

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, March 16, 2017 - 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Approval of Minutes

- a. February 16, 2017

3. Public Comments

4. Action Items

- a. Natures Coastal Holiday Arches Upgrade Proposal – Klaus Gielisch
- b. Beat the Brewers Relay Run & Block Party Proposal – Mike & Alex Carr Frederick
- c. Pilot Go Book Advertising Proposal – Cheri Griffith
- d. Nutcracker Event Evaluation

5. Informational Items

- a. Lucky Seven Cooperative Resourcing – Eric Dremann
- b. Oregon Coast Visitors Association (OCVA) – “Go Wild Rivers” App – Jodi Fritts, Gold Beach City Administrator
- c. Budget and Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for April 20th.

7. Adjournment

*TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.*

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 16, 2017

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Angi Christian, Tim Patterson, Chuck Costello and Chair Skip Watwood

Also present: City Recorder Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of December 15, 2016, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT - None

4. ACTION ITEMS

- a. Vet Fest Additional \$1,000 Return of Loan Funds –** Bill Farrell and Jim Newman addressed the committee advising that they were returning an additional \$1,000 of TOT funding now satisfying the full amount of the \$2,000 loan.

5. INFORMATIONAL ITEMS

- a. Oregon Coast Visitors Association (OCVA) – “Go Wild Rivers App” –** Jodi Fritts was unable to attend the meeting; presentation has been postponed until the next meeting.
- b. Print Advertising Moving Forward –** Teri Davis gave summary of the print advertising efforts that are underway and the dollar amounts earmarked.
- Two page spread sponsorship in the Mile by Mile guide - \$2243
 - Half page ad in the People’s Coast Guide - \$1,000
 - Still seeking advertising partners in order to commit to a full page, five-run ad in the Oregon Coast Magazine
- c. TOT Information –** Committee reviewed a comparison of 2015 to 2016 monthly TOT revenues that had been provided by Finance & Human Resource Director Janell Howard.
- It was noted that there was \$20,000 more in gross revenues in 2016 over 2015 (estimates an increase of 200 rooms/nights rentals)
 - Candice commented that we seem to be headed in the right direction
- d. Budget & Internet Hit Info –** Committee reviewed budget and internet hits documents provided. All funds for advertising have been spent or are earmarked; funds available for events are \$7,257 plus \$1,000 from Vet Fest; funds available for capital are \$3,079.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, March 16th at 4 pm.

Bob Pieper commented that he would like to come up with an event to improve the TOT revenues in the worst two months (December and January).

7. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 4:27 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at March 16, 2017 meeting)

Event Title: Natures Coastal Holiday Amount Requested \$6,112.00
 Event Description: Light Show in Azalea Park

Event Date/s: Dec 11 → Dec 26 - 2017
 Location: Azalea Park Location secured? Yes ☐ No ☐
 Event Goals: Increase Tourism in off season

Please explain how this event will be sustained after the first year: Natures Coastal Holiday has been in operation for 20 years.

Sponsors/Investors: Currently, we have about 100 sponsors

Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
	\$		Supplies	\$	
	\$			\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: Daily tally of attendance.
We do not have a system for determining visitors from locals. Last years attendance was over 18,000

Contact Person: Klaus Gielisch Phone: 541-941-5599

Organization: Natures Coastal Holiday Address: P.O. Box 6928

If more space is required please attach additional pages

Brookings OR 97415

Avenue of the Arches Upgrade

January 13, 2017

The all steel construct of the arches is working out well. No problems were encountered dealing with the weight of itself, plus the additional 4 light controllers and 6,000 lights that were added last year.

I am asking the TPAC committee to consider funding this final phase. Along with the 6,000 white and 6,000 blue lights that currently light the display, there will be an additional 6,000 red and 6,000 green lights. This will bring the structure up to supporting 16 controllers providing 256 channels, with a grand total of 24,000 lights. I have attached the cost sheet.

If funded, I propose that Natures Coastal Holiday provide signage indicating that The City of Brookings is sponsor to The Avenue of the Arches display.

Yours sincerely
Klaus Gielisch
President
Natures Coastal Holiday
541-941-5599

Avenue of the Arches Upgrade Cost sheet

8	16 channel controllers	\$340.00	\$2,720.00
72	green icicle light strings	\$19.00	\$1,368.00
72	red icicle light strings	\$17.00	\$1,124.00
16	10 foot Cat5-E Cables	\$4.00	\$64.00
1	Software upgrade	\$140.00	\$140.00
16	Dongles	\$6.00	\$96.00
1	Shipping		\$500.00
	Total		\$6,112.00

Event Proposal Funding Evaluation

Tourism Promotion Advisory Committee (TPAC)

Event Name: Natures Coastal Holiday

Event Coordinator: Klaus Gielisch **Phone:** 541-941-5599

Event Location: Azalea Park

Event Date: November 24 thru December 26th

Amount Requested? \$6112.00

1. Off-season Event? Yes _____ No _____
(October - April)

2. New Event? Yes No

3. Multi-day Event? Yes No

If yes,
how many? _____

4. Target Market? (Circle all that apply)

Rogue Valley	Foodies	Water Sports Enthusiasts
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Northern California Shoppers Golfers

International Music Enthusiasts Bicyclists

Families	Prospective Residents	Beachcombers
<p>1. <i>How much time do you spend with your child(ren) each week?</i></p> <p>2. <i>How much time do you spend with your child(ren) each day?</i></p> <p>3. <i>How much time do you spend with your child(ren) each month?</i></p> <p>4. <i>How much time do you spend with your child(ren) each year?</i></p>	<p>1. <i>How much time do you spend with your child(ren) each week?</i></p> <p>2. <i>How much time do you spend with your child(ren) each day?</i></p> <p>3. <i>How much time do you spend with your child(ren) each month?</i></p> <p>4. <i>How much time do you spend with your child(ren) each year?</i></p>	<p>1. <i>How much time do you spend with your child(ren) each week?</i></p> <p>2. <i>How much time do you spend with your child(ren) each day?</i></p> <p>3. <i>How much time do you spend with your child(ren) each month?</i></p> <p>4. <i>How much time do you spend with your child(ren) each year?</i></p>

Seniors	Prospective Businesses	Fishing Enthusiasts
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Couples	Median Income	Sports (tournaments)
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RVers	High Income	Spectators/Festival goers
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5. Estimated Attendance? >150 <150

6. Does proposal include an advertising/promotion plan?

Yes No

Event Title: <u>Beat The Brewers ^{Relay Run} & Block Party</u>		Amount Requested <u>\$ 3000⁰⁰</u>	
Event Description: <u>Relay Fun Run & Block party</u> <u>Food, beer, ^(breweries) music, games, prizes, Kid stuff, vendors</u>			
Event Date/s: <u>4/21 4/22/17</u>			
Location: <u>Azalea Park</u>		Location secured? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>Increase run and block party participation by 80%, and bring more visitors to Brookings</u>			
Please explain how this event will be sustained after the first year: <u>After this year, The 2nd year, we plan to not ask for help. Our growth on other events supports this plan</u>			
Sponsors/Investors: <u>Chetco Brewing Co.,</u>			
Budget			
Income		Expenses	
Fees Collected	\$ 1785	security	400
		Facility/Venue Costs	\$ 515
Admissions	\$ —	music	\$ 2000
shirt sales		Insurance	\$ 120
Concessions	\$ 200	tent	2000
		Advertising	\$ 1500
sponsors	\$ 1500	event and	
vendor fees	\$ 850	run course Supplies	\$ 330
		glasses,	
		shirts	\$ 900
		games ^{bounce}	700
		prizes ^{house}	\$ 300
TOTAL	\$ 4335	TOTAL	\$ 8765
Methodology for evaluating events success in terms of bringing visitors to the Brookings area:		Review Review addresses of run entrants Review addresses when I.D. is checked <u>Point of Sale Credit card tracking, and checking I.D. for alcohol</u>	
Contact Person: <u>Alexandra Frederick</u>		Phone: <u>541 661-3586</u>	
Organization: <u>Chetco Brewing Company</u>		Address: <u>16883 Yellowbrick Rd</u>	
If more space is required please attach additional pages			

Event Proposal Funding Evaluation

Tourism Promotion Advisory Committee (TPAC)

Event Name: Beat the Brewers Relay Run & Block Party

Event Coordinator: Alex Carr Frederick **Phone:** 541-661-3586

Event Location: Azalea Park

Event Date: April 22, 2017

Amount Requested? \$3,000

1. Off-season Event? Yes _____ No _____
(October - April)

2. New Event? Yes No

3. Multi-day Event? Yes No

If yes,
how many? _____

4. Target Market? (Circle all that apply)

Rogue Valley	Foodies	Water Sports Enthusiasts
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Northern California Shoppers Golfers

International Music Enthusiasts Bicyclists

Families	Prospective Residents	Beachcombers
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Seniors	Prospective Businesses	Fishing Enthusiasts
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Couples	Median Income	Sports (tournaments)
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RVers	High Income	Spectators/Festival goers
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5. Estimated Attendance?	>150	<150

6. Does proposal include an advertising/promotion plan?

Yes No

GO! Wild Rivers Coast Tourism Guide/Mobile App Advertising Proposal

Presented to
City of Brookings/Tourism Promotion Advisory Committee (TPAC)



Proposal is to increase exposure of Brookings' restaurants and overnight accommodations to potential regional visitors by advertising them in GO! Wild Rivers Coast – the “**Curry Coastal Pilot**” and “**Del Norte Triplicate's**” most popular and widest distributed Tourism and Vacation Guide – and the accompanying GO! Mobile App.

Showcase dining opportunities in Brookings-Harbor with a full color, full page ad in both Spring *and* Fall editions of the GO! Book – List each eating establishment in Brookings Harbor with phone number, location, hours, and special codes as to which meals they serve, whether they are pet friendly, serve alcohol, offer live music etc. (See Attached Distribution and Rate Information)

\$1,920 per year
(split billing, 2 x \$960)

Today's travelers don't go anywhere without their Smart Phones & Ipads --and you can reach them right through their fingertips with **Featured Listings** on **GO! Wild Rivers Coast Mobile App**. Over 5,000 downloads to date, with just over 2,000 of these users signed up for 'push' notifications'. These users are actively seeking places to go and things to do within Wild Rivers Coast on their smart devices.

For a flat monthly fee ALL dining establishments in the Brookings Harbor area (final list approved by TPAC) will be a featured listing in the GO! Mobile App providing easy access to a wealth of information, both in the app including menu photos, video, and direct social media and websites links encouraging coastal visitors to eat and/or stay over in Brookings -Harbor. In addition, a link to download the City's “Brookings 2Go” Civics Plus mobile app from iTunes and GooglePlay will be placed on the Brookings main page.

\$3,600 per year
(billed at \$300 per month)

Please contact Cheri Griffith, Account Executive, 541-469-3123 with any questions.



What's the MOST cost effective way to get your marketing message into the hands of tourists throughout Oregon and Northern California?

Advertise in the Go Wild Rivers Coast Recreation Guide!

Targeted Distribution to tourists who are interested in visiting our area of the coast means you can put your message in the right hands for a fraction of the cost of marketing on your own!

- Klamath Falls Oregon State Welcome Center
- Ashland Oregon State Welcome Center
- Seaside Oregon State Welcome Center
- Visit Bend Visitor Center
- Cave Junction Visitor Center
- Eureka Visitor Center
- Mt. Shasta Visitor Center
- Garberville Visitor Center
- Placerville Visitor Center
- Redwood Parks
- Klamath Yurok Welcome Center
- Gold Beach Visitor Center
- Port Orford Visitor Center

Additionally – both the Curry Coastal Pilot and Del Norte Triplicate web sites have the Wild Rivers Coast Go Book available online at no extra cost to you .

Don't miss this opportunity to market our beautiful Brookings Harbor to the World!

Cheri Griffith
541-469-3123

SOUTHERN OREGON/NORTHERN CALIFORNIA RECREATION GUIDE

GO WILD RIVERS COAST

SPRING SUMMER 2016

**SPRING/SUMMER 2017 Edition
Publishes Saturday, March 25**

The Go Book is used by tourists and locals alike!

- Delivered to visitor centers throughout Oregon and California and tourist destinations, hotels, motels and restaurants from Eureka to Coos Bay, all along Highway 101
- Beautiful cover
- 60,000 copies published! (35,000 in March 25,000 in September)
- Full color on every page
- Includes stories, photographs and advertisements showcasing places to go and things to do in Curry and Del Norte Counties

**SALES DEADLINE
FRIDAY, FEBRUARY 17**

*Your Business will also be featured with
a basic listing on the highly popular
GO Wild Rivers Coast Mobile App!*

CALL TODAY!



**Del Norte
TRIPPLICATE**

(707) 464-2141

www.triplicate.com

**CURRY
COASTAL**



PILOT

(541) 469-3123

www.currypilot.com

SIZE	PRICE
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Full Page	\$1,200
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<i>Fall Pickup</i>	<i>(\$720)</i>
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Half Page	\$800
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<i>Fall Pickup</i>	<i>(\$485)</i>
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1/4 Page	\$485
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<i>Fall Pickup</i>	<i>(\$290)</i>
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1/8 Page	\$365
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<i>Fall Pickup</i>	<i>(\$220)</i>
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• **Inside Covers
& Back Page \$1,465**

Fall Pickup (\$880)



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: The Nutcracker Ballet Completion Date: December 18, 2016
Contact Person: Jan Barbas Phone: 801 755-9067
Amount
Awarded \$5000⁰⁰

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

See Attached

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

See Attached

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: [Signature] Dated: 3/1/2017

Organization: Wild Rivers Coast Foundation for Dance

1. Funding was used for venue costs, advertising, and bringing in guest dancers.

Venue costs, including space rental, bringing in a sound and lighting system, and outfitting the venue with a dance floor and curtains were \$4051.44

Two guest dancers were brought in at a cost of \$1372.70

\$679.13 were expended on Facebook Advertising. This advertising was targeted geographically. One demographic was comprised by the area from Langlois, OR to Klamath, CA and Agness, OR basically along the coast, and another demographic was comprised of Cave Junction, Grants Pass, Medford and Ashland basically in the Rogue River Valley I-5 Corridor. Ads were composed specifically to conform with the different contexts in which these demographics are situated.

We also expended \$165 for posters which were provided to businesses from Gold Beach to Crescent City.

Although not related to expenditure of TPAC funds, we wish to provide a more complete description of our advertising efforts:

A Facebook page and event were established and custom art was developed. Free, “organic” advertising efforts on Facebook were utilized. Ads were posted in various local Facebook groups in accordance with group rules. Groups in the I-5 valley region received a message promoting the synergy of the main street lighting project, the Nature’s Coastal light show in Azalea Park, and The Nutcracker. They also got updates about the great weather we had for the show.

Donors, Gary and Carolyn Milliman, provided \$500.00 towards advertising in the Curry Coastal Pilot and Del Norte Triplicate. The Pilot was offering incentives and non-profit pricing and we believe that in fact well over \$1000.00 advertising value was obtained.

We posted on Wild Rivers Connect’s website, and also our online ticket sales website, Brown Paper Tickets.com functioned as web advertising.

2. Four hundred and thirty-six tickets were sold for four shows, an average of 109 tickets per show.

Collection of definitive demographic data proved difficult. People purchasing through our online tickets seller, Brown Paper Tickets, were asked to provide their location, but this was confounded by several factors:

1. In some cases a local party purchased tickets for incoming family.
2. Online sales accounted for 21% of total ticket sales, a relatively small portion
3. Online ticket sales may have disproportionately reflected distant sales since travelers were likely less able to purchase at our local brick and mortar agent, Wright’s Custom Framing.

Results of the questionnaire indicate that 16 of 88 (18% of) tickets sold on Brown Paper Tickets were purchased from outside of Curry and Del Norte Counties.

Extrapolating this measure to all sales is one way to gain a rough estimate of out of area sales, eg if 18% of all ticket sales were to travelers then 79 persons attended from out of town.

We were unable to obtain demographic from Wrights and from at the door sales, which were the bulk of sales. However we did ask for a show of hands at each performance. Approximately 20 to 40 persons at each show indicated that they were attending from out of town. Using 30 per show as a reasonable estimate, that would be 120 out of town attendees, which is a higher estimate than generated from the Brown Paper Tickets data.

We think the show of hands was the more reliable method. And therefore conclude that Factor 1 was likely more significant than Factor 3 in confounding the Brown Paper Tickets data, eg. local buying for out of town family was more important than the potential for more out of town people to use on line ticketing than local people. We feel confident that between 100 and 120 out of town attendees were present.

TPAC EXPENSES FY 2016-17

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)				
% BUDGETED	\$ 15,239	\$30,478	\$5,079	\$500	\$1,000
July	-\$500 OCVA 2016 Membership	-\$2,500 AMF Concerts		-\$99	
	-\$500 Xplore Film - Dining Video Advance	-\$2,363 Natures Coastal Holiday Arches			
		-\$2,000 Sourwood/Rogue Relay - 2016			
		-\$2,258 BHHS Drone			
August		-\$3,000 Vet Fest			
September	-\$2,219 101 Things to Do Pring Ad	-\$3,000 Oktoberfest			-\$20
October	-\$2,000 Xplore Film - Dining Video Balance	-\$1,000 Coastal Christmas	-\$2,000		-\$63
		-\$5,000 Nutcracker Ballet			-\$78
November		\$1,000 Vet Fest Grant Funds Returned			
January		\$900 Oktoberfest Grant Funds Returned			-\$37
February	-\$2,243 Oregon Coast Magazine Print Ad	\$1,000 Vet Fest Grant Funds Returned			
* Pending	-\$7,000 Media Advertising listed below	-\$4,000 Pending Events listed below			
REMAINING FUNDS	\$777	\$ 8,257	\$3,079	\$401	\$802

*Pending Budget Allocations

\$ 1,000	People Coast Print Ad	\$ 2,000	VFW Fireworks - thru CC
\$ 6,000	Spectrum Digital	\$ 2,000	Sourwood/Rogue Relay - 2017 thru CC
\$ 7,000		\$ 4,000	

**TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.**

YouTube Videos		Posted	Previous		9/28/16	10/13/16	11/10/16	12/15/16	1/11/17	2/10/17		Total
Apple Box Videos		4/21/14	Total									Views
Great Place to Live			3735		396	96	135	271	141	244	176	5,194
Great Place to Visit			1026		80	19	37	62	33	35	26	1,318
Great Place to Go Camping			914		68	13	32	67	18	35	18	1,165
Great Place for a Romantic Getaway			937		82	19	32	70	45	54	37	1,276
Great Place to Bring Your Family			679		48	11	19	50	19	22	15	863
KOBI Videos												
11/8/14												
Romantic Weekend			604		40	11	16	29	10	30	8	748
Family Weekend			649		41	8	25	34	15	24	14	810
Oregon Lifestyles												
Brookings Episode		11/21/14	375		83	26	25	67	37	42	32	687
Boardman State Park		4/25/16	798		162	50	78	45	43	3	53	851
Dining 101 Film		10/6/16				33	45	36	35	65	56	270
View Totals All Videos												
			10147		1000	253	444	731	396	554	435	13,960
Brookings Lifestyle views (not on City channel)												
			19114		1,503	335	447	965	381	440	413	23,598
Great Place for Romantic Getaway												
Views			33980		73	178	1774	190	1008	165	49	37,417
Shares			1492		0	6	62	2	29	7	0	1,598
Likes			310		0	1	11	0	4	0	1	327
Samuel H. Boardman Video												
Views			39,092		5,641	82	509	63	98	72	21	39,113
Shares			1160		148	1	22	0	0	0	0	1,160
Likes			391		28	0	3	0	0	1	52	443
Dining 101 Video												
Views						7,115	2,148	101	47	31	20	9,462
Shares						205	44	2	0	0	0	251
Likes						101	21	0	0	0	19	141