

W. 5. F. 4.

**ABBREVIATED CONSENT CALENDAR FORMAT**

Memorandum Date: April 13, 2011

Order Date: April 27, 2011

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**TO:** Board of County Commissioners

**DEPARTMENT:** Public Works/Parks Division

**PRESENTED BY:** Dave Stockdale, Sr. Parks Analyst

**AGENDA ITEM TITLE:** ORDER/IN THE MATTER OF AWARDING TOURISM SPECIAL PROJECTS GRANTS FOR 2011 AND AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS.

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**I. MOTION**

Move to Award Tourism Special Projects Grants for 2011 and Authorize 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 2010 and January 2011, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 10/11 budget for special projects is \$100,000.

Twenty-six grant applications were received requesting a total of \$176,500. Each Commissioner has received a copy of each grant application for review.

In March 2011, each commissioner appointed a citizen member to the Tourism Council to review grant applications, provide recommendations for funding, and to review the administration and operations of the grant program. 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: thirteen (13) projects for full funding, three (3) projects for partial funding, and ten (10) projects for no funding. The total for projects receiving full or partial payments came to a total of \$96,250. The Tourism Council is proposing funding for those projects that they believed best fit the goals of the program.

**B. Alternatives/Options**

1. Approve recommendations of the Tourism Council as presented, award grants, and authorize the County Administrator to sign all related agreements.
2. Adjust recommendations of the Tourism Council as presented and grant and allocated funds according to Board direction.
3. Reject recommendations as presented and provide further direction to staff on how to proceed.

**C. Recommendation**

Staff is recommending Option 1. Move to approve recommendations of the Tourism Council as presented, award grants and authorize the County Administrator to sign all related agreements.

**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 – Projects funded for 2010

Attachment E – Projects funded for 2009

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

**ORDER NO.**

**) IN THE MATTER OF AWARDING TOURISM  
) SPECIAL PROJECTS GRANTS FOR 2011, 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 twenty-six 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

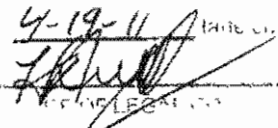
**ORDERED**, that funds in the amount of \$72,187.50 be released from the FY 10/11 and funds in the amount of \$24,062.50 be released from the FY 11/12 budget of the Special Revenue and Services fund for the Tourism Special Projects Grants; and it is further

**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 27<sup>th</sup> day of April 2011.

\_\_\_\_\_  
Chair, Lane County Board of Commissioners

4-19-11  
  
\_\_\_\_\_  
COUNTY CLERK

Lane County Tourism Special Projects Grant Tourism Council Recommended Results  
Round 21 (2011)

**FULLY FUNDED****Large Projects**

| <b>Applicant Name</b>                                 | <b>Project Name</b>   | <b>TOTAL</b> |
|---|---|--------------|
| Faerieworlds, LLC                                     | Harvest Festival Marketing Plan                                       | \$10,000     |
| NorthWest PBIS Network, Inc.                          | 9th Annual NorthWest PBIS Conference, Eugene, OR                      | \$10,000     |
| Oregon RV Alliance                                    | Coach Owners Come Home Rally  | \$10,000     |
| Pacific Sports, LLC                                   | Triathlon Eugene  | \$10,000     |
| University of Oregon - Jordan Schnitzer Museum of Art | Passport to Culture: A Cultural Tourism Collaboration                 | \$10,000     |
| Willamalane Park and Recreation District              | Willamalane Center for Sports and Recreation Strategic Marketing Plan | \$10,000     |

**Small Projects**

| <b>Applicant Name</b>     | <b>Project Name</b>   | <b>TOTAL</b> |
|---------------------------|---|--------------|
| All City Net              | Find Fishing Friends  | \$2,000      |
| Arts Northwest            | The 31st Annual Northwest Booking Conference                                  | \$5,000      |
| Eugene Swim & Tennis Club | 50th Annual Pacific Continental (PCB) Open Championship/NTRP Adult Tournament | \$5,000      |
| Oakridge Hostel, LLC      | Mushroom Foray in Oakridge  | \$5,000      |
| Oakridge Hostel, LLC      | Over the Top  | \$6,500      |
| Oregon Country Trails     | Development of the Territorial Wine Trail                                     | \$5,000      |
| Science Factory, The      | Exploration Dome Launch - Year Two  | \$5,000      |

**PARTIALLY FUNDED****Large Projects**

| <b>Applicant Name</b>                            | <b>Project Name</b> | <b>TOTAL</b> |
|--|---------------------|--------------|
| Adelante Si Hispanic Organization of Lane County | Fiesta Latina       | \$1,250      |

**Small Projects**

| <b>Applicant Name</b>                     | <b>Project Name</b>                      | <b>TOTAL</b> |
|---|--|--------------|
| Eugene Yacht club                         | "Live on the Edge" - Multihull Regatta   | \$500        |
| Oakridge/Westfir Area Chamber of Commerce | Oakridge/Westfir Area Community Projects | \$1,000      |

**TOTAL AMOUNT RECOMMENDED FOR FUNDING: \$96,250**

Lane County Tourism Special Projects Grant Tourism Council Recommended Results  
Round 21 (2011)

**NOT FUNDED****Large Projects**

| Applicant Name                                  | Project Name                                    | AMOUNT REQUESTED |
|---|---|------------------|
| Eugene Chamber of Commerce for Arts & Buesiness | Eugene A Go-Go Launch and Hostlng               | \$10,000         |
| Evolution Mapping & Graphics                    | McKenzie Adventures                             | \$10,000         |
| Mt. Bike Oregon, Where Waldo and Fat 55         | Mt. Bike Oregon, Where's Waldo Grant and Fat 55 | \$10,000         |
| Science Factory, The                            | Dinosaurs! I-5 Marketing Campaign               | \$10,000         |
| SouthTowne Business Association (SoBA)          | SouthTowne District Revitalization              | \$10,000         |

**Small Projects**

| Applicant Name                            | Project Name   | AMOUNT REQUESTED |
|---|--|------------------|
| Lane Independent Living Alliance          | Accessible Lane County                                 | \$5,000          |
| Oakridge/Westfir Area Chamber of Commerce | Oakridge/Westfir Area Promotion Project                | \$3,000          |
| Port of Siuslaw                           | Marketing Expansion Project - Phase II                 | \$2,500          |
| River Road Park & Recreation District     | Indoor Aquatic/Fitness Facility Multi-Use Readerboard  | \$5,000          |
| University of Oregon - Cinema Pacific     | Cinema Pacific Film Festival Special Marketing Project | \$5,000          |

## Tourism Special Projects Grant Application Packet

December 8, 2011

TO: Lane County Matching Grant Applicants

FROM: Dave Stockdale, Sr. Parks 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 7-member committee appointed by the Lane County Board of Commissioners. Grants will be awarded in March 2011 and 75% of each award dispersed in May 2011 and the remaining 25% upon project completion and receipt of final report.

**All applications must be received at the Lane County Parks Administration Office, 3050 N Delta Hwy by 5:00 p.m., Monday, January 31, 2011 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 January 13, 2011 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: Dave Stockdale  
3050 N Delta Hwy  
Eugene, OR 97408**

Any questions, please contact Dave Stockdale, Sr. Parks Analyst at either [david.stockdale@co.lane.or.us](mailto:david.stockdale@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 \$100,000 is available for award in the 2011 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:**

**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 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: Dave Stockdale  
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](http://www.lanecounty.org/parks). To receive a copy of each by mail for \$5.00, please call Dave Stockdale at 541.682.2002.

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 Dave Stockdale, Sr. Parks Analyst for Lane County Parks, at [david.stockdale@co.lane.or.us](mailto:david.stockdale@co.lane.or.us) or 541.682.2002 to set up an appointment.

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

|                   |  |
|-------------------|--|
| December 8, 2010  | Grant Applications Available   |
| January 13, 2011  | Applicant's Conference from 2:00 to 4:00 p.m.<br>at Lane County Public Works, 3040 N. Delta Hwy, Eugene<br>in Training Room #3 |
| February 1, 2011  | Grant Applications due by 5:00 p.m.  |
| March 2011        | Grants to be awarded   |
| May 2011          | 90% of monies dispersed  |
| December 31, 2011 | 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: |
|------------------|---------------|-------------------|---------------|
|------------------|---------------|-------------------|---------------|

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|---------------|-------|-------|-------|
| <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 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:           | _____         | _____             | _____         |
| <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 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.**

## LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS RECOMMENDED RESULTS

Round 20 2010

Name of Organization and purpose of grant

**FULLY FUNDED****PROJECT NAME****AMOUNT PAID****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 Yacht 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

\$1,500  
 \$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

\$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 Adventures  
 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 Adventures Promotions  
 Permanent Buoyed Rowing Race Course at Dexter Lake  
 Marketing Expansion  
 Shedd Institute Signage  
 The Shaggy Dog Project

\$10,000  
 \$10,000  
 \$10,000  
 \$5,001  
 \$10,000  
 \$10,000  
 \$10,000

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

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

**LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS****Round 19 2009**

Name of Organization and purpose of grant

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

|  |   |         |
|--|---|---------|
| Blue Turns Watersports LLC             |   | \$1,480 |
| City of Veneta                         | Wings & Wine Festival's Website Improvements                  | \$4,400 |
| Cottage Grove Area Chamber of Commerce | Cottage Grove Covered Bridge Tour Brochure                    | \$3,000 |
| Cottage Theatre                        | Building Audiences for the Future                             | \$5,000 |
| Faerieworlds, LLC                      | Marketing Campaign for Faerieworlds 2009                      | \$5,000 |
| Heceta Head Coastal Conference, Inc.   | Discovery Trips   | \$3,000 |
| Kutsinhira Cultural Arts Center        | Zimbabwean Guest Musician & Teacher Visit                     | \$1,000 |
| Oregon Association of Rowers           | Permanent Buoyed Rowing Race Course at Dexter Lake            | \$5,000 |
| Oregon Truffle Festival, LLC           | Culinary Tourism eMarketing Campaign                          | \$5,000 |
| Pacific Gospel Music Association       | Fall Music Festival   | \$2,500 |
| Ryan Johnson                           | Explore The Row River   | \$5,000 |
| Siuslaw Baseball/Softball Association  | Portable Fencing and Outfield Rehabilitation                  | \$2,500 |
| Universtiy of Oregon                   | UO Cultural Forum: "Champions of the Dance" Marketing Program | \$4,838 |

**LARGE**

|                                   |  |          |
|-----------------------------------|--|----------|
| Downtown Events Management, Inc.  | Eugene Celebration Overnight Incentive Promotional Package | \$10,000 |
| Engaging Media, Inc.              | Lane County Tourism Internet Video                         | \$10,000 |
| Eugene Swim & Tennis Club         | Pacific Continental Bank Open Tennis Tournament            | \$10,000 |
| Florence Area Chamber of Commerce | Florence Visitor & Relocation Guide                        | \$10,000 |
| Jordan Schnitzer Museum of Art    | The World Harmony Project                                  | \$10,000 |
| Mt. Bike Oregon                   | Promote Mt. Bike Oregon & Where's Waldo Events             | \$10,000 |

**PARTIALLY FUNDED****SMALL**

|                              |  |         |
|------------------------------|--|---------|
| City of Westfir              | Rides for Slides & Fall Festival                               | \$3,000 |
| Creswell Chamber of Commerce | 21 Reasons to 'Come Home Again' to Creswell Marketing Campaign | \$3,000 |

**LARGE**

|  |  |         |
|--|--|---------|
| Adelante Sf Hispanic Organization of Lane County | Fiesta Latina's Food for Lane County Drive | \$5,000 |
| Eugene International Film Festival               | Workshops for Filmmakers                   | \$5,000 |
| Oakridge/Westfir Area Chamber of Commerce        | Marketing of Local Events                  | \$5,000 |
| Track City Track Club                            | Track City International Classic           | \$2,500 |

**Total Amount Awarded****\$131,218**