

PASSED

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

ORDER NO.  
07-4-11-10

) IN THE MATTER OF ALLOCATING  
) \$10,000 IN TRANSIENT ROOM TAX SPECIAL  
) PROJECT FUNDS TO THE 2008 WOMEN'S  
) AMATEUR COMMITTEE FOR THE 2008  
) WOMEN'S AMATEUR GOLF CHAMPIONSHIP,  
) RELEASING FUNDS FROM THE TRANSIENT  
) ROOM TAX SPECIAL PROJECTS FUND, AND  
) AUTHORIZING THE COUNTY  
) ADMINISTRATOR TO SIGN THE CONTRACT

WHEREAS, the County has strategic objectives regarding tourism in Lane County; and

WHEREAS, the estimated cost of marketing the 2008 U.S. Women's Amateur Golf Championship is \$20,000; and

WHEREAS, the 2008 US Women's Amateur Committee has insufficient funds to market the 2008 US Women's Amateur Golf Championship; and

WHEREAS, the Transient Room Tax Special Projects Fund has adequate reserve funds to support this marketing effort;

WHEREAS, the reallocation of Transient Room Tax Special Project Fund monies requires the approval of the Board of County Commissioners; **NOW THEREFORE,**

**IT IS HEREBY ORDERED** that \$10,000 of Transient Room Tax Special Project reserve funds be allocated to the 2008 US Women's Amateur Committee to assist in funding the marketing of the 2008 Women's Amateur Golf Championship.

DATED this 11th day of April 2007.

  
\_\_\_\_\_  
Chair, Lane County Board of Commissioners



JAN 30 2007

Tourism Special Projects Grant Application  
Large Project

2008 United States Women's Amateur Championship

**Event Overview;**

The 2008 U.S. Women's Amateur Championship will be held at the Eugene Country Club in Eugene, Oregon August 4 thru 10, 2008. This event is expected to draw as many as 20,000 people to the event, and will be televised live to 36 countries. This is one of the largest women's sporting events to be held in the United States and is the premier women's golfing event in the world. The event typically draws a large compliment of international players. The event will be conducted by the United States Golf Association (USGA).

**Local Involvement:**

The Eugene Country Club applied for consideration as the host venue of this event back in 2003. Hosting the event this will showcase our community and its amenities, while it brings prestige to the hosting facility. There is no economic incentive to host the event, in fact the local committee ( Bill Potter & Neil Warne, Co-chairs) are charged with raising \$500,000 through cash and in kind donations. Admission to the event is free and open to the public. Minimal revenues will be generated through the sale of concessions, apparel and related memorabilia.

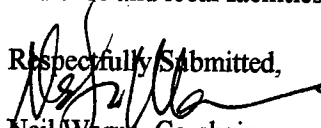
**Grant Application:**

The 2008 U. S. Women's Amateur Committee is requesting \$10,000 for the 2007 year to help offset the costs of promotion and advertising, primarily the design, printing and mailing of the promotional material advertising the event. We have received a matching cash grant of \$10,000 from Mr. Jon Anderson of Random Lengths of Eugene to help offset these initial promotional costs. The committee anticipates applying for a reduced grant (\$5000) in 2008 through the same grant process.

**Local Economic Impact:**

The majority of the players and their families will be staying at local hotels, as well as the USGA officials, regional and national media and out of town spectators. It is anticipated this event will attract approximately 20,000 visitors during the week long event. Local facilities, which will benefit economically include, Lodging, Food Service, Retail, Transportation and professional services. In addition, the local area will be showcased as the event will be telecast live by the Golf Channel to 36 countries. This event will provide exposure to a wide segment of the sporting audience and local facilities will be showcased through advertising.

Respectfully Submitted,

  
Neil Warne, Co-chair

2008 U. S. Women's Amateur Committee

**Tourism Special Projects Grant Application  
Large Project**

*Organization Applying:* 2008 US Women's Amateur Committee

*Address:* 255 Country Club Rd.

*City, state, Zip:* Eugene, OR 97401

*Contact Person:* Mr. John Brown

*Phone Number:* (541) 954 4737

*Tax ID # or SSN:* SNN: 540606519

*Email Address:* john@eebcre.com

*Web Site Address:* [www.eugenecountryclub.com](http://www.eugenecountryclub.com) and <http://www.uswamateur.org/>

*Title of Project:* 2008 U.S. WOMEN'S AMATEUR CHAMPIONSHIP

*Brief Description of Project:* The 2008 US Women's Amateur Committee will host the U.S. Women's Amateur Championship, an annual event and the 3<sup>rd</sup> oldest of all USGA championships. The event is expected to draw 20,000 visitors from all over the world to Eugene and will be broadcast live to 36 countries.

**Financial Data**

Tourism Special Project Funds Requested: \$10,000

Cash Match Proposed: \$10,000

Total Value of Project: \$20,000\*

Funding Period of Time: From: Jan. 2007 To: Dec. 2007

Has special grant funding for the same project been received in the past? Yes: No: X

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

\* Total budget for 2 years – Application is for \$10,000 of budgeted \$20,000 for advertising and promotion, total budget for the entire event is \$500,000

**BUDGET**

Include all revenue and expenditures associated with this project proposal:

Revenue

a) Tourism Special Project Grant: (\$7,500 to \$10,000)	<u>\$10,000</u>
b) Cash Match: (10% of grant amount minimum)	<u>\$1,000</u>
c) Other Cash Funds:	<u>\$10,000</u> (donated by John Anderson, Eugene, OR)

**Total:**      \$21,000  
(a+b+c)

Expenditures

Item or service	Cost-Grant:	Cost-Applicant:	Cost-
a) Personnel or Labor Costs:		All volunteers – no independent employees/contractors	
b) Materials and Services:			
DVD design and production	\$4,005	\$4,005	\$8,010
Printing and design (mailings)	\$4,200	\$ 174	\$4,374
Purchase of 1 aerial photo (promo)		\$ 250	\$ 250
Purchase of hats for promotion		\$ 477	\$ 477
Advertising brochures(local)	\$1,800		\$1,800
Local media advertising		\$5,000	\$5,000
c) Capital Outlay:			
<b>Total:</b>	<b>\$10,005</b>	<b>\$9,906</b>	<b>\$19,911</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 costs, including benefits.

Employee:	Hours:	Cost:
All volunteers	40	
* For advertising/promotion		
<b>Total: 40</b>		<b>(a)</b>

b) Materials and Services

Item or Service:	Cost:
DVD design and production	\$8,010
Printing and design (mailings)	\$4,374
Purchase of 1 aerial photo (promo)	\$ 250
Purchase of hats for promotion	\$ 477
Advertising brochures (local)	\$1,800
Local media advertising	\$5,000
<b>Total: \$19,911</b>	<b>(b)</b>

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

Capital Item:	Cost:
Cash from donation	\$10,000
<b>Total: \$10,000</b>	<b>(c)</b>

## PROJECT DESCRIPTION

### Project Plan:

*1. What is the main focus of this proposal?* The main focus of this proposal is to prove that the US Women's Amateur Championship can meet the goals of the Lane County Tourism Marketing Plan by increasing the number of visitors to Eugene and the surrounding areas, the number of room-stays, and increase spending within the county. Hosting the US Women's Amateur Championship will not provide any monetary gain for the committee but is a matter of prestige and image.

*2. What are the project activities?* The Tourism Special Projects Grant will go towards the execution of the US Women's Amateur championship. The championship allows golfers to compete for the title as Women's Amateur champion, while there will be opportunities for spectators to enjoy the game of golf and take advantage of the services provided along with the tournament and in the city of Eugene.

*3. When will this activity occur? How long will it last?* The championship will take place from Aug. 4<sup>th</sup>-10<sup>th</sup>, 2008 at the Eugene Country Club in Eugene, OR. Although the event takes place in 2008 there will be expenses throughout 2007 related to the event. The US Women's Amateur will bring golfers from all over the world to Eugene during the timeframe of the championship tournament. Family and friends, as well as fans of the game will also visit Eugene for a limited time period. The majority of the people in town for the championship tournament are tourists, whose visit is a direct result of the tournament.

*4. Who is the target market? What is your strategy for reaching the target market?* The championship tournament targets different groups of people. Reaching the target market will be accomplished through the local media in the Eugene area. Furthermore there is high awareness surrounding the event among golfers and golf enthusiasts and these are therefore aware of the event and will also be exposed through the USGA website.

The event will draw visitors primarily from the Pacific NW. Experience from a similar event held in Portland shows that visitors are likely to come from as far as San Francisco and Seattle. In addition to the Pacific NW region, the event is expected to draw visitors from the remaining regions of the US and foreign countries.

The primary target market consists of two groups. The participating golfers are one of these groups and a group that will be present even if there was no advertisement for the event. These people have high awareness of the tournament and have been exposed to future locations during their participation in other USGA competitions. The tournament attracts several thousand players who enter elimination rounds before the best 64 players continue in a match-play competition.

The second group in the primary target audience is fans of the golf game that include families and friends of the golfers, avid golfers, fans. Many of these have been exposed to the tournament previously and know the time and location of the future tournaments either from previous tournaments, communication distributed by the USGA, or through word of mouth.

The majority of the primary target market is from outside Lane County and will therefore ensure spending that will result in a direct effect on the economy of the County. This direct spending can lead to an indirect effect for the community.

The secondary market includes locals who would consider attending the event. Although this group does not bring new spending to the county they are still part of the success criteria for the tournament.

Other people in the secondary market are people who are visiting Eugene for other reasons than the Championship. Their visit to the Championship can increase the spending directly related to the tournament.

#### Project Goals:

*5. What results do you expect?* The goal of the project is to attract an estimate of 20,000 visitors during the Championship tournament. The intent is to provide high-level services to the participants, media and supervisors, as well as spectators to ensure a smooth execution of the tournament and a positive exposure of the tournament and everything associated with the tournament.

It is expected that awareness of the event will be raised through the media and printed coverage. The awareness should also create knowledge about the environmental offerings of Lane County in order to brand the area. This event will also expose the region to the golfing opportunities of the county as many golfing facilities will advertise, primarily through TV and print media, during the tournament.

*6. What short-term and long-term economic impacts do you expect?* The effects of the Championship tournament can be divided into two aspects, an economic impact and an image impact.

The majority of visitors who will attend the event are anticipated to come from outside Lane County and will therefore spend money in the County which will lead to incremental revenue. Visitor spending will affect the tourist industry through lodging, car rentals, shopping, as well as restaurant visits. This spending will have a direct effect on the economy and result in induced revenue.

Aside from the direct economic impact the County will also see an opportunity for increased visibility that can enhance and strengthen the image of Lane County. The Championship tournament will be covered by International media, as well as National, which will result in exposure of Eugene and surroundings in articles, TV-coverage, and other types of media. The result can provide a long-term increase in visitors who were exposed to the area through the tournament coverage. The enhanced image as a result of the coverage can therefore lead to potential increase in long-term tourism to Lane County.

## **QUALIFICATIONS OF APPLICANT**

*7. Describe your organization and its relationship to Lane County tourism?* The Eugene Country Club has in the past been involved in similar events, such as the Pac 10 golf championships, the US Mid-Amateur for men and women, and the US Junior Amateur, which has attracted visitors to the area.

This particular event is held once a year at altering locations throughout the US and is considered a great tourism opportunity for these locations.

*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?* The Committee has previously arranged similar events, most recently the 2002 US Women's Mid Amateur golf event, which is a USGA event much like the upcoming event. Prior to the 2002 event the Country Club arranged and hosted other events. The Mid Amateur golf event drew golfers from the Northwest region as well as nationally and was therefore able to contribute to the tourism of Eugene.

Hosting these events has established expertise and experiences in how to carry out projects like the upcoming 2008 USGA Women's Amateur golf Championship.

*9. What is your plan for how this project will become self sufficient?* The Championship tournament is a one time event for this community, which means that any revenues will not have to be re-invested. A successful event will encourage the USGA to choose Eugene Country Club as a venue for future tournaments and will assure exposure of the community to the people attending and those watching the event. This event will help promote Lane County as a golf and general recreation destination.

## **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.*

Sporting events such as this are a growing business within the Tourism sector and this event will help Lane County realize the benefits gained from this industry. The experience gained through the 2008 US Women's Amateur Championship can be transferred and shared with other organizations that will host similar events of this size in the future.

The 2008 US Women's Amateur Championship will meet Goal 1 of the CVALCO marketing plan which aims to increase overnight stays in Lane County. It is estimated that 60% of the 20,000 visitors to the event will require lodging in the area based upon actual experiences of the same event recently hosted in the Portland area.

The increase in visitors will result in increased spending that will impact the economy of local businesses. Furthermore it is possible to sway attendees to spend more if they experience high quality service, because they might be likely to spend more money given an initial positive experience.

In relation to Goal 2 of the CVALCO Marketing Plan, the local businesses that will benefit from this event will be able to display promotional material linking their involvement to the US Women's Amateur Championship.

*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"?* The Championship tournament is an attendance event, which will draw spectators every day and a total estimate of 20,000 people to during the event.

The tournament has already been advertised on the official Internet page of the USGA website. The tradition of the event ensures a significant level of awareness among the target groups, as described in question 4. The 2008 US Women's Amateur Committee will arrange internet and print advertisement in the region.

*12. What are your criteria for success? How will you know if you have been successful?* The goal is to draw 20,000 spectators to the event that will ensure incremental spending within the community. Spending will positively affect the occupancy rates at the local hotels, such as La Quinta, Valley River Inn, Red Lion, Hilton, and Residence Inn, which are the primary lodging for all participants and officials attending the event. Other areas that will experience increased activity include car rental businesses, shopping malls, transportation providers, and restaurants.

Success will be tracked following the event with local providers of these services to determine whether usage and attendance increased in relation to the 2008 USGA Women's Amateur Championship.

13. *If your project is already underway (event is booked and will occur in 2007 and brochure is already printed), explain how this grant will increase the results.* The event has already been agreed upon and will take place in August 2008. The time prior to the event will be used primarily for arranging all aspects of the event. There are currently a few promotional items available, such as a DVD.

Receiving this grant will allow the event committee to ensure smooth arrangements and make early decisions, since funding will be available for certain arrangements.

14. *Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are spending, how will you modify your project?* The Championship will be executed without any modifications even if the grant amount is less than \$10,000, however we may reduce the pre-event advertising and promotion as there are certain aspects of the event that can not be altered, such as transportation, security, and hosting of officials.

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.* The event will be assisted by in-kind help from several local businesses, groups, and individuals. Hundreds of volunteers will be needed for jobs during the actual event. In-kind assistances from local vendors will also be needed, such as donations of soft drinks, food, copying & printing, cars for transportation, as well as security. These are only few of the in-kind support that will be needed for an efficient execution of the tournament. This is the only grant being applied for, therefore the remainder of the money needed to successfully host this event will come primarily from cash donations from individuals, as well as corporate sponsors.

**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.**

Jon P. Anderson  
P.O. Box 867  
Eugene, OR 97440

January 23, 2007

Loralyn Spiro  
Public Works Analyst / Marketing & Volunteer Coordinator  
Lane County Parks  
90064 Coburg Road  
Eugene, Oregon 97408

Re: Tourism Special Projects Grant Program

Dear Loralyn,


This letter is in support of the application for a grant to the 2008 U.S. Women's Amateur Championships that will be held at the Eugene Country Club.

The U.S.G.A. has conducted this championship for many years. Their experience indicates that the event can draw as many as 20,000 visitors to the host site over the 10 days the championship is held. Along with 156 competitors, visitors to Eugene will include family members, USGA officials, The Golf Channel staff, and sports media representatives from around the country.

The Eugene Country Club is committing a considerable amount of its resources to host the event and wishes to have Eugene and Lane County presented in the best possible manner. This grant would assist greatly in that effort.

Please give favorable consideration to this grant application.

Sincerely,



Jon Anderson



January 19, 2007

Loralyn Spiro/ Lane County Parks  
Public Works Analyst/ Marketing and Volunteer Coordinator  
90064 Coburg Road  
Eugene, Oregon 97400

Re: Tourism Special Projects Grant Program

Dear Loralyn,

I was excited to hear that the 2008 USGA Women's Amateur Golf Championship is coming to Eugene. This international event is the premier women's amateur venue of the year and showcases the very best amateurs in the world. Many of the competitors will move on to golf's highest level in the near future. This is a very prestigious event and it is an honor for the city of Eugene and the Eugene Country Club to be the host.

Women's golf has grown incredibly as a spectator sport through the years. It draws more and more spectators each year and continues to find a growing audience appeal on television. If the past few years of this event are any indication, the 2008 Women's Amateur will be a big event. The championship is contested over a seven day period and along with the 156 players, players' families, USGA officials and media, will draw many spectators regionally and nationally.

Complete eighteen hole television coverage will be carried by The Golf Channel. The television feed will go out to an international audience and therefore has the potential to be one of the most significant events the City of Eugene has ever hosted. The television coverage will most certainly reflect on and showcase the quality and character of our city and region. The event will also be heavily covered by the local, regional, national and international newspapers and sports journals.

As someone who has also played amateur golf at the highest levels, I am writing to add my voice of support for this event and hope that you will give full consideration to the 2008 Women's Amateur Committee's grant request.

Sincerely,

Casey Martin  
Head Men's Golf Coach  
University of Oregon

Oakway

PROPERTY MANAGEMENT, LLC

January 23, 2007

230 Oakmont Way, Suite 204  
Eugene, OR 97401

541.485.4711  
fax 541.485.4714

[www.oakwaycenter.com](http://www.oakwaycenter.com)

Loralyn Spiro/ Lane County Parks  
Public Works Analyst/ Marketing & Volunteer Coordinator  
50064 Coburg Road  
Eugene, Oregon 97408

RE: Tourism Special Project Grant Program

Dear Loralyn,

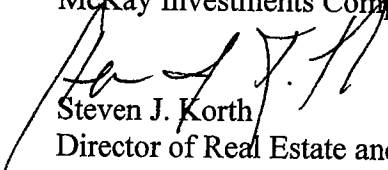
I am writing in support of the 2008 USGA Women's Amateur golf tournament that is scheduled to be played at Eugene Country Club. This prestigious event, which will bring a great deal of positive attention to the Eugene community, will also be a tremendous boost for the local economy. As the owners of the Oakway Center, we recognize the benefit that the surrounding hotels, restaurants, and retailers will derive due to the expected crowds that will be drawn to this wonderful tournament.

It is my understanding that you are considering providing a grant that will support the promotion of tourism and the dollars that will be brought into Lane County due to this event and it is my strong recommendation that you support this request. It is not often that our community has the opportunity to host a venue such as the USGA Women's Amateur Golf Tournament and we should do all we can to help the local businesses benefit by the influx of tourism that follows such a prestigious event.

I thank you in advance for your consideration and support.

Best Regards,

McKay Investments Company LLC

  
Steven J. Korth  
Director of Real Estate and Development