism industry and promoted a variety of member businesses. All member ads were tagged with "Tourism Builds Business in Lane County." In conjunction with this campaign, KMTR-TV donated \$11,000 worth of airtime in the form of tourism-related public service announcements.

CVALCO also teamed up with Eugene Weekly for a fourth year to provide members with the opportunity to advertise year-round at the lowest possible rate. CVALCO also helped promote advertising opportunities on CityScene Television, a visitors information channel showcased at the Eugene Airport, CVALCO Visitor Center and on the area's in-room hotel televisions.

Community/Member Outreach

CVALCO staff made a concerted effort to partner with the local community. In this effort, CVALCO staff attended and participated in 268 business and community group meetings, events and activities. Presentations to business and community groups 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 37 presentations.

Communications/Publications

The Community Relations Department continued to produce and email CVALCO's Weekly Updates, which is sent to more than 500 member businesses and organizations. The Updates have been an effective way for CVALCO staff to communicate with members about current marketing opportunities and other visitor industry news. The Community Relations Department continued to coordinate and produce CVALCO's Annual and Semi-Annual Reports. Editorial copy assistance was also provided for the new Meeting and Event Planner and Restaurant Guide.

Community Relations produced and released CVALCO's sixth annual calendar, featuring an image of Scott Lake. The image was one of the 2005 Lane County Photo Contest winners. The calendar was sent to CVALCO members, key community groups, public officials and media representatives. CVALCO's website and contact information are featured on the calendar providing year-round visibility.

Website Development

The Community Relations Department continued to focus on improving CVALCO's website content. During the period, 38 feature pages were added to the site providing users with ongoing seasonal sightseeing and activity ideas. Featured pages were linked to both member pages within CVALCO's site and to outside member links providing enhanced member exposure and easier information access for Web users. Pages included features on the Oregon Country Trails, Oregon Bounty, Oregon Crafted, golf, holiday shopping, fall and winter seasonal activities, CVALCO's newly released publications, Oregon Governor's Conference on Tourism, conventions and athletic events, Lane County Photo Contest, U.S. Olympic Track and Field Trials, and festivals and events, including those tied into CVALCO's Bend radio campaign.

Lane County Photo Contest

More than 64 photographs were secured from the winning entries of CVALCO's 2005 Lane County Photo Contest and entered into CVALCO's library of images. Images have been used in a variety of CVALCO publications, editorial projects and promotional displays at no cost to CVALCO. Production of the 2006 promotional brochure, poster and website were created during the period. New features for 2006 include on-line registration and a new partnership with OpusSix Gallery, which will showcase the 2006 entries in a Lane County Photo Contest exhibit.

Special Projects

The Community Relations Department assisted with the Oregon Governor's Conference on Tourism by serving on the planning committee, assisting with local media outreach and assisting in the coordination of two conference mobile workshops. The Department also worked with Travel Oregon on Eugene's local Oregon Bounty media and community event kickoff held at the Fifth Street Public Market. The Department also coordinated the production of CVALCO's Annual Dinner presentation award videos.

Administration

Kari Westlund, President & CEO

Betty Schmitt, Director of Finance & Administration

Industry and Community Leadership

Kari Westlund continued to serve on the Oregon Tourism Commission (OTC). Westlund also serves as a founding member of the Tourism & Hospitality consortium.

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.

Personnel Changes

In July, Margaret DeYoung retired as CVALCO's visitor fulfillment specialist, following prior years of volunteer service. Marcia Pendleton joined CVALCO as a visitor fulfillment specialist at the end of July. In September, Christie Goss was hired as a new membership sales representative focused on membership recruitment. Jeannine Heidenreich was hired in November as the tourism sales manager. She replaced Katie Onstad who left the position to prepare for the arrival of her baby. Debbie Briggs was hired in March as a new convention sales manager, replacing Sue Krug who left for a position with the Village Green. Joshua Alder was hired in June as the tourism public relations manager. He replaced Debbie Williamson-Smith who took a position with the UO Jordan Schnitzer Museum of Art. Penny Hoge was hired in June as the convention services manager. She replaced Sandee Hansen, who left for a position with Oregon Coast Magazine.

CVALCO Board

CVALCO has a governing board of 30 members made up of visitor industry and community leaders that represent a wide range of businesses, organizations and governmental entities. During the period, the Executive Committee included Board Chair Libby Tower, Vice Chair Chris Otto, Treasurer Maxine Walton and Past Chair Jeff Morton. Mike Drennan and Tucker Davies served as at-large members. Lane County Commissioner Bobby Green, Springfield Mayor Sid Leiken and Eugene Councilor George Poling continued serving as liaisons to county and city government. During the year, Randy Dreiling, Julie Johns David Turner and Marv VandeStreek joined the CVALCO board. John Erickson resigned his position in June. For a current list, see the CVALCO Board of Directors attachment to this report.

In-Kind Support

In-kind donations, valued at \$20,187 were received in connection with travel writer/media visits, free visitor van access to fair and festivals, and member donations supporting trade shows, conventions and CVALCO events. CVALCO received 940 hours of donated work through volunteers and interns. Assuming a \$9 per hour pay rate, this labor was valued at \$8,460. A total of \$28,647 was generated through in-kind support during the period.

Office Systems

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

Footnotes & Sources

1. See overall returns under formulas: \$39,506,334 million from convention sales bookings; \$14,196,567 million from inquiry generation and related visitor guide/mail fulfillment; \$1,345,278 million from visitor center operations; \$3,069,347 million from visitor van operations; \$1,240,260 from group tours; and \$2,758,655 million from bulk brochure distribution. No economic returns from trade shows, international sales efforts, website visits or film and video are included.
2. Lane County Travel Impacts 1991-2005p. Prepared by Dean Runyan Associates, January 2006, for CVALCO.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume, prepared by Dean Runyan Associates, January 2006, for the Oregon Tourism Commission.
5. Travel Industry of America 2005 Report.
6. Eugene Airport Manager's monthly reports.
7. \$14,196,567 million from inquiry generation and related visitor guide/mail fulfillment; \$1,345,278 million from visitor center operations; \$3,069,347 million from visitor van operations; \$1,240,260 from group tours; and \$2,758,655 million from bulk brochure distribution.
8. Based on 2004 GMA Research; 6,255 passengers at \$140 per person, per trip. Some passengers stayed multiple nights.
9. Lane County Travel Impacts, 1991-2005p, 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 25,332 promotional brochures and visitor guides to visitor information/welcome centers. Using the 60% factor, the average party expenditure of \$181.50 per day, identified in the visitor profiles above, total economic impact is \$2,758,655.

Formulas

Overall Returns: \$39,506,334 million (convention delegate spending); \$14,196,567 (tourism inquiries/fulfillment via phone/mail/ad responses); \$1,345,278 (visitor information center operations); \$3,069,347 (visitor van operations); \$2,758,655 (bulk brochure distribution); \$1,240,260 (partial group tour impacts). Total: \$61,116,441.

Convention Sales Bookings: Based on an International Association of Convention and Visitor Bureau formula, economic impact is determined by multiplying the number of delegates by the number of days of the event by \$166, the average daily expenditure amount estimated for this area. Economic impact estimated at \$39,506,334 million.

Inquiry Generation: 2004 GMA Research identified an overall conversion rate of 20%. 75,209 inquiries * 20%=15,042. The average party spent \$363 per group per trip (including transportation), \$181.50 per group per day. 15,042 * 363 = \$5,460,246. An additional 32% of inquiries plan to visit within two years for an additional economic impact of \$8,736,321 (75,209 * 32% = 24,067 * \$363 = \$8,736,321. \$5,460,246 + \$8,736,321=\$14,196,567.

Additional impacts to our economy come 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 \$8,736,321 are also a potential result of FY05 marketing efforts. Of the 75,209 inquires, 32% plan to visit sometime in the future, *beyond two years*. (75,209 * 32% =24,067 * \$363 = \$8,736,321. This additional impact is not included in FY06 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 average extension for walk-in visitors. The visitor center served 7,412 visitors at \$181.50 per day per group for a total of \$1,345,278. The Mobile Visitor Van served 16,911 visitors for a total of \$3,069,347.

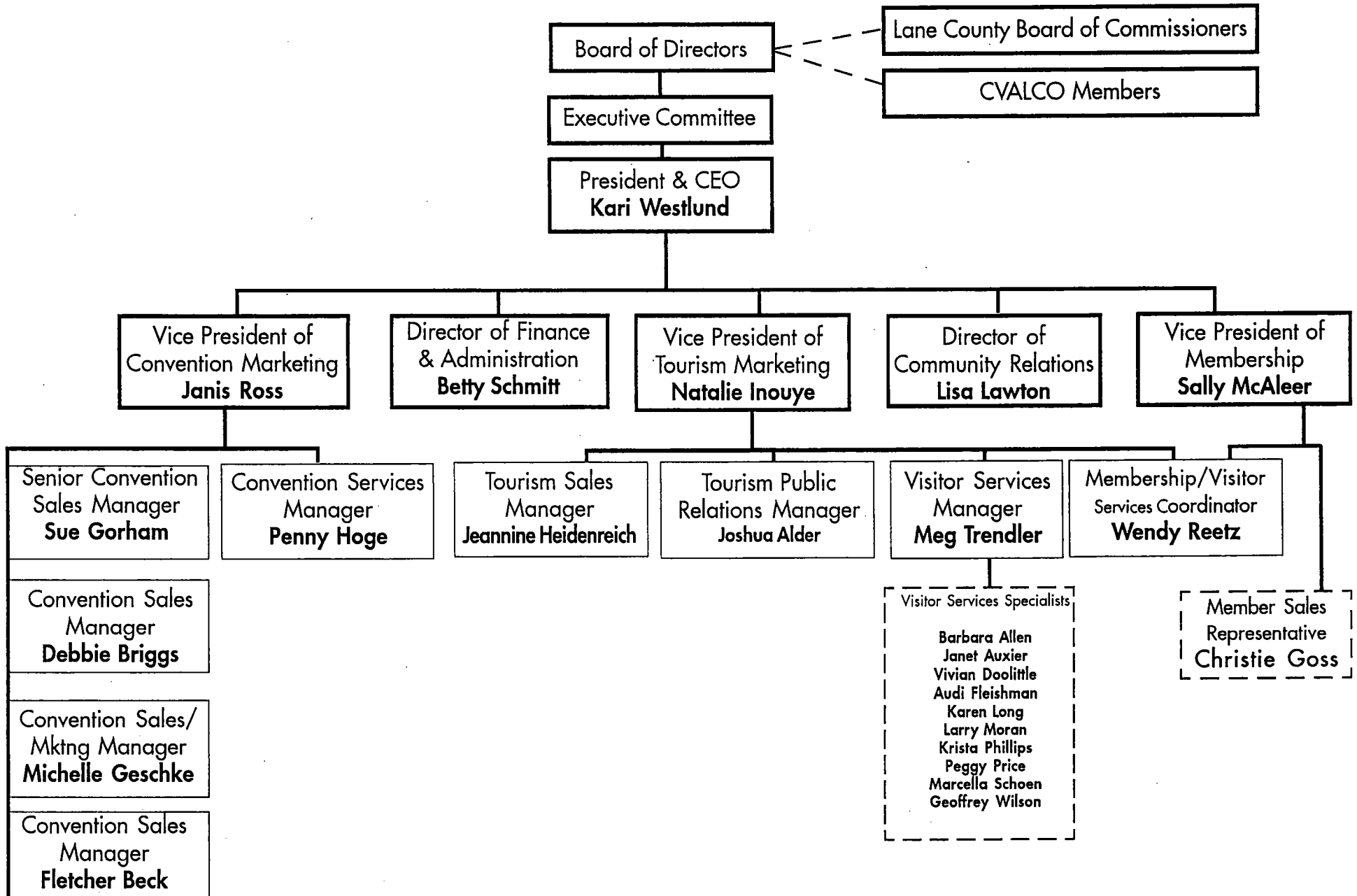
Group Tours: CVALCO is active in this market segment, and provides planning assistance and sales promotion efforts to many group tour leaders each year. CVALCO relies on voluntary reports from lodging establishments, attractions and restaurants. Based on 2004 GMA Research; 6,255 passengers at \$140 per person, per trip. Some passengers stayed multiple nights, accounting for additional economic impacts. Total estimated economic impact was \$1, 240,260.

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 \$1,216,770. National efforts on convention-related coverage was valued at \$21,665. Lane County-based media coverage totaled \$44,007. Total coverage was valued at \$1,282,442.

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 12,467 Lane County Visitor Guides and 12,865 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 \$2,758,655.

CVALCO Website: No estimates on economic returns from CVALCO's investment in its website are included in this report because no baseline statistics from credible research exist. If conversion figures from traditional inquiries were used, the economic impact would be estimated at more than \$10,000,000.

**CONVENTION & VISITORS ASSOCIATION OF LANE COUNTY OREGON
ORGANIZATIONAL CHART**



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

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