

W. 5. C. 1.

Memorandum Date: March 23, 2010
Order Date: April 14, 2010

TO: Board of County Commissioners
DEPARTMENT: Public Works/Parks
PRESENTED BY: Todd Winter, Parks Division Manager
AGENDA ITEM TITLE: ORDER/IN THE MATTER OF AWARDING TOURISM SPECIAL PROJECTS GRANTS FOR 2010 AND AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS.

I. MOTION

Move to Award Tourism Special Projects Grants for 2010 and Authorize the County Administrator to Sign Contracts.

II. AGENDA ITEM SUMMARY

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grant Program is operated. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The Tourism Council has reviewed all grant proposals and made their recommendations for award and funding amounts.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

Since the beginning of the Tourism Special Projects Grant Program in 1992, the Board of County Commissioners has awarded 315 grants for a total of \$1,717,077. With the approval of the Board in 1997, the grant application and awarding process for the program was simplified, which lowered the amount of administrative costs and appeals of awards.

Board Order 10-2-16-3, appointed this year's Tourism Council. The council reviewed grant applications for completeness; evaluated how the proposed projects would contribute to increasing tourism in Lane County; and recommended the amount of grant funds that should be allocated to each grant applicant.

B. Policy Issues

Per Lane Manual 4.175 (6) (c), Lane County operates the Tourism Special Projects Grant Program.

C. Board Goals

The Tourism Special Projects Grant Program is directly related to #1 of the Lane County Goals for 2008-2010. Goal #1 is to develop Lane County's economic engine and specifically, promote events and tourism.

D. Financial and/or Resource Considerations

The FY 09/10 budget for Tourism Special Projects Grants is \$150,000 as appropriated in Board Order 09-6-24-2.

E. Analysis

In December 2009 and January 2010, requests for grant applications were solicited. Fifty seven grant applications were received requesting a total of \$374,792.

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 are unanimous and include: 18 projects for full funding, 8 project for partial funding, and 31 projects for no funding. Funding for the 26 projects receiving full or partial total \$150,000 as budgeted for the program for 09/10. The Tourism Council recommended funding to those projects they believed best fit the goals of the program.

F. Alternatives/Options

1. Approve recommendations of the Tourism Council as presented, award grants and authorize the County Administrator to sign contracts.
2. Amend recommendations of the Tourism Council to satisfy concerns of the Board, award grants and authorize the County Administrator to sign contracts.

3. Reject recommendations of the Tourism Council and not award grants.

IV. TIMING/IMPLEMENTATION

If the Board of County Commissioners selects option 1, contracts for the grant awards will be drawn up and sent to grantees for signature. If the Board of County Commissioners selects another option, staff will make the appropriate adjustments and implement as directed.

V. RECOMMENDATION

Staff recommends option 1, which is the recommendation of the Tourism Council for awarding grants as presented in Attachment A.

VI. FOLLOW-UP

If the Board of County Commissioners selects option 1, contracts for the grant awards will be drawn up and sent to grantees for signature. If the Board of County Commissioners selects another option, staff will make the appropriate adjustments and implement as directed.

VII. 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

Attachment E – Projects funded for 2009

Attachment F – Projects funded for 2008

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

ORDER NO.

**) IN THE MATTER OF AWARDING TOURISM
) SPECIAL PROJECTS GRANTS FOR 2010
) AND AUTHORIZING THE COUNTY
) ADMINISTRATOR TO SIGN CONTRACTS**

WHEREAS, Lane Manual 4.175 (6) (c) provides for the selection of special projects to complement and enhance Lane County's Tourism Promotion Program; and

WHEREAS, request for grant applicants was solicited for a two month period with fifty-seven grant applications turned in by the deadline; and

WHEREAS, the submitted grant applications 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; and

WHEREAS, the funds for the Tourism Special Projects Grants have been budgeted in Special Revenue Fund 260 within General Expense for 09/10 at \$150,000 as appropriated in Board Order 09-6-24-2;

NOW THEREFORE, IT IS HEREBY

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

ORDERED, that the contract for each project be prepared for execution by the County and grant recipient; and it is further

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

DATED this 14th day of April 2010.

APPROVED AS TO FORM
the 3/32/10 lane county

OFFICE OF LEGAL COUNSEL

Chair, Lane County Board of Commissioners

In the Matter of Awarding Tourism Special Projects Grants for 2010 and Authorizing the County Administrator to Sign Contracts.

LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS RECOMMENDED RESULTS

Round 20 2010

Name of Organization and purpose of grant

FULLY FUNDED**PROJECT NAME****AMOUNT REQUESTED AMOUNT AWARDED****SMALL**

Cottage Grove Area Chamber of Commerce
 Coburg Volunteer Firefighters Association
 Emerald Empire Art Association, Inc.
 Energizing Junction City, Inc.
 Lane Independent Living Alliance
 McKenzie River Reflections
 Multihull Fleet, Eugene Yatch Club
 Pacific Gospel Music Association
 Siuslaw Baseball/Softball Association
 University of Oregon dba Environmental Leadership Program
 Won Tan Nara Productions

Cottage Grove Covered Bridge Tour Brochure
 Firetruck for Kids
 Marketing Workshops Taught by Nationally Known Artist
 Water Tower Market
 Blue-Path to Accessible Tourism
 McKenzie River Activities Guide
 Live on the Edge Multihull Regatta
 PGMA Fall Music Festival
 Electrical Upgrades for Siuslaw Baseball
 Social Networking Campaign to Promote Lane County Ecotourism
 West African Drum & Dance Conference with Culminating Performance

\$1,500
 \$5,000
 \$5,000
 \$5,000
 \$5,000
 \$5,000
 \$1,000
 \$1,250
 \$1,250
 \$5,000
 \$5,000

LARGE

Eugene Airport
 Friends of the Florence Events Center
 Kesey Enterprises, Inc.
 Oregon Covered Bridge Festival
 The Science Factory
 University of Oregon dba Oregon Bach Festival
 University of Oregon dba Outdoor Program

Small Community Air Service Development
 Winter Folk Festival Expansion
 Cuthbert Amphitheater's Extended Marketing Campaign
 Oregon Covered Bridge Festival
 Exploration Dome Launch
 Direct Marketing to Choral Audiences
 Pedal-Powered Stage Project

\$10,000
 \$10,000
 \$10,000
 \$7,000
 \$10,000
 \$7,500
 \$10,000

PARTIALLY FUNDED**SMALL**

City of Cottage Grove

All American Red Heads Cottage Grove Reunion

\$5,000
 \$4,000

LARGE

Adelante Si Hispanic Organization of Lane County
 Oakridge/Westfir Area Chamber of Commerce
 Oregon Adventurers
 Oregon Association of Rowers
 Port of Siuslaw
 The John G. Shedd Institute for the Arts
 The Shaggy Dog Project

The Latino Bicentennial Cultural Community Art Project
 Oakridge/Westfir Area Information Guide
 Oregon Adventurers Promotions
 Permanent Buoyed Rowing Race Course at Dexter Lake
 Marketing Expansion
 Shedd Institute Signage
 The Shaggy Dog Project

\$2,500
 \$7,500
 \$10,000
 \$5,001
 \$10,000
 \$10,000
 \$10,000
 \$6,500

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

**Tourism Special Projects Grant
Application Packet**

December 1, 2009

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 2010 and 90% of monies dispersed in May 2010.

All applications must be received at the Lane County Parks Administration Office, 3050 N Delta Hwy by 5:00 p.m., Monday, February 1, 2010 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.

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 Tuesday, January 5, 2010 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 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.

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 31st 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:

Previous Tourism Projects not completed on time, including final evaluation criteria will be deducted points- -10

Small & Large Projects

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.

Large Projects

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 note a change in application packet presentation this year: All application materials need to be stapled together. No folders, paperclips, or binder clips.** Please send **one (1) original and seven (7) copies** of your grant request application packet. 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 and the Lane County Rural Marketing Plan are available online at www.lanecounty.org/parks. To receive a copy of each by mail for \$5.00, please call either Loralyn Spiro at 541.682.2002 or Travel Lane County 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 or 541.682.2002 to set up an appointment.

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

December 1, 2009	Grant Applications Available
January 5, 2010	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
February 1, 2010	Grant Applications due by 5:00 p.m.
March 2010	Grants to be awarded
May 2010	90% of monies dispersed
December 31, 2010	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:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total:	_____	_____	_____

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 or Lane County Rural 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 2010 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:	_____	_____	_____
Total:	_____	_____	_____

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:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	Total:	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
	Total:
	_____ (b)

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

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	Total:
	_____ (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 or Lane County Rural 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 2010 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? <u>Points should be deducted for unclear or rambling responses.</u>
<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 19 2009

Name of Organization and purpose of grant

FULLY FUNDED

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

PROJECT NAME

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

AMOUNT AWARDED

\$1,480
 \$4,400
 \$3,000
 \$5,000
 \$5,000
 \$3,000
 \$1,000
 \$5,000
 \$5,000
 \$2,500
 \$5,000
 \$2,500
 \$4,838

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

\$10,000
 \$10,000
 \$10,000
 \$10,000
 \$10,000
 \$10,000

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

\$3,000
 \$3,000

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

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

Total Amount Awarded

\$131,218

LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS

Round 18 2008

Name of Organization and purpose of grant

<u>FULLY FUNDED</u>	<u>PROJECT NAME</u>	<u>AMOUNT AWARDED</u>
2008 Oregon Classic	Marketing & Promotion	\$10,000
2008 US Women's Amateur Committee	Hosting Tournament	\$5,000
5th St. Public Market	2nd Annual Harvest Crush	\$10,000
Action Jackson's Guide Service	Lane County Fishing Promotion	\$1,800
Adelante Si' Hispanic Organization of Lane County	Celebrating the Art of Frida Kahlo	\$10,000
Archaeological Legacy Institute	Television Promotion of TAC Festival	\$5,000
Arts Northwest	Hosting Conference	\$5,000
Blue Turns Watersports LLC	Advertising Campaign	\$1,850
Bohemia Gold Mining Museum	New Exhibit System for Historic Photographs	\$5,000
Bohemia Mining Days	Promotion & Advertising	\$10,000
City of Oakridge	Summer Performances at Local Amphitheater	\$2,500
Cottage Theatre	Sustainability Through Outreach to New Markets	\$10,000
Creswell Chamber of Commerce	Developing a Brand Identity for Creswell	\$8,615
Eugene Irish Festival	Marketing Campaign	\$4,500
Eugene International Film Festival	Experience Lane County, Films and Locations	\$10,000
Faerneworlds LLC	Marketing Campaign	\$10,000
Fern Ridge Chamber of Commerce and Eugene Yacht Club	Santanna Rama National Championship Regatta	\$4,893
Friends of the Florence Events Center	Winter Folk Festival Expansion	\$3,500
Heceata Head Coastal Conference, Inc.	Hosting Conference	\$588
Kutsinhira Cultural Arts Center	Zimbabwean Guest Musician Visit to Lane County	\$1,250
Lane Independent Living Alliance	Community Access Survey Team	\$5,000
McKenzie Arts Festival, LLC	Marketing Campaign	\$1,250
Mountain Bike Oregon	Adventure & Outdoor Recreation Events	\$10,000
MUSE	Marketing MUSE - The Olympic Trails & Beyond	\$5,000
Nearby Nature	Brochure & Website Enhancement	\$2,350
Oregon Association of Rowers	Permanent Buoyed Rowing Race Course at Dexter Lake	\$10,000
Oregon Bach Festival	Participation in Travel Oregon's Coop Program	\$5,000
Oregon Living Media, LLC	"10 Charming Small Towns to Visit in Lane County"	\$10,000
Pacific Gospel Music Association	Fall Music Festival	\$5,000
Siuslaw Baseball/Softball Association	Rehabilitate Infields for Tournaments	\$5,000
Team XO Inc.	Oregon Relays High School - Marketing Campaign	\$4,000
The Vertical Rush, LLC	Oregon Country Trails Brochures	\$5,000
PARTIALLY FUNDED		
Siuslaw Pioneer Museum	Story Time Goes Digital	\$2,904
Total Amount Awarded		\$190,000