

## **Oakridge Rural Tourism Marketing Program**

Tourism is a vital component of Oakridge's economic stability. We are actively soliciting events that promote tourism in Oakridge measured in part by the length of stay of visitors; county wide visitation; and return visits. These activities/events may, for example, center around recreation, sustainability, eco-tourism, cultural awareness, foraging and historical education opportunities to name a few. Oakridge is committed to the success of events that will promote Oakridge and increase our tourism economy.

The objective is to help provide "seed" funding and invest in activities, projects and events that have the potential for growth and self-sufficiency. The funds are generated from overnight stays and are used for programs that will generate more overnight stays.

If you have any questions prior to submitting your application, please reach out to [cityadministrator@ci.oakridge.or.us](mailto:cityadministrator@ci.oakridge.or.us) or [mayor@ci.oakridge.or.us](mailto:mayor@ci.oakridge.or.us)

### **Eligibility Criteria**

- Tourism promotion and tourism related facilities
- Only groups in good standing with the City of Oakridge may apply.
- Special Events

### **Priority is given to projects that:**

- Attract visitors from outside the community
- Create overnight stays at Hotels, Motels, AirBnB's, etc
- Include or involves multiple community and tourism partners
- Leverage additional dollars or resources
- Self-Sustaining, have growth potential, or builds capacity
- Measurable or attainable Return on Investment (ROI)

### **Maximum Grant Request**

The Oakridge RTMP is allocated approximately \$18,000 annually.

- NonProfit organizations may request up to \$2,500 per eligible project or event for up to 5 years.
- For profit Organizations may request up to \$2,500 per eligible project or event for up to 3 years.

After which point, they become a Heritage Event, and are eligible for \$1,000 annually.

\*Special Event exceptions can be considered if an organization cannot hold the event without more funding. Check the *Special Event Exception* box below if your event requires this.

### **Application Process Steps**

Grants are made on a rolling basis throughout the year unless funding has been exhausted.

1. Applicants are required to submit their request to the City Administrator.
2. The City Administrator will then schedule an RTMP Committee meeting for application review. Applicants are encouraged to attend this meeting to answer any questions the committee may have. A scoring sheet that is consistent with the County's guidelines will be attached to each application for scoring. *Please note, these scoring sheets may be viewed by the public upon request.*
3. City Council makes the final determination of approval or denial at a regularly scheduled Council meeting. The City Administrator will advise you of when the application will come before the Council. You must be present at that time. *See City website for calendar of meetings.*

### **HOW TO APPLY:**

Applications may not be submitted more than 12 months prior to the event and no closer than 3 months prior to the event. Completed applications will provide the RTMP Committee information as to how the event or activity will promote tourism and bring overnight stays to Oakridge. Incomplete applications will not be accepted.

Submissions must include the following documents:

- Request for Funding
- A completed RTMP questionnaire
- Advertising plan.

Decisions will be made on applications within 30 days of receipt and applicants will be notified of the decision.

How to submit your application:

Email: [cityadministrator@ci.oaridge.or.us](mailto:cityadministrator@ci.oaridge.or.us)

Mail: PO Box 1410, Oakridge, OR 97463

Deliver at City Hall: 48318 E First St. Oakridge, Oregon

### **REIMBURSEMENT**

1. **Keep all receipts and documentation of funds spent.** It is your responsibility to provide proper documentation, receipts and proof. Canceled checks attached to a corresponding itemized invoice are acceptable. Links to websites as well copies of brochures attached to paid invoices will also be accepted as advertising documentation. Pictures from the events or projects are required. These are just examples of documentation that will be accepted for reimbursement. You must present receipts to prove funds have already been spent as well as proof of advertising and the actual occurrence of the event.
2. **Submit documentation promptly after the event is held.**

3. **Funds will be dispersed on a reimbursement basis only.** All completed reimbursement requests will be filled within 30-days of submission to City Hall.
  
4. **An "After Event Summary" is required.** This will need to demonstrate costs, attendance, overnight stays, out of area attendees, fundraising efforts and advertising is also required. This information is critical to the impact assessment of tourism in our community and will be used by the RTMP committee to assess future requests.

# RTMP QUESTIONNAIRE

Event Name: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Date of Event: \_\_\_\_\_ Event Location: \_\_\_\_\_

**Please answer the following questions regarding your event/project by circling Y or N.**

- |   |      |     |
|---|------|-----|
| 1. Does your event/project create overnight stays? (hotel/motel/STR)  | Y=10 | N=0 |
| 2. Does your event/project increase room stays during the Fall or early Spring?   | F=5  | S=5 |
| 3. Does your event/project create visits or increase the amount of time spent in the area by improving the attractiveness of the community? | Y=10 | N=0 |
| 4. Does your event/project focus its marketing to bring in visitors from other states?  | Y=5  | N=0 |
| 5. Does your event/project focus on attracting Oregonians to Oakridge during "peak season/" (June -August)                                  | Y=5  | N=0 |
| 6. Does your event/project work with other organizations to market the Oakridge area within local, state and private agencies?              | Y=10 | N=0 |
| 7. Is this a group travel tour or package?  | Y=5  | N=0 |
| 8. Are you working with Travel Lane County?   | Y=10 | N=0 |
| 9. Do you offer incentives to promote return visits?  | Y=10 | N=0 |

TOTAL: \_\_\_\_\_

\*On a separate piece of paper please provide an explanation for each question you marked "yes." Please number your responses corresponding to the number as above. You **do not** need to meet all to be funded. Scores of 30 pts or more will qualify for funding.

Applicant or Group agrees to indemnify, defend and hold harmless the City and its officers, agents and employees against all liability, loss and costs arising from actions, suits, claims or demands attributed in whole or in part to the acts or omissions of Applicant or Group, and Applicant's and or Group's officers, agents and employees, in performance of the Event or project.

\_\_\_\_ Check here if your event requests Special Funding (see details above)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**REQUEST  
FOR  
FUNDING**

<b>Budget Category</b>	<b>Expenses</b>	<b>Funding Requested</b>
<i>Personnel</i>		
<i>Equipment</i>		
<i>Travel/Conferences/ Training</i>		
<i>Supplies</i>		
<i>Advertising</i>		
<i>Rent/Utilities</i>		
<i>Administrative Costs</i>		
<i>Other</i>		
<i>Other</i>		
<i>Total</i>		

Prepared by: Title:

\_\_\_\_\_

Signature of Program  
Contact:

\_\_\_\_\_

**Note:**  
**This form must be submitted in the original grant  
application.**

## Your Advertising Plan

If you are awarded funding from the RTMP all advertising must include the following statement:

***“This event is funded in part by the Lane County Rural Tourism Marketing Program.”***

Describe your plan for advertising this event / activity / project. This may include, but not limited to: Flyers, Posters, Brochures, websites, logos. Does your Event/Project have a web page, social media link? please provide the link(s):

*Attach additional pages if needed.*

---

---

---

---

---

---

---

---

---

---

---

---

If not yet completed, we will need a copy of all printed ads included in your After Event Summary.

**\*\*Please note, one way to help fund your event is to request local businesses to sponsor your event with a donation, in return your event include their logo on all of your advertising.**

**REQUEST FOR REIMBURSEMENT**

Event Name: \_\_\_\_\_

<b>Budget Category</b>	<b>Short Description of Expense</b>	<b>Total Spent</b>
<i>Personnel</i>		
<i>Equipment</i>		
<i>Travel/Conferences/Training</i>		
<i>Supplies</i>		
<i>Advertising</i>		
<i>Rent/Utilities</i>		
<i>Administrative Costs</i>		
<i>Other</i>		
<i>Other</i>		
<i>Total</i>		
<i>Funds Requested</i>		

**\* Amounts Requested for Reimbursement must have supporting documentation attached. (Proof of purchase)**

For office use only: Total \$ Award by Council \_\_\_\_\_ on this date \_\_\_\_\_

