

CITY OF SILVERTON

TOURISM PROMOTION COMMITTEE AGENDA

Silverton Community Center – Council Chambers – 421 South Water St.

Monday, October 26, 2015 – 6:00 PM

AGENDA

I. WELCOME, PLEDGE OF ALLEGIENCE

II. MINUTES

Approval of the Minutes from the Meeting held May 19, 2015

III. PUBLIC COMMENT – Items not on this Agenda

IV. DISCUSSION/RECOMMENDATIONS

Grant Application Presentations and Award Recommendations

4.1 Willamette Valley Wine & Jazz...a festival in historic Silverton – Silverton Wine & Jazz Festival

4.2 Bicycle Marketing Campaign for Silverton – Silverton Chamber of Commerce

V. EXIT REPORTS

5.1 2014 July 3rd celebration, Fireworks in the Garden

VI. ADJOURNMENT

A copy of the packet and materials is available for review Monday through Friday 8:00 am to 5:00 pm in the Community Development Office at the Silverton City Hall, located at 306 South Water Street. All documents will be available on our website at www.silverton.or.us.

AMERICANS WITH DISABILITIES ACT (A.D.A.): *The City of Silverton intends to comply with the A.D.A. The meeting location is accessible to individuals needing special accommodations such as a sign language interpreter, headphones, or other special accommodations for the hearing impaired. To participate, please contact the City Clerk at 503-874-2216 at least 48 hours prior to the meeting.*

CITY OF SILVERTON
TOURISM PROMOTION COMMITTEE MINUTES
Drafted for approval; subject to change and/or correction

6:00 PM

May 19, 2015

I. WELCOME, PLEDGE OF ALLEGIENCE:

The City of Silverton Tourism Promotion Committee met at the Silverton Community Center on May 19, 2015, at 6:00 PM with Member Kyle Palmer presiding.

PRESENT	ABSENT	
_____	Excused	Jason Freilinger, Chairman; City Council
_____	X	Matt Barker; At-Large
X	_____	Jim Squires; Silverton Mural Society
_____	_____	Kyle Palmer; Homer Davenport Days Community Festival
X	_____	Suzie Couraud; Chamber of Commerce
_____	_____	Elaine DeGeorge; Hotel Owner/Operator
X	_____	Bobbie Hancock; Bed & Breakfast Owner
_____	X	Silverton Arts Association

STAFF PRESENT:

Community Development Director, Jason Gottgetreu

II. APPROVAL OF THE MINUTES FROM THE MEETING HELD MAY 19, 2014:

COMMITTEE MEMBER COURAUD MOVED TO APPROVE THE MINUTES FROM THE MEETINGS HELD SEPTEMBER 15, 2014 AS PRESENTED. COMMITTEE MEMBER PALMER SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

III. PUBLIC COMMENT

There were no comments.

1 **IV. DISCUSSION/RECOMMENDATIONS**

2
3 **Grant Application Presentations and Award Recommendations**

4
5 4.1 Christmas in the Garden

6
7 Brittney Hatteberg, the Oregon Garden Regional Marketing Manager, presented an overview of
8 the Christmas in the Garden to the Committee. She said the event exceeded their expectations,
9 with 22,587 visitors last year.

10
11 Community Development Director Gottgetreu indicated that the funds for these grants will be
12 available in the next fiscal year. The Committee asked if there is enough funding for the exit
13 reports. Community Development Director Gottgetreu said funding is dependent on the
14 revenues available after July 1, 2015.

15
16 Ms. Hatteberg stated there was a loss, but they are trying to make it a sustainable event so that it
17 can make a profit. She said this year, they are planning to include additional shuttle service and
18 alternate shuttle routes so as not to impact traffic in town.

19
20 4.2 National Tour Association Travel Exchange Conference

21
22 Committee Member Palmer provided information on the application to the Committee. Ms.
23 Hatteberg answered questions regarding the Conference. She recalled there have been over
24 1,000 overnight stays within the last year, which is about \$13,000 in Transient Occupancy Tax.

25
26 4.3 Fireworks at the Oregon Garden's Silverton Day on July 3rd

27
28 Naomi Dwyer, the Oregon Garden Administrative Coordinator, addressed the Committee. She
29 said there is a discrepancy in the budget and indicated that the City is funding \$1,000. She said
30 the total revenue is \$12,500. The Committee reviewed the application; there were some
31 concerns because the event is held during the summer. Ms. Dwyer answered additional
32 questions from the Committee.

33
34 The Committee discussed the evaluations. Community Development Director Gottgetreu asked
35 for a clarification on the National Tour Association budget. He indicated the total costs and total
36 budget do not match. Ms. Hatteberg said she does not have that information. There was a
37 consensus of the Committee to fund half of the amount listed.

38
39 **COMMITTEE MEMBER SQUIRES MOVED TO RECOMMEND TO FUND \$2,400**
40 **AND \$2,250 TO THE NATIONAL TOUR ASSOCIATION CONFERENCE.**
41 **COMMITTEE MEMBER COURAUD SECONDED THE MOTION AND IT CARRIED**
42 **UNANIMOUSLY.**

43
44 **COMMITTEE MEMBER COURAUD MOVED TO FUND \$8,500 THE CHRISTMAS IN**
45 **THE GARDEN. COMMITTEE MEMBER HANCOCK SECONDED THE MOTION.**

1 Committee Member Palmer said he is glad to hear that the Oregon Garden is being proactive to
2 address traffic issues that were an issue last year.

3
4 **FOLLOWING DISCUSSION, THE MOTION TO FUND \$8,500 TO THE CHRISTMAS
5 IN THE GARDEN EVENT CARRIED UNANIMOUSLY.**

6
7 **COMMITTEE MEMBER SQUIRES TO FUND \$2,500 TO THE FIREWORKS IN THE
8 GARDEN PROGRAM. COMMITTEE MEMBER DEGEORGE SECONDED THE
9 MOTION AND IT CARRIED UNANIMOUSLY.**

10
11 **V. REVIEW EXIT REPORTS**

12
13 5.1 Christmas in the Garden - Oregon Garden

14
15 The Committee reviewed the exit reports.

16
17 **COMMITTEE MEMBER COURAUD MOVED TO APPROVE THE REMAINING
18 \$3,000 FROM THE CHRISTMAS IN THE GARDEN GRANT REQUEST.
19 COMMITTEE MEMBER HANCOCK SECONDED THE MOTION AND IT CARRIED
20 UNANIMOUSLY.**

21
22 5.2 Stay in Silverton – Oregon Garden Brochure Distribution

23
24 **COMMITTEE MEMBER COURAUD MOVED TO FUND THE REMAINING
25 BALANCE OF THE STAY IN SILVERTON GRANT REQUEST. COMMITTEE
26 MEMBER SQUIRES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

27
28 5.3 Group Tours – Oregon Garden

29
30 **COMMITTEE MEMBER SQUIRES MOVED TO APPROVE THE REMAINING
31 BALANCE OF THE NATIONAL TOUR ASSOCIATION GRANT REQUEST FROM
32 LAST YEAR. COMMITTEE MEMBER DEGEORGE SECONDED THE MOTION AND
33 IT CARRIED UNANIMOUSLY.**

34
35 **VI. ADJOURNMENT**

36
37 The meeting adjourned at 7:13 p.m.

38
39
40
41 Respectfully submitted,

42
43 /s/Lisa Figueroa
44 City Clerk



City of Silverton. 306 S Water Street. Silverton, OR 97381. Phone: 503-874-2212 Fax: 503-873-3210 www.silverton.or.us



SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event Name Willamette Valley Wine & Jazz... a festival in historic Silverton

Sponsor Name/Organization Silverton Wine & Jazz Festival

Mailing Address PO Box 1488

City, State, Zip Silverton, OR 97381

Project Coordinator/Contact Person Jason Hanson Daytime Phone 971.338.9760

Contact Person Email jason@hansonvineyards.com

Total Cost of Project: \$ 49,079

Sponsor Dollar Match: \$ 3,000

Grant Amount Requested \$ 4,000

In-kind Labor Match: \$ 5,150

TOTAL POSSIBLE POINTS = 60

The Tourism Promotion Committee will give preferential consideration to grant applications that have a minimum score of 30 points.

1) Brief Project or Event Description: 5 Points

Provide a detailed description of the proposed event or project and targeted audience.

Silverton Wine & Jazz Festival seeks to foster an appreciation of historic Silverton as a cultural center, a viticultural destination and a place for jazz.

This project is a two day music festival, with multiple venues scattered throughout downtown, and a main event at The Oregon Garden.

Our target audience is two fold:

A) Jazz lovers in the Pacific Northwest, specifically in the Portland, Seattle, Eugene and Ben markets.

B) Wine lovers in Portland and throughout the Willamette Valley.



2) Project or Event Return on Investment: 15 Points Total

a) Number of Overnight Stays: 5 Points

Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

With The Oregon Garden as a major sponsor and participant in the leadership of this event, we will be heavily promoting overnight packages at the resort and will have their assistance in determining how many hotel stays the WW&J festival generates. Based on other, similar promotions, The Oregon Garden expects to sell 45 rooms for this event.

Silverton Inn & Suites is also a participant and venue, and we expect their assistance in promotion of overnight packages and tracking visitors.

b) Preference for Off-Season Projects: 5 Points

Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

We have purposely situated Willamette Valley Wine & Jazz... a festival in historic Silverton in March to avoid the busy season and bring more tourists to our community during the off-season.

As a primarily indoor event, this maximizes resources and aids restaurants and shops during a historically slow time. It is also the reason we've had such success in recruiting downtown businesses to participate.

c) Positive Rate of Return: 5 Points

Currently, each overnight stay generates approximately \$13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

While we don't expect a positive rate of return this year, The Oregon Garden does anticipate a TOT return of \$585 for the 2016 festival.

That amount will only increase with the additional participation of Silverton Inn & Suites as a returning venue.

In 2016, The Silver Spur will also become a participant and venue for the festival... and we will continue to reach out to B&Bs in town as this event grows and prospers.



3) Project or Event Personnel: 5 Points

Briefly describe your organizational structure. List the primary people involved, their positions, qualifications and experience.

We have a volunteer Board of Directors representing local business, local wineries and The Oregon Garden. We meet 15 times per year. Each board member brings a wealth of knowledge, from their business backgrounds... all of which touch on tourism and promoting small businesses.

Manny Rodrigues, President; Creekside Grill
Jason Hanson, V-President; Hanson Vineyards
Paula Mabry, Secretary; Our Town newspaper
Lori Webb, Creekside Grill and Lunaria Gallery
Stacy Palmer, Silverton Chamber of Commerce
Mary Ridderbush, The Oregon Garden
Brittney Hatteberg, The Oregon Garden

We also rely on a number of local, community volunteers to assist in the administration of the actual festival.

4) Project or Event Timeline: 5 Points

Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

Oct - Dec 2015 Musician booking; venue recruitment; marketing plan created.
Jan - Feb 2016 Event promotion; ticket and package sales; regional advertising.
March 1 - 11 Local promotion.
March 12 & 13 Event!

5) Project or Event Objectives: 15 Points

Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

Willamette Valley Wine & Jazz... a festival in historic Silverton, brings tourists to our community and positions Silverton as a cultural destination. We have a history of successfully partnering with many downtown restaurants, and driving patrons and outside visitors into the business core.

By leveraging The Oregon Garden, Silverton Inn & Suites and The Silver Spur (a 2016 venue!) we can maximize overnight stays and tourist opportunities for a broad range of travelers, music lovers and wine aficionados.

Table 1

	Requested Grant Amt	Real Dollar Match	Donated Labor/Service	Total
Personnel Expenses	2000	2000	5150	9150
Material & Supply Expenses		2300	1200	3500
Insurance		500		500
ASCAP & other related fees		529		529
Oregon Garden associated exp.		3700	25000	28700
Regional marketing expenses	2000	1000		3000
Local marketing expenses		600	600	1200
Wine reimbursement		2500		2500
totals:	4000	13129	31950	49079
Sources:	volunteer hours: board members and local volunteers recruited for event weekend assistance	donated services include printing, local advertising, art, pianos, and a great deal of in-kind assistance from The Oregon Garden.	Funding Sources: The Oregon Garden, Mt. Angel Publishing, Cascade Foothills Winegrowers, Dr. Michael Kim, Creekside Grill	Revenue Sources: Ticket sales (\$10,000) est.
Grant purchase:	1. Musical acts for main stage. Each performer has a different rate and our 2016 acts have not yet been booked, but the performers we are considering charge between \$1,000 and \$3,500.	2. Regional radio advertising on Portland and Eugene's jazz radio. This would allow two months of advertising on each: \$800/month for KMHD and \$200/month on Eugene's local jazz show.		



Bicycle Marketing Campaign for Silverton



TOT Application

Silverton Chamber of Commerce

Friends of East Side Trails



SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event Name Bicycle Marketing Campaign for Silverton

Sponsor Name/Organization Silverton Chamber of Commerce

Mailing Address 426 S. Water Street

City, State, Zip Silverton, OR 97381

Project Coordinator/Contact Person Stacy Palmer Daytime Phone 873-5615

Contact Person Email Stacy@silvertonchamber.org

Total Cost of Project: \$ \$3,018.75

Sponsor Dollar Match: \$ \$1,500.00

Grant Amount Requested \$ \$1,365.00

In-kind Labor Match: \$ \$153.75

TOTAL POSSIBLE POINTS = 60

The Tourism Promotion Committee will give preferential consideration to grant applications that have a minimum score of 30 points.

1) Brief Project or Event Description: 5 Points

Provide a detailed description of the proposed event or project and targeted audience.

The Chamber in cooperation with the Friends of Eastside Trails will produce a marketing campaign for bicycle tourism for Silverton and the surrounding areas. With a strong focus on bicycle tourism in an attempt to capture some of the \$77 million in bicycle tourism dollars in the central Willamette Valley. Cyclists also enjoy other forms of recreation and Silverton is uniquely suited for bike enthusiasts.

The campaign will consist of a website dedicated to bike riding in Silverton, with routes, bike events, local attractions and key times to ride featured. A lodging component with discounts for overnight stays will also be included.

Postcards will be designed, printed and mailed out to regional bike enthusiasts, through local bike clubs and riding groups. The postcard in addition to being a rack piece for visitor centers will also invite folks to visit the website for information and then ultimately visit Silverton.

We will also start a social media campaign to promote the website - from the number of local Silverton sites, we can promote on numerous bike and bike rider sites.



2) Project or Event Return on Investment: 15 Points Total

a) Number of Overnight Stays: 5 Points

Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

There is no way to identify how many folks will stay overnight with a first time marketing plan - however, the website will have coupons for overnight stay discounts or special packages and we will work with local lodging providers to track the number of coupons redeemed and overnight stays where arrangements for bike storage is requested.

We will request information from the lodging properties on a quarterly basis.

b) Preference for Off-Season Projects: 5 Points

Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

While bike riding is a somewhat seasonal pursuit, we can tailor events and ride promotion for off peak times. We will have the website up year-round, but can schedule social media blasts and mailings of postcards to hit during non-peak times. Our climate is moderate enough that riders will ride in off peak times.

Events like highlighting fall color rides or "ride while the kids are in school" events will help boost off peak times, but this will be a small portion of potential visitors.

c) Positive Rate of Return: 5 Points

Currently, each overnight stay generates approximately \$13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

Based on mailing of 5,000 postcards and with an unknown amount of interest from social media, its hard to determine a ROI - so for discussion purposes, here is our estimation.

Based on mailing of 5,000 and 25 different social media blast outs - we anticipate over 25,000 visits to our website. From that number if we had a 6% (tourism industry average) return on our investment - that would be 1,500 visitors. We recognize that not all of the visitors will stay overnight so if 1/3 stay overnight that would be 500 night stays. If you factor 500 night stays by \$13 per stay that equals - \$6,500.

We also recognize that the other 1,000 visitor represent a significant impact to the community from a tourism dollar perspective. Especially when you factor in that bicycle tourists usually spend 20% more than average tourists - based on a study by Travel Oregon 2012.

****SEE ADDITIONAL COMMENTS**

pg. 6



3) Project or Event Personnel: 5 Points

Briefly describe your organizational structure. List the primary people involved, their positions, qualifications and experience.

This is a collaboration between the Silverton Chamber and the Friends of East Side Trails. The chamber brings to the table the experience in marketing and tracking impacts for new programs. It also has the ability to maintain programs like this with consistent staffing and visitor contact.

The Friends bring a wealth of bike knowledge to the project. With individuals in the bike industry and members of the group who are just passionate about biking, they bring the route information, vendor info and more to the project. Key players are Charles Baldwin, Ed Barraclough, Mike Williams, Jason Franz, Jeff Fossholm, Jason Gottgetreu and Joe Craig.

Chamber of Commerce representative - Stacy Palmer, Executive Director.

The Chamber will be responsible for this campaign and all funding.

4) Project or Event Timeline: 5 Points

Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

This project will be completed in the first quarter of 2016 - between identifying routes and trails and building the website. The printing and distribution will take less than a month. We will have the distribution done by March of 2016. The initial release will highlight Silverton for the spring and summer, but copy in the guide will identify reasons to visit in the Fall/Winter season.

The 5,000 number of cards will allow us to do a secondary mailing for Fall season. We will work with website participants, those that have engaged on social media, etc. for the second mailing.

5) Project or Event Objectives: 15 Points

Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

The State of Oregon has stated that 31% of leisure travelers rode a bike during their visit to Oregon and those who are bicycle travelers on average spend 20% more than a typical visitor. Demographics show these visitors are educated, professional and have more disposable income. A study by Dean Runyon and Associates stated that bicycle tourism brought \$400 million to Oregon and \$77million to the central Willamette Valley.

By targeting this group, we are attempting to garner our piece of the \$77 million dollar pie. We want to identify Silverton as a bike friendly community by adding businesses to the state wide "Bike Friendly" program and by providing the resources that visitors need to take advantage of the trails or routes and encourage them to stay.



6) Event/Project Budget: 15 Points

On a separate page, provide a total budget for the event or project, including at a minimum, the following information:

- a) List all funding sources for the project. In-kind labor and donated services can also be built into the total cost of the project and used as a funding source. The value of volunteer time for this grant period is \$19.51 per hour according to the Independent Sector and The U.S. Bureau of Labor Statistics.
- b) Items that will be purchased with the requested grant funding (for example, if the request is to purchase radio or newspaper advertising for the event—list the specific stations or newspapers, size of advertisement, number of times the advertisement will be featured and any other pertinent details). If awarded funding, the grant agreement will require that the project or event be identified as sponsored by a Silverton Tourism Promotion Grant. Any equipment proposed to be purchased or rented by grant funds must be identified and its use must be explained in narrative form.
- c) List sources of in-kind (volunteer hours), donated services and other grant sources for this event/project.

[This table shows suggested budget items and is not inclusive of possible event/project costs.]

	Requested Grant Amount	Real Dollar Match	In-kind Labor and Donated Services	Total
Personnel Services				
Project Administration Costs				
Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Expenses (List)				
Totals				

Sample

ADDITIONAL COMMENTS

Question 2

c) cont.

Industry average for day trip visitors in the Willamette Valley is \$82.60. (Based on a study by Dean Runyan and Associates in 2014) Based on an additional 1,000 travelers to Silverton that is a potential \$82,600 in local revenue.

PROJECT BUDGET

BUDGET ITEM	Cost	Other Funding	In-Kind	Grant Request	TOTAL
Project Administration - Staff	153.75		153.75		0.00
Printing of Postcard	615.00	500.00			
Mailing 2,500 @ .35	1,050.00				
Development/Maintenance of Website	1,200.00	500.00	500.00		
	3018.75	1,000.00	653.75	1,365.00	

Other Funding provided by: Friends of East Side Trails.