



A G E N D A
CITY OF BAKER CITY
TLT COMMITTEE
REGULAR MEETING
Tuesday, March 3, 2025
*****5:00 pm*****

LOCATION: City Council Chambers

1. Call the Meeting to Order
2. Roll Call
3. Minutes Review/Approval of February 3, 2026
4. TLT Budget Discussion
5. Baker City Downtown Contract Discussion
6. Baker City Bulls and Broncs Funding Request
7. En Plein Aire Event Promotion Funding Request - Crossroads Art Center
8. HUB Updates
9. Miscellaneous Business
 - a. TLT Information Form Discussion
10. Next Meeting/Adjourn
 - a. Next meeting April 7, 2026

Transient Lodging Tax (TLT) Committee Meeting Minutes

Date: February 3, 2026

Time: 5:02 PM – 5:58 PM

Location: City Hall, Council Chambers

1. Call to Order

Chair Robin Nudd called the meeting to order at 5:02 PM, Roll Call – Present: Robin Nudd, Ryan Duley, Mike Wilson. Absent: Tyler Brown, Alysia Bowers.

2. Review and Approve Minutes

Ryan Duley moves to approve the Minutes of January 6, 2026, seconded by Robin Nudd. Yes: 3, No: 0, motion passes.

3. Hub Collective Update – Bryan and Jennifer from HUB via video presentation

Bryan and Jen made a presentation to the TLT Board regarding progress that the HUB and the subcommittee have made for the development of branding and marketing. That presentation will be available to anyone regarding the update for view. See the Attachment regarding the phases and what has been completed. Phase 1 – Foundation is complete. Phase II – Brand Development is in Progress and Phase III – Strategy – In Progress. Phase IV – Brand Guidelines – To start upon completion of Phase II. Phase V – Website in progress, Other Deliverables – Advertising with Travel Oregon – digital ads on TravelOregon.com for Baker City Downtown and Anthony Lakes, newsletter ads for BCD and Taste of Nordic (January and March newsletters), space in a printed piece at rest areas and travel centers (Things to See and do Guide). HUB also made an information flyer for Quail Ridge for Golf Show as well as for other places. Bryan and Jen requested a vote regarding which stage to go with and need a decision this week.

Motion: Ryan Duley made a motion to accept L-1 for HUB to move forward but wants to send it out via email for Tyler Brown and Alysia Bowers to vote via email; once we get their feedback, and if they are in consensus move forward with L-1.

Second: Mike Wilson.

Yes: 3, No: 0, Motion Passes.

** Sent email out on 2/4/26 and Tyler Brown and Alysia Bowers both voted in favor of the L-1 option. Motion passed unanimously 5/0 vote.

4. Miscellaneous Business

- Oregon Governor's Conference on Tourism March 9-11, 2026, in Portland, Oregon – Confirmed that Kara Miller is registered to attend.

- The Herald Tour Guide – Looking at partnering with BCD on adds – if the TLT Board feels that this is an important to obtain. Discussed purchase options.
 - TLT Revenue update – Secretary of State with Oregon Department of Treasury got back to Barry Murphy and provided input. We have contact emails and phone numbers to reach out and obtain funds for VRBO and Expedia/HomeAway platforms.
 - Update regarding Ethan DeLong/Chamber/Kirk Miller equipment purchase – Kara Miller discussed that she did follow up with Luke Brown and Ethan DeLong regarding the already approved equipment purchase with TLT funds for the main electrical connection for the Miner’s Jubilee park connection. That we have not paid for nor obtained the equipment and will keep it on the radar to get that transaction finalized.
 - Discussion regarding the TLT Events Form – TLT Board agreed to send it out via email to the Board for them to review and provide input before the next meeting.
-

6. Next Meeting

The next meeting is scheduled for **March 3, 2026, at 5:00 PM** in City Council Chambers.

7. Adjournment

The meeting adjourned at 5:58 PM.

Department	All My Departments		
Current Year Budget as of	02/28/2026		
Current Year Budget		\$1,440,500.00	
YTD Actual		\$234,435.74	
Variance		\$1,206,064.26	

Account Number	Account Title	YTD Actual	YTD Budget	2026-27 Budget	Comments
106-000-3010101	BEGINNING WORKING CAPITAL	424318.06	625500	650000	Conservative Number
106-100-4000000	TRANSIENT LODGING TAX FUND	0	0		
106-100-4010101	OTHER INCOME	0	0		
106-100-4101200	INTEREST INCOME	10553.42	15000	15000	15000
106-100-4103150	CITY - TLT REVENUE	338797.99	800000	800000	800000
106-601-5100101	SALARIES & WAGES	0	0		
106-601-5100115	SOCIAL SECURITY	0	0		
106-601-5100116	PUBLIC EMPLOYEES RETIREMENT	0	0		
106-601-5100117	W/C INSURANCE	0	0		
106-601-5100118	HEALTH INSURANCE	0	0		
106-601-5100122	EMPLOYEE BENEFITS	0	0		
106-601-5100137	PUBLIC WORKS LABOR	0	10000	20000	Event support
106-601-5200201	BC DOWNTOWN MARKETING	0	55000	80000	BCD Contract
106-601-5200202	BAKER CITY TOURISM MARKETING	49702.76	50000	50000	
106-601-5200203	TRAVEL & TRAINING	35	8000	8000	
106-601-5200204	LOCAL TOURISM OUTREACH	103.31	25000	25000	
106-601-5200205	EVENT MARKETING	2733.68	35000	50000	
106-601-5200206	WAYFINDING	0	150000	64130	HUB...multi-year proj.
106-601-5200207	ARTS AND CULTURE	0	15000	15000	
106-601-5200208	WEBSITE DEVELOPMENT	0	15000	5000	
106-601-5200209	SOCIAL MEDIA DEVELOPMENT	0	5000	5000	
106-601-5200210	EVENTS/GRANTS	5343.12	35000	15000	Case by case f/new events
106-601-5200211	PRINTED MATERIAL	291.64	4000	4000	
106-601-5200212	COPY MACHINE LEASE	0	500	500	
106-601-5200213	AUDIT	0	5000	5000	
106-601-5200214	LEGAL EXPENSE	0	3000	3000	
106-601-5200215	PUBLIC NOTICE	1113.95	1000	1000	
106-601-5200216	PRODUCT MERCHANDISE	4531.65	10000	15000	
106-601-5200217	AG/CULINARY TOURISM	0	15000	10000	
106-601-5200218	INTERNATIONAL MARKETING	0	5000	5000	
106-601-5200220	TOURISM DUES & SUBSCRIP	0	2000	2000	
106-601-5200223	CONTRACTED SERVICES	0	0	80000	HUB Retainer
106-601-5200228	INSURANCE	0	5000	5000	
106-601-5200242	INFORMATION TECHNOLOGY	5865.2	2000	3000	Deckard?
106-601-5200244	POSTAGE	7.2	500	500	
106-601-5200245	GENERAL SUPPLIES	587.14	1000	1000	
106-601-5200246	SHRINE GAME	0	10000	10000	
106-601-5200247	1A BASKETBALL TOURNEY	0	10000	20000	
106-601-5400101	TOURIST RELATED FACILITIES	0	20000	20000	Central Park, Parking Lot?
106-601-5400102	COURT STREET PLAZA	0	0	0	
106-601-5600101	TRANSFER TO GOLF 135 FUND	77870	77870	77870	
106-601-5600102	TRANSFER TO GENERAL FUND	86251.09	200000	200000	
106-601-5600103	TRANSFER FUND 134-COURT PLAZA	0	200000	0	
106-601-5700501	OPERATING CONTINGENCY	0	100000	150000	Discuss w/TLT
106-601-5900701	UNAPPROPRIATED ENDING FB	0	365630	515000	Discuss w/TLT



November 24, 2025

Barry Murphy
City Manager
City of Baker City
1655 1st Street
Baker City, OR 97814

Dear Barry,

Please find below our proposal for managing the Main Street Program for downtown Baker City. We appreciate our positive working relationship with the city for over eight years and the opportunity to provide this proposal and embark on a new partnership with you and the City of Baker City in 2026.

Background:

Baker City Downtown was established in 2017 and we are uniquely qualified to provide Main Street services to the City of Baker City. In 2025, we achieved the Designated Main Street program level in Oregon Main Street Network and maintained the Affiliated Main Street program level with the National Main Street Center. In Oregon, the Designated Main Street level recognizes a commitment and dedicated efforts to building, growing, and sustaining successful historic downtown improvement efforts by a local main street organization and the impact they are having through collaborative partnerships on preserving and enhancing their historic downtown. Baker City is one of just eight Designated Main Street programs out of 108 Main Street communities in Oregon. Across the nation, the Affiliated Main Street level demonstrates a commitment to the Main Street model and shows BCD is on the pathway to achieving meaningful economic, social, physical, and organizational improvements in downtown. We are one of 351 Affiliated Main Street America programs out of 1,700+ Main Street communities across the country that follow the Main Street Four-Point Approach.

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization. Main Street America has been helping revitalize older and historic commercial districts for more than 50 years with a commitment to place and to building stronger communities through preservation-based economic development. Oregon Main Street is the Main Street America Coordinating Program. Under the guidance of Oregon Main Street, we have the direction and support needed to keep improving downtown. Oregon Main Street has been helping revitalize older and historic commercial districts for more than 15 years. Oregon Main

Street helps communities participating in the Oregon Main Street Network to make use of the time-tested Main Street Four-Point Approach which includes: Sustainable Organization, Effective Promotion, Quality Design, and Economic Vitality. This methodology is a unique preservation-based economic development tool that enables communities to enhance downtown and neighborhood business districts by leveraging local assets. It is a comprehensive, incremental strategy that addresses the variety of issues and problems that challenge traditional commercial districts. Oregon Main Street helps communities thrive by connecting them to this customizable framework to focus local efforts, energy, and resources to create a more vibrant downtown. Local Main Street America programs like us help revitalize downtowns, improve local economies, and enhance the quality of life across the country.

Annual Schedule:

Baker City Downtown's annual projects and events include, but are not limited to:

- January-February
 - BCD Annual Meeting (Board elections, annual report review, and plans for new year)
- March-May
 - 1A Basketball Tournament windows (coordinate window displays of 1A basketball teams, coaches, and referees)
 - Baker City-zen's Day (downtown clean up)
 - Third Thursday events (monthly wine walk held from March-November)
 - Business After Hours (networking and professional development)
- June-August
 - Senior Graduate windows (coordinate window displays of graduating high school seniors)
 - Flower Baskets (install, maintain from Memorial Day through Labor Day, then remove from Main St. lampposts)
 - Third Thursday events
 - Shriner East vs. West windows (coordinate window displays of players playing in the Shrine game)
 - Business After Hours
- September-November
 - Taste of Baker (largest downtown event celebrating local food and drink makers)
 - Business After Hours
 - Third Thursday events
 - Cornstalks (install, maintain, then remove from Main St. lampposts)
 - Small Business Saturday & Artist's Sunday
- December
 - Twinkle in Time (Baker's branding for the first weekend in December & Baker's kickoff to the holidays)
 - Cookie Crawl
 - Festival of Trees (3-day events to benefit its Community Grant awardees)

- Throughout the year
 - Website
 - Traditional and social media marketing and advertising
 - “Community Views” windows in vacant window spaces
 - Court Plaza Kiosk
 - and so much more!

Following the proven track record of the Main Street Four-Point Approach, BCD staff, our board of directors, committees and countless other volunteers work hard in the following areas and need the resources listed to attain our mutual goals with the City of Baker City.

General Budget: \$129,500

OUTREACH & RESOURCES:

The Outreach & Resources Committee partners with other committees and organizations to host events and activities benefitting downtown. Our partnerships events/activities include First Friday Pop-Up’s, Business After Hours, and an in-development “Tour of Opportunity” showcasing buildings and spaces available for sale or rent in downtown. They plan BCD’s Annual Meeting and help organize the BCD Board Retreats. They work with volunteers to have a good experience while helping to make downtown Baker City a great place to be. This includes the board of directors, committees, and event and task volunteers.

This committee facilitates our partnership with the Small Business Development Center to develop and support thriving businesses in our downtown. We utilize a private Facebook group, Baker City Downtown Community Page, to help business and building owners, downtown staff and residents, and connected community members share issues and discuss topics of interest that occur in their business or downtown.

Outreach & Resources Budget: \$3,000

DESIGN:

The Design Committee works throughout the year to make downtown Baker City a favorite destination for locals and visitors alike. They create the charming and clean environment that locals and visitors are looking for in a destination. This committee works with a lot of task-based volunteers.

Projects include seasonal lamppost decorations, Baker City-zen’s Day annual cleanup days, annual flower basket program, and the annual downtown Christmas Tree and Gingerbread House display. Hard costs include replacement Christmas lights and ornaments, flower baskets, and EarthPlanter self-watering hanging planters, and staff oversight. They are also responsible for the maintenance of the watering wagon, watering equipment, fuel, and fertilizer to water the hanging baskets.

Design Budget: \$ 7,000

EVENTS:

BCD spends much time planning and promoting events and activities that draw residents and visitors from outside the area. Traditional and social media are incorporated into the event and overall marketing plans. The ultimate goal is encouraging folks to come downtown to spend time and money in our locally- owned restaurants, retail shops, and service businesses. Another important goal that BCD works toward is to bring the downtown together as a community to help cross-promote and work together as a whole with a common goal of revitalization.

BCD events include Third Thursday wine walks, Taste of Baker, and Twinkle in Time weekend which includes Cookie Crawl and three days of Festival of Trees events - Preview Night, Gala & Live Auction, and Family Fun Day. We also support annual and on-off non-BCD events such as First Friday Art Walk, Baker City Cycling Classic, Baker City Motorcycle Rally, Miners Jubilee, Downtown Trick-or-Treat, the Twilight Jubilee, the Oregon Mayors Association Conference, etc. Hard costs include advertising expenses, event expenses, and staff oversight.

Events Budget \$ 110,500

BUDGET

BCD proposes a not-to-exceed contract agreement of \$55,000 for the 2025-26 fiscal year ending in June 2026; see attached budget. This includes work to the satisfaction of the City of Baker City for the tasks specified and described above. This also includes all staff support, travel and expenses.

City of Baker City

By:
Name: Barry Murphy
Title: City Manager
Date:

Baker City Downtown

By:
Name: Ariel Reker
City Manager: Executive Director
Date:

Non-Profit Name: BAKER CITY DOWNTOWN					
		Last Year		Current Year	
<i>Fiscal Year ending:</i>		2025	%	2026	%
REVENUE AND SUPPORT					
Income	Interest & Investment Income	\$723.94	0%	\$1,000.00	0%
	Miscellaneous Income	\$38.32	0%	\$0.00	0%
	Refunds & Reimbursements	\$943.66	0%	\$0.00	0%
Program Service Revenue	Advertising, Marketing, & Promotion	\$76.16	0%	\$0.00	0%
	Cookie Crawl	\$3,274.74	1%	\$3,000.00	1%
	Festival of Trees	\$67,590.17	11%	\$70,000.00	13%
	Other Events & Promotional Activities	\$994.36	0%	\$1,000.00	0%
	Taste of Baker	\$56,099.62	9%	\$60,000.00	11%
	unWINEd/Wine Walk	\$7,982.86	1%	\$10,000.00	2%
Revenue	Donations & Contributions	\$53,182.38	8%	\$8,000.00	1%
	Foundation Grants	\$110,750.00	17%	\$90,000.00	16%
	Local Government Grants	\$200,000.00	31%	\$0.00	0%
	Supportership/Annual Giving	\$8,836.50	1%	\$5,000.00	1%
	State and Federal Grants	\$58,035.79	9%	\$200,000.00	36%
	Transient Lodging Tax Commission	\$68,750.00	11%	\$100,000.00	18%
TOTAL INCOME		\$637,278.50	100%	\$548,000.00	100%
EXPENSES					
Other Expenses	Passthrough Costs	\$457.97	0%	\$500.00	0%
	Court Plaza		0%	\$360,106.44	46%
Functional Expenses	Bank Charges	\$181.60	0%	\$200.00	0%
	Computer, Software, & Apps	\$363.37	0%	\$500.00	0%
	Dues & subscriptions	\$244.19	0%	\$300.00	0%
	Insurance	\$1,665.00	1%	\$2,000.00	0%
	Legal & Professional	\$2,434.93	1%	\$2,500.00	0%

	Office Supplies	\$3,208.87	1%	\$3,500.00	0%
	Rent	\$466.43	0%	\$1,000.00	0%
	Supplies	\$299.00	0%	\$300.00	0%
	Travel	\$2,046.72	1%	\$1,500.00	0%
	Supportership/Annual Giving	\$0.00	0%	\$500.00	0%
	Payroll	\$40,425.13	14%	\$45,000.00	6%
	Payroll Taxes	\$11,748.96	4%	\$15,000.00	2%
Program Service Expenses	Advertising & Marketing	\$22,651.72	8%	\$25,000.00	3%
	Cookie Crawl	\$431.85	0%	\$500.00	0%
	Festival of Trees	\$76,353.86	27%	\$60,000.00	8%
	Taste of Baker	\$42,493.49	15%	\$45,000.00	6%
	unWINEd/Wine Walk	\$4,311.91	2%	\$5,000.00	1%
	Other Events	\$3,428.87	1%	\$4,000.00	1%
	Flower Baskets	\$5,742.63	2%	\$6,000.00	1%
	Promotional Activities	\$8,008.92	3%	\$10,000.00	1%
	Fundraising Expenses	\$1,643.20	1%	\$500.00	0%
	Managed Grants	\$58,035.79	20%	\$200,000.00	25%
	TOTAL EXPENSES	\$286,644.41	100%	\$788,906.44	100%
	NET SURPLUS (DEFICIT)	\$350,634.09		-\$240,906.44	
	Reserve Account Balances	Beginning	Ending	Beginning	Ending
	Money Market - Savings Account	\$25,278.19	\$40,991.49	\$40,991.49	
	Grant Account	\$16,176.45	\$3,747.59	\$3,747.59	
	Court Plaza Account	\$0.00	\$352,106.44	\$352,106.44	

Non-Profit Name: BAKER CITY DOWNTOWN									
		Last Year		Current Year (Projected)		City's 25-26 Fiscal Year		City's 26-27 Fiscal Year	
<i>Fiscal Year ending:</i>		2025	%	2026	%	Jan-June	%	July-Dec	%
REVENUE AND SUPPORT									
Income	Interest & Investment Income	\$723.94	0%	\$1,000.00	0%	\$500.00	1%	\$500.00	0%
	Miscellaneous Income	\$38.32	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
	Refunds & Reimbursements	\$943.66	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
Program Service Revenue	Advertising, Marketing, & Promotion	\$76.16	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
	Cookie Crawl	\$3,274.74	1%	\$3,000.00	1%	\$0.00	0%	\$3,000.00	2%
	Festival of Trees	\$67,590.17	29%	\$70,000.00	28%	\$0.00	0%	\$70,000.00	38%
	Other Events & Promotional Activities	\$994.36	0%	\$1,000.00	0%	\$500.00	1%	\$500.00	0%
	Taste of Baker	\$56,099.62	24%	\$60,000.00	24%	\$0.00	0%	\$60,000.00	32%
	unWINEd/Wine Walk	\$7,982.86	3%	\$10,000.00	4%	\$4,000.00	6%	\$6,000.00	3%
Revenue	Donations & Contributions		0%	\$0.00	0%		0%		0%
	Foundation Grants	\$15,000.00	7%	\$0.00	0%		0%		0%
	Local Government Grants		0%	\$0.00	0%		0%		0%
	Supportership/Annual Giving	\$8,836.50	4%	\$5,000.00	2%	\$4,000.00	6%	\$1,000.00	1%
	State and Federal Grants		0%	\$0.00	0%		0%		0%
	Transient Lodging Tax Commission	\$68,750.00	30%	\$100,000.00	40%	\$55,000.00	86%	\$45,000.00	24%
TOTAL INCOME		\$230,310.33	100%	\$250,000.00	100%	\$64,000.00	100%	\$186,000.00	100%
EXPENSES									
Other Expenses	Misc./Passthrough Costs		0%		0%	\$250.00	0%	\$250.00	0%
	Court Plaza	\$0.00	0%	\$0.00	0%		0%		0%
Functional Expenses	Bank Charges	\$181.60	0%	\$200.00	0%	\$100.00	0%	\$100.00	0%
	Computer, Software, & Apps	\$363.37	0%	\$500.00	0%	\$250.00	0%	\$250.00	0%
	Dues & subscriptions	\$244.19	0%	\$300.00	0%	\$150.00	0%	\$150.00	0%
	Insurance	\$1,665.00	1%	\$2,000.00	1%	\$1,000.00	2%	\$1,000.00	1%
	Legal & Professional	\$2,434.93	1%	\$2,500.00	1%	\$1,250.00	2%	\$1,250.00	1%
	Office Supplies	\$3,208.87	1%	\$3,500.00	2%	\$1,750.00	3%	\$1,750.00	1%
	Rent	\$466.43	0%	\$1,000.00	0%	\$500.00	1%	\$500.00	0%
	Supplies	\$299.00	0%	\$300.00	0%	\$150.00	0%	\$150.00	0%
	Travel	\$2,046.72	1%	\$1,500.00	1%	\$1,500.00	2%	\$0.00	0%
	Supportership/Annual Giving	\$0.00	0%	\$0.00	0%	\$0.00	0%	\$0.00	0%
	Payroll	\$40,425.13	18%	\$45,000.00	20%	\$22,500.00	35%	\$22,500.00	14%
	Payroll Taxes	\$11,748.96	5%	\$15,000.00	7%	\$7,500.00	12%	\$7,500.00	5%
Program Service Expenses	Advertising & Marketing	\$22,651.72	10%	\$25,000.00	11%	\$12,500.00	20%	\$12,500.00	8%
	Cookie Crawl	\$431.85	0%	\$500.00	0%	\$0.00	0%	\$500.00	0%
	Festival of Trees	\$76,353.86	34%	\$60,000.00	26%	\$0.00	0%	\$60,000.00	37%
	Taste of Baker	\$42,493.49	19%	\$45,000.00	20%	\$0.00	0%	\$45,000.00	27%
	unWINEd/Wine Walk	\$4,311.91	2%	\$5,000.00	2%	\$2,500.00	4%	\$2,500.00	2%
	Other Events	\$3,428.87	2%	\$4,000.00	2%	\$2,000.00	3%	\$2,000.00	1%
	Flower Baskets	\$5,742.63	3%	\$6,000.00	3%	\$5,000.00	8%	\$1,000.00	1%

	Promotional Activities	\$8,008.92	4%	\$10,000.00	4%	\$5,000.00	8%	\$5,000.00	3%
	Fundraising Expenses		0%	\$0.00	0%		0%		0%
	Managed Grants		0%	\$0.00	0%		0%		0%
	TOTAL EXPENSES	\$226,507.45	100%	\$227,300.00	100%	\$63,900.00	100%	\$163,900.00	100%
	NET SURPLUS (DEFICIT)	\$3,802.88		\$22,700.00		\$100.00		\$22,100.00	
Reserve Account Balances									
		Beginning	Ending	Beginning	Ending				
	Money Market - Savings Account	\$25,278.19	\$40,991.49	\$40,991.49					
	Grant Account	\$16,176.45	\$3,747.59	\$3,747.59					
	Court Plaza Account	\$0.00	\$352,106.44	\$352,106.44					
Passthrough Dollars									
		2025		2026 (Projected)					
Income	Donations & Contributions	\$53,182.38		\$8,000.00					
	Foundation Grants	\$95,750.00		\$0.00					
	Local Government Grants	\$200,000.00		\$0.00					
	State and Federal Grants	\$58,035.79		\$200,000.00					
	TOTAL PASSTHROUGH INCOME	\$406,968.17		\$208,000.00					
Expenses	Misc./Passthrough Costs	\$457.97		\$500.00					
	Court Plaza	\$0.00		\$360,106.44					
	Fundraising Expenses	\$1,643.20		\$500.00					
	Managed Grants	\$58,035.79		\$200,000.00					
	TOTAL PASSTHROUGH EXPENSE	\$60,136.96		\$561,106.44					
	NET SURPLUS (DEFICIT)	\$346,831.21		-\$353,106.44					

Non-Profit Name: BAKER CITY DOWNTOWN									
		Current Year (Projected)		Current Year (Actual)		City's 25-26 Fiscal Year		City's 26-27 Fiscal Year	
<i>Fiscal Year ending:</i>		2026	%	<i>Feb. 22, 2026</i>	%	Jan-June	%	July-Dec	%
REVENUE AND SUPPORT									
Income	Interest & Investment Income	\$1,000.00	0%	\$52.20	5.22%	\$500.00	1%	\$500.00	0%
	Miscellaneous Income	\$0.00	0%			\$0.00	0%	\$0.00	0%
	Refunds & Reimbursements	\$0.00	0%			\$0.00	0%	\$0.00	0%
Program Service Revenue	Advertising, Marketing, & Promotion	\$0.00	0%	\$8.30		\$0.00	0%	\$0.00	0%
	Cookie Crawl	\$3,000.00	1%	\$5,794.62	193.15%	\$0.00	0%	\$3,000.00	2%
	Festival of Trees	\$70,000.00	28%			\$0.00	0%	\$70,000.00	38%
	Other Events & Promotional Activities	\$1,000.00	0%	\$660.00	66.00%	\$500.00	1%	\$500.00	0%
	Taste of Baker	\$60,000.00	24%			\$0.00	0%	\$60,000.00	32%
	unWINEd/Wine Walk	\$10,000.00	4%			\$4,000.00	6%	\$6,000.00	3%
Revenue	Donations & Contributions	\$0.00	0%	\$152.50			0%		0%
	Foundation Grants	\$0.00	0%				0%		0%
	Local Government Grants	\$0.00	0%				0%		0%
	Supportership/Annual Giving	\$5,000.00	2%	\$957.85	19.16%	\$4,000.00	6%	\$1,000.00	1%
	State and Federal Grants	\$0.00	0%				0%		0%
	Transient Lodging Tax Commission	\$100,000.00	40%			\$55,000.00	86%	\$45,000.00	24%
TOTAL INCOME		\$250,000.00	100%	\$7,625.47	3.05%	\$64,000.00	100%	\$186,000.00	100%
EXPENSES									
Other Expenses	Misc./Passthrough Costs		0%			\$250.00	0%	\$250.00	0%
	Court Plaza	\$0.00	0%				0%		0%
Functional Expenses	Bank Charges	\$200.00	0%	\$44.88	22.44%	\$100.00	0%	\$100.00	0%
	Computer, Software, & Apps	\$500.00	0%	\$10.00	2.00%	\$250.00	0%	\$250.00	0%
	Dues & subscriptions	\$300.00	0%	\$19.99	6.66%	\$150.00	0%	\$150.00	0%
	Insurance	\$2,000.00	1%	\$1,024.00	51.20%	\$1,000.00	2%	\$1,000.00	1%
	Legal & Professional	\$2,500.00	1%	\$250.00	10.00%	\$1,250.00	2%	\$1,250.00	1%
	Office Supplies	\$3,500.00	2%	\$243.01	6.94%	\$1,750.00	3%	\$1,750.00	1%
	Rent	\$1,000.00	0%	\$156.90	15.69%	\$500.00	1%	\$500.00	0%
	Supplies	\$300.00	0%		0.00%	\$150.00	0%	\$150.00	0%
	Travel	\$1,500.00	1%		0.00%	\$1,500.00	2%	\$0.00	0%
	Supportership/Annual Giving	\$0.00	0%			\$0.00	0%	\$0.00	0%
	Payroll	\$45,000.00	20%	\$5,614.88	12.48%	\$22,500.00	35%	\$22,500.00	14%
	Payroll Taxes	\$15,000.00	7%	\$1,943.50	12.96%	\$7,500.00	12%	\$7,500.00	5%
Program Service Expenses	Advertising & Marketing	\$25,000.00	11%	\$490.90	1.96%	\$12,500.00	20%	\$12,500.00	8%
	Cookie Crawl	\$500.00	0%	\$292.40	58.48%	\$0.00	0%	\$500.00	0%
	Festival of Trees	\$60,000.00	26%	\$24,885.95	41.48%	\$0.00	0%	\$60,000.00	37%
	Taste of Baker	\$45,000.00	20%		0.00%	\$0.00	0%	\$45,000.00	27%
	unWINEd/Wine Walk	\$5,000.00	2%	\$1,186.00	23.72%	\$2,500.00	4%	\$2,500.00	2%
	Other Events	\$4,000.00	2%	\$241.74	6.04%	\$2,000.00	3%	\$2,000.00	1%
	Flower Baskets	\$6,000.00	3%		0.00%	\$5,000.00	8%	\$1,000.00	1%

	Promotional Activities	\$10,000.00	4%	\$1,557.01	15.57%	\$5,000.00	8%	\$5,000.00	3%
	Fundraising Expenses	\$0.00	0%	\$31.65			0%		0%
	Managed Grants	\$0.00	0%				0%		0%
	TOTAL EXPENSES	\$227,300.00	100%	\$37,992.81	16.71%	\$63,900.00	100%	\$163,900.00	100%
NET SURPLUS (DEFICIT)									
		\$22,700.00		-\$30,367.34		\$100.00		\$22,100.00	
Reserve Account Balances									
		Beginning	Ending	Beginning	2.22.2026				
	Money Market - Savings Account	\$40,991.49		\$40,991.49	\$41,042.00				
	Grant Account	\$3,747.59		\$3,747.59	\$3,747.60				
	Court Plaza Account	\$352,106.44		\$352,106.44	\$62,300.00				
Passthrough Dollars									
		2026 (Projected)		2026 (Actual)					
Income	Donations & Contributions	\$8,000.00		\$10,000.00					
	Foundation Grants	\$0.00		\$50,000.00					
	Local Government Grants	\$0.00							
	State and Federal Grants	\$200,000.00							
	TOTAL PASSTHROUGH INCOME	\$208,000.00		\$60,000.00					
Expenses	Misc./Passthrough Costs	\$500.00							
	Court Plaza	\$360,106.44		\$350,500.00					
	Fundraising Expenses	\$500.00							
	Managed Grants	\$200,000.00							
	TOTAL PASSTHROUGH EXPENSE	\$561,106.44		\$350,500.00					
NET SURPLUS (DEFICIT)									
		-\$353,106.44		-\$290,500.00					

Baker County Transient Lodging Collaborative Marketing Support Program

Eligibility:

The Event Collaborative Marketing Support Program is open to all individuals, business, or organizations in Baker County. Applicants from outside of Baker County are not eligible to apply unless the project provides a direct benefit to tourism or economic vitality to Baker County. Funds are to be used for Marketing and Advertising only. (ie. Web advertising, social media boosting, radio, television, print)

Criteria:

The event will enhance the food, retail and lodging revenues in Baker County.
The event should bring in both demographic and geographic diverse tourists to Baker County.

Application Process:

- *All Applicants are **required** to fill out the application.
- *All applicants are **required** to send application to Baker County Marketing Director, Jessica Hobson by either email or mailed physical copy. (addresses provided below)
- *All applicants are **required** to submit this application **no later than 90 days** prior to event date.
- *All applicants are **required** to schedule an appointment with Baker County Marketing Director, to review application and create a marketing plan and strategy.
- *The Applicant or representative may be asked to present the request to the TLT (this is not a requirement and will be scheduled as necessary.)
- *The Collaborative Marketing Support Program money will be limited to a **maximum of \$2,500** with verified and preapproved proof of expended funds for **Advertising**.
- *Approved amount can be invoiced directly to Travel Baker County by preapproved advertising estimate or applicant can submit a preapproved paid invoice to Travel Baker County for reimbursement.

The TLT committee highly encourages applicants to utilize the Baker County Marketing Director's skillset for best practices in marketing their event and other resources that may be available to maximize event success.

When current year funds are depleted, Collaborative Marketing Support Program requests may be funded the following fiscal year (July 1)

A written report of event results, including a financial profit and loss statement and a breakdown of where event attendees traveled from, will be submitted to the Baker County Marketing Director within 60 days following the event.

The applicant may be asked to present event results to the TLTC at their next scheduled meeting. Failure to follow the application process and/or failure to submit a report will affect eligibility of future Collaborative Marketing Support funds.

Baker County Marketing Director
Jessica Hobson
490 Campbell Street
Baker City, OR 97814
travel@bakercountyor.gov
541-519-0763

Name of Event: Baker Bronc & Bull Riding Federal ID #: 30-0524675

Business Address: 584 Florence Lane

Mailing Address (if different): _____

City: State: Zip: Roseburg, OR 97471

Contact Person: Andrea Crenshaw Phone: 360-270-0454 Email: ac@rodeospot.com

Add'l Contact: Jason Mattox Phone: 541-580-8901 Email: cctbullriding@gmail.com

Amount Requested: \$5,000.00 Date of Event: July 17 & 18, 2026

Total event budget: \$192,000.00

Has the event received funds from the TLT Collaborative Marketing Support Program in the last three years? Yes

If yes, how will funds be utilized differently?

The funds will be used to further help cover event marketing costs, to include event advertising print/digital, television ads, exposure, social media campaigns, website updating, enhancement for Baker Bronc & Bullriding

Event Specific Questions

Describe the benefits the event should bring to the vitality of Baker County Tourism & Economy:

The Baker Broncs & Bulls event is a valuable asset for Baker County's tourism and economic vitality. By attracting rodeo fans, competitors, and their families from across the region, the event drives an influx of visitors who support local businesses such as hotels, restaurants, and shops. This increased foot traffic stimulates direct spending within the community, providing an immediate boost to the local economy. Additionally, high-profile events like Baker Broncs & Bulls raise the profile of Baker County as a destination for unique, authentic Western experiences. This can generate repeat visits and encourage

Please provide:

Estimated number of attendees: 5,600

Estimated number of participants: 75

Estimated number of overnight stays of attendees: 250

Please list the leadership team including any supporting organizations or groups that will be involved in implementing the event or activity.

Baker Bronc & Bull Riding A Coastal Farm & Ranch Challenge of Champions Tour -
(PUSH Enterprises) Event
Jason Mattox, President

Specify how you plan to utilize the Collaborative Marketing Support funds and provide available estimates.

Examples of how funding can be used: Web Advertising, Social boosting, Radio, Television, Print.

Standard event production costs are covered through sponsorships, ticketing fees, shared venue profits. Producing, marketing an event to focus on not only the bullriding event that features bullriders from several different states, but also drive tourism to Castle Rock is a large expense, yet the potential to expose our community to tourists nationwide could provide an excellent channel for driving tourism into our market.. We have attached a detailed description for further information.

Include a detailed budget for the event and list all estimated sources of revenue and expenses. If a profit is anticipated, please list how the excess funds will be used in the future to promote the event. Please also include any additional funding you expect to receive.

Examples of how funding should be used include advertising, marketing (web based, radio, television or print), prizes, buckles, trophies, talent, judges, and permits.

Please complete columns C&D for the Marketing Support Program application listing all income sources for your event or activity. Use columns F&G after the Marketing Support Program funds have been awarded to track actual budget for your after event report

INCOME				
	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
Baker County TLT Grant				
OTHER INCOME				
Sponsorships	80000			
Other Grants				
Admission/ registration	75000			
Other				
Other				
SUB TOTAL INCOME	0	0	0	0
TOTAL INCOME	155000		0	

EXPENSES. Examples of how funding should be used include advertising, marketing (web based, radio, television or print), prizes, buckles, trophies, talent, judges, and permits.

Please complete columns C&D for the Marketing Support Program application listing all expenses for your event or activity. Use columns F&G after the Marketing Support Program funds have been awarded to track actual budget for your after event report

EXPENSES				
	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
Advertising 1	2500			
Advertising 2	2500			
Other	2500			
Other	2500			
Other				
Video Board/Jumbotron/Cowboy Channel	17500			
Permits, Buckles, Judges, Support	2650			
Prize Money for Contestants	50000			
SUB TOTAL EXPENSES	80150	0	0	0
TOTAL EXPENSES	80150		0	

We plan to utilize the Collaborative Marketing Support funds to maximize the reach and impact of the Baker Bronc & Bulls event, driving greater attendance and boosting tourism revenue for Baker County.

Our marketing strategy will focus on a multi-channel approach to reach both local and regional audiences. Specifically, we will allocate the funds as follows:

1. Web Advertising (Approx. \$1,200):

Invest in targeted online ads through Google and event listing platforms to capture interest from rodeo fans and travelers searching for events in Eastern Oregon and surrounding areas.

2. Social Media Boosting (Approx. \$1,000):

Use paid Facebook and Instagram campaigns to promote the event, highlight featured riders, and share behind-the-scenes content. Social media boosting will help us reach a wider and younger demographic, encouraging advance ticket sales and community engagement.

3. Radio Advertising (Approx. \$1800):

Run radio spots on local and regional stations in the weeks leading up to the event. Radio remains a strong medium in rural areas, ensuring we reach residents who may not be active online.

4. Print Advertising (Approx. \$1000):

Place ads in local newspapers and regional magazines to reach an audience that prefers traditional media and to provide event visibility in community calendars.

Estimated Total Spend: \$5,000

By strategically using these funds across different advertising channels, we aim to increase event attendance, attract out-of-town visitors, and generate additional revenue for local businesses. This coordinated marketing effort will enhance Baker County's visibility as a destination for unique, family-friendly events, supporting both immediate economic benefits and long-term tourism growth.



SPONSORSHIP
CHALLENGE OF CHAMPIONS TOUR

f CCTBULLRIDING

globe CCTBULLRIDING.COM

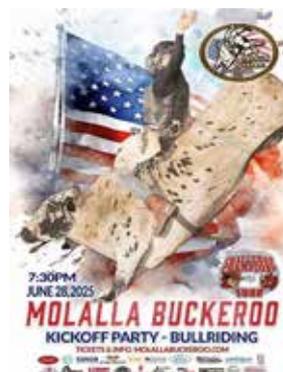
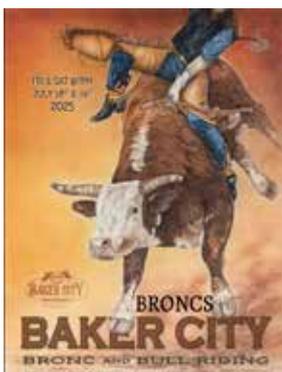
@ CCTBULLRIDING

TOUR SCHEDULE

2026 TOUR SCHEDULE

Roseburg, OR – January 24
Pendleton, OR - February 14
Prineville, OR – March 7
Gold Beach, OR -March 28
Wickenburg, AZ – April 11
Buckeye, AZ – April 18
Lewiston, ID – June 20
Molalla, OR – June 27
Sutherlin, OR – July 11
Central Point, OR - July 14
Baker City, OR – July 17/18
Eugene Fair, OR - July 22
Myrtle Point, OR – July 24/25
Klamath Falls, OR – July 31
Roseburg, OR – August 5
Crescent City, CA – August 8
Philomath, OR – August 22
FOD Roseburg, OR – September 12
Eugene, OR - October 3
Buckeye, AZ BOS – October 23/24
Finals – January 8/9, 2027

Dates are Tentative and Subject to Change



THE TOUR

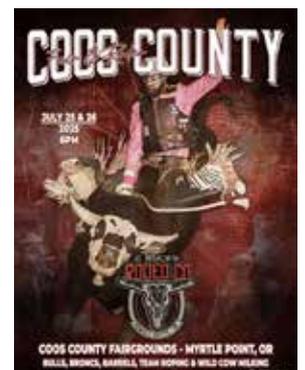
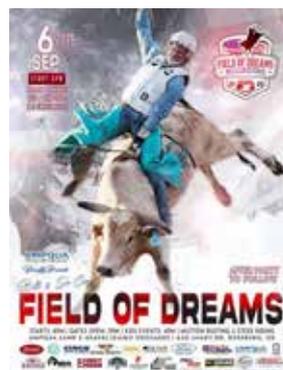
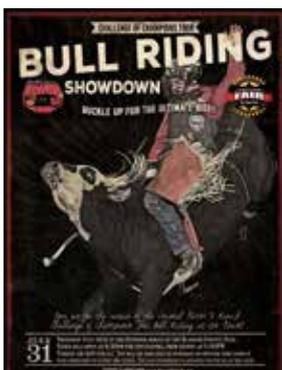
We have been producing Bullriding Events since 2009. We have grown from a hometown bullriding venue to up to an over 25 events, multi-states tour of the Southwest & Western United States!

Tour Riders & Stock

The Tour features Professional Bullriders from around the Country including PBR Qualifiers, NFR Qualifiers, Finalists, Top Circuit Finals Qualifiers, Collegiate.

We also have Junior Bullriders, keeping the future of the sport alive while providing a professional venue for youth to develop and showcase their skills.

We bring in some of the best bulls, a balanced pen, bulls that love to buck and riders that love to ride, to bring you one of the best shows in the United States.



FAN DEMOGRAPHICS

Rodeo (Bullriding) has over 40 Million fans, its growth exceeding that of Professional American Football

Gender:

- 51% Male
- 49% Female

Age:

- 8% - 18-24
- 46% - 25-54
- 46% - 55+

Race:

- 66% Caucasian
- 16% Hispanic
- 11% African American
- 7% Other

Income:

- 57% earn \$50,000+
- 37% earn \$75,000+
- 20% earn \$100,000+

ProRodeo (Bullriding) Fans compared to the national average:

- 241% more likely to hunt
- 155% more likely to own an ATV
- 98% more likely to go camping
- 961% more likely to go horseback riding
- 410% more likely to go downhill skiing

As ProRodeo (Bullriding) fans

- 53% are married
- 47% have children
- 65% own their home
- 59% have attended some college
- 24% graduated from college
- 82% households own a pet

*Source: 2016 Scarborough Research and 2023 PRCA Annual Report via ProRodeo.com



SOCIAL /WEB/TV DEMOGRAPHICS

SOCIAL - WEB

42K Facebook Monthly Organic Post Reach

268M Facebook Estimated Audience Size

72K Website Unique Views / YTD

742K Website Site Views / YTD

f **16K**
FOLLOWERS ON FACEBOOK

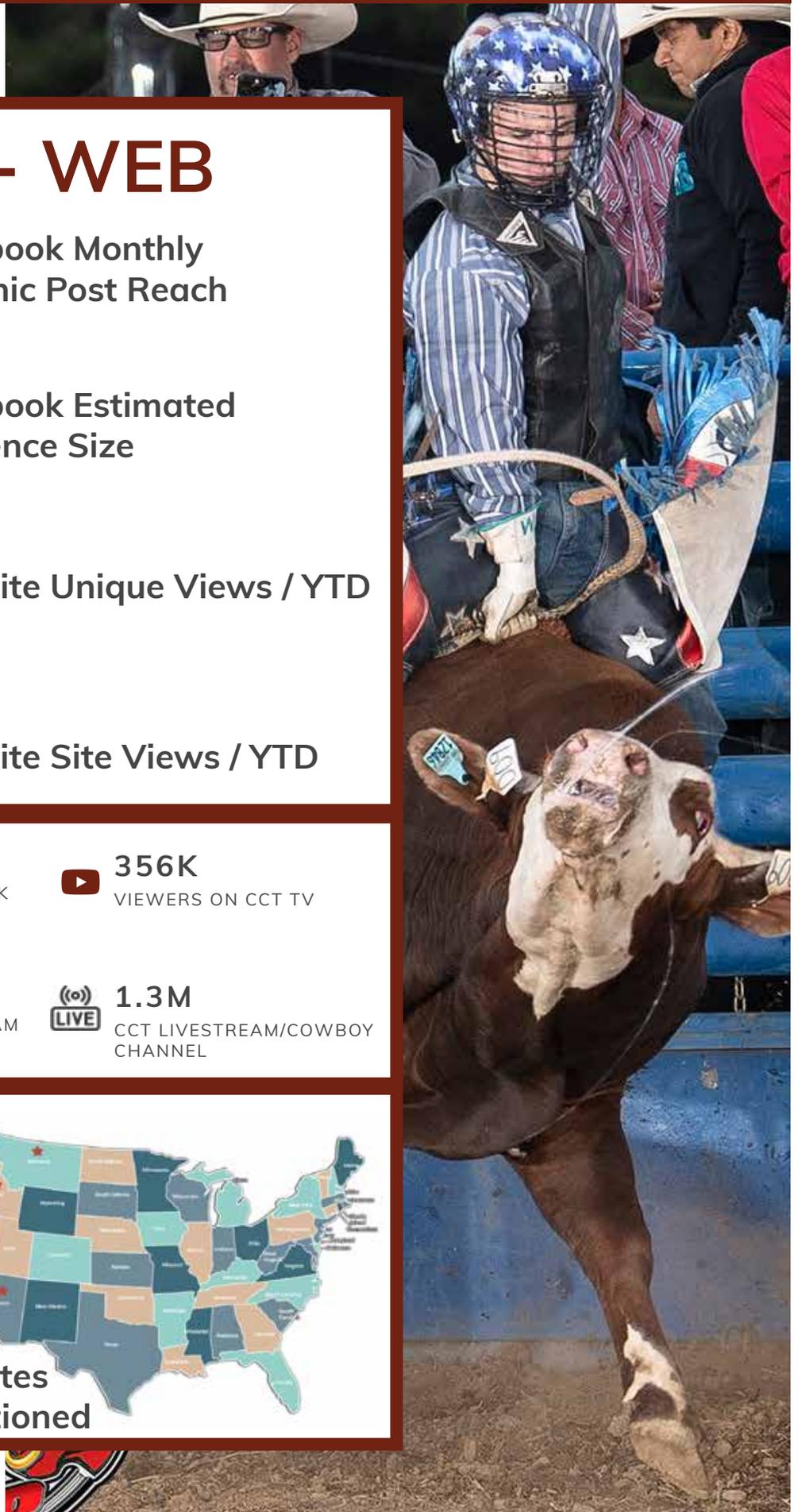
356K
VIEWERS ON CCT TV

5K
FOLLOWERS ON INSTAGRAM

1.3M
CCT LIVESTREAM/COWBOY CHANNEL



**Multiple-States
Events & Sanctioned**



LET'S WORK TOGETHER



JASON MATTOX

PRESIDENT

541-580-8901

CCTBULLRIDING@GMAIL.COM

ANDREA CRENSHAW

MARKETING/PR DIRECTOR

360-270-0454

INFO@CCTBULLRIDING.COM

   @cctbullriding

 cctbullriding.com



BAKER CITY, OREGON

P.O. Box 650, Baker City, OR 97814-0650

541-523-6541 Voice/TDD

www.bakercity.com

TLT Information Form

1. Applicant Information

- Event Name: "Brushstrokes and Byways"
- Contact Person: Angela Blair
- Phone Number: 541-523-5369
- Email Address: angela@crossroads-arts.com

2. Marketing & Promotion

- Methods of Promotion (check all that apply):
 Social Media Print Radio/TV Email Partnerships Other: website
- Key Marketing Deadlines / Timeline: October 14th, 2026

3. Event Information

- Event Date(s): October 14-18, 2026
- Is this event:
 New Recurring
- Target Demographics (who is the event intended to reach?): arts and culture travelers

4. Reporting & Follow-Up

- For recurring events, will you submit a follow-up report?
 Yes No
- If yes, please provide:
 - Actual Attendance: _____
 - Marketing Results / Highlights: _____
 - Lessons Learned for Future: _____

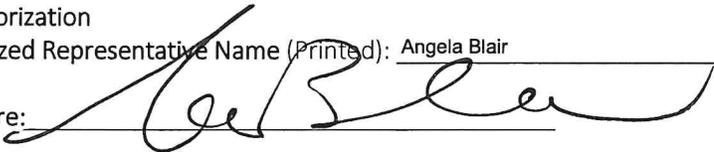
5. Benefits & Projections:

What are the intended outcomes of this funding? (e.g., expected attendance/reach, projected economic benefit, increase in tourist visits, media exposure, community engagement, etc.)

See Attached Letter

9. Authorization

Authorized Representative Name (Printed): Angela Blair

Signature: 

Date: 2/25/26



2020 Auburn Ave., Baker City, OR 541-523-5369 angela@crossroads-arts.org www.crossroads-arts.org

Crossroads Carnegie Art Center is planning our 3rd annual plein air (outdoors) painting event Brushstrokes and By-Ways, it has been growing each year. This year 's goal is to welcome 40 artists from across the Pacific Northwest and from the Western United States inviting them to Paint Baker City October 14th-18th.

The Plein Air World is unique. The typical En Plein Air Artist is a painter who loves being out of doors. They are often extremely fit as they like to hike in cool places, aged 40-80, who love to travel and can explore new places. En Plein Air events are "heads in beds" events as the whole point are to paint a NEW view. Cash prizes, purchase awards (where artwork is purchased from the event guaranteeing the artist a sale), then the accompanying gallery show providing sales is the financial element to keeping these artists traveling. En Plein Air artists are unique highly social media content generators as that is how they build their artistic reputation to be considered for invites to the major En Plein Air events. Most artists use social media, specifically Instagram, but En Plein Aire artist will share more of their "view." Last year, an artist painting at Old Souls shared a video of the highland cattle racing to the fences to see what was happening with the painters and had a modest viral moment.

Crossroads staff is working through the two main components of an En Plein Air Event: attracting the artists to get on their calendars, gathering the prize money and investment to get these artists to come to Baker City. The second part is the actual event in October and November.

Currently, we are trying to increase sponsorship and investment in the event so we can get our Call To Artists out.

We are coming to TLT for investment in the second phase, which is \$2500 for advertising in Boise Weekly to bring En Plein Aire lovers to come to Baker City during the painting in Baker City.

En Plein Air enthusiasts are artists and art lovers who follow these events across the country, and we envision Baker City as destination on the Plein Air Map.

The economic benefit to the community includes the lodging, dining, and shopping the artists will be doing as well as the tourists who enjoy witnessing art in action. The artist will be painting in public downtown, at Old Souls Farm, The Interpretive Center, and other attractions in Baker.

This year we will be adding a Quickdraw event around town at local businesses in the Baker City Downtown.

A Quickdraw event at an en plein air festival is a high-energy, fast-paced, live painting competition where artists must complete a painting on location within a strict time limit, typically 90 to 120 minutes. It tests an artist's ability to quickly capture light and composition, and is often open to the public, offering spectators a chance to watch art created in real time.

The media exposure will not only advertise the event inviting guests to explore Baker City, in search of artists' painting. En Plein Air artists will share through their own social media the charm and beauty of Baker with their followers. Tourists alike will share their experience engaging with the artists and the town with their following.

Many small, charming towns across the nation have built successful plein air attractions that generate exposure and prosperity, and we feel confident that we can enhance the already robust art scene that makes Baker a very special place.

Our advertising in Boise Weekly leading up to the event will focus on getting En Plein Aire Fans to come to Baker City and spend a long weekend. They can explore Baker City in the fall, and we know that October is the key time for the "arts and culture" traveler who is exploring the other cultural attractions in Baker County.

En Plein Air artists then leave or ship back to Crossroads their artwork for the November First Friday where the local audience awards People's Choice award, local businesses can select their Purchase Awards, and the community enjoys new techniques. The exhibit runs from November 6th-28th at Crossroads Carnegie Art Center.

Thank you,

Angela Blair
Community Art Director
Crossroads Carnegie Art Center



TOURISM BRAND AND MARKETING

PHASE II - Brand Development - WRAPPING UP

- **Messaging** - defined tone of voice, messaging themes, and primary tagline: “Find yourself here”
- **Visuals** - TLT approved a single visual direction. HUB is now expanding the visual toolkit, using the website as our primary testing ground.

PHASE III - Strategy - IN PROGRESS

HUB is preparing a plan for the year’s marketing. The goal will be to start in earnest with the launch of the website. This will include regular updates to the site and running social accounts.

PHASE IV - Brand Guidelines - TO START UPON COMPLETION OF PHASE II

Elements of the guideline are underway as we build the website. These will be consolidated into a single guideline in the coming weeks.

PHASE V - Website - IN PROGRESS

- **Web** - HUB is designing webpage layout and interaction, as well as gathering content for the various webpages.

We will be inviting business owners to fill out a survey and provide imagery to ensure tourism-focused businesses are properly represented on the website.

We are in need of photography for various attractions and activities. HUB is working through a few cost-effective options to acquire photography and use rights.



BAKER CITY, OREGON

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TLT Information Form

1. Applicant Information

- Event Name: _____
- Contact Person: _____
- Phone Number: _____
- Email Address: _____

2. Marketing & Promotion

- Methods of Promotion (check all that apply):
 Social Media Print Radio/TV Email Partnerships Other: _____
- Key Marketing Deadlines / Timeline: _____

3. Event Information

- Event Date(s): _____
- Is this event:
 New Recurring
- Target Demographics (who is the event intended to reach?): _____

4. Reporting & Follow-Up

- For recurring events, will you submit a follow-up report?
 Yes No
- If yes, please provide:
 - Actual Attendance: _____
 - Marketing Results / Highlights: _____
 - Lessons Learned for Future: _____

5. Benefits & Projections:

What are the intended outcomes of this funding? (e.g., expected attendance/reach, projected economic benefit, increase in tourist visits, media exposure, community engagement, etc.)

9. Authorization

Authorized Representative Name (Printed): _____

Signature: _____

Date: _____