



AGENDA COVER MEMORANDUM

AGENDA DATE: April 28, 2026

PRESENTED TO: Board of County Commissioners

DEPARTMENT: County Administration

PRESENTED BY: Jeff Kincaid, Senior Operational Analyst

AGENDA TITLE: ORDER 26-04-28-01/ In the Matter of Extending the Grant to Travel Lane County for Visitor Marketing Services Through June 30, 2028

I. MOTION

Move to extend the grant to Travel Lane County for visitor marketing services through June 30, 2028.

II. AGENDA ITEM SUMMARY

The Board is being asked to approve an extension of the visitor marketing services grant for Travel Lane County.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

The terms of the original 2016 grant adopted by the Board for visitor marketing services provide for extension of the grant on an annual basis, if requested by the grantee at the time of its annual presentation to the Board. Travel Lane County made that request on September 23, 2025, which the Board may grant so long as the remaining term of the grant does not extend past three years. The proposed one-year extension is within that term.

B. Policy Issues

There are no significant policy issues for this item.

C. Board Goals

Successful visitor marketing relates to Lane County's strategic priority of Vibrant Communities.

D. Financial and/or Resource Considerations

This item extends the distribution of Transient Lodging Tax funds that are set aside for visitor marketing services to Travel Lane County. The extension provides financial stability for Travel Lane County and the visitor marketing services they provide for Lane County.

E. Health Implications

There are no specific significant health implications for this item.

F. Analysis

Travel Lane County presented the Travel Lane County annual report and submitted an extension request on September 23, 2025.

G. Alternatives/Options

The Board has the following options as it relates to this item:

- Approve the grant extension.
- Approve the grant extension and modify or add conditions to the grant.
- Do not approve the grant extension.

IV. RECOMMENDATION

Based on the Board discussion at the Travel Lane County annual report at the Board's September 23, 2025 meeting, staff recommends approval of the extension.

V. TIMING/IMPLEMENTATION

Approval of this grant extension would provide funding for visitor marketing services provided by Travel Lane County through June 30, 2028.

VI. FOLLOW-UP

If the Board approves this extension, the County will send the grantee notification confirming the extension of the grant and that the original grant terms remain in force unless modified by the Board as part of the renewal and extension.

VII. ATTACHMENTS

None.

BEFORE THE BOARD OF COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO: 26-04-28-01

In the Matter of Extending the Grant to
Travel Lane County for Visitor Marketing
Services Through June 30, 2028

WHEREAS, Lane Manual Chapter 20 sets forth policy regarding award of contracts, amendments, grants and sub-grants; and

WHEREAS, the Board of Commissioners awarded a grant in March of 2016 for visitor marketing services to Travel Lane County following a competitive process as required by Lane Manual; and

WHEREAS, the terms of the original grant solicitation and award provide for renewal and extension of the grant upon request of the grantee, so long as the remaining term of the extended grant does not exceed three years; and

WHEREAS, Travel Lane County requested an extension of the grant on September 23, 2025, following the annual report presentation; and

WHEREAS, the Board of Commissioners is satisfied with the grantee's compliance with the terms of the grant and its continued marketing of the County to visitors and wishes to extend the grant to provide continuity of services.

NOW, THEREFORE, the Board of County Commissioners of Lane County **ORDERS** as follows:

The grant awarded to Travel Lane County for visitor marketing services is extended by one year, through June 30, 2028.

ADOPTED this 28th day of April, 2026.

Ryan Ceniga, Chair
Lane County Board of Commissioners