

TOURISM ADVISORY COMMITTEE AGENDA

Thursday, September 18, 2025
2:30 p.m.

This meeting includes in-person and virtual participation.

Council Chambers, City Hall-333 Broadalbin Street SW

Or join the meeting here:

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Phone: 1 (253) 215-8782 (long distance charges may apply)

Meeting ID: 862-5898-2524 Passcode: 480841

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| 2:30 p.m. Call to order | (Chair) |
| 2:31 p.m. Roll call | (Staff) |
| 2:33 p.m. Approval of minutes: | (Chair) |
| <ul style="list-style-type: none">• March 20, 2025 [Pages 2-4] | |
| 2:35 p.m. Public Comment | (Chair) |
| 2:40 p.m. Scheduled business: | (Verbal) |
| <ul style="list-style-type: none">• Tourism Agency Reports (3) [Pages 5-25]• CTP Grant Post-Event Reports (6) [Pages 26-35]• Collaborative Tourism and Promotion (CTP) Grant Evaluation and Awards (13) [Pages 36-162] | |
| 4:00 p.m. Business from staff | (Verbal) |
| <ul style="list-style-type: none">• Short Term Rental Collection / TLT update [Page 163] | |
| 4:10 p.m. Business from the committee | (Verbal) |
| 4:25 p.m. Next Meeting Date: To be determined | |
| 4:30 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 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





TOURISM ADVISORY COMMITTEE

MINUTES

March 20, 2025

3:30 p.m.

Hybrid – Willamette Room

Approved: 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, Jonni Hudgens, Oscar Hult (in at 4:18 p.m.)

Members absent: Nick Andrews (excused)

Approval of Minutes

3:32 p.m.

Motion: Member Konopa moved to approve the minutes from January 16, 2025. Commissioner Moore noted a misspelling of Commissioner Hult's name on page 5 and then seconded the motion with correction. Motion passed 5-0. (Commissioner Hult wasn't present at this vote)

Public Comment

The Chair noted two members of the public attending at invitation to add to the discussion.

Scheduled Business

3:34 p.m.

- CTP Grant Process and Application Review

Economic Development Coordinator, Jennifer Wehr, explained that staff wanted to work with members to make the application process and evaluations easier. In addition, she reported about the city council's interest in expanding the eligibility for placing and public art such as murals, statues. Member Moore asked how the Arts Commission was funded and Member Konopa and Chair Silbernagel responded. Wehr explained that there isn't a line item in the budget for public art.

Wehr reported that as part of these changes she did reach out to recipients over the last two years to solicit feedback on the application process. She only received two responses, one from Albany Visitors Association (AVA) and the other from an organization. She then provided some suggested changes and clarifications that staff put together to preface the discussion.

In the beginning of the edited application Member Silbernagel wanted to include the word "present" to describe the quorum requirements as some members are absent during motions. Chair Silbernagel began by tying in the last discussion point regarding the criteria of 'heads and beds' as the original purpose of the grant. Members felt it is an indicator of tourism dollars but not a necessary purpose of the grant.

Member Moore agreed that there are people that attend events without staying overnight and it seems restrictive to emphasize as a condition of the funds.

Member Konopa wanted to return to the discussion of how tourism should be defined so applicants would know whether their event matches the intent of the grant.

Member Silbernagel suggested defining promotion of tourism is attracting new dollars to the community.

Member Konopa suggested "attracting out of area dollars that supports our economic base". Redefining the purpose in a broader sense than merely heads and beds.

Chair Silbernagel affirmed adding on language: "attract out of city funding that supports our economy". But including some simple examples of tourism such as dining, overnight stays and shopping and promotions.

Member Burris recommended from a grant writer's experience having the grant amount available helps in developing the ask. Member Silbernagel suggested saying 'funds are limited' as to keep the longevity of the document if fund amounts change. Members agreed on saying "around/approximately \$50,000" to accommodate some small changes. Further in the paragraph regarding what funds should not be used for, Member Konopa asked others what they considered the appropriate way to describe those restrictions "are not to be used for wages, benefits or alcohol, tobacco, marijuana, etc." Wehr reiterated that the funds can be restricted for specific activities, but the event as a whole may be awarded.

Regarding public art Member Konopa had concerns about including "murals" as they are too temporary or easily damaged. Her suggestion was "not limited to publicly owned art, gateway beautification projects" ... that bring people in to see the art. Member Moore shared his concern with maintenance funds for art installations. Staff was asked to ensure that the council member specifically interested in murals know that removing the language didn't mean that mural projects wouldn't be considered.

Members discussed how often and under what criteria an organization can apply for grant monies. Moore reiterated that his understanding is that if someone comes in and requests over \$10,000 for any one item, they must provide 3 bids for that item. But the odds of having a request for \$10,000 is slim.

Member Silbernagel wanted to include "additional information such as photo documentation of the event" in final reports. With the caveat of not using photos of children and getting appropriate permissions.

There was discussion on adding organization type such as non-profit or corporation. And whether to include proof of event insurance. Member Hult thought insurance was a given in these circumstances. Member Burris didn't know if identifying corporate or non-profit status is necessary or even their event insurance. Member Silbernagel stated her intention is to ensure applicants are aware of their responsibilities in holding an event. Member Konopa suggested contacting the city attorney to ask what would put the city liable. But all agreed to providing a sample application with budget information that would suggest what the Committee looks for.

Multi-year funding requests, The Committee doesn't want to seem they are committing to multi-year funding requests. Applicants need to be aware that if they apply again after receiving funds the previous year, they need to show new activities or substantial changes to the event to be eligible again.

Member Konopa wanted to specify that means it is the first time they applied even if the event isn't a startup. Member Moore suggested just asking if they have applied before but preferred it be a onetime award. Member Silbernagel suggested it should say, have you "received" funding, not just applied. If applying for a different activity the applicant should know they can only receive a percentage the next time around. Rebecca Bond suggested wording: "CTP funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less funding and be subject to the competitive grant process." Member Silbernagel suggested that language go up into the introduction describing that it is intended for startup events. All agreed on dropping the language on tiered percentages for additional requests. Member Moore addressed what makes something 'new'. Additional days added don't necessarily make it a new activity. Wehr emphasized that they should be promoting new events as applicants should be working towards self-funding.

The Chair thanked the staff for preparing the edits ahead of the discussion and making it easier for the members to consider changes.

Business from Staff

4:46 p.m.

Jennifer Wehr announced that the final changes will go to the Council on April 7, 2025, on the consent agenda.

Next Meeting Date

The next meeting is TBD. Chair requested time spent on the budget. She stressed that individuals are always free to comment, but to make recommendations as a committee they need to have a meeting prior to the council meeting that finalizes the budget, probably in April or May at the latest. She asked to be notified when the budget draft is published so they can set up a meeting date. They did set up a September meeting date to go through the next round of applications after deadline of September 1, 2025. The members agreed on September 18, 2025 starting earlier at 2:30 p.m.

Adjournment

Hearing no further business, Chair Silbernagel adjourned the meeting at 5:08 p.m.

Respectfully submitted,

Reviewed by,

Susan Muniz
Recorder

Jennifer Wehr
Economics Development Coordinator

**Documents discussed at the meeting that are not in the agenda packet are archived in the record. The documents are available by emailing cityclerk@albanyoregon.gov.*



MEMO

TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 11, 2025, for the September 18, 2025, Tourism Advisory Committee (TAC) Meeting

SUBJECT: Tourism Agency Report Review

Action Requested:

None; information only.

Discussion:

The City contracts with the Albany Visitors Association (AVA), Albany Downtown Association (ADA), 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 from these organizations for the period of January-June 2025) are attached for the TAC’s review and comments. The agencies are also invited to the meeting to briefly speak and answer any questions of the committee.

JW:sa:km

Attachments: 3



ALBANY DOWNTOWN ASSOCIATION

Albany Downtown Association

Bi-Annual Report: January 1 – June 30, 2025

If it's happening in Downtown Albany, the Albany Downtown Association is likely involved! Formed in 1982, ADA is now in its 43rd year. Our Main Street footprint covers 35 blocks of historic Downtown (Water to 5th and Calapooia to Jackson). Our mission 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 September 2023, ADA was awarded a six-year contract to provide Main Street Services, divided into three two-year terms. The contract agreement for the 2025-26 is \$96,783.40. This report focuses on the programs and projects supported by TLT funds.

Additional revenue is provided through the ADA Membership program, a voluntary Economic Improvement District (EID) and management of the ParkWise program. The ADA Membership program includes 187 area businesses and individuals known as Friends of Downtown. Many members also volunteer their time to support revitalization efforts. With strong advocacy from ADA and administrative support from the City of Albany, the EID was renewed in June 2022 for three years, July 2023–June 2026. The ParkWise program provides additional funding by managing leased parking spaces, permits and citations.



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.”

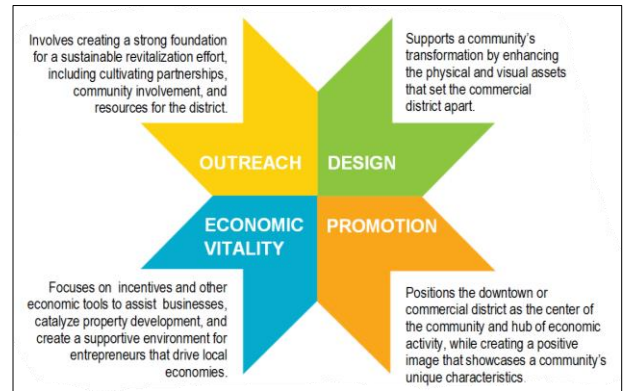
How does ADA accomplish our mission?

By following the proven four-point Main Street Approach, ADA staff and volunteers focus efforts in these areas:

DESIGN: Improves the look and feel of Downtown through programs such as Spring Clean-up Day, the annual flower baskets and parklet enhancements.

ECONOMIC VITALITY: Supports business and property owners through networking, educational sessions and grants while helping recruit and retain businesses.

OUTREACH: Builds volunteer capacity, oversees the ADA budget and communicates the value of ADA to members, property owners and partners.



PROMOTION: Plans and markets events and activities that draw visitors, encourage local shopping and create opportunities for cross-promotion among Downtown businesses.

Main Street Accreditations

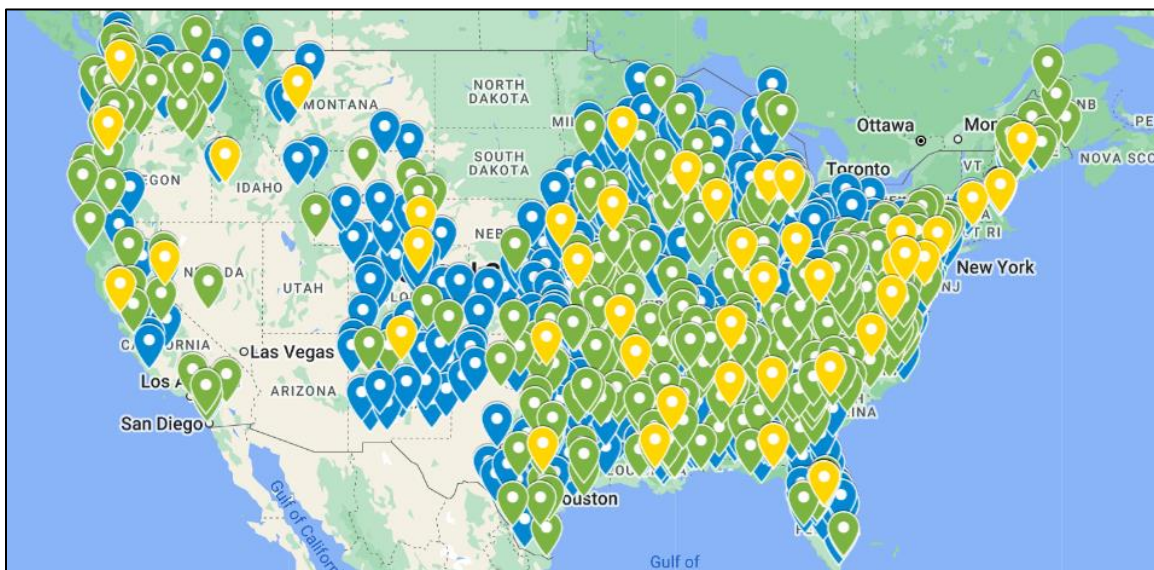
In 2025, the Albany Downtown Association once again earned Accredited Main Street Program status from Oregon Main Street and Main Street America. Albany is one of only six Performing Main Street programs in Oregon, out of 42 Main Street districts and 66 Connected Communities.



Accreditation recognizes communities with strong partnerships, preservation efforts and revitalization strategies that strengthen historic downtowns.

Main Street America has been guiding revitalization for more than 40 years and now connects over 1,200 communities nationwide. The program's success comes from grassroots dedication, state and local partnerships and national leadership from the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

This distinction places Albany among communities committed to celebrating character, preserving history and creating lasting economic vitality.



Our Q1 & Q2 Programs & Projects for 2025

Without the support of our City of Albany Main Street contract, many of the programs and events that make Historic Downtown Albany thrive would not be possible. Here's a snapshot of what we accomplished with that funding from January through June 2025.

DESIGN COMMITTEE

Downtown Street Tree Lights: The Design Committee continues to brighten Downtown each winter and spring with tree lights along 1st Avenue. Since expanding the program in 2019 to include Second Avenue and portions of Lyon and Ellsworth, additional blocks have been added as funding allows. The lights create a welcoming atmosphere for both drivers and pedestrians and bring vibrancy to dark winter evenings.

Downtown American Flag Program: In 2025, we again partnered with local Scout troops to display American flags along Downtown streets on ten holidays. When Scouts are unavailable, community volunteers step in to help install flags. The display covers the length of Lyon and Ellsworth and on 1st and 2nd Avenues, creating a patriotic welcome for residents and visitors. This spring, Ian Burger gifted ADA with his Eagle Scout project. He fundraised for flags for Water Ave., secured sponsorships and organized other scouts to assemble the flags.



Downtown Clean-up: On April 27, ADA volunteers, the Design Committee and community members teamed up for the Annual Downtown Spring Clean-up. This year, the volunteers concentrated on 1st Avenue and the Bank Lot Parklet. Their efforts keep Downtown looking fresh and inviting.

Downtown Parklets: Since 2018, the ADA has maintained two Downtown Parklets year-round. The Broadalbin Parklet features tables, checkerboards and planters, while the 1st Avenue Parklet offers additional public seating. In 2025, volunteers added attractive flowers to both spaces, keeping them well-used gathering spots.

Operation Christmas Tree: A new initiative was started in spring 2025 to bring a beautifully decorated fuller Christmas tree to Downtown Albany. This community project is spearheaded by a special ADA sub-committee and includes partners, sponsors and supporters from across Albany. The public launch will be on July 10 at River Rhythms and Crazy Daze.

Mother's Day Flower Signs: The 6th annual fundraiser returned this spring, featuring 100 personalized signs honoring mothers and grandmothers. The "flowers" were hung on April 27 and displayed until the Sunday after Mother's Day. The project raised funds to support beautification efforts.

Flower Basket Program: Thanks to our city funds and sponsorship support, the Design Committee continued the popular hanging basket program. This year, we ordered 130 baskets from Bauman's Farm & Garden.

Volunteers hung the baskets on May 18. The EarthPlanter self-watering system allows watering every 2 days, conserving time and resources while keeping baskets lush through the summer heat.

Our watering crew —Alyssa Harlow and Lynn Jamsgard— shares the daily responsibility of watering and fertilizing, caring for both ADA’s baskets and the 18 additional baskets at City Hall. They spend 3–4 hours each day, May through October, ensuring baskets remain a signature Downtown feature.



ECONOMIC VITALITY COMMITTEE

Downtown Building & Business Owner Mixers: The committee continues to host networking and educational events that support business and property owners. On March 31, a Downtown Building and Business Owners Mixer was held at Camille’s Loft, drawing 47 attendees, including city leaders and community partners. These mixers provide valuable opportunities for connection and collaboration.

Downtown Connections: On May 19, the Albany Police Department presented Protect Your Business to our business owners, building owners and other concerned downtown parties. Chief Marcia Harden and Senior Code Compliance Officer Kris Schendel discussed how to avoid scams and address homeless issues that impact Downtown businesses. Our ongoing partnership with the Albany Police Department helps keep Downtown safe.

Reinvestment Statistics for Jan-June 2025:

- New Businesses: 3
- Businesses Relocated out of Downtown: 2
- Businesses Closed: 2
- Privately funded property Improvements: \$322,431.04

Of the four spaces vacated by businesses that relocated or closed, three have already been leased. The building owner of the fourth space is making improvements before re-leasing the space and has three interested parties.



Downtown Business Watch: ADA manages the Facebook group Albany Downtown Business Watch, giving business owners a place to share information about safety issues and collaborate on solutions privately.

OUTREACH COMMITTEE

Mixology Madness: In March, downtown bartenders competed in our fun blind tasting cocktail contest, judged by attendees and sponsors during an Old Hollywood-themed evening. This fundraiser brings added income to help us do more with the city funds.

Volunteer Appreciation: A small gathering was held on April 24 to thank our volunteers for their dedication and service to ADA's mission. They enjoyed a street taco bar while reminiscing on the things they accomplished in 2024-25. The efforts of our 100+ volunteers reduce our overhead and allow us to do more with the funds provided by the City of Albany.



Oregon Main Street Revitalization Grant (OMSRG): In 2025, ADA applied for the competitive OMSRG, offered through the State Historic Preservation Office, which provides up to \$400,000 in matching funds for communities in the Oregon Main Street Network. With tremendous support from partners, ADA successfully secured an OMSRG award for the Albany Civic Theater Revitalization project, bringing our total to \$1,000,000 in revitalization funding to Downtown Albany over the past three years.

- **Oregon Electric Railway Station (2022):** Restoration of this landmark building included the original coffered ceilings, green glass tile, windows, façade and more. The grant-funded portion of the project was completed in early 2025, with Sybaris Bistro as the project partner. The addition is set to be completed, and the restaurant is to open in fall 2025.
- **Briggs Building (2023):** Home to Brick Circuit LEGO and Toy Store, this is the only surviving commercial wooden building Downtown open to the public. Structural stabilization has been completed with a new foundation. Additional improvements, including systems upgrades and two new apartments, are underway, with grant-funded work set for completion by spring 2026.
- **Greyhound Tavern site (2023):** Once home to several popular restaurants and a stop for JFK's 1960 campaign tour, this project reactivated the property as a family-friendly restaurant and music venue, filling a key need in Downtown. The grant-funded work was completed in June 2024. While the building is up for sale and the restaurant is currently closed, Sugar J's Ice Cream Workshop is thriving, and the building façade is already contributing to the area's vitality and walkability.
- **Albany Civic Theater (2025):** In June, it was announced that ADA was awarded an Oregon Main Street Revitalization Grant in the amount of \$400,000 to partner with Albany Civic Theater to rehabilitate the facades and complete specific interior repairs at the Rialto Theater and the McAlphin's Confectionery building. The project includes a match of \$279,626 in volunteer hours, in-kind donations and cash. Work will begin this month and be completed in early 2028. Oregon Heritage, a division of Oregon Parks and Recreation Department, awarded 35 matching grants worth over \$10,600,000 to OMS Network organizations across the state. The program is funded by Lottery Bonds.



These projects would not have been possible without the leadership of ADA's Economic Vitality Committee, the Grant Committee, supportive building owners and staff who dedicated countless hours to preparing applications. Community backing played a key role in Albany's success.

2023–25 Strategic Plan: We continue to move forward with the 2023–25 Strategic Plan announced in February 2023. After meeting 2023–24 goals, the Board and committees reviewed progress and set initiatives for 2024–25, keeping ADA on track to meet its long-term objectives.

PROMOTION COMMITTEE

1st Friday in Historic Downtown Albany: Since 2018, businesses have partnered with Gallery Calapooia to host extended hours and themed activities each 1st Friday. In 2025, the monthly event continues to draw steady participation from retail, dining and service businesses, with rotating themes and opportunities for cross-promotion. Each month has a theme. For example, February is the very popular Chocolate Walk.



Easter “Egg” Hunt: Our popular Easter Hunt returned in March with posters and hidden eggs in Downtown windows. Families enjoyed strolling the district while children searched for prizes. Once again, West Albany High School Accounting 4 interns championed the event.

Marketing Support: ADA promotes member businesses and events through Facebook, Instagram, blogs, monthly newsletters and our “Meet the Neighbors” column, which highlights Downtown businesses and activities. Hard copies of the newsletter are available at popular visitor stops, including the Historic Carousel & Museum, Margin Coffee Roasters, City Hall, Two Rivers Market and the Albany Visitors Association.

Highlights of Downtown Partnership Activities: January–June 2025

National Historic Preservation Month: Each May, ADA partners with The Natty Dresser to host an architectural scavenger hunt that encourages residents and visitors to explore Downtown’s unique buildings. In 2025, participants searched for historic features throughout the month for a chance to win prizes. The popular Albany Tweed Ride was held on May 11, with cyclists touring Downtown and nearby historic neighborhoods in vintage attire. Architectural tours led by historian Oscar Hult again drew strong attendance, including a special tour of the SE Young & Son Department Store (now home to The Natty Dresser). ADA assisted with promotion and outreach.



Downtown Wine Walk: On Friday, May 2, hundreds of wine enthusiasts enjoyed tastings and shopping along 1st Avenue during the Wine Walk, hosted by the Rotary Club of Albany with ADA support.

Albany Summer Passport Program: Launched on June 21, the Passport Program invited children to explore local landmarks, businesses and museums while collecting stamps for prizes. The kickoff took place at the Albany Visitors Association. The program is free, geared toward elementary-aged children, and offered through a partnership of AVA, ADA, the Albany Regional Museum, the Historic Carousel & Museum and the Monteith Historical Society. The season will conclude with a prize drawing at the Carousel's "Carnival at the Carousel" on August 16.

Preparing for Q3 & Q4 Events and Partnerships

Many of our most significant annual events require year-round planning. These include Crazy Daze, Downtown Trick-or-Treat, Downtown Unwrapped, Small Business Saturday, the Downtown Twice Around Parade and the Community Tree Lighting.

In the first half of 2025, ADA also partnered with nonprofits and Downtown businesses to plan upcoming summer and fall activities, including the Craft Brew Smackdown and the Oregon Main Street Conference. These collaborations highlight the strength of community partnerships and broaden the reach of Downtown events.

VOLUNTEERS

Downtown Albany's success is possible thanks to the dedication of our volunteers and partners who give their time in all kinds of weather to support events, projects and beautification efforts.

The Design Committee welcomed volunteers to help with the Downtown Clean-up, hang Mother's Day Flower Signs and install the seasonal flower baskets. Adopt-a-Block sponsors also pitched in by removing the Downtown tree lights in the spring.

Through the OMSRG projects, the Outreach Committee worked closely with construction crews and community supporters to revitalize historic buildings. Soroptimist partners volunteered at Mixology Madness.

The Promotion Committee benefited from the energy of our WAHS interns, Carl, Hunter and Ramiro, who assisted with many projects and championed the 2024 Easter Egg Hunt.

The Albany Visitors Association also provided volunteers for events and ongoing support to businesses and restaurants, ensuring visitors have a memorable Downtown experience.



Downtown Albany

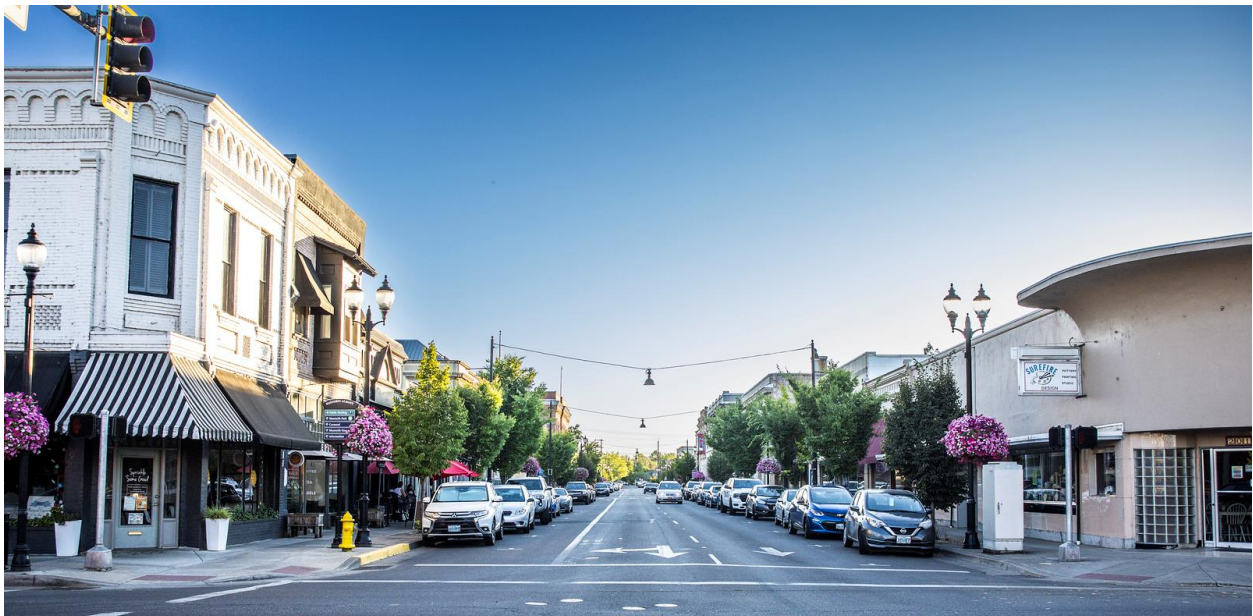
In 2018, the completion of the Streetscape marked a turning point in revitalizing Downtown Albany. Today, travelers passing through Albany to Corvallis or returning from the Coast see how the trees have matured and how improvements along Lyon and Ellsworth Streets have reshaped the district. The Albany Downtown Association continues to ensure this transformation stays on track, creating a welcoming environment for new businesses and longtime favorites.

Since 2020, ADA has focused on supporting businesses through challenges and recovery, providing education, grant facilitation and networking opportunities to strengthen our district. With a small staff and many dedicated volunteers, we keep Downtown moving forward despite limited funding. The City of Albany's ongoing support, including the \$96,783.40 Main Street contract for 2025-26, allows us to bring new projects to life and maintain a thriving, vibrant Downtown.

We take pride in preserving the historic character of Downtown while fostering its economic growth. None of this would be possible without the City's partnership and the support of our members, volunteers and community partners.

Questions or comments are welcome and appreciated.

Lise Grato
Executive Director
director@albanydowntown.com
(541) 928-2469





Albany Visitors Association End of Year Report July 2024 – June 2025

August 2025

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

Albany Visitors Association (AVA) is the official marketing arm of the city. The AVA is responsible for promoting the community's unique offerings—including local attractions, historic landmarks, venues, and events—to drive leisure tourism. Our work includes placing targeted advertising in print and digital media, engaging audiences through social media platforms, and leveraging strategic partnerships within the travel and tourism industry to attract visitors.

Our ultimate goal is to inspire travel to the area, encouraging overnight stays in local accommodations, dining at local restaurants, and shopping at area businesses—all of which contribute to the vitality of our local economy. In addition to our visitor-focused initiatives, we also serve as a trusted resource for residents seeking information about events and attractions within the city, surrounding region, and across the state.

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. Creating a destination where everyone is welcomed and immersed in Albany's authentic charm is our goal, which builds our thriving community.

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 2024 through June 2025.

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 located in a historic building in the heart of the downtown core. It has good foot traffic and a connection to the downtown shops, restaurants and attractions. More visitors are coming to Albany and the welcome center as travel continues to grow in our region.
- coordinate and attend regular industry meetings, serving as a liaison between the city of Albany and organizations who contribute to the economic development or visitor industry in Albany.

Through Visitor Services the AVA:

- manages the official welcome center for the city of Albany stocking and providing information from around the state to visitors and residents looking to entertain their guests.
- maintains the calendar of events for visitors and residents. This calendar is also fed to other websites, including the City of Albany.
- maintains Albany and Linn county assets on the Travel Oregon Information System (OTIS). This database pulls information on local attractions and feeds it to travelers via websites and mobile applications.
- 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 remains low, and we are constantly working on recruitment efforts.
- maintains mini kiosks with information about Albany and Linn County at lodging facilities, the Expo Center, Albany Train Station, Albany Downtown Association, and Historic Carousel & Museum.

Marketing Albany to Visitors the AVA produces:

- the official visitor guide for Albany and a locator map for visitors. AVA printed 25,000 in June 2025. 24,157 visitor guides were distributed in 2024/25. 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. We reduced the total printed number of visitor guides from 35,000 in 2023 to 25,000 in 2024/25 to help offset these rising costs. Distribution costs in 24/25 were \$20,000.
- the official visitor website for Albany. The AVA relaunched the official Albany, Oregon website dedicated to visitors with a lens of inclusivity and accessibility in 24/25. This project was made possible in part by a \$98,000 grant from Travel Oregon. This project has helped to make the website and Albany more welcoming to all.
- seems Like Old Times Guide to Historic Albany remains available digitally on our website and app. Printing this publication is a time-intensive project, and based on associated costs it is not currently in our budget.
- advertising campaigns for leisure 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 fourth edition of the brochure, and another 10,000 copies will be distributed throughout Oregon. The new edition includes new members, including Albany's Homegrown Oregon Foods 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 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. Thanks to the Heritage All Star Community Grant, we were able to research three more pioneering women for our virtual tour - now telling the stories of twelve women of Albany. Focusing on Albany's unique features, the Google maps of Linn County's covered bridges and Albany's historic districts continue to generate interest to 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, draw in new subscribers and increased interaction. We currently have over 2600 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.
- These long-standing partnerships help us 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 slow to return, 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. The AVA gave out bags to about 800 visitors during the past year. Staff and volunteers provided information or welcome tables for 19 events over 70 days.
- 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. The AVA helps to coordinate tours for guests of all ages to these attractions.
- 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 accommodations.*

Total TLT Grant: \$ 433,257

In FY 2024/2025 the Tourism Advisory Committee (TAC) approved \$9,900 to AVA to develop video tours of Albany lodging properties and attractions. The videos are housed on the AVA YouTube site, promoted through the AVA website and e-newsletter and available for partners to use for their own websites and promotions. Another \$9,900 was approved to market a new video through a digital campaign with KEZI. These projects would not have been possible without the help of the Cooperative Tourism Promotion (CTP) funds through the TAC.

At the end of the second half of the year, total expenditure was \$492,786. Additional expenditures related to the office move and accessibility accommodations of \$15,809 (including making the restroom ADA compliant) were tracked separately (leasehold improvements) as one-time expenses. \$5,000 was allocated to the newly established Albany Visitors Association Charitable Fund, a 501 c-3 established to improve public accessibility to historic buildings and businesses in the Albany area, to educate people about the history and importance of these buildings, and to support the preservation of these important

historic structures. Actual revenues were \$524,704, exceeding budgeted revenues and actual expenditures (not including leasehold improvements). A net income of \$11,108 will be used for commitments to contractual services. Staffing changes account for the positive financial position moving into the new fiscal year.

AVA's 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.

Significant findings (AVA TLT Metrics):

- **Transient Lodging Tax**
 - Down 3.69% in FY 2024/25 from FY 2023/24. Lodging occupancy was down 2.2% from 2023/24 (58.2% Avg. July-June 2024/25 Linn County STR)
- **Website and Media**
 - Different metrics are now available through the new website and G4, the new Google Analytics platform. The website had 181,368 page views, 67,601 new users, and 109,014 engaged sessions in the last fiscal year. (Average Time on Site is replaced by Average Engagement Time Per Session and averaged over one minute engaged sessions. Engaged sessions are defined as sessions that lasted longer than 10 seconds, had at least one conversion, or involved 2 or more page views).
 - Facebook fans were up 3%
 - Instagram followers were up 14%
 - E-newsletter subscribers were up 13%. 56,821 travel newsletters went out to 5,233 subscribers in FY 24/25.
- **Referral traffic**
 - Users viewed the lodging properties page on AVA's website 2,421 times. Demand for this information went down slightly from previous years. We anticipate more traffic to this page once we have included short-term rental information, making the site more useful for all visitors.
 - Users viewed AVA's restaurant page 6,447 times. This is 18% higher than last year and is attributed to advertising campaigns. We are eager to see how the new format for the restaurant page may change users' activity.
- **Visitor Center**
 - Traffic was up 16%, demonstrating an increase in Albany visitors and those coming to the welcome center.
 - Phone calls were down significantly (about 48%). This may also be a difference in calculation with change in staff.

- *Visitors to the Santiam Rest Stop Kiosk (2,182) were down slightly with several shifts left unfilled. 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 7 groups who came to Albany this year.*
 - *Number of pitches – Pitched Albany to 31 potential groups and media*
 - *Provided VIP bags to 800 visitors*
 - *Provided 66 raffle baskets and prizes, including programs like the kids’ summer passport, photography contest, Nighttime Magic Holiday Light Contest and, industry and mayor’s conference baskets 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.*
 - *The welcome center provided ticket sales to Albany Rotary Club’s Wine Walk, Master Gardeners’ 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.*
 - *The marketing team provided PR for groups and events – press releases, social media, calendar listings etc.*
 - *Wrote articles for local and regional publications highlighting Albany attractions and events.*
 - *Volunteers and staff provided tours, welcome tables, welcome bags, raffle baskets, or other needs for 19 visiting groups and 70 days throughout the year.*
 - *Staff coordinated the Annual Summer Passport for Kids with 30 partners and 200 participants.*
 - *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 fourth printing with 53 partners crossing Linn and Benton counties. Brochures are being distributed throughout Oregon and a 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.*

Respectfully submitted,

Rebecca Bond

Rebecca Bond, Executive Director
Albany Visitors Association

ALBANY VISITORS ASSOCIATION

Budget vs Actuals Collapsed

July 2024 - June 2025

	Actual	Total Budget	Over/(Under)	% of Budget
Income				
5000 Revenue	460,813.37	439,257.00	21,556.37	104.91%
5399 Merchandise Sales	171.25		171.25	
5600 Special Projects	63,719.72	38,000.00	25,719.72	167.68%
Total Income	524,704.34	477,257.00	47,447.34	109.94%
Gross Profit	524,704.34	477,257.00	47,447.34	109.94%
Expenses				
6100 Personnel Services	95,740.34	97,346.00	(1,605.66)	98.35%
7100 Office Operations	78,753.41	82,959.00	(4,205.59)	94.93%
7200 Credit Card Expenses	39.00		39.00	
8100 Historic Resources Programs	39,425.38	43,725.00	(4,299.62)	90.17%
8200 Industry Trade	8,733.06	10,000.00	(1,266.94)	87.33%
8300 Marketing & Promotions	204,205.86	171,503.00	32,702.86	119.07%
8400 Events	4,957.03	3,230.00	1,727.03	153.47%
8500 Visitor Services	60,932.60	68,494.00	(7,561.40)	88.96%
Total Expenses	492,786.68	477,257.00	15,529.68	103.25%
Net Operating Income	31,917.66	-	31,917.66	
Other Expenses				
9010 Leasehold Improvements	15,809.54		15,809.54	
9022 Charitable Funds	5,000.00		5,000.00	
Total Other Expenses	20,809.54	-	20,809.54	
Net Other Income	(20,809.54)	-	(20,809.54)	
Net Income	11,108.12	-	11,108.12	

Income and Expenses - Income is higher than the budget proposed. This includes grants received and Monteith docent payroll reimbursement. Expenses were also higher than budgeted due to grant programs and leasehold improvements.

Revenue - elevated from grants and reimbursement revenue.

Personnel Services - less than budgeted with delayed salary adjustments.

Office Operations - contract services set to increase FY 24/25 pushed to FY 25/26.

Credit Card Expense - AVA canceled the Paypal credit card account and established a Square account to accept credit cards for park passes and merchandise.

Historic Resources - Reflects the Monteith House docent payroll which fluctuates depending on the number of employees and staff turnover. Staffing changes at AVA resulted in slightly lower expenses FY 24/25.

Industry Trade - Annual memberships - those paid June 2025 aren't reflected here.

Marketing & Promotion - Advertising and Special Projects inflated this account with the allocation of grant dollars. Distribution is also included in this account.

Events - Includes Albany Challenge geocaching event coin (\$1,700) which was reimbursed through Collaborative Tourism Promotion grant funds. AVA served as a fiscal sponsor for the geocache group.

Visitor Services - Staffing changes resulted in reduced expense for this program. This will increase FY 25/26 with FTE at competitive wage.

Net Operating Income - balance does not reflect leasehold improvements.

Other Expenses - Leasehold Improvements (one-time expenses associated with the office/welcome center ADA compliant restroom).

Net Income - \$11,108.12 earmarked for contractual expenses FY 25/26.

Friday, Jul 18, 2025 12:14:57 PM GMT-7 - Cash Basis

Albany Visitors Association

Measuring Results for Fiscal Years 2022/2023 - 2024/2025

Key Metrics

State Wide		FY 2022/23 Through June 2023	FY 2023/24 Through June 2024	FY 2024/25 Through June 2025	Change YOY	Notes
						Numbers shown in this section are taken directly from the STR report and represent the FY July 2024- June 2025.
	Occupancy	60.50%	60.00%	60.80%	up 1.4%	Occupancy was up slightly statewide excluding the Willamette Valley
	Room Rate	\$140.07	\$141.82	\$141.20	down 0.6%	Room Rates were down in the WV, Portland and Central Oregon driving the state overall down.
Willamette Valley	RevPar	\$84.68	\$85.15	\$85.80	up 0.7%	Revenue per unit was up slightly.
	Occupancy	62.80%	63.00%	61.20%	down 2.3%	Occupancy was down across the Willamette Valley.
	Room Rate	\$138.19	\$145.37	\$143.58	down 1.3%	Room Rates were down in the Willamette Valley.
RevPar	\$86.85	\$91.52	\$87.91	down 3.6%	Revenue per unit was down across the Willamette Valley.	
Linn County						Note: 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	57.80%	59.50%	58.19%	2.2%	Occupancy was down YOY.
	Room Rate	\$113.96	\$116.77	\$114.55	1.90%	Room Rates were also down.
RevPar	\$65.91	\$69.42	\$66.57	4.10%	Revenue per unit was down YOY	
Albany Transient Lodging Tax		FY 2022/2023 *includes supplemental budget	FY 2023/2024	FY 2024/2025		
	July through June	\$1,333,480	\$1,366,591	\$1,316,195	-3.69%	* YTD through June 2025. FY24/25 TLT revenues are down. Room rates and RevPar are also down. Hoteliers report this as a tough year with less compression and consistent with state and national trends.
Visitors Center						
Visitor Center		FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	Change YOY	Notes
	Visitors	1,825	1,845	2,146	16%	The Visitor Center increased foot traffic YOY with a new location.
Phone Inquiries	392	522	272	48%	Travel and inquiries were down significantly as a reflection of change in staffing and record keeping but also industry trends.	
Message Board						
Santiam Rest Stop Kiosk						
Kiosk		FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	Change YOY	Notes
	Visitors	1,870	2,225	2,182	-2%	The kiosk is now open all summer although volunteer availability is down so not all shifts are covered.
Volunteer Staff						
Volunteer Hours		FY Results 2022/23 July 1, 2022 to June 30, 2023	FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	Change YOY	Notes
	Number of Volunteers	41	73	51	-30%	Includes board members, welcome center, photographers & Kiosk volunteers.
Hours Donated	1,227	1,169	762	-35%	Does not include staff's community volunteer hours. Fewer volunteer hours have been donated over the year.	
Volunteer Value	\$39,019	\$39,149	\$25,519	-35%	Volunteer hourly worth calculated at \$33.49 per hour specified by Independent Sector who sets this value for non profits nationally.	
Photo Contest						

Photographers	14	21	25	19%	More photographers participated in 2025
Photos Donated	104	157	198	26%	nearly 200 photos were entered and are now available for marketing Albany.
Website Statistics					
	FY Results 2022/23	FY Results 2023/24	FY Results 2024/25	Change YOY	Notes
	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025		
AVA Website					
Unique Visitors - 2025: New Users	78,910	78,958	67,601	n/a	unique visitors is now new users 2025
Total Page Views	159,336	204,783	181,368	13%	total page views down
Ave. Page Views Per Session/engaged sessions per active user	1.65	2.59	88.00	n/a	2025 change in metrics from page views per session to engaged sessions per active user
Avg Time On Site / Avg Engagement Time Per Session	1.21	1:10	68	n/a	Time spent on site 2025 change in metrics to Engagement Time.
Viewed AVA Lodging Page	3505	2980	2421	-23%	demand for lodging information went down.
Viewed Restaurants Page	5,510	5,296	6,447	18%	Restaurant page views went up.
Albany Explorer App	2776	3,285	2,662	-23%	app users are down.
Device - Desktop (2025 clicks)	24,251	24,628	12,495	n/a	2025 metric in clicks
Device - Mobile & Tablet (2025 clicks)	53,089	53,703	41,229	n/a	2025 metric in clicks
Social Media					
	FY Results 2022/23	FY Results 2023/24	FY Results 2024/25	Change YOY	Notes
	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025		
Facebook Fans	8091	8359	8620	3%	Total End of Period
Reach (New 2025)			86,693		
Instagram Followers	1805	2079	2380	14%	Total End of Period
Reach (New 2025)			40,658		
E-newsletter Subscribers	3921	4627	5233	13%	56,821 Travel Newsletters went out in 24/25 with an open rate of: 18% and a click through rate of: 3.9%. Open rates now exclude Apple’s Mail Privacy Protection, which previously inflated results by auto-opening emails.
Niche and Group Marketing					
	FY Results 2022/23	FY Results 2023/24	FY Results 2024/25	Change YOY	Notes: Group tour manager position eliminated Filled in with existing staffing and volunteers as available
	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025		
Direct Support to Event Planners					
Groups	15	27	7	-24%	reflects change in calculations with new staff.
Pitches	301	34	31	-9%	Includes Travel & Words.
Raffle Baskets/Prizes	20	43	66	53%	Includes passport program, photography contest and conferences.
VIP Bags	295	126	800	535%	Dependent on requests from event organizers. Reflects a change in calculation with new staff.
Event tours	2	2	0	0%	No tours requested
Welcome Tables at Events					
Tables	13	20	19	-5%	This includes the kiosk at the Expo hosted when volunteers are available.
Days	31	42	70	67%	Dependent on requests from event organizers. Reflects a change in calculation with new staff.
Paid Advertising					
	FY Results 2022/23	FY Results 2023/24	FY Results 2024/25	varies based on purchase	Notes
	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025		
Leisure Print Advertising					
Publications	16	9	9	0%	Premier Media, Corvallis VG, Linn Co Parks,
Placements	34	22	25	14%	fewer publications with smaller circulation.
Impressions	1,998,171	1,049,040	4,908,860	368%	updated method of calculation based on industry standards.
Cost For Period	\$40,725	\$26,965	\$32,489	20%	
Average Cost Per Impression	\$0.039	\$0.03	\$0.01	-62%	We continue to work with existing partners to leverage advertising dollars ROI.
Electronic Media					
Placements	19	17	18	6%	KGAL/KEZI, APP, SOCIAL, Go Travel,Pix
Cost For Period	\$7,822	\$7,517	\$20,026	166%	Impressions reached 113,002,348 Avg. Cost per impression \$.0002 (CTP Funds were used for Digital Marketing Campaign through KEZI).

Earned Media					
	FY Results 2022/23	FY Results 2023/24	FY Results 2024/25	Change YOY	Notes
	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025		
Articles Published/Earned Media	34	37	33	varies	These articles are the direct result of AVA's PR outreach to editors, writers and bloggers including WVVA partnerships and vary year to year.
Total Circulation	5,529,736	11,234,582	84,107,913	varies	A few articles had a large reach for us this year. Including: https://www.redfin.com/blog/what-is-albany-or-known-for/
Events					
Historic Home Tours					
Participants	900	1,033	840	-18.7%	Attendance was down for the two Historic Interior Home Tours offered this year.
Kids Passport Program					
Participants	150	195	200	2.6%	participant numbers are growing
Brochures					
See Albany, Discover Oregon					
Printed	35000	25,000	25,000		Albany's official visitor guide
Distributed	35,000	32,025	24,157		Through Certified and USPS = \$19,831
Brochures Viewed On Line	782	652	1093	68%	Also available on the app.
Seems Like Old Times					
Printed		(800 in inventory)			
Distributed	700	850	200		Self guided tours of historic districts and covered bridges. Last published June 2020. Seems Like Old Times is available digitally at AlbanyVisitors.com and through the Albany
SLOT Viewed Online	301	319	215		SLOT is also available on the app



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.

Monteith Historical Society

Bi-Annual Report:

January 2025 - June 2025

The Monteith Historical Society received \$4,800 in TAC funding from the City of Albany during this time period.

Between January 1 and June 30, 2025, the Monteith Historical Society was happy to see a total of 527 visitors at the Monteith House. With the help of our volunteers, putting in over 300 volunteer hours, we were able to host many exciting events this past year. In February, the Monteith House opened its door to celebrate Oregon's 166th birthday and tease planned exhibits for America 250 in 2026. This event was free to the public and brought in an additional 40 visitors to the Monteith House in what is otherwise one of our slower months.

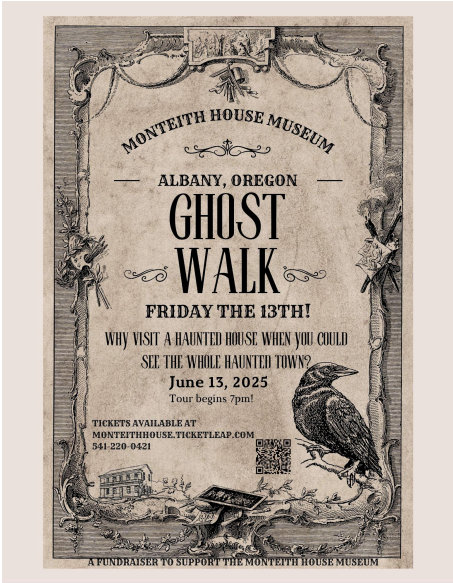
Throughout the spring months, the Monteith House hosted nine schools and educational or historical groups for field trips and private tours at the Monteith House. The age range of these groups varied from children as young as 7 to adults in their 90s. In total, these tours brought in over 400 additional visitors to the Monteith House throughout the spring months. All school and educational or historical groups are admitted free of charge to the Museum for private tours, and the support of TAC funds from the City of Albany help to make these educational opportunities possible for the students, both young and old, of Albany and Oregon at large.

Due to the outrageously popular demand of Halloween events at the Monteith House, we were excited to host our first ever out-of-season Ghost Walk on Friday the 13th of June. While we were unsure what the turn out would be, the June Ghost Walk sold out almost immediately, prompting us to offer a second tour that evening that similarly sold out right away. Because of this success, the Monteith house hosted another Ghost Walk on Friday, July 25th, and we plan to host another on Saturday, August 16th. Both events sold out as well. The Ghost Walks have reached audiences across Oregon on social media, and we have had many people from neighboring cities of Portland, Salem, and Eugene attend, as well as folks from further towns such as Klamath Falls that have stayed overnight in Albany hotels.

The Monteith Historical Society is very grateful for the on-going support of the City of Albany through its TAC grants. The funds have helped increase opportunities for Albany's citizens and visitors to experience Albany's 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.

With gratitude,

Madeline Erickson
Museum Coordinator





MEMO

TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 11, 2025, for the September 18, 2025, 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 and to Albany’s tourism industry. 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 the reports staff received from the last completed cycle. Representatives may be present at the meeting to provide a report in person.

- Albany Civic Theater
- Albany Visitors Association – Digital Marketing
- Albany Visitors Association – Video Tour
- Gallery Calapooia
- Giving a Hoot
- West Albany Baseball

JW:sa:km

Attachments: 6

May 21, 2025

TO: Jennifer Wehr, Economic Development Program Coordinator
Community Development, City of Albany, Oregon

FROM: Kathie O'Brien, ACT Treasurer

RE: Final Report for 2025 CTP Grant to Albany Civic Theater



Albany Civic Theater (ACT) is one of Oregon's oldest community theater groups. The theater produces and delivers a year-round season of entertainment in an intimate theater setting in Historic Downtown Albany. ACT will be celebrating its 75th year of productions in the 2025-2026 season. The 120-year-old ACT building is a contributing landmark to the Historic District of downtown with period architecture from the late 1800s and early 1900s. The original Italianate Horsky Building (Rialto Theater) was constructed 1904.

Twenty years of exposure to the elements caused ACT's marquee letter board to deteriorate. The marquee faces First Avenue and is visible to a heavily trafficked area of downtown Albany. It displays current and upcoming activities in our historic building on First Avenue between the bridges. It has been an iconic symbol for our theater, drawing attention from passersby and inviting the community to engage with the arts. However, due to age and weather, it was in serious disrepair.

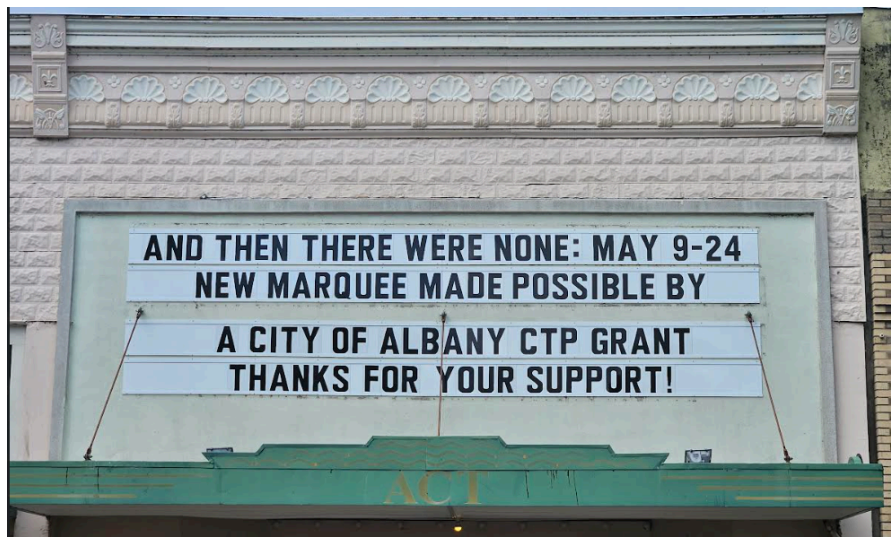
Updating and restoring this essential feature enhanced the aesthetic integrity of our historic building in addition to its functionality and visual appeal. The new marquee preserves the historic character of our theater while providing a modern, durable solution that will continue to serve as a focal point for ACT. This update is part of ACT's commitment to keeping downtown Albany a vital cultural area and celebrate its past and future.

The grant amount was a total of \$4,316 on a reimbursement basis. Receipts for all expenditures were provided to the City of Albany upon request for reimbursement. Funds were spent as follows:

\$6,994.73	Foress Sign Company	Manufacture and install aluminum zip track panels to match and replace existing plastic zip track panels. 4 individual lines approx 20' wide. Paint white. Price does not include new zip track letters.
\$1,710.76	Alphabet Signs	New letters for updated marquee.
\$8,705.49		TOTAL SPENT
\$4,316.00	Grant Funds	City of Albany CTP Grant
\$4,389.49	ACT Funds	Paid by Albany Civic Theater

ACT has shared this project and CTP's generosity with social media posts.

We cannot thank you enough!





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

May 1, 2025

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 Digital Marketing project for Albany, Oregon, coordinated by the Albany Visitors Association. A range of promotional initiatives helps to convey the unique story of our community and foster meaningful engagement with prospective visitors. It is an effective strategy for encouraging extended stays, repeat visitation, and increased local economic activity.

This project was made possible by a grant through the Cooperative Tourism Promotion funds from Albany's Transient Lodging Tax. Of the \$9,900 approved, \$9,725 was used for the KEZI digital proposal, including the sweepstakes package. The remaining \$175 was used towards the \$275 fee for voice over work by local Joe McQuillin who waived his \$400 broadcast fee. Please see the [Albany in 30 seconds video](#) on our Albany Visitors Association YouTube Channel.

We partnered with Best Western Prairie Plus Inn, Midway Farms and the Albany Historic Carousel & Museum to provide the stay and play portions of our package and purchased certificates from Emma Downtown, Brick & Mortar Cafe and Natural Sprinkles Bakery for the \$350 total value package. We were able to leverage other projects including videography, website and data acquisition. Additional expenses included video production and staff hours.

The Official Visitor Guide of Albany, Oregon

See **ALBANY**
Discover Oregon

Authentically ALBANY
Activities • Food & Drink • Shopping
Outdoors • Lodging and More

ALBANY VISITORS ASSOCIATION

Enter to Win

DINE • SHOP • PLAY • STAY

- \$25 Midway Farms Gift Certificate
- \$50 Emma Downtown Gift Certificate
- \$50 Brick & Mortar Cafe Gift Certificate
- \$50 Natural Sprinkles Co. Gift Certificate
- Albany Historic Carousel & Museum Tour and Ride Certificates for Four
- One Night Stay at Best Western Plus Prairie Inn

**Prize Package
Valued Over \$350**

Natural Sprinkles Bakery
BRICK & MORTAR CAFE
MIDWAY FARMS
ALBANY HISTORIC CAROUSEL & MUSEUM
Emma DOWNTOWN
BW Best Western PLUS

Albany Visitors Association

AlbanyVisitors.com

(541) 928-0911

We used data acquired through a Travel Oregon grant to define our target audience which included Boise ID, Bend, OR, Newport, OR, and the Seattle/Tacoma area. The digital marketing campaign generated over 200,000 impressions with 83% video completion rate.

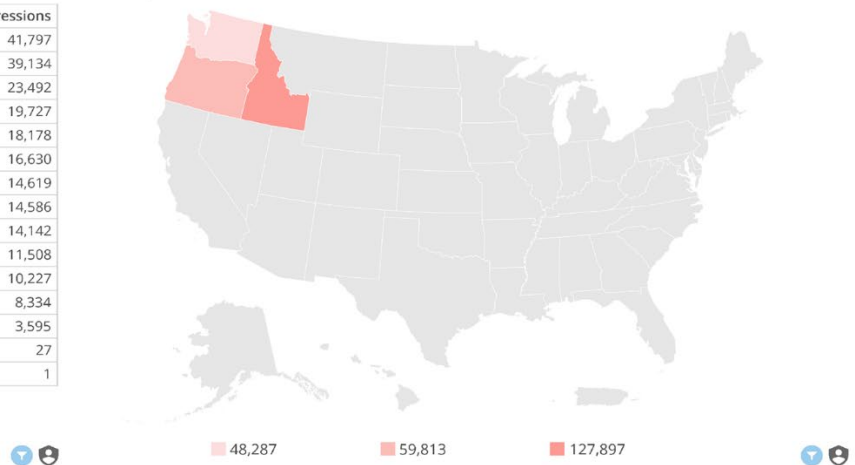
Campaign Performance Table
235,997 Sum of Impressions

Campaign	Placement	Impressions	Video Completes	25% VCR	50% VCR	75% VCR	100% VCR	CTR
CP_004-03_Albany Visitors Association_OD#68684_O1#97335_1/16/25-2/28/25	AVA_CP2_FEP_W35-64_LS-Travel(Tourist or LI-Foodies or LI-Wine or LI-Adventure_GEO: ZIP_:15;30_01/16/25-01/31/25	59,084	57,811	99.01%	98.72%	98.35%	97.85%	0.04%
CP_004-03_Albany Visitors Association_OD#68684_O1#97335_1/16/25-2/28/25	AVA_CP2_FEP_W35-64_Tourist or LI-Foodies or LI-Wine or LI-Adventure_GEO: ZIP_:15;30_02/01/25-02/28/25	59,067	57,781	98.99%	98.69%	98.33%	97.82%	0.00%
CP_004-03_Albany Visitors Association_OD#68684_O1#97335_1/16/25-2/28/25	AVA_CP5_Short-Form_W35-64_Tourist or LI-Foodies or LI-Wine or LI-Adventure_GEO: ZIP_:15;30_01/16/25-01/31/25	58,921	37,910	75.38%	70.47%	66.72%	62.66%	0.18%
CP_004-03_Albany Visitors Association_OD#68684_O1#97335_1/16/25-2/28/25	AVA_CP5_Short-Form_W35-64_Tourist or LI-Foodies or LI-Wine or LI-Adventure_GEO: ZIP_:15;30_02/01/25-02/28/25	58,925	44,774	82.92%	79.64%	76.94%	74.14%	0.15%

Impressions By Zip Code

Zip Code	Impressions
83704	41,797
83709	39,134
97702	23,492
98404	19,727
83705	18,178
98405	16,630
83702	14,619
97701	14,586
83706	14,142
97703	11,508
97439	10,227
98406	8,334
98402	3,595
83701	27
98411	1

State Map



Thank you for granting us this funding to implement our professionally developed videos promoting Albany. We sincerely appreciate the City's ongoing commitment to promoting our community and its attractions, which significantly contributes to sustained economic growth and enhanced quality of life for our residents.

Rebecca Bond

Rebecca Bond, Executive Director

Albany Visitors Association

AlbanyVisitors.com

(541) 928-0911



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

August 1, 2025

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

Thank you again for the opportunity to serve our visitors through our video tour project. Coordinated by the Albany Visitors Association working with Horsepower Productions videos were captured of Albany lodging partners and several visitor-facing facilities. We scheduled 2-3 hour sessions with the owner or manager of each location to film content which was then condensed into 1-2 minute videos.

The videos were produced locally and are owned outright by the AVA for future and continued use. Using a local videographer will allow for more timely updates, as needed, when facilities are remodeled or new amenities are added. Potential visitors can see for themselves what to expect when they arrive and better plan for their stay. The completed virtual tours are available to view on AVA's YouTube channel and through links from their listings on the AVA website. Our tourism industry partners will benefit from this added opportunity by enhancing the information available to their potential visitors. Each partner location also has the option to use the video on their own platforms.

This project was made possible by a grant through the Cooperative Tourism Promotion funds from Albany's Transient Lodging Tax. The \$9,900 grant was used entirely to pay for Horsepower's video capture and production. Horsepower Productions also provided a discount for their work on this project and did not charge additional fees for the extra time needed to coordinate time with several locations. The grant application called out 40 hours of AVA staff time. This was a realistic estimate of the time dedicated to this project. Still more staff time was used to create narratives for each video. Upon approval from the facility representatives, a narrative was written for each video to provide video accessibility. This feature helps to make video content usable and comprehensible for individuals with disabilities, ensuring they have equal access to information.

The Albany Visitors Association has relaunched the official Albany, Oregon website, dedicated to visitors with a lens of inclusivity and accessibility. This project was 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 helps to make the website and Albany more welcoming to all.

Please see this example [video of the Blue Ox](#) on our Albany Visitors Association YouTube Channel.

Thank you for providing the funding for us to produce these video tours of Albany. We greatly appreciate the City's continued dedication to showcasing our community and its attractions, efforts that play a vital role in supporting long-term economic growth.

Rebecca Bond

Rebecca Bond, Executive Director

Albany Visitors Association

AlbanyVisitors.com

(541) 928-0911

Here are a few screenshots of the YouTube videos.

Three screenshots of YouTube videos from the Albany Visitors Association channel.

Top Screenshot: Video titled "Albany Visitors Association Forward Thinking" (9:29). The video shows the exterior of a building with a large covered entrance. The video description includes: "AlbanyVisitors.com", "Reservation now! | 541-926-2886 | TheBlueOxRVPark.com | The Blue Ox RV Park Albany, Oregon | Book your reservation now!".

Middle Screenshot: Video titled "Comfort Suites Linn County Fairground and Expo" (35:58). The video shows the interior of a hotel lobby with a staircase. The video description includes: "AlbanyVisitors.com", "Reservation now! | 541-497-7782 | ChoiceHotels.com | Comfort Suites Albany, Oregon | Book your reservation now!". The channel name is "Albany Visitors Association" with 35 subscribers.

Bottom Screenshot: Video titled "Albany Visitors Association Forward Thinking" (9:29). The video shows the exterior of a hotel building. The video description includes: "AlbanyVisitors.com", "Suites Albany, Oregon | Book your reservation now! | 541-928-8820 | IHG.com | Holiday Inn Express & Suites Albany, Oregon".

Albany Visitors Association
AlbanyVisitors.com
(541) 928-0911

REPORT TO
THE COMMITTEE FOR THE COLLABORATIVE TOURISM PROGRAM
(CTP) GRANT
FINAL REPORT from recipient GALLERY CALAPOOIA
11 September 2025

In September 2024, Gallery Calapooia was the recipient of a grant from the City of Albany's Collaborative Tourism Program (CTP). The funds were awarded to support the Gallery's marketing program. With this grant, the Gallery was able to access marketing tools that require financial commitment. We are grateful to the CTP committee for their generous assistance with this objective.

The marketing items for which the grant funding was used are as follows:

- Art on the Go brochures were updated to reflect current galleries in the Mid-Willamette Valley and their contact information. They will be distributed to all the galleries on the map so more people start visiting art galleries and learning how important the arts are to our lives.
- The Gallery Calapooia rack cards were reprinted. This product is available at the gallery for customers to learn more about our work. When member artists participate in art shows such as Fall Festival, the rack cards are made available for visitors at their booth, informing people about the gallery.
- Certified Folder Display Service, contracted by Travel Oregon, will stock the above-mentioned rack cards in visitors' centers in the following locations
 - Portland Airport Baggage Claim
 - Portland Airport Consolidated Car Rental Facility
 - Seaside
 - Ashland
 - Boardman
 - Ontario
 - Brookings
 - Klamath Falls

Expanding the reach of this information to travelers in the western part of the state allows Gallery Calapooia to attract more visitors to Historic Downtown Albany. It is certain that, when people experience the charm of our downtown community, visit the stores and dine at the restaurants, they will be inclined to spend more time here and plan a return visit to explore more of Albany. Although we do not have hard numbers showing an increase of

visitors, we have heard from many visitors that the card prompted their stop in town. Many of these visitors are from out of town, even out of the country. But many are Oregonians who never thought Albany had much to offer and hadn't considered stopping here.

The 2024-2025 fiscal year proved to be a challenge for the Gallery. The economy changed in ways one could not have imagined. Basic materials used by our artists have increased in price, some just slightly, others by two or three times as much. This makes marketing the gallery even more important. We need to attract visitors who are willing and able to purchase art. The search for additional revenue is crucial. The Gallery depends on sales to guarantee success. The funding we received from CTP grant played a critical role in reaching new customers.

Three months into our thirteenth year, we continue to rely on the hard work of our marketing committee, fellow artists, and the support of our customer base to keep the gallery afloat. Records from the daily logs show that, from July 2024 to June 2025, 7,160 visitors came to Gallery Calapooia. That is an increase of approximately 20% over the last fiscal year. It indicates that our marketing is reaching more people. However, sales were down by almost the same percentage. We understand that not every visitor will make a purchase, but one would hope that more visitors would equal more sales. The gallery is not alone in this respect; most retailers report a drop in sales during the same period.

Gallery Calapooia will continue to maintain the standards of high quality in our work and our programs that include the community. Thank you for your encouragement through this grant to achieve those goals.

Respectively submitted
Linda J. Herd
Gallery Calapooia

Collaborative Tourism Promotion Grant Final Report

Thank you again for approving a \$2,000 CTP grant for Giving A Hoot. As our volunteer groups grow the need for additional supplies is necessary to equip our volunteers with the tools needed to follow through with the cleaning projects in our three areas, I5 & Knox Butte, The Train Station Area and Springhill & Hwy20 – including the bridges, Ellsworth and Lyons streets.

Safety is our first priority with any cleaning activity we schedule. We were able to purchase 25 additional safety vests branded with our logo, increasing our inventory to 48 vests to accommodate our growing cleanup groups, some as many as 30-35 volunteers, and replace older vests. We also purchased additional pickers for our liter patrol teams. Replacement is ongoing, even with higher quality pickers, and keeping a larger inventory to accommodate the growing patrol teams is a must.

Our cleanup activities don't stop at liter patrol we also do trimming and weeding of our areas. We were able to purchase a dedicated weed whacker and blower, extra batteries, extra string and 50 pairs of gloves. We also purchased a backpack sprayer and environmentally friendly ingredients to create a weed killer mixture, vinegar, dawn soap and salt.

Our volunteers were excited and grateful to hear the funding for the additional equipment and supplies was provided by the Collaborative Tourism Promotion grant. We were able to spend all but \$0.04 of the funds . With the addition of these items we will continue to make an impact in the areas described above and help to keep Albany beautiful for not only the residents but the guests who visit our wonderful city.

Thanks again,

Bobby Williams Herrera
Co-Founder GAH

2025 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 year 2025.

This year we hosted our tournament across 5 locations all on the weekend of May 31st-June 1st, 2025. We held games at the YMCA, Timber Linn Memorial Park, Bryant Park and West Albany High School JV and Varsity field. Our total facilities cost for 2023 was \$1,650. This included a discount given by the Parks and Rec Department due to the light situation at Timber Linn

Our largest expense was the cost of umpires. This year, we were able to utilize 12 high schoolers which previously played with our JBO organization, and an Association run by Daniel Aranda out of Philomath. Working with Daniel allowed some of our high schoolers the opportunity to get additional training as umpires. The total spent on Mid Valley umpires was \$8,665.

We awarded each winner of the bracket a championship ring and the second-place teams received a medal. The rings and medals were designed by Dave with Janos Trophies. The total for those was \$2,035.

Due to the limited outdoor restroom facilities at a couple locations, we contacted Best Pots and rented Porta Pots. This cost included donated washing 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. 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 39 total teams, at 4 locations with a total of 66 games scheduled. The feedback received from coaches was great and they are already looking forward to coming back next year. We have one organization who plans to bring all 9 teams from their association back in 2026. 28 of these teams were from outside of Albany, that means the minimum number of people we brought into our town was 650 if each child only brought 1 parent with them.

I cannot say thank you enough for the continued supplemental funds that the City has given us. While we would love to get continued support to be able to give back to our youth with the help from the city, we know that these grants are not supposed to be used year after year. Thank you for helping us get this tournament up and running.

If you are around May 30th and 31st of 2026, I highly recommend visiting one of the four locations listed above as we will be running our tournament again!

Thank you all for your continued support!

Brittany Paulson
Tournament Director



MEMO

TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 11, 2025, for the September 18, 2025, 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 follows an annual cycle, with \$50,000 awarded in September of each year of the city's biennium. Fourteen (14) applications were received by the deadline, with one application not meeting the criteria and is not included. 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 an upcoming cycle.

As a reminder, The TAC updated and clarified the process and application this Spring to meet the objectives of the grant in supporting new events and efforts that promote tourism in Albany. For purposes of the grant, tourism is defined as attracting out-of-city funding that supports Albany's economy (including but not limited to overnight stays, dining in restaurants, and patronizing retail establishments within the city). This grant is not intended to provide funding for the same project year after year.

Examples of eligible CTP grant recipient projects include:

- Event: start-up costs, expanded advertising, or a new element of an existing event.
- Marketing & Promotions: new marketing campaigns or promotions (may include social media and websites).
- Conventions & Trade Shows: travel expenses or other costs associated with securing a convention or trade show.
- Placemaking projects that contribute to tourism, including but not limited to public art such as murals or statues, gateway beautification projects, etc.

Given the number of applicants and the total funds requested, it is important for the committee to keep the objectives and goals for Albany in mind while reviewing and determining grant funding. Additionally, the Committee may want to consider prioritizing projects and recipients that have not received funding before.

An overview of the applications in alphabetical order is included on the following page:

Applicant	Event/Activity	Requested Amount
Albany Art Commission	Light Art Installation	\$32,350
Albany Regional Museum	Penny Press Machine	\$4,790
Albany Visitors Association	Digital Marketing	\$9,500
First Taste Oregon	Host Event Costs/ Marketing	\$48,000
Habitat for Humanity	Platypus Drop Marketing/Advertising	\$5,000
Monteith House	Event Costs	\$1,000
Parks and Recreation	NWAAF Shape Balloons	\$9,000
Parks and Recreation	Drone Show	18,500
RAIN Catalysts	Mass Timber Showcase	\$6,000
Tangent Harvest Festival	Marketing/Advertising	\$5,563
Team Bulldog Wrestling	Host Event Costs	\$26,000
Willamette Valley Concert Band	Marketing/Advertising	\$5,563
YMCA	Equipment/Bleachers	\$24,000
	Total	\$199,203

JW:sa:km
Attachments: 13



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/27/2025 2:40 PM

Amount of Funding Request

\$32350.00

Organization

Albany Arts Commission
333 Broadalbin SW, Albany, OR 97321

Federal Tax ID:

Contact:

Nolan Streitberger
Chair of Albany Arts Commission
nolans97321@hotmail.com
541-990-8265

Please describe your request.

Placemaking_art_projects

Attachments: 2025-08-25 Illuminating Albany's History.pdf

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

Please see the attached.

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

Please see the attached.

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

Please see the attached.

Please submit a project 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.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the

City of Albany, Oregon

Collaborative Tourism Promotion Grant

competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

CTP Grant
Light Mural
Albany Arts Commission

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

The Albany Arts Commission seeks funding for *Rekindled Light: Illuminating Albany's History*, a permanent public art installation that uses projection mapping to reanimate the historic neon and painted signs of downtown Albany. This innovative project employs non-invasive light projections to recreate signs in their original form, illuminating them each evening to evoke their historic glow. By using light instead of paint, the project offers a preservation-sensitive approach that protects the integrity of historic architecture while introducing a bold, contemporary creative experience.

The installation will transform Albany's memories of neon and faded ghost signs into a living landmark — a “mural made of light” that activates public space, celebrates community heritage, and provides an accessible cultural experience for all. With abundant photographic evidence of the signs that once lined Albany's downtown, this project will bring them back to life in a dynamic sequence of light that fades and flickers as the originals once did. The Albany Arts Commission is already working with the Albany Regional Museum to obtain historic photographs of potential signs/sights to assist with the renderings.

The Commission is working with internationally recognized artist Craig Winslow to realize the project. A prominent downtown wall is under consideration as the primary site, with a decision anticipated in September. Should that site not be available, the Commission has identified alternate locations suitable for either the full projection installation or smaller-scale “ghost mural light capsules,” ensuring the project's success and adaptability.

Upon completion, the Albany Arts Commission will host a ceremonial community “lighting” event to unveil the installation, inviting residents and visitors to gather in the heart of historic downtown Albany. This event will celebrate the city's cultural identity, foster civic pride, and draw regional tourism, creating a connection between Albany's past and present through art, light, and shared experience.

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

"Rekindled Light" provides lasting value for both Albany residents and visitors by:

Examples of the Historic Neon in Downtown Albany



- Revitalizing the downtown evening experience: The illuminated mural becomes a nighttime focal point, encouraging more walkability and increased vibrancy downtown. Potential sites are all within eyesight of restaurants and businesses that look to attract additional visits in the afternoon/evening hours.
- Driving economic impact: After-dark foot traffic supports local businesses. The project gives people a reason to linger, explore, and return.
- Supporting tourism: The mural creates a memorable visual moment for tourists — a photogenic, passive attraction that enhances the visitor experience, particularly for those staying overnight.
- Celebrating Albany’s heritage: The project pays tribute to the city’s past while delivering a fresh, innovative interpretation of historical preservation — making the past feel alive again.
- Building cultural identity: With a unique light installation, Albany can proudly showcase a signature downtown feature that tells a compelling local story — organically shared with the local community and visitors alike.

Ultimately, the project shines a literal light on Albany’s past while sparking future growth, pride, and community connection. It represents a small but powerful step toward making downtown more vibrant, engaging, and artistically alive after dark. With new businesses opening, beloved institutions like the Albany Civic Theater expanding, and long-standing favorites thriving, this installation adds a bold cultural landmark that will capture the imagination of both residents and tourists, ensuring downtown continues to grow as the heart of Albany.

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

This will be the first project of its kind in Albany, introducing a groundbreaking approach to historic preservation and public art through light-based storytelling.

Artist Craig Winslow has produced temporary light installations in a number of cities, but permanent projects are rare. In Oregon, permanent “ghost mural” light pieces have been completed in Astoria and The Dalles, and internationally in Winnipeg, Canada. If funded, Albany would become the only city in the United States to feature either a permanent neon projection spectacle or a permanent series of ghost mural installations — positioning the city as a national leader in innovative, preservation-sensitive public art.

Craig Winslow’s *Light Capsules* series has already proven how light-based restoration can spark community pride, attract visitors, and enhance downtown vibrancy, all while

preserving and reinterpreting local history in a meaningful way. *Rekindled Light: Illuminating Albany's History* offers Albany the rare opportunity to be part of this growing international movement, while also distinguishing itself as a community bold enough to blend history, innovation, and artistry into a lasting cultural landmark.

Please submit a project 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 grant will be used to directly support the creation, installation, and unveiling of *Rekindled Light: Illuminating Albany's History*. Funding will be allocated toward projection equipment purchase and installation, artist compensation, and community engagement efforts to introduce the project to the public. Project management will be provided by the Albany Arts Commission, in coordination with the City of Albany Parks & Recreation Department, the selected artist, contractors, and the property owner hosting the installation.

The Albany Arts Commission's primary funding request is for the "Neon Spectacle" installation, which would serve as a large-scale, dynamic projection piece in the heart of downtown. A detailed budget for this version is provided below.

Item	Expense	Notes
Craig Winslow Artist Fee	\$12,000	
Projection Equipment	\$12,500	
Installation	\$5,400	
Travel	\$750	Hotels and gas
Concrete Pole Setting (materials and labor)	\$1,500	Installed and provided by Parks & Recreation staff
Electrical Preparation	\$1,500	Estimate- seeking potential sponsorship
Lighting Ceremony	\$200	Refreshments and supplies
Total:	\$32,350	(not including the Parks & Recreation support)
On-Going		
Electricity	\$72/year	120 watts for 7 hrs. day (estimate based on Public Works streetlight comparative data). Paid by Parks & Recreation.
Cleaning	\$100/year	Maintained by Parks & Recreation

If a suitable location is unavailable, or if grant funding levels make the larger project unattainable, the Arts Commission requests consideration for a permanent series of “Ghost Mural Light Capsules.” This alternative approach would illuminate multiple ghost murals throughout downtown Albany, highlighting two to three of nearly a dozen historic painted advertisements still visible today. These installations would catch the eye of visitors, encourage exploration, and create a cohesive cultural experience. Ghost murals selected will be determined by funding received.

The Albany Arts Commission anticipates applying for additional grants to expand the project and illuminate more of the community’s historic ghost murals, firmly establishing downtown Albany as a destination for art and historic preservation enthusiasts. This Collaborative Tourism Grant represents the critical first step in bringing this innovative vision to life.

Have you included the required bids/quotes or other paperwork supporting your request for grant funding?

Due to the unique nature of this public art project, the Albany Arts Commission respectfully requests an exemption from the standard three bid requirement. The work of collaborating artist Craig Winslow is proprietary and integral to the vision and success of *Rekindled Light: Illuminating Albany’s History*. His specialized expertise in light-based restoration and projection mapping makes him uniquely qualified to lead this project. Please see the attached artist statement of interest for additional context.

“Rekindled Light: Illuminating Albany’s Signs” is a powerful blend of art, history, and technology — a modern homage to the city’s character that will enrich downtown, support local business, and inspire community pride. This would be the first project of its kind in Albany, making it a unique and forward-thinking contribution to the city’s arts and heritage landscape. With your support, this project can light the way forward for both Albany’s creative future and its enduring past. Thank you for considering our proposal.

**WINSLOW
STUDIO**

4033 SE Malden St
Portland, Oregon 97202
craig@craigwinslow.com
+1 207 671 1016

LETTER OF INTEREST

8.27.25

LIGHT CAPSULES EXPANSION IN ALBANY, OREGON

To whom it may concern,

I'm writing to express my enthusiastic interest in supporting the City of Albany's grant proposal to expand the *Light Capsules* project; an evolving series of projection-mapped public artworks that re-illuminate faded historical advertisements hand-painted on the forgotten surfaces in small towns and Main Streets. Since 2015, *Light Capsules* has transformed walls into living time capsules, blending past history and modern technology to spark memory and community connection through light. With this grant, we have a unique opportunity to bring a new level of innovation to the project. One that not only revives a piece of Albany's visual history but also introduces a brand-new "neon light mural." This project will be a spectacle of dynamic digital art designed specifically for the town.

This proposed installation would mark a major evolution for *Light Capsules* by incorporating bespoke digital artwork, archival storytelling, and next-generation projection technology to craft a site-specific experience for Albany residents and visitors alike. More than just an illumination, this would be a communal event and enduring memory. An artwork rooted in place, powered by bygone times, and made possible through public support. I look forward to the chance to collaborate with Albany in bringing this ambitious vision to life.

Warmly,

Craig Winslow

Light Artist & Founder, *Light Capsules*
lightcapsules.app

PROJECT ESTIMATE — 2522a

WINSLOW
STUDIO

Project **Albany, Oregon Light Mural**
 Client **City of Albany, Oregon**
 Overview

Winslow Studio
 4033 SE Malden St
 Portland, OR 97202
 +1 207 671 1016
 office@winslow.studio

Project estimate for large light artwork mural.

Scope

Date: 8/27/2025

Create a compelling light art mural display using gobo light fixtures that elevate the Light Capsules project, expanding from a single augmented restoration, to be surrounded with a vibrant mural celebrating the old neon signs and other faded ads of Albany, OR. Includes design of mural and pre-visualization of artwork, planning drawings and working with local infrastructure installation. Pole installation & electrical to be considered separate scope of work.

TOTAL	\$30,650.00
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	<i>Item cost</i>	<i>#</i>	<i>Sub-total</i>	
Creative				\$17,400.00
Studio / artist fee	\$12,000.00		\$12,000.00	
Installation estimate	\$1,800.00	3	\$5,400.00	
Hardware				\$12,500.00
Gobo fixture purchases w/ lenses	\$1,500.00	5	\$7,500.00	
DMX Show Control Media player	\$2,000.00		\$2,000.00	
Mount hardware	\$150.00	5	\$750.00	
Custom gobo fabrication	\$250.00	5	\$1,250.00	
Climate enclosure & cabling	\$750.00		\$750.00	
Shipping estimate	\$250.00		\$250.00	
Travel / other				\$750.00
Lodging	\$200.00	3	\$600.00	
Gas stipend (3 trips)	\$50.00	3	\$150.00	



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/29/2025 5:13 PM

Amount of Funding Request

\$4790.00

Organization

Albany Regional Museum
136 Lyon St SW, Albany, OR 97321
Federal Tax ID: 930792313

Contact:

Valerie Van Alstyne
Executive Director
vvanalstyne@armuseum.com
541-967-7122

Please describe your request.

New_marketing_campaign

Attachments: Binder1-ARM.pdf

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

We propose installing a custom penny press machine at the Albany Regional Museum (ARM) to provide visitors with a unique, interactive souvenir that highlights the history, culture, and character of Albany. The machine will feature artistic designs to be embossed on to pennies and other coins that showcase local history and stories, encouraging visitors to engage more deeply with our community and carry home a lasting reminder of their experience.

Funding from the Collaborative Tourism Promotion Grant will support the design, production, shipping, installation, and promotion of the machine, ensuring it is positioned as both a visitor attraction and a promotional tool for our destination.

With this endeavor, ARM will join the 3,500+ national locations promoting a “collect them all” experience which is featured on many websites for people specifically looking for these collectables across the country.

- What: A coin press machine with custom, rotating designs and signage.
- Where: A key visitor hub at the Albany Regional Museum in the front lobby.
- Why: To create a collectible tourism trail and region-specific promotion.

City of Albany, Oregon

Collaborative Tourism Promotion Grant

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

Tourism Benefits

This is not just a novelty machine, it is a gateway to attract, engage, and leave a lasting impression on visitors. Since 1892, “pressed”, “squished”, or elongated coins have been a beloved American tradition and a low-cost way for visitors to commemorate travel experiences. At ARM, a pressed penny machine will provide memorable and portable keepsakes featuring designs that celebrate Albany’s landmarks such as the S.E. Young building façade, the heritage of transportation in the Hub City, community events like the Timber Carnival, and more that can be discovered in our exhibits. These collectible tokens extend the Museum’s reach by allowing visitors to share their experiences with others, while also appealing to a dedicated collecting community.

For example, the Elongated Collectors, an international nonprofit group with over 650 members, represents just a portion of the tens of thousands of enthusiasts who travel specifically to acquire new coin designs. With more than 3,500 machines in the U.S., pressed pennies are widely recognized as a fun, affordable, and sustainable tourism driver. Extensive digital resources such as pennycollector.com make it easy for aficionados to discover machines in real time, while social media platforms like Reddit and Facebook host active penny-collecting groups creating organic advertising that will place Albany, Oregon on a unique travel map.

The activity is accessible to all ages and encourages bonding across generations, as families often collect pennies together as souvenirs of their journeys. These small coins capture stories and memories, symbolizing not only where travelers have been, but also the moments that made those trips special.

Community Benefits

Beyond tourism, the machine fosters community identity and pride by featuring local imagery that tells Albany’s story in an interactive, accessible, and family-friendly way. With an average of 78 fieldtrip attendees visiting the Museum per month, a multitude of area students can buy a small, relevant token with their pocket money. Proceeds from the machine provide modest but meaningful revenue that supports cultural and educational programming at ARM, advancing our mission to preserve, exhibit, and encourage knowledge of Albany. Just as importantly, pressed coins create connections of their own as collectors frequently share their finds, display them in albums, and discuss them in online communities, reinforcing a shared sense of place. In this way, the project establishes Albany as a welcoming destination, enhances the cultural vitality of the local community, and broadens the city’s visibility to a wider audience.

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

Yes. The Albany Historic Carousel Museum has also offered pressed coins since before the founding of the current building. Adding a machine at ARM will give visitors another unique design to collect and further the collaboration of local heritage organizations. Having multiple locations downtown strengthens Albany’s appeal to both tourists and collectors, encouraging them to explore more of the community.

City of Albany, Oregon**Collaborative Tourism Promotion Grant**

Please submit a project 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 breakdown of the project budget and quotations from two vendors.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

2025 COLLABORATIVE TOURISM PROMOTION GRANT**Albany Regional Museum Project Budget**

Expense Category	Description	Estimated Cost
Cost of machine	One-time investment	\$ 4,850.00
Custom dies	4 Custom designs	\$ -
Signage	Custom upper sign board the setup/art	\$ -
Handling fee	Packaging	\$ -
Shipping	Estimated	\$ 400.00
Installation/ Assembly	Staff time (aprox. 1 hour)	\$ 25.00
Other (if applicable)	10% nonprofit discount on machine	\$ (485.00)
Total Estimated Cost		\$ 4,790.00

Notes:	
Additional grants or funding	\$0



3020 Centerville Road
Little Canada, MN 55117

651-400-7898

QUOTE

1077

Date 8/22/2025

Due Date 9/22/2025

Name / Address
Albany Regional Museum Val Van Alstyne 541-967-7122 vvanalstyne@armuseum.com

Ship To
Albany Regional Museum 136 Lyon st SW, Albany, OR 97321 ATTEN: Val Van Alstyne

Qty	Description	Rate	Total
1	4 Image Penny Press Machine: Oak Base, Crank Handle, \$1.00 VEND (4 quarters) Noisy or Silent Operation TBD Custom Upper Sign Board Print Included	5,995.00	5,995.00
1	Engraved 4 Image Back Die \$250 VALUE INCLUDED FREE FOR NON-PROFIT ORGANIZATIONS	0.00	0.00
	Coin Art - Fee Per Hour \$40.00 (TBD if needed for custom coin art) Vector files and basic coin art is included	0.00	0.00
1	Acrylic LED Base Plate with LED Kit	375.00	375.00
1	Packing Charge	95.00	95.00
1	Shipping and Freight - Estimated insured freight shipping including liftgate at delivery	450.00	450.00
To pay by credit card contact Brian@TPPMC.COM or 651-400-7898 A 4.0% PROCESSING FEE IS ADDED TO ALL CREDIT CARD PAYMENTS Make all checks payable to: The Penny Press Machine Co., LLC		Subtotal	\$6,915.00
		Sales Tax (0.0%)	\$0.00
A non-refundable deposit of \$1000.00 needs to be paid to start your project or a PO # must be issued		Total	\$6,915.00

Penny Press Machines.com

info@pennypressmachines.com

(970) 731-3800

08/29/2025

Albany Regional Museum

Hand-crank penny press with Four Images

Provincial Classic Style
Cabinet

Stock #2334 Honey Oak
Finish

\$4,850.00

Shipping by FedEx
Freight

estimated \$400.00

Nonprofit discount

-10% on new machines -\$485.00

Total:

\$4,765.00

Notes:

Custom die roller with four images included at no additional cost.
Custom signs displaying the coin designs
2 year Warranty on all new machines

*34 years providing quality penny
press machines*

Penny Press Machines A Member of the Bell Group



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

7/31/2025 4:38 PM

Amount of Funding Request

\$9500.00

Organization

Albany Visitors Association
122 Ferry St. SW, Albany, OR 97321
Federal Tax ID: 93-1016272

Contact:

Alicen Arsenault
Marketing Manager
alicen@albanyvisitors.com
541-928-0911

Please describe your request.

New_marketing_campaign

Attachments: Budget and Quote.pdf

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

The Albany Visitors Association (AVA) is seeking funding to partner with Advance Travel & Tourism (ATT) for a 3-month digital marketing campaign designed to promote Albany as a travel destination during the fall shoulder season and in the spring. The campaign includes one professionally written article that will appear on HereIsOregon.com for a full year, three monthly social displays (estimated 100,000 impressions per display), three monthly headlines on OregonLive (estimated 100,000 impressions per headline), and one co-branded social media post with boosting. The content will showcase Albany's fall and spring events, lodging, and attractions and drive potential visitors to explore the area further through AlbanyVisitors.com.

ATT works exclusively in the tourism sector and brings a proven track record with Oregon DMOs such as Travel Medford, Explore Lincoln City, and Eugene Cascades & Coast. They will use data-driven targeting strategies, including integration of our Google Analytics and social media insights, to reach our target audience.

City of Albany, Oregon

Collaborative Tourism Promotion Grant

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

This campaign is designed to leverage data collected by ATT to identify potential visitors and increase Albany's visibility to that audience. Focus will be on generating awareness, inspiring trip planning, and encouraging lodging bookings and visitor spending that directly benefit Albany's hotels, restaurants, shops, and attractions.

ATT will monitor the campaign in real time, watching indicators to ensure success and optimizing as they go. We will have access to performance metrics 24/7 and monthly reporting to review data and provide analysis/insights for reporting. Success will be measured through impressions, click-through rates, referral traffic to AVA's website, and increased reach and engagement across AVA's social media platforms (currently 8,610 followers on Facebook and 2,373 on Instagram). Partnering with Here Is Oregon adds significant visibility with their 96,000 social media followers.

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

While the AVA has previously run regional digital promotions, such as campaigns with KEZI, social media promotions, and placements in Northwest Travel & Life e-newsletter, the AVA has not previously partnered with ATT or marketed through OregonLive or Here Is Oregon. ATT will use data to reach the best audience, implement tracking, and optimize campaigns to ensure we reach potential travelers.

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

AVA is requesting a total of \$9,500 in grant funding to fully cover the cost of participation in a 3-month campaign valued at \$13,200 (\$4,200 discount is provided by ATT's partnership with Travel Oregon) and \$500 for three professionally produced social media posts created by Kyle Lemburg from footage we have already purchased. No additional grant funds are being requested for staff time.

AVA will supply all creative assets for the campaign using photos and video previously obtained through professional shoots (including two videos produced in 2024, of which CTP funds provided \$9,500 toward the total project cost of \$21,824.96), our annual photo contest (using a yearly budget of around \$1,000), purchased b-roll footage (from Kyle Lemburg for \$1000), and staff generated content. AVA staff will be responsible for compiling content and coordinating with the ATT team.

Project Budget Summary:

Sponsored Content & Digital Media Campaign – \$13,200

Includes one article on HerelsOregon.com (hosted for 12 months)

300,000 total social display impressions

300,000 total headline article impressions

3 co-branded boosted social media posts

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Partnership discount – \$4,200

Get Social Package by Kyle Lembburg – \$500

In-kind contribution from AVA of staff time, 20 hours at \$25/hour – \$500

Previously acquired assets – \$27,824.96

Grant request – \$9,500

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

Project Budget Summary

Advance Travel & Tourism Digital Media Campaign	\$9,000
Includes one article on HerelsOregon.com (hosted for 12 months)	
300,000 total social display impressions	
300,000 total headline article impressions	
3 co-branded boosted social media posts	
"Get Social" Package by Kyle Lembburg	\$500
Travel Oregon partnership discount from ATT	\$4,200
In-kind contribution from AVA of staff time (20 hours at \$25/hour)	\$500
Previously acquired assets	\$27,825
Total Value	\$42,025
Grant request	\$9,500

Media Proposal



Content package offered by
Advance Travel & Tourism
and Here is Oregon to Travel
Oregon Partners

- This opportunity aligns well with the grants you mentioned. I recommend developing one story to support lodging during the shoulder season, and a second piece in the spring to highlight Albany's spring and summer activities.

3-month Sponsored Content Promotion:



Included in the package

- One custom article will be written and produced by our team and featured on HereisOregon.com for a full year. Our writer will conduct an interview with you—or a representative of your choice—and craft a story tailored to your selected topic(s) and aligned with your goals.
- 100,000 social display impressions per month on OregonLive. These ads look like social posts and can include a photo carousel or video.
- 100,000 headline article impressions per month on OregonLive
- 1 co-branded social post on our HereisOregon social channels per month with boosting

Total value: \$13,200 (\$4,400 per month)
Your investment: \$9,000 (\$3,000 per month)

WE BRING THE TRAVELER TO YOU.

KEY OBJECTIVES

- Increase awareness about Albany as a top destination in Oregon and boost overnight bookings
- Convert first time visitors and then encourage repeat visits.
- Leverage data sources to identify potential visitors.

WE DO THIS BY...

- Delivering a full-funnel marketing strategy to reach travelers throughout every stage of the visitor journey. We will use data to reach the best audience, implement tracking and optimize campaigns to ensure we are hitting our KPIs.



Our approach

Our marketing strategies are built around a deep understanding of the traveler's decision-making journey, what we call "From Discovery to Memories."

This ensures we reach travelers at the right moments. We focus on engaging and inspiring them during the dreaming and planning phases, ultimately guiding them to book their trip and create lasting memories.

Our job is to interact with them throughout the whole journey, compelling them to not only book that trip but to create unforgettable, shareable experiences.

Experience
"Honeymoon Phase"
Telling their unique story

Discovering Destinations
Building Wanderlust
Gathering trip inspiration



Choose and Purchase
Finalizing the itinerary
Amenity selection

Exploring Possibilities
Mapping out the Visit
Destination-specific logistics

WE BRING THE TRAVELER TO YOU.



Collaborative Tourism Promotion Grant

2025 Funding Request Application

Submitted:

8/26/2025 6:46 PM

Amount of Funding Request

\$48000.00

Organization

Ingalls & Associates, LLC, Inc dba 360 Events NW / First Taste Oregon

40161 BAPTIST CHURCH DR

Federal Tax ID: 861157722

Contact:

Jill Ingalls

Member

info@firsttasteoregon.com

541-979-0919

866-509-3212

Please describe your request.

Event_start_up_costs,New_element_of_existing_event,New_marketing_campaign,Expanded_advertising,Cost of relocation

Attachments: 2026 Budget.xlsx

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

First Taste Oregon is a two-day festival celebrating the best of Oregon and the Pacific Northwest. The event showcases more than 150 vendors, featuring an extensive array of wineries, distilleries, breweries, cider makers, culinary creators, food producers, and artisan craftspeople. Attendees can enjoy tastings from over 60 Oregon wineries and 20 regional distilleries, alongside locally brewed beers, ciders, and specialty foods. Vendors offer tastes, glasses, bottles, and full cases for sale, making the festival a destination for those looking to stock their wine cellars, purchase unique spirits, and shop for artisan food and gift items. The curated marketplace of Oregon products and artisan goods is complemented by culinary demonstrations, mixology showcases, chef presentations, and interactive activities such as charm building. A prestigious wine judging contest adds to the excitement, with medal-winning wines highlighted for attendees to sample and purchase.

Guests may choose General Admission or VIP Admission. General Admission includes access to the full festival experience, while VIP guests receive exclusive access to the

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Swank Lounge — a semi-private seating area offering light snacks, elevated samples, and access to small-group pairing and tasting classes. This VIP option provides an elite, immersive experience designed to enhance visitor engagement.

First Taste Oregon has operated in Salem for more than 35 years, with significant expansion in recent years motivating the move to Albany. The new location at the Linn County Expo Center provides increased space, convenient hotels within walking distance, and added amenities such as a shuttle service to connect attendees with lodging.

By combining premier Northwest food and beverage experiences with shopping, entertainment, and tourism appeal, First Taste Oregon draws thousands of attendees and generates significant economic impact for the host community. Grant funding will help support the transition to Albany by covering expanded marketing, promotional activities, and visitor experience enhancements that are essential to growing attendance, increasing overnight stays, and ensuring the long-term success of the event in its new home.

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

The relocation of First Taste Oregon to Albany creates a premier food and beverage tourism anchor in the Mid-Willamette Valley.

- **New Access & Location:** Albany’s central location along the I-5 corridor provides convenient access for visitors traveling from Eugene, Corvallis, Portland Metro, and beyond. The improved access is expected to increase overnight and day-trip tourism to the city.
- **Destination Packaging:** By integrating hotel packages, restaurant tie-ins, and shuttle services, visitors are encouraged to “Sip, Savor, Stay” — extending their time (and spending) in Albany rather than commuting home.
- **Hotel Impact:** With several available hotel partners (two within walking distance), the event drives overnight stays that directly contribute to Albany’s Transient Lodging Tax revenues.

Community & Economic Development

- **Local Spending Boost:** Attendees will visit restaurants, breweries, coffee shops, and downtown retailers during their stay, increasing economic activity in the community.
- **Vendor Growth:** Local wineries, distilleries, food makers, and restaurants will be showcased to a larger, regional audience — creating long-term visibility and sales opportunities beyond the festival weekend.
- **Job Creation:** The event employs local vendors, suppliers, caterers, and seasonal staff, while creating opportunities for Albany businesses (signage, printing, rentals, hospitality).

Cultural & Experiential Value

- **Albany as a Culinary Hub:** By featuring regional chefs, producers, and mixologists, the festival positions Albany as a destination for culinary experiences in Oregon.
- **Diverse Audience Appeal:** Programming includes wine, craft spirits, mocktails, food tastings, and live entertainment, attracting both established festival-goers (45+) and

City of Albany, Oregon

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younger, experience-driven audiences (25–50). This diversity ensures broad community inclusion and relevance.

- **Showcasing Albany's Identity:** Partnerships with local attractions, breweries, and distilleries highlight Albany's unique culture and character, strengthening community pride and outside perception.

Sustained Community Benefits

- **Annual Tourism Driver:** As a recurring event, First Taste Oregon establishes Albany as the permanent home for a high-profile festival with statewide recognition.
- **New Partnerships:** Collaboration with Travel Oregon, Visit Albany, and regional partners ensures long-term tourism integration and visibility.
- **Legacy Impact:** By drawing visitors annually and building loyalty, the event contributes to Albany's brand as a vibrant, welcoming, and food-centric destination in Oregon.

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

Event History & Relocation Background

First Taste Oregon has a long and evolving history. The event was originally produced in Salem by the Catholic Church community as a fundraiser for Blanchet School. Over its 35+ year lifespan, the festival has taken on several variations.

In 2009, our company purchased the event, then known as the Oregon Wine & Food Festival. At that time, it occupied only one-third of the Oregon State Fairgrounds' largest building and was not widely recognized for vendor quality.

Over the past 14 years, focused efforts transformed the festival into First Taste Oregon — a well-regarded, high-quality event that consistently filled the Oregon State Fairgrounds' largest building.

Between 2019 and 2025, expansion opportunities were explored, with additional spring events tested in Eugene and Albany.

By 2025, it became evident that the Salem facility was restricting the festival's growth. Rising costs, declining facility conditions, and increased safety concerns negatively impacted both vendors and attendees. With strong feedback from both groups, the decision was made to relocate the Salem-based First Taste Oregon to Albany beginning in 2026, ensuring the event's continued success and growth.

Please submit a project 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 attached spreadsheet with historical budget and proposed budget incorporating grant funds. This demonstrates the increase in value and promotions due to grant funds.

Use of Requested Funding

The City of Albany grant funds will allow First Taste Oregon to successfully relocate and expand its impact while showcasing Albany as a destination. While relocation offers

City of Albany, Oregon

Collaborative Tourism Promotion Grant

significant long-term opportunity, the associated costs far exceed projected revenue growth during the first several years. Grant support will help bridge this gap by ensuring the festival has the resources to launch strongly in its new home.

Specifically, funds will be used to:

Showcase Albany's Restaurants and Charm

Incorporate Albany's unique dining, breweries, and attractions into event marketing and visitor packages, positioning the city as an integral part of the festival experience.

Develop New Event Attractions

Introduce high-profile features such as a Celebrity Chef stage and interactive culinary displays that appeal to younger generations seeking immersive, social experiences.

Bolster Advertising & Market Expansion

Increase advertising reach across Salem, Eugene, Corvallis, and Portland Metro to both retain loyal attendees and attract new audiences. Campaigns will specifically highlight Albany as a weekend destination paired with the festival.

Invest in Digital Infrastructure & Content

Build a new festival website and create professional content that features Albany restaurants, lodging, and attractions alongside wineries and chefs. This will expand awareness of both the event and the city.

Cover Hard Costs for Interactive Enhancements

Support installation of interactive exhibits, tasting activations, and social experience spaces designed to attract and retain younger demographics who value participation and novelty.

By making these investments, First Taste Oregon will not only deliver a stronger event but also drive tourism to Albany, creating immediate visibility and long-term growth for local businesses and the community.

Grant Application Clarification – Quotes for Items Over \$10,000

Because First Taste Oregon is a long-established event, many vendor and service contracts are existing agreements carried forward from the prior location in Salem. The event is produced by 360 Events NW, which has successfully managed this festival for more than 15 years.

I was uncertain which specific quotes are required for this application, but I am happy to provide any documentation needed. If additional quotes are required for specific services or vendor contracts, I would welcome clarification and will gladly provide any documents or supporting details requested.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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:

City of Albany, Oregon

Collaborative Tourism Promotion Grant

- 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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

First Taste Oregon Historical budget / proposed	Actual 2024	FINAL 2025	PROPOSED 2026	Notes:
INCOME				
Booth Sales	\$ 62,061.90	\$ 63,069.00	\$ 63,000.00	
Sponsorship	\$ 28,750.00	\$ 34,900.00	\$ 30,000.00	
Passthrough - electrical	\$ 1,160.00	\$ 3,640.00	\$ 2,500.00	
Ticket Sales (GA)	\$ 25,336.00	\$ 18,831.00	\$ 16,000.00	low estimate
VIP Friday			\$ 11,400.00	240 @ 20 at \$30 / 20 at \$40 / 200 at \$50
VIP Saturday			\$ 13,800.00	240 @20 at \$40 / 20 at \$50 / 200 @ \$60
VIP Season			\$ 5,450.00	70 @10 at \$70 / 10 @\$75 / 50 @\$80
VIP all	\$ 24,711.00	\$ 26,822.00		2026 total \$30,650
Merchandise	\$ 1,423.00	\$ 2,087.00	\$ 2,000.00	
City of Albany Grant			\$ 48,000.00	
Wine Judging entry fees	\$ 3,900.00	\$ 2,500.00	\$ 2,800.00	
Total INCOME	\$ 147,341.90	\$ 151,849.00	\$ 194,950.00	

EXPENSE

Advertising	\$ 29,750.00	\$ 30,592.00	\$ 34,500.00	
Advertising services	\$ 5,000.00	\$ 5,000.00	\$ 8,000.00	
Content development / Website			\$ 5,500.00	
All Star Bistro Tables and delivery	\$ -		\$ 594.00	
All Star padded chairs	\$ -		\$ 2,000.00	
Bands	\$ 3,400.00	\$ 1,975.00	\$ 1,000.00	
Culinary Talent / demos			\$ 5,000.00	
Exhibitor Break Room	\$ 599.94	\$ 978.17	\$ 1,200.00	
All Star - decorator	\$ 13,050.71	\$ 12,063.00	\$ 15,000.00	
Event Glasses	\$ 5,357.96	\$ 7,058.40	\$ 8,000.00	
Hotel (Staff & Judges)	\$ 2,846.74	\$ 2,849.61	\$ 3,200.00	
Ice	\$ 1,501.00	\$ 1,501.00	\$ 1,700.00	
Insurance	\$ 607.00	\$ 925.00	\$ 1,100.00	
Janitorial (Additional Facility staff)		\$ -	\$ 900.00	
Kwik Covers all tables	\$ 360.00		\$ 850.00	
Power passthrough	\$ 3,445.00	\$ 3,380.00	\$ 2,500.00	
Linn County Fair / Expo Rental	\$ 7,200.00	\$ 7,600.00	\$ 8,400.00	
Linn County Fair / Expo Furnishings	\$ 876.00	\$ 971.50	\$ 2,000.00	
Permits and Fees	\$ 1,628.50	\$ 100.00	\$ 100.00	
Printing and Program	\$ 1,625.00	\$ 520.90	\$ 1,200.00	
Security	\$ 5,635.00	\$ 5,093.20	\$ 5,600.00	
Shuttle (signs, programming)	\$ 3,264.00	\$ -	\$ 3,500.00	
Small tools / misc	\$ 2,639.24	\$ 229.61	\$ 500.00	
Signs	\$ 449.56	\$ 1,066.57	\$ 2,800.00	
Staffing (Event specific)	\$ 4,661.87	\$ 4,853.83	\$ 5,200.00	
Ticketing and passes (coat check tags)	\$ -	\$ -	\$ 300.00	
Photo Booth / interactive engagement	\$ 2,300.00	\$ -	\$ 4,600.00	
VIP catering	\$ 8,350.00	\$ 8,479.00	\$ 9,000.00	
VIP Swag	\$ 5,802.38	\$ 3,403.21	\$ 5,000.00	

VIP Tastes (800 VIP x 3 tastes)	\$ 800.00	\$ 1,500.00	\$ 2,400.00	
VIP Wristbands	\$ -	\$ -	\$ 400.00	
Volunteer & Staff meals	\$ 1,456.00	\$ 1,217.21	\$ 1,600.00	
Wine Charms / merch other	\$ 195.00	\$ 148.92	\$ 2,000.00	
Wine Judging (judges, lodging, meals, supply)	\$ 2,175.92	\$ 1,750.00	\$ 2,000.00	
Wine Medals / Ribbons 30.00	\$ 589.00	\$ 787.30	\$ 900.00	
Wristbands - over 21	\$ -	\$ 675.08	\$ 700.00	
Sound / Lights / Flip Flop Sounds	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	uplight/ screen
Leah Latham		\$ 1,450.00	\$ 3,000.00	vignettes
TOTAL EXPENSE	\$ 120,065.82	\$ 110,668.51	\$ 156,744.00	
Profit / Loss	\$ 27,276.08	\$ 41,180.49	\$ 38,206.00	
Annual cost of production	<u>\$ 15,500.00</u>	<u>\$ 15,500.00</u>	<u>\$ 22,500.00</u>	
Profit /Loss / Carry forward future event	\$ 11,776.08	\$ 25,680.49	\$ 15,706.00	



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

9/1/2025 8:00 PM

Amount of Funding Request

\$5000.00

Organization

Albany Area Habitat for Humanity
PO Box 2400 Albany Oregon 97321 - 330 Washington Ave, Suite B
Federal Tax ID: 93-1090685

Contact:

Mr G Nassar
Executive Director
GNassar@Albanyareahfh.org
541-570-3964

Please describe your request.

New_element_of_existing_event,New_marketing_campaign,Expanded_advertising

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

The Albany Community Carnival & The Great Platypus Drop is a signature carnival, family-friendly festival jointly presented by the Albany Area Habitat for Humanity and the Mid-Willamette Family YMCA. The event is scheduled for the first full weekend of May 2026 and builds on the success of our inaugural year.

The Carnival transforms the YMCA grounds into a full community fair, featuring rides, food vendors, live entertainment, and family activities that appeal to residents and visitors alike. The highlight of the weekend is The Great Platypus Drop—an exciting spectacle in which thousands of numbered rubber ducks are released from a lift onto a marked target zone. Prizes are awarded to the winning numbers, creating a thrilling and memorable experience for participants and spectators. In 2026, our goal is to increase to 10,000 ducks dropped, supported by new promotional materials and video coverage that capture the energy and fun of the event.

This event is designed not only to celebrate community spirit but also to draw visitors from across the Mid-Willamette Valley. With expanded regional marketing supported by this

City of Albany, Oregon

Collaborative Tourism Promotion Grant

grant, we will encourage families to travel to Albany, stay overnight, and patronise local restaurants and shops. The requested \$5,000 will be used exclusively for marketing and promotion costs—including digital advertising, radio and streaming promotions, and regional print placements—ensuring maximum reach and impact for Albany’s tourism economy.

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

The Albany Community Carnival & The Great Platypus Drop directly advances Albany’s tourism goals by seeking to attract out-of-city visitors, encouraging overnight stays, and increasing local spending at restaurants, hotels, and retail businesses.

In 2026, we will expand our marketing reach beyond Albany into Linn, Benton, and Marion counties, drawing families who might not otherwise visit. The combination of a large-scale community carnival and the spectacle of 10,000 ducks being dropped creates a signature experience unique to Albany—one that families will travel for and return to year after year. By promoting Albany as a destination for fun, safe, family-friendly entertainment, the event helps fill hotel rooms, drives restaurant reservations, and introduces visitors to the historic character of our downtown.

The event also benefits the Albany community itself by strengthening partnerships between nonprofits, businesses, and residents. The collaboration between the YMCA and the Albany Area Habitat for Humanity engages hundreds of volunteers, fosters civic pride, and provides an inclusive gathering place for people of all ages. Local merchants benefit from increased foot traffic, while families gain access to affordable entertainment in their own backyard. In addition, the event’s proceeds support Habitat’s affordable housing and home repair efforts, further amplifying the positive community impact long after the carnival ends.

Through tourism promotion and community benefit, the Albany Community Carnival & The Great Platypus Drop will continue to grow as a signature event that highlights Albany as a welcoming, vibrant, and playful destination in the Mid-Willamette Valley.

A dedicated committee made up of Habitat for Humanity staff, YMCA staff, and community volunteers worked for five months to produce the inaugural Albany Community Carnival & The Great Platypus Drop in 2025. Their efforts resulted in a successful, well-attended event that established a new signature tradition for Albany. Building on that foundation, we look forward to strengthening the committee for 2026 with even broader participation, expanded sponsorship, and deeper community engagement. Our goal is to ensure this event not only continues year after year but grows into a cornerstone of Albany’s tourism and community calendar.

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

Yes. The first Albany Community Carnival & The Great Platypus Drop took place on May 25,

City of Albany, Oregon

Collaborative Tourism Promotion Grant

2025, right here in Albany, Oregon, at the YMCA through a partnership between the Albany Area Habitat for Humanity and the Mid-Willamette Family YMCA.

The inaugural partnership event was a resounding success, drawing thousands of participants and spectators from across the City of Albany. The highlight—the release of thousands of numbered ducks in the Great Platypus Drop—captured wide community attention. A video of the event can be viewed here: [YouTube Video](#), Ongoing updates and photos are posted on the official Facebook page: [The Great Platypus Drop](#).

This signature event is unique to Albany. While similar “duck drop” activities have appeared in other communities, the combination of a full-scale community carnival with this whimsical, large-scale duck drop is original to Albany and has already established itself as a memorable attraction. The 2026 event will be the second annual, with the goal of expanding to 10,000 ducks dropped and significantly increasing regional marketing reach.

<https://www.youtube.com/watch?v=dKiPzY-fFt0> - Video

<https://www.facebook.com/thegreatplatypusdrop> - FB Page (one of several)

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

Albany Community Carnival & The Great Platypus Drop

Proposed Budget – 2026 via 2025

Core Event Expenses (based on 2025 actuals):

S&K Event Services (stage/lighting/equipment): \$6,997.17

Prizes: \$2,562.49 (includes student contest prizes and grand prize)

Tables & Barricades: \$456.00

DJ / Sound Equipment: \$200.00

Raffle License: \$100.00

Printing & Signage: \$1,630.00 (station signs, banners, last-minute printing)

“Stand-up Gus” Display: \$864.52

Porta Potties: \$700.00

Volunteer & School Support (pizza, candy, supplies): \$669.00

Billboard Advertising (2025 baseline): \$750.00

Other Event-Day Supplies: \$270.00

Subtotal (core costs): ≈ \$15,400

Expanded 2026 Marketing (grant request)

Digital Advertising (geo-targeted Linn & Benton Counties): \$1,800

Television Advertising (local/regional stations): \$1,200

Radio / Streaming Audio: \$900

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Print / Community Calendar Placements: \$600
 Creative Asset Production (ad design, video edits): \$500
 Subtotal (marketing expansion): \$5,000

Total Proposed 2026 Budget:
 Core Event Costs: ≈ \$15,400
 Additional Marketing (City grant request): \$5,000

Total: ≈ \$20,400

Albany Community Carnival & The Great Platypus Drop Projected 2026 Budget Summary

Core Event Costs (based on 2025 actuals): ≈ \$15,400
 Expanded Marketing (City grant request): \$5,000
 Total Expenses: ≈ \$20,400

Income potential

Vendor Fair Booths: \$1,600 (2025 actual: \$1,440)
 Duck Sales (pre-event): \$20,000 (2025 actual was strong; goal is 10,000 ducks dropped in 2026)
 Duck Sales (day-of): \$4,500 (2025 actual: \$3,770)
 50/50 Raffle (profit only): \$350 (2025 actual: \$307)
 Event Sponsorships (local businesses, developers, trades): \$27,000 (2025 actual: \$25,747)
 Food Vendor Revenue Share: \$800 (2025 total was ≈ \$622)
 T-shirt & Merchandise Sales: \$250 (2025 actual: \$185)
 Other Donations & In-kind Contributions: \$500+ (includes YMCA support, volunteer hours, donated crane, etc.)
 Albany CTP Grant Request (tourism marketing expansion): \$5,000
 Total Projected Income: ≈ \$60,000

Summary Final

Total Expenses: \$20,400
 Total Projected Income: \$60,000
 Projected Net Proceeds: ≈ \$39,600 (shared between YMCA and Habitat, supporting ongoing community programs and services).

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

City of Albany, Oregon

Collaborative Tourism Promotion Grant

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/20/2025 1:30 PM

Amount of Funding Request

\$1000.00

Organization

Monteith Historical Society

PO Box 1208

Federal Tax ID: 93-0717813

Contact:

Madeline Erickson

Museum Coordinator

info@monteithhouse.org

541-220-0421

Please describe your request.

New event vendor rental cost

Attachments: Monteith Historical Society Mail - Fw_ Request for horse drawn wagon.pdf

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

The Carriage of Shadows is a brand-new event at the Monteith House Museum as part of our yearly Halloween fundraisers. Attendees will be taken on a horse-drawn carriage tour of downtown Historic Albany, where over 15 historic locations will be highlighted and local ghost stories about each location will be shared. The event ends with a candlelit tour of the Monteith House Museum. Tickets for adults are \$25 and tickets for children are \$20. Four tours will be offered on two nights, October 24th and 25th, 2025, for a total of eight tours.

\$500 will be paid to Chafin Farms per evening, for a total of \$1,000 for the use of their horses, carriage, and drivers. This is approximately 25%-30% of projected gross profits for the event. The \$1,000 in funding being requested is for the reimbursement of Chafin Farms so that the entirety of net profits for the event can benefit the Monteith House Museum, its operation, and its preservation.

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

In recent years, we have experienced more and more visitors at our Halloween events reporting that they live out of town and travel to Albany specifically for our Halloween

City of Albany, Oregon

Collaborative Tourism Promotion Grant

events. We have counted many visitors from Salem, Eugene, Portland, and Newport among our attendees at recent Halloween events, and even heard from one family who had travelled from Klamath Falls and booked a local hotel for the weekend specifically to attend our Trolley of Terror. These are just examples from guests who have signed our guest book and/or verbally reported their town of origin to volunteers at these events—the total number of out-of-town visitors is unknown, but likely greater than reported estimates.

The increased attendance, specifically from out of town visitors to Albany, is likely due to our increased social media activity related to Halloween fundraisers in the past two years. In 2024, our Halloween events were sold out by early September. Tickets for our 2025 Halloween events went on sale August 14th to the general public, and as of August 20th, all but three single adult tickets to the Carriage of Shadows have sold out. Based on reporting from visitors with ticket inquiries, a lot of ticket buyers to the Carriage of Shadows reported seeing the event advertised on Facebook, indicating a wider audience of ticket buyers as opposed to local Albany buyers who typically hear about the event through word of mouth. We therefore believe that this event will continue the trend of our Halloween events increasing tourism in Albany, and will benefit the Albany community by raising funds to preserve and protect the operation of Albany's oldest home, a free educational resource to the Albany community.

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

While the Carriage of Shadows takes inspiration from our other Halloween events like the Ghost Walk and Trolley of Terror, as well as our Sleigh bells sing Caroling fundraiser, 2025 is the first year we are offering a horse-drawn carriage ride as part of our Halloween events.

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

Projected gross ticket sales: \$3,900.00-\$4,000.00

Projected net ticket sales: \$3,400.00-\$3,500.00 after fees

Chafin Farms carriage, horses, and staff: \$1,000.00

If the requested funding is received, the funds will be spent on the \$1,000.00 rental fee for Chafin Farms. If requested funds are not received, the rental fee will be paid out of our profits from ticket sales, reducing our net profits by a significant amount.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

City of Albany, Oregon

Collaborative Tourism Promotion Grant

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes



Monteith House <info@monteithhouse.org>

Fw: Request for horse drawn wagon

1 message

amanda.bpool@yahoo.com <amanda.bpool@yahoo.com>
To: Monteith House <info@monteithhouse.org>

Wed, Aug 20, 2025 at 12:09 PM

Sent from Yahoo Mail for iPhone

Begin forwarded message:

On Wednesday, August 13, 2025, 2:57 PM, Ladonna Chafin <chafinfarm@yahoo.com> wrote:

Hi, yes that's fine. See ya soon

Yahoo Mail: Search, Organize, Conquer

On Tue, Aug 12, 2025 at 12:52 PM, amanda.bpool@yahoo.com
<amanda.bpool@yahoo.com> wrote:

|

Hi LaDonna;

We had our board meeting yesterday, and we discussed payment for the haunted wagon tours. The board would like to pay you \$500/night for a total \$1,000.

Does that work?

Amanda

On Monday, July 21, 2025 at 03:55:30 PM PDT, Ladonna Chafin <chafinfarm@yahoo.com> wrote:

Hi,
Yes we can do the haunted trolley. We did it years ago with Ellen that had Flinn tours.
Price.... ooooh I don't know.help us.
LaDonna

Yahoo Mail: Search, Organize, Conquer

On Wed, Jul 16, 2025 at 6:19 PM, amanda.bpool@yahoo.com
<amanda.bpool@yahoo.com> wrote:

Hi Ladonna;

I hope things are well with you and your family!

Every October, the Monteith House hosts a series of Halloween events. Our main event is the Trolley of Terror. The historic Albany trolley drives around downtown, and we share ghost stories from the houses that are reportedly haunted. This year,

the trolley is not available for the last weekend in October; which is our busiest weekend.

We are getting creative and are wondering if it would be possible to host tours in a horse drawn wagon. It would be similar to caroling, but we would stop outside of certain houses on the tour and tell ghost stories.

The dates we are looking at are the last Friday and Saturday of the month, October 24 and 25. The hours would be 6pm-9:45pm. We typically host four tours, 6:00, 7:00, 8:00, and 9:00.

If you are available and think this will work, let me know and what the cost would be.

Kind regards,

Amanda Pool
President
Monteith Historical Society



Collaborative Tourism Promotion Grant

2025 Funding Request Application

Submitted:

8/11/2025 4:19 PM

Amount of Funding Request

\$9000.00

Organization

Albany Parks & Recreation

City of Albany Parks and Recreation

Federal Tax ID:**Contact:**

Kim Lyddane

Director of Parks & Recreation

kim.lyddane@albanyoregon.gov

541-917-7769

Please describe your request.

Existing Feature Improvement

Attachments: 2025-08-07 Special Shape CTP Grant.pdf**Describe the event or activity proposed for which funding is being requested. Be specific.**

Please see the attached.

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

Please see the attached.

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

Please see the attached.

Please submit a project 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.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the

City of Albany, Oregon

Collaborative Tourism Promotion Grant

competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

CTP Grant
Special Shape Balloons
Albany Parks & Recreation

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

The Northwest Art & Air Festival (NWAAF) is one of Oregon’s most distinctive summer events, celebrating its 24th year as a regional draw. Held each August at Albany’s Timber Linn Park, the festival attracts an average of 50,000 visits over three days—two full days of arts, music, and family activities, plus three breathtaking early-morning balloon launches. Visitors travel from across the Willamette Valley and along the entire West Coast to experience this unique blend of art, community, and aviation.

Each morning at 6:15 a.m., between 25 and 35 colorful hot air balloons lift into the sky, filling the park with thousands of excited spectators. While traditional balloons are a core feature, special-shape balloons—from whimsical animals to towering cartoon characters—are the true showstoppers, drawing media attention, social media buzz, and additional spectators to the festival.

Securing these rare and visually striking balloons is increasingly competitive and costly. Special-shape balloonists command higher appearance fees, and our current budget has limited us to a small pool of returning pilots. To keep the festival fresh and exciting for repeat visitors, the City of Albany Parks & Recreation Department is seeking Collaborate Tourism Program funding to bring two new special-shape balloons to NWAAF in 2026.

One target participant is John Calvin, a nationally recognized special-shape pilot whose creations have been crowd favorites at the Albuquerque International Balloon Fiesta. Due to travel and appearance costs, pilots like Calvin have previously been out of reach. Our recent budget increase to \$8,000 has helped, but an additional \$9,000 would allow us to secure these high-impact attractions, enhancing the visitor experience and boosting the festival’s regional tourism draw.

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

NWAAF is a signature Albany event and a point of deep community pride. It is one of the few large-scale, free public festivals in the region, and its hot air balloons have become an iconic image of Albany in late summer.

In 2010, an economic impact study estimated that NWAAF generated over \$2.6 million in local spending on shopping, dining, lodging, and fuel during the three-day event. While no newer study has been conducted, attendance and regional interest have remained strong,

AGREEMENT BETWEEN
 Endeavor Aviation, Inc.-Colin Graham
 90 West Madison Ave. Suite E-215
 Belgrade, MT 59715
 AND

City of Albany, Parks & Recreation - Northwest Art & Air Festival
 333 Broadalbin Street SW Albany, OR 97321
 Balloon Liaison: Debbie Little, debbie.little@albanyoregon.gov
 Event Organizer: Lynne Smith, lynne.smith@albanyoregon.gov

City of Albany, Parks & Recreation Albany, Oregon THIS AGREEMENT is made and entered into, between Endeavor Aviation, Inc. -Colin Graham/Pilot of Barnstormer and Bud E. Beaver hot air balloons hereinafter called 'ENTRANT' and the 2024 Northwest Art & Air Festival hereinafter called 'EVENT ORGANIZER (S)'.

WHEREAS, Entrant will participate with the special shaped Barnstormer and Bud E. Beaver hot air balloons at the 2024 Northwest Art & Air Festival activities and associated flights.

NOW, THEREFORE and in consideration of the premises and of the mutual promises and conditions herein contained, the parties do hereby agree as follows.

- A. Fee: EVENT ORGANIZER agrees to the Full Festival 'Package' for flights/inflations a total of Four (4) with Barnstormer and Bud E. Beaver Balloons for \$7500. ENTRANT will provide W-9 as a condition of the EVENT ORGANIZER'S obligation to make payment.
 Whereas EVENT ORGANIZER will pay the full amount of \$7500 on Thursday, August 22, 2024, at Pilot check in. EVENT ORGANIZER will waive any entry fee(s) for the event.
- B. Term: This agreement shall be effective for the period commencing on the date of this agreement through August 25, 2024. This contract is not valid or 'locked in' for the dates until received by ENTRANT. If any of the conditions of this contract are not met by EVENT ORGANIZERS, the contract will be considered 'null and void' and ENTRANT will still be paid the full fees agreed upon (in Section #A above).
 1. Location of the Festival: The 2024 Northwest Art & Air Festival, Timber Linn Memorial Park, 900 Price Rd SE, Albany, Oregon and the vicinity thereof or at such other places as designated by the EVENT ORGANIZERS.
 2. Dates of Event: 2024 Northwest Art & Air Festival August 23 – August 25, 2024. Pilot check-in, August 22, 2024.
 3. Names, Photographs and Images: EVENT ORGANIZER has the right to use the images provided by ENTRANT of the pilot and balloon prior to and all images or photographs related to the festival for promotion and advertising for future events and activities.
 4. Crew: EVENT ORGANIZER will supply additional balloon crew (18 total) for each flight or inflation.
 5. Accommodations & Extra Conditions: EVENT ORGANIZER will provide hotel accommodations for 3 nights, check-in Thursday, August 22, 2024 – check out Sunday, August 25, 2025. Four double rooms/king each night at sponsor hotel, (one room requires king bed, all remaining rooms require 2 double queen beds). Propane for each inflation/flight during the event, tickets or entry to any social functions or meals provided to the pilots and crew during the event,

along with any usual and customary pilot 'perks', IE: Pilot Pack, Event Shirt/Pin etc.

6. Entrants Duties: In consideration of the fees provided by the EVENT ORGANIZER to the ENTRANT, EVENT ORGANIZER will receive the following benefits:
 - a. ENTRANT hereby represents that it will supply Endeavor Ballooning on the event dates listed above and furnish the pilot to operate the balloons.
 - b. ENTRANT will pay all expenses associated with the balloons and pilots Unless covered in other sections of this contract.
 - c. ENTRANT will agree to comply with and abide by the Northwest Art & Air Festival Rules and Regulations.
 - d. ENTRANT will place the Northwest Art & Air Festival as an additional insured if necessary; needs to be done in advance in order to request this from my insurance carrier.
 - e. Due to the nature of the special shaped balloons, sponsor rides cannot be done at the event.
 - f. Barnstormer and Bud E. Beaver and qualified pilots must be present in Albany, Oregon at the time of the pilot check-in scheduled for Thursday, August 22, 2024, at 6:00pm, unless notification in advance by ENTRANT to the EVENT ORGANIZER, entrant is not responsible for any inconvenience this may present.
 - g. ENTRANT will participate in the event with Barnstormer and Bud E. Beaver balloons as determined by the EVENT ORGINIZERS, up to Four (4 minimum) inflation's, which include Friday, Saturday, and Sunday morning launches and Night glow on Friday night.
 - h. ENTRANT will allow a custom sponsor banner to be attached to the balloon basket supplied by Sponsor or Event Organizer(s).
7. Inflation Guarantees: EVENT ORGANIZERS realize that the inflation of the Barnstormer and Bud E. Beaver Balloons is at the sole discretion of the Pilot in Command. If flight(s) or event is canceled due to weather or other factors the ENTRANT will still be paid the full fees agreed upon (in Sections A).
8. Indemnification and Insurance: ENTRANT shall secure and maintain Aircraft Liability Insurance with at least one million dollars (\$1,000,000), each occurrence. Combined Bodily Injury Liability Coverage including passengers (with a minimum of \$100,000 per person or \$200,000 for all passengers), and Property Damage Liability, in conjunction or connection with ENTRANTS and pilot's participation in the event. ENTRANT shall also furnish to the EVENT ORGANIZER, evidence of such coverage in the form of Certificate of Insurance.
9. Entire Agreement: This agreement shall have no force or effect until signed by EVENT ORGANIZER and ENTRANT and constitutes the entire understanding between the EVENT ORGANIZER and ENTRANT with respect to the subject matter of this Agreement and supersedes all prior agreements. Any modification to this Agreement must be in writing and signed by a duly authorized representative of each patty.
10. Governing Law: This agreement shall be governed by, and construed in accordance with, the laws of the state of Oregon. In the case of any litigation or disputes these will be handled with the ENTRANT and EVENT ORGANIZER otherwise in a Linn County Court, Albany, Oregon.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in their corporate names by their duly authorized officers as of the date and year written.


ENTRANT: Endeavor Aviation, Inc.

Date: 5/14/24

By: 

Colin Graham - Pilot/Owner
90 W Madison Ave. Suite E-215
Belgrade, MT 59714
406-422-8111

City of Albany, Oregon:

Date: 

By: 5/14/24

Kim Lyddane
Parks & Recreation Director

AGREEMENT BETWEEN
 Aerial Marketing, LLC. -Bob Romaneschi
 8355 W Camino De Oro
 Peoria, AZ 85383
 602-469-7262

AND

City of Albany, Parks & Recreation - Northwest Art & Air Festival
 333 Broadalbin Street SW Albany, OR 97321
 Balloon Liaison: Debbie Little, debbie.little@albanyoregon.gov
 Event Organizer: Lynne Smith, lynne.smith@albanyoregon.gov

City of Albany, Parks & Recreation Albany, Oregon THIS AGREEMENT is made and entered into, between Aerial Marketing, LLC. -Bob Romaneschi hereinafter called 'ENTRANT' and the 2025 Northwest Art & Air Festival hereinafter called 'EVENT ORGANIZER (S)'.

WHEREAS, Entrant will participate with the special shaped Joey and Lilly hot air balloons at the 2025 Northwest Art & Air Festival activities and associated flights.

NOW, THEREFORE and in consideration of the premises and of the mutual promises and conditions herein contained, the parties do hereby agree as follows.

- A. Fee: EVENT ORGANIZER agrees to the Full Festival 'Package' for flights/inflations a total of three (3) with Joey and Lilly Balloons for \$6900. ENTRANT will provide W-9 as a condition of the EVENT ORGANIZER'S obligation to make payment.
 Whereas EVENT ORGANIZER agrees to pay a deposit of \$2000 upon execution of this agreement to secure the date and services outlined. In the event that the ENTRANT cancels or is unable to fulfill the terms of this contract, EVENT ORGANIZER will be entitled to a full refund of the deposit within 30 business days. This refund does not apply in cases of force majeure or other exceptions as mutually agreed upon in writing. The remaining balance of \$4900 will be paid to ENTRANT on Thursday, August 21, 2025, at Pilot check in. EVENT ORGANIZER will waive any entry fee(s) for the event.
- B. Term: This agreement shall be effective for the period commencing on the date of this agreement through August 24, 2025. This contract is not valid or 'locked in' for the dates until received by ENTRANT. If any of the conditions of this contract are not met by EVENT ORGANIZERS, the contract will be considered 'null and void' and ENTRANT will still be paid the full fees agreed upon (in Section #A above).
 1. Location of the Festival: The 2025 Northwest Art & Air Festival, Timber Linn Memorial Park, 900 Price Rd SE, Albany, Oregon and the vicinity thereof or at such other places as designated by the EVENT ORGANIZERS.
 2. Dates of Event: 2025 Northwest Art & Air Festival August 22 – August 24, 2025. Pilot check-in, August 21, 2025.
 3. Names, Photographs and Images: EVENT ORGANIZER has the right to use the images provided by ENTRANT of the pilot and balloon prior to and all images or photographs related to the festival for promotion and advertising for future events and activities.
 4. Crew: EVENT ORGANIZER will supply additional balloon crew for each flight or inflation.

5. Accommodations & Extra Conditions: EVENT ORGANIZER will provide hotel accommodations for 3 nights, check-in Thursday, August 21, 2025 – check out Sunday, August 24, 2025. Four rooms each night at a sponsor hotel, (three rooms require king bed, one room requires 2 double queen beds). Propane for each inflation/flight during the event, tickets or entry to any social functions or meals provided to the pilots and crew during the event, along with any usual and customary pilot 'perks', IE: Pilot Pack, Event Shirt/Pin etc.
6. Entrants Duties: In consideration of the fees provided by the EVENT ORGANIZER to the ENTRANT, EVENT ORGANIZER will receive the following benefits:
 - a. ENTRANT hereby represents that it will supply Aerial Marketing on the event dates listed above and furnish the pilot to operate the balloons.
 - b. ENTRANT will pay all expenses associated with the balloons and pilots Unless covered in other sections of this contract.
 - c. ENTRANT will agree to comply with and abide by the Northwest Art & Air Festival Rules and Regulations.
 - d. ENTRANT will place the Northwest Art & Air Festival as an additional insured if necessary; needs to be done in advance in order to request this from my insurance carrier.
 - e. Due to the nature of the special shaped balloons, sponsor rides cannot be done at the event.
 - f. Aerial Marketing/qualified pilots must be present in Albany, Oregon at the time of the pilot check-in scheduled for Thursday, August 21, 2025, at 6:00pm, unless notification in advance by ENTRANT to the EVENT ORGANIZER, entrant is not responsible for any inconvenience this may present.
 - g. ENTRANT will participate in the event with Joey and Lilly ballons as determined by the EVENT ORGINIZERS, up to three (3 minimum) inflation's, which include Friday, Saturday, and Sunday morning launches.
 - h. ENTRANT will allow a custom sponsor banner to be attached to the balloon basket supplied by Sponsor or Event Organizer(s).
7. Inflation Guarantees: EVENT ORGANIZERS realize that the inflation of the Joey and Lilly Balloons is at the sole discretion of the Pilot in Command. If flight(s) or event is canceled due to weather or other factors the ENTRANT will still be paid the full fees agreed upon (in Sections A).
8. Insurance: ENTRANT shall secure and maintain Aircraft Liability Insurance with at least one million dollars (\$1,000,000), each occurrence. Combined Bodily Injury Liability Coverage including passengers (with a minimum of \$100,000 per person or \$200,000 for all passengers), and Property Damage Liability, in conjunction or connection with ENTRANTS and pilot's participation in the event. ENTRANT shall also furnish to the EVENT ORGANIZER, evidence of such coverage in the form of Certificate of Insurance.
9. Indemnification: ENTRANT agrees to indemnify, defend and hold harmless the CITY, its agents, officers and employees, from and against any and all liability, claims, suits, loss, damages, costs, and expenses arising out of or resulting from the negligent or intentional acts, errors, omissions of ENTRANT its officers, employees, volunteers, subcontractors or agents.
10. Force Majeure: Neither EVENT ORGANIZER nor ENTRANT will hold the other responsible for damages or delay in performance caused by acts of God, strikes, lockouts, accidents, or other events beyond the control of the other or the other's employees and agents.

11. Entire Agreement: This agreement shall have no force or effect until signed by EVENT ORGANIZER and ENTRANT and constitutes the entire understanding between the EVENT ORGANIZER and ENTRANT with respect to the subject matter of this Agreement and supersedes all prior agreements. Any modification to this Agreement must be in writing and signed by a duly authorized representative of each party.
12. Governing Law: This agreement shall be governed by, and construed in accordance with, the laws of the state of Oregon. In the case of any litigation or disputes these will be handled with the ENTRANT and EVENT ORGANIZER otherwise the venue shall lie in the Circuit Courts in and for Linn County Court, Albany, Oregon.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in their corporate names by their duly authorized officers as of the date and year written.

ENTRANT: Aerial Marketing, LLC.

City of Albany, Oregon:

Date: _____

Date: _____

By: _____

By: _____

Bob Romaneschi - Pilot/Owner
8355 W Camino De Oro
Peoria, AZ 85383
602-469-7262

Kim Lyddane
Parks & Recreation Director



Collaborative Tourism Promotion Grant

2025 Funding Request Application

Submitted:

8/21/2025 1:55 PM

Amount of Funding Request

\$18500.00

Organization

Albany Pa
333 Broadalbin Street SW, Albany OR 97321

Federal Tax ID:**Contact:**

Kim Lyddane
Director
kim.lyddane@albanyoregon.gov
541-917-7769

Please describe your request.

Event Expansion

Attachments: 2025-08-11 Drone Show CTP.docx**Describe the event or activity proposed for which funding is being requested. Be specific.**

Please see attached.

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

Please see attached.

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

Please see attached.

Please submit a project 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 attached.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the

City of Albany, Oregon

Collaborative Tourism Promotion Grant

competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

Collaborate Tourism Grant Application

2026 Northwest Art & Air Festival Drone Show

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

The Northwest Art & Air Festival is a beloved annual event in Albany. In 2026, the festival will mark its 25th anniversary, and to commemorate this milestone, we propose a spectacular drone light show over Timber Linn Lake after the August 29 Main Stage performance. This first-time display in Albany will feature 150 drones choreographed to music, creating a wonderful end to the festival. The drone show will enhance the festival experience, attract new audiences, and foster community pride while providing a sustainable alternative to fireworks. With support from this grant, the City of Albany Parks & Recreation Department aims to deliver a landmark celebration that honors the festival's history, engages attendees of all ages, and leaves a lasting impression on the community.

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

NWAAF is a signature Albany event and a point of deep community pride. It is one of the few large-scale, free public festivals in the region, and its hot air balloons have become an iconic image of Albany in late summer.

In 2010, an economic impact study estimated that NWAAF generated over \$2.6 million in local spending on shopping, dining, lodging, and fuel during the three-day event. While no newer study has been conducted, attendance and regional interest have remained strong, suggesting the impact has grown. As a department, we are striving to make the 25 anniversary one that is special with new elements to entertain and wow transitional visitors but also entice new tourists to come to the park and check us out. A drone show will help to convert more regional travelers into overnight guests, as the entertainment will go later into the evening. In addition to overnight guests, the show will increase the festival's ability to support local hotels, restaurants, and small businesses.

Beyond the tourism benefits, the event fosters community connection and civic pride, engages hundreds of volunteers, and provides a shared cultural experience for attendees of all ages.

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

Yes. While NWAAF's origins trace back more than two decades, the event has been held at Timber Linn Park for the past 20 years. Over time, it has grown into a cornerstone of Albany's cultural calendar and a recognized regional tourism asset.

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

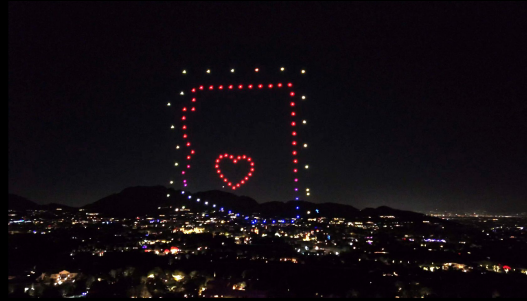
The Main Stage Performance budget for the 2026 event is as follows:

Item	Expense	Notes
Performer	\$125,000	
Stage, Sound, and Lighting	\$14,500	Including backline
Performer Meals	\$2,500	
Performer Hotel Nights	\$170 per night with tax	Sponsored
Security	\$10,000	Cost for Saturday berm
Portapotties	\$500	Saturday berm only
Supplies	\$5,500	Portion provided by Sponsors
Parking	\$7,500	Cost for Saturday
Drone Show	\$18,500	Anticipated CTP Grant
Total:	\$184,000	Without hotels

Open Sky Productions

When our drones take flight, the world fades away.





“Through a perfect blend of creativity, safety, and precision we craft breathtaking drone light shows that ignite passion and leave audiences in awe. When our drones take flight, the world fades away.”

OUR VALUES

- #1 **Safety** - Safety is woven into every decision we make
- #2 **Passion** - We are a team of passionate memory makers
- #3 **Creativity** - Creativity is in our heart to craft your perfect story
- #4 **Experience** - Experience that has delivered (500+ shows over 3+ years)

"We don't want to be the biggest company, we want to be the best!"

Some of Our Clients:



DEER VALLEY
RESORT



Liberty Mutual
INSURANCE



ZIONS BANK



Ferrari



THE RITZ-CARLTON



ILLUMINATE
LIGHT ART + CREATIVE TECH FEST



Ferrari



THE RITZ-CARLTON



MODERN
LUXURY



[CLICK HERE FOR VIDEO](#)



WM Phoenix Open

Show Requirements

Flight authorization required by the FAA

- Cannot fly directly over spectators or moving traffic
- Visibility requirements must be satisfied
- Flight safety area establish and maintained by visual observers

Launch location considerations

- Typical launch footprint needed: 2,500-5,000 sqft (tennis court)
- Launch from grass, dirt, pavement, gravel...
- Free from overhead obstacles

The Process

Operations

- COIs for Aviation Liability, Worker Comp and General Liability
- Launch site and show operations coordination
- Full show setup, production, and takedown (6-8 hours on site)

Show Design

- Standard or custom show designs available (2-14 custom animations)
- Storyboard design with animated renderings provided
- Programmed show music soundtrack
- Typical show length is 10-13 min

Example Site Plan

- Audience location identified
- Best viewing angle and distance set
- Launch and show location chosen
 - Sky-Crew sourced and hired locally
 - Estimated required space 3,500 sqft
 - Flight area centered for optimal viewing experience & safety
 - Load in 4-6 hours before show
 - Load out 1-2 hours after show



Weather Considerations

The following conditions could affect the flight of a drone light show

- Wind gusts over 30 mph
- > 0.1 of an inch of rain within 30 min of launch or during flight
- Temperatures below 10 degrees fahrenheit
- Cloud cover below 900 ft altitude
- Visibility under 3 statute miles
- A Temporary Flight Restriction (TFR) from the FAA

Show cancellations due to weather are unusual (less than 2% of shows)

Revenue Generation

Drone Shows Generate Revenue

- Show length 12 to 14 minutes long
- Designs per show 18 to 22

Sponsor Logos

- You are creating inventory for your event within your drone show
- 1 logo = \$1,500 to \$2,500 in event revenue
- 6 to 8 logos in your show can generate \$12,000 to \$16,000

Show Examples

- Drone Show Examples:
 - 500 Moab Jeep ([Highlights](#))
 - 450 Salt Flats God Bless America ([Video](#))
 - 400 WM Phx Open ([Video Render](#), [Highlights](#))
 - 350 Axon Week 2025 ([Highlights](#))
 - 250 Buckeye Air Show ([Highlights](#))
 - 250 Andretti/Glendale Show ([Highlights](#))
 - 150 Portland Oregon Show ([Video](#))
 - 100 New Years Eve Arizona Show ([Video](#))

Media Package Option

Media Package Add On

- 1 Drone Camera Operator
- 1 Ground Camera Operator
- 1 B-roll Camera Operator
- 1 2-3 min edited video w/royalty free music

Media Package: \$2,500

Proposal

Drone Show Proposal

Show Date: August 2026

Location: City of Albany Timber-Linn Lake, OR

of Drones: **100**
Show Total: \$ 12,500

of Drones: **150**
Show Total: \$ 18,300

of Drones: **200**
Show Total: \$ 24,000

Contact Information

Open Sky Productions:

- Grady - Sales
- Email
 - gradyjs1993@gmail.com
 - erik@openskypro.com
- Phone - 541-971-9690
- Website - www.openskypro.com
- Instagram & Youtube - @openskypro

We would love to fly your show!



25th Anniversary

Drone Show Options



by
Eddie Fernandez


SkyElements
DRONE SHOWS
103



Taking Northwest Art and Air Festival to New Heights

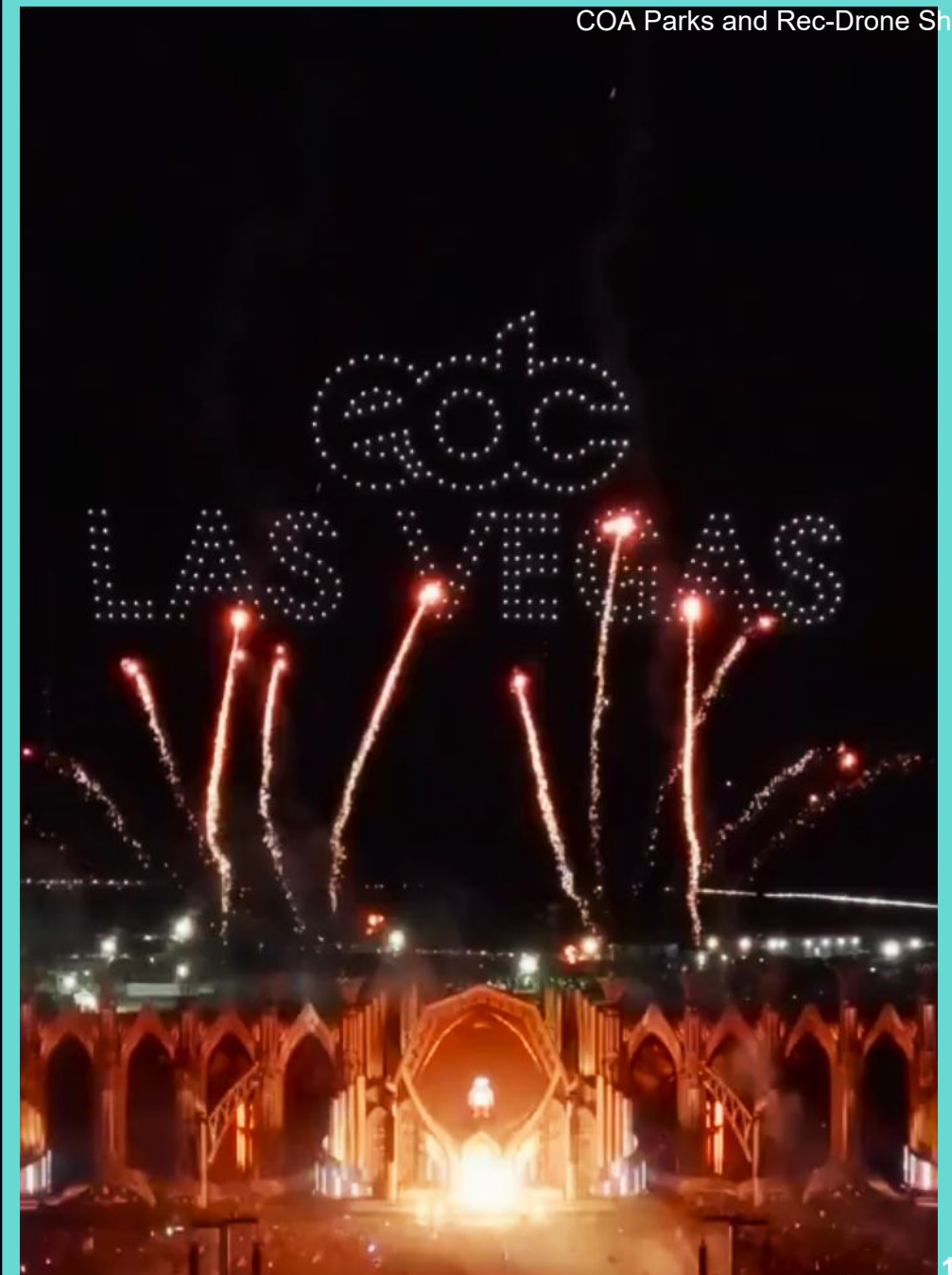
Scott Linzer – SVP, Business Development

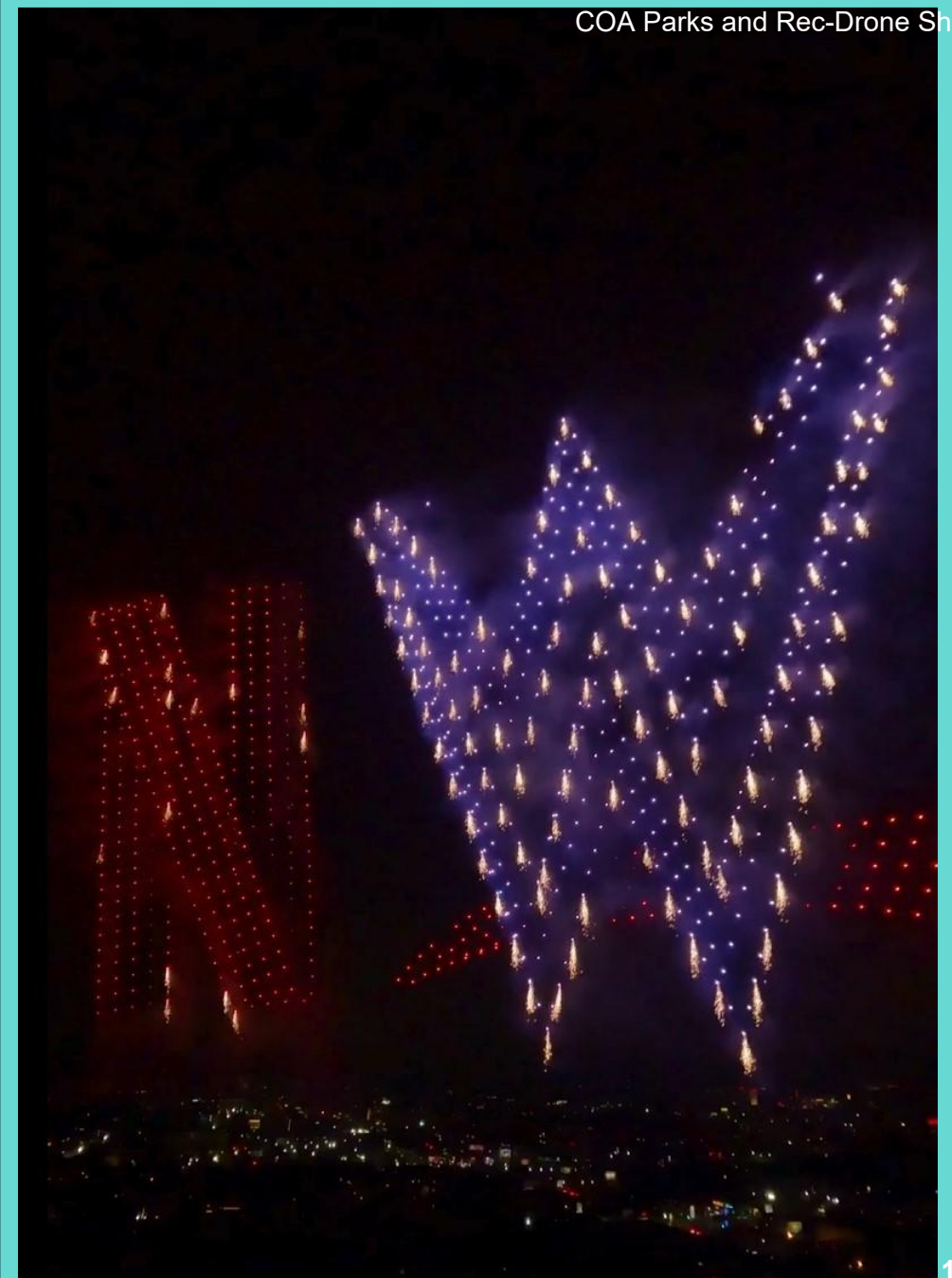
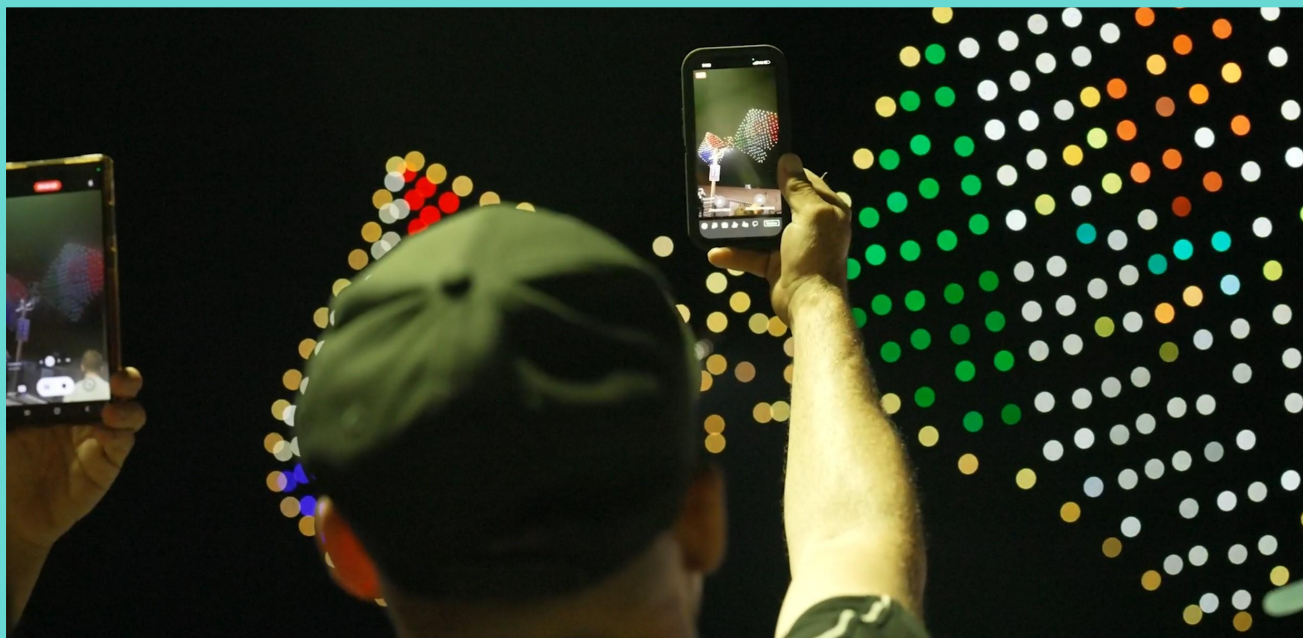
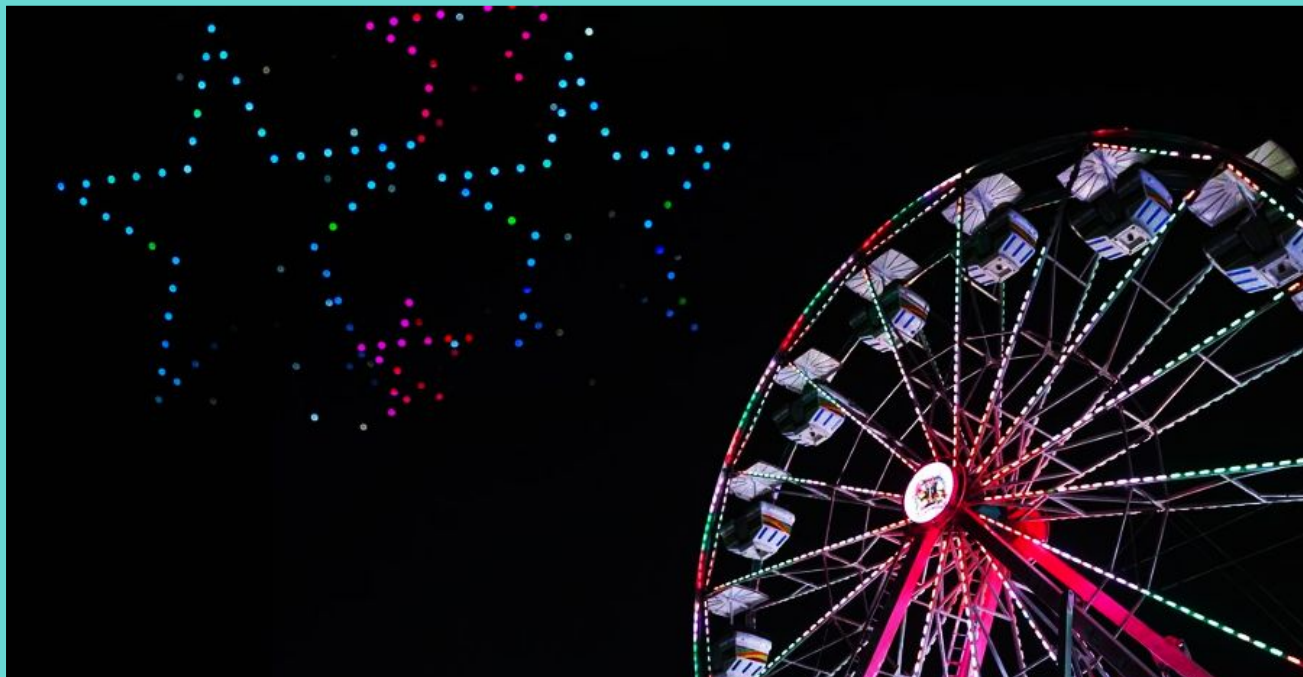
Our Goals for Northwest Art and Air Festival

Mesmerizing Visuals: The Skyworx Drone Show will light up the night sky with stunning, synchronized drone formations, creating breathtaking patterns and images that will captivate the audience

Innovative Technology: Utilizing cutting-edge drone technology, the show will offer a unique and futuristic experience, showcasing the latest advancements in aerial entertainment

Immersive Experience: The combination of dynamic lighting, precise choreography, and thematic storytelling will provide an unforgettable and immersive experience, making your event truly spectacular







Why Add **Skyworx** to Your Event?



INTEGRATION WITH YOUR EVENT

Sync a draw-dropping Skyworx Drone Show with your on-the-ground pyro and/or to the music of a live or recorded performance. Exclusive creative synchronization technology creates experiences no one will forget.



SAFETY FIRST

Safety is our top priority at Skyworx Drone Shows. As the largest drone show company with a flawless safety record, we bring unmatched expertise and precision to every performance. Your audience can enjoy the awe-inspiring spectacle with total peace of mind, knowing they're in the hands of the best.



Skyworx for Northwest Art and Air Festival

We are Ready to Amaze from Day One



You will be Partnering with Skyworx and our Perfect Safety Record

With one of the most experienced crews in Drone Shows, Skyworx will be able to create an **amazing and safe show** for your Event

With an experienced 20-year Air Force Pilot as your Chief Pilot combined with our operations team that has worked on some of the largest events in the world, we have a unique **proposition of technology and human capital** to make the show incredible for you

Our perfect record also has a distinct advantage for your Event, as we can fly our safe shows closer to your audiences which **creates an even more amazing performance**

Drone Show Process is Made Easy



PLAN

Our experienced team will manage show location selection around a planned event or suggest locations/events for maximum impact based on your audience.



DEVELOP

Concept storyboarding to final rendering are handled by us to guarantee an unforgettable, awe-inspiring show.



PREPARE

All documentation, including insurance, FAA licensing and local authority permits are handled by Skyworx.



PERFORM

Our pilots and production crew handle every aspect of your show – from setup to tear down – allowing you to sit back and relax as we raise your brand to new heights.



By the Numbers

+1M Hours

INDUSTRY-LEADING FLIGHT HOURS

Flying over a million cumulative hours per year gives Skyworx Drone Shows more experience than anyone deploying exciting, safe drone shows.

0 INCIDENTS

LARGEST COMPANY WITH PERFECT RECORD

With over 1,000,000 flight hours per year, Skyworx Drone Shows is the largest operator in the US with zero incidents. Safety is our #1 concern for all shows!

2,400 DRONES

INSANE PIXEL DENSITY

Designs up-to 2,400 drones means high-resolution branded designs and scenes visible for miles!

Skyworx Pricing & Logistics

Cost Proposal for Northwest Art and Air Festival

Show Overview	
Client/Show Name:	Northwest Art and Air Festival
Show Date(s):	August 29, 2026
Show Location:	TBD in Albany Oregon
Primary Contact:	Kim Lyddane

# of Drones	150	200	250	300	400
	\$25,000	\$30,000	\$38,000	\$45,000	\$48,000
Pyro Option			\$300 per drone with \$20,000 minimum		

- Additional consecutive show discount available
- Pricing is based upon availability
- All details pertaining to the Skyworx Drone Show, including but not limited to pricing, shall remain confidential. This agreement is mutually acknowledged by both parties and serves to safeguard the procedures involved in the execution of Drone Shows.

Answers to Frequent Questions

Details and Pricing

- Show duration: 8-12 minutes (subject to weather and location – i.e. over land vs over water)
- Additional consecutive show discounts available
- Show design counts may vary depending on number shows and number of drones
- Shipping costs included in total fee
- Three hotel rooms or equivalent lodging per event (3 nights) provided by organizer and not included in total fee
- Launch site/site rental fees: provided by customer
- 50% deposit required to reserve show date(s) if paid 91 days or more from event
- 100% deposit required if show date is less than 90 days from the date payment is received
- Total Fee: Price may change depending on availability and is only solidified with fully signed contract and deposit

Pre-Production

- Logistics Testing: A site visit may be conducted as needed to assess logistical requirements.
- Storyboard Development: Sessions will be held to finalize the design and theme.
- Design Revisions: Any necessary edits to the design will be made as required.

The Event

- Site Walk: A site inspection will take place 1-2 days before the event.
- Venue Access: Full-day access to the venue on the day of the event for setup and testing.
- Launchpad Requirements: A secured launchpad area with a tent for drone launch and landing will be provided, with a minimum space allocation of 10.7 ft² (1m²) per drone. The tent will be supplied by Skyworx.
- Staff Credentials: The customer is responsible for providing credentials for all necessary personnel, including but not limited to site access, parking passes, and guest passes for entry into the launch zone and event area.

All details pertaining to the Skyworx Drone Show, including but not limited to pricing, shall remain confidential. This agreement is mutually acknowledged by both parties and serves to safeguard the procedures involved in the execution of Drone Shows.

Our Clients Love the Ability to Engage their Audiences

Social media takes drone shows global, boosting visibility and drawing in more excitement. It connects directly with fans, building a community around your events. As a marketing tool, it's cost-effective and amplifies reach by tapping into user-generated content for maximum impact.

"Our first partnership with Skyworx has gone viral with 1.9m organic outreach, outperforming anything we've recently posted on our channels"

- Walt Disney Company



Skyworx is Excited to Be Your Drone Show Partner

If you are amenable to our proposal, we can start work immediately while a contract gets created

There are airspace and location considerations that need to be addressed to ensure a 100% smooth show

We would be able to have as many as needed working sessions together reviewing the creative and location plans with all stakeholders

Thank you.

Scott Linzer

Skyworx, SVP of Business Development



415.728.3370
Phone



Scott@Skyworx.com
E-mail



Skyworx.com
Website

For Reference: Highlighted Shows by Drone Count

Sample Pictures or Videos of the number of Drone Shows

[100 Drones](#)

[200 Drones](#)

[300 Drones](#)

[500 Drones](#)

[Skyworx Sponsor Video](#)

[4th July 2024 Highlight Reel](#)

[NYE at the Space Needle short - 500 Drones & Fireworks](#)

[NYE at the Space Needle full length - 500 Drones & Fireworks](#)

[WWE on Netflix - 1200 drones - 200 pyro drones](#)

[Holiday Drone Show Highlight Reel](#)

[Netflix Is A Joke Fest 2024 Opening Drone Show - 1700 Drones](#)

[RPI 750 Drones + Fireworks](#)

[CHALLENGERS | Drone Show - 500 Drones](#)

[Fly Me to The Moon Movie Premier - 300 drones](#)

[EDC Illenium Drone Show - 600 Drones - Full Show](#)

[Newport Beach Super Bowl ad 2024 - 1000 Drones](#)

[e.l.f. Indy 500 - 500 Drones](#)

[The Flash – Transformers Rise of the Beasts – 1000 Drone Light Show](#)

[Gold Cup Finals - 500 drone light show](#)

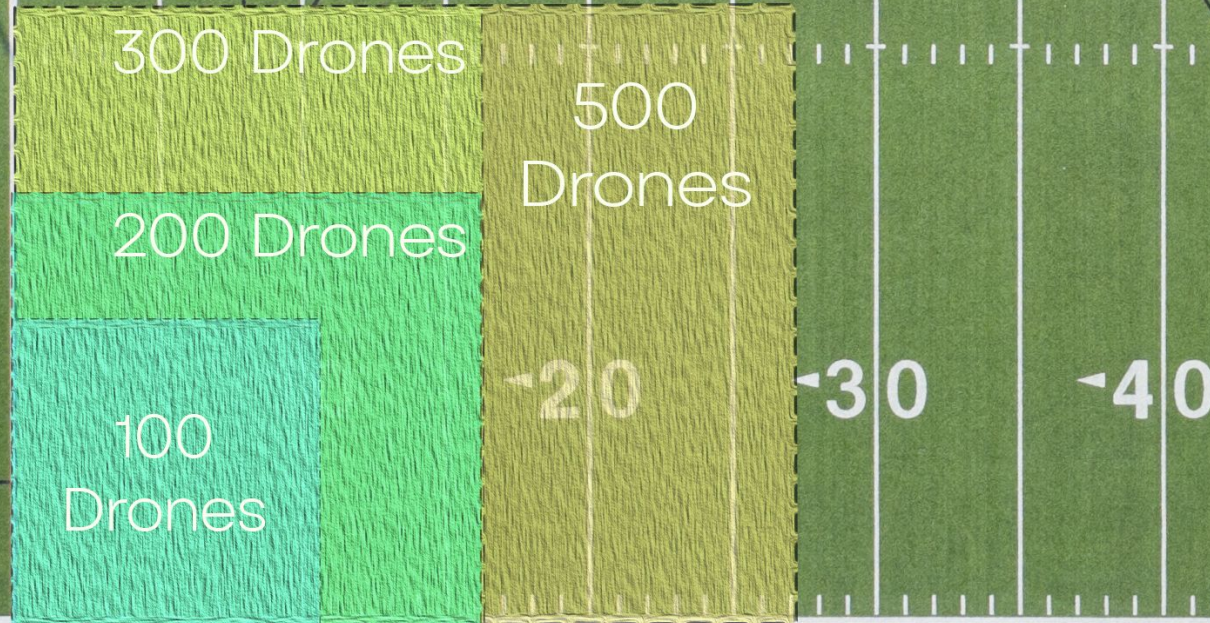
[Ventura County Fair - 300 drones](#)

[Oregon Air Show - 300 drones](#)

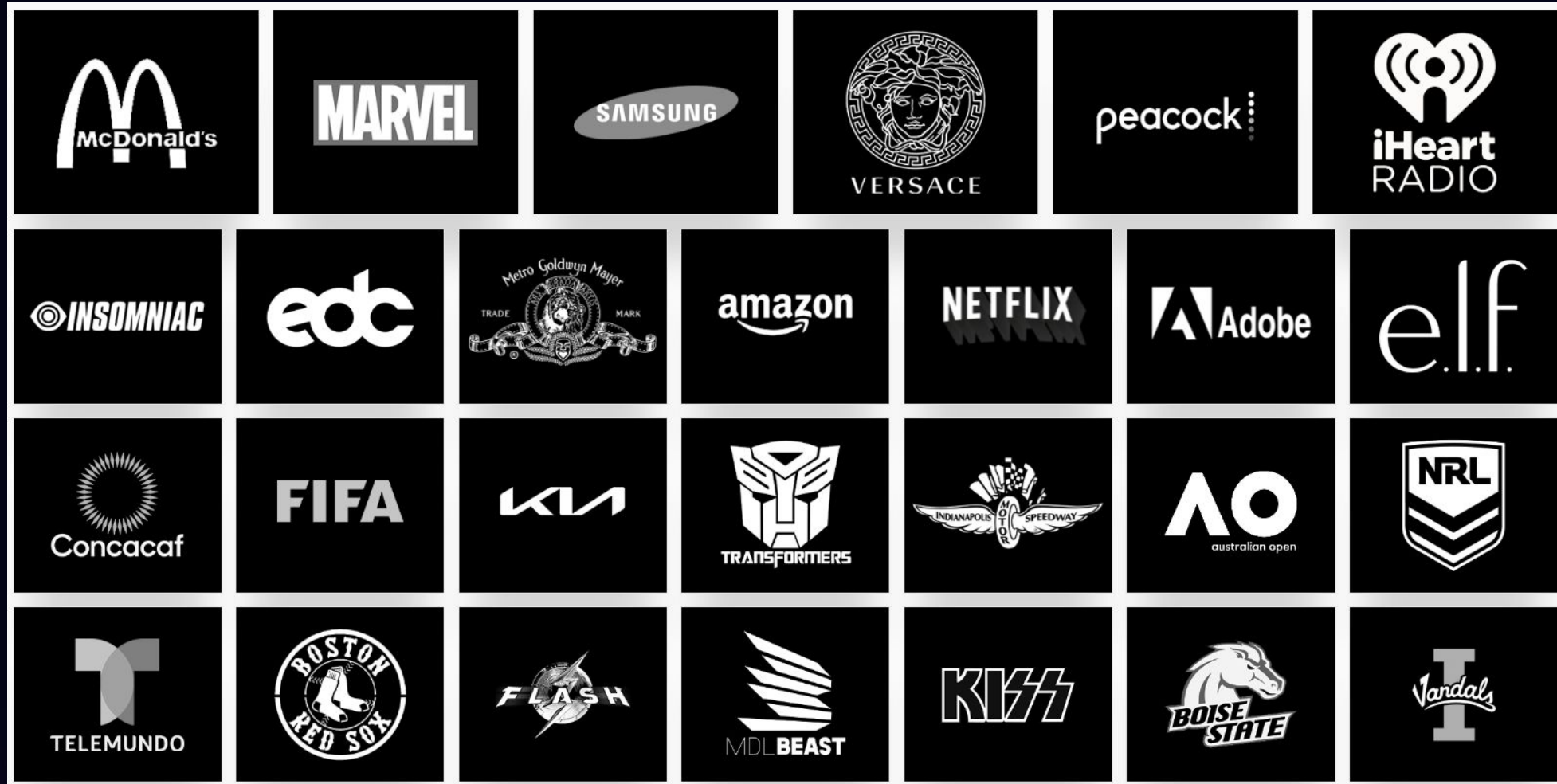
[Atomic Golf LV Residency - 250-300 drones](#)

THE FOOTPRINT

EVERY FOOTPRINT IS UNIQUE
AND FULLY CUSTOMIZABLE.
HOWEVER, HERE IS AN
EXAMPLE TO ILLUSTRATE THE
TYPICAL SPACE THEY OCCUPY.



You are in Great Company with Other Firms We Partner with



WANT TO SEE MORE?

Visit us at www.skyworx.com/

Or

Check out our socials:

www.youtube.com/@skyworxdronesshows

www.facebook.com/SkyworxDroneShows/

www.linkedin.com/company/skyworxdronesshows/

www.instagram.com/skyworxdronesshows/



Who We Are



16

Guinness World Record Titles

Sky Elements is the Largest Drone Show Provider in the United States flying over 60% of all known U.S. Drone Shows. Sky Elements has orchestrated and flown some of the largest known drone shows in the world. Just a few of our clients include the MLB, Disney Studios, Marvel, The Seattle Seahawks, Coca-Cola, and many other renowned organizations.

At our heart we are a production company focusing on creating turn-key drone light shows for a variety of clients. From local 4th of July celebration to companies looking to advertise their next big campaign - we are the go-to solution in the industry for drone light shows no matter the project.

Notable Highlights



Americas Got Talent Finalists

On Season 19 of America's Got talent we got the Golden Buzzer in round one and took our drone show talents all the way to the podium with third place.



Pyro Drones

Sky Elements became the first ever drone show provider to receive FAA approval to attach fireworks to drones. We forever changed the world of drone light shows.



World Class – In-house Animation Team

We provide in-house animation work for all of our drone shows. Ensuring that your vision is brought to life exactly how you imagined it

Show Specifications

Our Drone Light Shows are 10-15 minutes in length and are fully custom. Our animations can be as complex as you can imagine - the more drones you add to your show the more resolution that each animation can allow.



25+ MPH Wind Threshold



Custom Designed Show



15 Minute Flight Time



**Custom Music Track
Curated to your Show**



Unlimited Animations



FAA Compliant

FAQ's

What Happens if [Weather](#) Impacts My Event?

If you need to cancel your event due to weather – we will gladly reschedule your show for up to a year later at no cost!

How Long Does It Take to [Set Up](#)?

Our setup time is usually 6 hours prior to the show time. Some complicated sites may take more time. Before your event you'll receive our exact production schedule.

How Do You Handle [Timing](#) The Show?

We will provide to you a rendered video that showcases all our exact timing. On the day of - our pilot will coordinate with you and your team to ensure your show is perfectly synced up!

How Much [Space](#) Do You Need?

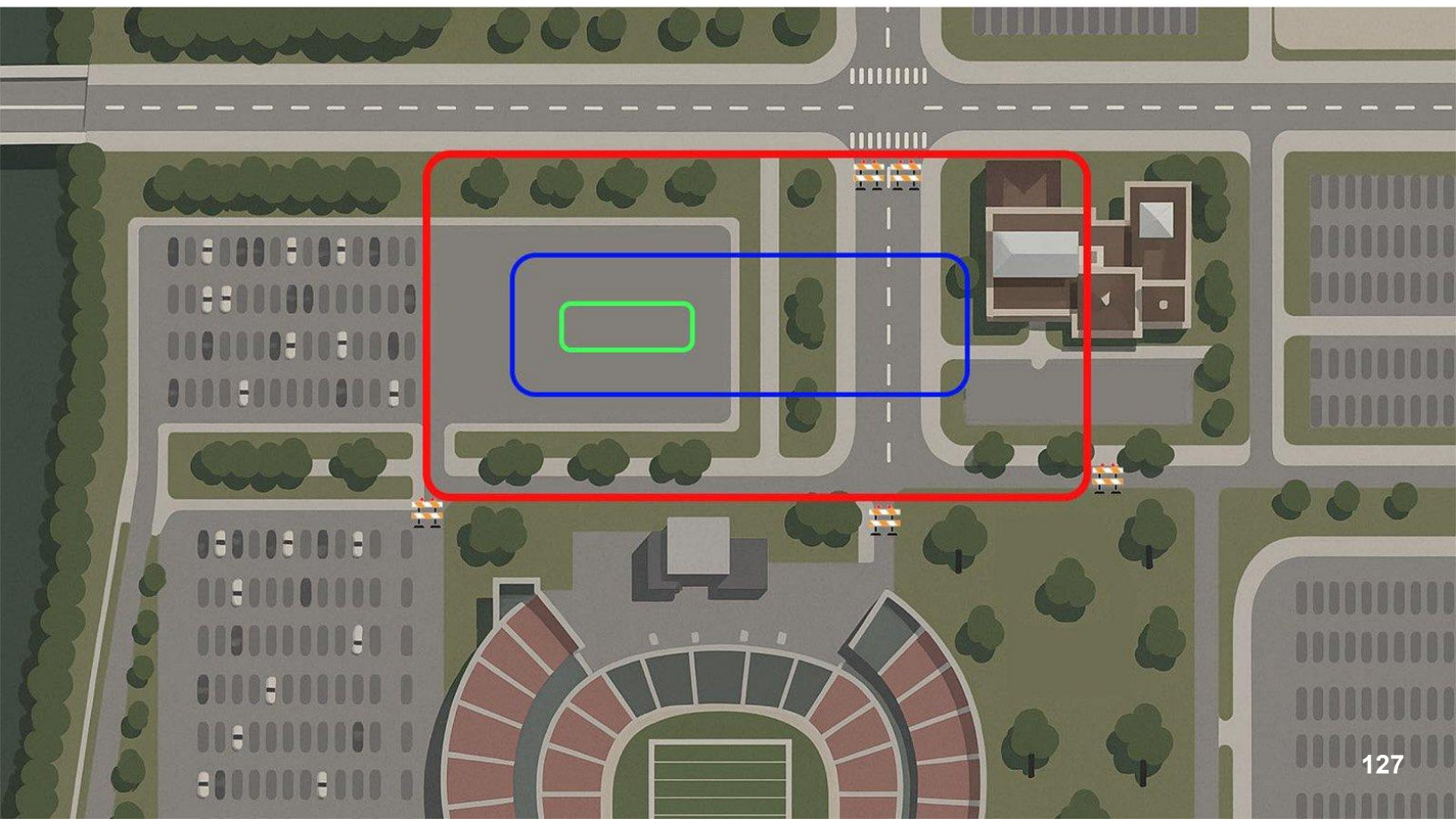
Our setup space all depends on your drone count. Smaller shows need a setup area the size of a tennis court, and extremely large shows need about half of a football field.



Launch Area

Drones are not allowed to fly over people, moving vehicles, or critical infrastructure. Our setup area is small and tightly controlled during setup. The safety zone expands only during the actual show performance and extends beyond the show area. This expanded zone is essential for safe operations, and a Sky Elements representative will work with you to create a site plan that meets your event's needs.

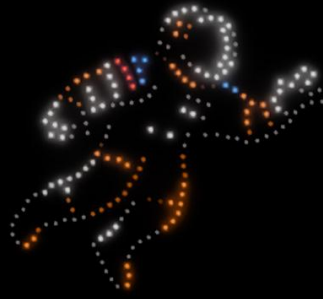
- **Safety Zone** Extending ~200ft beyond the show performance area – this area needs to have no people, moving vehicles, or activity during the show
Duration ~ 15 Minutes
- **Performance Area** This is the area the drone show will perform. The bigger the area – the better!
Duration ~ 15 Minutes
- **Setup Area** This is the area the drones will be placed. More drones will need more space to setup. A 200 Drone show needs roughly the size of a tennis court for setup
Duration ~ 8 hours



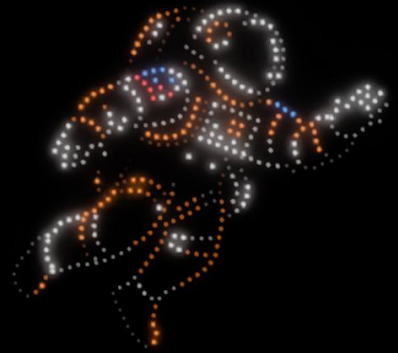
Drone Show Sizes



100
Drones



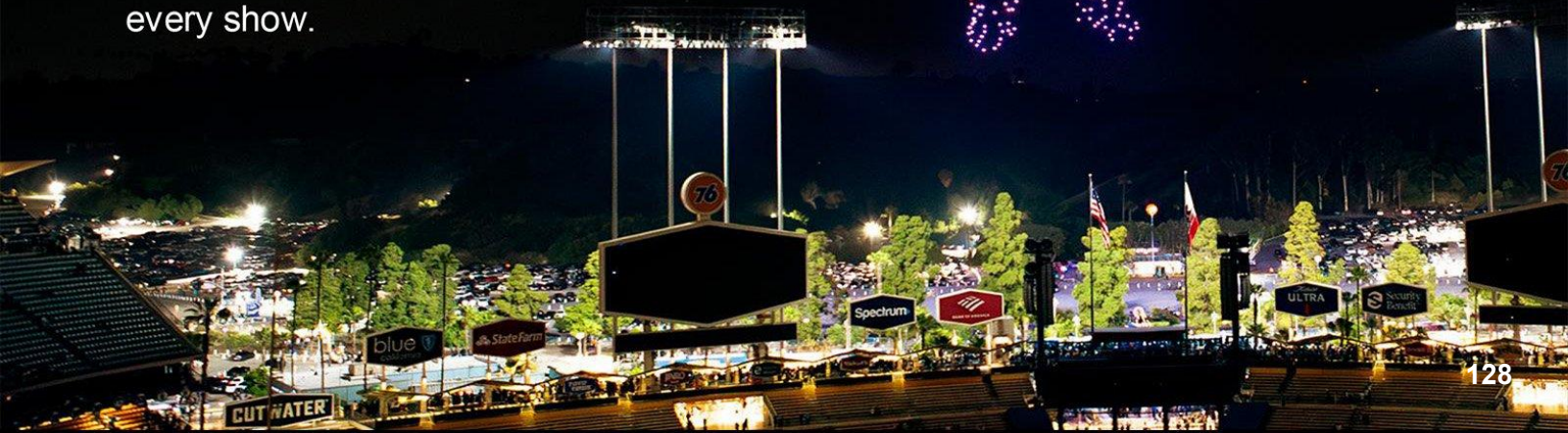
200
Drones



400
Drones

As you add more drones to your show, each image gains greater detail and resolution. With lower drone counts, complex visuals may need to be simplified to work effectively.

Our expert in-house animation team will collaborate with you to craft a show that brings your vision to life. No matter how many drones are in your performance, we bring the same level of creativity and expertise to every show.



The Creative Process

Step 1 – Storyboard

We will take your ideas and create a storyboard for your review. You can edit and make changes here as much as you like, and when final approval is given we move on to Mock-ups.



Step 2 - Mock-Ups

We take your storyboard and mock them up in your chosen drone count. This is a good chance for your team to review and ensure all images look how you imagined. When these are approved by your team we move on to animate your show.



Step 3 - Animation

Before your event - you will receive an exact replica of your drone show via a curated animated video. This will be exactly timed to the performance. Once you approve this - we are ready to come and fly!



Drone Show Pricing

	Good 100 Drones	Better 200 Drones	Best 400 Drones
Single Drone Show Pricing	\$ 20,000	\$ 38,174.00	\$ 72,220.00
3 Show Drone Show Pricing	\$ 16,000.00 / Show	\$ 30,539.20 / Show	\$ 57,776.00 / Show

Pricing Includes



Pyro Drones

Sky Elements is the first Drone Light Show provider to be able to launch fireworks off of drones. A PyroDrone Show adds a new layer to your entertainment where you can have an extra wow moment like no other. Create a finale moment, highlight your logo, or bring your vision to life and amaze your audience. With the seamless integration of drones and pyrotechnics, we ensure a safe and spectacular display tailored to your event's unique needs.

Snap

Need an extra wow moment? With our starter PyroDrone effect you can add a new way to wow your audience. This package comes with up to 25 PyroDrones and is a great way to make a splash.

+ \$12,000

Crackle

If you need something a bit bigger – this package is right for you. With this package you will receive up to 50 PyroDrones – allowing for 3 smaller hits of pyro, or one large wow moment!

+ \$17,500

Pop

Add up to 100 PyroDrones to your show and create a show stopping moment for your crowd. This package is perfect for those who want the best display in Drone Show technology

+ \$25,000



Optional Content Capture

\$7,500 – The Signature Package – Our in-house team will capture your entire drone show and provide a 30 second recap edit of the event within 7 days of the activation. This package includes a drone camera operator and a ground videographer

\$12,000 – Premium Content Capture – With premium content capture you get higher resolution and faster turnaround time. We will provide you with a 30-60 second edited recap video of your drone show and event within 48 hours. With premium content your event will be equipped with a drone camera operator, ground videographer, and a FPV Pilot

\$18,000 – Full Production – We offer comprehensive recap videos of your drone show and event, including a 30-second and a 60-second version, with additional social media aspect ratios available upon request. Our service includes pre- and post-show meetings with your team and Sky Elements' content experts to finalize the shot list and ensure smooth day-of operations. You'll receive additional deliverables such as cutdowns, string-outs, and full cuts. We provide an accelerated post-production timeline, incorporating client feedback.



Textura

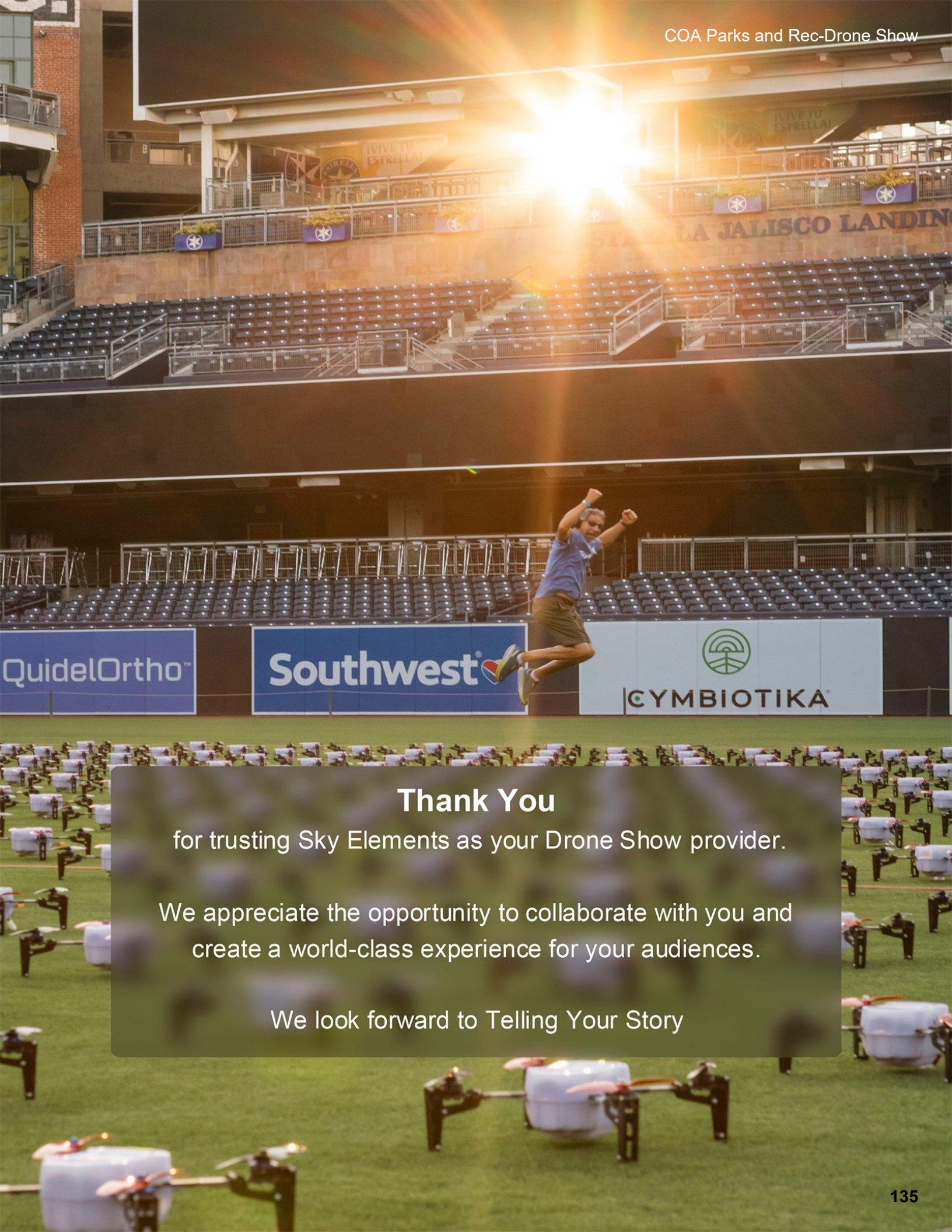


“Beyond their artistic, creative and logistical excellence in producing a stellar production for us, Sky Elements provides something some may not - Confidence in delivery.

After testing the waters in this space with other providers, we realized quickly that in terms of a trustworthy partner that can cover all aspects of this level of production, Sky Elements is the best in the game.”

-Faham Zakariaei
Senior Director, Promotions &
Special Events Marketing





Thank You

for trusting Sky Elements as your Drone Show provider.

We appreciate the opportunity to collaborate with you and create a world-class experience for your audiences.

We look forward to Telling Your Story



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

9/1/2025 3:39 PM

Amount of Funding Request

\$6000.00

Organization

RAIN Catalysts

PO Box 1734, Wilsonville, OR, 97070

Federal Tax ID: 46-5544340

Contact:

Nate Conroy

Linn County Venture Catalyst

nate@raincatalysts.org

541-230-7182

Please describe your request.

Event_start_up_costs,Travel_expenses_costs_for_host_events__conferences__and_trade_shows,New_marketing_campaign

Attachments:

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

In March 2026, the International Mass Timber Conference—the world’s largest gathering of mass timber professionals—will host its 10th annual event in Portland, Oregon. With over 3,000 international attendees, the conference includes an official Willamette Valley In-Person Tour on Tuesday, March 31, 2026 (7:30 AM–3:00 PM). The tour will travel south from Portland to highlight mass timber innovation in the region, likely including Timberlab’s new facility in Millersburg, and/or the Tallwood Design Institute in Corvallis.

This grant request proposes to leverage the confirmed tour by positioning Albany as a featured destination. Specifically, we will host a focused, half-day showcase at the Knife River Training Facility in Albany, designed to highlight:

Demonstrations of hybrid building systems that combine mass timber and prestressed concrete.

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Networking reception featuring local businesses, economic development partners, and educational institutions.

Promotional materials emphasizing Albany as a hub for innovation and investment within the Pacific Northwest Mass Timber Tech Hub, designated by the U.S. Economic Development Administration in 2023.

This initiative will not duplicate the International Mass Timber Conference, but rather add value by giving international attendees a reason to stop, engage, and invest in Albany.

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

This event positions Albany as a key player in the global conversation around mass timber and hybrid construction. By welcoming international attendees already touring the Willamette Valley, the project will:

Draw visitors into Albany, generating overnight stays, meals, and retail spending.

Showcase Albany's advanced manufacturing facilities and workforce training assets.

Highlight opportunities for future investment, particularly as Timberlab, Swinerton, and Knife River expand operations in the region.

Connect students from Oregon State University and Linn-Benton Community College with industry leaders, helping retain talent locally.

Provide visibility to Albany within the Pacific Northwest Mass Timber Tech Hub, strengthening the city's reputation as a place for innovation.

This is a potentially annual opportunity to capitalize on the international spotlight already coming to Albany's doorstep.

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

No. While the International Mass Timber Conference has taken place annually in Portland, this will be the first time Albany will host a formal showcase connected to the tour.

RAIN Catalysts has relevant experience: for the past two years, we successfully organized a smaller-scale innovation showcase in Lebanon highlighting the biotech sector. We are prepared to apply this experience to a forestry innovation showcase in Albany.

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

Total Project Budget: \$9,000

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Grant Request: \$6,000

Other Sources: \$3,000 (planned sponsorship from RAIN Catalysts, Willamette Innovators Network, Knife River, and other sponsors)

Item	Cost	Funding Source
Venue rental (Knife River Training Facility, half-day)	\$2,000	Grant
Catering & reception setup (light food, rentals, signage)	\$2,000	Grant
Marketing & promotional materials (Albany showcase branding, handouts, signage)	\$1,500	Grant
Student/community transportation	\$500	Grant
Technical demos (hybrid construction showcase, equipment, in-kind)	\$1,500	Sponsors
Speaker support (1–2 key experts)	\$1,500	Sponsors

Total: \$9,000

Grant Contribution: \$6,000

The grant funds will be applied directly to Albany-hosted elements: the venue, catering, marketing materials, and transportation—ensuring measurable tourism and community impact.

The bid for the Knife River Training Center Event is available here:

<https://drive.google.com/file/d/1wkV-KDPrBS6eZVh-uPxnp17h58lvvc/view?usp=sharing>

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/22/2025 3:41 PM

Amount of Funding Request

\$9500.00

Organization

Tangent Together

PO Box 271, Tangent OR 97389

Federal Tax ID: 92-3981836

Contact:

Marcy Hermens

Director - Combine Demolition Derby & Tractor Pull

tangentharvestfestival@gmail.com

541-990-4938

Please describe your request.

New_element_of_existing_event,New_marketing_campaign,Expanded_advertising

Attachments: BiCoastal Media Marketing Quote.pdf

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

The Tangent Harvest Festival is our community's annual celebration, first established in 1938. It was paused about 15 years ago due to a lack of volunteers. In 2023, Tangent Together, a newly formed nonprofit, revived the festival with a focus on community spirit and family-friendly activities. In 2023 and 2024, the festival was a free one-day event centered on local connection. In 2025, the festival expanded to truly bring the "harvest" back into the Harvest Festival by reintroducing the beloved Tractor Pull and debuting a Combine Demolition Derby—an exciting and unique addition to our region.

As we continue to grow the festival, we aim to attract both local residents and visitors from surrounding areas, strengthening community pride and boosting the local economy. The addition of the Combine Demolition Derby & Tractor Pull in 2025 was a great start that we are looking to capitalize on the momentum. To achieve this, we are requesting funding to support (1) expanded seating to increase ticket availability and (2) expand our radio advertising

City of Albany, Oregon

Collaborative Tourism Promotion Grant

campaign through BiCoastal Media (KRKT, KLOO FM, and KLOO AM) which will increase our visibility.

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

While Tangent and Albany are distinct towns, our close proximity fosters natural collaboration and shared community benefit. Tangent's infrastructure does not currently include hotels or a variety of dining options—aside from a local tavern—so visitors to our town tend to look to Albany for these services. With the growth of our Harvest Festival this is an increased number of visitors that will look to Albany to spend their tourism dollars.

Our 2025 Combine Demolition Derby had 1,200 tickets available. Most attendees from outside the area look to Albany for overnight accommodations and dining options beyond the festival event. With our active promotion of Albany's lodging and restaurant offerings, this event will help drive additional visitors, customers, and revenue into Albany's hospitality and food service sectors.

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

Our Tangent Harvest Festival came back to life in 2023. 2025 is the first year for our Combine Demolition Derby. In 2026 we are fully confident that our Derby-Pull will continue to grow and attract people to (both of) our community.

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

As we hope to expand next year, we are requesting grant funding to assist with renting additional bleachers for seating. The cost with Longhorn Productions is \$2,000 per bleacher set with each bleacher set seating about 400 people. In 2025 we rented 3 sets (for 1200 seats). In 2026 we hope to expand to 4 sets which would be \$8,000 total (our 2025 contract is attached for cost reference and rental information).

We also hope to expand our radio marketing campaign to be more visible, for a longer timeframe, with more reach. BiCoastal Media has created a quote for us on what the cost would be if we had done this in 2025. The costs will be fairly consistent into next year. The plan we developed (quote attached) would meet those needs and come in at \$3,500.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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:

City of Albany, Oregon

Collaborative Tourism Promotion Grant

- 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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

TANGENT HARVEST FESTIVAL 2025

Marketing Plan: Aug 20th-Sep 13th / Total Budget: \$3500



Continuous Cricket Country 99.9 FM, 96.7 FM Salem and 100.5 FM East Linn County is a 100,000 watt contemporary country format with total coverage in Linn, Benton, Lane, Marion, Polk and Yamhill Counties. The core demographic is persons 25-54. KRKT's listener base profiles 55% female to 45% male. It's managed to hold it's position as the #1 station in Linn and Benton counties for the past 30 years by remaining the most promotionally active station in the market. With a total weekly mid-valley audience of over 70,000 people you'd better believe it's not just country, It's CRICKET COUNTRY!!!

- 40x :30 commercials in 6a-7p (2-4x per scheduled day Mon-Fri)
- 40x :30 commercials in 5a-10p (2-4x per scheduled day Mon-Fri)
- 22x :30 commercials in 8a-6p Sat/Sun (3-4x per scheduled day)
- 22x :30 commercials in 6a-8p Sat/Sun (3-4x per scheduled day)
- 20x :15 sec commercials in 9a-7p the week of Sept 8th
 - 10x per scheduled day (1 per hour)



106.3 Timeless Rock is all about the music...if it's great, we play it. KLOO's extensive library and includes everything from AC/DC to ZZ Top...Tom Petty, Bruce Springsteen, Green Day, Red Hot Chili Peppers and much more. This bad boy is a 100,000 watt flame thrower with total coverage in Linn, Benton, Lane, Marion, Polk, and Yamhill Counties. The core demographic is persons 30-60. They tend to be slightly more affluent and the average listener profile is 55% male to 45% female. This heritage rock station reaches a weekly audience of over 50,000 Mid Willamette valley residents.

- 26x :30 commercials in 6a-7p Weekdays (2-3x per scheduled day Mon-Fri)
- 26x :30 commercials in 5a-10p Weekdays (2-3x per scheduled day Mon-Fri)
- 21x :30 commercials in 8a-6p Sat/Sun (3x per scheduled day)
- 21x :30 commercials in 6a-8p Sat/Sun (3x per scheduled day)



News Radio 1340, is our "Superstar" talk format, giving you an affordable way to buy Buck Sexton and Clay Travis, ,Lars Larson, Mark Levin, Ben Shapiro, Matt Walsh & Michael Knolls. 1340 is also home of Trailblazer basketball, high school sports and OSU women's Basketball. Offering total coverage in Benton, Linn and Marion Counties. KLOO AM 1340 is the home of the discerning news radio listener 25-54 and reaches over 18,000 people on a weekly basis.

- 80x :30 commercials in 5a-8p (5x per scheduled day Mon-Sun)



4/10/2025


This agreement serves as a bleacher rental contract between Tangent Together and Wild West Events Inc./Longhorn Productions Inc. for use at the Tangent Harvest Festival.

Wild West Events Inc./Longhorn Productions will provide the following:

- Rental of (2) sets of 40-foot aluminum bleachers.
- Rental of (1) set of 30-foot aluminum bleachers.
- Deliver, set up and tear down bleachers at 32252-32398 Old Oak Rd Tangent, OR 97389 coordinates 44.536154, -123.094977. (The nearest address for reference is Tangent City Hall 32116 Old Oak Rd. Tangent OR 97389.)
- Set up and tear down dates and times will be determined at a later date but are guaranteed to be delivered and set up prior to the event date of 9/12/2025 and will be removed on or after 9/14/2025.

Tangent Together agrees to provide the following:

- Copy of Insurance listing Wild West Events Inc. and Longhorn Productions Inc. as additional insured.
- Flexible dates on which bleachers may be delivered and removed from the property.
- Agree that once bleachers are set up by owners they may not be moved or adjusted in any way.
- Hold all liability for theft, damage or injury to bleachers or people while on site of the Tangent Harvest Festival.
- Compensation in the amount of \$6,000.00 (\$2,000.00 per set) **due by 6/15/2025**. Check payable to Longhorn Productions 82323 Butte Rd. Creswell OR 97426.
- Contact for Tangent Harvest Festival- Marcy Hermens 541-990-4938, email tangenttogether@gmail.com

Signed:  Date: _____

Representative of Tangent Together

Signed: _____ Date: _____

Representative Wild West Events/Longhorn Productions



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/29/2025 4:04 PM

Amount of Funding Request

\$26000.00

Organization

Team Bulldog Wrestling

755 Water Ave NE

Federal Tax ID: 27-0582759

Contact:

Chirs Wenz

Volunteer Event Coordinator

me.corneliuschristopher@gmail.com

602-909-7095

Please describe your request.

Travel_expenses_costs_for_host_events__conferences__and_trade_shows

Attachments: Team Bulldog Wrestling.pdf

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

NORTHWEST DUALS 2025 - Is a 2-day event hosted be Team Bulldog tied to West Albany High School that brings in 5500 people from multiple states here in Albany

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

This event is put on at the fairgrounds and durring its 2 days, over 5500 people will be attending it from all over Oregon as well as the surrounding states, bringing hundreds of hotel bookings, food and other shopping purchases.

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

Once Team Bulldogs and Casey Horn took over NW Duals it has always been hosted here in Albany.

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

This event cost \$66,000 to host last year, with this year being slightly higher, but to expand

City of Albany, Oregon**Collaborative Tourism Promotion Grant**

the event and schools attending we had to purchase \$26,000 of new mats which is not a part of hosting expenses.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

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. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes



Team Bulldog Wrestling

501(c)(3) Organization
Post Office Box 323
Albany, OR 97321

To:

Economic Development Program Coordinator
333 Broadalbin Street SW
P.O. Box 490
Albany, OR 97321

Event:

NORTHWEST DUALS DECEMBER 29th - 30th, 2025

Dear:

Jennifer Wehr

Hello, my name is Chris Wenz, a parent of a wrestler on the West Albany wrestling team and a volunteer event coordinator for Team Bulldog and the Northwest Duals run by West Albany and Casey Horn. This 2-day event has been growing at leaps and bounds every year and doesn't look like it is stopping any time soon, bringing in people from 5 states and now being the second largest wrestling event here in the NW. With the growth has come an increase in costs from new mat orders, referee costs, and venue fees at the fairgrounds. These costs have always been a juggling act, and this year, with the purchase of new mats for the highschool, it has put a constraint on our 501c budget for hosting this event. I have listed last year's stats, and would love to converse more about this if you have any interest or questions.

2024 Stats:

- 20 mats
- 60 schools (multi-states)
- 1600 wrestlers (boys & girls)
- 3800 onsite spectators
- majority of the teams live-streaming

Regards,

A handwritten signature in black ink that reads 'CWZ'.

Chris Wenz
Volunteer Event Coordinator



Resilite
200 Point Township Dr
Northumberland PA 17857-8701
United States

ORDER ACKNOWLEDGEMENT

Entered By : Railyn Mest
Order Number: S046749
Date: 03/06/2025
Page: 1

Customer	Invoice Address	Delivery Address
Greater Albany Public School District 8J 718 7th Ave Sw Albany OR 97321-2320 United States	Greater Albany Public School District 8J 718 7th Ave Sw Albany OR 97321-2320 United States	Greater Albany Public School District 8J, West Albany High School 2100 SW Elm St Albany OR 97321 United States

Contact: Casey Horn Phone: 541-967-4545 Email: casey.horn@albany.k12.or.us

CUSTOMER	CUSTOMER P.O.	PAYMENT TERMS
Greater Albany Public School District 8J [Albany, OR]	3036	Net30
Dealer	SHIPPING METHOD	
Kevin Roberts [Spokane Valley, WA]	Resilite Trucking	

Description	Custom Notes	Quantity	Unit Price	Amount
Mat 1				
RSP-Classic Mat 625 (1.25") (39' 0" x 39' 0", Competition Layout - (One Color Markings), DARK NAVY) Mat Sections : 2 Length : 39' 0" Width : 39' 0" TOP SIDE: MAT LAYOUT OPTION : Competition Layout - (One Color Markings) TOP SIDE: Mat Color: : DARK NAVY Wrestling Circle - Size : 28 REF/START MARKS : STANDARD BOTTOM SIDE - MAT LAYOUT OPTIONS : Competition Layout - (One Color Markings) BOTTOM SIDE: Mat Color: : DARK NAVY BLUE Wrestling Circle - Size : 28 BOTTOM: REF/START MARKS : STANDARD		1.00 Units	13,308.75	\$ 13,308.75
[OPT-RSP101] Classic Mat: Straps/Kit		1.00 Units	0.00	\$ 0.00
			Subtotal	\$ 13,308.75

Mat 2				
RSP-Classic Mat 625 (1.25") (39' 0" x 39' 0", Competition Layout - (One Color Markings), DARK NAVY) Mat Sections : 2 Length : 39' 0" Width : 39' 0" TOP SIDE: MAT LAYOUT OPTION : Competition Layout - (One Color Markings) TOP SIDE: Mat Color: : DARK NAVY Wrestling Circle - Size : 28 REF/START MARKS : STANDARD BOTTOM SIDE - MAT LAYOUT OPTIONS : Competition Layout - (One Color Markings) BOTTOM SIDE: Mat Color: : DARK NAVY BLUE Wrestling Circle - Size : 28 BOTTOM: REF/START MARKS : STANDARD		1.00 Units	13,308.75	\$ 13,308.75
[OPT-RSP101] Classic Mat: Straps/Kit		1.00 Units	0.00	\$ 0.00
Resilite Trucking		1.00 Units	2,676.96	\$ 2,676.96
			Subtotal	\$ 15,985.71

C.H.

Mid Valley Wrestling Officials Association

PO Box 1621
Philomath, OR 97370

Phone: 541-908-3363

Fax:

E-mail: eotrudell@gmail.com

Statement

Statement #: 1001

Date: August 28, 2025

Customer ID: 83-2584833

Bill To: Casey Horn

Bulldog Wrestling

Street Address

Address 2

Albany, OR 97321

Date	Type	Invoice #	Description	Amount	Payment	Balance
				\$ 88.50		
12/1/2025	160 Boy Duals		Officials	per Duel		\$ 14,160.00
				\$ 88.50		
	70 Girl Duals		Officials	per Duel		\$ 6,195.00
				\$ 88.50		
	9 Duals 2 man Mechanics		Officials	per Duel		\$ 796.50
				\$ 400.00		
	1 TD		Tournament Director	per day		\$ 800.00
				\$ 560.00		
	8 officials		Skin Check	per day		\$ 1,120.00
				\$ 850.00		
	28 Officials		Mileage Pool	per day		\$ 1,700.00
			Tournament Fee	\$ 1,228.50		\$ 1,228.50
					Total	\$26,000.00

REMITTANCE

Customer Name: Mid Valley Wrestling Officials Association

Customer ID: 83-2584833

Statement #: 1001

Date:

Amount Due: \$26,000.00

Amount Enclosed:



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/29/2025 11:35 AM

Amount of Funding Request

\$5563.00

Organization

Willamette Valley Concert Band
180 Bentley Court NE Albany, OR 97322
Federal Tax ID: 93-0835187

Contact:

Tomena Miller
President
info@wvcband.org
541-740-6878

Please describe your request.

New_element_of_existing_event,New_marketing_campaign,Expanded_advertising

Attachments: ConcertProgramPrintQuote.png

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

The Willamette Valley Concert Band proposes to expand its free public concert series in Albany through three key initiatives: increasing the number of concerts at the Albany Performing Arts Center (APAC) from one to four each season, launching a new advertising and marketing campaign to attract visitors from across the region, and enhancing the audience experience with new music selections and professionally printed concert programs. Together, these efforts will elevate Albany's profile as a cultural destination, attract more visitors to the city, and provide the community with greater access to high quality live music.

Currently, we can only afford to host one concert per season at APAC due to venue costs, with other concerts held at the Russell Tripp Performance Center or moved outside of Albany altogether. However, APAC is widely regarded as the city's premier performance venue, offering superior acoustics, accessibility, and audience capacity. Our experience shows that concerts held at APAC consistently draw larger audiences, including many visitors from outside Albany, generating meaningful economic activity in the city. Grant funding would allow us to cover the expenses associated with holding three additional

City of Albany, Oregon

Collaborative Tourism Promotion Grant

Albany concerts at APAC, ensuring that Albany becomes the central home of our full concert season.

This project also introduces a new, coordinated advertising and marketing campaign to significantly increase visibility and reach. Currently, our advertising budget is zero, and we rely solely on free promotional listings and unpaid social media posts. With grant support, we will implement paid social media campaigns, targeted print advertising, radio spots, and expanded flyer distribution. APAC also records concert videos, and we plan to use clips from these recordings to create appealing reels for our social media campaigns as well as audio for radio ads. We are fortunate to have volunteer marketing experts from Cascade Online Design, a local Albany business, who will lead the advertising campaign and develop effective creative materials to maximize its impact. These efforts will allow us to reach broader regional audiences and attract more visitors to Albany for each concert.

Finally, funding will support new artistic and audience engagement elements. This includes the purchase of new sheet music, particularly works by living composers, to ensure each concert program is fresh, engaging, and unique. It also includes expanded printing of professional concert programs that provide audiences with information about the music, the band, and the city of Albany itself. In addition, the project budget includes emcee services for each concert, which help create a professional and welcoming experience for visitors. These additions will directly improve the visitor experience and encourage repeat attendance.

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

The Willamette Valley Concert Band's expanded concert season at APAC will strengthen Albany's reputation as a cultural destination and bring measurable benefits to both tourism and the local community.

The Willamette Valley Concert Band is composed entirely of volunteer musicians from across the mid-Willamette Valley, including many members from Salem, Eugene, Corvallis, Philomath, Lebanon, and Sweet Home. This regional membership base draws friends, family, and supporters from those communities to attend our concerts. Many audience members enjoy our free afternoon performances and then stay to dine in local restaurants or visit local businesses, further increasing tourism spending. Moving our main concert series to APAC would ensure these audience members are visiting Albany rather than Corvallis or Lebanon, where we often would otherwise perform.

Concerts held at APAC consistently draw larger audiences than those at other venues, including many out-of-town visitors from nearby cities. By expanding from one concert to four at this venue, we will create more opportunities for visitors to travel to Albany. These visitors often dine at local restaurants and shop in downtown businesses which directly supports Albany's economy. A new advertising campaign will extend Albany's visibility

City of Albany, Oregon**Collaborative Tourism Promotion Grant**

across the region, attracting people who may not otherwise be aware of the city's cultural offerings.

For the Albany community, this project ensures access to four free concerts in the city's premier venue. It provides free cultural opportunities for families, students, and seniors while also enhancing the community's cultural identity by positioning Albany as a hub for live symphonic music in the mid Willamette Valley. The addition of new sheet music and professional concert programs will create a fresh and engaging audience experience, encouraging repeat attendance and continued growth of Albany's arts scene.

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

The Willamette Valley Concert Band has presented free public concerts in the Willamette Valley for over fifty years, though typically only one or two per season have been held at APAC due to cost. Other concerts commonly take place in Corvallis, Lebanon, Monmouth, or at the Russell Tripp Performance Center at LBCC in Albany.

In past years our largest performance, the Memorial Day Concert, was held at Oregon State University's LaSells Stewart Center. In 2025, budget constraints required us to move the Memorial Day Concert to the Russell Tripp Performance Center. Audience feedback noted that this venue was more difficult to locate and provided a less comfortable experience than our concerts at APAC. With our current budget, we are only planning to have one concert at APAC for our 2025–2026 season.

Through this grant, we seek to expand from one concert per year at APAC to have a full season of four concerts at this premier venue, paired with new advertising efforts and expanded music selections to provide a consistently high quality audience experience that will attract visitors to Albany.

Please submit a project 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 grant will fund a new coordinated marketing and advertising campaign for four featured Albany concerts. This includes printing 50 flyers per concert at a cost of \$37.50, totaling about \$150 for the season, along with newspaper advertising, radio spots, and paid social media campaigns which we estimate a total of \$1,000 for. With a total of \$1,150, these advertising efforts will significantly expand Albany's visibility in surrounding communities.

To ensure concerts are fresh and engaging, grant funding will support new sheet music purchases, the printing of professional concert programs, and emcee services for the four Albany concerts. Sheet music purchases are budgeted at approximately \$250 per concert for these concerts, with a priority of supporting both living and local composers. Printing 250 programs for each concert costs \$328.25, totaling \$1,313 for four concerts. An emcee at \$150 per concert totals \$600. These elements together total \$2,913 to create unique and

City of Albany, Oregon

Collaborative Tourism Promotion Grant

memorable experiences that encourage repeat attendance and support Albany's reputation as a cultural destination.

In addition, the grant will cover the rental costs of the Albany Performing Arts Center for three additional concerts beyond the one already budgeted for. At \$500 per concert, this totals \$1,500. Securing APAC for these additional concerts ensures that Albany will host the full four-concert season in its premier venue rather than losing performances to less suitable locations or other cities.

Altogether, the requested grant funding totals \$5,563.

Non-grant resources include in-kind volunteer hours from band members and donations from supporters that sustain our payroll expenses for the Artistic Director and Assistant Artistic Director, equipment and transportation costs, insurance, music library maintenance, and rehearsal space. These resources allow us to remain a free community concert band dedicated to providing free public concerts, ensuring that the grant funds are directed entirely toward expanding Albany concerts at APAC, implementing new advertising efforts, and adding new artistic elements that enhance the visitor experience.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

Have you included the required bids/quotes or other paperwork supporting your request for grant funding?

City of Albany, Oregon

Collaborative Tourism Promotion Grant

(One quote is required for requests under \$10,000. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes



Delivery

The Shipping cost is applied only once per order and covers all items in your cart.

Free UPS ground shipping on orders over \$59.99 excluding oversized items.

Shipping

- ☐ **Ground - \$8.99**
Estimated delivery: Sep 4-6
- ☐ **Express - \$39.99**
Estimated delivery: Aug 30
- ☐ **Expedited - \$44.99**
Estimated delivery: Aug 29
- NEW Courier Delivery**
- ☐ **Schedule - \$ 14.99**
Your item delivered within hours

Store Pickup

For Same Day Pickup, orders must be placed before 12:00pm; Orders after 12:00pm will be available for next day pickup. Quantity Exclusions apply.

Please [click here](#) for more information.

Store Location

- Albany Store**
3.0mi • 2000 S. Santiam Highway Albany, OR 97322 • (541) 928-9701
Open: 8:00am - 8:00pm
[Change Store](#)
- ☒ **Standard Pickup - Free**
Ready by 07:30 PM on Aug 26
- ☐ **Express Pickup - \$98.47** ⓘ
Ready by 05:30 PM on Aug 25



2 page flyer (1).pdf

Product Subtotal	\$328.25
Pre Tax Order Subtotal	\$328.25

Add to Cart

Albany Performing Arts Center

Greater Albany Public Schools
 2100 Elm St SW
 Albany, OR 97321
 Ph: 541-223-4545

QUOTE

Date 7/10/2025

Bill To	
Client	Willamette Valley Concert Band
Address	180 Bentley Court NE
	Albany, OR 97322
Primary Contact	Tomena Miller
Contact Phone	541-740-6878
Contact Email	info@wvcband.org

Client Billing Status Reduced Rate User

Facility Use

Event Title	Date	Use Package	Package Time	Total
Concert Package	TBD	Concert - Peak	4 Hours	\$ 360.00
* Concert Package: Includes 1 PA microphone, 2 soloist microphones, 2 stage monitors (1 monitor mix) conductor's podium, full stage, full acoustical shell, 60 stage chairs, 60 music stages, use of the grand piano, up to 4 standard lighting cues, access to the green room and dressing rooms, box office, and theater supervisor/technician. ** Peak rates apply on Friday - Sunday. Off-Peak rates apply Mon - Thursday				

Additional Billing

Quantity	Item	Each	Total
4	Custodial Service	\$ 35.00	\$ 140.00
1	Recording Services - AV	\$ 250.00	\$ 250.00
Sub Total			\$ 390.00
*Recording Services include an MP3 or WAV file recording of the event as well as a 3 camera video recording of the event. Audio files are recorded in Protocols and edited. The house mics are an YX pair of Nuemann KM184 and an AB pair of AKG 414. Video files will be Mpeg files at 1080p. Files are shared via google drive. **All renters are required to have a GAPS custodian on duty when an audience is in the building. The minimum call for a custodian is four hours. This first 4 hours of custodial time is billed up front with the facility use fee at \$35 per hour. If additional custodial time is needed, this will be billed separately.			
			Total \$ 750.00

If you have questions, please contact Stuart Welsh
 Work: 541-967-4545 ext. 1026
 Cell: 541-223-1604
 Email: stuart.welsh@albany.k12.or.us

Thank you for using the Albany Performing Arts Center. Please come again soon!



Collaborative Tourism Promotion Grant 2025 Funding Request Application

Submitted:

8/8/2025 3:39 PM

Amount of Funding Request

\$24000.00

Organization

Mid-Willamette Family YMCA INC

3201 Pacific Blvd. SW

Federal Tax ID: 93-0479079

Contact:

Tino Barreras

Program Officer

programdirector@ymcaalbany.org

541-971-3820

Please describe your request.

Equipment for regional youth tournaments

Attachments: Estimates for bleachers.pdf

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

The Mid-Willamette Family YMCA's turf field complex is a hub for youth and community sports in Albany, serving as the site for numerous local and regional events. These include high school games, annual Special Olympics Oregon regional tournaments, Junior Baseball of Oregon competitions, Oregon Valley Futbol Alliance regional tournaments, Pop Warner football tournaments, youth softball tournaments, Columbia Empire Volleyball Association (CEVA) tournaments, and other community sporting events. These activities draw thousands of athletes, families, and spectators from across the region, creating both a vibrant community atmosphere and an economic boost for our city.

Currently, our facility lacks adequate seating for spectators, limiting the quality of the experience for families and reducing our ability to host larger tournaments and events. Without bleachers, many families must stand for long periods or bring their own seating, which can be inconvenient and uncomfortable, especially for older or disabled attendees.

By adding permanent bleachers to the turf field complex, we will significantly improve the spectator experience, making it possible to accommodate larger audiences, attract

City of Albany, Oregon**Collaborative Tourism Promotion Grant**

additional high-profile tournaments, and ensure that all guests—regardless of age or mobility—can comfortably enjoy events. This improvement will directly support the YMCA’s mission to foster community, promote youth development, and encourage active lifestyles by creating an inclusive, welcoming space for all.

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

The Mid-Willamette Family YMCA’s turf field complex already draws teams and spectators from across Oregon for major tournaments and competitions, including high school games, Special Olympics Oregon regional events, Junior Baseball of Oregon tournaments, Oregon Valley Futbol Alliance tournaments, Pop Warner football tournaments, youth softball tournaments, and Columbia Empire Volleyball Association (CEVA) tournaments. These events regularly bring in out-of-town participants who spend money on lodging, dining, fuel, and shopping during their stay.

Currently, our limited seating capacity restricts our ability to host larger tournaments or multi-day events, which in turn limits the number of visiting teams and families who travel to Albany. By adding permanent bleachers, we will be able to comfortably accommodate more spectators and teams, making our complex more attractive to tournament organizers seeking venues capable of hosting higher-level regional competitions.

With expanded spectator capacity, the YMCA will be positioned to secure additional state and regional tournaments that can draw hundreds of visitors per event. This will increase overnight stays, restaurant traffic, and retail spending in Albany, providing a direct economic boost to local businesses and helping position Albany as a sports tourism destination in the Willamette Valley.

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

Many of these events have already taken place at the Mid-Willamette Family YMCA turf field complex since its completion in 2023. In the past couple of years, we have successfully hosted high school games, Special Olympics Oregon regional tournaments, Junior Baseball of Oregon competitions, Oregon Valley Futbol Alliance regional tournaments, Pop Warner football tournaments, youth softball tournaments, and Columbia Empire Volleyball Association (CEVA) tournaments. While these events have brought significant community engagement and tourism to Albany, we have also had to turn away potential larger opportunities due to our current inability to accommodate sufficient fan and participant capacity.

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

Program Budget – Turf Field Bleacher Project

Item	Quantity	Unit Cost	Total Cost
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City of Albany, Oregon

Collaborative Tourism Promotion Grant

Aluminum Bleachers (3–5 row)	8 sets	\$2,956.49	\$23,651.92
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Budget Justification

The YMCA is requesting funding to purchase eight (8) sets of durable, weather-resistant aluminum bleachers for the turf field complex, totaling \$23,651.92.

The bleachers will be strategically placed around the complex to provide optimal viewing for multiple fields and event spaces, accommodating both players' families and visiting spectators. Their aluminum construction ensures a long lifespan with minimal maintenance, making this a cost-effective investment.

By improving spectator capacity, this project will make it possible to host larger and higher-profile tournaments, attracting more visitors to Albany. This will increase overnight stays, restaurant visits, shopping, and fuel purchases, benefiting the local economy while furthering the YMCA's mission to strengthen community connections and support youth development.

Have you received funding for a CTP grant for this event or activity before? CTP Grant funds are not intended to provide funding for the same project year after year. Subsequent requests may receive less or be denied funding and will be subject to the competitive grant process.

No

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?

Please note: Other requests for funding will not be considered until a final report is submitted for any CTP grants previously awarded.

Yes

Have you included the required bids/quotes or other paperwork supporting your request for grant funding?

City of Albany, Oregon

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(One quote is required for requests under \$10,000. A minimum of three written vendor quotations are required for any expense over \$10,000.)

Yes

3 Row 27' Bleacher Standard Single Foot Plank Aluminum/Steel Under Structure BLCH-327

Quantity	Price (EA)
10+	\$2749.29
1 to 9	\$2956.49

By: [Jaypro](#)

Item #: E69663 ([Details](#))


Price: \$2956.49

As low as \$159.28/mo with [PayPal](#). [Learn more](#)
Color: ALUMINUM/STEEL UNDER STRUCTURE
Size: 3 ROW / 27 FT

Please call 888.269.2440 to order or get a quote for this item.

This product can only be shipped within the US.


SHOPPING GUARANTEE
FREE with your purchase

 ID Theft Protection
 Purchase Guarantee
 Lowest Price Guarantee



ALUMINUM BLEACHERS

Get the crowd into the game with comfortable seating and elevated views.

- 10" deep aluminum benches and foot rails.
- Welded aluminum frame. No rust.
- 4 Rows – Generous 12" deep benches.
- 5 Rows – Anodized aluminum guardrail included.
- Wheel Kit - Turn stationary bleachers into portable indoor seating.
- Mounting hardware and wheel kits sold separately.

ALUMINUM BLEACHERS

ASSEMBLY REQUIRED

MODEL NO.	DESCRIPTION	SEATING CAPACITY	SIZE L x W x H	WT. (LBS.)	PRICE EACH		ADD TO CART	
					1	3+		
H-7229	3 Rows	15	7.5 x 5 x 2'	150	\$1,225	\$1,185	<input type="text" value="1"/>	ADD
H-4406	3 Rows	30	15 x 5 x 2'	186	2,130	2,080	<input type="text" value="1"/>	ADD
H-4407 ▲	4 Rows	40	15 x 7 x 2.5'	316	2,645	2,580	<input type="text" value="1"/>	ADD
H-4408 †	5 Rows	50	15 x 9 x 8'	721	8,850	8,750	<input type="text" value="1"/>	ADD
H-4755	Wheel Kit for 3 Row Bleachers				\$295 each		<input type="text" value="1"/>	ADD

National REC 5 ROW Standard Aluminum Bleacher



Anthem Part # A07-330

As low as

\$2,191.95
(ea)

Add to Quote

Add to Compare

Qty:

1

ADD TO CART

Size*

Choose an Option...

* Required Fields

Pay over time

[Learn more](#)

Starting at \$76/mo with

SHOPPING GUARANTEE

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	141,784.27	(15,408.67)	-9.80%
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	129,427.70	(4,820.28)	-3.59%
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	132,900.16	(20,097.29)	-13.14%
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	111,980.00	124.79	0.11%
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	102,771.23	3,612.23	3.64%
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	75,326.40	5,750.88	8.27%
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	68,568.68	(6,170.35)	-8.26%
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	77,975.47	(6,372.19)	-7.55%
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	100,777.31	11,089.85	12.36%
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	99,456.33	(1,290.66)	-1.28%
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	106,583.71	2,372.04	2.28%
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	168,644.29	(19,185.64)	-10.21%
Total	956,272.27	1,041,757.72	1,077,567.23	1,067,102.69	1,048,237.05	777,290.21	807,799.79	1,296,719.81	1,333,480.09	1,366,590.84	1,316,195.55	(50,395.29)	

Yr/Yr Chg	35.20%	8.94%	3.44%	-0.97%	-1.77%	-25.85%	3.93%	60.52%	2.83%	2.48%
YTD/YTD Chg										

973,802.25 35.16%

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

STR 2024-2025 36,246.11

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%