

W. G. D. 2.

**ABBREVIATED CONSENT CALENDAR FORMAT**

Memorandum Date: March 16, 2009

Order Date: April 1, 2009

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**TO:** Board of County Commissioners

**DEPARTMENT:** Public Works/Parks Division

**PRESENTED BY:** Loralyn Spiro, Public Works Analyst

**AGENDA ITEM TITLE:** ORDER/IN THE MATTER OF Awarding Tourism Special Projects Grants for 2009, Releasing Funds from the Special Revenue and Services Fund, and Authorizing the County Administrator to Sign Contracts.

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**I. MOTION**

MOVE TO AWARD TOURISM SPECIAL PROJECTS GRANTS FOR 2009, RELEASE FUNDS FROM THE SPECIAL REVENUE AND SERVICES FUND, AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS.

**II. DISCUSSION**

**A. Background / Analysis**

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grant Program is operated. In December 2008 and January 2009, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 08/09 budget for special projects is \$175,000.

Forty nine grant applications were received requesting a total of \$299,262. Two sets of all the grant proposals have been delivered; located either at the desk of the Board Office Specialist or in one individual commissioner's offices, for reviewing.

The Tourism Council spent a significant amount of time reading, independently scoring, and then discussing as a group what special projects should be funded. Guided by the Travel Lane County Marketing Plan and the Rural Tourism Marketing Plan, both adopted by the Board of Commissioners, the council evaluated how projects demonstrated how they would meet specific strategies to

increase and enhance tourism throughout Lane County. All final recommendations were unanimous and included: 19 projects for full funding, 6 project for partial funding, and 24 projects for no funding. Funding for the 25 projects receiving full or partial came to a total of \$131,218. The recommendation from the Tourism Council for the remaining \$43,782 not distributed in Round 19 for 2009 is to roll it over to Round 20 for 2010. The Tourism Council funded those projects they believed best fit the goals of the program, which left a balance of possible grant monies to be awarded.

**B. Recommendation**

Move to approve recommendations of the Tourism Council as presented, release funds from the Special Revenue and Services Fund, award grants and transfer the remaining Round 19 grant monies to Round 10 grant monies.

**III. ATTACHMENTS**

- Board Order
- Attachment A – Tourism Council Recommendations for Funding
- Attachment B – Tourism Council Recommendations for No Funding
- Attachment C – Tourism Special Projects Grant Application and Instructions
- Attachment D – Selection Criteria Summary & Scoring Sheets
- Attachments E & F – Previous projects funded from 2008 & 2007

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

ORDER NO.

) IN THE MATTER OF AWARDING TOURISM  
) SPECIAL PROJECTS GRANTS FOR 2009,  
) RELEASING FUNDS FROM THE SPECIAL  
) REVENUE AND SERVICES FUND, AND  
) AUTHORIZING THE COUNTY  
) ADMINISTRATOR TO SIGN CONTRACTS

**WHEREAS**, Lane County's Marketing Plan provides for the selection of special projects to complement and enhance the plan; and

**WHEREAS**, request for applicants was solicited for a two month period with forty-nine applications turned in by the deadline; and

**WHEREAS**, the submitted grant requests have been reviewed by a citizen council appointed by the Board; and

**WHEREAS**, the council has provided its recommendations to the Board for final approval;

**NOW THEREFORE, IT IS HEREBY**

**ORDERED**, that the Tourism Special Projects Grants are awarded for projects shown in Attachment A, incorporated by this reference; and it is further

**ORDERED**, that funds in the amount of \$131,218 be released from the 2008/2009 budget of the Special Revenue and Services fund for the Tourism Special Projects Grants; and it is further

**ORDERED**, that contracts for each project be prepared for execution by the County and grant recipients; and it is further

**ORDERED**, that the County Administrator is authorized to sign all contracts related to these grant awards.

**DATED** this 1<sup>st</sup> day of April 2009.

APPROVED AS TO FORM:  
Date: 3/20/09  
  
Chair, Lane County Board of Commissioners

Chair, Lane County Board of Commissioners

**In the matter of awarding Tourism Special Projects Grants for 2009, releasing funds from the Special Revenue and Services fund, and authorizing the County Administrator to sign contracts.**

**LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS**  
 Name of Organization and purpose of grant

**Round 19 2009**

**FULLY FUNDED**

**PROJECT NAME**

**AMOUNT AWARDED**

**SMALL**

Blue Turns Watersports LLC  
 City of Veneta  
 Cottage Grove Area Chamber of Commerce  
 Cottage Theatre  
 Faerieworlds, LLC  
 Heceta Head Coastal Conference, Inc.  
 Kulsinhira Cultural Arts Center  
 Oregon Association of Rowers  
 Oregon Truffle Festival, LLC  
 Pacific Gospel Music Association  
 Ryan Johnson  
 Siuslaw Baseball/Softball Association  
 University of Oregon

Wings & Wine Festival's Website Improvements  
 Cottage Grove Covered Bridge Tour Brochure  
 Building Audiences for the Future  
 Marketing Campaign for Faerieworlds 2009  
 Discovery Trips  
 Zimbabwean Guest Musician & Teacher Visit  
 Permanent Buoyed Rowing Race Course at Dexter Lake  
 Culinary Tourism eMarketing Campaign  
 Fall Music Festival  
 Explore The Row River  
 Portable Fencing and Outfield Rehabilitation  
 UO Cultural Forum: "Champions of the Dance" Marketing Program

**LARGE**

Downtown Events Management, Inc.  
 Engaging Media, Inc.  
 Eugene Swim & Tennis Club  
 Florence Area Chamber of Commerce  
 Jordan Schnitzer Museum of Art  
 Mt. Bike Oregon

Eugene Celebration Overnight Incentive Promotional Package  
 Lane County Tourism Internet Video  
 Pacific Continental Bank Open Tennis Tournament  
 Florence Visitor & Relocation Guide  
 The World Harmony Project  
 Promote Mt. Bike Oregon & Where's Waldo Events

**PARTIALLY FUNDED**

**SMALL**

City of Westfir  
 Creswell Chamber of Commerce

Rides for Slides & Fall Festival  
 21 Reasons to 'Come Home Again' to Creswell Marketing Campaign

**LARGE**

Adelante Si' Hispanic Organization of Lane County  
 Eugene International Film Festival  
 Oakridge/Westfir Area Chamber of Commerce  
 Track City Track Club

Fiesta Latina's Food for Lane County Drive  
 Workshops for Filmmakers  
 Marketing of Local Events  
 Track City International Classic

**Total Amount Awarded**

**\$131,218**

**LANE COUNTY SPECIAL TOURISM PROJECTS GRANTS FINAL RESULTS**

Name of Organization and purpose of grant

**Round 19 2009**

**NOT FUNDED**

**PROJECT NAME**

**AMOUNT REQUESTED**

**SMALL**

Archaeological Legacy Institute  
 Association for Direct Instruction  
 Cottage Grove Area Chamber of Commerce  
 Downtown Initiative for the Visual Arts  
 Free Shakespeare in the Park  
 Joe R. Blakely  
 McKenzie River Chamber of Commerce  
 McKenzie River Reflections  
 Misty Valley Mushrooms  
 Oregon Crafted  
 Oregon County Trails  
 Saturn Farm, LLC  
 Science Factory Children's Museum & Planetarium  
 Straightforward Writing, Editing, & Design  
 The Vertical Rush, LLC  
 WREN  
 WREN

Bringing Zahi Hawass to Eugene  
 Increased Targeted Distribution of Publicity  
 Cottage Grove, A Great Place to Be Brochure  
 Lane County Art & Wine Map  
 Produce & Present "Much Ado About Nothing"  
 "The History of Eugene's Civic Stadium"  
 How to Run a River Event  
 Readiness Report Updates  
 Country Roadside Store  
 Marketing Lane Cultural Tourism: Oregon Crafted Artists  
 Develop Hot Dog Cart business for Oregon Country Trails  
 Junction City Farmers Market  
 Marketing of "Your Healer Within," a Traveling Science Exhibit  
 See All of Lane County in Oregon via Podcasting  
 Promote Blueberry Festival  
 Walkin' and Rollin' through the West Eugene Wetlands  
 Native American Wetland Cultures Day

\$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$2,500  
 \$2,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$5,000  
 \$4,000  
 \$4,500

**LARGE**

City of Lowell  
 Cottage Grove Museum  
 DJ's End of the Trail Market  
 Friends of the Florence Events Center  
 McKenzie River Reflections  
 Oregon Festival Choirs  
 Oregon Living Media, LLC

Lowell & Dexter Lake web cams  
 Our Lady Needs a Facelift  
 Chainsaw Carving Gallery & Beautification  
 Winter Folk Festival  
 McKenzie River Guest Services Directory  
 Pacific Rim Recruiting  
 Lane County Communities on Internet & Oregon Living Weekend

\$8,000  
 \$10,000  
 \$10,000  
 \$9,000  
 \$7,560  
 \$8,984  
 \$10,000

## **Tourism Special Projects Grant Application Packet**

December 1, 2008

TO: Lane County Matching Grant Applicants

FROM: Loralyn Spiro, Public Works Analyst  
LANE COUNTY PARKS

RE: Tourism Special Projects Grant Program

Lane County is requesting grant applications from community organizations, groups, businesses, or individuals for projects designed to increase tourism and tourism-related activities in Lane County. The Tourism Special Projects Grants are intended to assist and promote the growth of the tourism industry throughout Lane County.

Applications will be evaluated by a 5-member committee appointed by the Lane County Board of Commissioners. Grants will be awarded in March 2009 and 90% of monies dispersed in May 2009.

**All applications must be received at the Lane County Parks Administration Office, 3050 N Delta Hwy by 5:00 p.m., January 30, 2009 in order to be considered. Late deliveries of grant applications from the US Postal Service or private couriers, even if postmarked prior to the deadline, will not be accepted. Emailed, faxed, or LATE applications will not be accepted. Please note the address change for the Lane County Parks Administrative Office above. Deliveries must come to this address and not Armitage Park.**

Two types of projects with different requirements will be considered. In order to assist you in deciding which type of application you might submit and how to prepare the required application, staff will hold an Applicant's Conference on January 7, 2009 from 2:00 p.m. to 4:00 p.m. at Lane County Public Works located at 3040 North Delta Hwy, Eugene. The conference will be in Training Room #3.

Please mail or deliver your grant application to:

**Tourism Special Projects Grant Program  
Lane County Parks – Attn: Loralyn Spiro  
3050 N Delta Hwy  
Eugene, OR 97408**

Any questions, please contact Loralyn Spiro, Public Works Analyst, at either [loralyn.spiro@co.lane.or.us](mailto:loralyn.spiro@co.lane.or.us) or 541.682.2002.

## General Terms and Conditions

Lane County periodically undertakes special projects to promote tourism in Lane County. The Board of Commissioners has adopted a Tourism Marketing Plan which outlines specific strategies to increase and enhance tourism throughout Lane County. Some specific goals of adopting this plan are: expanding and diversifying employment and increasing business opportunities. Guided by the Tourism Marketing Plan and the companion Rural Tourism Marketing Plan, the Board looks for projects that offer special or unique opportunities that may not be addressed directly in the plan but that are consistent with the plan's goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market.

Funding for the Tourism Marketing Plan and Tourism Special Projects Grant Program comes from the countywide transient room tax. Approximately \$175,000 is available for award in the 2009 grant cycle.

### Types of Projects

Lane County's intention is to fund as many well qualified projects as possible, within the available funds. A balance between "small projects" which are of immediate and limited duration and "large projects" which are multi-focused and of longer term impact will try to be met.

Small Project applications may request between \$1,000 and \$5,000 in funding. The application, evaluation, reporting requirements, and matching requirements are intended to be straightforward and achievable by most community groups.

Large Project applications may request between \$5,001 and \$10,000 in funding. The application, matching, and evaluation requirements are more rigorous as is the expectation that these projects will have a more significant impact on Lane County tourism.

All projects must be completed no later than December 31<sup>st</sup> of the year granted.

Projects **ineligible** for consideration include fund raising requests and funding for feasibility studies. Requests for capital funding, such as equipment, new or rehabilitated physical structures or buildings, **will be considered** using the same evaluation criteria as promotional projects.

### Matching Requirements

Special project grant recipients are required to provide a cash match. The percentage of a cash match is calculated on the requested grant amount. In-kind contributions may be described in the application, but are not applied toward the cash match requirement.

Small project grants require a **\$500** match. Large projects require a match of **10%** of the grant request. These cash matches are required minimums. Larger cash matches may be shown in the budget. Points will not specifically be given for a larger cash match. However, a greater match is a consideration in the evaluation of the ability for the applicant to carry out the proposal.

### **Repeat Funding**

An existing event or activity can qualify for repeat funding with some limitations. The Tourism Special Projects Grant Program awards are considered seed money for good ideas. If a project is a good idea, it should become self sufficient over time. Funding for the same event, publication, advertising campaign or promotion will be eligible for a second grant at 50% of the initial funding and 25% of the initial funding for a third grant. For example, if an applicant received a \$10,000 grant for a printed piece promoting a community event, the maximum second year grant for a radio advertising campaign for the same event would be \$5,000; and \$2,500 would be the maximum for a third year project involving a newspaper promotion.

### **Partial Funding**

The number of grant applications received will far exceed the amount of available funding which makes grant awards extremely competitive. In some instances only partial funding may be recommended for the project. Applicants are asked to identify, in advance, how a project would be modified if the full amount is not recommended.

### **Multiple Grant Applications**

More than one application may be submitted, however, each project should be different and independent of the other. A phase 1 - phase 2 approach will not be considered. Also, the applicant must prioritize them if more than one application is submitted.

### **Evaluation**

Grant applications will be reviewed by a five member grant evaluation committee appointed by the Lane County Board of Commissioners. The evaluation committee will recommend the top ranking applications, both small and large, to the Board of Commissioners who will then make the final decision for awarding grants.

### **Grant Agreement**

Successful applicants will be required to enter into a services contract with Lane County. A sample contract is attached. The contract will specify the conditions of payment and project performance. Provisions will include that Lane County will receive credit on published materials, advertisements or other promotional activities associated with the project. The grant application should specify how such credit will be given. The contract also requires written narrative and financial reports; survey or evaluation if appropriate; and copies of tapes or brochures produced in association with the project. Evaluation, narrative report and survey requirements are more rigorous for large projects than for small projects.

Depending on the scope of the project, some grant recipients will be required to obtain and provide proof of the following types of insurance. Determination of proof of insurance will be done by Lane County Risk Management after grants have been awarded.

- 1) Commercial general liability insurance covering bodily injury, property damage and personal injury with limits not less than \$500,000 combined single limit.
- 2) Automobile liability insurance, comprehensive form with limits not less than \$500,000 combined single limit.
- 3) Workers' compensation and employer's liability as statutorily required for the performance of the contract. Any subcontractor hired by contractor shall also carry workers' compensation insurance.



**Grant applications will be judged by the following criteria:**

<b><u>Previous Tourism Projects</u></b> not completed on time, including final evaluation criteria will be deducted points-	-10
<b><u>Small &amp; Large Projects</u></b>	
Relationship to Tourism Marketing Plan and degree of long term impact-	+25
• How does this project increase tourism in Lane County?	
• Will this event or activity encourage repeat or future visitors, or keep visitors in Lane County longer?	
Ability to undertake the project-	+10
• Is the plan and budget realistic?	
• What is the potential to succeed?	
• Is there management and administrative capability, track record?	
Demonstrated community support-	+10
• Is there evidence of in-kind support?	
• Endorsement by community groups?	
Presentation	+5
• How is the quality of proposal?	
• Is the presentation clear, concise, and attractive?	
• Points will be deducted for vague, unclear, or rambling responses.	
<b><u>Large Projects</u></b>	
All of the above criteria plus:	
Strong evaluation method-	+10
• How will the applicant document the long term impact?	
• Are the indicators measurable and objective?	

**How to Apply**

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. Please send **one (1) original and seven (7) copies** of your grant request. Proposals which are **incomplete may be rejected** without ranking. Send to:

**Tourism Special Projects Grant Program  
Lane County Parks – Attn: Loralyn Spiro  
3050 N Delta Hwy  
Eugene, OR 97408**

The Tourism Section of the Lane County Tourism Marketing Plan is available online at [www.lanecounty.org/parks](http://www.lanecounty.org/parks). To receive a copy by mail for \$5.00, please call either Loralyn Spiro at 541.682.2002 or the Convention & Visitors Association of Lane County Oregon at 541.484.5307.

In addition, applicants can review past grant applications to assist in determining which grant to apply for and/or the type of language to use. If interested, please contact Loralyn Spiro, Public Works Analyst for Lane County Parks, at [loralyn.spiro@co.lane.or.us](mailto:loralyn.spiro@co.lane.or.us) or 541.682.2002 to set up an appointment.

**Timeline for the Lane County  
Tourism Special Projects Grant Program**

December 1, 2008	Grant Applications Available
January 7, 2009	Applicant's Conference from 2:00 to 4:00 p.m. at Lane County Public Works, 3040 N. Delta Hwy, Eugene in Training Room #3
January 30, 2009	Grant Applications due by 5:00 p.m.
March 2009	Grants to be awarded
May 2009	90% of monies dispersed
December 31, 2009	All projects must be completed

**Tourism Special Projects Grant Application  
Small Project**

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

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

City, State, Zip \_\_\_\_\_

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

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

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

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

Web Site Address: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Brief Description of Project: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Financial Data**

Tourism Special Project Funds Requested: \_\_\_\_\_

Cash Match Proposed: \_\_\_\_\_

Total Value of Project: \_\_\_\_\_

Funding Period of Time: From \_\_\_\_\_ To \_\_\_\_\_

Has special grant funding for the same project been received in the past? Yes \_\_\_\_\_ No \_\_\_\_\_

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**BUDGET**

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: \_\_\_\_\_  
 (\$1,000 to \$5,000)

b) Cash Match: \_\_\_\_\_  
 (\$500 minimum)

c) Other Cash Funds:  
 Source: \_\_\_\_\_  
 Source: \_\_\_\_\_  
 Source: \_\_\_\_\_

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

Expenditures

Item or service:	Cost – Grant:	Cost – Applicant:	Cost – Other:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Total:</b>	_____	_____	_____

## **PROJECT DESCRIPTION**

Project Plan:

1. What is the main focus of this proposal?
  
2. What are the project activities?
  
3. When will this activity occur? How long will it last?
  
4. Who is the target market? What is your strategy for reaching the target market?

Project Goals:

5. What results do you expect?
  
6. What short-term and long-term economic impacts do you expect?

## **QUALIFICATIONS OF APPLICANT**

7. Describe your organization and its relationship to Lane County tourism.
  
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?

9. What is your plan for how this project will become self sufficient?

**RELATIONSHIP TO MARKETING PLANS**

10. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

11. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

12. What is your criterion for success? How will you know if you have been successful?

13. If your project is already underway (event is booked and will occur in 2009 and brochure is already printed), explain how this grant will increase the results.

14. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

15. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

**Any additional letters of support for this project from organizations, businesses, or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

### Tourism Special Projects Grant Application Large Project

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

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

City, State, Zip \_\_\_\_\_

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

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

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

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

Web Site Address: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Brief Description of Project: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

#### Financial Data

Tourism Special Project Funds Requested: \_\_\_\_\_

Cash Match Proposed: \_\_\_\_\_

Total Value of Project: \_\_\_\_\_

Funding Period of Time: From \_\_\_\_\_ To \_\_\_\_\_

Has special grant funding for the same project been received in the past? Yes \_\_\_\_\_ No \_\_\_\_\_

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



**BUDGET**

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: \_\_\_\_\_  
 (\$5,001 to \$10,000)

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

c) Other Cash Funds:  
 Source: \_\_\_\_\_  
 Source: \_\_\_\_\_  
 Source: \_\_\_\_\_

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

Expenditures

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

**Budget Detail**

a) Personnel Services (wages and benefits paid by the applicant to employees for work on this project). List the type of employee, the number of hours assigned to this project and the total labor cost, including benefits.

Employee:	Hours:	Cost:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	<b>Total:</b>	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b>
	_____ (b)

c) Capital Outlay (equipment or physical objects whose value is greater than \$500)

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b>
	_____ (c)

## **PROJECT DESCRIPTION**

### Project Plan:

1. What is the main focus of this proposal?
2. What are the project activities?
3. When will this activity occur? How long will it last?
4. Who is the target market? What is your strategy for reaching the target market?

### Project Goals:

5. What results do you expect?
6. What short-term and long-term economic impacts do you expect?

## **QUALIFICATIONS OF APPLICANT**

7. Describe your organization and its relationship to Lane County tourism.
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?

9. What is your plan for how this project will become self sufficient?

**RELATIONSHIP TO MARKETING PLANS**

10. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

11. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

12. What is your criterion for success? How will you know if you have been successful?

13. If your project is already underway (event is booked and will occur in 2009 and brochure is already printed), explain how this grant will increase the results.

14. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

15. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

**Any additional letters of support for this project from organizations, businesses, or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

Tourism Special Projects Grant Application  
Selection Criteria Summary

Selection Criteria for both Small and Large Applications:

<u>Weight</u>	<u>Points</u>	<u>Max</u>	<u>Category</u>
5	5	25	Relationship to either Marketing Plan or both? Degree of long-term impact in the County? How does the project increase tourism in Lane County? Will this event keep visitors in Lane County longer, encourage, and/or repeat return visits?
2	5	10	Does the organization, group or person have the ability to undertake the project? Are the plan and budget realistic? What is the potential to succeed and are there management and administrative capability and history?
2	5	10	Is there demonstrated community support?
1	5	5	Is the presentation clear, concise, and attractive? How is the quality? Points <u>should be</u> deducted for unclear or rambling responses.
<u>Total Points</u>		<u>50</u>	

Selection criteria for Large Applications only:

2	5	10	Is there a strong evaluation method? How will the applicant document the impact described? Are the indicators measurable and objective?
<u>Total Points</u>		<u>60</u>	

Preference Points for both Small and Large Applications:

- 2 Shoulder Season- before June and/or after September  
(Generic brochures or year round promotions do not qualify)
- 2 Non-Metro Site. (Generic brochures do not qualify)
- 2 Length of stays; encourage early arrival and/or late departure.







**LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS**

Round 18 2008

Name of Organization and purpose of grant

**FULLY FUNDED**

**AMOUNT AWARDED**

<u>PROJECT NAME</u>	<u>AMOUNT AWARDED</u>
2008 Oregon Classic	\$10,000
2008 US Women's Amateur Committee	\$5,000
5th St. Public Market	\$10,000
Action Jackson's Guide Service	\$1,800
Adelante Si' Hispanic Organization of Lane County	\$10,000
Archaeological Legacy Institute	\$5,000
Arts Northwest	\$5,000
Blue Turns Watersports LLC	\$1,850
Bohemia Gold Mining Museum	\$5,000
Bohemia Mining Days	\$10,000
City of Oakridge	\$2,500
Cottage Theatre	\$10,000
Creswell Chamber of Commerce	\$8,615
Eugene Irish Festival	\$4,500
Eugene International Film Festival	\$10,000
Faerieworlds LLC	\$10,000
Fern Ridge Chamber of Commerce and Eugene Yacht Club	\$4,893
Friends of the Florence Events Center	\$3,500
Heceta Head Coastal Conference, Inc.	\$588
Kuisinhira Cultural Arts Center	\$1,250
Lane Independent Living Alliance	\$5,000
McKenzie Arts Festival, LLC	\$1,250
Mountain Bike Oregon	\$10,000
MUSE	\$5,000
Nearby Nature	\$2,350
Oregon Association of Rowers	\$10,000
Oregon Bach Festival	\$5,000
Oregon Living Media, LLC	\$5,000
Pacific Gospel Music Association	\$10,000
Siuslaw Baseball/Softball Association	\$5,000
Team XO Inc.	\$5,000
The Vertical Rush, LLC	\$4,000
	\$5,000
	\$2,904

**PARTIALLY FUNDED**

Siuslaw Pioneer Museum

**Total Amount Awarded**

**\$190,000**

**LANE COUNTY SPECIAL TOURISM PROJECTS GRANTS FINAL RESULTS**

Name of Organization and purpose of grant

**NOT FUNDED**

A Family for Every Child & Lane County Heart Gallery	3rd Annual Celebration
City of Coburg	Lights in the Park
City of Coburg	Enhance Historical & Cultural Attractiveness
City of Lowell	Historic Logging Train Caboose Display
City of Westfir	Improvements to Westfir Portal
Community Center for the Performing Arts - WOW Hall	Marketing Campaign
Downtown Initiative for the Visual Arts	Art in the City Art Map
Eugene Area Chamber of Commerce	Pocket Guide to Eugene/Springfield
Junction City-Harrisburg Chamber of Commerce	Entrance Signs & Banners to Promote Events
LEAD	LEADership Dash 5K Run/Walk
McKenzie Arts Forum	Equipment for Events
Mid-Oregon Production Arts Network	Enriching the Tourist Experience/Reaching for the Stars
Nobel Peace Laureate Project	Publicity
Nobel Peace Laureate Project	Signs
Northwest Youth Corp	Old Fire Road Improvements at Hendricks Park
Northwest Youth Corp	Green Kitchen Facility Enhancements
Oakridge/Westfir Chamber of Commerce	Oakridge/Westfir Area Information Guide
Oregon Council for Business Education, dba Oregon Crafted	Guided Tours to Artist Studios
Oregon Living Media, LLC	"A Guided Tour of 10 Lane County Parks"
Secret House Winery	Sustainable Green Wall Sound Mitigation
The Vertical Rush, LLC	Develop River Road Fruit Loop Trail
The Vertical Rush, LLC	Promote Blueberry Festival
The Vertical Rush, LLC	Oregon Country Trails Eugene '08 Festival Concierge Booth
The Vertical Rush, LLC	Oregon Country Trails - 2008 CVALCO Visitors Guide Ad
The Vertical Rush, LLC	Eugene '08 Festival Banners
The Vertical Rush, LLC	Oregon Country Trails - 2008 CVALCO Souvenir Book
The Vertical Rush, LLC	Training for Staff for Marketing & Communications
The Vertical Rush, LLC	Expand & Improve Oregon Country Trails Website

## LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS

Round 17 2007

Name of Organization and purpose of grant

**FULLY FUNDED**

Adelante Si' Hispanic Organization of Lane County  
 Blue Turns Watersports, LLC  
 Bohemia Mining Days, Inc.  
 City of Westfir  
 Cottage Grove Prospectors & Goldiggers  
 Covered Bridge Society of Oregon  
 Friends of the Florence Events Center  
 Florence Area Chamber of Commerce  
 Hecta Head Coastal Conference  
 Hult Center for the Performing Arts  
 Lane Arts Council  
 Mount Pisgah Arboretum  
 Oregon Adventures  
 Oregon Track Club  
 Oregon Truffle Festival, LLC  
 Saginaw Vineyard  
 Slavic Home, NPO  
 SRDC dba Richard E. Wildish Community Theater  
 Team XO, Inc.  
 Willamalane Parks & Recreation District  
 Willamette Repertory Theatre

**PROJECT NAME**

Fiesta Latina 2007 Celebrates Our Families  
 Advancement of Lane County Tourism through Water Sports  
 Festival Marketing Campaign, Phase II  
 Improvements to Westfir Portal  
 Roof Repair for Historic Dr. Snapp House  
 Oregon Covered Bridge Map  
 Winter Folk Festival Expansion  
 Tents for Events  
 3rd Annual Conference  
 Only in Eugene  
 Out & About Brochure  
 Implementation of Marketing Plan  
 Adventure & Outdoor Recreational Event Promotions  
 Track Town USA Running Maps  
 Regional Direct Mail & Email Brochure Tourism Marketing  
 Cottage Grove/Creswell Winery Loop  
 Slavic Festival  
 Web Site  
 XO Invite Marketing Campaign  
 Willamalane Birding Trail  
 Christmas Carol Media Expansion

**AMOUNT AWARDED**

\$10,000  
 \$3,700  
 \$3,750  
 \$10,000  
 \$5,000  
 \$2,500  
 \$10,000  
 \$1,175  
 \$10,000  
 \$5,000  
 \$4,975  
 \$10,000  
 \$2,000  
 \$5,000  
 \$5,000  
 \$10,000  
 \$5,000  
 \$4,000  
 \$8,850  
 \$4,000

**PARTIALLY FUNDED**

Coburg Chamber of Commerce  
 Eugene International Film Festival  
 Eugene Japanese American Art Memorial Committee  
 32nd St. Properties, dba Regional Sports Center

Brochure Marketing Plan for Coburg Special Events  
 Celebrity Magnet Plan  
 Introducing the Eugene Japanese American Art Memorial  
 Regional Outreach

**Total Amount Awarded****\$150,000**

**LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS CONT.**

Name of Organization and purpose of grant

**NOT FUNDED**

2008 US Women's Amateur Committee	Host 2008 US Women's Amateur Championship
Cascade Raptor Center	Expanded Advertising Targeting Leisure Travelers/Rack Card
Elite Sports Promotions, Inc. dba McKenzie River Conf. Center	Update & Print Brochure
<b>EMERALD KIDSPO RTS</b>	The Lane County Cup
Eugene Area Chamber of Commerce Greeters	2007 Oregon Chamber of Commerce Greeters Convention
Eugene Irish Cultural Festival	4th Annual Festival
Eugene Scottish Festival	5th Annual Festival
Fifth St. Public Market	Street Performers Festival
Jes Burns	Lane County TravelPods
Junction City Scandinavian Festival Association	Promotional Signs & Advertising on LTD Buses
<b>KIDZ ROCK!</b>	Concert Series
Maude Kerns Art Center	Art and the Vineyard Marketing
National Academy of Artistic Gymnastics	2007 Emerald Team Challenge
Oakridge/Westfir Area Chamber of Commerce	Oakridge/Westfir Magazine
Oregon Association of Rowers	Permanent Buoyed Rowing Race Course at Dexter Lake
Oregon Association for Talented & Gifted Education	OATAG Welcomes Families!
Republican Women Central Lane	Annual Oregon Federation of Republican Women Convention
Slavic Home, NPO	Slavic Festival
Straightforward Writing, Editing & Design	Promoting Lane County Tourist Destinations via Podcasting
The White House Bed & Breakfast	Rural Cultural Exhibition Pavilion
The Willamettans, Inc.	National meeting/festival
Village Gran Resort & Gardens	Gathering of Gardeners Festival & Symposium
Village Gran Resort & Gardens	Little Green Schoolhouse
West Coast Media Group, Inc.	Coastal Living Florence Oregon DVD
Wineries of Lane County	Wineries of Lane County Brochure