

**To: Oakridge TRT/RTMP Committee**

**Fr: Oakridge Westfir Area Chamber of Commerce, Michelle Emmons, President**

**Re: 2024 TRT Funding Request Brief for Committee Meeting**

The Oakridge Westfir Area Chamber Board is requesting continued financial support from the City of Oakridge to assist the organization in accomplishing its mission and goals, specifically to fund a Chamber Tourism Director position that would serve in a hybrid role for the Chamber, with 25% of the job focused on necessary administrative duties, and 75% tourism development.

Please read below for our past year's accomplishments, how the City of Oakridge RTMP/TRT contribution from 2023-24 was spent, future direction, and Job Description for Chamber Tourism Director, noting that the Tourism Director's salary may be flexible based on available funding.

### **Chamber Accomplishments 2023**

**Elevating our Profile in the Community and regional Lane County** - The Chamber worked closely with Travel Lane County and Oakridge City Administrator to improve and expand the Oakridge and Westfir pages in the annual TLC area guide, and collaborated with the City of Oakridge and RAIN on creating and presenting our First Annual Business Awards, nominated and selected by the community and celebrated at the City of Oakridge Holiday Party - a great success!

**Building Relationships with Businesses** - The Chamber continues to build its relationships by co-hosting the Chamber Partners meetings, welcoming new businesses to the area and offering 1-1 support to our member businesses in a variety of areas, from networking to assessing community needs and helping them develop their online presence and marketing plans. The Chamber has continued to develop the OWC Community Facebook group into a resource that serves to connect business owners directly to their local customers, providing a forum for discussing community wants and needs, and for businesses and entrepreneurs to conduct real-time market research with an actively engaged group of nearly 1000 members (and growing).

**Networking and Collaboration** - The Chamber continues to partner with both cities, RARE, RAIN, Travel Lane County, Lane Workforce Partnership, USFS, and SWFC - actively participating in grant writing and responding to regional stakeholders. Our Chamber President serves on the Oakridge Economic Development Advisory Committee, as well as the SWFC/USFS Recreation Committee, and more recently, the Oakridge Parks Committee. The Chamber has been involved in developing grant proposals to support economic development in the Oakridge Industrial Park, and Chamber events have provided an opportunity for networking between business owners and local organizations focused on improving quality of life for all local community members. The Chamber also facilitates the Chamber Partnership - a monthly networking meeting via Zoom that brings together public officials, agencies, and other regional stakeholders to update and identify economic development resources and collaborate where possible to advance economically beneficial policies and facilitate new programs, infrastructure, training and other educational opportunities in our community.

**Website** - In addition to continuing to update and improve the new website, the Chamber has opened up event submissions to everyone in the community and added new calendar categories for Workshops and Classes, and is working with both the Highway 58 Herald and Travel Lane County to streamline the cross-posting of local events. The newest public resource on the website, an online Job Board, has also been opened up for community-wide use. Preliminary reports show improved SEO (searchability and site hits) and positive responses from within and beyond the local communities.

**Pivot to Opportunities** - The Chamber will continue working with Travel Lane County to elevate new business marketing and tourism-related opportunities such as the Lane County Travel Guide and provide important feedback and letters of support to expand and improve regional economic development and recreation projects such as the Westfir North Fork Confluence Park (including a safe parking area and ADA facilities), East Oakridge (Mill Park, Pump Track, Makers Flex Building, Flume Trail and Greenwaters Park/Larison Ridge connections, and the Aufderheide Scenic Bikeway), supporting housing and expanded and updated infrastructure, and helping support the destination signage project which was completed earlier this year.

**Use of Funds 2022-23:**

- Maintain and continue to improve the Chamber website, including new community-wide resources like the area calendar and job board
- Renewed the contract with the Executive Assistant with focus on streamlining operations, automating member onboarding, engaging the community via social media and regular newsletters, and continuing to improve and trouble-shoot the website development and automations
- Hosted online and in-person events to help connect businesses with resources, promote businesses, and encourage local economic growth
- Created and Presented the first annual Business Awards
- Insurance premiums to cover events hosted by the Chamber
- Monthly ZOOM subscription and minor office expenses such as postage, PO Box and bank fees

## 2024/25 Future Plans

In 2024 the Chamber has identified a gap in focused efforts towards tourism development, providing a more cohesive, active collaboration of local businesses, agencies, and regional partners to help grow the Westfir and Oakridge tourism economy. While total Chamber personnel costs include general administration and technical assistance to maintain the website, the board has decided that the best way to fill the gap for building tourism while maintaining basic operations, is to hire a **Chamber Tourism Director**. This position will work together with board members to administer operations estimated at 25% of the time, while focusing on tourism development 75% of the time. Depending on available funding, deliverables as described in the attached **Job Description Addendum** may be variable.

<b>Oakridge Westfir Chamber of Commerce: Proposed Budget, 2024/25</b>	
<u>Expenditures</u>	
Dues/Fees	\$50
Liability Insurance	\$725
Marketing/Promotional	\$600

Website Maintenance	\$1000
Miscellaneous Expenses	\$25
Office Expenses /USPS/ZOOM	\$200
Conferences / Travel Stipend	\$400
Personnel	\$21,800
<b>TOTAL EXPENDITURES</b>	<b>\$24,800</b>
<i>Anticipated Westfir Grant</i>	<i>\$5,000</i>
<i>Anticipated Income (Memberships, fundraising events, etc.)</i>	<i>\$4,000</i>
<b>TOTAL REQUEST FOR OAKRIDGE TRT/RTMP FUNDS</b>	<b>\$15,800</b>

The Oakridge Westfir Chamber of Commerce thanks the Cities of Oakridge and Westfir and the TRT/RTMP Committee Members for your continued support of our efforts to elevate and celebrate our local community businesses.

On behalf of the Oakridge Westfir Chamber of Commerce, we very much appreciate your consideration of this proposal and look forward to working with you all to help invigorate, strengthen, and grow a vital future for Oakridge!



Michelle Emmons, President  
Oakridge Westfir Chamber of Commerce  
cc: City of Oakridge, Oakridge Westfir Chamber of Commerce Board of Directors

**TRT PROJECT BUDGET**

Project: CHAMBER OF COMMERCE TOURISM DIRECTOR

Property Owner: OAKRIDGE-WEST FIR CHAMBER OF COMMERCE

Project Address & Mailing Address: PO BOX 217, OAKRIDGE, OR 97463

Contact Person: MICHELLE EMMONS, PRESIDENT

Phone: 541-913-4318 Email address: president@oakridgechamber.com

Fax Number: N/A

Budget Category	Expenses	Dollar Amount Reimbursement Requested
Personnel	\$ 21,800	\$ 15,800
Equipment/Supplies	\$ 225	\$ 0
Other	\$ 2,775	\$ 0
Total	\$ 24,800	\$ 15,800
Funds Requested	\$ 15,800	\$

Prepared by: MICHELLE EMMONS

Title: PRESIDENT OAKRIDGE WEST FIR CHAMBER

Signature of Point of Contact: 

Title: PRESIDENT " "

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

# RTMP QUESTIONNAIRE

Event Name: Chamber Tourism Director  
Contact Person(s): Michelle Emmons, President, Chamber BOD Phone: 541-913-4318  
Address: PO Box 217, Oakridge, OR 97463  
Email: president@oakridgechamber.com  
Date of Event: 2024/25 Annual Year Event Location: Oakridge and Westfir Oregon

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: 70

\*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.

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

Signature: Michelle Emmons

Digitally signed by Michelle Emmons  
Date: 2024.02.23 10:01:28 -08'00'

2/23/2024

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

**REQUEST  
FOR  
FUNDING**

Budget Category	Expenses	Funding Requested
<i>Personnel</i>	21,800	\$15,800
<i>Equipment</i>		
<i>Travel/Conferences/ Training</i>	400	
<i>Supplies</i>	225	
<i>Advertising</i>	600	
<i>Rent/Utilities</i>		
<i>Administrative Costs</i>	1,000	
<i>Other</i>	725	
<i>Other</i>	50	
<i>Total</i>	\$24,800	\$15,800

Prepared by: Title:

Michelle Emmons, Chamber President

Signature of Program  
Contact:

Michelle Emmons



**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.*

<https://oakridgechamber.com/>

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<https://oakridgechamber.com/business-directory/>

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<https://www.facebook.com/groups/oakridgewestfirchamber>

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<https://www.facebook.com/oakridgewestfir.chamber/>

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<https://www.instagram.com/oakridge.westfir/>

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In-Person representation at large local events

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Quarterly After-Hours Events

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Revive the Oakridge Visitors Guide/Map in 2024 (and produce/distribute annually)

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Work with TLC to continually improve the OW representation in their annual Area Guide

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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.**





## **Oakridge Westfir Area Chamber of Commerce**

### **Job Description: Chamber Tourism Director**

**\$15K-\$18k annual stipend - flexible hours**

As the OW Chamber Tourism Director your mission is to support economic development and promote tourism in the Oakridge / Westfir area, by collaborating with city staff, elected officials, businesses and regional partners, to highlight the abundance of natural resources, recreational opportunities, and unique attractions the area has to offer. This is a stipend position with flexible hours that fluctuate from month to month. Work is hybrid; both remote and in person. You must have access to a computer with reliable internet. This position will report to the Chamber Board of Directors and be supervised by the Chamber president.

### **Possible Key Responsibilities (dependent on Board approval, participation and funding):**

- Collaborate with the Cities of Westfir and Oakridge to develop strategic plans to promote tourism in the area
- Foster relationships between the Chamber, its BOD, and the Cities of Oakridge and Westfir and the local businesses that rely on tourism
- Serve as a dedicated Travel Lane County/Travel Oregon liaison for communities of Oakridge and Westfir
- Identify and collaborate with tourism partners at the local, state, and national levels to leverage resources and maximize promotional efforts
- Identify, pursue, and collaborate with relevant stakeholders on grants to expand tourism opportunities
- Assist in economic growth opportunities that elevate Oakridge as a tourism destination
- Advocate for tourism development opportunities with local businesses, i.e. marketing tourism packages
- Represent the Chamber at events to promote the local tourism economy
- Identify and collaborate with event organizers to integrate and support local businesses while promoting local services and amenities relevant to growing the local tourism economy
- Promote outdoor recreation and sports events
- Work with lodging establishments to create attractive packages that increase length of stay and encourage off season visitation
- Manage and promote social media content
- Collaborate with TLC and local businesses by developing advertising packages for the benefit of destination marketing
- Develop, update and manage website content, especially for tourism promotion purposes, including the business directory, highlighting relevant services to help attract more visitors to the area
- Create and send a monthly electronic newsletter
- Maintain Chamber email communications, document file drive, event calendar and membership database; respond to all email/web/phone inquiries

- Coordinate After-Hours and/or Chamber sponsored events & fundraisers with BOD and volunteer assistance
- Be responsible for OWC Keys & check PO Box regularly
- Maintain Chamber Membership database and manage new and renewing memberships with BOD assistance
- Prepare and present quarterly progress reports for BOD and relevant committees of Cities of Oakridge and Westfir; include ongoing goals and current accomplishments

**Preferred Qualifications and Experience:**

- Degree or relevant experience in Marketing, Tourism, Economic Development, Government, Business, or related field
- Experience should emphasize tourism promotion and/or destination marketing
- Excellent written and verbal communication skills
- Computer literate in Google Drive, social media platforms, and email.
- Strong networking abilities to build and maintain relationships with industry partners, stakeholders, and city governments
- Fundraising and grant writing experience
- Creative thinking and the ability to highlight unique selling points of the region to attract diverse populations
- Demonstrated ability to work collaboratively
- Knowledge of the local area and its attractions
- Experience leading successful tourism and economic development initiatives

This is an annual 1099 contract position. Monthly stipends will be based on available funding.

**To Apply:**

Please email a resume with a cover letter and three references to:

Michelle Emmons, Oakridge Westfir Chamber of Commerce, President  
[president@oakridgechamber.com](mailto:president@oakridgechamber.com)