

T. 5. C.

Memorandum Date: November 29, 2006
Board Order Date: December 13, 2006

TO: Board of County Commissioners
DEPARTMENT: CAO/Economic Development Standing Committee
PRESENTED BY: Mike McKenzie-Bahr, Community and Economic Development Coordinator

AGENDA ITEM TITLE: ORDER/IN THE MATTER OF APPROVING ALLOCATIONS TOTALING \$168,000 FOR 2006-07 RURAL TOURISM MARKETING PROGRAM (RTMP) PROJECTS IN THE CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG, COTTAGE GROVE, VENETA, CRESWELL, JUNCTION CITY, FLORENCE, DUNES CITY, AND SERVICES IN THE MCKENZIE RIVER VALLEY AND AUTHORIZING COUNTY ADMINISTRATOR TO SIGN CONTRACTS AUTHORIZING DISTRIBUTION OF FUNDS

I. MOTION

Move to approve the 2006-07 Rural Tourism Marketing Program allocations totaling \$168,000 and authorize the County administrator to sign the contracts for distribution of the funds.

II. AGENDA ITEM SUMMARY

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

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

The total RTMP distribution this year is \$168,000. The formula for distribution of RTMP funds is the same as in past years, including a base amount of \$5,345 for each community, and the balance of funds distributed based on receipts in each zone. Attached is a copy of the RTMP collection & allocation spreadsheet (see Attachment B).

The following is the amount to be received by each community and the projects

the funds will be spent on.

Creswell, \$10,429; Staffing Visitor Info. Center; July 4th Celebration; Chamber Membership Directory

Cottage Grove, \$20,566; Staffing of Chamber of Commerce & Visitor's Center; funding for concerts in the park; kiosks in rest areas; upgrade media equipment for festivals; assist with trailhead improvements.

Coburg, \$7,317; City Newsletter and Web Site (jointly with Chamber of Commerce); Historical Sign fabrication and Maintenance

Junction City, \$7,785; Flower baskets; ADA ramp

Veneta, \$5,345; Web-hosting; Tourism; Bird-Watching Event; Downtown Beautification

Dunes City, \$10,661; Canoe and Kayak Recreation Area

Florence, \$65,022; Events Center; Chamber of Commerce; Rhododendron Quilt Guild

Lowell, \$5,345; Rolling Rock Park Restrooms; Website design/implementation

Oakridge, \$10,769; Continue Chamber support; Siuslaw Bank Amphitheater

Westfir, \$6,155; Bridge Lighting Ceremony; July 4th fireworks; Tourist Center; Landscaping/Beautification

McKenzie Valley, \$18,606.

Also attached for your review are the standard Rural Tourism Marketing Agreement, the Description of Rural Tourism Marketing Program Process, the Project Criteria, Summary of Results, Budget, and Work Plan.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

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

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

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

B. Policy Issues

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

C. Board Goals

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

D. Financial and/or Resource Considerations

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

F. Alternatives/Options

1. The Board can allocate funding to the participating cities based on the existing formula.
2. The Board can request more information and allocate funding at a later date.
3. The Board can elect against disbursing these funds at this time.

IV. TIMING/IMPLEMENTATION

If the Board approves this motion the room tax receipts will be disbursed as outlined in Attachment B as soon as staff prepares the contracts for the County Administrator to sign. The McKenzie Valley area funds will be allocated once a

tourism marketing provider has been chosen to administer the funds. It is anticipated that a provider will be chosen in late December.

V. RECOMMENDATION

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

VII. ATTACHMENTS

- A. Board Order
- B. RTMP collection & allocation spreadsheet
- C. Rural Tourism Marketing Work Plans from the rural cities.
- D. Rural Tourism Marketing Agreement
- E. Description of Rural Tourism Marketing Program Process
- F. Project Criteria

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

**ORDER NO.) IN THE MATTER OF APPROVING CONTRACTS
) TOTTALLING \$168,000 FOR 2006-07 RURAL TOURISM
) MARKETING PROGRAM (RTMP) PROJECTS IN THE
) CITIES OF OAKRIDGE, LOWELL, WESTFIR, COBURG,
) COTTAGE GROVE, VENETA, CRESWELL, JUNCTION
) CITY, FLORENCE, DUNES CITY, AND SERVICES IN THE
) McKENZIE RIVER VALLEY**

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

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

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

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

- 1) ORDERED that contracts are hereby authorized in the following amounts for delivery of the services described in the proposals received from the cities of: Creswell, \$10,429; Cottage Grove, \$20,566; Coburg, \$7,317; Junction City, \$7,785; Veneta, \$5,345; Dunes City, \$10,661; Florence, \$65,022; Lowell, \$5,345; Oakridge, \$10,769; Westfir, \$6,155, and
- 2) FURTHER ORDERED that the RTMP services in the McKenzie River Valley be approved in the amount of \$18,606, and
- 3) FURTHER ORDERED that the County Administrator is authorized to sign all of the contracts described above.

Signed this 13th day of December, 2006

Bill Dwyer, Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM
Date 12/5/06
Lane County
Hadlaw

10 YEAR HISTORY					5 YEAR AVERAGE							(K+L+M+I)
TRANSIENT ROOM TAX												
County/1000 Location	E 05/01	F 06/01	G 07/01	H 08/01	I 09/01	J 10/01	K 01/02	L 02/02	M 03/02	N 04/05	O 05/06	5 Year Total
Elgin	2,126,357	2,220,365	2,263,720	2,293,866	2,298,535	2,455,042	2,522,343	2,502,802	2,665,496	2,873,737	3,134,088	13,698
Springfield	972,678	1,076,672	1,200,623	1,255,400	1,372,548	1,308,955	1,270,721	1,270,530	1,207,338	1,245,610	1,493,688	6,487
Non-City	217,962	217,199	233,345	244,329	28,629	45,439	53,056	59,710	63,867	67,459	60,883	304
Metro Zone 1 Total	3,146,397	3,344,236	3,507,688	3,593,615	3,719,711	3,809,436	3,846,120	3,833,041	3,936,700	4,186,806	4,687,775	20,490
Annual Growth rate	5.8%	6.3%	4.9%	2.4%	3.5%	2.4%	1.0%	-0.3%	2.7%	6.4%	12.0%	
Five year growth rate		65.4%	52.4%	23.7%	25.0%	21.1%	-15.0%	9.3%	9.5%	12.6%	23.1%	
Creswell	41,539	44,911	41,005	41,964	38,169	33,613	32,001	47,602	59,209	54,020	65,196	258
Cottage Grove	183,451	193,786	188,018	172,192	168,026	147,564	132,525	134,950	148,065	171,226	185,802	772
South Non City	3,792	3,824	3,728	3,811	4,156	4,592	4,951	4,444	4,266	4,230	4,770	22
South Zone 2 Total	228,782	242,520	232,752	217,967	210,351	185,768	169,476	186,996	211,541	229,476	255,769	1,053
Annual Growth rate	8.5%	6.0%	-4.0%	-6.4%	-3.5%	-11.7%	-8.8%	10.3%	13.1%	8.5%	11.5%	
Five year growth rate		88.1%	35.2%	2.0%	-0.3%	-18.8%	-30.1%	-19.7%	-2.9%	9.1%	37.7%	
Coburg	27,000	26,212	24,893	23,858	23,606	19,627	19,244	17,396	17,252	17,979	16,048	87
Junction City	18,567	17,042	22,048	18,248	17,787	21,277	22,388	21,737	21,079	20,578	23,010	108
Veneta	587	804	650	726	396	0	0	0	0	0	0	
Central Non City	4,615	5,039	4,590	5,187	6,946	6,560	6,133	6,822	7,216	6,367	5,564	32
Central Zone 3 Total	50,770	49,097	52,180	48,019	48,734	47,465	47,765	45,955	45,546	44,923	44,621	228
Annual Growth rate	46.2%	-3.3%	6.3%	-8.0%	1.5%	-2.6%	0.6%	-3.8%	-0.9%	-1.4%	-0.7%	
Five year growth rate		175.0%	145.3%	78.3%	40.4%	-6.5%	-2.7%	-11.9%	-5.2%	-7.8%	-6.0%	
Dunes City	7,451	6,654	6,965	7,215	7,295	11,764	19,734	20,661	22,230	23,076	24,681	110
Florence	195,189	203,462	204,125	209,938	234,974	234,540	236,414	227,884	237,199	262,074	275,628	1,236
Coastal Non City	317,386	322,485	330,403	344,196	362,027	374,515	361,207	389,814	395,164	426,739	449,015	2,021
Coastal Zone 4&5 Total	520,026	532,601	541,494	561,349	604,296	620,819	617,355	638,358	654,593	711,889	749,323	3,371
Annual Growth rate	28.5%	2.4%	1.7%	3.7%	7.7%	2.7%	-0.6%	3.4%	2.5%	8.8%	5.3%	
Five year growth rate		75.4%	70.1%	57.9%	49.3%	19.4%	15.9%	17.9%	16.6%	17.8%	20.7%	
Lowell	0	0	0	0	0	0	0	0	0	0	0	
Oakridge	33,885	34,589	31,024	34,983	39,675	35,589	33,326	42,340	37,800	40,049	44,107	197
Westfir	945	1,392	1,080	1,181	1,990	2,939	2,673	5,301	6,228	7,832	7,472	25
Willamette Non City	11,322	13,784	13,017	15,500	16,738	17,092	19,729	19,291	18,505	17,772	20,902	96
Willamette Zone 6 Total	46,152	49,765	45,121	51,664	58,403	55,620	55,727	66,931	62,534	65,653	72,481	323
Annual Growth rate	20.7%	7.8%	-9.3%	14.5%	13.0%	-4.8%	0.2%	20.1%	-6.6%	5.0%	10.4%	
Five year growth rate		107.7%	55.6%	50.4%	52.8%	20.5%	12.0%	48.3%	21.0%	12.4%		
McKenzie (Zone 7)	77,792	87,786	94,895	100,092	110,340	118,351	121,266	127,927	131,516	136,828	170,372	687
Annual Growth rate	15.7%	12.8%	8.1%	5.5%	10.2%	7.3%	2.5%	5.5%	2.8%	4.0%	24.5%	
Five year growth rate		138.8%	117.9%	66.6%	64.0%	52.1%	38.1%	34.8%	31.4%	24.0%	44.0%	
RURAL												
TOTALS	923,521	961,771	966,442	979,092	1,032,125	1,028,024	1,011,590	1,066,167	1,105,729	1,188,770	1,292,566	5,664
Annual Growth rate	22.2%	4.1%	0.5%	1.3%	5.4%	-0.4%	-1.6%	5.4%	3.7%	7.5%	8.7%	
Five year growth rate		88.1%	65.4%	41.8%	36.6%	11.3%	5.2%	10.3%	12.9%	15.2%	25.7%	
All Metro	3,146,397	3,344,236	3,507,688	3,593,615	3,719,711	3,809,436	3,846,120	3,833,041	3,936,700	4,186,806	4,687,775	20,490
Non Metro City+McKenzie	586,405	616,638	614,704	610,398	642,257	625,264	619,571	645,797	680,578	733,662	812,315	3,481
Non Metro / Non City	337,115	345,133	351,737	368,694	389,868	402,760	392,019	420,370	425,151	455,108	480,251	2,111
Combined Total	4,069,918	4,306,006	4,474,130	4,572,707	4,751,836	4,837,460	4,857,710	4,899,208	5,042,430	5,375,576	5,980,340	26,111

Attachment C

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

Past Year's Results – Reporting Period: November to October Contract Amount \$10,279

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 2,3,6A	Park development	\$4000	Landscape and general cleanup and maintenance of small parks in the City
2. 2,3,6A	Cano/kayak recreation	\$0000	To fund cooperative agreement with other agencies to improve the canoe/kayak launching on Siltcoos Lake
3. 2 & 7	Park & Recreation meeting hall	\$2000	Continuation of previous year's improvement in community meeting area
Carry over to the next year		\$4279	
TOTAL budget **		\$10,279	

Coming Year's Work Plan and Budget (\$10,661 allocation, plus \$4,279 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 2,3,6A	Park development	\$2000	Landscape, general cleanup and maintenance of small parks. This is a continuation of previous years projects. New park equipment will replace old or non-existent benches, trash receptacles, etc
2. 2,3,6A	Canoe/kayak recreation	\$12940	To develop the 60' ROW on Ocean Boulevard, designated a City park for canoes/kayaks and the construction of accessible walkway at the Siltcoos River. To fund cooperative agreement with other agencies to improve the canoe/kayak launching on Siltcoos Lake; to create a recreational area where none currently exists within an existing park area.
TOTAL budget		\$14,940	\$10,661 + \$4,279 = \$14,940

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

Attachment C

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

Past Year's Results -- Reporting Period: November to October
Contract Amount \$ 65,990

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. Siuslaw Pioneer Museum	Covered walkway	\$15,000	Please see the attached letter from the Museum.
2. Florence Chamber of Commerce	Staffing	\$17,000	Please see the attached letter from the Chamber
3. Florence Events Center	Numerous activities for marketing	\$34,499	Please see the attached letter from the Events Center
Carry over to the next year		\$19,000 **	** The reason there is \$19,000 remaining from last year is that the former finance director asked the FEC to spend their money on a fiscal year – this will not be the case in the coming years; it will be on the calendar year.
TOTAL budget **		\$65,999	

Coming Year's Work Plan and Budget (\$ 65,022 allocation, plus \$19,000 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. Rhododendron Quilt Show 1,3,4,5	Marketing the Rhododendron Quilt Show	\$3,000	The Rhododendron Quilt Guild, a non-profit organization, produces a 2-day Quilt show bi-annually to exhibit the local talents of a national, ever growing and popular activity of this artful craft. This show if vigorously advertised can bring in more travelers at this peak season in August from other states as well as Canada. The show in 2004 brought in 400 people plus over 16 vendors from areas from not only our state but surrounding states as well. It is

			the hope of this years committee to promote the event through setting up a web-site, newspapers (local and regionally) flyers event to all quilt shops 3 state wide along with Canada.
2. Chamber Of Commerce 1,2,3,4,5,6,7	Staffing	\$23,000	Staffing is ongoing. We will continue to recruit, train and supervise the volunteers. Market the Florence and western Lane County area as a tourist/vacation destination. Continue to develop and utilize other partnerships.
3. Florence Events Center 1,3,4,5,6,7	Marketing	\$39,000 plus \$19,000 to continue with last years projects	The Florence Events Center divided their marketing into 4 categories to create a well rounded promotional campaign. Out of area advertising; Industry Marketing; Promotional Materials and Event Development
TOTAL budget		\$65,022 plus \$19,000 carryover from FEC for a total \$84,022	

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by Barbara Mueller Title City Recorder

City Florence Date 11-21-06

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

Attachment C

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

Past Year's Results – Reporting Period: November to October, Contract Amount \$10,820

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1, 3, 4, 7	Continue Chamber Support	\$10,000	Continue to support the Oakridge/Westfir Area Chamber of Commerce through staffing Results: Chamber continues to play a strong role in community festivals and events creating overnight stays, i.e. sponsoring the carnival during the annual Tree Planting Festival
2. 2	Complete Final Details for Park Amphitheater	\$820	To complete the initial construction of the Siuslaw Bank Amphitheater in Greenwaters Park. This will finish the match of over \$75,000 in cash and in kind donations to the amphitheater. This will help fund the grass seeding in the bowl of the amphitheater. Results: The lawn is growing, providing a nice play to sit and watch plays or listen to music. At one concert, we had a family from Utah who booked 4 motel rooms for the night.
Carry over to the next year		\$0	All funds were expended.
TOTAL budget		\$10,820	

Coming Year's Work Plan and Budget (\$ 10,769 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1, 3, 4, 7	Continue Chamber Support	\$10,000	Continue to support the Oakridge/Westfir Area Chamber of Commerce through staffing
2. 2	Support Summer Concerts at Amphitheater	\$769	To help finance the marketing of the summer concerts in the park series on the amphitheater stage
TOTAL budget		\$10,769	

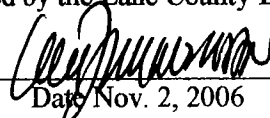
*Select RTMP project criteria from RTMP Mission Statement & Project Criteria (Attachment B)

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by  Title: City Administrator
 City of Oakridge Date Nov. 2, 2006

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

Attachment C

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 6,068
Carryover Amount \$ 2,200
Total Budget \$ 8,268

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1.1	Bridge Lighting	\$ 3,471	Advertising, promotion of annual Bridge Lighting Festival to increase attendance and to promote overnight stays in the area To help with cost of Oakridge/Westfir Community fireworks Administration expense for actual staff time spent on tourism related activities
	July 4 Fireworks	\$ 1,000	
	Administration	\$ 500	
2. 2.2	Tourist Center Carryover	\$ 200 \$ 2,200	\$200 to have Portal and Office Bridge added to Lane County Road and Recreation Map \$2,200 carryover from previous year was used as a match for a Forest Service grant for the completion of the kiosks at the Portal
3. 2.2	Landscaping & Beautification	\$ 150	Used for beautification of public areas in City to encourage tourists to stay longer
Carry over to the next year		\$ 747	Will be used for picnic tables at the Westfir Portal and North Fork Park
TOTAL budget **		\$8,268	

Attachment C

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

Past Year's Results – Reporting Period: November to October Contract Amount \$5,345

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 2	Rolling Rock Park Improvements	\$4,370	Final cost for completion of Rolling Rock Park Restrooms.
2. 3	Develop City Website	\$ 975	Website Designed and on-line
3.			
Carry over to the next year		\$ 0	
TOTAL budget **		\$5,345	

Coming Year's Work Plan and Budget (\$ 5,345 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 2	Design a City Gateway	\$2,500	Design a primary welcome/gateway entering Lowell from Highway 58 and two secondary entrances welcomes.
2. 3	Place signage on Hwy 58	\$2,500	Professionally complete and install signage for Highway 58 directing visitors to Lowell.
3. 3	Purchase decals of new logo	\$ 345	Purchase decals and other masters of newly adopted logo for use in signage and tourism marketing effort.
TOTAL budget		\$5,345	

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by: Chuck Spies Title: City Administrator

City: Lowell

Date: November 7, 2006

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

Attachment C

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

Past Year's Results – Reporting Period: November to October Contract Amount
\$10,032

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 7	Staffing Visitor Info. Center	\$6000.00	Provided wages to staff visitor center/ Chamber office 25 hours per week. Provided tourist & relocation information On Creswell, Lane County, other Oregon Attractions.
2. 2,3	16 th Annual July 4 th Celebration	\$1800.00	Funded entertainment and promotion for celebration that drew several thousand visitors to Holt Park for day- long celebration
3. 2, 7	Chamber Membership Directory	\$2232.00	Printed larger and updated membership directory and community guide
Carry over to the next year		00	
TOTAL budget **		\$10,032	

Coming Year's Work Plan and Budget (\$10,429 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 7	Staffing Visitor Info. Center	\$6500.00	Provide wages to staff visitor center/ Chamber office 20 hrs. per week (25 in summer mos.) Provide tourist & relocation information on Creswell, Lane County, other Oregon attractions
2. 2, 7	17 th Annual July 4 th Celebration	\$3000.00	Fund entertainment and promotion for Celebration that draws several thousand Visitors to holt park for day-long celebration
3. 2, 7	Visitor Center Enhancement	\$ 929.00	Purchase attractive brochure racks and storage for brochures in visitor center
TOTAL budget		\$ 10429.00	

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

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When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 7,540

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 3 & 6	Advertising	\$6,519	City Newsletter and Web Site (jointly with Chamber of Commerce)
2.			
3.			
Carry over to the next year		1,021	
TOTAL budget **		7,540	

Coming Year's Work Plan and Budget (\$ 7,317 allocation, plus \$ 1,021 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 3 & 6	Advertising	\$6,600	City Newsletter and Web Site (jointly with Chamber of Commerce)
2. 3 & 6	Advertising	1,738	Historical Sign fabrication and Maintenance
3.			
TOTAL budget		\$8,338	

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by: Craig Gibons Finance Director craig.gibons@ci.coburg.or.us

City: Coburg

Date Nov. 29, 2006

City of Cottage Grove

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 20,542

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1,6,7	Staff C.G. Chamber of Commerce	8,300	Staffing for Chamber Office and Visitors Info Center. Printed brochures and helped support Concerts in Park
2. 2,3	Trailhead Park Improvements	11,642	Working on Trailhead improvements, which include landscaping, interpretive signs, restroom facilities. Project is continuing.
3. 1,2	Festival Equipment	600.00	15 new barricades and replacement pins for canopies purchased
Carry over to the next year		0	
TOTAL budget **		20,542	All funds expended as shown above

Coming Year's Work Plan and Budget (\$ 20,566 allocation, plus \$ 0 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,6,7	Staff C.G. Chamber of Commerce	8,300	Staffing Chamber of Commerce & Visitors Center. Help Fund Summer Concerts in the Park.
2. 1,2,3	Kiosk's in Rest Areas (3)	2,500	Partnering with other businesses to have Kiosks in rest areas w/ info/brochures about CG area and events.
3. 1,2,3	Event & Festival Equipment	5,000	Upgrade media equipment for festivals events, conferences/conventions.
4. 2,3	Trailhead Park Improvements	4,766	Assist w/ ongoing improvements; bike racks, benches, bike path lighting
TOTAL budget		20,566	

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 7871

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 2	Flower Baskets	\$1415.75	May 2006 purchased 19 flower baskets from Al's Garden in Wilsonville, OR. July 2006 purchased flowers for the baskets in front of City Hall.
2. 2	Plant Health – Fertilizer	\$270.00	Purchased aphid killer to maintain plant health.
3. 2	Watering System	\$23.61	Inspect, repair and maintain watering system.
4. 2	Basket Installation	\$417.90	Installed baskets, inspected, and monitored. Vehicle expense (fuel, etc.).
5. 2	Basket Maintenance	\$4000.00	Labor for watering daily for 4 months.
6. 2	Sign	\$474.00	Repairs made to the reader board at 6 th & Ivy.
7. 2	ADA Ramp	\$1200.00	ADA ramp at 7 th & Juniper (2006 Juniper Street Project).
Carry over to the next year		\$69.74	
TOTAL budget **		\$7871.00	

Coming Year's Work Plan and Budget (\$ 7785 allocation, plus \$ \$69.74 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 2	Flower Baskets	\$1454.74	May 2007 purchased flower baskets from Al's Garden in Wilsonville, OR.
2. 2	Plant Health – Fertilizer	\$300.00	Purchased 29-20 water-soluble fertilizer and aphid killer to maintain plant health.
3. 2	Watering System	\$100.00	Inspect, repair and maintain watering system.
4. 2	Basket Installation & Removal	\$500.00	Install and remove baskets, inspected, and monitored. Vehicle expense (fuel, certification, etc.).
5. 2	Basket Maintenance	\$4000.00	Labor for watering daily for 4 months.
6. 2	Trash Receptacles	\$1500.00	Trash receptacles for downtown.
TOTAL budget		\$7854.74	

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

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by: Elaine Payne

Title: Public Works Technician

City: City of Junction City

Date: November 29, 2006

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

Attachment C

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

Past Year's Results – Reporting Period: November to October Contract Amount \$ 5,802

RTMP Project Criteria*	Activities	Expenses#	Brief summary of project results
1. 1,3,4,6b	Web Hosting (CofC)	634.00	Annual contract for hosting & updates of Fern Ridge Chamber of Commerce visitor related website.
2. 1,3,7	Response to inquiries (City)	600.00	Expense related to responding to visitor inquiries (postage, copies, phone, and internet connection).
3. 1,3,4,6b	Tourism Promotion (City)	00.00	Several past events failed to get organized this year resulting in no demand for promotional assistance.
4. 1,3	Visitor brochure (City)	00.00	This project lost traction for lack of project leadership. It is the City's desires to have any brochures incorporate the Branding results that will be completed this year.
5. 1,3,4,6a	Ad support FR Country Trails (City)	00.00	The Fern Ridge Country Trails failed to request assistance this past year.
6 1,3,4,6a	Bird Watching event (City)	477.00	The Wings & Wine Event was able to leverage other advertising revenue sources. The unused funds will be rolled into the 2007 event.
Carry over to the next year		4,091	This was major transitional year. The Fern Ridge Chamber was in transition and did not request event funding and the City was understaffed for part of the year. The primary tourism focus this past year was in launching the 1 st annual Wings & Wine Festival and completion of the Downtown Master Plan.
TOTAL budget **		5,802	

Coming Year's Work Plan and Budget (\$ 5,345 allocation, plus \$ 4,091 carryover)

RTMP Project Criteria*	Activities	Budget - Including Carry over	Brief summary of project objectives
1. 1,3,4,6b	Web Hosting (CofC)	600.00	Annual contract for hosting & updates of Fern Ridge Chamber of Commerce visitor related website.
2. 1,3,7	Response to inquiries (City)	645.00	Expense related to responding to visitor inquiries (postage, copies, phone, and internet connection).
3. 1,3,4,6b	Tourism Promotion (City)	1000.00	Regional advertising of community events and celebrations.
4. 1,3,4,6a	Bird Watching event (City)	1,500.00	Promotion of 2 nd annual Wings & Wine bird watching event.
5 3,4	Fern Ridge Branding Project (CofC)	1,000.00	Matching funds to support the completion of a Branding/Marketing project in conjunction with the Fern Ridge Chamber of Commerce.
6. 1,3,4,6a	Promotion of a Farmers Market (City)	600.00	Development and promotion of weekly Farmers Market in downtown Veneta.
7. 2	Beautification & Enhancement to Downtown Veneta (City)	4,091	Support activities that lead to the enhancement of Veneta's downtown business district. Activities could include signage, flower pots and pole banners.
TOTAL budget		9,436	

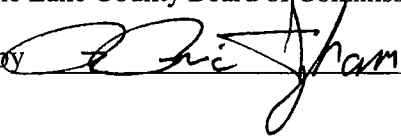
*Select RTMP project criteria from RTMP Mission Statement and Project Criteria (Attachment B)

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

When reporting results, actual expenses will be listed.

-Add project description lines to the form as necessary.

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

Report Submitted by  Title City Administrator

City Veneta

Date 11.28.06

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

RURAL TOURISM MARKETING AGREEMENT

BETWEEN: CITY OF _____, a municipal corporation
of the State of Oregon (City)

AND: LANE COUNTY, a political subdivision of the State of
Oregon (County)

RECITALS

Whereas, ORS 190.010 and the Lane County Home Rule Charter provide that units of local government may enter into agreements for the performance of any or all functions and activities that a party to the agreements, its officers, or agents, have authority to perform, and

Whereas, County has dedicated room tax revenues for projects that implement rural tourism marketing program (RTMP) activities outside the urban growth boundaries of the cities of Eugene and Springfield, and

Whereas, City intends to complete activities that accomplish the goals described in Lane Code Chapter 4.175 and the RTMP Mission Statement and Project Criteria, and

Whereas, the Board of County Commissioners has approved the process for receiving and approving the City's RTMP activities, NOW, THEREFORE, in consideration of the mutual covenants and commitments herein,

CITY AGREES: City shall receive and expend RTMP funds as provided for in Attachment A, and in accordance with the RTMP mission statement and project criteria listed in Attachment B, attached and incorporated by reference. City shall report results, budgets, and work plans for RTMP activities on a summary form (Attachment C), or a similar form provided by County, and within the time frame set by the County.

COUNTY AGREES: County shall provide \$ _____ of funds from transient room tax receipts to City to be used for Rural Tourism Marketing Program activities, as described in Attachment A, attached hereto and incorporated by reference.

PARTIES AGREE:

- 1) Each party working under this contract is a subject employer under the Oregon Workers' Compensation coverage for all of its subject workers. City and each party working for City under this contract is also an independent contractor and subject employer for purposes of the Oregon Workers' Compensation Law (ORS Chapter 676), each is solely liable for any Workers' Compensation coverage under this contract, and each must agree to comply with ORS 656.017 or be exempt under ORS 656.126.
- 2) The applicable provisions of the Lane Manual setting forth standard provisions for public contracts (LM21.130) are attached (Attachment D) and incorporated by reference as though fully set forth herein.

INDEMNITY

- 3) Subject to the limitations of the Oregon Tort Claims Act, City agrees to indemnify and save County, its officers, agents, and employees harmless from any claim, liability, or damage resulting from any error, omission, or act of negligence on the part of City, its officers, agents, or employees in performance of responsibilities under this agreement.

TERM AND TERMINATION

- 4) This agreement shall be effective on December 14, 2006 and shall continue until October 30, 2007.
- 5) This agreement may be terminated by either party provided written notice is given to the other party at least thirty (30) days prior to the termination date. Upon the receipt of notice of termination, the parties shall commence negotiations as to the equitable disposition of any funds owed or to be reimbursed.

AMENDMENTS AND EXHIBITS

- 6) No amendment to this agreement shall be effective unless made in writing and signed by other parties.
- 7) Exhibits to this agreement include: A) Description of RTMP Process, B) Rural Tourism Marketing Program Mission Statement and Project Criteria, and C) Summary of Results, Budget, and Work Plan, D) Lane Manual 21.130.

LANE COUNTY

CITY

By: _____

By: _____

Date: _____

Date: _____

APPROVED AS TO FORM

Date _____ Lane
County

OFFICE OF LEGAL COUNSEL

Description of Rural Tourism Marketing Program (RTMP) Process
2006

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

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

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

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

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

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

MISSION STATEMENT

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

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

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

CRITERIA FOR RTMP PROJECTS

RTMP projects will:

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