



Oakridge Rural Tourism Marketing Program Committee

Wednesday, November 3, 2021 | 5:00pm - 6:00 PM

Oakridge City Hall Conference Room

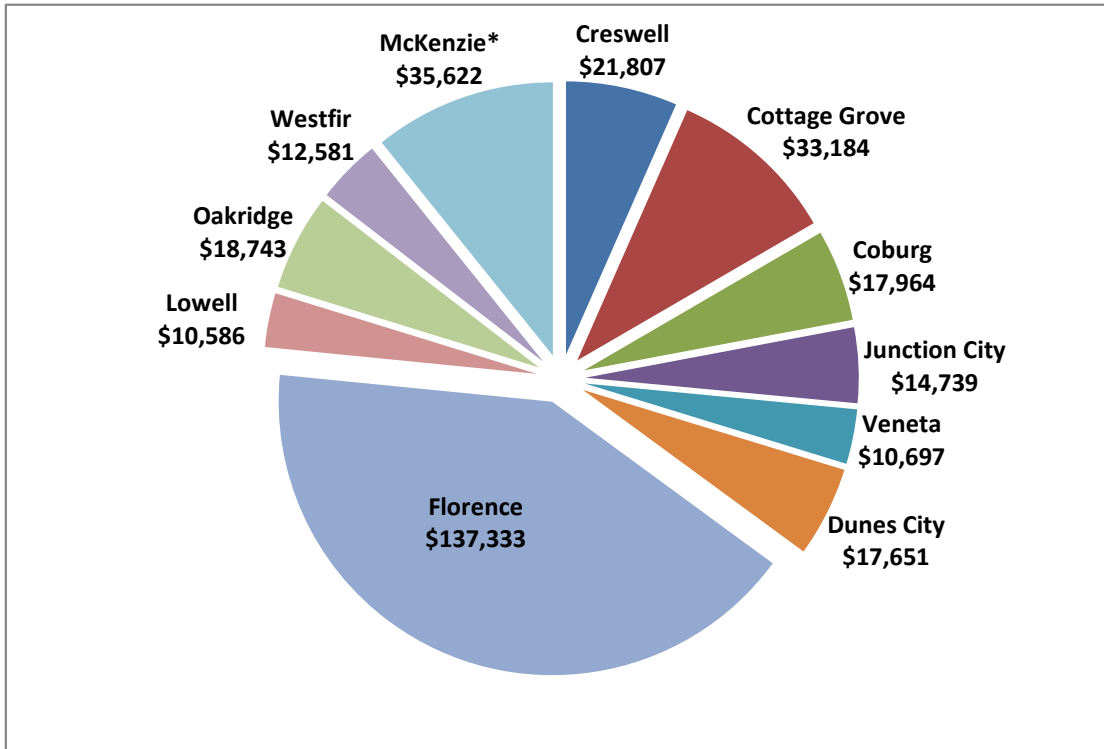
48318 E 1st Street

Oakridge, OR 97463

- 1. Roll Call**
- 2. Additions, Corrections or Adjustments to the Agenda**
- 3. Public Comment**
- 4. Old business**
- 5. New business**
 - 5.1 Review of 2021-2022 RTMP Allocations
 - 5.2 Review of existing RTMP distribution process
 - 5.3 Development of the CY 2022 process
- 6. Next Meeting – November 17, 2021, 5pm**

In person attendance is discouraged but available at the City Hall Conference Room, 48318 E. 1st Street, Oakridge, OR 97463. Face coverings will be required.

Members: Mayor Holston, Councilor Whitney; Councilor Kinyon, Gary Carl, City Administrator, Finance Director. Vacancies: 1.



| | |
|---------------|-----------|
| Creswell | \$21,807 |
| Cottage Grove | \$33,184 |
| Coburg | \$17,964 |
| Junction City | \$14,739 |
| Veneta | \$10,697 |
| Dunes City | \$17,651 |
| Florence | \$137,333 |
| Lowell | \$10,586 |
| Oakridge | \$18,743 |
| Westfir | \$12,581 |
| McKenzie* | \$35,622 |
| TOTAL | \$330,908 |

* McKenzie funds to be awarded in a bid process at a later date.

RURAL TOURISM MARKETING PROGRAM

Mission Statement and Project Criteria

MISSION STATEMENT

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

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

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

CRITERIA FOR RTMP PROJECTS

RTMP projects will:

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

RTMP 2021 Program

Rural Tourism Marketing Program

The City of Oakridge Receives certain tax revenues through the Rural Tourism Marketing Program (RTMP) The city will use these funds to promote tourism to the Oakridge area. The focus on allocating these funds will be: attracting visitors to the area; the length of stay of visitors; county wide visitation; and return visits.

We have changed our approach to RTMP funding to allow proper and easy documentation for reporting the use of these funds as well as establishing a fair and impartial allocation. These changes will also allow consistency in future years.

Events or projects must be held during the calendar year of 2021. Submit documentation promptly (within two weeks) after the event is held. Funds will be dispersed on a reimbursement basis only. You must present receipts to prove funds have already been spent as well as proof of advertising and the actual occurrence of the event. It is your responsibility to provide proper documentation, receipts and proof. Cancelled checks attached to a corresponding itemized invoice is 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 recommended. These are just examples of documentation that will be accepted. Groups, businesses and events must be in good standing with the city before funds will be disbursed.

Applications will be available starting November 15, 2020, and are due by 5:00 pm January 15, 2021. Submissions must include the attached Request for Funding, RTMP questionnaire (with answers) and your advertising plan (if applicable).

No late submissions will be accepted.

Applications will be reviewed and scored by the RTMP Committee prior to presentation to the city council for approval. 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.

Decisions on funding will be made at the February 4, 2021 council meeting and posted at City Hall the next day. All requests and documentation must be submitted to City Hall, Attn: City Administrator.

FOR PROFIT EVENTS WILL ONLY BE ELIGIBLE FOR FUNDING FOR 3 YEARS, STARTING WITH THE 2015 YEAR

Thank you for your interest in this program

City of Oakridge

Applications may be mailed, sent or dropped off at City Hall. Attn: City Administrator

RTMP QUESTIONNAIRE

Contact Person: _____ Phone: _____

Address: _____

Email Address: _____ Date of Event: _____

Please answer the following questions in regards to your event or project.
Answer all questions by circling Y or N

- | | |
|---|-----|
| 1. Does your event/project create motel/hotel room stays? | Y N |
| 2. Does your event/project increase room stays during the Fall or early Spring? | Y N |
| 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 N |
| 4. Does your event/project focus its marketing to bring in visitors from other states? | Y N |
| 5. Does your event/project focus on attracting Oregonians to Oakridge during "peak season/" (June -August) | Y N |
| 6. Does your event/project work with other organizations to market the Oakridge area with in local, state and private agencies? | Y N |
| 7. Do you target or monitor western Canada or international markets? | Y N |
| 8. Is this a group travel tour or package? | Y N |
| 9. Do you have a target group? | Y N |
| 10. Do you have activities included? | Y N |
| 11. Are you working with Travel Lane County? | Y N |
| 12. Do you offer incentives to promote return visits? | Y N |

On a separate piece of paper please provide an explanation for each question you marked "yes." Number your responses as above.

You **do not** need to meet all 9 criteria to be funded.

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.

Signed: _____ Printed Name: _____

Title or relation to Group or Event: _____

REQUEST FOR FUNDING

Event: _____

Group: _____

Address: _____

Contact Person: _____

Phone: _____ Email address: _____

Fax Number: _____ Date of Event: _____

| Budget Category | Expenses | % of expense you are asking to be funded | Funding Requested |
|-------------------------------------|----------|--|-------------------|
| <i>Personnel</i> | | | \$ |
| <i>Equipment</i> | \$ | | \$ |
| <i>Travel/Conferences/Traininf!</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: _____

Title: _____

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

REQUEST FOR REIMBURSEMENT

Event: _____

Group: _____

Address: _____

Contact Person: _____

Phone: _____ Email address: _____

Fax Number: _____ Date of Event: _____

| Budget Category | Short Description of Expense* | Reimbursement Requested* |
|------------------------------------|-------------------------------|--------------------------|
| <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> | | \$ |

Prepared by: _____

Title: _____

Signature of Program Contact: _____

Title: _____

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

2021 RTMP Requests

| <u>Event</u> | <u>For</u> <u>Profit</u> | <u>Yrs</u> <u>Awarded</u> | <u>Expenses</u> | <u>Funding</u> <u>Requested</u> | <u>% of Total</u> | <u>POC</u> | <u>Approved</u> | <u>Awarded</u> | <u>Awarded</u> <u>Percent</u> <u>of Ask</u> |
|---|-----------------------------|------------------------------|-----------------|------------------------------------|-------------------|------------------|-----------------|----------------|---|
| Concerts in the Park | N | | \$ 4,995.00 | \$ 2,497.50 | 50% | Rustie Ackland | \$ 1,750.00 | \$ 1,750.00 | 70% |
| Oakridge Triple Summit Challenge | Y | 2 | \$ 6,600.00 | \$ 2,000.00 | 30% | Devin VansCoy | \$ 1,750.00 | \$ 1,750.00 | 88% |
| Westfir 50k | Y | 0 | \$ 4,400.00 | \$ 1,000.00 | 23% | Devin VansCoy | \$ 1,000.00 | \$ 1,000.00 | 100% |
| Oakridge/Westfir Tree Planting Festival | N | | \$ 2,875.00 | \$ 1,625.00 | 57% | Judy Rowland | \$ 1,625.00 | \$ 1,625.00 | 100% |
| Keg & Cask | N | | \$ 16,000.00 | \$ 5,250.00 | 33% | Amy Kelley | \$ 1,750.00 | \$ 1,750.00 | 33% |
| OAC Art Events and Gallery | N | | \$ 8,400.00 | \$ 5,950.00 | 71% | Rene Gobelman | \$ 1,750.00 | \$ 1,750.00 | 29% |
| Disc Golf Club - Middle Fork Open | N | | \$ 750.00 | \$ 750.00 | 100% | Jason Nehmer | \$ 750.00 | \$ 750.00 | 100% |
| | | | \$ 44,020.00 | \$ 19,072.50 | 43% | | \$ 10,375.00 | \$ 10,375.00 | |
| Annual RTMP Allotment | | | \$ 18,775.00 | | | Remaining | \$ 8,400.00 | \$ 8,400.00 | |
| Funding Requested | | | \$ 19,072.50 | | | | | | |