

W.B.F.I.

**ABBREVIATED CONSENT CALENDAR FORMAT**

Memorandum Date: March 13, 2008

Order Date: April 2, 2008

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**TO:** Board of County Commissioners

**DEPARTMENT:** Public Works/Parks Division

**PRESENTED BY:** Lorilyn Spiro, Public Works Analyst

**AGENDA ITEM TITLE:** ORDER/IN THE MATTER OF Awarding Tourism Special Projects Grants for 2008, Releasing Funds from the Special Revenue and Services Fund, and Authorizing the County Administrator to Sign Contracts.

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**I. MOTION**

MOVE TO AWARD TOURISM SPECIAL PROJECTS GRANTS FOR 2008, RELEASE FUNDS FROM THE SPECIAL REVENUE AND SERVICES FUND, AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS.

**II. DISCUSSION**

**A. Background / Analysis**

As part of Lane County's Tourism Promotion Program, the Tourism Special Projects Grant Program is operated. In December 2007 and January 2008, requests for applicants were solicited. Projects are intended to be special or unique opportunities that complement Lane County's overall marketing plan. The FY 07/08 budget for special projects is \$190,000.

Sixty one grant applications were received requesting a total of \$379,544. Two sets of all the grant proposals have been delivered; located either at the desk of the Board Office Specialist or in one individual commissioner's offices, for reviewing.

The Tourism Council spent a significant amount of time reading, independently scoring, and then discussing as a group what special projects should be funded. Guided by the CVALCO Marketing Plan and the Rural Tourism Marketing Plan, both adopted by the Board of Commissioners, the council evaluated how projects demonstrated how they would meet specific strategies to increase and enhance

tourism throughout Lane County. All final recommendations were unanimous and included: 32 projects for full funding, 1 project for partial funding, and 28 projects for no funding.

**B. Recommendation**

Move to approve recommendations of the Tourism Council as presented, release funds from the Special Revenue and Services Fund, and award grants.

**III. ATTACHMENTS**

Board Order

Attachment A – Tourism Council Recommendations for Funding

Attachment B – Tourism Council Recommendations for No Funding

Attachment C – Tourism Special Projects Grant Application and Instructions

Attachment D – Selection Criteria Summary & Scoring Sheets

Attachments E & F – Previous projects funded from 2007 & 2006

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

ORDER NO.

) IN THE MATTER OF AWARDING TOURISM  
) SPECIAL PROJECTS GRANTS FOR 2008,  
) RELEASING FUNDS FROM THE SPECIAL  
) REVENUE AND SERVICES FUND, AND  
) AUTHORIZING THE COUNTY  
) ADMINISTRATOR TO SIGN CONTRACTS

WHEREAS, Lane County's Marketing Plan provides for the selection of special projects to complement and enhance the plan; and

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

WHEREAS, the submitted grant requests have been reviewed by a citizen council appointed by the Board; and

WHEREAS, the council has provided its recommendations to the Board for final approval;

NOW THEREFORE, IT IS HEREBY

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

ORDERED, that funds in the amount of \$190,000 be released from the 2007/2008 budget of the Special Revenue and Services fund for the Tourism Special Projects Grants; and it is further

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

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

DATED this 2<sup>nd</sup> day of April 2008.

3/20/08  
OFFICE OF LEGAL COUNSEL

Chair, Lane County Board of Commissioners

In the matter of awarding Tourism Special Projects Grants for 2008, releasing funds from the Special Revenue and Services fund, and authorizing the County Administrator to sign contracts.

**LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS RECOMMENDED RESULTS**

**Round 18 2008**

Name of Organization and purpose of grant

**FULLY FUNDED**

**PROJECT NAME**

**AMOUNT AWARDED**

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

**PARTIALLY FUNDED**

Siuslaw Pioneer Museum

Story Time Goes Digital

\$2,904

**Total Amount Awarded**

**\$190,000**

<b>LANE COUNTY SPECIAL TOURISM PROJECTS GRANTS RECOMMENDED RESULTS</b>		<b>Round 18</b>	<b>2008</b>
Name of Organization and purpose of grant			
<b>NOT FUNDED</b>			
A Family for Every Child & Lane County Heart Gallery	3rd Annual Celebration		
City of Coburg	Lights in the Park		
City of Coburg	Enhance Historical & Cultural Attractiveness		
City of Lowell	Historic Logging Train Caboose Display		
City of Westfir	Improvements to Westfir Portal		
Community Center for the Performing Arts - WOW Hall	Marketing Campaign		
Downtown Initiative for the Visual Arts	Art in the City Art Map		
Eugene Area Chamber of Commerce	Pocket Guide to Eugene/Springfield		
Junction City-Harrisburg Chamber of Commerce	Entrance Signs & Banners to Promote Events		
LEAD	LEADership Dash 5K Run/Walk		
McKenzie Arts Forum	Equipment for Events		
Mid-Oregon Production Arts Network	Enriching the Tourist Experience/Reaching for the Stars		
Nobel Peace Laureate Project	Publicity		
Nobel Peace Laureate Project	Signs		
Northwest Youth Corp	Old Fire Road Improvements at Hendricks Park		
Northwest Youth Corp	Green Kitchen Facility Enhancements		
Oakridge/Westfir Chamber of Commerce	Oakridge/Westfir Area Information Guide		
Oregon Council for Business Education, dba Oregon Crafted	Guided Tours to Artist Studios		
Oregon Living Media, LLC	"A Guided Tour of 10 Lane County Parks"		
Secret House Winery	Sustainable Green Wall Sound Mitigation		
The Vertical Rush, LLC	Develop River Road Fruit Loop Trail		
The Vertical Rush, LLC	Promote Blueberry Festival		
The Vertical Rush, LLC	Oregon Country Trails Eugene '08 Festival Concierge Booth		
The Vertical Rush, LLC	Oregon Country Trails - 2008 CVALCO Visitors Guide Ad		
The Vertical Rush, LLC	Eugene '08 Festival Banners		
The Vertical Rush, LLC	Oregon Country Trails - 2008 CVALCO Souvenir Book		
The Vertical Rush, LLC	Training for Staff for Marketing & Communications		
The Vertical Rush, LLC	Expand & improve Oregon Country Trails Website		

**Tourism Special Projects Grant  
Application Packet**

November 30, 2007

TO: Lane County Matching Grant Applicants  
FROM: Loralyn Spiro, Public Works Analyst  
LANE COUNTY PARKS  
RE: Tourism Special Projects Grant Program

Lane County is requesting grant applications from community organizations, groups, businesses, or individuals for projects designed to increase tourism and tourism-related activities in Lane County. The Tourism Special Projects Grants are intended to assist and promote the growth of the tourism industry throughout Lane County.

Applications will be evaluated by a 5-member committee appointed by the Lane County Board of Commissioners. Grants will be awarded in March 2008 and 90% of monies dispersed in May 2008.

**All applications must be received at the Lane County Parks Administration Office, 3050 N Delta Hwy by 5:00 p.m., January 31, 2008 in order to be considered. Late deliveries of grant applications from the US Postal Service or private couriers, even if postmarked prior to the deadline, will not be accepted. Faxed applications or LATE applications will not be accepted. Please note the address change for the Lane County Parks Administrative Office above. Deliveries must come to this address and not Armitage Park. We have moved since the last round (2007) of tourism grants. Lane County Parks official move date: January 7, 2008.**

Two types of projects with different requirements will be considered. In order to assist you in deciding which type of application you might submit and how to prepare the required application, staff will hold an Applicant's Conference on January 9, 2008 from 2:00 p.m. to 4:00 p.m. at Lane County Public Works located at 3040 North Delta Hwy, Eugene. The conference will be in Training Room #3.

Please mail or deliver your grant application to:

**Tourism Special Projects Grant Program  
Lane County Parks – Attn: Loralyn Spiro  
3050 N Delta Hwy  
Eugene, OR 97408**

Any questions, please contact Loralyn Spiro, Public Works Analyst, at either [loralyn.spiro@co.lane.or.us](mailto:loralyn.spiro@co.lane.or.us) or 541.682.2002.

## General Terms and Conditions

Lane County periodically undertakes special projects to promote tourism in Lane County. The Board of Commissioners has adopted a Tourism Marketing Plan which outlines specific strategies to increase and enhance tourism throughout Lane County. Some specific goals of adopting this plan are: expanding and diversifying employment and increasing business opportunities. Guided by the Tourism Marketing Plan and the companion Rural Tourism Marketing Plan, the Board looks for projects that offer special or unique opportunities that may not be addressed directly in the plan but that are consistent with the plan's goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market.

Funding for the Tourism Marketing Plan and Tourism Special Projects Grant Program comes from the countywide transient room tax. Approximately \$190,000 is available for award in this grant cycle.

### Types of Projects

Lane County's intention is to fund as many well qualified projects as possible, within the available funds. A balance between "small projects" which are of immediate and limited duration and "large projects" which are multi-focused and of longer term impact will try to be met.

Small Project applications may request between \$2,000 and \$5,000 in funding. The application, evaluation, reporting requirements, and matching requirements are intended to be straightforward and achievable by most community groups.

Large Project applications may request between \$5,001 and \$10,000 in funding. The application, matching, and evaluation requirements are more rigorous as is the expectation that these projects will have a more significant impact on Lane County tourism.

All projects must be completed no later than December 31<sup>st</sup> of the year granted.

Projects **ineligible** for consideration include fund raising requests and funding for feasibility studies. Requests for capital funding, such as equipment, new or rehabilitated physical structures or buildings, **will be considered** using the same evaluation criteria as promotional projects.

### Matching Requirements

Special project grant recipients are required to provide a cash match. The percentage of a cash match is calculated on the requested grant amount. In-kind contributions may be described in the application, but are not applied toward the cash match requirement.

Small project grants require a **\$500** match. Large projects require a match of **10%** of the grant request. These cash matches are required minimums. Larger cash matches may be shown in the budget. Points will not specifically be given for a larger cash match. However, a greater match is a consideration in the evaluation of the ability for the applicant to carry out the proposal.

**Repeat Funding**

An existing event or activity can qualify for repeat funding with some limitations. The Tourism Special Projects Grant Program awards are considered seed money for good ideas. If a project is a good idea, it should become self sufficient over time. Funding for the same event, publication, advertising campaign or promotion will be eligible for a second grant at 50% of the initial funding and 25% of the initial funding for a third grant. For example, if an applicant received a \$10,000 grant for a printed piece promoting a community event, the maximum second year grant for a radio advertising campaign for the same event would be \$5,000; and \$2,500 would be the maximum for a third year project involving a newspaper promotion.

**Partial Funding**

The number of grant applications received will far exceed the amount of available funding which makes grant awards extremely competitive. In some instances only partial funding may be recommended for the project. Applicants are asked to identify, in advance, how a project would be modified if the full amount is not recommended.

**Multiple Grant Applications**

More than one application may be submitted, however, each project should be different and independent of the other. A phase 1 - phase 2 approach will not be considered. Also, the applicant must prioritize them if more than one application is submitted.

**Evaluation**

Grant applications will be reviewed by a five member grant evaluation committee appointed by the Lane County Board of Commissioners. The evaluation committee will recommend the top ranking applications, both small and large, to the Board of Commissioners who will then make the final decision for awarding grants.

**Grant Agreement**

Successful applicants will be required to enter into a services contract with Lane County. A sample contract is attached. The contract will specify the conditions of payment and project performance. Provisions will include that Lane County will receive credit on published materials, advertisements or other promotional activities associated with the project. The grant application should specify how such credit will be given. The contract also requires written narrative and financial reports; survey or evaluation if appropriate; and copies of tapes or brochures produced in association with the project. Evaluation, narrative report and survey requirements are more rigorous for large projects than for small projects.

Depending on the scope of the project, some grant recipients will be required to obtain and provide proof of the following types of insurance. Determination of proof of insurance will be done by Lane County Risk Management after grants have been awarded.

- 1) Commercial general liability insurance covering bodily injury, property damage and personal injury with limits not less than \$500,000 combined single limit.
- 2) Automobile liability insurance, comprehensive form with limits not less than \$500,000 combined single limit.



3) Workers' compensation and employer's liability as statutorily required for the performance of the contract. Any subcontractor hired by contractor shall also carry workers' compensation insurance.

**Grant applications will be judged by the following criteria:**

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

**Small Projects**

Relationship to Tourism Marketing Plan and degree of long term impact- +25

- How does this project increase tourism in Lane County?
- Will this event or activity encourage repeat or future visitors, or keep visitors in Lane County longer?

Ability to undertake the project- +10

- Is the plan and budget realistic?
- What is the potential to succeed?
- Is there management and administrative capability, track record?

Demonstrated community support- +10

- Is there evidence of in-kind support?
- Endorsement by community groups?

Presentation +5

- How is the quality of proposal?
- Is the presentation clear, concise, and attractive?
- Points will be deducted for vague, unclear, or rambling responses.

**Large Grants**

All of the above criteria plus:

Strong evaluation method- +10

- How will the applicant document the long term impact?
- Are the indicators measurable and objective?

**How to Apply**

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. Please send **one (1) original and seven (7) copies** of your grant request. Proposals which are **incomplete may be rejected** without ranking. Send to:

**Tourism Special Projects Grant Program  
Lane County Parks – Attn: Loralyn Spiro  
3050 N Delta Hwy  
Eugene, OR 97408**

The Tourism Section of the Lane County Tourism Marketing Plan is available online at [www.lanecounty.org/parks](http://www.lanecounty.org/parks). To receive a copy by mail for \$5.00, please call either Loralyn Spiro at 541.682.2002 or the Convention & Visitors Association of Lane County Oregon at 541.484.5307.

In addition, applicants can review past grant applications to assist in determining which grant to apply for and/or the type of language to use. If interested, please contact Loralyn Spiro, Public Works Analyst for Lane County Parks, at [loralyn.spiro@co.lane.or.us](mailto:loralyn.spiro@co.lane.or.us) or 541.682.2002 to set up an appointment.

**Timeline for the Lane County  
Tourism Special Project Grants**

November 30, 2007	Grant Applications Available
January 9, 2008	Applicant’s Conference from 2:00 to 4:00 p.m. at Lane County Public Works, 3040 N. Delta Hwy, Eugene in Training Room #3
January 31, 2008	Grant Applications due by 5:00 p.m.
March 2008	Grants to be awarded
May 2008	90% of monies dispersed
December 31, 2008	All projects must be completed

**Tourism Special Projects Grant Application  
Small Project**

Organization Applying: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Tax ID # or SSN: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Brief Description of Project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Financial Data**

Tourism Special Project Funds Requested: \_\_\_\_\_

Cash Match Proposed: \_\_\_\_\_

Total Value of Project: \_\_\_\_\_

Funding Period of Time: From \_\_\_\_\_ To \_\_\_\_\_

Has special grant funding for the same project been received in the past? Yes \_\_\_\_ No \_\_\_\_

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**BUDGET**

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: (\$2,000 to \$5,000)	_____
b) Cash Match: (\$500 minimum)	_____
c) Other Cash Funds:	
Source: _____	_____
Source: _____	_____
Source: _____	_____
<b>Total:</b>	_____
	(a+b+c)

Expenditures

Item or service:	Cost – Grant:	Cost – Applicant:	Cost – Other:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Total:</b>	_____	_____	_____

## **PROJECT DESCRIPTION**

### **Project Plan:**

1. What is the main focus of this proposal?
  
2. What are the project activities?
  
3. When will this activity occur? How long will it last?
  
4. Who is the target market? What is your strategy for reaching the target market?

### **Project Goals:**

5. What results do you expect?
  
6. What short-term and long-term economic impacts do you expect?

## **QUALIFICATIONS OF APPLICANT**

7. Describe your organization and its relationship to Lane County tourism.
  
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?

9. What is your plan for how this project will become self sufficient?

**RELATIONSHIP TO MARKETING PLANS**

10. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

11. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

12. What is your criteria for success? How will you know if you have been successful?

13. If your project is already underway (event is booked and will occur in 2008 and brochure is already printed), explain how this grant will increase the results.

14. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

15. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

**Any additional letters of support for this project from organizations, businesses, or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

**Tourism Special Projects Grant Application  
Large Project**

Organization Applying: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Tax ID # or SSN: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Brief Description of Project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Financial Data**

Tourism Special Project Funds Requested: \_\_\_\_\_

Cash Match Proposed: \_\_\_\_\_

Total Value of Project: \_\_\_\_\_

Funding Period of Time: From \_\_\_\_\_ To \_\_\_\_\_

Has special grant funding for the same project been received in the past? Yes \_\_\_\_\_ No \_\_\_\_\_

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



**BUDGET**

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: (\$7,500 to \$10,000)	_____
b) Cash Match: (10% of grant amount minimum)	_____
c) Other Cash Funds:	
Source: _____	_____
Source: _____	_____
Source: _____	_____
<b>Total:</b>	_____
	(a+b+c)

Expenditures

Item or service	Cost – Grant:	Cost – Applicant:	Cost – Other:
a) Personnel or Labor Costs:	_____	_____	_____
b) Materials and Services:	_____	_____	_____
c) Capital Outlay:	_____	_____	_____
<b>Total:</b>	_____	_____	_____

**Budget Detail**

a) Personnel Services (wages and benefits paid by the applicant to employees for work on this project). List the type of employee, the number of hours assigned to this project and the total labor cost, including benefits.

Employee:	Hours:	Cost:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	<b>Total:</b>	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b> _____ (b)

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

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	<b>Total:</b> _____ (c)

**PROJECT DESCRIPTION**

Project Plan:

1. What is the main focus of this proposal?
  
2. What are the project activities?
  
3. When will this activity occur? How long will it last?
  
4. Who is the target market? What is your strategy for reaching the target market?

Project Goals:

5. What results do you expect?
  
6. What short-term and long-term economic impacts do you expect?

**QUALIFICATIONS OF APPLICANT**

7. Describe your organization and its relationship to Lane County tourism.
  
  
  
  
  
  
  
  
  
  
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?

9. What is your plan for how this project will become self sufficient?

### **RELATIONSHIP TO MARKETING PLANS**

10. Which Lane County Tourism Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

11. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

12. What is your criteria for success? How will you know if you have been successful?

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14. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

15. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

**Any additional letters of support for this project from organizations, businesses, or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.**

Tourism Special Projects Grant Application  
Selection Criteria Summary

Selection Criteria for both Small and Large Applications:

<u>Weight</u>	<u>Points</u>	<u>Max</u>	<u>Category</u>
5	5	25	Relationship to either Marketing Plan or both? Degree of long-term impact in the County? How does the project increase tourism in Lane County? Will this event keep visitors in Lane County longer, encourage, and/or repeat return visits?
2	5	10	Does the organization, group or person have the ability to undertake the project? Are the plan and budget realistic? What is the potential to succeed and are there management and administrative capability and history?
2	5	10	Is there demonstrated community support?
1	5	5	Is the presentation clear, concise, and attractive? How is the quality? <u>Points should be deducted for unclear or rambling responses.</u>
<u>Total Points</u>		<u>50</u>	

Selection criteria for Large Applications only:

2	5	10	Is there a strong evaluation method? How will the applicant document the impact described? Are the indicators measurable and objective?
<u>Total Points</u>		<u>60</u>	

Preference Points for both Small and Large Applications:

- 2 Shoulder Season- before June and/or after September  
(Generic brochures or year round promotions do not qualify)
- 2 Non-Metro Site. (Generic brochures do not qualify)
- 2 Length of stays; encourage early arrival and/or late departure.







## LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS

Round 17 2007

Name of Organization and purpose of grant

**FULLY FUNDED**

Adelante Si' Hispanic Organization of Lane County  
 Blue Turns Watersports, LLC  
 Bohemia Mining Days, Inc.  
 City of Westfir  
 Cottage Grove Prospectors & Goldiggers  
 Covered Bridge Society of Oregon  
 Friends of the Florence Events Center  
 Florence Area Chamber of Commerce  
 Hecta Head Coastal Conference  
 Hult Center for the Performing Arts  
 Lane Arts Council  
 Mount Pisgah Arboretum  
 Oregon Adventures  
 Oregon Track Club  
 Oregon Truffle Festival, LLC  
 Saginaw Vineyard  
 Slavic Home, NPO  
 SRDC dba Richard E. Wildish Community Theater  
 Team XO, Inc.  
 Willamalane Parks & Recreation District  
 Willamette Repertory Theatre

**PROJECT NAME**

Fiesta Latina 2007 Celebrates Our Families  
 Advancement of Lane County Tourism through Water Sports  
 Festival Marketing Campaign, Phase II  
 Improvements to Westfir Portal  
 Roof Repair for Historic Dr. Snapp House  
 Oregon Covered Bridge Map  
 Winter Folk Festival Expansion  
 Tents for Events  
 3rd Annual Conference  
 Only in Eugene  
 Out & About Brochure  
 Implementation of Marketing Plan  
 Adventure & Outdoor Recreational Event Promotions  
 Track Town USA Running Maps  
 Regional Direct Mail & Email Brochure Tourism Marketing  
 Cottage Grove/Creswell Winery Loop  
 Slavic Festival  
 Web Site  
 XO Invite Marketing Campaign  
 Willamalane Birding Trail  
 Christmas Carol Media Expansion

**AMOUNT AWARDED**

\$10,000  
 \$3,700  
 \$3,750  
 \$10,000  
 \$10,000  
 \$5,000  
 \$2,500  
 \$10,000  
 \$1,175  
 \$10,000  
 \$5,000  
 \$4,975  
 \$10,000  
 \$2,000  
 \$5,000  
 \$5,000  
 \$10,000  
 \$5,000  
 \$4,000  
 \$8,850  
 \$4,000

**PARTIALLY FUNDED**

Coburg Chamber of Commerce  
 Eugene International Film Festival  
 Eugene Japanese American Art Memorial Committee  
 32nd St. Properties, dba Regional Sports Center

Brochure Marketing Plan for Coburg Special Events  
 Celebrity Magnet Plan  
 Introducing the Eugene Japanese American Art Memorial  
 Regional Outreach

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

## LANE COUNTY TOURISM SPECIAL PROJECTS GRANTS FINAL RESULTS CONT.

Name of Organization and purpose of grant

**NOT FUNDED**

2008 US Women's Amateur Committee	Host 2008 US Women's Amateur Championship
Cascade Raptor Center	Expanded Advertising Targeting Leisure Travelers/Rack Card Update & Print Brochure
Elite Sports Promotions, Inc. dba McKenzie River Conf. Center	The Lane County Cup
Emerald KIDSPORTS	2007 Oregon Chamber of Commerce Greeters Convention
Eugene Area Chamber of Commerce Greeters	4th Annual Festival
Eugene Irish Cultural Festival	5th Annual Festival
Eugene Scottish Festival	Street Performers Festival
Fifth St. Public Market	Lane County TravelPods
Jes Burns	Promotional Signs & Advertising on LTD Buses
Junction City Scandinavian Festival Association	Concert Series
KIDZ ROCK!	Art and the Vineyard Marketing
Maude Kerns Art Center	2007 Emerald Team Challenge
National Academy of Artistic Gymnastics	Oakridge/Westfir Magazine
Oakridge/Westfir Area Chamber of Commerce	Permanent Buoyed Rowing Race Course at Dexter Lake
Oregon Association of Rowers	OATAG Welcomes Families!
Oregon Association for Talented & Gifted Education	Annual Oregon Federation of Republican Women Convention
Republican Women Central Lane	Slavic Festival
Slavic Home, NPO	Promoting Lane County Tourist Destinations via Podcasting
Straightforward Writing, Editing & Design	Rural Cultural Exhibition Pavilion
The White House Bed & Breakfast	National meeting/festival
The Willamettans, Inc.	Gathering of Gardeners Festival & Symposium
Village Gran Resort & Gardens	Little Green Schoolhouse
Village Gran Resort & Gardens	Coastal Living Florence Oregon DVD
West Coast Media Group, Inc.	Wineries of Lane County Brochure
Wineries of Lane County	

**LANE COUNTY TOURISM SPECIAL PROJECTS GRANT FINAL RESULTS**

Round 16 2006

Name of Organization and purpose of grant

**FULLY FUNDED**

**AMOUNT AWARDED**

City of Oakridge	Summer Performance Project	\$5,000
Committee for the McKenzie Arts Festival	McKenzie Arts Festival	\$2,500
Eugene Film Festival	2006 Inaugural Eugene Film Festival Marketing Plan	\$5,000
Eugene Scottish Festival	Fourth Annual Eugene Scottish Festival	\$5,000
Friends of the Florence Events Center	Winter Folk Festival Expansion	\$5,000
The Vertical Rush, LLC - Fern Ridge Trail	Fern Ridge Country Trail	\$5,000
Track City Track Club	Track City International Classic Track Meet	\$2,500
U of O International Resource Center	International Weekend Event Promotion	\$4,950
Willamette Repertory Theatre	Theatre Alive! Education Program	\$4,500
Holt International Children's Services	Celebrate Oregon	\$10,000
The John G. Shedd Institute for the Arts (formerly OFAM)	2006 Jazz Party at The Shedd Marketing Campaign	\$10,000
Museums of Springfield/Eugene	MUSE Marketing Brochure	\$10,000
Suslaw Pioneer Museum	"A Bonnet for the Melba J."	\$10,000

**PARTIALLY FUNDED**

Action Jackson's Guide Service	Bolstering Lane County Tourism Through Fishing	\$3,600
Archaeological Legacy Institute	Louise Leakey as Keynote Speaker for TAC Festival	\$2,500
Blackberry Jam Festival	Lowell Bridge Promotion at the Blackberry Jam Festival	\$3,100
Bohemia Mining Days, Inc.	Festival Marketing Campaign	\$7,500
Cascade Raptor Center	Expanded Advertising Targeting Leisure Travelers/Rack Card	\$4,000
Creswell Chamber of Commerce	Creswell City Map Update	\$1,000
Heceta Head Costal Conference	2nd Annual Heceta Head Costal Conference	\$2,350
Junction City Scandinavian Festival Association	Promotional Brochures	\$2,000
Kutsinhira Cultural Arts Center	Zimbabwean Guest Musician - Zimfest 2006	\$2,500
Adelante Si' Hispanic Organization of Lane County	Fiesta Latina Celebrates the Independence of Mexico	\$5,000
Discover Lane County Golf Group	Golf Lane County Passport	\$2,500
McKenzie River Reflections	Padded Maps of the McKenzie	\$2,000
National Academy of Artistic Gymnastics	Emerald Team Challenge 2006	\$5,000
Oakridge/Westfir Chamber of Commerce	Mountain Bike Oregon Promotional Project	\$5,000
Oakridge/Westfir Chamber of Commerce	Oakridge/Westfir Area DVD, AD & Recreation Guide	\$5,000
Oregon Association of Rowers	Permanent Buoyed Rowing Race Course at Dexter Lake	\$5,000
Oregon Council for Business Education, Oregon Crafted	Media Tour: Art Studio Tours & Oregon Crafted Guidebooks	\$3,500
Willamalane Parks & Recreation District	Dorris Ranch Living History Festival	\$2,500
<b>Total Amount Awarded</b>		<b>\$143,500</b>

Round 16 2006

## LANE COUNTY TOURISM SPECIAL PROJECTS GRANT FINAL RESULTS CONT.

Name of Organization and purpose of grant

**NOT FUNDED**

Ballet Fantastique	Experience Dance in the Park Performance Series
Hult Center for the Performing Arts	"Eugene - World's Greatest City of the Arts & Outdoors!"
Lane Arts Center	The Heart of Lane County Program
Northwest Youth Corp	Northwest Youth Campus/Lane County Marketing Project
Oregon Truffle Festival, LLC	Truffle Festival Dinner in New York
Straightforward Writing, Editing & Design	Exploring the Use of Podcasting to Promote Lane County
The Vertical Rush, LLC - Long Tom Trail	Long Tom Country Trail
The Vertical Rush, LLC - Lorane Trail	Lorane Country Trail
U of O Festival & Event Management Program	Lane County Scholarship Fund
Coburg Chamber of Commerce	Marketing Plan for Coburg Special Events
Eugene Glass School	"Wanna Blow Glass?!"
Eugene Rotary Club/Eugene Rotary Charitable Trust	RiverPlay Discovery Village within Skinner Butte Park
Florence Area Chamber of Commerce	Florence Chamber Website Redesign
Hats Off, Inc.	"Celebrity Tourism in Lane County"
J. Sawyer Custom Publishing	Guide to Eco-Tourism in Eugene/Springfield & Lane Co.
Junction City-Harrisburg Chamber of Commerce	Downtown Amenities
McKenzie River Reflections	Four Seasons of the McKenzie
OPUS6IX	Eugene Gallery District Development & Promotion
Team XO, Inc.	XO Invite Advertising & Marketing Campaign
The Village Green Resort	Scarecrow Contest & Art from Anything