



**CITY OF JACKSONVILLE
CITY COUNCIL AGENDA
OLD CITY HALL, 205 W Main St**

**CITY COUNCIL
City Council Meeting**

**October 6, 2015
6:00 pm**

- 1) **CALL TO ORDER** (includes call to order, pledge of allegiance)
- 2)
 - a. **MINUTES (September 15, 2015)**
 - b. **BILLS LIST**
- 3) **PUBLIC COMMENT (items not on the agenda) limited to 3 minutes per speaker.**
- 4) **STAFF / DEPARTMENT REPORTS**
 - a. **Admin Department** - Jeff Alvis / Stacey McNichols / Kimberlyn Collins
 - b. **Planning Department** - Ian Foster
 - c. **Police Department** - Chief Towe
 - d. **Fire Department** - Chief Hull
 - e. **Mayor:**
Mayor Becker – Monthly Report on Public Records Requests
- 5) **ACTION / DISCUSSION ITEMS**

(The public will be allowed to speak, one time, to certain items during the action/discussion items. In order to speak you must sign in with the Recorder under the item for which you wish to speak)

 - a. **Fill the Boot Proclamation**
 - b. **Victorian Christmas Donation Request from Chamber of Commerce/JOBA**
 - c. **Approve Sponsorship for SOREDI**
 - d. **Public Hearing: Comprehensive Plan and Zoning Map Amendment**
 - e. **Ordinance O2015-007 Comprehensive Plan and Zoning Map Amendment**
 - f. **Award Bid for Electrical on Courthouse**
 - g. **Sunday Afternoon Courthouse Lawn Concert**
 - h. **Transient Lodging Grant Applications**
 - i. **Resolution R2015-011 Dedicating the Courthouse Complex as the Center for City Facilities**
- 6) **COUNCIL COMMITTEE REPORTS**
- 7) **ADJOURN**

Please let the City offices know if you will need any special accommodations to attend or participate in the meeting by calling (541) 899-1231. Informational documents for items on this agenda are available for review on the City website www.jacksonvilleor.us. A recording of the meeting will be available on the website within one week of the meeting.

Action minutes along with electronic recordings of the meeting, which may be reviewed on-line on the City of Jacksonville website <http://www.jacksonvilleor.us>.

September 15, 2015 at Old City Hall, 205 W Main St, Jacksonville

- 1) **CALL TO ORDER (includes call to order, pledge of allegiance) 6:00 pm**
Present: Councilors Gregg, Wall, Lewis, Garcia and President Jesser.
Absent: Councilor Bennington and Mayor Becker.
Staff Present: Jeff Alvis, Stacey McNichols, Kimberlyn Kerneen and Diane Oliver.
- 2) a. **MINUTES (minutes from September 1, 2015 meeting)**
Move to: Approval
Motion by: Councilor Wall
Seconded by: Councilor Garcia
Vote:
Ayes: Unanimous
Motion Carries
Minor corrections were made to the minutes

b. **BILLS LIST**
Move to: Approval of the Bills
Motion by: Councilor Wall
Seconded by: Councilor Lewis
Roll Call Vote:
Ayes: 5
Nays: 0
Motion Carries
Council asked questions. Jeff and President Jesser answered.
- 3) **PUBLIC COMMENT (items **not** on the agenda) limited to 3 minutes per speaker.**
N/A
- 4) **STAFF / DEPARTMENT REPORTS**
 - a. **Admin Department** - Jeff Alvis / Stacey McNichols / Kimberlyn Kerneen
Jeff Alvis:
Dam Removal Update: We are still in the process of the removal of the dam. We are closer than we have ever been. They were waiting on an endangered species report, which was just sent. It looks like they are going to accept our modified approach which is going to be less expensive than we originally planned.

Courthouse Update: The Courthouse is moving along. We have a pre-bid construction meeting set for Thursday. Council asked questions. Jeff answered.

Stacey McNichols:
Planning Tech: Stacey introduced the City's new Planning Tech, Diane Oliver.

Budget: We cannot start our budget meetings in August or September as originally planned due to union negotiations. If it is resolved in November we can start back up mid-November or early December.

Audit: Audit started this week. Stacey is in the throes of that. If you come in to see Stacey and she doesn't have a few minutes just leave a message and she will get back to you as soon as she can.

The Mayor is gone next week Tuesday – Thursday.

- b. **Planning Department** - Ian Foster
- c. **Police Department** - Chief Towe
- d. **Fire Department** - Chief Hull

5) **ACTION / DISCUSSION ITEMS**

(The public will be allowed to speak, one time, to certain items during the action/discussion items. In order to speak you must sign in with the Recorder under the item for which you wish to speak)

a. **Planning Commission Appointment**

Public Comment: None

Council Discussion: President Jesser presented the two applications and requested a nomination.

Nomination: I would like to nominate Michael Hayes for the vacancy on the Planning Commission

Nomination by: Councilor Garcia

Vote:

Ayes unanimous

Motion carries

b. **Set Study Session for Courthouse Second Floor**

Public Comment: None

Council Discussion: Three dates were presented for the Council to choose from. The study session was set for November 10, 2015 at 6 pm. Council had discussion on study session materials needed for this meeting?

6) **MAYOR AND COUNCIL COMMITTEE REPORTS**

- a. **Councilor Lewis:** No Committee Report. Councilor Lewis will be out of town all next week at the Bend LOC Annual Conference. He will be in Portland ahead of time and will return a week from Saturday.
- b. **Councilor Gregg:** No Committee Report.
- c. **Councilor Garcia:** No Committee Report. The City Wide Yard Sale was well run. Councilor Garcia inquired how the church and the Rotary Club benefited on the sale. Councilor Garcia wondered if the extra day benefits them in sales.
Councilor Garcia informed Council of the progress he has made, along with Councilor Gregg, on the ITS plan. A survey has been created to be placed onto called Survey Monkey. Survey Monkey will send out the first round of surveys tomorrow. The first round will be for department heads, supervisors, City staff and Council so we can get an initial response. Round 2 will be a survey of the general public including the committees, local business owners, civic groups, and other interested parties. This will allow us to get the benefit of our community. Councilor Garcia commends the time and effort Councilor Gregg has invested in this project.
- d. **Councilor Wall:** Today was the Transient Lodging Committee meeting for the review of grant applications. Councilor Wall asked Stacey when the grants would come before Council. Stacey informed Council it would be the first meeting in October. In general, Councilor Wall felt the applicants did a wonderful job in presenting.
- e. **President Jesser:** Read an explanation of what a resolution is. Councilor Jesser has a conflict that we are moving forward at the Courthouse based on a motion to move City Services there as long as it was fiscally responsible. He feels having an old Resolution out there is conflicting codes. He would like to request this be cleaned up. He recommended to repeal Resolution 1048, which was signed on May 18, 2010 by then Mayor Bruce Garrett. This Resolution was created when the City was trying to consolidate the City Services to the Miller House and the Hinger House but we did not own the courthouse at that point. The CAC was talking about consolidating and

wanted the courthouse but it wasn't on the table so things changed. Since things have changed he feels we need to make a statement and the statement isn't we are moving to the courthouse for sure. The statement should be that we are not going to leave an old resolution on the books to ferment any concern by our citizens that we are not being open-minded about where we want to be going down the road. President Jesser asked that the Mayor and the Administrator consider putting the repeal of Resolution 1048 on the agenda. Councilor Garcia speaks on how we have so many resolutions going back in history. Councilor Garcia explained that the most recent Resolution always carries as far as the consideration of direction. Councilor Garcia prefers to move forward on a positive note by endorsing a new resolution then resend an old one. President Jesser would prefer to leave the decision up to the Mayor. Jeff explained that a Resolution is basically a written motion. President Jesser is on board with that and he appreciates Council Garcia perspective. He just felt we needed to bring it up so we understood where we are headed. Jeff comments, "In my opinion this resolution is already dead."

7) **ADJOURN 7:30 pm**

Paul Becker, Mayor

Kimberlyn Collins, City Recorder

Date approved: _____

**CITY OF JACKSONVILLE
Bills Against the City - City Council
OCTOBER 6, 2015**

GENERAL FUND - ADMINISTRATION DEPARTMENT		
Vendor Name	Description	Amount
A One Exterminators Inc.	quarterly pest control - Miller House	99.00
ACCESS	table at Mayors United	250.00
City of Jacksonville - Petty Cash	supplies for admin	26.00
Costco Membership	annual membership renewal	220.00
George Relles Sound Reinforcement Inc	acoustic analysis 2nd floor of courthouse	250.00
Huycke O'Connor Jarvis LLP	attorney services - planning issues	762.50
International Institute of Municipal Recordors	annual membership dues - recorder	155.00
Peck Rubanoff & Hatfield	work on union negotiations	735.00
Performance Plumbing and Mechanical	new gas service at 206 N. 5th St.	1000.00
Southern Oregon Media Group	posting for planning/building tech position	96.66
Staples Advantage	office supplies for admin	58.35
		3,652.51
GENERAL FUND - POLICE DEPARTMENT		
Vendor Name	Description	Amount
A One Exterminators Inc.	quarterly pest control - PD	110.00
Quill Corporation	supplies for PD	45.98
Quill Corporation	supplies for PD	21.20
		177.18
GENERAL FUND - PLANNING DEPARTMENT		
Vendor Name	Description	Amount
Rogue Valley Council of Governments	interim planner - August 2015	3286.49
		3,286.49
FIRE PROTECTION FUND		
Vendor Name	Description	Amount
Dept. of Administrative Services	annual procurement program membership	50.00
Industrial Source	oxygen for fire dept	74.06
Justin Zigenis	reimbursement for training	455.00
Murphy's Custom Canvas, Inc.	straps for medical bags	30.00
National Hose Testing Specialties Inc.	annual fire hose & ground ladder testing	1601.50
		2,210.56
STREETS FUND		
Vendor Name	Description	Amount
Blue Mountain Rock	3/4" crushed rock for streets	60.00
Hubbard's Home Center	paint & supplies for street dept	61.02
KAS & Associates, Inc.	engineer rebill - Timber Ridge Subdivision	292.50
KAS & Associates, Inc.	engineer rebill - Wine Country Inn	67.50
Quench & Drench	street equipment maintenance	235.70
		716.72
WATER FUND		
Vendor Name	Description	Amount
Bradley's Excavation Inc.	water line and utilities for 206 N. 5th St.	18868.75
City of Jacksonville - Petty Cash	permit for water / sewer on 206 N. 5th St.	60.00
Expert Properties	reimb. for clogged water line caused by City work on water	135.00
Mark M. Bateman B2 Backflow Svc	backflow testing - 33 devices	429.00
Pacific Electrical Contractors	repair issues at Madrona pump station	642.50
Performance Plumbing and Mechanical	replace irrigation and water service pipe at 206 N. 5th St.	1900.00
Pro Service Center	water vehicle repairs	350.98
		22,386.23

Vendor Name	Description	Amount
PARKS FUND		
Vendor Name	Description	Amount
Blue Mountain Rock	3/4" crushed rock for parks	60.00
City of Jacksonville - Petty Cash	keys for parks dept	3.98
Jacksonville Chamber of Commerce	visitor's info center reimb. Sept 2015	3955.43
Medford Tools & Supply Inc.	tools & tamper proof bolts for parks dept	73.60
N.W. Forest Resources Management	preliminary harvest mgmt plans - Britt & Forest Park forest	1134.00
Parr Lumber Co.	tree house trex deck materials	216.00
Salvador Salazar	lawn maintenance city buildings & parks	1550.00
SASCO Fasteners	supplies for parks dept	23.68
		7,016.69
SDC FUND		
Vendor Name	Description	Amount
GSI Water Solutions Inc.	work on water rights permit & storage contract	668.50
Taylor Sheet Metal & Fabrication Inc.	fabricated beam caps & flower box liner for Brunner Plaza	160.00
		828.50
HISTORIC PRESERVATION FUND		
Vendor Name	Description	Amount
Robert and Tiffany Pool	reimbursement for HPF Grant Program	3870.00
		3,870.00
CAPITAL PROJECT FUND		
Vendor Name	Description	Amount
KAS & Associates, Inc.	RFP's - materials, project manual & advertising	1183.39
KAS & Associates, Inc.	work on courthouse contract docs & pre-bid meeting	906.16
KAS & Associates, Inc.	work on jville reservoir removal	90.00
Pacific Fire Protection	design work, permit, plan review - fire sprinklers @ courtho	12209.00
		14,388.55
		TOTAL: 58,533.43
APPROVED BY:	DATE:	

Staff/Department Reports



Public Records Requests

Date Req.	Name of Requestor	Description of Records Requesting	Fee Charged	Date Completed	Completed By
9/23/2015	Jocie Wall	Britt budget sheet, ticket records, Amount returned to J-vill from sales			
9/17/2015	Steven Wall	Courthouse info: copy of donation rcpts, Notes from Mayor luncheons	\$22.20	9/21/2015	Kim Kerneen
9/14/2015	Jim Cook	Digital Copy of 3 Planning Comm. Meetings, 1 HARC meeting	\$15.25	9/17/2015	Kim & Ian
9/3/2015	Steven Wall	All invoices for services of T. Hart pertaining to Courthouse Project	\$5.20	9/15/2015	Kim & Stacey
9/8/2015	Cheryl Malone	records/permits pertaining to 167 Valley Lane	\$6.70	9/14/2015	Kim & Ian
8/19/2015	Steven Wall	Copy of audio from 5/5/15 C Council Meeting	\$10.32	8/26/2015	Kim Kerneen
8/17/2015	Steven Wall	Copy of signed agreement discussed at 5/5/15 council with T. Hart/City	\$1.00	8/19/2015	Kim Kerneen
8/13/2015	Cliff & Joyce Brown	Street file for 565 Coachman	\$25.85	8/13/2015	Kim Kerneen
6/26/2015	Eric Warren	Drawings/Photos of J-ville Welcome sign designed circa 1989	\$0.00	no record	Kim /Celeste
6/25/2015	Ellee Celler	Descriptl of elected officials qual./role for next election	\$0.00	cancelled	Kim Kerneen
4/30/2015	Mark Bartholomew	Correspondence between A. Stevenson and multiple parties re: Bigham Knoll	\$68.20	5/12/2015	Kim Kerneen
4/30/2015	Mathew Fawcett	Recording of 1/28/15 HARC meeting	\$12.25	4/30/2015	Kim Kerneen
4/20/2015	Pat Gordon	2010 FEMA Map of Jacksonville 34x34	\$30.00	5/5/2015	Kim Kerneen
4/28/2015	Clara Wendt	ORS related to Preservation and Enhancement Plan	\$21.60	4/29/2015	Kim Kerneen
4/9/2015	Don DeCamp	Foundation Plans for 375 S. 4th St.	\$0.00	cancelled	n/a
2/19/2015	Jocie Wall	All records pertaining to J. Alvis and Tom Glover- work history, cert's, meetings	50.75 (unpaid)	4/1/2015	Stacey McNichols
3/2/2015	Matt Patton/ Bigham Knoll	Copy of parking agreement between City and Bigham Knoll	\$1.80	3/30/2015	Amy/Celeste/Kim
2/10/2015	Bigham Knoll	All public notices re: Jville Courthouse prop since City took possession	\$7.30	3/26/2015	Celeste/Kim
3/20/2015	Whittle Construction	any info re: previous homesite approval re: 1100 & 1104 S. 3rd	\$0.00	incomplete	n/a
3/9/2015	Jocie Wall	current lease for visitor center & art prescence @ children's museum	\$6.90	3/10/2015	Kim Kerneen
2/17/2015	Greg Fischer / Bigham Knoll	planning commission staff report from 11/13/13	\$5.35	2/17/2015	Kim Kerneen
2/17/2015	Greg Fischer / Bigham Knoll	start date of planning director Amy Stevenson	\$0.00	2/19/2015	Stacey McNichols
1/22/2015	Greg Fischer / Bigham Knoll	all HARC applications for the 1/28/15 meeting	\$1.40	1/22/2015	Kim Kerneen
1/13/2015	Carol Knapp	final decision of 1/6/15 hearing audio	\$0.60	1/21/2015	Kim Kerneen
1/9/2015	Barbara Hurd	all documents relating to property line 950 & 970 Westmont	\$0.00	cancelled	n/a
12/12/2014	Robert Reynoso	380 E. E St. building permits for renovation	\$0.80	12/15/2014	Amy/Kim
11/13/2014	Miranda Neves	revised zoning verification letter - Pioneer Village	\$15.90	11/18/2014	Kim Kerneen
10/24/2014	Jocie Wall	Court House documents along w/ all conditions & loan options	\$0.00	10/30/2014	Stacey McNichols
10/22/2014	Clara Wendt	drawings of courthouse remodel by Gary Collings	\$6.50	10/22/2014	Kim Kerneen
10/13/2014	Carol Knapp	varions sections from landmark lists	\$6.10	10/16/2014	Celeste
7/18/2014	Curtis Auer	audio on planning meeting for 925 Westmont Dr.	\$5.25	7/22/2014	Jan Garcia
7/8/2014	Dennis Foxel	all documentation for 205 E. D St.	\$0.00	7/15/2014	Jan Garcia
6/26/2014	Ryan Fields	fire report & photos for structure fire 630 Cardwell Ct.	\$20.30	6/30/2014	Devin Hull
6/26/2014	Kenz James	fire report for 630 cardwell Ct. & CD of photos	\$20.30	6/28/2014	Devin Hull
6/9/2014	Cheryl Malone	all permits on record for 780 Sterling St.	\$0.60	6/13/2014	Celeste/Kim
5/22/2014	Richards Stevens & Assoc.	Westview Heights - Staff Report & Final Order	\$13.35	6/10/2014	Celeste
5/22/2014	Kathy Hoskin	everything on file for 890 Hill St.	\$5.70	5/27/2014	Celeste
5/2/2014	Kathy Hoskin	Everything on file for 240 M St.	\$6.30	5/2/2014	Kim, Amy, Stacey
5/1/2014	Carol Knapp	contact info for ppl notified re: Britt Musician's Lot Cert of Approp..6	\$0.60	5/6/2014	Jan Garcia

4/30/2014	Carol Knapp	KAS Engineering's 2nd report on Britt. Recording of 4/28 hearing	\$5.95	5/1/2014	Jan Garcia
4/29/2014	Miranda Neves	Pioneer Village Senior Community - 805 N. 5th St. Zoning info	\$20.30	4/29/2014	Jan Garcia
4/25/2014	Carol Knapp	excerpts from Britt Lot Appeal Docs. 13 pgs	\$0.00	4/25/2014	Jan Garcia
4/21/2014	Whittle Construction	copy of building plans for 760 Laurel St.	\$10.15	4/25/2014	Jan Garcia
4/11/2014	Kathy Hoskin	Jville Design Guidelings pp 17-39	\$3.85	4/11/2014	Jan Garcia
4/7/2014	Kathy Hoskin	partition file, site plan for 415 E. California	\$2.00	4/7/2014	Jan Garcia
4/4/2014	Tony Hess	resolution 1057 with Exhibit A	\$1.00	4/8/2014	Jan Garcia
4/1/2014	Carol Knapp	audio of HARC meeting from 03/26 & 02/05/14	\$5.25	4/1/2014	Jan Garcia
3/24/2014	Tony Hess	event permit issued for run in Forest Park on 03/22/14	\$2.80	3/27/2014	Jan Garcia
3/20/2014	Jocie Wall	recent CUP, park plan & any zoning changes for CourtHouse	\$0.00	3/20/2014	Jan Garcia
3/17/2014	Tony Hess	resolution 993 Page 1, Resolution 969 - Exhibit A pp. 1-7	\$1.60	3/17/2014	Kim Kerneen
3/13/2014	Tony Hess	bike race 03/15/14, runner's race 03/22/14, application for permits	\$0.00	cancelled	n/a
3/12/2014	Jocie Wall	recording of study session of CC for Court House 03/11/14	\$0.00	3/12/2014	Jan Garcia
2/19/2014	Carol Knapp	copies	\$2.80	2/19/2014	Jan Garcia
2/14/2014	Kenneth Gregg	questions regarding responsibilty of sidewalks. City or H.O.A.	\$0.00	2/19/2014	Jan Garcia
2/10/2014	Jacksonville Publishin	copy of lawsuit filed against Fire Chief Hull	\$1.60	2/10/2014	Jan Garcia
2/3/2014	Jocie Wall	plan/conditional use plan for Britt	\$0.00	2/18/2014	Jan Garcia
1/13/2014	Louis Mahar	approved set of plans for 750 Laurel Lane	\$0.00	1/14/2014	Jan Garcia
1/10/2014	Jocie Wall	revised lease for Britt Volunteer Building	\$0.00	1/13/2014	Jan Garcia
1/9/2014	Jocie Wall	copy of "orig. ground lease" between Ja.Co. & J-ville re:library prop.	\$0.00	1/9/2014	Jan Garcia
12/11/2013	Kathy Hoskin	copy of file for 2 lot partition	\$1.05	12/11/2013	Jan Garcia
11/18/2013	Kathy Hoskin	1100 N. Third St. - entire street file	\$23.45	11/18/2013	Celeste
11/13/2013	Sharon Raab	fire report for incident at 720 Applegate St on 7/16/13	\$0.50	11/14/2013	Jan Garcia
11/11/2013	Evan Austin	police reports Dec 2012 to present re: C. Bates and/or 325 E. F St.	\$113.00	11/11/2013	Kathy Tiller
10/21/2013	Brooke Ashland	planning commission minutes 03/12/08 & 03/19/08	\$6.48	10/21/2013	Jan Garcia
9/12/2013	Laura Reavis	draft proposed code revision	\$0.00	9/13/2013	Jan Garcia
8/29/2013	Construction Monitor	commercial & residential building permits 6/1/13-08/31/13	\$16.40	9/4/2013	Jan Garcia
8/28/2013	Fire Cause Analysis	7/16/13 fire at 710 Applegate St. incident report	\$0.00	9/3/2013	Devin Hull
8/27/2013	Steven Wall	fire response to 490 S. Oregon St. on 03/06	\$5.28	8/28/2013	Jan Garcia
8/7/2013	Tom Formeller	floor plans for 1st & 2nd floor from bldg permit - Windermere	\$0.00	8/7/2013	n/a
7/31/2013	Russ Kennedy	study museum property	\$8.20	7/31/2013	Jan Garcia
7/23/2013	Jocie Wall	planning commisioners - app for appt to C&C for current members	\$0.00	7/23/2013	Jan Garcia
7/17/2013	Kaite Haugse	care enhancement place, resolution & exhibits. Res 819 5/17/05	\$12.48	7/17/2013	Jan Garcia
7/17/2013	Janet Williams	Pioneer Village Senior Community - 805 N. 5th St.	\$56.45	7/19/2013	Jan Garcia
7/9/2013	Dan Winterburn	report from building inspector on earthquakes	\$52.10	7/9/2013	Bohannon/Stevenson
7/9/2013	Brock Brannan	copies	\$6.00	7/9/2013	Amy Stevenson
6/25/2013	Jocie Wall	packet for PARC grant, Court House research w/ names	\$14.50	6/27/2013	Jan Garcia
6/24/2013	VaShawn Jones	req # of new Business licenses issued in past 3 years. Req cancelled	\$0.00	cancelled	n/a
6/11/2013	Owen Jurling	last city council meeting	\$5.25	6/11/2013	Jan Garcia
6/11/2013	Miranda Nevins, Zoning Inc.	Unknown - "please see attached request" contains no attchment	\$50.00	6/12/2013	Jan Garcia
6/6/2013	Jocie Wall	council rules, public records request policy	\$0.00	6/10/2013	Jan Garcia
6/5/2013	Jocie Wall	audio of CC meeting 06/04/13 & 06/06/13	\$5.25	6/6/2013	Jan Garcia
5/16/2013	David Danelski	minutes of 4/28/09 CC meeting	\$50.00	5/16/2013	Jan Garcia
5/9/2013	Kathy Hoskin	580 E. California	\$12.50	5/10/2013	Jan Garcia

4/18/2013	Larry Frank	tabbed pages from file	\$5.05	4/18/2013	Jan Garcia
4/17/2013	Dan Winterburn	audio CD of CC meeting 04/02/13	\$0.00	4/17/2013	Jan Garcia
3/28/2013	Janell Harvey	audio file 3/27/13 HARC meeting, tabbedpages of 680 Heuners	\$8.50	3/29/2013	Jan Garcia
2/26/2013	Mark Bartholomew	entire record for 360 Miner's Way appeal	\$56.15	2/26/2015	Amy Stevenson
2/25/2013	Kathy Hoskin	street file for 205 W. D. Street	\$20.65	2/25/2013	Jan Garcia
2/12/2013	Kathy Hoskin	copy of house plans & records in map file for 560 S. First St.	\$13.90	2/14/2013	Jan Garcia

Jacksonville City Council Agenda Item Summary



Fill The Boot Proclamation

Date: October 1, 2015
From: Mayor Becker

City Council Meeting: October 6, 2015
Agenda Item: 5a.

Synopsis:

The Jacksonville Fire Department will kick off the fire fighters' annual "Fill the Boot" fundraising campaign for the Muscular Dystrophy Association on October 10, 2015. Mayor Becker commends the fire fighters' who continue to support a 61-year tradition of helping save and improve the lives of people fighting muscle disease.

A small event packet has been submitted and approval from ODOT for pedestrian activities has been obtained for this event.

Fiscal Impact:

N/A

Recommendations:

N/A

Exhibits:

Exhibit A – Proclamation

PROCLAMATION

WHEREAS, Firefighters throughout the state and across the nation have joined the Muscular Dystrophy Association for the past several years in the fight against neuromuscular diseases and;

WHEREAS, the Muscular Dystrophy Association is extremely grateful to the Firefighters of Jacksonville, whose 'Fill the Boot' campaign will assist MDA in providing medical services to local clinics, summer camps, research grants, support groups, and public education seminars at no cost to local children and families;

NOW, THEREFORE, I, Paul Becker, Mayor of the City of Jacksonville, do hereby proclaim

October 10, 2015 to be 'Fill the Boot' Day

And commend the Firefighters of Jacksonville for the efforts on behalf of the Muscular Dystrophy Association.

IN WITNESS WHEREOF, I have hereunto set my hand and caused this seal to be affixed this 6th day of October, 2015

**City Council
October 6, 2015
Exhibit "A"**

Paul Becker, Mayor

ATTEST:

Kimberlyn Collins, City Recorder



Jacksonville City Council Agenda Item Summary



Victorian Christmas Donation Request from Chamber of Commerce/JOBA

Date: September 23, 2015
From: Jeff Alvis, City Administrator

City Council Meeting: October 6, 2015
Agenda Item: 5b.

Synopsis:

The Chamber of Commerce and JOBA have submitted a request for the City to make a donation towards Victorian Christmas this year.

In the past, Council has donated \$2,500 toward Chinese New Year's. The Council may wish to stay with this same realm and allocate funds from the Parks, Recreation, and Visitor Services towards this.

Fiscal Impact:

\$500 to \$1,000 requested

Recommendations:

Donate \$500 to \$1,000 from the Parks, Recreation, and Visitor Services Fund.

Exhibits:

Exhibit A – Letter from Jacksonville Chamber of Commerce and JOBA

JACKSONVILLE CHAMBER OF COMMERCE AND BUSINESS ASSOCIATION

185 N. Oregon P.O. Box 33 Jacksonville, Oregon 97530
(541) 899-8118

September 15, 2015

To: Jeff Alvis, Mayor Becker and the Jacksonville City Council:

Victorian Christmas is fast approaching, and the newly merged Chamber and JOBA could use some financial assistance for this important, month-long, citywide event.

We realize we are requesting money late in the game, and will request funds by March next year! We also appreciate the work provided by the City for tree installation, decoration of Courthouse, etc., so are requesting a City donation this year of \$500-\$1,000.

As a refresher:

Victorian Christmas costs about \$12,000. This month-long event includes:

- *Christmas Tree Lighting (purchase, install, event, and takedown)*
- *Parade*
- *North Pole with Father Christmas and Elves*
- *Building lights – we still pay for installation and take down*
- *Carriage Rides*
- *Complimentary Hot Cider*
- *Carolers and entertainment*
- *Advertising and marketing*



We are currently fundraising from local merchants, and seeking business sponsorships, and your help would be greatly appreciated! Thank you for your consideration.

Sincerely,

Jo Parker – Board Member

Arlis Duncan – Board Member & Victorian Christmas Chair

Jacksonville Oregon Chamber of Commerce

All donations are tax deductible. Make checks payable to "Jacksonville Chamber of Commerce" and include "Victorian Christmas Donation" in the memo.

City Council
October 6, 2015
Exhibit "A"

Jacksonville City Council Agenda Item Summary



Approve Sponsorship for SOREDI

Date: September 25, 2015
From: Jeff Alvis, City Administrator

City Council Meeting: October 6, 2015
Agenda Item: 5c.

Synopsis:

Tim Balfour will be here to explain SOREDI request for sponsorship.

Fiscal Impact:

\$750.00

Recommendations:

Council to decide on whether they would like to support SOREDI and share the expense with the Chamber of Commerce.

Exhibits:

Exhibit A – Letter - SOREDI special sponsorship and speaking request
Exhibit B – Event Schedule
Exhibit C – Sponsorship Opportunities

Good morning Mayor Becker and Mr. Alvis,

We are pleased to inform you that the Oregon Economic Development Association will be holding its annual conference in Medford at the Inn at the Commons, October 18-20. This event will bring 100-125 economic development professionals into the region from across the State representing cities, counties, regional agencies and Business Oregon. Our northern California counterparts are also invited to attend.

The great news for Jacksonville is that our dinner event on Monday, October 19 will be held at Bigham Knoll, 6:30 – 8:30 pm. Many of my counterparts have never been to Jacksonville so this is a great opportunity for us to share our one of our unique communities. Guests will have a break from 4-6 pm so I want to encourage them to visit Jacksonville for some shopping and exploring.

I am on the OEDA Board of Directors and have been putting together the full agenda. I am also tasked with securing sponsors. We would be grateful if the City of Jacksonville could also sponsor the event. **I have attached the sponsor sheet for full information, but my specific ask is that you can become a bronze sponsor for \$750.** Sponsorship includes one complimentary registration for the full event (a \$200-250 value) and you are provided a vendor table at the Inn at the Commons (perhaps your Chamber could utilize this). Here are the confirmed event sponsors thus far:

- Gold – City of Medford (\$5,000)
- Silver – City of Ashland, Avista, Travel Oregon
- Bronze – Travel Medford, SOREDI
- Annual - Pacific Power, Business Oregon, PGE, Cities of Hillsboro, Corvallis and Beaverton

Gratefully, Bigham Knoll has offered to waive their customary facility fee when we meet a minimum food order to help us with our budgeting. Hilary Kemmling will also share a bit about the whole development of the Bigham Knoll campus. Our guest keynote speaker that night will be from Dutch Bros. **Your sponsorship will help us tremendously as we strive to keep the conference affordable and we would love for you to offer some welcoming comments to open the evening.**

I have attached the full draft working document so that you can see the content for the event – though some details are still be finalized. Registration should open up next week, so I am hopeful we can count on Jacksonville and include your logo on our materials.

I will also follow up with a phone call. We'd appreciate your quick response! Thanks for your continued support of SOREDI and your consideration of this sponsorship request for the OEDA Annual Conference.

**City Council
October 6, 2015
Exhibit "A"**

Sincerely,

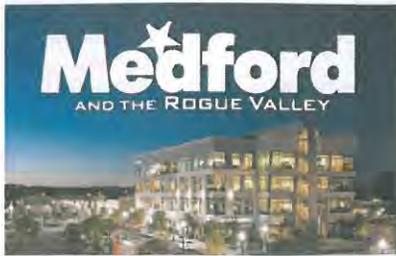
Colleen Johnston

Senior Business Development Manager | **Southern Oregon Regional Economic Development, Inc (SOREDI)**
100 East Main, Ste. A | Medford, OR 97501

Office: (541) 773-8946 | Cell: (541) 601-6918
www.SOREDI.org | www.SouthernOregonEdge.com



Find us on Facebook at: www.facebook.com/Grow.In.So.Oregon or www.facebook.com/SouthernOregonEdge



**City Council
October 6, 2015
Exhibit "B"**

**2015 Annual Conference
Medford – October 18-20**
Building Your Best Performance

Inn at the Commons

200 N. Riverside Avenue, Downtown Medford

Conference Early Bird Registration till October 12: \$ 199 / OEDA Members
\$ 250 / Non Members Late Registration: \$265 after October 12th

Sunday, October 18

Pre Conference Reception @ One West Main (Rooftop Patio), 5:00 – 6:30 pm

Three prominent Rogue Valley companies, Pacific Retirement Services, Rogue Disposal & Recycling, and Procure Software, employing more than 200 people, collaborated to develop and occupy an innovative, 4-story, 117,600-square-foot business and retail hub in downtown Medford. Built around an existing parking facility, the One West partnership took on what had become downtown blight and turned it into an inviting meeting place and economic hub of activity enhancing the atmosphere of downtown Medford. Join us downtown on Sunday evening for tours, appetizers, and beverages on the roof top patio, where you can take in the mountain landscapes embracing Southern Oregon and catch up with your statewide colleagues.

Monday, October 19

Welcome Breakfast and Keynote, 8:30 - 9:45 am – The Grand Ballroom

**Keynote Speaker – Brands Aren't branded Anymore, They're Built! – Andrew Dickson,
Freelance Creative**

Companies spend enormous amounts of money to develop and articulate their brands, in order to influence how people think about their products. The same thinking can be applied to help better tell the story of a place, a person, or even an idea, such as doing business in Oregon. To kick off the conference, creative consultant Andrew Dickson will ask a series of questions he uses to help a company evolve its brand, and provide real-world examples of how the companies he's worked for answered them.

Morning Breakout Sessions – October 19

10:00 – 10:50 am Building Your Foundation: Infrastructure 101 - Siskiyou

Moderator: Erik Andersson, Economic Development Manager, Pacific Power

Speakers: Steve Vincent, Regional Business Manager, Avista Utilities, Bryan Adams, Sales & Marketing Director, LSN, Melissa Hunting, Business Development, PGE

Utilities play important roles in local and regional economic development efforts. However, there are specific issues, jargon and acronyms that can often make it a challenge to coordinate important service information with local economic development partners. This session will provide an overview of the basic concepts and terminology that utilities partners – telecommunications, electricity and natural gas – use when working to recruit, expand and retain businesses. A "basic training" for the utilities' economic development partners in less than 60 minutes.

Developing Organizational and Business Resiliency- Petite Ballroom

Speaker: Tim Root, Senior Consultant, Oregon Manufacturing Extension Partnership

OMEP is a non-profit organization that aims to help Oregon manufacturers respond to the challenges of competing in an increasingly global economy. OMEP helps companies grow by bringing advanced thinking and hands-on skills to guide companies towards business improvements that lead to immediate results. OMEP works with owners, executives, managers and operators to assess company needs in all areas. They move quickly from assessment to implementation to ensure that the company's efforts provide an immediate payback. Regardless of the starting point, their goal is to unleash a company's growth potential. Tim Root will lead a discussion covering what organizations and businesses can do to be resilient in tough times touching upon choosing the right people for the right jobs, implementing lean practices for maximum efficiency and performance, and succession planning.

11:00 – 11:50 am Building Your Foundation: Infrastructure 102 - Siskiyou

Speakers: Robert Ault, Program Services Assistant Manager, IFA, Carl Tappert, General Manager, Rogue Valley Sewer Service and Eric Johnson P.E., Engineer, Medford Water Commission

Water, wastewater, and storm water considerations can create a flood of concerns if not understood in advance. Learn the language and processes you need to know to help your new and expanding businesses. This session will provide an overview of the basic concepts and terminology used by water and wastewater utilities that will help you when working to recruit, expand and retain businesses.

America's Reshoring Movement - Planning for the Coming Economic Development– Petite Ballroom

Speaker: Rosemary Coates, Executive Director, Reshoring Institute

Rosemary Coates is the Executive Director of the Reshoring Institute, a 501c3 Non-Profit collaboration with the University of San Diego and the President of Blue Silk Consulting, a Global Supply Chain consultancy. She is an Amazon.com Best Selling author with 5 books: "The Reshoring Guidebook," "42 Rules for Sourcing and Manufacturing in China," "42 Rules for Superior Field Service," "Negotiation Blueprinting for Buyers," and "Legal Blacksmith – How to Avoid and Defend Supply Chain Disputes." According to a recent study, 54% of US manufacturers over \$1billion in revenue are considering reshoring some or all of their manufacturing. Rosemary will cover why reshoring is important now, cost point comparisons with Chinese manufacturing, and how economic professional can support reshoring.

OEDA Awards Luncheon & Keynote, 12:00 – 1:30 pm – The Grand Ballroom

Speaker: Harry & David's Legacy & Impact in the Changing Value-Added Landscape

- Steven Lightman, President, Harry & David

Since 1934, Harry & David has grown to become America's premier choice for gourmet gifts, and employs 2,000-8,000 yearly on its 52-acre campus. From handpicked fresh fruit to hand-packed gift baskets filled with delicious treats, Medford's signature company is committed to providing premium quality and excellence in every way.

A history rich in agriculture and family values, their story started with Samuel Rosenberg, a successful hotel owner in Seattle, Washington. In 1910, Samuel traded his prized Hotel Sorrento for 240 prime acres of pears in Southern Oregon's Rogue River Valley. The soon-to-be-named Bear Creek Orchards were later taken over by his two sons, Harry and David Rosenberg. In 1934, Harry and David set out on their famous sales trips to San Francisco and New York, visiting the captains of industry and pitching their pears as the ideal business gift. Steve Lightman will share today how the company continues to grow and plan for the future, develop new ways to capitalize on the Harry & David brands and integrate with its new owner, 1-800-Flowers.

2015-16 President's Report:
Sarah Garrison, OEDA President
Annual Awards & Legislator of the Year Award

Afternoon Sessions – October 19

1:45 – 2:50 pm Salesforce for EcDev - Using Technology and Business Process to Drive Economic Growth – Petite Ballroom

Speaker: Todd Smithee, President, Conrin Inc., Salesforce

Over 100 Economic development organizations (EDOs) around the country have turned to Salesforce.com and Conrin, Inc. to build modern economic development applications on the Salesforce cloud platform that can eliminate duplicate data entry and manual processes associated with business development efforts, consolidate information into one centralized location, streamline communications both internally and externally, and support economic development and grants management efforts. The Salesforce application can help from site location assistance to marketing campaigns to job training grants, permits and tax abatements. Conrin's twelve years of experience in the field, combined with experience gained from managing implementations in 24 states, will provide you with new ideas on contact, account, project management, and key metrics

How to Win (and Lose) Projects Using Data – Petite Ballroom

Speaker: Nathan Mick, Vice President, StateBook International

There are pages and pages of data from a variety of sources on the Internet, telling a story (or stories) about your community whether you like it or not. How do you shape the message that your data sends to prospective investors in your community? With so many statistics about your community's past available online, how do you get data trends about the *future* of your community out there? This presentation will provide a glimpse of the various information sources on the Internet and provide some helpful suggestions as to how you use that data to tell the story you want potential investors to hear.

3:00 – 3:50 pm Preparing for Cascadia – “The Big One” - Siskiyou

Speaker: Laurie Holien, Deputy Director, Oregon Emergency Management

Cashing in on Arts, Culture, and Tourism– Petite Ballroom

Speaker: Robert Hackett, Marketing Director, Oregon Shakespeare Festival

The Oregon Shakespeare Festival is a not-for-profit professional theatre founded in 1935, based in Ashland. A major theatre arts organization, OSF offers a diversity of plays as well as events and activities to enhance the overall experience for every visitor. OSF has invested millions in Southern Oregon, employs close to 600, and attracts over 400,000 visitors annually. Its season runs from February through early November, in three theatres, offering 11 different plays that include three or four by Shakespeare and seven by other classic writers, as well as modern and contemporary work and world premieres. After many years of making do with cramped quarters, it was simply busting out of its sets and costumes. And thus nearly 80 years after staging their home in Ashland, OSF built an additional 71,000 s/f of production space in Talent with automation and technology that is not much ado about nothing - you should take time to see a play or several while you are here!

Come on Over to Jacksonville, Bigham Knoll 1908 Schoolhouse– 6:00 pm - Get away for a fun evening dinner in the historic gold mining town of Jacksonville! Bigham Knoll, a 1908 brick schoolhouse which is named after John Bigham who settled in Jacksonville in 1854. The Mayor of Jacksonville will welcome guests, Bigham owners will tell the schoolhouse story, and the founder or Dutch Bros. will follow with words of nurturing wisdom. Come early for a fine draught bier at the Brewhaus, a narrated 45-minute trolley ride (4:15 pm or 5:15 pm), or some outdoor strolling in the woodland trails park just outside the Britt Music Festival gardens. Dinner Keynote: Nurturing Customer Service – Travis Boersma, Founder, Dutch Bros.

Tuesday, October 20

Breakfast & Keynote Session, 8:30 - 9:45 am – The Grand Ballroom

Keynote Speaker: Why Oregon’s Rugged Pioneer Spirit is in Demand in the Most Austere Locations in the World– Jeff Roberts, President & CEO, Erickson Incorporated

Serving customers all over the globe and operating a wide range of aircraft, you’ll find Erickson wherever there’s a need for reliable, safe, and innovative aerial services. From working on infrastructure projects in the American heartland, to fighting fires all over the world, to providing aerial support for oil and gas exploration in the South American jungle and executing military operations overseas, Erickson is up for the challenge. Erickson’s capabilities and global reach, is made possible by a multi-mission fleet of close to 100 aircraft, including utility helicopters, fixed-wing aircraft, and their own industry-leading Aircrane, which is manufactured and maintained in Southern Oregon.

OEDA Election of New Board Members

10:00 – 10:50 am Cultivating Great Relationships for Your Best Recruitment

Performance- Siskiyou

Moderator: Jill Miles, Lead Recruitment Officer, Business Oregon

Speaker: Dick Sheehy, Director of Site Selection, CH2MHill and Ted Nicholson, Senior Vice President, CBRE

Hear direct from your customers how and why it’s important to cultivate and maintain strong relationships with your local and state real estate network and national site selectors. This session will provide an opportunity to talk directly with industry leaders and learn what they think can make or break a long lasting relationship.

Integrating Exporting & Foreign Investment Recruitment into Your Business Development Strategy – Petite Ballroom

Moderator: Derek Olson, Vice President Strategies, Greater Portland Inc.

Speaker: Scott Goddin, Executive Director, US Export Assistance Center

Jim Newton, Regional Export Finance Manager., US Small Business Administration

Tammy Marquez-Oldham, Director, SBDC, PCC Climb Center

This session will provide the economic development professional (EDP) training with federal, state, local and experts focused on improving the ability of EDPs to use these existing services to attract foreign direct investment and help companies expand exports. We are looking to integrate exports and FDI training in keeping with the direction of Greater Portland Global, which integrates the two in the Global Trade and Investment Plan.

11:00 - 11:50 am Finishing Touches: Beyond the Brand, Polishing Your Delivery – Siskiyou

Speaker: Adam Cuppy, Founding Partner & COO, Coding Zeal and Tisha Oehmen, Chief Operating Officer, Paradux Media Group

When the entire company is pulling in the same direction, everything becomes easier. Working through your to do list is a breeze, and it’s a lot more fun. You don’t have to be management to begin to move your organization toward this brand-driven environment. In this session, you’ll

learn how you can help to foster an environment of personal brand accountability and even brand extension, no matter what your position, or level of authority.

“Grow Your Own” Priority Company Initiative – Petite Ballroom

Speaker: Mitchell Gee, Business Development Officer, Business Oregon

Studies have shown that no less than 70 percent of all new jobs created in an economy are created by businesses already existing in the economy. While traditionally, a lot of resources are spent in economic development to recruit new companies to a state or community, Business Oregon is going back to BR&E basics. To capitalize on local economic opportunities, they have initiated a program to support the retention and expansion of existing Oregon businesses within the traded sector. Hear the initial results and findings of this effort.

Lunch & Keynote, 12:00 – 1:30 pm – The Grand Ballroom

Keynote Speaker: Crushing Old Paradigms – Mike Naumes, President & CEO, Naumes Inc.

Naumes Inc. was established in 1946 by Joe Naumes and Steve Nye after both men returned from active duty in World War II. Succeeding generations of “Naumi” have learned their trade from the ground up. Joe’s children — Mary Pat, Sue and Mike — started moving irrigation pipe at 11 years of age and were picking, thinning and smudging by the eighth grade. Mike and his wife, Laura, who also grew up in the orchard business, now oversee the operations that encompass approximately 5,300 acres in three states. Naumes recently developed a serious crush on grapes, along with the burgeoning wine market, and just celebrated the grand opening for their custom crush facility in West Medford.

OEDA Board Meeting, 2 pm – Douglas Fir

Post Conference Harry & David Food-Factory Tour

Named one of “Four Great Food-Factory Tours” by TheStreet.com, April 2008. What does 50 pounds of Moose Munch® popcorn look like? How do we make so many different kinds of Truffles? Is our Baklava really made by hand? Answers to these and more questions are waiting for you on the Harry & David Tours. Come see how we make America’s favorite treats – and taste a few of them yourself!

Tour time: 1:45 pm – 3:15 pm – **Limited to 27 people. \$10 registration fee.**

Tours start and finish at Harry & David Country Village, 1314 Center Dr., Medford, Oregon. Just off I-5 Exit 27.
FREE CHOCOLATE AT THE END OF EVERY TOUR AND A COUPON FOR \$5 OFF YOUR PURCHASE AT THE STORE!

Thank you to our Conference Sponsors



OEDA Annual Sponsors



SPONSORSHIP OPPORTUNITIES



Annual Sponsorship Levels

Sponsorship Benefits	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Annual OEDA Membership	✓			
Logo on home page of OEDA website, newsletters & E-Updates	✓			
Featured meal or reception sponsor at Fall Conference	✓			
Logo displayed on conference materials, including attendee name badges	✓	✓		
Opportunity for a brief presentation at conference event	✓	✓		
Featured meal or reception sponsor at Summer Conference	✓	✓		
Featured meal or reception sponsor at Spring Conference	✓		✓	
Opportunity to display banner at event (sponsor provides own banner)	✓	✓	✓	
Recognition on conference events webpage and in all conference electronic marketing	✓	✓	✓	✓
Complimentary conference registrations (total for the three conferences-sponsor to choose allocation)	6	4	3	1
Optional vendor showcase booth/table at event	✓	✓	✓	✓
Recognition on conference signage	✓	✓	✓	✓
Recognition on OEDA website sponsor page	✓	✓	✓	✓

Individual Conference Sponsorship Levels

Conference	Gold	Silver	Bronze
Fall	\$3000	\$1500	\$750
Summer	\$1500	\$750	\$500
Spring	\$1500	\$750	\$500

Individual conference sponsors receive the same benefits listed under annual conference sponsors above for Gold, Silver, and Bronze except the number of complimentary conference registrations will be two for Gold, and one for both Silver and Bronze.



**City Council
October 6, 2015
Exhibit "C"**

SPONSORSHIP CONTRIBUTION FORM



Please indicate your preferred level of sponsorship below
and email completed form to admin@oeda.biz.

Annual Sponsorship	Single Conference Sponsorship	Exhibitor Booth
<input type="checkbox"/> Annual Platinum \$7,500 <input type="checkbox"/> Annual Gold \$5,000 <input type="checkbox"/> Annual Silver \$2,500 <input type="checkbox"/> Annual Bronze \$1,000	Gold Level <input type="checkbox"/> Fall Conference \$3,000 <input type="checkbox"/> Spring Conference \$1,500 <input type="checkbox"/> Summer Conference \$1,500	<input type="checkbox"/> \$500 (includes conference registration & meals) <input type="checkbox"/> \$250 (does not include conference registration & meals)
	Silver Level <input type="checkbox"/> Fall Conference \$1,500 <input type="checkbox"/> Spring Conference \$750 <input type="checkbox"/> Summer Conference \$750	Other Sponsorship Opportunities <input type="checkbox"/> Conference Reception \$1,000 <input type="checkbox"/> Conference Breakfast or Lunch \$2,000 <input type="checkbox"/> Conference Keynote Speaker \$1,500 <input type="checkbox"/> Conference Registration Scholarships (Cost will be based on registration fee for each conference)
	Bronze Level <input type="checkbox"/> Fall Conference \$750 <input type="checkbox"/> Spring Conference \$500 <input type="checkbox"/> Summer Conference \$500	

Company Name: _____
(as it should appear on all printed materials)

Contact Person: _____

Address/City/State/Zip: _____

Phone: _____ Email: _____

Website: _____

Payment Options

Check Visa MasterCard American Express

Account # _____ Expiration Date _____

Billing Address _____

Jacksonville City Council Agenda Item Summary



Public Hearing: Comprehensive Plan and Zoning Map Amendment

Date: October 1, 2015

City Council Meeting: October 6, 2015

From: Dick Converse, Contract Principal Planner (RVCOG)

Agenda Item: 5d.

Synopsis:

On July 8, 2015, The Jacksonville Planning Commission reviewed a proposal for a Comprehensive Plan Amendment and Zone Change from Hillside Residential (HR-1) to Special Protection (SP) for the property located north and adjacent to the Jacksonville Cemetery. The Commission reviewed and recommended City Council approval for the subject property.

On July 21, 2015 the Planning Department noticed for the City Council Hearing for the Zone Change Application. However, the notice indicated the incorrect tax lot number. The notice stated the proposal for Tax Lot 1400, not Tax Lot 1401.

Subsequently, the Planning Department corrected the error, and re-noticed the public hearing with the amended Tax Lot information (Tax Lot 1401).

The Planning Department corrected the error, and re-noticed in accordance with the Jacksonville Municipal Code, and relevant Oregon Revised Statutes.

Fiscal Impact:

SP (Special Protection) will allow the 11 acres to become saleable gravesites for the Jacksonville Cemetery.

Recommendations:

To approve amendment of Comprehensive Plan and Zone Change.

Exhibits:

Exhibit A – Staff Memo to Planning Commission

Exhibit B – Planning Commission Recommendation

Planning Commission Staff Memo

City of Jacksonville Planning Department

FROM: Ian Foster, Planner
DATE: June 29, 2015
SUBJECT: Comprehensive Plan and Zoning Map Amendment
FILE NO: 2015-69
APPLICANT: The City of Jacksonville, OR
LOCATION: 372W29C Tax Lot 1400

I. BACKGROUND

On June 2, 2015 The City of Jacksonville Planning Department received a proposal for a Comprehensive Plan Amendment and Zone Change from Hillside Residential (HR-1) to Special Protection (SP) for the property located north and adjacent to the Jacksonville Cemetery. The intent of the zone change is to allow a future expansion of the cemetery. The Applicant is the City of Jacksonville.

II. EXHIBITS

Exhibit A - Applicant's Project Description and Findings of Fact (5 Pages)
Exhibit B - Vicinity Map (1 Page)

III. STAFF ANALYSIS

Staff finds that the applicant's project description, narrative, and findings of fact adequately address applicable Jacksonville Municipal Code criteria, Oregon State Planning Goals, and the Jacksonville Comprehensive Plan Goals and Policies (Exhibit A). Staff hereby incorporates the applicant's project description and findings of fact in place of a full staff report.

IV. RECOMMENDATION

Staff recommends the Planning Commission recommend City Council approval of the Comprehensive Plan Amendment and Zone Change proposal (File No. 2015-69) for the subject property from Hillside Residential (HR-1) to Special Protection (SP).

May 27, 2015

CITY OF JACKSONVILLE PLANNING COMMISSION

Request for Comprehensive Plan Amendment and Zone Change from Hillside Residential (HR) to Special Protection (SP)

Project Description and Findings of Fact

DATE: May 26, 2015
APPLICANT: City of Jacksonville
AGENT: Dick Converse
Rogue Valley Council of Governments
PO Box 3275
Central Point, OR 97502

PROJECT ADDRESS: None issued
MAP AND TAX LOT: Map# 372W29C Tax Lot# 1401
ZONING DESIGNATION: HR – Hillside Residential

I. PROPERTY NARRATIVE:

The Applicant, the City of Jacksonville, requests approval of a Comprehensive Plan Amendment and Zone Change from HR (Hillside Residential) to SP (Special Protection) to permit expansion of the Jacksonville Cemetery into a parcel north of and adjacent to the existing cemetery. The City acquired the property in September 2010 to accommodate future expansion of the cemetery, but HR zoning does not permit cemeteries as either a permitted or conditional use.

The property contains 10.55 acres of relatively gentle topography, with about a 7 percent rise from east to west. Vegetation consists primarily of oak trees interspersed with pine and madrone. Access will be provided by the existing cemetery access road. Large lots containing dwellings are to the west, north (outside the city limits), and east.

Following are several paragraphs from the cemetery website to provide context for the proposed addition.

The first burial occurred in October 1859, and actually, before the cemetery was officially open for business. John Love, a prominent businessman, was given special permission to bury his mother, Margaret Love. Plots were advertised and offered for sale in December of 1859 and the cemetery was dedicated in 1860, the same year the City of Jacksonville was incorporated. If you walk the grounds you may notice grave markers with dates of death earlier than 1859, however; in most

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JUN 02 2015

City of Jacksonville

EXHIBIT

A 1 of 5

cases these were remains that were removed from other locations and reburied in the cemetery at a later date.

In 1878 John Hockenjos built a tool house for the Cemetery Sexton to work from and store his tools of the trade. We are pretty confident that there was an even earlier tool house on this same site. This new building also served as an early mortuary and contains a trap door in the floor where the deceased could be stored until they could be buried in the ground. The Sexton's Tool House continues to be used today for storing tools and supplies and as an office area for volunteers.

There are a number of things that make the Jacksonville Cemetery unique among historic cemeteries, one of which is that it is divided into seven different sections. They include the Jewish (Hebrew), and Catholic sections, the Independent Order of Odd Fellows, Ancient Free and Accepted Masons, Independent and Improved Order of Red Men. The seventh and largest section is the City of Jacksonville's portion which has been added to over the years. Contained within the City section is another unique feature to the cemetery and that is a Potter's Field. This area is on the north side of the cemetery and contains the remains of blacks, whites, Native American Indians, Hawaiians and possibly Chinese, and others. While none of these graves were marked with individual markers, a large monument honoring the 133 people buried in the "Potter's Field" was erected.

The City of Jacksonville owns and operates the cemetery while each section owner is responsible for the administration and care of their individual sections. The cemetery has a Cemetery Sexton and Cemetery Commission who oversee and care for the cemetery along with a very dedicated group of community volunteers. The cemetery remains an active cemetery and is still very much a part of modern day Jacksonville as it was back in 1859. The cemetery is registered as a part of Jacksonville's National Landmark Status, as well as with the Oregon Commission on Historic Cemeteries.

II. TITLE 17: ZONING

17.37.020 Permitted Uses

Cemeteries are a permitted use in the SP District (17.37.020(A)). They are not permitted in the HR zone.

17.108 AMENDMENTS:

17.108.50(d) Findings of Fact

In order to adopt an ordinance for an amendment to a zoning map, findings must be made, and adopted as part of said ordinance, that are adequate to support the amendment proposal. It must be found that the amendment:

1. *complies with and conforms to the comprehensive plan goals, policies, and;*
2. *complies with the comprehensive plan map*

Comprehensive Plan amendments are subject to Chapter X, the General Implementation section of the Comprehensive Plan. Because the request involves only one parcel, it conforms to the description of a Minor Revision: Changes to the generalized land use maps which focus on specific individual properties and which do not have significant effect beyond the immediate area of the change. Subsection "f" states, "The proposed amendment must conform to the Statewide Planning Goals and be consistent with other unamended portions of the comprehensive plan."

The primary difference in the two criteria is that the Comprehensive Plan Amendment must demonstrate compliance with Statewide Planning Goals. As a result, this report concentrates on compliance with state law because the Land Conservation and Development Commission acknowledged the existing Comprehensive Plan to be consistent with Statewide Planning Goals. To the extent the proposal complies with Statewide Planning Goals, it also complies with Jacksonville Comprehensive Plan; however, the application also cites Comprehensive Plan goals and policies that have direct bearing on the proposed amendment.

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The Planning Commission will conduct a public hearing provide a recommended action to the City Council. The City Council will then hold at least one public hearing with proper public notice as set forth in state law. A majority vote of the City Council is sufficient to enact the amendment. State law also requires that the City notify the Department of Land Conservation and Development of the proposed amendment a minimum of 35 days before the first Planning Commission public hearing.

III. Statewide Planning Goals:

Goal 1, Citizen Involvement – To develop a citizen involvement program that insures (sic) the opportunity for citizens to be involved in all phases of the planning process.

The land use planning process includes developing the documents that are used to evaluate planning decisions. The purpose of the goal is to ensure an effective process for informing residents of pending decision and soliciting input. Those processes are incorporated into the City's planning documents.

Goal 2, Land Use Planning – To establish a land use planning process and policy framework as a basis for all decision and actions related to use of land and to assure an adequate factual base for such decisions and actions.

The Land Use Planning Goal mandates that jurisdictions maintain comprehensive plans and implementation measures, outlining what must be in the plans, and a process for evaluating how land use proposals comply with those plans. Jacksonville's Comprehensive Plan is acknowledged to be in compliance with the statewide planning process.

Goal 3, Agricultural Lands – To preserve and maintain agricultural lands.

Not applicable because the property is urban.

Goal 4, Forest Lands – To conserve forest lands by maintaining the state's forest economy by making possible economically efficient forest practices . . .

Not applicable because the property is urban.

Goal 5, Open Spaces, Scenic and Historic Areas and Natural Resources – To conserve open space and protect natural and scenic resources.

Goal 5 includes a broad range of resources that must be addressed in comprehensive plans. Examples of these resources that affect the proposed plan amendment are lands desirable for open space, outstanding scenic views or sites, historic areas and sites, and cultural areas. The amendment if proposed to ensure long-term availability of burial sites, but it also supports preservation of open space and other Goal 5 resources. The cemetery is registered as a part of Jacksonville's National Landmark Status, as well as with the Oregon Commission on Historic Cemeteries. Expansion of the cemetery will require consistency with these programs.

Goal 6, Air, Water and Land Resources Quality – To maintain and improve the quality of the air, water and land resources of the state.

Goal 6 seeks to ensure that future development will not threaten to violate applicable state or federal environmental quality standards. The proposed cemetery expansion should have little or no adverse effect on the environment.

Goal 7, Areas Subject to Natural Disasters and Hazards – to protect life and property from natural disasters and hazards.

No natural hazards are mapped on or near the property.

Goal 8, Recreation Needs – To satisfy the recreational needs of the citizens of the state and visitors and, where appropriate, to provide for the siting of necessary recreational facilities including destination resorts.

The Jacksonville Cemetery is a tourist attraction because of its history. The grounds and surrounding trails provide a beautiful and serene area for hiking and biking.

Goal 9, Economic Development – To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens.

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Jacksonville Cemetery Comp Plan/Zone Change

JUN 02 2015

Page 3

EXHIBIT

A 3.05

City of Jacksonville

The cemetery does not have a direct economic benefit to residents of Oregon, but as a component of the city's historic district, it contributes to the tourism-based segment of the city's economy.

Goal 10, Housing – To provide for the housing needs of the citizens of the state.

The proposed amendment will remove approximately 10.5 acres from the city's inventory of buildable lands. Because the property is zoned HR-1, this would result in a loss of approximately 10 residential homesites. No comprehensive buildable lands inventories have been conducted recently in Jacksonville; the most recent evaluation occurred during the Regional Problem Solving review approximately 10 years ago. Overall projected residential densities of approximately two dwellings per acre in Jacksonville were significantly lower than for the other jurisdiction, and contributed to the City's decision to cease participation. A slight increase in density in other areas would more than compensate for the loss of potential housing on the subject property.

Goal 11, Public Facilities and Services – To plan and develop a timely, orderly and efficient arrangement of public facilities and services to serve as a framework for urban and rural development.

Cemeteries are a customary feature of a community and often are owned by the city. Jacksonville Cemetery is consistent with this model.

Goal 12, Transportation – To provide and encourage a safe, convenient and economic transportation system.

Not applicable

Goal 13, Energy Conservation – To conserve energy.

Not applicable

Goal 14, Urbanization – To provide for an orderly and efficient transition from rural to urban land use.

The property is within the city limits of Jacksonville.

IV. Jacksonville Comprehensive Plan Goals and Policies

1. Parks, Recreation, Open Space, Natural and Scenic Resources - To provide and maintain parks, recreation and open spaces for the citizens of Jacksonville and to set aside and maintain for public enjoyment natural, scenic and wildlife areas to enhance the urban environment.

The City identified sites that should be converted to park use or have specific open space resources that should be preserved as part of their future development. Site 9 is the southern portion of the subject property. The primary treatment proposed for this site was a 50-foot setback along the cemetery boundary. The entire parcel was later purchased by the City, more than fulfilling the protection goal. The proposed Special Protection designation will further protect the existing cemetery from incompatible uses.

2. Public Facilities and Services - To plan and develop a timely, orderly and efficient arrangement of public facilities and services to serve both existing and future needs of the residents of the city of Jacksonville.

This element includes a discussion of the cemetery, noting that city controlled about 19.04 acres of land for cemetery use and another 8.13 acres known as Cemetery Woods. The Public Lands and Buildings Policy Implementation Strategy 2 is to "maintain and update a Cemetery Preservation and Restoration Plan." The plan element written in 2003 estimated about a 16-year supply of gravesites, but the available sites for several groups are nearly depleted. As a result, it is timely to expand the cemetery.

RECEIVED

JUN 02 2015

City of Jacksonville

V. Conclusion and Summary

The Jacksonville Cemetery is a significant resource for the city, clearly providing a link to the city's history. It also contributes to open space preservation and recreational opportunities. Changing the land use designation to Special Protection will permit the cemetery to satisfy the needs of the city for many years to come and will complete the process that began with purchase of the property for cemetery expansion.

Prepared and Respectfully Submitted by:

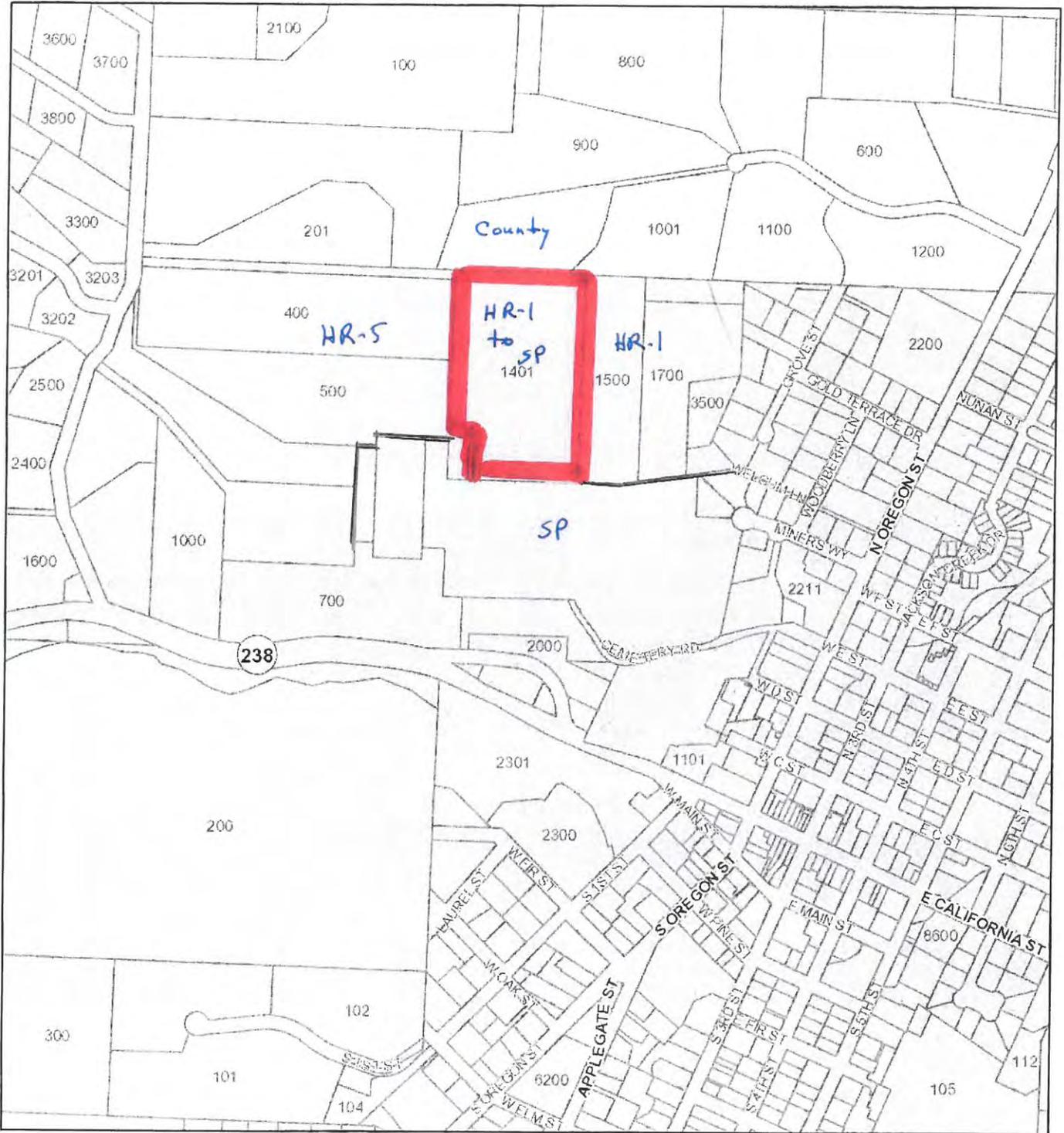
Dick Converse, RVCOG Principal Planner

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City of Jacksonville

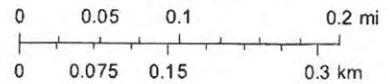
Jackson County GIS



June 2, 2015

1:7,123

- | | | |
|----------------------|---------------|-------------|
| County Line | Central Point | Phoenix |
| Streets - Label Only | Eagle Point | Rogue River |
| Taxlots | Gold Hill | Shady Cove |
| Ashland | Jacksonville | Talent |
| Butte Falls | Medford | |



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© Jackson County 2015

EXHIBIT

B

**BEFORE THE PLANNING COMMISSION
OF THE CITY OF JACKSONVILLE
COUNTY OF JACKSON, STATE OF OREGON**

IN THE MATTER OF CONSIDERATION OF AN)	
APPLICATION FOR APPROVAL OF FILE)	RECOMMENDATION
2015-69 A REQUEST FOR A COMPREHENSIVE)	TO CITY COUNCIL
PLAN AMENDMENT AND ZONE CHANGE IN THE)	
CITY OF JACKSONVILLE)	

APPLICANT: City of Jacksonville
AGENT FOR APPLICANT: Dick Converse, RVCOG

RECITALS :

- A. On June 2, 2015, the City of Jacksonville Planning Department received a request for an amendment to the Jacksonville Comprehensive Plan Map and the Zoning Map of the City of Jacksonville pursuant to JMC 17.108.020 (B), for property described as 372W29C, Tax Lot 400. The proposed change is from its current designation of Hillside Residential (HR-1) to Special Protection (SP) District.
- B. On June 2, 2015, the City provided the required 35-day notice to the Oregon Department of Land Conservation and Development ("DLCD"). On June 22, 2015, owners of land within 300 feet were also notified of the public hearing.
- C. Pursuant to JMC 17.108.040 (A), the matter was automatically referred to the Planning Commission.
- D. Chapter X of the Jacksonville Comprehensive Plan and Chapter 17.108 of the Jacksonville Municipal Code govern Plan Amendments and Zone Changes, and require, if approval is recommended by the Planning Commission, that the Jacksonville City Council make the final decision regarding the application.
- E. On July 8, 2015, the Planning Commission held a public meeting to consider the proposed amendments to the Comprehensive Plan and Zoning Map. After reviewing the staff report, the Planning Commission received comments from the cemetery sexton regarding the need to expand the cemetery. No other members of the public attended the hearing. The Planning Commission then closed the hearing and unanimously voted to forward to the City Council a recommendation in support of the proposed amendments.

NOW THEREFORE, the Planning Commission of the City of Jacksonville finds, concludes, and recommends as follows:

-SECTION 1. The Planning Commission hereby incorporates by reference all oral deliberations and findings of fact established in the record of the public hearing, and cites by reference the application, the City Planner's written and oral reports, and oral testimony of the Cemetery Sexton.

SECTION 2. The Planning Commission hereby finds that it has received all information and evidence necessary to consider the application for a Comprehensive Plan Amendment and Zone Change.

SECTION 3. The Planning Commission concludes that the proposed Comprehensive Plan Amendment and Zone Change are consistent with the approval criteria.

RECOMMENDATION:

Based on the record of the public hearing on this matter, the Planning Commission concludes that the case for a Comprehensive Plan Amendment and Zone Change has been substantiated. Therefore, based upon compliance with the relevant sections of the City of Jacksonville Comprehensive Plan Chapter X and the Jacksonville Municipal Code Chapter 17.108, the Planning Commission recommends approval of the Comprehensive Plan Amendment and Zone Change from Hillside Residential (HR-1) to Special Protection (SP).

This RECOMMENDATION for APPROVAL is given to the Jacksonville City Council this 13th day of July, 2015, in Jacksonville, Oregon.



Roger Thom, Chair

Jacksonville City Council Agenda Item Summary



Ordinance O2015-007 Comprehensive Plan and Zoning Map Amendment

Date: October 1, 2015
From: Jeff Alvis, City Administrator

City Council Meeting: October 6, 2015
Agenda Item: 5e.

Synopsis:

A public hearing will be held at this City Council meeting to approve amending the comprehensive plan and change zoning in the cemetery from HR-1 (Hillside Residential) to SP (Special Protection).

Fiscal Impact:

N/A

Recommendations:

Approve Ordinance O2015-007 Comprehensive Plan and Zoning Map Amendment

Exhibits:

Exhibit A – Ordinance O2015-007 Comprehensive Plan and Zoning Map Amendment

ORDINANCE NO O2015-007

AN ORDINANCE OF THE COUNCIL OF THE CITY OF JACKSONVILLE AMENDING THE COMPREHENSIVE PLAN AND ZONING MAP AMENDMENT FROM HR-1 (HILLSIDE RESIDENTIAL) TO SP (SPECIAL PROTECTION) TO PERMIT EXPANSION OF THE JACKSONVILLE CEMETERY INTO A 10.55-ACRE PARCEL NORTH OF AND ADJACENT TO THE EXISTING CEMETERY.

WHEREAS:

1. The Comprehensive Plan of the City of Jacksonville was adopted October 19, 1982. The Zoning Regulations of the City of Jacksonville, adopted in 1982 and subsequently updated, are part of the City of Jacksonville Code of Ordinances; and
2. The City of Jacksonville, owner of the subject property, proposed amendments to the Comprehensive Plan Map and Zoning Map; and
3. In terms of physical conditions and characteristics, location and availability of services, the property is appropriate for the proposed SP zoning designation; and
4. The applicable criteria from the Comprehensive Plan and the Zoning Regulations are satisfied, and approval of the proposal is recommended by the Jacksonville Planning Commission to the City Council.

NOW, THEREFORE, the City of Jacksonville ordains as follows:

Section 1. The Comprehensive Plan Map is hereby amended to include the property identified by Assessor's Map as 372W29C, Tax Lot# 1401, shown in Exhibit "A", to be entirely within the Special Protection Comprehensive Plan Map designation; and

Section 2. The Zoning Map is hereby amended to include all of tax lot 1401, shown in Exhibit "A", to be entirely within the SP Zoning Map designation.

PASSED this 6th day of October, 2015 by the City Council of the City of Jacksonville, Oregon.

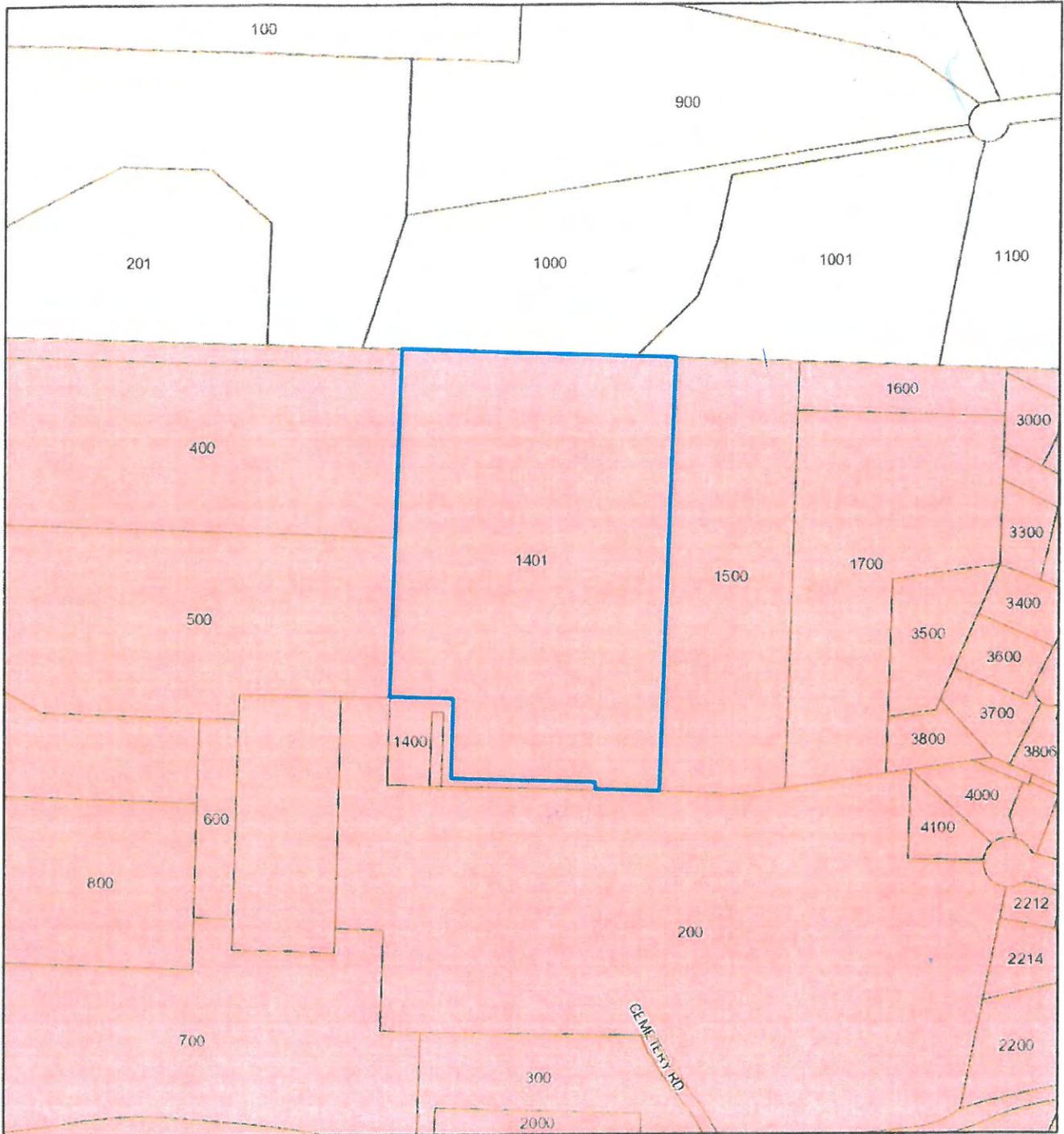
Paul Becker, Mayor

ATTEST:

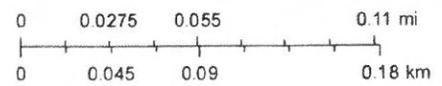
Kimberlyn Collins, City Recorder

**City Council
October 6, 2015
Exhibit "A"**

Exhibit "A"



1:3,419



MEMO

CITY OF JACKSONVILLE

Date **October 2, 2015**
To: **City Council**
From: **Jeff Alvis, City Administrator**
Subject: **Bids for Mechanical and Plumbing**

Jeff will have more information regarding mechanical and plumbing and a spreadsheet showing where we are at with the project. You will receive this either before or at the City Council meeting.

Jacksonville City Council Agenda Item Summary



Award Bid for Electrical on Courthouse

Date: October 1, 2015
From: Jeff Alvis, City Administrator

City Council Meeting: October 6, 2015
Agenda Item: 5f.

Synopsis:

Electrical bid opening was done on October 1, 2015. Two bids were received:

- Pacific Electrical Contractors, Inc. \$154,000
- Infinity Electrical Contracting, LLC. \$184,000

Fiscal Impact:

\$31,000 under general estimate

Recommendations:

Approve Pacific Electrical Contractors, Inc. bid for \$154,000

Exhibits:

Exhibits will be presented at the City Council meeting

Jacksonville City Council Agenda Item Summary



Sunday Afternoon Courthouse Lawn Concert

Date: September 17, 2015
From: Mayor Becker

City Council Meeting: October 6, 2015
Agenda Item: 5g.

Synopsis:

I'm bringing this to the Council rather late because I overlooked the issues of amplified music during the event. The level of sound will be approximately the same as the sound during the Farmer's Market and indeed, the event follows the Farmer's market on the same day.

Fiscal Impact:

N/A

Recommendations:

Approve amplified music for Sunday lawn concert.

Exhibits:

Exhibit A – Large Event Packet

Medium and Large Event Permit Application on Public Property

An event is any activity upon public property that will affect the ordinary or permitted use of that property, public streets, rights of way or sidewalks; or will incur extraordinary costs for personnel, materials, and services by the City. A permit is needed if it generates impacts greater than the normal and customary use of City property, parks, streets, rights of way or sidewalks.

If an event occurs on private property and anticipates greater than 300 participants the property owner/sponsor must notify the City in writing 14 days in advance. This will be to work with the City to be sure that public safety issues such as traffic, parking and noise are mitigated and that public safety personnel can be notified in case of an emergency. This can be done by letter or email to the Recorder at recorder@jacksonvilleor.us or PO Box 7, Jacksonville OR 97530. Please include date, start and end time, anticipated number of participants and contact information for the event coordinator. No permit is required as long as the entire event occurs on private property.

PERMIT PROCESS

This Event Permit Application serves a dual purpose. First, it is intended to provide the City of Jacksonville with information needed to evaluate your application as it relates to public health and safety. It is also to help you plan and organize your event. If questions do not apply to your event simply indicate so by writing “not applicable”.

The permit application process begins when you submit a completed application along with the base fee to the City of Jacksonville. Acceptance of your application does not constitute final approval of your request. The application will be reviewed in accordance with all applicable chapters of the Jacksonville Municipal Code. The applicant is responsible for compliance with all applicable federal, state and local laws and regulations.

There are two levels of fees for this packet; \$100 for a packet which requires no City Council approval and \$200 for a packet which requires any City Council approval.

Applications shall be submitted no later than 30 days prior to the scheduled event. In many cases an event request might be reviewed by the Planning Department, Public Safety Departments and the City Council. It is the applicant's responsibility to provide the requested documentation in a timely manner.

No application will be accepted without the base \$100 fee. The applicant will be notified if Council approval is needed. The additional \$100 fee will due at time of notification. Items needing Council approval have been indicated on this permit application in order to help you plan.

An increased volume of vehicular or pedestrian traffic, parking issues, trash, noise or refuse is an example of an increased impact as identified in the first paragraph. Events may include, but are not limited to, fairs, art and hobby shows, farmer's markets, educational or cultural events, festivals, and block parties. Demonstrations and other lawful assemblies, including but not limited to private social gatherings that will make no use of City streets, parks or rights-of-way other than for lawful parking do not need an Event Permit.

Throughout the review process you will be notified if your event requires any additional information, permits, licenses or certificates in order to complete the review process. (Contact: City Recorder, at PO Box 7 or 110 E Main St, Jacksonville OR 97530. Email recorder@jacksonvilleor.us, Phone 541.899.1231 and Fax 541.899.7882)

INTERNET/SPECIAL EVENTS CALENDAR

The City provides a calendar of upcoming special events on the internet at www.jacksonvilleor.us. You may wish to consult this calendar to minimize conflicts with other scheduled events at www.jacksonvilleor.us.

Name/Title of Event **Sunday Afternoon Courthouse Lawn Concert**

APPLICANT AND HOST ORGANIZATION INFORMATION

A written communication from the Chief Officer of the Sponsor Organization authorizing the applicant and/or professional event organizer to apply for this Event Permit on their behalf must be submitted with your permit application and their signature is required on this form if the Chief Officer is not signing this permit application.

NOTE: until a permit is issued by the City, the Event has not been officially approved and is subject to all applicable fees, fines and violations as listed within the Municipal Code of the City of Jacksonville.

AFFIDAVIT OF APPLICANT

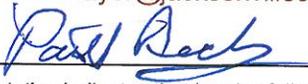
On behalf of the sponsor(s) I certify that the information contained in the permit application is true and correct to the best of my knowledge and belief that I have read, understand and agree to abide by the rules and regulations governing the proposed Event under the Jacksonville Municipal Code and I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the Administrator's designee. Applicant agrees to comply will all other requirements of the city, county, state, federal government and any other applicable entity which may pertain to the use of the Event venue and the conduct of the Event. I/we agree to abide by these rules, and further certify that I, on behalf of the Sponsor Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event and associated vendors or business participants to the City of Jacksonville.

On behalf of Sponsor Organization: City of Jacksonville

Print Name of Sponsor Representative: City of Jacksonville

Sponsor Address: PO Box 7 Jacksonville, Or 97530

Sponsor contact phone: 541.899.1231 Email: mayor@jacksonvilleor.us

Sponsor Representative Signature**:  Date: 9/17/15

**my signature as sponsor representative indicates that I an lawfully able to enter into a contract on behalf of this sponsor

On behalf of Co-Sponsor Organization: _____

Print Name of Co-Sponsor Representative: _____

Co-Sponsor Address: _____

Co-Sponsor contact phone: _____ Email: _____

Co-Sponsor Representative Signature**: _____ Date: _____

Print Name of Event Organizer if different than sponsor(s): _____

Title: _____

Event Organizer Address: _____

Event Organizer contact phone: _____ Email: _____

Event Organizer Signature: _____ Date: _____

Name/Title of Event **Sunday Afternoon Courthouse Lawn Concert**

INSURANCE REQUIREMENTS AND SPONSORSHIP INFORMATION

No Event Permit will be issued without the required evidence of insurance submitted and approved in a timely manner.

Insurance Requirements.

- The **Sponsor(s)** must provide the City with a Certificate of Insurance, with copies of any endorsements, evidencing commercial general liability insurance, in the minimum amount of one million dollars (\$1,000,000) per occurrence
- Name the "City of Jacksonville and it's officers, volunteers, City Council, employees and agents" as additional named insured.
- There must be an "x" or "y" for yes in the additional insured column
If alcohol is served, Liquor Legal Liability Rider in the same amount is also required. The City reserves the right to increase insurance requirements depending on its assessment of level of risk. It must be indicated with the "x" or "y" also.

Name of Insurance Agency of Sponsor: **CIS/HART Insurance On File**

*** NOTE: The insurance must be issued in the name of the sponsor. Whoever is named on the insurance policy will be required to be listed as the sponsor and sign all documents.*

Address of Insurance Company: _____

City _____ State _____ Zip _____

Contact Name: _____ Phone: _____ Fax _____ Cell _____

Name of Insurance Agency of Co-Sponsor: _____

*** NOTE: The insurance must be issued in the name of the sponsor. Whoever is named on the insurance policy will be required to be listed as the sponsor and sign all documents.*

Address of Insurance Company: _____

City _____ State _____ Zip _____

Contact Name: _____ Phone: _____ Fax _____ Cell _____

Special Insurance Requirements for Vendors. The **Sponsor(s)** are responsible for obtaining from each vendor serving food and/or alcohol and/or offering activities (bounce houses, or similar) a Certificate of Insurance, with copies of any endorsements, from each such vendor, for the sponsors benefit. The City of Jacksonville does not require them from vendors.

All vendors must have a valid business license with the City of Jacksonville.

Sponsor signature  Co-sponsor signature _____

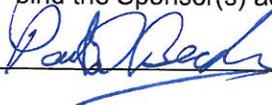
Hold Harmless. Only to the extent of the amount of the required insurance, the Sponsor(s) agrees to defend, pay, save and hold harmless the City, its officers, volunteers, City Council, employees, and agents from any and all claims as lawsuits for personal injury or property damage arising from the Event, except any claims arising solely out of the negligent acts of the City, its officers, volunteers, City Council, employees, and agents.

Sponsor signature  Co-sponsor signature _____

Name/Title of Event Sunday Afternoon Courthouse Lawn Concert

General. Until the requested Event Permit is issued, the Event is deemed not approved and Sponsor(s) is subject to applicable fines, fees and charges for unpermitted activities under the Jacksonville Municipal Code.

- o Sponsor(s) will be charged for any cleanup of property not left in same or better condition after the Event.
- o By execution by its Coordinator, Sponsor(s);
 - warrants the above to be true and correct;
 - this application is subject to rules and regulations of the City, its Administrator or designee thereof;
 - will comply with all other city, county, state and federal laws applicable to the Event conduct and its venue;
 - understands that the issuance of the Event Permit is contingent on Sponsor supplying all documentation and the payment of applicable fees required by the City; and certifies that the Coordinator has been duly authorized to execute this Application and bind the Sponsor(s) accordingly.

Sponsor signature  Co-sponsor signature _____

Dated: 9/17/15

Dated: _____

SUMMARY OF EVENT DESCRIPTION

Description of your event, including a timeline:

Concert performance of classical pop music on the courthouse lawn.

Will there be an admission charge? Yes No

What, if anything, does the admission charge entitle the participant to? ie; wine tasting glass, participation in wine walk, admission to musical activity.

Location (be specific, park name and location, street name, etc.) If this is a parade, procession, march etc you will need to attach a map with the route identified clearly with start and finish locations. Remember street closures require additional documentation and City Council approval. Fifth St north of California and California west of Fifth St is a state highway and subject to additional regulations defined by ODOT.

Courthouse lawn

Event Category (Check all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> Art/Antique Show | <input type="checkbox"/> Cultural | <input type="checkbox"/> Festival/Celebration |
| <input type="checkbox"/> Athletic/Recreation | <input type="checkbox"/> Dance | <input type="checkbox"/> Live Animals |
| <input type="checkbox"/> Block Party | <input type="checkbox"/> Educational | <input type="checkbox"/> Museum Special Attraction |
| <input type="checkbox"/> Carnival | <input type="checkbox"/> Exhibits/Misc. | <input type="checkbox"/> Parade/Procession/March |
| <input type="checkbox"/> Circus | <input type="checkbox"/> Fair | <input type="checkbox"/> Sidewalk event |
| <input checked="" type="checkbox"/> Concert/Perform | <input type="checkbox"/> Farmer/Outdoor Market | <input type="checkbox"/> Other (be specific) |

Participants Estimated Total 100 Per Day X

DATE/TIME

Event Starts Date 10/11/15 Time 2:00 pm Day of Week Sunday

Name/Title of Event Sunday Afternoon Courthouse Lawn Concert

Event Ends Date 10/11/15 Time 4:00 pm Day of Week Sunday

Yes No Is this an annual event?

Yes No Do you anticipate this to be an annual event? (Potentially, this is a test run)

How many years have you been holding this event? N/A

Previous Location(s) N/A

Contact Name and Number for previous location: N/A

ORGANIZATION STATUS, BUSINESS LICENSES/PROCEEDS/REPORTING

Yes No Is the Sponsor Organization a commercial entity?

Yes No Does this event qualify for the umbrella business license in the City of Jacksonville?

Yes No Does the Sponsor Organization have a business license in the City of Jacksonville?

Yes No Is the Sponsor Organization a bona fide tax exempt, nonprofit entity? If yes, you must attach a copy of your IRS 501(3)C tax exemption letter providing proof and certifying your current tax exempt, nonprofit status to your application and obtain a business license at no cost

Yes No Will there be vendors at the event?

Yes No Do the vendors have a business license in the City of Jacksonville?

You will be required to provide a final list with the name of each vendor and contact information for the vendor no later than seven business days prior to the start of the event. This information shall be provided to the City Recorder.

THE SPONSOR OF THE EVENT IS ULTIMATELY RESPONSIBLE FOR EACH VENDOR OR BUSINESS PARTICIPANT BEING IN COMPLIANCE WITH THIS EVENT PACKET.

 **initial your acknowledgement of the statement above.**

Vendors who will be serving food or vendors providing activity items such as bounce houses, climbing walls and similar activities are recommended to provide the Sponsor(s) with a Certificate of Insurance. The liability coverage must be \$1,000,000 per occurrence and naming the Sponsor(s) and its employees and volunteers as the additional named insured. A copy of any and all endorsements should accompany the Certificate of Liability Insurance.

The event sponsors signature on this packet indicates a legal and binding contract has been entered into on behalf of ALL PARTIES in the event. The City of Jacksonville reserves the right to require more insurance for events deemed by the City to have additional risk to the City.

You are required to provide the vendor list and required business licenses at least 7 days prior to the event. You can update the list up to 4 business days prior to the start of your event as long as all documentation is provided at time of update.

SAFETY, STREETS AND SITE PLAN PART 2

SAFETY AND SECURITY PLAN

The safety and security of event participants, spectators and others is your paramount concern. Please provide a safety and security plan which shall address the items described below. The plan should include specifics as to numbers and location of security personnel and traffic control.

STREET CLOSURE INFORMATION

Will your event require closing a public street or public parking lot? **Yes** **No**

If yes, is this a parking lot? **Yes** **No**

Is this a public street? **Yes** **No**

Is this a state Highway? **Yes** **No** (Fifth St and California St are part of Hwy 238)

SITE PLAN/ROUTE MAP

Your **attached** event site plan/route map should include the information requested below. If an item does not apply to your event, please indicate so. All site plans/route maps must be approved by the Fire Department, Police Department and the Public Works Department.

Yes **No** An outline of the entire event venue including the names of all streets or areas that are part of the venue and the surrounding area. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures along with the starting and ending points.

Yes **No** Will flaggers be needed? If yes, professional flaggers must be hired by the Host Organizer at their expense. Documentation of this hire along with appropriate liability insurance and business license fees must be provided with this application.

Yes **No** Will fencing, barriers and/or barricades be required? Indicate any removable fencing for emergency access. Barriers and barricades will not be provided by the City.
Adequate numbers of garbage cans, recycle containers, parking, restroom/porti-toilet facilities, and waste stations. Indicate a legend for the above items, how many and where they are to be placed. Also indicate adequate parking provisions and provisions for the clean-up and removal of the above items.

Yes **No** Other related event components not listed above. Please attach documentation.

ENTERTAINMENT AND CLEAN UP PART 3

ENTERTAINMENT AND RELATED ACTIVITIES

As an event organizer, you must be certain that all event-related activities comply with the local laws applicable to noise abatement. Please be aware that loud and unreasonable noise (including music) is a violation of law. Banners, pennants, flags, signs, streamers, inflatable displays and similar devices are also regulated by local ordinance. Alcohol is not allowed on any City property. Amplified music is not allowed in City Parks without prior written approval from the City Council.

The City reserves the right to impose reasonable conditions and restrictions upon events using sound amplification equipment, horns, sirens, or similar noise making equipment or devices, including without limitation, conditions and restrictions relating to noise levels, time of day, duration, and location relative to residential zones, hospitals, schools, churches, or assisted living facilities.

Yes No Are there any musical entertainment features related to your event?
If yes, provide an attachment listing all bands/performers, type of music, sound check and performance schedule.

Yes No Will sound amplification be used?

If yes, Start time **2:00 pm** Finish time **4:00 pm**

Yes No Has City Council approval been given? If so, what meeting? **October 6, 2015 will be presented.**

What is the approximate distance between the amplified sound source and nearby residences?

100'

Yes No Do you plan to have a dance component to either live or recorded music at your event?
If yes, please describe

Please describe the sound equipment that will be used for your event

Amplifier, speakers and microphones

Yes No Will inflatables, hot air balloons, bounce houses, climbing walls or similar devices be used at your event? If yes, please describe

Certificates of insurance and business licenses will be required for bounce houses, climbing walls, hot air balloons and similar activities.

Yes No Will your event be held during the evening hours?

Yes No Is lighting necessary? **Yes No** Is lighting provided?

Yes No Will you require a tent or temporary structure? If yes, please describe size, location, duration from setup to tear down it will be up, number of tents/structures. A site plan is required to show the location on

Name/Title of Event Sunday Afternoon Courthouse Lawn Concert

the property. This is subject to planning, building department and fire dept approval.

Yes X No Will you require electricity or water? If yes, describe your needs and sources for electrical power and water.

Electricity

Yes **No X** Does your event include the use of fireworks, rockets, lasers, or other pyrotechnics?

If yes, please describe _____

Please be aware that the use of these items must be under the supervision of a licensed pyrotechnic and require a permit or approval from the Oregon State Fire Marshall. For more information, contact Fire Prevention at 541-899-7246.

Yes X No Will your event include the use of any signs, banners, decorations, or lighting?

If yes, please describe American Flags

Please be aware that the use of any of these items may require additional permits and City Council approval.

Yes **No X** Do your event plans include any casino games, bingo games, drawings or lottery opportunities? If yes, please describe

SANITATION, TRASH REMOVAL AND HYGIENE PLAN

Please describe your plan for providing that adequate bathroom facilities, hand washing stations, and trash collection and removal will be provided during your event.

Trash cans will be placed by public bathrooms.

MARKETING AND PUBLIC RELATIONS PART 4

MARKETING AND PUBLIC RELATIONS

Please ensure that you have conditional approval of your event before you begin to promote market or advertise the event. If you plan to include radio, television or other product promotions within your event venue, it is important that you limit the placement and/or distribution of signs, stickers and other promotional items. Items of particular concern are those that may damage public and private property, violate city sign code ordinances, or which may be difficult to clean or remove from the venue. Approval will be required from the Planning Department for placement of such items. Please contact them at 541-899-6873. Remember that due to Jacksonville's historic significance items may require a public hearing.

Yes **No** Is this event marketed, promoted, or advertised in any manner?

If yes, please describe *In the J'Ville Review and posters will be placed around town after approval of event packet.*

Yes **No** Will there be live media coverage during the event?

If yes, please describe _____

Yes **No** Will media vehicles be parked within the event venue? If yes, please describe safety

plan _____

Yes **No** Do you have a plan to control or limit the placement and/or distribution of promotional signage, stickers, and other items?

If yes, please describe. _____

ALCOHOL AND FOOD PART 5

ALCOHOL

If you plan to sell or furnish alcoholic beverages at your event you will be required to obtain a permit from the State and City. **Alcohol is not permitted in City Parks.**

Yes **No** Does your event involve the use of alcoholic beverages? ***Certificates of Insurance and business licenses will be required from all alcohol vendors.*** Please describe your safety and security plan to ensure the safe sale or distribution of alcohol at your event.

FOOD CONCESSIONS OR PREPARATION

Food facilities and handling must meet state, county, and city laws and regulations. Food handler permits are provided by the county. For information regarding food handler permits, contact the Health Department at 541-774-8200

Yes **No** Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared.

Yes **No** Do you intend to cook food in the event area? If yes, please specify method:

Gas Electric Charcoal Other(specify) _____

Certificates of insurance and business licenses will be required from all food vendors.

A Fire Marshal inspection must be completed prior to the beginning of the event. It may be scheduled by calling 541.899.7246. There may be an additional charge for this service.

MITIGATION AND IMPACT WITH NEIGHBORS PART 6

MITIGATION OF IMPACT

As an event organizer, you are required to develop mitigating measures to accommodate the negative impact your event may have on park landscapes, pedestrian and vehicular traffic, other users, adjoining property owners and neighbors that may be affected by your activities. Your plan should identify all mitigating measures which you intend to utilize to avoid or minimize the impacts your event will generate and which will provide a safe and secure environment.

The City requires that adjoining property owner, residents and businesses be notified at least two weeks prior to your event. Off pavement driving is prohibited without prior written permission. Organizers will be liable for all damages caused by the event.

Yes **No** Have you met with the residents, businesses, places of worship, schools and other entities that may be directly impacted by your event? If yes, please attach a complete list of these entities. This list shall be provided prior to the issuance of your permit.

If no, please explain: **They will be sent out once approval from Council has been made.**

Yes **No** Do you have a sample of any notice that you propose to distribute at least two weeks prior to your event? If yes, please attach. If no, please explain.

OFFICE USE ONLY

Recorder:

Permit Application date approved: _____

Fee paid \$ _____ Date: _____

Signature of Recorder _____



CITY OF JACKSONVILLE
110 E. Main Street, P.O. Box 7
Jacksonville, OR 97530
www.jacksonvilleor.us

September 17, 2015

Dear neighbor,

We will be holding a "Sunday Afternoon Lawn Concert" at the Courthouse grounds on Sunday, October 11, 2015. We will begin the music at 2 pm. The concert will be over at 4 pm with clean-up happening immediately thereafter.

We will have amplified music with the same sound levels as the Farmer's Market. We are very cognizant that we are in a neighborhood and will do our best to be good neighbors. We hope this does not prove to be a great inconvenience to you.

We just wanted to let you know that the neighborhood might be a bit noisier than usual that day. We invite you to come and join us for an afternoon of entertainment and fun.

Sincerely,

Paul Becker, Mayor
City of Jacksonville OR
mayor@jacksonvilleor.us

Jacksonville City Council Agenda Item Summary



Transient Lodging Grant Application

Date: September 25, 2015
From: Stacey McNichols, City Treasurer

City Council Meeting: October 6, 2015
Agenda Item: 5h.

Synopsis:

See packet from Stacey McNichols

Fiscal Impact:

N/A

Recommendations:

N/A

Exhibits:

Exhibit A – Packet from Stacey McNichols



TO: CITY COUNCIL
FROM: STACEY McNICHOLS
DATE: September 17, 2015
RE: TRANSIENT LODGING GRANT APPLICATIONS

The Transient Lodging Tax Committee reviewed applications on September 15, 2015 and submit the following recommendations to City Council.

Transient Lodging Grant Funds available: \$10,830.99

Review of Applications – total amount for applications received - \$14,355

- a. The Jacksonville Boosters Club – Historic Home and Garden Tour - \$1,535

The Transient Lodging Tax Committee recommended funding this application in full.

- b. Jacksonville Oregon Business Association, LLC – 2016 Oregon Shakespeare Festival Playbill - \$4,675

The Transient Lodging Tax Committee recommended funding this application in the amount of \$ 2,337.50.

- c. Jacksonville Chamber of Commerce – A Broad Reaching Marketing Campaign to attract visitors – both overnight and single-day - \$8,145

The Transient Lodging Tax Committee recommended funding this application in the amount of \$ 6,958.49.

Total amount Transient Lodging Tax Committee recommended funding in grant applications: \$10,830.99.

For Informational Purposes Only: Marketing Fund Applications are approved for funding at the committee level. The Marketing Fund Applications which were approved by the Committee are as follows.

- a. Jacksonville Chamber of Commerce – Advertising campaign in regional magazines to compliment ongoing online advertising and promotional campaigns - \$10,535.

Marketing Funds available: \$15,053.03 Total amount approved for funding: \$10,535

CITY OF JACKSONVILLE

APPLICATION FOR TRANSIENT LODGING TAX GRANT

(Incomplete applications will not be accepted by staff)

Date: 08/21/2015

Applicant Organization Name: The Jacksonville Boosters Club

Mailing Address: P.O. Box 81 Jacksonville, OR 97530

Contact Name: Lori Buerk Phone (541) 261-0328

Email Address: info@Jacksonvilleboosters.org Federal Nonprofit Tax ID Number: 23-7112832

RECEIVED

AUG 20 2015

CITY OF JACKSONVILLE

A. Describe the Project: 2016 Jacksonville Boosters Historic Home and Garden Tour

The Jacksonville Boosters have been opening historic homes and gardens in Jacksonville for over 45 years and will be doing so again for two days in 2016 (May 14 and 15). We are applying for a grant to assist with a portion of the project expenses, some of which begin in October of 2015.

Estimated Start Date: 10/1/2015 Estimated Completion Date: 05/15/2016

B. Project Budget:

Materials: \$2,535.00

Labor: \$ N/A (Approx. 300 volunteer labor hours) Total: \$ 2,535.00

C. Funding Provided by Sponsoring Organization: Amount: \$ 1,000.00 plus approx. 300 volunteer labor hours.

D. Contributions by Other Organizations, Groups, and Foundations:

Name: _____ Amount: \$ _____

Name: _____ Amount: \$ _____

Name: _____ Amount: \$ _____

Total: \$ _____ -0- _____

E. Total Amount Requested from Transient Lodging Tax Grant: \$1,535.00

List any permits or approvals required from local, state or federal jurisdictions:

A City of Jacksonville small event permit has been applied for and approved for this event over the past decade. As the tour does not take place until May, 2016 we will be applying early next year.

G. Project Benefits:

City Resolution #708 provides the following goal and objectives for the purpose of prioritizing projects to receive funding:

Goal: To promote Jacksonville as a long term destination rather than a day trip stop.

Objectives:

- A) Develop or enhance the natural setting to provide a variety of possible activities for visitors.
- B) Sponsor events designed to showcase Jacksonville's special qualities.
- C) Enhancement of the historic character of Jacksonville.
- D) Develop promotional campaigns that emphasize Jacksonville's unique advantages.
- E) Disseminate information about Jacksonville.

Describe how the project provides the following benefits listed in Resolution #708

1) How will the project show benefit for the lodging businesses in Jacksonville? This event historically draws visitors from outside the Rogue Valley interested in heritage, history and gardens. Many of these individuals typically spend the weekend in Jacksonville and thus are exposed to Jacksonville's many charms.

2) How will the project promote Jacksonville's advantages as a regional center for unique goods and services? The Historic Home and Garden Tour attracts visitors from across the region exposing them to Jacksonville's many businesses and services including restaurants, lodging, and retail shops.

3) How does the project enhance/highlight the history of Jacksonville? Four historic homes and two historic gardens will be open for viewing. Trained docents will provide historic information to the attendees at each home and garden.

4) How will the project beautify Jacksonville and surroundings? In conjunction with the tour, homes are typically presented in prime condition and staged for viewing. Specifically, the Boosters have scheduled to complete additional landscape improvements at Peter Britt Gardens prior to the 2016 Home and Garden Tour.

5) How will the project develop or enhance recreation opportunities in Jacksonville? The tour itself is a recreational event. In addition, visitors will be exposed to the Jacksonville Parks system and Woodland's trails. Visitors will view Britt Festivals backstage as part of the 2016 tour thus encouraging attendance and further recreational activities in Jacksonville.

6) How will the project benefit the citizens of Jacksonville? The tour will provide residents of Jacksonville the rare opportunity to view the inside of four historic homes and one modern home in the community.

7) How will the project involve multiple community interest groups?

Volunteers not only from the Boosters, but also from the Friends of Historic Jacksonville's Cemetery, Jacksonville Garden Club, Jacksonville Woodland's Association, and Rotarians will be involved leading up to and during the event. In addition, our Home and Garden Planning committee is comprised of leaders from all of the above organizations.

H. Required Attachments:

1. Applicant's current financial statement.
2. Project drawings for construction, signs, banners or other details.
3. Copies of project permits, Final Orders, or approvals. If permits or approvals have not been obtained, provide copies of completed applications or pre-application staff reports.

Submitted by: Lori D. Buerk Title: Home and Garden Tour Chair
Name

Signature:  Date: 8/20/2015

This application must be submitted to the City Offices, attention City Tax Administrator, Transient Lodging Tax Committee, from February 1 to February 28 and/or August 1 to August 31.

Transient Lodging Tax Committee:

Recommended for Approval Recommended for Denial

Recommended Amount: \$ 1535.⁰⁰

Comments: _____

Signature:  Date: 9/15/15
(Transient Lodging Tax Committee)

Jacksonville City Council:

Approved Denied Approved Amount: \$ _____

Signature: _____ Date: _____
(Jacksonville City Council)

JACKSONVILLE BOOSTERS, INC. INCOME AND EXPENSE STATEMENT FOR, JULY, 2015

INCOME	JULY, 2015	Fiscal Year 9/1/14-8/31/15
Dues	1,445.00	3,115.00
Fines		15.00
Fund Raisers:		
Calendars/Posters		
T-Shirts		84.00
Social Events:		
Holiday Party		2,120.00
Home Tour		
Summer Picnic		1,680.00
Fall Social		720.00
50 Percent share of sunshine sale		591.50
Insurance rebate		300.00
TOTAL INCOME	1,445.00	8,625.50
EXPENSES		
Insurance	750.00	1,800.00
Filing Fees	50.00	60.00
Awards		280.00
Storage Unit		316.00
Donations:		
Victorian Christmas		500.00
T- Shirts		166.50
Member Support		49.00
Web Site		282.32
Printing		
Postage		148.00
Supplies	30.00	445.00
Social Events:		
Holiday Party		3,189.36
Summer Picnic		1,997.98
Fall Social		795.00
Home Tour		
Chamber Mixer		255.00
Sunshine Fund		100.00
TOTAL EXPENSES	830.00	10,384.16
NET INCOME	615.00	(1,758.66)
ASSETS:		
Checking: Unrestricted	10,121.09	
Checking: Sunshine Fund	2,145.95	
TOTAL ASSETS:	12,267.04	

CITY OF JACKSONVILLE

RECEIVED

APPLICATION FOR TRANSIENT LODGING TAX GRANT

AUG 31 2015

(Incomplete applications will not be accepted by staff)

CITY OF JACKSONVILLE

Date: 8/29/2014

Applicant Organization Name: Jacksonville Oregon Business Association, LLC

Mailing Address: PO Box 657, Jacksonville OR 97530

Contact Name: David Works Phone: 541-778-1010

Email Address: David.Works@JOBA.US Federal Nonprofit Tax ID Number: 26-4808296

A. Describe the Project: 2016 Promotional campaign in the Oregon Shakespeare Festival 2016 Playbill to emphasize Jacksonville's unique advantages and position as a destination. Information in the campaign is disseminated about the unique nature of Jacksonville, including Lodging, Dining, Activities, Wine Tasting and Shopping . This project was undertaken in 2010 and JOBA members have noted sharp increases in traffic from OSF Patrons as a direct result, with word of mouth references by patrons to this advertisement as the reason they came to Jacksonville – this latest project looks to improve on the 2010-2015 Campaigns by virtue of a consistent message and updated branding to attract OSF patrons, with online links included.

Estimated Start Date: 11/01/2015 Estimated Completion Date: 09/31/2016

B. Project Budget:

JOBA – OSF Playbill – Project Budget	
Expenses	
Publication	\$ 15,000.00
WebLink – OSF online	\$ 1,000.00
Creative	\$ 2,500.00
Design/Photography/Art	\$ 750.00
Total (estimated) Costs	\$ 19,250.00
Contributions – Pledges	
Member Contributions	\$ 9,000.00
J'ville - Transient Lodging Tax	\$ 4,675.00
Total Non Grant Contributions	\$ 13,675.00
JOBA Responsibility	\$ 5,575.00

Materials: \$ 16,750.00

Labor: \$ 2,500.00 Total: \$ 19,250.00

C. Funding Provided by Sponsoring Organization: Amount: \$ 5,575.00

D. Contributions by Other Organizations, Groups, and Foundations:

Name: Member Contributors Amount: \$ 9,000.00

Total: \$ 14,575.00

E. Total Amount Requested from Transient Lodging Tax Grant: \$ 4,675.00

F. Required Permits and Approvals (See required attachments):

List any permits or approvals required from local, state or federal jurisdictions:

n/a

G. Project Benefits:

City Resolution #708 provides the following goal and objectives for the purpose of prioritizing projects to receive funding:

Goal: To promote Jacksonville as a long term destination rather than a day trip stop.

Objectives:

- A) Develop or enhance the natural setting to provide a variety of possible activities for visitors.
- B) Sponsor events designed to showcase Jacksonville's special qualities.
- C) Enhancement of the historic character of Jacksonville.
- D) Develop promotional campaigns that emphasize Jacksonville's unique advantages.
- E) Disseminate information about Jacksonville.

Describe how the project provides the following benefits listed in Resolution #708 (provide separate sheet if needed):

- 1) How will the project show benefit for the lodging businesses in Jacksonville? This is a tourism development project that promotes and advertises the city's cultural and tourist related activities, events and services with the goal of enhancing tourism and maximizing the number of overnight stays, by marketing and branding Jacksonville to affluent destination tourists of Southern Oregon.
- 2) How will the project promote Jacksonville's advantages as a regional center for unique goods and services? Through brand marketing to serial destination tourists via prime position in the OSF 2014 Season Playbill. See the attached draft design.

3) How does the project enhance/highlight the history of Jacksonville? This ad speaks to the historic back-story of Jacksonville in marketing materials, and advertises the historic nature of the city. It does not directly enhance Jacksonville history.

4) How will the project beautify Jacksonville and surroundings? n/a

5) How will the project develop or enhance recreation opportunities in Jacksonville? This project will contribute to the increase of destination tourists – which adds a sense of desirability to the small town charm and ambiance of the city

6) How will the project benefit the citizens of Jacksonville? Promotion of tourism, enhancement of economic vibrancy to businesses and the local economy

7) How will the project involve multiple community interest groups? This project will potentially generate more traffic for the Jacksonville Chamber run Information Center, promote tourism for patronage of Britt Festivals, and Historic Buildings in town.

H. Required Attachments:

1. Applicant's current financial statement.
2. Project drawings for construction, signs, banners or other details.
3. Copies of project permits, Final Orders, or approvals. If permits or approvals have not been obtained, provide copies of completed applications or pre-application staff reports.

Submitted by: David Werts Title: secretary, JOB
(Print Name)

Signature:  Date: 8/31/15

This application must be submitted to the City Offices, attention City Tax Administrator, Transient Lodging Tax Committee, from February 1 to February 28 and/or August 1 to August 31.

Transient Lodging Tax Committee:

Recommended for Approval Recommended for Denial

Recommended Amount: \$ 2337.50

Comments: _____

Signature: 
(Transient Lodging Tax Committee)

Date: 9/15/15

Jacksonville City Council:

Approved Denied Approved Amount: \$ _____

Signature: _____
(Jacksonville City Council)

Date: _____

Transient Lodging Tax – Grant Information

The Jacksonville Transient Lodging Tax was established as a revenue source to assist local nonprofit organizations in promoting and advertising the City's cultural and tourist related activities, facilities and services, as well as to provide for City beautification, acquisition and construction of new cultural and tourist related facilities. Twenty (20) percent of the taxes collected by the City are made available for these purposes.

Applications for grants to nonprofit organizations must be submitted to the City offices and will be forwarded to the Jacksonville Transient Lodging Tax Committee. The committee is appointed by the Mayor and is responsible for monitoring ordinance compliance and accepting and reviewing applications for grants with recommendations submitted to the Jacksonville City Council.

Organization qualification, requirements and procedures for obtaining grants are in Chapter 3.20 of the Jacksonville Municipal Code. A full copy of this chapter can be obtained by request at the City offices.

Excerpts from Jacksonville Municipal Code:

§ 3.20.240 DISPOSITION AND USE OF TRANSIENT ROOM TAX FUNDS.

- (A) There is created a special dedicated fund within the city budget to be known as the Beautification and Tourism Development Fund (BTD Fund). Twenty (20%) percent of the revenue from the BTD Fund [*Transient Room Tax Funds*] shall be expended for:
1. City beautification: enhancement of vehicular and pedestrian routes; acquisition and construction of new cultural and tourist related facilities, including parking; and
 2. Tourist development: promotion and advertising of the city's cultural and tourist related activities, events and services.
 3. The Transient Room Tax Committee shall use the criteria established by Council resolution for selection of priority projects.
- (B) Five (5%) percent of the revenue collected under this chapter shall be used for city administrative expenses; fifty (50%) percent will be dedicated to the operation and maintenance of the Visitor's Information Center; twenty (20%) percent will be deposited into a dedicated fund of the City of Jacksonville for park/parking funds; and the remaining five (5%) percent would be retained by the owner/operator of the lodging establishment.
1. BTD funds will be expended to reimburse for expenditures incurred by an organization after grant approval. Expenditure requests from the city BTD Fund shall be made to the Transient

Lodging Tax Expenditure Committee. Reimbursement will occur only after a receipt for such expenditures has been submitted to the City Recorder.

2. No BTD funds will be granted to reimburse for promotional debts and expenditures incurred or obligated by an organization prior to grant approval.

(1981 Code, § 3.20.240) (Ord. 424, passed 12-20-1994; Am. Ord. 480, passed 7-7-1998; Am. Ord. 501, passed 7-18-2000)

§ 3.20.250 TERM, POWERS AND DUTIES OF THE TRANSIENT LODGING TAX EXPENDITURE COMMITTEE.

(H) Any recognized nonprofit organization may petition the Committee for funding pursuant to the provisions of this chapter. Petitions for funding shall be delivered to the Tax Administrator from September 1 to September 30 and from March 1 to March 31.

(I) The petition shall state the name of the organization to be funded, the amount of funds requested, a description of the project to be funded and a statement of how the project will comply with the requirements of § 3.20.240.

(J) Upon receipt of the funding petition, the Tax Administrator or designee shall convene a meeting of the Transient Lodging Tax Expenditure Committee. The Transient Lodging Tax Expenditure Committee shall meet to review applications no later than sixty (60) days following September 30 and March 31. The Committee shall meet in open session to consider the funding request and upon the conclusion of its deliberations shall forward to the City Council a written expenditure recommendation. The City Council shall consider this recommendation at its next regularly scheduled meeting.

(K) All organizations funded under this chapter shall provide, for the period of time they are funded under this chapter, and at no expense to the city, semi-annual financial reports. The reports shall be due in the office of the Tax Administrator or designee no later than May 1 for the six-month period ending March 31 and no later than November 1 for the period ending September 30. These reports shall be reviewed within thirty (30) days by the Tax Administrator and the Transient Lodging Tax Expenditure Committee.

(L) The financial report shall provide a detailed listing of the expenditure of funds received under this chapter with sufficient supporting documents attached so that the City Council can be satisfied that the funds were expended as intended by the Transient Lodging Tax Expenditure Committee and the City Council.

(1981 Code, § 3.20.250) (Ord. 393, passed - -1993; Am. Ord. 470, passed 7-1-1997)

11:14 AM
08/28/15
Accrual Basis

Jacksonville Oregon Business Association
Balance Sheet
As of July 31, 2015

RECEIVED
AUG 31 2015
CITY OF JACKSONVILLE

	<u>Jul 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
1001 - Sterlings Savings Bank	8,201.30
Total Checking/Savings	8,201.30
Accounts Receivable	
11000 - Accounts Receivable	1,200.00
Total Accounts Receivable	1,200.00
Total Current Assets	9,401.30
Other Assets	
19000 - Internet Domain Name	2,400.00
Total Other Assets	2,400.00
TOTAL ASSETS	<u>11,801.30</u>
LIABILITIES & EQUITY	
Equity	
32000 - Members Equity	8,136.60
3201 - Member Contributions	6,150.00
Net Income	-2,485.30
Total Equity	11,801.30
TOTAL LIABILITIES & EQUITY	<u>11,801.30</u>

11:15 AM
08/28/15
Accrual Basis

Jacksonville Oregon Business Association
Profit & Loss
January through July 2015

	<u>Jan - Jul 15</u>
Ordinary Income/Expense	
Income	
40100 · Event Income	462.00
40150 · Marketing Co-op	-18,608.55
4400 · World of Wine	1,479.14
4500 · Restricted Advertising Account	19,956.36
Total Income	<u>3,288.95</u>
Gross Profit	3,288.95
Expense	
60000 · Advertising and Promotion	5,247.00
60400 · Bank Service Charges	27.25
61700 · Computer and Internet Expenses	140.00
6200 · Dues and Subscriptions	50.00
63300 · Insurance Expense	242.00
64900 · Office Supplies	68.00
68601 · Voidede checks	0.00
Total Expense	<u>5,774.25</u>
Net Ordinary Income	<u>-2,485.30</u>
Net Income	<u><u>-2,485.30</u></u>

CITY OF JACKSONVILLE

RECEIVED

APPLICATION FOR TRANSIENT LODGING TAX GRANT

AUG 31 2015

(Incomplete applications will not be accepted by staff)

CITY OF JACKSONVILLE

Date: August 24, 2015, 2015

Applicant Organization Name: Jacksonville Chamber of Commerce

Mailing Address: PO Box 33

Contact Name: Tim Balfour Phone: 541-601-3416

Email Address: executivedirector@JacksonvilleOregon.org Federal Nonprofit Tax ID Number: 51-0191068

A. Describe the Project: This request is a broad reaching marketing campaign to attract visitors – both overnight and single-day – to Jacksonville. It includes online advertising or listing opportunities in content-rich media and with our state and regional travel industry partners, as well as printed travel guides. This represents a comprehensive approach that captures key outlets used by travelers coming to Southern Oregon. These outlets have been selected due to their content, quality and distribution targeting those most likely to visit Southern Oregon and Jacksonville.

Travel Oregon & Travel Southern Oregon – These are major portals for people planning vacations in the state at large and in our region specifically. We need to be included in their websites and printed guides in order to increase Jacksonville’s profile and attract people to visit us. Travel Oregon’s website has an audience of 140,000+ and coordinated marketing campaigns which target both US and international markets. Travel Southern Oregon attracts over 76,000 visitors annually to its website and distributes its printed guide upon request and to state Welcome Centers and AAA offices throughout Oregon, California and the Pacific Northwest. Partnering with them will help Jacksonville attract visitors already considering the region and therefor much more likely to visit.

Crater Lake Country is a marketing website created by Mark Dennett, former marketing coordinator for Travel Southern Oregon. It is based on the concept that most travelers from outside the immediate Pacific Northwest are introduced to Southern Oregon through their interest in Crater Lake. In just 3 years it has reached an annual audience of 160,000 visitors and continues to grow. The website listings read as content – not advertising – to introduce site visitors to destinations they may not have

considered before.

We are proposing that the magazine advertising be covered by the Transient Lodging Tax Marketing Fund. The total cost for all of the recommended publications is \$13,035. The selected publications have consistently include content on Jacksonville, Britt Festival, Applegate Valley Wine Trial and the Southern Oregon wine region. It is appropriate to support this ongoing editorial content with paid advertising and to expand the impact by adding advertising. It is also necessary to build business relationships with these publications in order to ensure continued attention, listing of local events, and inclusion in future promotion opportunities. The magazine advertising will compliment and reinforce the online advertising.

See attached spreadsheet for itemized listing and for media kits.

Estimated Start Date: October 2015 Estimated Completion Date: December 2016

B. Project Budget:

Materials:	\$	_____		
Labor:	\$	Design	\$ 1,200.00	
		Placement	\$ 13,945.00	Total: \$ <u>15,145.00</u>

C. Funding Provided by Sponsoring Organization: Amount: \$ 7,000.00

D. Contributions by Other Organizations, Groups, and Foundations: NA

E. Total Amount Requested from Transient Lodging Tax Grant: \$8,145

F. Required Permits and Approvals (See required attachments):

List any permits or approvals required from local, state or federal jurisdictions:

NA

G. Project Benefits:

City Resolution #708 provides the following goal and objectives for the purpose of prioritizing projects to receive funding:

Goal: To promote Jacksonville as a long term destination rather than a day trip stop.

Objectives:

- A) Develop or enhance the natural setting to provide a variety of possible activities for visitors.
- B) Sponsor events designed to showcase Jacksonville's special qualities.
- C) Enhancement of the historic character of Jacksonville.
- D) Develop promotional campaigns that emphasize Jacksonville's unique advantages.
- E) Disseminate information about Jacksonville.

Describe how the project provides the following benefits listed in Resolution #708 (provide separate sheet if needed):

1) **How will the project show benefit for the lodging businesses in Jacksonville?** Increasing awareness of Jacksonville to the larger market population of Oregon, the Pacific Northwest and to individuals planning vacations in Oregon, will ultimately result in overnight visitors. It is necessary to have a consistent presence that is created by regular advertising to achieve and maintain this awareness and target people throughout the year as they make vacation plans.

2) **How will the project promote Jacksonville's advantages as a regional center for unique goods and services?**

The ad placement and listing in travel guides will position Jacksonville as a desirable destination for regional visitors at any time of year. Promoting our unique value proposition on a regular basis highlights Jacksonville's advantages to people who may not otherwise be familiar with our town.

3) **How does the project enhance/highlight the history of Jacksonville?** Not directly applicable. The ads call to action will be to go to the website were there is information about our history and the realted activities.

4) **How will the project beautify Jacksonville and surroundings?**

Increased overnight stays will increase the transient bed tax revenue which can be used for beautification projects.

5) **How will the project develop or enhance recreation opportunities in Jacksonville?** _____

NA _____

6) **How will the project benefit the citizens of Jacksonville?** _____

Increased overnight stays supports retail, restaurant and other tourism focused businesses helping to

increase the vitality of the overall business environment.

7) **How will the project involve multiple community interest groups?** _____

NA.

H. Required Attachments:

1. Applicant's current financial statement.
2. Project drawings for construction, signs, banners or other details.
3. Copies of project permits, Final Orders, or approvals. If permits or approvals have not been obtained, provide copies of completed applications or pre-application staff reports.

Submitted by: Tim Balfour Title: Jacksonville Chamber of Commerce; Executive Director

Signature:  Date: Aug. 31, 2015

This application must be submitted to the City Offices, attention City Tax Administrator, Transient Lodging Tax Committee, from February 1 to February 28 and/or August 1 to August 31.

Transient Lodging Tax Committee:

Recommended for Approval Recommended for Denial

Recommended Amount: \$ 6958.49

Comments: _____

Signature: 
(Transient Lodging Tax Committee)

Date: 9/15/15

Jacksonville City Council:

Approved Denied Approved Amount: \$ _____

Signature: _____
(Jacksonville City Council)

Date: _____

Transient Lodging Tax – Grant Information

The Jacksonville Transient Lodging Tax was established as a revenue source to assist local nonprofit organizations in promoting and advertising the City’s cultural and tourist related activities, facilities and services, as well as to provide for City beautification, acquisition and construction of new cultural and tourist related facilities. Twenty (20) percent of the taxes collected by the City are made available for these purposes.

Applications for grants to nonprofit organizations must be submitted to the City offices and will be forwarded to the Jacksonville Transient Lodging Tax Committee. The committee is appointed by the Mayor and is responsible for monitoring ordinance compliance and accepting and reviewing applications for grants with recommendations submitted to the Jacksonville City Council.

Organization qualification, requirements and procedures for obtaining grants are in Chapter 3.20 of the Jacksonville Municipal Code. A full copy of this chapter can be obtained by request at the City offices.

Excerpts from Jacksonville Municipal Code:

§ 3.20.240 DISPOSITION AND USE OF TRANSIENT ROOM TAX FUNDS.

- (A) There is created a special dedicated fund within the city budget to be known as the Beautification and Tourism Development Fund (BTD Fund). 20% of the revenue from the BTD Fund shall be expended for:

- (1) City beautification: enhancement of vehicular and pedestrian routes; acquisition and construction of new cultural and tourist related facilities, including parking; and
 - (2) Tourist development: promotion and advertising of the city's cultural and tourist related activities, events and services.
 - (3) The Transient Room Tax Committee shall use the criteria established by Council resolution for selection of priority projects.
- (B) Five percent of the revenue collected under this chapter shall be used for city administrative expenses; 50% will be dedicated to the operation and maintenance of the Visitor's Information Center; 20% will be deposited into a dedicated fund of the City of Jacksonville for park/parking funds; and the remaining 5% would be retained by the owner/operator of the lodging establishment.
- (C) The city and any lodging business or businesses may agree, under separate contract, to contribute a mutually agreed-upon amount, up to their respective 5% of funds collected each year, to a discrete fund for the purpose of marketing the City of Jacksonville as a whole in order to maximize the number of overnight stays. These agreed upon contributions would continue until such time that either one of the parties provides notice of withdrawal.

(1981 Code, § 3.20.240) (Ord. 424, passed 12-20-1994; Am. Ord. 480, passed 7-7-1998; Am. Ord. 501, passed 7-18-2000; Am. Ord. 591, passed 9-15-2009)

§ 3.20.250 TERM, POWERS AND DUTIES OF THE TRANSIENT LODGING TAX EXPENDITURE COMMITTEE.

- (A) The members of this Committee shall not at any time receive compensation for their services on the Committee.
- (B) The term of office shall be for two years. No member shall serve more than three terms.
- (C) Should any member resign or be removed from office as provided in this chapter, a replacement member shall be appointed by the Mayor, to fill the unexpired term of the replaced or resigned member.
- (D) Except for the City Tax Administrator or designee, any member of the Committee may be removed from the Committee for cause upon written recommendation signed by four members of the Committee and approved by the City Council.
- (E) A quorum of four members shall be necessary to conduct the business of the Committee.
- (F) The Committee shall select from amongst its members a Chairperson, Vice Chairperson and a Secretary who shall serve at the pleasure of the Committee.

- (G) The Committee shall keep a record of its meetings and proceedings and shall keep all minutes, records and files of the Committee in the City Hall.
- (H) Any recognized nonprofit organization may petition the Committee for funding pursuant to the provisions of this chapter. Petitions for funding shall be delivered to the Tax Administrator from August 1 to August 31 and from February 1 to February 28.
- (I) The petition shall state the name of the organization to be funded, the amount of funds requested, a description of the project to be funded and a statement of how the project will comply with the requirements of § 3.20.240.
- (J) Upon receipt of the funding petition, the Tax Administrator or designee shall convene a meeting of the Transient Lodging Tax Expenditure Committee. The Transient Lodging Tax Expenditure Committee shall meet to review applications no later than 90 days following June 30 and December 31. The Committee shall meet in open session to consider the funding request and upon the conclusion of its deliberations shall forward to the City Council a written expenditure recommendation. The City Council shall consider this recommendation at its next regularly scheduled meeting.
- (K) All organizations funded under this chapter shall provide, for the period of time they are funded under this chapter, and at no expense to the city, semi-annual financial reports. The reports shall be due in the office of the Tax Administrator or designee no later than August 1 for the six-month period ending June 30 and no later than February 1 for the period ending December 31. These reports shall be reviewed within 30 days by the Tax Administrator and the Transient Lodging Tax Expenditure Committee.
- (L) The financial report shall provide a detailed listing of the expenditure of funds received under this chapter with sufficient supporting documents attached so that the City Council can be satisfied that the funds were expended as intended by the Transient Lodging Tax Expenditure Committee and the City Council.
- (M) The Transient Lodging Tax Committee may, at any time, recommend to the City Council the rescinding or discontinuance of projects that have not conformed to the criteria established under §§ 3.20.240 and 3.20.250 or noncompliance with the representations of the application and any agreements made a part thereof.
- (N) The Transient Lodging Tax Expenditure Committee may advise the City Council on any matter pertaining to the transient lodging tax and recommend to the City Council the adoption, amendment or repeal of ordinances pertaining to the transient lodging tax.

(1981 Code, § 3.20.250) (Ord. 393, passed - -1993; Am. Ord. 470, passed 7-1-1997; Am. Ord. 600, passed 12-1-2009)

08/05/15

Jacksonville Chamber
Profit & Loss
 January through July 2015

	Jan - Jul 15
Income	
2000 Advertising Income	
2009 Oregon Events Calendar	130.00
Total 2000 Advertising Income	130.00
2200 Fund Raising	
2201 Events	
Taste of Summer	
Beer Garden	236.70
Food Court	590.00
Wine Stroll	10,530.00
Taste of Summer - Other	120.00
Total Taste of Summer	11,476.70
Total 2201 Events	11,476.70
2202 Grants	
Bed Tax Grants	1,269.43
Total 2202 Grants	1,269.43
Total 2200 Fund Raising	12,746.13
2300 Operating Income	
2301 Annual Chamber Dinner	900.00
2303 Donations	127.00
2304 Interest on Bank Accounts	3.56
2305 Management Fee City	36,845.64
2306 Membership Dues	11,269.47
2307 Merchandise Sales	1,010.86
2308 Miscellaneous Income	0.00
2312 Jvill Gift Certificate	748.62
Total 2300 Operating Income	50,905.15
2500 Trolley	
Admission	13,457.00
Advertising	2,725.00
Special Excursions	510.00
2500 Trolley - Other	115.00
Total 2500 Trolley	16,807.00
Total Income	80,588.28
Gross Profit	80,588.28
Expense	
3000 Chamber Expenses Admin	
3001 Accounting	735.00
3002 Annual Dinner	960.00
3003 Bank Charges	
Square fees	5.20
3003 Bank Charges - Other	2.87
Total 3003 Bank Charges	8.07
3004 Corporate Registration	50.00
3008 Events	
Chinese New Year	63.51

08/05/15

Jacksonville Chamber
Profit & Loss
 January through July 2015

	Jan - Jul 15
Taste of Summer	
County Food Court permit	31.00
square fee	126.49
Taste of Summer - Other	7,720.88
Total Taste of Summer	7,878.37
Victorian Christmas	
Miscellaneous	55.00
VC Advertising	250.00
Total Victorian Christmas	305.00
3008 Events - Other	70.00
Total 3008 Events	8,316.88
3009 Insurance	
Workers Compensation Ins	-132.40
Total 3009 Insurance	-132.40
3010 Merchandise for Resale	
Books	285.87
Post Cards	72.00
Total 3010 Merchandise for Resale	357.87
3012 Miscellaneous	500.87
3014 Rentals	
Post Office Box	105.95
Storage Unit	602.50
Total 3014 Rentals	708.45
3015 Payroll	2,701.50
3016 Payroll Taxes	5,686.54
3020 Jville Gift Certificate	975.00
Total 3000 Chamber Expenses Admin	20,867.78
3011 Conferences	
3022 Tourism Conference	
Fuel/per diem	196.65
Total 3022 Tourism Conference	196.65
Governor's Conference	
Lodging	705.72
Meals	20.85
Registration Fee	285.00
Total Governor's Conference	1,011.57
SOVA Marketing Symposium	
Registration Fee	99.00
SOVA Marketing Symposium - ...	138.00
Total SOVA Marketing Symposium	237.00
Total 3011 Conferences	1,445.22
4000 Advertising Expenses	
4001 Airport Sign	3,035.63
4012 Web Page Development	226.04
Total 4000 Advertising Expenses	3,261.67

08/05/15

Jacksonville Chamber
Profit & Loss
January through July 2015

	<u>Jan - Jul 15</u>
5000 Info Center Expenses-reim	
5002 Building Maintenance	16.00
5003 Health Insurance	1,749.00
5006 Office Supplies	1,505.93
5007 Payroll	21,626.50
5008 Payroll Taxes	-2,401.82
5009 Postage	271.79
5012 Supply	129.13
5013 Telephone	1,311.76
5014 Utilities	787.89
Promotion	
Brochures	998.71
Business maps	1,022.83
Walking Map	128.01
Promotion - Other	849.31
Total Promotion	<u>2,998.86</u>
Total 5000 Info Center Expenses-reim	27,995.04
6000 Trolley	
6001 Insurance	2,398.00
6002 Gasoline	1,882.96
6004 Supplies	69.83
6005 Repairs	266.34
6007 Rent	600.00
6008 Trolley Payroll	9,076.50
6010 Payroll Taxes	-1,581.12
6015 Miscellaneous	42.00
Total 6000 Trolley	<u>12,754.51</u>
Total Expense	<u>66,324.22</u>
Net Income	<u><u>14,264.06</u></u>

08/05/15

Jacksonville Chamber
Balance Sheet
As of July 31, 2015

	<u>Jul 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 Cash General Fund Chec...	27,174.00
1005 Cash-Jville Gift Cert	2,240.85
1007 Petty Cash	200.00
Total Checking/Savings	<u>29,614.85</u>
Accounts Receivable	
1100 Accounts Recievable	-700.00
Total Accounts Receivable	<u>-700.00</u>
Total Current Assets	28,914.85
Other Assets	
1301 Capitol Fund Reserve	12,267.88
Total Other Assets	<u>12,267.88</u>
TOTAL ASSETS	<u><u>41,182.73</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
1402 Deferred Revenue	-2,320.00
Total Other Current Liabilities	<u>-2,320.00</u>
Total Current Liabilities	<u>-2,320.00</u>
Total Liabilities	-2,320.00
Equity	
1500 Opening Bal Equity	56,331.54
1501 Retained Earnings	-27092.87
Net Income	14,264.06
Total Equity	<u>43,502.73</u>
TOTAL LIABILITIES & EQUITY	<u><u>41,182.73</u></u>

TRAVEL OREGON

2015 Ad Network



Reach consumers with your marketing message every step of the way!

Consumers acquire information through a multitude of channels these days spanning print, online, email newsletters, blogs and social media. Capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.



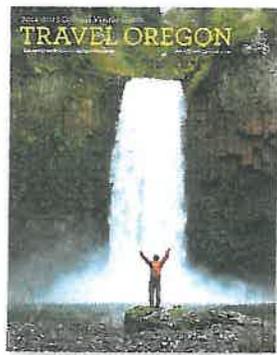
The Curious Traveler ... TravelOregon.com

Cast a wide net to attract the attention of these pre-qualified consumers curious about Oregon.

- The key consumer portal for travel information promoted by Travel Oregon's 5.2 million dollar marketing campaign
- Nearly 6 million pages viewed annually with 1.4 million unique visitors
- Consumers spend an average of more than three minutes exploring the site
- Awarded the 2013 Best State Travel Website in the Country Mercury award by the National Council of State Tourism Directors

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



The Serious Traveler ... Official Visitor Guide

Target the visitor as they seek more in-depth information about what to do, where to go and where to stay.

- Two-time recipient of the Mercury award for best print visitor guide in the country by the National Council of State Tourism Directors
- Distribution of 300,000
- Free to consumers via TravelOregon.com and our 800 customer service number
- The key information piece used by visitors and welcome center staff
- Distributed at high traffic locations such as Portland International Airport
- Year-round exposure

WHAT'S AVAILABLE

- Display Ads
- Free Leads through the Travel Oregon Online Leads (TOOL) system
- Expanded Lodging Listings



Oregon Fans ... Four email newsletters

Build your brand relationship with these exclusive, engaged Oregon fans. They love Oregon!

- Travel Oregon's general email newsletter is sent to more than 185,000 opt-in subscribers every month
- Two niche email newsletters, outdoor recreation and culinary, are delivered six times per year each
- Four special edition Seasonal Feature email newsletters are distributed each year

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



On the Ground ... Oregon Welcome Center Brochure Program

Display your brochures or magazines at one or more of the eight Oregon Welcome Centers at gateways into the state!

- Add online & mobile exposure.
- A link to your digital edition will be posted on a dedicated page at TravelOregon.com.
- Your brochure/guide will be designated as "Mobile Friendly" in the Welcome Center.

WHAT'S AVAILABLE

- Distribution at Welcome Centers
- Digital Edition

For your customized consultation to select the best type of ad and placement for your marketing program, contact:



MEDIAmerica

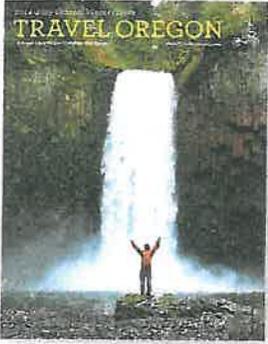
Terra Moreland
terraam@mediamerica.net, 503-445-8830

Sarah Felix
sarahf@mediamerica.net, 503-445-8809



The Official Travel Oregon Visitor Guide

The award-winning definitive Oregon vacation planning tool



Travelers are looking for ideas and inspiration when thinking about a vacation. Travel Oregon's Official Visitor Guide provides consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions and local picks. Make sure your marketing message is seen by travelers while they are making these decisions. Your ad will be aligned with relevant content and photography leading readers to take action to plan their trip.

Distribution

300,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's 5.2 million integrated marketing campaign.

Oregon – Key visitor and high-traffic locations (62%)

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

Outside of Oregon – Target market locations (23%)

Washington

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

California

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

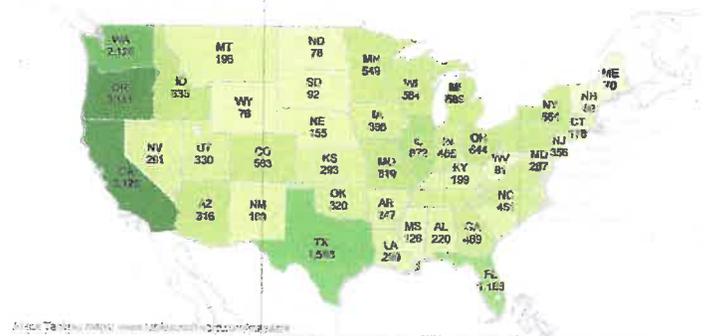
British Columbia

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

Mailed by direct request (15%)

Sent to visitors throughout the country via TravelOregon.com or the 800 customer service number. (See map below for the number requested by each state.)



Online

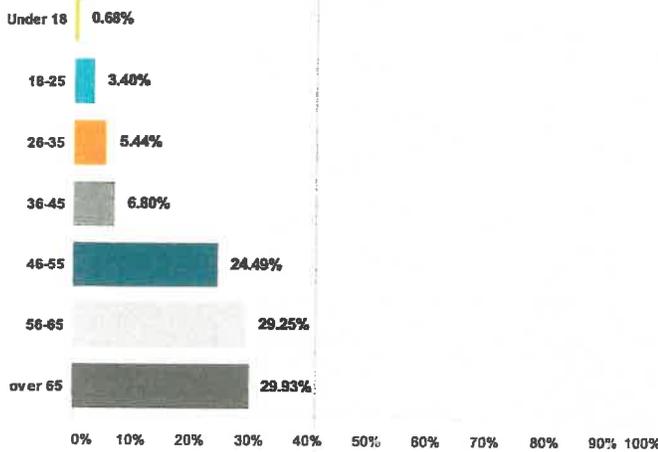
- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
- 10,000 + users
- More than 750,000 pageviews
- 58 average pages per session
- 81% new sessions
- Download at the Apple Newsstand and Google Play.

Audience

Who is our reader? When will they travel? What do they think? *

1. Gender: Female: 58% Male: 42%

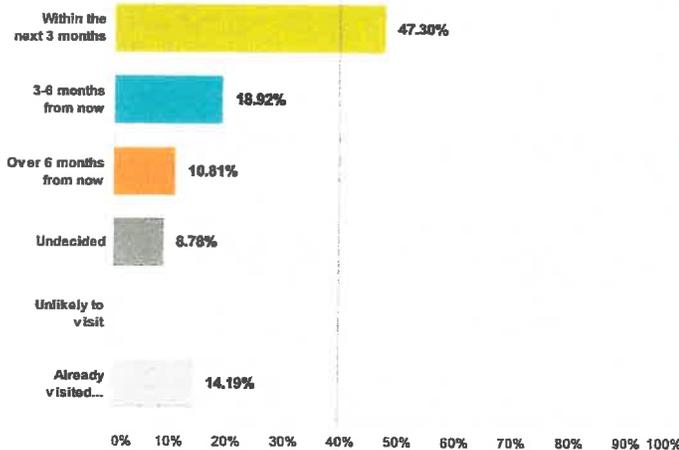
2. What age are you?



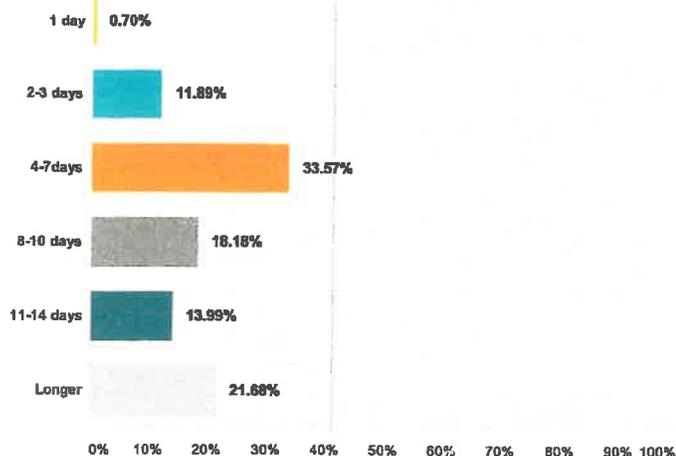
3. How many times have you visited Oregon?

Never: 33% Multiple times: 67%

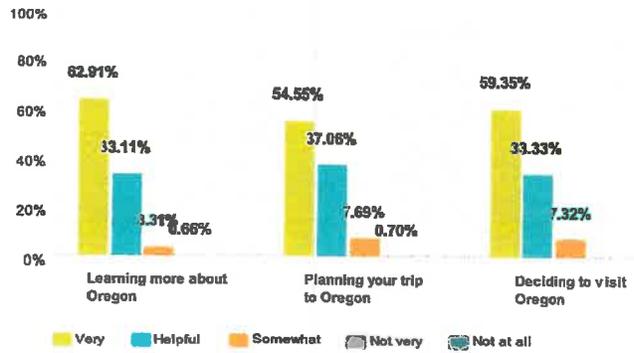
4. When are you likely to visit Oregon?



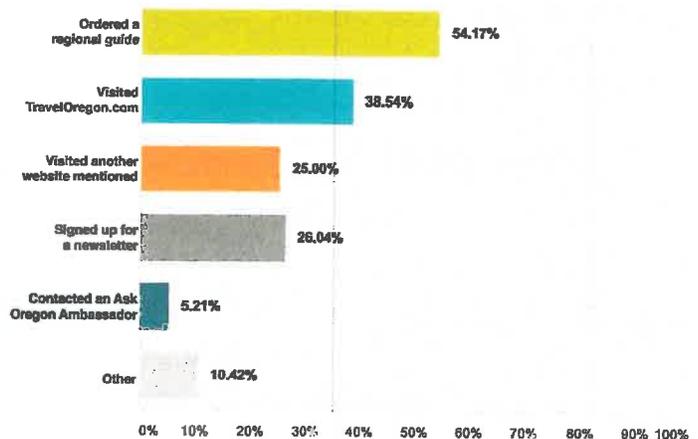
5. What is the estimated length of your stay?



6. How helpful was the information in the guide in terms of the following?



7. Did you use or order any additional travel information from the guide?



8. Reader comments

- So much great info. I like how it's divided into regions. Great articles and photos – almost makes me feel like I'm there!
- It had a ton of great ideas for places to visit – we went to so many of them! Love the layout!
- Very informative, lots of useful information about the different destinations and activities I could do on my trip.
- Local Picks columns were great. Made it seem less commercial/travel office propaganda. Liked the type-face, the variety of offerings and the range of writers in the Local Picks columns.
- Very user friendly.
- I liked that each region was separated.
- It was very helpful – tons of great info!

*Data from the 2014-15 Travel Oregon Visitor Guide survey

Advertising Rates

Rates (net)

Expanded lodging listing	\$735
One-twelfth	\$1,250
One-sixth page	\$2,400
One-third page	\$3,900
One-half page	\$5,800
Two-thirds page	\$8,300
Full page	\$9,800
Two page spread	\$15,500

Premium Positions

Back cover	\$11,300
Inside front cover	\$10,800
Table of contents	\$10,800
Inside back cover	\$10,800

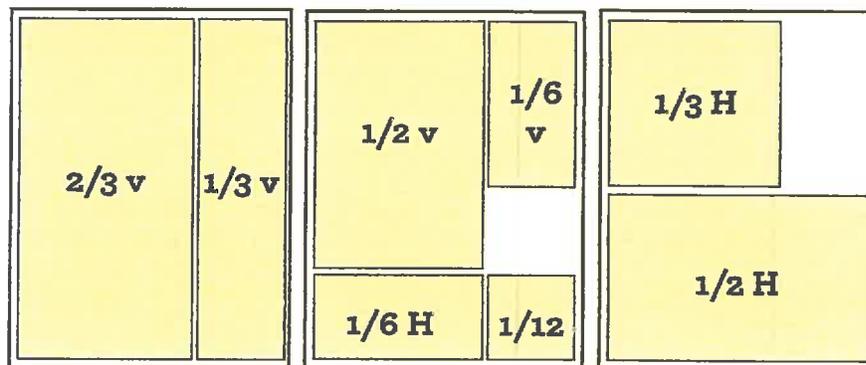
Added Value

Visitor Guide advertisers receive **FREE** leads through Travel Oregon Online Leads Program (TOOL).

Travel Oregon maintains a database of potential Oregon visitors who have shown interest in receiving information about Oregon. Each month, more than 1,500 new consumers opt in to receive more information from Travel Oregon and our partners.

By using the recently upgraded TOOL platform, tourism partners can search leads based on travel interests (such as adventure travel, Oregon wine or casinos), region (such as Central Oregon or Greater Portland), zip code, country and more. New leads coming from the Travel Oregon website, 1-800 number and business reply cards become available in TOOL daily.

We will help you set up your account to get started.



Specifications

Space unit Width Depth

Two page spread		
Trim	16 3/4"	10 7/8"
Bleed	17	11 1/8
Non-bleed	16	10
Full page		
Trim	8 3/8"	10 7/8"
Bleed	8 5/8"	11 1/8"
Non-bleed	7 1/2"	10
Two-thirds page	4 5/8"	10

Space unit Width Depth

One-half page		
Vertical	4 5/8"	7 1/2"
Horizontal	7 1/2"	4 7/8"
One-third page		
Vertical	2 1/4"	10
Horizontal	4 5/8"	4 7/8"
One-sixth page		
Vertical	2 1/4"	4 7/8"
Horizontal	4 5/8"	2 1/4"
One-twelfth page	2 1/4"	2 1/4"

File Format

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All color images should be CMYK and 300 dpi or better. We can also accept files created in InDesign, Illustrator and Photoshop as well as TIFF, EPS and JPEG formats. Please include a professional color match proof. Laser and inkjet proofs will be used for proofing content only. Ads may be submitted on CD, DVD, by email (production@mediamerica.net) or by FTP (call your rep for login info). Please contact your rep or the production manager if you have any questions.

Note About Two Page Spread

Please keep important text & graphics at least .25" away from the spine on both pages.

Return Of Materials

Artwork, photos and negatives will be returned upon written request only. Publisher assumes no responsibility for artwork and photographs uncalled for three months after date of publication.

Materials and questions regarding materials should be sent or emailed to:

Lauren Kuykendall, Travel Oregon
715 S.W. Morrison, Suite 800
Portland, OR 97205
laurenk@mediamerica.net
503.445.8842

Important Dates

Publication Date

March 2015

Space Closing

January 9, 2015

Materials Due

January 23, 2015

TravelOregon.com

Cast a wide net and reach visitors online

Award-winning Site

TravelOregon.com received the 2013 Mercury Award for *Best State Travel Website* in the country awarded by the National Council of State Tourism Directors. This site features rich content including **Seasonal Features** and **Trip Ideas** packed full of entertaining videos, itineraries and Oregon stories. Additional informational sections include **See & Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Cities & Regions** where visitors can now dig deeper into dedicated city pages; **Deals**; **Places to Stay** and **Getting Around**.

Proven Traffic

The first point of contact for the state's \$5.2 million marketing campaign providing advertisers with consumers seeking information specifically about Oregon.

1.8 million unique users = 7 million pageviews*.

Traffic by region:

82% USA		
38% Oregon	6% Other Western States	
18% Washington	6% Southeast	
14% California	4% Southwest	
7% Midwest	4% Northeast	
11% Canada		
7% Other International		

*Data from July 1, 2013 - June 30, 2014

Impression Package Rates

Designed to target your advertising to the visitor at the beginning of their planning process through their final decisions.

Vertical Rectangle (240 x 400)

Intuitive* (selected pages of site) Cost: \$40 CPM

Run-of-site (ROS)** Cost: \$20 CPM

Sidekick Ads (300 x 100)

Small Bundle Cost: \$475/quarter

65,000 impressions:
15,000 intuitive + 50,000 ROS

Medium Bundle Cost: \$675/quarter

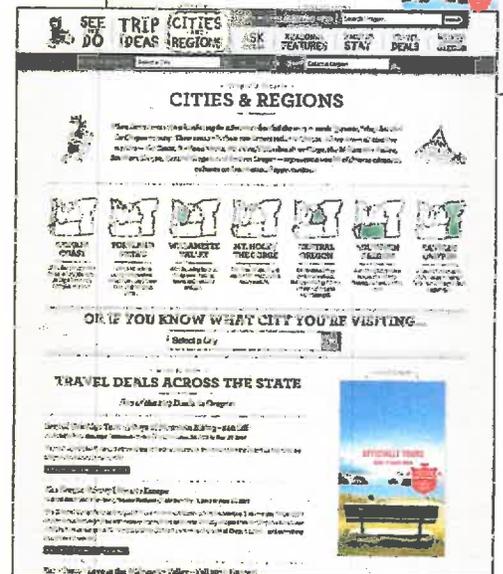
95,000 impressions:
20,000 intuitive + 75,000 ROS

Large Bundle Cost: \$950/quarter

130,000 impressions:
30,000 intuitive + 100,000 ROS

*Intuitive: You select the pages that best align with your marketing campaign.

**Run-of-site: Your ad rotates throughout the entire site.



Event Package Rates*

20,000 impressions Cost: \$200

- Flexibility to select the exact month and day you want your ad to begin, leading up to your event.

- Get specific by selecting topic areas that best align with your event for the most targeted distribution; such as your region, city or related activity.

*Open to events, festivals and exhibits

Email Newsletters

Reach the active traveler and Oregon fan in Travel Oregon's e-newsletters.

Delivered to opt-in subscribers, Travel Oregon email newsletters send your message to consumers in a timely, targeted way. The e-newsletters feature road trips, events, profiles and special deals.

Choose from four e-newsletters:

Monthly General

With a following of more than 175,000 opt-in subscribers, Travel Oregon's monthly e-newsletter gets your message out to this engaged audience.

Seasonal Features Special Edition

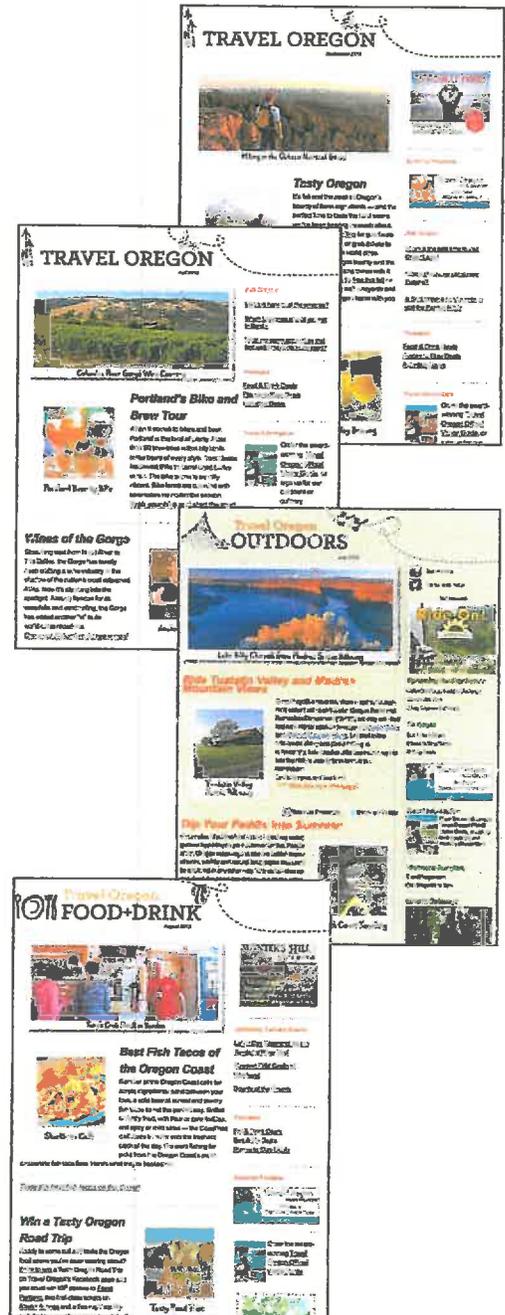
Inspirational stories showcasing Oregon's destinations, natural wonders and Oregon Dreamers. Delivered to 175,000 subscribers four times per year (February, May, August and November).

Outdoor Recreation

Align your message to reach 14,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 16,000 opt-in subscribers, this niche e-newsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December.



About our readers	General	Culinary	Outdoor
Average open rate	20%	24%	25%
Helpful to learn more about Oregon	82%	83%	88%
Helpful to plan their trip to Oregon	66%	69%	76%
Helpful deciding to come to Oregon	59%	59%	66%
Female	60%	60%	58%
Male	40%	40%	42%
2-4 night average stay	45%	49%	37%
Amount spent on their recent trip	\$934.00	\$693.00	\$850.00

Rates

Ad Format	Seasonal Features	Monthly General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Rectangle Banner	\$950	\$950	\$750	\$650

Deadlines

Space Closing: Q1 & Q2: December 1, 2014; Q3 & Q4: June 1, 2015
Materials Deadline: Two weeks prior to e-newsletter distribution
Distribution Schedule: Monthly General: first Wednesday of every month; Outdoor/Culinary: third Wednesday of each month; Seasonal Features: last Thursday of the issue month.

Oregon Welcome Center Brochure Program

Display your brochures or visitor guides at one or more of the eight Oregon Welcome Centers at high-traffic gateways to the state!

Program Rates

Fees are based on the class of service, size of brochure/visitor guide, and number of locations chosen. Contact your Account Manager for more information and an application.

Distribution Schedule

This is an annual program, with distribution beginning May 2015 and continuing through May 2016. Deadline for participation: April 15, 2015 for guaranteed placement.

Go Mobile

Expand your exposure through digital distribution.

- A link to your digital edition will be posted on a dedicated page at TravelOregon.com.
- Your brochure/guide will be designated as "Mobile Friendly" in the Welcome Center.



Oregon Welcome Center locations and visitor counts

- 1 Portland International Airport Welcome Center** (Open all year)
Located on the lower level near baggage claim
Visitors: 255,000
- 2 Oregon City Welcome Center** (Open all year)
Located at the End of the Oregon Trail Interpretive Center
Visitors: 15,000
- 3 Brookings Welcome Center** (Open all year)
Located at Crissey Field State Recreation Site on Highway 101
Visitors: 25,000
- 4 Ashland Welcome Center** (Open May-September)
Located just off Exit 19 along I-5
Visitors: 5,000
- 5 Klamath Falls Welcome Center** (Open May-September)
Located at the Midland Rest Area on Highway 97
Visitors: 8,700
- 6 Lakeview Welcome Center** (Open all year)
Located at the Lake County Chamber of Commerce
Visitors: 7,000
- 7 Umatilla Welcome Center** (Open all year)
Located at the Umatilla Chamber of Commerce
Visitors: 9,000
- 8 Ontario Welcome Center** (Open May-September)
Located at the Ontario Rest Area on Interstate 84
Visitors: 27,000





TRAVEL SOUTHERN OREGON

(aka the Southern Oregon Visitors Association—SOVA)

Dedicated to Regional Marketing since 1984

What is the Southern Oregon Visitors Association?

Also known as SOVA, we're a regional cooperative marketing association formed in 1984.

Our Mission: To increase and lengthen visitor stays by marketing the region as a destination, and by encouraging cooperative efforts in outreach marketing, visitor research, education and training, travel trade, and public relations. Travel Southern Oregon is a non tax-funded, membership-based, 501c6 non-profit corporation.

Regional Cooperative Marketing Works

Experience-hungry visitors want to explore the entire region and make discoveries of their own.

- Generally, visitors to Southern Oregon travel from south to north, looping from the Rogue and Umpqua valleys to the High Country, Crater Lake, and Klamath & Lake Counties, and to the South Coast.
- Cooperative marketing leverages SOVA's investments and shares media costs among many partners.
- The result? Branded, vibrant, consistent messaging about Southern Oregon as an amazing vacation destination. And more visitors to the region.
- More visitors to the region = more business for members.



"Southern Oregon" is a diverse destination that stretches from the Wild Rivers Coast to Oregon's Outback.

SOVA Membership is a Marketing Investment

It costs just \$350 per year to join Travel Southern Oregon. Your investment is leveraged by more than \$350,000 raised annually through cooperative marketing programs.

- Benefits include a membership listing on the Travel Directory of southernoregon.org, on the mobile sites, and in the print magazine (the Southern Oregon Vacation Guide).
- PLUS the option to participate in Travel Southern Oregon's marketing programs, trade shows, travel writer FAMs, International market development, annual Marketing Symposium, and much more.
- Members have helped us serve for 11 years as the official RDMO (Regional Destination Marketing Organization) for Travel Oregon (the Oregon Tourism Commission), which has leveraged our shared marketing efforts by an additional \$1.4million.

Travel Directory & Member Access

Members create their own account on the Travel Southern Oregon digital platform.

- Using a simple interface, members can enter their travel listing, set up links to social media sites, enter deals and specials, upload images and video, refresh links, and lots more.
- Visitors to southernoregon.org use the Travel Directory to find what they want, to read about lodging options, to find an outfitter, or link to a member's website.

BUSINESS DIRECTORY OREGON SHAKESPEARE FESTIVAL

Oregon Shakespeare Festival - (541) 482-4331

15 South Pioneer Street/PO Box 129
Ashland, OR 97521
<http://www.osfashland.org>

The Time Award-Winning Oregon Shakespeare Festival (OSF) is held in charming downtown Ashland, Oregon, is one of the nation's top artistic gems. Each season, running from February through October, OSF presents 11 classic and contemporary plays on three unique stages in rotating repertory. Each offers and fun educational events and an ever-changing free summer entertainment on the Green.



Opportunities



Banner Advertisers - \$225/quarter
 Appear on every page of the website in rotation
 Maximum of nine (9) advertisers.

Photo Features
 Advertisers receive thousands of highly-qualified leads, with complete contact information, travel routes, & more.
Home page = \$150/quarter
 Photo features (including digital mag pages)
 336,336 page views
 2,942 clicks - 0.87% click-through rate

Leaderboard (banner) ads - counting digital mag pages
 72,212 page views
 226 clicks - 0.31% click-through rate

Top Ten Pages

All Cities	Coast Region	Valley Region
Things to Do	Crater Lake	Oregon Caves
Hiking	Outdoors	Lodging
Hotels & Motels	On the Water	Parks/Camp

Photo Features range from \$25 to \$200 per quarter, depending on the page.

Advertising Specifications & Notes
 Advertising on the Travel Southern Oregon digital platform is available to association members. Receive all website leads free and enjoy preferred listing status (at the top, rather than alphabetically) in the Travel Directory. Gain exposure for your brand on Southern Oregon's top regional tourism website.

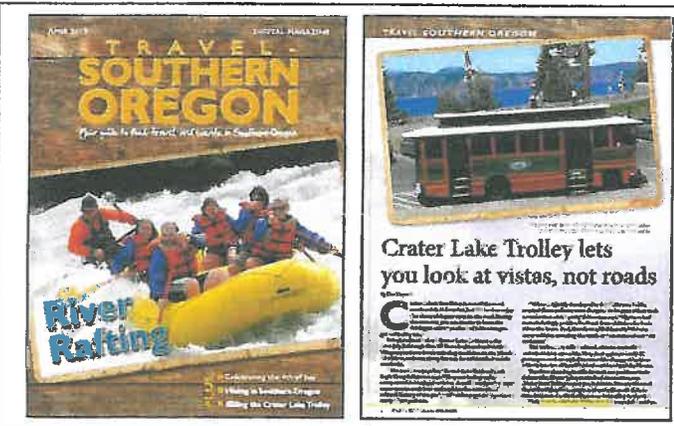
SouthernOregon.org

	12-13	13-14
Visitors	66,447	84,539
Unique Visitors	57,293	76,573
Pageviews	221,773	283,992

13-14 (by device)

Desktop	56,428
Non desktop	26,450
Mobile	16,048
Tablets	10,402

Digital Magazine Advertising Report—2013/2014
 297,034 page views
 2,508 clicks
 0.84% click-through rate



Digital Magazine
 Launched 2012 - Quarterly distribution

High quality content and photography entices the visitor and motivates them to click through to members, advertisers, and to the Travel Southern Oregon website and to the Travel Directory.

Magazines are sent to subscribers + posted on the website. Printed versions are used at consumer trade shows and for travel trade, media relations, and other opportunities.

Advertising: \$100/issue 1/2 page or \$200 full page

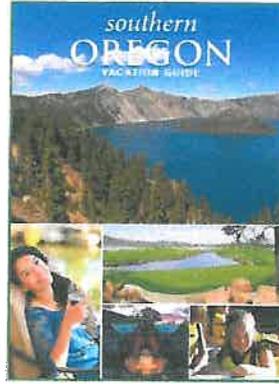
Rates subject to change. Version date July 22, 2014



Southern Oregon Visitors Association (Travel Southern Oregon) PO Box 1645 Medford, OR 97501
 office@southernoregon.org www.southernoregon.org (541) 779-2843 fax-(541) 779-5102
 Promoting Southern Oregon since 1984. 501c6 non-profit corporation, membership-based.

Southern Oregon Vacation Guide

- 150,000 readers
- Distributed at all official Oregon State Welcome Centers, AAA offices throughout Oregon & California, and at visitors centers all around the Pacific NW and Northern California.
- Other locations include major regional attractions, the Medford-RV Airport, Eugene Airport, Portland Pioneer Square visitors center, and many other locations.
- The official fulfillment piece for Travel Oregon Regional Pack program—tens of thousands are mailed to potential visitors each year.



Travel Writers & Domestic and International PR

We work with dozens of writers every year and create amazing FAMs (familiarization trips), press tours, story pitch meetings, and more. (At right, the "Full-On Oregon" Oregon Bounty Bloggers PR trip on the Lower Rogue).



Travel Trade, Product Development, International Markets

- Key travel trade shows include POW WOW International, Go West, and Canada Sales Mission (Travel Oregon).
- We sell Southern Oregon as a favored destination for domestic and International group tours. Dozens of itineraries are posted online, and are actively marketed to receptive operators. (See some examples below.)
- Travel Southern Oregon is committed to product development as part of a long-term strategy to increase tourism throughout the region, and to generate direct, measurable economic impacts.
- Strong, collegial relationships with tour planners and destination marketers in Northern California helps draw business from SFO to Southern Oregon.



Regional Cooperative Marketing Program (RCMP)

- What is it? The RCMP is the program through which Travel Oregon disburses a grant to the official Regional Destination Marketing Organization (RDMO) for a particular region. (The grant represents a pro-rata share of the statewide 1% hotel tax.)
- Southern Oregon is Region 5 and SOVA is the Region 5 RDMO. In that role, we are honored to extend and leverage Travel Oregon's many quality marketing, research, and product development initiatives.



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Opportunities

Cooperative Marketing

- Cooperative marketing saves members thousands in media costs AND makes a more effective, persuasive message to potential visitors.
- Bring your marketing message to millions of potential visitors through partnering in cooperative marketing programs.
- The Travel Southern Oregon industry site has a list of current opportunities. SouthernOregon.org/partners

Growing the tourism pie

- When we combine and leverage resources in cooperative efforts, we will achieve success in drawing more visitors to the region.
- When the region's tourism pie grows, business increases for all.



"Your Vacation Starts Here" delivered 7,034,633 million impressions; 4,300 clicks; and 30%+ increased website traffic.

Spring Targeted Online Campaign

- Spring 2014 we launched a second major consumer marketing campaign with MOGO Arts to geo-target potential visitors and deliver to them enticing and beautiful creative.
- Campaign partners saw a strong CTR (click-thru rate) 0.06%. And, Travel Southern Oregon gained thousands of new subscribers to the digital magazine. These are potential visitors we can keep engaging, on your behalf, to visit Southern Oregon!
- The campaign lifted the Southern Oregon Regional brand in targeted markets to specific demographic matches.
- Total campaign value: \$25,000. Member cost: \$1,500.

SOVA By the Numbers

1984	SOVA formed as a two-county partnership, which grew over the years to a seven-county cooperative association.
\$350,000	Annual budget raised through RCMP disbursement grants, memberships, and cooperative advertising programs.
\$1.4 million	Total RCMP disbursement grants from Travel Oregon to Region 5/SOVA, from 2004-present.
15-20	Approximate number of familiarization trips (FAMs) coordinated annually for domestic and international, travel trade and public relations.
10	Number of advertising campaigns SOVA develops annually.
8.7 million	Total consumer impressions from annual cooperative marketing programs.
25	Number of travel trade itineraries on the website's "tours" page, including several in other languages.
20	RDMO (Regional Destination Marketing Organization) tours through the five-county area that SOVA has created and hosted for Travel Oregon and other state PR and media associates.

Strategic Partnerships

Travel Southern Oregon is proud to provide executive management, digital support, marketing/PR, coordination, fund-raising, board development & strategic planning for these two regionally-focused non-profit organizations.

Southern Oregon Winery Association



The Winery Association is dedicated to advancing the wine industry in Southern Oregon and to market the region as a premier wine tourism destination.



The Southern Oregon AVA includes the Umpqua Valley (Elkton, Red Hill Douglas), and the Rogue, Applegate and Illinois valleys. Taste the wines!

SouthernOregonWines.org

Crater Lake National Park Trust

The Trust protects, promotes, and enhances Crater Lake National Park, its unique water purity, and its value for human inspiration.



(right) US Secretary of the Interior Sally Jewell, w/ Trust & supporters, "kick off" National Parks Week at Crater Lake, April 2014.



Craterlaketrust.org



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Trade Shows

- Participate in consumer trade shows to reach potential visitors in key markets.
- **Sunset Celebration Weekend in Menlo Park** is a high-end show in a key San Francisco Bay Area market. We attend this annually with partners from the state and other regions.
- If you've considered going to a consumer trade show, you know how expensive and difficult it can be for just one business to go it alone.
- SOVA takes care of the booth, the website and print pieces, and leads development. Trade show cooperative rates are extremely reasonable & a great value for SOVA members.
- Selling the region is a proven method to increase visitors to Southern Oregon.
- Working together, we grow the market for everyone.

Award-Winning Collaboration and a Tradition of Partnership

- The Oregon Tourism & Hospitality Industry *Exceptional Partnership Award* recognizes the efforts of an individual or group of tourism organizations that together created a successful tourism program, promotion or product that is more successful than any single entity could have produced alone.
- Carolyn S. Hill/Travel Southern Oregon has been the recipient of this prestigious award three times: 2014, cooperative work with the Crater Lake National Park Trust and the Southern Oregon Winery Association; 2012, with partners Rogue Wilderness Adventures and Wildlife Images; 2007, innovative partnership with the Southern Oregon Winery Association for Oregon Bounty.



2014 Oregon Governor's Tourism Conference. From left: Karen Utz Oregon Tourism Commission Chair; Carolyn S. Hill, Travel Southern Oregon; Todd Davidson, Travel Oregon

Annual Tourism Marketing Symposium

- Now in its 19th year, this popular one-day education and networking event features nationally-known speakers, workshops, media trade show, and abundant networking opportunities.
- SOVA members enjoy discounted rates for this enduring and popular regional tourism conference, the largest of its kind in Oregon. Held annually in early March.



Industry Support

Newsletter

The monthly newsletter includes STR (Smith Travel Reports) data, cooperative marketing opportunities, research abstracts, more.

Industry website for our partners

- Lodging reports, presentation materials and links from the Annual Tourism Marketing Symposium.
- Cooperative marketing opportunities, trade shows, and more.



VISITAL PASS TRAILS STAGES

Welcome to the SOVA Partners Website

2014 Tourism Marketing Symposium presentations

See the PowerPoint presentations shared by presenters during the 19th annual Travel Southern Oregon Marketing Symposium.

What is the Southern Oregon Visitors Association?

The Southern Oregon Visitors Association (SOVA) is a regional, non-profit marketing group. Over the years, SOVA has grown into a seven-county association of hospitality and tourism destination marketing organizations.

Become a SOVA member now!

Economic Impacts

Visitor Spending, Southern Oregon (\$ Million)

2002	2013	% change
\$685.7	\$935.3	36%

Tax Receipts, Southern Oregon (\$ Million)

2002	2013	% change
\$24.6	\$38	54%

Earnings, Southern Oregon (\$ Million)

2002	2013	% change
\$180.6	\$231.3	28%



UPDATED JULY, 2015

**500,000 people visit Crater Lake each year.
360,000+ search online for Crater Lake every month.**

How will these Crater Lake visitors discover you?



2013-2015 CRATER LAKE COUNTRY CAMPAIGN

- ***9 million people have seen ads for Crater Lake Country***
- ***160,000 people have visited the Crater Lake Country website***
- ***\$70,000 has been invested in promoting our partners***
- ***700+ social media posts for partners (1,750 Facebook "Likes")***

Launched in 2013, Crater Lake Country is a Regional Destination Marketing Organization (RDMO) with one goal: connecting you with Oregon's most well-known brand and visitor attraction.

More than 50 companies have chosen to participate in this effort in 2013-2014.

"... blown away by the response..."
"...very pleased with the site..."
"one of our top referral sites"

HOW MUCH WILL BE SPENT ON MARKETING IN 2015? This year we are investing \$25,000. Of course, the more partners, the more money we will have for marketing and the better return you will see on your investment.

WHO IS RUNNING THIS MARKETING EFFORT? The Dennett Consulting Group, one of the Pacific Northwest's leading cooperative marketing firms, created and runs Crater Lake Country. During Mark Dennett's long career he has helped major visitor associations create more than 300 successful co-op programs generating more than \$100 million in exposure for co-op partners.

HOW CAN I JOIN? This cooperative marketing opportunity offers four levels of participation.

2015-2016 MARKETING PARTICIPATION LEVELS

- **LEVEL 1 - GATEWAY PARTNERS - \$1,800 – NOW SAVE 15%**** - This partnership is designed to position your location/destination as one of the preferred and best gateways to Crater Lake. Many major travel sites only promote ONE route to the Park (from Interstate 5), so this is your opportunity for...
 - ✓ **Prime Home Page Exposure:** 125-word editorial, photo and hot link.
 - ✓ **Gateway Editorial Feature and Map Exposure:** Editorial, photo and Map ID with hot link.
 - ✓ **Social Media/PR Campaign:** Exposure in \$2,000 social media campaign effort positioning you as a major gateway to Oregon's only National Park.
 - ✓ **Online Banner Exposure:** Your individual banner ad will be featured in more than \$10,000 worth of Crater Lake digital ads.
 - ✓ **Digital Ad Campaign:** To drive traffic to the Crater Lake Country website, a comprehensive online campaign using banner, native and video ads runs from April through October.

- **LEVEL 2 - ATTRACTION PARTNERS - \$595 – NOW SAVE 10%**** - This partnership is designed to position your business as a major attraction within a day's drive of Crater Lake. Grab your share of the 500,000 annual visitors to the Park!
 - ✓ **Attraction Editorial Feature and Map Exposure:** 100-word editorial, photo and Map ID with hot link.
 - ✓ **Social Media/PR Campaign:** Exposure in \$2,000 social media campaign positioning you as a major gateway to Oregon's only National Park.
 - ✓ **Online Banner Exposure:** Your individual banner ad will be featured in more than \$10,000 worth of Crater Lake digital ads.
 - ✓ **Digital Ad Campaign:** To drive traffic to the Crater Lake Country website, a comprehensive online campaign using banner, native and video ads runs from April through October.

- **LEVEL 3 - LODGING PARTNERS - \$395 – NOW SAVE 10%**** - Lodging and camping at Crater Lake National Park sells out early every year. Many visitors think there are no other places to stay within a day's drive of the Park, so this partnership is designed to position you as an approved lodging option for the 500,000 annual visitors to the Park.

- ✓ **Lodging Editorial Feature and Map Exposure:** 75-word editorial, photo and Map ID with hot link
 - ✓ **Social Media/PR Campaign:** Exposure in \$2,000 social media campaign positioning you as a major lodging option for people visiting Oregon's only National Park.
 - ✓ **Digital Ad Campaign:** To drive traffic to the Crater Lake Country website, a comprehensive online campaign using banner, native and video ads runs from April through October.
- **LEVEL 4 - SEE & DO PARTNERS - \$295 – NOW SAVE 5%**** - This partnership is designed to position you as a fun thing to see and do when visiting Crater Lake. You do not have to be within a day's drive of the Park or even be located in Oregon. If you want a low-cost way to bring your business to the attention of 500,000 annual visitors to the Park, this is it.
 - ✓ **See and Do Editorial Feature and Map Exposure:** 50-word editorial, photo and Map ID with hot link
 - ✓ **Social Media/PR Campaign:** Exposure in \$2,000 social media campaign positioning you as a major gateway to Oregon's only National Park
 - ✓ **Digital Ad Campaign:** To drive traffic to the Crater Lake Country website, a comprehensive online campaign using banner, native and video ads runs from April through October.

RESERVE YOUR SPACE TODAY!

Simply email Mark Dennett today and confirm the level of partnership you desire.
Mark@dennettgroup.com

2015 Partnership Levels	Annual Fee	With Link Discount**
Level 1 - Gateway Partners	\$1,800	\$1,530
Level 2 - Attraction Partners	\$595	\$535
Level 3 - Lodging Partners	\$395	\$355
Level 4 - See & Do Partners	\$295	\$280

**** Place a link to the Crater Lake Country website on your home page and save!**

Website marketing continues year-round, but the major ad campaign runs from April through October.

THE DENNETT CONSULTING GROUP

Phone 541-488-4925

Mark@dennettgroup.com

TRANSIENT ROOM TAX REPORT

Grant funds available: \$ 23,318.49
 Grant funds available as of 06/30/14: \$ 5,498.04
 Grant funds added back in this fiscal year: \$ -

Funds Available to Award \$ 28,816.53

Grants Awarded in prior years with rollovers to be paid out (funds already accounted for)	Awarded	Date Paid	Amount Paid	Amount Remaining
10/18/11 JOBA	\$ 1,216.00			\$ 1,216.00
4/11/12 Chamber of Commerce	\$ 1,700.00	6/6/2012	\$ 1,698.72	\$ 1.28
10/01/13 Chamber of Commerce	\$ 200.00	12/19/2013	\$ 200.00	\$ -
04/01/14 Britt Festivals	\$ 6,961.00	4/8/2015	\$ 6,961.00	\$ -
04/01/14 Chamber of Commerce	\$ 2,550.00	4/8/2015	\$ 2,550.00	\$ -
04/01/14 JOBA	\$ 2,225.00	6/28/2015	2225	\$ -
	Subtotal - Grant Funds Awarded		Subtotal - Grant Funds Paid	
	\$ 14,852.00		\$ 11,084.72	
	Subtotal - Remaining Amount of Grant Funds Committed			\$ 3,767.28

Grants Awarded in FY 2014-2015	Awarded	Date Paid	Amount Paid	Amount Remaining
GC01-01-2014-15	\$ 1,758.18	4/8/2015	\$ 874.92	\$ 883.26
GC01-02-2014-15	\$ 3,739.86	6/26/2015	\$ 3,739.86	\$ -
GC02-01-2014-15	\$ 4,987.50	6/26/2015	\$ 4,987.50	\$ -
GC02-02-2014-15	\$ 7,500.00			\$ 7,500.00
				\$ -
				\$ -
				\$ -
				\$ -
	Subtotal - Grant Funds Awarded		Subtotal - Grant Funds Paid	
	\$ 17,985.54		\$ 9,602.28	
	Subtotal - Remaining Amount of Grant Funds Committed			\$ 8,383.26

Current Year Grant Funds Available as of 06/30/15:

\$ 10,830.99

Jacksonville City Council Agenda Item Summary



RESOLUTION R2015-011 DEDICATING COURTHOUSE COMPLEX AS THE CENTER FOR CITY FACILITIES

Date: October 1, 2015
From: Jeff Alvis, City Administrator

City Council Meeting: October 6, 2015
Agenda Item: 5i.

Synopsis:

At the last council meeting it was suggested to move forward with a new resolution regarding relocation of City offices to the Courthouse Complex for transparency.

Fiscal Impact:

Urban Renewal/ Project Fund allocated fund for this purpose.

Recommendations:

Approve RESOLUTION R2015-011 Dedicating the Courthouse Complex as the Center for the City Facilities.

Exhibits:

Exhibit A – RESOLUTION R2015-011 Dedicating the Courthouse Complex as the Center for the City Facilities.

RESOLUTION NO. R2015-011

A RESOLUTION DEDICATING THE COURTHOUSE COMPLEX AS THE CENTER FOR CITY FACILITIES.

WHEREAS, the City Council, after accepting the property from Jackson County, recommended the development of the Old Courthouse Complex as a priority location for City Facilities, and

WHEREAS, this recommendation may include future relocation of other City Services, and

WHEREAS, it is recognized that all City facilities may be accommodated, with the exception of the Fire Department, on this campus and will serve as the City Center, and

WHEREAS, the property known as the Courthouse located at 206 N. 5th Street, serves as the administrative center of the City,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JACKSONVILLE, OREGON THAT:

The Courthouse Complex shall be the center for City facilities as long as it is financially feasible and staff is hereby directed to proceed with planning for the development.

Signed by me in open session in authentication of its passage this 6th day of October, 2015.

Paul Becker, Mayor

ATTEST:

Kimberlyn Collins, City Recorder

**City Council
October 6, 2015
Exhibit "A"**

Council Discussion



September 23, 2015

Dear Jacksonville City Council Members,

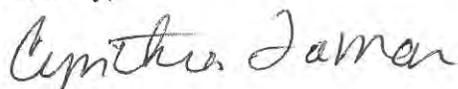
Jacksonville is such a lovely place with so much to offer, a variety of restaurants, live music, local library, hiking trails, fine wines and great shops. Living here is such a delight. The only thing missing is a place for dog lovers and their dogs to run freely and enjoy the great outdoors. Or so I thought, until about 18 months ago.

After living here a few years, finding place to more-than-walk my dog, was the only challenge I faced. Until I discovered **Forest Park, a fabulous local gem**. My golden retriever, Lacey, and I visit the park at least four times a week. We hike for about an hour, with her doubling, maybe tripling my distance. You can imagine how much happier and healthier we both are due to her ability to get out and move. And of course, we always leave the trails better than we found them by cleaning up after her as well as anyone else who may have been absentminded. It is rare we see anyone, but when we do, smiles are on the faces of all, including hikers, bikers the four legged friends exploring the trails.

I'm writing to thank the council and the volunteers for their support and maintenance of this lovely park and trail system. Recently, I've encountered a few of the volunteers working along the trails and learned some of the history of how the park came to be. I appreciated parking areas, the variety of trails and the maps as well as newly posted mileage. Also, the recent dust abatement is a great improvement. This park offers a great variety for anyone interested in being outdoors with its multiuse trails and moderate to challenging trails. It makes Jacksonville an even richer place to live.

Please share my gratitude for those who continue to work hard on our behalf in Forest Park. The effort is greatly appreciated by Lacey and I each and every hike we take.

Sincerely,



Cynthia LaMar

RECEIVED

SEP 23 2015

CITY OF JACKSONVILLE