

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, June 15, 2017, 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes – May 18, 2017**

### **3. Public Comments**

### **4. Action Items**

- a. Visitor Survey RFP – Tim Patterson
- b. Pistol River Wave Bash
- c. 101 Things to Do Ad Proposal
- d. Spectrum Digital Advertising Proposal

### **5. Informational Items**

- a. Pen Air Media Plan – Gary Milliman
- b. TPAC Budget and Internet Hit Info

### **6. Schedule Next Meeting – next meeting scheduled for July 20<sup>th</sup>**

### **7. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings are held in accessible locations. Auxiliary aids will be 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 – May 18, 2017**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

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

Also present: Council Liaison Bill Hamilton and City Recorder Teri Davis

**2. APPROVAL OF MINUTES –**

- a. **Motion made by Candice Michel to approve the minutes of April 20, 2017, motion seconded by Chuck Costello and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT -**

- a. Dwight Bode and Barbara Ciaramella spoke about the Pistol River Wave Bash event occurring June 7-11. They submitted a funds request in the amount of \$200. They were advised that they would need to re-submit the proposal for the next TPAC meeting as it was too late to be included in this meeting's action items. Ms. Ciaramella will re-submit the proposal as a reimbursement request.
- b. Tim Patterson asked Ms. Ciaramella how the fireworks funding was proceeding. Ms. Ciaramella indicated the fundraising was going great. She elaborated on other upcoming fundraising events.
- c. Mike Frederick advised that planning and implementation for Rock the Chetco is in good shape; he will provide the Beat the Brewers evaluation at a future TPAC meeting.
- d. Bill Hamilton advised that he was present at the meeting as Council liaison, a program recently re-instated by the City Council.

**5. INFORMATIONAL ITEMS**

- a. **Spectrum Digital Advertising Campaign** – Amber Aguirre and her associate Jeremy presented analytics from the in-progress digital advertising campaign.
  - Ms. Aguirre noted that the current agreement goes through the end of June
  - Ms. Aguirre said she will be able to provide more comprehensive analytics at a future TPAC since the tracking code was just recently added to the City's website.
- b. **Dennett Consulting Group (DCG) Survey done for the City of Gold Beach**
  - Teri Davis provided copies of the survey results to committee members
  - The survey gauged Return on Investment of hosting visitor-focused websites and operating visitors centers
  - Ms. Davis provided a summation of the survey results.
- c. **RFP for Survey Volunteer** – Tim Patterson presented a draft RFP
  - Committee members discussed the particulars of how such a program would work.
  - The committee will re-visit the proposal at the June meeting
- 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 \$3,757 (less \$3,000 committed to Rock the Chetco); funds available for capital are \$3,079 (less \$1,150 committed to Chamber map distribution).

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, June 15<sup>th</sup> at 4 pm.

**8. ADJOURNMENT** – with no further business before the Committee, the meeting adjourned at 6:03 pm.

Respectfully submitted,

---

Skip Watwood, Chair

(approved at June 15, 2017 meeting)

1 TOURISM PROMOTION ADVISORY COMMITTEE Request for Proposal Tourist  
2 Survey Services. (TPAC) is requesting proposals from firm(s) or individual(s) to  
3 provide a monthly report that represent a statically count regarding tourist visiting the  
4 Brookings area. Compensation to be determined. A Statement of Work is available  
5 by contacting the XXX or online at www. Written proposals for this project must be  
6 submitted by email ([xxx@cityofbrookings.us](mailto:xxx@cityofbrookings.us)) or in person to xxx by Friday, June 15,  
7 2017 by 5:00 pm.

Date      Mon Aft Night      Location      From Zip      Why are the in Brookings      See or Hear any Ads      Tourist Related Comments



**Event Title:** Pistol River Wave Bash **Amount Requested** \$200.00  
**Event Description:** INTERNATIONAL Wind Surfing TOUR

**Event Date/s:** 6/17 to 6/17  
**Location:** Pistol River **Location secured?** Yes ☒ No ☐  
**Event Goals:** To share This Event With Gold Beach.  
Has been going on for 8 years.

**Please explain how this event will be sustained after the first year:** Has been AN EVENT FOR 15 YEARS  
They stopped for 6 yrs, AND HAS BEEN GOING THE LAST 8 YRS.

**Sponsors/Investors:** Samantha Bittner - 808-280-4419 (HAWI)  
In charge of all events. Local Contact: Dwight 307-413-6942

**Budget**

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	200.00
	\$		Supplies	\$	
	\$			\$	
	\$			\$	
<b>TOTAL</b>	<b>\$</b>		<b>TOTAL</b>	<b>\$</b>	200.00

**Methodology for evaluating events success in terms of bringing visitors to the Brookings area:** Working with Brookings to bring part of the event to our city in 2018.  
Either welcome dinner, AWARDS BANQUET OR LOCAL TOURS.

**Contact Person:** Barbara J. Ciaramella **Phone:** 541-661-2117  
**Organization:** B-H Visitor & Tour Center **Address:** 11358 Lower Harbor Rd.  
Brookings, OR 97415

If more space is required please attach additional pages



2383 Myrtle Ave., Eureka, CA 95501

Office: (707) 443-1234 • Fax: (707) 443-5309

ads@101things.com • www.101things.com

## Insertion Order / Contract

Publication: DNSO 2017

Placement: \_\_\_\_\_

Salesperson: Carlton

Date: \_\_\_\_\_

Name of Advertiser: City of Brookings

Billing Address: \_\_\_\_\_

(if different than physical address)

Physical Address: 898 Elk Dr., Brookings, OR 97415

Email Address: lziemer@brookings.or.us

Web Site: \_\_\_\_\_

Phone Number: 541.469.1103 Fax Number: \_\_\_\_\_

Ad Size: ☐ **1/16** ☐ **FP** Annual Rate: \$2219  
☐ **1/8 Vert** ☐ **1/2 Vert** **OR**  
☐ **1/8 Horiz** ☒ **1/2 Horiz** Twelve Monthly Payment Rate: \_\_\_\_\_  
☐ **1/4 Vert** ☐ **1/2 Horiz Banner**  
☐ **1/4 Banner Horiz** Authorized Agent: PRINT NAME  
☐ **1/4 Banner Vert**

**OTHER** \_\_\_\_\_ **Signature:**

Please sign here

### PRODUCTION NOTES:

- ☐ Run Same Ad as Last Edition **NO PROOF**
- ☐ Run Same Ad as Last Edition **SEND PROOF**
- ☐ Run Same Ad w/Changes Indicated
- ☐ Design Ad from Attached Copy/Art to Come by: \_\_\_\_\_
- ☒ Ad to Come Camera Ready by: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

NOTES: Pending approval of tourism promotion committee.

**Fix Business Card Here**

**Terms:** Payment is due and payable upon publication. A monthly service charge of 1-1/12% (18% per annum) is applied to any balance unpaid after 15 days. Minimum charge is two dollars. Businesses in operation less than six months and delinquent accounts must pay for ads in advance. Canceled ads are subject to a charge of up to 50% of the ad cost. Cancellations are not allowed after deadline. The publisher assumes no financial responsibility for typographical errors, omission of copy or misrepresentation in copy. Publisher's liability of errors will not exceed the cost of that portion of the space occupied by said error. Claims for adjustment must be made within seven days of publication. Publisher reserves the right to revise or reject any ad deemed unsuitable for the publication.

**Production:** The layout and design of most ads can be done within 30 minutes, which the publisher offers free of charge. Additional time necessary to produce ads will be billed at \$50 per hour. Ads requesting free-lance artwork will be billed accordingly. Additional copies of ads (print out or electronic files) to be run elsewhere are \$20 per ad. Requests for specific placement of ads accepted, but with no guarantee.

## 101 Things to Do Company and Product Synopsis

101 Things to Do was founded in 1995 by Gregg Gardiner in the Hawaiian Islands. Our main office is in Eureka, CA, and from there we directly manage our Del Norte/Southern Oregon, Shasta, Humboldt, and Mendocino visitors guide publications. We have franchisees in all of the Hawaiian Islands, Sonoma/Napa, Western and Coastal Oregon, San Diego, Palm Springs, Orange County, Phoenix, Los Angeles, and North and South Carolina. All told, as a brand, we print and distribute in excess of two million visitor guides per year. Additionally, we publish hotel guest services directories, a parent's resource guide, several dining guides, and an arts magazine.

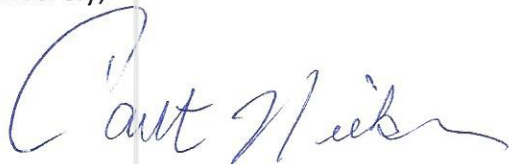
Our Del Norte/Southern Oregon publication takes in all of Curry, Josephine, Jackson and Del Norte Counties and portions of Klamath County. Our DNSO publication is distributed as far south in Coastal California as Ukiah, and as far south in Central California as Willows. In 2016 we printed and distributed 126,000+ of our DNSO guides and will end up at around 130,000+ in 2017. Twenty percent of our DNSO publications are distributed outside of the 4 main counties featured in the publication.

In addition to our advertisers being in our print publications, each print advertisement also includes a spotlight posting on the 101things.com website with a photo, description, a listing on our mobile website which includes a GPS link to their business, and a link to their business website. During the peak summer months, we average over one million hits per month on our website. Approximately 45% of our page views come from mobile devices, with the remainder coming from laptops, PC's, and Macs.

Our business is founded on the philosophy that a rising tide lifts all boats. Three of our employees are Past Presidents of the Eureka Chamber of Commerce board of directors, three have served as President of their Rotary Club's, and we serve on a number of boards, advisory councils, and tourism committees in the markets we serve.

As always, please call or email me with any questions.

Sincerely,

A handwritten signature in blue ink that reads "Carlton Nielsen". The signature is fluid and cursive, with the first name "Carlton" being more prominent than the last name "Nielsen".

Carlton Nielsen

Co-Owner 101 Things to Do

707.443.1234 x310

carlton@101things.com



# Brookings-Harbor

**B**rookings-Harbor, the southernmost community in Curry County, Oregon, is located six miles north of the California border on Hwy 101. This is an area of abundant natural attractions with miles of coastline, wild scenic rivers, state and city parks, and an attractive port. The cities of Brookings and Harbor are nestled on either side of the Chetco River where it meets the sea. Brookings is an incorporated city, while Harbor is not. They are in an area often referred to as the "banana belt" of the Pacific Northwest, thanks to its sunny and temperate year-round climate. This makes Brookings a welcome reprieve for travelers in a region otherwise known for rain and fog. Highway 101 runs through Brookings' commercial core, which can fill virtually any need a traveler may have. Over 90 percent of America's Easter lilies are grown between Brookings-Harbor and Smith River to the south, and an early summer drive between Brookings-Harbor and Crescent City takes you through breathtaking views of fields of blooming lilies.

## Events and Festivals

- **ONGOING:** Second Saturday Art Walk, WildRiversCoastArt.com; American Music Festival, free community concert series, Azalea Park
- **MAY:** Azalea Festival; Annual Party at the Port
- **JUNE-OCTOBER:** Saturday Farmers' Market
- **JULY:** Southern Oregon Kite Festival; 4th of July Celebration & Chili Cookoff; Fireworks at the Port; Stout Park Festival of Art
- **AUGUST:** Pirates of the Pacific Festival; Festival of Art in Stout Park
- **AUGUST-SEPTEMBER:** Slam'n Salmon Ocean Derby
- **OCTOBER:** Octoberfest; Stout Mountain Railway Ghost Express; Sporthaven Marina King Salmon Hawg Derby
- **NOVEMBER-DECEMBER:** Holidays at the Port of Brookings-Harbor
- **DECEMBER:** Stout Mountain Railway Christmas Carnival; Nature's Coastal Holiday Light Show, BrookingsHarborChamber.com

## Activities in the Area

- Fishing, hiking, swimming, picnicking, boating, camping, wildlife viewing
- Brookings-Harbor boardwalk
- Recreational beaches and parks
- Salmon Run Golf and Wilderness Preserve
- Chetco Valley Historical Museum

**MORE INFO:**  
[Brookings.or.us](http://Brookings.or.us)  
[Port-Brookings-Harbor.com](http://Port-Brookings-Harbor.com)  
[BrookingsHarborChamber.com](http://BrookingsHarborChamber.com)

## Cure your cabin fever in Brookings


- **Nature's Coastal Holiday** (Holiday light display - Nov 26-Dec 25)
- **Whale Watching** (Dec - Mar)
- **Special Events** (year-round)
- **Sporting Events**
- **Golf**
- **Disc Golf**
- **Museums**
- **Art Galleries**
- **Concerts & Theatre**
- **Shopping**
- **Restaurants**
- **Storm Watching**
- **Hiking & Biking Trails**

# ASANA GRILLE

15957 Highway 101  
 Brookings-Harbor Oregon 97415  
 541-813-2828

RESTAURANT  
 WINE SHOP • LOUNGE

*Log some hours this winter in the mildest temperatures on the Oregon coast to refresh and reinvigorate.*

Located on Highway 101 just 10 miles north of the California border. Check out our video library at [www.brookings.or.us](http://www.brookings.or.us) 



Business	Date	#	Comments
<b>Agness, OR Advertisers</b>			
Lucas Pioneer Ranch			3904 Cougar Lane
Old Agness Store			94414 Agness Illahe Rd
Cougar Lane Lodge			4219 Agness Rd
Singing Springs Resort			34501 Agness Illahe Rd
Agness Rogue River RV Park			4215 Agness Rd
<b>Agness, OR Things to Do</b>			
Lucas Pioneer Ranch			3904 Cougar Lane
Agness Hiking & Biking Trails			
<b>Port Orford, OR Advertisers</b>			
Griff's On the Dock			490 Dock Rd
Highway 101 Liquor			1819 Oregon St Hwy 101
Wildland Properties			356 W 6th St Hwy 101
Finch's Custom Jewelry			2137 Highway 101
Back to Nature Holistic Pet Foods			324 6th Street
The Crazy Norwegian's Fish & Chips			259 6th Street
Camp Blanco RV Park			2011 Hwy 101
Siskiyou Coast Realty			836 Jefferson St
<b>Port Orford, OR Places to Stay</b>			
WildSpring Guest Habitat			92978 Cemetery Loop
Castaway by the Sea			545 5th St
Sea Crest Motel			44 Hwy 101
Battle Rock Motel			136 6th St
Arizona Beach Motel			37015 Arizona Ranch Rd
Home by the Sea Bed & Breakfast			444 Jackson St
Shoreline Motel			206 6th St
<b>Port Orford, OR Things to Do</b>			
Cape Blanco State Park			
Humbug Mountain State Park			
Port Orford Heads State Park			
Battle Rock Park			

Business	Date	#	Comments
<b>Medford</b>			
Best Western			1154 E Barnett Rd
Bricktown Brewing Co.			44 S Central Ave
Cedar Lodge			518 N Riverside Ave
Comfort Inn Biddle			2280 Biddle Rd.
Comfort Inn Stewart			60 E Stewart Ave
Days Inn			850 Alba Dr
Four Daughters Irish Pub			126 W Main St
Hampton Inn			1122 Morrow Rd
Harry & David			1314 Center Dr.
Holiday Inn Express			1501 S Pacific Hwy
Homewood Suites Hilton			2010 Hospitality Way
Knights Inn			500 North Riverside Ave.
Main Antique Mall			30 N Riverside Ave
Marriott Courtyard			600 Airport Rd
Medford Inn			1015 S Riverside Ave
Medford Visitors Center			1314 Center Drive, Suite E
Miguels			
Million Air			2040 Milligan Way
Motel 6 Alba			950 Alba Dr
Motel 6 Biddle			2400 Biddle Rd.
Quality Inn			1950 Biddle Rd
Red Carpet Inn			525 S Riverside Ave
Red Lion			200 North Riverside Ave
Rogue Regency			2300 Biddle Rd
Rogue Rock Gym			3001 Samike Dr #104
Rogue Valley Manor			1200 Mira Mar Ave
Royal Crest			411 E Barnett Rd
Roxy Ann Winery			3285 Hillcrest Rd
Shilo Inn			2111 Biddle Rd
Springhill Suites Marriott			1389 Center Dr
Towneplace Marriott			1395 Center Dr
Travelodge			954 Alba Dr
Wild River Brewery			2684 N Pacific Hwy
2 Hawk Winery			2335 N. Phoenix Rd.
Dancin Vineyards			4554 South Stage Rd.
Edenvale Winery			2310 Voorhies Rd.
Pebblestone Cellars			1642 Camp Baker Rd.

### Jacksonville

Jacksonville Inn			175 E California St
Jacksonville Stage Lodge			830 N 5th St
Jacksonville Visitor's Center			185 N Oregon St
Magnolia Inn			245 N 5th St
Segway of Jacksonville			360 N Oregon St

Cowhorn Vineyard			21665 Eastside Rd.
Devitt Winery			11412 Hwy 238
Fiasco Winery			8035 Hwy 128
Fly High and Longsword Winery			8555 Hwy 128
Quady North Winery			255 California St.
Red Lily vineyards			11777 Hwy 238
South Stage Cellars			125 South 3rd St.
Valley View Winery			1000 Upper Applegate Rd.

### Central Point

Fairfield Inn			1777 LaRue Drive
Holiday Inn Express			285 Peninger Rd
Legends Pottery			1480 E Pine St
Lillie Belle Farms			211 N Front St
Red Oak Glass			4103 Sunland Ave
Rogue Creamery			311 N. Front St.
Rogue Valley Family Fun Center			1 Peninger Rd
Super 8			4999 Biddle Rd
Caprice Vineyard			970 Old Stage Rd.
Ledger David Cellars			245 A North Front St.

### Gold Hill

Cliff Creek Cellars			1015 McDonough Rd
Del Rio Vineyards			52 N River Rd
Folin Cellars			9200 Ramsey Rd
Miguel's			411 4th St
Oregon Vortex			4303 Sardine Creek L Fork Rd
Rogue Valley Zip Lines			9450 Old Stage Road

### Eagle Point

Agate Ridge Winery			1098 Nick Young Rd
City of Eagle Point			17 Buchanan Avenue South
Miguel's			10510 Oregon 62
Oregon Bee Store			14356 Oregon 62
Harnish Visitor's Center			intersection of Highway 62 and South Royal Avenue
Apple Ridge Vineyard			1098 Nick Young Rd.
LaBrasseur Vineyards			2444 Cobleigh Rd.

### Shady Cove

City of Shady Cove			22451 Oregon 62
Crater Lake Cellars			21882 Oregon 62
Edgewater Inn			7800 Rogue River Dr
Fishing Hole			21873 Oregon 62
Miguel's			21679 Highway 62

Phil's Frosty			22161 Oregon 62
Rogue River RV Park			21800 Oregon 62
Royal Coachman			21906 Oregon 62
Shady Kate's			21584 Oregon 62

### White City

Alpacas Lone Ranch			13856 Weowna Way
Brookside Inn			2020 Leigh Way
Kriselle Cellars			12956 Modoc Rd.

### Prospect/Union Creek

Becky's			56484 Oregon 62
Cascade Gorge Store			2651 Mill Creek Dr
Prospect Hotel			391 Mill Creek Dr
Prospect Ranger Station			47201 Highway 62
Prospect Store			500 Mill Creek Dr
Union Creek Lodge			56484 Highway 62
Union Creek Ice Cream Shop			56484 Highway 62

### Trail

Lost Creek Marina			35211 Highway 62
McGregor Visitor Center			580 Takelma Dr
Rogue River Lodge			24904 Oregon 62

### Ashland

America's Best Inn (Pear Tree)			132 N Main St
Ashland Hills Motel			2525 Ashland St
Ashland Motel			1145 Siskiyou Blvd
Ashland Parks & Rec			340 S Pioneer St
Ashland Springs Hotel			212 East Main St
Best Western Windsor			2520 Ashland St
Callahans Lodge			7100 Old Highway 99 S
Cedarwood Inn Motel			1801 Siskiyou Blvd
Flagship Inn			1193 Siskiyou Blvd
Greensprings Inn			11470 Oregon 66
Howard Prairie Lake Resort			3249 Hyatt Prairie Rd
Jackson Wellsprings			2253 Rogue Valley Highway 99 N
La Quinta			434 S Valley View Rd
Lithia Springs Resort			2165 W Jackson Rd
Northwest Nature Shop			154 Oak St
Rodeway Inn			2359 Ashland St
Science Works			1500 E Main St
Stratford Inn/Blvd Coffee			555 Siskiyou Blvd
Super 8 Ashland			2350 Ashland St
Timbers Motel			1450 Ashland St
Village Suites			2525 Ashland St
Phoenix Chamber of Commerce			205 Fern Valley Rd #1



Grizzly Peak Winery			1600 E. Nevada St.
Paschal Winery			1122 Suncrest Rd., Talent
Stone River Vineyard			2178 Pioneer Rd, Talent
Trium Winery			7112 Rapp Rd., Talent
Weisinger's Winery			3150 Siskyou Blvd

### Grants Pass

Best Western Grants Pass Inn			111 N.E. Agness Ave
Cary's of Oregon			413 Union Ave
Chamber of Commerce			1995 Vine St
Comfort Inn			1889 NE 6th St
Glass Forge			501 SW G St
Grants Pass Parks & Rec			101 NW A Street
Hellgate Excursions			966 SW 6th St
Holiday Inn Express			105 NE Agness Ave
La Quinta Inn			243 NE Morgan Ln
Lodge at Riverside			955 SE 7th St
Motel 6			1800 NE 7th St
River Front RV			2956 Rogue River Hwy
Redwood Motel			815 NW 6th St
Rivers Edge			1936 Rogue River Hwy
Riverside Inn			986 SE 6th St
Shilo Inn			1880 NW 6th Street
So. Oregon RV Rental			361 Peach St, Merlin
Super 8			1949 NE 7th St
Tap Rock Grill			971 SE 6th St
Train Station Restaurant			577 NE F St
Travelodge			1950 Vine St
Academy of Wine			18200 Hwy 238
Weasku Inn			5560 Rogue River Hwy
Wild River Brewery			595 NE E St
Bridgeview Winery			16995 N. Applegate Rd
Rosella's Vineyard			184 Missouri Flat Rd.
Schmidt Family Vineyard			330 Kubli Rd.
Serra Vineyard			222 Missouri Flat Rd.
Troon Vineyard			1475 Kubli Rd.
Woolridge Vineyard			818 Slagle Creek Rd.

### Rogue River

Best Western Inn at the Rogue			8959 Rogue River Hwy
Bridgeview RV Resort			8880 Rogue River Hwy
Paisano's			510 E. Main St.
Sunday Market			4220 Wards Creek Rd
Visitor's Center			Rogue River Hwy and Depot St bridge
Weasku Inn			5560 Rogue River Hwy

**Merlin**

Wolf Creek Inn			100 Front St
Orange Torpedo Trips			210 Merlin Rd
Riffle Restaurant			450 Merlin Rd
Rogue Wilderness adventures			325 Galice Rd
Wildlife Images			11845 Lower River Rd

**Kerby**

Artists Center Gallery			24353 Redwood Highway
Dove Tail Joint			26 miles SW of Grants Pass on US 199
Hampton Rock Shop			194 Finch Rd
Holiday Motel			24810 Redwood Hwy
Kerby Mart			24342 Redwood Hwy
Kerbyville Museum			24195 Redwood Hwy
Seasons N Time			24342-B Redwood Hwy
Southern Oregon Gallery			24353 Redwood Hwy
Yanase Jewelers			23772 Redwood Hwy

**Selma**

Crystal Kaleidoscope			18435 U.S. 199
Deer Creek Winery			2680 Deer Creek Rd
Lake Selmac Resort			2700 Lake Shore Dr
Siskiyou Field Institute			1241 Illinois River Rd
Wonder General Store			11465 Redwood Hwy

**Cave Junction**

Cave Junction Chevron			409 Redwood Hwy
Chateau at the Caves			201 Caves Hwy
Great Cats			27919 Redwood Hwy
Junction Inn Motel			406 Redwood Hwy
McGrew's Restaurant (in O'Brien)			33105 Redwood Hwy
Out 'N' About			300 Page Creek Rd
Ravenswood Gallery			140A Redwood Hwy
Vertical Horizons			3305 Dick George Rd
Visitor's Center			201 Caves Hwy
Wild River Brewery			249 N Redwood Hwy
Bridgeview Vineyard			4210 Holland Loop Rd.
Foris Winery			654 Kendall Rd.

**Butte Falls**

Butte Falls Cafe			443 Broad St
Butte Falls General Store			415 Broad St
Butte Falls Ranger Station			730 Laurel Street
City of Butte Falls			431 Broad Street
LaBrasseur Vineyard			2444 Cobleigh Road
Sugar Pine Co. Cafe			51392 U.S. 97

**Diamond Lake**

Diamond Lake Resort			350 Resort Dr
Lemolo Lake Resort			2610 Birds Point Rd

Total

# City of Brookings - Digital 2017



TIM #: 166929

Agency: <none>

Bill to: N/A

AE: Bakke, Jeremy

Client: City of Brookings-  
NW210512

Total # of Active Wks: 6

898 Elk Dr

Phone #: N/A

Zones: 0524

Spot Length: 30

Brookings, OR 97415

Cell #: N/A

Flight Dates: 6/26/2017 -  
12/31/2017

EDI Estimate:

E-mail: N/A

EDI Order:

Billing Calendar: Broadcast

EDI Client:

EDI Product:

## Zone(s): Medford, OR, 0524

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
0DEV	07/24/17	07/30/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	07/24/17	07/30/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
0DEV	08/21/17	08/27/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	08/21/17	08/27/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
0DEV	09/18/17	09/24/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	09/18/17	09/24/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
0DEV	10/23/17	10/29/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	10/23/17	10/29/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
0DEV	11/20/17	11/26/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	11/20/17	11/26/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
0DEV	12/25/17	12/31/17	Su 6a-12m	85,714 impressions per month	1	1	\$600.00	\$600.00
0PRL	12/25/17	12/31/17	Su 6a-12m	20,000 impressions per month	1	1	\$400.00	\$400.00
<b>Totals</b>						<b>12</b>		<b>\$6,000.00</b>

## Order Summary:

Zone Description: Medford, OR, 0524

Total Spots: 12

Total Gross\$: \$6,000.00

Total Net\$: \$6,000.00

Average Investment per Active Week: \$1,000.00

## Broadcast Month Totals:

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Total
<b>Total Gross \$</b>	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$6,000.00
<b>Total Net \$</b>	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$6,000.00
<b>Total Spots</b>	2	2	2	2	2	2	12

## Charter Media Agreement:

Spectrum Reach Agreement

By signing, I acknowledge that I have read and accept the Terms and Conditions for the Charter Communications Operating, LLC and its business unit Spectrum Reach™ Advertising Contract and Application for Credit.

Client Signature: \_\_\_\_\_ Date \_\_\_\_\_

CHARTER COMMUNICATIONS OPERATING, LLC  
by Charter Communications, Inc. its Manager

Charter Media Signature: \_\_\_\_\_ Date \_\_\_\_\_

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at [spectrumreach.com/terms-conditions](http://spectrumreach.com/terms-conditions) and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.

## TPAC EXPENSES FY 2016-17

<b>\$50,797 BUDGETED</b>	<b>30% ADVERTISING MEDIA TV - INTERNET - PRINT</b>	<b>60% EVENTS</b>	<b>10% CAPITAL</b>	<b>Travel &amp; Training</b>	<b>Operating Supplies</b>
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)				
<b>% BUDGETED</b>	<b>\$ 15,239</b>	<b>\$30,478</b>	<b>\$5,079</b>	<b>\$500</b>	<b>\$1,000</b>
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 Print 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		<b>\$1,000 Vet Fest Grant Funds Returned</b>			
January		<b>\$900 Oktoberfest Grant Funds Returned</b>			-\$37
February	-\$2,348 Oregon Coast Magazine Print Ad	<b>\$1,000 Vet Fest Grant Funds Returned</b>			
March	-\$1,000 Peoples Coast Guide Ad	-\$2,500 Sourwood/Rogue Relay - 2017		-\$308	
April		-\$1,000 Natures Coastal Holiday			
		-\$3,000 Beat the Brewers Relay			
May	-\$6,000 Media Advertising listed below	-\$3,000 Rock the Chetco			
*Pending		-\$2,000 Pending Events listed below	-\$1,150		
<b>REMAINING FUNDS</b>	<b>\$672</b>	<b>\$ 757</b>	<b>\$1,929</b>	<b>\$93</b>	<b>\$802</b>

\*Pending Budget Allocations 2016-17

\$	-	\$	2,000	VFW Fireworks - thru CC	\$1,150	Chamber Map Distribution
\$	-	\$	2,000		\$1,150	

\*Pending Budget Allocations 2017-18

\$4,800	Go!App	\$	2,000	Fungi Fest
---------	--------	----	-------	------------

**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											Total
Apple Box Videos		4/21/14	Total	12/15/16	1/11/17	2/10/17	3/9/17	4/14/17	5/10/17	6/8/17	Views			
Great Place to Live			4362	271	141	244	176	293	220	257	5,964			
Great Place to Visit			1162	62	33	35	26	45	27	45	1,435			
Great Place to Go Camping			1027	67	18	35	18	34	13	44	1,256			
Great Place for a Romantic Getaway			1070	70	45	54	37	43	28	44	1,391			
Great Place to Bring Your Family			757	50	19	22	15	25	19	32	939			
KOBI Videos		11/8/14												
Romantic Weekend			671	29	10	30	8	14	10	16	788			
Family Weekend			723	34	15	24	14	15	10	13	848			
Oregon Lifestyles		11/21/14												
Brookings Episode			509	67	37	42	32	46	31	65	829			
Boardman State Park		4/25/16	993	45	43	3	53	84	58	84	1,077			
Dining 101 Film		10/6/16	425	36	35	65	56	81	74	104	529			
View Totals All Videos			11844	731	396	554	435	680	490	704	15,834			
Brookings Lifestyle views (not on City channel)			21399	965	381	440	413	538	394	463	24,993			
Great Place for Romantic Getaway		Views	36005	190	1008	165	49	124	26	26	37,593			
Views on facebook		Shares	1560	2	29	7	0	2	0	0	1,600			
		Likes	322	0	4	0	1	0	0	0	327			
Samuel H. Boardman Video		Views	39,662	63	98	72	21	42	507	143	39,805			
Views on facebook		Shares	1180	0	0	0	0	0	20	11	1,191			
		Likes	443	0	0	1	52	0	0	2	445			
Dining 101 Video		Views	9618	101	47	31	20	27	129	11	9,629			
Views on facebook		Shares	251	2	0	0	0	0	6	0	257			
		Likes	141	0	0	0	19	0	0	0	141			