

**Accessibility and Accommodation Requests**

For questions about accessibility or accommodations for persons with disabilities, or to request a translator, interpreter, or other communication aids, please contact Melissa Bisset at 503-856-3412 or [bissetm@keizeror.gov](mailto:bissetm@keizeror.gov). The City of Keizer is committed to providing equal access to all public meetings and information per the requirements of the ADA and Oregon Revised Statutes (ORS). The Keizer Civic Center is wheelchair accessible.

This meeting will be streamed live on YouTube @KeizerTV23.

**AGENDA**  
**KEIZER CITY COUNCIL**  
**SPECIAL MEETING**

**Monday, April 27, 2026**

**6:00 PM**

**Robert L. Simon Council Chambers**  
**930 Chemawa Road NE**  
**Keizer, Oregon**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. SPECIAL ORDERS OF BUSINESS**

- a. Discussion on deeming it important that Councilor Cross appear electronically and be considered "in attendance" (Council Rules of Procedure Section 3.10 - Attendance Duty)

**4. ADMINISTRATIVE ACTION**

- a. Reconsider the motion directing "staff to apply for the economic development grant and work with the identified City Councilors that are willing to help put this grant together for the DMO grant from Marion County".
- b. Consider a request by the Keizer Chamber of Commerce for a letter of support for their application for a "Marion County Grant for Chambers, Cities, non-profit organizations, and businesses" grant.

**5. ADJOURNMENT**

**City of Keizer Mission Statement**

*The City of Keizer is committed to fostering a safe, unified, and economically vibrant community while maintaining fiscal responsibility. By delivering city services in a coordinated, efficient, and cost-effective manner, we strive to provide exceptional value to residents, ensuring sustainability and responsiveness to community needs to enhance the quality of life for all.*



Honorable Keizer City Council;

April 23, 2026

We are pleased to request a Letter of Support from you for the attached grant application in support of a well-organized and effective Eat, Stay, Play Program during a three-year period, 2027 - 2029. While my previous hesitancy to apply was based upon wanting to have the business plan complete for your consideration, we are aware now that there should be ample time to plan and resource this project given that grant award is several months away.

I have included the full application explaining the 3 grants available, with the strongest and most salient grant for our needs being the one for cities and chambers of commerce. The funds requested, if approved, will strengthen our work in attracting more visitors (and more spending) to more EAT, PLAY, STAY businesses and venues.

More detailed information about the Eat, Stay, Play Program is also attached for your review.

As our application is due by April 30, 2026, we ask for your expeditious response in a Letter of Support. Thank you for your kind considerations in this Eat, Stay, Play Program.

The grant application and Program Narrative are attached to this letter.

A handwritten signature in blue ink that reads 'Dan Clem'.

Dan Clem  
Executive Director  
Keizer Chamber of Commerce



# Community and Economic Development Tourism Grants (TGs) Criteria and Instructions

03.11.2026

## **Section 1: Purpose**

The Community and Economic Development Tourism Grants (TGs) provide grant funding to promote Marion County tourism priorities by funding Marion County Destination Management Organizations, Chambers, Cities, non-profit organizations, and for-profit businesses. Funds are available to organizations operating within Marion County implementing tourism related activities that benefit Marion County.

## **Section 2: Award Amounts**

TGs are awarded pending funding availability. Awards will be made up to the following amounts:

- Salem Metro Area Grant
  - The Salem Metro Area Grant will primarily focus on the Salem Metro area, which must include the City of Salem and may include surrounding cities, such as Keizer or Turner.
  - This award will be granted to a single organization responsible for tourism marketing in the Salem Area through a three-year grant agreement with allocations of \$100,000 per year, for a total grant award of \$300,000 over 3 years.
- North Marion Region Grant
  - The North Marion Region Grant will primarily focus on the North Marion area, which includes the cities of Aurora, Brooks, Donald, Hubbard, Gervais, Mt. Angel, Silverton, St. Paul, and Woodburn.
  - This award will be granted to a single organization responsible for tourism marketing in the North Marion Region through a three-year grant agreement with allocations of \$50,000 per year, for a total grant award of \$150,000 over 3 years.
- Marion County Grant for Chambers, Cities, non-profit organizations, and businesses:
  - The Marion County Grant is open to any tourism marketing project that focuses on Marion County.
  - This award(s) will be distributed each year and may be divided among multiple recipients, with a total combined amount of up to \$50,000 available each year.

Note: Only 10% of a TG budget can be spent on administrative costs, if such costs are incurred solely to support the grant-funded activity. Administrative costs are defined as expenses related to the general management and oversight of the grant, such as accounting, reporting, recordkeeping, and other activities that support, but are not directly tied to, the program activity.

### **Section 3: Application Period**

The following outlines the grant application timeline:

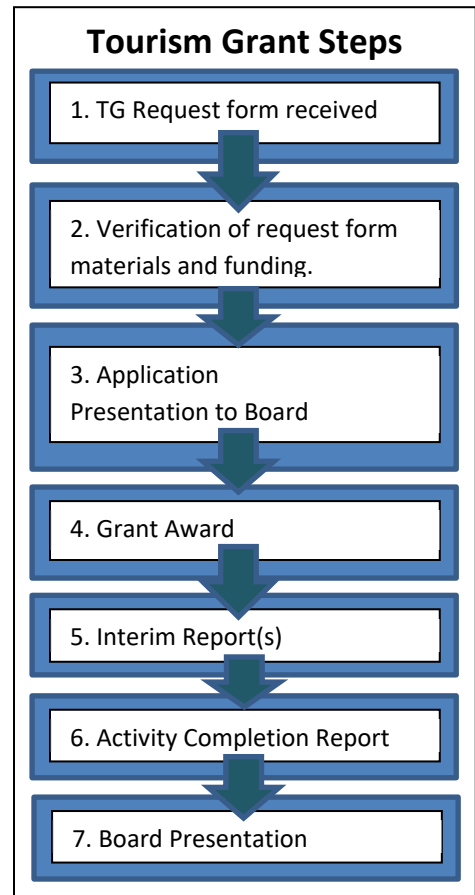
- April – Application period
- May-June – Review applications with the Board
- July – Notify awardees and begin contract development
- January – Funding begins

NOTE: The dates are intended as a general guide. Marion County reserves the right to adjust the timeline as needed to accommodate Board schedules, application volumes, or other administrative considerations. Funding and timeline are subject to availability of funds. Any significant changes will be communicated to applicants and the Board in a timely manner.

### **Section 4: Criteria**

The following criteria shall be used to evaluate all applications:

1. The applicant must be an organization operating in Marion County and registered with the Secretary of State.
2. The activity must meet a tourism-related priority or need such as:
  - a. Attracting visitors and/or extending visitor stays.
  - b. Promoting the region as a destination.
  - c. Developing, supporting and/or improving access to tourism infrastructure.
  - d. Developing and/or promoting tourism attractions or events.
  - e. Strengthening the local tourism economy through measurable economic benefits for local businesses, attractions and communities.
3. The activity must further economic development through tourism in Marion County by meeting the requirements of ORS 461.540 through the following:
  - a. Creating jobs in Marion County.
  - b. Furthering economic development in Marion County by:
    - i. Providing services or financial assistance to community development activities or projects that benefit the Marion County economy as defined by ORS 285B.410.
    - ii. Providing services or financial assistance for facilities, physical environments or development activities, as defined in ORS 285B.410, that benefit the Marion County economy.
    - iii. Providing services or financial assistance to businesses or industry associations to promote, expand or prevent the decline of their businesses.
4. The activity must demonstrate community support through community partnerships, letters of support, other funding sources, or other methods.



5. The activity must have completed a TG Form submitted through the Marion County Community and Economic Development Department as outlined in Section 6.
6. Upon invitation, applicants will give a presentation to the Board of Commissioners.
7. The Marion County Board of Commissioners will select the award recipients.

### **Section 5: Award Reporting**

Organizations awarded funds under TGs must complete reports as outlined below. Report templates will be provided to organizations awarded funds.

1. **Interim Report(s)**: Required for activities lasting seven months or longer. The organization must submit a written report within six months of receipt of award and every six months thereafter until the end of the project grant agreement. This report must contain the following:
  - a. A budget narrative describing the use of the funds including income or revenues and expenditures which are specifically applicable to the activity.
  - b. Activity report detailing a high-level overview of progress to date, key achievements, main issues or challenges with implementation, and next steps.
  - c. Any proposed changes to use of funds.
  - d. If available, pictures, clips, quotes, or narratives from award participants of the activity.
  - e. If TG funds are being used as part of grant matching funds, describe the whole project and the part of the project the Tourism Grant is funding.
  - f. Geographic use of funds within Marion County (by zip code, city, or other method).
  - g. Metrics on the activity such as website traffic and/or social media engagement, changes in employment levels in tourism-related sectors, visitor spending data and economic impact reports, increase in lodging tax revenue, community sentiment and perception of tourism, etc.
2. **Final Report / Annual Report**: Required for all activities regardless of activity duration, to be completed annually for multi-year agreements, or prior to activity completion. The organization must prepare a written final / annual report and appear before the Marion County Board of Commissioners at a regularly scheduled meeting or work session to present a short oral report (no more than 10 minutes) on the results of the activity. The report and presentation shall include the information required for the Interim report (see section 5.1 above) as well as:
  - a. Narrative on the success of the activity including how the activity supported tourism in the community.
  - b. Picture(s) of completed activity or work to date.
  - c. Proof of acknowledgement of Marion County funding support such as inclusion of County logo on promotional materials.
3. **Failure to Report/Inappropriate Use of Funds**: Failure to comply with the reporting requirements as outlined may result in suspension or full revocation of funds. It is the responsibility of the awarded organization to monitor use of funds and ensure the funds are expended in compliance with the requirements as described herein. Should County identify incorrectly applied funds, County shall notify the awarded organization and awarded organization shall, within thirty (30) calendar days of receiving notice, make full repayment to Marion County. Should the awarded organization identify any incorrectly applied funds, the awarded organization must notify the County within ten (10) calendar days of the discovery and shall, within thirty (30) calendar days of notification, make full repayment to Marion County.

## **Section 6: Instructions**

TGs must be submitted through the Marion County Community and Economic Development Services Department as follows:

1. Submit the information listed below to Marion County Community and Economic Development Services.
  - a. Completed TG Request Form
  - b. Metrics Document
  - c. Budget Narrative
  - d. Supplemental Materials
  - e. Current W-9
2. Email applications to Tami Cirerol:
  - a. To: [TCirerol@co.marion.or.us](mailto:TCirerol@co.marion.or.us)
  - b. Cc: [csreporting@co.marion.or.us](mailto:csreporting@co.marion.or.us)
3. Once application and supplemental materials are received, staff will review the application materials. Upon funding availability, Marion County will either seek further information or begin an award process.

### TG Form Instructions

1. **Organization Name** – The organization/business/entity requesting funding.
2. **Executive Officer Name** – The highest-ranking executive in the organization, with responsibility for making decisions and potentially signing award documents.
3. **Contact Person / Title** – The name and title of the person in overall charge of the planning and execution of the activity for which the funding is requested and main point of contact.
4. **Address** - Put the physical address for the contact person and the mailing address if different.
5. **Contact email** - Put the email for the contact person for the activity.
6. **Contact phone number** – Put the phone number for the contact person.
7. **Activity Name** – Name to distinguish the activity from other requests.
8. **Purpose of Funding Request** – Short narrative outlining the activity and use of funds including identified issue(s) being solved, and the general scope of work for the activity and how the organization will determine the success of the activity at the end.
9. **Indicate how the activity meets tourism related needs in Marion County** – Check all boxes applicable and explain why these activities meet these needs in the box below.
10. **Total Activity Cost** – Provide an estimate of the total activity cost. The funding award will be based on the actual activity costs. Payment may be made as either an upfront payment or on a reimbursement basis pending organizational needs and County decisions. It may include timelines or other deliverables.
11. **Amount Requested** – Provide a figure of the total amount of funds requested to complete the activity. If these funds are for grant matching funds, include a copy of the grant application and explain how the various funding streams are used in this activity.
12. **Geographic Area(s) Served** – Provide a list of all counties, cities, and/or unincorporated areas which will benefit from this investment.
13. **Other Partners** – Provide a list of other organizations participating in the activity.
14. **Activity or Start Date/End Date** – Provide an estimated timeline of when the activity will start and be completed.
15. **Additional Required Information**
  - a. **Metrics Worksheet**: include the Metrics Worksheet attachment that explains how the organization will track progress and/or impact of the work or project. For example, will the work or project impact lodging taxes, visitor spending, employment levels, community sentiments

- about the activity, or increase social media traffic? Check the box to indicate you have enclosed the Metrics Worksheet attachment to the application.
- b. Budget Narrative and Table: attach a budget narrative that provides a brief explanation about the proposed expense so that it is clear what is being purchased or paid and a budget table. The required Budget Table Template is provided.
  - c. Supplemental Information: include attachments for W9, maps, letters of support, or any other item that may help explain the activity.

Questions/Information

For questions or additional information, please contact Community and Economic Development Department via phone at 503-589-3234 or email Tami Cirerol at [TCirerol@co.marion.or.us](mailto:TCirerol@co.marion.or.us)



## Community and Economic Development Tourism Grant (TGs) Request Form

<b>Organization Name:</b>			
<b>Executive Officer Name:</b>		<b>Contact Person and Title:</b>	
<b>Address:</b>		<b>Mailing Address:</b>	
<b>Contact Email:</b>		<b>Phone Number:</b>	
<b>Activity Name:</b>			
<b>Purpose of Funding Request:</b>			
<b>Total Activity Cost:</b>		<b>Amount Requested:</b>	
<b>Geographic Area(s) Served:</b>			
<b>Other Partners:</b>			
<b>Activity Start Date:</b>		<b>Activity End Date:</b>	
<b>Please indicate how the activity meets tourism-related needs in Marion County. Check all boxes that apply and explain briefly how they meet tourism needs.</b>	<input type="checkbox"/> Attracting Visitors <input type="checkbox"/> Destination Promotion <input type="checkbox"/> Event Development <input type="checkbox"/> Strengthening Tourism Economy <input type="checkbox"/> Tourism Infrastructure Development	<b>Briefly explain how the activity meets tourism-related needs:</b>	
<b>Please indicate how the activity supports economic development in Marion County (check all boxes that apply).</b>  <a href="#">ORS 461.540</a>	<input type="checkbox"/> Supports the creation of new jobs in Oregon <input type="checkbox"/> Helps prevent the loss of existing jobs in Oregon <input type="checkbox"/> Assists with work transition and/or training of workers in Oregon <input type="checkbox"/> Provides services or financial assistance to support Oregon businesses	<b>Briefly explain how the activity supports development in Marion County:</b>	

Additional Information Required:		
<input type="checkbox"/> Metrics worksheet attached	<input type="checkbox"/> Budget Narrative attached - <i>The required 1) Budget Narrative and 2) Budget Table template is complete and attached to the application.</i>	<input type="checkbox"/> Supplemental Materials attached, with current W-9 - <i>Examples: Activity description, maps, etc.; Letter(s) of support; or other information that helps to describe the purpose and need of the funds.</i>

<b>Name of Applicant:</b>	
<b>Signature and date:</b>	

# Tourism Grant Budget Table

**Instructions:** Complete the following budget table and include it with the budget narrative. Add more lines to the Project Expenses section as needed.

Description	Amount
<b>Total grant amount request</b>	<b>\$</b>
<b>Project Expenses</b>	
Expense 1	\$
Expense 2	\$
Expense 3	\$
Expense 4	\$
Expense 5	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>

# Metrics Worksheet

**Instructions:** How will you measure the success of the marketing activity? For each Economic Development category box checked in the application, list the measure(s) associated with each category.

Category	Metric
Attracting Visitors	
Destination Promotion	
Event Development	
Strengthening Tourism Economy	
Tourism Infrastructure Development	
Supports the creation of new jobs in Oregon	
Helps prevent the loss of existing jobs in Oregon	
Assists with work transition and/or training of workers in Oregon	
Provides services or financial assistance to support Oregon businesses	

Re: Marion County 2027-2029 Tourism Grant Application

Program: “Eat, Stay, Play in Keizer Today!”

**Budget Narrative:**

The Keizer Chamber of Commerce respectfully submits this proposal in response to our “Eat, Stay & Play in Keizer Today!” grant opportunity through Marion County. We are requesting \$50,000 annually to implement a targeted, year-round tourism promotion strategy centered on youth and amateur sports tournaments hosted at the Keizer Ballpark and the Keizer Community Fields, including soccer and football facilities. The amounts requested will provide for an FTE or contractor experienced with all marketing media and tourism in Marion County.

Keizer is uniquely positioned to become the premier tournament destination in the Willamette Valley. With high-quality, centrally located athletic facilities, proximity to Interstate 5, and immediate access to lodging and amenities in Salem, Keizer, and surrounding communities, Keizer offers an ideal hub for multi-day tournaments. These events consistently draw teams, families, and spectators from across Oregon and neighboring state-visitors who require overnight accommodation, dining, and entertainment.

Grant funds will be used to execute a coordinated marketing campaign that includes digital advertising, partnerships with regional and statewide sports organizations for marketing, and branded destination promotion. We will work with and help tournament management firms (who schedule the tournaments) and in recruiting for tournaments. The Chamber will not be involved in scheduling tournaments. The focus will be on expanding the number, scale, and geographic reach of tournaments hosted in Keizer. By increasing tournament bookings and elevating Keizer’s visibility as a competitive and welcoming sports destination, this initiative will directly translate into increased overnight stays— “heads in beds”—across Marion County.

The economic impact is both immediate and measurable. Tournament visitors typically stay 2–4 nights, often booking multiple rooms per team, while also contributing to local restaurants, retail, and fuel services. Even modest growth in tournament volume can generate hundreds of additional room nights per event. With sustained promotion, Keizer can host a consistent calendar of tournaments throughout spring, summer, and fall, stabilizing tourism demand beyond peak travel periods.

Importantly, this effort benefits the broader region. While events are hosted in Keizer, lodging demand naturally extends into Salem and neighboring cities, ensuring countywide impact. This aligns directly with the goals of Keizer’s “Eat, Stay & Play in Keizer Today!” program: to drive visitation, increase overnight stays, and support local economic vitality.

With strategic investment, the Keizer Chamber of Commerce will position Keizer not just as a participant in regional sports tourism—but as its leader. We appreciate your consideration and look forward to partnering with Marion County to deliver measurable, sustained tourism growth.

Marion County has already invested over \$2 million in the turf fields in the regional Keizer Rapids Park additional investment will pay off on the initial investment made by Marion County. In addition, a third motel will opening this summer, just in time for tournaments! Let’s maximize these investments for Keizer businesses and organizations and watch how that brings benefits for the entire Marion County region.

To Whom It May Concern,

The Keizer City Council is pleased to offer its enthusiastic support for the Keizer Chamber of Commerce's application to Marion County for the Eat, Stay & Play grant program. This proposal represents a strategic and forward-thinking investment in regional tourism, economic development, and community vitality that extends well beyond the City of Keizer.

The Chamber's plan to promote and expand tournament-based activities across Keizer's baseball, soccer, football, and pickleball facilities positions our community as a premier destination for both youth and adult sports in the Willamette Valley. With centrally located, high-quality amenities—including the Keizer ballpark and the community's expanding network of athletic fields—Keizer is uniquely situated to attract large-scale tournaments that draw participants and spectators from across Oregon and beyond. These events generate significant economic impact through increased lodging, dining, and retail activity, benefiting not only Keizer but also Salem and surrounding Marion County communities.

Marion County has already demonstrated its commitment to this vision through its \$2 million investment in the turf field at Keizer Rapids Park. The Chamber's proposal builds directly upon that investment by ensuring these facilities are actively marketed and utilized to their fullest potential. This additional funding will amplify the return on that original investment, driving increased visitation, extended stays, and sustained economic benefits throughout the region.

The Keizer City Council strongly believes that this initiative aligns with Marion County's goals of enhancing tourism and supporting local economies. We respectfully urge favorable consideration of this application and look forward to the continued partnership that will help establish Keizer—and Marion County—as a leading destination for tournament play.

Sincerely,