

TOURISM ADVISORY COMMITTEE AGENDA

Wednesday, September 16, 2026
2:30 p.m.

This meeting includes in-person and virtual participation.

Council Chambers, City Hall-333 Broadalbin Street SW

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Meeting ID: 862-5898-2524 Passcode: 480841

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| 2:30 p.m. Call to order | (Vice Chair) |
| 2:31 p.m. Roll call | (Staff) |
| 2:33 p.m. Approval of minutes: | (Chair) |
| <ul style="list-style-type: none">• September 18, 2025 [Pages 2–9] | |
| 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 10–34]• CTP Grant Post-Event Reports (3) [Pages 35–102]• Collaborative Tourism and Promotion (CTP) Grant Evaluation and Awards (8) [Pages 103–166] | |
| 4:00 p.m. Business from staff | (Verbal) |
| <ul style="list-style-type: none">• Transient Lodging Tax (TLT)/ Short Term Rental (STR) Collection & Registration update [Page 167] | |
| 4:10 p.m. Business from the committee | (Verbal) |
| 4:25 p.m. Next Meeting Date: September 2027 - To be determined | |
| 4:30 p.m. Adjournment | (Chair) |

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albanyoregon.gov





TOURISM ADVISORY COMMITTEE

MINUTES

September 18, 2025

2:30 p.m.

Hybrid

Approved: DRAFT

Call to Order

Chair Pam Silbernagel called the meeting to order at **2:32 p.m.**

Roll Call

Members present: Sharon Konopa, Pam Silbernagel, Peggy Burris, Bob Moore, Oscar Hult, Nick Andrews

Members absent: Jonni Hudgens (excused)

Approval of Minutes

2:34 p.m.

Motion: Member Hult moved to approve the minutes from March 20, 2025. Member Konopa seconded the motion. Motion passed 6-0.

Public Comment

(None.)

Scheduled Business

2:35 p.m.

- Tourism Agency Reports

Kristi Crawford and Trina Henderson from Albany Downtown Association were present to answer any questions regarding their activities. They had provided an extensive report on the past year which was included in the members' packets.

Member Burris did ask about when the downtown flower baskets were coming down. She was informed that they will be keeping and maintaining the healthiest baskets on 1st and 2nd street and remove those that are out of season.

2:37 p.m.

Rebecca Bond, Exec. Director, Albany Visitors Association, sent in their report but provided an abbreviated handout on the Association's accomplishments and use of the TLT dollars for the year, marketing campaign highlights and promotional products and services.

Member Silbernagel noted in the AVA report that the city trolley was charging for use rather than being provided to Monteith House and other organizations free of charge. She wondered why. Staff explained why there has been a fee associated with the rental of the trolley.

Staff received a report from the Monteith House and included it in the members' packets.

- CTP Grant Post-Event Reports

The Chair began by introducing organizations that were provided 2025 Grant dollars and invited any representatives present to provide any additional information on the success of those projects.. The following projects were awarded and provided reports:

- Albany Civic Theatre Marquee Renovation

Member Hult considered the renovation of the marquee as a great improvement.

- Albany Visitors Association Digital Marketing and Video Tour
- The Gallery Calapooia Promotions
- Give-A-Hoot
- Tyler Pryor Memorial Tournament

- Collaborative Tourism and Promotion (CTP) Grant Evaluation and Awards

2:41 p.m.

Chair Silbernagel acknowledged receipt and review of all of this year's applications. She wanted to reiterate that the CTP funds available were limited to \$50,000. They received applications for approximately \$200,000. Unfortunately, they have to turn away $\frac{3}{4}$ of the requests. She asked applicants to try and focus their presentations on the Association's main goal which is to bring in tourism dollars to the community. New dollars and traffic into the community will be a priority for members in their decision-making. She suggested members hold their questions until the presentations are complete.

- Albany Arts Commission – Light Art Installation (\$32,350 ask)

Nolan Streitberger, Chair of AAC summarized their project to bring a world-class artist, Craig Winslow, to place a lighted mural (Re-kindled Light: Illuminating Albany's History) on one of the buildings in downtown Albany. This would fulfill a goal for public art and be accessible to everybody.

The staff liaison from Parks and Recreation also provided testimony in favor of this art installation as it could potentially to be a draw for new visitors enjoying nighttime dining downtown. She noted how unique this installation would be in the U.S. and could put Albany and historic preservation on-the-map with a more modern take on interpretation.

2:47 p.m.

- Albany Regional Museum – Custom Penny Press (\$4790.00 ask)

Erica Broad, Operations Mgr. explained that their ask is for a custom Penny Press machine at the museum. They found there is quite a following of collectors on social media with collectors making their travel plans around locations the presses are found. It would be an affordable way to provide souvenirs and promote the museum through those groups.

2:49 p.m.

- Albany Visitors Association (AVA) – Digital Marketing (\$9,500 ask)

Alicen Arsenalt and Rebecca Bond were there to present their application. Arsenalt explained that they want to engage a company called Advanced Travel and Tourism for a digital marketing campaign. Their partnership with Travel Oregon would give them a significant savings providing a 3-month package which will provide 300,000 social media impressions on OregonLive as well as three articles. This service will greatly increase the number of followers beyond AVA capabilities and drive potential visitors to explore Albany. The ATT will use their data to reach the best audience, implement tracking and ensure reach to potential travelers.

- First Taste Oregon – Event Start-Up Costs/Marketing (\$48,000 Ask)

(Jill Ingalls arrived virtually and provided a summary of their project later in the meeting.)

- Albany Habitat for Humanity – Albany Community Carnival (\$5,000 Ask)

Kamal 'Mr. G' Nassar, Area Director presented Habitat's request for funds for a new marketing campaign and expanded advertising to Linn and Benton Counties to attract out-of-city visitors and encourage hotel stays and retail spending. Habitat partners with the YMCA for this event and it is a signature event unique to Albany with a full-scale community carnival and 'duck drop' activities. He commends the city for promoting not just multi-day events but recognizing that even daily events still bring dollars into the community.

- Monteith House – Carriage rental (\$1000. Ask)

Lonna Capaci, with AVA's Historic Resources Coordinator, spoke on behalf of the Monteith House sharing their ask is \$1000 to rent the Chafin Farms carriage for the Carriage of Shadows Halloween event for two nights. Carriage rental will wind up costing 30% of their projected gross profits. She emphasized that the event draws guests in from Salem, Eugene and Portland and other spots. It is important fund-raising for the Monteith Museum.

2:55 p.m.

- Albany Parks and Recreation – Feature Improvement for NW Art & Air Festival (\$9000 Ask)

Kim Lyddane, Director presented their ask for new featured balloons to be included in the 25th Anniversary of the NW Art & Air Festival. People love to see something new. To keep the highly successful 3 day festive fresh and exciting they are proposing to bring new balloons in from a recognized special-shape pilot. The second part of the ask is for adding a quality evening drone show as well.

2:57 p.m.

- RAIN Catalysts -Mass Timber Conference – Event Start Up Cost/Marketing (\$6000 ask)

Aaron Moore representing RAIN Catalysts and Willamette Innovators Network gave their background in providing educational events free to community members connecting businesses and universities for economic development. He emphasized these events bring in heads and beds. They expect international attendees and can showcase Albany's attributes for manufacturing and workforce training opportunities.

3:04 p.m.

- Tangent Harvest Festival – new marketing campaign (\$9500 ask)

Marcy Hermens, Director announced they will be continuing the Combine Demolition Derby and Tractor Pull at the Harvest Festival which they debuted this year had exceeded their expectations for attendance. Over 1600 tickets were sold to the new event. They want to build momentum to help expand the seating capacity and marketing. Visitors generally stay in Albany for lodging, dining and services. Marketing would include Albany businesses as Tangent doesn't have a lot of those services. Even though not an Albany event, Albany benefits in expanded tourism dollars.

3:08 p.m.

- Team Bulldog Wrestling – Expenses for equipment/officials (\$26,000 ask)
- Willamette Valley Concert Band – new elements/marketing (\$5563 ask)
- Mid-Willamette Valley YMCA – Bleacher costs (\$24,000 ask)

Tino Barreras, Program Officer spoke for their application for funds to pay for bleachers for the turf fields. The YMCA has become a hub for the community and hopes to be a hub for the region. But they haven't been able to provide the best fan experience for their regional tournaments and events without seating and ADA accommodations.

3:11 p.m.

With presentations completed the Chair instructed the members to begin discussion and questions by first indicating which applications which they felt best served Albany's tourism goals as not all projects could be funded with the limited funds available. They agreed to further discussion on the following projects:

Albany Arts Commission, Light Art Installation

Member Konopa asked if the objective is to bring neon to downtown. Applicants explained that they bringing ghost murals back to life as well as neon signage recreated imagery. The more funds they are able to get the bigger spectacles can be created in more than one downtown wall.

Albany Visitors Association, Marketing

Member Hult wanted to know how this marketing request is different than last year. Arsenalt explained that this is a new and different partnership that will bring in new audiences through social media rather than streaming, A different marketing platform than last year using the some of the same materials but with new video and images.

First Taste Oregon

The Chair allowed Ingalls time to describe the application. Ingalls shared that the event has been going strong, with sponsors lined up and they are working on the recruitment of celebrity chefs. Funding would allow them to retarget marketing to include more about Albany. Participants come from the Portland area and southwest Washington so brings in lots of heads and beds.

Member Konopa asked what they expect the attendance to be. Ingalls expects about 5000 people. It is regional event and draws clientele from wineries across the region.

Member Hult was interested in how much of the Event Center would they occupy? Ingalls shared they would be using the entire event/conference center and possibly the Santiam Building as well.

Member Konopa asked about whether Linn County is kicking in on this event. She answered that the County has provided a 2-year incentive package to get the event started in Albany.

Monteith House

Member Hult asked if this is the same tour as the Trolley of Terror from last year, and if so, if it was a question of the trolley's availability. Lona responded that it probably takes the inspiration from that but it is a different format and shorter route with the horse-drawn carriage.

Albany Parks and Recreation

Member Larson asked if the event costs have been a struggle and the struggle of getting the bigger balloons. Lyddane answered that they've had to add money to the contracts to make it attractive to pilots nationwide to attend.

Member Moore asked for the difference in the ask between getting 4 balloons versus 3. She responded there is cost efficiency to adding an additional balloon from a vendor standpoint. Member Silbernagel asked about other sponsorships. They haven't had any other organizations step up. As for the drone proposal, Silbernagel asked about the parking problem with additional capacity. They are not worried about capacity as the drone show would be visible from other parts of the park. Member Konopa stated that drone shows are becoming more popular and thinks the effort is commendable, especially with fire danger considerations. The length of the show is limited to the battery life of the drones so about 10 minutes of showing.

RAIN Catalyst – Mass Timber Conference

Member Silbernagel asked about how many of the attendees would be coming to Albany. Moore surmised from past events they have drawn from 300 to 500 folks. They expect 80 to 100. She also asked whether Linn County Economic Development Corporation has offered funding. Moore responded that primary sources of funding would be in-kind sponsorships from timber industry. Albany was considered the best placement in its proximity to Millersburg facility and local services.

Tangent Harvest Festival

Member Konopa asked whether these funds are for next year. Hermens answered that the funds would be for next year and even partial funding would enable them to plan for responsible growth of the festival. Albany is the hospitality area and they want to strengthen the connection between Albany and Tangent. She knows the growth will continue and the benefits continue to Albany. Konopa asked about food carts as that wouldn't promote restaurants. Hermens noted that the food carts would be local vendors, but there are lots of opportunities for local business.

Willamette Valley Concert Band

No representative was available to answer questions. Member Hult did wonder if the concerts bring in people to Albany or was it just local attendance? The application stated that some attendance would be from out of town.

YMCA Bleachers

Member Konopa asked about the capacity of the bleachers? Mr. G. answered 200 – 300 available bleacher seats. Konopa noted that parking is an issue, and wasn't certain if seating really adds capacity to the events. The YMCA partners with Albany Public School District for bus shuttles to events.

[The Chair called a 5-minute break. Called back to order at **3:53 p.m.**]

The Chair continued discussion by asking members how they wanted to proceed with the decision. Member Moore suggested first determining which projects they feel don't necessarily fit the intent of the funds and focus discussion on those that they want to move forward. All agreed. The Chair called for a raise of hands for projects they wanted to further deliberate on, with a majority decision. They chose to consider awards to AVA Digital Marketing; Taste of Oregon; Monteith House; Parks and Rec/Balloons; and Tangent Harvest Fest. Member Moore indicated total of all those projects in full would equal \$77,000. Well above the available funds.

Prior to a discussion of the attributes or concerns of the projects, Member Hult read the award criteria. Which stated that members should consider prioritizing projects and recipients that have not received funding before. He believed that marketing is key to boosting attendance and tourism. Moore wanted to get the dollars out to as many applicants as they can. Member Andrews acknowledges that they can't fund everyone and if the goal is to boost tourism in Albany it is important to include funds for marketing efforts.

Member Silbernagel proposed a reduced amount be considered for Taste of Oregon as they agreed would still make a difference for them. Member Burris noted that a date hadn't been provided in the application. The applicant provided the date and added they are well underway with sponsorships and planning.

Member Silbernagel asked about the charges for the trolley used by the Monteith House which she had believed was supposed to be a free service to non-profits. Kim Lyddane, stepped forward to clarify as Parks and Rec manage the trolley. She explained there are increasing maintenance costs so there is a fee charged to everyone to be able to staff the trolley and keep it functioning. Member Moore liked the idea

of having a different opportunity for the Monteith fundraising event. Silbernagel suggested the horse-drawn carriage should be funded as a character piece attracting visitors.

Member Silbernagel asked members if the Balloons for the NW Art & Air Festival should be funded. Some members believed it would not be a new function/activity as such is not eligible. Member Konopa expressed concern if there wasn't continuing newer balloons it may eventually affect attendance. Member Moore suggested funding just 3 balloons. Member Silbernagel didn't think it met the criteria for new projects and given the limited funds available she wasn't in favor of funding it.

They continued by discussing Tangent Harvest Festival. There was an objection because it isn't an Albany event. Member Moore believed it has been a benefit to Albany's economy. Member Silbernagel considered it predominantly a local event not guaranteed to provide heads and beds to Albany.

They began a straw poll on who should be funded and for how much. Taste of Oregon for a reduced amount. Monteith House, full. Parks & Rec Balloons, and Tangent Harvest Fest, had split decisions

The Chair called for motions to award funds.

Motion: Member Hult motioned to fully fund the Albany Visitors Association Digital Marketing Campaign for \$9500. Member Burris seconded the motion. **Motion carried.** (5 in favor, 1 against)

Motion: Member Hult motioned to fully fund the Shadow Carriage event at the Monteith House for \$1000. Member Moore seconded the motion. All voted in favor. (6-0) **Motion carried.**

Motion: Member Moore motioned to award Parks and Recreation \$6900 to cover additional 3 shaped balloons to the NW Arts & Air Festival based on the contract that was in the proposal. Member Konopa seconded the motion. Members voted 3 in favor, 3 against. **Motion failed.**

Motion: Member Moore motioned to fund the Tangent Harvest Festival proposal at \$4500. Member Burris seconded. Member Burris suggested that Festival food trucks be Albany registered businesses. (No audio available on applicant response.) Vote 2 in favor, 4 against. **Motion failed.**

Motion: Member Hult motioned to award First Taste of Oregon \$39,500 for their marketing and event start up. Member Andrews seconded the motion. 5 members voted in favor, 1 opposed. **Motion carried.**

With that motion the funds were expended.

Member Silbernagel advised the RAIN program Mass Timber Conference to contact the Economic Development staff and other entities to support the conference as she didn't see it as a match for Tourism funds.

Member Hult shared his personal difficulty with these decisions.

Member Silbernagel praised staff efforts to getting the word out in a timely matter.

Business from Staff

4:37 p.m.

- Short Term Rental Collection/TLT Update

Jennifer Wehr thanked the applicants and found it surprising to have 13 good applications to be considered in bringing people to Albany. She also congratulated the Committee on the good work to update the process which was approved by the Council. She continued that the Council had updated the city code language to facilitate working with short term rental intermediaries rather than putting the onus on the property owners. Working with the major corporations (Airbnb, VRBO, Booking.com etc.) that ordinarily do collect for other cities, some have been submitting from them. Remittance started in June so staff doesn't have a lot of data to provide the committee. Overall, Short Term Rental income was \$36,246. 74% was Airbnb. They anticipate that figure will grow. Overall statewide/regional TLT is down. Collection of Short-Term Rental should help bring that back up. Registration portal was open in July and about 40% compliance so far. New collections should increase.

Business from the Committee

4:44 p.m.

Member Burris announced that the Albany Public Schools Foundation is having their Celebrate Kids Gala and Auction October 25th. Oscar Hult will be the M.C.

Member Moore announced it may be his last meeting as he was invited to go back to the Downtown Association Board, but he was unsure at this time.

Concerning an agenda item for future meetings, Member Silbernagel expressed her frustration at the layout of the budget which eliminated line items making it difficult to understand where the funds go. Staff couldn't offer a direct explanation but thought it was determined to make it easier for review.

Next Meeting Date

The next meeting date was discussed but left to be determined based on need or if following the fund cycle schedule they would meet the third week in September 2026.

Adjournment

Hearing no further business, Chair Silbernagel adjourned the meeting at 4:54 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 cdaa@albanyoregon.gov.*



TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 9, 2026, for the September 16, 2026, Tourism Advisory Committee (TAC) Meeting

SUBJECT: Tourism Agency Report Review

Purpose:

For Information Only.

Background/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 2026 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.

Strategic Plan Impact:

Connected and Engaged Community and Healthy Economy

Attachments:

1. Albany Downtown Association
2. Albany Visitors Association
3. Monteith Historical Society



ALBANY DOWNTOWN ASSOCIATION

Bi-Annual Report: January 1 – June 30, 2026

If it is happening in Downtown Albany, the Albany Downtown Association is likely involved. Formed in 1982, ADA is now in its 44th year. Our Main Street footprint covers 35 blocks of historic Downtown, from Water Avenue to 5th Avenue and from Calapooia Street to Jackson Street. 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 and running from July 1, 2023, through June 30, 2029. Under Amendment No. 1, executed in June 2025, compensation changed from quarterly to monthly payments beginning July 1, 2025. The new contract agreement for 2025–26, the fiscal year covering this reporting period, is \$96,783.40. For the 2026–27 fiscal year, the contract amount is \$99,687. This report focuses on the programs and projects supported by TLT funds.

Additional revenue is generated through several key sources, including the ADA Membership program, the voluntary Economic Improvement District, and management of the ParkWise program. The ADA Membership program currently includes 118 area businesses and individuals, including Friends of Downtown who contribute to the organization’s mission through membership support and, in many cases, volunteer service. Their involvement helps strengthen ADA’s revitalization efforts and expands the organization’s capacity to serve Historic Downtown Albany. With strong advocacy from ADA and administrative support from the City of Albany, the Economic Improvement District was successfully renewed in June 2026 for a three-year term covering July 2026 through June 2029. As part of the renewal process, ADA mailed two rounds of notices to 184 property owners within the district to inform them of the upcoming renewal, which passed in May. The ParkWise program also provides an important revenue stream through the management of leased parking spaces, permits, and parking 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: supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Specifically, this committee improves the look and feel of Downtown through programs such as Spring Clean-up Day, the annual flower baskets, Winter Snowflakes, and parklet enhancements.

ECONOMIC VITALITY: supports business and property owners through networking, educational sessions, and grants while helping recruit and retain businesses. This committee's focus is on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

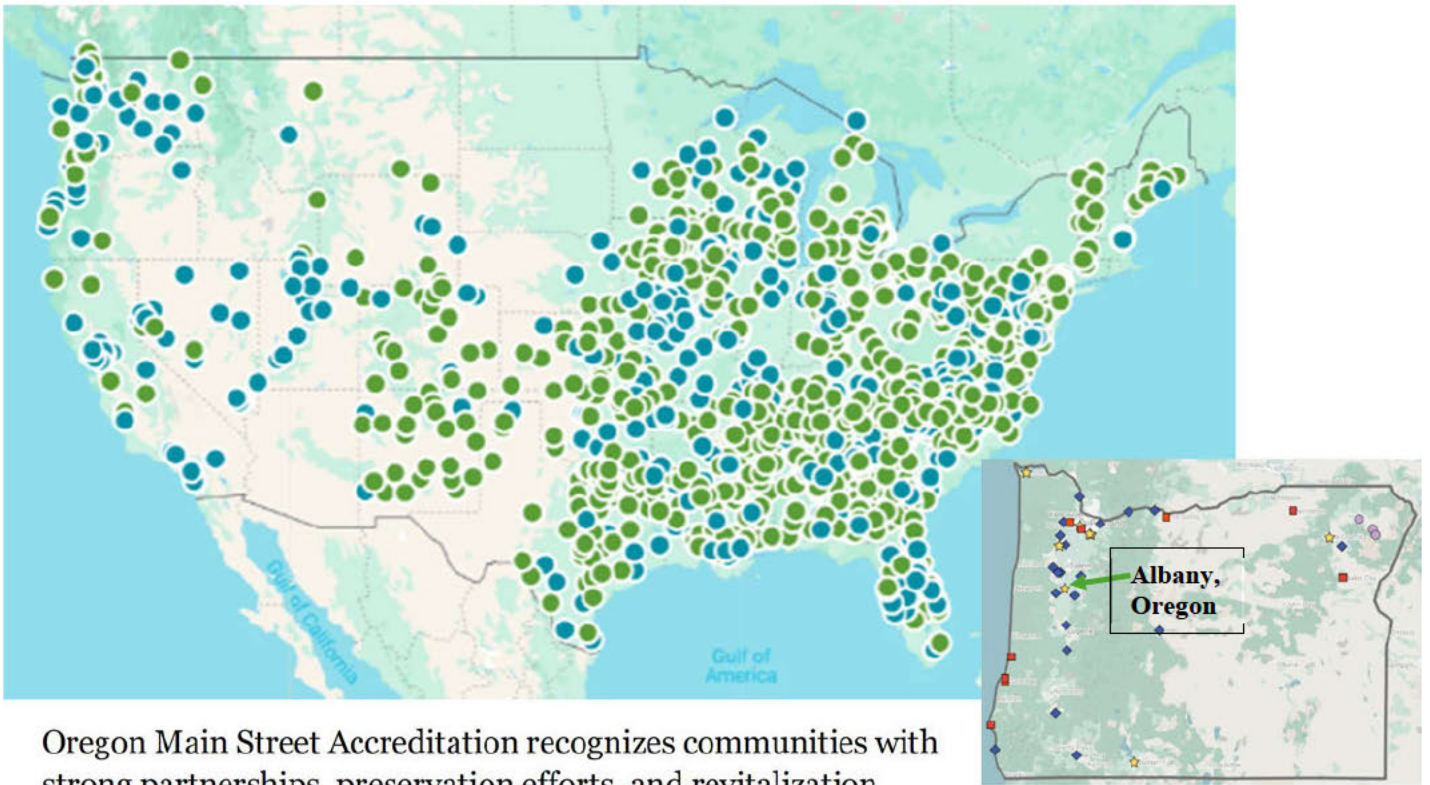
OUTREACH: involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. This committee builds volunteer capacity, oversees the ADA budget, and communicates the value of ADA to members, property owners, and partners.

PROMOTION: positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This committee 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 2026, 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 **EIGHT** Performing Main Street programs in Oregon, out of 42 Oregon Main Street districts, 84 Connected Communities, and 11 Rural Regional Communities. Accreditation requires annual reporting of reinvestment statistics and volunteer hours, documented use of the Four-Point Approach, an active board and committee structure, and participation in state training.





Oregon Main Street 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 45 years and now connects over 1,200 communities nationwide. This distinction reflects Albany's commitment to preserving its historic identity, celebrating its unique character, and supporting lasting economic growth.

Albany Downtown Association's Q1 & Q2 Programs & Projects for 2026

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 is a snapshot of what we accomplished with that funding from January through June 2026.

DESIGN COMMITTEE

Downtown Street Tree Lights: The Design Committee continues to enhance Downtown Albany's seasonal appeal by maintaining tree lights along 1st Avenue throughout the winter and spring. The program includes 2nd Avenue, as well as sections of Lyon and Ellsworth Streets, with additional blocks being added as funding becomes available. On April 7th, Design Committee volunteers took down the holiday tree lights, carefully repackaged them, and placed them in storage for the upcoming season. This summer, the Albany Downtown Association (ADA) is also benefiting from the assistance of an Oregon State University undergraduate intern, who is developing maps for ADA programs and testing electrical units near the trees to identify repairs needed before the lights are installed again. These efforts will help keep the lighting program dependable while continuing to provide a

welcoming atmosphere for drivers and pedestrians and bring added warmth, visibility, and vibrancy to Downtown during the darker winter months.

Downtown Snowflakes: Design volunteers worked on testing the snowflakes and marking the ones in need of repair. Plans to hang this winter season in downtown Albany are underway.

Downtown American Flag Program: ADA continued the Downtown American Flag Program, coordinating volunteer Scout crews to place flags throughout the district on designated holidays. Flags were flown on January 19 for Martin Luther King Jr. Day with Troop 100, on February 16 for Presidents Day with Cub Scout Pack 7100, on May 25 for Memorial Day with Troop 100, and on June 13 for Flag Day with Troop 322. The display covers the length of Lyon and Ellsworth and on 1st and 2nd Avenues, creating a patriotic welcome for residents and visitors.



Downtown Clean-up: On April 19, ADA volunteers, the Design Committee, and community members teamed up for the Annual Downtown Spring Clean-up, concentrating on the Wells Fargo lot. 12 volunteers pitched in with time, muscle, and equipment, and within five hours the lot was transformed into a cleaner, well-manicured space that is easier to park in and more enjoyable to walk through.

Downtown Parklets: ADA now maintains five Downtown parklets year-round: Wells Fargo, Old City Hall, Vitos, Bridge, and Broadalbin. Design Committee volunteers Tracy Lieth and Board Member Barb Doolan have taken on the job of keeping the parklets and multiple large planters throughout Downtown beautiful with marigolds, salvia, mums, and silver thyme, contributing 230 collective volunteer hours over the past six months. During the April 19th clean-up, the Wells Fargo parklet received special attention, and a local Scout has stepped forward to adopt it as his Eagle Scout project. ADA is waiting to receive his plans before accepting the project.

Flower Basket Program: Thanks to our city funds and some sponsorship support, the Design Committee continued the popular basket hanging program. This year, we ordered 150 baskets from Bauman's Farm & Garden. On May 14, KW Red Day brought more than 25 volunteers who cleaned around trees and helped install the baskets throughout the district from 9:00 a.m. to 2:00 p.m. The baskets are scheduled for removal on September 13. ADA secured sponsor contributions, including support from both business and residents; Burcham's Metals, Natty Dresser, Phillip Brown, No Dinx, Reid Realty and Ronald Strong. ADA hired two seasonal staff members, Tye Bossler-Shipp and Morgan Lewellen, to keep the baskets watered and maintained. Watering routes were divided into two sections and rotated every other day to ensure consistent care through the summer heat.



Mother's Day Flower Signs: The 7th annual fundraiser returned this spring, featuring personalized signs honoring mothers and grandmothers. The signs were displayed through the Sunday after Mother's Day, and the project raised funds to support beautification efforts. Due to timing, ADA sold 35 Mother's Day flowers. In addition, ADA left flower bouquets for anyone to take during the Farmers' Market on Mother's Day weekend. The idea was seen on social media and was well received.

Other Design Projects: The committee has begun work on the 2026 art banner project, centered around the theme “**Community.**” The project will be a contest open to middle and high school students in the area, providing an opportunity for young artists to showcase their creativity and interpretation of what community means to them. The winning artwork will be featured on the 2026 banner and highlighted on ADA’s website.

ECONOMIC VITALITY COMMITTEE

Downtown Building & Business Owner Mixers: The committee continues to host networking and educational events that provide valuable opportunities for Downtown business and property owners to connect, collaborate, and learn.

Eco/Vitality Business Mixer: Albany Downtown Association hosted an Economic Vitality Business Mixer in January at the Downtown Carnegie Library, bringing together 36 Downtown businesses, community partners, and local organizations for networking and relationship building. The mixer featured refreshments donated by local businesses and door prizes contributed by Downtown merchants, helping showcase the strong collaboration within the business community. The event provided an informal opportunity for attendees to connect, learn more about one another’s organizations, and strengthen partnerships throughout Downtown Albany. Donations and community participation helped keep event costs low while supporting a welcoming and engaging networking environment.

On April 27, ADA facilitated “**Transform Your Business with AI,**” providing eight attendees with an introductory overview of AI and its potential applications for their businesses. Additional educational opportunities are being explored. The committee is also preparing for the annual ADA Awards, with winners to be announced at the Venetian Theatre. The event will feature catering from Loafer’s Station, with Wine Crush generously donating the wine.

Downtown Connections: Our ongoing partnership with the Albany Police Department and other presenters helps keep Downtown safe and informed. ADA listened to business owners and created the Downtown Albany Business Quick Guide, “What to Do When Someone Needs Help.” The packet includes resources for mental health crisis support, emergencies, trespassing, and people in need of help. The guide also includes a quick decision tool and information about where community members can access training and presentations.

Reinvestment Statistics — January–June 2026

Category	2026 Activity
New businesses	4 — Furniture store, Blacksmith Coffee, Hilda Rueda Art Studio, and Mud Pies & Roses resale shop
Businesses relocated within Downtown	1 — Bodhi's
Businesses relocated out of Downtown	1 — Sugar Hero's, relocating to Heritage Mall
Businesses that changed ownership	1 — Sid Stevens sold his store to Scott Francis
Businesses expanded	1 — Hole in the Wall is expanding into the former Ree & Rae's space
Businesses closed	1 — The Bead Shop; owners retired and sold the space to Ree & Rae's
Net change in occupied storefronts	3 newly occupied storefronts
Storefront vacancies at period end	3 storefronts remain vacant
Publicly funded or grant-supported improvements	Briggs Building (Oregon Main Street); Albany Civic Theater (Oregon Main Street); Sybaris and Albany Civic Theater (CARA)
Buildings have been rehabilitated since 1999	38 buildings
Cumulative public and private reinvestment since 1999	Approximately \$41 million

During this reporting period, ADA continued to support vacancy reduction by actively sharing information about newly vacant and available properties with prospective businesses and community members. When spaces became available for rent, ADA highlighted those opportunities through its social media platforms and shared property information with individuals who contacted or visited the ADA office looking for Downtown space. ADA also served as a point of connection between prospective tenants, property owners, and available storefronts by answering inquiries, directing interested businesses to current rental and real estate listings, and encouraging follow-up with property contacts. In addition, ADA continually connected established and prospective building owners with grant opportunities that fit their needs for maintaining, improving, or returning historic buildings to active use, including ongoing Oregon Main Street grant work on the Briggs Building and the Albany Civic Theater. These efforts kept vacant spaces visible, supported

business recruitment and reinvestment, and reinforced ADA's role as a central resource for entrepreneurs and property owners in Historic Downtown Albany.

“Spaces” Rental and Real Estate Listings: Three listings have been posted to our website and social media platforms. The listing service had been on pause while ADA lacked access to and control of its website, but with the new website live, three properties have been showcased, and one remains listed.

OUTREACH COMMITTEE

Mixology Madness: On March 15, Downtown bartenders competed in our blind tasting cocktail contest at Finn Block Hall, showcasing nine local bartenders with live music from Just Lonna and the Eric MacKirdy Experience throughout the evening. Eight restaurants provided a culinary adventure, and an interactive Wall of Frames photo opportunity had guests lining up all night, encouraging engagement and participation. 25 volunteers helped produce the event, which drew an estimated 130 attendees and generated an increase of 33 percent in profit over prior years. This fundraiser brings added income that helps us do more with the city funds. This year's sponsors were Sid Stevens Jewelers – Diamond shot, Squeaky Cork – Napkins.



Membership Growth, Retention, and Attraction: ADA membership began the reporting period with 115 members and increased to 118 members by the end of the period. During this time, three new members joined, including Wine Crush and Hilda Rueda, while 56 memberships were renewed. Additionally, 62 renewal notices were recently sent to encourage continued membership and engagement. ADA Staff used face-to-face meetings, direct conversations, and regular outreach with Downtown businesses as ongoing recruitment and retention touchpoints, and welcomed and promoted new businesses as they opened, introducing them to the district and connecting them with member benefits. These efforts supported steady membership growth while rebuilding and strengthening relationships with established businesses.

Training and Professional Development: The Board and staff continued to meet ADA’s Oregon Main Street certification requirements through ongoing state and national training opportunities. The Executive Director and/or a staff member attended the following conferences and professional development opportunities: the Oregon Heritage Conference in Woodburn on April 29; the Main Street Now Conference in Tulsa, Oklahoma, on April 13–15; the Main Street Track Network Meeting in St. Helens on June 22–23; and multiple Third Thursday guest speaker sessions. These training opportunities supported continued compliance with Oregon Main Street certification requirements while strengthening organizational knowledge, leadership, and program operations.

2026 Strategic Plan: The Board and committees continue to review progress and establish initiatives that keep ADA aligned with its long-term goals. This year, ADA hired a consultant who has completed a strategic plan to guide the organization’s continued growth, strengthen its role in the Downtown area, strengthen community events, and support ongoing rehabilitation within the historic district.

Oregon Main Street Revitalization Grant (OMSRG): Through a successful application in 2025, ADA secured an Oregon Main Street Revitalization Grant to support the Albany Civic Theater Revitalization project. The grant provides up to \$400,000 in matching funds for communities within the Oregon Main Street Network. With this award, ADA has helped bring a total of \$1,000,000 in revitalization funding to Downtown Albany over the past three years.

- **Oregon Electric Railway Station (2022):** Restoration of this historic landmark included the original coffered ceilings, green glass tile, windows, façade, and other features. The grant-funded portion of the project has been completed, and Sybaris Bistro has moved into the new space. The restaurant opened to the public in July 2026, bringing new activity and vibrancy to this historic Downtown property.
- **Briggs Building (2023):** Home to Brick Circuit LEGO and Toy Store, the Briggs Building is the only surviving commercial wooden building Downtown that remains open to the public. The grant-funded work through the Oregon Main Street program has been completed, including structural stabilization and a new foundation. Work continues interior renovations, including system upgrades and the development of two new apartments.
- **Albany Civic Theater (2025):** In June, ADA was awarded a \$400,000 Oregon Main Street Revitalization Grant to partner with Albany Civic Theater on the rehabilitation to the façade and specific interior repairs at the Rialto Theater and the McAlpin’s Confectionery building. The project includes a \$279,626 match through volunteer hours, in-kind donations, and cash. Work is progressing well, with the project currently on schedule for completion in early 2028.

PROMOTION COMMITTEE

1st Friday in Historic Downtown Albany: The monthly event continued throughout the period. While 1st Friday remains a smaller event, it has developed a dedicated following of visitors who come Downtown each month to support local businesses and enjoy the creative atmosphere. Natty Dresser continues to be a consistent draw, and art featured through Calapooia Gallery adds another reason for guests to explore Downtown, connect with merchants, and take part in the evening's activities.

Easter “Egg” Hunt: Our popular Easter Hunt returned with posters and hidden eggs in Downtown windows. Families enjoyed strolling the district while children searched for prizes. This returning community event was set up so 30 business sites were designated to Easter trivia allowing families to stroll amongst the streets of our downtown and enjoy the Easter egg hunt.

The Operation Christmas Tree program convened its first meeting of 2026, bringing together community stakeholders to evaluate the previous season. Participants conducted a structured review of successes and areas for improvement and began preliminary budget planning for the upcoming year. This reflective process supports continuous improvement and strengthens program sustainability. Recently the committee has been working on this event having designed the new hanging ornament as a holiday tree this year. The committee is working on sponsors, working with ADA Staff on upcoming marketing and their online sales presence through ADA's website and meeting about how the operations of this event will go.



Downtown Wine Walk: ADA assisted the Rotary Club of Albany with street blocking and event support for the annual Wine Walk on May 1 st. ADA assisted in blocking off the parking lot for this event. From the attendance, it looks like the Rotary Club had another successful event.

Dining and Shopping Brochures: In May, new brochures were created and printed. Four hundred Shop and Styles brochures and five hundred Dine and Unwind brochures have been distributed to stores or handed out at visitor stops.

Quarterly Postcard Event Mailer: Postcards were hand-delivered in June to businesses alerting them to Kraze Daze, continuing a tradition of more than 125 years. ADA is adopting this marketing technique to alert our downtown businesses of events that are happening within the quarter and how they can get involved. The in-person delivery is another way for the organizations make those in-person connections with businesses.





Women in Business debuted in February with the concept of women gathering in a low-stress atmosphere without speakers or topics assigned to share their organization, their events and fundraisers and their volunteer work. This no-host reoccurring event is created to strengthen women's ties to other organizations and have a network to the businesswomen in our local community.

Marketing Support: ADA promotes member businesses and community events through a coordinated mix of Facebook, Instagram, blog posts, monthly newsletters, and targeted email marketing. Recent campaigns have included Mixology Madness sponsorship and ticket sales promotions, as well as the Downtown Business Awards voting email, which encouraged businesses to vote for their favorites across the listed award categories. ADA's monthly newsletter is distributed digitally to 69 subscribers through the organization's email list, with four hard copies mailed to residents. Additional hard copies are made available at high-traffic visitor locations, 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 2026

Albany Farmers' Market: ADA supports this ongoing summer event by providing parking lot blockade support and continual advertising support. The new artisan side has been a welcome addition to the event. ADA witnessed more than 100 visitors the first weekend, and attendance has remained strong since opening weekend.

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. The popular Albany Tweed Ride was held on May 9th, with cyclists touring Downtown and nearby historic neighborhoods in vintage attire.



Albany Summer Passport Program: Launched on June 11th, 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. ADA gave each participant a small elephant souvenir when they stopped by our office to get their stamp. The season will conclude with a prize drawing at the Carousel's "Carnival at the Carousel" on August 15th.

Preparing for Q3 & Q4 Events and Partnerships

Many of our most significant annual events require year-round planning. These include Kraze Daze, the ADA Excellence in Downtown Awards, Downtown Trick-or-Treat, Downtown Unwrapped, Small Business Saturday, the Downtown Twice Around Parade, and the Community Tree Lighting through the Operation Christmas Tree program.

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 Twelve volunteers for the April 19 Downtown Clean-up, more than 25 KW Red Day volunteers for the May 14th flower basket installation, and dedicated parklet caretakers who contributed 230 collective hours. Scout Troops 100 and 322 and Cub Scout Pack 7100 installed flags on holidays throughout the period. The Outreach Committee was supported by 25 volunteers at Mixology Madness, and an Oregon State University undergraduate intern is mapping ADA's programs this summer.



Downtown Albany

Historic Downtown Albany is the social, commercial, and cultural center of the community. The City of Albany's connection to the Willamette and Calapooia Rivers is central to the community's history and identity. Through the Central Albany Revitalization Area (CARA), the City of Albany has made strategic investments to reconnect Downtown with its waterfront, preserve public spaces, and improve access to Water Avenue and surrounding parks. Following community input and design work beginning in 2021, the final design was approved in 2022, with construction beginning in 2023. These improvements are creating safer crossings, better water access, and more inviting public spaces for residents and visitors. Downtown's historic building stock, independent businesses, and year-round calendar of events draw residents and visitors alike, and the district remains a significant contributor to Albany's lodging, dining, and retail economy.

This work builds on the continued revitalization of Downtown, including the completion of the Streetscape in 2018 and ongoing improvements throughout the district. Since 2020, the Albany Downtown Association has supported this progress by providing business education, grant assistance, networking opportunities, and volunteer-led programs that strengthen the Downtown community.

The City of Albany's continued financial support, including Main Street contracts, is an important part of making these efforts possible. Together with the commitment of our members, volunteers, businesses, and community partners, ADA remains focused on preserving Downtown Albany's historic character while supporting a vibrant and thriving future.

Thank you for your continued support of Downtown Albany. We welcome your questions and feedback as we work together to strengthen our downtown community.

Sincerely,

Andon Martin
President, Albany Downtown Association Board



Albany Visitors Association End of Year Report July 2025 – June 2026

August 2026

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 a 501 c (6) non-profit organization governed by a volunteer board of directors and serves as 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 our network of strategic partnerships within the travel and tourism industry to attract visitors.

Our 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. We strive to create a destination where everyone is welcomed and immersed in Albany's authentic charm, which helps to build 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 2025 through June 2026.

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

- Operate the Albany visitors center and office located in a historic building in the heart of downtown. 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.
- Attend and participate in 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. We are constantly working on volunteer recruitment efforts for this program and others.
- Maintains mini kiosks with information about Albany and Linn County at lodging facilities, the Expo Center, Albany Train Station, and Historic Carousel & Museum.

AVA Marketing of Albany to Visitors:

- The AVA maintains the official Albany, Oregon website dedicated to visitors with a lens of inclusivity and accessibility. The website is updated monthly to include new articles and itineraries. In this digital age, the website is often the first interaction visitors have with Albany. It highlights Albany's assets and events to draw visitors, who spend money at our shops, restaurants, and hotels. Content is audited and updated often to ensure correct information. Through print ads, users are directed to the website via QR codes, increasing awareness and leveraging this resource that is already in place.
- The e-newsletter is sent out monthly highlighting Albany in an engaging way, using photos, easy-to-read text, and links to partner and stakeholder websites. Since adding links to restaurants and hotels, the newsletter has drawn more visitors to those pages on our website. Not only has the newsletter increased in audience size, but it has also maintained a consistent open and click rate, with higher engagement in the shoulder season when visitors are less likely to travel.
- The AVA continues to maintain a social media presence on Instagram and Facebook. Regular posts including engaging content contribute to the consistent gain in followers on both platforms. By reusing content created for ads and/or acquired through grant money, this social media increases the value of those assets. Albany event planners see the value in our social media, often donating tickets for giveaways. This raises awareness of their events while also engaging our audience. Our following includes both people planning a visit to Albany and residents.
- The official visitor guide for Albany and a locator map for visitors. The guide is also available online. AVA printed 20,000 in June 2026. Over 20,000 visitor guides were distributed in 2025/26. These visitor guides are distributed through direct leads, 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 25,000 in 2024/25 to 20,000 in 2025/26 to help offset these rising costs. Distribution costs in 25/26 were over \$14,000. We have contracted with Oregon Web Press to send our visitor guides through direct mail to save on distribution costs in the future.
- Seems Like Old Times Guide to Historic Albany remains available digitally on our website and app. Printing this publication is a time-intensive project. It is not currently in our plan to reprint.
- Advertising campaigns for leisure travel promotion. Digital campaigns continue to grow and offer a quick response time to adjust for changes. By leveraging our partnerships and promotions we can reach a larger audience.
- 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 fifth edition of the brochure, and another 10,000 copies will be distributed throughout Oregon. The new

edition includes new members and itineraries which help to promote these businesses. The guide is also available digitally. This program is set to change in the coming year.

- The Albany Explorer App serves as a welcome option for people looking for information and activities. Developed with partner HospitalityVision to provide virtual tours, self-guided tours, digital postcards, messages, and itinerary suggestions. The app is funded through grants, sponsorships, and ad sales. Our Pioneering Women tour remains popular and now tells the story of thirteen women of Albany. A guided walking tour was developed this year with four tours given. It has been a welcome addition. 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. Subscribers come and go, but with added features like video and audio narratives and special maps, like the holiday light drive, draws in new subscribers and increases interaction. We currently have over 2,700 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 helps 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 and shelled hazelnuts and grass seed packets 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 demand continues to return, we primarily see day trips to the carousel and a meal at one of our local restaurants. The need for these groups has been met through existing staff. AVA has provided support for the Albany Challenge Geocache event for many years, this year sponsoring the coin. The program is completely run by volunteers and free to participants. However, their survey shows an economic impact of \$12,900 from hotel stays and purchases in August 2025.
- Welcome bags. The AVA gave out bags to about 370 visitors during the past year. Staff and volunteers provided information or welcome tables for 33 events over 86 days.
- Familiarization tours that are coordinated for volunteers, media, and industry partners.

Through the Historic Resources Program, the Albany Visitors Association serves:

- 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, City of Albany Landmarks Commission, Cumberland Community Events Center, and Historic Carousel & Museum.
- The Historic Interior Home Tour Committee, providing two annual historic interior home tours and maintaining the historic plaque program. The tours welcomed over 900 visitors and the committee volunteered over 50 hours to put on the tours. Proceeds from the tours benefit the Monteith House Museum.
- Visitors, including groups, come to Albany. The AVA helps to coordinate tours for guests of all ages to historic attractions. *For example: suggesting itineraries, selecting restaurants, and accommodations.*

Total TLT Grant: \$ 430,203

In FY 2025/2026 the Tourism Advisory Committee (TAC) approved \$9,500 to AVA for a digital storytelling and advertising campaign with Advance Travel & Tourism. The campaign helped Albany reach a broad Oregon travel audience through Here is Oregon, OregonLive, and The Oregonian/OregonLive social channels during our slower winter months. The campaign supported AVA's ongoing work to encourage visitation, repeat trips, and increased awareness of Albany's restaurants, shops, attractions, accessible travel resources, and historic districts. This project 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 expenses were \$446,696. Actual revenues were \$468,250, exceeding budgeted revenues. Actual expenses were below budget in personnel and office operations accounts, primarily due to timing of payments at the fiscal year end. A net income of \$21,554 will be used for commitments to contractual services.

Budget vs Actuals July 2025 - June 2026 attached

ALBANY VISITORS ASSOCIATION

Budget vs Actuals Collapsed

July 2025 - June 2026

	Actual	Total Budget	Over/(Under)	% of Budget
Income				
5000 Revenue	450,763.65	432,703.00	18,060.65	104.17%
5399 Merchandise Sales	157.32		157.32	
5600 Special Projects	17,306.33	12,000.00	5,306.33	144.22%
5700 Credit Card Sales	22.35		22.35	
Total Income	468,249.65	444,703.00	23,546.65	105.29%
Gross Profit	468,249.65	444,703.00	23,546.65	105.29%
Expenses				
6100 Personnel Services	95,708.66	99,275.00	(3,566.34)	96.41%
7100 Office Operations	78,737.99	83,386.00	(4,648.01)	94.43%
8100 Historic Resources Programs	40,528.98	40,092.00	436.98	101.09%
8200 Industry Trade	11,709.66	11,000.00	709.66	106.45%
8300 Marketing & Promotions	155,169.74	145,877.00	9,292.74	106.37%
8400 Events	3,921.14	3,230.00	691.14	121.40%
8500 Visitor Services	60,919.80	61,843.00	(923.20)	98.51%
Total Expenses	446,695.97	444,703.00	1,992.97	100.45%
Net Operating Income	21,553.68	-	21,553.68	
Net Income	21,553.68	-	21,553.68	

Income and Expenses - Income is higher than the budget proposed. This includes grants received, park passes sold and higher than expected kiosk revenues. Expenses were also higher than budgeted due to grant programs, park passes, and kiosk improvements.

Revenue - Elevated from grants, interest and reimbursement revenue.

Personnel Services - Slightly less than budgeted. Adjustments made for FY 26/27.

Office Operations - Contract services set to increase FY 25/26 pushed to FY 26/27.

Historic Resources - Reflects the Monteith House docent payroll which fluctuates depending on employee hours. Nighttime Magic Holiday Light Contest expenses are also reflected here.

Industry Trade - Annual memberships are up slightly from budgeted.

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 (\$1,000). Summer Passport for Kids, and the Annual Photography Contest.

Visitor Services - Slightly below budget this FY.

Net Operating Income - Balance does not reflect committed expenditures for videography and hosting travel writers.

Net Income - \$21,553.68 earmarked for contractual expenses FY 26/27.

Significant findings (AVA TLT Metrics) 2023-2026 Metrics Spreadsheet Attached

- **Transient Lodging Tax**
 - Up 7.61% in FY 2025/26 from FY 2024/25. Lodging occupancy was up 1.8% from 2024/25 (60% Avg. July-June 2025/26 Linn County STR) This is consistent with Willamette Valley and statewide figures. While Albany room rates remained lower than neighboring communities providing a better value for a convenient central location.
- **Website and Media**
 - We continue to monitor key indicators and adjust these metrics to capture the most relevant data. Website users increased 49% to 105,515, while page views grew 24.5% to 225,033. Engaged sessions (Average Time on Site is replaced by Average Engagement Time Per Session and averaged just under one minute per engaged session. Engaged sessions are defined as sessions that last longer than 10 seconds, have at least one conversion, or involve 2 or more page views).
 - Albany Explorer App has over 2,700 active users
 - Facebook fans were up 6%, and Facebook interactions grew 37.6%
 - Instagram followers were up 9%, and Instagram reach increased 42.1%
 - E-newsletter subscribers were up 7%. 63,476 travel newsletters went out to 5,615 subscribers in FY 25/26.
- **Referral traffic**
 - Users viewed the lodging properties page on AVA's website 2,371 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 pages 8,972 times. This is 39% higher than last year and is attributed to advertising campaigns driving traffic directly to those pages.
- **Visitor Center**
 - Traffic was up 10%, demonstrating an increase in Albany visitors and those coming to the welcome center.
 - Phone calls were up significantly (about 78%). This may also be a difference in calculation with better tracking methods.
 - Visitors to the Santiam Rest Stop Kiosk (3,124) were up despite several shifts being left unfilled. Extending the season through the fall made a big difference in numbers. 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 33 groups/event planners who came to Albany this year.
 - Number of pitches – Pitched Albany to 31 media representatives
 - Provided VIP bags to 372 visitors
 - Provided 60 raffle baskets and prizes, including programs like the kids' summer passport, photography contest, Nighttime Magic Holiday Light Contest and industry and mayors' conference baskets representing Albany.

- **Engagement and participation with stakeholders**

- *AVA staff visit 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 Community Events Center 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, Cumberland Community Events Center, 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 33 visiting groups and events over 86 days throughout the year.*
- *Staff coordinated the Annual Summer Passport for Kids with 29 partners and 252 participants.*
- *AVA leads the Historic Interior Tour Committee hosting two annual historic interior home tours. Volunteers contributed over 50 hours last year and over 900 visitors attended. All proceeds from the tours benefit the Monteith Historical Society.*
- *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 fifth printing with 53 partners crossing Linn and Benton counties. Brochures are being distributed throughout Oregon. This project has been an asset to capture the authentic Oregon experience and locally sourced food scene visitors are looking for.*

Respectfully submitted,

Rebecca Bond

Rebecca Bond, Executive Director
Albany Visitors Association

Key Metrics

		FY 2023/24 Through June 2024	FY 2024/25 Through June 2025	FY 2025/26 Through June 2026	Change YOY	Notes
State Wide						Numbers shown in this section are taken directly from the STR report and represent the FY July 2025- June 2026. Slight variations from previous years reflect updates in reporting since July 2025.
	Occupancy	60.00%	60.80%	60.50%	dn -1%	Occupancy was up slightly statewide excluding the Willamette Valley
	Room Rate	\$141.82	\$141.20	\$141.55	dn - 0.4%	Room Rates were down in the WV, Portland and Central Oregon driving the state overall down.
Willamette Valley	RevPar	\$85.15	\$85.80	\$85.65	dn -1.5%	Revenue per unit was up slightly.
	Occupancy	63.00%	61.20%	61.00%	dn -1%	Occupancy was down across the Willamette Valley.
	Room Rate	\$145.37	\$143.58	\$144.07	0.0%	Room Rates were flat in the Willamette Valley.
	RevPar	\$91.52	\$87.91	\$87.91	dn -1%	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 not reporting.
	Occupancy	59.50%	58.19%	60%	1.8%	Occupancy was slightly up
	Room Rate	\$116.77	\$114.55	\$118.33	3.30%	Room Rates were also up
	RevPar	\$69.42	\$66.57	\$71.09	6.78%	Revenue per unit was up YOY
Albany Transient Lodging Tax		FY 2023/2024	FY 2024/2025	FY 2025/2026		
	July through June	\$1,366,591	\$1,316,195	\$1,416,325	7.61%	* YTD through June 2026 (including anticipated \$12,500 in payments due). FY25/26 TLT revenues are up by over 7.5%. Room rates and RevPar are also up.
Visitors Center						
Visitor Center		FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	FY Results 2025/26 July 1, 2025 to June 30, 2026	Change YOY	Notes
	Visitors	1,845	2,146	2,359	10%	The Visitor Center increased foot traffic YOY.
	Phone Inquiries	522	272	485	78%	Travel and inquiries were up. This is also a reflection of improved record keeping
Santiam Rest Stop Kiosk						
Kiosk		FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	FY Results 2025/26 July 1, 2025 to June 30, 2026	Change YOY	Notes
	Visitors	2,225	2,182	3,124	43%	The kiosk was openmore days this year although volunteer availability remains down so not all shifts are covered during the regular season.
Volunteer Staff						
Volunteer Hours		FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	FY Results 2025/26 July 1, 2025 to June 30, 2026	Change YOY	Notes
	Number of Volunteers	73	51	50	-2%	Includes board members, welcome center, photographers & Kiosk volunteers. 2023 included Cycle Oregon Event - volunteers coordinated by AVA.
	Hours Donated	1,169	762	1,177	54%	Does not include staff's community volunteer hours. More volunteer hours have been donated over the year particularly from AVA board members serving at community events.
	Volunteer Value	\$39,149	\$25,519	\$42,537	67%	Volunteer hourly worth calculated at \$36.14 per hour specified by Independent Sector who sets this value for non profits nationally.
Photo Contest	Photographers	21	25	19	-24%	Fewer photographers participated in 2026
	Photos Donated	157	198	122	-38%	Over 100 photos were entered and are now available for marketing Albany.
Website Statistics						
AVA Website		FY Results 2023/24 July 1, 2023 to June 30, 2024	FY Results 2024/25 July 1, 2024 to June 30, 2025	FY Results 2025/26 July 1, 2025 to June 30, 2026	Change YOY	Notes
	Unique Visitors - 2025: New Users	78,958	70,824	105,515	49%	Unique visitors is now new users 2025
	Total Page Views	204,783	180,777	225,033	24%	Total page views up
	Engaged sessions per active user	2.59	0.77	0.58	-25%	2025 change in metrics from page views per session to engaged sessions per active user



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 2026 - June 2026

The Monteith Historical Society received \$3,270.42 in TAC funding from the City of Albany during this time period.

Between January 1 and June 30, 2026, the Monteith Historical Society was happy to see a total of 1,038 visitors and 171 tours at the Monteith House, compared to 527 visitors for the same time period in 2025. With the help of our volunteers, putting in almost 400 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 167th birthday and a brand new event, a "Bloody Valentine's" feast celebrating Albany's haunting and romantic history. These two events brought in an additional 57 visitors to the Monteith House in what is otherwise one of our slower months.

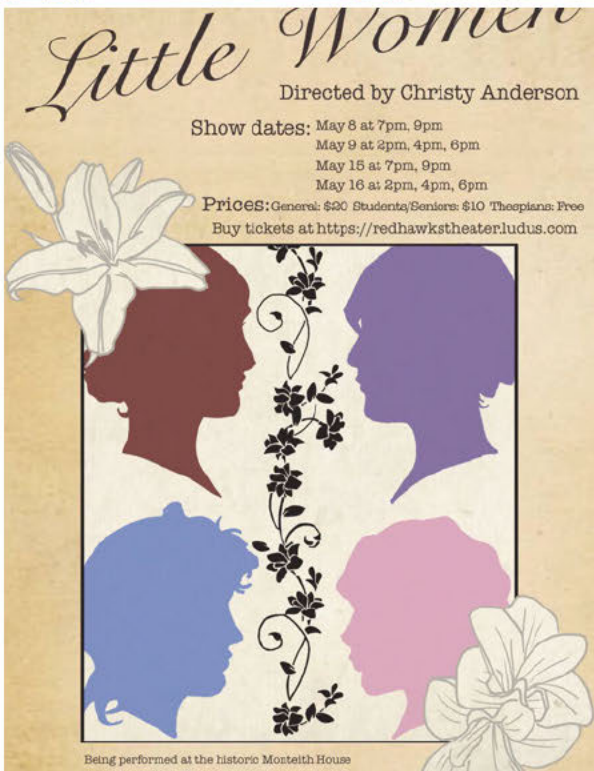
Throughout the spring months, the Monteith House hosted 11 schools and educational or historical groups for field trips and private tours at the Monteith House. The age range of these groups varied from children as young as 7 to adults in their 90s. In total, these tours brought in over 380 additional 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.

A brand new event that we are particularly proud to have hosted during this period is South Albany High School's theatrical production of *Little Women* by Louisa May Alcott. Using the parlour as a period-accurate and immersive stage, local high schoolers put on 10 performances of *Little Women*, raising funds for both the SAHS theatre department and the Monteith House, and bringing in 150 additional visitors to the Monteith House, including visitors from out of town. TAC funds helped to enable the Monteith House to purchase supplies for the performance that will allow us to host more live theatre in the future, such as high-quality curtains to block off backstage areas.

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





TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 9, 2026, for the September 16, 2026, Tourism Advisory Committee (TAC) Meeting

SUBJECT: Collaborative Tourism Promotion Post Event Reports

Purpose:

Information Only.

Background/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 brief report in person.

Strategic Plan Impact:

Healthy Economy & Connected and Engaged Community

Attachments:

1. Albany Visitors Association
2. First Taste Oregon
3. Monteith Historical Society



June 30, 2026

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



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

Dear Jennifer,

I'm pleased to share the results of the Collaborative Tourism Promotion grant awarded to the Albany Visitors Association for a digital storytelling and advertising campaign with Advance Travel & Tourism. The campaign helped Albany reach a broad Oregon travel audience through Here is Oregon, OregonLive, and The Oregonian/OregonLive social channels, while highlighting the experiences that make Albany a strong visitor destination.

Overall, the project provided Albany with high-value exposure through trusted Oregon media platforms, extended the life of AVA's existing photo and video assets, and allowed us to tell a richer destination story than a standard ad placement alone. The campaign supported AVA's ongoing work to encourage visitation, repeat trips, and increased awareness of Albany's restaurants, shops, attractions, accessible travel resources, and historic districts.

Thank you for granting us this funding and for continuing to support tourism promotion in Albany. We appreciate the City's investment in projects that help strengthen Albany's visitor economy, showcase local businesses and attractions, and share the community's story with new audiences.

The first campaign took some extra staff time as I figured out what ATT needed and how best to work together. Once we got to know the team, the process became much easier. With the strong results and a smoother workflow now in place, AVA may consider budgeting for another ATT campaign in the future, with less staff time needed.

Sincerely,

Alicen Arsenault

Alicen Arsenault
Marketing Manager
Albany Visitors Association

Sponsored Article Performance

The sponsored article, [A weekend in Albany: Dive into the Willamette Valley's Historical Heartland](#), gave readers an inviting overview of Albany as a getaway destination, highlighting the city's historic charm. The story will remain live on Here is Oregon for one year after publication, keeping Albany visible on the platform for the remainder of 2026.

The article performed well above ATT's industry benchmarks. Readers were not only seeing the story but also spending time with it and following the link to learn more about Albany.

312,445 impressions: The article promotions appeared on readers' screens more than 312,000 times.

468 clicks: Readers clicked the headline ads to open the full article 468 times.

0.15% click-through rate: The click-through rate measures how often people clicked an ad after seeing it. Albany's rate was **200% above ATT's 0.05% benchmark** for sponsored content.

1 minute, 6 seconds average time on content: Readers spent more than a minute with the article on average, **above ATT's typical average by 66 seconds**. This indicates that readers were interested enough to stay and explore the story.

12.61% call-to-action rate: This measures how often article readers clicked the link to continue exploring Albany. The rate was **564% above ATT's 1.90% industry average**.



Sponsor Content

A weekend in Albany: dive into the Willamette Valley's historical heartland

By Albany Visitors Association

January 05, 2026 at 05:00 AM



Trolley tours are just one way to see all of Albany's historic streets. (Photo courtesy: Albany Visitors Association / Camron Settlemyer)

It was just 40 years after Oregon became a state, in 1892, that a small group of Cumberland Presbyterians in Albany, Oregon, began building a church. The quaint one-room meeting house was fashioned in the Queen Anne architectural style with spindle work and elegant gables, and over the years as different congregations of Oregonians used the space, unique handcrafted elements were added to the beautiful building. Flash forward to 2000, when the church was under threat from a new road project, and neighbors in Albany banded together to save this historic structure.

Thanks to a dedicated team of volunteers, the 1,400-square-foot church was lifted onto a flatbed trailer and driven down Santiam Road to its new location, where it is currently being renovated and transformed into the [Cumberland Community Events Center](#). This much-needed space will celebrate and preserve its illustrious history both in its construction and spirit, serving the community as a place for gathering.



The Gilkey Bridge is one of eight historic covered bridges near Albany. (Photo courtesy: Albany Visitors Association / Camron Settlemyer)

Display Ad Performance

Three display ads ran on OregonLive from January 1 through April 4, with new creative assets every month to support different visitor interests, including local dining and shopping, accessibility, and Albany as a Spring Break destination. The display ads also performed well above ATT's industry benchmark.

306,004 impressions: The display ads appeared on readers' screens more than 306,000 times.

405 clicks: Readers clicked the ads 405 times to learn more about Albany.

0.13% click-through rate: The click-through rate measures how often people clicked an ad after seeing it. Albany's rate was **164% above ATT's 0.05% industry benchmark.**

128 clicks on the accessibility-focused ad: The accessibility message was the top-performing display ad, showing particularly strong interest in information that helps visitors plan ahead and understand what to expect.



A photograph of a young man in a wheelchair, wearing a blue t-shirt with a tiger graphic and the word 'BLAKE', sitting on a blue roller coaster car. He has his hand raised in excitement. A woman is seated behind him. The Albany Visitors Association logo is in the top right corner.

In Albany, Oregon, accessibility means more than compliance —
IT MEANS CONNECTION.

► **EXPLORE ACCESSIBILITY**



A young girl in a white dress with gold polka dots and a large white feathered prop on her back, standing in a room with gold pillars. The Albany Visitors Association logo is in the bottom right corner.

Discover **small city charm** and **big spring break energy** in Albany.

LEARN MORE



A collage of food and drink: a plate of salmon, a burger, a glass of beer, and a glass of red wine.

Eat and Drink Your Way Through Albany
Local Flavors Crafted With Care

LEARN MORE

Social Media Performance

Using the same topics as the display ads, three co-branded social media posts were shared on The Oregonian/OregonLive Facebook and Instagram channels and boosted for two weeks each. Together, the posts **reached more than 122,000 people** and received more than **33,000 video views**.

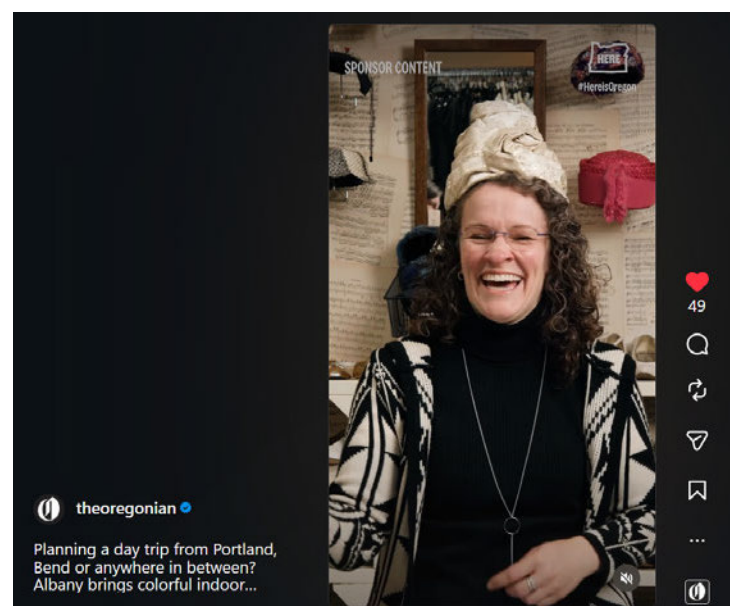
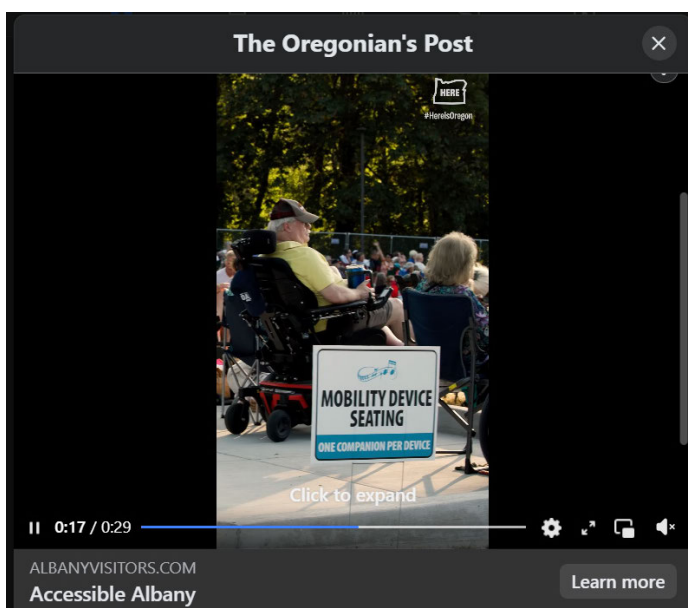
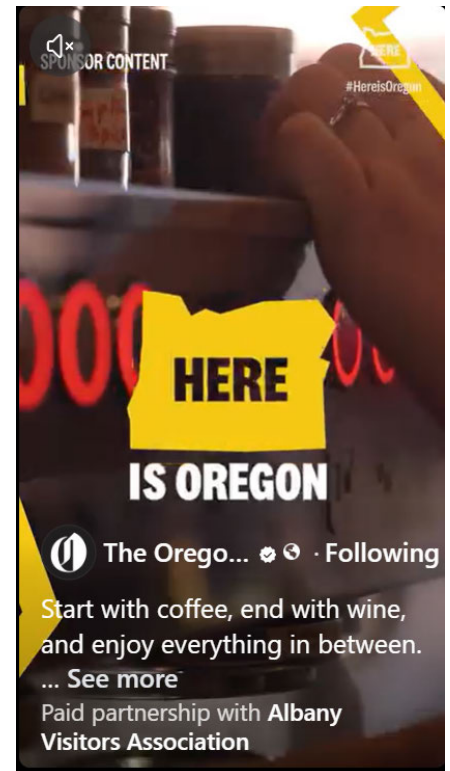
122,573 total reach: Reach is the number of people who saw the posts. The January food and drink video reached the largest audience, with **57,252 people seeing the post**.

33,411 total video views: This measures how many times people watched the videos. **Each post received more than 10,000 views**.

3,753 total engagements: Engagements include actions such as likes, comments, shares, and other interactions with the posts.

February Accessible Travel post: This was the strongest social media post for engagement, receiving **3,542 engagements and 12,293 video views**. The results show that accessible travel content resonated particularly well with the audience.

March Albany Spring Break Day Trip post: This post **reached 25,666 people and received 10,158 video views**, helping position Albany as an easy seasonal getaway.





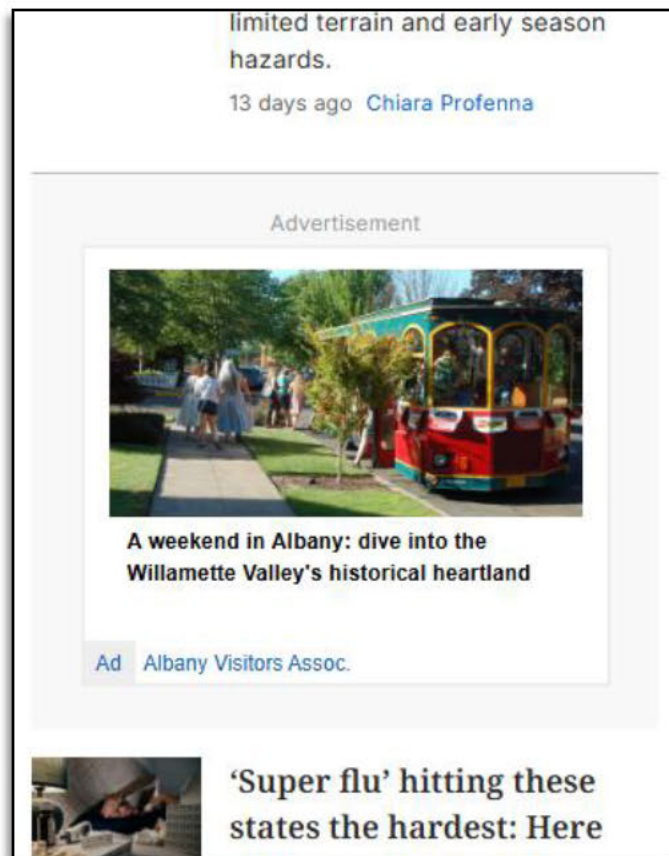
A Celebration of the best living in Oregon

Albany Visitors Association

Jan-Mar 2026

Brand Storyteller Update

Thank you for supporting stories that lift and celebrate the people, place and experiences that inspire innovation and build community.



Story Performance

312,445

IMPS

468

Clicks

.15%

CTR

1M 6S

Avg Time on Content

58

CTA

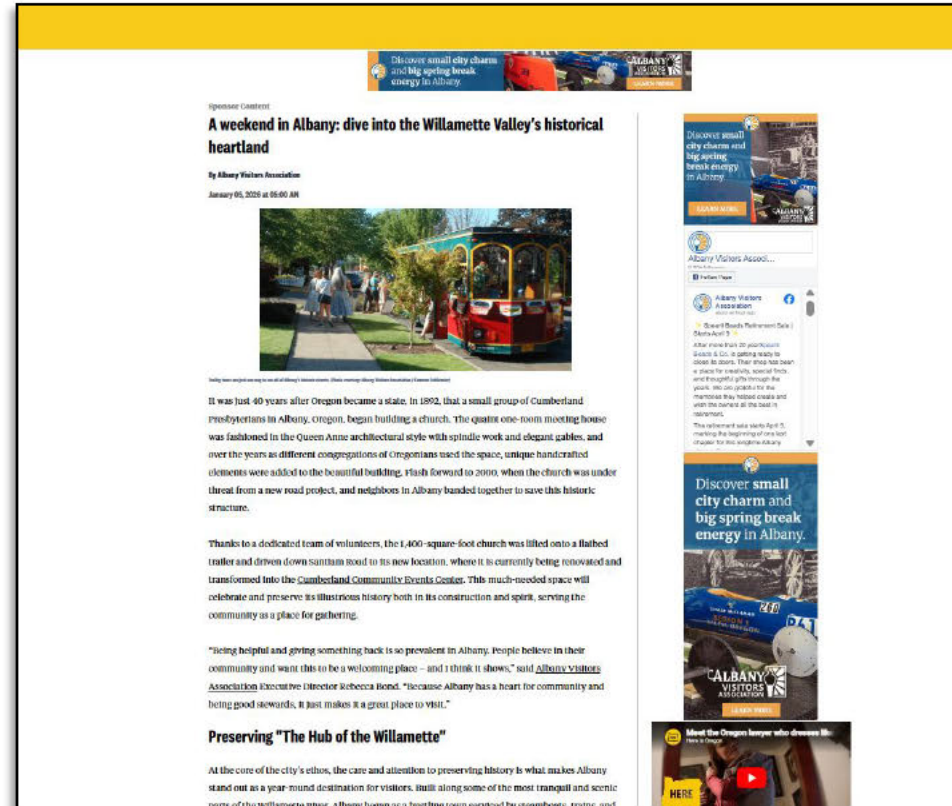
12.61%

CTA Rate

By aligning your brand and story with our readers, your content reached a highly engaged audience that was more likely to interact with your message. Headline ads driving to your story ran across both OregonLive and Here Is Oregon.

The industry CTR benchmark for sponsored content is 0.05%, and your ads exceeded that benchmark by 200%. Additionally, the industry CTA rate average is 1.90%, and your story outperformed that benchmark by an impressive 564%.

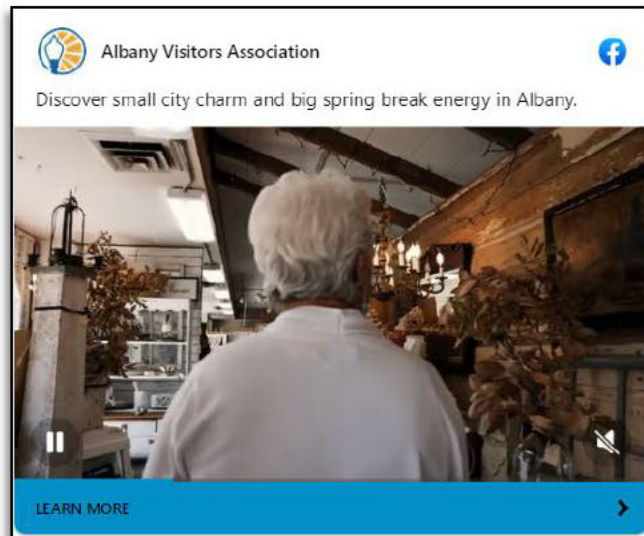
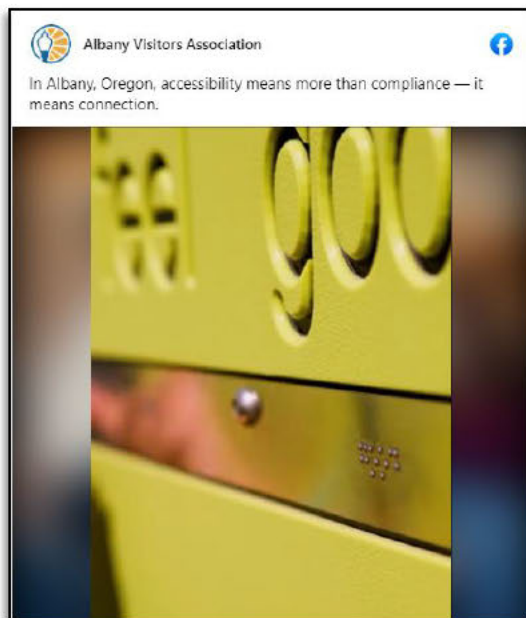
For context, we typically see an average time on content of around 40 seconds. Readers spent over one minute on average engaging with your story, demonstrating strong interest and meaningful engagement.



[Story link here](#)

Story Performance

Your story will live on Here is Oregon for at least 1 year after publication. By placing your story on Here is Oregon you're maintaining a presence on a highly engaged audience.



306,004

Impressions

405

Clicks

.13%

CTR

Social display ads ran on OregonLive from January 1 through April 4, with creative refreshed monthly to support key initiatives. Accessibility-focused messaging emerged as the top-performing unit, driving 128 clicks. Overall, the campaign achieved a 0.13% CTR—outperforming the 0.05% industry benchmark by 164%.

Social Display

57,252

Reach

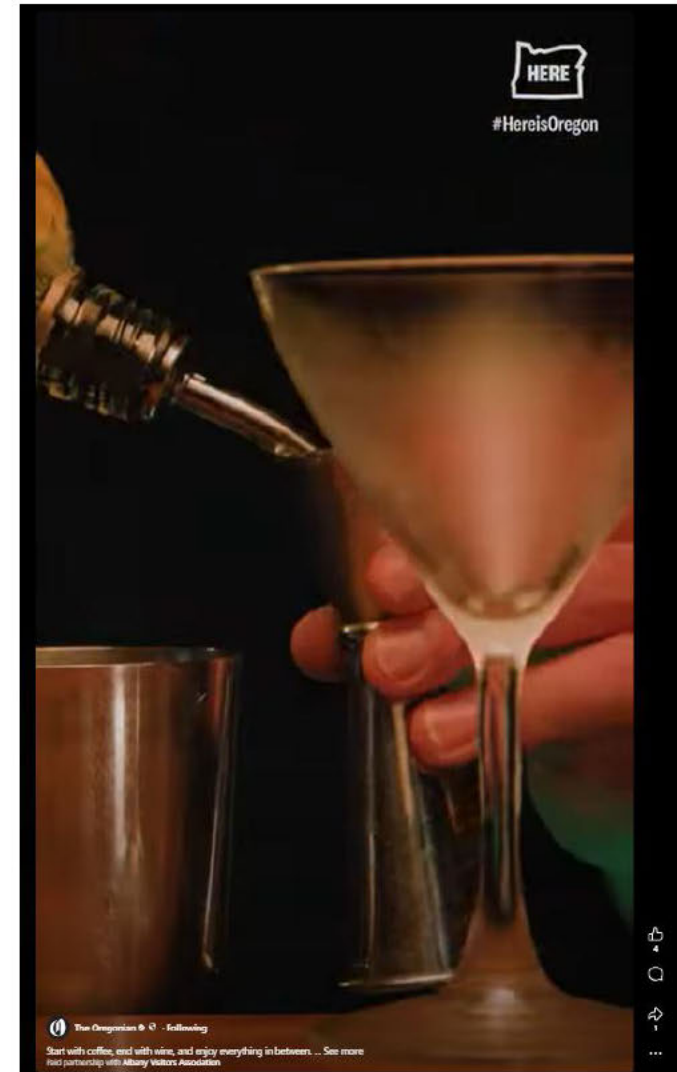
150

Engagement

10,960

Video views

Your video was shared on Oregonian/OregonLive social channels: Facebook & Instagram and boosted for 2 weeks.



Social Media: January Co-branded post (Food & Drink)

39,655

Reach

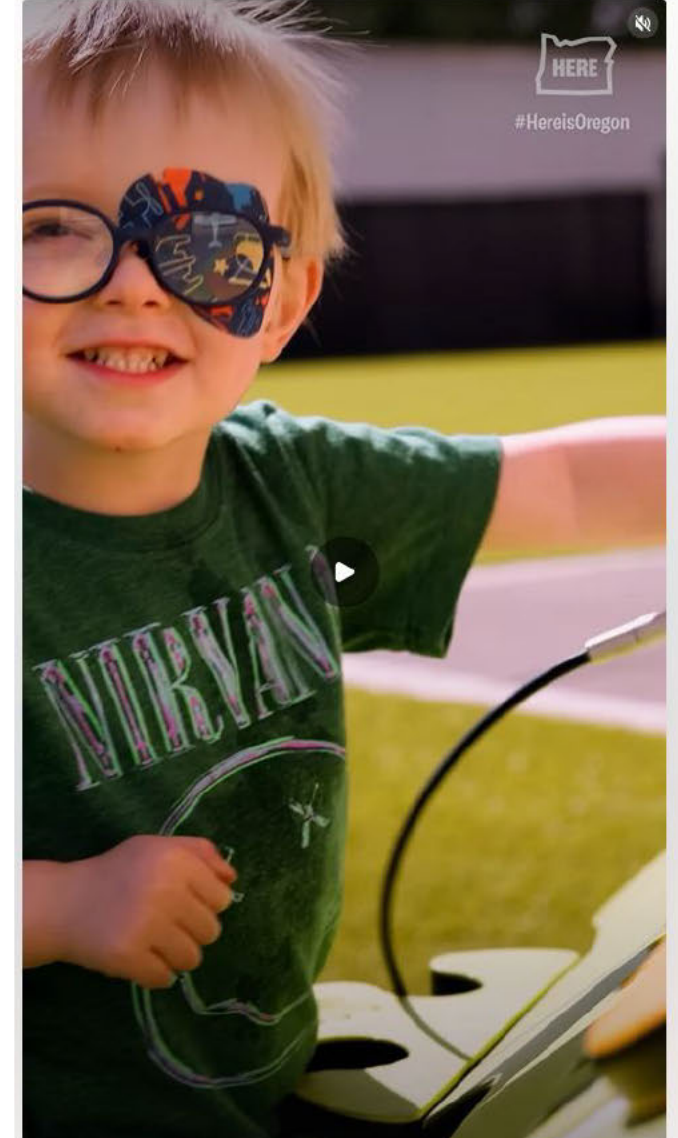
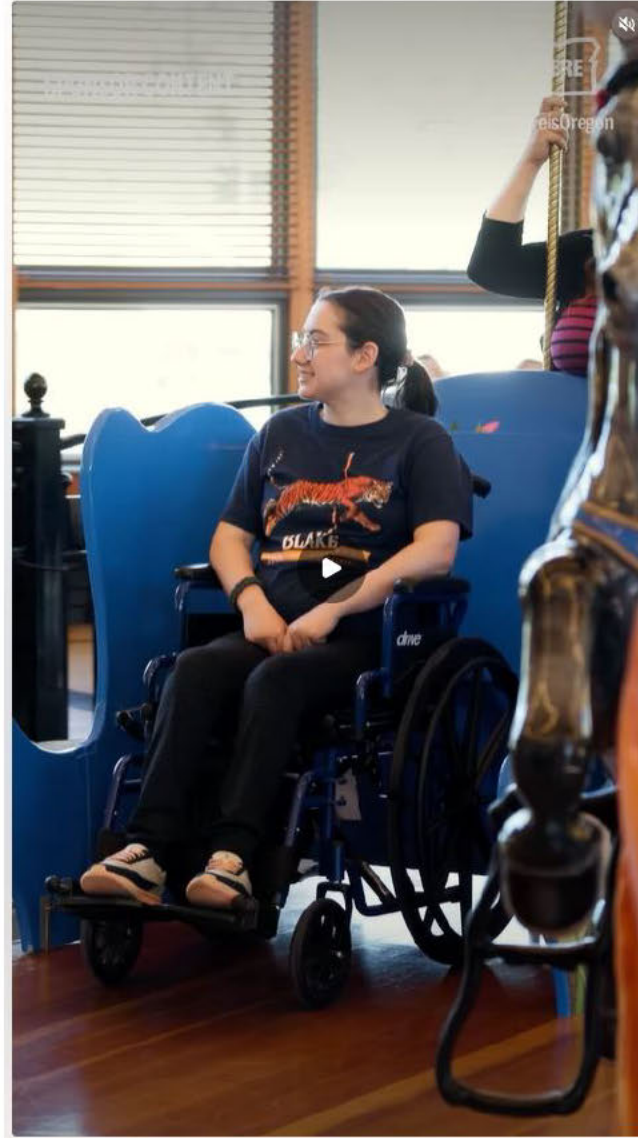
3,542

Engagement

12,293

Video Views

Your video was shared on our Oregonian/OregonLive social channels: Facebook & Instagram and boosted for 2 weeks.



Social Media: February Co-branded social post (Accessible Travel)

25,666

Reach

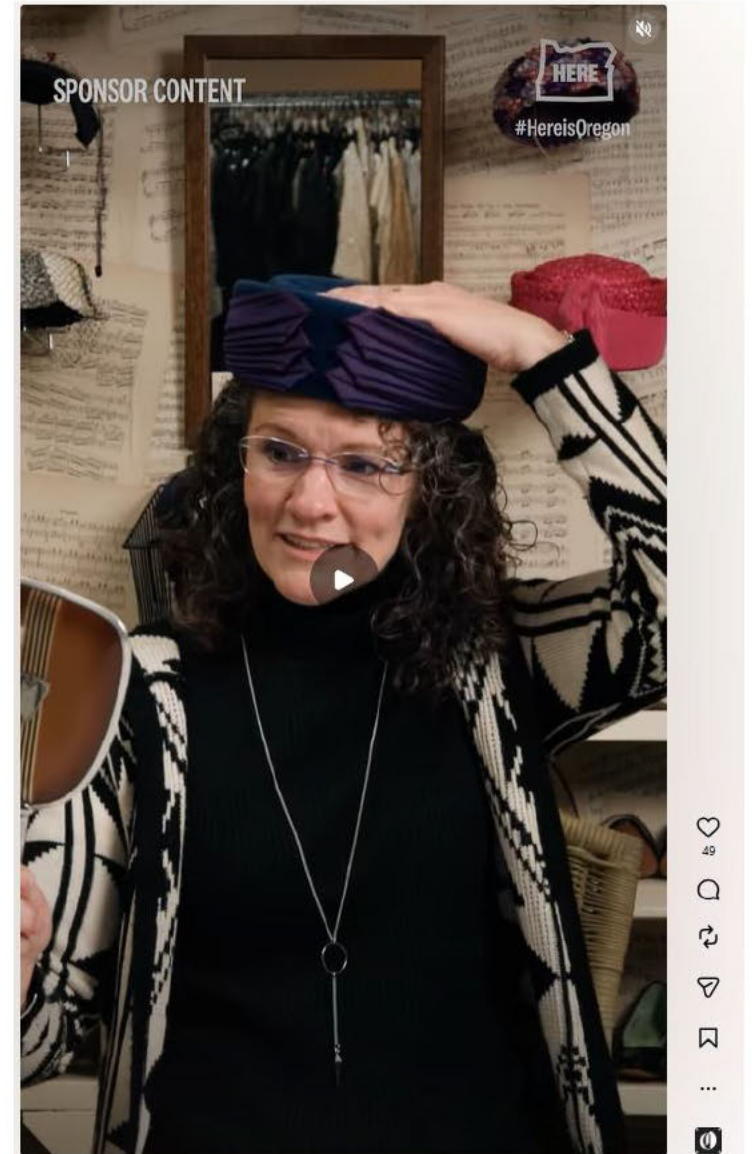
61

Engagement

10,158

Video Views

Your video was shared on our Oregonian/OregonLive social channels: Facebook & Instagram and boosted for 2 weeks.



Social Media: March Co-branded social post (Albany Day Trip)

Thank You!

#HereisOregon #SharetheGood
HereisOregon.com



First Taste Oregon 2026

Collaborative Tourism Promotion Grant Report

The City of Albany's Collaborative Tourism Promotion Grant provided critical support for the successful relocation of First Taste Oregon to its new home at the Linn County Expo Center. Grant funding helped offset the costs associated with moving a well-established event to a new community while expanding its role as a destination tourism experience that encourages visitors to stay, explore, and support Albany businesses.

Consistent with the original grant application, grant-supported expenditures focused on four primary areas: marketing and advertising, destination promotion, visitor experience enhancements, and relocation support. Together, these investments helped establish Albany as the new home of First Taste Oregon while increasing regional awareness, attracting overnight visitors, and creating meaningful economic opportunities for local businesses.

Visitor Experience Enhancements

Creating an exceptional visitor experience was another major objective of the grant. Investments were made to elevate the quality of the event, reinforce First Taste Oregon's premium brand, and encourage repeat visitation.

Relocation Support

Moving an event with more than forty years of history from Salem to Albany required significant investments beyond traditional event operations. Grant funding helped offset costs associated with establishing the festival in its new location while ensuring the visitor experience reflected the quality expected of one of Oregon's premier food and beverage festivals.

Supporting a Safe and Professional Event

Additional operational investments contributed to the overall visitor experience by ensuring the event was safe, welcoming, and professionally managed. Expenses for security, temporary staffing, insurance, and volunteer support helped provide a high level of customer service while creating a positive environment for guests, vendors, and community partners.

Grant Outcomes

The investments supported through the City's grant achieved each of the objectives identified in the original application. Marketing and destination promotion introduced Albany to thousands of new visitors while encouraging overnight stays and community exploration. Visitor experience enhancements elevated the quality of the event and strengthened attendee satisfaction. Relocation support ensured a successful transition to the Linn County Expo Center and established a strong foundation for future growth.

The 2026 festival demonstrated that the City's investment extended well beyond supporting a single event. Grant funding helped position Albany as a year-round destination for culinary tourism while generating regional media exposure, strengthening partnerships with local businesses and community organizations, increasing overnight visitation, and creating new economic opportunities throughout the community. The successful relocation of First Taste Oregon represents a long-term investment in Albany's tourism economy that will continue to generate benefits for years to come.

Conclusion

The 2026 First Taste Oregon successfully achieved the primary objectives outlined in the Collaborative Tourism Promotion Grant by establishing Albany as the festival's new home and introducing thousands of visitors to the community. Through significant investments in marketing, destination promotion, visitor experience enhancements, and relocation efforts, the festival generated widespread awareness of Albany as a premier destination for culinary tourism while creating meaningful economic opportunities for local businesses, hotels, attractions, and community organizations.

The transition from Salem to Albany represented far more than a change in venue. It was an intentional effort to reposition First Taste Oregon as a destination experience built around the "Sip, Savor, Stay" campaign. Partnerships with local hotels, the Albany Downtown Association, the Historic Albany Carousel & Museum, the Albany Visitors Association, the Linn County Expo Center, United Way of Linn, Benton & Lincoln Counties, and numerous locally owned businesses encouraged visitors to extend their stay and explore everything the community has to offer. Third-party media coverage, tourism organizations, participating vendors, and community partners further amplified this message, expanding Albany's visibility well beyond the festival's own marketing efforts.

Marketing and promotion remained a cornerstone of the project's success. Nearly 39 percent of the total event budget was invested in advertising, digital content, media relations, destination marketing, and visitor communications. This investment resulted in extensive regional exposure, strong social media engagement, and positive public sentiment surrounding both the event and its new location. Survey results confirmed that social media, repeat attendance, and word-of-mouth recommendations continue to be the festival's strongest marketing assets, while independent media coverage and tourism partnerships reinforced Albany's reputation as a welcoming destination for food, beverage, and cultural experiences.

The festival also delivered measurable benefits to Oregon businesses. First Taste Oregon featured 153 vendors representing three states, including 144 Oregon businesses and 11 Albany businesses. These exhibitors connected with thousands of attendees, generated direct sales, increased brand awareness, and established new customer relationships. Chef demonstrations, artisan vendors, wineries, distilleries, specialty food producers, and local businesses combined to create a uniquely Oregon experience that celebrated the state's agricultural and culinary industries while showcasing Albany's growing entrepreneurial community.

Feedback from attendees and vendors demonstrates that the relocation was overwhelmingly successful. Guests praised the convenient location, improved parking, spacious facilities, welcoming atmosphere, and professionalism of staff and volunteers. Vendors similarly recognized improvements in organization, layout, accessibility, and long-term growth potential. While both surveys identified opportunities for refinement—including expanding food offerings, enhancing the VIP experience, increasing seating, improving visitor orientation, strengthening participation from

downtown businesses, and encouraging greater overnight visitation—the feedback consistently reflected a desire to build upon a strong foundation rather than make fundamental changes.

As with any first-year relocation, valuable lessons were learned. Participation in the hotel shuttle program and engagement from some downtown businesses were lower than anticipated, highlighting opportunities to strengthen partnerships and visitor activation efforts in future years. These insights provide a clear roadmap for continued growth and demonstrate the value of evaluating outcomes to improve future programming.

The success of the 2026 First Taste Oregon establishes a strong foundation for continued collaboration between the festival and the City of Albany. By combining destination marketing, community partnerships, regional media exposure, and an exceptional visitor experience, the festival not only celebrated Oregon's food and beverage industries but also advanced Albany's reputation as a vibrant destination for tourism, hospitality, and community events. The accomplishments documented throughout this report demonstrate that the City's investment has already begun generating meaningful returns by attracting new visitors, supporting local businesses, strengthening tourism partnerships, and positioning Albany for continued economic and cultural growth in the years ahead.

First Taste Oregon appreciates the City's partnership and support in making this successful transition possible. We look forward to building on the momentum established in 2026 and continuing to grow an event that benefits Albany, its businesses, its residents, and visitors from across Oregon and beyond.



The First Taste Oregon Team

Inside this Report:

- 5 Public Sentiment & Community Response
- 6 Tourism & Community Partnerships
 - First Taste Oregon Dine & Discover Promotion
 - First Taste Oregon Sip, Savor, Stay Promotion
- 9 Tourism Impact
- 10 Demonstrating Albany as a Destination
- 12 Supporting Local Business
 - Photos of Albany businesses at First Taste Oregon 2026
- 15 Marketing, Advertising, and Promotional Investments
- 16 Media, Public Relations, and Community Promotion
 - 2026 First Taste Oregon Poster
 - Rack Card
 - Table Tent at Partner Hotels
- 22 Media Coverage & Public Relations Summary
 - Press Release – Oct. 16, 2025
 - Press Release – Jan. 29, 2026
- 27 Attendee Survey Summary
- 31 Vendor Survey Summary
- 36 Additional Materials
 - Weldwood Marketing Audiences & Creatives Report

Public Sentiment & Community Response

Public response to the relocation of First Taste Oregon to Albany was overwhelmingly positive, with the move emerging as the strongest recurring theme across social media and public feedback. Attendees consistently praised the Linn County Expo Center for its convenient location, easier access from Interstate 5, improved parking, spacious layout, and modern facilities. Many commented that the new venue was closer to home and more accessible than the previous location, suggesting the move eliminated a significant barrier to attendance rather than creating one. Albany tourism organizations also embraced the festival as a valuable addition to the community's event calendar and culinary tourism offerings.

Social media engagement reflected strong enthusiasm for the overall festival experience and the opportunity to discover Oregon's food and beverage industries. Conversations frequently centered on exploring new wineries and distilleries, sampling local food, and shopping with artisan vendors. Rather than viewing First Taste Oregon as simply a wine tasting event, attendees described it as a destination experience that celebrated Oregon's culinary culture.



Figure 1. Public response to the announcement of First Taste Oregon's relocation to Albany. The Facebook announcement generated strong engagement through likes, comments, and shares (left), with attendee comments (right) expressing enthusiasm for the new location, improved accessibility, and plans to attend. The overwhelmingly positive response reflects strong public support for the move and demonstrates the effectiveness of social media in building awareness

One of the strongest indicators of public interest was the high level of organic engagement on social media. Followers regularly tagged friends and family with comments such as, "We should go," "Let's make this our girls' day," "Date night," and "This looks fun." This type of peer-to-peer sharing demonstrates strong purchase intent and highlights the event's appeal as a social outing.

Questions from the public focused primarily on ticket information, event logistics, and planning their visit rather than expressing concerns or dissatisfaction. Overall, public perception indicates that the relocation to Albany strengthened First Taste Oregon's reputation as one of Oregon's premier culinary festivals while successfully introducing the event to a new regional audience. The positive reception reinforces the success of the relocation and supports the City's goal of positioning Albany as a destination for food, beverage, and tourism experiences.

Tourism & Community Partnerships

A primary objective of relocating First Taste Oregon to Albany was to generate economic and tourism benefits that extended beyond the festival itself. Throughout the planning and implementation of the 2026 event, First Taste Oregon intentionally partnered with local businesses, community organizations, and tourism partners to encourage visitors to experience Albany as a destination rather than simply attend a weekend event.

Working closely with the Albany Downtown Association, the festival promoted Historic Downtown Albany by encouraging attendees to explore local restaurants, retail shops, and attractions before and after visiting the Linn County Expo Center. Businesses were provided information about the festival and encouraged to create promotions and activities that would attract visitors during the event weekend. As part of this partnership, the Historic Albany Carousel & Museum provided complimentary ride coupons to every VIP attendee, creating an additional incentive for guests to visit downtown while supporting surrounding businesses.

Supporting overnight visitation was another key component of the festival's tourism strategy. Through the "Sip, Savor, Stay" campaign, participating hotels were prominently featured in marketing materials, on the festival website, and through a complimentary hotel shuttle service. This initiative encouraged guests to stay overnight, enjoy the festival responsibly, and spend additional time exploring Albany. Hotel partners included Best Western Plus Prairie Inn, Phoenix Inn & Suites, and Comfort Inn & Suites.

Community partnerships extended beyond tourism promotion. First Taste Oregon hosted an informational presentation through the Albany Downtown Association to introduce downtown businesses and community stakeholders to the event and identify opportunities for participation. The festival also partnered with United Way of Linn, Benton & Lincoln Counties by donating admission tickets and VIP experience packages to support its annual fundraising efforts, further strengthening community relationships while expanding awareness of the event.

The festival also provided an important marketplace for Albany-area businesses. Local food producers, artisans, restaurants, and specialty businesses exhibited alongside wineries and distilleries from across Oregon, allowing them to introduce their products to thousands of visitors, generate direct sales, increase brand awareness, and establish new customer relationships. For

Be a
First Taste
OREGON
Culinary Partner

Dine & Discover Promotion

We're excited to partner with local restaurants and chefs to create unforgettable food experiences for First Taste Oregon guests. This year, we're rolling out a new promotion designed to highlight participating culinary partners and connect thousands of attendees directly to your business.

What is First Taste Oregon?:

First Taste is the ultimate showcase of Oregon's best food and drink purveyors under one roof. We will be at the Linn County Expo Center on February 6-7, 2026.

Here's what's confirmed:

- Free shuttle service with 5 area hotels (and a potential downtown stop).
- Featured placement for restaurants that participate in our promotional packages and on our website.
- First Taste covers all costs of the promotion and shuttle service.

What we're asking from our culinary partners:

- A tasting or demo showcase at First Taste with samples
- 1–2 gift cards for marketing purposes.
- Placement of rack cards or table tents (provided by First Taste) in your restaurant for the 10 days leading up to the event.

How to get involved:

It's simple! Email us to let us know you'd like to participate. Please include a description of your proposed demo. Space is limited, so join early to secure your spot.

Let's give visitors an unforgettable taste of Oregon—and showcase your restaurant front and center!

Contact Jill Ingalls at info@firsttasteoregon.com with any questions.

Cheers!

Be a
**First
Taste**
OREGON
Hotel Partner

Sip, Savor, & Stay Promotion

We're excited to invite local lodging properties to join us in creating unforgettable experiences for First Taste Oregon guests. This year, we're rolling out a Sip, Savor & Stay promotion, highlighting participating hotels and connecting attendees directly to your property.

What is First Taste Oregon?:

First Taste is the ultimate showcase of Oregon's best food and drink purveyors under one roof. We will be at the Linn County Expo Center on February 6-7, 2026.

Here's what's confirmed:

- Free shuttle service with 5 convenient stops (including a potential downtown restaurant stop).
- Featured placement for hotels that participate in our promotional packages and on our website.
- First Taste covers all costs of the promotion and shuttle service.

What we're asking from our hotel partners:

- A discounted rate or attractive room block incentive for our attendees and exhibitors.
- 1-2 complimentary rooms for celebrity attractions or marketing purposes.
- Placement of rack cards or table tents (provided by First Taste) in rooms for the 10 days leading up to the event.

How to get involved:

It's simple! Email us to let us know you'd like to participate. Please include a room block agreement or your standard contract with details on how guests can book directly into the block. We have limited shuttle stops available and we'll include hotels on a first come, first served basis.

Let's work together to give attendees a weekend to remember!

Contact Jill Ingalls at info@firsttasteoregon.com with any questions.

Cheers!

many businesses, First Taste Oregon served not only as a retail opportunity but also as a marketing platform that showcased Albany's growing culinary and entrepreneurial community.

These partnerships demonstrate First Taste Oregon's commitment to becoming more than an annual festival. By connecting visitors with Albany's hotels, restaurants, attractions, nonprofit organizations, and locally owned businesses, the event supported the City's vision of establishing Albany as a year-round destination for tourism and culinary experiences.

Tourism Impact

The relocation of First Taste Oregon successfully introduced Albany to thousands of potential visitors from throughout Oregon and the Pacific Northwest while positioning the community as a destination for culinary tourism. Although a comprehensive economic impact study was not conducted, several measurable indicators demonstrate that the festival increased regional awareness and encouraged visitors to engage with Albany businesses and attractions.

The majority of attendees, exhibitors, wineries, distilleries, artisans, and culinary businesses traveled from outside the Albany area, providing many guests with their first opportunity to experience the community. This regional draw supported the City's objective of attracting new visitors while showcasing Albany's hospitality, businesses, and amenities.

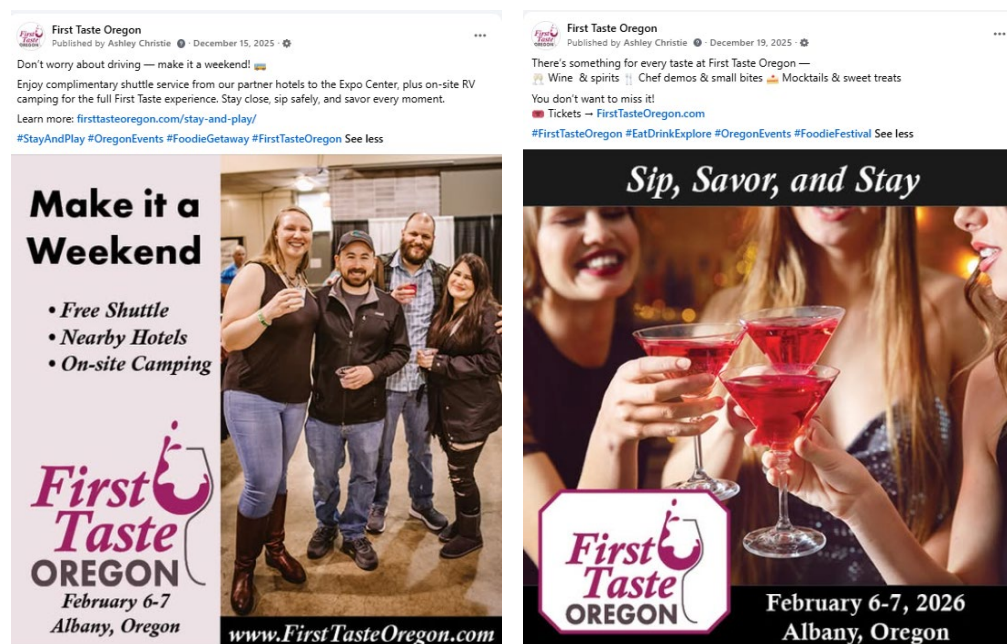


Figure 2. Social media posts promoting the "Sip, Savor, Stay" campaign encouraged overnight visitation by highlighting Albany hotels, complimentary shuttle service, and weekend getaway experiences. (source: facebook.com /FirstTasteOregon)

The festival's focus on overnight tourism also produced encouraging results. One participating hotel reported an approximately 40 percent increase in occupancy during the event weekend compared to the same period in previous years, providing early evidence that the relocation generated additional lodging activity. While data from other participating properties was not as encouraging,

positive feedback remained to continue the program. The result demonstrates the potential economic impact of the festival's destination-focused marketing strategy.

The complimentary hotel shuttle program further reinforced Albany's tourism goals by connecting visitors with local hotels while encouraging them to explore the community. Shuttle drivers served as informal ambassadors, recommending local restaurants, breweries, shopping districts, and attractions throughout the weekend. Although first-year participation in the shuttle program was lower than anticipated, it established a strong foundation for expanding visitor engagement in future years.

RV camp spots at the Linn County Fairgrounds were another option that netted about a dozen overnight stays as an alternative to hotel properties as well.

Throughout its marketing and community partnerships, First Taste Oregon consistently promoted Albany as more than the site of the event. Promotional materials encouraged visitors to dine locally, shop downtown, visit community attractions, and extend their stay before and after the festival. While relocating a long-established event from Salem presented the challenge of introducing Albany to audiences unfamiliar with it as a culinary destination, the overwhelmingly positive public response, strong regional attendance, and successful community partnerships demonstrate that First Taste Oregon significantly advanced Albany's visibility as a destination for food, beverage, tourism, and future special events.

Demonstrating Albany as a Destination

A key objective of First Taste Oregon's relocation to Albany was to position the community as more than the host site for a festival, but as a destination for visitors to experience throughout the weekend. Through intentional planning, marketing, and community partnerships, First Taste Oregon encouraged attendees to stay overnight, explore local businesses, and discover Albany's restaurants, attractions, shopping, and hospitality offerings.

"Sip, Savor, Stay" Tourism Campaign

The festival's tourism strategy centered around the message "Sip, Savor, Stay," encouraging guests to transform their festival visit into a weekend getaway. Rather than making a single-day trip, attendees were invited to stay in Albany, enjoy local dining and beverage experiences, explore Historic Downtown Albany, and discover the community beyond the Linn County Expo Center.

The campaign was incorporated throughout festival marketing, including the event website, promotional materials, partner communications, and community listings. Visitors were encouraged to reserve accommodations at participating hotels, take advantage of complimentary shuttle transportation, visit local restaurants and breweries, and explore Albany's attractions and businesses before and after attending the festival.

Supporting Overnight Visitation

To encourage overnight stays and provide a safe, convenient experience, First Taste Oregon partnered with Albany-area hotels and Crush Wine Tours to provide complimentary shuttle service between participating hotels and the festival. The program helped remove transportation barriers, encouraged responsible enjoyment of Oregon's wine and culinary experiences, and became a key feature of the event's tourism messaging.

The hotel and shuttle program was promoted by First Taste Oregon and amplified by community partners, helping position Albany as the ideal home base for a weekend culinary getaway. One participating hotel reported an approximately 40% increase in average occupancy during the festival period compared with the same timeframe in previous years, providing encouraging evidence that the event contributed to increased overnight visitation.

Promoting Albany Beyond the Festival

First Taste Oregon's destination strategy extended beyond accommodations and transportation. Festival communications highlighted Albany as a welcoming community with unique experiences available before, during, and after the event. Visitors received information about local restaurants, breweries, shopping opportunities, and attractions, including Historic Downtown Albany and the Albany Historic Carousel.

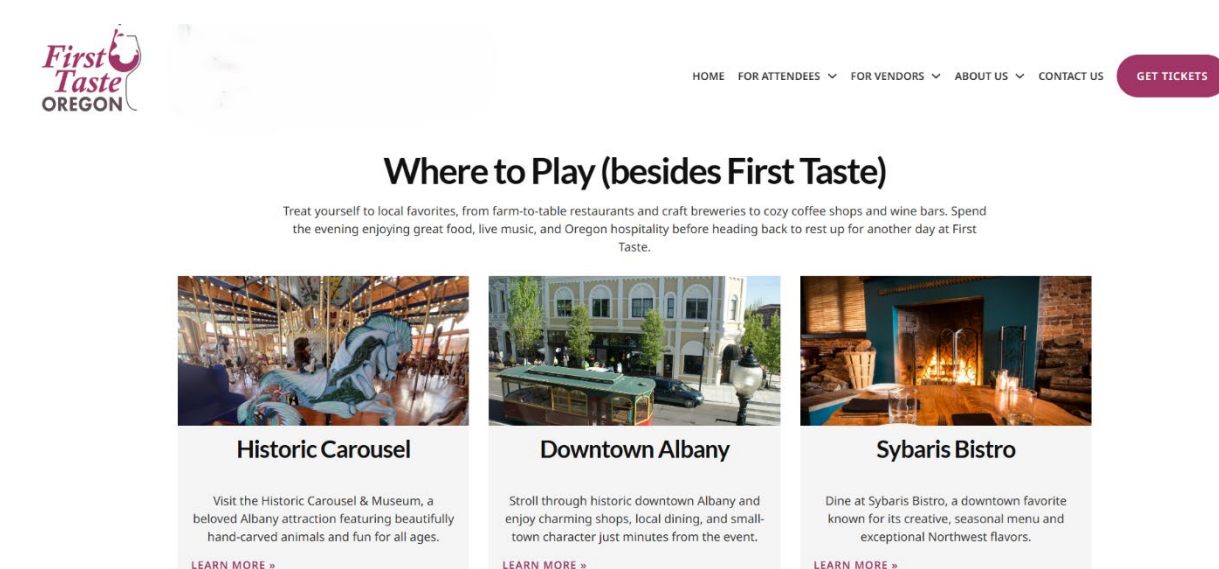


Figure 3. First Taste Oregon website highlighting Albany lodging, attractions, dining, and visitor resources to encourage attendees to extend their stay and explore the community beyond the festival. (source: firsttasteoregon.com/stay-and-play/)

The festival website featured a dedicated Hotels & Shuttle section encouraging guests to “plan your weekend of flavor and fun,” highlighting convenient lodging options, complimentary transportation, and opportunities to experience more of Albany during their visit.

Community partners, including the Albany Visitors Association and regional event organizations, helped extend this message by promoting First Taste Oregon as a weekend destination experience and highlighting Albany's location, hospitality, and amenities.

Destination Albany in Action

- “Sip, Savor, Stay” campaign integrated throughout festival marketing and visitor communications.
- Albany-area hotels promoted as part of the festival experience.
- Complimentary shuttle service connected overnight guests with the festival and encouraged safe transportation.
- Visitors encouraged to explore Historic Downtown Albany and local attractions.
- Albany Historic Carousel promoted through complimentary VIP ride coupons.
- Local restaurants, breweries, shopping, and community experiences incorporated into visitor messaging.
- Albany Visitors Association and community partners amplified destination-focused messaging through websites and event calendars.

Building Long-Term Tourism Opportunities

By connecting the festival experience with Albany’s broader tourism assets, First Taste Oregon helped introduce visitors to the community while supporting overnight stays, local exploration, and future visitation opportunities. The event demonstrated the potential for a large-scale festival to serve as an economic and tourism driver beyond the event venue itself.

A key lesson learned was the importance of continued engagement with local businesses. While the destination messaging successfully encouraged visitors to explore Albany, participation from restaurants and other local businesses was more limited than anticipated. Future efforts should focus on earlier outreach, stronger incentives, and more direct partnerships with local businesses to maximize the economic impact of festival-related tourism.

Supporting Local Businesses

First Taste Oregon 2026 provided a valuable marketplace for local and regional businesses, featuring 153 vendors from three states, including 144 Oregon businesses (94%). The festival reinforced its role as a premier showcase for Oregon’s food, beverage, artisan, and specialty businesses while attracting vendors from communities throughout the state.

Vendors represented a wide geographic area, with strong participation from Salem, Portland, Albany, Corvallis, Dallas, Newberg, and communities across the Oregon Coast, Central Oregon, Willamette Valley, and Southern Oregon. This regional reach helped introduce businesses to thousands of attendees and created opportunities for sales, brand awareness, and customer connections.

A key focus of the festival was supporting Albany’s local business community. Eleven Albany businesses participated as exhibitors, providing direct access to visitors while showcasing the city’s growing culinary, beverage, and entrepreneurial scene.



Albany Businesses at First Taste 2026

Some of the local businesses that were exhibitors at First Taste Oregon in 2026. They included: (clockwise from right) Annie's Jammies, Beloved Cheesecakes, Fitzpatrick Construction, Local Grindz Food Truck, Heart of the Valley Salsa, Calapooia Brewing & Vivacity Spirits, and Zak's Snacks.



Importantly, **11 Albany businesses** participated as exhibitors, providing a valuable opportunity to generate direct sales while introducing their products and services to thousands of visitors from across the region. Participating Albany businesses included:

- Annie's Jammies
- Beloved Cheesecakes
- Brasa Restaurant & Grazing Oregon Catering
- Deluxe Brewing & Sinister Distilling
- Dotson Designs
- Fitzpatrick Painting and Construction
- Grindz Food Truck
- Heart of The Valley Salsa
- Vivacity Spirits / Calapooia Brewing
- Wine Crush
- ZaK's Snacks

Beyond vendor participation, the festival highlighted Albany's culinary talent through programming such as a live chef demonstration featuring Chef Matt Bennett, chef/owner of Sybaris Bistro, showcasing local food expertise and adding value to the visitor experience.



Figure 4. Social media promotion featuring Chef Matt Bennett of Sybaris Bistro before the festival (left) and live event coverage (right) highlighted culinary programming, increased attendee engagement, and showcased the festival experience in real time. (source: facebook.com/FirstTasteOregon)



Marketing, Advertising, & Promotion Investment

A significant portion of First Taste Oregon 2026's event investment was dedicated to marketing, advertising, promotion, and visitor communications, directly supporting the goals of the City of Albany's Collaborative Tourism Promotion Grant. Actual 2026 expenditures totaled \$54,348.35 in these areas, representing 38.7% of the event's total \$140,538.04 budget.

Actual marketing and promotional expenditures included:

Category	Investment
Advertising	\$32,068.20
Advertising Services & Web Development	\$11,000.00
Content Development	\$7,500.00
Promotional Video & Influencer Content	\$1,847.66
Signs	\$859.61
Shuttle Programming & Signage	\$900.00
Printing & Programs	\$172.88
Total Marketing & Promotion	\$54,348.35

Nearly 40 cents of every dollar spent on the event was invested in attracting visitors, increasing awareness, and promoting Albany as the new home of First Taste Oregon. These efforts supported campaigns promoting the "Sip, Savor, Stay" destination message, Albany hotels, Historic Downtown Albany, local attractions, restaurants, shopping, and the complimentary shuttle program.

Supporting Grant Objectives Through Strategic Investment

Beyond direct marketing expenses, several additional investments aligned with the commitments outlined in the grant application.

Visitor experience enhancements included investments in event décor, furnishings, event glasses, VIP amenities, VIP tastes, catering, sound, and lighting. These improvements elevated the quality of the guest experience and reinforced First Taste Oregon's position as a premier culinary tourism event.

Relocation-related investments supported the transition of First Taste Oregon into its new Albany location. Expenses such as facility rental, Expo furnishings, decorator services, signage, and shuttle programming helped establish a professional and welcoming event environment while supporting the community's ability to host a larger regional attraction.

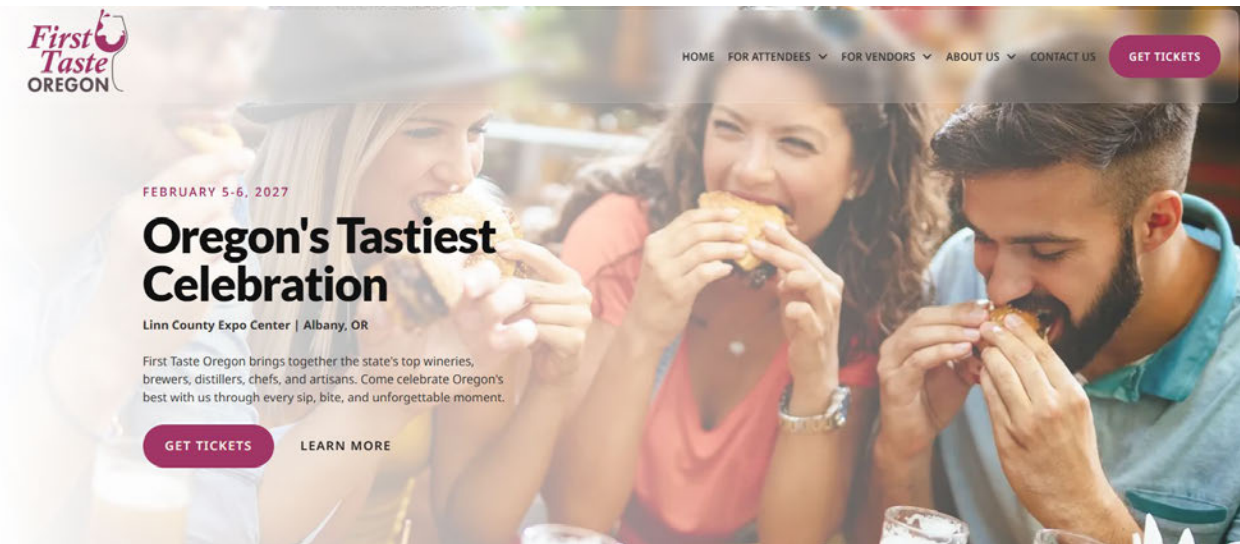


Figure 5. Screenshot of the redesigned First Taste Oregon website homepage, featuring updated event information, promotional messaging, and visitor resources supporting the festival's relocation to Albany (source: firsttasteoregon.com)

Additional investments in security, staffing, insurance, and operational support contributed to a safe, organized, and positive visitor experience. While not traditional marketing expenses, these efforts were essential to delivering a high-quality event that reflected positively on Albany as a destination.

Overall, the event's expenditures directly supported the four primary goals identified in the grant application:

- Marketing and advertising
- Destination promotion
- Visitor experience enhancements
- Relocation support

Media, Public Relations, and Community Promotion

First Taste Oregon generated broad promotional reach through a combination of owned media, tourism partnerships, community organizations, vendors, and earned media opportunities.

The official First Taste Oregon Media Center provided press releases, downloadable graphics, videos, posters, and promotional resources, allowing media outlets and community partners to easily share consistent event messaging.

The Albany Visitors Association played a key role in destination promotion by highlighting First Taste Oregon as a winter tourism opportunity, culinary experience, and weekend getaway. Promotion emphasized lodging, local attractions, and the opportunity for visitors to explore Albany beyond the festival itself.

The Linn County Expo Center promoted the event through its own channels, highlighting wineries, distilleries, chefs, artisans, and the overall community experience. Additional exposure came through organizations and publications including Oregon Wine Press, Brownsville Times, Oregon Entrepreneurs Network, KWIL Radio, and Santiam Sound, which provided event listings, interviews, and event coverage.

Participating wineries, vendors, exhibitors, and event partners also extended the festival's reach by promoting their participation through their own websites and social media channels, connecting First Taste Oregon with additional audiences throughout Oregon.

The relocation of First Taste Oregon generated significant regional awareness through strategic marketing investment and extensive third-party promotion. The event successfully leveraged paid advertising, tourism partnerships, community organizations, industry publications, and vendor networks to position Albany as a culinary tourism destination and introduce visitors to the city's hospitality offerings.

The combination of direct marketing investment and community amplification helped establish First Taste Oregon as a signature Albany event while supporting the City's goals of increasing visitor awareness, encouraging overnight stays, and promoting local economic activity.

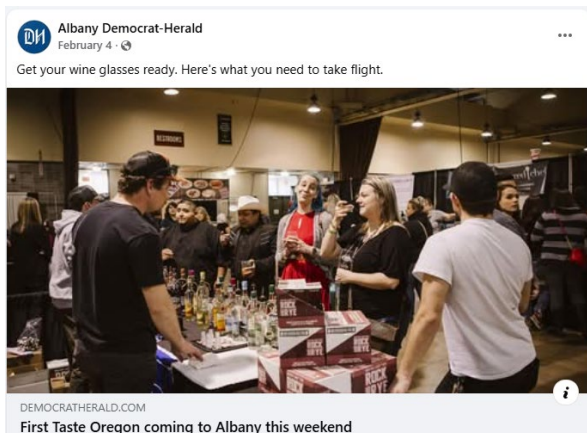


Figure 6. Above is a post from the Albany Democrat-Herald about a story about First Taste Oregon on Feb. 4, 2026. The story can be viewed at: tinyurl.com/DHfirsttaste26 (source: facebook.com/dhnews)

Figure 7. A post Just Lonna shared on her Facebook page about First Taste Oregon and her performance with the Madison Street Trio. (source: facebook.com/justlonnasings)

Additional Link: Santiam Sound “Live from First Taste” Video (www.facebook.com/share/r/1ESVBeuduQ/)



First Taste OREGON

February 6-7, 2026

Linn County Expo Center
Albany



WWW.FIRSTTASTEOREGON.COM



First Taste OREGON

A can't-miss culinary event

February 6-7, 2026

Linn County Expo Center

Albany



Tickets on sale NOW

WWW.FIRSTTASTEOREGON.COM

New Location! More Bites! Better Tastes!



First Taste **OREGON**

February 6-7, 2026

Linn County Expo Center • Albany

Sip, Savor, & Celebrate Oregon

Discover the very best of Oregon's food, spirits, and wine—all under one roof.

First Taste Oregon is full of flavor, fun, and community featuring local chefs, live music, and handmade goods.

Come taste what makes Oregon delicious in the heart of the Willamette Valley.

VIP Tickets, Partner Hotel Rates, and Complimentary Shuttle available!

Tickets on sale NOW
www.FirstTasteOregon.com





www.FirstTasteOregon.com
Tickets available online & at the door

Join us to celebrate Oregon Flavors!



A can't-miss culinary event
February 6-7, 2026
Friday: 3-9pm | Saturday: Noon-9pm
Linn County Expo Center



A can't-miss culinary event

February 6-7, 2026

Friday: 3-9pm | Saturday: Noon-9pm

Linn County Expo Center
3700 Knox Butte Rd • Albany

150 different vendors featuring
over 60 Oregon Wineries & Distilleries to Explore

Experience 2 days of:

Oregon Flavors • Chef & Culinary Demonstrations
Mocktails & Mixology • Live Music • Tastes & Samples
Artisan Goods • One-of-a-kind Shopping Experience

First Taste Oregon brings the very best of Oregon's food, wine, and spirits together. Spend the day sampling incredible flavors, learning the secrets from guest chefs, enjoying live music, and discovering artisan goods, all under one roof.

Grab your friends, make a day of it, and come celebrate great tastes, great people, and great fun in the heart of the Willamette Valley.

Complimentary Shuttle available from our partner hotels.

Join us to celebrate Oregon Flavors!

Tickets available online & at the door
www.FirstTasteOregon.com



Media Coverage & Public Relations Summary

Coverage Period: November 2025 – March 2026

The relocation of First Taste Oregon to Albany generated strong regional awareness through a combination of official event communications, tourism partners, industry publications, community organizations, and vendor promotion. Rather than relying solely on paid advertising, the festival benefited from significant third-party exposure that positioned First Taste Oregon as a destination experience and highlighted Albany as a culinary tourism hub.

Media coverage consistently emphasized four key messages:

- The successful relocation of First Taste Oregon from Salem to Albany.
- Albany's role as a destination for food, beverage, and cultural experiences.
- The opportunity to showcase Oregon wineries, distilleries, chefs, artisans, and local businesses.
- The "Sip, Savor, Stay" message encouraging overnight visitation and community exploration.

Media Outreach & Partner Promotion

Official First Taste Oregon press releases served as a foundation for media and partner communications. The announcement of the move to Albany highlighted the new Linn County Expo Center location, expanded culinary programming, improved VIP experiences, additional food vendors, chef demonstrations, and the partnership with the Albany Visitors Association. A second release promoting opening weekend reinforced the event's scale, featuring more than 150 vendors, Oregon wineries, distilleries, mocktails, artisan shopping, and culinary experiences.

The Albany Visitors Association was a key tourism partner, promoting First Taste Oregon as a signature Albany event and highlighting the city's accessibility, hospitality offerings, lodging opportunities, and weekend getaway potential. Promotion focused not only on attending the festival, but also on exploring Albany's restaurants, attractions, and community experiences.

The Linn County Expo Center provided additional independent promotion through dedicated event pages featuring festival schedules, vendors, wineries, breweries, distilleries, culinary attractions, and the artisan marketplace.

Regional and Industry Exposure

First Taste Oregon received statewide exposure through Oregon Wine Press, which included the festival in its event calendar and highlighted its food, wine, spirits, chef demonstrations, and Albany location. This helped connect the event with Oregon's wine tourism audience, including wineries, tasting rooms, and culinary travelers.

Additional community exposure came through local and regional organizations, including community publications, radio coverage, and industry organizations. The event was featured through outlets and partners such as the Brownsville Times, Oregon Entrepreneurs Network, KWIL Radio, Santiam Sound, and the Albany Democrat-Herald, extending awareness throughout the region.

Supporting Media Accessibility

The launch of the First Taste Oregon Media Center improved access to promotional resources for journalists, tourism partners, and community organizations. The media center included press releases, logos, posters, flyers, photos, videos, and social media resources, allowing partners to easily share consistent event messaging. (The First Taste Oregon Media Center is online at: firsttasteoregon.com/media/)

Social media promotion further expanded reach through vendor announcements, relocation messaging, VIP experiences, food and beverage highlights, countdown content, event videos, and



Figure 8. A sample of artwork used for social media posts to advertise First Taste Oregon.

behind-the-scenes preparation. Posts highlighting participating vendors and the move to Albany generated strong engagement, with attendees sharing excitement and planning visits with friends and family.

Overall Assessment

The media and public relations campaign successfully supported the goals of the City of Albany's tourism promotion efforts by increasing awareness of both First Taste Oregon and Albany as a visitor destination. Coverage from tourism organizations, industry publications, community partners, and regional media extended the festival's reach beyond its own marketing channels and reinforced Albany's reputation as a destination for culinary, cultural, and hospitality experiences.

FOR IMMEDIATE RELEASE

First Taste Oregon Announces Exciting Move to Albany for 2026: A Bigger, Bolder Celebration of Oregon Flavor

ALBANY, Ore. — First Taste Oregon, the state’s premier showcase of food, wine, spirits, and artisan goods, is moving to a new home in the heart of the Willamette Valley. Mark your calendars. First Taste will debut at the Linn County Expo Center in Albany, Oregon on February 6–7, 2026.

After years of growth, organizers are excited to take the next step in creating a richer, more dynamic experience for attendees. The move gives First Taste Oregon fans an improved way to explore the best tastes of the state all under one roof.

The 2026 event will feature an expanded food lineup with more concessionaires, live chef demos, and culinary experiences that will appeal to every kind of foodie. Whether you’re craving bold and fiery tastes, farm-fresh bites, or handcrafted desserts, there will be no shortage of delicious discoveries. Pair your meal with award-winning wines and craft spirits. There are returning fan favorites and exciting new makers.

The move to Albany brings more than just a new location—it signals an exciting glow-up for First Taste Oregon. Besides the expanded culinary programming, guests can look forward to a refreshed VIP experience as well, featuring early access and exclusive tastings.

"We are excited to welcome First Taste Oregon to Albany and grateful for the opportunity to host the annual event at our Linn County Expo Center," shared Albany Visitors Association Executive Director Rebecca Bond. "We are so glad they chose us for this fun-filled weekend."

Get ready for the best First Taste Oregon yet with more flavors, more fun, and a fresh new home in the heart of the Willamette Valley!

For updates and more information, visit www.firsttasteoregon.com

Contact:

Scott Ingalls – 541.497.7482

Jill Ingalls – 541.497.7481

info@firsttasteoregon.com

First Taste Oregon Brings Oregon's Best Food and Drink to Albany

1/29/2026

ALBANY, Ore. – First Taste Oregon, a 40-year formerly Salem Oregon tradition and can't-miss culinary event, debuts in Albany February 6 and 7, bringing the best of Oregon's flavors together under one roof.

The two-day event takes place at the Linn County Expo Center in Albany and features more than 150 vendors, including over 60 Oregon wineries and distillers, along with ciders, brews, mocktails, and non-alcoholic options. The event is produced by Scott and Jill Ingalls of 360 Events NW, who are also consultants to the festival and event industry.

"We do this with our small but mighty league of event professionals, staff, and volunteers—they make us look good!" said Jill Ingalls.

First Taste Oregon is a celebration of Oregon-made food, wine, spirits, and artisan goods. Attendees can enjoy free or low-cost samples and tastes throughout the event, with additional purchase options available by the glass, cocktail, mocktail, and full menu items. Bottle and case sales make it a great opportunity to stock the cellar as well.

"With 150 booths, we suggest you plan accordingly, take your time, and don't miss anything—plan on staying for the full day to enjoy the full experience," said Jill Ingalls, producer.

Guests can also enjoy hot, ready-to-eat meals from a variety of concession vendors, making it easy to enjoy a complete culinary experience in one place.

"It's great to snack, sip, and graze through the booths, then stop for a hearty option from our food trucks and concessions," said Ingalls.

This year's event includes chef demonstrations from Chef Jarred Henry of Willamette Valley Vineyards, Chef Matt Bennett of Sybaris Bistro, Chef Erika Reagor of Fresh Perspectives, and Mob Sauce creator Leland Harmell.

Complimentary concierge service and coat check will be available for guests, adding comfort and convenience to the experience. The Fitzpatrick Photo Booth, Charmed wine charm booth, and the *Say What?* Button booth hosted by Soroptimist adds special free treats to the event.

VIP tickets offer an elevated experience, including early access with extended hours, exclusive entry to the Swank Lounge with complimentary tastes, exclusive demos, a crystal event glass, and a First Taste swag bag. VIP tickets are limited, typically sell out in advance, and are available online while supplies last.

General admission tickets are available online in advance or at the door. Thanks to Fitzpatrick Painting, the first 300 guests through the door will receive a free event glass (while supplies last).

Speaking of wine glasses—you're welcome to bring your own, purchase one at the event, or arrive early to receive a complimentary glass. This is an all-ages event, though it is best suited for adults.

To make the weekend easy and enjoyable, First Taste Oregon is partnering with three nearby hotels and offering a complimentary shuttle service provided by Crush Wine Tours and sponsored by Citizens Bank. Free parking is available at the Linn County Expo Center.

“Albany has really made us feel welcome—from support through a marketing grant to friendly folks offering help in every way. The Historic Carousel has even provided coupons for event attendees – wonderful community support. This has been a great move,” said Scott Ingalls, promoter.

The event provides a positive economic benefit to the many small businesses featuring their products. Customers travel the distance to attend, creating additional tourism benefits for the Albany area.

“This has been a big move, and we're so blessed to have the support of the community, our vendors, and attendees,” said Jill Ingalls. “We've curated an impressive group of vendors from all over the Pacific Northwest.”

The First Taste Wine Judging takes place Tuesday prior to the event, offering attendees a fresh look at Gold, Silver, and Bronze medal winners upon arrival. At the time of this release, 110 wines have been entered for judging. The blind tasting is conducted by five professional judges and takes nearly a full day to complete.

First Taste Oregon takes place **Friday, February 6, from 3 p.m. to 9 p.m., and Saturday, February 7, from 12 p.m. to 9 p.m.**, at the Linn County Expo Center, located at 3700 Knox Butte Road E in Albany. Tickets and additional event information are available at www.firsttasteoregon.com.

For media inquiries or interview requests, contact Jill Ingalls at info@firsttasteoregon.com.

Media kit available here: <https://firsttasteoregon.com/media/>

2026 First Taste Oregon Attendee Survey Summary

The 2026 First Taste Oregon survey paints a very positive picture of the event. Guests rated their overall experience highly and consistently praised the welcoming atmosphere, outstanding staff and volunteers, wide variety of vendors, and the move to the Linn County Expo Center in Albany. The new venue was repeatedly mentioned as a significant improvement, with attendees appreciating the convenient parking, accessibility, and overall event layout.

A total of 196 attendee surveys were completed following First Taste Oregon 2026. Feedback was collected through an online survey distributed to attendees after the event. Online ticket purchasers received a follow-up email with a survey link, and QR codes were also displayed at event exits, allowing attendees to easily access and complete the survey as they departed. This approach provided an opportunity to gather feedback from a broad range of guests and capture their overall event experience.

Wine and food tastings remain the primary reasons guests attend, while shopping vendors, spirits, and the VIP Lounge add meaningful value to the experience. Social media continues to be the most effective marketing channel, complemented by a growing base of repeat attendees and strong word-of-mouth recommendations.

The survey also provides a clear roadmap for future enhancements. Guests would like to see expanded food offerings, additional seating, stronger orientation for first-time visitors, and continued investment in the VIP experience through more substantial food, improved service during peak periods, and additional exclusive amenities.

Taken together with public social media sentiment, the survey indicates that the 2026 First Taste Oregon successfully strengthened its position as one of Oregon's premier food and beverage festivals. Attendees left with a memorable experience, expressed a strong desire to return, and demonstrated a high willingness to recommend the event to others. These results provide a solid foundation for continued growth and refinement in future years.

Attendee Survey Summaries by Question

1. Overall First Taste Experience

Guests overwhelmingly enjoyed their experience, indicating the event delivered on expectations and continues to build a strong reputation.

Average Rating: 4.44 out of 5

- 55% rated the event 5/5
- 36% rated it 4/5
- Only 3 respondents rated the event a 1 or 2.

2. What Guests Enjoyed Most

The diversity of vendors, welcoming atmosphere, and new venue were the strongest drivers of satisfaction. Several themes emerged consistently throughout the responses:

- Variety of wineries, distilleries and food vendors
- New Albany location

- Friendly vendors
- Staff and volunteer hospitality
- Shopping vendors and artisans
- Relaxed atmosphere
- Opportunity to discover new local products
- Easy parking and accessibility
- Spending time with friends

3. What Could Be Improved

Suggestions focused primarily on enhancing an already positive experience rather than correcting major problems. While some respondents commented “nothing” or “it was great” the most common suggestions included:

- More food vendors and additional food variety
- Increase VIP food offerings
- More seating throughout the event
- Better first-time guest orientation (maps, information)
- Additional non-alcoholic beverage options
- More breweries represented
- Improve RV check-in procedures
- Better staffing during busy VIP periods

4. Staff & Volunteer Interaction

Staff and volunteers remain one of First Taste's greatest strengths and are a major contributor to guest satisfaction. Comments consistently described the team as: friendly, helpful, patient, organized, and welcoming.

Average Rating: 4.70 out of 5

- 79% rated staff 5/5
- 16% rated 4/5

5. Event Participation

Wine, food and shopping continue to be the core attractions. Some secondary experiences may benefit from additional promotion and visibility. Guests participated in many different activities.

Most Popular

Wine Tastings — 182
 Food Tastings — 159
 Shopping Vendors — 140
 Cocktails & Spirits — 126
 VIP Lounge — 99
 Live Music — 72

Lower Participation Areas

Chef Demonstrations
 Photo Booth
 Charm Station
 Button Bar
 Shuttle
 Partner Hotels

6. Ticket Type

Respondents were almost evenly divided between General Admission and VIP.

- General Admission — 96
- VIP Single Day — 93
- VIP Two-Day — 8

7. VIP Lounge Value

VIP is viewed as a valuable experience overall, but there is room to strengthen the offering and create a more consistently premium experience. A small group expressed disappointment.

Average Rating: 3.96 out of 5

Among VIP attendees:

- Nearly half rated the experience 5/5
- Most others rated it 4/5

8. Favorite Part of VIP

The lounge itself is highly valued as a comfortable retreat during the event. Guests most appreciated:

- Comfortable seating
- Quiet place to relax
- Exclusive atmosphere
- Friendly staff
- Food offerings
- Water and refreshments
- Opportunity to visit with friends

9. VIP Improvements

Guests are asking for a more premium culinary experience that better reflects the VIP ticket price. Most common recommendations:

- More substantial food
- Larger food portions
- Additional seating
- Better food availability during peak periods
- More servers
- Include spirits and cocktail tastings
- Gluten-free options
- Improve service consistency

10. How Guests Heard About First Taste

Social media remains the primary driver of attendance, while repeat guests and word-of-mouth continue to play a major role. Most effective marketing channels:

- Social Media — 93
- Previous Attendance — 66
- Friends & Family — 54
- Email — 19

Smaller sources included:

- Radio
- Event Calendars
- Other

11. Social Media Advertising

Social media marketing demonstrated strong reach and awareness among attendees. 147 respondents recalled seeing social media advertising. Only 39 said they had not. A handful were unsure or not active on social media.

12. Would Guests Attend Again?

Over 90% indicated they would likely return, demonstrating very strong customer loyalty. Responses were extremely encouraging.

- Definitely — 139
- Probably — 40
- Maybe — 10
- Probably Not — 6

13. Likelihood to Recommend

Guests are highly likely to recommend First Taste to friends and family, indicating excellent potential for continued word-of-mouth growth.

Average Score: 8.84 out of 10

- 122 respondents awarded a perfect 10
- Most remaining responses fell between 8 and 10

14. Additional Comments

Open-ended comments reinforced the quantitative findings, with the majority expressing enthusiasm for the event while offering constructive ideas for refinement. One isolated negative experience involving VIP service was noted, but it was not reflective of the broader survey responses. Several recurring themes emerged:

Positive Comments

Keep the event in Albany.
Better than previous years.
Great venue.
Well organized.
Excellent vendors.
Fun atmosphere.
Friendly staff.

Other Suggestions

More educational demonstrations.
Better explanation of VIP benefits.
More seating.
Better entrance orientation.
More food options.
Reduce RV camping cost.
Better visibility for of activity booths

2026 First Taste Oregon Vendor Survey Summary

The vendor survey provided valuable feedback from wineries, distilleries, food producers, artisans, and specialty exhibitors regarding their experience at the 2026 First Taste Oregon. Overall, responses indicate strong satisfaction with event organization, staff support, the move to Albany, and the professionalism of the event, while also identifying opportunities to increase attendance, refine event hours, and further enhance the vendor experience.

A total of 41 vendor surveys were completed following First Taste Oregon 2026. Vendor feedback was collected through an online survey distributed after the event. Vendors who provided email contact information received a follow-up survey link, and each vendor was also provided a printed letter with a QR code linking directly to the survey on the final day of the event. This combination of digital outreach and in-person distribution helped maximize participation and gather valuable feedback from participating businesses.

The 2026 Vendor Survey demonstrates a high level of confidence in the direction of First Taste Oregon. Vendors overwhelmingly praised the professionalism of the event staff, the efficiency of registration, and the successful relocation to the Linn County Expo Center in Albany. The improved venue, parking, layout, and overall atmosphere were consistently identified as major strengths, with many vendors reporting positive comments from attendees throughout the weekend.

While overall satisfaction remained strong, vendors identified several opportunities for continued growth. Increasing attendance conversion into vendor sales, expanding culinary-focused experiences, refining event hours, and enhancing the VIP experience emerged as the primary areas for future consideration. Suggestions such as product valet service, additional chef participation, and stronger regional marketing reflect a desire to continue elevating First Taste Oregon as Oregon's premier culinary and beverage festival.

Perhaps the most significant finding is that vendors are asking for refinement rather than reinvention. Their feedback reflects confidence in the event's leadership, appreciation for the improvements made in 2026, and enthusiasm for continued growth. Taken together, the survey confirms that First Taste Oregon has established a strong foundation with its vendor community while providing a clear roadmap for future enhancements that will strengthen both the exhibitor and guest experience.

Vendor Survey Summaries by Question

1. Previous Participation

Approximately three-quarters of responding vendors had participated in First Taste Oregon previously. The survey reflects feedback from an experienced vendor base that can directly compare the 2026 event to previous years, making their observations particularly valuable.

2. Improvements from Previous Years

Returning vendors overwhelmingly recognized positive improvements. Vendors clearly recognized meaningful operational improvements and viewed the 2026 event as a step forward. Several vendors commented that the event felt more polished and positioned for future growth.

The most frequently mentioned improvements included:

- Move to Albany
- Improved parking
- Better building layout
- More spacious environment
- Improved acoustics
- Better traffic flow
- Overall organization

3. Move to Albany

The move to Linn County Expo Center received overwhelmingly positive feedback. The relocation to Albany is viewed as one of the most successful changes made to the event in recent years. Many vendors also reported hearing positive comments from attendees regarding the new venue. Common observations included:

- Easier customer access
- Safer location
- Better parking
- Improved facilities
- Greater comfort for vendors
- Better long-term growth potential

4. Sales Performance

Vendor sales produced mixed results. About half of respondents reported sales below expectations. Others reported sales consistent with previous years. Several vendors exceeded expectations.

Many vendors noted that attendance remained strong, but purchasing patterns varied depending on product category. While overall satisfaction remained high, increasing customer purchasing and improving vendor sales represents one of the greatest opportunities moving forward.

5. Registration Process

Nearly every responding vendor indicated registration was clear and efficient. Registration continues to be one of the event's operational strengths. Comments praised:

- Communication
- Ease of registration
- Organization
- Helpful staff

6. Overall Event Experience

The vast majority of vendors reported having a positive overall experience. Vendors generally enjoyed participating and viewed the event as professionally managed. A small number expressed concerns primarily related to attendance or sales rather than event operations. Comments consistently highlighted:

- Professional organization
- Friendly atmosphere
- Helpful staff
- Strong vendor support

7. Event Advertising

Most vendors reported seeing First Taste Oregon advertising before the event. Several vendors complimented the marketing campaign and believed promotion was stronger than in previous years. Vendors recognized and appreciated the event's marketing efforts. The most common sources included Facebook, Instagram, Email marketing, and Digital advertising.

8. Social Media Presence

Most vendors follow First Taste Oregon on social media. Those who do not generally indicated they either have limited social media activity or focus their marketing elsewhere. Social media remains an important communication channel with participating vendors.

9. Additional Marketing Opportunities

Only a few vendors suggested additional advertising opportunities. Vendors generally believe marketing is strong but see opportunities to broaden regional reach. Suggestions included:

- Greater outreach into Eugene and surrounding communities
- Additional promotion emphasizing food experiences
- Increased visibility among culinary professionals

10. What Was Missing

Many vendors also indicated that nothing significant was missing but some thoughtful suggestions emerged. Vendors are looking for enhancements that elevate the overall guest experience rather than major operational changes.

Most common recommendations included:

- Product or bottle valet service
- Additional culinary industry participation
- More chefs and restaurant buyers
- Increased educational experiences
- More food-focused promotion

11. Activities That Should Not Return

Vendors support the current event format and recommend only refining event hours. Several vendors felt customer traffic slowed significantly after approximately 6:30–7:00 p.m.

12. Customer Feedback Heard During the Event

This question produced some of the most valuable comments. Vendors consistently overheard positive comments from attendees, reinforcing the success of the venue change.

Recurring customer feedback included:

- Guests loved the Albany location.
- Parking was significantly improved.
- The venue felt open and welcoming.
- Customers appreciated the spacious layout.
- Many complimented the atmosphere.
- Several praised the improved acoustics.

Constructive comments included:

- Music became slightly too loud late Saturday.
- Later evening entertainment should maintain energy.
- Some guests suggested ending the event earlier.

13. Admission Pricing

Most vendors felt admission pricing was appropriate and competitive. Several specifically noted that free parking significantly increased the perceived value of admission.

14. Booth Fees

Most respondents felt booth fees and included amenities were fair. Several vendors noted that lower booth fees make participation accessible for smaller businesses but the current fee structure compares favorably with similar events. One interesting suggestion proposed a hybrid booth fee combined with a percentage of retail sales, although respondents acknowledged this would increase administrative complexity.

15. Staff & Volunteers

This question received perhaps the strongest consensus of the entire survey. Every responding vendor indicated satisfaction with the staff and volunteer team. Numerous vendors specifically thanked the event staff for their hospitality and support. The professionalism of staff and volunteers continues to be one of First Taste Oregon's greatest strengths.

16. Demonstrations & Promotions

Participation varied among vendors. Those who participated generally reported positive experiences. Several vendors suggested expanding educational demonstrations and creating additional promotional opportunities in future years.

17. VIP Extended Hours

Opinions were mixed. Several vendors appreciated the concept but questioned whether the extended hours generated enough additional business to justify the extra staffing time. A recurring suggestion was shortening overall event hours rather than extending VIP time.

18. Ideas from Other Events

Vendors continue to view First Taste Oregon as a premium event and offered ideas that align with that positioning. Vendors shared several creative suggestions, including:

- Product and bottle valet service
- Additional chef demonstrations
- Expanded culinary education
- Vendor networking opportunities
- More industry buyers
- Enhanced food-focused experiences

19. Vendor Social Hour

Many vendors liked the concept of a networking opportunity, although several suggested it should occur on Friday evening or before event hours rather than after a long event day. Others noted that informal networking already occurs naturally during slower periods.

20. Future Improvements

Vendors are focused on growth rather than significant operational changes, demonstrating confidence in the event's direction. Recurring recommendations included:

- Increase attendance and purchasing activity.
- Continue growing awareness in new markets.
- Expand food experiences.
- Refine event hours.
- Add bottle/product valet service.
- Continue building culinary partnerships.
- Maintain the high level of organization and hospitality.



First Taste Oregon Audiences + Creatives Report 2025

Client Information

- **Client Name:** First Taste Oregon
- **Industry/Market:** Drink & Culinary experience
- **Main Location:** Linn County Expo Center, Albany, OR
- **Website:** <https://firsttasteoregon.com/>

Meta Performance Report

General Overview

We launched our awareness campaign in October 2025. Since then, we have reached 545,419 people at \$2.73/1000 and gathered 1,016,642 impressions. This campaign is optimized for reach, ensuring that as many people as possible within the target market are exposed to the event. The goal is not immediate sales, but brand recognition and top-of-funnel demand generation.

On the other hand, we launched our conversion campaign tracking website purchases in November 2025. So far with this campaign we have gathered 79 purchases at \$24.45/purchase, reaching 72,666 people and 312,791 impressions with a 3.48 purchase ROAS. This campaign is optimized for high-intent actions, targeting users most likely to complete a purchase. It leverages a mix of retargeting, interest-based, and broad audiences to capture demand at different levels of purchase readiness.

Off / On ↑ ↓	Campaign ↑ ↓	Results ↑ ↓	Reach ↑ ↓	Impressions ↑ ↓	Cost per result ↑ ↓	CTR (all) ↑ ↓	Amount spent ↑ ↓	Purchase ROAS (return on ad...)
●	FTO WM Conversion November 2025	79 Website purchases	72,666	312,791	\$24.45 Per Purchase	3.78%	\$1,931.56	3.48
●	FTO WM Awareness October 2025	545,419 Reach	545,419	1,016,642	\$2.73 Per 1,000 People Rea...	0.25%	\$1,488.26	0.09
	Results from 2 campaigns ⓘ	— Multiple conversions	596,837 Accounts Center acco...	1,329,433 Total	— Multiple conversions	1.08% Per Impressions	\$3,419.82 Total spent	2.01 Average

Each campaign is divided into ad sets, which represent different audience strategies. This allows us to compare performance across audience types and optimize budget allocation.

- **Broad ad set:** Allow Meta's algorithm to find people without interest restrictions, only with location, age, and gender targeting.
- **Interest ad set:** Reach new users based on relevant interests (food, drinks, events, experiences, lifestyle).
- **Retargeting ad set:** Target users who already interacted with the brand (website visitors, engagers, prior awareness exposure).

Off / On ↑↓	Ad set ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO WM Conversion Retargeting Dec 20...	15 Website purchases	29,528	71,375	\$24.36 Per Purchase	3.56%	\$365.35	3.32
	FTO WM Conversion Interest November ...	35 Website purchases	39,138	123,707	\$24.26 Per Purchase	4.42%	\$849.11	3.88
	FTO WM Conversion Broad November ...	29 Website purchases	40,989	117,709	\$24.73 Per Purchase	3.24%	\$717.10	3.09
	FTO WM Awareness Interest October 2025	239,161 Reach	239,161	315,450	\$1.75 Per 1,000 People Rea...	0.19%	\$417.83	—
	FTO WM Awareness Broad October 2025	442,959 Reach	442,959	701,192	\$2.42 Per 1,000 People Rea...	0.27%	\$1,070.43	0.12
	Results from 5 ad sets	545,419 Reach	545,419 Accounts Center acco...	1,016,644 Total	\$2.73 Per 1,000 People Rea...	0.25% Per Impressions	\$1,488.26 Total spent	0.09 Average

Age Performance

Conversion Campaign: Top-Performing Age Groups

- **45–54**
 - Purchases: 29
 - Cost per purchase: \$17.03
 - ROAS: 4.04
 - CTR: 3.51%
- **55–64**
 - Purchases: 23
 - Cost per purchase: \$20.74
 - ROAS: 5.04 (highest overall)
 - CTR: 4.54%
- **65+**
 - Purchases: 15
 - Cost per purchase: \$25.26
 - ROAS: 4.39
 - CTR: 6.36% (highest CTR)

Conversion Campaign: Underperforming / Inefficient Age Groups

- **25–34**
 - Purchases: 3
 - Cost per purchase: \$64.87
 - ROAS: 0.99
 - CTR: 2.41%
- **35–44**

- Purchases: 9
 - Cost per purchase: \$41.24
 - ROAS: 1.27
 - CTR: 2.72%
- **18-24**
 - Purchases: 0
 - Spend with no return

Off / On ↑↓	Campaign ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO WM Conversion November 2025	79 Website purchases	72,666	312,791	\$24.45 Per Purchase	3.78%	\$1,931.56	3.48
	18-24	—	847	2,920	—	2.84%	\$16.09	—
	25-34	3	10,734	40,664	\$64.87	2.41%	\$194.62	0.99
	35-44	9	18,656	78,045	\$41.24	2.72%	\$371.13	1.27
	45-54	29	17,489	81,268	\$17.03	3.51%	\$493.83	4.04
	55-64	23	13,623	66,222	\$20.74	4.54%	\$476.93	5.04
	65+	15	8,730	43,670	\$25.26	6.36%	\$378.94	4.39
	Uncategorized	—	2	2	—	—	\$0.02	—

Awareness campaign: Top-Performing Age Groups

- **35-44**
 - Reach: 182,389
 - Impressions: 341,022
 - Cost per result: \$2.83
- **45-54**
 - Reach: 126,281
 - Impressions: 232,809
 - Cost per result: \$2.66
- **55-64**
 - Reach: 93,027
 - Impressions: 163,866
 - Cost per result: \$2.48

Awareness campaign: Underperforming / Inefficient Age Groups

- **18-24**
 - Reach: 2,623
 - Impressions: 3,064
 - Cost per result: \$2.07
- **65+**
 - Reach: 70,382
 - Impressions: 163,866
 - Cost per result: \$2.48
- **25-34**
 - Reach: 91,447
 - Impressions: 159,804
 - Cost per result: \$2.71

Off / On ↑↓	Campaign ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓
	FTO WM Awareness October 2025	545,419 Reach	545,419	1,016,642	 \$2.73 Per 1,000 People Rea...	0.25%	 \$1,488.26
	18-24	2,623	2,623	3,064	\$2.07	0.10%	\$5.44
	25-34	91,447	91,447	159,804	\$2.71	0.23%	\$247.75
	35-44	182,389	182,389	341,022	\$2.83	0.22%	\$515.98
	45-54	126,281	126,281	232,809	\$2.66	0.25%	\$335.93
	55-64	93,027	93,027	163,866	\$2.48	0.29%	\$230.65
	65+	70,382	70,382	116,079	\$2.17	0.29%	\$152.51

Gender Performance

Conversion Campaign

Female audiences are the primary revenue drivers. They convert more often, engage more with ads, and generate a significantly better ROAS. Male audiences are substantially less efficient, with nearly 3× higher cost per purchase compared to female audiences.

- **Female**
 - Purchases: 71 (90% of total conversions)
 - Cost per purchase: \$20.42
 - ROAS: 3.97
 - CTR: 4.18%
- **Male**
 - Purchases: 8
 - Cost per purchase: \$58.13
 - ROAS: 2.09
 - CTR: 2.95%

Awareness Campaign

Contrary to our conversion campaign, our best-performing gender in this campaign are males, reaching and interacting more with our ads.

- **Female**
 - Reach: 243,488
 - Impressions: 420,191
 - Cost per result: \$2.57
- **Male**
 - Reach: 307,951
 - Impressions: 587,113
 - Cost per result: \$2.75

Off / On ↑↓	Campaign ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO WM Conversion November 2025	79 Website purchases	72,666	312,791	\$24.45 Per Purchase	3.78%	\$1,931.56	3.48
	Female	71	46,952	209,302	\$20.42	4.18%	\$1,449.65	3.97
	Male	8	22,935	100,807	\$58.13	2.95%	\$465.02	2.09
	Uncategorized	—	781	2,682	—	3.84%	\$16.90	—
	FTO WM Awareness October 2025	545,419 Reach	545,419	1,016,642	\$2.73 Per 1,000 People Rea...	0.25%	\$1,488.26	0.09
	Female	243,488	243,488	420,191	\$2.57	0.30%	\$626.87	—
	Male	307,951	307,951	587,113	\$2.75	0.21%	\$847.72	0.15
	Uncategorized	5,771	5,771	9,340	\$2.37	0.24%	\$13.67	—
	Results from 2 campaigns ⓘ	— Multiple conversions	596,837 Accounts Center acco...	1,329,433 Total	— Multiple conversions	1.08% Per Impressions	\$3,419.82 Total spent	2.01 Average

Strategic Demographic Takeaways

Based on performance data, the strongest audience is:

- Women aged 45–65+
- Likely seeking experiential, social, and premium culinary events
- Highly responsive to both awareness and conversion messaging

Creative Performance Analysis

Conversion Campaign

Across all conversion ad sets, static image ads consistently outperform video ads in terms of:

- Purchase volume
- Cost per purchase
- Return on ad spend (ROAS)

While video ads generate engagement and clicks, images are converting more efficiently, particularly when paired with retargeting and interest-based audiences.

Retargeting Conversion Ads

What's Working Best: Static Image Ads

Top-performing examples:

- **FTO Ad 10 | Image | Retargeting**
 - Purchases: **10**
 - Cost per purchase: **\$22.80**
 - ROAS: **3.29**
 - CTR: **4.09%**
- **FTO Ad 8 | Image | Retargeting**
 - Purchases: **4**

- Cost per purchase: **\$20.55**
ROAS: **5.30**

Off / On ↑↓	Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO Ad 10 Image Retargeting Conversio...	10 Website purchases	25,734	51,384	\$22.80 Per Purchase	4.09%	\$227.98	3.29
	FTO Ad 8 Image Retargeting Conversion ...	4 Website purchases	7,022	14,107	\$20.55 Per Purchase	2.00%	\$82.20	5.30
	FTO Ad 3 Video Retargeting Conversion ...	1 Website Purchase	1,068	1,635	\$16.59 Per Purchase	2.87%	\$16.59	1.64
	Stay & Play Ad 2 Video Retargeting Conv...	— Website Purchase	57	66	— Per Purchase	3.03%	\$0.33	—
	Stay & Play Ad 1 Video Retargeting Conv...	— Website Purchase	252	308	— Per Purchase	1.95%	\$2.87	—
	VIP Ad 2 Video Retargeting Conversion ...	— Website Purchase	167	293	— Per Purchase	4.10%	\$2.67	—
	VIP Ad 1 Video Retargeting Conversion ...	— Website Purchase	95	125	— Per Purchase	4.00%	\$1.57	—
	FTO Ad 4 Video Broad Conversion 11.05...	— Website Purchase	—	—	— Per Purchase	—	—	—
	FTO Ad 5 Video Broad Conversion 11.05...	— Website Purchase	—	—	— Per Purchase	—	—	—
	Results from 15 ads	15 Website purchases	29,528 Accounts Center acco...	71,375 Total	\$24.36 Per Purchase	3.56% Per Impressions	\$365.35 Total spent	3.32 Average

Why images work well here:

- Retargeting audiences already know the brand/event
- Clear visuals + direct messaging reduce friction
- Users don't need long explanations. They need a reminder and a reason to act.

Interest Conversion Ads

What's Working Best: Video Ads

Top-performing examples:

- FTO Ad 1 | Video | Interest**
 - Purchases: 13
 - Cost per purchase: \$23.48
 - ROAS: 4.58
 - CTR: 6.29%
- FTO Ad 3 | Video | Interest**
 - Purchases: 8
 - Cost per purchase: \$11.93
 - ROAS: 5.66

Off / On ↑↓	Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO Ad 1 Video Interest Conversion 11.0...	13 Website purchases	9,899	29,179	\$23.48 Per Purchase	6.29%	\$305.21	4.58
	FTO Ad 3 Video Interest Conversion 11...	8 Website purchases	3,452	8,586	\$11.93 Per Purchase	2.88%	\$95.43	5.66
	FTO Ad 10 Image Interest Conversion 11...	7 Website purchases	31,585	64,695	\$38.76 Per Purchase	4.02%	\$271.33	2.18
	Stay & Play Ad 1 Video Interest Conversi...	2 Website purchases	1,539	2,903	\$14.25 Per Purchase	3.82%	\$28.49	7.63
	FTO Ad 8 Image Interest Conversion 11...	2 Website purchases	1,657	2,501	\$9.27 Per Purchase	3.24%	\$18.54	9.47
	VIP Ad 1 Video Interest Conversion 12.1...	1 Website Purchase	492	1,001	\$10.13 Per Purchase	1.90%	\$10.13	1.18
	FTO Ad 9 Image Interest Conversion 11...	1 Website Purchase	2,208	2,768	\$15.80 Per Purchase	2.96%	\$15.80	14.69
	FTO Ad 2 Video Interest Conversion 11...	1 Website Purchase	3,064	6,023	\$58.76 Per Purchase	3.75%	\$58.76	2.21
	Stay & Play Ad 2 Video Interest Conversi...	— Website Purchase	136	181	— Per Purchase	4.97%	\$1.24	—
	Results from 15 ads	35 Website purchases	39,138 Accounts Center acco...	123,708 Total	\$24.26 Per Purchase	4.42% Per Impressions	\$849.11 Total spent	3.88 Average

Why video works here:

- Helps explain the event experience to people who have already expressed interest in similar experiences (wine, food, events, etc)
- Builds emotional connection with people who have already expressed interest in similar experiences (food and drinks, atmosphere, crowd)
- Higher CTR indicates strong initial interest

Broad Conversion Ads

What's Working Best: Static Image Ads

Top-performing examples:

- **FTO Ad 6 | Image | Broad**
 - Purchases: 20
 - Cost per purchase: \$17.63
 - ROAS: 3.69

Off / On ↑↓	Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)
	FTO Ad 6 Image Broad Conversion 11... Ad Charts Edit Duplicate ...	20 Website purchases	28,089	65,144	\$17.63 Per Purchase	2.51%	\$352.63	3.69
	FTO Ad 2 Video Broad Conversion 11.05...	4 Website purchases	7,019	14,214	\$25.14 Per Purchase	3.46%	\$100.57	2.55
	FTO Ad 10 Image Broad Conversion 11.0...	3 Website purchases	13,576	21,313	\$33.06 Per Purchase	3.85%	\$99.19	4.81
	Stay & Play Ad 1 Video Broad Conversion...	1 Website Purchase	256	336	\$3.39 Per Purchase	7.14%	\$3.39	38.34
	FTO Ad 4 Video Broad Conversion 11.05...	1 Website Purchase	956	1,680	\$14.97 Per Purchase	4.05%	\$14.97	3.70
	VIP Ad 2 Video Broad Conversion 12.18...	— Website Purchase	44	56	— Per Purchase	7.14%	\$0.29	—
	VIP Ad 1 Video Broad Conversion 12.18...	— Website Purchase	26	30	— Per Purchase	6.67%	\$0.13	—
	Stay & Play Ad 2 Video Broad Conversion...	— Website Purchase	18	18	— Per Purchase	—	\$0.15	—
	FTO Ad 11 Image Broad Conversion 11.0...	— Website Purchase	829	1,188	— Per Purchase	2.95%	\$10.68	—
	Results from 15 ads	29 Website purchases	40,989 Accounts Center acco...	117,711 Total	\$24.73 Per Purchase	3.24% Per Impressions	\$717.10 Total spent	3.09 Average

Why images work well here:

- Strong image creatives can drive efficient conversions when the message is clear and compelling.

Awareness Campaign

For awareness objectives, static image ads significantly outperform video ads in terms of:

- Cost efficiency
- Scalable reach
- Consistent delivery

Video ads occasionally generate higher CTR, but they are more expensive per person reached and do not scale as efficiently as images for top-of-funnel goals.

Interest Conversion Ads

What's Working Best: Static Image Ads

Top-performing examples:

- **FTO Ad 11 | Image | Interest**
 - Cost per 1,000 reached: \$1.18
 - Reach: 62,023
- **FTO Ad 9 | Image | Interest**
 - Cost per 1,000 reached: \$1.40
 - Reach: 74,632
- **FTO Ad 10 | Image | Interest**
 - Cost per 1,000 reached: \$1.49
 - Reach: 119,331

Off / On ↑↓	Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓
☐	 FTO Ad 10 Image Interest 10.09.25	119,331 Reach	119,331	134,660	\$1.49 Per 1,000 People Rea...	0.23%	\$178.34
☒	 FTO Ad 9 Image Interest 10.09.25	74,632 Reach	74,632	78,725	\$1.40 Per 1,000 People Rea...	0.15%	\$104.33
☒	 FTO Ad 11 Image Interest 10.09.25	62,023 Reach	62,023	65,175	\$1.18 Per 1,000 People Rea...	0.17%	\$73.07
☐	 FTO Ad 1 Video Interest 10.09.25	11,157 Reach	11,157	11,809	\$1.90 Per 1,000 People Rea...	0.39%	\$21.23
☐	 FTO Ad 7 Image Interest 10.09.25	9,928 Reach	9,928	10,381	\$1.44 Per 1,000 People Rea...	0.14%	\$14.33
☐	 FTO Ad 8 Image Interest 10.09.25	4,693 Reach	4,693	4,910	\$1.80 Per 1,000 People Rea...	0.22%	\$8.47
☐	 FTO Ad 6 Image Interest 10.09.25	4,091 Reach	4,091	4,276	\$1.76 Per 1,000 People Rea...	0.14%	\$7.18
☐	 FTO Ad 4 Video Interest 10.09.25	2,556 Reach	2,556	2,726	\$2.22 Per 1,000 People Rea...	0.04%	\$5.67
☐	 FTO Ad 3 Video Interest 10.09.25	1,599 Reach	1,599	1,751	\$2.14 Per 1,000 People Rea...	—	\$3.42
Results from 12 ads ⓘ		239,161 Reach	239,161 Accounts Center acco...	315,452 Total	\$1.75 Per 1,000 People Rea...	0.19% Per Impressions	\$417.84 Total spent

Why images perform best here:

- Quickly communicate event branding
- Easy to consume in-feed
- Lower production complexity, allowing Meta to deliver at scale

Broad Conversion Ads

What's Working Best: Static Image Ads

Top-performing examples:

- **FTO Ad 8 | Image | Broad**
 - Cost per 1,000 reached: \$1.09
 - Reach: 40,499
- **FTO Ad 7 | Image | Broad**
 - Cost per 1,000 reached: \$1.19
 - Reach: 81,323
- **FTO Ad 10 | Image | Broad**
 - Reach: 333,425
 - Cost per 1,000 reached: \$2.42 (still efficient at scale)

Off / On ↑↓	Ad ↑↓	Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	CTR (all) ↑↓	Amount spent ↑↓
☐	FTO Ad 10 Image Broad 10.09.25	333,425 Reach	333,425	492,621	\$2.42 Per 1,000 People Rea...	0.31%	\$808.21
☒	FTO Ad 7 Image Broad 10.09.25	81,323 Reach	81,323	89,845	\$1.19 Per 1,000 People Rea...	0.13%	\$97.03
☒	FTO Ad 8 Image Broad 10.09.25 Charts Edit Duplicate ...	40,499 Reach	40,499	40,845	\$1.09 Per 1,000 People Rea...	0.16%	\$44.09
☐	FTO Ad 9 Image Broad 10.09.25	34,147 Reach	34,147	34,791	\$1.54 Per 1,000 People Rea...	0.21%	\$52.68
☐	FTO Ad 6 Image Broad 10.09.25	18,201 Reach	18,201	19,054	\$1.59 Per 1,000 People Rea...	0.24%	\$28.96
☒	FTO Ad 11 Image Broad 10.09.25	10,811 Reach	10,811	11,348	\$1.19 Per 1,000 People Rea...	0.19%	\$12.87
☐	FTO Ad 1 Video Broad 10.09.25	6,023 Reach	6,023	6,292	\$2.29 Per 1,000 People Rea...	0.25%	\$13.79
☐	FTO Ad 5 Video Broad 10.09.25	1,787 Reach	1,787	1,871	\$2.15 Per 1,000 People Rea...	0.05%	\$3.85
☒	FTO Ad 4 v2 Video Broad 11.12.25	1,474 Reach	1,474	1,565	\$2.14 Per 1,000 People Rea...	0.13%	\$3.16
Results from 12 ads ⓘ		442,959 Reach	442,959 Accounts Center acco...	701,200 Total	\$2.42 Per 1,000 People Rea...	0.27% Per Impressions	\$1,070.44 Total spent

Why images perform best here:

- Quickly communicate event branding
- Good to reach hundreds of thousands of users efficiently, scaling aggressively

Final Creative Funnel Insight

When combining Awareness + Conversion learnings:

- **Awareness:** Static images to reach the most people at the lowest cost
- **Conversion:** Static images to close sales, video to support interest

This creates a cohesive funnel where: Images introduce and convert, videos reinforce and educate.

Recommended Strategy Moving Forward

1. Shift Budget Toward Conversion Campaigns

We will allocate the majority of the remaining budget to the conversion campaign, reducing or fully pausing heavy awareness spending. We also allocated some budget from Google Ads toward this campaign.

Why:

- Awareness has already achieved strong market saturation.
- With the event approaching, users now need reminders and reasons to act.
- Conversion campaigns are delivering consistent purchases at a controlled cost.

2. Prioritize High-Performing Conversion Ad Sets

Scale and maintain:

- Interest-based conversion ad set (highest purchase volume and ROAS).
- Broad conversion ad set (strong scalability with solid efficiency).
- Retargeting ad set (critical for capturing high-intent users close to purchase).
- Create a new lookalike audience for our final push targeting people with similar characteristics and interests as those who visited your website, past engagers, past purchasers.

3. Focus Creative on What Converts

- **Primary creative format:**
 - Static image ads with:
 - Clear event branding
 - Date and location visible
 - Direct CTA (Buy Tickets, Limited Availability, Don't Miss Out)
- **Supporting creative:**
 - Video ads can remain active in:

- Interest audiences
- Retargeting as supporting assets
- Avoid relying on video as the main conversion driver

4. Introduce Urgency as February Approaches

Emphasize:

- “February is coming up”
- “Limited tickets available”
- “Last chance to attend”

Highlight:

- Experience value
- Social atmosphere
- VIP or premium options if available

Google Ads Performance Report

General Overview

We launched our search campaign in October 2025 to capture high-intent users actively searching for First Taste Oregon and related event experiences. To date, the campaign has generated 73 conversions, driving 1,395 clicks from 20,367 impressions and achieving a strong 6.85% click-through rate. The average cost per conversion is \$58.40, with the majority of tracked conversions coming from ticket purchases, followed by phone calls and form submissions. This campaign is optimized to reach users further down the funnel who are already demonstrating purchase intent through search behavior.

Important information: At the beginning of this campaign, we experienced conversion tracking issues, which means conversion data from the early months is not fully reliable. These issues have since been identified and fixed, and the data we are seeing now is accurate and actionable. Insights below are based on current, corrected tracking, with trends becoming clearer as the campaign continues.

☐ ● Campaign	↓ Conver	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	Cost
☐ ●  FTO WM Search October 2025	73.00	\$58.40	1,395	20,367	6.85%	\$3.06	\$4,262.91
Purchase Afton	63.00	—	—	—	—	—	—
First Taste Oregon (web) form_submit	1.00	—	—	—	—	—	—
Calls from ads (1)	9.00	—	—	—	—	—	—

Keyword & Intent Alignment

- Branded searches convert extremely efficiently
 - Very low CPC
 - High conversion rate
- Generic searches (e.g., “wine tasting”, “things to do in Oregon”) drive volume but at a higher cost per conversion

Insight: Branded and high-intent queries should remain protected and prioritized, while generic terms should be refined as more conversion data is collected.

☐ ● Ad group	Conver:	Cost / conv.	↓ Clic	Impr.	Cost	Conv. rate	Avg. CPC
☐ ● Generic	45.00	\$85.56	871	18,772	\$3,850...	5.17%	\$4.42
☐ ● Branded	28.00	\$14.74	524	1,595	\$412.77	5.34%	\$0.79
Total: All enabled ad groups in your... 	73.00	\$58.40	1,395	20,367	\$4,262...	5.23%	\$3.06

☐	☒	Keyword	Match type	Ad group	Status	↓ Con	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	☒	wine tasting	Broad match	Generic	Eligible	28.00	\$48.87	382	6,020	6.35%	\$3.58	\$1,368.28
☐	☒	first taste oregon	Broad match	Branded	Eligible	21.00	\$7.89	333	859	38.77%	\$0.50	\$165.76
☐	☒	first taste festival	Broad match	Branded	Eligible	6.00	\$40.85	187	727	25.72%	\$1.31	\$245.11
☐	☒	oregon wine tasting	Broad match	Generic	Eligible	5.00	\$122.14	115	2,017	5.70%	\$5.31	\$610.69
☐	☒	things to do in oregon	Broad match	Generic	Eligible (Limited) Rarely shown (low Quality Score)	5.00	\$221.68	255	7,189	3.55%	\$4.35	\$1,108.40
☐	☒	oregon events	Broad match	Generic	Eligible (Limited) Rarely shown (low Quality Score)	5.00	\$107.98	80	2,483	3.22%	\$6.75	\$539.89
☐	☒	oregon entertainment events	Broad match	Generic	Eligible	2.00	\$111.44	39	1,042	3.74%	\$5.71	\$222.88

Age Performance

Key Observations

- Conversion volume increases steadily with age
- Strongest performance comes from users 45 and older
- Younger age groups generate clicks but convert at a much lower rate

Top-performing age groups:

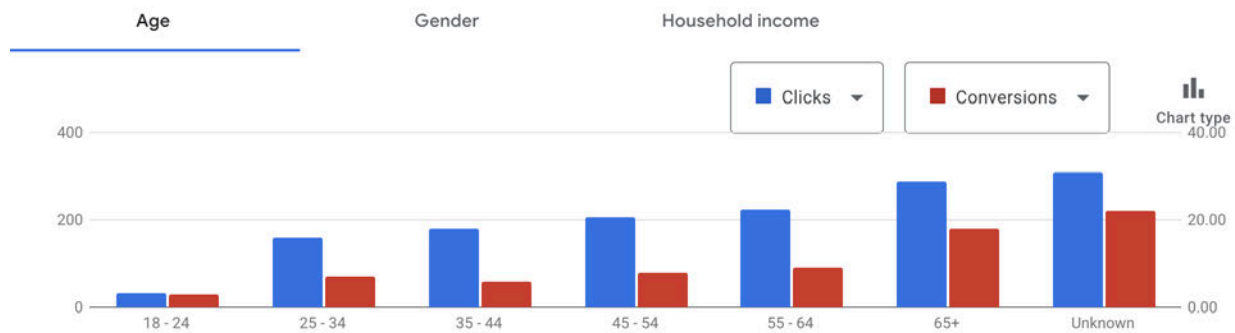
- 55–64
- 65+
- Unknown age (common in Google Ads due to privacy restrictions, but still producing conversions)

Underperforming age groups:

- **18–24**
- **25–34**

Insight: This closely aligns with Meta Ads data and confirms that older users are more purchase-ready for this type of event-based, experiential offering.

Demographics



Gender Performance

Key Observations

- Female users drive the majority of conversions
- Male users generate clicks but convert at a lower rate
- Unknown gender also contributes conversions, which is expected in Google Ads due to limited demographic visibility

Insight: Female audiences consistently show higher purchase intent, reinforcing the importance of tailoring ad messaging and landing page copy to this demographic.

Demographics



Household Income Performance

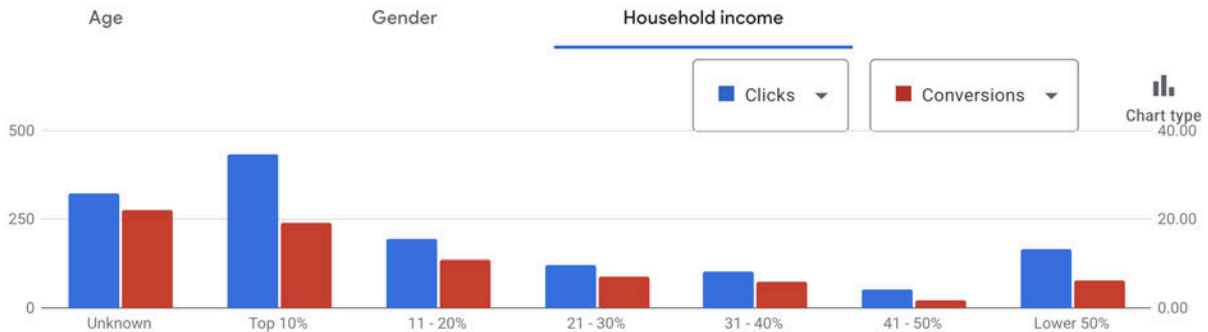
Key Observations

- Highest conversion volume comes from:
 - Top 10% household income
 - 11-20% household income
- Lower income brackets generate fewer conversions

- Unknown income also converts, but at lower efficiency

Insight: This indicates that the event appeals most to mid-to-high income households, which makes sense given ticket pricing, travel, and discretionary spending required to attend.

Demographics



Location Performance

Key Observations

Top-Converting Locations

- **10 miles around Corvallis, OR**
 - Lowest cost per conversion
 - Highest CTR
- **10 miles around Portland, OR**
 - Highest conversion volume
 - Higher cost per conversion, but strong scale

Secondary Locations

- **25 miles around Albany, OR**
- **20 miles around Eugene, OR**

Insight: Users closer to the event location (Corvallis, Albany, Eugene) convert more efficiently, while Portland provides volume but at a higher cost.

☐ Targeted location	Bid adj.	↓ Con	Cost / conv.	Clicks	Impr.	CTR
☐ 10.0 mi around Portland, OR	—	24.00	\$94.21	592	11,475	5.16%
☐ 10.0 mi around Corvallis, OR	—	22.00	\$22.81	241	1,908	12.63%
☐ 25.0 mi around Albany, OR	—	9.00	\$49.06	208	1,948	10.68%
☐ 20.0 mi around Eugene, OR	—	5.00	\$44.78	91	1,304	6.98%
☐ 30.0 mi around (45.245656, -122.919700) (custom)	—	4.00	\$109.38	160	2,108	7.59%
Total: Locations ⓘ		64.00	\$60.40	1,292	18,743	6.89%

Schedule Performance

Key Observations

Strongest Performing Days

- Wednesdays
 - Highest conversions
 - Lowest cost per conversion
 - Strong CTR
- Thursdays
 - Solid engagement and conversion volume

Weaker Performing Days

- Sundays
- Tuesdays
- Weekends overall
 - Higher cost per conversion
 - Lower efficiency

Insight: Mid-week browsing appears to be the strongest purchase window, likely when users are planning upcoming activities rather than casually browsing.

☐ Day & time	Bid adj.	↓ Conve	Cost / conv.	Clicks	Impr.	CTR	Avg. CPC	Cost
☐ Wednesdays, all day	—	44.00	\$13.91	199	2,416	8.24%	\$3.08	\$612.26
☐ Thursdays, all day	—	9.00	\$70.93	215	3,335	6.45%	\$2.97	\$638.38
☐ Mondays, all day	—	7.00	\$98.96	208	3,204	6.49%	\$3.33	\$692.70
☐ Fridays, all day	—	5.75	\$109.81	167	2,229	7.49%	\$3.78	\$631.39
☐ Saturdays, all day	—	4.25	\$126.01	206	3,233	6.37%	\$2.60	\$535.55
☐ Tuesdays, all day	—	2.00	\$304.45	219	3,309	6.62%	\$2.78	\$608.90
☐ Sundays, all day	—	1.00	\$543.74	181	2,641	6.85%	\$3.00	\$543.74
Total: Ad ... 		73.00	\$58.40	1,395	20,367	6.85%	\$3.06	\$4,262.91

Key Takeaways from Google Ads Demographics

Performance trends are now consistent and reliable after fixing tracking issues

Best-converting audiences are:

- Ages 45+
- Female
- Mid-to-high household income
- Within closer proximity to the event

Conversion behavior strongly mirrors Meta Ads insights, reinforcing confidence in these findings

Recommended Strategy Moving Forward

- Continue prioritizing older age groups (45+)
- Maintain strong presence for female-leaning messaging
- Focus budget on higher-income segments
- Apply location bid optimizations favoring Corvallis, Albany, and Eugene
- Increase bids mid-week (especially Wednesdays)
- Use future data (now that tracking is fixed) to refine keyword and audience exclusions.



THE MONTEITH HISTORICAL SOCIETY

518 2nd Ave SW, PO Box 1208, Albany OR 97321 | Phone 541-220-0421 | Email info@monteithhouse.org

Collaborative Tourism Promotion (CTP) Grant Award

Post Event Report: “The Carriage of Shadows” at the Monteith House

Event Dates: Friday, October 24th, 2025 and Saturday, October 25th, 2025.

Attendance: 160 attendees

Net profit: \$4,106.80

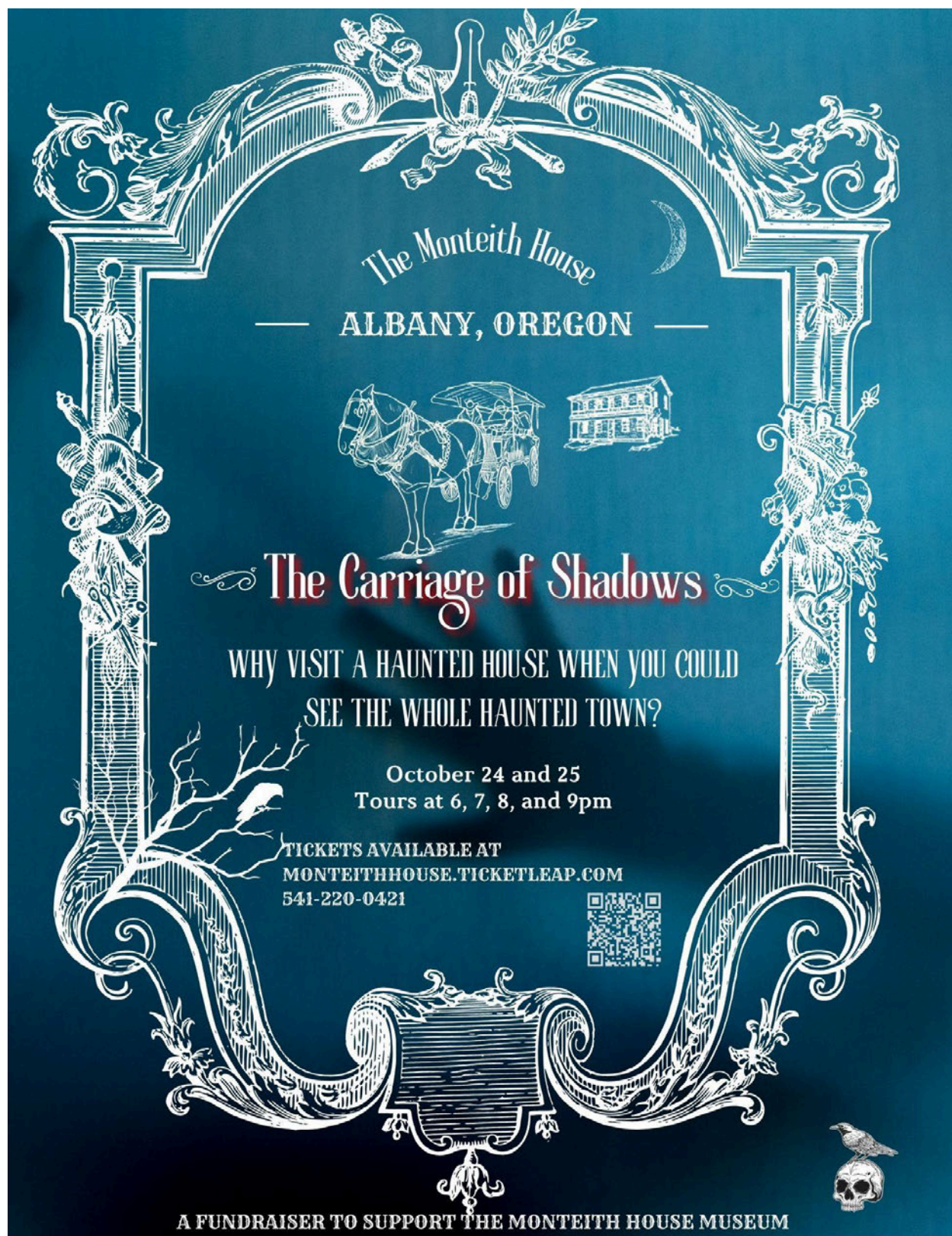
CTP Funds Impact: 100% of the profits went to the Monteith Historical Society thanks to the CTP grant, which covered 100% of the rental payment to Chafin Farms for \$1,000.00.

Event summary:

The “Carriage of Shadows” sold out quicker than all other Halloween events at the Monteith House, which all had the advantage of being returning events. While folks who were unable to get tickets to the Carriage of Shadows were disappointed that they could not attend, many bought tickets to alternative events such as the Ghost Walk or Trolley of Terror. We also generated enough interest in the Carriage of Shadows that we were able to create a long waitlist of interested parties, and in the event of cancellations were able to fill all seats on the carriage.

Overall, we had 790 people attend our Halloween events, many of which were first attracted by the Carriage of Shadows. The event was so popular and received so much positive feedback that we have decided to bring it back this year for two weekends instead of one. What began as a solution to limited availability for the Trolley of Terror last October has grown into a staple event in our Halloween fundraising lineup, our biggest month of fundraising throughout the year.

We are so grateful to the Tourism Advisory Committee for the award of the CTP grant, which enabled us to try a new event without fear of being unable to recoup costs. Moving forward, we predict that the Carriage of Shadows will become an event that attracts new visitors and returning families to the Monteith House in the same way that our Trolley of Terror and Sleigh Bells Sing events do.





TO: Tourism Advisory Committee

FROM: Jennifer Wehr, Economic Development Program Coordinator

DATE: September 9, 2026, for the September 16, 2026, Tourism Advisory Committee (TAC) Meeting

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

Background/Discussion:

The CTP grant program follows an annual cycle, with \$50,000 awarded in September of each year of the city's biennium. Nine (9) applications were received by the deadline, with one application not meeting the criteria and is not included. The total amount requested 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 objective of the grant is to support 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.

	Applicant	Event/Activity	Requested Amount
1	Albany Downtown Association	Expanded Tree Lighting Program	\$6,291.00
2	Albany Historic Carousel	Marketing & Games	\$5,000.00
3	Christmas Storybook Land	Marketing & Coloring Books	\$10,000.00
4	Fly Fishers Int'l (OR Council)	Marketing-Admission	\$9,045.00
5	International Slow Pitch Softball (ISPS)	Start Up Costs - Tournament	\$9,960.00

6	Monteith Historical Society	Chairs for Events	\$645.00
7	United Way of Linn, Benton & Lincoln	Expansion & Marketing-Crab Fest	\$25,000.00
8	Willamette Valley Jaguars	Marketing Campaign	\$9,900.00
		Total of Requests:	\$75,841.00

Strategic Plan Impact:

Healthy Economy & Connected and Engaged Community

Attachments:

1. Albany Downtown Association
2. Albany Historic Carousel
3. Christmas Storybook Land
4. Fly Fishers International
5. International Slow Pitch Softball (ISPS)
6. Monteith Historical Society
7. United Way of Linn Benton and Lincoln Counties
8. Willamette Valley Jaguars



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$6,291.00

Organization Name *

Albany Downtown Association

Contact Name *

Kayla Kickner

Contact Title *

Operations and Grant Manager

Organization Address *

126 Ferry St. SW

Phone *

541-928-2469

Fax**E-mail ***

kayla@albanydowntown.com

Federal Tax Identification Number

(If applicable)

**Please describe your request ***

- | | |
|---|--|
| ☐ Event start up costs | ☒ New element of existing event |
| ☐ Placemaking/art projects | ☐ Travel expenses/costs for host events, conferences, and trade shows |
| ☐ New marketing campaign | ☐ Expanded advertising |
| ☐ Other (please explain) | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

26_OCT_QuoteBudget_Tourismgrant.pdf

1.11MB

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

The Albany Downtown Association (ADA) requests Collaborative Tourism Promotion Grant funding from the City of Albany to expand the annual holiday and bring people to Albany for the event. This event was revitalized under the Committee Operation

Christmas Tree in 2025 and was considered a huge success with more than 2000 people attending and overwhelming positive feedback from all walks of life. This event is looking to expand its program by bringing in Six new elements to complement the existing community tree lighting of last year.

Live Reindeer: This special reindeer display will provide a memorable, educational, and family-friendly experience for event participants of all ages. The display will feature two live reindeer, accompanied by two trained handlers who will engage visitors, answer questions, and share age-appropriate information about reindeer anatomy, adaptations, care, and behavior. Participants will have the opportunity to view the reindeer up close in a safe, enclosed display area while learning about their winter coats, antlers, hooves, legs, body structure, and the important ways these animals are adapted for cold-weather environments. The basic display includes a secure 15 x 15 or 10 x 20 pen, two reindeer, two handlers, fir boughs, hay, feed, water, a reindeer hide, a set of antlers for supervised touching, and an educational sandwich sign with reindeer facts. Reindeer will wear bells and personalized halters; this will create a festive and welcoming atmosphere while maintaining animal comfort and safety. If needed, protective flooring and pop-up coverings will be provided to support safe operations during inclement weather.

Candy Cane Costume greeters/performers: Grant funding will support the purchase of six Candy Cane costumes to be used specifically during Albany Downtown's tree lighting event. The costumes will be purchased through Amazon at an estimated cost of approximately \$30.00 each, for a total estimated cost of \$180.00. These costumes will help create a festive, recognizable, and family-friendly presence during one of the community's signature holiday gatherings.

During the tree lighting event, Candy Cane greeters and performers will welcome visitors, hand out full-size candy canes, and take part in photo opportunities when requested. Their presence will add visual excitement, create welcoming photo opportunities, and contribute to a cheerful downtown atmosphere for families, residents, and visitors attending the tree lighting celebration.

By investing in reusable costumes, the Albany Downtown Association will be able to elevate the tree lighting experience with a modest one-time purchase that can be used for future tree lighting events. The costumes will support placemaking, visitor engagement, and the promotional appeal of downtown Albany's holiday season by making the tree lighting feel more welcoming, festive, and memorable.

Store Window Clings: Grant funding will support the production of 100 store window clings at a cost of \$3.45 each, for a total project cost of \$345.00. These window clings will

be distributed to participating downtown Albany businesses to clearly identify Holiday Passport stops, increase visibility for the program, and create a cohesive holiday shopping experience throughout the downtown district.

The window clings will serve as an easy-to-recognize visual marker for residents and visitors, helping participants locate businesses involved in the Holiday Passport program and encouraging additional foot traffic into storefronts. Each cling will also include a QR code directing people to either purchase a tree for the Tree Pole initiative or learn how to become a sponsor, creating an additional pathway for community members, visitors, and businesses to support downtown holiday beautification efforts. By creating consistent branding across participating locations, the clings will strengthen the visibility of the overall campaign, support small business participation, and help draw shoppers and event attendees into downtown Albany during the holiday season.

Holiday Passports: The Albany Downtown Holiday Passport will be a seasonal shop-local and community engagement program designed to encourage residents and visitors to explore downtown Albany during the holiday season. Modeled after the successful passport-style experience used by other Organizations, where participants collect stamps by visiting locations and completing a journey. The Albany Downtown Holiday Passport will invite participants to visit participating downtown businesses, attend holiday events, and collect stamps or check-ins along the way.

The passport will serve as both a guide and an incentive tool. Each passport will list participating downtown businesses, scheduled holiday events, event times and dates, and event locations so participants can easily plan their visits. By combining business exploration with event attendance, the program will help increase foot traffic, promote spending, and create a festive, walkable downtown experience throughout the holiday season. The program will also be promoted as a statewide visitor draw, encouraging people from across Oregon to travel to downtown Albany, experience its historic district, support local businesses, and participate in holiday activities.

Participants will receive a Holiday Passport and use it to collect stamps, initials, or check-ins from downtown businesses participating in and holiday event locations. Once a participant completes the required number of visits or stamps, they may submit their passport for entry into a prize drawing. Prizes will include gift cards donated by participating downtown businesses, keeping the value of the program circulating locally and highlighting the businesses that make Albany's downtown district vibrant.

The program is designed to be simple, accessible, and family-friendly. Participants may complete the passport at their own pace during the designated holiday program period, allowing families, shoppers, visitors, and community members to engage with downtown in a flexible and enjoyable way. The prize drawing provides an added incentive for

completion while supporting repeat visits to local businesses. Passports will be distributed beginning in October and completed passports will be collected on Shop Small Saturday, and winners will be drawn from the eligible entries.

Grant funding will support the design, printing, promotion, and administration of the Holiday Passport program, including materials needed to promote participating businesses, event schedules, dates, times, and locations. Funding will ensure the program is visible and easy to use for residents and visitors, increasing participation and amplifying the impact of Albany Downtown Association's holiday programming.

Businesses participating will be listed in the passport along with holiday event information, creating a convenient downtown guide for shoppers and visitors. These businesses may participate by providing a stamp or check-in location and donating a gift card for the completion prize drawing. This type of coordinated promotion supports small businesses during an important retail season and helps build a stronger sense of place by connecting shopping, dining, entertainment, and community traditions into one unified holiday experience.

This structure encourages broad participation while showcasing the generosity and variety of downtown Albany businesses. The donated gift card prizes will directly promote return visits to local shops, restaurants, and service providers, extending the economic benefit beyond the initial passport activity.

Event Flyers: Grant funding will support the printing of 1,000 event flyers promoting the expanded tree lighting event. Flyers will be distributed to participating downtown Albany businesses, community bulletin boards, area schools, and regional visitor centers in the weeks leading up to the event to build awareness and drive attendance from both the local community and visitors traveling from outside Albany.

Each flyer will highlight the event's new elements, including the Live Reindeer display, Santa House, Candy Cane greeters, and Holiday Passport program, along with the date, time, and location of the tree lighting. Distributing flyers through downtown businesses and community partners extends the event's reach beyond digital and social media channels, ensuring the promotion reaches residents and visitors who may not be reached through online marketing alone. Estimated printing cost is approximately \$150.00 for 1,000 flyers. This cost is included in the attached project budget.

Marketing: Grant funding will support a new, dedicated marketing strategy for the expanded tree lighting event, including hiring a marketing coordinator to manage social media promotion before, during, and after the event. This investment builds directly on demonstrated success: last year's tree lighting and holiday lights content generated over 32,000 organic views and 91 shares from a single post, helping drive a 72% surge in the

ADA's overall page views that December, all without any paid advertising. A dedicated marketing coordinator would allow the ADA to build on this proven organic momentum rather than let it happen incidentally. This role will develop a content calendar, create and schedule posts across platforms such as Facebook, Instagram, and TikTok, run targeted paid social advertising to reach visitors outside of the immediate Albany area, and capture photo and video coverage of the event's new elements, including the Live Reindeer display, Candy Cane greeters, Santa House, and Holiday Passport program. By investing in dedicated social media marketing support, the Albany Downtown Association will build sustained pre-event visibility, reach potential visitors from across the region and state who may travel specifically for the event, and generate a library of reusable photo and video content to promote future ADA programming throughout the year. This target investment directly advances the CTP grant's tourism promotion goals by extending the event's reach well beyond word-of-mouth and local advertising alone. Estimated cost for marketing coordinator services is approximately \$1,500, covering content development, scheduling, paid advertising, and day-of social media coverage. This cost is included in the attached project budget.

Community Partnership with In-Kind donations: Santa House

Par Lumber has donated the framing materials, and TNT Construction has donated the building labor for this custom photo-op structure, reflecting strong local business commitment to the event. Framed with 4x8 lumber and finished with festive trim and lighting, it will give families a dedicated, weather-resistant setting for professional-quality photos with Santa. Built for reuse, it becomes a permanent ADA holiday asset for future programming, extending the value of this community investment for years to come. Estimated in-kind value: \$3108.80 contributed as a non-grant match and reflected in the attached project budget.

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

This expanded tree lighting event will benefit tourism and the Albany community by extending the event's marketing and promotional reach well beyond Albany's boundaries while also re-engaging residents who may not have attended in recent years. The Live Reindeer display, Santa House, Candy Cane greeters, and Holiday Passport program give the event a broader, more interactive draw than a traditional tree lighting alone, giving out-of-town visitors a specific reason to travel to downtown Albany rather than attend a similar event closer to home. Dedicated social media marketing, paid advertising, and 1,000 printed flyers distributed to regional visitor centers will carry the event's promotion into surrounding communities and across the state, positioning downtown Albany as a holiday destination rather than only a local gathering spot.

At the same time, the new elements are designed to re-engage Albany residents and encourage repeat attendance, building on the momentum of 2025's event, which drew 2,000 or more attendees. Increased attendance from both visitors and residents translates directly into economic benefit for downtown Albany businesses through the Holiday Passport program's built-in shop-local incentive, extended dwell time in the core of downtown, and the Store Window Clings and QR codes that direct foot traffic to participating storefronts. Together, these elements support the CTP grant's core goal of using tourism promotion to drive visible, measurable economic activity in downtown Albany.

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

Yes. The Community Tree Lighting has been a downtown Albany tradition for many years and has only ever taken place in downtown Albany; it has not been held in another location. The event was revitalized in 2025 under the Committee Operation Christmas Tree and drew an estimated 2,000 or more attendees with strongly positive feedback. Building on that success, this request proposes five new elements, the Live Reindeer display, Santa House, Candy Cane greeters, an expanded Holiday Passport program, and dedicated event marketing and flyers, to broaden the event's reach and present a larger, more interactive experience for both longtime attendees and new visitors.

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 total project budget is \$11,399.80, comprised of \$6,291.00 in requested CTP grant funds and \$5,108.80 in ADA/non-grant (in-kind) contributions.

Requested grant funds (\$6,291.00) will be spent as follows:

- Live Reindeer Display – \$3,216.00 (rental of two live reindeer, two trained handlers, secure pen, feed, water, and signage; Timberview Farm Reindeer)
- Marketing Coordinator – \$1,500.00 (contracted marketing campaign management, social media scheduling, business coordination, analytics, and final grant reporting)
- Holiday Passport Program – \$770.00 (printing, folding and stapling of 1,000 shop-local passports; Linn County Printing)
- Candy Cane Costume Greeters – \$180.00 (six reusable costumes for event greeters; Amazon)
- Store Window Clings – \$475.00 (100 window clings marking Holiday Passport stops with QR codes to the Tree Pole sponsorship program; No Dinx)
- Event Flyers – \$150.00 (1,000 flyers promoting the event, distributed downtown, at schools, and at regional visitor centers; Linn County Printing)

Non-grant, in-kind contributions (\$5,108.80) will support the Santa House Photo Structure and event staging:

- Par Lumber – \$1,108.80 (donated materials for the Santa House)
- TNT (builders) – \$2,000.00 (donated labor and expertise to build the Santa House)
- Parks and Rec – \$2,000.00 (in-kind stage and staffing support for the event)

All grant-funded vendor costs are supported by attached quotes.
Included spreadsheet with quotes

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
☐ Yes (please explain)

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.

- ☐ No ☒ 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.)

- ☐ No ☒ Yes

Signature *

Andon Martin

Date Signed *

08/31/2026

Timberview Farm

Reindeer

94420 Johnson Road, Marcola, OR 97454
541-359-7036 cell – 541-933-1832 farm
oregonreindeer@gmail.com



Meet Dasher's new baby girl - Dancer

Quote

Client: Albany Downtown Assoc.

Dates: Nov 8, 2026

Times: unknown at this time – quoting on our minimum display time of 4 hours.

Pricing:

4 hours of basic display (minimum display charge) - \$3,000

Additional hours are \$800 per hour up to 8 hours. Longer display times are available, but reindeer must have a quiet break after 8 hours.

Mileage r/t from farm to display and return to farm is 84 miles. 30 mile credit. Total miles (54) charged at \$4.00 per mile = \$216.00

Total display + mileage charges - \$3,216.00

Basic display includes 2 reindeer (adult and calf or 2 adults); 2 handlers; a reindeer hide and a set of reindeer antlers for touching; 15 x 15 or 10 x 20 pen; tarp if needed for floor of pen; fir boughs, hay, feed and water; sandwich sign with reindeer facts.

Reindeer will be wearing bells and personalized halters (calf may have a different outfit on, as neck bells are too heavy for calves); waste removal bucket and scoop. If raining, we have 13 x 13' popups to cover our pen. Our handlers will answer questions and interact with your participants, sharing reindeer information, encourage adults and children to touch a winter hide and to touch the antlers, explaining the special coat reindeer wear in the winter months and how sturdy their antlers are. We cover facts from antlers to tail, feet, legs and body.

Additional charges may apply once final display details are in place. See our website at timberviewfarm.com for additional charges for portage to display site from truck and other cautions in deciding on a display site.

All display sites must be within 100' and in view of our vehicle and trailer. Please block off at least 50' for our truck and trailer to park.

All lighting for night displays must be installed prior to our arrival and be located overhead. Lights can not be set up at ground level, as that creates a danger to handlers when in the pen and blinds reindeer.

If the reindeer are walking a pathway to our pen through a crowd, client must provide security along our path so no one touches the reindeer.



Visit the HMHMAWAH/ Store

Adult Candy Cane Costume Onesie,
Red and White Striped Christmas
Cosplay Pajamas for Women and Men
4.7 (5) | Search this page

\$29⁹⁹

Prime Two-Day
FREE Returns ▾



Buying multiple items? Build a basket

Color: Red and White

Size: Large

Small \$29.99 FREE Delivery Wednesday	Medium \$29.99 FREE Delivery Tomorrow	Large \$29.99 FREE Delivery Wednesday
X-Large \$29.99 FREE Delivery Wednesday	XX-Large \$29.99 FREE Delivery Wednesday	

Product details

Top highlights

Fabric type	Polyester
Care instructions	Machine Wash
Origin	Imported

About this item

- FESTIVE CANDY CANE DESIGN - Transform into a walking

\$29⁹⁹

Prime Two-Day
FREE Returns ▾

FREE delivery Wed
September 2. Ord
hrs 28 mins

Delivering to Leba
Update location

In Stock

Qty: 1 ▾

Buying in bulk?

-
-

Secure transac

Sold by HMHMAW,
Fulfilled by Amazo

Return policy:
FREE 30-day
refund/replaceme
☐ Add a gift recei
returns

Add to Auto Buy

Add to List

Ask Alexa

in it be worn outdoors?

Does it have a hood?

Is this machine washable?

Why you might like this

Compare with similar

Ask something else

Name	Albany Downtown Association
Contact	Julie Jackson
Email	jacksons3303@gmail.com
Phone	541.214.0940

Date 8.21.26 (quotes are valid for 30 days)

Accct. Rep	Bobby Gregory
Email	Bobby@nodlrx.com
Phone	541.967.8494

NO DINX
PRINT ★ DESIGN

[illegible]

**LINN COUNTY PRINTING AND SUPPLIES**

330 3rd Avenue, SW Albany, Oregon 97321
Phone 541-967-3884

QUOTE

DATE: August 28, 2026

P.O.#

TO Albany Downtown Assoc.

Customer #

ATTN: Kayla

Phone 541-928-2469

QUANTITY	ITEM#	DISCRIPTION		UNIT PRICE	EXT PRICE
1000		20 page color copy book. Folded and stapled. Two up on a sheet.		.77	770.00

*Please send one copy of your invoice with the
merchandise. Make no substitutions without first
contacting the buyer*

BUYER'S NAME: Kayla

PHONE: 541-967-3884
Printshop@co.linn.or.us



LINN COUNTY PRINTING AND SUPPLIES
330 3rd Avenue, SW Albany, Oregon 97321
Phone 541-967-3884

QUOTE

DATE: August 20, 2026

P.O.#

TO Albany Downtown Assoc.

Customer #

ATTN: Kayla

Phone 541-928-2469

QUANTITY	ITEM#	DISCRIPTION		UNIT PRICE	EXT PRICE
1000		8.5 x 11 color copied flyers		.15	150.00

Please send one copy of your invoice with the merchandise. Make no substitutions without first contacting the buyer

BUYER'S NAME: Kayla

PHONE: 541-967-3884
Printshop@co.linn.or.us

Social Media Marketing Services Quote

Prepared by: Olivia Manske | marketing@tntbuildersinc.com | 541-666-6218

For: Albany Downtown Association

Project: Operation Christmas Tree

Quote Date: August 21, 2026

Campaign Period: 8/21 – 12/30 2026

Total Project Quote: \$1,500

Project Overview: Operation Christmas Tree 2026

Operation Christmas Tree is a community-focused holiday initiative designed to bring residents and visitors to Downtown Albany while encouraging participation in local businesses throughout the holiday season. The initiative includes two primary components:

1. **Operation Christmas Tree Community Event & Tree Lighting**, scheduled for November 28, 2026.
2. **Downtown Business Passport Program**, a multi-month program (October - November) designed to encourage participants to visit, shop, dine, and engage with participating Downtown Albany businesses.

The proposed marketing campaign will create a cohesive digital presence for Operation Christmas Tree and promote the initiative as both a community tradition and an opportunity to experience Downtown Albany during the holiday season.

Scope of Services:

Campaign Strategy & Planning

Development of an overarching social media strategy for Operation Christmas Tree, including:

- Development of a campaign content calendar → **Sept 1 - Dec 30**
- Establishment of campaign messaging, themes, and calls to action
- Coordination of content surrounding the November 28 event and Downtown Business Passport Program
- Attendance of Committee Meetings & Communication
- Development of a posting schedule throughout the campaign period
- Coordination of messaging for participating businesses, community partners, sponsors, and other stakeholders
- Creation of a consistent campaign identity across social media communications
- All social media metrics & analytics

Social Media Content Creation

- Creating O.C.T. Brand Kit: Colors, Fonts, Logo, etc.
- Branded social media graphics
- Event announcements and reminders
- Christmas tree lighting promotional content
- Downtown Business Passport Program information
- Participating business features
- “Shop Local” & “Merry Made Local” messaging
- Holiday-themed Downtown Albany content
- Sponsor and community partner recognition
- Countdown and reminder posts
- Calls to action encouraging visits to Downtown Albany
- Post-event and campaign recap content
- Facebook Event Page
- SEO content across website & social media

Content will be designed to maintain a consistent visual and written identity.

Project Investment

The project total represents professional marketing services for the full Operation Christmas Tree campaign.

Total Project Quote: \$1,500

5 hours/week \$20/hour 15 weeks = 1500

Albany Downtown Association (ADA) — Community Tree Lighting
Collaborative Tourism Promotion Grant — Project Budget
Prepared: 8/24/26 Amount of Funding Request: see Total CTP Grant Funds Requested below

Line Item	Description	Vendor / Bid Status	Qty	Unit Cost	Total Cost	Grant Funds Requested	ADA / Non-Grant Funds	Notes
Live Reindeer Display	Rental of two live reindeer, two trained handlers, secure pen (15x15 or 10x20), feed, water, and educational signage.	Timberview Farm Reindeer	1	\$1,000	\$3,216.00	\$3,216.00		Quote attached
Santa House Photo Structure	4x8 lumber-framed photo-op structure with holiday trim and lighting; materials and labor. Reusable ADA asset.	TNT and Parr Lumber- see below	1		-	-		Broken up below in In-Kind donations: TNT builders and Parr Lumber
Candy Cane Costume Greeters	Six reusable Candy Cane costumes for event greeters.	Amazon	6	\$30.00	\$180.00	\$180.00	-3108.8	Amazon direct
Store Window Clings	Window clings marking Holiday Passport stops at participating businesses, with QR code to Tree Pole sponsorship program. (plus \$200 art design)	No Dinx	100	\$4.75	\$475.00	\$475.00		Quote attached
Holiday Passport Program	Design, printing, and administration of stop-local passport program; prize drawing funded by donated local gift cards.	Linn County Printing	1000	\$0.77	\$770.00	\$770.00		Quote attached
Event Flyers (1,000 printed)	Printed flyers promoting event date, time, and new features, distributed downtown, at schools, and at regional visitor centers.	Linn County Printing	1000	\$0.15	\$150.00	\$150.00		Quote attached
Marketing Coordinator	Develop and implement a comprehensive marketing campaign for the Community Christmas Tree Lighting, including creation of a social media posting schedule, coordination of business messaging, tracking of campaign metrics and analytics, and preparation of a final report to support grant reporting requirements.	Contracted	1	\$1,500.00	\$1,500.00	\$1,500.00		Quote attached
Parts and Rec	Stage and Staffing for event	In Kind donation					\$2,000.00	
TNT	Santa House - building the structure, donating expertise and man hours	In Kind donation					\$2,000.00	
Parr Lumber	Santa house- donating materials to build the Santa house	In Kind donation					1,108.80	
TOTAL PROJECT BUDGET					\$6,291.00	\$6,291.00		
TOTAL CTP GRANT FUNDS REQUESTED (enter this amount on the application's "Amount of Funding Request" field)						\$6,291.00		
TOTAL ADA / NON-GRANT FUNDS (matching or in-kind contribution, if any)							\$5,108.80	



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$5,000.00

Organization Name *

Albany Historic Carousel & Museum

Contact Name *

Nicki Marazzani

Contact Title *

Executive Director

Organization Address *

503 1ST AVE NW

Phone *

541-497-2934

Fax

E-mail *

edcarousel@gmail.com

Federal Tax Identification Number

(If applicable)



Please describe your request *

- | | |
|---|--|
| ☐ Event start up costs | ☒ New element of existing event |
| ☐ Placemaking/art projects | ☐ Travel expenses/costs for host events, conferences, and trade shows |
| ☐ New marketing campaign | ☒ Expanded advertising |
| ☐ Other (please explain) | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

city grant.docx

379.05KB

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

The Carousel celebrating it's 10th anniversary in 2027 and we want to make the 2027 Carnival the best yet. This includes marketing to areas outside of our immediate area, replacing games, and adding games. This increases capacity, bring new excitement for

returning visitors, and increase the visitors from areas all over Oregon with strategic marketing.

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

Increasing marketing throughout Oregon while expanding the Albany Historic Carousel's games and visitor experiences will position the Carousel as a stronger regional tourism destination and encourage more visitors to make Albany a planned stop rather than simply passing through. Expanded statewide marketing will increase awareness of the Carousel, its unique hand-carved animals, museum, and family-friendly activities, reaching new audiences and attracting visitors from outside the local area. Adding and expanding games will provide additional reasons for families and tourists to spend more time downtown, creating opportunities for increased spending at local restaurants, shops, hotels, and other businesses. Together, these efforts will strengthen Albany's identity as a family-friendly destination, increase visitor numbers and length of stay, and generate positive economic impact throughout the community.

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

Yes. The Carousel Cares Carnival is an established annual community event hosted by the Albany Historic Carousel & Museum in downtown Albany. The 2027 event will continue this successful tradition with it's 10th Anniversary celebration. The event has been held on 1st Ave in front of the Albany Historic Carousel & Museum, located in downtown Albany, Oregon, and has grown into a highly anticipated family and community celebration.

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 funding will be used to expand the Carousel Cares Carnival by purchasing new and engaging carnival games and activities, while also significantly increasing advertising and promotion throughout Oregon. New games will provide additional entertainment for families, encourage longer visits, and help keep the event fresh and exciting for returning guests. Funding for statewide advertising will allow us to reach audiences beyond the Albany area, promoting the Carnival as a family-friendly destination and encouraging visitors from communities throughout Oregon to travel to Albany for the event. Together, these investments will help grow attendance, increase tourism to downtown Albany, and strengthen the long-term impact and reach of the Carousel Cares Carnival.

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
☐ Yes (please explain)

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.

- ☐ No ☒ 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.)

- ☐ No ☒ Yes

Signature *

Nicki Marazzani

Date Signed *

08/25/2026



ESTIMATE

CNC Wood Cutters DBA -S Corp Cmac Technologies Inc
720 Northeast Granger Avenue
Suite E
Corvallis, Oregon 97330
United States

Phone: 5035284025
Mobile: 5035284025
www.cncwoodcutters.com

BILL TO

Historic Carrousel

Rose Lawson 10% Community Partner

Valid Until: September 17, 2026

Estimate Number: 496

Estimate Date: August 25, 2026

Items	Quantity	Price	Amount
-------	----------	-------	--------

		Grand Total (USD):	\$585.00
--	--	---------------------------	-----------------

503.999.9969

carouselevents4@gmail.com

Promotional Product

Purchase of Large (2) Right & Left hand lanes w/ putting platform- Putt Plinko Game (Will look like attached Images.) We have removed from the top of the board the Center bump block and added a magnetic Shut off for each lane when not in use to prevent the ball passing through to the opposite lane. Turnaround time is 1.5-2 weeks.

1

\$650.00

\$650.00

UV Full Color Printing

UV PRINTING SERVICES-(Optional Signage and logos to be discussed for pricing.) Let me know what you want on the board design wise and I will get you cost.

1

\$0.00

\$0.00

Subtotal:

\$650.00

10% 10% Community Partner:

(\$65.00)

Grand Total (USD):

\$585.00

Sports & Outdoors › Sports › Leisure Sports & Game Room › Darts & Equipment › Darts



Click to see full view



Axe Throwing Game for Backyard with 8 5FT Tall

Easy Setup & Portable, Indoor Outdoor Backyard Games, Family Fun Party Activity
Visit the NUCTKP Store

4.8 ★★★★★ (241) | Search this page

Limited time deal

-22% \$101.99

List Price: \$129.99 ⓘ

Or \$34.00 /mo (3 mo). Select from 1 plan

Earn \$100 back upon approval for the Amazon Business Card. [more](#)

FREE Returns ▾



Buying multiple items? [Go to multi-buy](#)

Color: Blue



	Projected
Sponsors	\$7,550.00
Door Sales	\$4,000.00
Presales	\$630.00
Game Prizes	\$3,000.00
Game upkeep	\$100.00
Signage	\$100.00
Advertising	\$2,000.00
Set up supplies	\$100.00
Yard Signs	\$350.00
Tents	\$300.00
Carousel Rides	\$450.00
Popcorn	\$15.00
Vokunteer snacks	\$25.00
Bank Fees	\$200.00
Domascus Treats	\$120.00
Games	\$300.00
	\$19,240.00



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$10,000.00

Organization Name *

Christmas Storybook Land

Contact Name *

Sarah Jo Hagen

Contact Title *

Vice President, Board of Directors

Organization Address *

3700 Knox Butte Rd E, Albany, OR 97322

Phone *

[REDACTED]

Fax

E-mail *

[REDACTED]

Federal Tax Identification Number

(If applicable)

Please describe your request *

☐ Event start up costs

☒ Placemaking/art projects

☒ New marketing campaign

☒ Other (please explain)

Literacy Day in honor of a Board Member who had passed this year.

☒ New element of existing event

☐ Travel expenses/costs for host events, conferences, and trade shows

☒ Expanded advertising

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

coloring book quote.jpg

159.91KB

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

Christmas Storybook Land is an annual free holiday event in Albany, Oregon, now including the classic Pastega Lights. In this 50-year tradition, visitors walk through a magical land of live trees, lights, music, and nearly 200 scenes depicting classic and

contemporary fairy tales and other stories. Costume characters and live performances add extra sparkle to the magic from time to time, and Santa and Mrs. Claus are always on hand before they have to go back to the North Pole and prepare for the Christmas Eve sleigh flight. And throughout partnership with FISH of Albany, food donations accepted at the door go on to feed our neighbors who struggle with housing and food insecurity. With thousands of visitors each year, Christmas Storybook Land remains a beloved local tradition for all ages to enjoy. For our 50th Anniversary, we are encouraging creativity and learning through literacy. We would like to print coloring books with color pages and activity pages to give to children in lieu of candy canes. We are also expanding our publicity and marketing to reach surrounding areas, such as Portland, Salem, Sweet Home, Brownsville, Albany, Corvallis, Philomath, Newport, and Eugene to bring more visitors to Albany for the month of December.

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

This is our 50th Anniversary, and we are planning a massive holiday celebration starting December 5th to December 31st. By expanding our publicity and marketing to reach surrounding areas, such as Portland, Salem, Sweet Home, Brownsville, Albany, Corvallis, Philomath, Newport, and Eugene we are hoping to bring more visitors to Albany for the month of December.

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

This will be Christmas Storybook Lands 50th Anniversary, and it has always been held at the Linn County Fairgrounds.

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? *

We are strongly promoting literacy this year for our 50th Anniversary, so we are making coloring/activity books to hand out to our young guests to encourage learning and creativity. We have received a quote from Minuteman Press for 15,000 coloring books at the price of \$6540.00. The budget for the 50th Anniversary committee was set at \$3000, which is an average budget for a temporary committee. The rest of the funds will go to radio ads, movie theater ads, tv ads, and over 600 posters and fliers to pass out to different businesses throughout Portland, Salem, Sweet Home, Brownsville, Albany, Corvallis, Philomath, Newport, and Eugene.

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
- ☐ Yes (please explain)

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.

☐ No ☒ 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.)

☐ No ☒ Yes

Signature *

Sarah Jo Hagen

Date Signed *

08/30/2026

Joyce's Report
Date: July 11, 2026
50th Anniversary Committee

A. Minuteman Press

Minuteman Press
252 SW Jefferson Ave.
Corvallis, OR 97333
Website: or219.minuteman.com

MaKayla Harlan
Customer Service Rep.
Office: 541-738-7023
Email: or219@minuteman.com

Ray Stewart – Owner/Operator
Cell: 530-774-6609
Email: rstewart@minuteman.com

Specifications:

24-page coloring book – 20# Bond, Print inserts B&W, Size (5.5x4.25")
80# Smooth Cover in Red or Green, B&W print
Saddle Stitch binding with TWO staples.

Volume Discount Savings

Quantity	Price	Difference	Savings	Price per Unit
1,000	\$578.56			\$0.579
2,500	\$1,194.44	\$615.88	17.44%	\$0.478
5,000	\$2,261.70	\$1,683.14	21.93%	\$0.452
10,000	\$4,430.00			\$0.443
15,000	\$6,540.00			\$0.436

Ray agreed to pay for a Minuteman Press ad on back cover page. Cost to be determined later.
(Should we suggest he gets his scene free and subtract \$200 from bill?)

Moving forward:

1. Decide on quantity desired
2. Decide on 20 scenes
3. Artists to assign
4. Template to draw to fit
5. Coloring Book Content (4 pages of covers and 20 pages of characters = 24 pages)

Outside Front Cover:

- New CSBL Logo-- Jeff
- Add 50th anniversary to some?

Inside Front Cover:

- Welcome from Wilma?

Outside Back Cover

- Reserve for Minuteman Press
- Add at bottom: 50th Anniversary – 2026? and CSBL website address or email?

Inside Back Cover:

- History from Wilma?



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$9,045.00

Organization Name *

Oregon Council Fly Fishers International

Contact Name *

Bob Elliott

Contact Title *

Executive Board Member

Organization Address *

[REDACTED]

Phone *

[REDACTED]

Fax

E-mail *

[REDACTED]

Federal Tax Identification Number

(If applicable)

[REDACTED]

Please describe your request *

- | | |
|---|--|
| ☐ Event start up costs | ☒ New element of existing event |
| ☐ Placemaking/art projects | ☐ Travel expenses/costs for host events, conferences, and trade shows |
| ☐ New marketing campaign | ☐ Expanded advertising |
| ☐ Other (please explain) | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

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

The 2027 N.W. Flyfishing Expo on March 12th and 13th will celebrate our 20th anniversary being located at the Albany Expo Center. We have a rich tradition of bringing fly fishers and curious newcomers together. The show consists of flyfishing vendors, fly tying demos, instructional workshops, raffles, casting venue, auction,

banquet, door prizes, charities, and a realistic fly fishing simulator.

For many years, we had steady attendance, but experienced a major decline post-Covid. We worked to build awareness by increasing our social media marketing. Our 2024 video campaign successfully generated well over one million views. However, this did not translate into a large increase in actual attendance.

Other shows like ours on the West coast are also experiencing similar attendance issues. We decided to research how they're approaching the problem. There are currently 4 shows in the region (ours being the largest). Previously there were 5, but Washington recently shuttered due to attendance drop. Idaho, however, stands out as a success in both profit and high attendance. What differentiates them? They don't charge an entrance fee. We think this model has potential for success here in Albany. CTP grant funding would allow us to drop entrance fees as well.

We are requesting \$9,045, which is the amount of gate receipts for admission to our show last year. With this funding we will provide free admission to the public (which has not been done before). We feel that eliminating cost to entry has the potential to bring both more out-of-towners and locals to the event. This will also help our vendors receive more exposure. This is important as the vendors provide the lion's share of our event revenue.

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

Overall, we believe that eliminating the entry fee cost barrier will encourage more out-of-town attendees. This defrayed cost is great news for Albany tourism. A significant portion of our traveler attendees stay in hotels and dine out at local restaurants. Some stay for as long as 4 days to help with set up and take down (which lasts Thursday to Sunday).

In 2024, we interviewed 3 main hotels after the event and they all reported 100% occupancy during the weekend. The Expo's effect on local tourism is alive and well, and we think it could be even better without entry fee barriers.

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

Yes. For approx. 15 years the Expo was held at the Lane County Fairgrounds We moved to Albany because we needed a larger footprint for the event.

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? *

\$9,045.00 is the line item in our P&L statement for gate receipts revenue at the 2026 show. The grant would cover the former entry fees, offset operating costs, and make a substantial difference in us returning to profitability. After 20 years of this event, we want to build a sustainable future for it to continue. increasing profit will allow us to keep this event local and contributing to Albany community and tourism awareness.

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

☒ Yes (please explain)

2024 for increased advertising, Auctioneer and keynote speaker.

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.

☐ No ☒ 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.)

☐ No ☒ Yes

Signature *

Bob Elliott

Date Signed *

08/11/2026

Oregon Council Fly Fishers International Grant Addendum

Attendance: Our paid attendance numbers for the 2026 NW Fly Fishing Expo is based on an average attendance cost of \$7.50 per person per day. Our pricing structure is somewhat complex. Those attending one day are charged \$10.00. Those attending both days are charged \$15.00 We also provided online package deals that include admission, raffle tickets, banquet tickets and grand prize drawing tickets. These tickets were sold at a sizeable discount for the admission portion. Our proposed grant of \$9,045 equates to 2,412 paid attendees'.

Unfortunately, the person responsible for collecting the data for attendance died unexpectedly before sharing the actual numbers. He was single, living alone with no one available for us surviving to help retrieve this information. So, our attendance number is our best possible estimation.

Concerning the 2027 show, obtaining accurate tracking information for attendance is a top priority. Specific action plan will be discussed in our October planning meeting.

Profit and Loss Statement:

In 2024 our attendance revenue was \$13,744 and our total P&L was Minus \$1,282. In 2025 our attendance revenue was \$8,709 and our total P&L was \$443. We made some allocation spending adjustments so we were barely profitable.

In 2026, based on this information, our executive board passed a motion that going forward our Expo event is required for us to be profitable. In order to keep in the black, our president unilaterally provided a gift/sponsorship to the NW Expo in the amount of

\$12,391.75 This information was not made known to the board until after the P&L statement was shared publicly. (This gift is included as revenue on our expo p&l under "total fund raiser income-expo.") So, while our bottom line Profit for 2026 shows \$4270.19 our true figure is Minus \$8,121.56.

The person who made this sponsorship decision has resigned from the position of president. We now have new leadership that is responsible and willing to take on the challenges ahead.

Changes for 2027: We realize that we are going to have to make major changes in order to be successful. We are intentionally adding many more vendors to the event and giving them prime location to maximize value to potential customers. Since they provide the bulk of our revenue, this can greatly enhance our bottom line. Also, providing free admission to the show via this grant will help vendors see the value in participating. We believe that providing free admission will bring significantly more people to our event.

We are currently actively engaging in obtaining one or more corporate sponsors for the 2027 show. (It will not be the Oregon Council of FFI)

We are also looking into the possibility of adding a world class fishing movie to the event. These draw large crowds of fly-fishers throughout the nation. And our destination will already have many viewers already onsite. Typical admission fees are \$20.00 per person which will help with added revenue.

Oregon Council FFI Treasurers Final Report

Profit and Loss by Tag Group Quick Books

September 1, 2025 - April 3, 2026 7 Months Actuals

	Council	Expo	TOTAL
Revenue Council Income	81,536.00		81,536.00
Bank Interest	983.56		983.56
Council Programs (OCF Endowment	2,499.94		2,499.94
Total Council Income	\$ 85,019.50	\$ 0.00	\$ 85,019.50
Expo Exhibitors Income		9,692.91	9,692.91
Expo Merchandise Income		6,306.57	6,306.57
Expo-Admission Income		9,045.00	9,045.00
FFI Membership Dues (wash)	1,535.00		1,535.00
Fundraiser Income - Expo			0.00
All Raffles		2,431.00	2,431.00
Banquet & Reception Tickets		3,000.00	3,000.00
Live Auction income		5,209.82	5,209.82
Silent Auction		3,425.27	3,425.27
Total Fundraiser Income - Expo	\$ 0.00	\$ 14,066.09	\$ 14,066.09
Total Revenue	\$ 86,554.50	\$ 39,110.57	\$ 125,665.07
Gross Profit	\$ 86,554.50	\$ 39,110.57	\$ 125,665.07
Expenditures			
Bookkeeping	1,975.00	400.00	2,375.00
Cash Return - Expo	5,740.00		5,740.00
Cash Donations to Clubs			
Total Donations			
Council Expenses			0.00
Awards and Grants (include council tyer & casting awards)	340.85		340.85
Club Grants	6,250.00		6,250.00
Grants to other Non-Profits	2,000.00		2,000.00
Total Awards and Grants	\$ 8,590.85	\$ 0.00	\$ 8,590.85

Pg2 Council Programs			0.00
Northwest Expo			0.00
Expo Sponsorship Gift	12,391.75		12,391.75
Total Northwest Expo	\$ 12,391.75	\$ 0.00	\$ 12,391.75
Casting Program	453.02		453.02
Communications Program			
Conservation Program			
Education Program	565.00		565.00
Membership Program			
Women Connect Program			
Youth Program	1,448.31		1,448.31
Event Support for Clubs			
Total Council Programs	\$ 14,858.08	\$ 0.00	\$ 14,858.08
Fees Expenses - Council			0.00
Bank Fees and Check Printing	1,724.67		1,724.67
Total Fees Expenses - Council	\$ 1,724.67	\$ 0.00	\$ 1,724.67
Operations			0.00
Council Stipends	7,200.00		7,200.00
Donations	50.00		50.00
Misc.	267.27		267.27
Office Supplies - Council	106.72		106.72
Storage	1,333.00		1,333.00
Item)			
Technology	730.56		730.56
Go Daddy	5,452.68	323.88	5,776.56
Hardware	998.00		998.00
Software Web	498.24		498.24
Total Technology	\$ 7,679.48	\$ 323.88	\$ 8,003.36
Total Operations	\$ 16,636.47	\$ 323.88	\$ 16,960.35
Total Council Expenses	\$ 41,810.07	\$ 323.88	\$ 42,133.95
Expo Expenses			0.00
Advertising - Expo			0.00
Posters		262.26	262.26
Total Advertising - Expo	\$ 0.00	\$ 262.26	\$ 262.26
Education Expenses - Expo			0.00
Fishing/Casting Instruction		854.55	854.55
Total Education Expenses - Expo	\$ 0.00	\$ 854.55	\$ 854.55
Exhibitor & Facilities Expo			0.00
Facility Costs - Table Covers		265.39	265.39

Pg 3 Fairgrounds Buildings		18,202.00	18,202.00
Misc.		115.00	115.00
Security		1,368.00	1,368.00
Total Exhibitor & Facilities Expo	\$ 0.00	\$ 19,950.39	\$ 19,950.39
Expo Printing			0.00
Banners (General Signage)		338.99	338.99
Banquet/Raffle Tickets Printing		228.89	228.89
Cards Business. & Save-the-Date		72.88	72.88
Tyer, Teacher, Vendor, Volunteer		635.09	635.09
Total Expo Printing	\$ 0.00	\$ 1,275.85	\$ 1,275.85
FFI Memebership Dues (wash)	1,535.00		1,535.00
Fundraising Expenses - Expo			0.00
Auctioneer		1,537.11	1,537.11
Fly Plate Framing		283.00	283.00
Friday Night Reception Food		2,462.00	2,462.00
Fundraising Expense		1,149.24	1,149.24
Program (Fund Raiser)		3,541.07	3,541.07
Total Fundraising Expenses - Expo	\$ 0.00	\$ 8,972.42	\$ 8,972.42
Merchandise Expenses - Expo			0.00
Resale of Auction Merchandise			0.00
Expo Pins		1,177.10	1,177.10
Shirts/Hats		1,633.34	1,633.34
Fly Boxes for Resale (Plenty in stock)		1,091.75	1,091.75
Total Resale of Auction Merchandise	\$ 0.00	\$ 2,268.85	\$ 3,902.19
Total Merchandise Expenses - Expo	\$ 0.00	\$ 2,268.85	\$ 3,902.19
Misc. Expenses - Expo		151.95	151.95
Supplies - Expo			0.00
General Supplies - Expo		368.52	368.52
Office Supplies - Expo		566.88	566.88
Postage - Expo		54.55	54.55
Storage Containers		93.96	93.96
Total Supplies - Expo	\$ 0.00	\$ 1,083.91	\$ 1,083.91
Total Expo Expenses	\$ 1,535.00	\$ 34,820.18	\$ 36,355.18
FFI Membership Drive	175.00		175.00
US Bank Analysis Service Charge	20.00		20.00
Total Expenditures	\$ 51,255.07	\$ 35,544.06	\$ 86,799.13
Net Operating Revenue	\$ 35,299.43	\$ 3,566.51	\$ 38,865.94
Other Revenue			
GoDaddy rewards	287.95	703.68	991.63
Total Other Revenue	\$ 287.95	\$ 703.68	\$ 991.63
Net Other Revenue	\$ 287.95	\$ 703.68	\$ 991.63
Net Revenue (Net Revanue 2026-27)	\$ 35,587.38	\$ 4,270.19	\$ 39,857.57



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$9,960.00

Organization Name *

International Slow Pitch Softball

Contact Name *

Manuel Ferrero

Contact Title *

Commissioner

Organization Address *

990 Biscayne Blvd, Suite 503

Phone *

855-576-8522

Fax

E-mail *

[REDACTED]

Federal Tax Identification Number

(If applicable)

[REDACTED]

Please describe your request *

- | | |
|---|---|
| ☒ Event start up costs | ☐ New element of existing event |
| ☐ Placemaking/art projects | ☒ Travel expenses/costs for host events, conferences, and trade shows |
| ☒ New marketing campaign | ☐ Expanded advertising |
| ☒ Other (please explain)
Awards, Field Rentals, Staffing, Supplies & Equipment | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

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

ISPS – International Slow Pitch Softball is requesting funding to establish the inaugural Albany Oregon Open, a regional adult slow-pitch tournament to be hosted at the City of Albany's tournament field complex.

The proposed event will be a two-day weekend tournament featuring approximately 20 adult teams from Albany, surrounding Oregon communities, Washington, and other areas throughout the Pacific Northwest. Based on an average roster of 14 athletes per team, the event is expected to attract approximately 280 athletes, in addition to coaches, officials, family members, spectators, vendors, and event staff.

Competition will be organized into appropriate divisions based on team classification and registration demand. The tournament will include scheduled pool-play games followed by elimination rounds and championship games. ISPS will manage team registration, scheduling, tournament operations, officials, event promotion, awards, and participant communications.

The Albany Oregon Open is intended to become a recurring annual event that introduces more regional athletes and visitors to Albany while expanding organized adult slow-pitch programming in Oregon. The inaugural event will also allow ISPS and the City of Albany to evaluate the opportunity for future events, including larger regional championships and destination tournaments.

Grant funding is being requested to help offset the start-up costs associated with launching the event, including field rental, event marketing, portable sanitation, temporary event infrastructure, visitor-facing media coverage, and other essential tournament expenses.

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

The Albany Oregon Open will generate new visitor activity by attracting teams, athletes, coaches, families, and spectators from outside the Albany area. Many participants will require overnight accommodations and will spend money at Albany hotels, restaurants, gas stations, grocery stores, retail businesses, and entertainment establishments throughout the tournament weekend.

Based on a projected field of 20 teams, the event is expected to bring approximately 280 athletes to Albany. When coaches, family members, and spectators are included, total attendance could reach approximately 400 to 500 people. Depending on the final geographic distribution of registered teams, the inaugural tournament could generate an estimated 150 to 250 hotel room nights.

ISPS will promote Albany as part of the overall event experience rather than only

promoting the playing schedule. Event communications will encourage participants to stay locally, dine locally, and explore Albany businesses and attractions before, during, and after competition.

The event will benefit the Albany community by:

Generating visitor spending for local hotels, restaurants, retailers, and service providers.
Increasing weekend use of Albany's recreational facilities.

Creating opportunities for local vendors, photographers, officials, contractors, and event workers.

Providing Albany-area adult teams with access to organized regional competition close to home.

Showcasing Albany through ISPS social media, digital marketing, photography, video content, and tournament coverage.

Establishing the foundation for a recurring annual event that can grow in team participation and economic impact.

Positioning Albany as a potential host for future Oregon and Pacific Northwest slow-pitch championships.

The long-term goal is to develop the Albany Oregon Open into a recognizable regional sports-tourism event that returns annually and continues introducing new visitors to the community.

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

The Albany Oregon Open would be a new event and has not previously been held in Albany.

Although this specific tournament is new, ISPS has experience organizing and sanctioning adult slow-pitch leagues, tournaments, championships, clinics, and special events in multiple markets throughout the United States and internationally.

ISPS currently operates and supports events that bring together local, regional, national, and international participants. The organization's event model includes team recruitment, registration, scheduling, event operations, officiating, marketing, digital communications, media coverage, awards, and community partnerships.

The Albany Oregon Open would apply this established tournament model to a new Oregon destination. The inaugural year would focus on building a strong local and

regional foundation, establishing relationships with Albany hotels and businesses, and collecting participation and tourism-impact data that can be used to expand the event in future years.

The intention is for the Albany Oregon Open to become an annual event, with the potential to grow into a larger Oregon State Championship or Pacific Northwest regional championship.

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? *

Proposed Project Budget

Project Resources

Funding Source	Amount
City of Albany CTP Grant Request	\$9,960
ISPS Funding and Team Registration Revenue	\$1,540
Sponsorships and In-Kind Support	\$1,000
Total Project Resources	**\$12,500**

Proposed Project Expenditures

Expense	Amount
Field rental, lights, permits, and facility fees	\$1,350
Regional marketing, advertising, graphic design, and promotional materials	\$2,700
Portable restrooms, handwashing stations, and sanitation services	\$1,100
Temporary infrastructure, bleacher rental, tents, tables, seating, and signage	\$1,750
Photography, video production, livestreaming, and tourism-focused content	\$1,100
Insurance, medical coverage, security, and safety expenses	\$760
Game equipment, field supplies, and participant materials	\$700
Website, registration, and digital participant communications	\$500
Officials, scorekeepers, field supervisors, and tournament staffing	\$1,800
Awards and championship recognition	\$500

Event contingency and additional operating expenses	\$240
---	-------

Total Project Expenditures	**\$12,500**
--------------------------------	--------------

How will the requested funding be spent?

ISPS is requesting **\$9,960** from the City of Albany Collaborative Tourism Promotion Grant Program to support the launch of the inaugural Albany Oregon Open.

The requested funding will be used for expenses directly associated with producing, promoting, and operating the event while attracting regional visitors to Albany.

Proposed Use of Grant Funding

Grant-Funded Expense	Amount
----------------------	--------

Field rental, lights, permits, and facility fees	\$1,350
--	---------

Regional marketing, advertising, graphic design, and promotional materials	\$2,700
--	---------

Portable restrooms, handwashing stations, and sanitation services	\$1,100
---	---------

Temporary infrastructure, bleacher rental, tents, tables, seating, and signage	\$1,750
--	---------

Photography, video production, livestreaming, and tourism-focused content	\$1,100
---	---------

Insurance, medical coverage, security, and safety expenses	\$760
--	-------

Game equipment, field supplies, and participant materials	\$700
---	-------

Website, registration, and digital participant communications	\$500
---	-------

Total Grant Request	**\$9,960**
-------------------------	-------------

ISPS funding, team registration revenue, sponsorships, and in-kind support will cover the remaining project expenses, including officials, scorekeepers, tournament staff, awards, and additional operating costs.

The grant will allow ISPS to market the Albany Oregon Open throughout Oregon and the Pacific Northwest, provide the infrastructure necessary for a professional visitor experience, and reduce the financial risk involved in launching a new tourism-generating

event.

The requested funding will help establish the Albany Oregon Open as a sustainable annual tournament capable of growing in participation, overnight stays, visitor spending, and community impact in future years.

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
☐ Yes (please explain)

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.

- ☐ No ☒ 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.)

- ☐ No ☒ Yes

Signature *



Date Signed *

07/27/2026

INTERNATIONAL SLOW PITCH SOFTBALL

COLLABORATIVE TOURISM PROMOTION GRANT - APPLICATION ADDENDUM

Applicant	International Slow Pitch Softball (ISPS)	Date	August 12, 2026
Project	Inaugural Albany Oregon Open	Grant Program	City of Albany Collaborative Tourism Promotion Grant

Purpose of Addendum

This addendum supplements the Collaborative Tourism Promotion Grant application previously submitted by ISPS. It is provided at the request of City of Albany staff to identify the anticipated tournament timing and to clarify how the event schedule will align with the current grant reimbursement cycle.

Proposed Tournament Timing

Target event window	Friday-Sunday, May 21-23, 2027
Date flexibility	The May 21-23 weekend is the current planning target. Final dates may shift to another available late-May 2027 weekend based on Bryant/Timber Linn field availability and coordination with the City of Albany.
Event format	Regional slow-pitch tournament designed to attract teams, players, families, and spectators from outside the Albany area and generate overnight stays, restaurant spending, and other visitor activity.

Reimbursement Timeline Compliance

ISPS understands that, for this grant cycle, eligible costs must be incurred after grant approval and that paid invoices/receipts should be submitted during May 2027 so reimbursement can be completed by June 30, 2027. ISPS will structure eligible event expenditures accordingly and will submit required reimbursement documentation within the City's stated timeline.

Because the target tournament weekend is in late May 2027, the principal eligible costs - including field rental, marketing, temporary sanitation, and other approved event expenses - can be contracted and paid in advance or promptly within the required May 2027 documentation window.

Planning Status

Final tournament dates remain subject to facility availability and completion of the City's grant and field-reservation processes. This addendum is intended to establish the event's current schedule for application review without requiring a resubmission of the full application.

Submitted by:

Manuel T. Ferrero III

Commissioner

ISPS - International Slow Pitch Softball

playisps.com

SUPPORTING COST REFERENCE

CITY OF ALBANY FIELD RENTAL PRICING - BRYANT / TIMBER LINN

The following facility pricing was provided in the Albany destination correspondence and is included as supporting cost documentation for the proposed Albany Oregon Open. This pricing is presented transparently as the current published/preliminary facility cost reference; a final City rental agreement or formal Parks quote will control if different.

Item	Published / Provided Rate
Weekend field rental	\$900 without lights or \$1,100 with lights
Weekend rental period	2:30 p.m. Friday through 3:00 p.m. Sunday
Non-refundable retainer	\$100
Refundable damage deposit	\$150

Source of Pricing

Rebecca Bond, Albany Visitors Association
122 Ferry St SW, Albany, OR 97321
541-928-0911

Pricing transmitted to ISPS in the Albany field correspondence beginning July 14, 2026, referencing the City of Albany's Bryant/Timber Linn facility rental information.

Cost Documentation Note

ISPS anticipates utilizing field rental as an eligible project expense. The exact facility configuration, lighting requirement, and final amount will be confirmed with City of Albany Parks & Recreation once the tournament weekend is reserved. If the Tourism Advisory Committee or City staff requires a separate formal vendor quote beyond this published/provided pricing reference, ISPS will provide that document promptly.

Attachment designation: Addendum and Supporting Cost Reference to the ISPS Albany Oregon Open Collaborative Tourism Promotion Grant application.



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$645.00

Organization Name *

Monteith Historical Society

Contact Name *

Madeline Erickson

Contact Title *

Museum Coordinator

Organization Address *

PO Box 1208

Phone *

541-220-0421

Fax

E-mail *

info@monteithhouse.org

Federal Tax Identification Number

(If applicable)



Please describe your request *

- | | |
|--|--|
| ☒ Event start up costs | ☒ New element of existing event |
| ☐ Placemaking/art projects | ☐ Travel expenses/costs for host events, conferences, and trade shows |
| ☐ New marketing campaign | ☐ Expanded advertising |
| ☐ Other (please explain) | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

CTP Funding Screenshots.pdf

1.22MB

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

In 2026, the Monteith House hosted three new fundraising events that took place inside the Museum and required seating for guests. The first of these was "My Bloody Valentine," an evening of ghostly tales accompanied by light refreshments. The second

was South Albany High School Theatre's production of Little Women by Louisa May Alcott, an immersive theatrical experience that placed audiences in the heart of a Civil War home. Finally, we hosted an original theatrical production, A Bridge Across Time by local playwright Tami Sneddon, which took audiences through the Monteith House room-by-room to meet the women of the Monteith House's history, and learn about their connections to the American Revolution in the year of our nation's 250th birthday.

Throughout the Museum' 40+ years in operation, our seating has been limited. Currently, we have a collection of 18 folding chairs that are able to be used for events such as the ones described above. Almost all of these chairs have been donated over the last 40 years once they had outlived their use for the previous owners. Some have markings or other damage, some are metal while others are wood, some have cushions while others do not. The result is a very mismatched set of chairs that, when set up, do not look attractive, cohesive, or professional in an event setting. Additionally, many guests have complained that the chairs we have are not comfortable to sit in for long stretches of time, such as Little Women's run time of 90 minutes. For these reasons, and with the intention of hosting more immersive events and performances in the future, we are requesting funding to support the purchase of 20 new folding chairs for the Monteith House Museum, along with one folding table and one set of folding benches for outdoor event seating.

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

Each of the three events mentioned above helped to benefit tourism and the Albany community. Our paranormal-themed events are reliable crowd-pleasers that bring visitors in from around the state, with many visiting from Portland, Eugene, or even as far south as Klamath Falls. Little Women brought friends and family of the student performers to the Monteith House from out of town, many of whom had never been to the Monteith House before. A Bridge Across Time was attended by many members of the Daughters and Sons of the American Revolution from both Albany, Corvallis, and Lebanon. While Little Women and A Bridge Across Time were one-time events, each showed us the potential for using the Monteith House as a performance space for theatrical and musical performances, of which we hope to host many in the future. In particular, we hope to partner with other local schools to use the Monteith House as a performance space for theatrical productions—this aligns with our mission to give the Albany community and its students an insight into pioneer life and the lives of Albany's founders. Additionally, we believe that holding community events inside the Monteith House honors the wishes of the Monteith brothers, who hosted many religious, political, and social gatherings in their home in the early days of Albany, before designated

buildings could be constructed for these purposes. To quote Charlotte Monteith Pipe, Thomas and Christine Monteith's daughter: "[My mother's parlor] was the scene of many early day church, 'sociable,' political meetings, and sessions of the Literary Society. It was in this room, many early settlers relate, that culture and refinement abounded."

Each of our aforementioned events sold out, therefore demonstrating the demand for live theatre and other storytelling events to be held inside the Monteith House, which we hope to make into a space in which "culture and refinement abound."

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

Prior to 2026, there were no live performances held inside the Monteith House which required extensive seating for guests. Previously, the poor quality of our folding chairs and table(s) was not such a pressing issue, as they were mainly used for meetings of the Board and as seating for volunteers during other events at the Monteith House. However, given that we plan to bring the "Bloody Valentine" event back in February 2027 and plan to host other live performances in the Monteith House, investing in high quality seating and tables for our guests is a necessity.

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 funding of \$645.00 will be used to buy five sets of four chairs priced at \$99.00 per set of four, along with one folding table regularly priced at \$65.99 and one set of folding benches regularly priced at \$78.99. Please find attached screenshots.

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
☐ Yes (please explain)

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.

- ☐ No ☒ 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.)

☐ No ☒ Yes

Signature *

Madeline Erickson

Date Signed *

08/28/2026

Patio, Lawn & Garden > Patio Furniture & Accessories > Patio Seating > Benches



[Click to see full view](#)



6FT Folding Bench 2 Pack, Plastic Portable Bench Seat with Carry Handle

For in/Outdoor Activities, Picnic, Soccer, Camping Dining Seat, White
Visit the Garvee Store

4.7 ★★★★★ (64)

Amazon's Choice

3 sustainability features

200+ bought in past month

-11% \$69.99

List Price: \$78.99

Get \$50 off instantly: Pay \$19.99 \$69.99 upon approval for Amazon Visa. No annual fee.

Color: **White**



Size: **2 Pack**

1 Pack **2 Pack**

Product Dimensions

72"D x 11"W x 16.5"H

\$69.99

FREE delivery September 2 - 4.
[Details](#)

Delivering to Cottage Grove 97424 - Update location

In Stock

Quantity: 1

Add to cart

Buy Now

Shipper / Seller: Garvee
Returns: 30-day refund/replacement

Payment: Secure transaction

Add to List



Home & Kitchen > Furniture > Game & Recreation Room Furniture > Folding Tables & Chairs > Folding Chairs



[Click to see full view](#)



Giantex 4-Pack Folding Chairs, Fabric Dining Chair Set with Metal Frame, Padded Seat and Back, Non-Slip Foot Pads, Foldable Event Chairs, Party Chair Set for Home Office, Guest Room, Conference Room

Visit the GIANTEX Store

4.5 ★★★★★ (238)

Amazon's Choice

1 sustainability feature

\$99.99 (\$25.00 / count)

Get \$50 off instantly: Pay \$49.99 \$99.99 upon approval for Amazon Visa. No annual fee.

Color: **Grey**



Size: **4 Pack**

2 Pack **4 Pack** 6 Pack

\$99.99 (\$25.00 / count)

FREE delivery August 31 - September 2. [Details](#)

Delivering to Eugene 97405 - Update location

In Stock

Quantity: 1

Add to cart

Buy Now

Shipper / Seller: Giantex
Returns: 30-day refund/replacement

Payment: Secure transaction

Add a protection plan:

☐ 2-Year Protection Plan for \$17.99

☐ 3-Year Protection Plan for \$22.99

☐ Complete Protect: One plan covers all eligible events

Delivering to Cottage G... 97424
Update location

Home & Kitchen

EN
Hello, sign in
Account & Lists

All
Health AI
Amazon Haul
Medical Care
Amazon Basics
Best Sellers
Prime
New Releases
Groceries
Whole Foods
Today's Deals
Books
Gift Cards
Sell
Fashion
Registry
Music
Amazon Home
Toys & Games

Amazon Home
Shop by Room
Shop by Style
Home Décor
Furniture
Kitchen & Dining
Bed & Bath
Garden & Outdoor

Folding Conference Table with Wheels

Home & Kitchen
Furniture
Game & Recreation Room Furniture
Folding Tables & Chairs
Folding Tables

34" Folding Card Table, Square Portable Heavy Duty Plastic Game Table, White

Fold-in-Half Design, Save Space, HDPE Tabletop, Carrying Handle, Removable Legs, Indoor Outdoor Use for Picnic, Camping, Party

[Visit the Bylible Store](#)

4.4 (154)

Amazon's Choice

200+ bought in past month

Limited time deal

-11% **\$58.49**

Typical price: ~~\$66.99~~

Get \$50 off instantly: Pay \$8.49 ~~\$58.49~~ upon approval for Amazon Visa. No annual fee.

FREE Returns

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Color: **White**

\$58.49
~~\$66.99~~

\$60.29
~~\$67.99~~

Size: **34IN**

prime

Enjoy fast, free delivery, exclusive deals, and award-winning movies & TV shows.

[Join Prime](#)

Buy New

\$58.49

FREE delivery Wednesday, September 2. Order within 10 hrs, 47 mins

Delivering to Cottage Grove 97424 - [Update location](#)

In Stock

Quantity:

[Add to cart](#)

[Buy Now](#)

Ships from **Amazon**

Sold by **Howell**

Returns **FREE 30-day**

[Click to see full view](#)



Collaborative Tourism Promotion Grant Funding Request Application

Amount of Funding Request *

\$25,000.00

Organization Name *

United Way of Linn, Benton & Lincoln Counties

Contact Name *

Bobby Williams Herrera

Contact Title *

Director of Resource Development

Organization Address *

226 Hickory St., Albany, OR 97321

Phone *

[REDACTED]

Fax

E-mail *

bobby@uwlbl.org

Federal Tax Identification Number

(If applicable)

[REDACTED]

Please describe your request *

- | | |
|--|--|
| ☐ Event start up costs | ☒ New element of existing event |
| ☐ Placemaking/art projects | ☐ Travel expenses/costs for host events, conferences, and trade shows |
| ☒ New marketing campaign | ☒ Expanded advertising |
| ☐ Other (please explain) | |

If more space is needed to answer the following questions, please attach no more than three (3) additional pages, not including quotations/bids and budget.

(Optional)

Budget, Contract, Receipts.pdf

848.32KB

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

The United Way of Linn, Benton & Lincoln Counties (UWLBL) has taken over the annual Crab Fest event, previously hosted at Calapooia Brewing by the Greater Rotary Club of Albany. The event has historically attracted up to 800 attendees, primarily from the local

community, and features a crab-focused meal including crab, clam chowder, pulled pork, salads, bread, dessert, beverages, and non-alcoholic options.

For the May 15, 2027 event, UWLBL plans to expand and enhance Crab Fest by moving the event to the Linn County Expo, creating a larger community gathering that combines food, businesses and entertainment. The expanded event will continue to feature the traditional Crab Fest meal while adding space for up to 150 vendor booths to attract up to 2,000 attendees.

The vendor marketplace will have a strong seafood and regional food theme, featuring vendors offering products such as smoked salmon, oysters, clams, chowders, seafood specialties, desserts, and other locally produced foods and beverages. Breweries and wineries will also be invited to participate. Vendors will have the opportunity to provide samples and sell their products directly to attendees.

As space allows, UWLBL will also invite a select number of craft and artisan vendors whose products complement the theme of the event. These may include handcrafted items incorporating shells, driftwood, wood, plants, and other natural or coastal-inspired materials.

Live music will be an additional feature of the expanded event. Local bands will perform throughout the day, with designated areas for attendees to sit, socialize, and enjoy the music, as well as open space for those who wish to dance.

The expanded Crab Fest is designed to build on the success of the existing event while creating a larger community celebration that supports local businesses and vendors, showcases regional food and products, provides entertainment for attendees, and generates an opportunity for UWLBL to strengthen its fundraising efforts in support of the communities it serves.

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

Vendors for the event will be invited from throughout the UWBL service area, including Linn, Benton, and Lincoln counties, with the potential to expand to Marion and Lane counties if space allows. The event will be marketed throughout these communities through local chambers of commerce, community networks, and participating vendors, helping attract visitors from the broader Willamette Valley and Oregon Coast to Albany. The Crab Fest will take place from 12:00 p.m. to 7:00 p.m., with an anticipated average visitor stay of two to three hours. This provides attendees with an opportunity to explore and support other Albany businesses before or after the event, including local restaurants, shops, and other attractions. Vendors and attendees traveling from outside the area may also choose to stay overnight, creating additional opportunities for local hotels and lodging businesses. By attracting visitors from outside Albany and encouraging them to spend additional time in the community, the event has the

potential to generate increased tourism activity and economic benefit for local businesses while showcasing Albany as a destination for future visits.

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

Yes. Crab Fest has been a beloved Albany community tradition for more than 20 years and has become a must-attend event that brings the community together while supporting the Rotary Club of Albany's fundraising efforts. The event has been hosted at Calapooia Brewing through multiple ownership changes, with each owner continuing the tradition and supporting its success.

Over the years, Crab Fest has continued to grow, requiring expanded tents, additional space, and street closures to accommodate the increasing attendance. While the event's popularity is a testament to its success, it has now outgrown the current space. A refreshed approach and potentially a new location would allow Crab Fest to continue growing while preserving the tradition and community spirit that have made it such a successful Albany event.

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? *

Our goal is to raise \$100,000 or more in net proceeds to support the mission of United Way of Linn, Benton & Lincoln Counties (UWLBL) and expand the organization's ability to invest in programs and nonprofit partners that create lasting, meaningful change throughout our communities. The requested funding will help UWLBL replace signage, banners and materials that have the old branding to include the updated logo. Also help pay most of the event expense to increase our net profit of the event.

The net profit will provide grants and resources to local nonprofit organizations through three of UWLBL core pillars:

- **Healthy Community:** Supporting initiatives that help individuals and families live healthier, more stable lives by improving access to health resources, wellness opportunities, and essential services.
- **Youth Opportunity:** Investing in children and young people so they have the resources, support, and opportunities they need to thrive, succeed, and reach their full potential.
- **Community Resiliency:** Helping address urgent community needs while also investing in long-term solutions that strengthen individuals, families, and communities and help them become more resilient.

In addition to supporting nonprofit grants, the funds will help sustain and expand important community programs housed within UWLBL, including the Community Platform and Dolly Parton's Imagination Library, which provides young children with access to free, age-appropriate books and helps foster early childhood literacy and a

lifelong love of reading.

By reaching our \$100,000+ net fundraising goal, we will be able to direct additional resources toward local organizations and programs that are addressing critical needs and creating opportunities across Linn, Benton, and Lincoln Counties. This investment will have a multiplier effect—strengthening the capacity of local nonprofits while improving outcomes for children, families, and individuals throughout the region. Ultimately, the funding will be used to invest in our community today while building a stronger, healthier, and more resilient community for the future.

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
☐ Yes (please explain)

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.

- ☐ No ☒ 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.)

- ☐ No ☒ Yes

Signature *

Bobby Williams Herrera

Date Signed *

09/01/2026

2027 Crabfest

Estimated Revenue			
Vendor Booths	regular booth	\$200 x 75	\$ 15,000.00
	premium booth	\$300 x 75	\$ 22,500.00
Ticket Sales	Crab Meal Only	\$55 x 350	\$ 19,250.00
	General Admission Only	\$15 x 1200	\$ 18,000.00
	Crab Meal & Admission	\$70 x 300	\$ 21,000.00
Total Gross Revenue			\$ 95,750.00

Estimated Expenses		
Venue	\$ 5,514.00	Confirmed
Band Expense	\$ 1,200.00	Pending
Cost of Crab	\$ 10,500.00	Will be Market
Marketing/Signage	\$ 4,000.00	
Salads, Butter	\$ 700.00	
Beer & Adult Beverage Tokens	\$ 2,500.00	
cookies, soda, half and half, water	\$ 700.00	
Solo Cups, Plates, Utensiles	\$ 700.00	
Payment for student cleanup	\$ 750.00	
Credit card Fees	\$ 900.00	
Total	\$ 27,464.00	

Estimated Gross Revenue	\$ 95,750.00
Sponsorships (Potential)	\$ 23,000.00
Estimated Event Expenses	\$ (27,464.00)
Net Revenue	\$ 91,286.00

Potential In Kind Expenses		
Chalapoota Brewing		\$ 500.00
Vivacity Spirits		\$ 500.00
Franz Bakery	Rolls	\$ 250.00
KGAL / KSHO	Radio Advertising	\$ 3,500.00
IGA Market		\$ 500.00
The Depot	Clam Chowder	\$ 500.00
		\$ 5,750.00

Confirmed 2027 Sponsors	Amount	Level
Next Door Real Estate Group	\$ 5,000.00	Presenting
Tnt Builders	\$ 1,000.00	Silver
Potential Returning Sponsors	Amount	Level
Dr. Ben Braat	\$ 2,500.00	Platinum
Republic Services	\$ 2,500.00	Platinum
Jordan Jewels	\$ 2,500.00	Platinum
Ameritite	\$ 1,500.00	Gold
Citizen's Bank	\$ 1,500.00	Gold
Fidelity	\$ 500.00	Community
AK Carpet	\$ 500.00	Community
First American Title Co.	\$ 500.00	Community
Fitzpatrick	\$ 500.00	Community
National Frozen Foods	\$ 500.00	Community
Rhodes Warden	\$ 500.00	Community
Stom Painting	\$ 500.00	Community
TMI Lending	\$ 500.00	Community
Dars Barber Shop	\$ 500.00	Community
Les Schwab	\$ 500.00	Community
Springhill Dental	\$ 500.00	Community
Leppman Properties	\$ 500.00	Community
Marsh Mideman Insurance	\$ 500.00	Community
Confirmed Total as of 8/30/26	\$ 6,000.00	
Potential Returning Total	\$ 17,000.00	
Total	\$ 23,000.00	



Event Confirmation

Event Name:	United Way Crab Fest	Booking #:	8436
Event Status:	HOLD	Contract #:	
Event Manager:	Robinson, Melissa	Account Manager:	Robinson, Melissa
Client Name:	United Way	Contact:	Manske, Kevin
Client Code:		Phone #:	541-619-7275
Address:	P O Box 905, Albany, OR 97321	Email Address:	kevin@uwlbl.org

Friday, May 14, 2027

Location: HALL (A/B/C)

From - To	Description	Att	Status	Charge	Rate Code
Starts - Ends	Setup Type				
8:00 AM-11:00 PM	United Way Crab Fest	0	HOLD	\$337.50	Setup Day Rate
8:00 AM-11:00 PM					

Accessories

From - To	Description/Itinerary Item	Quantity	Charge	Total
8:00 AM-11:00 PM	CHAIRS - PLASTIC - BLUE	320	\$2.75	\$880.00
8:00 AM-11:00 PM	TABLES - 30" X 8' - PLYWOOD	1	\$11.50	\$11.50
	IF YOU WOULD LIKE SKIRTS AND TABLE LINEN COST WOULD BE \$35.00 PER TABLE WHICH INCLUDES 1 TABLE AND 1 CHAIR. QUANTITY: TBD			
8:00 AM-11:00 PM	Round Tables - 5' Diameter	40	\$11.50	\$460.00
	ROUND TABLE LINEN IS AN ADDITIONAL CHARGE OF \$18 PER TABLE. QUANTITY: TBD			
8:00 AM-11:00 PM	STAGE PANEL WITH SKIRT- 4' x 8'	6	\$42.00	\$252.00
	SET ON 2' LEGS WITH SKIRT.			
8:00 AM-11:00 PM	PIPE & DRAPE	1	\$16.00	\$16.00
	PIPE AND DRAPE PER 10' RUN. STANDARD 10X10 BOOTH IS 20' OF DRAPE.			

Audio Visual

From - To	Description/Itinerary Item	Quantity	Charge	Total
8:00 AM-11:00 PM	4 Speaker Sound System With Mixing Board	1	\$575.00	\$575.00
	IF NEEDED FOR STAGE.			

Electrical

From - To	Description/Itinerary Item	Quantity	Charge	Total
8:00 AM-11:00 PM	Temp Elec Per Booth Connection	1	\$32.00	\$32.00
	PER BOOTH CONNECTION - TBD			

Saturday, May 15, 2027

Location: HALL (A/B/C)

From - To	Description	Att	Status	Charge	Rate Code
Starts - Ends	Setup Type				
8:00 AM-11:00 PM	United Way Crab Fest	0	HOLD	\$2,950.00	Flat Rate
8:00 AM-11:00 PM					



Event Confirmation

Location Rental:	\$3,287.50
Location Total:	\$3,287.50
Accessories:	\$1,619.50
Audio Visual:	\$575.00
Electrical:	\$32.00
Setup Total:	\$2,226.50
Subtotal:	\$5,514.00
Total:	\$5,514.00
Payments/Credits:	\$0.00
Balance:	\$5,514.00

Payment Plan

Description	Payment Due	Amount Type	Flat Amount	Percentage
Create Deposit Invoice & Email	May 14, 2027	Calculated		30.00

Please ensure all requirements are listed and correct. Thank you for choosing Linn County Fair & Expo

Name: Manke, Kevin

Signature: Manke, Kevin

Name:

Signature:

STANDARD CONTRACT FOR LIVE PERFORMANCE BY MUSICIANS

HIRER (person or company name) United Way of Conn, Benton + Linda Lucches
Trading as (name of business and ABN) Kain made CEO
of (address) 226 Hickory ST NW, Albany, OR 97321 (hm/wk phone) 541-619-7275
(mobile) _____ (email) kain@unwcb.org (fax) _____
AND

ARTIST/BAND LEADER (name) Jim Cornelius
Reference to **Artist** is also to **Band Leader**. If more than one person, the Band Leader acts as agent for personnel listed at Schedule A (reverse side)
of (address) 85446 Lorane Hwy Eugene, OR (hm/wk phone) _____
(mobile) 541-914-1532 (email) bigfootjim154@msu.edu (fax) _____

AGREEMENT TO ENGAGE ARTIST The Hirer agrees to engage the Artist on the terms of this agreement

- 1(a) Appearing as The Koz (name of Act/ Band)
1(b) To Perform Live Music (description of performance)
1(c) To provide the performance there will be 6 (No. of) Musicians and Crew ("personnel") listed at Sch. A

PERFORMANCE VENUE AND TIMES If a residency (more than 1 booked gig) then list dates at Schedule B (reverse side)

- 2(a) At Capehart Brewing / 1410 Hill ST NE, Albany, OR 97321 (venue and full address)
2(b) On 2/7/20 (date) or as set out in Sch. B for performance from 3:00 (time) to 7:00 (time)
or for a period of 4 (less breaks)

TRAVEL: TRANSPORT, ACCOMMODATION AND MEALS Is included in Final Total unless one of the following options completed:

- 3(a) The Hirer will pay a travel total of \$ 119 (incl GST) to cover all personnel travel, equipment transport, personnel accommodation and meal costs, which will be arranged by the Artist. Travel total to be paid no later than 5pm on _____ (date)
3(b) The Hirer will transport all equipment and provide travel, 106 night/s accommodation per person and _____ meals per person per day for personnel. Confirmation in writing of these arrangements and all tickets, accommodation and meal vouchers to be provided by 5pm on _____ (date)

CONFIRMATION OF PERFORMANCE

A booking is not confirmed by the Artist until in receipt of signed contract. The Hirer agrees to confirm performance by returned signed copy of the contract (via mail or fax) at least 7 days before the performance date.

CANCELLATION OF PERFORMANCE

The performance may only be cancelled by written notice received by the other party, no less than 7 days 14 days 21 days or 28 days before the performance date/s at clause 2(b). (Circle appropriate choice).

Deposit and any incurred travel costs are not refundable in the event of cancellation. If any performance is cancelled without proper written notice; if no cancellation period is specified above; or the performance is confirmed within the cancellation period specified: the performance stands as confirmed and the full Final Total payable immediately by the Hirer in the event of a cancellation. (The Artist may cancel at any time if unable to perform due to sickness, injury, transport problems, weather conditions or anything beyond their control, and is not liable to repay any amounts paid by the Hirer prior to the Artist cancelling).

PAYMENT

Final Total: \$ 1200 (per performance) (for no. of performances and dates see reverse side)

Deposit of \$ 0 to be paid by 5pm on _____ (date) and otherwise as set out in the payment clause

AND/OR Percentage of gross door takings of _____ % to be paid as specified in the payment clause

SIGNED Kain made (Hirer) _____
by or on behalf of PRINT NAME SIGNATURE DATE
(The signatory of the Hirer warrants that they have authority to enter this agreement on behalf of the Hirer)

SIGNED Jim Cornelius (Artist) _____
by or on behalf of PRINT NAME SIGNATURE DATE

Invoice

2/6/20 193325

SOLD TO		SHIP TO	
ADDRESS		ADDRESS	
CITY, STATE, ZIP		CITY, STATE, ZIP	
CUSTOMER ORDER NO.		SOLD BY	
TERMS		F.O.B.	
DATE			

ORDERED	SHIPPED	DESCRIPTION	PRICE	UNIT	AMOUNT
		1300 #5 Dungeness Crab @	6.95#		\$9035.00
		20 DZN live in-shell Oysters @	14 DZN = \$		420.00
		1 5 gal Bucket O-kml Sauce →			FREE
Total Due =					\$9455.00



**APPLICATION FORM
for
FUNDING REQUEST**
Collaborative Tourism Promotion

Amount of Funding Request: \$ 9,900

Organization Name: Jaguars Basketball, LLC dba Willamette Valley Jaguars		
Address: 4164 Sagecrest Drive NE, Albany, OR 97322		
Contact Person and Title: Mary Stade. Managing Member		
Telephone: 541-405-3885	Fax:	E-mail: mstade@wvjags.com
Federal Tax Identification Number (if applicable): [REDACTED]		

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

1. Describe the event or activity proposed for which funding is being requested. Be specific.
Willamette Valley Jaguars are a professional men's basketball team competing in The Basketball League (TBL). The Jaguars will host 12 home games in Albany during the 2027 season, attracting regional teams, fans, media, and community engagement.

2. How will this event or activity benefit tourism and the Albany community?
The Jaguars' home season directly supports Albany's tourism economy by attracting visiting teams, traveling fans, and regional basketball audiences who utilize local lodging, restaurants and retail

3. Has this event or activity occurred in previous years and/or in another location?
The Jaguars competed in their inaugural season in Albany in 2026, marking the team's first year based in the Albany community.

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

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

☐ Onetime

☒ Ongoing

☐ Unsure

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

☐

Yes

☒

No

If yes, please explain.

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

☒

Yes

☐

No

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

☒

Yes

☐

No

Received
8/31
4:25pm
by Courtney

City of Albany Collaborative Tourism Promotion

Grant Funding Request, \$9,900

Organization: Jaguars Basketball, LLC
dba Willamette Valley Jaguars



Stay. Play. Discover Albany.

Willamette Valley Jaguars Sports Tourism Campaign

- ☒ New element of existing event
- ☒ New marketing campaign
- ☒ Expanded advertising

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

The Willamette Valley Jaguars are requesting \$9,900 to develop and launch a new local and regional marketing campaign surrounding the team's 2027 professional basketball season in Albany.

Following the Jaguars' inaugural 2026 season, the campaign will build greater awareness of Albany's professional basketball team within the community while expanding its reach to audiences throughout the Willamette Valley and surrounding communities. The goal is to strengthen local connection and attendance while also attracting visitors to Albany for Jaguars games and encouraging them to experience more of the community while they are here.

The campaign will include development of an Albany-focused commercial/video spot highlighting the Jaguars game-day experience and the broader Albany community. The commercial can be used across digital advertising, social media, the Jaguars website, game-day video screens and other promotional opportunities throughout the season.

Grant funding will also support a targeted mix of local and regional advertising, which may include digital advertising, social media, community and business-based placements, and other media opportunities. Final placements will be determined following grant approval based on pricing, audience reach and available opportunities.

The Jaguars will extend the campaign through existing team resources, including social media, website and email communications, game-day promotion, community partnerships and in-arena exposure, allowing the grant investment to reach beyond the paid advertising itself.

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

Jaguars basketball creates an opportunity to bring people together while generating activity that extends beyond the game itself. This campaign will build on that opportunity by strengthening the team's connection within Albany and introducing Jaguars basketball—and the Albany community—to new audiences throughout the region.

For Albany residents, Jaguars home games provide an accessible, family-friendly place to gather and share a hometown sports experience. Growing that local audience can also create activity beyond the venue, with fans meeting for food or beverages before or after games, supporting local businesses, and generating concession revenue at the college. The campaign will help build greater awareness of the Jaguars while creating more opportunities for community connection and engagement throughout the season.

Regional marketing adds another layer of economic impact by giving people outside the area a reason to come to Albany. Visitors attending Jaguars games may also dine, shop, purchase fuel, visit local attractions and stay overnight. The Albany-focused commercial and supporting advertising will help showcase not only the game, but also what visitors can experience while they are here—encouraging them to spend more time and dollars in the community.

The project also directly supports the City of Albany’s strategic priorities of a Healthy Economy and a Connected and Engaged Community. It brings those two priorities together: using a community-based professional sports experience to create connection locally while attracting new audiences and generating additional economic activity for Albany businesses.

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

The Willamette Valley Jaguars completed their inaugural professional basketball season in Albany in 2026. While Jaguars games and community activities began in Albany in 2026, the proposed local and regional marketing campaign is new for the 2027 season. The Jaguars have not previously implemented a coordinated campaign of this scope designed to strengthen local awareness and community connection while also promoting Albany and Jaguars basketball to regional audiences.

The campaign represents a new marketing element of the existing Jaguars season, including development of an Albany-focused commercial/video spot and expanded local and regional advertising.

PROPOSED PROJECT BUDGET

Final allocations within the approved categories may be adjusted based on vendor quotations, media availability, audience reach and anticipated impact.

Project Expense	Amount
Commercial/video development & production	\$2,500
Local & regional advertising/media placement	\$5,400
Paid social & digital advertising	\$2,000
TOTAL PROJECT BUDGET	\$9,900

***No grant funds will be used for player compensation, salaries, wages, alcohol or routine basketball operating expenses.*

The Jaguars provide the reason to come. The campaign provides the invitation to discover Albany.

Mid-Valley Media, Inc.

QUOTE

581 Lancaster Dr. SE #302
Salem, Oregon 97317

(503) 559-0347 Office

EIN# 20-8780653

SOLD TO:

Name WV Jags Basketball
Address
City, State, ZIP Albany, OR

QUOTE NUMBER

QUOTE DATE August 30, 2026

OUR ORDER NO. N/A

YOUR ORDER NO. N/A

TERMS

Due upon receipt

SALES REP John D. Strauch

SHIPPED VIA

F.O.B. N/A

PREPAID or COLLECT N/A

SHIPPED TO: Mary Stade

Sales Tax Rate:

0.00%

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1	:30 Commercial/Promo Spot for the 2026-27 Jags Season Spot formatted for Broadcast, Social Media, and Digital * MSRP for High Impact spots can often exceed 5K. If you have any questions, please contact John Strauch 503-559-0347 Office/Mobile John@Mid-ValleyMedia.com	\$2,500.00	\$2,500.00
		SUBTOTAL	\$2,500.00
		TAX	\$0.00
		FREIGHT	

DIRECT ALL INQUIRIES TO:

John D. Strauch

(503) 559-0347 Mobile/Office
John@Mid-ValleyMedia.com

MAKE ALL CHECKS PAYABLE TO:

Mid-Valley Media, Inc.
Atten: Billing Dept.
581 Lancaster Dr. SE #302
Salem, Oregon 97317

\$2,500.00

PAY THIS
AMOUNT

THANK YOU FOR YOUR BUSINESS!

Transient Lodging Tax													
	2015-2016*	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	One Year \$ Chg	One Year % Chg
July	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	143,627.37	1,843.10	1.30%
August	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	137,500.55	8,072.85	6.24%
September	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	130,313.25	(2,586.91)	-1.95%
October	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	114,733.33	2,753.33	2.46%
November	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	103,477.15	705.92	0.69%
December	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	82,779.21	7,452.81	9.89%
January	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	89,851.53	21,282.85	31.04%
February	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	88,143.69	10,168.22	13.04%
March	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	106,058.73	5,281.42	5.24%
April	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	118,328.95	18,872.62	18.98%
May	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	122,555.28	15,971.57	14.99%
June	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	178,443.61	9,799.32	5.81%
Total	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	1,415,812.65	99,617.10	
Yr/Yr Chg	47.28%	3.44%	-0.97%	-1.77%	-25.85%	3.93%	60.52%	2.83%	2.48%	-3.69%	7.57%		
YTD/YTD Chg													
*June 2015 included an additional \$32,146.28 in back payments from online travel companies.													

SHORT TERM RENTALS														
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD	%
AIRBNB/AVALARA	11,508.68	10,990.44	8,393.37	8,882.25	6,182.80	7,809.24	9,499.95	9,444.78	13,392.21	12,811.77	13,429.63	15,276.92	127,622.04	72%
BOOKING.COM BV	2,446.22	2,569.21	3,165.17	2,399.83	2,722.23	1,985.14	1,512.23	2,485.00	2,096.25	2,448.90	3,071.87	6,023.78	32,925.83	18%
Home Away -VRBO	2,276.66	2,194.73	1,873.67	1,361.92	1,708.86	747.97	928.80	339.89	643.99	1,353.41	1,235.93	3,130.65	17,796.48	10%
	16,231.56	15,754.38	13,432.21	12,644.00	10,613.89	10,542.35	11,940.98	12,269.67	16,132.45	16,614.08	17,737.43	24,431.35	178,344.35	
													STR% of TLT	13%