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W.B.A.

September 5, 2007

Board of County Commissioners  
Lane County  
125 East 8<sup>th</sup> Avenue  
Eugene, OR 97401

Dear Commissioner:

Enclosed please find the FY07 Annual Report published by the Convention & Visitors Association of Lane County Oregon. This report is intended to meet the reporting requirements outlined in our marketing contract with Lane County.

Included at the front of the document is an executive summary, which gives a quick overview of our achievements during the last program year, July 1, 2006 through June 30, 2007. Program details follow that summary, and give a full sense of the scope of our work. The results for FY07 showed positive achievements in all program areas.

I am grateful for the hard work of the staff here at CVALCO. We remain very focused on our mission of attracting overnight visitors to Lane County. We are all very proud to serve the citizens of Lane County in our role of attracting new visitor dollars to the local economy.

I look forward to discussing this report as well as the year ahead with you in person on September 12. Thank you for your continued support and recognition of our marketing programs.

Sincerely,

Kari Westlund  
President & CEO



**See All of Oregon in Lane County**

# **FY07 Annual Report**

**July 2006 - June 2007**



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## Executive Summary

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**Overall Returns Measured: \$53,622,613 Room Tax Investment: \$1,266,751 Ratio: 42:1**

For every dollar of room tax invested by Lane County in CVALCO, more than \$42 in visitor spending came, or will come, back to the county economy. This is an estimate of direct expenditures; no multipliers are incorporated or economic returns associated with CVALCO's Web site. In addition to \$213,871 in private dollar revenues and in-kind support, CVALCO generated \$1,282,442 in public relations exposure, dramatically extending the reach of its budget.

<b>Convention Sales</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Leads Achieved	200	211	203	188	186
Room Nights Booked	47,672	49,826	80,440	62,192	42,908
Delegates Booked	156,657	182,416	299,197	244,075	90,278
<b>Tourism Sales</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Ad & Partner Responses	78,278	76,501	71,162	53,154	49,535
Media (non-local)	\$1,277,600	\$1,855,061	\$1,216,770	\$4,384,977	\$1,417,911
Trade Contacts	218	200	199	352	150
<b>Visitor Services</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Walk-ins	7,783	6,577	7,412	7,105	7,643
Mail/Phone/Ad Inquiries	n/a	83,041	75,209	56,114	55,023
Visitor Van	16,911	17,256	16,911	14,837	16,216
Total	n/a	106,874	99,532	78,056	78,882
<b>Web Site</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Users	673,172	743,978	560,977	399,231	347,957
Hits	n/a	17,752,909	10,937,530	8,018,884	7,138,045
<b>Membership</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
New Members	90	105	109	71	69
<b>Community Relations</b>	<i>FY07 Goal</i>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>
Media (Lane Co.)	\$40,000	\$46,757	\$44,007	\$43,754	\$23,821
Media (national convention)	n/a	\$20,625	\$21,665	\$19,617	\$11,188
Press Releases	48	58	54	53	51
Media Stories	n/a	144	140	139	112
Presentations	24	28	37	34	28

### Youth Oriented Programs

CVALCO worked with youth in a variety of ways during the year. CVALCO participated in youth job fairs connecting with hundreds of high school students. Presentations about tourism-related careers were also given at the high school and college level. CEO Kari Westlund served on the Culinary Hospitality & Food Service Committee for Lane Community College. Two University of Oregon interns worked with staff on a variety of projects to learn about tourism and gain tourism-related work experience. CVALCO's Lane County Photo contest included a youth division for students ages 17 and under. CVALCO also logged 37 bookings for youth-related conferences and athletic events.

## **Travel and Tourism: An Economic Generator**

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### **Return on Lane County Room Tax Investment in CVALCO**

Not all of CVALCO's marketing efforts are quantifiably measurable in the returns they provide, and much of its marketing is labor intensive and customer service oriented. CVALCO does, however, measure many of its programs. Summarizing those programs measured for quantifiable returns, an investment of \$1.26 million by Lane County into CVALCO secured more than \$53 million<sup>1</sup> in economic impact to the county during the FY07 program year.

Private businesses contributed \$223,221 in cash and in-kind donations to leverage Lane County's investment and increased CVALCO's overall effectiveness. Media relations efforts at the local, national, and international level extended the reach of CVALCO's budget by another \$1,922,443.

### **Tourism in Lane County**

Travel spending continues to diversify and strengthen the economy of Lane County's local communities. Travelers to Lane County pumped \$552.8 million into the local economy in 2006 supporting a variety of businesses, jobs and generating tax revenues. Visitor spending jumped 7.5 percent over last year and 102 percent since 1991. The industry, made up of small and medium-sized business, employed an estimated 7,570 people and paid out \$138.1 million in direct earnings in 2006.<sup>3</sup> Travel expenditures also generated \$23 million in state and local taxes.

### **Tourism in Oregon**

Travelers to Oregon contributed an estimated \$7.9 billion directly to the state economy, up 6.7 percent over the previous year. Travel expenditures also supported 128,900 jobs (direct and secondary) tied to \$3.1 billion<sup>4</sup> in earnings. Travel spending also generated \$299 million in state and local taxes.

### **Tourism in American**

The U.S. travel industry generated \$699.9 billion<sup>5</sup> from domestic and international travelers in 2006. Visitor dollars supported 7.5 million jobs for Americans, with a payroll of nearly \$177 billion, making it one of the nation's largest employers. The industry also generated \$109 billion in federal, state, and local tax revenues.

### **CVALCO: A Private-Public Partnership**

A recognized visitor industry leader, CVALCO partners with business, civic, government and community groups, including its 558 members. As a private, nonprofit corporation, CVALCO is governed by a 30-member board of directors, including representatives from the Lane County Board of Commissioners, the Eugene City Council, and the Springfield City Council. Ex-officio board members provide additional links to city and county government.

CVALCO is funded by county room tax, paid by visitors staying overnight in commercial lodging and campgrounds. It receives a specified percentage of room tax collected by the County. This method of funding sets up a healthy incentive; the better job CVALCO does at bringing overnight visitors and their dollars into the county, the more marketing funds it receives.

### **CVALCO's Mission**

CVALCO is dedicated to its mission of 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. CVALCO continues to implement aggressive marketing strategies to promote Lane County as a convention, meeting, event and leisure-travel destination. Ongoing areas of focus include convention sales and service, tourism marketing, visitor information services, membership and community relations.

## Room Tax

During FY07, overall room tax increased 9.9 percent over last year. Cottage Grove saw the largest increase. Eugene posted the next highest gain. While not as robust as FY06 increases, Lane County communities overall saw healthy growth during the period.

### Lane County Room Tax Collection Summary

	FY07	FY06	FY05	FY04	FY03
Eugene	↑12.5%	↑9.1%	↑4.9%	↑12.8%	↓3.7%
Springfield	↑6.2%	↑21.1%	↑4.7%	↓6.9%	↑0.8%
Florence	↑5.4%	↑10.7%	↑7.7%	↑4.0%	↓3.8%
Cottage Grove	↑18.7%	↑6.7%	↑14.7%	↑17.9%	↓7.4%
Other	↑6.6%	↑9.2%	↑6.8%	↑2.6%	↑8.4%
Total Tax	↑9.9%	↑11.8%	↑5.7%	↑5.7%	↓0.9%

Source: Lane County Transient Room Tax Collections Monthly Reports.

### Hotel/Motel Occupancy for Lane County Metro Area

Room tax collections are a function of both occupancy and price. Through a weekly survey, CVALCO assists in tracking actual room occupancy rates. Figures are based on a sample of more than 2,000 Eugene/Springfield metro area hotel/motel rooms. During FY07, the average occupancy rate was 70.88 percent, a 1.2 percent decrease from FY06. Impacting the occupancy percentage, room inventory increased 1.9 percent in the metro area as 67 new rooms were added in Eugene and Springfield during the year, including an expansion of 27 rooms at the Holiday Inn Express in Gateway and a net addition of 40 rooms at the new Holiday Inn Express on Franklin Blvd. in Eugene.

### Amtrak Ridership/Eugene Airport Deplanements and Service

A total of 112,592 passengers arrived or departed from the Eugene Station via the Amtrak Cascades route, up 4.5 percent over last year. Meanwhile, the Eugene Airport reported a total of 360,838 deplanements<sup>6</sup> during FY07, down a slight .04 percent from FY06. During the period, the Airport added new and expanded service between Eugene and three major West Coast hubs. In May, a new carrier, Allegiant Air, began nonstop service between Eugene and Las Vegas. In June, Horizon Air added two nonstop flights on one of its two daily flights between Eugene and Los Angeles and Delta Airlines added a third daily trip between Eugene and Salt Lake City.

## Convention Sales & Marketing

Janis Ross, Vice President of Convention Marketing  
Sue Gorham, Senior Convention Sales Manager  
Debbie Briggs, Convention Sales Manager

Fletcher Beck, Convention Sales Manager  
Michelle Geschke, Convention Sales Manager  
Penny Hoge, Linda Norris, Convention Services Manager

The Convention Sales and Marketing Department continued to implement strategies to attract conventions, meetings and events to Lane County. Among the variety of markets CVALCO's sales team pursued, specific emphasis was made in connecting with the military reunion, sustainability and sports markets to uncover new business and grow existing events. The staff's sales efforts secured a direct economic impact of \$29.7 million in convention/event delegate spending. Trade shows, sales presentations, advertising campaigns, improvements to our Web site, direct sales calls and targeting meeting and event planners, have continued to be effective in increasing overnight visits to Lane County.

	FY07	FY06	FY05	FY04	% Change since FY06
Business Booked					
Conventions/Events	149	154	159	132	↓3.3%
New Business	38	52	44	36	↓27%
Delegates	182,416	299,197	244,075	90,278	↓39%
Room Nights	49,826	80,440	62,192	42,908	↓38%
Est. Economic Impact	\$29.7 million	\$39.5 million	\$32.2 million	\$19.7 million	↓25%

\* Note: FY06 confirmed business included the 2008 Olympic Team Trials – Track & Field, accounting for 151,000 delegates, 35,000 room nights, and nearly \$18 million in estimated economic impact. FY05 confirmed business included five years of OSAA state championships in football, basketball, cross country, track & field, and tennis.

	FY07	FY06	FY05	FY04	% Change since FY06
Leads					
Total Leads Generated	211	203	188	186	↑3.9%
Confirmed	134 (64%)	143 (70%)	147 (78%)	125 (67%)	↓6.3%
Pending	26 (12%)	30 (15%)	19 (10%)	23 (12%)	↓13.3%
Lost	38* (18%)	27 (13%)	14 (8%)	33 (18%)	↑40.7%
Cancelled/Postponed	13 (6%)	3 (1%)	8 (4%)	5 (3%)	↑333%

\* Of the 38 leads lost in FY07, 10 were lost because facilities were full or were not interested in bidding on the sales lead. Facility cost (guest rooms, meeting space, or both) was cited as a factor in five of the lost leads. This is indicative of a market in which the supply of guest rooms and meeting space does not meet the demand of the marketplace. As we continue to reach out for new business, with no corresponding growth in hotel infrastructure, the number of lost sales leads will continue to increase.

Sample Confirmations	Meeting Date	Delegates
NCAA Track & Field Championships	6/6-13/10	60,500**
Burtonwood Association	10/9-13/07	200
Opticians Association of Oregon	3/2-3/07	400
TriAmerica National Triathlon Series	7/21-22/07	600
Gamma Phi Beta 100 <sup>th</sup> Birthday Celebration	5/2-4/08	200
Oregon Assn. of Chiefs of Police	4/7-9/09	350

\*\*Includes spectators

## Web Site RFP Inquiries

In FY07 CVALCO received 17 Requests for Proposals (RFPs) from the VisitLaneCounty.org Web site. Eleven were for conventions/meetings with overnight stays and six were for services for one-day meetings or events. Of the 11 RFPs received for groups with overnight stays, four were confirmed, representing a 36 percent conversion rate. A total of nine Web site RFPs were received in FY06, and 26 were received in FY05. CVALCO's goal is to increase the number of Web site RFP inquiries, and the new VisitLaneCounty.org Web site has been a valuable tool in meeting this goal.

### **Tradeshow Participation**

Participation in industry trade shows continued to play an important part of the sales team's marketing strategy. During FY07, the sales staff attended the following shows to meet with meeting planners and promote Lane County as a meeting destination:

Oregon Society of Association Management - Salem, Ore.

TEAMS - Las Vegas, Nev.

The Reunion Network - Boise, Idaho and Ogden, Utah

Overseas Brats - Fort Mitchell, Ky.

Christian Meetings & Conventions Association - Overland Park, Kan.

Greater Oregon Society of Government Meeting Professionals - Newport, Ore.

Religious Conference Management Association - Louisville, Ky.

Meeting Professionals International/Northern California Chapter - San Francisco, Calif.

MPI Cascadia Conference - Stevenson, Wash.

Meetings Market Academy - Phoenix, Ariz.

USA Outdoor Track & Field Championships - Indianapolis, Ind.

### **Site Inspections**

CVALCO conducted site inspections and tours of the area for meeting planners. Site inspections resulted in the following bookings:

	<b>Meeting Date</b>	<b>Delegates</b>
Society of North American Goldsmiths	1/11-14/07	13
TriAmerica Triathlon	7/21-22/07	600
USS Charles Ausburne Reunion	9/16-20/07	50

### **Hospitality Partnership Return**

The Hospitality Partnership Return (HPR) program has helped keep business in Lane County while providing marketing dollars for participating groups to grow their meeting/event size. During FY07, groups utilizing HPR included 2007 Emerald Team Challenge, 32<sup>nd</sup> Annual Papa's Pizza Invitational (Bi-Mart Challengers), Best of the West (Bi-Mart Challengers), 29<sup>th</sup> Annual Solstice Tournament (Ultimate Frisbee), and Grand Smith Wood Bat Invitational (Bi-Mart Challengers).

### **Meeting & Event Planner**

CVALCO's Meeting & Event Planners are mailed to planners requesting information on Lane County. Planners are mailed with proposals for specific conventions and events and distributed at trade shows. Approximately 1,000 Meeting & Event Planners were distributed in FY07, with additional copies e-mailed in an electronic format.

### **Convention Leadership Awards**

CVALCO presented its Convention Leadership Awards to local residents that were directly responsible for the confirmation of a meeting or event that brought a significant number of overnight visitors to Lane County. Recipients this year were Land Air Water/University of Oregon School of Law and Holt International.

### **Sports Marketing**

CVALCO successfully bid on the TriAmerica Triathlon, July 21-22, 2007 at Cottage Grove Reservoir. This event is a potential three-year commitment to Lane County, with an expected attendance of 600 triathlete participants. Unfortunately, the 2007 event was cancelled due to the low number of registered athletes due, in part, to the event date conflicting with two other triathlons in the state. Plans are, however, already under way for the 2008 event.



CVALCO worked to retain and attract other sporting events to Lane County. In October, CVALCO attended the TEAMS 2006 sports trade show in Las Vegas to promote Lane County's sports facilities and services. CVALCO remained active in the National Association of Sports Commissions, as discussions continued regarding a sports authority for the area. CVALCO staff also met with, and will be providing services for, the United States Golf Association's (USGA) Women's Amateur, to be held at the Eugene Country Club in August 2008.

Sue Gorham represented CVALCO on the Oregon delegation that attended the National Bike Summit in Washington, D.C.

CVALCO staff members continue to serve on several committees for the successful implementation of Eugene 08 (U.S. Olympic Team Trials – Track & Field).

### **Meeting Facility Development**

Discussion surrounding a future civic/conference center in Springfield continued throughout the fiscal year, with Kari Westlund named to the newly-formed Springfield Conference Center Consortium.

### **Convention Services Program**

CVALCO's Convention Services Department continued to provide services to meeting planners and provide assistance at Lane County meetings/events to help ensure the overall success and increase chances for repeat business. During FY07, more than 313,535 delegates, representing 164 groups, received CVALCO's convention services. Services included on-site registration assistance and staffed information booths, housing referral services, delegate gift bags and baskets, welcome signage and media/publicity assistance. CVALCO also provided a link between meeting planners and CVALCO member businesses via sales leads. Meeting planner requests for catering, tours, transportation, trade show vendors, discount coupons and promotional ideas were sent out via sales leads to CVALCO members.

### **Promotional Assistance/Committees**

CVALCO's Convention Sales & Marketing team served on the planning committees for the Association of Oregon Counties, Holt International's 50<sup>th</sup> Anniversary Conference, Oregon Chamber Ambassadors Conference, National Institute on Recreation Inclusion, MPI Cascadia Conference, TriAmerica Triathlon and Eugene 08 (U.S. Olympic Team Trials – Track & Field).

## Tourism Marketing & Sales

Natalie Inouye, V.P. of Tourism Marketing

Joshua Alder, Tourism Public Relations Manager

Jeannine Heidenreich, Tourism Sales Manager

CVALCO's Tourism Marketing and Sales Department experienced significant growth in visitor inquiries as a result of the added regional marketing dollars available to the Willamette Valley Visitors Association. Travel trade shows and extensive media coverage also contributed to the department's effective marketing strategies designed to gain exposure for Lane County and lure both group tour and independent leisure travelers to the area. Tourism marketing efforts during FY07 resulted in more than \$22.9<sup>7</sup> in returns from inquiry generation, visitor center and visitor van operations, and fulfillment and bulk brochure distribution.

### Leisure Marketing

Lane County continued to be a draw for independent leisure travelers seeking scenic beauty, nature-based recreation opportunities and highly acclaimed cultural and performing arts events and activities. CVALCO marketing efforts capitalized on the brand awareness of Oregon with special focus on specific niche markets for Lane County, including wineries, golf, running, cycling, birding, river/water activities, arts/culture and sustainability.

### CVALCO Destination Advertising

Advertising placement remained crucial for generating requests and increasing visitation to Lane County. During the period, CVALCO tracked 13,929 responses directly linked to CVALCO advertisements. Ads placed in Good Housekeeping and the Oregon Attractions Insert, placed in newspapers throughout Oregon and other Western States, generated the greatest response. Responses were also received from ads placed in AAA Journey Washington, Alaska/Horizon inflight magazines, America Journal, CityScene (hotel room commercials), Northwest Travel, Oregon Coast magazine, Oregon Vacation Guide, The Oregonian, The Register-Guard, Sunset magazine, Travel Oregon and VIA Mountain West. CVALCO received leads from ads on Oregon.com. CVALCO continued the radio campaign in Central Oregon focused on events throughout Lane County and participated in a television campaign on KTVL in Medford for the first time.

### Regional Partnerships

Regional partnerships played a critical role in generating visitor information inquiries. A total of 62,579 visitor information requests or leads resulted from partnerships with the Oregon Coast Visitors Association, the Willamette Valley Visitors Association and the Travel Oregon leads program. These requests and leads were fulfilled with CVALCO's Visitor Guide. CVALCO continued its partnership with three Northwest cities and Canada in the Cultural Cascades marketing campaign. CVALCO maintained leadership positions in regional associations. Natalie Inouye served as the Willamette Valley Visitors Association board president and the Oregon Coast Visitors Association marketing chair. Both of these organizations represent their regions in the new Regional Cooperative Marketing Programs. Kari Westlund and Natalie Inouye served on the Cultural Cascades committee. Kari Westlund served on the Oregon Tourism Commission.

### Visitor Inquiries

Generated by:	FY07	FY06	FY05	FY04	%Change since FY05
Destination Advertising	13,929	15,915	14,915	20,086	↓12.5%
Regional Partnerships	<u>62,579</u>	<u>55,247</u>	<u>38,239</u>	<u>29,449</u>	<u>↑13.3%</u>
Total	76,508	71,162	53,154	49,535	↑7.5%

### **Top Geographic Markets**

Requests for information and actual visitors to Lane County came from a variety of domestic and international origins. Top international markets included: Canada, Germany, United Kingdom, Japan, Australia, New Zealand, France, Sweden, Denmark, Norway, Mexico, Belgium, Italy and Singapore. Top U.S. markets included: Oregon, California, Washington, Arizona, Texas, Colorado, Idaho, New York, Florida, Illinois, Nevada and Pennsylvania.

### **Consumer Travel Shows**

Consumer travel shows played an important role in generating destination awareness and attracting leisure travelers to Lane County. CVALCO took part in three consumer shows including the Oregon State Fair, Stayton Covered Bridge Festival and Sunset Celebration Weekend. CVALCO, in partnership with the Oregon Coast Visitors Association, displayed promotional literature at five additional consumer shows.

### **Travel Trade Marketing**

Travel trade shows, advertising and partnerships continued to be effective means for attracting new group tour travel business to Lane County. During the year, CVALCO attended the Addison Travel Show in Vancouver, B.C., and the National Tour Association's Annual Convention in Salt Lake City. CVALCO focused on reaching the international market by attending the Go West Summit held in Portland, Ore.; Expo Vacaciones, in Mexico City; International Tourism Bourse, in Berlin, Germany; Pow Wow, in Anaheim, Calif.

CVALCO partnered with various members to give domestic and international clients an opportunity to see and experience what Lane County has to offer, and to sample Lane County products first-hand through research tours. Tours were provided for the National Tour Association, Specialty Tours (Colorado) and Creative Tours (Florida). CVALCO also participated in pre and post Go West trade show tours for tour operators representing various international destinations. A research tour was also provided for German travel agents completing Travel Oregon's educational online training program, which helps travel professionals become better equipped to promote Oregon as a travel destination.

Jeannine Heidenreich was elected to serve on the executive committee of the Oregon Tour & Travel Alliance.

### **Group Tour Tracking**

CVALCO works with a core group of accommodations and attractions that are regularly reporting their tour business. The total number of actual group tour travelers and complete economic impact are unknown as CVALCO relies on voluntary reports from lodging and attraction operators.

The results of the groups CVALCO was able to track generated 2,667 room nights and 5,937 passengers, resulting in \$1,082,500 in spending<sup>8</sup> in FY07:

	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>	<b>FY03</b>
Group Travelers	5,937	6,255	6,728	6,307	5,085
Room Nights	2,667	3,397	2,363	2,272	1,368

### **Media Relations/Editorial**

Extensive national and international media coverage provided publicity and exposure for Lane County valued at \$1,855,061. Print coverage totaled \$376,061 with coverage in such publications as Ashbury Park Sunday Press, Bend Bulletin, The Boston Globe, Conde Nast Traveler, The Davis Enterprise, Grants Pass Daily Courier, High Point Enterprise, Holdredge Daily Citizen, Home & Lifestyle magazine, Home News Tribune, La Grande Observer, Lewiston Morning Tribune, Magic City, Mail Tribune,

Northeast Ohio Luxury Living, Northwest Travel magazine, The Oregonian, The San Diego Union-Tribune, Seattle Business Monthly, Seattle Daily Journal, SkyWest Magazine (United Express & Delta Connections), Sunset magazine, Travel Oregon magazine, Tri-City Weekly, Ventura County Star, VIA magazine, Wine Press NW and Western Journey. Broadcast coverage totaled \$1,479,000 due to the Travel Channel's "Cash and Treasures - Truffles" program.

CVALCO generated coverage through press releases and by assisting various regional, national and international media for articles, television programs and guidebooks. Subjects included Lane County's events, activities, attractions, wineries, gardens, performing arts and culture. Media sources included regional newspapers, national guidebooks and internationally broadcast travel shows.

Press trips, representing various media, contributed to CVALCO's overall editorial coverage. During the period, CVALCO participated in eight domestic and international press trips.

### **Film & Video**

The Tourism Department continued its partnership with the Oregon Film and Video office by assisting production companies considering Lane County as a site for filming projects. Joshua Alder served as Lane County's liaison to the Oregon Film and Video Office. During the period, CVALCO provided research and assistance for three film projects. Services included permit and location scouting and providing location files or images of Lane County venues appropriate to filming requirements.

### **Lane County Fair Photo Contest**

CVALCO participated in the annual Lane County Fair Photo Contest by purchasing the winning entries. As a result, three new images were added to CVALCO's inventory of images used for publications and editorial needs.

### **Rest Area Poster Program**

CVALCO began a new rest area display panel program to promote events to millions of visitors at Gettings Creek and Oak Grove Rest Areas. CVALCO has contracted with the Oregon Travel Information Council to offer this space to members as a place to promote short-term events, exhibits or conventions. Gettings Creek is 14 miles south of Eugene with an estimated 1.1 million visitors and Oak Grove is 13 miles north of Eugene with an estimated 1.4 million travelers.

### **Publications**

The Tourism Department updated and reprinted 120,000 copies of the Official Lane County Oregon Visitor Guide and 176,000 copies of the visitor map, which is inserted in the guide and printed in pads for additional distribution. The guide, which includes a cover photo of the King Estate, was revised in several ways. Each community was highlighted in its own section within the guide, the map was moved to the end of the guide with a perforated tab and numerous references to custom Web pages were added to help guide users to more information on CVALCO's Web site.

The annual calendar has been revised to give a snapshot of the top events in Lane County. Each month, these top events for the next three months are displayed in a Calendar Card, which is placed in the rest areas at Gettings Creek and Oak Grove as a part of the poster program.

Walking tours of Lane County communities, with downtown core areas, are being developed as printable PDFs. Eugene and Springfield were the first tours developed and have been extremely successful.

## Visitor Services

*Natalie Inouye, V.P. of Tourism Marketing*

*Meg Trendler, Visitor Services Manager*

*Wendy Reetz, Fulfillment & Membership Services*

*Visitor Services Specialists: Barbara Allen, Janet Auxier, Vivian Doolittle, Audi Fleishman, Larry Moran, Krista Phillips, Peggy Price, Marcella Schoen and Geoffrey Wilson.*

As CVALCO's front line, the Visitor Services Department continued to play an essential role in the distribution of visitor information and promotion of Lane County. The Department fulfilled all visitor information requests derived from Visitor Center and Visitor Van operations and requests received via phone, mail or advertising labels. The Department continued to track and maintain detailed accounts of information requests and their places of origin for strategic marketing purposes.

### Visitor Information Requests

Overall requests for information about Lane County rose 7.4 percent over FY06. Visitor requests received via phone, mail and ad inquiries increased, due, in part, to effective CVALCO advertising placement and changes allowing CVALCO to access a greater number of leads from Travel Oregon (Oregon Tourism Commission). CVALCO accesses qualified Travel Oregon leads based on areas of interests associated with regions and activities.

Meanwhile, CVALCO's Visitor Van operations increased its interactions with visitors, residents and CVALCO members as it traveled throughout the county to events, attractions and other points of interest.

As a resource for visitor information, CVALCO's Web site saw a significant increase during FY07. The number of users increased by 32.7 percent over last year. CVALCO continued its efforts to direct visitors to CVALCO's Web site through all channels of advertising, publications and promotions.

Estimated economic impacts reflected in this section are dollars attributable to CVALCO's leisure marketing efforts and are not inclusive of overall visitor spending, which totals \$552.8 million per year in Lane County.<sup>9</sup> The economic impact figures here represent only those programs verified through tracking and published research methodology and are not inclusive of all CVALCO returns.

Requests	FY07	FY06	FY05	FY04	% Change (FY06 to FY07)	FY07 EEI
Walk-In	6,577	7,412	7,105	7,643	↓11.3%	\$1,193,726
Phone/Mail*	83,041	75,209	56,114	55,023	↑10.4%	\$15,674,747
<u>Visitor Van</u>	<u>17,256</u>	<u>16,911</u>	<u>14,837</u>	<u>16,216</u>	<u>↑2.0%</u>	<u>\$3,131,964</u>
Total	106,874	99,532	78,056	78,882	↑7.4%	\$20,000,437

\*Includes ad responses, faxes, e-mail and general information inquiries.

Web Site	FY07	FY06	FY05	FY04	% Change (FY06 to FY07)
Users**	743,978	560,977	399,231	347,957	↑32.7%
Hits	17,752,909	10,937,530	8,018,884	7,138,045	↑62.3%

\*\*Users are tracked each time an individual enters CVALCO's site. Hits are counted for each page visit or individual search on the site.

### Relocation Inquiries

Relocation requests made up 2,398 visitor information inquiries, down slightly over last year. Requests were fulfilled with CVALCO's Official Lane County Oregon Relocation Guide and an Official Lane County Oregon Visitor Guide. Visitors also were directed to individual chambers of commerce and CVALCO real estate members for additional relocation information.

**State Welcome Center Distribution**

CVALCO tracked the distribution of at least 23,833 Official Lane County Oregon Visitor Guides and 2,620 promotional brochures to welcome centers and visitor information centers around the state. This resulted in \$2,880,732 in economic activity in Lane County.<sup>10</sup>

## **Membership Development & Marketing**

*Sally McAleer, Vice President Membership Development & Organizational Marketing*

*Cari Garrigus, Membership Manager*

*Wendy Reetz, Support Services Coordinator*

Membership remains a critical component of CVALCO's marketing efforts. The half-time support services coordinator position continued to support the Membership Department in data entry, member event planning, member recruitment and retention. The half-time position for membership sales changed to a full-time membership manager position in January 2007. In addition to membership sales, this position is responsible for member events and retention. The Membership Department continued to help members utilize CVALCO's marketing tools to promote themselves to visitors and other members. The quality products and services members provide are key to the success of CVALCO and Lane County's visitor industry.

### **Membership Sales and Retention**

Memberships increased by five percent over last year. Retention is at 86 percent.

<b>Membership</b>	<b>FY07</b>	<b>FY06</b>	<b>FY05</b>	<b>FY04</b>	<b>FY03</b>
New/Recovered Members	105	109	71	69	65
Lost Members	79	38	54	59	46
Net Gain/Lost	+26	+95	+17	+10	+19
Total Members	558	532	432	415	405
Total Revenue	\$134,327	\$101,091	\$89,800	\$86,123	\$89,154

<b>Non-Dues Revenue</b>	<b>FY07</b>	<b>FY06</b>
Lane County/Eugene & Springfield Visitor Map	\$14,000	\$11,800
Annual Dinner Sponsorship	\$4,500	\$2,500
Tourism Forum Sponsorship	\$1,000	\$1,000
Tourism Builds Business Sponsorship	\$400	\$400
Label Sales	\$373	\$271
Website Banner Ads	<u>\$1,000</u>	<u>\$1,000</u>
Total Non-Dues Revenue	\$21,273	\$16,971

### **Website/Database Development**

The Web site continued to increase in importance as a marketing strategy and CVALCO's ability to expand offerings through the Web has helped keep information fresh so users will keep coming back. Current Web site statistics are included in the Visitor Services section of this report. The database continued to support staff efforts in managing leads, members and other data.

### **Publication Production & Advertising Sales**

CVALCO's Membership Department oversaw the production of the Lane County Oregon Restaurant Guide. Ad sales were successful and the guide helped bring in a large number of new restaurant members.

Sales for business listings on the Lane County/Eugene and Springfield Visitor Map exceeded the sales goal of \$12,000 by \$2,000. The piece was produced in conjunction with the Official Lane County Oregon Visitor Guide.

Membership was also involved with the reproduction of the Visitor Guide through the updating of the database, which provided potential advertiser lists. Membership was also involved in the production of the Meeting & Event Planner, which was completed in January 2007, as detailed under Convention Marketing.

In April, work began on the Lane County Oregon Official Relocation Guide. Ad sales exceeded the goal.

The Marketing Opportunities piece was produced and mailed out to inform members of the year-round marketing and advertising opportunities available through CVALCO. This piece is also posted on the Web site.

### **Membership Communications & Services**

A variety of membership and outreach meetings were conducted throughout the year. Quarterly Tourism Builds Business meetings informed 30 members and prospective members about CVALCO, its benefits and marketing programs. Tourism Forums continued to unite members, nonmembers and CVALCO staff at monthly breakfast meetings focused on Lane County tourism-related topics. Members took the opportunity to present their businesses and services to CVALCO staff during quarterly Membership Spotlight presentations. The Visitor Industry Celebration had its highest attendance at 162 attendees and brought on a new sponsor.

Special membership outreach trips provided CVALCO staff the chance to visit 66 members in specific regions of the county. This has provided the opportunity to remind members of the benefits they receive, deliver collateral materials and show them CVALCO cares about their business. It also provides staff with an opportunity to see and become more familiar with the businesses they are promoting.

Membership services made 261 member renewal calls thanking them for rejoining CVALCO. Membership services also tracked collateral disbursement to members and businesses, which included: Lane County promotional brochures (470), relocation guides (1,735), visitor maps (38,510) and visitor guides (13,382). Additional non-CVALCO pieces were also disbursed.

### **Lead List Service**

CVALCO's Lead List Service program continued allowing members to purchase the contact information from inquiries for use in sending out their promotional materials to prospective visitors. During FY07, members purchased 408 relocation labels.



## Community Relations

Lisa Lawton, Director of Community Relations

The Community Relations Department continued to inform, educate and maintain communications with media, business/community groups, government/public officials and local residents to increase awareness about CVALCO and the positive economic impacts of tourism. CVALCO continued to strengthen ties with the local media to maintain its position as a resource and voice for the Lane County visitor industry. The Department continued to focus on a variety of communication and tourism awareness projects including a media forum, television advertising campaign and Lane County Photo Contest.

	FY07	FY06	FY05	FY04	% Change since FY07
Media (local)	\$46,757	\$44,007	\$43,754	\$23,821	↑6.2%
Media (national convention)	\$20,625	\$21,665	\$19,617	\$11,188	↓4.8%
Press Releases	58	54	53	51	↑7.4%
Media stories/articles	144	140	139	112	↑2.9%
Presentations	28	36	34	28	↓22%

### Local Media Coverage/Relations

CVALCO continued to maintain positive relations with Lane County-based television, radio, newspaper and other business and community publications. Press releases and media interviews were among the best tools for generating coverage. Wide-ranging coverage included topics on the U.S. Olympic Track & Field Trials, Eugene Marathon, hotel inventory and development, convention center development, Cycle Oregon, Oregon Truffle Festival, Lane County Photo Contest, UO Football impacts, Lane County sightseeing and the economic impacts of conventions and events.

The Community Relations Department organized a "Working with Travel Writers and Editors" forum for CVALCO's February membership Tourism Forum. Representatives from Northwest Travel Magazine and a travel guide author and freelance writer for Sunset shared their insights on ways members could work more effectively with magazine writers and publishers. The forum was well attended and received by CVALCO members.

### Convention-Related Media Coverage

Editorial coverage about Lane County's convention-related industry continued to produce a significant amount of free publicity during the year. CVALCO press releases and media assistance to convention publications generated \$20,625 in editorial coverage. Articles helped promote Lane County as a meeting destination and as a sporting event venue. Features included highlights about Lane County's wine country, Eugene's ADA accessibility and Eugene 08 (U.S. Olympic Trials - Track & Field).

### CVALCO Cooperative Advertising Campaigns

On-going efforts were made to increase awareness about Lane County's visitor industry while providing discounted advertising opportunities for CVALCO members.

CVALCO continued its cooperative advertising campaign with KMTR-TV for an eighth consecutive year. The campaign promoted Lane County as a visitor destination to a five-county region, promoted the positive impacts of Lane County's tourism industry and promoted a variety of member businesses. All member ads were tagged with "Tourism Builds Business in Lane County."

CVALCO also teamed up with Eugene Weekly for a fifth year to provide members with the opportunity to advertise year-round at the lowest possible rate. CVALCO also helped promote advertising opportunities on CityScene Television, a visitors information channel showcased at the Eugene Airport, CVALCO

Visitor Center and on the area's in-room hotel televisions. Plans are underway to develop a membership campaign with Eugene Magazine.

### **Community/Member Outreach**

CVALCO staff made a concerted effort to partner with the local community. In this effort, CVALCO staff attended and participated in a record 456 business and community group meetings, events and activities. Presentations to business and community groups continued to be an effective means of spreading the word about CVALCO and the positive benefits tourism brings to Lane County. CVALCO staff made a total of 28 presentations. During the period, the Community Relations Director was elected to the board of the Public Relations Society of America's Greater Oregon Chapter and served on the U.S. Olympic Track and Field Trials Public Relations subcommittee. The Community Relations Department also worked with Visitor Services to coordinate two CVALCO Visitor Center open house events celebrating both the holiday season and the release of CVALCO's Lane County Visitor Guide.

### **Communications/Publications**

The Community Relations Department continued to produce and e-mail CVALCO's Weekly Updates, which is sent to more than 500 member businesses and organizations. The Updates have been an effective way for CVALCO staff to communicate with members about current marketing opportunities and other visitor industry news.

During the year, the Lane County Visitor Industry Update was launched to keep public officials, CVALCO's board and key industry leaders informed about Lane County tourism industry. The e-mail update includes news about tourism development, legislative issues, industry campaigns and programs, conventions and industry impacts and statistics.

The Community Relations Department also continued to coordinate and produce CVALCO's Annual and Semi-Annual Reports.

Community Relations produced and released CVALCO's sixth annual calendar. The featured images were among winners of CVALCO's annual Lane County Photo Contest. The calendar is sent to CVALCO members, key community groups, public officials and media representatives. CVALCO's Web site and contact information are featured on the calendar providing year-round visibility.

### **Web Site Development**

The Community Relations Department assisted with CVALCO's Web site content. During the period, feature pages were added to CVALCO's site, providing users with ongoing seasonal sightseeing and activity ideas. Featured pages were linked to both member pages within CVALCO's site and to outside member links providing enhanced member exposure and easier information access for Web users. Pages have included features on winter activities, Lane County golf, Oregon Classic, U.S. Olympic Track & Field Trials, Eugene Marathon, Road to Eugene '08, Lane County Photo Contest, community pages and a multi-page features on Eugene as Track Town, USA.

### **Lane County Photo Contest**

During the period, more than 80 photographs were secured from the entries of CVALCO's 3<sup>rd</sup> Annual Lane County Photo Contest, which concluded in October 2006. Photos have been entered into CVALCO's library of images and are now available to use for CVALCO publications and editorial purposes at no charge. CVALCO issued contest winners more than \$4,000 worth of prizes donated by the generous support of its members. CVALCO partnered with Opus6ix gallery, which generously donated gallery space for two weeks during the Lane County Photo Contest public exhibit held in September and October 2006. During the period, planning got under way for the 2007 contest. CVALCO secured a partnership with Gateway Mall and Liberty Bank, which will both feature two separate photo contest exhibits in October 2007.

**Special Projects**

The Community Relations Department coordinated the production of three CVALCO Annual Dinner presentation award videos and industry promotional video. The videos were also added to CVALCO's Web site and the industry video is now being use for CVALCO destination promotion projects year-round.

## **Administration**

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*Kari Westlund, President & CEO*

*Betty Schmitt, Director of Finance & Administration*

### **Industry and Community Leadership**

CVALCO was represented at both state and regional levels throughout the year. Kari Westlund continued to serve on the Oregon Tourism Commission (OTC). Westlund also serves as a founding member of the Tourism & Hospitality Consortium and as a member of the statewide Transportation and Tourism Task Force.

Westlund remains on the board of the Western Association of Convention & Visitors Bureaus as a past president, helping to guide the educational programs offered to bureaus in the Western United States and Canada.

Westlund also serves on a variety of cultural and economic development committees in Lane County and is engaged in a variety of policy, planning, and marketing discussions relating to tourism and Lane County communities. Other CVALCO staff members are also actively involved in a variety of community and industry issues, contributing to the well being of the industry and Lane County communities.

### **Personnel Changes**

CVALCO's Membership, Convention and Visitor Services Departments welcomed four new employees during FY07. Cari Garrigus was hired for a new membership manager position in January 2007. Linda Norris began in May 2007 as the convention services manager, replacing Penny Hoge who moved back East. Victoria Clark and Samara Phelps were hired as part-time visitor information specialists.

### **CVALCO Board**

CVALCO has a governing board of 30 members made up of visitor industry and community leaders that represent a wide range of businesses, organizations and governmental entities. During the period, the Executive Committee included Board Chair Libby Tower, Vice Chair Tucker Davies, Treasurer Maxine Walton and Past Chair Jeff Morton. Mike Drennan and Richard Boyles served as at-large members. Lane County Commissioner Bobby Green, Springfield Mayor Sid Leiken and Eugene Councilor Mike Clark served as liaisons to county and city government. For a current list of board members, see the CVALCO Board of Directors attachment to this report.

### **In-Kind Support**

In-kind donations, valued at \$22,776 were received in connection with travel writer and media visits, annual dinner video productions, free visitor van access to fair and festivals, Lane County Photo Contest prize donations and other member donations supporting trade shows, conventions and CVALCO events. CVALCO received 79 hours of donated work through volunteers and interns. Assuming a \$9 per hour pay rate, this labor was valued at \$711.

### **Office Systems**

CVALCO updated computer software and continued to upgrade work stations during the year.

## Footnotes & Sources

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1. \$29,658,944 million from convention sales bookings; \$15,674,747 million from inquiry generation and related visitor guide/mail fulfillment; \$1,193,726 million from visitor center operations; \$3,131,964 million from visitor van operations; \$1,082,500 from group tours; and \$2,880,732 million from bulk brochure distribution. No economic returns from trade shows, international sales efforts, Web site visits or film and video are included.
2. Lane County Travel Impacts 1991-2006p. Prepared by Dean Runyan Associates, January 2007, for CVALCO.
3. Ibid.
4. Oregon Travel Impacts and Visitor Volume, prepared by Dean Runyan Associates, January 2007, for the Oregon Tourism Commission.
5. Travel Industry of America 2006 Report.
6. Eugene Airport Manager's monthly reports.
7. \$15,674,747 million from inquiry generation and related visitor guide/mail fulfillment; \$1,193,726 million from visitor center operations; \$3,131,964 million from visitor van operations; \$1,082,500 from group tours; and \$2,880,732 million from bulk brochure distribution.
8. Based on 2004 GMA Research; 5,937 passengers at \$140 per person, per trip. Some passengers stayed multiple nights.
9. Lane County Travel Impacts, 1991-2006p, Dean Runyan Associates.
10. 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. CVALCO distributed over 26,453 promotional brochures and visitor guides to visitor information/welcome centers. Using the 60% factor, the average party expenditure of \$181.50 per day, identified in the visitor profiles above, total economic impact is \$2,880,732.

## Formulas

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**Overall Returns:** \$29,658,944 million (convention delegate spending); \$15,674,747 (tourism inquiries/fulfillment via phone/mail/ad responses); \$1,193,726 (visitor information center operations); \$3,131,964 (visitor van operations); \$2,880,732 (bulk brochure distribution); \$1,082,500 (partial group tour impacts). Total: \$53,622,613.

**Convention Sales Bookings:** Based on an International Association of Convention and Visitor Bureau formula, economic impact is determined by multiplying the number of delegates by the number of days of the event by \$166, the average daily expenditure amount estimated for this area. Economic impact estimated at \$29,658,944 million.

**Inquiry Generation:** 2004 GMA Research identified an overall conversion rate of 20%. 83,041 inquiries \* 20% = 16,608. The average party spent \$363 per group per trip (including transportation), \$181.50 per group per day. 16,608 \* 363 = \$6,028,704. An additional 32% of inquiries plan to visit within two years for an additional economic impact of \$9,646,043 (83,041 \* 32% = 26,573.12 \* \$363 = \$9,646,043. \$6,028,704 + \$9,646,043 = \$15,674,747.

Additional impacts to our economy come 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 also a potential result of FY06 marketing efforts. Of the 83,041 inquires, 32% plan to visit sometime in the future, *beyond two years*. (83,041 \* 32% = 26,573.12 \* \$363 = \$9,646,043. This additional impact is not included in FY07 measurable returns.

**Visitor Information Center Operations and Mobile Visitor Van Operations:** Based on research by the Salem Convention & Visitors Association, CVALCO estimates facilitating a one-day average extension for walk-in visitors. The visitor center served 6,577 visitors at \$181.50 per day per group for a total of \$1,193,726. The Mobile Visitor Van served 17,256 visitors for a total of \$3,131,964.

**Group Tours:** CVALCO provides planning assistance and sales promotion efforts to many group tour leaders each year. CVALCO relies on voluntary reports from lodging establishments, attractions and restaurants. Based on 2004 GMA Research; 5,937 passengers at \$140 per person, per trip. Some passengers stayed multiple nights, accounting for additional economic impacts. Total estimated economic impact was \$1,082,500.

**Media:** CVALCO has been directly or indirectly responsible for print, broadcast and film exposure of Lane County, but has limited tracking ability. Traceable media coverage generated from CVALCO's national/international efforts on the leisure side was valued at \$1,855,061. National efforts on convention-related coverage was valued at \$20,625. Lane County-based media coverage totaled \$46,757. Total coverage was valued at \$1,922,443.

**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. CVALCO distributed over 23,833 Lane County Visitor Guides and 2,620 promotional brochures to welcome centers and visitor information centers during the year. Using the 60% factor and the average party expenditure of \$181.50 per day identified in the visitor profiles mentioned above, the economic impact totaled \$2,880,732.

**CVALCO Web site:** No estimates on economic returns from CVALCO's investment in its Web site are included in this report because no baseline statistics from credible research exist. If conversion figures from traditional inquiries were used, the economic impact would be estimated at more than \$10,000,000.

# CVALCO Board of Directors 2006-2007

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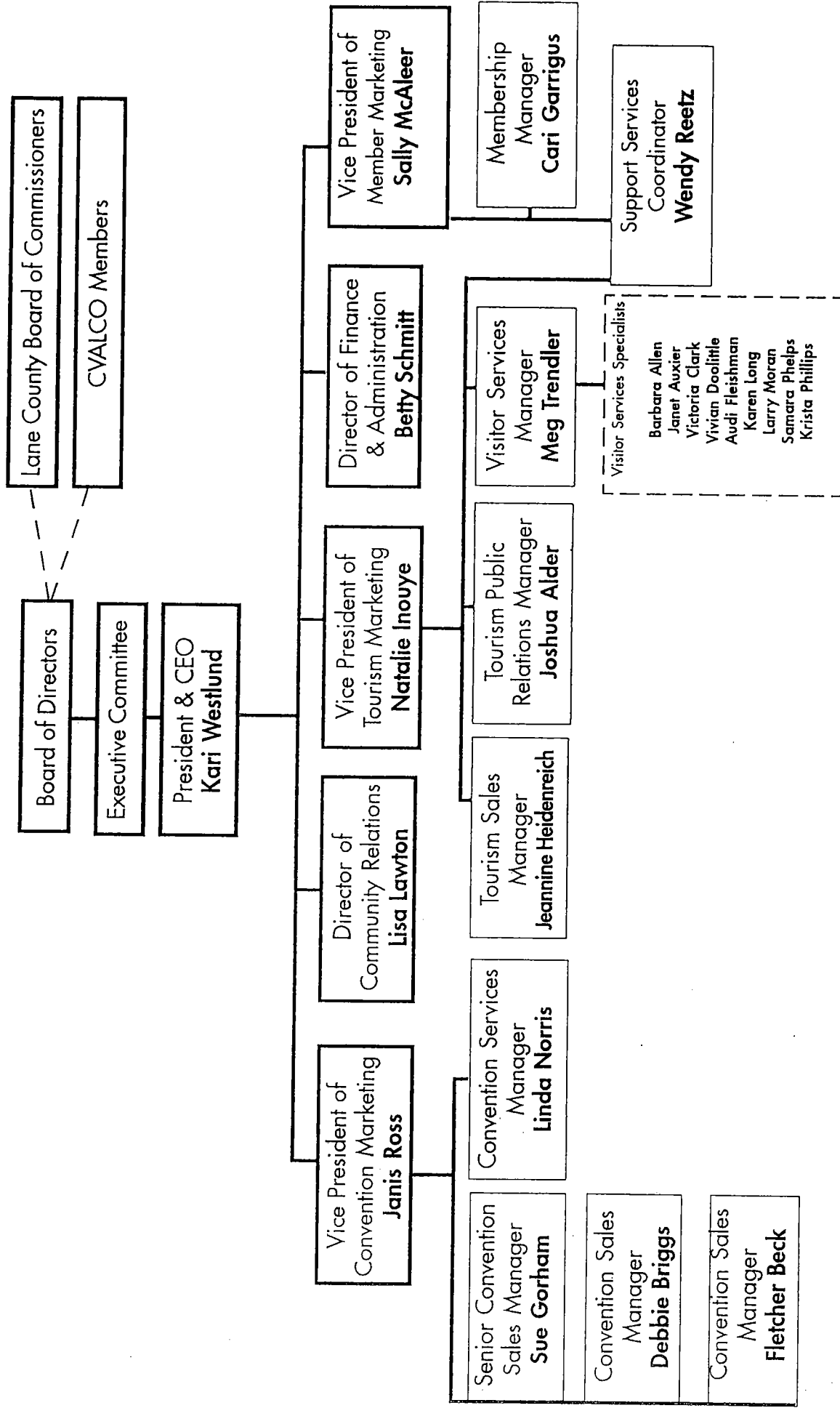
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# CONVENTION & VISITORS ASSOCIATION OF LANE COUNTY OREGON ORGANIZATIONAL CHART



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