



TOURISM ADVISORY COMMITTEE AGENDA

Thursday, January 18, 2024

3:30 p.m.

This meeting includes in-person and virtual participation.

Council/Willamette Room - 333 Broadalbin Street SW

<https://www.cityofalbany.net/council/groups/tra/zoom>

You can also dial in using your phone.

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

Passcode: 480841

Please help us get Albany's work done.

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

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

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

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

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

- September 21, 2023 [Page 3-6]
- September 26, 2023 [Page 7-9]

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

Persons wanting to provide comments may:

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

4:00 p.m. Business from staff [Page 10] (Verbal)

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

- Tourism Agency Reports [Page 11-41]
- Collaborative Tourism and Promotion (CTP) Grant Evaluation and Awards [Page 42-78]
- CTP Grant Post-Event Reports [Page 79-81]

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

5:25 p.m. Next Meeting Date: September 26, 2024

5:30 p.m. Adjournment (Chair)

This meeting is accessible to the public via video connection. In-person attendance is available. For arrangements, please contact city staff at: sophie.adams@albanyoregon.gov or call 541-917-7654 at least

24 hours in advance of the meeting. If you have a disability that requires accommodation, please notify city staff at least 48 hours in advance of the meeting.

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



MINUTES

September 21, 2023

3:30 p.m.

Hybrid

DRAFT

Call to Order

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

Roll Call

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

Members absent: Cyndi Wiggins, Kim McAloney, Steve Reynolds

Approval of Minutes

3:31 p.m.

Member Burris noted a typo correction on page 3 where Member Reynolds asked for clarification on costs, unknow should be unknown.

Motion: Member Moore moved to approve the minutes from May 11, 2023, with the above correction. Member Konopa seconded the motion with correction. Motion passed 4-0.

In an aside, Member Moore suggested that the minutes be sent out to the members a week or two prior to the meeting for their review. Staff shared that the city's standard practice was to post the minutes in the meeting agenda packet within a week of the meeting. Chair Silbernagel formally requested that the draft minutes be sent to the members earlier than the posting of the packet as a courtesy to the Committee.

Business from the Public

3:33 p.m.

Chair Silbernagel opened the floor to public comment.

Michelle Roth spoke to the members about the success of the Block Party 2023 event. She reported they were able to expand the event, doubling the attendance from the previous year and doubled the size of the children's area and activities. Cody Roth noted that the Corn Hole Tournament proceeds went to the Downtown Association and benefited the Boys and Girls Club. Aaron McClinton added that they were able to expand the family section of the Block Party separated from the 21 and over area by expanding security and police presence.

Member Konopa asked about their projections for increased attendance and whether there was area enough to accommodate that increase. That discussion was tabled for later in the agenda.

Albany Downtown Association, Executive Director, Lise Grato provided their newsletter and had a question about the whether there would be CTP funds available for a couple of projects that they have in mind, which include street banners advertising events and public-facing website updates. Discussion to be continued later in the agenda.

Bob Elliott, Expo Chair offered to hold his comments until scheduled business.

Scheduled Business

3:39 p.m.

Collaborative Tourism and Promotion (CTP) Grant Evaluations and Award

Staff Liaison, Sophie Adams, introduced the program managed by this Tourism Advisory Committee as providing promotional grant funds to be awarded for events, start-up costs, outside agencies, new marketing campaigns, expanded advertising for a new element of an existing event or travel expenses to submit proposals to host events, conferences and trade shows. Awards are not for general wages or benefits, but generally designed for new events that this committee can support and intending that the event or program could become self-sustaining into the future.

Albany Visitors Association (AVA) Promotional Video Production

3:40 p.m.

Rebecca Bond, Executive Director of the Albany Visitors Association (AVA). AVA is requesting \$9,500 in funds to offset costs of production and distribution of a video highlighting key attractions in Albany for marketing purposes. She shared that they were able to contact a world-class videographer doing similar work which would ensure a high-quality product.

Albany Challenge Committee: 2024 Albany Challenge XI

3:47 p.m.

Donald Bacher represented the application and noted that the program was started in 2011 and has been ongoing. AVA has been a sponsor. The event is a geocaching challenge involving searching 15 Albany businesses selected as challenge sites (including the carousel). Participants must locate the business by GPS and enter the business information to fulfill their 'passport'. Once the passport is complete, they can fill out a survey which helps them track visitor activities in local businesses, lodging, meals, length of stay, etc. and participants then receive a highly valued 'challenge coin' as a reward. In conjunction with other weekend activities going on in town many stay for the long weekend. The required survey is tabulated by AVA and the results are available. This has been an all-volunteer effort, and they are requesting \$2000 in funds to pay for the challenge coin. AVA contributes the printing costs. Bacher shared that per Geocaching Rules there can be no cost to participate.

Member Moore noted that this would be the sole source of funding for the event. And this request is for new marketing. Bacher said the committee has changed and offered different program elements and ideas. Rebecca Bond, AVA added that the coin design changes every year and perhaps it could qualify as a part of the 150th year of Albany's incorporation.

Member Moore added a question on the use of leftover coins. Bacher responded that any leftover coins are still used for promotional purposes at other geocaching events to advertise the next year and any money associated with it comes back to AVA. This year the event will be ongoing, so the passport continues to be functional throughout the year in taking people to Albany businesses.

Member Moore asked if the Committee could have an opportunity to review the tabulated survey information. Rebecca Bond, AVA offered to bring those results to the Committee.

Chair Silbernagel suggested advertising could include more of a local focus perhaps through the Willamette Valley Visitors Assoc. or Travel Oregon to get people outside the geocache community and locals interested and add newer elements to the event.

NW Fly Tying and Fly-Fishing Expo

4:00 p.m.

Bob Elliott, NW Expo Chair spoke for the Oregon Council Fly Fishers International regarding their Expo event. He reported that this will be the 32nd year of the event. Attendance last year coming out of COVID was lower than usual. They are looking to expand their offerings this year including new workshops on fly tying. Most vendors and experts are from outside the area and would be using local lodging and restaurants.

Chair Silbernagel assumes this event is being re-invented and asked about sponsors.

Elliott shared that it is a tough environment for sponsorships at this time but is working on it. They have changed the vendor opportunities from manning vendor tables to being able to sponsor workshops. So are expanding marketing efforts and programming. There were 350 people attending last year even with the COVID concerns, this year they are hoping for over 1000. They are requesting \$17,495. For advertising, entertainment, and honorariums for keynote speakers.

Motive Entertainment LLC – Block Party 2024

4:10 p.m.

Kody and Michelle Roth and Aaron McClinton, organizers were present to share their request. 2023 was the second year for the Block Party and was very successful. Last year with a high level of talent they were able to double the attendance to 10,000 people. Twenty percent were out-of-town visitors. Sponsorships grew. This year they have interest from big sponsors, but that sponsorship depends on the big-name talent. Bigger artists bring people from out of town. There is no cost to attend. Michelle noted that they are wanting to add family friendly comedy acts and local bands. And have tripled the size of the kid's area and activities. McClinton noted they want to include a Friday evening pre-party event to kick it off. Responding to a previous question about the ability of the area to handle larger crowds, McClinton answered there was 30 to 40 percent open volume to the back of the event. It would require additional security, staffing, and additional volunteers but securing funds earlier gives them the opportunity to advertise earlier and promote sponsorships. Kody emphasized that they want to become a self-sustaining event, but this funding would kickstart their ability to build sponsorships.

Chair Silbernagel asked what is new about the event that they can invest these funds in?

Cody Roth responded that the additional Friday night event would be new, but the investment needed is to bring in better talent.

Member Moore asked if there was a survey of the merchants done regarding the impact of the event on their businesses from the crowds and street closure.

Lisa Grato offered that they are in the process of surveying merchants' post-event for all events. They have already received some positive feedback, but some did feel it was a little intense for their business.

McClinton conceded that some businesses may have been impacted but bringing 10,000 people downtown increased the overall familiarity with Albany businesses in a positive way.

Member Burris asked if the 20 percent of out-of-town participants stayed overnight and used the local hotels.

Cody Roth noted that the artists used lodging but didn't have exact numbers for participants and it varied business to business. Member Burris asked how much revenue they got and compared with costs. McClinton answered it was a close match.

Committee Discussion

4:25 p.m.

Member Moore had to be excused but offered to share his vote, in favor of Albany Challenge, AVA and Oregon Fly Fishing Expo. He said as the application from Motive Entertainment was turned in late he proposed holding it for a second round which would also give the ADA and others an opportunity.

Bob Moore Left the meeting at 4:27 p.m. resulting in no quorum.

Respectfully submitted,

Reviewed by,

Susan Muniz
Recorder

Sophie Adams
Economics Development Manager

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



MINUTES

September 26, 2023

3:00 p.m.

Hybrid

DRAFT

Call to Order

Chair Pam Silbernagel called the meeting to order at 3:00 p.m.

Roll Call

Members present: Sharon Konopa, Pam Silbernagel, Steve Reynolds, Peggy Burris, Bob Moore (Arrived at 3:03 p.m.)

Members absent: Cyndi Wiggins, Kim McAloney

Scheduled Business

3:03 p.m.

- Collaborative Tourism and Promotion (CTP) Grant Evaluations and Award Continued.

As a continuation from the September 21, 2023, meeting members needed to ratify the vote that they tried to make at the last meeting but were unsuccessful due to lack of quorum.

Proposals from previous meeting were to have a grant of \$9,500 to the Albany Visitors Association (AVA), for a new marketing video, a grant of \$2,000 for Albany Challenge Committee, for a geocaching event, and a grant of \$17,495 to the Oregon Council of Fly Fisheries International, for a fly-fishing event.

Motion: Member Bob Moore moved to accept the above proposals, \$9,500 to the AVA, \$2,000 to the Albany Challenge Committee and \$17,495 to the Oregon Council of Fly Fisheries International. Member Sharon Konopa seconded the motion, which passed 4-0 with Member Reynolds abstaining due to a conflict of interest.

Next, Chair Silbernagel moved to discussions about the new application for the 2024 Block Party from Motive Entertainment. Silbernagel shared that the new request had been modified to \$15,000 from the previous \$20,000 request with a slightly different use.

Motive Entertainment representative Tyler Porter, shared that they were planning to add an additional day to their event, going from a Saturday to a Friday and Saturday event, and that the funds would be used to get a national talent.

Member Moore shared that his feeling towards this application had not changed since the prior meeting and that the group had missed the window, and that there are others who would like to ask for funds and that he feels they should have another round of grant evaluations and schedule another meeting to talk about other applicants including Motive Entertainments application.

Member Burris expressed her agreement that Motive Entertainment missed the deadline however, in planning events if they don't have funds to be recruiting talent act, it would be difficult for them to get any big sponsors and that she feels this is where the money needs to be found outside this grant. Member Burris shared appreciation that Motive Entertainment came in with a lower funding request to potentially free up enough money for another grant to another agency.

Member Konopa also stated her agreement with both Members Moore and Burris viewpoints. Member Konopa shared that she struggles with funds that could be competing with the parks department potentially

limiting their ability to attract bigger entertainment. Member Konopa expressed that she would be comfortable with granting funds up to \$10,000 on a reimbursement basis to pay for sanitation, crowd control, advertising, and expansion of the kid zone, and that she is uncomfortable having funds go towards alcohol or competing talent.

Chair Silbernagel expressed support for Member Konopa's proposal and asked other members their thoughts.

Member Reynold's shared his excitement to work with the AVA, and that the more content they can give them the more it will open them up and allow them to do what they need to do. Member Reynolds also thanked fellow Committee Members for their leadership and accomplishments.

Member Burris said that she agrees with the other members regarding alcohol sales and feels like \$10,000 is a big drop from the original request of \$20,000 which was revised to \$15,000. Member Konopa referred to criteria on the application that says 70 percent grant funding the first year, up to 30 percent the second year and shared concerns, which Member Burris agreed.

Motion: Member Konopa moved to award up to \$10,000 to Motive Entertainment for sanitation, crowd control, advertising, and expansion of the kid zone. Member Burris seconded the motion, which passed 4-1 with Member Moore opposing.

Member Moore shared his issue is not with the event, but that they are funding a late application, as they had set criteria for when things were due, and again suggested having another window for this application and any other requests they may have.

Member Konopa inquired about the soonest they could have another round of Grant applications for the remaining funds. Economic Development Manger Sophie Adams explained the various options and additional discussions ensued.

Member Silbernagel concluded sharing that she does not feel that making this award would impede the Committees ability to entertain additional grant requests early next year with the remaining funds for this fiscal year. Member Moore again stated his opposition and shared additional thoughts.

Chair Silbernagel asked Motive Entertainment how the timing of receiving funds would affect them. Tyler Porter replied that if funds aren't allowed to seek new talent for an additional day, the timing to receive these funds would not matter very much, but that additional funds earlier could be beneficial, but regardless are grateful for anything.

Member Konopa asked if Motive Entertainment thought that they could be fully self-supporting because these funds are not available year after year. Porter replied that with their current trajectory he thought that they could be self-sustaining. Michelle Roth and Aaron McClinton with Motive Entertainment added additional financial clarifications.

Business from Staff

3:32 p.m.

Adams wanted to clarify and seek direction from committee that as advertised on the City's website and on social media had said that \$50,000 funding per fiscal year, which would leave approximately \$11,000 remaining and that they do have the ability to change that for the sake of consistency since it has already been advertised that way that they keep it that way and roll remaining funds into next cycle, but if they would like they could have an interim cycle of a different amount.

Chair Silbernagel shared that she was comfortable and would like to see the remaining funds for the fiscal year cycle and would like this to be done in January 2024. Member Konopa agreed that she would like the remaining funds opened for applications in January.

Member Reynold clarified that the remaining \$11,000 for the fiscal year would be opened in January, then the next round of funding for Fiscal Year 2025 of \$50,000 would open in September 2024. Other members confirmed and expressed support for the interim funding cycle for the remaining Fiscal year funds of \$11,000 in January.

Business from the Public

3:34 p.m.

None.

Business from the Committee

3:34 p.m.

None.

Next Meeting Date

The next regularly scheduled meeting is in January, the exact date to be determined.

Adjournment

Hearing no further business, Chair Silbernagel adjourned the meeting at 3:35 p.m.

Respectfully submitted,

Reviewed by,

Kaitlin Martin
Administrative Assistant I

Sophie Adams
Economics Development Manager

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

Transient Lodging Tax

	2013-2014	2014-2015	2015-2016*	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	One Year \$ Chg	One Year % Chg
July	82,744.49	96,618.04	111,876.15	125,896.36	111,010.05	112,425.77	103,311.72	50,265.46	134,054.45	160,718.71	157,192.94	(3,525.77)	-2.19%
August	89,406.86	110,011.44	114,332.83	106,873.12	131,655.85	119,099.49	100,987.30	56,408.05	128,231.71	127,791.19	134,247.98	6,456.79	5.05%
September	74,469.33	83,164.03	97,861.83	110,122.26	104,271.11	92,317.41	96,639.31	81,624.32	124,222.49	141,900.05	152,997.45	11,097.40	7.82%
October	64,312.96	72,286.97	76,125.15	93,162.68	83,369.10	81,409.53	78,215.61	61,004.39	103,657.52	112,443.04	-		
November	62,534.47	74,514.85	79,613.15	85,240.93	73,260.28	73,604.32	81,995.65	45,283.37	96,256.33	99,819.70	-		
December	39,599.78	44,486.10	53,932.72	54,120.51	52,587.61	50,182.44	53,380.80	38,828.39	68,284.84	74,979.17	-		
January	44,922.02	55,903.92	58,919.86	56,349.85	62,724.49	61,430.49	60,819.91	49,621.69	72,990.30	76,583.02	-		
February	61,806.67	68,662.88	62,896.53	60,838.71	60,884.51	66,753.37	57,830.98	67,716.69	87,084.22	78,063.41	-		
March	63,409.76	79,375.19	85,201.86	87,500.17	83,673.45	90,549.20	40,626.08	65,659.38	105,465.02	95,341.20	-		
April	57,265.44	71,521.12	82,721.83	72,018.47	76,587.29	80,425.19	23,831.46	77,503.71	109,731.55	98,128.14	-		
May	79,011.81	88,025.19	88,060.19	100,711.47	95,342.43	100,529.84	32,980.64	80,858.51	112,368.38	111,947.76	-		
June	96,785.47	111,702.54	130,215.62	124,732.70	131,736.52	119,510.00	42,670.75	133,025.83	154,373.00	155,764.70	-		
Total	816,269.06	956,272.27	1,041,757.72	1,077,567.23	1,067,102.69	1,048,237.05	777,290.21	807,799.79	1,296,719.81	1,333,480.09	444,438.37	14,028.42	
Yr/Yr Chg	15.40%	17.15%	8.94%	3.44%	-0.97%	-1.77%	-25.85%	3.93%	60.52%	2.83%			
YTD/YTD Chg													

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



MEMO

TO: Tourism Advisory Committee (TAC)

FROM: Sophie Adams, Economic Development Manager

DATE: January 10, 2024, for the January 18, 2024, TAC Meeting

SUBJECT: Tourism Agency Report Review

Action Requested:

None; information only.

Discussion:

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

SA:km
Attachments (3)





ALBANY DOWNTOWN ASSOCIATION

Albany Downtown Association Bi-Annual Report:

January 1 – June 30, 2023

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

ADA receives much of its funding through the City of Albany. In 2021-22, we were budgeted for \$66,600 in TLT funding. Pre-pandemic ADA received just under \$100,000. The 2021-23 biannual budget was set with COVID-19 pandemic numbers in mind, but instead of low visitor numbers, tourism and TLT revenues soared. 2021-22 saw record TLT numbers for 11 of 12 months and the highest overall revenue in history, \$ 1,292,838, a 23% increase over the previous record of \$1,048,237 in 2018-19.

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

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

- The ADA Membership program includes 167 area businesses and individuals called Friends of Downtown. Many members volunteer to help support our revitalization efforts.
- Through a strong effort by ADA and excellent administrative support from the City of Albany, the EID was renewed in June 2022 for another 3 years.
- The ParkWise program provides funding through the management of leased parking spaces, parking permits and citations.

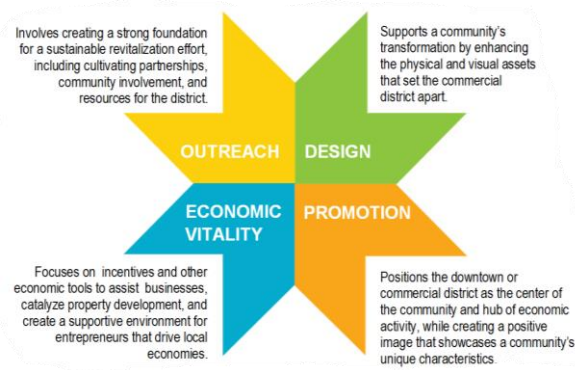
Our mission:

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

How does the Albany Downtown Association accomplish our mission?

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

4-Point Main Street Approach



OUTREACH:

The Outreach Committee (formerly Organization) develops volunteers, plans fundraisers and oversees the ADA budget and communications. They forge community partnerships and plan outreach events, including the monthly “1st Fridays in Historic Downtown Albany.” This committee, along with the Economic Vitality Committee, works to show property owners the value of ADA and positions us for successful Economic Improvement District (EID) renewals.

DESIGN:

The Design Committee works throughout the year to make Downtown Albany a favorite destination for locals and visitors. Some of the ways they accomplish this in winter and spring are our annual Downtown Spring Clean-up Day, adding flowers to our Downtown Parklets, and our annual hanging basket program. Visitors regularly utilize the pedestrian and motorist Wayfinding Signage. Design also partners with the Landmarks Advisory Commission and Albany Visitors Association on activities for National Historic Preservation Month.

ECONOMIC VITALITY:

The Economic Vitality Committee champions our Excellence in Downtown Albany Awards program, hosts Downtown Connections educational sessions, plans our business/building owner mixers and develops welcome packets for new Downtown businesses. This committee works with building owners to find tenants, helps businesses with relocation and partners with the City of Albany’s Economic Development and Community Development departments on location pre-planning and other business support. They work with Oregon Main Street on grant opportunities for Downtown buildings. Throughout COVID, we provided funding information and special support.

PROMOTION:

The ADA spends a great deal of time planning and promoting events and activities that draw local residents and visitors from outside the area. Their ultimate goal is to get people to come Downtown to spend time and money in our locally-owned restaurants, retail shops and service businesses. Another important goal that the ADA works toward is to bring the Downtown together as a community to help cross-promote and work together as a whole with a common goal. This is something we have worked on diligently before, during and as we continue to recover from the pandemic years later.



ALBANY DOWNTOWN ASSOCIATION

Operational Grant Expenditures

The ADA Operational Grant is primarily devoted to maintaining the office and payroll expenses.

The ADA is staffed by a full-time Executive Director, Lise Grato (6-1/2 years), Office Assistants, Chloe Wallace and Jenna Johnson, partnering to cover 35-hour-per-week and ParkWise Ambassadors, Bob Liesky and Robert Brown, covering 35-hour-per-week.



Payroll expenses for 100% of the ParkWise Ambassadors, 50% of the Office Assistants and 33.3% of the Executive Director come from the ParkWise Program.

After office expenses (rent, equipment, supplies), a portion of this grant is used for payroll expenses for the Executive Director and Office Assistants.

Main Street Grant Expenditures

In 2023, The Albany Downtown Association was again certified as an Accredited Main Street Program. Albany is one of just eight Performing Main Street programs out of 64 Main Street communities/districts in Oregon. ADA is among 1,200 Main Street America communities in 44 states across the country that follows the proven Main Street 4 Point Approach.

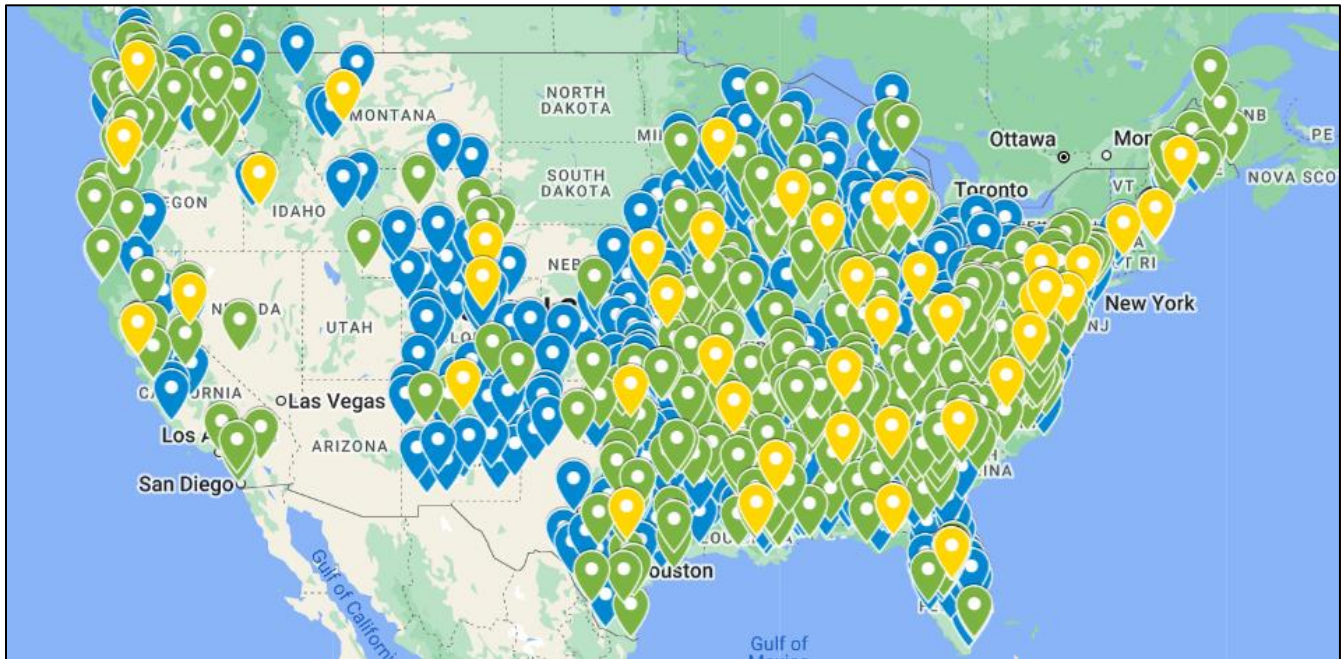


The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization. Under the direction of Oregon Main Street, we have the guidance and support needed to keep improving our Downtown.

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

What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and

expertise provided by Coordinating Programs at the City, county, and state level, and leadership and direction from the National Main Street Center (NMSC).



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

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



Downtowns Matter

“Downtown is important because it’s the heart and soul of any community. If you don’t have a healthy downtown, you simply don’t have a healthy town.”

- Ed McMahon

Chair Emeritus, National Main Street Center Board of Directors

Our Q1 & Q2 Programs & Projects

Without the Main Street Grant, none of the following events, programs or activities could continue. Here is a snapshot of some of the great things we do with this funding for Historic Downtown Albany.



DOWNTOWN STREET TREE LIGHTS: To highlight the charm of Downtown, for many years, the Design Committee has added Downtown Street Tree Lights on First Avenue. In 2019, we expanded the program to include 2nd Avenue and sections of Lyon and Ellsworth Streets. We were able to do this through the implementation of a new Adopt a Block program. Downtown businesses now continue each year to “adopt” a block or two and install the lights. With power to tree wells through the Streetscape, we were positioned to expand along Lyon, Ellsworth, Broadalbin and 3rd Avenue. While COVID rules and pandemic-level funding limited this progression, we will be able to expand in Fall 2022.

The tree lights add a festive atmosphere throughout the winter and spring months. The lights bring a significant positive impact for drivers and pedestrians heading Downtown in the evening and make a dark time of the year feel more alive.

DOWNTOWN AMERICAN FLAG PROGRAM: In 2023, we continued our partnership with the local Scout troops to have American flags displayed along our Downtown streets on ten holidays. The display reaches corners along the length of Lyon and Ellsworth and on First and Second Avenues in the heart of Downtown. While the Streetscape provides the opportunity for flags on Third Avenue, funding has limited the number of flags. On school days, other volunteers help install the flags.



It is unusual for a Main Street community to submit two applications, but we found both projects urgent and the grants highly needed. One had a goal of preservation and adding housing, while the other had a goal of revitalization and creating a much-needed space for youth and families.

Once selected, the building owner provided even more information about the history of their properties, why their revitalization projects would make a difference and what the financial help from Oregon Main Street would mean to them.

In June, it was announced the Albany Downtown Association had been named as a recipient of two Oregon Main Street Grants in the full requested amount of \$200,000 each. We are overwhelmed and delighted that both were selected. This success means ADA has brought home \$600,000 in grants to Albany building owners in the past two years.

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



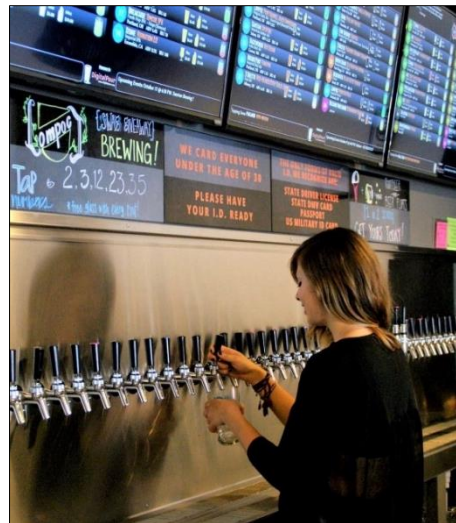
2023-25 STRATEGIC PLAN: In February, the Albany Downtown Association announced the publication of our 2023- 25 Strategic Plan. The plan includes new mission and vision statements, overall strategies and first-year direction for each of our four committees.

Work started in 2022 with collaborative sessions, directed conversations and community outreach, including a survey booth at the Albany Farmers' Market. The successful project is the result of a dedicated committee headed by Hannah Darling and Stephanie Gutierrez, consultant Mary Bosch and Oregon Main Street. Copies are available at the ADA office.

ALBANY TAPS AND CAPS: The 5th Annual Albany Taps & Caps was held on March 4. A Downtown brewery and tap house crawl, the event is a fundraiser for Furniture Share, helping families in crisis, and Beds for Kids. This year, over 100 participants enjoyed a great evening and raised over \$3,700 to help get kids off the floor and sleep in their own beds.

The tastes, snacks and door prizes are donated by our four breweries and tap houses – The Garage, No Rails Ale House, Deluxe Brewing and Calapooia Brewery. The first 50 tickets sold included a souvenir glass growler. Attendees had the option to ride the shuttle or walk from location to location.

This fun event is an Albany Downtown Association partnership event spearheaded by ADA's Outreach Committee. We plan to hold the event again next year.



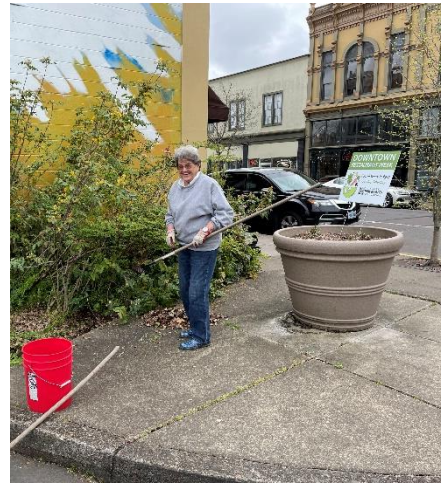
DOWNTOWN CONNECTIONS: For our first-ever Downtown Connections event, the Economic Vitality Committee hosted “Let’s Get Visual,” a workshop by internationally recognized presenter Linda Cahan. Held on March 13, Let’s Get Visual was well attended. It provided retail, restaurant and service business owners the opportunity to learn about visual merchandising and how to enhance their on-street presence.

This event also kicked off the Downtown Window Makeover Contest, designed to reactivate underutilized windows.

EASTER HUNT: The Promotion Committee’s popular Easter Hunt returned with posters and eggs in windows throughout town for kiddos to find while strolling the streets with family and friends. Our West Albany High School Accounting 4 interns championed this activity again in 2023.



DOWNTOWN CLEAN-UP: Each April, a group of ADA volunteers, the Design Committee and community members join forces for our Annual Downtown Spring Clean Up. This year, we also had a summer clean-up targeting the Venetian parking lot and adding bark dust.



RESTAURANT WEEK: Our 7th Annual Restaurant Week was held Sunday, April 23, through Saturday, April 29. This year, take-out, indoor and curbside dining were again included in the event.

Each restaurant offered specials for breakfast, lunch and/or dinner. It was very popular, and it was good to be able to bring back the event last year. We continue to see our Downtown restaurants recovering, working to get fully staffed and back to a pre-Covid normal. Restaurants reported the event was successful and that they saw new customers during this week.



MOTHER'S DAY FLOWER SIGNS: The Design Committee's Mother's Day Flower Signs fundraiser was held again this spring. The signs featured the name of the honored mom or grandmother along with the names of the loved ones who sponsored the sign. This year, \$4000 was raised.



FLOWER BASKET PROGRAM: The Design Committee continued our annual hanging flower basket program in 2023. We special ordered 100 hanging baskets from Bauman's Farm & Garden, a 4th generation family farm in Gervais. Our baskets are large and full like the remarkable baskets last year. We receive compliments daily.

The baskets arrived bigger and heavier than ever. We are appreciative of the group of volunteers who make short work of this big project.



With a successful test of four EarthPlanter self-watering hanging planters back in 2019, we now utilize 100 of these units annually. They allow us to water every 2-3 days and are working out very well. The planters save time, water, fertilizer and avoid watering bikes parked under planters. Also, they allow us to maintain our normal once-a-day watering plan even on hot days. Without these planters, we would not have been able to keep our staff safe and the flowers alive through the high temperatures in 2023.



We have three watering attendants, Robert Brown, Lynn Jamsgard and Bill Ingram, who share the responsibility to water daily and fertilize the baskets weekly along with watering the 18 baskets that the City purchased to hang at Albany's City Hall. Our team spends approximately 3-4 hours daily watering the baskets from May to September.

The hanging baskets and merchants' doorway potted plants and flowers bring a lot of joy to residents and are all the talk with visitors. The small pickup truck ADA purchased in June 2018, with the help of M&M Auto Sales, continues to serve us well.

DOWNTOWN PARKLETS: Since Fall 2018, the ADA's Design Committee has kept the two Downtown Parklets out year-round. Throughout the winter and spring, the Parklets were enjoyed by many people who like playing a game of checkers. We see families and individuals eating their lunch, musicians playing and others using the space.



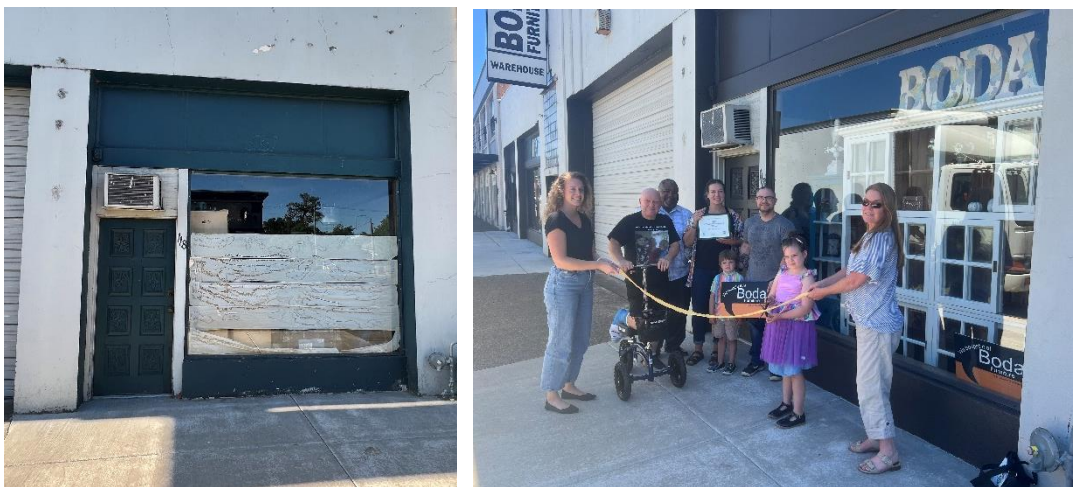
The Broadalbin Parklet is located between 1st and 2nd Avenues. It features tables, additional seating, checkerboards and plants. The First Avenue Parklet is located in front of the “Old Wells Fargo” parking lot. In Summer 2021, the Broadalbin Parklet was refinished by volunteers from Civil West Engineering. Windermere Real Estate volunteers partially refinished the First Avenue Parklet this spring.

NEW BANNERS: In June, beautiful new banners were installed along 1st Avenue from Lyon St. to Washington St. There are 28 vibrant banners in four unique designs. Three designs capture our “Eat Shop Play” theme with a fresh new look and graphics designed by the team at No Dinx. The fourth banner design depicts our Downtown Albany logo.



Not only did No Dinx design and produce the banners, but owners Nina and Corey Barton donated them to the Albany Downtown Association as they did in 2015. Like our previous banners, the signature design includes a custom tail handsewn by Bussard & Son. Andy Harris insisted his company donate their work as well. We are overwhelmed by the generosity of these great Albany partner businesses and delighted with the difference this makes to the look of our Downtown. Downtown banners are a project of ADA’s Design Committee. They would not be possible without the support of the City of Albany and the Public Works team, who found time to hang them.

DOWNTOWN ALBANY WINDOW MAKEOVER CONTEST: The Downtown Connections event featuring Linda Cahan also incorporated a Downtown Albany Window Makeover Contest. In May, ADA’s Economic Vitality Committee announced the three businesses selected to receive a \$1000 window makeover incorporating professional design ideas from Linda Cahan. The winning businesses were Boda Furniture, No-D-Lay Shoe Shop and Calapooia Brewing Company.



This contest was made possible through funding provided by an Oregon Main Street Technical Grant for \$1500 and our Economic Vitality Committee, plus volunteer time and in-kind donations.

MARKETING SUPPORT: The Albany Downtown Association helps promote our members' businesses and events. ADA frequently connects area reporters to the types of business they are seeking for specific topics. We also published key posts for individual Downtown member businesses and National Day theme posts on our Facebook page. Our monthly newsletter, distributed via email and hardcopy, includes our Meet the Neighbors column featuring groups of businesses and stories on events that bring people downtown. These methods of business marketing are ongoing.

Highlights of Downtown partnership activities from January through June:

1ST FRIDAY IN HISTORIC DOWNTOWN ALBANY: In September 2018, Downtown businesses participated in a special First Friday as part of Gallery Calapooia's 5th Anniversary Celebration. That partnership has continued monthly ever since with businesses staying open until 8 pm. A group called "1st Friday in Historic Downtown Albany" championed the event. In 2022, this group became a sub-committee of our Outreach Committee. Monthly themes were developed, and monthly meetings continue with a mix of retail, restaurant and service businesses involved.



NATIONAL HISTORIC PRESERVATION MONTH: Each May, ADA partners with The Natty Dresser to help residents and visitors celebrate Historic Preservation Month by participating in a fun architectural scavenger hunt! From May 1-31, participants strolled along the streets of Downtown Albany looking for historic architectural features pictured on an entry flyer then submitted their entry for a chance to win a fun prize.

This year the popular Tweed Ride was held on May 13 with individuals riding through the historic neighborhoods near Downtown. The annual Downtown architectural tours were held by Oscar Hult. He also hosted a SE Young and Son Department Store Tour. ADA assisted with the promotion of these events.



DOWNTOWN WINE WALK: On May 5, hundreds of wine enthusiasts strolled 1st Avenue enjoying samples of wine and shopping in Downtown businesses at this event hosted by the Rotary Club of Albany. The 2020 event was canceled due to COVID-19, but in 2021 Rotary partnered with ADA to create a mini wine walk. 2022 and 2023 were back to normal.



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



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

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

Preparing for Q3 and Q4 Events and Partnerships:

Some of our annual events, such as Crazy Daze, Movies at Monteith, Downtown Trick-or-Treat, Small Business Saturday, the Downtown Twice Around Parade and Community Tree Lighting, take our committees all year to plan.

The Executive Director also spent time partnering with other non-profits and downtown businesses on upcoming events such as the Stoked 2 Sk8's Open Skate Day, The Corvallis Contractor's 1st Friday Block Party, Motive Entertainment's Albany Downtown Block Party and Albany Antique Mall's Antiques in the Streets & Classic Car Show.

BUSINESS SUPPORT:

- **Downtown Newsletter** has evolved to highlight more Downtown events and business happenings. We have a "Meet the Neighbors" feature in each issue that introduces readers to different Downtown businesses. Select articles are also featured on the ADA website news blog and Facebook. The newsletter hardcopy circulation has increased and is now available for visitors at the Carousel, City Hall, Two Rivers Market and Albany Visitors Association as well as at ADA. Mail and email subscriptions continue to grow.
- Our partnership with the City of Albany Police Department and helping keep our downtown safe. We continue to utilize a private Facebook page, **Albany Downtown Business Watch**, to help businesses discuss issues or incidents that might have occurred in their business. This is a great asset to the Downtown.

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

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

- Design Committee invited volunteers and friends to the Downtown Clean Up, hang the Mother's Day Flower Signs and put up the hanging baskets in May. Their Adopt-a-Block sponsor businesses and families removed the lights from the Downtown Street Trees.
- Economic Vitality Committee members provided building and business owners opportunities to connect and encouraged businesses through these times of economic recovery.
- Outreach brought together the community to develop ADA's strategic plan.
- Albany Visitors Association provided volunteers for many events as well as endless support to Downtown businesses and restaurants, bringing visitors to Albany.

Downtown Albany

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

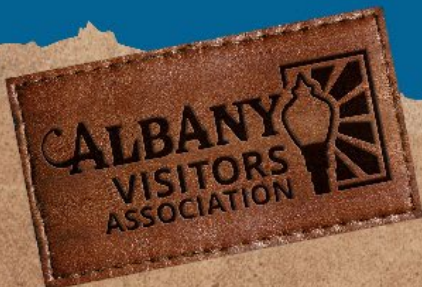
Since mid-March 2020, ADA has focused on supporting businesses through the challenges of the pandemic and the recovery that has followed. We provided information on COVID funding, directed owners to resources and aided with SEAT applications and dining tents. We continue to provide individual marketing and logistics consultations, share best practices and now offer education through our Downtown Connections events and have established ADA as a facilitator of grant funding.

So that the beautification of Downtown stays a priority, all of this is done with very little staff and lots of volunteers. With the significant reduction of hotel stays and TLT funds, we found ways the Albany Downtown Association could maintain our efforts with substantially lower funding. With the award of a \$48,450 supplemental budget allocation on January 11, 2023, we were able to move forward on some projects we had put on hold and secured funds to bring Downtown ambiance to Water Avenue. We at the ADA are passionate about the historic beauty and economic development of our unique Downtown and will continue to strive to make Downtown Albany a favorite destination in the Willamette Valley.

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

Any questions or comments are welcome and greatly appreciated. Lise Grato, Executive Director, can be reached at director@albanydowntown.com or (541) 928-2469.





Travel & Tourism in Albany, Oregon

Transient Lodging Tax Dollars at Work

FY 2022/2023

Albany Visitors Association (AVA) is the **official marketing arm of the city**, charged with marketing Albany, the area attractions, historic resources, venues and events for **leisure tourism and group travel**.

AVA's Mission Statement is: *To grow the economic impact of tourism by fostering local experiences.*
The AVA carries out our mission by:

- encouraging overnight stays and visitor expenditures,
- seeking new tourism opportunities (leveraging local, regional and state-wide partnerships),
- promoting Albany and the surrounding area,
- assisting visitors in discovering enriching experiences,
- supporting events, attractions and facilities;

while: honoring our history, celebrating culture, building community identity and involvement, maintaining a positive quality of life and developing and strengthening partnerships.

The AVA team Operates:



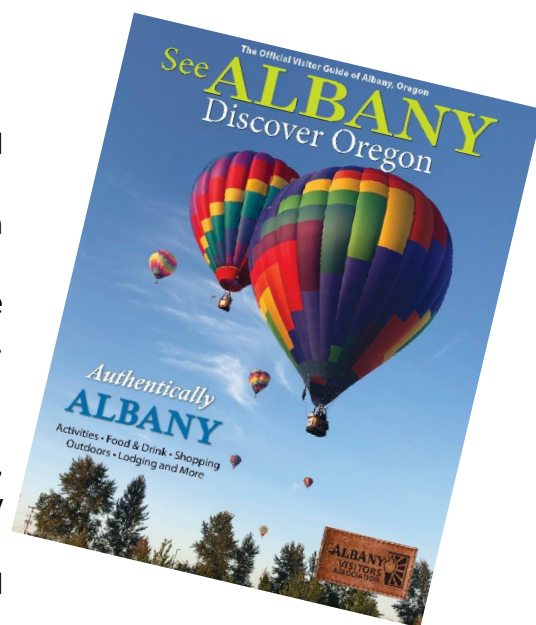
Photo by Stephanie Low

Albany Visitors Center at 3rd and Lyon, with good traffic flow and easy for visitors to find right on Hwy 20.

- Santiam Rest Area Kiosk on I-5, serving hot coffee and providing travel information.
- mini kiosks at lodging facilities, Expo Center, Albany Train Station, Albany Downtown Association and Historic Carousel & Museum with information about Albany and Linn County.

Produces:

- the official visitor guide for Albany, and a locator map for visitors.
- the official visitor website for Albany with direct links to all travel partners and opportunities.
- The official visitor social media platforms and sites for Albany with links to businesses and events.
- the official calendar of events for visitors coming to Albany and the surrounding areas, used for Google and linked to CityofAlbany.net.
- the historic district tour for Albany: Seems Like Old Times.
- the historic plaques displayed on Albany's historic homes.
- the Albany social media travel campaigns through Facebook, Instagram, Twitter, e-newsletters and the Albany App specifically to market to Albany visitors.
- the Albany advertising campaigns for leisure and group travel promotion, leveraging partner dollars and opportunities.



Explore Albany
Discover your story

Savor farm-fresh menus, take a spin on our historic carousel, and create warm memories here and in the surrounding Willamette Valley. We are #authenticallyAlbany and we can't wait to share it all with you.

Plan your day or weekend getaway at VisitAlbany.com

Connect with us and download our free Albany Explorer app today

Photos: Historic Carousel (Tiffany Hodge), Victorian Splendor (Cornell Settlement), Sycamis Biastro (WVVA), "Future Ketchup of Albany" (Watrina Wason)

Assists:

- historic organizations in the area, *through the historic resources program.*
- Historic Interior Home Tour Committee providing two annual interior home tours.
- groups coming to Albany. *For example: suggesting itineraries, selecting restaurants and securing accommodations.*

Provides:

- opportunities for local photographers to share their work and a chance to be published through AVA's marketing efforts.
- family fun with the help of partners, spearheading the annual Kids Summer Passport program, encouraging children and their families to get out and about around Albany.
- familiarization tours and hospitality training for Albany's front line: volunteers and lodging staff.
- welcome bags, welcome tables and kiosks for events (ie: Business Extravaganza, Mid-Winter Square Dance Festival, Cycle Oregon). AVA Staff and volunteers hand out information and answer questions about Albany and the surrounding area.

Partners: AVA is a key stakeholder in Albany's economic development group, a member of the Willamette Valley Visitors Association (WVVA) and a partner with Travel Oregon. These relationships provide insight for Albany's tourism industry and marketing support at the regional, national and international level.

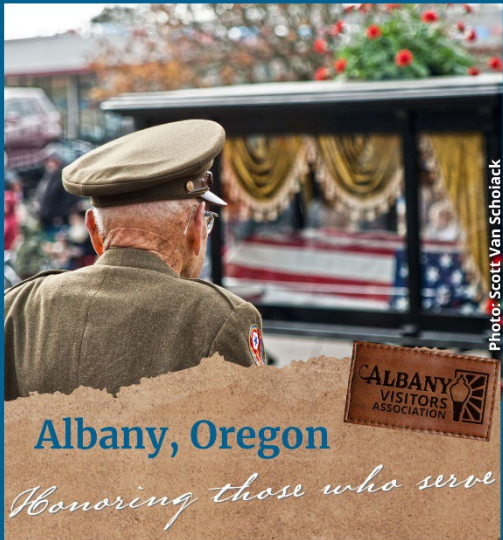
- Albany/ Linn County featured on the WVVA website (about 10,000 visitors per month), WVVA e-newsletter (more than 10,000 subscribers), and social media channels (48,218 Facebook fans, 8,043 Instagram followers).
- Albany/Linn County is featured in articles facilitated by WVVA marketing efforts and in paid WVVA advertisements. The circulation of WVVA's earned media placements in the past year totals 2,634,994,784 impressions
- 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 with itineraries that include attractions in Albany and around Linn County. Most recently during the Oregon22 World Athletic Championships.
- AVA facilitates mid-valley listings on the Oregon Travel Information System (OTIS) administered by Travel Oregon. This database pulls information on local attractions and feeds it to travelers via websites and mobile applications.
- AVA has a long-standing partnership with Willamette Valley Visitors Association and Travel Oregon to represent Albany and Linn County, promoting all the area attractions and visitor amenities.

Oscar Hult of The Natty Dresser is #authenticallyAlbany

Explore Albany. Discover Your Story.

We'll see you soon! Click here to plan your day or weekend getaway.

The AVA authentically Albany marketing campaign highlights the most important part of Albany: the locals!



Albany, Oregon
Honoring those who serve

ALBANY VISITORS ASSOCIATION

Photo: Scott Van Schoiack

Join us as we honor all veterans here in Albany. Attend the Veterans Day Memorial Service, enjoy the Veterans Day Breakfast, visit the Linn County Veterans Memorial, walk along The Wall of Honor, see veterans uniforms and banners displayed throughout downtown and watch the Veterans Day Parade. We are #authenticallyAlbany and we can't wait to share it all with you.

For a complete list of November events, see our calendar at AlbanyVisitors.com.

541.928.0911

AVA Highlights events and activities monthly through ads and articles in Highpoints.

Gets Results:

AVA's efforts through partnerships and grant programs have resulted in some exciting and rewarding results this year. We love to hear nice things about our community and share what others have to say about their visit here. Lately we've had a few shoutouts from new friends and old.

- *Sip into spring with these 6 Northwest cocktail recipes:*
<https://sipmagazine.com/sip-into-spring-with-these-6-northwest-cocktail-recipes/>
- *Five ways to celebrate Pride in the Willamette Valley:*
<https://www.willamettevalley.org/articles/five-ways-to-celebrate-pride-in-the-willamette-valley/>
- *Historic Downtown Albany, Oregon, has it all*
<https://nwtravelmag.com/historic-downtown-albany-oregon-has-it-all/>

Delivers:

Return on investment. Albany Visitors Association's city grant is funded through Transient Lodging Taxes (TLT), collected from visitors who stay overnight in Albany lodging properties. This is the major source of funding for the organization. Leveraging these dollars and re-investing them in the hospitality industry provides resources for visitors *and* for residents.

The pandemic drastically impacted the travel industry. Wildfires and extreme weather patterns have curtailed travel further, while at times left locals to rely on tourism resources to meet their own needs for shelter. AVA efforts continue to be focused on providing reliable information for safe travel, whether the visitor is from out-of-town or from within our own community.

Albany's TLT revenue also reflects the positive impact of tourism. Even when there is a downturn in the economy, the return on Albany's TLT investment helps to support important investments in the economic development program and recovery efforts throughout the community. Rebuilding the reserve in the economic development fund will be effective in leveling out these low times while allowing flexibility during times of high return to invest in larger long-term tourism projects. The AVA takes pride in 40 years of service as the travel and tourism experts for the City of Albany and the continued confidence of the City Council.

Sip MAGAZINE

Recipe furnished courtesy of *Sybaris Bistro* (Albany, Oregon).



2022/2023 was a busy year for Albany and the AVA. Many established events returned after a two-year hiatus. Several new events were held locally, and large regional events made an impact on Albany's travel industry as well. World Athletic Championships Oregon22 in Eugene, Ironman in Salem, Oregon Senior Games in Corvallis, and Cycle Oregon's *Weekender* extending through Linn and Benton Counties all generated an economic impact here in Albany and AVA was proud to be a partner in these events.



Hello World: From the Albany Station to the Historic Carousel & Museum, visitors from all over the world were welcomed with banners, sandwich signs, window clings and buttons provided by Travel Oregon and personalized with Albany. The Albany Visitors Association, Albany Area Chamber of Commerce and Albany Downtown Association partnered to distribute these to businesses throughout the area.

Traveling Billboards: We purchased window wraps for the back of Oregon Traveling Tours vans transporting people from PDX and Corvallis to Eugene throughout June and July. They turned out great.



Mid-Willamette Valley Food Trail and the Media: We had the opportunity to provide samples from our Mid-Willamette Valley Food Trail partners to the media attending the WCHOregon22. They were very impressed with the quality and variety of Oregon products and we enjoyed representing Oregon and Albany.



Cycle Oregon Weekender: AVA volunteers provided a refreshing stop at Bryant Park for cyclists.



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



AVA Efforts Pay Off These relationships are important and rewarding! AVA is looking forward to another great year in 2023/2024 as the Oregon Senior Games return to Corvallis and Albany, Iron Man Returns to Salem and Cycle Oregon chose to start and finish their Classic Ride here in Albany. Keep an eye out for more on these great events in the next report.



Albany Visitors Association
End of Year Report
 July 2022 – June 2023

August 2023

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

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

AVA's Mission Statement is: *To grow the economic impact of tourism by fostering local experiences.* The AVA carries out our mission by:

- encouraging overnight stays and visitor expenditures,
- seeking new tourism opportunities (including local, regional and state-wide partnerships),
- promoting Albany and the surrounding area,
- assisting visitors in discovering enriching experiences,
- supporting events, attractions and facilities.

while: honoring our history, celebrating culture, building community identity and involvement, maintaining a positive quality of life and developing and strengthening partnerships.

The following reflects the cost of operation from July 2022 through June 2023.

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

- operate the Albany visitors center and office at 3rd and Lyon. The location has good traffic flow and is easy for visitors to find - right on Hwy 20. More visitors are coming to Albany and the welcome center as travel continues to grow beyond the pandemic. To take advantage of all those cars driving by (12,800 cars per day), 108 messages were featured on the AVA reader board, capturing 3 million impressions over the 12 months. Messages feature local events and direct people to the AVA website for more information.

Visitor Services, Historic Resources and Event Support - Through Visitor Services the AVA:

- operates the Santiam Rest Area Kiosk on I-5, serving hot coffee and providing travel information. The Kiosk had significant repairs in the spring of 2023 and opened in May. It continues to run through volunteers. Volunteer availability is down, and we are working on recruitment efforts.
- maintains mini kiosks at lodging facilities, the Expo Center, Albany Train Station, Albany Downtown Association and Historic Carousel & Museum with information about Albany and Linn County.

Marketing Programs

Markets Albany to Visitors and Produces:

- the official visitor guide for Albany, the official visitor website for Albany, and a locator map for visitors. AVA distributed 35,000 visitor guides in 2022/23 up 21% from 21/22 and 51% over pre-pandemic levels. We printed 35,000 again this year to help meet demand. These visitor guides are distributed through direct leads, regional mailings, as well as Welcome Centers throughout the state, two premier locations on I-5 and through another 76 locations in the Willamette Valley for visitors traveling throughout our area. While the demand is high for these publication, the cost of printing and distribution continues to rise.
- the calendar of events for Albany and surrounding areas, which is maintained and distributed digitally. This is also fed to other websites, including the City of Albany.
- Seems Like Old Times Guide to Historic Albany. A two-year supply was printed Spring 2020. With the digital version now available, this printed supply has lasted longer than anticipated. It is time for a reprint with new information about the museums in the area. This is a time-intensive project.
- advertising campaigns for leisure and group travel promotion have resumed. Digital campaigns continue to grow and offer a quick response time to adjust for changes.
- the Mid-Willamette Valley Food Trail in partnership with Visit Corvallis and Travel Oregon. Supporting local farms, wineries, breweries, farmers markets and restaurants. We printed a second edition of the brochure and are distributing them throughout Oregon. A third edition is ready for print as we are nearly out of the second edition and have new members and itineraries to include.
- the Albany App, which specifically targets Albany visitors. Developed with partner HospitalityVision to provide virtual tours, self-guided tours, digital postcards, messages, itinerary suggestions and even a chat bot for quick and easy answers. The app is funded through grants, sponsorships and ad sales and is award-worthy for its unique design and function. Focusing on Albany's unique features, the Google maps of Albany's covered bridges and historic districts continue to generate interest among Albany's visitors and residents. The Albany App served as a welcome option for people looking for information and activities. Subscribers come and go, but with added features like video and audio narratives and special maps, like the holiday light drive, we now have over 2,500 active users. Pioneering women of Albany is the most recent tour, complete with narration and historic photos.

Partners: AVA is a member of the Willamette Valley Visitors Association and a partner with 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 both in Linn County and around the region and the state.
- AVA representatives market Linn County as a tourism destination. Expanding our offerings throughout the area help to encourage visitors to extend their stay and enjoy more of what we have to offer. The AVA partnered with Oregon Women for Ag, Linn County Chapter, to provide in-shell hazelnuts to visitors at welcome tables and in welcome bags.
- AVA facilitates mid-valley listings on Travel Oregon's OTIS—this database pulls information on local attractions and feeds it to travelers via websites and mobile applications.
- AVA has a long-standing partnership with Willamette Valley Visitors Association and Travel Oregon to represent Albany and Linn County in promoting all the area attractions and visitor amenities.

Provides:

- Group travel is still recovering from the pandemic, and needs have been met through existing staff. The trolley has not been available without paying a fee. AVA has arranged for trolley use sparingly.
- Welcome bags were provided for about 300 during the year. About 33,445 attendees were greeted at various welcome tables.
- familiarization tours - demand will continue to grow for volunteers, media and industry partners.

Through the Historic Resources Program, serves as a liaison:

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

Total TLT Grant: \$273,100

In FY 2022/2023 the City Council approved and adopted a supplemental budget for the AVA in the amount of **\$165,311**

These funds were used for the expenses associated with the following programs and activities.

\$76,286 Current FY (22/23) Budget Shortfall Existing programs as presented in the annual report. Reflecting reduced staff levels, increased costs and inflation.

\$20,000 Rent and Moving Expenses The new building owners increased rent to recoup their investment. The AVA has secured a new location at a lower cost for 2023/2024 with plans to move in December 2023 and open the new location at 122 Ferry St SW, in downtown Albany January 2024.

\$12,000 Threshold 360. This digital project was implemented to support tourism partners. These virtual tours can be accessed on the AVA website and were made available for partners to use on their own Google Business pages and websites. We started with the hotels and facilities and plan to incorporate other tours in the future as budget allows. See the tours on our website here: <https://albanyvisitors.com/stay/hotels/>

\$4,000 Website Development. AVA website needs updates to maintain quality and relevance. We began with a digital audit and will work to make improvements based on budget in 2023/24

\$32,025 Marketing Specialist. This position is a .5 FTE specializing in website and social media. This position was lost during Covid due to budget cuts. The person filling this position will increase their hours in 2023/24 to help meet demand and offset staffing changes.

\$21,000 Visitor Services Specialist. This is a .5 FTE position specializing in operating the welcome center and event staffing throughout the year. This position was lost during Covid. A new Visitor Services Specialist was hired in 2023. At the same time, our Visitor Services Manager retired. The Visitor Services Specialist has increased to a full-time position and additional help will be hired based on need and budget.

At the end of the second half of the year total expenditure was \$441,552 with actual revenues (\$494,240) exceeding budgeted revenues, as well as actual expenditures. A net income of \$52,688 is primarily designated for special projects committed and yet to be billed. A portion will carry over into reserves for future projects and potential budget shortfalls.

Significant findings (AVA TLT Metrics):

- *Transient Lodging Tax*
 - *Up slightly ytd 3% in FY 2022/23 from FY 2021/22. Lodging occupancy was down from 2021/22 but still significantly higher than pandemic level (57.8% Avg. July-June 2022/23 Linn County STR)*
- *Referral traffic*
 - *Users viewed the lodging properties page on AVA's website 3,505 times up 11%.*
 - *Users viewed AVA's restaurant page 5,510 times up 6%. Restaurant pages have continued to be popular throughout the pandemic as visitors and residents look to support local business and get information about openings and offerings.*
 - *AVA maintains a Travel Advisory Page including road conditions, weather, recommendations for safe travel, restaurants, businesses and hotel updates used as a source of information for official city, regional and state inquires. Users viewed this page directly 4,632 times.*
- *Visitor Center*
 - *Traffic up 25% with an increase in Albany visitors and those coming to the welcome center.*
 - *Phone calls down (about 33%) This may be a difference in calculation with change in staff.*
 - *Visitors to the Santiam Rest Stop Kiosk continue to rise but are still not pre-pandemic levels. Dependent on volunteers, we continue recruitment efforts to attract more volunteers to serve the community.*
- *Website and Media*
 - *Unique users down slightly for 2022/23 (78,910). Page views also down from previous year (159,336). Investments are planned for website development FY 2023/24.*
 - *Facebook fans up 1%*
 - *Twitter followers up 3%*
 - *Instagram up 12%*
 - *E-news subscribers up 7%, 46,369 travel newsletters went out to 3,921 subscribers in 22/23.*
- *Group and niche markets*
 - *New groups – AVA staff worked with 15 groups to bring their events to Albany this year.*
 - *Number of pitches – Pitched Albany to 301 potential groups and media.*
 - *Provided VIP bags to 295 visitors.*
 - *Provided 20 raffle baskets including the mayor's conference basket representing Albany.*

- *Engagement and participation with stakeholders*
 - *AVA staff visited Albany lodging properties, the Carousel, RV parks, Albany Station, etc. regularly to replenish brochures in Albany brochure racks.*
 - *Provided ticket sales to – Albany Rotary Club’s Wine Walk, Master Gardener’s Annual Garden Tour, and Monteith Society’s Historic Homes Tours.*
 - *AVA staff serves on the Board of Directors for, or is an active member of, the following organizations: Historic Carousel & Museum, Monteith Historical Society, Albany Regional Museum, Albany Area Chamber of Commerce, Albany Downtown Association, Linn County Cultural Coalition, Willamette Valley Visitors Association, Oregon Tour and Travel Alliance, and Oregon Destination Marketing Organizations.*
 - *Provided PR for groups and events – press releases, social media, etc.*
 - *Provided tours, welcome tables, welcome bags, raffle baskets, etc. for more than 15 visiting groups and 31 days throughout the year.*
 - *The AVA has also continued to meet with TLT shareholders during scheduled meetings to coordinate efforts and maintain communication.*
 - *The Mid-Willamette Valley Food Trail launched a second printing with 52 partners crossing Linn and Benton counties. The website is live, and brochures are being distributed throughout Oregon and a new one is planned for printing. This project has been a great asset to capture the authentic Oregon experience and locally sourced food scene visitors are craving.*
 - *AVA actively solicited input from stakeholders during the strategic planning process in 2023. Surveys were conducted, data collected and meetings held to capture the priorities of the Albany tourism industry and help guide the direction of the AVA through 2026.*

Respectfully submitted,

Rebecca Bond

Rebecca Bond, Executive Director
Albany Visitors Association

ALBANY VISITORS ASSOCIATION
Budget vs. Actuals YTD Collapsed
 July 2022 - June 2023

	Actual	Total Budget	Over/(Under)	% of Budget
Income				
5000 Revenue	452,267.74	438,411.00	13,856.74	103.16%
5399 Merchandise Sales	174.50		174.50	
5600 Special Projects	41,797.41		41,797.41	
Total Income	494,239.65	438,411.00	55,828.65	112.73%
Gross Profit	494,239.65	438,411.00	55,828.65	112.73%
Expenses				
6100 Personnel Services	86,989.60	86,760.80	228.80	100.26%
7100 Office Operations	92,852.06	98,395.00	(5,542.94)	94.37%
7200 Credit Card Expenses	(5.54)		(5.54)	
8100 Historic Resources Programs	37,949.00	32,174.00	5,775.00	117.95%
8200 Industry Trade	5,421.93	4,500.00	921.93	120.49%
8300 Marketing & Promotions	158,158.27	150,799.00	7,359.27	104.88%
8400 Events	2,543.06	2,000.00	543.06	127.15%
8500 Visitor Services	57,643.31	76,483.00	(18,839.69)	75.37%
Total Expenses	441,551.69	451,111.80	(9,560.11)	97.88%
Net Operating Income	52,687.96	(12,700.80)	65,388.76	-414.84%
Other Income				
9000 Beginning Balance from Reserves		76,286.00	(76,286.00)	0.00%
9012 Other Income	32,583.89		32,583.89	
Total Other Income	32,583.89	76,286.00	(43,702.11)	42.71%

Income and Expenses - Income is higher than the budget proposed (\$273,100 + Supplemental Budget: \$165,311 = Total: \$438,411). This also reflects revenue from grants received. Expenses are higher from using grant funds as well as savings from Workshare during 2022.

Revenue - is elevated due to supplemental budget, grants awarded, reimbursement revenues and Monteith House Museum docent payroll reimbursement.

Personnel Services - Reflects payments made for competitive salary adjustments after 2.5 years of salary reduction due to budget cuts from the travel impacts of the pandemic.

Office Operations - expenses were intentionally reduced due to budget cuts, however, inflation is quickly bringing these back up.

Credit Card Expense - expense is directly related to CC sales in income. (in and out).

Historic Resources - reflects the cost of the Monteith House docent payroll. AVA Historic Resources had reduced work hours offset by Oregon Workshare program through 2022.

Industry Trade - annual memberships and industry related expenses have increased.

Marketing & Promotions - savings from reduced work hours allowed for more advertising purchases. Commitments continue to be honored with marketing campaigns throughout 2023/24.

Events - reflects Photo Contest and Summer Passport. Expenses are offset by partner fees but the cost will continue to rise for these programs.

Visitor Services - does not reflect payments made through the Oregon Workshare program. Savings allowed for hiring a summer intern to help with additional visitor services needs. Also reflect the early retirement of Visitor Services Manager.

Net Operating Income - Special projects yet to be invoiced, including strategic planning.

Other Income - Employee Retention Tax Credit was received and will be added to reserves for future projects or budget shortfalls.

Bounce Rate	69%	72%	75%	72%	73%	1%	Bounce rate went up slightly.
Viewed AVA Lodging Page	3,229	2379	2191	2997	3505	17%	demand for lodging information went up.
Viewed Restaurants Page	6,733	5009	4783	5222	5510	6%	* Travel Advisory Page including wildfire and weather conditions, restaurants, business and hotel updates viewed: 4632
Albany Explorer App	500	600	1200	2000	2776	39%	We now have over 2500 active users
Device - Desktop	28,920	24853	21031	24873	24251	-3%	desktop use for web is decreasing
Device - Mobile & Tablet	47,043	44658	40016	48621	53089	9%	Mobile device use continues to rise

Social Media

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	Change YOY	Notes
Facebook Fans	6033	6482	7508	7975	8091	1%	Total End of Period
Twitter Followers	377	389	390	422	434	3%	Total End of Period
Instagram Followers	985	1229	1385	1617	1805	12%	Total End of Period
E-newsletter Subscribers	807	2563	3376	3669	3921	7%	46,369 Travel Newsletters went out in 22/23 with an open rate of: 33% and a click through rate of: 6%. Industry Avg is 39.7% and 4.5% respectively.

Niche and Group Marketing

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	Change YOY	Notes
Direct Support to Event Planners							Events and group travel continues to recover.
Groups	45	10	4	12	15	25%	
Pitches	56	22	2	19	301	1484%	Includes Oregon22 media
Attendees	59,868	16,300	3,150	14,014	33,445	139%	Event attendance is on the rise.
Raffle Baskets/Prizes	10	6	0	40	20	-50%	fewer requests this year.
VIP Bags	1230	265	295	221	295	33%	
Event tours	8	18	0	3	2	33%	
Welcome Tables at Events							
Tables	18	7	2	6	13	117%	
Days	43	17	2	14	31	121%	

Paid Advertising

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	varies based on purchase	Notes
Leisure Print							
Publications	19	14	7	10	16	60%	
Placements	32	28	18	19	34	79%	more publications with smaller circulation
Impressions	2,291,750	2,079,704	905,000	2,236,900	1,998,171	11%	may be a calculation error on the conservative side
Cost For Period	\$38,096	\$33,604	\$16,855	\$30,942	\$40,725	32%	Some advertising paid for in previous time period.
Average Cost Per Impression	\$0.032	\$0.062	\$0.018	\$0.013	\$0.039	200%	Advertising costs are increasing with inflation.
Electronic Media							
Placements	20	7	23	26	19	-27%	Radio, Television, Social, Digital
Cost For Period	\$23,715	\$6,433	\$5,319	\$12,223	\$7,822	-36%	Authentically Albany social campaign held till Fall 2023

Earned Media

	FY Results 2018/19 July 1, 2018 to June 30, 2019	FY Results 2019/20 July 1, 2019 to June 30, 2020	FY Results 2020/21 July 1, 2020 to June 30, 2021	FY Results 2021/22 July 1, 2021 to June 30, 2022	FY Results 2022/23 July 1, 2022 to June 30, 2023	Change YOY	Notes
Articles Published	40	66	46	37	34	varies	These articles are the direct result of AVA's PR outreach to editors, writers and bloggers and vary year to year.
Total Circulation	2,230,008	65,245,108	73,567,078	18,709,668	5,529,736	varies	
Ad Value	\$123,550	\$339,209,930	\$254,679	\$830,486	\$133,380	varies	

Events

Historic Home Tours	Participants	1100	1200	550	700	900	29%	Two Interior Tours were offered this year.
Kids Passport Program	Participants	405	70	180	230	150	-35%	Late this year with new partners and staffing

Brochures

See Albany, Discover Oregon	Printed	15,000	20000	25000	35000	35000	level	Albany's official visitor guide.
	Distributed	16,382	20,000	20,599	25,000	35,000	40%	Printed visitor guides are still in demand.
	Brochures Viewed On Line	1,138	736	671	855	782	-9%	Also available on the app.
Seems Like Old Times	Printed		5000 (June 2020)					
	Distributed	1500	1800	150	700	700	level	Self guided tours of historic districts and covered bridges.
	SLOT Viewed Online	188	94	172	302	301	level	SLOT is also available on the app.



Monteith Historical Society

*P.O. Box 965
Albany, Oregon 97321*

Mission Statement

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

Monteith Historical Society
Bi-Annual Report:
January 2023 - June-2023

In January of 2023 the Monteith Historical Society received \$2,389.94 and in March of 2023 the Monteith Historical Society received \$11,000.00 in TLT funding from the City of Albany. These funds were dispersed according to a proposal submitted by our board to the City earlier in the year.

Between January 1 and June, 2023 the Monteith Historical Society expended \$4747.06 of the TLT funds received in January and March to cover the payroll of the Monteith House Program Manager and Summer Docent. The remaining portion of the grant will be fully expended by the end of the fiscal year. Because of this generous funding we have been able to continue to keep Monteith House open for visitors as well as to increase the number of tours we are able to give local schools. With the help of our paid Program Manager we do not have to rely solely on volunteer hours to give tours. TLT funds have made it possible for us to have regular visitor hours every Saturday throughout the Fall, Winter and Spring and Wednesday through Saturday in the Summer. We have been delighted to see an increase in visitors and tours due to the consistent open hours. Our records indicate that 250 visitors have toured the house from January through June, 2023.

The Monteith Historical Society is very grateful for the on-going support of the City of Albany through its TLT grants. The funds have helped increase opportunities for Albany's citizens and visitors to learn about Albany's history and experience its pioneer history in vibrant, hands-on ways. We thank you for your generous financial support.

Gratefully submitted,

Ashley Brown

Monteith House Program Manager



MEMO

TO: Tourism Advisory Committee (TAC)

FROM: Sophie Adams, Economic Development Manager

DATE: January 10, 2024, for the January 18, 2024, TAC Meeting

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

Action Requested:

Review CTP requests and by motion, approve awards.

Discussion:

The CTP grant program typically follows an annual cycle, with \$50,000 to be awarded in September of each year of the City’s biennium. There was \$11,000 remaining after our first cycle, so at the direction of the TAC, additional applications were accepted to distribute the balance of the fund. Five applications were received by the January deadline, which are attached to this memo. The total amount requested well exceeds the \$11,000 remaining, so the TAC may consider partial awards and/or invite applicants to apply again in the upcoming cycle.

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

Albany Downtown Association	New Marketing Program	\$4,875
Giving A Hoot	Beautification Planting Project	\$2,000
Oregon Valley Futbol Alliance	3x3 Soccer Tournament	\$7,000
FIRST Force	Highschool Robotics Event	\$3,000
Vintage Window Restoration	Window Restoration Workshop	\$10,000
	Total	\$26,875

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

SA:km
Attachments (5)





Process for Submitting Funding Requests

for

Collaborative Tourism Promotion

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

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

Processes:

1) **Application**

a) **Funding request applications**

1. **cannot be more than five pages;** and
2. must be submitted to Sophie Adams, Interim Economic Development Manager, Albany City Hall, 333 Broadalbin Street SW, P.O. Box 490, Albany, OR 97321.

b) **Grant amount requested**

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

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

2) **Grant Payment**

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

3) **Event/Activity Written Report**

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

If you have questions about the application, process, etc., you can contact Sophie Adams at 541-9177654 or sophie.adams@cityofalbany.net.

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

CTP Funding Request – Jan 18, 2024

Attachment for the Albany Downtown Association's application

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

We are requesting funding for a multi-faceted new marketing program to promote Downtown Albany.

- (1) Highway Banners - ADA will hang a banner across Highway 20 (Pacific Blvd.) to invite visitors and locals to come Downtown. Our proposal is for two banners. One will be for a summer 2024 event and another for a winter 2024 event. Our dates will be selected to avoid existing non-profit campaigns once the 2024 ODOT banner calendar has been announced. We have confirmed the logistics and our ability to execute this campaign, including that ADA already maintains the correct level of insurance.
- (2) Website Refresh - We are requesting partial funding from CTP to update the ADA website for upgrades to meet ADA compliance, mobile-first usability and add a bi-lingual contact form utilizing AI technology. ADA will provide a match to cover the cost of the administrative and other back-end upgrades for an overall usability refresh.
- (3) Downtown Dollar Outreach – Downtown Dollars are custom wooden nickels that can be spent at businesses in Downtown Albany. This outreach campaign will take our program to the statewide level, creating exposure for Albany. The CTP funding will cover the manufacturing and redemption of 100 \$5 tokens to be used two ways. (1) ADA will participate in giveaway promotions at key events like the Governor's Conference on Tourism, Mayor's Conference, Heritage Conference, etc. (2) The local community will have an added reason to watch for ADA's quarterly neighborhood direct mailer with the added opportunity to win Downtown Dollars at listed events or through a simple online form open to all.

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

- (1) Highway Banners – The banners will create more exposure for Downtown by catching the eye of those passing through Albany heading to Corvallis or the Coast. Banners hang for 14 days. ODOT records show over 20,000 cars per day pass under the banner. If only a fraction of those local and traveling drivers visit Downtown, the downtown activities will bring joy to those individuals and be a great benefit to the community and businesses.
- (2) Website Refresh - An ADA-compliant and mobile-friendly site will allow tourists and locals with different needs to use the site and learn about Downtown, one of Albany's key destinations. The website upgrade pairs with the goals of the Albany Visitors Association to provide greater accessibility to tourists.
- (3) Downtown Dollar Outreach – Bringing attention to Albany at key statewide events will benefit tourism. While the entire community will have the opportunity to win Downtown Dollars with no purchase required, additional entries will be available at listed events, bringing more interest and traffic to events, which helps merchants, restaurateurs and their staff.

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

- (1) Highway Banners - are new for us.
- (2) Website Refresh - this is a refresh, but we need help to fund a site with the needed usability. We are not asking for the full quote.
- (3) Downtown Dollar Outreach - Downtown Dollars have primarily been used for volunteer appreciation, gifts and some baskets.

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

The staff, board and committees will collaborate with vendors to ensure the projects are successful.

- 1) Highway Banners - Staff and our promotion committee will work with the vendor on the artwork. Banners will be designed to need minor updates to be used each year for many years.
- 2) Website Refresh - The ADA executive director and administrative staff currently manage the website. Consulting with the board, they will review and update website content, allowing the vendor to concentrate on the technical aspects of the project.
- 3) Downtown Dollars Outreach – Staff work with committees on outreach and incorporations into direct mail campaign. They will execute the order.

Albany Downtown Town Association – CTP Marketing Plan Budget

(1) Banners:		
a.	Production – Xtreme Grafx - \$480 x 2 =	\$ 960 [Quote attached]
b.	Design - Xtreme Grafx - \$150 x 2 =	\$ 300
c.	Hanging – City of Albany (no fee)	\$ 0
d.	Permit – ODOT (no fee)	\$ 0
e.	Insurance – rider (no fee)	\$ 0
	CTP Fund Request	\$1,260
(2) Website:		
a.	Design – Cyber Scriber	\$7,500 [Quote attached]
	ADA match	<u>(4,500)</u>
	CTP Fund Request	\$3,000
(3) Downtown Dollars Campaign:		
a.	Production – Old Time Wooden Nickel	\$ 115 [Quote attached]
b.	Redemption funding – \$5 ea.	<u>\$ 500</u>
	CTP Fund Request	\$ 615
	Total CTP Fund Request	\$4,875



Albany, Oregon - 541-327-5045 - www.cyber-scriber.com

Albany Downtown Association Website Redesign

12-28-2023

Website Development Standards: The new website for the Albany Downtown Association (ADA) will incorporate the following standards:

1. **ADA Compliance:**
 - Accessible to all users, adhering to ADA standards and WCAG guidelines for inclusivity.
2. **Mobile-First Design:**
 - Optimized for mobile devices to ensure functionality and aesthetic appeal on various screens.
3. **Fast Loading Speeds:**
 - Advanced web technologies for quick loading times, enhancing user engagement.
4. **SEO Optimization:**
 - Strategic SEO practices to boost search engine rankings and online visibility.
5. **Multi-Lingual Contact Form:**
 - The general contact form will include a Spanish option.
 - Utilization of AI technology to translate messages to English before they are emailed to ADA, facilitating efficient communication with a broader audience.

Custom Admin Panel: A custom admin panel will enable ADA staff to manage content as described below.

- **Business Member Management** - Add/edit/delete local business member listings. Automatic mapping, logo upload, business hours to enable users to see what is open at the time.
- **Events Calendar** - Add/edit/delete events to add to the calendar. Supports single-day, multi-day, and repeating events.
- **Rental Listings** - Add/edit/delete rental listings - categorize as residential or commercial. Upload images, automatic mapping of address.
- **Manage Users** - Add/edit/delete ADA staff access.
- **Manage Home Page Image** - The public home page will feature a rotation of large images. This tool will allow ADA to upload images to show and customize the message. This is very useful to promote new events.

Public website

Page Redirects: We will add redirects for all primary pages (excludes blog pages). A new website will have new page URLs. The redirects will automatically send the user to the new page and inform the search engines that the content has moved.

Business Directory: The new public side of the website will include various views of local businesses, for example, a page for restaurants, shopping and entertainment. All businesses will be searchable within the site. Each business will have its own page that is optimized for SEO and includes Facebook OG data for a nicely formatted preview when the page is shared to social media. The page may have the map embedded from the business's Google listing, or it can be a generic map. When it's embedded from their business listing, it includes their Google reviews on the map. This is a key difference.

Prospective members will be able to fill out an application form on the website. The application would be saved to a database. ADA staff can then easily add them as an existing member with a click.

Two pages for rental listings - commercial and residential. Each listing will have its own page and include appropriate SEO (Google JSON data for rentals), and Facebook OG data for sharing preview.

The calendar page will allow the user to search for events by keyword or category. Each event will have its own page with proper SEO and Sharing meta data.

The contact page will include a standard contact form. This will be configured to route the message to the appropriate people (ADA Staff or Board Members). The user will be offered the option to switch the form to Spanish. This will automatically convert the form input fields to Spanish. This will make the form more accessible not only to non-English speakers but also to those who do speak English but are more comfortable and confident typing in Spanish. When the form is submitted, the message is sent to an AI Assistant tasked with translating the text into English. The translated text is then included in the notification email. Additionally, our contact forms use techniques that prevent most spam bots and do not use a visible Captcha. This makes a better user experience, especially on mobile.

Blog Integration with WordPress:

- The blog section, using WordPress, will be stylistically integrated with the site.
- Existing blog posts will be imported from the current site.
- WordPress elements will be customized for design consistency.

The Future

Cyber Scriber is in the early development of AI integrations with websites. While not included in this proposal, a future upgrade to consider would be an AI chat assistant. The assistant would have the ability to answer questions as if it were a representative of ADA - it would be loaded with the knowledge of all local business listings, events calendar, parking policies, etc. It would also be able to speak (text or audio) in any language.

Development Cost:

Total cost of development: \$7500

Hosting: \$40/month billed annually (includes non-profit discount).

Updates: Future updates and upgrades are available at our rate for non-profits of \$95/hr

About Cyber Scriber

Based in Albany, Oregon, Cyber Scriber has been in business since 1998. We build responsive websites and custom web applications, as well as custom business management software.

Owner Chris Gimenez, a website developer with over 25 years of experience, develops custom web applications that fit the specific needs of each website. He has experience with every aspect of the features proposed in this website. As an Albany resident who frequently shops downtown and participates in downtown events, Chris has many local clients, including Homegrown Oregon Foods and non-profits Furniture Share and Albany Rotary, where he has promoted downtown events on their websites.

It would be a privilege to build a great website in our local town and provide ongoing service for many years.

Xtreme GrafX, LLC
 505 Main SE Albany, OR 97321
 info@xtremegrafX.com
 (541) 926-9727

www.xtremegrafX.com



Quote 17223 #2

Pacific BLVD Banner

SALES REP INFO
 Arthur B Meeker
 arthur@xtremegrafXdesign.com
 (541) 926-9727

QUOTE DATE
 12/15/2023
 QUOTE EXPIRY DATE
 12/25/2023
 TERMS
 50/50

ORDERED BY
 Albany Downtown Association (ADA)
 126 SW Ferry St
 Albany, OR. 97321

CONTACT INFO

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
1	Banner - Highway banner Premium vinyl substrate printed in full color, trimmed, and hemmed. Sewn hem with webbing and Rings reinforced corners 16 OZ heavy duty banner material * customer need to provide clips to city for hanging Width: 300 Inches Height: 31 Inches Sides: 1	1	Each	\$480.00	\$480.00	N
2	Design - GRAPHIC DESIGN & SET UP Design layout for approval & set up for production. Included Design, layout, proofing, and up to three (3) sets of revisions.	1.5	Hr	\$100.00	\$150.00	N

This handcrafted quote is based on the specific information you've given us and is valid for 30 days.

When you approve this quote, you are agreeing to pay 100% of the quoted price. We require a 50% deposit to begin work on your project. Once we receive your deposit, we'll schedule your project and email you an estimated completion date. The remaining balance is due upon completion of your order.

Need to make that changes?

No problem - but please realize, changes to quantity or specifications will affect your price. We will provide you with an updated quote based on the changes.

Subtotal:	\$630.00
Sales Tax (0%):	\$0
Total:	\$630.00

Downpayment (50.0 %)

\$315.00

SIGNATURE:

DATE:

OLD TIME WOODEN NICKEL CO.

San Antonio, Texas

1.5" Standard (100 pc rate)	\$56.00
Side 1 Design Option – Custom Logo	\$18.00
Side 2 Design Option – Different Custom Logo/Image	\$33.00
Numbering	\$8.00
Subtotal:	\$115.00
<hr/>	
	Amount Due: \$115.00



APPLICATION FORM for FUNDING REQUEST

Collaborative Tourism Promotion

Amount of Funding Request: \$2,000

Organization Name: Giving A Hoot		
Address: 1638 NW Springhill Dr., Albany, OR 97321		
Contact Person and Title: Bobby Williams Herrera, Co-Founder		
Telephone: 541-974-7393	Fax:	E-mail: givingahoot2@gmail.com
Federal Tax Identification Number (if applicable): 92-3601168		

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.

Giving A Hoot (GAH) is a volunteer based nonprofit organization co-founded in March 2022 by Kristal Dufour and Bobby Williams Herrera. Coordinating cleanup projects which include trash pickup, sidewalk/street/gutter weed removal, trimming and landscaping maintenance. In partnership with Parks and Recreation, GAH completed part one of three, in October 2023, of the planting project for what we refer to as the Train Station Interchange. Jay Sharpe, with Parks and Rec, mapped the area located on the train station side up ramp leading to Ninth Avenue heading towards Hill Street. The map included recommended plants for the area divided into three sections with quantities for each section. The first section, towards the peak of the ramp, included one gallon size of two varieties of Oregon Grapes for a total of 120 plants which was funding by community donations. We are requesting funding of up to \$1,000 for section two, 45 plants, and section three, 39 plants, for a total of 84 plants. Areas two and three will require larger size plants than area one. If possible, we would also like an additional \$1,000 allocated to purchase needed or replacement equipment for our cleanup events such as, handheld garbage pickers, rakes, shovels, equipment carts and a battery-operated mower with an extra battery. We are requesting up to a total of \$2,000 with the priority of funding being for the plants if the additional equipment allocation request is not available.

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

The sole purpose and mission of Giving A Hoot is to improve the appearance of the city of Albany, Oregon. It is our belief that a beautiful city improves its livability and thus increases its economic viability. Giving A Hoot supports multiple areas in Albany primarily through the adopt a highway program with ODOT and partnerships with the City of Albany and Albany Parks and Recreation. Our current areas of focus include the Knox Butte & I5 interchange, the Train Station interchange, and the Springhill & HWY20 intersection which expands over both bridges to include Lyons & Ellsworth streets. We consider these areas as “gateways” into our city and our volunteers work tirelessly to help our city partners close the gap on available services.

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

No. 2023 is the first year and the train station area is the first location.

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

The funds will be spent to purchase plants needed to complete the Train Station Interchange planting project in the fall of 2024. Equipment for ongoing cleanup events would also be purchased if the additional \$1,000 request is approved.

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?

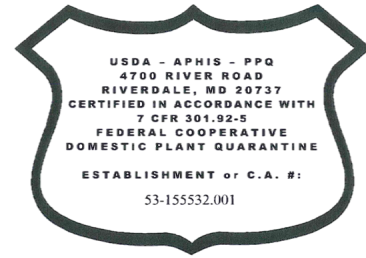
Yes

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



Quote # 00087788

Bill To:
Net Cash Customer

Ship To:
Net Cash Customer

SALESPERSON	P.O. # or JOB NAME	PAGE	SHIP DATE	TERMS	ORDER DATE
		1		C.O.D.	12/6/2023

QTY.	Size	DESCRIPTION	PRICE	DISCOUN	EXTENDED PRICE
42	3	Ribes Sanguenium	\$13.95		\$585.90
20	1	Mahonia Aquifolium	\$4.25		\$85.00
22	2	Vaccinium Ovatum	\$10.75		\$236.50

All plants have been grown in Polk County, Oregon

Terms: Open accounts due 30 days following receipt of goods. Finance charge of 2% per month (Annual percentage rate of 24%) applies to balance outstanding at close of previous month before payments, credits and purchases for current month. Returns subject to store

Customer agrees to pay attorney fees and cost in case of necessity for suit for collection. Claims must be made at time of delivery. Warranty of goods is neither expressed

SALE AMOUNT	\$907.40
FREIGHT	\$0.00
CAT TAX	\$5.17
TOTAL AMOUNT	\$912.57
PAID TODAY	\$0.00

Check #

X _____

Balance Due: \$912.57



Process for Submitting Funding Requests

for

Collaborative Tourism Promotion

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

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

Processes:

1) **Application**

a) **Funding request applications**

1. **cannot be more than five pages;** and
2. must be submitted to Sophie Adams, Interim Economic Development Manager, Albany City Hall, 333 Broadalbin Street SW, P.O. Box 490, Albany, OR 97321.

b) **Grant amount requested**

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

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

2) **Grant Payment**

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

3) **Event/Activity Written Report**

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

If you have questions about the application, process, etc., you can contact Sophie Adams at 541-9177654 or sophie.adams@cityofalbany.net.



**APPLICATION FORM
for
FUNDING REQUEST**

Collaborative Tourism Promotion

Amount of Funding Request: \$ 7000.00

Organization Name: Oregon Valley Fútbol Alliance		
Address: P.O. Box 1354 Albany, OR 97321		
Contact Person and Title: Jennifer Duringer, Vice President		
Telephone: 541-556-2753	Fax:	E-mail: jduringer@ovfalliance.com
Federal Tax Identification Number (if applicable): 93-1244205		

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.
Please see attached.

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

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

4. Please submit a budget with the request, including all proposed project resources and expenditures, including grant and non-grant funds. How will the requested funding be spent?
Please see attached budget for project costs and resources. Funds requested from the Collaborative Tourism Program will specifically be used for purchase of the goals necessary to successfully carry out this tournament. Please 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

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

Oregon Valley Fútbol Alliance (OVF) will be hosting our first open 3v3 soccer tournament over Memorial Day weekend 2024. With a target date of Saturday May 25th, our goal is to host an all-day tournament open to any youth ages 5-18 years where they will play short-sided 24 minute games with teams of three. All-comers will be welcome, participants do not need to be affiliated with OVF or any official soccer program. Our goal is to spend a day with local youth, in healthy activity and community, celebrating the beautiful game! Brackets will be created to give the tournament a competition feel, but will have both recreational and competitive categories, with awards presented to the winning team in each age group. Teams will take a picture in front of a banner with all sponsors, to be forwarded to those entities to be used as they wish in their advertising and social media.

Participants will be guaranteed three games and will receive a T-shirt, coupons from local businesses, event instructions and a schedule of team game times upon check in. If the City of Albany has any swag they would like to contribute, that would be welcome! Teams will have a maximum of five registrants per team; any three players may be on the field at once. Players will only be able to participate on one team. OVF has an online system for collecting dues which will be utilized to receive payments for the tournament.

Our event will be hosted at the Mid-Willamette YMCA at 3201 Pacific Blvd SW in Albany. This location is optimally accessible for families from the central Willamette Valley due to both its location off highway 99E and proximity to I-5. The fields also face 99E which would make the event visible to the high volume of traffic that travels down this road. This will bring visitors through one of the main corridors of Albany which will have an impact on local businesses as families seek food, drink, gas and other event needs throughout the day. We will seek sponsors for the event and offer local businesses an opportunity to host a booth, while encouraging some on-site food options.

The 3v3 game will be played on a 20x30 yard field with a small goal and no goal keepers. There is a small keep-out zone where neither the defending nor attacking team can enter in front of each goal. There is no offside, you can't score from your own half of the field, and all restarts are kick-ins, but the other rules of soccer apply. Players can substitute on the fly during the two 12-minute halves. Every game will be refereed by a local referee and our older club players. We will have a tournament director on site to track scores and standings and be the point person for any issues that arise. We plan to use club volunteers to help collect game scores and results after each game slot.

Our space at the Mid-Willamette YMCA will support up to 24 fields; we will start the 24 minute games on all fields in unison every half hour. If we start the day at 9 am and finish by 6pm, there will be 408 game-slots available (this is capacity; we estimate 40 teams attending in our first year). We plan to offer 21 divisions split into two-year age groups from U10 to U18 with competitive and rec options for both boys and girls, as well as one Adult Rec division. With 21 divisions and a desire to guarantee 4 games for each team, we aim to cap registration at 4 teams/group and will add teams to popular divisions if space and time allow.

We intend to advertise this event widely using our social media (facebook and instagram), website, local papers, and radio while also developing electronic fliers which will be distributed to local Albany, Corvallis, Central Linn, Dallas/Monmouth, and other mid-Willamette Valley school messaging systems. A website will be developed specific for this event from our main page (www.ovfalliance.com) to collect relevant information, including the registration link.

To plan for the future and create the best event possible, we will generate two google forms to collect feedback from two audiences. One will be for participants/families, with questions geared towards feedback, both for things that worked well and identifying areas in need of improvement. A question will be listed which asks what local businesses they visited as a result of participating in this tournament. A QR code will be on display during the event to collect this information; this web link will also be sent to all attendees via email after the event. The second will be for vendors

and local businesses, asking for feedback on how the event impacted their business, their overall experience, and ideas for improvement for next year, to be sent to all vendors after the event.

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

The OVF 3v3 Tournament will benefit tourism in Albany by bringing approximately 150 families to the YMCA at 3201 SW Pacific Blvd for a one-day community event. Most participants will be in Albany for 6-10 hours, depending on how far a given team makes it in the competition. While we anticipate partnering with food trucks and other local vendors to be on site for the event, families will also travel into the greater city of Albany for food and drinks and to purchase items needed for the day including forgotten sports gear, gas and possibly lodging to make a long weekend vacation out of the event. Teams often end tournaments with dinner at a local establishment for peer bonding, making it a social event for parents and youth.

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

There has not been an open, all-comer 3v3 soccer tournament like the one we are proposing in Albany before, to our knowledge. The City of Albany has a chance to be part of our inaugural year, as we anticipate making this a yearly event, growing in the number of teams we can host. This will present another fun, active target for youth in our community to look forward to in late spring, similar to Hoop Jam.

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

Please see attached budget for project costs and resources. Funds requested from the Collaborative Tourism Program will specifically be used for purchase of the goals necessary to successfully carry out this tournament. These goals would then be a resource for similar activities in the future, so would see a long life beyond this one event.

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

Onetime **Ongoing** Unsure

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

Yes No If yes, please explain.

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

Yes No

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

Yes No

BUDGET FOR OVF ALLIANCE CTP GRANT 2024	
INCOME	
CTP funding requested to cover partial cost of goals	\$7,000.00
Operational/reserve funds from OVF Alliance to cover management costs and the rest of the goals	\$5,299.92
Event sponsorship and grant funding to be procured for the project	\$5,020.00
Registration fees: 40 teams @ \$150/team	\$6,000.00
TOTAL	\$23,319.92
EXPENSES	
Event insurance	\$1,000.00
Build website and support advertising for promotion of the event	\$1,250.00
T-shirts for all attendees and prizes for age group winners	\$2,210.00
Purchase 26 new goals to equip fields	\$8,099.92
Benches, tables, chairs and canopy tents	\$1,000.00
Facility costs are based on standard rates at the YMCA; includes porta-potties	\$3,500.00
OVF will designate time from current employees to develop and manage this event	\$2,500.00
Event Staff - \$20/hr x 12 hr day x 4 staff	\$960.00
Medical Staff - \$50/hr x 12 hr day x 2 staff	\$1,200.00
Referees - 160 games @ \$10/game	\$1,600.00
TOTAL	\$23,319.92



Bill To:	OVF
Address:	P.O. Box 1354
City, State, Zip:	Albany, OR 97321
PO Number	
*All information contained in this purchase order becomes the responsibility of the customer once it has been approved. Please double check the information to ensure it is accurate.	

Salesperson:	Nelson Larson
Shopify #:	
Name:	Jason Hower
Address:	(Same as OVF)
Email:	jhower@ovfalliance.com
Phone #:	
Need by Date:	3/15/24

Quantity	Style #	Color	Description	YXS	YS	YM	YL	YXL	WXS	WS	WM	WL	WXL	W2XL	AS	AM	AL	AXL	A2XL	A3XL	Unit Price	Total Price		
26	2B1902	Black	Kwik Goal Goalazo 2.5'x4'																		26	\$264.00	\$6,864.00	
1			Goalazo Shipping (50 Goals)																		1	\$1,000.00	\$1,000.00	
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
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0																							\$0.00	\$0.00
0																							\$0.00	\$0.00
0																							\$0.00	\$0.00

Logo	Item	Location

Shipping	
Subtotal	\$7,864.00
CC Fee 3%	\$235.92
Total Amount Due	\$8,099.92



Process for Submitting Funding Requests

for

Collaborative Tourism Promotion

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

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1. **cannot be more than five pages;** and
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b) **Grant amount requested**

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

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

2) **Grant Payment**

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

3) **Event/Activity Written Report**

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

If you have questions about the application, process, etc., you can contact Sophie Adams at 541-9177654 or sophie.adams@cityofalbany.net.



**APPLICATION FORM
for
FUNDING REQUEST**

Collaborative Tourism Promotion

Amount of Funding Request: \$ 3000

Organization Name: FIRST Force		
Address: 1300 NW 27th Street Corvallis, OR 97330		
Contact Person and Title: Carrie Falotico Co-Lead Mentor, SWARM Robotics		
Telephone: 5413359524	Fax:	E-mail: info@team957.com
Federal Tax Identification Number (if applicable): 90-0340884		

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.
Please see attached document

2. How will this event or activity benefit tourism and the Albany community?
So excited about this! Please see attached document

3. Has this event or activity occurred in previous years and/or in another location?
Yes! Please see attached document.

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

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.

N/A

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

FIRST Force APPLICATION FUNDING REQUEST Collaborative Tourism Promotion

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

A High School Robotics Team Scrimmage Event, which is an opportunity for Oregon and SW Washington High School robotics teams to play the FIRST Robotics Competition new season's game ahead of the competition season, which begins on 2/29/2024. This year's new game will be announced on Jan. 6, 2024 and teams have ~8 weeks to design, build and program a robot to play the season's game. The scrimmage event serves as an opportunity to try out their bots ahead of the formal competition events and see where improvements need to be made. It is a simulation of an actual competition and helps give the teams practice for the season's competitive events. It also helps ramp up the excitement for the competition season. This event is absolutely free and open for the local community to attend, and we hope to advertise it broadly through the school districts and on social media as a way to garner interest in STEAM (Science, Technology, Engineering, Art, Math) via robotics programs. These programs are available for elementary through high school aged students and one of our main goals is to get a robotics team in every school in Albany, if possible. We spend a lot of time during our off-season demonstrating our robots at events like the Linn County Fair, Benton County Fair, and the NW Art & Air Festival to let our community know about this amazing program and bring STEAM to local students. We also partner with community organizations like Parks and Recreation, STEM/CTE Hub, CASA of Linn County, American Legion Post 10, Ophelia's Place and our local schools to put on robotics camps and demonstrations to bring STEAM to local youth. Please have a look at this video from our last competition season to see what our robots look like and how fun a competition is: https://www.youtube.com/watch?v=AlmMwbK_3Fk

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

We invite our local teams: SWARM from Albany, Scalawags from Lebanon, Spartan Robotics from CHS, CV Robotics from Crescent Valley, Santiam Christian, PHRED from Philomath, Hotwire from Turner and SERT from Eugene (these make up the core group called FIRST Force) and then we invite all of the other Oregon and SW Washington teams to join us for this event, from Ashland and Bend, all the way to Portland and Vancouver, for a total of 50 Oregon and Washington teams. We currently have 16 - 26 teams who have regularly attended this event in the past, when it was held at Corvallis High School. We think moving the event to the Linn County Expo Center will attract even more teams to come join the event, as it is a more centralized location with easy access off the 5 freeway. When teams travel to these events, they usually order food from local restaurants, shop at local grocery and convenience stores and utilize local gas stations and other businesses like lodging. Each robotics team generally has 10-20 students plus 5-10 mentors plus family members of the students who come to watch the event. It's a great way to familiarize more people with Albany and also an opportunity to have a fun, free event for our local community to showcase the FIRST robotics programs that offer students so many life-enriching skills and opportunities.

Please visit this link to learn more about FIRST Programs and how they benefit students:

<https://www.firstinspires.org/>

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

This event has formerly been held in the gymnasiums of Crescent Valley High School from 2010 - 2015 and then moved to Corvallis High School from 2016- 2023. Bringing the event to the Linn

County Expo center will elevate the event status by having it in a more attractive venue, both locationally and spatially.

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?

All our local FIRST Robotics teams are non-profit and run by volunteers. We do not charge participation fees for students to participate on teams, so we must raise the ~\$20,000 it costs to run the programs each year. FIRST Force exists as a fundraising and logistics support organization for the local teams to help with these costs and to help set up additional programs in local schools. The funding requested would be used specifically to cover the cost of the venue and some of the logistics of putting on this event. Generally, the high school gyms we have used in the past have been made available for us to use for free, so a venue cost is a significant additional cost in our budget. We usually lose money on this event, as it is run mainly as an opportunity for teams to get to try out their new season robots and to gather together in anticipation of the upcoming season. With a new venue, we expect participation to increase and for the event to at least be self-sustaining going forward, hopefully by the 3rd year, if not sooner. We are planning to bring this event to Albany for the foreseeable future. We think it will mutually benefit the City of Albany, its residents and businesses as well as the FIRST Robotics programs in both OR and WA. Thank you so much for your consideration. Please see budget table below and venue quote attached as a separate document, with an explanation below the budget table:

BUDGET	
Expense	Amount
Venue	1576.37
Scrimmage Field Build	1500.00
Field Elements/Game Pieces	500.00
Transportation of Scrimmage Field/Arena	850.00
Total Expenses	4426.37
Potential Income	
City of Albany Collaborative Tourism Promotion Grant Request	3000
Participation Fees	1200
Concessions (snack items donated by team families)	200
Materials donations (lumber for field build)	250
Total Potential Income	4650

Net	223.63

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

The attached quote is for the Santiam Center Building at the Linn County Expo Center. Rachel Lytle and the crew at the expo center have been extremely supportive of our local robotics programs and we are so appreciative. Kris Barnes who drew up the quote has included a generous 30% discount on the venue space for our programs being non-profit, which is reflected in the quote.

Please note that the initial attached quote includes the space fees plus accessory fees that are optional. At the time we requested the quote, we were not sure which accessories and how many we would need. Those details have been finalized, and the final amount is reflected in the table below:

Item	Qty	Price	Amount
Santiam Bldg 2/17/24 Setup			\$341.25
Discount			\$102.38
Santiam Bldg 2/18/24 Scrimmage Event			\$1125.00
Discount			\$337.50
Accessories: Portable Bleachers	10	\$55	\$550
Location Subtotal			\$1466.25
Accessories/Setup Subtotal			\$550.00
Total			\$2016.25
Discount			\$439.88
Balance			1576.37



Linn County Fair & Expo
3700 Knox Butte Rd
Albany, OR 97322
Phone: 541-926-4314 Fax: 541-926-8630

Confirmation Sheet

Event Name: Oreogn Highschool Robotics Scrimige
Event Status: HOLD
Client Name: Oregon Highschool Robotics Competition
Client Code:
Purchase Order:
Address:

Booking No.: 7110
Contract No.:
Sales Rep.:
Contact: Falotico, Carrie
OFFICE:
DIRECT:
Email: info@team957.com
FAX:
CELL: 541-335-9524

Saturday, February 17, 2024

Location: Santiam

From - To	Function Setup	#	Status	Price	Tax
7:30 AM - 11:30 PM	Oreogn Highschool Robotics Scrimige	0	HOLD	\$341.25	
8:00 AM - 11:00 PM			Discount:	\$102.38	

Sunday, February 18, 2024

Location: Santiam

From - To	Function Setup	#	Status	Price	Tax
7:30 AM - 5:30 PM	Oreogn Highschool Robotics Scrimige	500	HOLD	\$1,125.00	
8:00 AM - 5:00 PM			Discount:	\$337.50	

Electrical

From	To	Description	Quantity	Price	Total	Tax
7:30 AM	5:30 PM	Temp Elec Per Booth Connection	1	\$30.00	\$30.00	

Accessories

From	To	Description	Quantity	Price	Total	Tax
7:30 AM	5:30 PM	TABLES - 30" X 8' - PLYWOOD	1	\$11.00	\$11.00	
7:30 AM	5:30 PM	PORTABLE BLEACHERS	1	\$55.00	\$55.00	
7:30 AM	5:30 PM	CHAIRS - PLASTIC - BLUE	1	\$2.50	\$2.50	

Location Sub Total: \$1,466.25

Accessories: \$68.50

Electrical: \$30.00

Setup Sub Total: \$98.50

Total: \$1,564.75

Discount: \$439.88

Sub Total: \$1,124.88

Total Tax In: \$1,124.88

Less Payments/Credits: \$0.00

Balance: \$1,124.88

Date/Time: 12/29/2023 4:47:38 PM

Booking #: 7110

Page #: 1

Linn County Fair & Expo: 3700 Knox Butte Rd, Albany, OR 97322 Phone: 541-926-4314 Fax: 541-926-8630



Process for Submitting Funding Requests

for

Collaborative Tourism Promotion

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

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

Processes:

1) **Application**

a) **Funding request applications**

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

b) **Grant amount requested**

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

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

2) **Grant Payment**

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

3) **Event/Activity Written Report**

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

If you have questions about the application, process, etc., you can contact Sophie Adams at 541-9177654 or sophie.adams@cityofalbany.net.



APPLICATION FORM for FUNDING REQUEST

Collaborative Tourism Promotion

Amount of Funding Request: \$^{10,000}

Organization Name: Vintage Window Restoration LLC; CCB#214794		
Address: 635 Water Ave. Suite C; Albany, OR 97321		
Contact Person and Title: Christopher Gustafson, Owner		
Telephone: 541-730-0236	Fax: — — — — —	E-mail: vintagewindow.chris@gmail.com
Federal Tax Identification Number (if applicable): 81-4786420		

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.**
To hold a five day educational window restoration workshop to empower and educate communities across Oregon to in turn create their own educational events to engage communities and conserve their historic resources. Planting seeds of resilience.

2. How will this event or activity benefit tourism and the Albany community?
The workshop partners with the SHPO 2024 theme to “Make Space”. This will be a continuation of my SHPO conference presentation of community engagement thru educational activites, drawing people from across Oregon to stay in Albany 5-6 days to learn.

3. Has this event or activity occurred in previous years and/or in another location?
I have instructed other city window workshops. This is the first 5-day workshop under my own business endeavours, teaching others to teach.

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?
State Historic Preservation Office: \$10K (currently considering sponsoring this event)
Cumberland Community Center: \$5K towards wages
Albany Landmarks Committee: \$5-7K towards wages, requesting on Jan 3rd LAC mtg.
CTP Grant: \$10K to cover overhead

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

Tourism Grant Request

Cumberland Community Center Window Workshop
 TLT Funding Request
 Author: Christopher Gustafson

Introduction

Given the opportunity of receiving this grant, I would create a historic preservation workshop for the City of Albany that focusses on historic wood window restoration. This would enhance tourism by attracting attendees from around Oregon, and would provide community action via students applying their newly learned window restoration skills to the conservation of our city's historic buildings. My vision is to attract attendees who are serious about providing ongoing volunteerism in the conservation and restoration of their community's buildings.

I am excited to create a restoration workshop that offers the skills for attendees to not only restore their own windows, but those of community buildings as well. This workshop would target homeowners, landmark commissioners, contractors, and residents from across the state of Oregon. This level of extensive and intensive training is a rarity and thus would draw historic conservation minded individuals to Albany. I will also cover the topic of how to create similar workshops, so students can in turn help educate others and spread the much needed skill of historic preservation. After running a window restoration business for 13 years in Albany, working on residential, commercial and government structures across the Pacific NW, teaching workshops in Oregon, Washington, Idaho, and California for organizations such as Historicorp, Clatsop Community College, City of Albany, City of Bend, U of O, among others, I have found there is no end to the demand in this line of work, and that there is a dire need for more people to pursue this craft and help save our historic structures.

This workshop would be a two-part series, in conjunction with the State Historic Preservation Office's theme for their 2024 Oregon Heritage Conference to "Make Space." I am honored to be chosen as a conference presenter on April 17th. My presentation title is still under works but the primary idea is "planting seeds of resilience by the creation of community-based educational experiences in conserving historic resources." My focus will be on self-sufficiency and empowerment of residents to create a better community through hands-on historic preservation of wood windows on local buildings.

The Workshop Objective

My objective is to attract attendees from out-of-town to attend this 4.5 day window restoration workshop at the Cumberland Community Center where each person is given their own window to restore, a basic window restoration kit with tools and materials to take home, and a wealth of knowledge in resources so they can take part in their community to help with the historic downtowns, community centers, museums, and to possibly someday offer their own basic window restoration workshops for their community.

This opportunity could amount to many hours in achieving historic districts' missions in conserving their assets. Besides this becoming a "one-off" event, this could potentially create a model and stir interest in future opportunities that could make Albany seen as a place of historic preservation education for the entire state of Oregon, on top of all else it has achieved during its efforts in revitalization.

Marketing

- One part of the marketing plan is to take advantage of my presentation at the Oregon Heritage Conference, where I'll be presenting this very topic, to announce the workshop and attract people who are already historic restoration-minded who live throughout Oregon.
- Another part of the marketing plan is to create a pop-up, as well as a web page, on my business's website, which will be intended to attract inquiries for educational events, such as this workshop. This method will have a national reach because most of my business leads already come from out of area.

Tourism Grant Request

- I will work with Clatsop Community College's Historic Preservation Program in Astoria to offer their students the opportunity to gain college credit, as I have done several times in the past for various educational events, as I am currently CCC adjunct faculty and staff.
- I am currently an employee as a project leader for Historicorp. I can access a pool of past volunteers and staff who are likely to have interest in attending this formal learning activity in preparation for their upcoming projects across the Pacific NW.
- Locally, I will collaborate with Albany Visitors Association to help with advertising, as well as learn about other agencies that may help me in spreading the word about the workshop.
- Albany Landmarks Committee is aware of this workshop, which I've intentionally scheduled during May's national "Historic Preservation Month." I am currently working with this committee to advertise this workshop locally, along with other historic preservation events happening throughout the month of May.
- Another potential resource for gathering attendees is working with OPRD's historic preservation project manager in soliciting this opportunity with OPRD maintenance staff. I have a long time working relationship with Brian McBeth, and will approach him on this matter of recruiting some of his staff.
- Having instructed a workshop and two field schools for University of Oregon's PNW Preservation Field School, allows me to present this opportunity to these graduate students as well.

Workshop Locations

There will be two locations where this workshop will take place.

- Day 1 and 5 at Location #1: Cumberland Community Center 1400 Santiam Road S.E. Albany, OR - where there are five window units that need restoration. Here, we will learn sash extraction, jamb repair, window sash re-ropeing and then window install upon sash completion.
- Days 2,3,4 at Location #2: Vintage Window Restoration at 635 Water Ave, Albany OR (my shop). We will spend the majority of the workshop time here, learning the window restoration process. My shop is my place of business and is a very large and well-equipped space that I have tailored as a classroom learning environment.

Partnerships

Partnerships are essential in making community events possible. Growing up and working in rural communities my entire life I deeply understand the need for partnerships in sharing resources and common goals to better all parties involved. Partnerships are necessary in communities. I intend to work with and have a relationship with: Albany Visitors Association, Cumberland Community Center, City of Albany, Albany Historic Landmarks, Smith Glass (Albany), MacDonald Industrial (Albany), Parr Lumber (Albany), Heritage Natural Finishes (Corvallis), Clatsop Community College's Historic Preservation Program, OPRD State Historic Preservation, Historicorp, Colorado Steel Sash, and possibly more. Each agency will be approached in different manners based on needed resources, all with something to offer to their benefit.

Albany's Tourism

Out of area folks will need a place to stay, which will lead them to local area motels and camp/RV sites (there is a harvest host RV site on the same property as my shop ran by a local brewery), they'll also need to dine out. They might bring their partner, or other family members, or friends for this unique experience as well. I will enthusiastically encourage and guide attendees to support our local area, and to keep their spending local during their stay. Besides the immediate albany vicinity, the food and materials I purchase are strategic spent in keeping dollars local and once the workshop has concluded, vendors have reported back that my students continue to purchase from them long after the workshop.

Tourism Grant Request

The Students

Ideally, I would have a representative attendee from each region of Oregon. The goal is for these students to use this education and implement it in their own region, not just plant a seed of resilience, but bear fruit by training others within their community. The impact of this workshop may not be seen for a few years, but the saying goes “ the best time to plant a fruit tree was six years ago”. It’s time to start planting seeds to eventually bear fruit.

The Schedule - 4.5 work day schedule in early May 2024

I would like this workshop to happen from Monday morning thru Friday afternoon. This allows folks to travel to Albany on a Sunday and return home by Friday evening to enjoy their weekend. A typical workshop schedule for me is Monday - Thursday 9:00am - 4:00pm, and Friday 9:00am - 12:00pm. Thursday evening I would like to invite the group for a social dinner at Calapooia Brewery that is within walking distance from my shop, to celebrate a successful workshop experience.

Party Favors

Each attendant will receive a window restoration kit made up of hand tools, essential materials, and informational packets so they can take their education home with them. The goal is for the kit to serve as a reminder of their time and effort working on the Cumberland Community Center, and to solidify a connection to the Oregon based businesses and government agencies that provide the tools, materials, and educational resources. The kit will also be given in hopes that they share their knowledge within their own communities by educating and empowering people to plant a seed of resilience in preserving their historic resources.

Food Incentives

Local Food Showcase! What better way to create rapport than by providing locally catered food? The technique goes back thousands of year, and works on all living creatures across the planet. Workshop attendants will experience a variety of foods from different local Albany restaurants each day from light breakfasts to healthy lunches, while students will be on their own for evening meals to explore more local options. All of the food will be sourced from the Albany area restaurants and bakeries, with the possible exception of Sugar Vibes from Lebanon (doughnuts). All of the Downtown Albany classics will be requested including but not limited to (Homegrown Oregon, Novaks, Natural Sprinkles, Brim Coffee, Margin Coffee, Sweet Red, Beloved Cheese cake, Pono Bowl Co., Bodhi Bakery, etc.)

Financial Support

This is where you can help make it happen! I do hope the Tourism Committee finds this educational opportunity something worthy of support. Talking with Sophie during our initial meeting, I would love to put this to good use in drawing people from all over the state to let them experience what Albany has to offer. This is an opportunity to get those who otherwise would not spend a week in our area to support our local businesses and potentially bring them back to Albany for other purposes. This grant would make it possible to keep their registration cost minimal, if not, completely free, to enable them to spend their money on motels, restaurants, and gifts.

Tourism Grant Request

Grant request Breakdown / Line Items

Listed below is the line item breakdown by vendor that accounts for the primary overhead costs for holding this workshop. Full funding would be monumental in making this workshop happen.

Window Workshop Overhead Expense		
Vendor	Description	Cost
<u>My Online Toolbox</u>	Website marketing/ website pop-up/ application	2,200
Colorado Steel Sash	small tool and material kits for attendants to take home (flat bar, glazing knife, glazing points, sash putty, sash cord)	2,000
Local Albany Restaurants	Downtown Catered Albany Restaurants (breakfast, coffee, lunch, snacks) Novaks, Homegrown Oregon, Natural Sprinkles Bakery, etc.	2,450
Insurance	liability insurance for event....NEED A QUOTE FROM AGENT	2000
<u>Atlas Preservation</u>	linseed paints, whiting, paint brushes	350
Heritage Natural Finishes	local wood oil business (Philomath, Or) small take home kits for home projects	600
McDonald Industrial	Personal Protective Equipment, containers, misc.	400
Total		10000

Conclusion and Author's Note

I appreciate everyone taking the time to look this over. When I started this business in 2012, I wanted it to be a vehicle in seeing new places, to meet people in their local settings, to observe architecture in areas I would otherwise never get to visit. This workshop can serve as a vehicle for others to do the same, to see a place they where they otherwise might not travel, and observe Albany's architecture. I feel this type of tourism helps people grow and understand one another during a time of confusing social division and post-pandemic loneliness.

This grant will not only help our local tourism industry, but also help me, Christopher Gustafson, further my career, expand my service offerings and alter my business model in achieving my career goal as one of the best educators in the Historic Preservation Industry. My overall career goal is to create adventures and to live a good story. If the City of Albany becomes interested in the idea of this type of workshop to be offered by Vintage Window Restoration every one to three years, I am open to discussion of this possibility.

Thank you for considering funding such vital parts of this workshop.

Vintage Window Restoration LLC ccb#214794
 QUOTE BY ROOM/AREA

RUN DATE: 01/01/2024

Page 1 of 1

ESTIMATE: Cumberland Window Workshop

FOR: Emma Eaton

401 Main St. SE
 Albany, OR 97322

Workshop Instruction

1.00 EA	A.) 4.5 day Window Workshop instruction. 9am-4pm May 2024	\$10,135.00
1.00 EA	E.) Workshop Assistant - Kristi Jenkins, or	\$2,808.00
ROOM/AREA TOTAL		\$12,943.00

Catering

1.00 EA	C.) Workshop: Catering Budget	\$2,308.00
ROOM/AREA TOTAL		\$2,308.00

Materials & Window Kits

1.00 EA	B.)Workshop: Procurement, materials, gift kits	\$5,044.37
ROOM/AREA TOTAL		\$5,044.37

Marketing & Insurance

1.00 EA	D.) Workshop: Insurance, Marketing	\$2,200.00
ROOM/AREA TOTAL		\$2,200.00

JOB TOTAL **\$22,495.37**

TAX **\$0.00**

GRAND TOTAL **\$22,495.37**

Vendor	Tool/ material	Volume/ sale unit	Brand	Gift Kit	Qty	Price	Total	Hyperlink
Colorado Steel Sash	Richard Red Pry Bar	ea	Richards	Y	15	18	270	https://www.coloradosteelsash.com/product/richard-red-pry-bar/
emailed for price quote	3/4" bent glazing knife	ea	Lamson	Y	15	28	420	not online
price quote received 12/27/23	25mm Extra Heavy-Duty Utility Knife with Anti-Slip Grip	ea	Ofra	Y	15	16	240	https://www.coloradosteelsash.com/product/25mmextraheavy-dutyutilitknifewithanti-slipgrip/
	9mm Stainless Steel Auto-Lock Precision Knife	ea	Ofra	Y	15	12	180	https://www.coloradosteelsash.com/product/9mmstainlesssteelauto-lockprecisionknife/
	Hyde 4.5" Leather Hacking Knife	ea	Hyde	Y	15	35	525	https://www.coloradosteelsash.com/product/hyde-4-5-leather-hacking-knife/
	25mm Narrow Multi-Purpose Scraper	ea	Ofra	Y	15	12	180	https://www.coloradosteelsash.com/product/25mmnarrowmulti-purposecraper/
	Sarco Type M Glazing Putty (1 gallon pails)	1 gal	Sarco	Y	10	60	600	https://www.coloradosteelsash.com/product/dualglazewoodshanty1quarterwhite/
	Sausage caulking tubes- clear	ea	Pecora	N	4	12	48	
	#12 Razor blades 100pc.	box	N	1	18	18		
	small box triangle points	box	fletcher	Y	12			
	Colorado Sash Business Cards	card	CSS	Y	30			
	Colorado Steel Sash note pads	pad	CSS	Y	12			
							2463	
							Quoted	1628.37
Atlas Preservation .com	Sun Yellow Linseed Oil Paint	1Liter	Ottoson	N	1	62.5	62.5	https://atlaspreservation.com/collections/linseed-oil-paint/products/swedish-linseed-oil-paint-collection-white-yellow-red-blue?variant=44171335205076
online cart	Balsam Turentine	1Liter	Ottoson	N	2	34.5	69	https://atlaspreservation.com/collections/linseed-oil-paint/products/balsam-turentine-1-liter?variant=43785699688660
	Gnesta Oval Paint Brush 35mm oval	ea	Ottoson	Y	6	24.5	147	https://atlaspreservation.com/collections/paint-brushes/products/gnesta-oval-paint-brush?variant=42278750781652
	Gnesta All-Round Brush 35mm	ea	Ottoson	Y	6	22.5	135	
	Whiting Powder 1lb	1lb/ea	atlas	Y	10	5.95	59.5	https://atlaspreservation.com/products/whiting-powder?variant=42302371659888
	Solid Braided Sash Cord - 1/4" / 100 Ft (TIGER)	hank	Samson	Y	10	23.5	235	
	Linseed Soap	5Liter	Ottoson	N	1	69.5	69.5	https://atlaspreservation.com/collections/linseed-oil-soap/products/linseed-oil-soap?variant=31763736428607
							total	777.5
Heritage Natural Finishes	Heritage Sample Kit	box/ea	Heritage	N	1	50	50	https://www.heritagegenaturalfinishes.com/ProductDetails.asp?ProductCode=Sam%5Fpack
emailed for price quote	Original Finish 1 quart	1qt/ea	Heritage	Y	10	43	430	https://www.heritagegenaturalfinishes.com/ProductDetails.asp?ProductCode=Orig%2D1qt
	Original Finish 1 gallon	1gal/ea	Heritage	N	1	98	98	https://www.heritagegenaturalfinishes.com/ProductDetails.asp?ProductCode=Orig%2D1g
	Liquid Wax End Sealer	1qt/ea	Heritage	N	1	52	52	https://www.heritagegenaturalfinishes.com/ProductDetails.asp?ProductCode=LWax%2D1qt
	Citrus Solvent	1gal	Heritage	N	1	80	80	https://www.heritagegenaturalfinishes.com/ProductDetails.asp?ProductCode=SolV%2D1g
							total	710
Window Standards Collab.	Window Preservation Standards Book	ea	WPSC	Y	15	29.5	442.5	https://windowstandards.org/?page_id=159
McDonald Industrial Supply	Chip Brush 1.5" box	1.5"/box	general	N	1,79	20	35.8	https://mcdonaldindustrial.com/product/1-1-2-774647-natural-white-hog-bristle-chip-paint-brush/
	non-vinyl disposable gloves size small	small	viper	N	13	1	13	https://mcdonaldindustrial.com/product/small-black-mamba-black-nitrile-glove-powder-free-100-per-box-kt110a/
	non-vinyl disposable gloves size medium	medium	viper	N	13	1	13	https://mcdonaldindustrial.com/product/small-black-mamba-black-nitrile-glove-powder-free-100-per-box-kt110a/
	non-vinyl disposable gloves size large	large	viper	N	13	1	13	https://mcdonaldindustrial.com/product/small-black-mamba-black-nitrile-glove-powder-free-100-per-box-kt110a/
	N95 Particulate Respirator Dust Mask W/ Exhale Valve	box	3M	N	2	20	40	https://mcdonaldindustrial.com/product/3m-n95-particulate-respirator-dust-mask-w-exhale-valve-10-per-box-8511/
	Mix container small	16oz	ace	N	2	6	12	
	Mix container large	5pt	ace	N	2.5	10	25	https://mcdonaldindustrial.com/product/leakite-plastic-utility-tub-pail/
	Leakite Plastic Utility Tub Pail 2 gal	2gal	ace	N	6.49	3	19.47	https://mcdonaldindustrial.com/product/leakite-plastic-pail/
	plastic bucket 5 gal	5 gal	ace	N	6.49	2	12.98	https://mcdonaldindustrial.com/product/category/janitorial-facility-maintenance/cleaning-tools-supplies/buckets-pails-caddies-tubs/pails/
	Rite In Rain Notebooks	3/pck	riteinrain	Y	9.95	5	49.75	
							total	234
Parr Lumber	4x8' 1/2" OSB Plywood	sheet	General	N	6	28	168	
	1x4 utility grade @ 8'	board	general	N	6	8	48	
	Floor covering?	sheet	general					
							Total	216
Insurance cost	Liability Insurance							1600
Local Catering								
lunch	Camille's Bistro	Monday						250
	Homegrown Oregon platter and tacos	Tuesday						250
	Osaka Sushi	Wednesday						250
	Sweet Red	Thursday						250
	Taqueria Alonzo	Friday						250
coffee/ breakfast	Brim Coffee	Monday						80
	Homegrown Oregon	Tuesday						80
	Margn Coffee	Wednesday						80
	weekend coffee roasters	Thursday						80
	pono bowl	Friday						120
pastry/cookie	Natural Sprinkles	Monday						120
	Sugar Vibes?	Wednesday						60
	bodhi bakery	Thursday						80
dinner celebration	Calapooia brewery	Thursday 6pm						350
							total	2300
Marketing								
Website Pop-up	vintage window restoration website pop-up	Brian Javeline	January					200
Web Page for event	vintage window restoration website specific to this workshop	Brian Javeline	January					800
	Build a flyer for distribution	Ma	February					
Build an Application	Google Application?	Ma	January					



16708 SW 72nd Avenue
 Portland OR 97224
 Office: 503-598-0191
 Fax: 503-684-8108

SALES QUOTE

Date: December 27, 2023
 Quote #: 122723DN
 Exp Date: June 30, 2023

To: Vintage Window Restoration
 Chris Gustafson
 Albany OR

Salesperson	Project Name	Payment Terms
David Nagel		

Qty	Item #	Description	UOM	Price	Line Total
15	10	Red Pry Bar	Each	11.25	\$ 168.75
15	40000	3/4" Bent Glazing Knife	Each	15.05	\$ 225.75
15	OLF20	25mm Extra HD Utility Knife	Each	14.77	\$ 221.55
15	SVR-2	9mm Stainless Steel Auto-Lock Knife	Each	10.12	\$ 151.80
15	40210	Hyde 4.5 Leather Hacking Knife	Each	30.10	\$ 451.50
15	SCR-S	25mm Narrow MultiPurpose Scraper	Each	7.86	\$ 117.90
10	WSQ	Sarco Glazing Putty Quarts	Each	18.91	\$ 189.10
4	PS895CCL	Pecora 895 Cauling Cartridges Clear	Each	10.33	\$ 41.32
1	IB30127	#12 Razor Blades - 100 pc	Each	12.82	\$ 12.82
12	EPDE	Triangle Points	Each	3.99	\$ 47.88
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -

TERMS AND CONDITIONS

Subtotal	\$	1,628.37
Freight	\$	-
Sales Tax		-
Total	\$	1,628.37

Visit our website for more info
www.ColoradoSteelSash.com

Thank you for your business!



MEMO

TO: Tourism Advisory Committee (TAC)

FROM: Sophie Adams, Economic Development Manager

DATE: January 10, 2024, for the January 18, 2024, TAC Meeting

SUBJECT: Collaborative Tourism Promotion Post Event Reports

Action Requested:

None; information only.

Discussion:

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

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

SA:km
Attachments (2)



Tourism Advisory Committee,

First and foremost, we want to thank the Tourism Advisory Committee and the City of Albany for their very generous 2022 CTP Grant. This grant supported your local West Albany High School wrestling team and provided many Albany businesses with the opportunity to support their community, advertise their company name throughout our event, and benefit from the nearly 2,050+ people who came to town for the two-day 2022 NW Dual tournament.

In 2022, the NW Duals decided to expand our tournament. With your support we added girls wrestling. We invited and hosted 16 girl teams in addition to our traditional 36 boys teams from across the state. Your donation made this dream possible and we made history. We were able to rent another building to run three additional mats to highlight girls wrestling. Your grant allowed us to buy three more wrestling mats, hire additional referees and the necessary TV monitors needed to keep score. The monies even extended to providing meals to the additional volunteers required to grow this tournament. With the addition of teams increased our spectator and staff count to around 2,050 — all people there to watch and spend money in our great town of Albany through hotels, gas, local restaurants and shopping. Spectators and tournament staff agreed this was the best tournament to date!

Our greatest appreciation and thanks,

A handwritten signature in black ink that reads "Jean Smith". The signature is written in a cursive style with a large, looped initial "J".

Jean Smith
Tournament Director, NW Duals

Recap for the 2023 West Albany Tyler Troyer Memorial Tournament

We were awarded a total amount of \$9,900 for the 2023 year.

Originally our hope was to rent out the facilities at Bryant Park and Timberlinn, but due to circumstances out of our control, we were only able to secure 1 of those facilities, Bryant Park. We utilized the YMCA and West Albany High School JV and Varsity baseball fields to host our other teams. Our total facilities cost for 2023 was \$3,050.

Our largest expense was the cost of umpires. We ran our event over two different weekends, one of those fell on the same weekend as OSU graduation and Linfield College football camp. With those obstacles, we struggled with umpires and had to use an association that has higher than normal charges.

At the minor level (3rd & 4th graders) we had 21 games played and the umpire cost was \$2,100.

At the junior level (5th & 6th graders) we had 19 games played and the umpire cost was \$1,775.

At the senior level (7th & 8th graders) we had 21 games played and the total umpire cost was \$2,790. The upper level (Federal) of this division requires two umpires on a field for each game, therefore this level was the most costly.

The total spent on Mid Valley umpires was \$6,665.

We awarded each winner of the bracket a trophy and the total for those was \$910.

Due to the YMCA supplying limited outdoor restroom facilities, we contacted Best Pots and rented Porta Pots. This cost included donated wash stations and totaled \$810.

The other large purchase was supplying baseballs, which totaled \$1,317.93.

I know that Kyle included the 2023 budget sheet with our 2024 application, however a breakdown is always nice.

For the weekends, we reached out to local restaurants like Loafers, South Paws, The Barn and Del Taco and they all graciously offered a discount to families participating in our tournament. I know that a team from Sherwood came down and they all went to Loafers. The staff at Loafers said they were great and could not wait to offer the discount again. The Sherwood team stated that they loved the location, outdoor seating, food and service received.

Another team from Canby split between The Barn and South Paws. They loved that there was more than one option in the same area and were thankful that we provided them with food options.

We were unable to secure hotel blocks as one of the weekends was OSU graduation, however for the 2024 weekend (June 1-2) we have already secured blocks at The Phoenix Inn, Holiday Inn and Comfort Inn.

We hosted 36 total teams, with an average of 12 kids per team. Over the two weekends that brought in at least 400 people to our town.

We received great feedback and were told that teams could not wait to come back.

I look forward to seeing how much we can grow this tournament this year and years to come.