



# TOURISM ADVISORY COMMITTEE AGENDA

**Thursday, September 26, 2024**

**3:30 p.m.**

This meeting includes in-person and virtual participation.

Council/Willamette Room - 333 Broadalbin Street SW

<https://www.albanyoregon.gov/council/groups/tra/>

You can also dial in using your phone.

Call: 1-253-215-8782 | Meeting ID: 862-5898-2524

Passcode: 480841

Please help us get Albany's work done.

Be respectful and refer to the rules of conduct posted on the website.

3:30 p.m. Call to order (Chair)

3:30 p.m. Roll call (Staff)

3:35 p.m. Election of Vice Chair (Chair)

3:40 p.m. Approval of minutes: (Chair)

- January 18, 2024 [Pages 2-5]

3:45 p.m. Business from the public: (Chair)

*Persons wanting to provide comments may:*

- 1- Email written comments to [jennifer.wehr@albanyoregon.gov](mailto:jennifer.wehr@albanyoregon.gov), including your name before noon on the day of the meeting.
- 2- To comment virtually during the meeting, register by emailing [jennifer.wehr@albanyoregon.gov](mailto:jennifer.wehr@albanyoregon.gov) before noon on the day of the meeting, with your name. The chair will call upon those who have registered to speak.
- 3- Appear in person at the meeting and register to speak.

4:00 p.m. Business from staff [Pages 6-9] (Verbal)

4:10 p.m. Scheduled business: (Verbal)

- Tourism Agency Reports [Pages 10-52]
- Collaborative Tourism and Promotion (CTP) Grant Evaluation and Awards [Pages 53-105]
- CTP Grant Post-Event Reports [Pages 106-128]

5:15 p.m. Business from the committee (Verbal)

5:25 p.m. Next Meeting Date: To be determined

5:30 p.m. Adjournment (Chair)

*This meeting is accessible to the public via video connection. In-person attendance is available. For arrangements, please contact city staff at: [jennifer.wehr@albanyoregon.gov](mailto:jennifer.wehr@albanyoregon.gov). or call 541-791-0180 at least 24 hours in advance of the meeting. If you have a disability that requires accommodation, please notify city staff at least 48 hours in advance of the meeting.*

*Testimony provided at the meeting is part of the public record. Meetings are recorded, capturing both in-person and virtual participation, and are posted on the City's website.*

[albanyoregon.gov](http://albanyoregon.gov)





## TOURISM ADVISORY COMMITTEE

### **MINUTES**

January 18, 2024

3:30 p.m.

Hybrid

**DRAFT**

#### Call to Order

Chair Pam Silbernagel called the meeting to order at 3:30 p.m.

#### Roll Call

Members present: Sharon Konopa, Pam Silbernagel, Peggy Burris, Bob Moore, Steve Reynolds

Members absent: None

#### Election of Officers

**3:32 p.m.**

Chair Silbernagel called for a motion nominating a chair and vice chair of the committee. Member Konopa nominated Member Silbernagel to remain as chair and Member Reynolds to remain in the vice chair positions. Member Burris seconded the motion, which passed 5-0.

#### Approval of Minutes

**3:33 p.m.**

**Motion:** Member Burris moved to approve the minutes from September 21, 2023, as presented. Member Moore seconded the motion to approve but wanted an answer to the question from the September 21, 2023, meeting regarding the request from the committee to receive the minutes sooner. Sophie Adams, Economic Development Manager responded that staff are not able to provide the drafted minutes prior to the packet being posted online for the meeting but noted that the recordings of the meeting are available online almost immediately. Members voted to approve the motion 5-0.

**Motion:** Member Moore motioned to approve the minutes from September 26, 2023, as presented. Member Konopa seconded the motion, which passed 5-0.

#### Business from the Public

**3:38 p.m.**

Chair Silbernagel opened the floor to public comment.

Adams announced that there was one funding request that didn't meet the deadline, but copies of the application were provided, and the applicant was present to speak.

Brittany Paulson on the West Albany Junior Baseball League Board spoke to the commission about their funding request.

Member Silbernagel suggested that they may keep the funding request on the list, but the late application makes it difficult for the committee to consider it.

#### Business from Staff

**3:42 p.m.**

Sophie Adams, Staff Liaison provided the Transient Lodging Tax (TLT) Revenue Report in the packet and noted she will provide updates when available.

She then reported on the Albany Visitors Association (AVA) Contract from the Tourism and Marketing Services Request for Proposal (RFP) that was awarded and approved by the City Council. Member Silbernagel requested staff send committee members the amount of the reserve line item in the economic development budget.

Collection of TLT from short term rentals (STRs): The procurement process has begun for a third-party contract to implement and administer that program. It is a multi-year contract. Staff will be bringing an update to the city council.

Adams shared that they will be advertising the next round of Collaborative Tourism and Promotion (CTP) Grants soon. Awards are scheduled for the September meeting.

Scheduled Business

**3:50 p.m.**

- Tourism Reports

Chair Silbernagel noted that Tourism Agency Reports are provided in the packet. Connor McLain, Board of Directors of the AVA was present and commented on the move of the Albany Visitor Association offices to a better space downtown. Member Burriss wanted to note for the record her appreciation for the work of the Albany Visitor Association.

Executive Director of the Albany Downtown Association, Lise Grato provided their bi-annual report and latest newsletter\*.

The Monteith Society also provided their Bi-Annual Report, Amanda Pool from Monteith Historical Society was online to answer any questions..

- Collaborative Tourism and Promotion Grant (CTP)

**3:56 p.m.**

Chair Silbernagel opened the floor for discussion and review of the new CTP applications, giving applicants an opportunity to speak on their events and program needs.

Albany Downtown Association requested \$4,875 for a new marketing program. Lise Grato explained that the funds they are requesting are to update the website for better use by visitors and residents. They are also asking for funding for two highway banners to commemorate and advertise First Fridays and Holiday activities.

Giving A Hoot is requesting funds for a beautification planting project of the city's gateways asking for \$2000. Member Burriss announced she had a non-financial conflict and may need to abstain from voting.

Oregon Valley Futbol Alliance is organizing a three-on-three soccer tournament and applied for funds to cover the cost of goals necessary for the all-day tournament for youth ages 5-18.

FIRST Force Robotics is an organization that groups together high school robotics teams and is requesting \$3000 to support a High School Robotics Team Scrimmage Event for Oregon and SW Washington high school teams. The grant would cover the cost of the new venue at the Linn County Expo Center. Tom Thompson from FIRST Force was available to provide details of the event and answer questions.

Vintage Window Restoration Workshop application was for \$10,000 in funds for overhead to provide a workshop to engage the community in learning conservation techniques for restoring historic buildings. This workshop would be led by Christopher Gustafson and involve hands-on restoration of the windows on the Cumberland Church. He is requesting funds to keep the registration costs minimal or free of charge for participants, who would be using local lodging and meals. He has scheduled it to occur during the May Historic Preservation Month. He is currently looking for sponsorship.

Committee Discussion

**4:10 p.m.**

Chair Silbernagel asked the staff for a summary of the funding available and the alternatives. Adams shared that there was \$11,000 currently available which could be divided between the applicants. She didn't provide specific recommendations but instructed the members to consider their priorities in making decisions.

Silbernagel asked about the possibility of additional funding from the City reserve fund to extend how much they are able to fund. Adams shared that the City Council budget has been set and any reserves may be needed elsewhere.

The members continued to discuss and share how they would prioritize the applicant requests and why. A major consideration was the ability of the events to bring in heads and beds to the economy. Deliberation of the factors resulted in distribution of the grant funds as follows:

Member Konopa suggested that the Giving A Hoot application to fund street beautification efforts would more appropriately be funded by the Public Works Street Fund, and not CTP. She noted that the Committee supports the effort, but it is part of street maintenance.

**Motion:** Member Konopa offered a motion strongly recommending that the City use the Street Maintenance Fund out of Public Works to provide the \$2000 needed for the Giving a Hoot street beautification project. Member Burris seconded the motion. All members voted in favor 5-0.

During the discussion on how the funds should be divided, Chris Gustafson withdrew his application for funding to ensure that the youth programs applying would receive their needed funds.

**Motion:** Member Burris made a motion that staff write Chris Gustafson a Letter of Endorsement and support to provide to potential sponsors for the workshop based on the importance of the historic preservation of the community. And recommends that he re-apply for the next go-round of grant funding. Member Konopa seconded the motion. All voted in favor 5-0.

**Motion:** Member Konopa moved to provide the Downtown Albany Visitors Association (ADA) Award of \$3,000 of CTP Funding for any items out of their proposal. Member Burris seconded the motion, which passed 4-0, with Member Moore abstaining.

**Motion:** Member Konopa moved to allocate the remaining CTP Funding as follows: Oregon Valley Futbol Alliance awarded \$2,500, West Albany Youth Baseball Tournament award \$2,500, FIRST Force Robotics Event award \$3,000. Motion seconded by Member Burris, which passed with a 5-0 vote.

- CTP Grant Post-Event Reports

**4:55 p.m.**

Chair Silbernagel noted they received reports from the West Albany High School Wrestling and their West Tyler Troyer Memorial Tournament. Also, the Albany Civic Theater reported on the success of city-wide events and promotions they received CTP Funds for. The Gallery Calapooia Marketing Committee reported

on the efforts funded by their CTP grant in 2022-23. Efforts focused on on-air and printed advertising and promotions through Travel Oregon to attract people downtown.

Business from the Committee

**5:01 p.m.**

None.

Next Meeting

Next meeting is scheduled for September 2024, exact date to be confirmed.

Adjournment

Hearing no further business, Chair Silbernagel adjourned the meeting at 5:02 p.m.

Respectfully submitted,

Reviewed by,

Susan Muniz  
Recorder

Sophie Adams  
Economics Development Manager

*\*Documents discussed at the meeting that are not in the agenda packet are archived in the record. The documents are available by emailing [cityclerk@cityofalbany.net](mailto:cityclerk@cityofalbany.net)*

## Transient Lodging Tax

	2014-2015	2015-2016*	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	One Year \$ Chg	One Year % Chg
July	96,618.04	111,876.15	125,896.36	111,010.05	112,425.77	103,311.72	50,265.46	134,054.45	160,718.71	157,192.94	133,941.38	(23,251.56)	-14.79%
August	110,011.44	114,332.83	106,873.12	131,655.85	119,099.49	100,987.30	56,408.05	128,231.71	127,791.19	134,247.98	-		
September	83,164.03	97,861.83	110,122.26	104,271.11	92,317.41	96,639.31	81,624.32	124,222.49	141,900.05	152,997.45	-		
October	72,286.97	76,125.15	93,162.68	83,369.10	81,409.53	78,215.61	61,004.39	103,657.52	112,443.04	111,855.21	-		
November	74,514.85	79,613.15	85,240.93	73,260.28	73,604.32	81,995.65	45,283.37	96,256.33	99,819.70	99,159.00	-		
December	44,486.10	53,932.72	54,120.51	52,587.61	50,182.44	57,380.80	38,828.39	68,284.84	74,979.17	69,575.52	-		
January	55,903.92	58,919.86	56,349.85	62,724.49	61,430.49	60,819.91	49,621.69	72,990.30	76,583.02	74,739.03	-		
February	68,662.88	62,896.53	60,838.71	60,884.51	66,753.37	57,830.98	67,716.69	87,084.22	78,063.41	84,347.66	-		
March	79,375.19	85,201.86	87,500.17	83,673.45	90,549.20	40,626.08	65,659.38	105,465.02	95,341.20	89,687.46	-		
April	71,521.12	82,721.83	72,018.47	76,587.29	80,425.19	23,831.46	77,503.71	109,731.55	98,128.14	100,746.99	-		
May	88,025.19	88,060.19	100,711.47	95,342.43	100,529.84	32,980.64	80,858.51	112,368.38	111,947.76	104,211.67	-		
June	111,702.54	130,215.62	124,732.70	131,736.52	119,510.00	42,670.75	133,025.83	154,373.00	155,764.70	187,829.93	-		
<b>Total</b>	<b>956,272.27</b>	<b>1,041,757.72</b>	<b>1,077,567.23</b>	<b>1,067,102.69</b>	<b>1,048,237.05</b>	<b>777,290.21</b>	<b>807,799.79</b>	<b>1,296,719.81</b>	<b>1,333,480.09</b>	<b>1,366,590.84</b>	<b>133,941.38</b>	<b>(23,251.56)</b>	
<b>Yr/Yr Chg</b>	35.20%	8.94%	3.44%	-0.97%	-1.77%	-25.85%	3.93%	60.52%	2.83%	2.48%			
<b>YTD/YTD Chg</b>													
										973,802.25	-86.25%		

\*June 2015 included an additional \$32,146.28 in back payments from online travel companies.

### Rate History

1/26/1978	5%
10/1/1985	6%
9/26/1986	6% less admin fee of 5%
7/1/1994	8% less admin fee of 5%
7/1/1999	9% less admin fee of 5%



# Process for Submitting Funding Requests

for

## Collaborative Tourism Promotion

**Introductory Statement:** Approved funding comes from Transient Lodging Tax (TLT) revenues as authorized under Finance Policy #F-12-12-001, Transient Lodging Tax Policy as currently adopted or as amended by the Albany City Council, to be used for an appropriate governmental purpose.

**Collaborative Tourism Promotion (CTP):** This fund is managed by the City's Tourism Advisory Committee. Funding requests may come from or through any recipient organization or outside organization. Funding requests must be supported by a majority of the Committee. Grant funds are used for event start-up costs to outside agencies; new marketing campaigns or expanded advertising for a new element of an existing event; or travel expenses to submit proposals to host events, conferences, and trade shows. The funds shall **not** be used for wages or benefits.

### **Processes:**

#### **1) Application**

##### a) Funding request applications

1. **cannot be more than five pages;** and
2. must be submitted to Jennifer Wehr, Economic Development Program Coordinator, Albany City Hall, 333 Broadalbin Street SW, P.O. Box 490, Albany, OR 97321.

##### b) Grant amount requested

1. If less than \$10,000: attach at least one written vendor quotation.
2. \$10,000 or more: attach a minimum of **three** written vendor quotations.

##### c) The Tourism Advisory Committee makes the final determination of whether or not funding requests are approved.

#### **2) Grant Payment**

Grant funds are provided on a reimbursement basis upon submittal of invoices and proofs of payment (canceled checks and/or receipts) for those expenditures outlined in the application to the City of Albany and approved by the Tourism Advisory Committee.

#### **3) Event/Activity Written Report**

After the event/activity, a final written report must be submitted to the City. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity.

If you have questions about the application, process, etc., you can contact Jennifer Wehr at 541-791-0180 or [jennifer.wehr@albanyoregon.gov](mailto:jennifer.wehr@albanyoregon.gov).



**APPLICATION FORM  
for  
FUNDING REQUEST**

**Collaborative Tourism Promotion**

**Amount of Funding Request: \$**

Organization Name:		
Address:		
Contact Person and Title:		
Telephone:	Fax:	E-mail:
Federal Tax Identification Number (if applicable):		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

1. Describe the event or activity proposed for which funding is being requested. Be specific.
  
  
  
  
  
  
  
  
  
  
2. How will this event or activity benefit tourism and the Albany community?
  
  
  
  
  
  
  
  
  
  
3. Has this event or activity occurred in previous years and/or in another location?
  
  
  
  
  
  
  
  
  
  
4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?
  
  
  
  
  
  
  
  
  
  
5. Please choose one that best describes your event or activity:  
 Onetime       Ongoing       Unsure



6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding? *(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No



# MEMO

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**TO:** Tourism Advisory Committee

**FROM:** Jennifer Wehr, Economic Development Program Coordinator

**DATE:** September 18, 2024, for the September 26, 2024, Tourism Advisory Committee (TAC) Meeting

**SUBJECT:** Tourism Agency Report Review

**Action Requested:**

None; information only.

**Discussion:**

The City contracts with the Albany Visitors Association, Albany Downtown Association, and Monteith Historical Society to market, promote, and support the tourism industry in Albany. Per the contracts with each organization, they provide semi-annual reports outlining their activities and results over each reporting period. One function of the TAC is to “review and oversee tourism programs,” which includes the activities of these organizations. The most recent reports (covering July-December 2023 and January-June 2024) are attached for the TAC’s review and comments. Reports are shared with the TAC via email as they are submitted, but a periodic review at a TAC meeting is helpful in providing feedback to these agencies.

JW:km

Attachments: 3



## Check in Report for July 2023 – December 2023

January 2024

**AVA's Mission:** *"To grow the economic impact of tourism by fostering local experiences."*

Albany Visitors Association (AVA) is the Destination Organization for Albany. We place advertising in publications, on the internet and in venues that inspire and entice visitors to come to the community, stay in our lodging properties, eat at local restaurants, enjoy the area attractions and shop at local stores. The AVA also acts as a resource to residents for information on events and opportunities in the local community, the region and the state.

The AVA takes pride in over 40 years of service as the travel and tourism experts for the City of Albany and the continued confidence of the City Council. The AVA's efforts through partnerships and grant programs have resulted in exciting and rewarding results. Thank you for this opportunity to share the results from the AVA's efforts this past 6 months to provide programs that increase the economic benefits of travel for Albany.

### **AVA's actions and strategic response:**

Direct marketing efforts, coordinating with colleagues, gathering and distributing information, communicating regularly with our industry partners and collaborating efforts for assistance has allowed us to provide the necessary services despite budget restrictions and rising costs. The AVA's marketing strategy continues with top-of-mind branding of Albany. Industry trends indicate farm-to-table, sustainable tourism, outdoor adventures, family gatherings and authentic experiences continue to be at the top of the list for visitors. Many events are a driving force to encourage day trips while others help to fill lodging properties.

TLT revenues have returned to pre-pandemic levels, but occupancy rates are lower from July through December 2023. There are a variety of factors contributing to the increase in hotel stays, but hotel partners indicate the largest segment of visitors are leisure travelers which is the primary target for the AVA. Marketing efforts have continued at a higher level because of partnerships, grants and leveraging a limited budget.

Let's take a look at a snapshot of our efforts from 2023 and some of the results for the tourism industry here in Albany, OR. Here's where we've invested time and money so far this year:

- Albany Official Visitor Guide
- Hospitality Vision & Albany App
- Travel Oregon Official Visitor Guide
- Things to See & Do in Oregon
- My Story Everywhere
- Travel Oregon e-news campaigns
- Trailblazer Annual
- NW Travel & Life
- Travel & Words Writers' Conference
- Mid-Willamette Valley Food Trail
- Take Root Willamette Valley Magazine
- High Points Willamette Valley

Creation of one- to three-day **itineraries** and regular **inspirational blog posts** provide more experiences and allow for greater satisfaction with our visitors.

**Partnerships** with industry peers like Willamette Valley Visitors Association, Travel Oregon and Oregon Women for Agriculture extends our messages to reach more potential visitors.

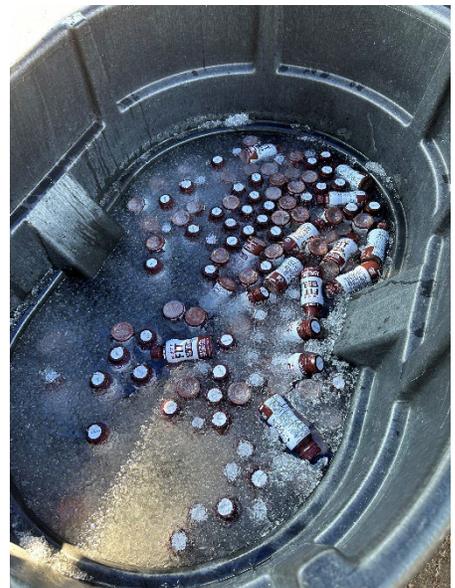
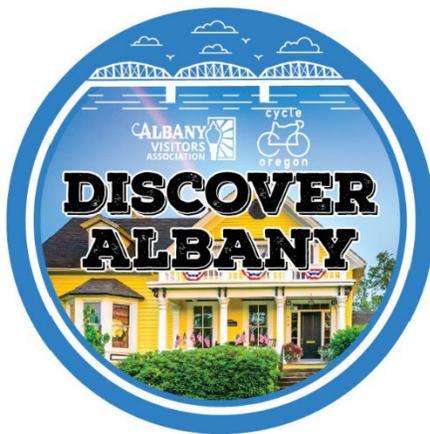
Spearheading the **Albany Explorer App** and **Summer Passport Program** for kids allows users to engage with local businesses, spend more money and become ambassadors for our community.

The **Albany Area Calendar of Events** is another area where the AVA excels; keeping up with new events, changes and announcements which feed directly to the City of Albany website.

**Summer 2023** was a busy season for Albany and the AVA. Established events drew larger crowds as we moved farther away from the two-year hiatus. Large regional events also made an impact on Albany's travel industry. U.S. Olympic Trials in Eugene, Iron Man in Salem, Oregon Senior Games in Corvallis, and Cycle Oregon's Final Classic Ride beginning and ending in Albany all generated an economic impact here in Albany and the AVA was proud to be a partner in these events.



**WELCOME  
CYCLE OREGON**



**Cycle Oregon Classic Ride XXXIII.** Albany was chosen to host the last 7-day Classic Ride in Oregon. Over 1,000 cyclists arrived at Timber-Linn Memorial Park on September 9, left on September 10 and returned on September 16. Hosting this group was a pleasure and took a lot of teamwork. AVA team members collaborated with partners including Albany Parks & Recreation, Albany Police Department, Albany Fire Department and the Linn County Sheriff's Office, and coordinated over 200 volunteers to keep things running smoothly. Shifts ranged from 6am baggage haul to 8pm dinner crew and everything in between. We were thrilled to be a part of this fun event and have the opportunity to show off Albany and our surrounding area.

Welcome signs were put on display throughout the city and the trolley was made available to transport riders to and from the downtown area where the annual Antiques in the Streets and Vintage Car Show was taking place. AVA staff and volunteers worked at both locations to welcome guests and share information.

Albany has a reputation for going the extra mile to accommodate our visitors and this event was no exception. During the opening night announcements, we heard there was a supply chain shortage of chocolate milk and there would not be any available for the event. We learned this is a necessary celebratory beverage following the ride. Mayor Alex Johnson II reached out to State Representative and local farmer Shelly Boshart Davis. They immediately got to work coordinating with the Dairy Women of Oregon to provide 1,100 cartons of chocolate milk in time for the riders' return to Albany. They personally delivered and handed out milk to very appreciative returning cyclists. While the *Classic Ride* has sunsetted, we are confident Cycle Oregon will be back for one of their popular *Weekender Rides* in the future.



**Oregon Senior Games** AVA partnered with Visit Corvallis to host the pickleball tournament at LBCC



**2023/24 Marketing Campaigns**



**FEATURES**

**Historic Downtown Albany, Oregon, has it all**

**Things to See and Do in Oregon**



ALBANY VISITORS ASSOCIATION

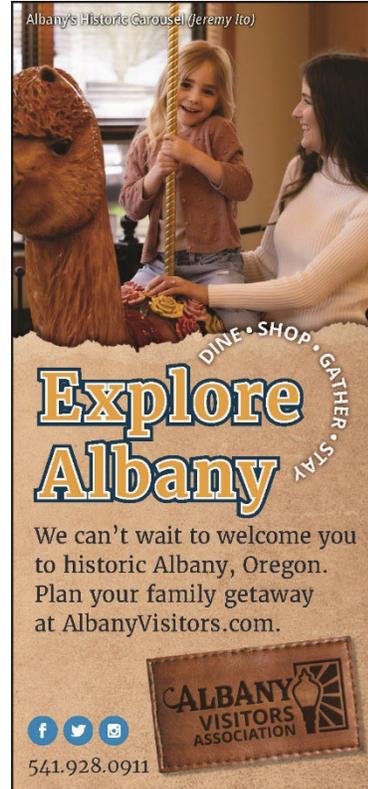
16 541.928.0911 | VisitAlbany.com

Visit Albany and discover your story! All hands on deck for fun in Albany! Paint a canvas, the walls or your loved ones at Splatterbox, a paint-throwing art studio that promises fun for the whole family. Choose from a variety of items and try your hand at painting pottery at Surefire Design; they will glaze and fire them for you. Challenge your family and friends to a great escape at Enigma Escape Experience, where you work together to solve the puzzles and free yourselves from one of three escape rooms. Get up close and personal with outstanding works of art at the Albany Historic Carousel & Museum and take a ride on your favorite animal. Plan your adventure at VisitAlbany.com.

Things To See & Do is designed as the perfect road trip companion. Its user-friendly size and easy-to-read content provides a quick way for visitors to get ideas for things to do while traveling throughout

Oregon. Its targeted distribution is designed to reach travelers driving through all parts of Oregon north, south, east and west. Traveling by car is one of the most popular ways to enjoy Albany and the state.

**Travel Oregon Visitor Guide**



Inviting travel writers and media sources to share all the great things there are to see and do in Albany helps to get the word out from other perspectives. We love to hear nice things about our community and share what others have to say about their visit here.

Here are a few of our favorites:

- <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/your-guide-to-cycle-oregons-2023-classic-ride/>
- <https://www.thetravel.com/hotels-albany-oregon-fall/>
- <https://www.hereisoregon.com/places/2023/07/tour-opens-doors-to-albany-historic-homes-for-44th-year.html>

## **AVA Staff and Volunteers**

As noted above, many annual events returned in 2023, and the Albany area enjoyed several new ones. Marketing and supporting these events continue to stretch AVA staff, still below pre-pandemic levels by 1.25FTE, representing a 30% staffing shortfall.

We had the good fortune to bring on Olivia Manske in the spring of 2023, a college student interested in marketing and travel. She was invaluable in organizing the summer passport program for children. Leveraging dollars enabled us to hire Olivia so she could continue her good work as a summer intern. We hope to have her return in the summer of 2024.

Supplemental budget funding allowed AVA to hire a marketing specialist to step in and resume critical responsibilities (temporarily completed by other staff) and improve our website and social media reach. This allowed the time to train the marketing specialist who will take over the marketing manager's responsibilities when our current marketing manager retires part-time. We are not able to fund the remaining part-time marketing position with budget cuts faced during the next biennium.

We recognize the efforts of our hospitality partners who continue to provide exemplary services in Albany. We have a strong demand for lodging in Albany, and while rates have increased to offset rising costs, Albany remains competitive in the statewide market. Higher revenues result in consistent TLT generated for our community. This is without the added revenue that would be generated from collecting TLT from alternative lodging facilities. Albany has yet to tax lodging provided through intermediate stock such as VRBO and Air B&B for the same service being charged to traditional hotels. We are hopeful this can be remedied as a fair and equitable measure that will benefit all industry partners.

In 2024, We are looking forward to continuing to drive people through the doors of local Albany businesses. Our ultimate goal is to bring visitors to Albany's hotels, restaurants and attractions, help them have a good experience and help our businesses succeed. To do that, we invest in partnerships and marketing efforts to ensure that Albany remains top of mind to potential visitors as well as residents looking for a place to gather with their friends and families.

In striving to help Albany be a welcoming place for everyone, the AVA adopted the following welcome statement:

***Albany Visitors Association welcomes to our community people from all walks of life. Your ability to enjoy your time with us as a valued visitor, no matter how you identify, is important to us. We appreciate that you have chosen Albany as your destination. We are devoted to respecting your culture as you explore ours.***

***All of the colors and textures that make up our wonderful and diverse world are woven into our Albany Welcome Mat. We stand as one, to be inclusive of many.***

## **Economic development through wise use of tourism dollars is an investment in the future.**

The travel industry in Albany pays for itself and then some. This industry has been a vital economic driver over the past four decades. During this time the City of Albany has benefited from travelers and leveraged hundreds of thousands of dollars from Transient Lodging Tax (TLT) revenue to supplement even more city projects. Supporting the local economy and businesses through marketing and destination development continues the wise use of TLT dollars. Partnering with community leaders helps to maintain Albany's livability.

### Significant findings (AVA STR & TLT Metrics):

*While Occupancy reported for Linn County was down 0.7% from the previous year June through December 2023, Revenue Per Available Room (RevPAR) was up from 2019 (pre-pandemic) YTD 2023/24 (21%). Source: Linn County STR Provided by Travel Oregon. The sample set is 9 of 16 properties (representing 624 of 927 rooms). Rates reflecting only the City of Albany are not available in this report.*

- *Transient Lodging Tax was up 1% during the first six months of FY 2023/24 from 2022/23 and was 41% higher than 2019 (pre-pandemic). The impact of COVID-19 was evident prior to the second year of the City of Albany's biennial budget. As a result, outside agency allocations coming from lodging tax revenues were reduced by 30%.*
- *Council approved adding Air B&B to the collection policy in May 2019 and still awaits wording to implement the change. Industry reports demonstrated a shift in overnight stays from traditional hotels to private accommodations, a trend that continued into the pandemic. If this is the case in Albany and to what extent will only be discovered upon implementation of an updated collection policy.*
- *Visitor Center (closed occasionally due to reduced staff and moving locations). The AVA is at about 70% of 2019 staffing levels. Employee turnover resulted in a change of process for tallying visitor center numbers. We are working to create a better system for future reports under the new contract.*
  - *Walk in traffic is still below pre-pandemic levels. Phone calls are also down.*
  - *The message board on the corner of 3<sup>rd</sup> and Lyon (Hwy 20) was tracked during the past 6 months. 50 activities were highlighted on 120 days viewed by an estimated 1,584,000 cars driving by Hwy 20. This does not reflect 3<sup>rd</sup> Avenue traffic.*
- *Visitor Information Kiosk (Interstate 5 Santiam Rest Stop Kiosk) 1,262 visitors were counted. We were happy for the opportunity to open again. We will continue to open seasonally and hope to increase hours as our volunteers are available.*
- *Website and Social Media*
  - *Unique visitors and page views are slightly lower than 2022 for 1<sup>st</sup> half of 2023/24. The market continues to recover with an increase in activities and demands on limited staff and resources. Thanks to a grant from Travel Oregon, the AVA Website audit has been completed and we are working on a relaunch of a new website in early summer 2024.*



- Facebook fans up 2%
- Twitter followers up 4%
- Instagram up 14%
- Albany Explorer App up to 3,000 users.
- E-newsletter up to 4,305 subscribers. 26,565 newsletters went out with an open rate of 41% and a click through rate of 6.7%. This is a great response considering the industry standard is 34% and 5%, respectively.
- Referral traffic. The calculation and relevance of these numbers has changed with G4 analytics.
  - Users viewed AVA's website lodging page 684 times.
  - Users viewed AVA's restaurant page 1,477 times.
- Group visits or activities –Marketing Manager Kim Jackson worked with 7 groups and reached out to 27 travel writers and pitched Albany as a destination. There were 18 articles published with a circulation of 92,668,207 during this 6-month period.
- Summer Passport Program For kids – 150 children signed up for the passport program and enjoyed sharing their Albany exploration with family members to help make fun memories.
- Engagement and participation with stakeholders
  - AVA staff checked in regularly with Albany lodging properties, the Carousel, RV parks, Albany Station etc. to replenish brochures in Albany brochure racks.
  - We provided ticket sales to Monteith Society's Historic Homes Tours.
  - We provided 15 raffle/prize baskets to contest winners and partners.
  - The AVA staff serves on the Board of Directors for, or is an active member of, the following organizations: Historic Carousel & Museum, Monteith Historical Society, Albany Regional Museum, Thompsons Mills Historical Society, Albany Downtown Association, Linn County Cultural Coalition, Willamette Valley Visitors Association, Oregon Tour and Travel Alliance and Oregon Destination Association.
  - We provided PR for groups and events – press releases, social media, etc.
  - The AVA has also continued to connect with TLT shareholders to coordinate efforts and maintain communication.
  - AVA team members and partners collaborated with a consultant to create a new strategic plan for the next 3-5 years. A copy of that plan can be found [here](#).

More information available on request ([data sheet available here](#))

Respectfully submitted,

*Rebecca Bond*

Rebecca Bond, Executive Director  
Albany Visitors Association

**ALBANY VISITORS ASSOCIATION**  
**Budget vs Actuals YTD Collapsed**  
 July - December, 2023

	Actual	Total Budget	Over/(Under)	% of Budget
<b>Income</b>				
5000 Revenue	171,295.03	384,000.00	(212,704.97)	44.61%
5399 Merchandise Sales	121.50		121.50	
5416 Historic Albany Tour	500.00		500.00	
5600 Special Projects	69,025.38		69,025.38	
<b>Total Income</b>	<b>240,941.91</b>	<b>384,000.00</b>	<b>(143,058.09)</b>	<b>62.75%</b>
<b>Gross Profit</b>	<b>240,941.91</b>	<b>384,000.00</b>	<b>(143,058.09)</b>	<b>62.75%</b>
<b>Expenses</b>				
6100 Personnel Services	41,351.37	90,150.00	(48,798.63)	45.87%
7100 Office Operations	31,805.63	63,733.00	(31,927.37)	49.90%
7200 Credit Card Expenses	5.84		5.84	
8100 Historic Resources Programs	25,187.42	39,484.20	(14,296.78)	63.79%
8200 Industry Trade	3,114.04	7,000.00	(3,885.96)	44.49%
8300 Marketing & Promotions	106,812.84	150,702.60	(43,889.76)	70.88%
8400 Events	1,431.94	2,000.00	(568.06)	71.60%
8500 Visitor Services	23,864.77	53,906.00	(30,041.23)	44.27%
<b>Total Expenses</b>	<b>233,573.85</b>	<b>406,975.80</b>	<b>(173,401.95)</b>	<b>57.39%</b>
<b>Net Operating Income</b>	<b>7,368.06</b>	<b>(22,975.80)</b>	<b>30,343.86</b>	<b>-32.07%</b>
<b>Other Expenses</b>				
9010 Leasehold Improvements	6,942.60		6,942.60	
<b>Total Other Expenses</b>	<b>6,942.60</b>	<b>-</b>	<b>6,942.60</b>	
<b>Net Other Income</b>	<b>(6,942.60)</b>	<b>-</b>	<b>(6,942.60)</b>	
<b>Net Income</b>	<b>425.46</b>	<b>(22,975.80)</b>	<b>23,401.26</b>	<b>-1.85%</b>

Monday, Jan 22, 2024 02:19:30 PM GMT-8 - Cash Basis



# Strategic Plan FY23/24—FY25/26

## Purpose

The AVA grows the economic impact of tourism by fostering local experiences. We engage residents and businesses, showcasing our historic architecture, local cuisine, and enticing events and festivals. We work to build a thriving community, creating a destination where everyone is welcomed and immersed in Albany’s authentic charm.

## Core Values

- Community**—we believe in preserving the charm of this historic place and work hard to connect with its residents and businesses
- Fun**—we enjoy the creative process and are engaged in promoting fun experiences
- Humanity**—we bring an open mind, empathy, and global awareness to all our work
- Tenacity**—we are resilient, dedicated, and determined to provide the best experiences possible
- Versatility**—we are adaptable, responsive, and up for any challenge

## Position

- The AVA carries out our purpose by:
- Encouraging overnight stays and visitor expenditures
  - Fostering the development of new events and assets
  - Supporting existing events, attractions, and facilities
  - Promoting the surrounding area
  - Helping visitors and residents discover enriching experiences
  - Honoring our history and celebrating our culture
  - Improving Albany’s accessibility and celebrating its inclusivity
  - Building community identity and involvement
  - Sustaining a positive quality of life for today and tomorrow
  - Developing and strengthening a breadth of partnerships

## Welcoming Statement

Albany Visitors Association welcomes to our community people from all walks of life. Your ability to enjoy your time with us as a valued visitor, no matter how you identify, is important to us. We appreciate that you have chosen Albany as your destination. We are devoted to respecting your culture as you explore ours.

All of the colors and textures that make up our wonderful and diverse world are woven into our Albany Welcome Mat. We stand as one, to be inclusive of many.

### OBJECTIVE 1: Re-imagine Visitor Engagement

#### INDICATORS

- Year-over-year growth in foot traffic in the Visitors Center
- Year-over-year growth in stakeholder survey score on satisfaction with visitors being directed to local businesses

#### STRATEGIES

- Identify and implement opportunities to create a “third place” community hub in the Visitor’s Center
- Pursue opportunities to secure a permanent building for the AVA and the Visitors Center
- Enhance Albany Explorer’s features to cultivate greater in-market engagement from visitors

### OBJECTIVE 2: Foster Ongoing Community Engagement

#### INDICATORS

- Year-over-year increase in stakeholder satisfaction score on annual survey
- Year-over-year growth in volunteer headcount
- Year-over-year growth in meeting attendance

#### STRATEGIES

- Research and implement opportunities to secure stable and increased funding for the AVA
- Expand lodging meetings to include wider regional venues and events
- Develop and expand community engagement, including a platform for stakeholder information
- Expand our recruiting drives for volunteers

### OBJECTIVE 3: Elevate Albany’s Brand Position

#### INDICATORS

- Year-over-year growth in Transient Lodging Tax
- Growth in the ratio of off-season to high-season visitation
- Growth in visitation from targeted markets

#### STRATEGIES

- Ensure that the Albany brand is applied in a cohesive, consistent manner across all media
- Develop an earned media strategy to gain share of voice through blogs, social media, and guest writers
- Develop and launch multi- and single-day itineraries for targeted origin markets and visitor profiles
- Grow our ability to use data to make high-ROI decisions

### OBJECTIVE 4: Pursue and Grow Sustainable Events and Recreation

#### INDICATORS

- Growth in number of mid-week and off-season events
- Growth in count of sports events hosted in Albany

#### STRATEGIES

- Cultivate partnerships to define Albany as a destination for recreation and sports events
- Build our capacity to attract and host mid-week and off-season events
- Engage events in nearby communities to ensure Albany accommodations and itineraries are highlighted for overflow capacity

### OBJECTIVE 5: Activate Albany’s Downtown

#### INDICATORS

- Growth in count of visitors in Albany’s downtown as measured by visitor location data
- Maintain or grow downtown business occupancy rates
- Growth in count of downtown businesses open on Sunday

#### STRATEGIES

- Incentivize and support longer business hours downtown
- Catalog downtown attractions and businesses to increase promotion on website and social media
- Identify new attractions and partner to provide support and promotion
- Develop, activate, and promote an “Accessible Albany” strategy for visitors with disabilities
- Study options for evening transportation

Albany Visitors Association

AVA's Mission: "To grow economic impact of tourism through enriching local experiences."

Identifies required TLT Metrics

	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	Calendar Year 2021	Calendar Year 2022	Calendar Year 2023	Change YOY	Notes
<b>State Wide</b>							Numbers shown in this section are taken directly from the STR report and are averages representing the calendar year to date.
Occupancy	65.90%	46.20%	61.20%	62.10%	59.30%	dn 2.8%	
Room Rate	\$123.76	\$101.61	\$123.71	\$137.51	\$135.86	dn 1.2%	room rates statewide dropped slightly
RevPar	\$81.56	\$46.95	\$75.66	\$85.44	\$78.60	dn .8%	Revenue per unit came down from 2022
<b>Willamette Valley</b>							
Occupancy	63.20%	49.80%	65.80%	65.90%	62.50%	dn	Occupancy was down in WV and below pre-pandemic levels.
Room Rate	\$109.21	\$92.35	\$118.27	\$138.20	\$140.00	up	Room Rates were up.
RevPar	\$69.02	\$46.01	\$77.86	\$91.05	\$87.56	dn	Revenue per unit is still above pre-pandemic levels due to higher room rates.
<b>Linn County</b>							<b>Note:</b> Albany represents about 85% of the numbers reported under Linn County. The Travelodge Pioneer Villa and Best Western Boulder Falls Inn were the ONLY two properties outside of Albany reporting. Budget Inn and Phoenix Inn Suites in Albany are the not reporting.
Occupancy	60.50%	48.00%	65.80%	65.10%	60.00%	down .7%	Occupancy was down from 2022 and level with pre-covid
Room Rate	\$96.79	\$83.36	\$103.96	\$112.60	\$118.31	up	Room Rates continue to rise with inflation.
RevPar	\$58.55	\$39.97	\$68.39	\$73.27	\$71.00	dn	Revenue per unit was down from 2022 but still above pre-pandemic levels by over 20%.
<b>Albany Transient Lodging Tax</b>							TLT Collected YTD July through November December 2023 revenues were not available at the time of this report.
	FYTD 2018/2019 Thru Nov	FYTD 2019/2020 Thru Nov	FYTD 2021/2022 Thru Nov	FYTD 2022/2023 Thru Nov	FYTD 2023/2024 Thru Nov		<b>Up 1% first five months of FY 2023/24 from 2022/23 and 41% higher than 2019 (pre-pandemic).</b>
	\$461,150	\$294,586	\$586,423	\$642,673	\$651,965	up 1%	
<b>Visitors Center</b>							
	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	YOY	<b>Notes * Visitor Center numbers are calculated differently with a change in staffing. We are working to make this a comparable statistic.</b>
<b>Visitor Center</b>							
Visitors	3,264	454	901	1,213	455	-62%	The Visitor Center still has fewer in person visitors than pre-pandemic.
Phone Inquiries	772	208	347	236	168	-29%	Telephone inquiries were down.
<b>Message Board</b>							
<b>Message Board</b>	New Measurement						
Placements	35	34	56	51	50	-2%	Reader board is based on the number of days the visitor center is open during the reporting period. Placements vary depending on the events
Cost For Period	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		Does not take into account staff time.
Impressions	2,060,800	1,446,400	1,664,000	1,584,000	1,584,000	0%	6 months, 120 days open Hwy 20 (13,200 cars per day) & 3rd Ave SE (not measured).
<b>Santiam Rest Stop Kiosk</b>							
	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	YOY	Notes
<b>Kiosk</b>							
Visitors	3,869	0	898	935	1,262	-4%	Volunteer hours for the Kiosk are still down but open hours are on the rise.
<b>Volunteer Staff</b>							
	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	Change YOY	Notes
<b>Volunteer Hours</b>							
Number of Volunteers	40	42	36	30	40	33%	includes board members & volunteers.
Hours Donated	390	178	332	560	534	-5%	Does not include staff's community volunteer hours.
Volunteer Value	\$9,918	\$4,842	\$9,475	\$16,772	\$16,981	1%	Volunteer hourly worth calculated at \$31.80 per hour specified by Independent Sector who sets this value for non profits nationally.
<b>Photo Contest</b>							
Photographers	N/A	N/A	N/A	N/A	N/A		
Photos Donated	N/A	N/A	N/A	N/A	N/A		Event occurs January - March
<b>Website Statistics</b>							
	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	Change YOY	Notes
<b>AVA Website</b>							
Unique Visitors	46,432	27,948	52,443	48,470	46,400	-4%	Staffing shortfalls are demonstrated as the market is recovering with an increase in activities and demands on limited resources. AVA Website has an audit and is now in need of an update. Thanks to a grant through Travel Oregon AVA is working on a new website to be launched early Summer 2024. Google Analytics now G4 has altered metrics so new metrics will be used from January 2024 and beyond. We are working to create a new reporting system to bring to the next check in.
Total Page Views	100,420	59,953	108,053	96,877	122,994	27%	
Ave. Page Views Per Session	1.77	1.77	1.7	1.64	1.9	16%	
Avg Time On Site	5:45	2:52	1:14	1:14	1:15	1%	
Bounce Rate	72%	72%	74%	73%	41%	-44%	
Viewed AVA Lodging Page	1,389	905	1,430	1,342	684	-49%	
Viewed Restaurants Page	2,836	2085	3,002	2,233	1,477	-34%	
Albany Explorer App	600	1000	1,200	1,200	3,000	150%	

Device - Desktop	15,683	9585	13,621	14,092	12,189	-14%	
Device - Mobile & Tablet	30,801	17648	30,162	34,302	34,096	-1%	

**Social Media**

	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	Change YOY	Notes
<b>Facebook Fans</b>	6332	6724	7695	8169	8313	2%	Total End of Period
<b>Twitter Followers</b>	370	392	403	421	437	4%	Total End of Period
<b>Instagram Followers</b>	1045	1309	1495	1685	1960	14%	Total End of Period
<b>E-newsletter Subscribers</b>	2,029	2603	3682	3932	4305	6%	26,565 Newsletters went out in the first 6 months of FY 23/24 with an open rate of: 41.4% and a click through rate of: 6.7%. The industry average is 34.1% and 4.9% respectively

**Niche and Group Marketing**

	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	Change YOY	Notes
<b>Direct Support to Event Planners &amp; Travel Writers</b>							
<b>Groups</b>	5	0	5	7	7	0%	Group travel continues to struggle in our area. Ag Expo, WVVA, Travel & Words & fam tours
<b>Pitches</b>	20	0	17	271	27	-90%	Includes Travel & Words no World 2022
<b>Attendees</b>	1,110	0	5,514	10,175	10,062	-1%	Attendance at in-person events.
<b>Raffle Baskets/Prizes</b>	5	0	34	20	15	-25%	Includes Summer passport for kids. Authentically Albany was postponed.
<b>VIP Bags</b>	70	50	96	45	22	-51%	Fewer requests for bags
<b>Event tours</b>	18	0	3	2	0	-100%	Fewer requests for tours
<b>Welcome Tables at Events</b>							
<b>Tables</b>	3	0	3	5	7	40%	Included Cycle Oregon, Ag Expo, Travel & Words, Business Extravaganza
<b>Days</b>	7	0	8	7	7	0%	More tables, fewer days

**Paid Advertising**

	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	varies based on purchase	Notes
<b>Leisure Print</b>							
<b>Publications</b>	8	3	5	9	5	-44%	fewer marketing dollars requires making choices and cutting out some publications.
<b>Placements</b>	16	8	10	18	11	-39%	based on available dedicated marketing funds
<b>Impressions</b>	373,704	330,000	688,500	1,031,528	1,065,000	3%	
<b>Cost For Period</b>	\$20,000	\$3,800	\$6,470	\$2,990	\$8,620	188%	advertising costs continue to increase
<b>Average Cost Per Impression</b>	\$0.054	\$0.012	\$0.009	\$0.003	\$0.008	186%	advertising costs continue to increase
<b>Electronic Media</b>							
<b>Placements</b>	8	7	12	10	8	-20%	Radio, Television, Social, & Hospitality Vision. Authentically Albany postponed
<b>Cost For Period</b>	\$4,362	\$1,344	\$1,268	\$1,845	\$3,514	91%	Radio & Television only.

**Earned Media**

	FY 2019/20 Through December 2019	FY 2020/21 Through December 2020	FY 2021/22 Through December 2021	FY 2022/23 Through December 2022	FY 2023/24 Through December 2023	Change YOY	Notes
<b>Articles Published</b>	36	31	19	18	18		These articles are the direct result of AVA's PR outreach to editors, writers and bloggers.
<b>Total Circulation</b>	63,280,487	2,357,668	8,034,677	1,466,093	92,668,207		Articles and blogs had a larger circulation including paid ads through Travel Oregon.
<b>Ad Value</b>	\$339,163,876	\$94,068	\$399,633	\$41,286	n/a		Depends on placement and circulation

**Events**

<b>Historic Home Tours</b>							
<b>Participants</b>	1200	550	700	900	1033	15%	Interior Tours are back and so are the attendees.
<b>Kids Passport Program</b>							
<b>Participants</b>	438	70	180	222	150	-32%	Participation fluxuates from year to year.

**Brochures**

<b>See Albany, Discover Oregon</b>							
<b>Printed</b>	25,000	20,000	25,000	35,000	35,000	0%	Albany's official visitor guide is in demand.
<b>Distributed</b>	10,950	10,307	15,438	20,000	20,000	0%	Printed visitor guides are still in demand.
<b>Brochures Viewed On Line</b>	397	339	457	374	287	-23%	also available on the app.
<b>Seems Like Old Times</b>							
<b>Printed</b>		5000 (June 2020)					Out of print, still in circulation
<b>Distributed</b>	1500	210	350	350	350	0%	Self guided tours of historic districts and covered bridges.
<b>SLOT Viewed Online</b>	132	237	163	178	179	1%	SLOT is now also available on the app.



## Albany Visitors Association End of Year Report July 2023 – June 2024

August 2024

Thank you for this opportunity to share information about the Albany Visitors Association's efforts this past year providing programs that increase the economic benefits of tourism for Albany.

Albany Visitors Association (AVA), as the official marketing arm of the city, is charged with marketing Albany, area attractions, historic resources, venues and events for leisure tourism and group travel. We are charged with placing advertising in publications and online, engaging our followers through social media outlets and leveraging assets through industry partnerships to inspire and entice visitors to come to the community, stay in our lodging properties, eat at local restaurants and shop at local stores. AVA also acts as a resource to residents for information on events and attractions in the local community, the region and the state.

### Welcoming Statement

Albany Visitors Association welcomes to our community people from all walks of life. Your ability to enjoy your time with us as a valued visitor, no matter how you identify, is important to us. We appreciate that you have chosen Albany as your destination. We are devoted to respecting your culture as you explore ours.

All the colors and textures that make up our wonderful and diverse world are woven into our Albany Welcome Mat. We stand as one, to be inclusive of many.

**The purpose of the AVA is to grow the economic impact of tourism by fostering local experiences.** We engage residents and businesses, showcasing our historic architecture, local cuisine and enticing events and festivals. We work to build a thriving community, creating a destination where everyone is welcomed and immersed in Albany's authentic charm.

The AVA carries out our purpose by:

- Encouraging overnight stays and visitor expenditures
- Fostering the development of new events and assets
- Supporting existing events, attractions and facilities
- Promoting the surrounding area
- Helping visitors and residents discover enriching experiences
- Honoring our history and celebrating our culture
- Improving Albany's accessibility and celebrating its inclusivity
- Building community identity and involvement
- Sustaining a positive quality of life for today and tomorrow
- Developing and strengthening a breadth of partnerships

The following reflects the cost of operation from July 2023 through June 2024.

**Personnel Services and Office Operations** - The AVA Executive Director through direction of the Board of Directors oversees staff to

- operate the Albany visitors center and office. Limited resources in the face of increased costs led the AVA to move to a new location: 122 Ferry St SW. The new location is in a historic building in the heart of the downtown core has good foot traffic. More visitors are coming to Albany and the welcome center as travel continues to grow in our region.

**Through Visitor Services the AVA:**

- operates the Santiam Rest Area Kiosk on I-5, serving hot coffee and providing travel information. The Kiosk continues to run through volunteers. Volunteer availability is down, and we are working on recruitment efforts.
- maintains mini kiosks at lodging facilities, the Expo Center, Albany Train Station, Albany Downtown Association and Historic Carousel & Museum with information about Albany and Linn County.

**Marketing Albany to Visitors the AVA produces:**

- the official visitor guide for Albany, and a locator map for visitors. AVA printed 35,000 June 2024 to help meet demand. 32,025 visitor guides were distributed in 2023/24. These visitor guides are distributed through direct leads, regional mailings, as well as Welcome Centers throughout the state, two premier locations on I-5 and at the PDX and EUG airports. While the demand is high for this publication, the cost of printing and distribution continues to rise. For the 24/25 visitor guide we have reduced the total printed to 25,000 to help offset these rising costs.
- the official visitor website for Albany, which includes the calendar of events for Albany and surrounding areas. This calendar is also fed to other websites, including the City of Albany.
- Seems Like Old Times Guide to Historic Albany. A two-year supply was printed Spring 2020. With the digital version now available, this printed supply has lasted longer than anticipated. It is time for a reprint with new information about the museums in the area. This is a time-intensive project and based on costs associated is not currently in our budget to reprint. It will remain available digitally on our website and app.
- advertising campaigns for leisure and group travel promotion. Digital campaigns continue to grow and offer a quick response time to adjust for changes.
- the Mid-Willamette Valley Food Trail in partnership with Visit Corvallis and Travel Oregon. Supporting local farms, wineries, breweries, farmers markets and restaurants. We printed a third edition of the brochure and another 10,000 copies will be distributed throughout Oregon. The new edition includes new members, including Albany's Grazing Oregon and itineraries which help to promote these businesses. The guide is also available digitally and has a passport option.
- the Albany App, which specifically targets Albany visitors. Developed with partner HospitalityVision to provide virtual tours, self-guided tours, digital postcards, messages, itinerary suggestions and even a chat bot for quick and easy answers. The app is funded through grants, sponsorships and ad sales and is award-worthy for its unique design and function. Focusing on Albany's unique features, the Google maps of Linn County's covered bridges and Albany's historic districts continue to generate interest among visitors and residents. The Albany App served as a welcome option for people looking for information and activities. Subscribers come and go, but with added features like video and audio narratives and special maps, like the holiday light drive, we now have over 3,000 active users.

**Albany Visitors Association Partners with:**

the Willamette Valley Visitors Association and Travel Oregon. These partnerships provide insight for Albany's tourism industry and marketing support at the regional, national and international level.

- AVA's partnerships give us access to data on lodging and visitor patterns in Linn County, around the region and the state.
- AVA representatives market Linn County as a tourism destination. Expanding our offerings throughout the area help to encourage visitors to extend their stay and enjoy more of what we have to offer. The AVA partnered with Oregon Women for Ag, Linn County Chapter, to provide in-shell hazelnuts to visitors at welcome tables and in welcome bags. We recently received more hazelnuts along with grass seed to offer at our tables.

- AVA facilitates mid-valley listings on Travel Oregon’s OTIS—this database pulls information on local attractions and feeds it to travelers via websites and mobile applications.
- AVA has a long-standing partnership with Willamette Valley Visitors Association and Travel Oregon to represent Albany and Linn County in promoting all the area attractions and visitor amenities.

**Albany Visitors Association also provides:**

- group travel assistance. As group travel is slowly returning, we are primarily seeing day trips to the carousel and for a meal. The need for these groups has been met through existing staff. AVA has arranged for trolley use sparingly. Prior to the pandemic TLT was used to fund the trolley allowing for use by the AVA and larger events for the public good. The Monteith Historical Society now pays for the use of the trolley when it is available for their events including the interior home tours and Trolley of Terror. Other event organizers have opted out of using the trolley and the fee associated with it.
- welcome bags for about 120 visitors during the past year. About 17,000 attendees were greeted at various welcome tables.
- familiarization tours that are coordinated for volunteers, media and industry partners.

**Through the Historic Resources Program, the Albany Visitors Association serves as a liaison:**

- for historic organizations in the area, including the Albany Regional Museum, Monteith House Museum, Albany Downtown Association, Thompson’s Mills State Heritage Site, Linn County Cultural Coalition, and Historic Carousel & Museum. Helping to coordinate tours for guests of all ages.
- to the Historic Interior Home Tour Committee, providing two annual historic interior home tours and maintaining the historic plaque program.
- to groups coming to Albany. *For example: suggesting itineraries, selecting restaurants, and securing accommodations.*

**Total TLT Grant: \$ 408,628**

In FY 2023/2024 the TAC approved **\$9,500** to AVA to develop a video featuring authentically Albany businesses. The video is housed on the AVA YouTube site, promoted through the AVA website and social channels and featured at the Pix Theatre.

At the end of the second half of the year total expenditure was \$507,091. Additional expenditures related to the office move and accessibility accommodations of \$21,361 were tracked separately (leasehold improvements) as one-time expenses. Actual revenues were \$516,449, exceeding budgeted revenues and actual expenditures (not including leasehold improvements). A net income of negative \$2,211 is a smaller deficit than the board expected. Staffing changes account for the positive financial position moving into the new fiscal year. A carryover from FY 22/23 allowed for the expected budget shortfalls associated with the office move.



**ALBANY VISITORS ASSOCIATION**  
**Budget vs Actuals YTD**  
**July 2023 - June 2024**

	Actual	Total Budget	Over/(Under)	% of Budget
<b>Income</b>				
5000 Revenue	443,067.42	420,943.00	22,124.42	105.26%
5399 Merchandise Sales	184.50		184.50	
5416 Historic Albany Tour	500.00		500.00	
5600 Special Projects	72,697.38	80,000.00	(7,302.62)	90.87%
<b>Total Income</b>	<b>516,449.30</b>	<b>500,943.00</b>	<b>15,506.30</b>	<b>103.10%</b>
<b>Gross Profit</b>	<b>516,449.30</b>	<b>500,943.00</b>	<b>15,506.30</b>	<b>103.10%</b>
<b>Expenses</b>				
6100 Personnel Services	84,928.34	92,958.00	(8,029.66)	91.36%
7100 Office Operations	65,876.60	72,002.00	(6,125.40)	91.49%
7200 Credit Card Expenses	5.84		5.84	
8100 Historic Resources Programs	40,046.79	41,297.00	(1,250.21)	96.97%
8200 Industry Trade	6,626.69	7,000.00	(373.31)	94.67%
8300 Marketing & Promotions	254,171.61	236,429.00	17,742.61	107.50%
8400 Events	4,739.79	2,230.00	2,509.79	212.55%
8500 Visitor Services	50,694.79	58,818.00	(8,123.21)	86.19%
<b>Total Expenses</b>	<b>507,090.45</b>	<b>510,734.00</b>	<b>(3,643.55)</b>	<b>99.29%</b>
<b>Net Operating Income</b>	<b>9,358.85</b>	<b>(9,791.00)</b>	<b>19,149.85</b>	<b>-95.59%</b>
<b>Other Expenses</b>				
9010 Leasehold Improvements	21,360.51		21,360.51	
<b>Total Other Expenses</b>	<b>21,360.51</b>	<b>-</b>	<b>21,360.51</b>	
<b>Net Other Income</b>	<b>(21,360.51)</b>	<b>-</b>	<b>(21,360.51)</b>	
<b>Net Income</b>	<b>(12,001.66)</b>	<b>(9,791.00)</b>	<b>(2,210.66)</b>	<b>122.58%</b>

**Income and Expenses** - Income is higher than the budget proposed. This includes grants received and additional revenues such as reimbursement revenue of prepaid rent. Expenses were slightly lower than budgeted

**Revenue** - elevated from grants, reimbursement revenue and Monteith docent payroll reimbursement.

**Personnel Services** - less than budgeted with delayed salary adjustments.

**Office Operations** - conservative estimates and carry-over supplies allowed us to stay under budget.

**Credit Card Expense** - AVA canceled the Paypal credit card account and is looking at alternatives to accept credit cards in the future.

**Historic Resources** - Reflects the Monteith House docent payroll which fluctuates depending on the number of employees and staff turnover.

**Industry Trade** - cancelled or reduced annual memberships as industry related expenses increase.

**Marketing & Promotion** - increased staffing hours and adjustments need to be made for the rising cost of marketing programs, print and distribution.

**Events** - Includes Albany Challenge geocaching event coin to be reimbursed through Collaborative Tourism Promotion grant funds.

**Visitor Services** - Staffing changes, expenses with recruitment increased with competitive wages by year end.

**Net Operating Income** - balance does not reflect leasehold improvements.

**Other Expenses** - Leasehold Improvements (one-time expenses associated with the office/welcome center move).

**Net Income** Negative (\$2,210.66) which was covered by a carryover from 2022/2023.

**Significant findings (AVA TLT Metrics):**

- *Transient Lodging Tax*
  - *Up slightly ytd 2.5% in FY 2023/24 from FY 2022/23. Lodging occupancy was up 2.8% from 2022/23 and level with pre-pandemic years (59.5% Avg. July-June 2023/24 Linn County STR)*
- *Website and Media*
  - *Unique user numbers were flat for 2023/24 (78,958). Page views (204,783) were up from the previous year with users visiting more pages per session. We anticipate there will be significant changes FY 24/25 with the new website and different analytics.*
  - *Facebook fans were up 3%*
  - *Instagram followers were up 15%*
  - *E-newsletter subscribers were up 17%. 51,169 travel newsletters went out to 4,627 subscribers in 23/24.*
- *Referral traffic*
  - *Users viewed the lodging properties page on AVA's website 2,980 times. Demand for this information went down slightly from previous years. We anticipate more traffic to this page once we are including short-term rental information making the site more useful for all visitors.*
  - *Users viewed AVA's restaurant page 5,296 times. We are eager to see how the new format for the restaurant page may change users' activity.*
- *Visitor Center*
  - *Traffic up slightly, despite interruptions with moving the office and welcome center. This demonstrates an increase in Albany visitors and those coming to the welcome center.*
  - *Phone calls were up (about 33%). Perhaps people were calling to find the new location. This may also be a difference in calculation with change in staff.*
  - *Visitors to the Santiam Rest Stop Kiosk (2,225) continue to rise but are still not at pre-pandemic levels. Dependent on volunteers, we continue recruitment efforts to attract more volunteers to serve our visitors.*
- *Group and niche markets*
  - *Groups – While we no longer have a staff member dedicated to this, all AVA staff is accommodating to all visitors including groups. Staff worked with 27 groups who came to Albany this year.*
  - *Number of pitches – Pitched Albany to 34 potential groups and media.*
  - *Provided VIP bags to 126 visitors.*
  - *Provided 43 raffle baskets and prizes, including programs like the kids summer passport, photography contest and mayor's conference basket representing Albany.*

- *Engagement and participation with stakeholders*
  - *AVA staff visited Albany lodging properties, the Carousel, RV parks, Albany Station, and other sites regularly to check on their needs and replenish brochures in Albany brochure racks.*
  - *Provided ticket sales to – Albany Rotary Club’s Wine Walk, Master Gardener’s Annual Garden Tour, Monteith Society’s Historic Homes Tours, and the Cumberland Church fundraiser.*
  - *AVA staff serves on the Board of Directors for, or is an active member of, the following organizations: Historic Carousel & Museum, Monteith Historical Society, Albany Regional Museum, Albany Area Chamber of Commerce, Albany Downtown Association, Linn County Cultural Coalition, Willamette Valley Visitors Association, Oregon Tour and Travel Alliance, and Oregon Destination Marketing Organization.*
  - *Provided PR for groups and events – press releases, social media, etc.*
  - *Wrote articles for local and regional publications highlighting Albany attractions and events.*
  - *Provided tours, welcome tables, welcome bags, raffle baskets, or other needs for 27 visiting groups and 42 days throughout the year.*
  - *The AVA has also continued to meet with TLT shareholders and hospitality partners during scheduled meetings to coordinate efforts and maintain communication.*
  - *The Mid-Willamette Valley Food Trail launched a third printing with 53 partners crossing Linn and Benton counties. Brochures are being distributed throughout Oregon and a new free passport is available. This project has been a great asset to capture the authentic Oregon experience and locally sourced food scene visitors are craving.*
  - *AVA secured a \$98,000 grant from Travel Oregon to fund a 2-year project developing a new website, contracting with experts and acquiring data, all focused on accessibility and inclusion in an ongoing effort to help Albany to be even more welcoming to our visitors.*

Respectfully submitted,

*Rebecca Bond*

Rebecca Bond, Executive Director  
Albany Visitors Association

**Albany Visitors Association**  
Measuring Results for Fiscal Years 2018/2019 - 2023/2024

**AVA's Mission:** "To grow economic impact of tourism by fostering enriching local experiences."  
Identifies required TLT Metrics

	FY 2018/19 Through June 2019	FY 2019/20 Through June 2020	FY 2020/21 Through June 2021	FY 2021/22 Through June 2022	FY 2022/23 Through June 2023	FY 2023/24 Through June 2024	Change YOY	Notes
<b>State Wide</b>								Numbers shown in this section are taken directly from the STR report and represent the FY July 2023- June 2024.
Occupancy	63.50%	40.50%	54.30%	62.10%	60.50%	60.00%	dn .7%	Occupancy was down slightly across the state.
Room Rate	\$118.29	\$98.63	\$105.66	\$131.86	\$140.07	\$141.82	up 1.2%	Room Rates were up and are 20% higher than pre-covid rates.
RevPar	\$75.08	\$39.98	\$57.39	\$81.87	\$84.68	\$85.15	up .4%	Revenue per unit was up and is 13.4% higher than pre-covid revenues.
<b>Willamette Valley</b>								Occupancy was up in the WV.
Occupancy	61.80%	43.50%	58.80%	67.00%	62.80%	63.00%	up .4%	
Room Rate	\$105.74	\$91.05	\$99.21	\$128.60	\$138.19	\$145.37	up 5.2%	Room Rates were up. Rates were 38% higher than precovid rates.
RevPar	\$65.35	\$39.59	\$58.38	\$86.12	\$86.85	\$91.52	up 5.6%	Revenue per unit was up above pre-covid (40%).
<b>Linn County</b>								<b>Note:</b> Albany represents about 85% of the numbers reported under Linn County. The Travelodge Pioneer Villa and Best Western Boulder Falls Inn were the ONLY two properties outside of Albany reporting. Budget Inn and Phoenix Inn Suites in Albany are the not reporting.
Occupancy	59.50%	41.40%	63.50%	65.20%	57.80%	59.50%	2.80%	Occupancy was up YOY.
Room Rate	\$96.04	\$79.62	\$93.14	\$105.83	\$113.96	\$116.77	2.50%	Room Rates were up accounting for the rising cost of doing business. Up 22% from 2018/19.
RevPar	\$57.11	\$32.95	\$59.00	\$68.99	\$65.91	\$69.42	5.30%	Revenue per unit was up YOY and still higher than pre-pandemic (22%).
<b>Albany Transient Lodging Tax</b>								
	FY 2018/2019	FY 2019/2020	FY 2020/2021	FY 2021/2022	FY 2022/2023 *includes supplemental budget	FY 2023/2024		
July through June	\$1,048,237	\$777,290	\$807,800	\$1,296,720	\$1,333,480	\$1,366,591	2.48%	* YTD through June 2024. FY23/24 TLT revenues are at an all time high. Higher room rates continue to carry the TLT.
AVA budget (City funding)	\$404,700	\$384,500	\$284,336	\$274,100	\$274,100/ *\$438,411	\$408,628.34	-7%	*FY 22/23 includes a supplemental budget approved and adopted by council. The new contract for 2023/2024 resulted in a reduction in AVA budget YOY. The 2-year contract averages to \$420,943 per year a 4% reduction from FY 22/23.
percentage of TLT	39%	49%	46%	23%	21%/33%	29.90%	-3%	The average percent over the last 20 years dedicated to AVA's program for marketing and promotion of Albany was 42%

**Visitors Center**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>Visitors</b>	5,198	3,687	937	1,459	1,825	1,845	1%	The Visitor Center increased foot traffic slightly YOY despite the office being closed during half of December and the first part of January to move.
Phone Inquiries	2,212	1,127	448	523	392	522	33%	Travel and inquiries were up significantly this is likely a reflection of change in staffing and record keeping.

**Message Board**

**Santiam Rest Stop Kiosk**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>Visitors</b>	4,095	3,869	0	1,674	1,870	2,225		The kiosk is now open all summer although volunteer availability is down so not all shifts are covered.

**Volunteer Staff**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>Number of Volunteers</b>	25	25	36	29	41	73	78%	Includes board members, welcome center, photographers & Kiosk volunteers.
Hours Donated	411	593	385	692	1,227	1,169	5%	Does not include staff's community volunteer hours.
Volunteer Value	\$10,148	\$14,930	\$10,988	\$19,750	\$39,019	\$39,149	0%	Volunteer hourly worth calculated at \$33.49 per hour specified by Independent Sector who sets this value for non profits nationally.
<b>Photo Contest</b>								
Photographers	15	16	18	29	14	21	50%	More photographers participated.
Photos Donated	251	218	171	203	104	157	51%	Over 150 photos were entered and are now available for marketing Albany.

**Website Statistics**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>AVA Website</b>								
Unique Visitors	79,837	69,451	61,618	83,422	78,910	78,958	0%	unique visitors flat
Total Page Views	148,561	150,849	123,510	173,964	159,336	204,783	22%	total page views up
Ave. Page Views Per Session	1.87	1.78	1.64	1.73	1.65	2.59	36%	more page views per session
Avg Time On Site	1:25	1:30	2:04	1:20	1:21	1:10	-14%	Time spent on site went down slightly.
Bounce Rate	69%	72%	75%	72%	73%	N/A		Bounce rate is no longer a good measurement
Viewed AVA Lodging Page	3,229	2379	2191	2997	3505	2980	-18%	demand for lodging information went down
Viewed Restaurants Page	6,733	5,009	4,783	5,222	5,510	5,296	-4%	* Travel Advisory Page including wildfire and weather conditions, restaurants, business and hotel updates viewed: <b>3472</b>
Albany Explorer App	500	600	1,200	2000	2776	3,285	15%	app users continue to grow
Device - Desktop	28,920	24,853	21,031	24,873	24,251	24,628	2%	desktop for web is a smaller percent of users
Device - Mobile & Tablet	47,043	44,658	40,016	48,621	53,089	53,703	1%	68% of users are using mobile devices

**Social Media**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>Facebook Fans</b>	6033	6482	7508	7975	8091	8359	3%	Total End of Period
<b>Instagram Followers</b>	985	1229	1385	1617	1805	2079	15%	Total End of Period

<b>E-newsletter Subscribers</b>	807	2563	3376	3669	3921	4627	18%	46,369 Travel Newsletters went out in 22/23 with an open rate of: 33% and a click through rate of: 6%. Industry Avg is 39.7% and 4.5% respectively.
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**Niche and Group Marketing**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes: Group tour manager position eliminated Filled in with existing staffing and volunteers as available
<b>Direct Support to Event Planners</b>								
<b>Groups</b>	45	10	4	12	15	27	80%	
<b>Pitches</b>	56	22	2	19	301	34	-89%	Includes Travel & Words. There was a significant drop without the OR WORLD2022.
<b>Attendees</b>	59,868	16,300	3,150	14,014	33,445	17,362	-48%	
<b>Raffle Baskets/Prizes</b>	10	6	0	40	20	43	115%	Includes passport program, photography contest and conferences.
<b>VIP Bags</b>	1230	265	295	221	295	126	-57%	Dependent on reports from event organizers.
<b>Event tours</b>	8	18	0	3	2	2	0%	
<b>Welcome Tables at Events</b>								
<b>Tables</b>	18	7	2	6	13	20	54%	This includes the kiosk at the Expo hosted when volunteers are available.
<b>Days</b>	43	17	2	14	31	42	121%	

**Paid Advertising**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	varies based on purchase	Notes
<b>Leisure Print Advertising</b>								
<b>Publications</b>	19	14	7	10	16	9	-44%	result of budget limitations.
<b>Placements</b>	32	28	18	19	34	22	-35%	fewer publications with smaller circulation.
<b>Impressions</b>	2,291,750	2,079,704	905,000	2,236,900	1,998,171	1,049,040	-47%	fewer publications were purchased resulting in fewer impressions.
<b>Cost For Period</b>	\$38,096	\$33,604	\$16,855	\$30,942	\$40,725	\$26,965	-34%	Some advertising paid for in previous time period.
<b>Average Cost Per Impression</b>	\$0.032	\$0.062	\$0.018	\$0.013	\$0.039	\$0.03	-33%	We are working with existing partners to leverage advertising dollars ROI.
<b>Electronic Media</b>								
<b>Placements</b>	20	7	23	26	19	17	-11%	Radio, Television, Social, Digital.
<b>Cost For Period</b>	\$23,715	\$6,433	\$5,319	\$12,223	\$7,822	\$7,517	-4%	Authentically Albany social campaign held off till Fall 2024.

**Earned Media**

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	Change YOY	Notes
<b>Articles Published/Earned Media</b>	40	66	46	37	34	37	varies	These articles are the direct result of AVA's PR outreach to editors, writers and bloggers and vary year to year.
<b>Total Circulation</b>	2,230,008	65,245,108	73,567,078	18,709,668	5,529,736	11,234,582	varies	A few articles had a large reach for us this year. Including: <a href="https://www.lonelyplanet.com/articles/guide-to-willamette-valley-oregon">https://www.lonelyplanet.com/articles/guide-to-willamette-valley-oregon</a>

**Events**

<b>Historic Home Tours</b>	Participants	1100	1200	550	700	900	1,033	15%	Two Interior Tours were offered this year.
<b>Kids Passport Program</b>	Participants	405	70	180	230	150	195	30%	participant numbers are growing back

**Brochures**

<b>See Albany, Discover Oregon</b>									
<b>Printed</b>	15,000	20000	25000	35000	35000	25,000	down	Albany's official visitor guide copies reduced due to increased print and distribution costs.	
<b>Distributed</b>	16,382	20,000	20,599	25,000	35,000	32,025		Printed visitor guides are still in demand.	
<b>Brochures Viewed On Line</b>	1,138	736	671	855	782	652	-17%	Also available on the app.	
<b>Seems Like Old Times</b>									
<b>Printed</b>		5000 (June 2020)				(800 in inventory)			
<b>Distributed</b>	1500	1800	150	700	700	850	up	Self guided tours of historic districts and covered bridges. Distributed through kiosks at visitor center, Carousel, Expo, Hotels, Albany Station, ARM, Airport & Monteith House.	
<b>SLOT Viewed Online</b>	188	94	172	302	301	319	6%	SLOT is also available on the app.	



# ALBANY DOWNTOWN ASSOCIATION

## Albany Downtown Association

### Bi-Annual Report:

#### July 1 – December 31, 2023

If it's happening in Downtown Albany, the Albany Downtown Association is likely a part of it! ADA was incorporated in 1982. We celebrated our 40<sup>th</sup> Anniversary in 2022! Our Main Street footprint includes 35 blocks of historic Downtown (Water to 5<sup>th</sup> and Calapooia to Jackson). The goal of ADA is to help make Historic Downtown Albany a great place to eat, shop, play, live and visit!

ADA receives much of its funding through the City of Albany. In 2021-23, we were budgeted for \$66,600/year in TLT funding. Pre-pandemic ADA received just under \$100,000.

In September 2023, ADA was awarded a contract to furnish Main Street Services to the City of Albany for three 2-year terms for a total of six years of service. The contract agreement for the 2023-25 biennium is \$189,400.

ADA also receives additional revenue through an ADA Membership program, a voluntary Economic Improvement District (EID), fundraising and administration of the ParkWise program.

- The ADA Membership program includes 183 area businesses and individuals called Friends of Downtown. Many members volunteer to help support our revitalization efforts.
- Through supportive property owners, a strong effort by ADA and excellent administrative support from the City of Albany, the EID was renewed in June 2023 for another three years.
- The ParkWise program provides funding through the management of leased parking spaces, parking permits and citations.

This report will focus on the areas supported by TLT funds.

#### Our mission:

*“To encourage the economic growth and vitality of Historic Downtown Albany by promoting it as the social, commercial, and cultural hub of the community.”*

## How does the Albany Downtown Association accomplish our mission?

Following the proven track record of the four-point Main Street Approach, ADA staff and countless volunteers work together in the following areas:

### What Are the Four Points?



### DESIGN:

The Design Committee works throughout the year to make Downtown Albany a favorite destination for locals and visitors. Some of the ways they achieve this in summer and fall are our clean-up events, annual hanging basket program, Downtown parklets, Downtown Snowflakes and holiday decor. Design also partners with Weyerhaeuser, Ram Trucking, Pacific Power and the City of Albany to provide our community with the annual Downtown Community Tree.

### ECONOMIC VITALITY:

The Economic Vitality Committee helps building owners find residential and commercial tenants, assists businesses looking to relocate to and within Downtown Albany, works with Downtown businesses on grant opportunities and provides marketing strategies and education. They champion our Downtown Excellence in Albany Awards, plan our business and building owner mixers, develop welcome packets for new Downtown businesses, and host Downtown Connections education workshops that we offer to Downtown building and business owners. This committee partners with the City of Albany's Economic Development and Community Development departments on grant opportunities, location pre-planning and other business support.

### ORGANIZATION:

The Organization Committee oversees the ADA fundraising, volunteers, communications and budgets. They forge community partnerships and plan outreach events, including the monthly "1<sup>st</sup> Fridays in Historic Downtown Albany." This committee, along with the Economic Vitality Committee, works to share the value of ADA's mission, services and projects with property owners and positions us for successful Economic Improvement District (EID) renewals every three or five years.

### PROMOTION:

The ADA spends a great deal of time planning and promoting events and activities that draw local residents and visitors from outside the area to Downtown. Traditional and social media are incorporated in event and overall marketing plans. The ultimate goal is to encourage folks to come Downtown to spend time and money in our locally-owned restaurants, retail shops and service businesses. Another important goal that the ADA works toward is to bring the Downtown together as a community to help cross-promote and work together as a whole with a common goal of revitalization.



# ALBANY DOWNTOWN ASSOCIATION

## Main Street Contract Expenditures

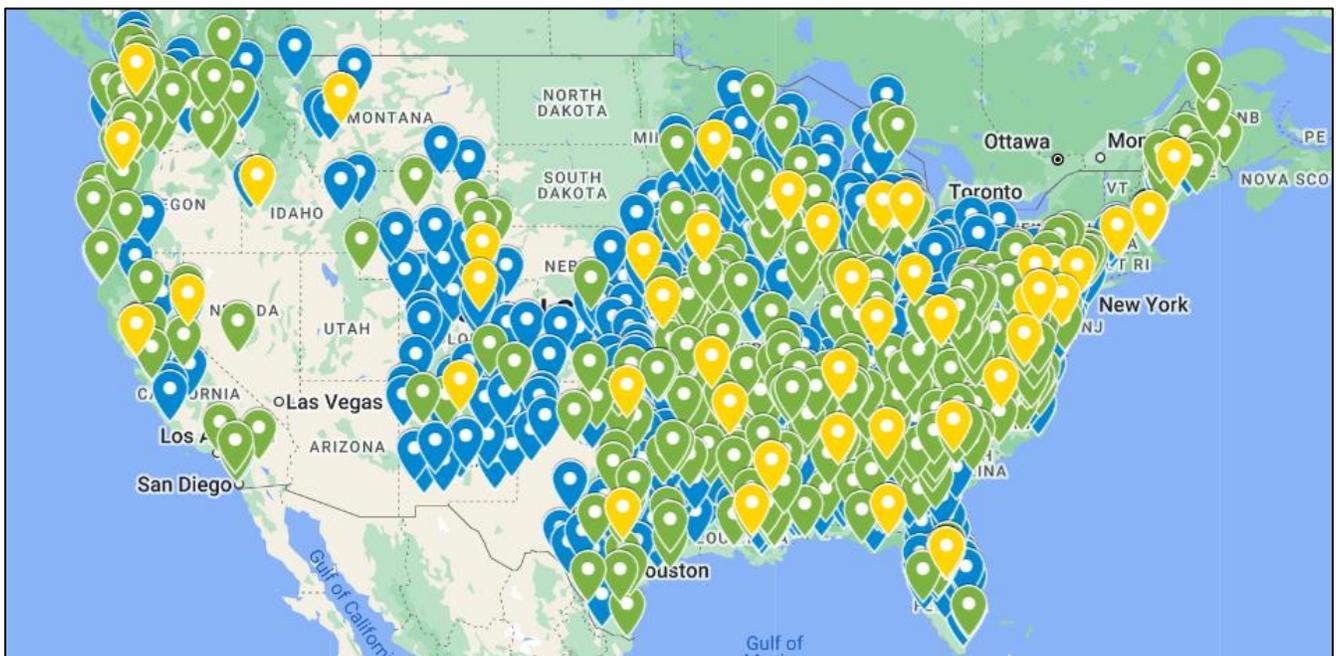
In 2023, The Albany Downtown Association was again certified as an Accredited Main Street Program by both Oregon Main Street and Main Street America. Albany is one of just six Performing Main Street programs out of 42 Main Street communities/districts and 66 Connected Communities in Oregon.



The Accredited Main Street level “recognizes exemplary achievement by a local main street organization and the impact they are having through collaborative partnerships on preserving and enhancing their historic downtown or traditional commercial neighborhood.”

ADA is among 1,200 Main Street America communities in 44 states across the country that follow the proven Main Street 4 Point Approach.

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization. Under the direction of Oregon Main Street, we have the guidance and support needed to keep improving our Downtown.





Local Main Street America programs are helping to improve local economies and enhance the quality of life across the country.

What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state levels and leadership and direction from the National Main Street Center (NMSC).

Main Street America is also a special mark of distinction. It is a seal recognizing that participating programs, organizations, and communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns.

Main Street America has been helping revitalize older and historic commercial districts for more than 40 years. Today it is a network of more than 1,200 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the non-profit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation.



## Our Q3 & Q4 Programs & Projects

Without our City of Albany Main Street Contract, the following events and programming could not continue. Here is a snapshot of some of the great things we do with this funding for our Historic Downtown Albany.

From July to December, we planned, executed and partnered on a lot of activities.

### DESIGN COMMITTEE

**DOWNTOWN AMERICAN FLAG PROGRAM:** In 2023, we continued our partnership with the local Scout troops to have nearly 100 American flags displayed along our Downtown streets on ten holidays. Community volunteers lend a hand on school days. This fall, those included City Delivery and individual community members. Our coverage reached sidewalk corners along the length of Lyon and Ellsworth as well as on First, Second and Third Avenues in the heart of Downtown. Comments on social media posts have been very favorable and show strong support for the program.



**DOWNTOWN PARKLETS:** Our Parklets continue to bring enjoyment to locals and visitors throughout the four seasons. They provide a perfect outdoor opportunity to enjoy take-out from our Downtown restaurants. One parklet is on First Avenue by the Bank Lot (Old Wells Fargo parking lot). The other is located on Broadalbin. They are very popular with people of all ages who take time to relax and play checkers. We see families and individuals enjoying their lunch, musicians striking a cord and others using the space to catch up on a favorite book.

**SUMMER FLOWER BASKET PROGRAM:** In 2023, the Summer Flower Basket Program continued past Labor Day. The public and our Design Committee were very pleased with the quality and look of the hanging baskets from Bauman's Farm & Garden, a 4<sup>th</sup> generation family farm in Gervais. Our flower baskets seemed even bigger than last year. We credit quality plants and the even watering provided by the EarthPlanter units.

A little history: In 2018, there was an abundance of hanging flowers and other planters Downtown. Watering shifts increased to about 6 hours EVERY day (twice a day when temperatures exceeded 88 degrees). In 2019, we tested the EarthPlanters and proved they saved time, water, and fertilizer and

helped avoid watering bicycles in bike racks under the hanging planters. In 2020, we moved exclusively to the self-watering units. Utilizing a split watering route, the planters allowed us to reduce shifts to about 4 hours a day and a once-a-day watering cycle, even in hot weather.

Like last year, our watering attendants rotated duties to water daily and fertilize the baskets weekly, along with watering the 20 baskets that the City purchased for City Hall. Downtown businesses have added potted plants and flowers in their doorways.



**DOWNTOWN CLEAN-UP:** Each October, the Design Committee and community volunteers join forces for our Annual Downtown Fall Clean Up. This year, a Scout troop also joined us in cleaning up the Venetian parking lot.

Wheelbarrow loads of dead tree limbs, scrub trimmings, weeds, leaves, trash and debris were removed to beautify this area and at the parklet on Broadalbin Street.



**DOWNTOWN STREETS TREES LIGHT:** A favorite tradition, the Design Committee facilitates Downtown Street Tree Lights to highlight the charm of our Downtown areas.



Through our Adopt a Block program, Downtown businesses and local families “adopted” a block or two and installed the lights on the trunks of the street trees.

The program includes 1<sup>st</sup> Avenue, 2<sup>nd</sup> Avenue and 3<sup>rd</sup> Avenue, plus sections of Lyon, Ellsworth and Broadalbin Streets. The tree lights were illuminated in October and stay lit through early spring.

**DOWNTOWN SNOWFLAKES:** The Downtown Snowflakes have been a wintertime tradition for over 20 years. The original large 6-foot metal snowflakes were created by ADA volunteers in partnership with the welding classes at our local high schools.

The 1<sup>st</sup> Avenue streetscape brought smaller light poles and in turn, smaller snowflakes were purchased and displayed. The large snowflakes continued to be displayed on utility poles in other areas of Downtown Albany. In 2018, there was another streetscape project this time on Lyon and Ellsworth Street and 2<sup>nd</sup> and 3<sup>rd</sup> Avenues.

New snowflakes were manufactured in Lebanon, Oregon to match their 1<sup>st</sup> Avenue counterparts. Each year the ADA Design Committee adds a few more snowflakes on Lyon and Ellsworth as budget allows with a goal to reach all the way to 9<sup>th</sup> Avenue as the original snowflakes once did.



**COMMUNITY TREE:** A longtime tradition is the Community Tree, located at Two Rivers Market in Downtown Albany. The Design Committee is responsible for the lighting and decorations on the tree. The Promotion Committee hosts the tree lighting event.

Since 2000, the lighting has followed the end of the Downtown Twice Around Parade.

Partnerships with Weyerhaeuser, Ram Trucking Pacific Power, the City of Albany Public Works Department and Albany Fire Department make this possible (see more under Partnerships)

## **ECONOMIC VITALITY COMMITTEE**

**BUILDING & BUSINESS OWNER MIXERS:** Since 2018, ADA has been holding Building and Business Owners mixers multiple times each year. These are an opportunity for these Downtown leaders to connect as well as have access to key partners including The City of Albany and Albany Visitors Association. Usually in attendance are Mayor Alex Johnson II, two or three city councilors, the Economic Development Manager and often the Community Development Director.

In Fall 2023, the Excellence in Downtown Albany awards were held in place of the Mixer with even more building owners, business owners and our partners.

**DOWNTOWN CONNECTIONS:** In Summer 2023, we held our second Downtown Connections event, Working With City Departments. This session, held on Monday, July 31, provided business owners a connection opportunity with City Partners from the Community Development, Planning, Building and

**Downtown Connections:**  
**Working with Licensed Design Professionals**  
**Monday, November 6, 2023 • 5:30-7 pm**  
 Albany Regional Museum, 136 Lyon St SW, Downtown Albany

Building and Business Owners, are you eager to rediscover your building's historical charm, revamp its interiors or simply upgrade its overall appeal? Have you found yourself pondering the intricacies of this process, including what the State of Oregon and the City of Albany require?

Join us for an opportunity to meet with local Design Professionals for a speedy yet comprehensive introduction. It's your chance to discover the ideal starting point for your future projects. Following this informative session, we will dedicate ample time to address your questions and facilitate valuable individual connections. This unique gathering is proudly hosted by ADA's Economic Vitality Committee. Don't miss this golden opportunity to unlock the full potential of your building.

 **Albany Downtown Association**  
 RSVP requested by Friday, October 27  
 (541) 928-2469 director@albanydowntown.com

Economic Development departments for quick introductions and lots of Q&A. Information was shared on how to work with the city on projects large and small including permits, special considerations for historic building renovations and more. The event was held at City Hall.

Our third connections event was on November 6. It was a follow-up to the July connections taking the project discussion to the next step at "Working with Licensed Design Professionals" with architects, engineers and contractors. The event was held at the Albany regional Museum.

## **BUILDING & BUSINESS OWNER SUPPORT:**

- Growing the Downtown and high occupancy are primary goals of ADA and tasked to the Economic Vitality Committee. We were excited to see four new businesses open between July and December. Two relocated into Downtown - both were home-based and opened their first brick-and-mortar locations. One found new quarters within the Downtown. Disappointingly, one business closed. Excitedly, 38 new residential units opened.

Here are the details:

- New Businesses – 4 (Beloved Cheesecakes, Camille's Bistro, High on the Hog BBQ & Boba, Weathered Together Marketplace)
- Relocated to Downtown – 2 (Northwest Electric Bikes, Morton Contracting - both were home-based and opened their first brick-and-mortar locations.)
- Relocated within Downtown – 1 (Sweet Reds Bistro)
- Changed hands – 1 (Sidekicks by Pastega is now Sidekicks Gourmet Desserts & Espresso)
- Relocated out of Downtown – 1 (Oak Creek Collection - became a Downtown vendor)
- Businesses Closed – 1 (Novak's Hungarian Restaurant)
- Property Improvements – 4 totaling \$500,741
- New Residential Units – 38 (The Opera House)

- We appreciate our partnership with the City of Albany Police Department as they help keep our downtown safe. We continue to utilize a private Facebook page, **Albany Downtown Business Watch**, to help businesses discuss issues or incidents that might have occurred in their business. This is a great asset to the Downtown. We provide new businesses information on APD's Trespass Order of Consent. We also help promote events like Coffee with a Cop.
- **Membership** continues to grow as Downtown businesses share our mission of revitalization and see value in our programs and marketing efforts.

## OUTREACH COMMITTEE

**FIRST FRIDAY:** 1<sup>st</sup> Friday in Historic Downtown Albany, a subcommittee of the Outreach Committee, champions the event in partnership with Gallery Calapooia. There is a different theme each month. In December, ADA sponsored 1<sup>st</sup> Friday with our fun Christmas Sweater theme. The Albany Trolley was back with caroling by the WAHS Rythmics.

**OREGON MAIN STREET GRANT:** After successfully securing a \$200,000 Oregon Main Street Revitalization grant for the OER Station in 2022, the Albany Downtown Association applied for two additional OMS grants on behalf of a downtown building owner in Spring 2023 – Greyhound Tavern and The Briggs Building. Both were successful.



The Briggs Building project, home to Brick Circuit LEGO and Toy Store, is to save the only surviving commercial wooden building Downtown. It is leaning and in danger of being lost. The project solves the structural and systems issues and adds two apartments.

The original Greyhound Tavern burned, but the location housed multiple popular restaurants and night spots over the years with lots of history, including a visit by JFK on February 9, 1960. This project will reactivate the property as a family-friendly destination offering wood-fired pizza and a music venue, filling a key Downtown Albany need.

In June, it was announced the Albany Downtown Association had been named as a recipient of two Oregon Main Street Grants in the full requested amount of \$200,000 each. In July we had the go-ahead to start on the projects. This success means ADA has brought home \$600,000 in grants to Albany building owners in the past two years.

None of this would have happened without the strong leadership of Stephanie Gutierrez, ADA VP and Economic Vitality Committee Chair, the ADA Grant committee and the dedicated building owners spending countless hours researching and preparing the grant applications. We believe that the tremendous community support is what made the difference in all three of our projects being selected.

**ADA’S EXCELLENCE IN DOWNTOWN AWARDS:** On September 18, Albany Downtown Association members, volunteers and community partners gathered at The Grove for a night of fun and recognition. The Excellence in Downtown Albany Awards honor the people and businesses who are putting their time, money, and/or influence into making our Downtown a more vibrant place to live, work and do business. Nominations were submitted by ADA members and the public, and the following winners were selected by our award committee.

- Business of the Year - Sybaris Bistro
- New Business of the Year - The Brim Coffee Co.
- Restaurant Business of the Year - Ba's Vietnamese Comfort Food
- Retail Business of the Year - Reds Boutique
- Personal Service Business of the Year - La Belle Boutique
- Professional Service Business of the Year - Varitone Architecture
- Entertainment Business of the Year - Albany Pix Theatre
- Best Business Organized Event - Albany Downtown Block Party (Motive Entertainment, LLC)
- Outstanding Building Owner - Linda Kjerulf - 337 1st Ave. W
- Good Neighbor Award - Margin Coffee Roasters



**OMS EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS:** Created in 2010, the annual Excellence on Main awards honor outstanding accomplishments, activities and people making a difference in historic downtowns and traditional commercial neighborhoods across the state. ADA is proud to have members recognized year after year.



Oregon Main Street, which is part of the Oregon Heritage office of the Oregon Parks and Recreation Department announced its 2023 “Excellence on Main” award winners during the annual Main Street conference on October 4th in Independence, OR.

Albany Downtown Association members were two of the 12 partners, projects, activities and businesses honored this year.

- Business of the Year: Sybaris Bistro
- Volunteer of the Year: Stephanie Gutierrez



City Councilor Steph Newton, board members and community partners attended in support. It is amazing to have such wonderful businesses and individuals in our community.

### **PROMOTION COMMITTEE**

**CRAZY DAZE:** 2023, marked the 125<sup>th</sup> Crazy Daze! The event was held July 6<sup>th</sup>-9<sup>th</sup> on our Downtown sidewalks. Crazy Daze is Downtown Albany's oldest event. Originally called Bargain Days in 1898, the name was changed to Crazy Daze after WWII. Friday night music filled the street provided by Glenn's Mobile DJ. Happy shoppers filled the sidewalks, shops and eateries making abundant purchases.



**MOVIE BY MOONLIGHT:** In 2023, Monteith Riverpark was under construction, so we moved back to our original location behind the Eagles. Our Promotion Committee hosted one movie on August 11, marking the 20<sup>th</sup> anniversary of showing movies under the stars in Downtown Albany.

Our 2023 movie, The Princess Bride, was selected through an online People's Choice vote. Movies by Moonlight stayed "local" as usual in 2023 with a simple snack bar by the Scouts, including fresh



popcorn donated by The Pix Theatre. This annual event continues to offer a free, fun evening for local families and visitors in Downtown Albany.



**HALLOWEEN TRICK OR TREATING AND COSTUME CONTEST:** Each year, hundreds of families visit Downtown wandering the sidewalks for ADA’s annual Downtown Trick-or-Treating. That tradition continued in 2023.

As in the past, ADA partnered with Xtreme Graphix to hold an online costume contest. We set up a photo station at the 1<sup>st</sup> Avenue Parklet, where dozens of families stopped to show off their fun and scary costumes. Voting was held on the ADA’s Facebook page.



**Downtown Halloween Character Hunt**

**Downtown Halloween Character Hunt Instructions:**

- Print double-sided or on two pages; then have fun coloring your entry form. (Forms are also available at the ADA office.)
- Visit Downtown Albany to search for Downtown Halloween Character Hunt posters at the businesses listed.
- Write each character name on this entry form. Receive one entry per character found. Find one, a few or all 40...it's up to you!
- Drop off your entry on or before Sunday, October 30 at the Albany Downtown Association office (in-person or through the door).
- We will draw one winner for the Movie Night Prize Basket with two tickets to the Pix Theatre, theater candy, popcorn and more.
- For those who colored their entry, our second chance prize is two Albany Historic Carousel ride tokens
- Watch Facebook & email on Monday, Oct 31 for the prize announcement.
- AND - most of all - have fun exploring Downtown Albany!

Name \_\_\_\_\_  
 Parent's Phone \_\_\_\_\_  
 Parent's Email \_\_\_\_\_

- 1st Hand Seconds Unique Boutique
- AK Carpet & More
- Albany Downtown Association
- Albany Historic Carousel & Museum
- Albany Visitors Association
- Ba's Vietnamese Comfort Food
- Brick Circuit - LEGO and Toy Store
- Brigitte's Place
- The Brim Coffee Co.
- Budget Blinds
- Calapoola Brewing Company
- Cronies Vintage & Antique Emporium
- Daily Energy
- Embrace Kindness Massage
- First Burger

Happy Halloween... Have Fun & Win Prizes

**HALLOWEEN CHARACTER HUNT:** Back this year was more Halloween poster fun, posters were displayed at Downtown restaurants, retail and service businesses. Participants could visit one, a few or all 40 locations, receiving one drawing entry per stop. A randomly selected winner received a \$25 gift certificate to enjoy a movie and treats with their family at The Albany Pix Theatre.

Entry forms document that there were 876 unique visits. The number of visits substantially increases when you factor in the accompanying parents.

We appreciate the support and encouragement of our partners at Albany Visitors Association in developing this program built on the foundation of the annual Summer Passport Program.

**DOWNTOWN UNWRAPPED AND HOLIDAY OPEN HOUSE:** November 2<sup>nd</sup>- 5<sup>th</sup>, Downtown Unwrapped and Holiday Open House kicked off the holiday season. Participating businesses wrapped their windows earlier that week to be “unwrapped” at a 4 pm unveiling of their holiday window displays. As in past years, the public voted to determine which business had the best window. Mayor’s Choice Awards returned.

Hundreds of shoppers strolled the sidewalks over the 4-day event. This year’s windows were amazing, and as usual, the competition was very tight. Shoppers cast votes for 16 decorated windows.

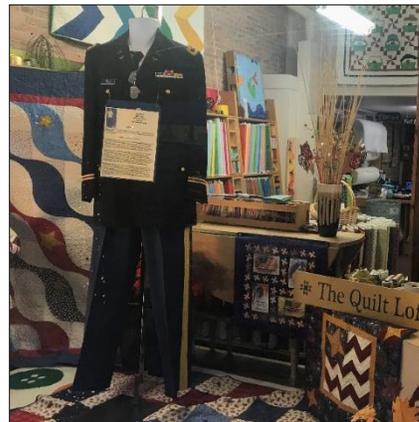
Public Choice: 1st: The Natty Dresser. 2nd: The Squeaky Cork. 3rd: Emma Downtown  
 Mayor's Choice: 1st: The Natty Dresser. 2nd: Weathered Together Market. 3rd: Reds Boutique.



**VETERANS UNIFORM DISPLAYS:** November 7<sup>th</sup>-13<sup>th</sup>, Downtown Albany continued our wonderful annual tradition of sharing our history by displaying Veteran's Uniforms.

Nineteen businesses hosted 21 Veterans Uniform Displays during Veterans Day week in 2023. This event is very popular with our merchants, locals and visitors. The uniforms are sponsored by individual members. The VFW 661-Uniform Display Museum in Salem provides the uniforms.

Each uniform comes with information on the serviceman or servicewomen who wore it. This snapshot of history gives us all an opportunity to pay respect not only to the uniform but also to the person who wore it.



**SMALL BUSINESS SATURDAY:** On November 25<sup>th</sup>, the ADA once again participated in the American Express Small Business Saturday. In 2022, we continued to include restaurants with a Dine Small message for dine-in and take-out. Participating businesses were provided with decorations, signs and



Shop Small shopping bags and other giveaways provided by American Express as well as participant flyers from ADA. Many stores reported good sales contributing to a strong holiday season.

**Black Friday** sales have continued strong since 2020. Shoppers say they liked the more relaxed experience in Downtown Albany rather than their usual routine of joining heavy crowds at big box stores before sunup.

**DOWNTOWN TWICE AROUND PARADE AND COMMUNITY TREE LIGHTING CEREMONY:** The Annual Downtown Twice Around Christmas Parade was more fun than ever with everything from toddlers in strollers to Caesar the No Drama Llama and Downtown Santa!

The 23<sup>rd</sup> Annual Downtown Twice Around Parade and Community Tree Lighting was an amazing night for Albany families and visitors to our town.



Attendance again topped previous years as folks gathered to enjoy a perfect winter evening without a cloud in the sky.

The entries were a fun mix of vehicles, animals, and lots of costumed participants. Pacific Power, a limo and lots of fun groups participated plus the Albany firetruck and Albany Trolley City carrying councilors.

Following the parade, thousands gathered at the community tree to celebrate the season, joined in singing carols with SAHS, and cheered on the tree lighting. Mayor Alex Johnson II and Downtown Santa lit the tree with the help of some local youth.

**DOWNTOWN NEWSLETTER** has evolved to highlight more downtown events and includes business education and Main Street best practices articles. We have a “Meet the Neighbors” feature that introduces readers to a variety of Downtown businesses in each issue. The articles are also featured on the ADA website news blog and Facebook.

The newsletter's hardcopy circulation has increased and is available for visitors at the Albany Carousel, Brim Coffee Co., Margin Coffee Roasters, City Hall, Albany Visitors Association and Two Rivers Market as well as at the ADA. Electronic subscriptions continue to grow as well.



Highlights of Downtown partnership activities from July through December:

**ALBANY SUMMER PASSPORT PROGRAM:** This summer, Albany kids were once again invited to get off the couch and explore locations all over Albany to learn more about our great town. The 2023 passport included dozens of stops, with the majority in Downtown Albany.



The kick-off event was on Saturday, June 24, at the Albany Visitors Association and a booth at the Albany Pride. Kids picked up their free passports and had their passport photo taken. They visited participating locations and collected stamps for fun all summer and had a chance to win prizes at the “end of summer” event on Sunday, August 19.

The Albany Summer Passport Program is a collaborative effort between the Albany Visitors Association, the Albany Downtown Association, the Albany Regional Museum, the Monteith House Museum, and the Historic Carousel & Museum in partnership with Albany organizations and businesses. The Summer Passport program is free to participants.

**ANTIQUES IN THE STREETS AND CLASSIC CAR SHOW:** Albany Antique Mall brought back its Antiques in the Streets and Classic Car Show on September 9, 2022. Each year, this event brings many people to Downtown to shop for antiques and view the array of unique classic cars. Attendees spent their dollars at local eateries and stores.



**CRAFT BREW SMACKDOWN:** The Greater Albany Rotary skipped 2023. The event and partnership with ADA will return in August 2024.

**VOLUNTEERS:** We are very fortunate to have such amazing volunteers. Our many activities and events wouldn't be possible without our volunteers putting in countless hours volunteering in the sun, heat, rain and cold.

Here are some more photos of the of the great friends, family and community volunteers who help make things happen at the ADA:

- Over a dozen dedicated volunteers helped take down the hanging baskets in September.



- Volunteers manage the Costume Photo Contest booth and ADA's toy table.



- The Downtown Twice Around Parade & Community Tree Lighting takes lots of volunteers. Our volunteer Santa waving from atop the Albany Firetruck brought smiles to those who attended.



**COMMUNITY PARTNERS:** We are very thankful for our partnerships with so many local businesses, other non-profits and the City of Albany.



We appreciate the City’s help in hanging the Albany Downtown Association’s ever-popular snowflakes throughout the Downtown each year.

To get the Community Christmas Tree delivered and set up it takes a lot of partners and coordination. Weyerhaeuser donates the tree, Ram Trucking provides free delivery and Pacific Power sets it up and tethers the tree to make it secure.

Then, Albany Public Works adds the Albany Downtown Association’s lights and decorations. This team works together so that on a crisp Sunday night in December, we can light it for all of Albany to come Downtown and enjoy it through the holiday season!



## DOWNTOWN ALBANY

In 2018, the completion of the Streetscape was a major accomplishment and key in the revitalization of Downtown Albany. Visitors passing through Albany heading to Corvallis or back from the Coast now see how the trees have grown in the past five years and the significant improvements along Lyon and Ellsworth. The Albany Downtown Association works very hard to make sure the ongoing transformation of the Downtown stays on track so that the new businesses that are opening have the opportunity to succeed.

So that the beautification of Downtown stays a priority, all of this is done with very little staff and a lot of volunteers. We at the ADA are passionate about the historic beauty and economic development of our unique downtown and will continue to strive to make Downtown Albany a favorite destination in the Willamette Valley.

The Albany Downtown Association takes great pride in the work that we do for the community, the businesses, the residents and the visitors that come to Downtown Albany. We care about the look and the vibrancy of the Downtown and know that we couldn't do what we do without the support of the Mayor and Albany City Council through our Main Street contract.



Questions or comments are welcome and greatly appreciated. Lise Grato, Executive Director, can be reached at [director@albanydowntown.com](mailto:director@albanydowntown.com) or (541) 928-2469.





## *Monteith Historical Society*

*P.O. Box 965*

*Albany, Oregon 97321*

### *Mission Statement*

*To provide a house museum of early Albany history, to maintain the house and restore it to its original condition, to collect and display artifacts relevant to the pioneer period of Albany's development, and to give the community and school children an insight into pioneer life.*

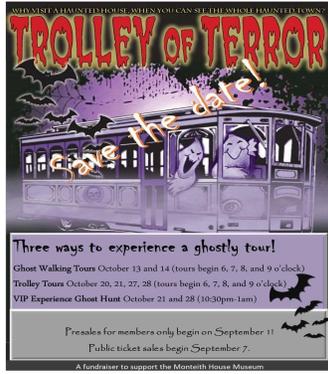
Monteith Historical Society  
Bi-Annual Report:  
July 2023 - December 2023

Monteith Historical Society received \$0 in TLT funding from the City of Albany during this time period. Funding was unavailable due to the City of Albany requiring that we carry auto liability insurance. In order to qualify for this, we needed good driver policies in place. We have done that and are in full compliance with our contract with the City of Albany.

Between July 1 and December 31, 2023, the Monteith Historical Society was happy to see a total of 1,382 visitors at the Monteith House. With the help of our volunteers putting in a total of 542 volunteer hours, we were able to host some fun events this year. In July, the Monteith House opened its door for the Annual Summer Home Tour. This event sold 351 tickets. In October, the Monteith House was excited to continue its spooky Halloween tradition by hosting the Trolley of Terror/Walking Ghost Tours, as well as our VIP Ghost Tour events. Halloween events at the Monteith House can draw in guests from all over the state of Oregon and Washington. It is the perfect opportunity to highlight Albany's rich history and fun present day events. December is both busy and beautiful. The Monteith House was decorated and glowing for its Holiday events, including the Children's Pioneer Christmas Party, Caroling in the Historic Albany Trolley and last but certainly not least the annual Christmas Parlour Tour, which sold over 700 tickets. One of the most important roles the Monteith House has is to be a place for children to come and learn about pioneer life and Albany history. This is why we are happy to say we saw a total of five school field trips. With many more expected to come in the Spring. In the spirit of education, we continue to hold our Living History Saturday event once a month. This is a chance for both children and adults to experience making something the pioneer way with a hands-on crafting project.

The Monteith Historical Society is very grateful for the on-going support of the City of Albany through its TLT grants. The funds have helped increase opportunities for Albany's citizens and visitors to learn about Albany's history and experience its pioneer history in vibrant, hands-on ways. We believe that more and more people in the state and beyond are learning that Albany is a wonderful place to visit and vacation. We thank you for your generous financial support.

Gratefully submitted,  
Ashley Brown  
Monteith House Program Manager





*Monteith Historical Society  
P.O. Box 1208  
Albany, Oregon 97321*

### *Mission Statement*

*To provide a house museum of early Albany history, to maintain the house and restore it to its original condition, to collect and display artifacts relevant to the pioneer period of Albany's development, and to give the community and school children an insight into pioneer life.*

### **Bi-Annual Report: January, 2024 - June, 2024**

The Monteith Historical Society received \$4,800 in TAC funding from the City of Albany during this time period. The funds that were withheld in the previous reporting period were disbursed in the first quarter of this period, because the historical society added auto liability to their insurance coverage in order to be in compliance with the requirements by the City of Albany.

### **Visitor Statistics**

Number of Visitors: 356

Number of Tours: 72

Volunteer Hours: 227

### **Activities Highlights**

**Oregon's Birthday Celebration:** The museum hosted a vibrant celebration for Oregon's birthday, engaging the community with historical displays and activities. Cake and photo ops were enjoyed by our visitors that day.

**Monthly Living History Days:** The museum continued its beloved tradition of hosting monthly living history days, offering visitors a chance to experience the past through interactive demonstrations and reenactments.

**School Tours:** A significant number of school groups visited the museum throughout the year, providing students with an immersive educational experience.

**Summer Tours:** The summer months were particularly busy, with an increase in visitors taking advantage of the warmer weather to explore the museum.

**Summer Passport Program:** We participated in the Summer Passport Program, encouraging families to visit and learn about the region's history.

**Preparation for the Summer Home Tour:** Extensive preparations were made for the upcoming Summer Home Tour, which promises to be one of our key events.



*Monteith Historical Society  
P.O. Box 1208  
Albany, Oregon 97321*

### **Employee Information**

**Museum Coordinator Position:** A change in our staffing structure occurred during this period. The TAC funds have been instrumental in supporting our key employee position, which we have restructured to better reflect its importance to our operations. The position is now titled *Museum Coordinator*. We are thrilled to have hired a new Museum Coordinator in June, whose fresh energy and innovative ideas are already making a positive impact.

### **Marketing Efforts**

**Website Updates:** Marketing efforts have also seen significant advancements. We have updated our website to better feature special events, ensuring that visitors can easily stay informed. Additionally, we have leveraged social media to effectively market the museum and our events to a broader audience. We are in the process of redesigning our brochure, which will be distributed regionally to attract even more visitors. Our partnership with the Albany Visitors Association remains strong, and we deeply appreciate their continued support in promoting our museum.

The Monteith House Museum remains committed to educating the community and preserving our local history. We are grateful for the ongoing support of the City of Albany and look forward to continuing our mission to share the rich heritage of our region with all who visit.

Gratefully submitted,

Amanda Pool  
President  
Monteith Historical Society



# MEMO

**TO:** Tourism Advisory Committee

**FROM:** Jennifer Wehr, Economic Development Program Coordinator

**DATE:** September 18, 2024, for the September 26, 2024, Tourism Advisory Committee (TAC) Meeting

**SUBJECT:** Collaborative Tourism Promotion (CTP) Grant Evaluation and Awards

### Action Requested:

Review CTP requests and by motion, approve awards.

### Discussion:

The CTP grant program typically follows an annual cycle, with \$50,000 to be awarded in September of each year of the city’s biennium. Six applications were received by the deadline, which are attached to this memo. One (indicated with asterisk below) was submitted retroactively for the event occurring September 22, 2024. The total amount requested well exceeds the \$50,000 available, so the TAC may consider partial awards and/or invite applicants to apply again in the upcoming cycle.

Here is an overview of the applications in no particular order:

A-Town Pizza Fest	New Marketing Program	\$10,000
Albany Visitors Association	Extend Digital Marketing Program	\$9,900
Albany Visitors Association	Marketing Video Tour Program	\$9,900
*Cap and Stem Northwest	New Community Program	\$6,952.61
Linn Benton Hispanic Advisory Committee	Festival Latino Project-Marketing	\$8,000
Gallery Calapooia	Extended Marketing	\$12,332.33
	Total	\$57,084.94

As a reminder, CTP grants are for event start-up costs; new marketing campaigns or expanded advertising for a new element of an existing event; or travel expenses to submit proposals to host events, conferences, and trade shows. Grants are provided on a reimbursement basis.

JW:km  
Attachments: 6



**Wehr, Jennifer**

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**From:** Greyhound Tavern <info@greyhoundtavern.live>  
**Sent:** Tuesday, September 3, 2024 7:44 AM  
**To:** Wehr, Jennifer  
**Subject:** Ctp grant application

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**[WARNING! This email came from outside our organization. Do NOT click unknown attachments or links in email.]**

Not sure why the application link didn't work over the weekend but here is our app.



Grant Application for "A-Town Pizza Fest"

Dear CTP committee, I hope this message finds you well. I am reaching out on behalf of Greyhound Tavern, the proud founders and producers of the highly successful Albany Downtown Block Party. We are excited to introduce our new event, "A-Town Pizza Fest," and we are seeking a \$10,000 grant from the City of Albany to bring this vibrant festival to life. "A-Town Pizza Fest" aims to spotlight Albany's culinary talent by featuring a diverse array of local pizzerias in a friendly competition to be named the city's top pizza joint. Judged by Albany's very own taste testers, this event promises to be a celebration of our

community's rich food culture and an opportunity for local businesses to shine. Here's why we believe this festival merits your support:

1. **\*\*Strengthening Community Ties\*\***: Building on the success of our previous events, A-Town Pizza Fest is designed to foster a sense of community by bringing residents together for a fun and interactive experience. It will provide a platform for people to connect, share their love for pizza, and celebrate the local flavor that makes Albany unique.
2. **\*\*Supporting Local Businesses\*\***: The festival will showcase multiple Albany-based pizzerias, providing them with invaluable exposure and the chance to attract new customers. This event will serve as a promotional platform for local businesses to highlight their specialties and engage with the community.
3. **\*\*Economic Boost\*\***: With expected attendance from both local residents and visitors from nearby areas, A-Town Pizza Fest will generate increased foot traffic for local businesses, including restaurants, shops, and hotels. This economic boost will positively impact Albany's local economy and contribute to the city's vitality.
4. **\*\*Cultural Enrichment\*\***: In addition to featuring delicious pizzas, the festival will offer live music, family-friendly activities, and local art. By creating a lively and engaging atmosphere, we aim to enrich Albany's cultural landscape and provide an event that appeals to people of all ages.
5. **\*\*Building on Proven Success\*\***: The Albany Downtown Block Party, which we successfully organized, demonstrated our capability to execute large-scale, impactful events. Our experience in event management, combined with our commitment to community engagement, positions us well to ensure that A-Town Pizza Fest will be a resounding success.

To realize the full potential of A-Town Pizza Fest, we are requesting a grant of \$10,000. These funds will be utilized for event logistics, marketing efforts, entertainment, and operational costs, ensuring a high-quality experience for all participants and attendees. We are enthusiastic about the positive impact this event will have on our community and are eager to collaborate with the City of Albany to make A-Town Pizza Fest a standout addition to the city's event calendar.

Thank you for considering our grant application. We are available to provide further information or answer any questions you may have and would welcome the opportunity to discuss this exciting project in more detail.

#### Expenses:

\$500 social media ad campaign  
 \$3500 security  
 \$3500 print advertising  
 \$2500 tents, tables chairs



DSC\_9423.jpg



Best regards,

Michelle Roth  
Owner  
Greyhound Tavern  
541-971-5918

**GREYHOUND TAVERN**  
[www.greyhoundtavern.live](http://www.greyhoundtavern.live)

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**Turtle Island Protection Services**

2615 Sunrise Ave S  
 Salem, OR 97302 US  
 Turtleislandprotectionservices@gmail.com



**INVOICE**

BILL TO  
 Kody Roth  
 Motive Entertainment

INVOICE 1553  
 DATE 09/06/2023  
 TERMS Due on receipt  
 DUE DATE 09/08/2023

SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
Event Security	2:30pm-10:30pm 12	96	30.00	2,880.00
Event Security	5pm-1030pm 5	27.50	30.00	825.00

Thank you for your business! I accept debit card, ACH, or paper checks at 280 Court St. NE Suite 280, Salem, OR 97301 Albany Downtown Block Party  
 Thank you so much for having us!

PAYMENT	3,705.00
BALANCE DUE	<b>\$0.00</b> <b>PAID</b>



## APPLICATION FORM for FUNDING REQUEST

### Collaborative Tourism Promotion

**Amount of Funding Request: \$ 9,900**

Organization Name: <b>Albany Visitors Association</b>		
Address: 122 Ferry St SW, Albany OR 97321		
Contact Person and Title: <b>Rebecca Bond</b>		
Telephone: 541-928-0911	Fax: n/a	E-mail: Rebecca@AlbanyVisitors.com
Federal Tax Identification Number (if applicable): 93-1016272		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

**1. Describe the event or activity proposed for which funding is being requested. Be specific.**

The AVA created two videos featuring Albany to share on social media and the website. The videos were made with the help of CTP funds in 2023 (\$9,500 toward the total project value of \$21,824.96). The 1-minute video is now featured on Albany's website and both are available to view on AVA's YouTube channel. AVA would like to extend the reach of this marketing material by creating a 30-second video to run on digital networks available to us through a partnership with KEZI. Through digital marketing with the media platforms, we will be able to target our efforts to visitors based on demographics and location. We will also run a sweepstakes for a weekend getaway here in Albany to encourage more viewer engagement.

**2. How will this event or activity benefit tourism and the Albany community?**

AVA purchased data through a grant from Travel Oregon to see where our visitors are coming from and to target key areas to market to. Boise, Bend, the Oregon Coast and SW Washington are areas we currently draw from for overnight stays in Albany, and they have the potential for more. We expect to encourage more visitation and increase the length of stay by extending our reach to target potential visitors from these key locations. Combining the marketing efforts with a sweepstakes will allow us to capture information about those interested including emails so we can continue connecting with them through our visitors e-newsletters. This will increase the potential economic impact for our tourism industry partners and revenues collected from TLT.

**3. Has this event or activity occurred in previous years and/or in another location?**

AVA has partnered with KEZI in years past to promote Albany but not with the quality video we now have available because of our recent grant projects. We have also run sweepstakes to help increase overnight and day trips from areas just over 50 miles away, however, we have not extended these packages to market outside the region now available through KEZI's partners platforms. We have not had the budget to run a sweepstakes since 2022. Typically, these promotions have generated 500-600 contacts.

**4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?**

Please see the attached proposal from KEZI for digital promo. (\$8,000) Not shown is the sweepstakes promo. (\$1,500). Package valued at \$400 (or more if we are able to get in-kind donations). AVA is requesting \$9,900 for this marketing program.	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>AVA promotional video edits for 30-second commercial value</td> <td style="text-align: right;">\$ 2,000</td> </tr> <tr> <td>Staff time for promotion 20 hrs @ \$25/hr</td> <td style="text-align: right;">\$ 500</td> </tr> <tr> <td>Grant funding from Travel Oregon specifically for AVA data purchase</td> <td style="text-align: right;">\$17,500</td> </tr> <tr> <td>Sweepstakes package value</td> <td style="text-align: right;">\$ 400</td> </tr> <tr> <td>KEZI digital package buy and sweepstakes promotion</td> <td style="text-align: right;">\$ 9,500</td> </tr> <tr> <td style="text-align: right;"><b>Total Project Value</b></td> <td style="text-align: right;"><b>\$29,900</b></td> </tr> </table>	AVA promotional video edits for 30-second commercial value	\$ 2,000	Staff time for promotion 20 hrs @ \$25/hr	\$ 500	Grant funding from Travel Oregon specifically for AVA data purchase	\$17,500	Sweepstakes package value	\$ 400	KEZI digital package buy and sweepstakes promotion	\$ 9,500	<b>Total Project Value</b>	<b>\$29,900</b>
AVA promotional video edits for 30-second commercial value	\$ 2,000												
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Grant funding from Travel Oregon specifically for AVA data purchase	\$17,500												
Sweepstakes package value	\$ 400												
KEZI digital package buy and sweepstakes promotion	\$ 9,500												
<b>Total Project Value</b>	<b>\$29,900</b>												

**5. Please choose one that best describes your event or activity:**

Onetime     
  Ongoing     
  Unsure

6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding?*(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No



*Using digital marketing to increase brand awareness and increase overnight stays in Albany*



## RECOMMENDED DIGITAL STRATEGY

Utilize **Streaming Television (OTT)** to increase new visitors to Albany as well as those that have traveled and enjoyed Albany previously

- **Campaign Dates:** To Be Determined
- **Demographic Targeting:** Travelers-W35+
- **Geographic Targeting:** Listed Individually with budgets
- **Behavioral Targeting:** Travelers, Foodies, Wine Lovers, Adventure Seekers, Festival lovers



# OTT/Streaming Television

Full episode player video quality publishers. Direct to publisher relationships. Live reporting dashboard and set CPM. All ads are non-skippable.

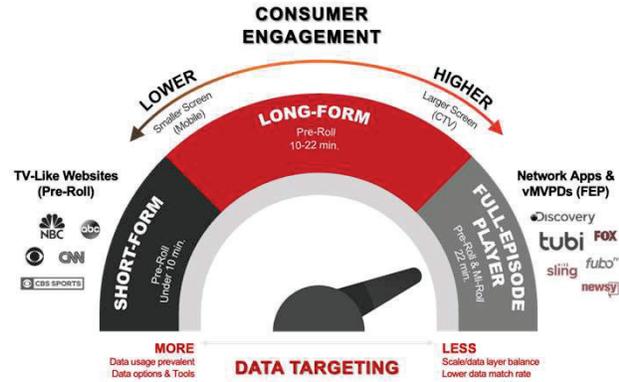
## Dynamic Placement

**FEP, Long-Form, Short-Form, there are a lot of different things encompassed in OTT.**

Our unique approach takes the question of which platform to use. We can serve across all devices (like connected TV, desktop and mobile, and gaming consoles) as well as all OTT types like FEP, Long Form and Short Form). Through a combination of human oversight augmented by sophisticated computer software we dynamically shift your campaign and optimize for the highest possible ROI for our partners.

**DYNAMIC INVENTORY DELIVERY**

Our OTT strategy delivers ads across the OTT video landscape to drive customer connection at the right time and phase. We focus on the consumer and data layering to reach the right buyer at scale.



# Audience Focus

## Highly Targeted TV

Age Targets	
DEMO AGE START	DEMO AGE END
All persons	All Persons
18	20
21	24
25	29
30	34
35	39
40	44
45	49
50	54
55	59
60	64
65	+

**Gender Targets**

Adults

Women

Men

**Geography Types:**

Nielsen Market (DMA)

State

Zip Code\*

## Sample Behavioral Targets

- Career - Health Care Professionals
- Children in Household - Has Kids
- Children in Household - No Kids
- Credit Score - High
- Credit Score - Low
- Custom data target\*
- Education Level - College Graduate
- Education Level - High School Graduate
- Education Level - Post Graduate Degree
- Education Level - Some College
- Enthusiast - Arts & Entertainment
- Enthusiast - Country Music
- Enthusiast - Environmentally Conscious
- Enthusiast - Foodie
- Enthusiast - Gambler
- Enthusiast - News
- Enthusiast - Outdoor
- Enthusiast - Sports
- Enthusiast - Theme Park
- Enthusiast - Travel
- Ethnicity - African-American
- Ethnicity - Asian-American
- Ethnicity - Caucasian
- Ethnicity - Hispanic
- Homeowner
- Household Income \$100k+
- Household Income \$150k+
- Household Income \$50k-\$100k
- Household Income \$50k-\$150k
- Household Income \$50k+
- Household Income \$75k+
- Household Income <\$100k
- Household Income <\$150k
- Household Income <\$50k
- Household Income <\$50k
- Household Income <\$75k
- Intender - Alcohol
- Intender - Appliance
- Intender - Automotive Purchase
- Intender - Automotive Purchase (Domestic)
- Intender - Automotive Purchase (Import)
- Intender - Automotive Purchase (Luxury)
- Intender - Automotive Repair
- Intender - Furniture
- Intender - Healthcare Decision Maker
- Intender - Mattress
- Interest - QSR
- Intender - Real Estate
- Interest - Education
- Likely Voter
- Likely Voter - Democrat
- Likely Voter - Democrat/Independent
- Likely Voter - Republican
- Likely Voter - Republican/Independent
- Recently Engaged/Married

## Unparalleled Transparency

All campaigns come with a **Real-Time Transparent Dashboard** that shows exactly where your campaign ran and what happened.

With **detailed metrics** by device and network delivery, the extensive insight provides an industry leading advantage to stay ahead of your campaign.



- Video Engagement Metrics
- Video Completion Rates
- Frequency & Unique Reach
- Results by Creative
- Broadcast or Standard Calendar
- Devices Served
- Campaign Pacing
- Daypart and Geo Placement
- Complete Network Delivery

## SUMMARY AND OPTIONS ADDITIONAL MARKETS

	<u>Investment</u>	<u>Estimated Impressions</u>
Bend, OR DMA OTT/ Streaming	\$1,800	52,900
Boise, ID DMA OTT/ Streaming	\$2,200	64,700
Tacoma, WA DMA OTT/ Streaming	\$3,250	95,500
Florence, Coos Bay, OR OTT/ Streaming	\$750	22,000





**APPLICATION FORM  
for  
FUNDING REQUEST**

Collaborative Tourism Promotion

**Amount of Funding Request: \$ 9,900**

Organization Name: <b>Albany Visitors Association</b>		
Address: 122 Ferry St SW, Albany OR 97321		
Contact Person and Title: <b>Rebecca Bond</b>		
Telephone: 541-928-0911	Fax: n/a	E-mail: Rebecca@AlbanyVisitors.com
Federal Tax Identification Number (if applicable): 93-1016272		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

1. Describe the event or activity proposed for which funding is being requested. Be specific.  
 Virtual tours of Albany properties for Albany Visitors Association website. 2-3 minute video highlight reels will be developed for up to 10 of Albany’s lodging properties and up to 10 additional visitor-facing facilities. The videos will be available for partnering businesses to use in their marketing efforts as well.

2. How will this event or activity benefit tourism and the Albany community?  
 Potential visitors will have the opportunity to see for themselves what to expect when they arrive. Tourism industry partners will benefit from an added marketing opportunity by enhancing the information available to their potential visitors. The videos will be available to view and link to on YouTube and Vimeo Channels and will help visitors plan their stay. The Albany Visitors Association has been working on a relaunch of the official Albany, Oregon, website dedicated to visitors with a lens of inclusivity and accessibility. This project is made possible in part by a \$98,000 grant from Travel Oregon. Providing visitors with a better understanding of what to expect through these videos will help to make the website and Albany more welcoming to all.

3. Has this event or activity occurred in previous years and/or in another location?  
 A variation of this project has occurred with a different software platform and company. The AVA currently has access to 360 videos for Albany's existing website. However, the contract will expire in December and the AVA does not have the funds to extend that contract. Therefore, the existing 360 videos will no longer be available for visitors or tourism partners to use. These new videos will be produced locally and will be owned by the AVA for future and continued use.

4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?

Video recording production, voice over and music are all included in the attached bid. We are excited for the opportunity to work with Horsepower Productions, a local business with expertise in this type of project.	AVA existing annual website budget: Staff time for video tour project conservative estimate 40 hrs @ \$25/hr Grant funding from Travel Oregon specifically for website work Discount from Horsepower productions (in-kind) CTP Request for video tours by Horsepower Productions  Total Project Value	\$ 6,700 \$ 1,000 \$65,010 \$ 600 \$ 9,900  \$83,210
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5. Please choose one that best describes your event or activity:  
 Onetime       Ongoing       Unsure



6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding? *(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No

August 28, 2024

AVA Hotel, Restaurant, and property Video Tours

Thank you for the opportunity to bid on producing video tours/highlight videos for area hotels, restaurants, and other properties. This is a proposal for the following video production:

### **Videos to be produced:**

- **10 Hotel Virtual Tours**
  - *2 – 3-minute video highlight reel style “tour” of the properties. Each property can be tailored to highlight specific features and accessibility, helping to distinguish the amenities of different locations. Tools for showcasing each property and its surroundings may include lock down video, handheld walkthrough, panning shots, drone footage, text overlays to describe what is displayed, and, if desired, voiceovers accompanied by background music. Properties included in the proposal are:*
    - *Best Western Prairie Inn*
    - *Comfort Suites*
    - *Holiday Inn Express Hotel & Suites*
    - *Motel 6*
    - *Phoenix Inn Suites*
    - *Quality Inn & Suites*
    - *Rodeway Inn*
    - *Studio 6 Suites*
    - *Super 8 Motel*
    - *The budget Inn*
    -
- **10 Additional Properties (1.5 – 3 minutes each)**
  - *The AVA can recommend up to ten additional property videos that may feature restaurants, breweries, wineries, museums, or other non-residential properties. Each video can be tailored to highlight the specific strengths of each property, including its location, accessibility, user experience, and overall ambiance. This will provide viewers with a clear understanding of the customer experience at each venue.*

August 28, 2024

## AVA Hotel, Restaurant, and property Video Tours

Horsepower Productions will collaborate with the Albany Visitors Association (AVA) as well as various properties and businesses to plan each recording. This includes identifying key focus areas, organizing staff and volunteers as needed, and ultimately scheduling the recording day. All videos will receive initial approval from the AVA, with the final approval granted by the respective properties and businesses. The videos can be conveniently hosted on platforms such as Vimeo or YouTube.

Horsepower Production will work with the AVA to:

- Collect names and contact information for all business and organizations involved.
- Meet to discuss and plan each sites area of focus
- Determine a production schedule for all involved to plan our calendar and update all videos in the appropriate time frame
- Determine hosting options for all video content

The estimated cost is listed in the table below.

Crew Position	hours	½ day	Full day	Misc.	Totals
Camera/Video Production  Hotel Tours	30			Approx. time on site is estimated at 3 hours per location	3,000.00
Camera/Video Production  Misc. Property Tours	20			Approx. time on site is estimated at 2 hours per location	\$2,000.00
Editor			4		\$4,000.00
Music/Licensing					\$1,000.00
Voiceover					\$500.00
<b>Subtotal</b>					<b>\$10,500.00</b>
<b>Discount Provided</b>					<b>-\$600.00</b>
Grand Total					<b>\$9,900.00</b>



**APPLICATION FORM  
for  
FUNDING REQUEST**

Collaborative Tourism Promotion

**Amount of Funding Request: \$6,952.61**

Organization Name: <b>Cap and Stem Northwest</b>		
Address: <b>904 NW North Albany Road, Albany, OR 97321</b>		
Contact Person and Title: <b>Deidre Lafferty, Executive Director</b>		
Telephone: <b>606-547-6135</b>	Fax: <b>541-704-0040</b>	E-mail: <b>dlafferty@lifetrekllc.com</b>
Federal Tax Identification Number (if applicable): <b>99-0786440</b>		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

1. Describe the event or activity proposed for which funding is being requested. Be specific.  
See attached
  
2. How will this event or activity benefit tourism and the Albany community?  
See attached
  
3. Has this event or activity occurred in previous years and/or in another location?  
No, this is our first year hosting the Albany Mushroom festival.
  
4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?  
See attached budget. We are requesting 70% of the attached budget. We are including the invoices and quotes we have and will be able provide more following the event.
  
5. Please choose one that best describes your event or activity:  
 Onetime       Ongoing       Unsure

6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding? *(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No

Albany Mushroom Festival  
Collaborative Tourism Promotion Application Form  
Attachment 1

1. We are hosting the first annual Albany Mushroom Festival. This is a free, family friendly community event. The purpose of this event is to provide community education and engagement around beneficial mushrooms in the pacific northwest. Mushroom Festivals throughout the pacific northwest are popular community events. Cities such as Yachats, Eugene, and Portland have festivals bringing thousands of visitors to their cities. We are hoping to do the same for Albany and the Central Willamette Valley. We are hosting over 70 vendors comprised of local artists, small businesses and local educators. Accessibility of this free event is enhanced due to free admission, free parking, free educational offerings, and free activities for individuals of all ages.
2. We currently have over 6,800 individuals "interested" on our Facebook page. This event brings free entertainment including live music, educational workshops, a scavenger hunt, food and merchandise vendors, and family friendly activities. There are two distinct parts of the Albany Mushroom Festival. One is the festival itself where we will be featuring local businesses and bringing people together on September 22, 2024, at Timber Linn Park. The second part of this event is Mushroom Week. Mushroom Week is the week prior to the September 22 event. During mushroom week, we will be collaborating with downtown businesses to feature mushroom themed offerings, and we will be encouraging patronage to local businesses. We have a diverse group of local businesses involved including restaurants, bookstores, game stores, tattoo shops, and agricultural supply stores.

## Albany Mushroom Festival

## EXPENSES

TOTAL EXPENSES	Estimated	Actual
	\$9,932.31	\$0.00

Site	Estimated	Actual
City Park Rental Fee	\$510.00	
Liability Insurance	\$430.00	
Security	\$1,254.00	
Tables and chairs	\$139.85	
City Alcohol Permit	\$25.00	
Canopy	\$720.00	
<b>Total</b>	<b>\$3,078.85</b>	<b>\$0.00</b>

Advertising	Estimated	Actual
Poster Printing	\$164.09	
Post Card Printing	\$194.73	
Social Media Boosting	\$250.00	
Billboard	\$700.00	
Banners	\$186.10	
Radio Advertisement	\$100.00	
Yard Signs	\$216.00	
<b>Total</b>	<b>\$1,810.92</b>	<b>\$0.00</b>

Decorations	Estimated	Actual
Map and schedules	\$98.28	
Photo Opportunities	\$1,000.00	
Artist Poster Printing	\$185.00	
Rug for stage	\$179.95	
Table cloths/tea party suppl	\$54.98	
<b>Total</b>	<b>\$1,518.21</b>	<b>\$0.00</b>

Program	Estimated	Actual
Musician Honorarium	\$1,300.00	
Safety Vests for Staff	\$23.97	
Volunteer Identification	\$85.96	
Sound Equipment	\$425.00	
Stickers for Scavenger Hunt	\$89.00	
Tally Counters	\$9.99	
Beneficial Mushroom Sample	\$428.42	
<b>Total</b>	<b>\$2,362.34</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Garbage pick up	\$324.00	
Water bottles	\$400.00	
Garbage cans	\$210.00	
Garbage Bags	\$108.00	
Canva	\$119.99	
<b>Total</b>	<b>\$1,161.99</b>	<b>\$0.00</b>

**ONE SECURITY, INC.**  
PROPOSAL FOR SERVICES

**Date(s), Location(s), and Time(s) of Event:**

Service Description	Notes	Location
Sunday 9/22/2024, 9am-7pm	- 3 security assets; 1 placed near each main entrance and a floater	Timber Linn Park, Albany

**Overview**

Albany Mushroom Festival has requested crowd management services to be provided for the duration of their event. One Security will provide experienced and uniformed assets.

One Security pricing for event assets is delineated below.

<b>Event Pricing</b>	<b>\$1,254.00</b>
----------------------	-------------------

**Client:** Cap and Stem Northwest

**One Security, Inc.:**



**Spencer Peck**

By: Deidre Lafferty

By: Spencer Peck

Date: 08/01/2024

Date: Jul 30, 2024

Email Address for Notices:

Email Address for Notices:

dlafferty@lifetrekllc.com

speck@onsecuritycompany.com





We're How You Play!  
 Albany Parks and Recreation  
 333 Broadalbin St SW  
 Albany  
 Oregon  
 United States, 97321  
 Tel: (541) 917-7777

Transaction# 14244  
 Transaction Date 4/25/24 13:58:31

Contract # FA-0371  
 1 QTY Pat Winczewski, \$510.00  
 Cap and Stem Northwest  
 Mushroom Festival  
 (9/22/24)  
 Event ID: 00001444

SUBTOTAL	\$510.00
TOTAL	\$510.00
INITIAL PAYMENT	\$140.00

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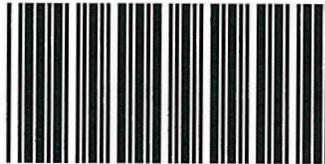
CREDIT CARD TEND \$510.00

STATUS Success  
 Payment# PYMT-46464  
 Payment Date 8/29/24 14:53:53  
 Approval# 949170  
 Customer  
 Cap and Stem Northwest Pat Winczewski

Type Sale

Clerk LBooth

# ITEMS SOLD 1  
 TOTAL QTY SOLD 1



14244



# Receipt

**DATE:** 08/20/2024  
**Policy #:** M3954512

<p><b>www.TheEventHelper.com</b>          PO Box 1549,          Grass Valley, CA 95945          (530) 477-6521</p>	<p><b>Policy Limits</b>          Each Occurrence (Includes \$1,000,000 Bodily Injury and Property Damage)          Damage to Rented Premises (other than fire) \$1,000,000          Personal &amp; Advertising Injury \$1,000,000          Products / Completed Operations Aggregate \$2,000,000          General Aggregate \$2,000,000          Medical Payments \$5,000          Liquor Liability Host Included          Waiver of Subrogation Not Included          Primary &amp; Non-Contributory Not Included          Additional Insured(s) Included          Hired &amp; Non-Owned Auto Not Included          Deductible \$1,000</p>	<p><b>Event Details</b>          Festival &amp; Cultural Event - Indoor and/or Outdoor          Attendance: 1000 people          Event Length: 1 day(s)</p>											
<p><b>Event Holder / Insured</b>          Cap and Stem Northwest          c/o Deidre Lafferty          904 North Albany Road NW          Albany, OR 97321</p> <p><b>Payment From</b>          Deidre Lafferty          Card Number: **** * 9993          Card Type: Visa</p>	<p><b>Cost Breakdown</b></p> <table border="0"> <tr> <td>Premium:</td> <td style="text-align: right;">\$ 318.00</td> </tr> <tr> <td>Stamping Fee:</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>Tax:</td> <td style="text-align: right;">\$ 7.31</td> </tr> <tr> <td>Policy Fee:</td> <td style="text-align: right;">\$ 104.69</td> </tr> <tr> <td>RPG Fee:</td> <td style="text-align: right;">\$ 0.00</td> </tr> </table>			Premium:	\$ 318.00	Stamping Fee:	\$ 0.00	Tax:	\$ 7.31	Policy Fee:	\$ 104.69	RPG Fee:	\$ 0.00
Premium:	\$ 318.00												
Stamping Fee:	\$ 0.00												
Tax:	\$ 7.31												
Policy Fee:	\$ 104.69												
RPG Fee:	\$ 0.00												
<p><b>Refund Policy</b>          If I choose to cancel my general liability policy, I will be subject to a refund fee of \$104.69, the full Administration Charge on my policy. In the very unlikely case www.TheEventHelper.com's coverage terms do not meet my venue's insurance requirements and cannot be amended to do so, I am eligible for a full refund of my policy price. No refunds will be issued after the commencement of the policy period.</p>		<p><b>AMOUNT PAID</b></p>	<p><b>\$ 430.00</b></p>										



8/29/2024

Quote: S03188685

Dear PATRICK WINCZEWSKI,

Below is a summary of your order details, including any additional charges if applicable. Please note, a one-time container delivery fee may be applied to your first invoice. In addition, a one-time container removal fee will be assessed when the container is removed.

It can take 3 to 5 business days for delivery of the container from the date of processing.

### Service Details

Product	Service Frequency	Rate per Billing Cycle	One Time Delivery Fee
Front Load 2 Qty 3 Yard	On-Call Service		\$0.00 (All Containers)
Service Rate - Per Service		\$108.52	
Rental Fee - Per Container		\$88.54 (All Containers)	
Notes/Charges (if applicable):			
Rental: \$4.69 per day, maxing out at \$44.27 / month (prorated / day)			
Starts 7 days after delivery			
-DISPOSING ITEMS FROM FOOD TRUCK EVENT -Overweight charges apply if container is over 1500 lbs at \$26.80 per 500 lbs.			
Estimated Tax Total		\$0.00	
Estimated Invoice (Total)		\$197.06	\$0.00

### Next steps for Residential Customers

A \$50.00 prepayment is required to start services. This will be applied to your first invoice.

### Next steps for Business Customers



**INVOICE**

**Mid Valley Production**  
38654 First Creek Dr.  
Lebanon, OR 97355

antonsw@gmail.com  
541-401-1631

**Bill to**

Albany Mushroom Festival

**Invoice details**

Invoice no.: 112  
Invoice date: 08/29/2024  
Due date: 09/22/2024

#	Date	Product or service	Description	Qty	Rate	Amount
1.		<b>Services</b>	Sound support services for 5 bands on Sunday September 22nd at Timber Linn Park in Albany for the 2024 Albany Mushroom Festival.		\$450.00	\$450.00
<b>Total</b>						<b>\$450.00</b>

**Ways to pay****Note to customer**

Thank you for your business.

[Pay invoice](#)



# Order # 007193036

PROCESSING

Purchased: 7/31/24

## Order Information

### BILLING ADDRESS

Patrick Winczewski  
Cap and Stem NW  
904 NW North Albany Rd  
Albany, Oregon, 97321  
United States  
T: [5037245748](tel:5037245748)

### PAYMENT METHOD

Credit Card

**Credit Card Type** Visa

**Credit Card Number** XXXX0627

## Project/P.O. #: Albany Mushroom Festival

### PROJECT DETAILS

**SKU:** 16PT-PCAIPMATT-4X6-44-RECT  
**Run Size:** 5000  
**Stock:** 16PT C2S  
**Coating:** Matte

**Colorspec:** 4/4 (4 color both sides)  
**Size:** 4" x 6"  
**Turnaround Time:** Next Business Day

### Project Cost

<b>Subtotal</b>	\$194.73
<b>Shipping &amp; Processing</b>	\$0.00
<b>Tax</b>	\$0.00
<b>Grand Total</b>	\$194.73

## Shipment 1

### SHIP FROM

Stephanie Newton  
Multnomah Marketing  
839 5TH AVE SW  
Albany, Oregon, 97321-1905  
United States  
T: [9713229784](tel:9713229784)

### SHIP TO

Alyssa Nydegger  
1215 WALNUT ST SW  
Albany, Oregon, 97321-2549  
United States  
T: [5037541488](tel:5037541488)

### SHIPPING METHOD

Free Ground Shipping

**In Hand:** 8/7/24

### Shipment Cost

<b>Subtotal</b>	\$194.73
<b>Shipping &amp; Processing</b>	\$0.00
<b>Tax</b>	\$0.00
<b>Grand Total</b>	\$194.73

Set Name	Job ID	Job Status	Cost Per Set
Albany Mushroom Festival - Shipment 1 - Set 1	J4612192693-001	Batch Imposition	\$194.73



Dee Lafferty <dlafferty@lifetrekllc.com>

**Fwd: Your Poster Ninja order has been received!**

2 messages

Patrick Winczewski <albanymushroomfestival@gmail.com>  
To: dlafferty@lifetrekllc.com

Wed, Jul 31, 2024 at 5:43 PM

Invoice from vendor for Mushroom Festival

----- Forwarded message -----  
From: **Poster Ninja** <posterninja@keithfabry.com>  
Date: Wed, Jul 31, 2024 at 5:42 PM  
Subject: Your Poster Ninja order has been received!  
To: <Albanymushroomfestival@gmail.com>



Thank you for your order

Your order has been received and is now being processed. Your order details are shown below for your reference:

**Order #32956 (07/31/2024)**

Product	Quantity	Price
UDraw Product	1	\$182.32
<b>Bulk Small Posters</b> Selected Quantity: 250 Width: 11 in		

Product	Quantity	Price
Height: 17 in Material: 100lb Matte Cardstock Lamination: No Lamination		
<b>Subtotal:</b>		\$182.32
<b>Discount:</b>		-\$18.23
<b>Shipping:</b>		UPS Ground (Free)
<b>Payment method:</b>		Visa ending in 0627
<b>Total:</b>		\$164.09
<b>Note:</b>		Thank you guys so much! We are so excited to get official posters to advertise our event!

**Billing address**

Patrick Winczewski  
 Cap and Stem NW  
 904 NW North Albany Rd  
 Albany, OR 97321  
[5037245748](tel:5037245748)

[Albanymushroomfestival@gmail.com](mailto:Albanymushroomfestival@gmail.com)

**Shipping address**

Alyssa Nydegger  
 Cap and Stem NW  
 1215 Walnut St. SW  
 Albany, OR 97321

Thanks for using [posterninja.com](http://posterninja.com)!



**Wehr, Jennifer**

---

**From:** Deidre Lafferty <dlafferty@lifetrekllc.com>  
**Sent:** Sunday, September 1, 2024 11:25 AM  
**To:** Wehr, Jennifer  
**Cc:** Pat Winczewski; EXTERNAL - Nydegger, Alyssa; deelafferty@reclaimlifementalhealthcenter.com  
**Subject:** Re: Collaborative Tourism Promotion Grant Funding Request

**[WARNING! This email came from outside our organization. Do NOT click unknown attachments or links in email.]**

Jennifer,

I responded on Friday when I got your message, but I can't find my response and wanted to send it again, just in case it didn't go. We are applying retroactively for the event on September 22, 2024. Please reach out if you have other questions or need additional information.

Thank you

**Dee Lafferty, Executive Director**

**Cap and Stem Northwest**

**904 NW North Albany Road**

**Albany, OR 97321**

**606-547-6135**

**541-704-0040, Fax**

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On Aug 30, 2024, at 9:06 AM, Wehr, Jennifer <Jennifer.Wehr@albanyoregon.gov> wrote:

Thank you for sending this over Dee. To clarify, the committee is not meeting until 9/26, after your current event date. Are you looking to apply retroactively for the current event and be reimbursed for this September 2024 event, or for a future repeat event to be held next year?

<image001.png>

**Jennifer Wehr**

Economic Development Program Coordinator  
541-791-0180

**Community Development**

City of Albany, Oregon  
333 Broadalbin St SW, Albany, Oregon 97321  
[www.albanyoregon.gov](http://www.albanyoregon.gov)

---

**From:** Dee Lafferty <dlafferty@lifetrekllc.com>

**Sent:** Thursday, August 29, 2024 7:02 PM

**To:** Wehr, Jennifer <Jennifer.Wehr@albanyoregon.gov>; Pat Winczewski <pwinczewski@lifetrekllc.com>; EXTERNAL - Nydegger, Alyssa <alyssa.nydegger@gmail.com>; deelafferty@reclaimlifementalhealthcenter.com

**Subject:** Collaborative Tourism Promotion Grant Funding Request

**[WARNING! This email came from outside our organization. Do NOT click unknown attachments or links in email.]**

Jennifer,

Please see the attached 5 page application for the Collaborative Tourism Promotion Grant from Albany Mushroom Festival. We were unsure if you wanted all of the receipts/invoices we have collected but didn't want to go over the 5 page limit. I have attached 2 files. One is our application with the one required invoice. The second attachment is all of the other invoices we have collected thus far. If you don't need the second file, please disregard. I can be reached at 606-547-6135 if you have any questions or need additional information. I have also mailed these documents to you at P.O. Box 490, Albany, OR 97321. We look forward to hearing from you soon.

Thank You

---

**Dee Lafferty, Executive Director**

**Cap and Stem Northwest**

**904 NW North Albany Road**

**Albany, OR 97321**

**606-547-6135  
541-704-0040, Fax**

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**APPLICATION FORM**  
for  
**FUNDING REQUEST**

Collaborative Tourism Promotion

**Amount of Funding Request: \$ 8,000**

Organization Name: <b>Linn Benton Hispanic Advisory Committee</b>		
Address: <b>PO Box 2630 c/o Cascade Pacific RC &amp; D Corvallis OR 97339</b>		
Contact Person and Title: <b>Ana Ojeda Duffy, Linn County Co-Chair</b>		
Telephone: <b>541-924-8430</b>	Fax:	E-mail: <b>aduffy@ocwcog.org</b>
Federal Tax Identification Number (if applicable): <b>93-0722979</b>		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

1. Describe the event or activity proposed for which funding is being requested. Be specific.  
Annual Festival Latino provides cultural awareness in the form of entertainment, food, crafts, community resources available to all. Entertainment is dance troupes, Mariachi Group, band group, and we provide Kids Corner activities.
  
2. How will this event or activity benefit tourism and the Albany community?  
Our goal is to make Festival Latino a regional well known annual event, comparable to Woodburn's Fiesta Mexican held in August annually. We want to share Albany's range of cultures with the entire region.
  
3. Has this event or activity occurred in previous years and/or in another location?  
We are in our 19th event, previously held at Monteith Park. Last event in 2019, it poured rain the entire time, yet we had a huge turn out.
  
4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?  
Printing of flyers, posters, banners, donor and vendor solicitation letters have all been done in house and cost absorbed by HAC member's agencies. Funding will be used to market the festival professionally.
  
5. Please choose one that best describes your event or activity:  
 Onetime       Ongoing       Unsure

6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding? *(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No



Linn-Benton  
**Hispanic Advisory Committee**  
invites you to a  
free community event!

**Sunday, Sept. 8th, 2024**  
12:00 pm - 4:00 pm

Questions? Call Ana Duffy 541-924-8430

**Timber Linn Park**  
**900 Price Rd SE, Albany, OR**

- Food Booths
- Ballet Folklórico De Nuestros Ancestros
- Dina y Los Rumberos
- Los Gallos Mariachi Band
- JalMex Musical Group
- Children's Activities
- Community Resource Booths
- Raffle drawings!!



*Gold Sponsors*

Linn  
County  
Health  
Services



**Linn-Benton**  
Community College

InterCommunity  
Health Network CCO

*Silver Sponsors*



Nancy Greenman  
Community  
Member

*Bronze Sponsors*





¡Linn-Benton  
Hispanic Advisory Committee  
le invita a un  
evento comunitario gratis!

**Domingo, 8 de Septiembre, 2024**

**12:00 pm - 4:00 pm**

¿ Preguntas? Llame a Ana Duffy 541-924-8430

## Parque Timber Linn 900 Price Rd SE, Albany, OR

- Puestos de comida
- Ballet Folklórico De Nuestros Ancestros
- Dina y Los Rumberos
- Mariachi Los Gallos
- JalMex Grupo Musical
- Actividades para niños
- Mesas de Recursos Comunitarios
- Rifas!!



### Patrocinador Oro

Linn  
County  
Health  
Services



**Linn-Benton**  
Community College



### Patrocinador Plata



Nancy Greenman  
Miembro de la  
Comunidad

### Patrocinador Bronce



**No Dinx**  
139 W 1st Ave E  
Albany, OR 97321  
(541) 967-8494  
www.nodinx.com



# No Dinx Marketing

## Festival Latino 2024 Volunteer Shirts 45159

<b>Contact</b>	<b>Contact Email</b>	<b>Quote Date</b>	<b>Quote Expiry</b>	<b>Job Number</b>
		8/30/24	9/29/24	80M.390
<b>Account Rep</b>	<b>Rep Email</b>	<b>Order Type</b>	<b>Ship / Pickup</b>	<b>Ship Method</b>
Allison Martyr	Allison@nodinx.com	Screen Print	Pickup	None

Item	Color	Description	Quantity									Units	Price	Total
			XS	SM	MD	LG	XL	2XL	3XL	4XL	MISC			
G500	White	Gildan Core Cotton T-Shirt		3	21	23	2					49	\$21.99	\$1077.51
Customer	White	DKNY							1			1	\$18.24	\$18.24

Notes: Units: 50      **Subtotal: \$1095.75**  
 New quote for: 35368 **\$1095.75**



**Wehr, Jennifer**

---

**From:** Ana Ojeda Duffy <aduffy@ocwcog.org>  
**Sent:** Friday, August 30, 2024 1:50 PM  
**To:** Wehr, Jennifer  
**Subject:** Grant Application --HAC Festival Latino  
**Attachments:** HAC Collaborative Tourism Promotion Application City of Albany 2024.pdf; 2024 Festival Latino Flyer UPDATED.pdf

**[WARNING! This email came from outside our organization. Do NOT click unknown attachments or links in email.]**

Hello Jennifer

My only “quote” is an invoice for the t-shirts that were donated but I am hoping to use as a starting point for payment next year. I am remote today and do not have a scanner and the photo I took on my phone is not saving as a readable document. I can scan on Tuesday and submit. I also reached out to No Dinx about sending me an electronic version, I will submit today if I receive it before 5:00 pm.

I do have a financial report showing expenses to date which demonstrates our need. We have received donations from Sponsors for this year’s event, but I want the 2025 event to have better marketing and draw in tourist around the region.

I hope that members of the Grant Committee come out September 8th and get a firsthand look at our event and award HAC the opportunity to grow tourism in Albany.

Thanks for your consideration.

**Ana Ojeda Duffy**

Community Outreach Coordinator  
Oregon Cascades West Council of Governments  
Community and Economic Development  
1400 Queen Ave SE, Suite 205  
Albany OR, 97322  
541-924-8430 Direct  
[OCWCOG.org](http://OCWCOG.org)



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222 First Avenue West, Suite 100

Albany, Oregon 97321

(541) 971-5401

[gallerycalapooia@gmail.com](mailto:gallerycalapooia@gmail.com) -- [www.gallerycalapooia.com](http://www.gallerycalapooia.com)

1 September 2024

Sophie Adams  
Economic Development Coordinator  
City of Albany  
333 Broadalbin Street  
Albany, OR 97321

Dear Ms. Adams,

Attached is Gallery Calapooia's application for the 2024 Collaborative Tourism Promotion (CTP) grant. This proposal is for a marketing package to promote the gallery and, tangentially, Historic Downtown Albany central business district to tourists and residents of the area.

Gallery Calapooia, an artists' co-operative located in downtown Albany in the Historic Flinn Block, is a 501c3 not-for-profit organization. We have been providing a place for Albany and mid-Willamette Valley residents to view and purchase the art of local artists since July 2013. We celebrated our eleventh anniversary in July of this year. We are proud to contribute to the vitality of Historic Downtown Albany.

We look forward to working with you, should Gallery Calapooia proposal be selected to receive funding.

Your consideration of our application is appreciated. We look forward to presenting it to the CTP selection committee.

Sincerely,

Linda J. Herd  
Member, Gallery Calapooia Grant Committee

Attachments



**APPLICATION FORM  
for  
FUNDING REQUEST**

Collaborative Tourism Promotion

**Amount of Funding Request: \$ 12,332.33**

Organization Name: <b>GALLERY CALAPOOIA</b>		
Address: <b>222 First Avenue West, Suite 100, Albany, Oregon 97321</b>		
Contact Person and Title: <b>Linda Herd, Gallery Calapooia Grants Committee</b>		
Telephone: <b>(541) 905-4399</b>	Fax:	E-mail: <b>herdesign@comcast.net</b>
Federal Tax Identification Number (if applicable):		

**If more space is needed to answer the following questions, please attach no more than five additional pages.**

1. Describe the event or activity proposed for which funding is being requested. Be specific.

This is a request to fund the branding and ongoing marketing of Gallery Calapooia in Historic Downtown Albany. By extension, the marketing includes the historic downtown core and other businesses located there.

2. How will this event or activity benefit tourism and the Albany community?

Effective marketing tools will draw visitors to Gallery Calapooia and the downtown central business district. The goal is to establish Historic Downtown Albany as a vibrant and safe destination for culture, entertainment, and activities.

3. Has this event or activity occurred in previous years and/or in another location?

Yes. Promoting events and activities has convinced more customers to take advantage of the opportunities available in Historic Downtown Albany.

4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?

The requested funding will be spent on marketing tools that will promote Gallery Calapooia and the vibrant life of Historic Downtown Albany, as indicated in the attached pages.

5. Please choose one that best describes your event or activity:

Onetime

Ongoing

Unsure

6. Have you applied for a CTP grant for this event or activity before? [A tiered-percentage approach is used when evaluating an organization's multiyear funding requests, i.e., up to 70% grant funding the first year, up to 30% second year.]

Yes

No

If yes, please explain.

Marketing is an ongoing relationship with new and existing customers. A business must stay in the public eye, showing growth and a positive image. Although word of mouth can be a strong recommendation, it is not sufficient to ensure economic success.

7. If your organization is chosen to receive a grant, you will be required to submit a final written report after the event/activity. The report needs to include the following: description of how CTP grant funds were of benefit to your event/activity; any relevant financial reporting; attendance figures, attendee comments, or questionnaire responses; description of the impact on local businesses (if determinable); examples of media features and exposure; and any additional information that helps to illustrate the success of the event/activity. Are you willing to do this?

Yes

No

8. Have you included the required bids/quotes or other paperwork supporting your request for grant funding? *(One quote is required for requests under \$10,000. Three quotes are required for requests over \$10,000.)*

Yes

No

## GALLERY CALAPOOIA

### Collaborative Tourism Program (CTP) Grant Application

### September 1, 2024

Gallery Calapooia, a local artists' co-op located in the Historic Flinn Block in Historic Downtown Albany, is applying for funding from the City of Albany's Collaborative Tourism Program (CTP), to support marketing efforts for the Gallery. July 2024 marked the celebration of our 11<sup>th</sup> anniversary. The gallery's success, both financially and culturally, is a tribute to the hard work of our artists and the strong support of Albany residents and other local communities. Thanks to our supporters, Gallery Calapooia continues to grow, from the original nineteen artists in 2013, to twenty-one members as of this date.

Continued and increased sales are necessary to sustain the Gallery's success. Since 2020, costs have risen for almost everything, including art supplies, hardware, and rent. We must attract not only new customers, but also our existing customers. Contact information gathered from visitors who visit the gallery tells us where our visitors live, indicating where our marketing efforts are best directed. The 2023 grant was a critical catalyst in the effort to increase our marketing parameters.

The financial support requested in Gallery Calapooia's current application will be used to:

- Update Art on the Go brochures to reflect current galleries in the Mid-Willamette Valley
- Reprint rack cards for broader distribution
- Place rack cards in visitors' centers/bureaus in cities along the I-5 corridor in Oregon and in two locations at Portland Airport through the Travel Oregon Program
- Print posters and postcards to promote featured artists, receptions, and special events
- Advertise in Willamette Living to reach Mid-Willamette residents through print media
- Advertise on KGAL/KSHOW Mid-Willamette Valley, two local radio stations
- Advertise at two local movie theaters: the Pix Theater in Albany and the Darkside Theater in Corvallis

#### EVENTS

The Gallery is an established cultural anchor in downtown Albany's central business district. We began hosting **First Friday** receptions in 2014. In 2018, our Fifth Anniversary, we invited our downtown business neighbors to join us in what we called "**Downtown First Friday.**" The idea caught on and now Historic Downtown Albany is a monthly destination for an experience that can be enjoyed by all ages. In the summer months, the event expands to include outdoor entertainment such as live music and performances. This event provides social interaction and cultural entertainment for visitors of all ages. It has been a success for Gallery Calapooia, resulting in increased sales that evening and in the days immediately following

the reception. It also attracts visitors who normally might not visit an art gallery. Colorful posters displayed around Albany, Corvallis, Salem, and Philomath play a big role in getting out the word about the receptions.

The gallery has been part of the annual **Downtown Wine Walk** every year since 2013, hosting Lumos Winery. Hundreds of people are attracted to downtown. The increased patronage serves as a sales booster and introduces the gallery to a larger number of future customers.

The **Downtown Trick-or-Treat** event is an especially fun day for Gallery Calapooia members. Gallery artists dress in costumes and hand out candy to over 2,000 children. The artists' participation boosts awareness of the Gallery and lets parents know that we are interested in family activities.

Gallery Calapooia participates in the **Downtown Unwrapped/Open House** event on the first Thursday in November. This year will see a new version of the 2019 theme, Wearable Art. Details are still developing for this special evening.

**Small Business Saturday**, the last weekend in November, encourages customers to spend their dollars at small businesses and contribute to their local economy. Gallery Calapooia participates in this event each year.

## **COMMUNITY INVOLVEMENT**

We appreciate the benefits of our membership in the **Albany Downtown Association** offers. They provide opportunities to learn about marketing, managing a business, and creating a relationship with our local business community. Monthly gatherings provide a platform to hear what's going on downtown and an opportunity to meet with fellow downtown stakeholders, learning from their experiences.

The **Passport Program** sponsored by the Albany Visitors Association was again a success this year. Children are engaged in looking at art and recognizing the different techniques artists use to create their work. Each child is given a hand-out requiring them to find different materials, images, or colors found in the art in the Gallery. Once the task is completed, a stamp is entered into their passport. As of this writing, 127 children have visited Gallery Calapooia over the summer. The quality of this event continues to improve each year, thanks to the strong commitment of the Albany Visitors Association.

**The Big Show of little Art** is held in February and will celebrate its seventh year in 2025. This is a community art show that has no entry fee, no jury, and no age limit. The first year saw over 250 entrants, including students from Albany schools, teens, adults, and seniors.

As artists, we appreciate the value of art in daily life and support the inclusion of **public art** in Albany. The gallery purchased a sculpture by Georgia Gerber, a well-known Pacific

Northwest artist, and donated it to the City of Albany. **“Tango Moon”** features two rabbits dancing a tango on a large, spherical “moon.” It was installed in interstitial space on First Avenue West, across the street from the gallery. Public reaction to the sculpture has been very positive, appealing to all ages. It is a whimsical and joyous representation of life and happiness. This contribution to the historic downtown streetscape indicates the Gallery’s commitment to improving public space for residents and visitors. The sculpture is dedicated to John Stahl, a former employee of the City of Albany, and a passionate supporter of the Gallery.

## MARKETING

The Gallery was fortunate to receive a generous grant through the Collaborative tourism Program (CTP) in 2023. With these funds, we were able to increase our marketing outreach beyond Albany.

We believe that our stronger marketing efforts contributed to Gallery Calapooia receiving an award determined by a public poll sponsored by **Willamette Living** magazine. Once again, we were voted **The Best of the Valley Winner for 2024** in the category of Art Gallery. The competition is strong, and we are grateful to have been selected for this award.

The Gallery maintains an active website, a Facebook page, an Instagram page, and a monthly E-Newsletter that reaches over 900 subscribers. In addition to gallery news, activities taking place in downtown Albany such as the opening of new businesses and special events are included. Sharing that information with our subscribers lets them know that there's more than one reason to visit downtown Albany. Such reciprocity is beneficial to all the downtown stakeholders. The newsletter also includes information about other galleries in the Mid-Willamette Valley. The more our subscribers understand that art is available to them, the more they will appreciate how art can enrich their lives.

Gallery Calapooia offers an informational rack card that promotes our artists and our location in Historic Downtown Albany. With the assistance of the Albany Visitors Association, the card is distributed to local hotels, Linn County Fairground, and at the rest stop on I-5 just north of Albany. The cards are also placed in visitor centers along the I-5 corridor and in two locations at Portland Airport. It has proven to be a valuable marketing tool for the gallery. Many out-of-town visitors have told us they came to downtown Albany because they found our rack card and wanted to discover what else the downtown area has to offer. In past years, attendees shows at Linn County Fairground came into town to visit the gallery because they saw the rack card there. This generated increased gallery sales and new customers for local downtown restaurants and other retail businesses.

During the months of June through October, we have many visitors from out of town and out of state. To attract these visitors, we rely on print media available at visitor centers and rest stops, as well as in the gallery. The Gallery Calapooia rack cards and the **“Art on the Go,”** a four-fold full-color brochure, are displayed prominently and offered to visitors. The



funding we received in 2023 allowed us to produce these marketing vehicles that have been instrumental in bringing more visitors to the Gallery.

The “**Art on the Go**” brochures were distributed to the galleries listed therein. This a map of the I-5 corridor in the Mid-Willamette Valley, showing the locations of art galleries and museums. Galleries included on the map purchased copies to promote their own establishments. Again, requests for restocking came in sooner than we expected. The brochure connects Gallery Calapooia with people who have an interest in art but may not have considered Albany as an arts destination.

Certified Folder Display Services is the company employed by **Travel Oregon** to maintain the travel information at Oregon visitor centers and Portland Airport. Last year we provided them with 5,000 rack cards. Within six months, they requested more because the cards were running low. Having the rack cards in these loations extends our marketing outreach beyond the Mid-Willamette Valley to travelers from Washington, Idaho, Northern California and beyond.

Advertising in **Willamette Living** magazine has also proven to be a valuable promotion tool. In addition to paid advertising, several Gallery artists have written articles about their art. These articles include interesting information about the artist, how they settled on their medium, and how they have achieved success. This magazine is distributed free throughout the Mid-Willamette Valley and online.

We believe promoting Gallery Calapooia and its location in Historic Downtown Albany will have a beneficial effect of bringing more visitors (and buyers) to the downtown core.

## **SUMMARY**

The artists of Gallery Calapooia believe the marketing projects requested in this application will encourage more people to explore downtown Albany by promoting Gallery Calapooia and the other businesses located here. The economic success of Historic Downtown Albany depends on cooperation and collaboration. Together we thrive!

<b>GALLERY CALAPOOIA CTP GRANT APPLICATION 2024</b>						
<b>ITEM</b>	<b>VENDOR</b>	<b>LOCATION</b>	<b>COST/UNIT</b>	<b>TERM</b>	<b>DURATION</b>	<b>TOTAL COST</b>
Update Rack Cards	NoDinx	Albany, Oregon	\$0.06	10,000 pieces	one time	\$600.00
Update Art on the Go brochures	NoDinx	Albany, Oregon	\$0.25	5,000 pieces	one time	\$1,250.00
Place Rack Cards and Art on the Go brochures in Oregon Welcome Centers: one year package for all these locations in Oregon at	Certified Folder Display Service contracted by TRAVEL OREGON for distribution in these locations	Portkland Airport Baggage Claim	\$108.00	12 months	one year	\$2,113.33
		Portland Airport Consolidated Car Rental Facility				
		Seaside				
		Ashland				
		Boardman				
		Ontario				
		Brookings				
		Klamath Falls				
Gallery Calapooia Tote bags: Create new design and print tote bags for sale in gallery	NoDinx	Albany, Oregon	\$21.74	100 pieces	once	\$2,174.00
Print 24 posters and 48 karge postcards in color each month (12 times/year)	Linn-Benton Community College	Albany, Oregon	\$40.00	one month	one year	\$480.00
Print Artist Bio Sheets: 100 per each artist, 21 artists = 2100 pieces	Linn-Benton Community College	Albany, Oregon	\$0.15	2100 pieces	one time	\$315.00
Print Media	Willamette Living Magazine	Mid-Willamette Valley	\$225.00	eight issues	one year	\$1,800.00
			\$400.00	SpecialArts Issue	once	\$400.00
Radio Advertising (no change in pricing for 2025)	KGAL/KSHOW - AM station	Mid-Willamette Valley	\$125.00	one month	one year	\$1,500.00
Advertise at local movie theaters	Pix Theater, Albany	Albany, Oregon	\$500.00	one year	one year	\$500.00
	Darkside Theater, Corvallis	Corvallis, Oregon	\$100/month	one year	one year	\$1,200.00
<b>TOTAL</b>						<b>\$12,332.33</b>



**From:** "Charlie Eads" <[charlie@kgal.com](mailto:charlie@kgal.com)>  
**Subject:** Annual Radio Ad Campaign  
**Date:** August 29, 2024 at 3:02:02 PM PDT  
**To:** "LMG Designs" <[imgdesigns@centurylink.net](mailto:imgdesigns@centurylink.net)>

Lori,

Below is the updated order priced the same as 2 years ago. This is ready to go subject to your final approval and subject to approval of your grant request. The ad is attached and ready to go. This ad would air consistently in the "It's All Happening in Downtown Albany" campaign on all stations.... KGAL, KSHO, KSHO-FM, and Willamette Valley Sports Dot Com plus station streams. I've proposed this to start on 12/1 which give you an extra month at no charge and covers the all-important holiday gift-giving season

Time Order: 8/29/24 (Subject to approval of grant request)

Client: Gallery Calapooia

222 West First Avenue

Albany, OR 97321

(541) 971-5701

Billing Email: Lorraine Garcy [imgdesigns@centurylink.net](mailto:imgdesigns@centurylink.net)

"It's All Happening in Downtown Albany" 12/1/24-12/31/25 (13 months) All 6 stations (3 broadcast & 3 streams)

Annual Billing (December 2024): \$1500

Additional PSA Campaigns for events as requested at no extra charge.



CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

**DISTRIBUTION SERVICE AGREEMENT**

SALESPERSON: 011500 - Matt Preston  
 ADVERTISER ID: 130548  
**SHIP TO:**  
 ADVERTISER: Gallery Calapooia Inc.  
 CONTACT: Linda Herd, Artist  
 EMAIL: herdesign@comcast.net  
 ADDRESS1: 222 First Avenue West  
 ADDRESS2: Ste. 100  
 CITY: Albany  
 STATE: OR ZIP: 97321  
 PHONE: (541) 905-4399 FAX:

FEDERAL TAX ID: REF: 23-0129338  
 PO NUMBER:  
**BILL TO:**  
 ADVERTISER: Gallery Calapooia Inc.  
 CONTACT: Linda Herd  
 WEB SITE: gallerycalapooia.com  
 ADDRESS1: 222 First Avenue West  
 ADDRESS2: Ste. 100  
 CITY: Albany  
 STATE: OR ZIP: 97321  
 PHONE: (541) 905-4399 FAX:

**RENEWAL**  
 DATE: 02/13/2024  
 CONTRACT: 24-0132155 REV: 00001  
 START DATE: 05/01/24  
 END DATE: 04/30/25

**NAME OF BROCHURE / PUBLICATION:**  
 Gallery Calapooia  
 INVENTORY ID NUMBER: 020827

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MNTH	GROSS FEE	SPEC	NET FEE
42-BR-11-OWC	Oregon Welcome Centers - ALL	8	05/01/24	04/30/25	125.00	12	1,500.00	0.00 0.00 0.00 0.00	1,500.00
1-VM-1-NW/SM	Salem	61	05/01/24	04/30/25	132.85	12	1,594.20	-797.10 0.00 0.00 0.00	797.10

**COMMENTS/SPECIAL INSTRUCTIONS:**

SUB TOTAL: 2,297.10  
 APPLICABLE SALES TAX: 0.00  
 TOTAL NET FEE: 2,297.10

**APPROVED BY ADVERTISER**  
 AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.  
 Your Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_

**MONTHLY BILLING SCHEDULE (Including applicable sales tax)**

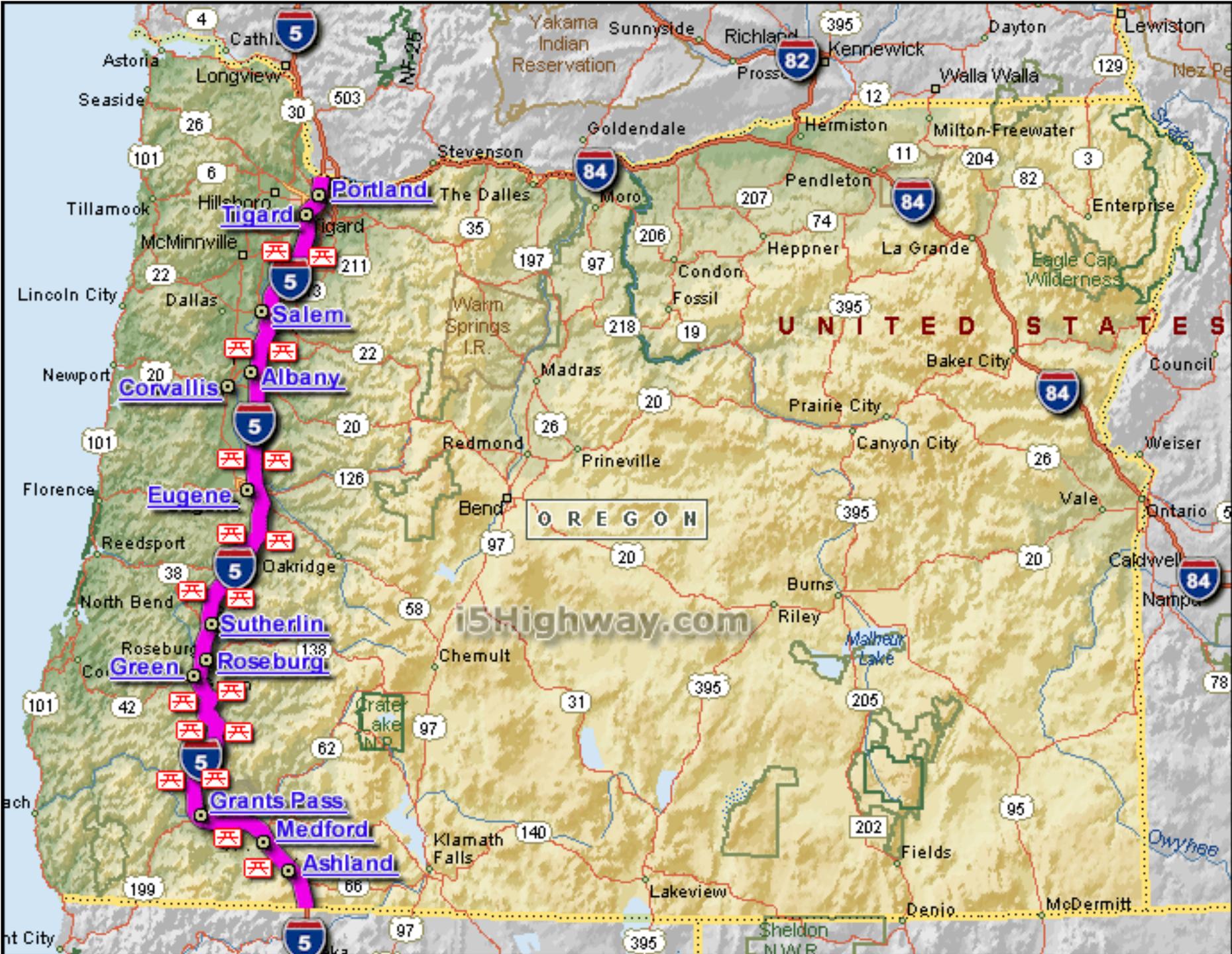
Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	Fee
Apr	191.43
May	191.43
Jun	191.43
Jul	191.43
Aug	191.43
Sept	191.43
Oct	191.43
Nov	191.43
Dec	191.43
Jan	191.43
Feb	191.43
Mar	191.37

**TERMS.** The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

**APPROVED BY (Certified Folder Display corporate office)**  
 Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_

**PREPAYMENT OPTION**  
 PREPAYMENT DISCOUNT (Please check one)  Yes  No (8.00% on all applicable programs) : (183.77)  
 TOTAL NET FEE: 2,297.10  
 SUBTOTAL: 2,113.33  
 APPLICABLE SALES TAX: 0.00  
**TOTAL PREPAID FEE** 2,113.33



# Willamette LIVING MAGAZINE

Order : 401

Date: Aug 30, 2024

## Advertising Order

### Gallery Calapooia

Prepared For: Marilyn

Phone 541-971-5701

Email lindsley.marilyn@gmail.com

Please build my ad

I'll provide my ad

### Please reserve the following space:

Pub	Issue	Ad_Size	Price	Notes
WL	Jan 1, 2025	1/4	\$225.00	
WL	Mar 1, 2025	1/4	\$225.00	
WL	May 1, 2025	1/4	\$225.00	
WL	Jun 1, 2025	1/4	\$225.00	
WL	Jul 1, 2025	1/4	\$225.00	
WL	Sep 1, 2025	1/4	\$225.00	
WL	Nov 1, 2025	1/4	\$225.00	
WL	Dec 1, 2025	1/4	\$225.00	
AG	Nov 3, 2025	1/4	\$399.00	Willamette Valley Guide to the Arts

### Order Notes / Special Requests

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Your Signature Here

Your signature constitutes a binding contract, and indicates that you agree to the following terms and conditions: You will be billed the month before your scheduled ad run, and payment will become due within 30 days, for the duration of your ad placement schedule above (Unless other terms are agreed upon in writing). Late charges will be applied to accounts who fail to pay within 30 days. Accounts beyond 45 days will be suspended and will be liable for the entire amount of the contract immediately. Failure to meet deadlines for materials submission does not exempt advertiser from payment for reserved space. Production charges will be negotiated and billed separate from ad insertion rates. Willamette Life media will be responsible for errors due to our negligence only to the extent of reprinting an ad in subsequent issues, or by crediting advertiser's account. All original artwork created by Willamette Life Media remains the property of same. Publisher reserves the right to refuse any advertising deemed by Willamette Life Media staff to be misleading, deceptive, or offensive. Cancellation of scheduled ads: advertiser will be billed the balance of the discounted rate to the rate tier reached upon cancellation.

**Wehr, Jennifer**

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**From:** herdesign@comcast.net  
**Sent:** Saturday, August 31, 2024 11:38 PM  
**To:** Wehr, Jennifer  
**Subject:** Gallery Calapooia Collaborative Tourism Promotion Grant Funding Proposal Submission  
**Attachments:** GC\_CTP\_application\_2024.pdf

**[WARNING! This email came from outside our organization. Do NOT click unknown attachments or links in email.]**

Jennifer,

Attached is Gallery Calapooia's application for the CTP funding cycle, fall 2024.

The artists at the Gallery are grateful for the opportunity to benefit from this program. Maintaining an art gallery in a small town is a challenge at the best of times. The effects of the Covid-19 pandemic are still being felt in the Albany community, resulting in fewer sales in the art world. Financial assistance in marketing the Gallery is crucial in our success in the future.

We look forward to meeting with the committee on September 26<sup>th</sup>.

Thank you.

Sincerely yours,

Linda J. Herd  
Marketing and Grants Committee Member  
Gallery Calapooia



222 First Avenue West, Suite 100  
Albany, Oregon, 97321  
(541) 971-5401  
[gallerycalapooia@gmail.com](mailto:gallerycalapooia@gmail.com)  
[www.gallerycalapooia.com](http://www.gallerycalapooia.com)

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# MEMO

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**TO:** Tourism Advisory Committee

**FROM:** Jennifer Wehr, Economic Development Program Coordinator

**DATE:** September 18, 2024, for the September 26, 2024, Tourism Advisory Committee (TAC) Meeting

**SUBJECT:** Collaborative Tourism Promotion Post Event Reports

**Action Requested:**

None; information only.

**Discussion:**

Following the conclusion of Collaborative Tourism Promotion (CTP) projects or events, recipients are asked to provide a “post-event” written report to the Tourism Advisory Committee describing how the CTP grant monies were of benefit to the project. The final written report should include any relevant financial reporting, attendance figures, attendee comments or questionnaire responses, description of the impact on local business (if determinable), examples of media features and exposure, etc.

Attached are reports staff received from the last completed cycle. At the time of this memo, there are three outstanding reports which have not been submitted. Representatives may be present at the meeting to provide a report in person.

JW:km

Attachments: 5



Jennifer Wehr  
 Economic Development Coordinator  
 City of Albany, Oregon  
 333 Broadalbin St SW, Albany, Oregon 97321

August 2024

AVA's Mission: "to grow the economic impact of tourism by fostering local experiences."

Thank you for the opportunity to submit this post-activity report for the Marketing Video project for Albany, Oregon, coordinated by the Albany Visitors Association.

This project was made possible by a grant through the Cooperative Tourism Promotion funds from Albany's Transient Lodging Tax. Of the \$9,500 approved, \$7,995.34 was used for the videographer, including travel expenses; the remaining 1,504.66 was used toward the \$5,000 expense to produce two videos from the footage, including a 1-minute video and a 5-minute video. Unbudgeted miscellaneous expenses were \$1,613.70. In-kind lodging, voice work, staff and volunteer hours ended up valued at \$7215.92 (\$6355.92 over the estimate). The total project cost, including in-kind expenses, was \$21,824.96.

The professionally developed videos featuring Albany are hosted on the Albany Visitors Association YouTube Channel and have been promoted through social media. The 1-minute video is featured at the Pix Theatre prior to the featured films. It will also be featured on the redesigned AVA website (nearing completion). The 5-minute video is a more-complete capture of Albany's offerings and is also used to help AVA staff tell the unique story of our city when pitching to travel writers and social influencers. The opportunity to increase visibility and add impact will continue with each viewing, as well as the ongoing use by the Albany Visitors Association for promotions.

Based on feedback from industry partners and visitors, we are encouraged by the added value these videos bring to the quality of Albany's marketing effort. Visit the AVA YouTube channel to see the videos here: <https://youtube.com/@albanyvisitors9118?si=i9mDHH1mrkgAgK9b>, or go to YouTube and search for Albany Visitors.

Thank you also for allowing us to take advantage of this funding source, offsetting the expense associated with creating professional videos to promote Albany. Using a variety of promotions to tell Albany's story and open the lines of communication with potential visitors is an effective way to encourage them to stay longer and return, ultimately spending more money in our community. We appreciate the City's ongoing commitment to marketing the community and its attractions to visitors, helping to create a positive economic impact for Albany's residents.

*Rebecca Bond*

Rebecca Bond, Executive Director

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Albany Visitors Association

AlbanyVisitors.com  
 (541) 928-0911

Albany Visitors Association Marketing Video Project for Albany, Oregon					
INCOME					
	BUDGET		Actual		Notes
	Cash	In-Kind	Cash	In-Kind	
<i>CTP Funds Requested</i>	<b>\$9,500.00</b>		<b>\$9,500.00</b>		
<b>OTHER INCOME</b>					
Albany Visitors Association cash contribution	\$ 4,375.00		\$ 5,109.04		<i>Cash Out Over Budget</i>
Lodging provided in kind				\$ 1,875.00	\$ <b>734.04</b>
estimated staff time 12 hours valued at \$30.60		\$360.00		\$1,224.00	<i>40 hours in staff time</i>
Joe McQuillin voice work		\$500.00		\$500.00	
Volunteers hours valued at \$33.49 per hour				\$3,616.92	<i>108 volunteer hours</i>
<b>SUB TOTAL INCOME</b>	\$13,875.00	\$860.00	\$14,609.04	\$7,215.92	<i>In Kind Over Budget</i>
<b>TOTAL INCOME</b>	<b>\$14,735.00</b>		<b>\$21,824.96</b>		<b>\$6,355.92</b>
<b>EXPENSES</b>					
	BUDGET		Actual		
	Cash	In-Kind	Cash	In-Kind	
<b>Learning Adaptation request</b>					
Kyle Lemburg Video & Photography Content development	\$7,000.00		\$ 7,000.00		<i>Actual Cash Out</i>
Accomodations Expense	\$1,875.00	\$0.00		\$ 1,875.00	\$ <b>14,609.04</b>
Travel Expenses	\$1,000.00	\$0.00	\$ 995.34		
estimated staff time 12 hours		\$360.00		\$ 1,224.00	
Joe McQuillin voice work		\$500.00		\$ 500.00	
Scott Elliott Video Production	\$4,000.00		\$ 5,000.00	\$ -	
volunteer value not previously included				\$ 3,616.92	
Misc expenses for content not previously included			\$ 1,613.70		
<b>SUB TOTAL EXPENSES</b>	\$13,875.00	\$860.00	\$ 14,609.04	\$ 7,215.92	
<b>TOTAL EXPENSES</b>	<b>\$14,735.00</b>		<b>\$21,824.96</b>		

## Collaborative Tourism Promotion (CTP) Grant Final Report

### *FIRST* Force 2024

#### Background

*FIRST* Force is a non-profit organization set up to promote the development and growth of STEM through robotics teams in the Mid-Willamette Valley. When the organization started around 20 years ago, robotics programs were all associated with high schools. Since then, there has been growth in middle school and elementary school. The high school programs are still the anchor. Currently *FIRST* Force serves 8 high school teams in Linn, Benton, and Lane Counties. The teams are all affiliated with the international *FIRST* (For Inspiration and Recognition of Science and Technology) that has 3500 teams worldwide. Oregon has 45 of those teams.

Each year the *FIRST* organization releases a new game challenge. Each team spends about six weeks designing and building a robot to play the game. Each game match consists of six robots competing on a 26 by 54-foot field and lasts for 2 minutes and 30 seconds. *FIRST* Force has offered a scrimmage to all teams in Oregon and Washington to test designs before official competitions begin. This is an important opportunity since most teams do not have access to a full field to test and tune robots before the competition.

#### Purpose of Grant Funding

The annual *FIRST* Force Scrimmage held on the Saturday or Sunday before President's Day in February has traditionally been held in a gymnasium or cafeteria at a high school. In 2024 *FIRST* Force was presented with the possibility of conducting the scrimmage at the Santiam Center on the grounds of the Linn County Expo Center. This was attractive because of the proximity to I5, sufficient parking, and a facility that was better suited for the rigors of a competition that involves 120-pound robots that move rapidly around the field.

The \$3,000 request for grant funding was to cover the two largest expenses of running a scrimmage. The rental cost of the Linn County Expo Santiam Center facility was a new expense this year. In addition, the grant included funds to purchase materials for the construction of elements of the playing field. Funding these costs through a grant allowed *FIRST* Force to reduce the charge to teams as an incentive for participation and increase visibility through a more centrally located event site. The event was open and free to the public to build awareness of robotics programs in the area.

#### Funded Activity

Expense	Amount
Linn County Expo Santiam Center discounted rental for non-profit organizations including rental of portable bleachers and sound equipment.	\$1,690.13
Materials (lumber, hardware, paint, etc.) to construct field elements unique to the specific robot game. All field elements were built by local robotics team volunteers.	\$1,616.73
Required event liability insurance	\$216.30

Game pieces to be used by participating teams. Game pieces are unique to the specific game.	\$477.30
<b>TOTAL SCRIMMAGE EXPENSES</b>	<b>\$4,000.46</b>
<b>TOTAL GRANT FUNDS</b>	<b>\$3,000.00</b>
<b>EXPENSES COVERED THROUGH OTHER <i>FIRST</i> FORCE FUNDS</b>	<b>\$1,000.46</b>

### Community Outreach

Prospective robotics teams were contacted through Oregon and Washington organizations that coordinate all activities for the high school robotics teams in both states. Teams used an online form to register for the event. To attract teams, *FIRST* Force reduced the traditional registration fee from \$200 to \$100 per team and provided free registration for teams in the geographic area covered by *FIRST* Force, teams who started in the 2024 season, and a limited number of teams who registered early. After registering, teams received detailed information about the event (see attached).

Local teams used social media outlets such as Facebook and Instagram to promote the event to the broader community. Although the posts were created by an Albany team and a Corvallis team, they were shared by other area teams. See attached pictures of social media posts.

### Outcomes/Challenges

Twenty teams initially registered for the event. Seven of the teams were *FIRST* Force team members. The remaining teams were predominantly from the Portland Metro area. One of the rookie teams was from Elkton, Oregon. An experienced team from the Bend area also registered. 45 percent of total robotics teams in Oregon registered.

Several teams dropped out of the event. Speaking with those teams we learned that the universal cause of dropping was an earlier one-week ice storm that closed many schools around the state. When schools are closed, teams usually are not able to work on building their robots. One week has a huge impact on an already compressed timeline. Teams who did not attend chose to use the weekend of the event to catch up on earlier lost time. Although teams dropped, we estimate the attendance was between 300 and 400 people including team members, families, and community.

We were not able to track how many individuals stayed at local hotels. We did indicate that option in the information sent to teams. We also provided information about nearby restaurants.

Please see attached pages for pictures taken at the event. There is also a recording of a YouTube live stream done during the event. The link to the live stream is:

<https://www.youtube.com/watch?v=2rkrjzHx4LQ>

Overall feedback from event participants was positive. The venue turned out to be a great space with plenty of room for teams and spectators. Each year the game has challenges that are difficult to experience in limited spaces available to most teams. One of these challenges this year was shooting a foam ring into a small target over 6 feet off the ground. Teams appreciated the opportunity to test their designs for shooting the ring and still have a couple weeks before an official competition to adjust.

**Future**

The scrimmage is the only event in Oregon that provides an opportunity for high school robotics teams to test their robot designs, provide full-field drive practice, and have robots inspected for official event readiness. *FIRST* Force intends to offer this event for 2025 and beyond. The grant funds helped us test a new venue that could increase participation in the future. Unfortunately, the Santiam Center is already booked during the time of our event for 2025 and 2026. We will return to a high school venue in Corvallis for 2025 and conduct further research on other possible venues.

# Information Sent to Teams

## Welcome to the Crescendo Scrimmage

### **Nuts & Bolts**

*What you need to know*

FIRST Force is very excited to offer a scrimmage opportunity to all FRC teams in Oregon and Washington. We have a new venue this year thanks to generous support from the Albany Tourism Advisory Board.

#### Why Scrimmage

Many teams have access to field elements and a field for the first time at their first official event. That doesn't provide much time for driver practice, robot test and tuning, and tips from other teams. The scrimmage provides all of those things before week one of the competition season.

#### **Location - NEW**

[Santiam Center](#) at the Linn County Fair Expo Center. This venue is 21,000 square feet with public WiFi and plenty of outlets to charge those batteries.

#### When

February 18, 2024 (Sunday) 9:00 to 4:00. Plan your day around what works for you. It is fine if you need to arrive a little late or leave a little early.

#### **Registration and Payment**

If you received a link to this document and an attached invoice, your team is already registered. Otherwise, complete the [Registration Form](#) online.

The registration cost has been cut in half to encourage more teams to participate. The normal fee is \$100 for teams other than FIRST Force member teams and any 2024 rookie teams.

Make checks out to *FIRST Force* and mail to:

First Force  
% Tom Thompson  
1300 NW 27th Street  
Corvallis, OR 97330

**OR**

Hand deliver checks at the scrimmage.

1/31/2024



**Schedule:**

Once the field is open, we will alternate between timed matches and open field test and tune. You are welcome to put a robot in any stage of development on the field for test and tune. Your robot will need to have bumpers (this could be pool noodle taped to your frame) if you are participating in a match.

9:00 am - Pits open

10:00 am - Welcome

10:15 am - Matches and test/tune

12:00 - 12:45 pm - Lunch break

12:45 - 4:00 pm - Matches and test/tune

4:00 - 6:00 pm - Clean up. If you are a team that is close to Albany, we could use your help. sign up here:

<https://docs.google.com/spreadsheets/d/1Bj6k-FzspEPZ2aszVQAMSL6BixWjf-I3oIA9ckDvS00/edit?usp=sharing>

**Pits**

- Each team will have at least a 10 x10 pit. Bring your own table and power cords. It looks like each team will have access to at least one 110 V 10 amp outlet. There are plenty more outlets available if more power is needed. Keep in mind that there is a 20 amp power limit at most competitions.
- The venue has a reinforced concrete floor. If you anticipate needing to pound on your robot, bring some protective plywood.
- There is no shop access at this venue. If you plan to bring any power tools that require 110 V, we will reserve a space for them that may not be the same as your pit area. Remember all wall outlets are limited to 10 amps.

**Field**

Queueing will be first come first served. A limited number of express passes to the front of the line will be available to teams who need a little extra support and Gracious Professionalism from fellow teams.

A standard FRC field perimeter will have at least the following field elements:

2 Sources with a slide only in the center

2 Amps

2 Speakers

1 Stage - with Andy Mark chain, carabiners, trap

The field elements were built by generous volunteers on FIRST Force teams. They are designed to meet the field specs as closely as possible. All field elements are made primarily from wood.

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The field perimeter is a standard aluminum and polycarbonate FIRST perimeter with standard drive stations.

Please let us know if you have a full stage element you can bring to complete the field.

### **Robot Inspector**

We will have an optional robot inspector available to review robots and work with the team on a pre-inspection. This is a great opportunity to identify issues, so the robot will be all set when you arrive at competition. You will not have to meet full inspection to get access to the field.

### **Food**

~~FIRST Force will have a small concession stand with snacks, drinks, some limited lunch options.~~

You are welcome to bring your food or purchase from any of the many fast food venues on 99E just West of I5. There are no food venues within easy walking distance from the Expo. A few of the food possibilities are:

Abby's Pizza

3033 Santiam Hwy SE

(541) 928-9311

Opens 11:00 am. Delivery available to the Santiam Building at the Expo Center

[Menu Options](#)

Subway Sandwiches

2615-A Pacific Blvd SE

(541) 926-7020

Opens 7:00 am. Delivery may be available through third party delivery services

[Order Online](#)

Taco Bell

200 Airport Road SE

(541) 928-4900

Open 24 hours

[Order Online](#)

### **Lodging**

If you are looking for a place to stay Saturday or Sunday night, there are several hotels very close to the Expo Center.

### **Guests**

This event is free and we encourage you to invite families and friends. There will be portable bleachers along the field. Feel free to bring any extra chairs, tables, etc. you may need to be comfortable.

### **What to Bring**

- Your robot and all its needs (nuts, bolts, motors, tools, extension cord, etc.)

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- Your humans and their needs ( chairs, tables, food, **safety glasses**, etc.)
- Any “**notes**” you have labeled with your team number. We have 35 for match use.
- Gracious Professionalism
- Enthusiasm and Eagerness to learn from your experience

## Site Map



## Questions

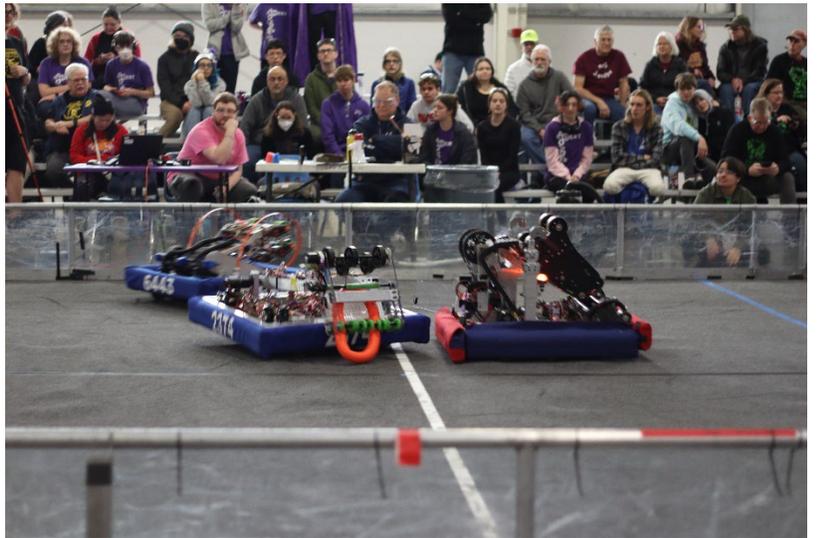
Please email Denise Cardinali at [denise@firstforceteams.org](mailto:denise@firstforceteams.org)

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## Social Media Communications Provided to the Public



### FIRST Force Scrimmage Pictures



**TLT Grant Review**  
**Oregon Council Fly Fishers International**  
**N.W. Fly-Tying Fly-Fishing Expo**

First of all, we want to thank you for all of your financial support for our endeavor. TLT grant funding played a pivotal role in the success of our show.

The North West Fly-Tying Fly-Fishing Expo took place on March 8<sup>th</sup> and 9<sup>th</sup> of this year. The overall “vibe” of the show was very positive. Our attendance showed a significant increase in the number of people coming to the event. Last year we had under 1,000 attendees. This year, the figure was 2,283. Much of the credit for this increase can be attributed to the increased advertising made possible by TLT funds.

We focused heavily on online advertising through Face Book, Instagram and You Tube. We targeted specific interest in outdoor sports, geographically covering the West Coast, Idaho, Montana Nevada and Utah. As a result, we had approximately one million views of our video ads. These results were truly amazing! In addition, we cross platform advertised on local radio stations and newspapers.

Additional advertising was also made with a large banner that was funded by the TLT grant. We had originally planned to place this as an overhead street banner, however it was cost prohibitive for setup up and removal. So, we placed this banner under the digital sign at the Linn Co. Expo grounds. This location still provided good visibility to street traffic.

All of the moneys from the TLT grant used for advertising tremendously helped to place “heads in beds.” From a TLT perspective, of having people stay in hotels, we accomplished this goal. We had 100% occupancy for all three of the near by hotels on Friday night. Additionally, the RV parking on the Expo grounds was filled to capacity.

Our keynote speaker and live auctioneer both were excellent choices to bring value to our show. Their expertise was made evident through the many comments we received of how informative and entertaining they both were.

The Fly-Fishing simulator (purchased with TLT funds) was something brand new to the show. It is very realistic and provided a high level of interest. After we tested it, we decided that it would be good to have 2 of these units, so we applied for and received an additional grant from the Oregon Dept. of Fish and Wildlife in the amount of \$2,000.00 The additional funding for the unit was made by a private donation.

We also received a small grant from the Linn County Culture Coalition for \$500.00 to help defray some of our additional printing costs.

We adjusted our floorplan this year to provide additional space for more vendors. This helped our revenue stream and also provided more interest to attendees.

We designed a brand-new web site this year with online point of sale capabilities for tickets to the show, workshops, banquet and other merchandise. This helped increase our exposure and generate revenue.

We continued to look for a corporate sponsor for our event, but were unsuccessful. For next year's show, we will be starting early to procure a sponsor to help financially.

Now for the challenging part. We still ended up with a negative balance on our Profit and Loss statement. We ended up losing about \$3,000.00. One of the main cost overruns was for printing our program. This item alone was an additional \$2,000.00. Consequently, we will be looking at alternative cost saving options for next year.

With the high cost of renting the venue, we have to “thread the needle” almost perfectly in order to be profitable. The challenge is that approximately 50% for the floor space is dedicated to fly tying and fly casting. These only provide minimal revenue, so we have to make up the difference in vendors, workshops and attendees to the show. This is why having a good advertising strategy is so critical to our success.

In conclusion, the TLT funding has been an integral part of helping us to put on the NW Fly-Tying Fly-Fishing Expo. Our venue continues to do a great job in filling up our hotels and generate tourism dollars to our area. We look forward to working together with you in the future.

Sincerely,  
Bob Elliott  
NW Expo Chair



## Collaborative Tourism Promotion Report from Oregon Valley Futbol Alliance

August 30, 2024

Oregon Valley Futbol (OVF) Alliance would like to thank the Collaborative Tourism Promotion (CTP), City of Albany for their generous grant of \$2,500 which helped partially cover purchase of sturdy, small goals for this tournament. These goals will have a long life and be of use for other programs and projects carried out by OVF Alliance. As requested, a report follows for our activity, the “Annual OVF Alliance 3v3 Tournament” which took place on **June 8, 2024** from **9:00am-3:30pm**:

- **Description of how CTP grant funds were of benefit to your event/activity:** the funds from the CTP grant allowed us to have strong goals that withstood a lot of soccer activity throughout the day. These goals remained in place and ensured that games could be carried out seamlessly without worry for equipment durability or placement. They will have a future life for similar events that we carry out.
- **Any relevant financial reporting:** OVF Alliance estimates that we raised approximately \$1,075 as a fundraiser for the club. In addition, \$3,000 in sponsorships supported the event from local area businesses (Gerding Builders, Forks and Corks, Willamette Valley Pediatrics, Peak Oral Surgery, Gillott Real Estate, Molly Slack DDS and Healing Motion PT). Banners were made and attached to goals and netting throughout the facility for the day.
- **Attendance figures, attendee comments, or questionnaire responses:** We had 16 teams participate, with 5 players each = 80 youth players. There were also six referees and 5-10 other OVF Alliance board and staff members there throughout the day. Varying numbers of adults attended to watch players participate. In the post-event questionnaire, 71% of the participants ranked the experience as being at or above expectations; as this was our first tournament, we realized early on some discrepancies between inter team player skills and bracket development that we will work on for next year’s event to ensure the experience is satisfactory for 100% of our youth players.
- **Description of the impact on local businesses (if determinable):** Since this event was held on a warm Saturday in June, we envisioned attendees seeking food, gas and additional amenities in Albany. A post-event survey was sent out to adult participants and 64% said they ate at an Albany establishment that day; 29% bought gas; and 50% visited another store (for items both related or unrelated to the tournament itself (sports gear, groceries, etc). In addition, one food truck was there which sold snack-type items throughout the entirety of the event.
- **Examples of media features and exposure:** we posted advertisements on our OVF Alliance social media outlets (facebook and instagram) and developed a flyer to solicit sponsorships from local area businesses that was both sent electronically and hand-delivered in print format. To the right is a facebook post that was made after the event.
- **Any additional information that helps to illustrate the success of the event/activity:** We were happy with the success and generally positive feedback from our first year doing this event. There are things that we need to work on, such as studying player brackets more and communicating to all participants and not just the parent lead on a team. But the majority of our participants had fun in a day developed to celebrate the beautiful game of soccer and bring youth and family out for a healthy, active event with community connection.



## 2024 Tyler Troyer Memorial Tournament Recap

Hello CTP committee! I am very excited to bring you this year's recap!! We were awarded a total amount of \$2,500 for the 2024 year.

This year we hosted our tournament across 5 locations all on the weekend of June 1-2, 2024. We held games at the YMCA, Timber Linn Memorial Park, Bryant Park, Central Elementary School and West Albany High School JV and Varsity field. While using the facilities at Timber Linn, brought obstacles because coordination with the City of Corvallis with use of an Albany park did not happen timely, we were able to figure out a way to make it work. Our total facilities cost for 2023 was \$2,700.

Our largest expense was the cost of umpires. This was also the case in 2023. While in 2023 we battled with OSU graduation and a football camp, this year we battled with West Albany playing in the OSAA Championship game.

At the minor level (3<sup>rd</sup> & 4<sup>th</sup> graders) we had 16 of 18 scheduled games played and the umpire cost was \$1,786.

At the junior level (5<sup>th</sup> & 6<sup>th</sup> graders) we had 25 of 30 scheduled games played and the umpire cost was \$2,210.

At the senior level (7<sup>th</sup> & 8<sup>th</sup> graders) we had 28 of 30 games played and the total umpire cost was \$4,022. The upper level (Federal) of this division requires two umpires on a field for each game, therefore this level was the most costly.

The total spent on Mid Valley umpires was \$8,018.

We awarded each winner of the bracket a championship ring and the total for those was \$1,812.50. Due to the limited outdoor restroom facilities at a couple locations, we contacted Best Pots and rented Porta Pots. This cost included donated wash stations and totaled \$865. The other large purchase was supplying baseballs, which totaled \$1,200.

For the weekend, we had local food trucks at Bryant Park and the YMCA. We had a food truck travel down from Washington to serve our teams at Timber Linn due to hearing about our tournament and wanting to be a part of it. The feedback on this was overall a great success.

We did secure hotel blocks, and I can only confirm that we had rooms booked at the Phoenix Inn. Based on my follow up, it sounds like the coaches of other teams did not pass along our information as teams did not utilize the discounts our local hotels offered.

We hosted 44 total teams (8 more than 2023), at 5 locations with a total of 78 games scheduled. While we had to cancel our last 10 games due to safety with the weather, the feedback received from coaches was great and they are already looking to come back next year. 32 of these teams were from outside of Albany, that means the minimum amount of people we brought into our town was 760 if each child only brought 1 parent with them.

I believe that wraps up the recap, I do want to address one more thing. When I presented this to you all at the beginning of the year, I mentioned we were trying to merge and collaborate with South Albany JBO to run this across both organizations. I am sad to say that this did not happen this year as their Board President felt they could not contribute enough to make it worth merging as the South Albany baseball and softball fields were blacked out for usage. This is not a permanent situation, and we will re-evaluate again going into 2025.

I am excited to see what happens in 2025 with this tournament. I have enclosed some photos from the championship teams and the custom jersey's that we had designed in honor of LCPL Tyler Troyer who our tournament is in honor of.

Thank you all for your continued support!

Brittany Paulson  
Tournament Director



One of the 2 Stayton team's won Jr National



West Albany Minor American Champions



West Albany Minor National Champions



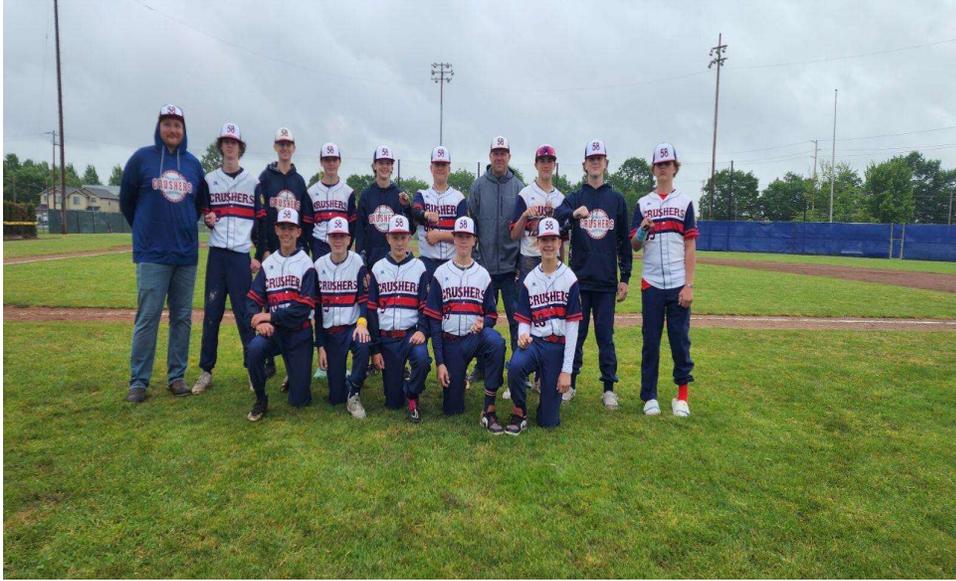
Canby Jr American Silver Champions



West Salem Jr American Gold Champions



One of the Seniors teams



Jr Crushers



Wells Senior National Champs



Dallas 2<sup>nd</sup> place in one of our Senior brackets



Junior Federal Champs



Southpaws

Cleveland Warriors – 2<sup>nd</sup> place team lunch at

## Tournament Expense Preview from 2023, to our 2024 projection and actuals for 2024

	Actual		Projected	Actual	Allocation Breakdown
	2023		2024	2024	
<b>EXPENSES</b>					
<b>Facility Fees</b>					
Bryant Park & Timber Linn	1,050.00		1,850.00	1,850.00	\$150 refundable
YMCA	2,000.00		\$1,000	\$1,000	
<b>Field Prep</b>					
Noah Quinn	-			\$150	
Kiflom Strawn	-			\$150	
<b>Umpires</b>					
Minors	\$2,100.00		\$2,100.00	\$1,786.00	16 of 18 games played
Juniors	\$1,775.00		\$1,775.00	\$2,210.00	25 of 30 games played
Seniors	\$2,790.00		\$2,790.00	\$4,022.00	25 Games @ \$134 (2 umps each) 3 games @ \$68 (2 umps each) Admin fees =\$250, Mileage: \$620 - 28 of 31 games
<b>Team Costs</b>					
Trophies & Awards	\$910.00		\$1,508.00	\$1,812.50	
2nd Place Awards			\$416.00	\$491.87	
WAYB Jerseys	\$0.00		\$2,650.00	\$2,910.00	shipping not included in the projection
Baseballs	\$1,317.93		\$1,200.00	\$1,199.40	
<b>Other Expenses</b>					
Port-A-Pots	\$810.00			\$865.00	
Field: YMCA x3					
Tournament Software	\$216.00		\$500.00	\$264.00	
Misc	\$209.03				
Other Supplies				\$169.60	
<b>TOTAL EXPENSES</b>	<b>13,177.96</b>		<b>15,789.00</b>	<b>18,880.37</b>	