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February 12, 2010

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

Dear Commissioner:

Enclosed please find the FY10 Semi-Annual Report published by Travel Lane County. This report is intended to meet the mid-year reporting requirements outlined in our marketing contract with Lane County.

Included on page three is an executive summary, which gives a quick overview of our achievements during the first half of the program year, July 1, 2009 through December 31, 2009. Signs of the recession are evident in program area results. As the period came to a close, indicators started to normalize, and we are anticipating a better second half of the program year, though the industry is not projected to fully normalize until the end of calendar year 2010 or early 2011.

As you will read in the president's message on page two, we have been hard at work bringing several new programs to life that are launching in this second half of the fiscal year. We are very excited to be announcing the opening of an I-5 adjacent visitor center. In the next couple of months we will launch a more robust and dynamic web site and an adventure focused drive guide that will be distributed along the I-5 corridor to attract additional travelers.

I look forward to discussing this report with you in person on February 16, and answering any questions you may have. Thank you for your continued support and recognition of our marketing programs. We remain very focused on our mission of increasing the number of overnight visitors to Lane County.

Sincerely,

Kari Westlund
President & CEO

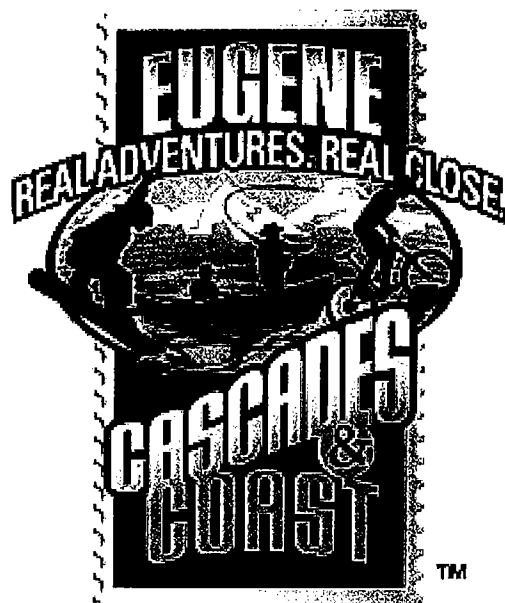


TravelLaneCounty.org

Travel Lane County

FY10 Semi-Annual Report

July 2009 - December 2009



Travel Lane County

New Adventure Center 3312 Gateway St., Springfield • Downtown Visitor Center 754 Olive St., Eugene

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President's Message

Kari Westlund, President/CEO

The impacts of the recession were very evident throughout our program areas during the first half of the program year, with most indicators softer than previous periods.

Unlike previous recessionary periods, we faced additional direct competition on the meetings front with similar capacity now available in Salem and Bend in addition to typical recessionary price cutting in Portland metro for in-state meetings. However, there were many bright spots. Our reputation as a sports destination continued to resonate, and our longstanding investment in the military and religious market segments started to reap dividends. We are also sensing the meetings potential associated with recent local investments in the healthcare industry and are starting to gain some ground within that segment.

Our new name, logo, and brand have taken hold and been well received. We are close to completing the roll out, a year long process of changing out all marketing materials, from signs to publications.

As the period came to a close, we began to sense things picking back up and we are anticipating some growth in indicators across the board in the second half of the program year.

A Hilton Garden Inn is underway in Gateway and the Inn at the Market will soon break ground at Fifth Street Market. The Matthew Knight Arena will likely be a significant room night generator for the area as it works to book entertainment with a regional draw. Recent investments in a new aquatic play center at Driftwood Shores and extensive remodeling at the River House Inn in Florence, the addition of the Inn at Diamond Woods, McKenzie Orchard Bed & Breakfast and The Farmhouse at Sweet Cheeks Winery, work on the Chambers Covered Bridge in Cottage Grove and continued investment in the Oakridge and Blue River Areas are all welcome additions to our product plant.

We spent much of the period investing in new marketing platforms, including a complete redesign of our website, set to launch in March of 2010, a new drive guide to outdoor recreation set to publish in March, and the build out of a new satellite visitor center adjacent to I-5, dubbed the Adventure Center, which opened in late January of 2010. These projects commanded a great deal of focus and resource, and should reap us solid returns for years to come.

All three projects embrace the concepts that emerged from our rebranding process last year about providing quick connections to specific activities and experiences. All three projects will be introductions to Lane County that are compelling to visitors, and sources of civic pride and inspiration for residents.

Located in the Crossroads Shopping Center (near Best Buy and Michael's Craft Store), the Adventure Center is a special experience. Upon entering the Adventure Center, a visitor feels immersed in Lane County's (Eugene, Cascades, & Coast) landscape and adventure product. Three-dimensional displays bring the forest, dunes, and rivers to life and large-screen, high-definition moving images connect people to place through soft adventure activities. Displays include availability of guided rafting, kayaking, fishing, hiking, running, biking and more within the next 24 hours.

An open area with tables and chairs allows for the spreading of maps, planning of itineraries, and collaboration with adventure specialists and other travelers. Guide books and maps are available for use on-site, and also available for purchase to take along.

A retail area showcases Eugene, Cascades & Coast products and their manufacturers, including wines, bottled water, coffee, chocolates and other edibles, pottery, photography, apparel, and more. Maps and area guide books are also retailed here. Public lands permits, licenses, etc., are also available. Brochures highlight member retailers and shopping districts for follow up shopping adventures.

Executive Summary

Overall Returns: \$27,086,142

Room Tax Investment: \$765,000

Ratio: 35:1

For every dollar of room tax invested in Travel Lane County, an estimated \$35 in visitor spending came or will come to the county economy. This is an estimate of direct expenditures; no multipliers are incorporated. In addition to \$111,143 in private dollar revenues, Travel Lane County generated \$170,157 in media and public relations exposure and \$8,251 in in-kind support, extending the reach of its budget.

Convention Sales	Jul-Dec '09	Jul-Dec '08*	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
Leads Achieved	123	124	131	106	86
Room Nights Booked	27,065	23,719	97,070	30,322	57,859
Delegates Booked	76,036	100,044	343,409	133,873	230,932
Est. Economic Impact	\$22.5 million	\$17.1 million	\$55.7 million	\$18.9 million	\$29.3 million
Tourism Sales	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
Ad Inquiries/Regional Coops	22,802	23,587	27,598	33,130	29,269
Media Coverage (non-local)	\$143,099	\$636,656	\$836,864	\$159,777	\$592,511
Visitor Services	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
Walk-ins	2,707	3,468	3,570	3,827	4,505
Mail/Phone/Ad Inquiries	21,683	26,885	31,446	35,679	32,468
Visitor Van	<u>5,706</u>	<u>8,850</u>	<u>7,517</u>	<u>10,509</u>	<u>8,279</u>
Total	30,096	39,203	42,533	50,015	45,252
Web Site	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
Unique Visitors	64,739	90,183	80,904	51,248	n/a
Membership	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
New Members	35	23	65	58	55
Total Membership	536	565	600	562	469
Community Relations	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
Media Coverage (local)	\$10,035	\$17,459	\$22,860	\$24,992	\$21,110
Press Releases	31	28	27	28	28
Media stories	37	54	55	66	64
Presentations	16	18	11	8	16

**See Convention & Sports Marketing section on page 6 for details regarding the change in year-to-year comparisons, due to the significant track and field event bookings in 2007.*

Travel and Tourism: An Economic Generator

Return on Lane County Room Tax Investment

While not all of Travel Lane County marketing efforts are quantifiably measurable in the returns they provide, Travel Lane County is able to measure many of its programs. Summarizing those programs measured for quantifiable returns, an investment of \$765,000 by Lane County into Travel Lane County secured over \$27,086,142 in current and future economic impact to the county during the first half of the FY09.

Private businesses contributed \$8,251 in in-kind donations, \$84,055 in dues, and \$24,687 in program support, to leverage Lane County's investment and increase Travel Lane County's overall effectiveness. Interns and volunteers contributed \$2,160 in labor. Media efforts extended the reach of Travel Lane County budget by another \$170,157 for the six-month period.

Tourism in Lane County

Overall, travel spending reached \$580.8 million in 2008, up 4 percent from 2007.² Made up largely of small and medium-sized businesses, the visitor industry in Lane County employed an estimated 8,010 people and paid out \$152.6 million in wages in 2008.³

Tourism in Oregon

Travelers to Oregon contributed \$8.4 billion directly to the state economy in 2008, up 2.7 percent over 2007. Travel-generated employment showed no growth during the course of the year. The travel industry supported 93,400 jobs with earnings of \$2.1 billion.

Tourism in America

In 2008, the U.S. travel industry received \$772.9 billion⁵ from domestic and international travelers, up 5.6 percent from the previous year. Travel expenditures directly supported more than 7.7 million jobs, generating \$194.1 billion in payroll income for Americans. Additionally, the industry generated \$117.3 billion in federal, state and local tax revenue.

Travel Lane County: A Private-Public Partnership

A recognized visitor industry leader, Travel Lane County continued to partner with business, civic, government, and community groups, including its 536 members. As a private, non-profit corporation, Travel Lane County is governed by a 30-member board of directors, including representatives from the Lane County Board of Commissioners and the Eugene and Springfield City Councils. Ex-officio board members provide additional links to city and county government.

Travel Lane County is funded by county room tax, paid by visitors staying overnight in commercial lodging and campgrounds. It receives 70 percent of three of the eight points of room tax collected by the County. This method of percentage-based funding sets up a healthy incentive; the better job Travel Lane County does at bringing overnight visitors and their dollars into the county, the more funds it receives to re-invest in marketing.

Travel Lane County's Mission

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

Lane County Room Tax Collections

Overall room tax collections decreased a total of 13.20 percent. Florence posted rise in room tax collections, while all other communities showed declines during the period.

Room Tax Collection Summary

	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Change
Eugene	\$1,667,284	\$1,968,872	\$1,899,271	\$1,834,379	↓15.32%
Springfield	\$752,553	\$927,860	\$882,781	\$846,369	↓18.89%
Florence	\$325,409	\$309,942	\$187,712	\$177,267	↑4.99%
Cottage Grove	\$124,299	\$132,220	\$130,305	\$124,420	↓5.99%
Other	\$535,701	\$584,387	\$630,129	\$595,503	↓8.33%
Total	\$3,405,256	\$3,923,281	\$3,730,198	3,577,938	↓13.20%

Source: City of Eugene Transient Room Tax Collections Monthly Reports.

Lane County Hotel/Motel Statistics

Lane County's average occupancy rate during the period, according to Smith Travel Research, was 56.2 percent, an 11.2 percent decrease over last year. Room tax collections are a function of both occupancy and rate. Key measures are summarized below:

Occupancy

Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
56.2%	63.3%	65.8%	11.2↓%

Average Daily Rate

Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
\$82.91	\$89.00	\$84.31	6.8↓%

Revenue Per Available Room / RevPar

Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Net Change
\$46.63	\$56.34	\$55.51	17.2↓%

Indicators for the month of December 2009 compared to December 2008 showed gains in occupancy and RevPar.

One new property opened during the period, a 73-room Comfort Inn & Suites in Creswell on September 25, 2009.

Eugene Airport Arrivals/Amtrak Rail Ridership

A total of 188,094 air passenger arrivals were reported during the first half of the fiscal year, up 3.62 percent from the same period last year. Meanwhile, 64,229 passengers arrived or departed from the Eugene train depot via the Amtrak Cascades route during the first half of the fiscal year, a drop of 14 percent.

Convention & Sports Marketing

Janis Ross, Vice President of Convention & Sports Marketing
Sue Harshbarger, Senior Convention Sales Manager
Linda Norris, Convention Services Manager

Fletcher Beck, Convention Sales Manager
Juanita Metzler, Convention Sales Manager
Kayla Krempley, Sports Services Manager

The Convention & Sports Marketing program continued its efforts to attract conventions, meetings and sporting events to Lane County. The staff's sales strategies to develop new business and maintain existing accounts during the first half of FY10 resulted in a direct economic impact of \$22.5 million in anticipated convention and event delegate spending. Trade shows, sales presentations, advertising, direct sales calls and eNewsletters targeting meeting and event planners have been effective means of increasing overnight visits to Lane County.

Business Booked	Jul-Dec '09	Jul-Dec '08	% Change
Delegates	76,036	100,044	↓ 24.0%
Room Nights	27,065	23,719	↑ 14.1%
EEL	\$22.5 million	\$17.1 million	↑ 31.5%

Leads	Jul-Dec '09	Jul-Dec '08	% Change
Total Leads Generated	136	142	↓ 4.2%
Generated (w/rooms)	123	124	↓ 0.8%
Confirmed	61	66	↓ 7.6%
Pending	38	39	↓ 2.6%
Lost	21	18	↑ 16.7%
Cancelled/Postponed	3	1	↑ 200.0%

Travel Lane County's confirmation ratio is 49.6% (61 out of 123 leads confirmed). Fourteen of the 61 confirmed leads (22.9%) and 32 of the 38 pending leads are new business. Of the 24 lost, cancelled, or postponed leads, 18 chose another location; one indicated a lack of meeting space; two leads were not bid on because hotels were full; one group cited a lower rate in other city; two groups were lost due to air fare/travel costs. Several of these lost groups have indicated they will consider Lane County for future years.

Sample Confirmations (Groups)	Meeting Year	Attendees	Scope
Oregon Association of Licensed Investigators	2009	100	State
Autism & Aspergers Syndrome Conference	2009	300	National
Oregon Cheers Coaches Association	2010	990	State
Oregon MLK Team Classic	2010	2,688	National
Mary Kay Conference	2012	2,000	National
PEO Sisterhood Annual Convention	2013	650	State

Pacing Report (calendar year)

Travel Lane County's pacing report is designed to better track and compare sales results against historical efforts.

		Booked For Same Year	One Year Out	Two Years Out	Three Years Out	Four Years Out	Five Years Out	Totals
Booked In								
2009	Room Nights	19,382	14,775	2,120	360	6,050	4,650	47,337
	Delegates	45,679	36,629	1,610	2,000	15,650	15,000	116,568
2008	Room Nights	19,281	19,419	6,205	470	220		45,595
	Delegates	54,981	63,323	12,250	10,425	10,000		150,979

2007	Room Nights	20,649	15,280	23,825	3,820	18,000	35,000	116,574
	Delegates	55,433	42,549	78,370	5,500	59,100	151,000	391,952
2006	Room Nights	21,832	23,661	2,625	135	4,650		52,903
	Delegates	68,080	67,688	5,720	150	60,500		202,138
2005	Room Nights	24,011	25,137	1,830	36,126			87,104
	Delegates	64,749	77,680	2,400	151,393			296,222
2004	Room Nights	26,049	26,568	510	600			53,727
	Delegates	58,550	147,061	3,170	3,170			211,951

Tradeshow Participation

Participation in industry trade shows continued to play an important role in the sales team's marketing strategy. During the first half of FY10, the sales staff attended the following shows to meet with meeting and event planners to promote Lane County as a meeting destination:

Meeting Professionals International World Education Congress – Salt Lake City, UT
TEAMS (sports planners) – New Orleans, LA
Overseas Brats (military) – Plano, TX
Reunion Friendly Network (military) – Jacksonville, FL

Site Inspections

Travel Lane County assisted meeting and sports event planners with inspections of hotels, meeting facilities and other areas of interest. The following groups came to Lane County to research the potential of holding a meeting, convention or event.

Overseas Brats – confirmed for 2010
PEO Sisterhood – confirmed for 2013
American Water Works Association – pending for 2014

Advertising

The Convention & Sports Marketing Department placed advertisements targeting meeting and event planners in the following publications: Small Market Meetings, Sports Travel, Meeting Professionals International/Oregon Chapter Annual Directory and Fall Newsletter, Smart Meetings, SportsEvents, Sports Destination Management, and Greater Oregon Society of Government Meeting Professionals Annual Directory.

Convention-Related Media Coverage

Travel Lane County increased its editorial coverage in convention and sports-related publications by 40 percent during the period. Editorial coverage, valued at \$17,023, promoted the Eugene, Cascades & Coast region as a convention, meeting and sports destination. Publications included SportsEvents magazine, Small Market Meetings magazine, Meetings West, Sports Destination Management and Smart Meetings.

Convention & Sports Services

Travel Lane County's convention and sports service programs continued to provide comprehensive event support for conferences, meetings, events, retreats, weddings, and reunions. Services are designed to facilitate a smooth planning process, contribute to the success of each event, encourage attendees to explore our area and patronize member businesses, and build relationships with event planners that will result in return visits.

From July to December 2009, services were provided for 113 groups representing 123,420 delegates or participants. Services included the distribution of Lane County promotional materials to encourage event attendance; assistance with event planning, transportation, and activities; procurement of letters of

support from local dignitaries; promotion of area attractions and tours to event attendees; distribution of welcome signs to member businesses; and on-site visitor information assistance.

As a liaison between event planners and Travel Lane County members, staff initiated 13 leads for services and information. These leads included requests for meeting space, bids to provide event services, promotional items for registration bags and gift baskets and special offers for event participants. Leads provided benefits to our members in the form of increased visibility and sales, and to event planners as a means to establish communication with local quality service providers.

Gift baskets, registration bags, and discount coupons were provided to various organizations, conventions, and events, including Oregon Cheer Coaches Association All-State Competition, Oregon State Little League Baseball Tournament, Eugene Bi-Mart Challengers, Papa's Pizza Invitational, Co-Motion Classic, Oregon Department of Education, American Public Transportation Association, Springfield Greeters, Eugene Mayors Office, National Braille Association, Oregon Conference of 7th Day Adventists – NPUC Women's Ministries, Oregon Mediation Association, Pacific Gospel Music Association, Safe & Civil Schools, Association for Direct Instruction, Model A Ford Club, Oregon Department of Human Services, Emerald Peoples Utility District, Association of Legal Professionals (NALS), Pacific Northwest Association of Rail Shippers, Oregon Association of Hospital Volunteers, International Municipal Signal Association and Nurse Practitioners of Oregon.

These items provided members with a showcase for their products and services, and strengthened relationships between Travel Lane County and the recipient organizations.

Convention & Sports marketing staff served on planning committees for the American Public Transportation Association Conference, Eugene Race for the Cure and FIMBA Pan American Maxibasketball Championships.

Tourism Marketing & Sales

Natalie Inouye, Vice President of Tourism Marketing
Meg Trendler, Tourism Sales Manager

Stacey Malstrom, Tourism Public Relations Manager
Jennifer Archer, Tourism Assistant

Travel Lane County's Tourism Department implemented marketing strategies to gain a greater share of the travel market. Regional and national advertising, cooperative marketing with regional partnerships, travel trade shows, and media outreach were strategies used to attract both group tour and independent leisure travelers. Tourism marketing efforts during the first half of FY10 resulted in more than \$4,202,740 in returns from inquiry generation, fulfillment and bulk brochure distribution alone.⁷

Leisure Marketing

Eugene, Cascades & Coast continued to be a draw for independent leisure travelers seeking the easily accessible soft adventures that are the key experiences promoted through the new brand of Travel Lane County. The complementary experiences related to culture, events and scenic beauty are equally important to Travel Lane County's marketing efforts.

	Jul-Dec '09	July-Dec '08	Jul-Dec '07	%Change (FY'09-'10)
Visitor Inquiries				
Destination Advertising	936	1,839	3,614	↓49%
Travel Oregon Leads	5,018	16,084	19,614	↓69%
Regional Partnership Leads	<u>16,848</u>	<u>5,664</u>	<u>4,370</u>	↑197%
Total	22,802	23,587	27,598	↓3.3%

Eugene, Cascades & Coast Destination Advertising and Regional Partnerships

Travel Lane County continued its general destination advertising program. Ads generated 936 requests for information, a second year of significant decline in direct ad response. The decline resulted from a variety of factors including timing of ad placements. Travel Lane County received direct requests for information from the following publications, and/or websites: AAA VIA Oregon/Idaho, America Journal, Budget Travel, Golf Digest, Madden PrePrint (newspaper insert), Oregon Trip Planner, Oregon.com, Sunset and Travel Oregon. Travel Lane County continued to leverage partnerships with Travel Oregon, the Oregon Coast Visitors Association and Willamette Valley Visitors Association for leads fulfilled directly by Travel Lane County and through regional packs.

Willamette Valley Visitors Association

Travel Lane County continues to play a leading role in the Willamette Valley Visitors Association (WVVA). Natalie Inouye serves on the board of directors, Stacey Malstrom coordinates public relations efforts on behalf of WVVA, represents WVVA to Travel Oregon's public relations department, and works with her public relations counterparts to conceptualize new travel routes and ways to draw the attention of travelers and media to this region, strengthening the appeal of Lane County product as it rises to a higher regional profile within state tourism efforts. Currently in development is a series of wine trails that incorporate complementary activities, dining and lodging. The trails are not defined by county boundaries in order to take advantage of our strongest regional product to the benefit of all businesses included on the trails.

Travel Trade Marketing

Travel Lane County continued to reach out to the group tour travel market. In addition to contacts with group tour operators through phone and email correspondence, Meg Trendler participated in the European Sales Mission led by Travel Oregon and attended the National Tour Association annual convention. Interactions with travel trade resulted in 11 referrals and 27 tour/itinerary assists. Travel Lane County assisted with research trips for online agents from Europe and multiple research trips with new regional receptive operator Pacific Northwest Vacations.

Media Relations/Editorial

The Tourism Department assisted media with articles, guidebooks and travel television shows, increasing exposure for Lane County nationally and internationally. Travel Lane County tracked articles valued at \$143,099. As a cost saving decision in FY10, we eliminated our print clipping service. This has resulted in fewer articles that we influenced being tracked and reported. Historically, we have tracked articles about Lane County destinations pitched by Travel Oregon, OCVA, WVVA and their public relations firms because of the close relationship between these teams and Travel Lane County PR staff. Without direct contact with media outlets in these situations, we relied on the clipping service to report results from our work with our tourism industry partners. While we make every effort to track down articles resulting from the efforts of Travel Lane County staff, we miss more articles without the clipping service, resulting in a lower number reported, but not necessarily placed, than last year.

During the period, Travel Lane County assisted with five press trips, providing an opportunity for the Eugene, Cascades & Coast region to gain editorial coverage. Press trips included visits to Florence, Eugene and Springfield. Key experience activities included dune buggy rides, hiking and wildlife watching. Activities complementary to our brand included visits to the casino, University of Oregon, cultural attractions and restaurants. Lodging visits were at hotels and campgrounds. Participants represented: Seski, About.com, AAA VIA and Bend Bulletin.

Social Media

Since early 2009, the Tourism Department has been steadily building a social media presence on twitter and facebook, and experimenting with strategies to increase visitor and media interactions through these media. Although Travel Lane County anticipates the rate of increase for twitter followers and facebook fans to slow over time, it has slowed more quickly than desired. From February to July 2009, Travel Lane County gained 416 Eugene, Cascades & Coast facebook fans and 844 followers of TravelLaneCo on twitter. Since July 2009, Travel Lane County has seen a net increase of 131 fans and 336 followers, leading to the current numbers of 547 and 1,180, respectively.

Travel Lane County ranks well against its tourism counterparts on twitter, coming in 162nd out of 451 DMOs compared monthly by GoSeeTell Network, an internet company that specializes in DMO social marketing. The chart below compares TravelLaneCo to other DMOs in Oregon on twitter:

Destination	Rank Dec 09	Grade	Followers
TravelPortland	1	100	13,316
TravelOregon	13	99.8	5,277
TravelCoosBay	81	99.3	2,157
TravelSalem	135	98.1	1,417
TravelLaneCo	178	97.3	1,180
OregonWineTrav	181	97.3	1,065
GoldBeachOregon	203	96.9	1,355
ThePeoplesCoast	210	96.9	816
SouthernOregon	233	96.5	621
VisitCorvallis	313	94	367
CorvallisScene	328	94	308
inMtHood	358	92	259

Cultural Cascades Campaign

Travel Lane County continued its Cultural Cascades partnership with Portland, Tacoma, Seattle, Vancouver B.C. and Amtrak. The website was reworked during the first half of FY10 and currently acts as a portal to each of the partner websites.

Film & Video

Staff assisted with eight film and video projects ranging from a travel show featuring mountain biking to a reality show called "Bull Run" in Oakridge. Through our partnership with Travel Oregon, Travel Lane County was able to pitch ideas for the current Grant's Getaways promotion, a series of short video travelogues with host Grant McOmie. The program is broadcast on KGW-TV and NorthWest Cable News, and posted and/or promoted on the Travel Oregon blog and various social media outlets. As a result, the four segments featured Lane County products, destinations and/or activities including Heceta Head Lighthouse, the McKenzie River drift boat, tree climbing and golfing.

Oregon Bounty

The statewide Oregon Bounty promotion concluded another successful year. Travel Lane County provided content for the new year-round culinary website, TravelOregon.com/bounty, and promoted the Oregon Bounty "cuisinternship," promotion, which invited people to submit two-minute videos on why they deserved to have a week-long learning vacation with a culinary expert in Oregon.

Fall Foliage Outreach

Travel Lane County expanded its efforts to promote fall foliage sightseeing during the period. The Tourism Department developed a blog and twitter account to exclusively promote Oregon fall foliage tourism. From September through November 2009, OregonFallFoliage.com received 14,188 page views, which was up 294% from the 4,833 page views on TravelLaneCounty.org/Fall in 2008, illustrating the effectiveness of using social media tools. However, with the shift to a new web platform, the number of page views at TravelLaneCounty.org/Fall dropped 76% in 2009 to 1,174 views, and the bounce rate increased to 59% because we linked from the page at TravelLaneCounty.org/Fall outside of our web platform to OregonFallFoliage.com. We hoped to recover some of these readers through links to TravelLaneCounty.org on OregonFallFoliage.com, but we did not see enough inbound traffic to make up for the loss of readers to OregonFallFoliage.com. Through advertisements and a Eugene, Cascades & Coast-specific fall foliage update, in 2010 we will work to increase clicks from OregonFallFoliage.com to TravelLaneCounty.org to provide the necessary return on our investment in this program.

Other signs of success for OregonFallFoliage.com were found in national media attention, including USA Today, About.com and Travel Oregon's e-newsletter, and a strong showing of engagement on twitter with a ratio of more than 1:1.5 twitter updates to retweets and replies. This engagement metric means that for every tweet posted by ORFallFoliage, there was an average of 1.5 retweets or posts that mentioned @ORFallFoliage.

Visitor Services

Natalie Inouye, Vice President of Tourism Marketing
Samara Phelps, Adventure Specialist Manager

Visitor Services Specialists:
Larry Moran, Barbara Allen, Janet Auxier
Victoria Clark, Karen Long and Krista Phillips

As Travel Lane County's frontline, Visitor Services continued to provide service and information to visitors about the Eugene, Cascades & Coast region. The department fulfilled requests from both walk-in visitors to the center and via phone, mail or advertising responses. The Official Eugene, Cascades & Coast Visitor Guide and other literature on lodging, attractions, events, restaurants, maps, and member services and products were distributed throughout the year. Visitor Services continued its mobile visitor van operations, which provided visitors and residents a convenient way to receive assistance and literature at attractions and events countywide.

Visitor Information Requests

	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	% Change (FY '09:'10)	Estimated Economic Impact
Phone/Mail/Ad Inquiries	21,683	26,885	31,446	↓19.3 %	\$4,093,188
Walk-In	2,707	3,468	3,570	↓22 %	\$112,341
Visitor Van	<u>5,706</u>	<u>8,850</u>	<u>7,517</u>	↓36 %	<u>\$236,799</u>
Total	30,096	39,203	42,533	↓23.2 %	\$4,442,328

Top Inquiry Interests and Markets

Travel Lane County tracked the top areas of interest, as well as the origin of visitor requests and visitor interactions during the period. Visitors most often requested information from the following categories of interest. In descending order, they include: Oregon Coast; events, fairs and festivals; shopping; outdoors, nature and recreation; arts and culture; scenic drives and byways; wineries; lodging; gardens, nurseries and parks; waterfalls; running and hiking trails; walking tours; and culinary, food and restaurants. The list does not include requests for specific publications like Travel Lane County's visitor and restaurant guides.

Travel Lane County received visitor information requests and interacted with visitors to the area most often from the following states and countries. In descending order, top states included: Oregon, California, Washington, Arizona, Texas, Colorado, Florida, Illinois, Idaho and New York. Top countries included: Canada, United Kingdom, Germany, France, Australia, Japan, Austria, Netherlands and New Zealand.

Relocation Requests

Of the total number of visitor information inquiries, 965 were relocation requests, down from last year's total during this period. Relocation requests are fulfilled with Travel Lane County's Official Relocation Guide and Official Visitor Guide. Visitors receiving Travel Lane County's Relocation Guides are given region wide information and overviews of Lane County communities. In addition, applicable members were provided the opportunity to follow up on these requests available through Travel Lane County's label program.

State Welcome Center Distribution

A total of 2,186 Lane County Official Visitor Guides were distributed in bulk to welcome centers and visitor information centers throughout the state during the period. This resulted in an estimated \$109,552 in economic activity in Lane County during the first half of FY10.⁹

Volunteer/Internship Program

The Visitor Services Department continued to develop the volunteer program to support the Visitor Center and all staff departments. Volunteers served 180 hours. This resource represents a value of approximately \$2,160.

Membership & Integrated Marketing

Sally McAleer, Vice President of Integrated Marketing

Cari Garrigus, Membership Manager

Wendy Reetz, Marketing Assistant

Membership remains a critical component of Travel Lane County's marketing efforts. In addition to membership recruitment and retention efforts, the membership program helped members utilize Travel Lane County's marketing tools to promote themselves to visitors and other members. The increased integration of Travel Lane County's Web site and publications provide enhanced tools for marketing members and Lane County. The quality products and services members provide are key to the success of Travel Lane County and Lane County's visitor industry.

Membership Sales

Travel Lane County currently has 536 members. During the period, Travel Lane County gained 33 new members, recovered two and lost 30. Members contributed \$59,076 in dues revenue which is down from the last fiscal year primarily due to a decrease in member renewals. The economy continues to have an impact on both retention and new membership sales as several places have gone out of business or are experiencing some extreme financial problems. However, a number of new members see the value in the products and exposure we provide so they feel they are making a good investment.

Membership	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	Jul-Dec '06	Jul-Dec '05
New Members/Recovered	35	23	65	58	55
Lost Members	30	64	38	29	23
Net Loss/Gain	5	-41	28	30	32
Total Members	536	565	600	562	469

Membership Meetings, Communications & Outreach

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

Integrated Marketing

The work under the integrated marketing is to pull together all facets of the organization's brand and program areas to ensure that all the publications, website, marketing materials and advertising are supporting each other.

Publication Production & Advertising Sales

- The fifth edition of the *Lane County Oregon Restaurant Guide* was produced and published in August 2009. The restaurant guide continues to be distributed through Certified Folder Display in area hotels as well as the Travel Lane County office, van and during conferences.
- The *Meeting & Event Planner Guide* is no longer being produced because planners are going to the website for the information.
- The *Lane County/Eugene & Springfield Visitor Map* work began in October 2009. The \$16,000 revenue goal was higher than the revenues from previous year and not met. It was a difficult year for selling listings on the map due to the economy, plus we lost our \$2000 map sponsor. Final revenue is \$10,925.
- Travel Lane County staff began working on a new piece titled the *Adventure Guide*. This guide will include 10 tour routes and distributed through I-5 welcome centers. A Travel Oregon grant was received for \$10,000. Travel Lane County is seeking a sponsor for \$10,000 and will also contribute about \$10,000 to design and produce 50,000 copies.

Adventure Center Sponsorship & Advertising Opportunities

This fall brought on new opportunities for members as staff began selling sponsorship and advertising opportunities for the new Adventure Center that will be located adjacent to I-5 and Beltline. A sponsorship piece was developed and marketing of the new opportunities started in November. Two key components are brochure rack distribution for \$100 each and video advertising for 30-, 60-second spots and 3-minute advertorials. Sponsorship opportunities beginning at \$2500 are also being sold. At the end of the period, 36 brochure spaces had been sold and there is interest in the video advertising and \$2,500 sponsorship opportunities.

Web Site	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07
Visits	80,623	110,867	97,399
Unique Visitors	64,739	90,183	80,904
Page views	379,793	586,162	432,051

On-line reservations through TravelHero were up with 52 reservations representing 104 room nights, with estimated revenue of \$11,733. This compares to 33 reservations, 134 room nights and estimated revenue of \$4,616 booked during this time last year.

Leads purchased from Oregon.com and Go-Oregon.net also decreased in numbers.

Upgrades & Development

During this time work began on a new website and database upgrade. In addition, Travel Lane County launched a mobile device friendly website. During the month of December, it was being accessed an average of 83 times per day. Travel Lane County was one of the first destination marketing organizations in Oregon to launch a mobile friendly site.

Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations Department worked to generate awareness of the local visitor industry and Travel Lane County through a variety of projects and outreach efforts. Newly designed advertising campaigns promoted Travel Lane County's new brand and adventure-focused marketing strategy. A new online photo contest also centered on the adventure brand, providing positive exposure for the association and Eugene, Cascades & Coast region. Local media outreach and monthly industry e-newsletters generated coverage and disseminated news about Travel Lane County and the local visitor industry.

	Jul-Dec '09	Jul-Dec '08	Jul-Dec '07	%Change
Media Exposure (Local)	\$10,035	\$17,459	\$22,860	↓73%
Media stories/articles	37	58	55	↓36%
Press Releases	31	28	27	↑11%
Presentations	16	18	11	↓11%

Media Coverage (Local)

Editorial coverage about Travel Lane County and the local visitor industry was valued at \$10,035. Press releases and media interviews with local television, radio and newspapers helped generate coverage. Despite nearly the same number of news releases distributed during the period, the total number of stories and overall exposure dwindled. Topics included coverage about convention delegate impacts, Lane County conventions, the Eugene, Cascades & Coast Photo Contest, Travel Lane County Restaurant Guide and Relocation Guide, Fall Foliage outreach and Travel Lane County's visitor industry award winners, events, staff hires, promotions and achievements. The Community Relations Department also assisted the Convention & Sports Marketing Department by generating \$17,023 worth of media coverage in regional and national convention and sports travel publications, which focused on promoting Lane County as a meeting and sporting event destination.

Advertising Campaigns

Travel Lane County showcased its new Eugene, Cascades & Coast brand look and marketing strategy during the period through a new cooperative television campaigns with three local television stations—KMTR, KEZI and KVAL. Ads promoted Lane County as a visitor destination and highlighted the positive impacts of Lane County's visitor industry. A total of 20 members participated in the campaign, running ads in partnership with Travel Lane County. All ads included introductions and tags promoting the new Eugene, Cascades & Coast brand and slogan "Real Adventure. Real Close." The campaign also incorporated new Travel Lane County website ads on KMTR and KEZI, which linked to Travel Lane County's website. Travel Lane County also partnered with The Register-Guard in connection with Columnist Bob Welch's Sea-to-Summit adventure, extending from Florence to the Cascade Mountains. An animated Web ad was created and placed on The Register-Guard's website, which followed Welch's journey with interactive tweets and blogs. Travel Lane County also renewed its advertising partnership with the Eugene Weekly and Eugene Magazine to facilitate discounted advertising opportunities for Travel Lane County members.

Communications/Publications

During the period, Travel Lane County's Annual and Semi-Annual Reports were produced. Lane County Tourism Industry News e-newsletters were also produced and sent to members, public officials and other key industry contacts on a monthly basis. Travel Lane County also produced and distributed its annual pictorial calendar, featuring its new logo and Adventure Center location, on the backdrop of countywide adventure-themed images.

Eugene, Cascades & Coast Photo Contest

A new online, adventure-themed Eugene, Cascades & Coast Photo Contest was launched during the period. Utilizing contest posters, postcards, Travel Lane County's website and Flickr, the contest provided opportunities to promote Travel Lane County's new brand, reach the local community and generate images for marketing and editorial purposes. Travel Lane County members donated nearly \$2,000 in prizes in exchange for contest-related publicity. Press releases and social media outreach further promoted Travel Lane County and contest winners.

Community/Member Outreach

Travel Lane County staff made a concerted effort during the first half of the year to connect and partner with local community and business groups throughout the County, attending 142 local meetings or events—up 26 percent over last year. Presentations to business and community groups continued to be an effective means of spreading the word about Travel Lane County's new brand and marketing efforts and the benefits of Lane County's tourism industry. Collectively, staff made a total of 16 presentations.

During the period, the Community Relations Director served as the board president of the Greater Oregon Chapter of the Public Relations Society of America.

Administration

Kari Westlund, President & CEO

Kim McClatchey, Director of Finance & Administration

Industry and Community Leadership

During the semi-annual period, Kari Westlund continued to serve as the chair of the Oregon Tourism Commission (OTC). Westlund also served on the Tourism & Hospitality Consortium, the Transportation & Tourism Task Force and the Western Association of Convention & Visitors Bureaus Foundation Board. During the period, Westlund received the WACVB Spirit of Leadership Award. She also remained engaged in a variety of policy, planning, and marketing discussions relating to tourism and Lane County communities and continued serving on a variety of cultural and economic development committees, including the Cultural Services Advisory Committee, the Arts & Business Alliance of Eugene, the Public Art Master Plan Steering Committee and the Lane Economic Committee. Westlund was also elected president of the Oregon Track Club. Other Lane County staff members were actively involved in a variety of community and industry issues, contributing to the well being of the industry and Lane County communities.

Travel Lane County Board

Travel Lane County has a governing board of 30 members made up of visitor industry and community leaders representing a wide range of businesses, organizations and governmental entities. During the semi-annual period, the Executive Committee included Board Chair Maxine Walton, Vice Chair Richard Boyles, Treasurer George Rogers and Past Chair Tucker Davies. Mike Drennan and Robert Canaga also served on the Executive Committee. Lane County Administrator Christine Moody, Springfield Councilor Joe Pishioneri, and Eugene Councilor George Poling served as liaisons to county and city government. During the period, Darin Harbick, of the Harbick Country Store; Brendan Relaford, of Kesey Enterprises; and Renee Grube, of the City of Eugene's Library, Recreation and Cultural Services, joined the board. For a current list, see the Travel Lane County Board of Directors attachment to this report.

In-Kind Support

In-kind donations, valued at \$8,251 were received in connection with travel writer/media visits, visitor van access to fair and festivals, as well as member donations supporting trade shows, conventions, events and Travel Lane County's photo contest. Travel Lane County received 180 hours of donated work through volunteers and interns. Assuming a \$12 per hour pay rate, this labor provided an additional value of \$2,160.

Footnotes & Sources

1. \$22,534,262 from convention sales bookings, \$4,093,188 from inquiry generation and related visitor guide/mail fulfillment, \$112,341 from visitor information center operations, \$236,799 from mobile visitor van operation, and \$109,552 from bulk brochure distribution. No economic returns from trade shows, group tour sales, international sales efforts or film and video are included.
2. Lane County Travel Impacts 1991-2008p. Prepared for Travel Lane County by Dean Runyan Associates, January 2008.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume. Prepared by Dean Runyan Associates for the Oregon Tourism Commission, February 2009.
5. Travel Industry of America 2008p Report.
6. Reports from Eugene Airport and WSDOT State Rail & Marine Office.
7. \$4,093,188 million in inquiry generation and related fulfillment and \$109,552 million in bulk brochure distribution, for a total of \$4,202,740.
8. Lane County Travel Impacts, 1991-2008p, Dean Runyan Associates, February 2009.
9. Research by the Oregon Tourism Commission and StoryCo has shown that 60 percent of visitors to Oregon are influenced to visit additional destinations by visitor guides and promotional materials received in visitor information centers. Travel Lane County sent 2,186 visitor guides and promotional brochures through bulk distributions throughout the period. Using the 60 percent factor, and the average party expenditure of \$167 per day, identified in the 2008 statewide visitor profiles, and assuming a half day in Lane County, the total economic impact is \$109,552.

Formulas

Overall Returns: \$22,534,262 (convention bookings); \$4,093,188 inquiries/fulfillment); \$112,341 visitor center operations); \$236,799 (mobile van operations); \$109,552 (bulk brochure distribution). Total: \$27,086,142.

Convention Sales Bookings: Economic impact is determined by multiplying the number of delegates by the number of event days by \$166. The economic impact is estimated at \$27,086,142.

Inquiry Generation: GMA Research identified an overall conversion rate of 20 percent. $21,683 \text{ inquiries} * 20\% = 4,337$. The average party spent \$363 per group, per trip and \$181.50 per group per day. $4,337 * 363 = \$1,574,331$. In addition, 32 percent of inquiries plan to visit within two years for an additional economic impact of \$2,518,857 ($26,885 * 32\% = 6,939 * \$363 = \$2,518,857$). Total tourism marketing efforts = $\$1,574,331 + \$2,518,857 = \$4,093,188$.

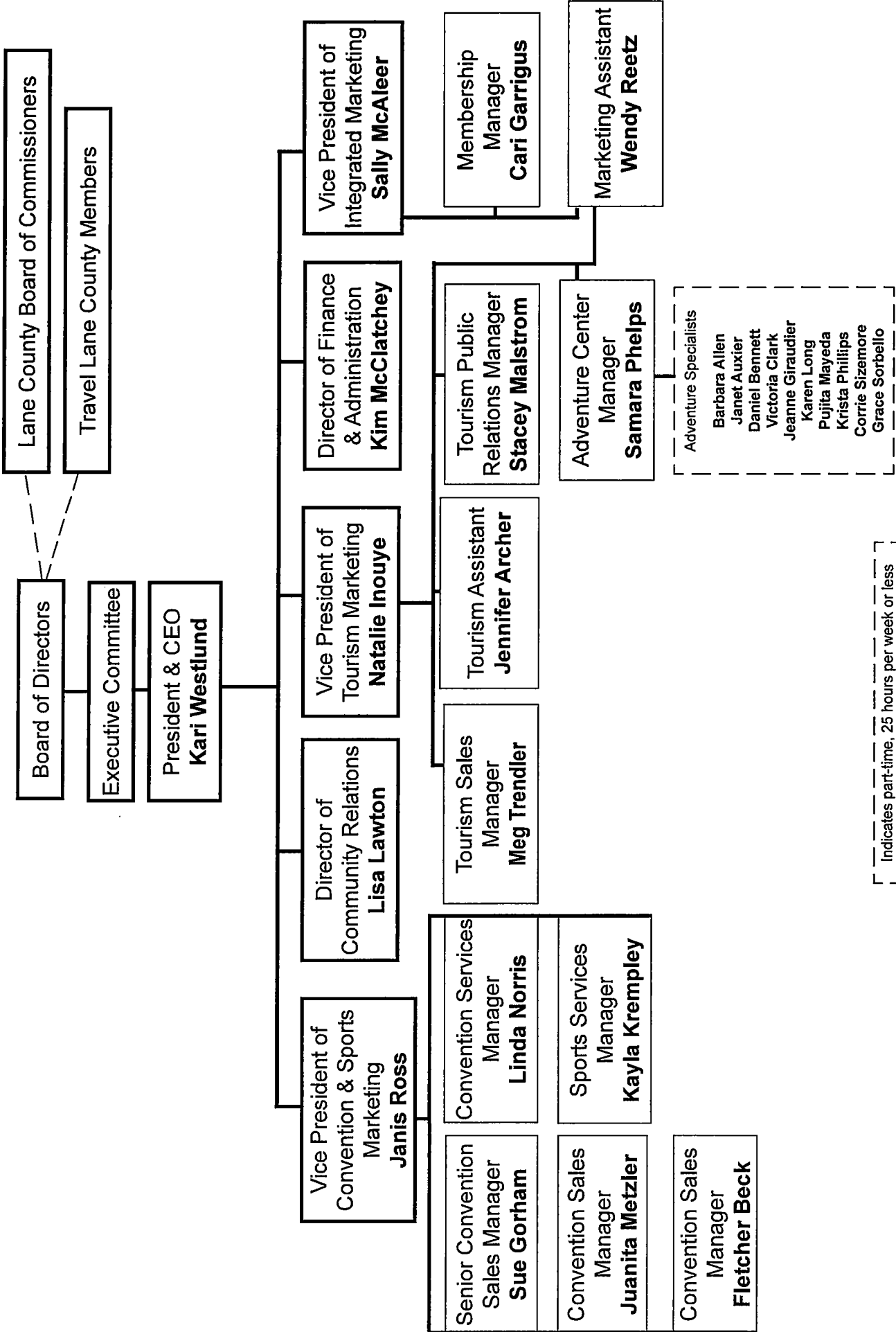
There are additional impacts to our economy from transportation spending, but it's difficult to identify how much of that spending supports local jobs and/or comes to the Eugene Airport and Eugene-based fuel and service providers. Additional impacts are a potential result of FY08 marketing efforts. Of the 21,683 inquires, 32% plan to visit sometime in the future or *beyond two years* ($21,683 * 32\% = 6,939 * \$363 = \$2,518,857$). This additional impact is *not* included in FY10 measurable returns.

Visitor Information Center and Mobile Visitor Van Operations: Travel Lane County estimates facilitating a half-day average extension for walk-in visitors. The visitor center served 2,707 visitors with \$83 per full day average spending, for an estimated impact of \$112,341. The Mobile Visitor Van served 5,706 for a total of \$236,799.

Media: Travel Lane County has been directly or indirectly responsible for print, broadcast, and film exposure of Lane County, but has limited tracking ability. Media exposure generated from national/international efforts on the leisure side, that Travel Lane County was able to track, was valued at \$143,099. An additional \$17,023 in free media editorial was generated through national convention-related coverage. Editorial generated through Lane County media sources totaled \$10,035. The total media coverage value was \$170,157.

Bulk Brochure Distribution: Research by the Oregon Tourism Commission and StoryCo has shown that 60% of visitors to Oregon are influenced to visit additional destinations due to visitor guides and promotional materials they pick up in visitor information centers. Travel Lane County distributed 2,186 Lane County Visitor Guides to visitor information centers during the period. Using the 60% factor, a half day stopover and the average party expenditure of \$167 per day identified in the visitor profiles mentioned above, total economic impact is \$109,552.

TRAVEL LANE COUNTY
ORGANIZATIONAL CHART



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

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