

W-7-C

Memorandum Date: December 3, 2008  
Board Order Date: December 17, 2008

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**TO:** Board of County Commissioners  
**DEPARTMENT:** CAO/Economic Development Standing Committee  
**PRESENTED BY:** Mike McKenzie-Bahr, Community and Economic Development Coordinator & Cristina Rosado, Community and Economic Development Program Specialist

**AGENDA ITEM TITLE:** ORDER/IN THE MATTER OF APPROVING ALLOCATIONS TOTALING \$200,000 FOR 2008-09 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA, CRESWELL, JUNCTION CITY, FLORENCE, DUNES CITY, AND SERVICES IN THE MCKENZIE RIVER VALLEY AND AUTHORIZING COUNTY ADMINISTRATOR TO SIGN CONTRACTS AUTHORIZING DISTRIBUTION OF FUNDS

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**I. MOTION**

Move to approve the 2008-09 Rural Tourism Marketing Program allocations totaling \$200,000 and authorize the County administrator to sign the contracts for distribution of the funds.

**II. AGENDA ITEM SUMMARY**

This action authorizes the annual Rural Tourism Marketing Program contracts to distribute room tax receipts to rural areas.

Annual revenues from the Lane County Transient Room Tax Fund are approved for distribution in December of each year. The County authorizes distribution of Rural Tourism Marketing Program funds to communities eligible to receive the funds. The funds are generated from motel/hotel overnight stays and are used for programs that will generate more overnight stays.

The total RTMP distribution this year is \$200,000. The formula for distribution of RTMP funds is the same as in past years, including a base amount of \$6,205 for each community, and the balance of funds distributed based on receipts in each zone. Attached is a copy of the RTMP collection & allocation spreadsheet (see Attachment B).

### **III. BACKGROUND/IMPLICATIONS OF ACTION**

#### **A. Board Action and Other History**

The Board of Commissioners has distributed these funds annually to participating rural cities for the duration of the Rural Tourism Marketing Plan. Enacted in 1973 by the County, this tax ordinance has been modified since then to consistently generate more room tax revenue.

The Lane Code describes the use of the funding as follows: "the funds shall be used for purposes which the Board determines bears a relationship to producing transient room tax revenues through the visitor industry. Through the annual budget process, the Board shall appropriate these funds as follows:

- (a) Seventy percent (70%) shall be for marketing the visitor industry...
- (b) Ten percent (10) shall be for Special funds shall be used for purposes which the Board determines bears a relationship to producing transient room tax revenues through the visitor industry. Through the annual budget process, the Board shall appropriate these funds as follows:
- (c) Ten percent (10%) shall be used for tourism marketing of the areas outside the urban growth boundaries of the cities of Eugene and Springfield. These funds shall be used for proposals chosen by the Board according to its own criteria, with the general principle being that the areas which produce the taxes should benefit from their use.

On Wednesday, November 5, 2008 we sent out the fund distribution application packet with 2009 work plan forms to the RTMP applicants to fill out and return by December 1, 2008. The packets included the Rural Tourism Marketing Agreement, the Description of Rural Tourism Marketing Program Process, the Project Criteria, Summary of Results, Budget, and Work Plan. (Packets are Attachments D, E, and F).

The Lane County Rural Tourism Marketing Program (RTMP) focuses on the business of selling, packaging, and advertising rural Lane County in a unified, well-planned program. RTMP tourism product development in rural areas will focus on the following objectives and criteria to maximize:

1. Attraction of visitors to rural communities,
2. The length of stay by visitors,
3. County-wide visitation,
4. Return visits to rural Lane County communities.

All of the RTMP requests have been received by the County and are contained in

Attachment C: Rural Tourism Marketing Work Plans from the rural cities.  
Rural Cities Requests

The following is a summary of the projects each community is requesting to spend their RTMP funds on.

Creswell, \$12,919 - Staffing of Visitor Center, funding celebration, Visitor Enhancement Center

Cottage Grove, \$24,697 - Staff Chamber of Commerce/Visitors Center, Advertising, replace canopy parts, barricades, misc. park improvements.

Coburg, \$8,785 - Maintain web, Publish bi-weekly newsletter, clean Coburg signs on I-5.

Junction City, \$8,753 - Purchase visitor information signs for downtown

Veneta, \$6,227 (plus \$114.37 carryover from last year's RTMP funds) - Tourism promotion, birding event & Contractor to coordinate event, Wings & Wine registration

Dunes City, \$11,904 - Marketing, new visitor information signs, update kiosk, purchase water equipment to keep lakes clean for tourist.

Florence, \$77,817 (plus \$13,447 carryover from last year's RTMP funds) - Staffing for Florence Events Center and Chamber of Commerce, promotions, Enhancement Program, Merchants of Old Town, Heceta Head Coastal Conference.

Lowell, \$6,205 (plus \$3,969 carryover from last year's RTMP funds) - Design a City gateway, maintenance on covered bridge, Visitor Information center, Design Amphitheatre for Rolling Rock Park.

Oakridge, \$12,844 - Continued Chamber support, Community park projects.

Westfir, \$7,248 - Tourism related staff time, web hosting, promotion of Annual Westfir Bridge Lighting Festival, July 4<sup>th</sup> Fireworks, Security System at West Fir portal, picnic Tables.

McKenzie River Region Requests

For the McKenzie area, a more formal request for quotes is advertised and sent to interested parties. The quote includes completing the project reporting form (similar to the cities) and additionally includes submitting a specific project budget and description of activities.

For the first time in recent memory, the County received two competing requests for the McKenzie RTMP funds. According to the RTMP process, a staff review committee reviews quotes and project descriptions received for the McKenzie River region and then makes funding recommendations to the Board of Commissioners.

The summary of the two proposals is as follows, (The full proposals are contained in Attachment C).

McKenzie River Chamber of Commerce: \$22,601 - Contract staffing, advertising, website, kiosks, customer service training, brochures, mailings.

Blue River Community Development Corporation: \$12,000 - Website, advertising, kiosks, hospitality training, lampposts.

Both projects included funding for brochure, advertising and Website to cover entire McKenzie River region.

The staff review committee reviewed the quotes and project descriptions, contacted the applicants for additional information and is recommending McKenzie River Chamber of Commerce.

**B.**

Shall the Board distribute the funds to the rural cities as per the Lane Code for the general principle being that the areas which produce the taxes should benefit from their use?

**C. Board Goals**

Distribution of the funds to the rural communities helps meet the Board goal: "Work for a strong regional economy to expand the number of family-wage jobs available in Lane County."

**D. Financial and/or Resource Considerations**

The room tax receipts have already been collected throughout Lane County. The RTMP allocations have no financial impact on the Lane County general fund or Lane County video lottery funding.

**F. Alternatives/Options**

1. The Board can allocate funding to the participating cities based on the existing formula.
2. The Board can request more information and allocate funding at a later date.

3. The Board can elect against disbursing these funds at this time.

#### **IV. TIMING/IMPLEMENTATION**

If the Board approves this motion the room tax receipts will be disbursed as outlined in Attachment B as soon as staff prepares the contracts for the County Administrator to sign.

#### **V. RECOMMENDATION**

Lane County Community & Economic Development recommends that the Board disburse funding exactly as outlined in Attachment B. The transient room taxes were collected for the expressed purpose of being cycled into the budgets of the participating RTMP cities that collected them.

The staff review committee reviewed the quotes and project descriptions, contacted the applicants for additional information and is recommending that the Board award contract to McKenzie River Chamber of Commerce. Also, that the McKenzie River Chamber of commerce has a kickoff brochure, advertising and website strategy meeting that includes reps from the areas along the McKenzie river including Blue River, CVACLO and County C&ED. (The McKenzie River Chamber of Commerce has agreed to this).

Not included in the funding is the Streetlamps and kiosk requested by CDC. The Committee recommends that County C&ED and CVACLO work with the Blue River community to prioritize needs – incorporating current visitor readiness report study finding and public input– develop appropriate implementation timing and funding sources for priority projects. We will come back to the BCC at future time to report on next steps.

#### **VI. FOLLOW UP**

Upon Board approval, contracts will be prepared for distribution of funds to the cities and the McKenzie contractor.

#### **VII. ATTACHMENTS**

- A. Board Order
- B. RTMP collection & allocation spreadsheet
- C. Rural Tourism Marketing Work Plans from the rural cites (C 1-10)

- D. Description of Rural Tourism Marketing Program Process
- E. Project Criteria

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

**ORDER NO.            ) IN THE MATTER OF APPROVING CONTRACTS  
                          ) TOTALING \$200,000 FOR 2008-09 RURAL TOURISM  
                          ) MARKETING PROGRAM (RTMP) PROJECTS IN THE  
                          ) CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG,  
                          ) COTTAGE GROVE, VENETA, CRESWELL, JUNCTION  
                          ) CITY, FLORENCE, DUNES CITY, AND SERVICES IN THE  
                          ) MCKENZIE RIVER REGION**

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

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

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

WHEREAS, the Board of County Commissioners has reviewed proposals from cities and is conducting a request for projects in the McKenzie River Valley, NOW, THEREFORE, IT IS HEREBY

- 1) ORDERED that contracts are hereby authorized in the following amounts for delivery of the services described in the proposals received from the cities of: Creswell, \$12,920; Cottage Grove, \$24,697; Coburg, \$8,785; Junction City, \$8,753; Veneta, \$6,227; Dunes City, \$11,904; Florence, \$77,817; Lowell, \$6,205; Oakridge, \$12,844; Westfir, \$7,248.
- 2) FURTHER ORDERED that the RTMP services in the McKenzie River Region be approved in the amount of \$22,601, to McKenzie River Chamber of Commerce.
- 3) FURTHER ORDERED that the County Administrator is authorized to sign all of the contracts described above.

Signed this 17<sup>th</sup> day of December, 2008

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Faye Hills Stewart, Chair  
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM  
Date \_\_\_\_\_  
Lane County

# ATTACHMENT B

## LANE COUNTY RURAL TOURISM MARKETING FOR FY 07-08

06/07	07/08	5 Year Total	% of Tax Metro & Rural	LOCATION	A % of Total Non-Metro City + Mck \$4,151,923	B Base Amount * \$68,250	C Balance ** of Allocation \$126,750	D Non City Allocation	E Non City Amount	B+C+E TOTAL ALLOCATION \$195,000
3470450.13	3686386.95	15,830,153	67.96%							200,000
1597384.62	1654619.09	7,198,560	30.90%							
52,409.00	\$ 20,364.13	264,183	1.13%							
<b>5,120,244</b>	<b>5,361,370</b>	<b>23,292,895</b>	<b>100.00%</b>							
9.2%	4.7%									
	36.2%									
82441.78	81258.06	342,125	5.19%	Creswell	8.24%	6,205	6,579	26.64%	137	12,920
212949	224125.51	942,169	14.29%	Cot. Grove	22.69%	6,205	18,117	73.36%	376	24,697
5570.45	7817.54	26,654	0.40%	South Non City			513			
<b>300,961</b>	<b>313,201</b>	<b>1,310,948</b>	<b>19.89%</b>							
17.7%	4.1%									
	48.1%									
13,932	50,339	115,549	1.75%	Coburg	2.78%	6,205	2,222	50.09%	358	8,785
25862.01	23604.93	114,133	1.73%	Junct. City	2.75%	6,205	2,195	49.48%	354	8,753
625	362.15	987	0.01%	Veneta	0.02%	6,205	19	0.43%	3	6,227
8871.76	9198.95	37,217	0.56%	Central Non City			716			
<b>49,291</b>	<b>83,505</b>	<b>267,886</b>	<b>4.06%</b>							
10.5%	69.4%									
	83.3%									
23692.51	23587.03	117,266	1.78%	Dunes City	2.82%	6,205	2,255	7.88%	3,444	11,904
296909.5	298756.17	1,370,567	20.79%	Florence	33.01%	6,205	26,354	92.12%	40,258	77,817
490433.14	511407.25	2,272,758	34.48%	Coastal Non City			43,702			
<b>811,035</b>	<b>833,750</b>	<b>3,760,591</b>	<b>57.05%</b>							
8.2%	2.8%									
	27.4%									
		0	0.00%	Lowell	0.00%	6,205	0	0.00%	0	6,205
50849.34	83364.51	256,171	3.89%	Oakridge	6.17%	6,205	4,926	86.42%	1,714	12,844
9551.01	9185.52	40,268	0.61%	Westfir	0.97%	6,205	774	13.58%	269	7,248
23368.24	22577.06	103,125	1.56%	Willamette Non City			1,983			
<b>83,769</b>	<b>115,127</b>	<b>399,563</b>	<b>6.06%</b>							
15.6%	37.4%									
	84.1%									
173226.06	240746.57	<b>852,688</b>	12.94%	McKenzie	20.54%	6,205	16,396			22,601
1.7%	39.0%									
	83.1%									
<b>1,418,282</b>	<b>1,586,330</b>	<b>6,591,677</b>	<b>100.00%</b>	<b>TOTAL</b>	<b>100.00%</b>	<b>68,250</b>	<b>126,750</b>			<b>200,000</b>
9.7%	11.8%									
	43.5%									
5,120,244	5,361,370	23,292,895	77.94%							
<b>890,038</b>	<b>1,035,330</b>	<b>4,151,923</b>	<b>13.89%</b>							
528,244	551,001	2,439,754	8.16%							
<b>6,538,526</b>	<b>6,947,701</b>	<b>29,884,572</b>	<b>100.00%</b>							

\* Base Amount      68,250    Base amount equals 35% of Total Allocation  
 \*\*Balance            131,750    Distributed by % of total RURAL revenue  
 Total Alloc.        200,000



10 YEAR HISTORY TRANSIENT ROOM TAX						5 YEAR AVERAGE				
Countywide Location	E	F	G	H	I	J	L	M	N	O
	95/96	96/97	97/98	98/99	99/00	00/01	02/03	03/04	04/05	05/06
Eugene	2,126,357	2,220,365	2,263,720	2,293,886	2,298,535	2,455,042	2,502,802	2,665,496	2,873,737	3,134,0
Springfield	972,678	1,076,672	1,200,623	1,255,400	1,372,548	1,308,955	1,270,530	1,207,338	1,245,610	1,493,6
Non City	47,362	47,199	43,345	44,329	48,629	45,439	59,710	63,867	67,459	60,0
<b>Metro Zone 1 Total</b>	<b>3,146,397</b>	<b>3,344,236</b>	<b>3,507,688</b>	<b>3,593,615</b>	<b>3,719,711</b>	<b>3,809,436</b>	<b>3,833,041</b>	<b>3,936,700</b>	<b>4,186,806</b>	<b>4,687,7</b>
<b>Annual Growth rate</b>	<b>5.8%</b>	<b>6.3%</b>	<b>4.9%</b>	<b>2.4%</b>	<b>3.5%</b>	<b>2.4%</b>	<b>#REF!</b>	<b>2.7%</b>	<b>6.4%</b>	<b>12.0</b>
<b>Five year growth rate</b>		<b>65.4%</b>	<b>52.4%</b>	<b>23.7%</b>	<b>25.0%</b>	<b>21.1%</b>	<b>9.3%</b>	<b>9.5%</b>	<b>12.6%</b>	<b>23.1</b>
Creswell	41,539	44,911	41,005	41,964	38,169	33,613	47,602	59,209	54,020	65,1
Cottage Grove	183,451	193,786	188,018	172,192	168,026	147,564	134,950	148,065	171,226	185,8
South Non City	3,792	3,824	3,728	3,811	4,156	4,592	4,444	4,266	4,230	4,7
<b>South Zone 2 Total</b>	<b>228,782</b>	<b>242,520</b>	<b>232,752</b>	<b>217,967</b>	<b>210,351</b>	<b>185,768</b>	<b>186,996</b>	<b>211,541</b>	<b>229,476</b>	<b>255,7</b>
<b>Annual Growth rate</b>	<b>8.5%</b>	<b>6.0%</b>	<b>-4.0%</b>	<b>-6.4%</b>	<b>-3.5%</b>	<b>-11.7%</b>	<b>#REF!</b>	<b>13.1%</b>	<b>8.5%</b>	<b>11.5</b>
<b>Five year growth rate</b>		<b>88.1%</b>	<b>35.2%</b>	<b>2.0%</b>	<b>-0.3%</b>	<b>-18.8%</b>	<b>-19.7%</b>	<b>-2.9%</b>	<b>9.1%</b>	<b>37.7</b>
Coburg	27,000	26,212	24,893	23,858	23,606	19,627	17,396	17,252	17,979	16,0
Junction City	18,567	17,042	22,048	18,248	17,787	21,277	21,737	21,079	20,578	23,0
Veneta	587	804	650	726	396	0	0	0	0	0
Central Non City	4,615	5,039	4,590	5,187	6,946	6,560	6,822	7,216	6,367	5,5
<b>Central Zone 3 Total</b>	<b>50,770</b>	<b>49,097</b>	<b>52,180</b>	<b>48,019</b>	<b>48,734</b>	<b>47,465</b>	<b>45,955</b>	<b>45,546</b>	<b>44,923</b>	<b>44,6</b>
<b>Annual Growth rate</b>	<b>46.2%</b>	<b>-3.3%</b>	<b>6.3%</b>	<b>-8.0%</b>	<b>1.5%</b>	<b>-2.6%</b>	<b>#REF!</b>	<b>-0.9%</b>	<b>-1.4%</b>	<b>-0.7</b>
<b>Five year growth rate</b>		<b>175.0%</b>	<b>145.3%</b>	<b>78.3%</b>	<b>40.4%</b>	<b>-6.5%</b>	<b>-11.9%</b>	<b>-5.2%</b>	<b>-7.8%</b>	<b>-6.0</b>
Dunes City	7,451	6,654	6,965	7,215	7,295	11,764	20,661	22,230	23,076	24,6
Florence	195,189	203,462	204,125	209,938	234,974	234,540	227,884	237,199	262,074	275,6
Coastal Non City	317,386	322,485	330,403	344,196	362,027	374,515	389,814	395,164	426,739	449,0
<b>Coastal Zone 4&amp;5 Total</b>	<b>520,026</b>	<b>532,601</b>	<b>541,494</b>	<b>561,349</b>	<b>604,296</b>	<b>620,819</b>	<b>638,358</b>	<b>654,593</b>	<b>711,889</b>	<b>749,3</b>
<b>Annual Growth rate</b>	<b>28.5%</b>	<b>2.4%</b>	<b>1.7%</b>	<b>3.7%</b>	<b>7.7%</b>	<b>2.7%</b>	<b>#REF!</b>	<b>2.5%</b>	<b>8.8%</b>	<b>5.3</b>
<b>Five year growth rate</b>		<b>75.4%</b>	<b>70.1%</b>	<b>57.9%</b>	<b>49.3%</b>	<b>19.4%</b>	<b>17.9%</b>	<b>16.6%</b>	<b>17.8%</b>	<b>20.7</b>
Lowell	0	0	0	0	0	0	0	0	0	0
Oakridge	33,885	34,589	31,024	34,983	39,675	35,589	42,340	37,800	40,049	44,1
Westfir	945	1,392	1,080	1,181	1,990	2,939	5,301	6,228	7,832	7,4
Willamette Non City	11,322	13,784	13,017	15,500	16,738	17,092	19,291	18,505	17,772	20,9
<b>Willamette Zone 6 Total</b>	<b>46,152</b>	<b>49,765</b>	<b>45,121</b>	<b>51,664</b>	<b>58,403</b>	<b>55,620</b>	<b>66,931</b>	<b>62,534</b>	<b>65,653</b>	<b>72,4</b>
<b>Annual Growth rate</b>	<b>20.7%</b>	<b>7.8%</b>	<b>-9.3%</b>	<b>14.5%</b>	<b>13.0%</b>	<b>-4.8%</b>	<b>#REF!</b>	<b>-6.6%</b>	<b>5.0%</b>	<b>10.4</b>
<b>Five year growth rate</b>		<b>107.7%</b>	<b>55.6%</b>	<b>50.4%</b>	<b>52.8%</b>	<b>20.5%</b>	<b>48.3%</b>	<b>21.0%</b>	<b>12.4%</b>	
McKenzie (Zone 7)	77,792	87,786	94,895	100,092	110,340	118,351	127,927	131,516	136,828	170,3
<b>Annual Growth rate</b>	<b>15.7%</b>	<b>12.8%</b>	<b>8.1%</b>	<b>5.5%</b>	<b>10.2%</b>	<b>7.3%</b>	<b>#REF!</b>	<b>2.8%</b>	<b>4.0%</b>	<b>24.5</b>
<b>Five year growth rate</b>		<b>138.8%</b>	<b>117.9%</b>	<b>66.6%</b>	<b>64.0%</b>	<b>52.1%</b>	<b>34.8%</b>	<b>31.4%</b>	<b>24.0%</b>	<b>44.0</b>
<b>RURAL TOTALS</b>	<b>923,521</b>	<b>961,771</b>	<b>966,442</b>	<b>979,092</b>	<b>1,032,125</b>	<b>1,028,024</b>	<b>1,066,167</b>	<b>1,105,729</b>	<b>1,188,770</b>	<b>1,292,5</b>
<b>Annual Growth rate</b>	<b>22.2%</b>	<b>4.1%</b>	<b>0.5%</b>	<b>1.3%</b>	<b>5.4%</b>	<b>-0.4%</b>	<b>#REF!</b>	<b>3.7%</b>	<b>7.5%</b>	<b>8.7</b>
<b>Five year growth rate</b>		<b>88.1%</b>	<b>65.4%</b>	<b>41.8%</b>	<b>36.6%</b>	<b>11.3%</b>	<b>10.3%</b>	<b>12.9%</b>	<b>15.2%</b>	<b>25.7</b>
All Metro	3,146,397	3,344,236	3,507,688	3,593,615	3,719,711	3,809,436	3,833,041	3,936,700	4,186,806	4,687,7
Non Metro City+McKenzie	586,405	616,638	614,704	610,398	642,257	625,264	645,797	680,578	733,662	812,3
Non Metro / Non City	337,115	345,133	351,737	368,694	389,868	402,760	420,370	425,151	455,108	480,2
<b>Combined Total</b>	<b>4,069,918</b>	<b>4,306,006</b>	<b>4,474,130</b>	<b>4,572,707</b>	<b>4,751,836</b>	<b>4,837,460</b>	<b>4,899,208</b>	<b>5,042,430</b>	<b>5,375,576</b>	<b>5,980,3</b>

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

Past Year's Results – Reporting Period: November to October Contract Amount  
 \$11,788.

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 7	Staffing Visitor Info Center	\$7219	Provided wages to staff visitor center. Provided tourist & relocation information on Creswell, Lane County and other Oregon attractions.
2. 2,7	18 <sup>th</sup> Annual July 4 <sup>th</sup> Celebration	\$3719	Funded entertainment and promotions for 18 <sup>th</sup> annual celebration that drew thousands of visitors to Creswell for day- long celebration.
3. 2	Visitor Center Enhancements	\$850	Continue to update and improve office efficiency. With more organization and appeal.
Carry over to the next year			
<b>TOTAL budget **</b>		<b>\$11,788.</b>	

Coming Year's Work Plan and Budget (\$12,919. allocation, plus \$0.00 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 7	Staffing Visitor Center	\$8300	Provide wages to staff visitor center.
2. 2, 7	19 <sup>th</sup> Annual July 4 <sup>th</sup> Celebration	\$3700	Fund entertainment and promotion for all day community wide celebration including recognition of Creswell's 100 <sup>th</sup> birthday.
3. 2	Visitor Enhancement Center	\$919	Visitor Center Enhancements, including improved office efficiency.
<b>TOTAL budget</b>			

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

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

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

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1,6,7	Staffing Media	\$8,300 \$4,200	Chamber of Commerce & Visitor Center Advertising Campaign NW newspapers Media campaign w/local wineries
2. 1,2,3	Kiosk Brochures	\$2,000 \$2,000	Kiosk Brochures-Cottage Grove events Cottage Theatre Brochures
3. 1,2,3	Equipment Replacement	\$3,500	Purchase new for events Purchase 3 new microphones/stands
4. 2,3	Park Projects	\$3,161	Misc. Park Improvements Coiner and Trailhead Park
Carry over to the next year		0	
<b>TOTAL budget **</b>		<b>\$23,161</b>	<b>All fund expended as shown above</b>

Coming Year's Work Plan and Budget (\$ 24,697 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,6,7	Staffing Advertising	\$8,300	Staff Chamber/Visitors Center- Help fund marketing campaigns
2. 1,2,3,6	Marketing/ Advertising	\$6,000	Peak season marketing to attract new visitors. Market to visiting tourists about our local attractions.
3. 1,2,3	Equipment Replacement	\$2,000	Purchase new poles for canopies. Purchase new barricades to replaced damaged
4. 2	Park Projects	\$8,397	Misc. park enhancement projects. Trailhead, Coiner & Stewart Park
<b>TOTAL budget</b>		<b>\$24,697</b>	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Teresa Cowan Title Community Coordinator

City Cottage Grove Date: December 3, 2008

-Send completed report by December 1, 2008 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 8,338

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 3 & 6	Advertising	\$ 8,689	Revamped Web Site and purchased new control software. Published bi-monthly newsletter.
2. 3 & 6	Advertising	\$ 900	Cleaned Coburg Signs on I-5
3.			
Carry over to the next year		\$ 0	
<b>TOTAL budget **</b>		<b>\$ 9,589</b>	

Coming Year's Work Plan and Budget (\$ 8,785) allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 3 & 6	Advertising	\$ 7,885	Maintain Web and publish bi-monthly newsletter.
2. 3 & 6	Advertising	\$ 900	Clean Coburg Signs on I-5
3.			
<b>TOTAL budget</b>		<b>\$ 8,785</b>	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by CRAIG L. GIBONS Title Finance Director  
 Craig L. Gibons

City: Coburg

Date: November 25, 2008

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 8054

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 2	Benches	\$8054.00	Purchased benches for downtown including shipping.
Carry over to the next year		\$0.00	
<b>TOTAL budget **</b>		<b>\$8054.00</b>	

Coming Year's Work Plan and Budget (\$ 8753.00 allocation, plus \$ \_\_\_\_\_ carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 2	Signs	\$8753.00	Purchase signs for downtown giving directions to points of interest.
<b>TOTAL budget</b>			

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by: Elaine J. Payne

Title: Special Programs Coordinator

City of Junction City

Date: November 25, 2008

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

## Lane County Rural Tourism Marketing Program (RTMP)

## Summary of Results, Budget, and Work Plan

Past Year's Results – Reporting Period: November to October Contract Amount \$6,541.

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1,3,4,6b	Tourism Promotion	1,441.00	Regional advertising of community events and celebrations.
2. 1,3,4,6a	Bird Watching Event	3,995.63	Promotion of 4 <sup>th</sup> annual Wings & Wine bird watching event.
3. 1,3,4,6a	Bird Watching-Registration	990.00	Contractor to complete all aspects of event registration and request for information.
4. 1,3,4,6a	Bird Watching-Sustainability	0.00	Contractor to secure sponsorships, grants and provide event coordination.
Carry over to the next year		114.37	
TOTAL budget **		6,541.00	

## Coming Year's Work Plan and Budget (\$6,227 allocation, plus \$114.37 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,3,4,6b	Tourism Promotion	2,341.37	Regional advertising of community events and celebrations.
2. 1,3,4,6a	Birding Event	1,000	Promotion of 4 <sup>th</sup> annual Wings & Wine bird watching event.
3. 1,3,4,6a	W&W Registration	2,000	Contractor to complete all aspects of event registration and request for information.
4. 1,3,4,6a	Birding Event	1,000	Contractor to secure sponsorships, grants and provide event coordination.
TOTAL budget		6,341.37	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by: Ric Ingham Title: City Administrator

City: Veneta Date: November 20, 2008

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$74,443  
plus carryover from previous year of \$13,447 = \$88,000

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
Florence Events Center	Staffing for Marketing Director  Promotions  Enhancement Program	\$65,000	Please refer to attachment A as submitted by Lis Farm, Community Outreach Manager at the Florence Events Center.
Chamber of Commerce	Staffing for Chamber of Commerce	\$20,000	For the 07-08 budget year, the Chamber used the RTMP monies that we were granted to subsidize our staff wages.  As always we utilize the city room tax funds all on marketing and therefore use the RTMP monies to pay the portion of staff wages that are spent on facilitating the marketing efforts, managing the website and time spent partnering with outside agencies such as CVALCO, OCVA and MOOT.  Our total budget for staffing is \$40,000 annually, \$20,000 of which is paid for with RTMP money.  Submitted by Kady Sneddon, Executive Director, Florence Chamber of Commerce
Merchants of Old Town		\$2,000	Merchants of Old Town had a great turnout for the Wine & Art Walk during a time of year when very few events were taking place in Florence. Visitors were exposed to the Florence art community and the businesses in Old Town that hosted the wineries.



## **EXHIBT A – to 2008-2009 RTMP Application**

### **Florence Events Center Current 2008 RTMP Program Achievements**

#### **CenterStage Newsletter:**

6,500 printed monthly; inserted in newspaper, bulk mailed and e-mailed to out-of area subscribers

#### **Website:**

Easy to read and eye catching website “Calendar of Events”. This interacts with the Florence Chamber of Commerce’s website. This website is self-maintaining, which save us money.

Florenceartist.com Gallery advertising

#### **Tradeshows/Memberships/ Conferences**

Attend Oregon Society of Association Management (OSAM) Conference and Oregon Meeting Professional International (MPI) Conference. Attended OSAM and will attend MPI Conference. Membership dues for OSAM, MPI, CVALCO, OFEA, Lane Arts Council and Oregon Coast Cultural Alliance (OCCA). Attend CVALCO board meeting in an ex-officio capacity. Attend and host OCCA gatherings up and down the Oregon Coast

#### **Out-of-Area Advertising: (advertising examples)**

Advertise in:

- ❖ OR. Chapter Meeting Professional International, Membership Directory
- ❖ CVALCO Meeting & Event Planner
- ❖ Mid-Coast Wave sent out for tourism inquiries & Business Profile sent in relocation packets
- ❖ Oregon Crafted Guide Book
- ❖ Oregon Society Association Management Directory
- ❖ Oregon Coast Cultural Arts Visitors Guide
- ❖ Co-op with Chamber on “Coast On Over” monthly advertising
- ❖ Co-op with Chamber on the OFEA Oregon Event Calendar Guide

#### **Local tourist related advertising**

- ❖ Glass Float Project
- ❖ Phone Book Advertising

Event Advertising:

- ❖ Florence community co-op holiday advertising campaign
- ❖ Winter Folk Festival, January 18 & 19, 2008
- ❖ Celebrate Arts Juried Art Show, in quARTerly regional gallery magazine
- ❖ Rods & Rhodies Art Show & Swap Meet, various advertising outlets

Radio Advertising:

- ❖ Event and facility marketing

Tradeshow:

- ❖ OSU conference tradeshow booth & materials

#### **Printed Material:**

- ❖ Brochure insert updates

**Misc.**

- ❖ Sponsored Oregon Coast Cultural Alliance Gathering
- ❖ Sponsored CVALCO Tourism Meeting
- ❖ Merchants of Old Town Walking Map

Submitted by Lis Farm, Community Outreach Director, Florence Events Center.

Heceta Head Coastal Conference		\$1,000	<p>The <i>4th Annual</i> Conference was held October 24-25, 2008, with the theme: "Oregon's Ocean: Changes &amp; Consequences". A special feature was the appearance of world renowned expert in marine reserves, Dr. W. J. Ballantine from New Zealand.</p> <p>Attendance at previous Conferences has ranged from 195 to 227; 202 registrants, graduate students, speakers and guests attended this year. On average, half of the audience has been from Florence; this year 86 were from Florence, 65 from coastal cities, and 51 from the valley. 19 of the 73 turning in Questionnaires said they stayed in a motel.</p> <p>Questionnaires gave an overall rating of the Conference as 35 - "excellent", 30 - "very good", and 8 - "good". 96 % thought the cost reasonable, and 87 % said they were likely to return.</p> <p>Total cost for the event is about \$10,000. By final accounting at the end of the year, it appears that expenses will be within income. The City of Florence grant of \$1,000 was critical to the success of the Conference.</p> <p>Submitted by:</p> <p>Craig McMicken Chairman</p>
Carry over to the next year		-0-	
TOTAL budget **			

Coming Year's Work Plan and Budget (\$77,817 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
<p>1. Florence Events Center</p> <p>1, 3, 4, 5, 6, 7</p> <p>*****</p>	<p>Staffing</p> <p>*****</p> <p>Out of Area Promotions</p>	<p>\$71,817</p>	<p>This money will help fund the Marketing Director/Community Outreach Manager, who has been building a marketing base that has seen a steady increase of events to well over 400 each year.</p> <p>This position is responsible to market The Florence Events Center, as well as the Western Lane County, to prospective meeting planners, event managers, visitor information entities and other groups.</p> <p>The FEC Marketing Director works closely and partner with community and regional organizations to drive convention and visitor business toward Western Lane County.</p> <p>RTMP funding for this staff position will enable the Florence Events Center maintain its marketing foothold, continue successful projects and programs to bring out-of area guests to Lane County.</p> <p>*****</p> <p>Our marketing plan for the 2008-09 year include advertising in out-of area meeting and event directories, visitor guides, and event specific radio ads. Funds will be put toward meeting industry association memberships, tradeshow, and conferences.</p> <p>We are continuing to work toward developing a self-sustaining active website with additional community links, and maintain our newsletter which has been streamlined and build on a current e-mail data base.</p> <p>We will be using a portion of the grant money to partner with other destination marketing organizations for out-of-area advertising in developing new tourism events, to further promote existing ones and to target specific meeting/conference markets that are compatible with the Florence Events Center.</p>

2. Florence Chamber of Commerce  1,3,4,5,6,7	Staffing	\$6,000	Our staff is continually marketing not only the Florence area but Lane County as a whole. This grant money will be a great help to our staffing budget.
TOTAL budget		\$77,817	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Barbara Miller Title: City Recorder

City: Florence Date 12-1-08

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount  
 \$10,699

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
2. 3	Place Reader Board on Highway 58	\$5,730	Because of issues with ODOT over placement on Highway 58, the reader board will be placed Rolling Rock Park. Expense is for site prep and purchase of reader board.
3. 2	Lowell Covered Bridge	\$1,000	Expense covers routine maintenance and Seasonal lighting display for the Covered Bridge Interpretive Center.
1/4. 2	Design City Gateway/Design Amphitheatre		Deferred until 2009
Carry over to the next year		\$3,969	
TOTAL budget **		\$10,699	

Coming Year's Work Plan and Budget (\$ 6,205 allocation, plus \$3,969 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 2	Design a City Gateway	\$2,500	Design a primary welcome/gateway entering Lowell from Highway 58 and secondary entrance signs
2. 2	Lowell Covered Bridge	\$1,000	Provide required Lowell Covered Bridge Interpretive Center maintenance to maintain and improve the facility.
3. 3	Visitor Information Center	\$2,500	Develop an unmanned visitor information distribution center at Cover Bridge, or a volunteer manned visitor center that the historic Caboose in Rolling Rock Park.
4. 2	Design Amphitheatre for Rolling Rock Park.	\$4,174	Amphitheatre to be used to support annual BBJ Festival and provide regular music and arts programs at Rolling Rock Interpretive Park.
TOTAL budget		\$10,174	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted: by Chuck Spies. Title: City Administrator

City: Lowell Date: November 10, 2008

-Send completed report by November 29, 2008 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$11,499

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1, 3, 4, 7	Continue Chamber Support	\$10,000	Continue to support the Oakridge/Westfir Area Chamber of Commerce through staffing
2. 2	Support Community Projects	\$1,499	To help with the miscellaneous expenses of events that bring in people for overnights stays such as, Concerts in the Park (5) and Mountain Bike Oregon Festival (2)
3.			
Carry over to the next year		\$0	
<b>TOTAL budget **</b>		<b>\$11,499</b>	

Coming Year's Work Plan and Budget (\$ \$12,844 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1, 3, 4, 7	Continue Chamber Support	\$10,000	Continue to support the Oakridge/Westfir Area Chamber of Commerce through staffing
2. 2	Support Community Park Projects	\$2,844	To help with the miscellaneous expenses of events that bring in people for overnights stays such as, Concerts in the Park (5) and Mountain Bike Oregon Festival (2)
3.			
<b>TOTAL budget</b>			

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Gordon Zimmerman Title City Administrator

City of Oakridge Date: November 26, 2008

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 6,386

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1.1	Bridge Lighting	\$ 450	Advertising and promotion of annual Bridge Lighting Festival – Festival activities were expanded – attendance increased as a result.
	July 4 Fireworks	\$1,000	Assisted with cost of Oakridge/Westfir fireworks display to increase attendance and overnight stays.
	Administration	\$ 450	Administration for time spent on tourism related activities
2. 2.2	Tourist Center	\$3,411	Completed shelter project ( now have 2 small shelters with picnic tables and 1 large shelter that has no tables yet) These shelters have been used by people passing through and also by people enjoying the local trails and river.
3. 2.2	Web Hosting	\$ 75	Annual web hosting fee for Westfir website
	Visitors Map	\$1,000	Partnered with Oakridge Chamber to produce a new Visitors Map showing location of local businesses and recreation opportunities
<b>TOTAL budget **</b>		<b>\$6,386</b>	



Coming Year's Work Plan and Budget (\$ 7,248 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1.1	Administration	\$ 450	- Administration expense for actual staff time spent on tourism related activities
	Web Hosting	\$ 75	- Annual web hosting fee to keep Westfir website up and running so that anyone interested can access website
	Christmas in the Cascades	\$1,000	- Advertising and promotion of annual Westfir Bridge Lighting festival, art show, concert, and other activities going on in Oakridge over the first weekend in December – we are hoping to attract visitors to the Oakridge/Westfir area for the entire weekend, increasing overnight stays and benefiting local businesses
2. 1.1	July 4 Fireworks	\$1,000	- Help with cost of Oakridge/Westfir fire works display – to encourage visitors to the area to stay longer
	Old fashioned 4 <sup>th</sup> of July celebration	\$1,000	- New event to be held at Westfir Portal – an old-fashioned 4 <sup>th</sup> of July celebration with food, music, games, and contests for the entire family to enjoy – this, in conjunction with the annual 4 <sup>th</sup> of July fireworks, will encourage people to spend the entire 4 <sup>th</sup> of July weekend in the Oakridge/Westfir area
3. 2.2	Security system at Westfir Portal	\$2,000	- Install security system at Westfir Portal to monitor parking lot, restroom and picnic facilities. This will give a sense of security to people leaving their vehicles in the parking lot while they use the local hiking/biking trails. They will feel that they can stay longer because their property will be safer.
	Picnic tables in large shelter, beautification	\$1,798	- Install picnic tables in large shelter to promote more use by tourists, beautification projects in portal to make people want to stay longer. The addition of picnic tables in the large shelter will make the area more attractive to larger groups who want to picnic together in a beautiful setting.
TOTAL budget		\$7,248	

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Beth Murray Title City Recorder  
 City Westfir Date 11-26-08

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

## RURAL TOURISM MARKETING PROGRAM QUOTE FORM

APPLICANT NAME: McKenzie River Chamber of Commerce

PROJECT TYPE(S), Check all that apply:

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

TOTAL AMOUNT OF RTMP FUNDING: \$22,601PROJECT TITLE: McKenzie 2009 RTMP

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

This proposal will fund the Chamber's executive director position, which is responsible for stocking the four information kiosks in the Valley as well as responding to phone, mail and electronic inquiries. Other duties involve working with the Vida/McKenzie Community Center for year 'round lighting of the Goodpasture Covered Bridge and the McKenzie River Guides for development of a guiding museum at the Old McKenzie Fish Hatchery. It will also fund professional and extensive upgrades to the Chamber's website. Information will be added on the history of the area, along with maps, local vendor information and a complete listing of resources available to tourists. In addition, the proposal includes regional advertising, kiosk upgrades, the production of a new dining brochure, and funding for customer service training.

## Applicant

Name: McKenzie River Chamber of CommerceE-mail: mcrvcofc@aol.comAddress: P.O. Box 1117, Leaburg, OR 97489Phone: 896-3330Fax: NA

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

Name: Ken EngelmanE-mail: rivref@aol.comAddress: 59059 Old McK.  
Hwy., McKenzie Bridge, OR  
97413Phone: 822-3358Fax: 822-3358

  
 \_\_\_\_\_  
 APPLICANT SIGNATURE

11/28/08  
 \_\_\_\_\_  
 DATE

## Guidelines for Preparing a Quote

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

Contract Staffing: The McKenzie Chamber of Commerce will again contract out the executive director position, which responds to phone, mail and electronic inquiries. A key task is maintaining the information kiosks, which have been extremely successful in distributing information to encourage people to return to the area or extend their stay. The executive director will work with the Vida/McKenzie Community Center on extending lighting of the Goodpasture Bridge. It is currently lit only during the Christmas season, using a power pole and electrical box owned by the Chamber. The all-year lighting would be the first of a covered bridge in Lane County and would create a new attraction. Discussions with the McKenzie River Guides and Lane County Parks will continue on improvements to the Old McKenzie Fish Hatchery and Information Center. The proposed Guides Museum at the site would create another new McKenzie Valley tourist attraction.

2. Advertising: The Chamber will again place ads in 2009 publications - "Where to Stay in Oregon," CVALCO's "Traveler's Guide," and the "Sister's Guide," as well as running local ads. The content of the ads will promote local events in the McKenzie Valley - ranging from the annual Summer Festival to the Walterville Parade. Currently, most local organizations don't have the funds to promote their events and many tourists aren't aware of them. Both the Where to Stay and CVALCO publications reach into larger markets, which allow the McKenzie Chamber to appeal to residents of Northern California and Washington. (Because of an early deadline, the Chamber will employ a cash carryover to secure space in the '10 Sisters Guide.) The Chamber also contracts with the Oregon Tourism Commission to place our literature at nine points of entry into the state - including the border entry points for Idaho and Nevada.
3. Website: The Chamber will contract with a professional website design firm to upgrade its existing website. A number of features are planned - from a history of the area, maps, and local vendor information to a complete listing of resources available to tourists. Details will include a focus on search engine connections to draw more visitors to the site. In addition, the website will host information about what's available in the rural areas of Lane County - with links to the Cottage Grove, Creswell, Fern Ridge, Junction City-Harrisburg, and Oakridge chambers, as well as Eugene, Springfield, Lane County and CVALCO. We will post information from the McKenzie Events Calendar as part of the ongoing process of updating the site.
4. Kiosks: The '07 McKenzie RTMP included funding for the information center located inside Harbick's Country Store in Rainbow. This proposal will upgrade the 24/7 outdoor kiosks at the Walterville Shopping Center and at the Old McKenzie Fish Hatchery. It will also include new display racks for our fourth location - inside the Meyer's General Store in Blue River.
5. Customer Service Training: The McKenzie Chamber will work with business owners and managers throughout the Valley to secure customer service training through CVALCO. Many are strapped for cash during the current economic situation. To offset the costs of training, the Chamber is allocating a pool of \$1,300 for financial assistance to area businesses.
6. Brochure: The Chamber will produce 5,000 copies of a new publication highlighting dining opportunities in the McKenzie Valley. This will supplement the two brochures printed last year - the McKenzie Lodging & RV Park brochure and the McKenzie Events Calendar.

7. Mailings: The Chamber will continue to send out literature in reply to requests for information. Materials include our existing 4-color brochure, the Lodging & RV Park publication, the McKenzie Events Calendar and the new Dining brochure.
8. Contingency: A line item set aside for unforeseen needs.

1. **2. Time line of Activities. This funding is for one year, what will be accomplished in that time? If this funding is part of a larger, more complex project, include an expected completion date for the entire project.** Contract Staffing: 01/09 to 12/09. Advertising: 01/09 to 12/09. Website: 01/09 to 12/09. Kiosks: 04/09 to 05/09. Customer Service Training: 05/09 to 08/09. Brochure: 04/09. Mailings: 01/09 to 12/09.

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

√ Increase the length and/or number of visitor stays – By providing information about events and attractions that could cause people to return or extend their stay – using print and electronic media.

√ Increase 'shoulder season' revenue – Activities in the Events Calendar, like the winter-time "Craig Race," occur outside the summer season timeline. The website will include details on area SnoParks and hunting opportunities.

√ Maintain Northern California & Washington as target markets – The advertising program places the Chamber's information in publications that reach out to this wider market, with CVALCO and state staff distributing them at trade shows.

√ Increase the visitation and length of stays by visitors - By providing information about events and attractions that could cause people to return or extend their stay – using print and electronic media.

√ Maintain Oregon as a primary market of total visitors during the peak season – By increasing our website offerings and linkages to search engines looking for a variety of topics, ranging from fishing opportunities to golfing, as well as other soft recreational activities.

√ Increase development of metropolitan Lane County as a target market for rural areas – The current economy will cause many metro area residents to consider less extensive travel in their vacation planning. By expanding the ways people can access information about McKenzie Valley offerings, the Chamber can increase the appeal of day both trippers and people looking for an overnight stay.

√ Target local urban and metropolitan areas throughout the Willamette Valley as a primary market for rural Lane County – The combination of our print advertising and website upgrades will allow people in the Willamette Valley to reconsider a visit to the McKenzie Valley.

√ Continue cooperation and coordination among existing City, County, State and private tourism organizations – The McKenzie River Chamber of Commerce will continue its existing cooperative arrangements with tourism related organizations which currently involve providing space for their publications at our kiosks in exchange for them doing the same. The website upgrades will expand that cooperation.

√ Develop, advertise, and package rural Lane County – Part of the planned upgrades to the Chamber's website includes information about what's available in the rural areas of Lane County – with links to the Cottage Grove, Creswell, Fern Ridge, Junction City-Harrisburg, and Oakridge chambers. An emphasis on search engine connections to draw more visitors to the site will benefit the other chambers by providing additional ways for people to learn about them.

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

1. Increase transient room tax revenues countywide, as measured by increasing overall revenues from room tax from visitor stays, and by increasing room tax revenues during the tourism 'shoulder season,' in the fall/early spring months.
2. Increase the number of visits and the amount of time spent by visitors in *rural* Lane County by improving the attractiveness of rural communities. The variety of such activities may include: expanded attractions, beautification, and property enhancement projects on public property.
3. Focus general marketing on visitors from surrounding states and "peak season" marketing to attract visitors from Oregon.
4. Continue the development of regional marketing with local, state and private agencies. This includes increased involvement of rural tourism organization in the existing network.
5. Monitor potential targets in western Canada and other international markets, maintaining flexibility for action.
7. Assist with rural area tourism staffing needs, and provide training on hospitality and service excellence. The objective is to maintain a reputation for excellence in hospitality and service.

**B. Describe any regional aspects your project has, including how involvement with the Rural Lane County Network will facilitate the project objectives.** The McKenzie River Chamber of Commerce has been very successful in disseminating information to visitors through the use of our two 24/7 kiosks (located at the Waltherville Shopping Center and the Old McKenzie Fish Hatchery) and the two Chamber annexes (at Harbick's Country Store and Meyer's General Store). We offer display space at these locations to members of the Rural Network in exchange for displaying our information at their locations. The upgraded McKenzie Chamber's website will give the members of the Rural Network more exposure.

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

**5. What are your criteria for success in this project? How will you evaluate the effectiveness and measure the success of your project? In what measurable way will you be able to demonstrate that your project is designed to meet the tourism needs of your rural community? Please list at least one specific outcome you expect for each project activity.**  
Office Staffing: Logs at the office track information requests. Outgoing packets are tracked as well, indicating which area the request originated from and what type of information was requested.

Annexes & kiosks: records will be kept of the number & type of brochures at the Waltherville and Leaburg kiosks and the Chamber annexes at Meyer's General Store and Harbick's Country Store.

**6. Include a budget for your project, using either this example or a copy of your project tracking spreadsheet. Include all resources and expenditures associated with this project.**

**Include cash and in-kind components. Attach any letters of support, funding, or in-kind commitment from organizations, businesses or individuals involved in your project. The budget may be organized around the activities, deliverable products, and outcomes listed in the Project Summary and Schedule.**

**CONTRACT STAFFING**

Income:	Cash	In-kind
Tourism Marketing Funds	\$12,438.00	\$0.00
Outdoor Info Kiosk (\$75/mo.) Walterville Center		\$900.00
Outdoor Kiosk & Office Space (\$75/mo.) Lane County Parks		\$2,400.00
Indoor Info Center Annex (\$20/mo.) Meyer's Store		\$240.00
Indoor Info Center Annex (\$100/mo.)		\$1,200.00
Expenses:	Cash	In-kind
Executive Contract	\$12,438.00	\$4,740.00
	<b>Total Expenses \$12,438.00</b>	

**ADVERTISING**

Income:	Cash	In-kind
Tourism Marketing Funds	\$4,725.00	\$0.00
	\$ 0.00	\$0.00
Expenses:	Cash	In-kind
'09 Where to Stay in Oregon	\$1,800.00	\$ 0.00
'09 CVALCO Traveler's Guide	\$1,600.00	0.00
'10 Sisters Guide – '09 Cash Carryover	\$625.00	0.00
'09 Local Ads	\$600.00	0.00
'09 CVALCO Map	\$115.00	0.00
	<b>Total Expenses \$4,740.00</b>	

**WEBSITE**

Income:	Cash	In-kind
Tourism Marketing Funds	\$0.00	\$0.00
Contract website development	\$1,400.00	\$0.00
	<b>Total Expenses \$1,400.00</b>	

**KIOSKS**

Income:	Cash	In-kind
Tourism Marketing Funds	\$1,000.00	\$0.00
New outdoor display racks (Walterville & Leaburg)	\$750.00	\$0.00
New indoor display rack (Meyer's Store)	\$250.00	\$0.00
	<b>Total Expenses \$1,000.00</b>	

**CUSTOMER SERVICE TRAINING**

Income:	Cash	In-kind
Tourism Marketing Funds	\$1,300.00	\$0.00
	<b>Total Expenses \$1,300.00</b>	

**BROCHURE**

Income:	Cash	In-kind
Tourism Marketing Funds	\$750.00	\$0.00

Expenses:	Cash	In-kind
5,000 Dining Brochures	\$750.00	0.00
	Total Expenses \$750.00	

**MAILINGS**

Income:	Cash	In-kind
Tourism Marketing Funds	\$573.00	\$0.00

Expenses:	Cash	In-kind
Mailed Responses	\$500.00	\$ 0.00
	Total Expenses \$573.00	

**CONTINGENCY**

Income:	Cash	In-kind
Tourism Marketing Funds	\$400.00	\$0.00

Expenses:	Cash	In-kind
Contingency	\$400.00	\$ 0.00
	Total Expenses \$400.00	

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

Project Summary and Schedule

2009 Lane County Rural Tourism Marketing Program

Applicant: McKenzie River Chamber of Commerce

Project Title: McKenzie River Valley RTMP 2009

Activities, Products, and Outcomes	Activity Completion Date	Total Cost of Activity or Product	RTMP funds Needed	Local funds or other Resources	Notes
1. Contract Staffing	12/09	\$12,438	\$12,438		
Info Centers & Office Space Outcome:				\$4,740	
2. Advertising	12/09	\$4,740	\$4,740		
Outcome:					
3. Website	12/09	\$1,400	\$1,400		
Outcome:					
4. Kiosks	05/09	\$1,000	\$1,000		
Outcome:					
5. Customer Service Training	08/09	\$1,300	\$1,300		
Outcome:					
6. Brochure	04/09	\$750	\$750		
Outcome:					
7. Mailings	12/09	\$573	\$573		
Outcome:					



8. Contingency:	12/09	\$400	\$400		
Outcome:					

## ATTACHMENT C-12

**To: Lane County Tourism Marketing Program**

**From: Blue River Community Development Corporation (Tax I.D.# 93-1186618)**

**Re: RTMP Quotes**

The CDC (Community Development Corporation) has a long history of supporting sustainable development in the McKenzie Valley, adhering to the vision of the *Blue River Project*. We were instrumental in supporting our Water District in the planning process that resulted in the acquisition of a major facilities improvement grant. We provided similar support to the process of acquiring the property and finances to build our world-class track, thus better positioning our area for both green development and tourism. We also fully participated in financially facilitating the MARC Ford Leadership Program. And we were a key player in acquiring funding for our currently existing streetlights. All of these endeavors were undertaken in the spirit of community volunteerism, environmental sustainability, and business community buy-in. We are now ready to move into the phase of 'brick and mortar' improvements to our downtown area. Our sole focus is to beautify our community and further position our region of Lane County as a viable tourism destination center.

We firmly believe that our community development vision, once implemented, can serve as a model that can be easily adopted and modified to meet the tourism enhancement needs of other communities in rural Lane County. We intend to show that effective public/private partnerships will not only exceed the goals of our participating members, but will also lead to an economic base that provides for both increased tourism revenues and long term employment opportunities for rural Lane County residents.

Our long-term vision includes the creation of:

- ❖ *A Pioneer Mining & Logging motif that draws on history and culture of our area*
- ❖ *An Eco-Village that is green from the 'bottom-up'*
- ❖ *A green waste treatment facility that can serve new tourism facilities*
- ❖ *An economy modeled on Sturbridge Village*

Please Note: The *Sturbridge* model has proven that a rural community can transform itself in a manner that creates viable jobs that have the value-added multiplier effect of also creating high-end marketable products. It is also structured to position the community as both an international and a regional tourism destination center. It enhances both the local payroll and the local tax base. Specifically, it has an immediate and profoundly positive impact on the generating of new room-tax revenues.

We emphasize that this vision is consistent with the goals and objectives of the *Blue River Project*, as well as with the *RTMP Project Criteria and Mission Statement*.

The first step involves both the marketing of our Valley from Walterville to McKenzie Bridge and the beautification of our downtown core. Accordingly, the CDC (Tax I.D. # 93-1186618) respectfully offers this *Project Description* and *RTMP Quote* for your consideration.

We have three current goals and objectives:

- 1) We are engaging in a *carefully orchestrated marketing campaign*. Due to generous local business support, we have already begun to design a world class website. This site markets our entire Valley from Walterville to McKenzie Bridge. There will be free (no charge) links available for any and all Valley Tourism Facilities. We pledge that this free 'community-link' service will always be available. We are requesting some RTMP funds to complete the site and to pay for hosting and advertising. We are also designing top quality, full color glossy business cards and postcards to facilitate advertising our website and our tourism destination. The specific breakdown on the marketing budget is:

\$1450 for Design and Hosting  
 \$1200 for Advertising (\$100/month)  
 \$ 200 for Business Cards  
 \$ 150 for Post Cards

SUB-TOTAL: \$3,000

- 2) *A Travelers' Information Kiosk*: The Kiosk will be the first tangible manifestation of our *Pioneer Mining/Logging Town* motif. It will be located on the main street in the town center. It will direct visitors and attention to the already existing official *Visitors' Information Center*. It will be constructed of heavy timbers on a river rock foundation. It will display large Pioneer-era photographs as well as a short history of the area. Directions to all the Valley's tourism facilities will be clearly displayed. The Design and Construction will involve a strong community component. This process will also include some 'in-house training' that will enhance our hospitality skills. The specific breakdown on the Kiosk budget is:

\$800 for Construction  
 \$200 for photos and artwork

SUB-TOTAL: \$1,000

- 3) *Construction / Installation of Antique (Pioneer-style) Lamp Posts*. We are starting a campaign to line our main street with beautiful, antique lampposts that cast an inviting light on all prospective visitors to our area. This is the first step in creating an ambiance that positions our community to transform itself into a serious contender for more tourism revenues. This process will include some 'in house training' (during the site selection phase) that will enhance our hospitality skills. We will continue this campaign until our community is fully equipped with the new lights. Additionally, we are appealing to business owners along Highway 126 to consider placing the tourism-friendly lights in front of their establishments. Breakdown on the lampposts is:

\$1,500 for Lamp Post  
 \$ 500 for Installation  
 x 4 Lampposts = \$2,000 x 4 = \$8,000

TOTAL BUDGET FOR THIS PHASE OF THE PROJECT: \$12,000

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

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

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

Coming Year's Work Plan and Budget (\$ 12,000 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1, 2, 3, 4, 5, 6	Marketing	\$3,000	World Class Website Advertising Business Cards/Post Cards
2. 1, 2, 3, 4, 5, 6, 7	Kiosk	\$1,000	Hospitality Training Marketing Theme Development
3. 1, 2, 3, 4, 5, 6, 7	Lamp-posts	\$8,000	Theme Development Setting stage for eco-tourism development
TOTAL budget			

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Jim Baker Title PRESIDENT  
JIM BAKER

City Blue River Community Development Corporation Date NOV. 29, 2008

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

Description of Rural Tourism Marketing Program (RTMP) Process  
2007-2008

The following steps describe the process for distribution of RTMP funds:

Step 1 - Budget determination - In July, end of fiscal year reports are processed by the City of Eugene. A summary of the RTMP receipts is then available in August of each year. From this listing of receipts collected around Lane County the RTMP distribution for each city and zone is then calculated by county administration staff.

Step 2 - Request for descriptions and quotes - Cities are then sent a request to describe their projects for the coming year. The projects must be consistent with the RTMP mission statement and project criteria. Each city RTMP recipient briefly describes their project activities on a project reporting form (Attachment C). For the McKenzie area, a more formal request for quotes is advertised and sent to interested parties, unless a different process is required. The quote will include completing the project reporting form (similar to the cities) and additionally includes submitting a specific project budget and description of activities.

Step 3 - Review and contracting - A staff review committee then reviews quotes and project descriptions received for the McKenzie area. Staff also compares project summaries from cities to the RTMP project criteria. If there are no problems with the quote process and the city summaries are consistent with the RTMP project criteria, then a board agenda packet will be prepared for approval of contracts. If project descriptions appear inconsistent with the RTMP project criteria, or the McKenzie area quote is contested, then the County Administrator may request that a review committee be formed to evaluate the RTMP projects. Upon Board approval, contracts will be prepared for distribution of funds to the cities and the McKenzie contractor.

Step 4 - Distributing funds - When the contracts are in place, checks will be sent to each of the cities for the full amount of the RTMP contract. In the case of the McKenzie contractor, funds will be drawn down in increments, based on completion of the work, and applicable contracting requirements. For the McKenzie contract, a final report, with documentation of expenses, is submitted with the final pay request. Cities send their final report on results by December 1, when submitting project activities for the coming year.

Step 5 - Reporting and Monitoring - C&ED staff review the final reports from the cities for consistency with the RTMP project criteria. If the city did not fully expend the contract amount then this will be reported and the city will show this amount as rolling over to the following year RTMP project description. This provides the project description for reporting by the cities, as described in Step 2, above. In the case of the McKenzie contract, the final report is reviewed before final payment is issued to the contractor.

## RURAL TOURISM MARKETING PROGRAM

### Mission Statement and Project Criteria

#### MISSION STATEMENT

The Lane County Rural Tourism Marketing Program (RTMP) focuses on the business of selling, packaging, and advertising rural Lane County in a unified, well-planned program. RTMP tourism product development in rural areas will focus on the following objectives and criteria to maximize:

1. Attraction of visitors to rural communities,
2. The length of stay by visitors,
3. County-wide visitation,
4. Return visits to rural Lane County communities.

RTMP projects will define specific and varied activities and products that are widely distributed throughout the county and that will provide incentives and encouragement for visitors to choose Lane County as a leisure travel destination.

#### CRITERIA FOR RTMP PROJECTS

RTMP projects will:

1. Increase transient room tax revenues countywide, as measured by increasing overall revenues from room tax from visitor stays, and by increasing room tax revenues during the tourism 'shoulder season', in the fall/early spring months.
2. Increase the number of visits and the amount of time spent by visitors in *rural* Lane County by improving the attractiveness of rural communities. The variety of such activities may include: expanded attractions, beautification, and property enhancement projects on public property.
3. Focus general marketing on visitors from surrounding states and "peak season" marketing to attract visitors from Oregon.
4. Continue the development of regional marketing with local, state and private agencies. This includes increased involvement of rural tourism organization in the existing network.
5. Monitor potential targets in western Canada and other international markets, maintaining flexibility for action.
6. Develop, advertise, and package rural Lane County attractions and group tour business that encourage overnight stays and extended visits by:
  - a. Developing group travel opportunities; i.e. recreational vehicle, bicycle, parks, and campground activities, and
  - b. Fostering coordination between the Convention and Visitors Association of Lane County and rural tourism organizations to develop and package group travel tours, particularly as an extension of metro convention gatherings.
  - c. Providing incentives for return visits; i.e. discount on room rate for next year, mail schedule of activities for next year, mail post card with thank you and welcome note.
7. Assist with rural area tourism staffing needs, and provide training on hospitality and service excellence. The objective is to maintain a reputation for excellence in hospitality and service.

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

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

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

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

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

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

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

# When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

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

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

-Send completed report by November 29, 2006 to Mike McKenzie-Bahr, Community and Economic Development Coordinator, County Administration Office, 125 E. 8<sup>th</sup> Avenue, Eugene, OR 97401.

## Lane Manual 21.130. STANDARD CONTRACT PROVISIONS

### 21.130 Standard Contract Provisions.

The following standard public contract clauses shall be included expressly or by reference where appropriate in every contract of the County.

(1) Contractor shall make payment promptly, as due, to all persons supplying to such contractor labor or material for the prosecution of the work provided for in the contract, and shall be responsible for payment to such persons supplying labor or material to any subcontractor.

(2) Contractor shall pay promptly all contributions or amounts due to the State Industrial Accident Fund and the State Unemployment Compensation Fund from contractor or any subcontractor in connection with the performance of the contract.

(3) Contractor shall not permit any lien or claim to be filed or prosecuted against the County on account of any labor or material furnished, shall assume responsibility for satisfaction of any lien so filed or prosecuted and shall defend against, indemnify and hold County harmless from any such lien or claim.

(4) Contractor and any subcontractor shall pay to the Department of Revenue all sums withheld from employees pursuant to ORS 316.167.

(5) For public improvement and construction contracts only, if contractor fails, neglects or refuses to make prompt payment of any claim for labor or services furnished to the contractor or a subcontractor by any person in connection with the public contract as such claim becomes due, the County may pay such claim to the person furnishing the labor or services and charge the amount of the payment against funds due or to become due the contractor by reason of the contract. The payment of a claim in the manner authorized hereby shall not relieve the contractor or its surety from the obligation with respect to any unpaid claim. If the County is unable to determine the validity of any claim for labor or services furnished, the County may withhold from any current payment due contractor an amount equal to said claim until its validity is determined, and the claim, if valid, is paid by the contractor or the County. There shall be no final acceptance of the work under the contract until all such claims have been resolved.

(6) Contractor shall make payment promptly, as due, to any person, co-partnership, association or corporation furnishing medical, surgical, hospital or other needed care and attention, incident to sickness or injury, to the employees of contractor, of all sums which the contractor agreed to pay or collected or deducted from the wages of employees pursuant to any law, contract or agreement for the purpose of providing payment for such service.

(7) With certain exceptions listed below, contractor shall not require or permit any person to work more than 10 hours in any one day, or 40 hours in any one week except in case of necessity, emergency, or where public policy absolutely requires it, and in such cases the person shall be paid at least time and a half for:

(a) All overtime in excess of eight hours a day or 40 hours in any one week when the work week is five consecutive days, Monday through Friday, or

(b) All overtime in excess of 10 hours a day or 40 hours in any one week when the work week is four consecutive days, Monday through Friday, and

(c) All work performed on the days specified in ORS 279B.020(1) for non-public improvement contracts or ORS 279C.540(1) for public improvement contracts.

For personal/professional service contracts as designated under ORS 279A.055, instead of (a) and (b) above, a laborer shall be paid at least time and a half for all overtime worked in excess of 40 hours in any one week, except for individuals under these contracts who are excluded under ORS 653.010 to 653.261 or under 29 U.S.C. Sections 201 to 209, from receiving overtime.

Contractor shall follow all other exceptions, pursuant to ORS 279B.235 (for non-public improvement contracts) and ORS 279C.540 (for public improvement contracts), including contracts involving a collective bargaining agreement, contracts for services, and contracts for fire prevention or suppression. For contracts other than construction or public improvements, this subsection (7) does not apply to contracts for purchase of goods or personal property.



Contractor must give notice to employees who work on a public contract in writing, either at the time of hire or before commencement of work on the contract, or by posting a notice in a location frequented by employees, of the number of hours per day and days per week that the employees may be required to work.

(8) The hourly rate of wage to be paid by any contractor or subcontractor to workers upon all public works shall be not less than the applicable prevailing rate of wage for an hour's work in the same trade or occupation in the locality where such labor is performed, in accordance with ORS 279C.800 to ORS 279C.850. For projects covered by the federal Davis-Bacon Act (40 USC 276a), contractors and subcontractors shall pay workers the higher of the state or federal prevailing rate of wage.

(9) The contractor, its subcontractors, if any, and all employers working under the contract are subject employers under the Oregon Workers' Compensation Law and shall comply with ORS 656.017, or otherwise be exempt under ORS 656.126.

(10) As to public improvement and construction contracts, Contractor shall comply with all applicable federal, state, and local laws and regulations, including but not limited to those dealing with the prevention of environmental pollution and the preservation of natural resources that affect the performance of the contract. A list of entities who have enacted such laws or regulations is found in the Oregon Attorney General's Model Public Contract Rules Manual, OAR 137-030-0010, Commentary 4. If new or amended statutes, ordinances, or regulations are adopted, or the contractor encounters a condition not referred to in the bid document not caused by the contractor and not discoverable by reasonable site inspection which requires compliance with federal, state, or local laws or regulations dealing with the prevention of environmental pollution or the preservation of natural resources, both the County and the contractor shall have all the rights and obligations specified in ORS 279C.525 to handle the situation.

(11) The contract may be canceled at the election of County for any substantial breach, willful failure or refusal on the part of contractor to faithfully perform the contract according to its terms. The County may terminate the contract by written order or upon request of the contractor, if the work cannot be completed for reasons beyond the control of either the contractor or the County, or for any reason considered to be in the public interest other than a labor dispute, or by reason of any third party judicial proceeding relating to the work other than one filed in regards to a labor dispute, and when circumstances or conditions are such that it is impracticable within a reasonable time to proceed with a substantial portion of the work. In either case, for public improvement contracts, if the work is suspended but the contract not terminated, the contractor is entitled to a reasonable time extension, costs and overhead per ORS 279C.655. Unless otherwise stated in the contract, if the contract is terminated, the contractor shall be paid per ORS 279C.660 for a public improvement contract.

(12) If the County does not appropriate funds for the next succeeding fiscal year to continue payments otherwise required by the contract, the contract will terminate at the end of the last fiscal year for which payments have been appropriated. The County will notify the contractor of such non-appropriation not later than 30 days before the beginning of the year within which funds are not appropriated. Upon termination pursuant to this clause, the County shall have no further obligation to the contractor for payments beyond the termination date. This provision does not permit the County to terminate the contract in order to provide similar services or goods from a different contractor.

(13) By execution of this contract, contractor certifies, under penalty of perjury that:

(a) To the best of contractor's knowledge, contractor is not in violation of any tax laws described in ORS 305.380(4), and

(b) Contractor has not discriminated against minority, women or small business enterprises in obtaining any required subcontracts.

(14) Contractor agrees to prefer goods or services that have been manufactured or produced in this State if price, fitness, availability or quality are otherwise equal.

(15) Contractor agrees to not assign this contract or any payments due hereunder without the proposed assignee being first approved and accepted in writing by County.

(16) Contractor agrees to make all provisions of the contract with the County applicable to any subcontractor performing work under the contract.

(17) The County will not be responsible for any losses or unanticipated costs suffered by contractor as a result of the contractor's failure to obtain full information in advance in regard to all conditions pertaining to the work.

(18) All modifications and amendments to the contract shall be effective only if in writing and executed by both parties.

(19) The contractor certifies he or she has all necessary licenses, permits, or certificates of registration (including Construction Contractors Board registration or Landscape Contractors Board license, if applicable), necessary to perform the contract and further certifies that all subcontractors shall likewise have all necessary licenses, permits or certificates before performing any work. The failure of contractor to have or maintain such licenses, permits, or certificates is grounds for rejection of a bid or immediate termination of the contract.

(20) Unless otherwise provided, data which originates from this contract shall be "works for hire" as defined by the U.S. Copyright Act of 1976 and shall be owned by the County. Data shall include, but not be limited to, reports, documents, pamphlets, advertisements, books, magazines, surveys, studies, computer programs, films, tapes, and/or sound reproductions. Ownership includes the right to copyright, patent, register and the ability to transfer these rights. Data which is delivered under the contract, but which does not originate therefrom shall be transferred to the County with a nonexclusive, royalty-free, irrevocable license to publish, translate, reproduce, deliver, perform, dispose of, and to authorize others to do so; provided that such license shall be limited to the extent which the contractor has a right to grant such a license. The contractor shall exert all reasonable effort to advise the County, at the time of delivery of data furnished under this contract, of all known or potential invasions of privacy contained therein and of any portion of such document which was not produced in the performance of this contract. The County shall receive prompt written notice of each notice or claim of copyright infringement received by the contractor with respect to any data delivered under this contract. The County shall have the right to modify or remove any restrictive markings placed upon the data by the contractor.

(21) If as a result of this contract, the contractor produces a report, paper, publication, brochure, pamphlet or other document on paper which uses more than a total 500 pages of 8 1/2" by 11" paper, the contractor shall conform to the Lane County Recycled Paper Procurement and Use policy, LM 2.440 through 2.448, by using recycled paper with at least 25% post-consumer content which meets printing specifications and availability requirements.

(22) The Oregon Standard Specifications for Construction adopted by the State of Oregon, and the Manual on Uniform Traffic Control Devices, each as is currently in effect, shall be applicable to all road construction projects except as modified by the bid documents.

(23) As to contracts for lawn and landscape maintenance, the contractor shall salvage, recycle, compost or mulch yard waste material in an approved site, if feasible and cost-effective.

(24) As to public improvement contracts for demolition, the contractor shall salvage or recycle construction and demolition debris, if feasible and cost-effective.

(25) When a public contract is awarded to a nonresident bidder and the contract price exceeds \$10,000, the contractor shall promptly report to the Department of Revenue on forms to be provided by the department the total contract price, terms of payment, length of contract and such other information as the department may require before the County will make final payment on the contract. *(Revised by Order No. 98-12-2-4, Effective 12.2.98; 04-6-30-12, 6.30.04; 05-2-16-8, 2.28.05; 05-12-14-9, 1.1.06)*