

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY OREGON

ORDER 98-8-26-4)IN THE MATTER OF ADOPTING THE FY 98/99 RURAL
)TOURISM MARKETING PLAN AND AUTHORIZING THE
)COUNTY ADMINISTRATOR TO SIGN CONTRACTS
)IMPLEMENTING THE PLAN.

WHEREAS, the Board of County Commissioners has reviewed and approved the attached Rural Tourism Marketing Plan, and

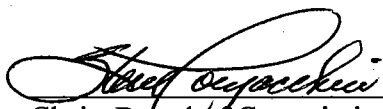
WHEREAS, the Rural Community Improvement Council is ready to review and adopt plans submitted by the non-metro cities in the county, and solicit proposals through a Request for Proposals process from the McKenzie Valley, and

WHEREAS, the Rural Community Improvement Council is committed to implementation of the Rural Tourism Marketing Plan to increase tourism activity and room tax revenue in the rural and non-metro communities of Lane County,

NOW, THEREFORE, IT IS HEREBY:

ORDERED that the Board of Commissioners adopt the attached Rural Tourism Marketing Plan, including the zones shown on the map and the distribution formula shown on the spreadsheet, and it is further

ORDERED that the County Administrator is authorized to sign the contracts associated with implementing the Rural Tourism Marketing Plan.



Chair, Board of Commissioners

Dated this 26th Day of August 1998.

FILED

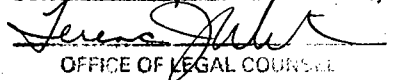
SEP 01 1998

COUNTY CLERK

BY M. Building

APPROVED AS TO FORM

Date 8/18/98 Lane county



OFFICE OF LEGAL COUNSEL

IN THE MATTER OF ADOPTING THE FY 98/99 RURAL TOURISM MARKETING PLAN AND AUTHORIZING THE COUNTY ADMINISTRATOR TO SIGN CONTRACTS IMPLEMENTING THE PLAN.

RURAL TOURISM MARKETING PLAN FOR LANE COUNTY

DEFINITION

Rural Tourism Marketing is the business of selling, packaging, and advertising rural Lane County in a unified, well-planned, and integrated effort with the metro area. Tourism product development in rural areas will utilize the rural/metro tourist connections to maximize rural benefit.

TOURISM GOALS AND OBJECTIVES

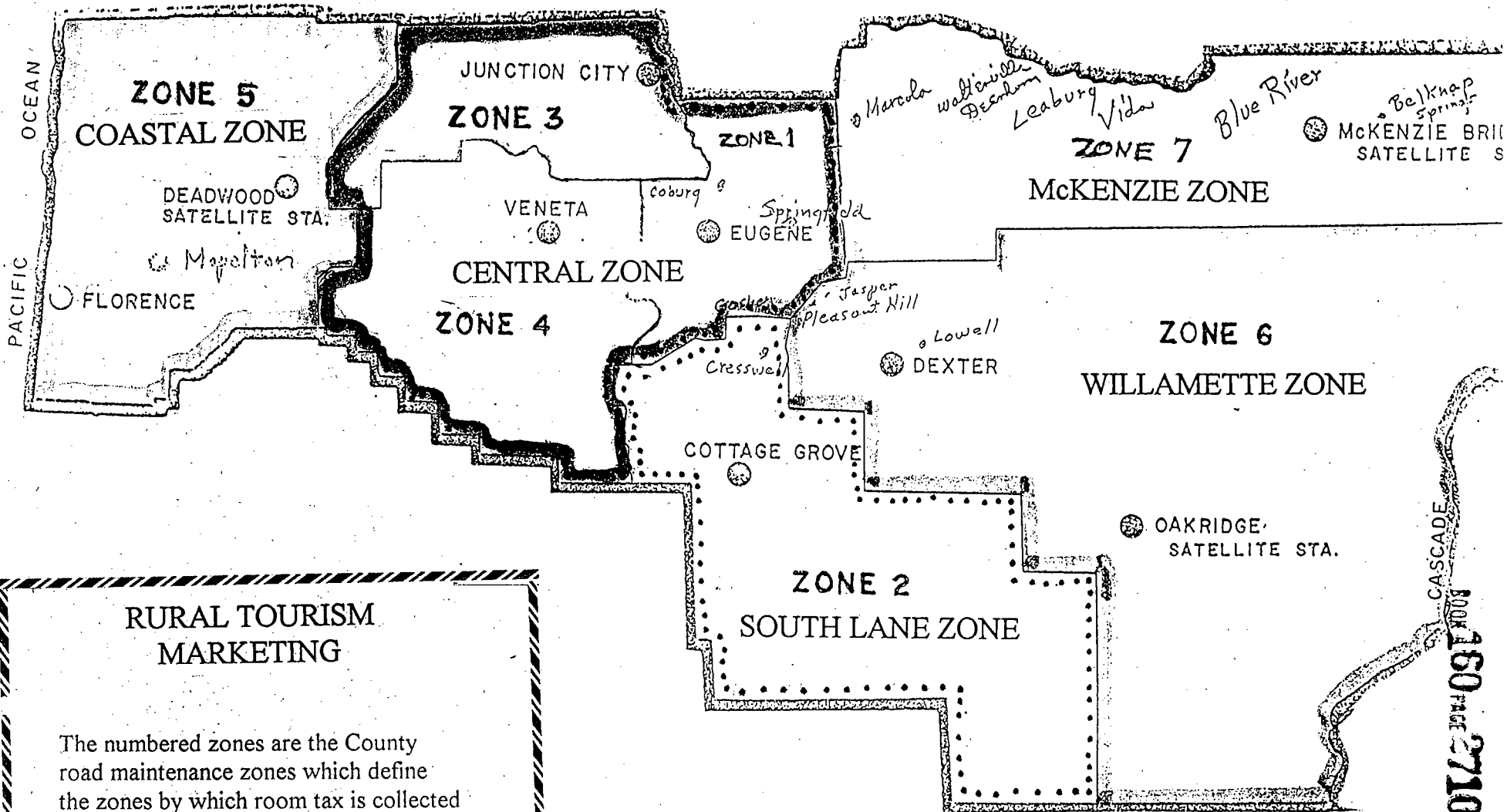
The goals and objectives from the *Lane County Tourism Marketing Plan* are listed here with the rural objectives adopted by the Rural Community Improvement Council listed below each goal.

1. To continue to define specific and varied activities and products that are widely distributed within the County which will provide additional impetus for the visitor to choose Lane County as a leisure travel destination.
2. To increase transient room tax revenues county-wide.
 - A. To increase overall revenues from room tax by increasing visitor stays by 3--5%.
 - B. To increase room tax revenues during the tourism 'shoulder season' of the winter/early spring months.
3. To maintain Northern California and Washington as target markets.
4. To increase the length of stay by visitors.
 - a. *Rural objective* - To increase the visitation and amount of time spent by visitors in rural Lane County. This could include beautification and property enhancement projects on public property.
5. To maintain Oregon as a primary market at 30% of total visitors during the peak season.
 - a. *Rural objective* - To increase development of metropolitan Lane County as a target market for rural Lane County.

6. To monitor Northwest Canada as a target market.
7. To continue the development of regional marketing throughout the Willamette Valley.
 - a. *Rural objective* - To target local urban and metropolitan areas throughout the Willamette Valley as a primary market for rural Lane County.
8. To stress continued cooperation and coordination among existing City, County, State and private tourism organizations.
 - a. *Rural objective* - To increase the involvement of rural tourism organizations in the existing network.
9. To maintain a reputation for excellence in hospitality and service.
 - a. *Rural objective* - To develop, advertise, and package rural Lane County.
 - b. *Rural objective* - To assist with staffing needs and to provide training and education for communities on hospitality and service excellence in rural areas.
10. To continue to increase tourism in Lane County by expanding group tour business.
 - a. *Rural objective* - To build and network, where appropriate, group travel opportunities; i.e. recreational vehicle, bicycle, parks, and campground activities.
 - b. *Rural objective* - To foster coordination between the Convention and Visitors Association of Lane County and rural tourism organizations to develop and package group travel tours, particularly as an extension of metro convention gatherings.

RURAL TOURISM MARKETING STRATEGIC OPTION

The option shown on the spreadsheet uses a guaranteed base funding level for each rural city and the McKenzie Valley. A proportion of the remaining city and all non-city room tax revenues collected within the zones shown on the map will be distributed to the cities located within that specific zone. Intergovernmental Agreements and contracts will include the specific tourism marketing projects selected by each jurisdiction and approved by the County. The base funding level is 35% of the total \$200,000.



RURAL TOURISM MARKETING

The numbered zones are the County road maintenance zones which define the zones by which room tax is collected from hospitality providers and RV parks and campgrounds.

The named zones (Coastal, Central, South Lane, Willamette, and McKenzie) are the Rural Tourism Marketing Zones used to define the non-city/city distribution pattern.



CASCADE
 150 PAGE 2710

ROOM TAX
COUNTY WIDE
7 YEAR HISTORY

5 YEAR AVERAGE TOTAL

RURAL TOURISM MARKETING 1998
Base: \$6,364 (35%) to each non metro city
Balance: \$134,000 by % of non metro city plus non city by zone

COUNTY WIDE Location	A	B	C	D	E	F	G	C+D+E+F+G	I	J	K	L	M	N	K+L+N
	91/92	92/93	93/94	94/95	95/96	96/97	97/98	5 Year Total	% Room Tax (C+D+E+F+G) / \$4,276,375	% Room Tax	SELECTED BASE \$70,000	% * \$130,000	Non City Allocation	Non City Amount	TOTAL \$200,000
Eugene	1,349,433	1,511,872	1,935,852	1,979,592	2,126,357	2,191,730	2,222,864	10,456,495	244.52%						
Springfield	641,597	754,428	926,877	949,808	972,698	1,065,379	1,192,816	5,107,578	119.44%						
Non City	30,831	35,553	42,955	46,328	47,362	47,438	40,099	224,182	5.24%						
Metro Total	2,021,861	2,301,853	2,905,784	2,975,728	3,146,417	3,304,547	3,455,779	15,788,255	369.20%						
Growth rate		13.8%	26.2%	2.4%	5.7%	5.0%	4.6%								
Five year growth rate							18.9%								
Creswell	24,327	25,738	29,801	32,228	41,539	44,893	40,935	189,396	4.43%	6.72%	6,364	5,758	17.00%	69	12,190
Cot Grove	104,077	145,860	183,184	177,254	183,451	192,737	188,009	924,635	21.62%	32.80%	6,364	28,109	83.00%	335	34,807
South Non City	552	606	644	1,429	3,792	3,810	3,606	13,281	0.31%			404			
South Zone Total	128,956	172,204	213,629	210,910	228,782	241,440	232,550	1,127,311							
Growth rate		33.5%	24.1%	-1.3%	8.5%	5.5%	-3.7%								
Five year growth rate							8.9%								
Coburg	6,392	6,975	8,547	14,943	27,000	26,212	24,890	101,592	2.38%	3.60%	6,364	3,088	53.12%	252	9,704
Junc City	10,538	13,166	17,525	17,464	18,567	15,018	17,981	86,555	2.02%	3.07%	6,364	2,631	45.25%	215	9,210
Veneta	479	628	410	667	587	803	650	3,117	0.07%	0.11%	6,364	95	1.63%	8	6,466
Central Non City	445	506	445	1,647	4,615	5,036	3,865	15,608	0.36%			474			
Central Zone Total	17,854	21,275	26,927	34,721	50,770	47,069	47,386	206,872							
Growth rate		19.2%	26.6%	28.9%	46.2%	-7.3%	0.7%								
Five year growth rate							76.0%								
Dunes City	5,616	5,212	5,796	6,509	7,451	6,650	6,918	33,323	0.78%	1.18%	6,364	1,013	3.47%	1,463	8,839
Florence	112,279	118,755	147,575	168,204	198,342	205,332	206,687	926,140	21.66%	32.86%	6,364	28,154	96.53%	40,655	75,173
Coastal Non City	185,756	194,320	202,175	229,989	314,233	319,315	319,760	1,385,473	32.40%			42,118			
Coastal Zone Total	303,651	318,287	355,546	404,702	520,026	531,297	533,365	2,344,936							
Growth rate		4.8%	11.7%	13.8%	28.5%	2.2%	0.4%								
Five year growth rate							50.0%								
Lowell	0	0	0	0	0	0	0	0	0.00%	0.00%	6,364	0	0.00%	0	6,364
Oakridge	22,012	27,277	31,809	33,085	33,885	34,472	30,876	164,127	3.84%	5.82%	6,364	4,989	97.06%	1,274	12,627
Westfir	185	269	631	929	945	1,392	1,080	4,977	0.12%	0.18%	6,364	151	2.94%	39	6,554
Willamette Non City	1,767	1,452	1,917	4,214	11,322	13,247	12,484	43,184	1.01%			1,313			
Willamette Zone Total	23,964	28,998	34,357	38,228	46,152	49,111	44,440	212,287							
Growth rate		21.0%	18.5%	11.3%	20.7%	6.4%	-9.5%								
Five year growth rate							29.3%								
McKenzie	36,758	43,552	60,062	67,263	77,792	86,638	93,213	384,968	9.00%	13.66%	6,364	11,703			18,067
Growth rate		18.5%	37.9%	12.0%	15.7%	11.4%	7.6%								
Five year growth rate							55.2%								
COUNTY TOTALS	511,183	584,316	690,521	755,824	923,521	955,555	950,954	4,276,375	100.00%	100.00%	70,000	130,000			200,000
Growth rate		14.3%	18.2%	9.5%	22.2%	3.5%	-0.5%								
Five year growth rate							37.7%								

All Metro 15,788,255 884.27% of NonMetro/Non City
 Non Metro City + McKenzie 2,818,829 157.88%
 NonMetro/NonCity 1,457,545 81.63%

* Tax rate = 5% from 1974 through January 1993; February 1993 additional 3% tax adopted
 ** RV Parks & Campgrounds added in 1995

BOOK 150 PAGE 2711