

Community Economic Development Grant 2023-24

Row 5

Name of Applicant (Organization)	Rotary Club of Newport
Mailing Address	P.O. Box 235 – Newport, OR 97365
Name of Contact Person	Guy E Faust
Contact Phone	15414441102
Contact Email Address	guyfaust@hotmail.com
Name of Project	Eco-Friendly-Visitors Project
Total Project Budget	\$29,681.00
Amount Requested from this Program	\$13,410.00
Project Description	<p>The Rotary Club of Newport has been working for more than a year to create an Eco-Friendly-Visitors project. We plan to give our 2024 summer visitors ideas and encouragement to conserve water, conserve electricity, recycle, and even do some beach cleanup; specifically removing microplastic debris from our beaches. The thinking is... why create a 1-day cleanup event to draw thousands to the Coast when each day during the summer we have thousands of guests already here. Our plan has two-prongs, low-tech and high-tech. LOW-TECH - To get our guests attention we have developed two environmentally friendly brochures with "green tips" targeting guests in hotels and campgrounds (10,000 total). We have three versions of kid-friendly types of placemats for restaurants (5,000 total) and five different messages on our bookmarks (15,000 total) to be distributed to 100+ Rotary Clubs across the state as well as local Newport-area individuals and organizations. (We have built into this proposal a request for additional printing.) HIGH-TECH - All of our printed materials have a QR Code that directs readers to our webpage where they can sign-up for a 2-hour Beach Cleanup Party. We want to clean our beaches for 100 days this summer. Our webpage will lead volunteers through a 4-step sign-up process. For our Eco-Friendly-Visitors Project to be successful it will take four elements. 1) Materials - 10 sand-sifting screens, 20 shovels, and 10 buckets. (Completed) 2) Low & High Tech components in place. (Completed) 3) 20-30 Daily summer guest volunteers (To be determined) 4) A Beach Clean-up Volunteer Supervisor (Partially completed) To complete items 3 and 4 above we need to get the</p>

word out as many ways as we can to attract as many volunteers as we can. One important way would be to advertise in the weekly Oregon Coast Today. We also need to use various social media venues as well. Currently, we have enough funds to hire a Beach Clean-up Volunteer Supervisor for five days a week. (We have built into this proposal a request for fund 14 weeks of advertisements in Oregon Coast Today , some social media buys, and one Beach Clean-up Volunteer Supervisor to work two days a week on weekends.) On weekends, we plan to engage local organizations and businesses to create their own team-building group cleanup parties. We want our project to be successful, but more than that, we also want it to be replicable. We want to be able to share our success with the ten (10) other Rotary Clubs on the Oregon Coast. (We have built into this proposal a special day to bring them to Newport to learn first-hand how to duplicate our project back in their own hometowns for the summer of 2005.) We also have a plan to involve all 66 Rotary Clubs throughout our District 5110 as well as other Oregon Rotary Clubs in the Portland area. We want them to encourage their members to help us get the word out to their friends, families, and co-workers to come to Newport this summer. We have developed a self-contained 10-minute video followed by a 10-minute brainstorming session to create a 20-minute stand-alone luncheon program. Brochures and bookmarks will be distributed at each gathering. (We have built into this proposal funding so we can upgrade and "professionalize" our current PowerPoint video.)

Funding

For over a year we have been working with several funding sources to get us to where we are now in our Eco-Friendly-Visitors project. We have worked with public agencies, private businesses, nonprofit organizations, and individual donors. \$ 10,000 - City of Newport (Confirmed) \$ 1,938 - Private Businesses (Confirmed) \$ 2,964 - Public & Nonprofit (Confirmed) \$ 1,369 - Individuals (Confirmed) \$ 16,271 - Total In addition to these secured funds, we received donated services for well over \$2,000 for publication layout/design and website development. We also received over \$400 in reduced printing costs. We have developed a plan to engage more local businesses, groups/organizations and Oregon Rotary Clubs in our future fundraising efforts. We are asking 100 Rotary Clubs to sponsor 1-day of beach clean-up for \$100, so we can clean our beaches for 100 days in 2025.

Collaboration

The Rotary Club of Newport began this project because Rotary International recently adopted a major world-wide cause - "Protecting the Environment." They asked 46,000 clubs around the world to do something "green." Our Club has focused on encouraging our summer guests to become more environmentally friendly. Many others in the Newport-area would like to see the same results; here are some examples: 1) Lincoln County Solid Waste District (Coastal Character) 2) City of Newport 3) South Beach & Beverly Beach State Parks 4) Hotels - Best Western at Agate Beach - Hallmark Resort - The Whaler 5) Restaurants - Pacific Kitchen - Georgie's - Sea Glass Bistro 6) Businesses - Oregon Coast Bank - Diamonds by the Sea - Advantage Real Estate - Pacific Digital Works - Pioneer Printing - Martek Real Estate 7) Surfriders 8) Oregon Coast Visitors Association Marc Ward, founder of Sea Turtles Forever, is the person who developed the sand-sifting screen we will be using to clear microplastic debris off of our beaches. This year, he made a presentation to our Club and provided \$438 worth of screens to help get us started.

Viability

The success of this project will be measured in two (2) ways. We will measure the end product (outcomes), but we will also measure the (process). THE OUTCOMES - These can be measured with both hard data and general observations. Beach clean-ups will be

measured daily by recording the number of volunteers, hours worked, pounds of debris removed, square footage of the beach cleaned, and the satisfaction of the volunteers' experience. (Volunteers will be provided an incentive to complete our online evaluation form.) Information on how many Rotary Club members, friends, families, and co-workers joined a Microplastic Beach Cleanup Party, will also be a question on our evaluation form. By totaling these numbers, we can gauge our statewide promotion effort. Were our bookmarks handed out or picked up by guests, or left alone? How many Rotary Clubs in Oregon contributed \$100 to join our fundraising campaign: (100 Clubs x \$100 x 100 beach cleanup days) will be measured. Hotel housekeeping staff will be asked to observe how often the "Do Not Disturb" signs are displayed on doorhandles, towels reused, lights turned off, bottles recycled, etc. They will be asked to give hotel managers their general impressions on if our environmentally friendly message-tips are getting through to their guests. THE PROCESS - The success of this project will depend entirely on getting our messages through to our summer guests. There are lots of ways to send a message, some may work, some may not. We want to find out the results of both our successes and our failures. Here are some examples: Did hotels use their digital billboard and in-house TV's to display our messages? Did our social media buys work? If so, which ones? Through emails and/or Constant Contact, did hotels include information about a Microplastic Beach Cleanup Party before their guests arrived? In restaurants, were our "Kid-Friendly" placemats used or not? Did the Oregon Coast Today ads and articles capture the attention of guests? By learning what types of marketing worked, and did not work, we will be better prepared to focus our messaging efforts in the future.

Desired Start Date	03/14/24
Desired Completion Date	09/13/24
Name of Chief Executive	Freddy Saxton
Position Title	President -Rotary Club of Newport
Chief Executive Email	freddy@advantagerealestate.com
Tax ID#	93-6031807
Type of Applicant	
Grant Pool	Standard Grant (max \$15,000)
Date Submitted	12/14/23 10:17 AM

Budget Request

\$ 2,440 (2 Microplastic brochures Tsunami & Homework @ 5,000 each.)

\$ 3,150 (Half-page ad for 15 weeks in Oregon Coast Today weekly.)

\$ 2,290 (One-night lodging for 10 Rotary Club Presidents from 10 Oregon Coastal Clubs.)

\$3,000 (2 days per week for 15 weeks – Weekend Beach Cleanup Supervisor.)

\$ 730 (Webpage hosting, upgrade and maintenance)

\$ 500 (Social media advertisement purchases – May through September)

\$ 600 (Video production upgrade.) \$4,120

\$ 500 (Postage and mailings to Oregon Rotary Clubs)

\$ 200 (Travel reimbursement to present to select Rotary Clubs)

\$13,410 Total