

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, September 14, 2017, 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes – July 20, 2017**

### **3. Public Comments**

### **4. Action Items**

- a. TPAC voting procedures – Dane Tippman
- b. Coastal Christmas Elves
- c. Travel & Adventure Show – Teri Davis

### **5. Informational Items**

- a. Spectrum Digital Analytics – Jeremy Bakke
- b. TPAC Budget Info
- c. Internet Hit Info

### **6. Schedule Next Meeting – next meeting scheduled for October 19**

### **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 – July 20, 2017**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

*Present:* Committee members Angie Christian, Chuck Costello, Tim Patterson, and Dane Tippman.

*Also present:* Council Liaison Bill Hamilton, City Manager Gary Milliman and Staff Committee Liaison Teri Davis

**2. APPROVAL OF MINUTES –**

- a. **Motion made by Dane Tippman to approve the minutes of June 15, 2017, motion seconded by Chuck Costello and Committee voted; the motion carried unanimously.**

**3. ACTION ITEMS**

- a. **Xplore Video Proposal for Salmon Run Golf Course –** Committee discussed how the golf course contributes to tourism. Dane Tippman pointed out that the budget for advertising and promotion is already very tight. **Motion made by Tim Patterson to recommend the proposal to City Council, motion seconded by Angi Christian.**

**Angi Christian made a motion to amend the original motion stipulating that \$2500 of the funding will come out of the advertising fund and the remainder to come out of the events fund; Dane Tippman seconded the amendment motion. Committee voted; the motion to amend the original motion carried unanimously.**

**Committee then voted on the amended motion to recommend the proposal to City Council; the vote was 3-1 with Dane Tippman voting “nay.”**

- b. **2017-18 Budget –** No action was taken.

**4. INFORMATIONAL ITEMS**

- a. **Council actions on recent TPAC recommendations –** Gary provided committee with follow-up and outcomes to recently recommended TPAC items.
- b. **Transient Room Tax Collected –** spreadsheet provided by Finance & Human Resources Director showing Transient Room Tax collected from July 1995-June 2017.
- c. **Spectrum Digital Advertising –** benchmark info provided by Spectrum representative. Committee requests passwords to view the analytics individually. Committee requests that the representative return to a future meeting to explain the analytics.
- c. **Internet Hit Info –** Committee reviewed internet hits document provided

**5. PUBLIC COMMENT -** Mike Frederick spoke about past events and some upcoming plans.

**6. COMMITTEE COMMENTS –** Chuck Costello presented samples of tourism pamphlets; Gary advised that similar items could be produced in-house by staff.

- Committee also discussed the popularity of the 101 Things to Do magazine.
- Gary advised that the Vet Fest has been cancelled for this year.

**7. SCHEDULE NEXT MEETING –** Next meeting scheduled for TBD.

**8. ADJOURNMENT –** with no further business before the Committee, the meeting adjourned at 4:54 pm.

Respectfully submitted,

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Skip Watwood, Chair

(approved at September 14, 2017 meeting)

## **Chapter 2.57**

### **TOURISM PROMOTION ADVISORY COMMITTEE**

Sections:

**2.57.010 Name.**

**2.57.020 Mission and goals.**

**2.57.030 Powers and duties.**

**2.57.040 Organization.**

**2.57.010 Name.**

The Brookings city council hereby creates the tourism promotion advisory committee. [Ord. 14-O-732 § 2.]

**2.57.020 Mission and goals.**

A. The primary role of the tourism promotion advisory committee is to advise the city council on the use of transient occupancy tax (TOT) revenues allotted for tourism promotion pursuant to Chapter 3.10 BMC.

B. Nothing in this chapter shall be interpreted as authorizing the city to conduct a tourism promotion campaign.

C. It is the goal of the city council to expend tourism promotion funds in a coordinated and efficient manner with funding to be provided for a few selected projects and events each year. [Ord. 14-O-732 § 2.]

**2.57.030 Powers and duties.**

**A. Duties and Responsibilities.**

1. The tourism promotion advisory committee is an advisory body to the city council. It has no authority to spend or approve the expenditure of city funds. Its recommendations are made to the city council through its minutes.

2. Committee members shall serve at the pleasure of the city council.

3. Committee membership is honorary and without compensation.

4. All committee meetings shall be open to the public and held in a place that is handicapped accessible.

5. Committee minutes, as prepared by staff and approved by the committee, shall be submitted to the city council for acceptance. The minutes shall be approved, with or without amendments, additions or corrections, by affirmative action of the committee at its next meeting. [Ord. 14-O-732 § 2.]

**2.57.040 Organization.**

#### A. Membership.

1. The committee shall consist of seven voting members to be appointed by the mayor with approval of the city council.
2. Insofar as possible, city residents shall have precedence over other applicants.
  - a. All members of the committee shall be residents of Curry County. At least four of the seven members shall be residents of the city of Brookings. Non-city residents must have an economic interest, such as property ownership, business ownership, or employment, within the city. These members shall not be officials or employees of the city.
  - b. No member of any other city council-appointed board, committee or commission shall simultaneously serve on the tourism promotion advisory committee.
3. Meeting minutes shall be recorded by the city manager, or his/her designee.

#### B. Terms of Appointment/Removal/Vacancies.

1. Terms shall be initially staggered so that three members serve a term of three years, two members serve a term of two years and two members serve a term of one year. Thereafter, all terms shall be for three years.
2. No member shall be eligible to serve for more than two full terms on the committee.
3. Vacancies created by a mid-term resignation or termination shall be filled by appointment as provided under subsection (A)(1) of this section.
4. Members may be removed by a majority vote of the city council for any reason and at any time during the member's term of appointment. Failure of a member to attend at least 50 percent of regularly scheduled meetings during a 12-month period shall result in automatic termination, unless the absences have been excused by the committee's chair.

#### C. Election of Officers.

1. At the last meeting of each calendar year, a chair and vice-chair shall be elected from the voting members of the committee to serve a one-year term.
2. Newly elected officers shall take their seats at the first meeting of the next calendar year.
3. No member shall serve more than two consecutive years in any one office.

#### D. Quorum/Rules/Meetings.

1. A majority of appointed committee members shall constitute a quorum.
2. The committee shall meet at least once each quarter, at a time and place as may be fixed by consensus of the voting members, and at other times as deemed necessary by the city manager when action is required on referrals from the agency. All meetings shall be

open to the public and noticed in accordance with State Public Meeting Law (ORS Chapter 192).

3. Voting by the committee on all matters shall be consistent with the process adopted by the city council under BMC 2.05.160, with the exception that the staff member taking the minutes shall call the names of each member and record the votes.

4. Recommendations made by the committee shall be submitted to the city council in the manner prescribed by city administrative regulation.

#### E. Staffing.

1. The city manager or his/her designee shall provide staff support to the committee in the same manner as staff provides support to other committees and commissions to include:

- a. Preparation of reports containing recommendations for projects to achieve the goal of promoting tourism.
- b. Review and make recommendations for funding special events.
- c. Transmitting recommendations from the committee to the city council.

2. All projects, programs and contracts funded through allocation of TOT funds shall be administered by the city manager or his/her designee. [Ord. 14-O-732 § 2.]

**2.05.160 Voting by council.**

Voting by the council on all matters shall be as follows:

- A. The council clerk shall call the name of each councilor in attendance and the “aye” or “nay” of each shall be recorded in the minutes of the records of the council proceedings. Any member may change his/her vote prior to the next order of business.
- B. Except as otherwise provided in the Charter of the city of Brookings, Oregon, a motion shall be deemed carried if a quorum is present and a majority of those voting vote “aye.”
- C. Every member of the council, when present, has a responsibility to vote upon all matters before the council. Should a council member abstain from voting on a particular matter, he or she shall give a clear and concise reason for the abstention which shall be listed in the written minutes of the meeting.
- D. Any member who voted with the majority may move for a reconsideration of an action at the same or the next following regular meeting. Once a matter has been reconsidered, no motion for further reconsideration thereof shall be made without unanimous consent of the council. [Ord. 00-O-535 § 16.]

# Christmas Parade

Rec'd 8/1/17  
12

Event Title: Town Decorating & Santa Event Amount Requested \$2000<sup>00</sup>  
 Event Description: Decorating Chetco Ave - Parade and Santa Event  
Dec 9th.

Event Date/s: Decorating-Dec-2, 2017 - Jan 7<sup>th</sup> 2018 Parade Dec 9, 2017

Location: Chetco Ave and Oasis Park Location secured? Yes ☒ No ☐

Event Goals: To make Brookings a festive place where people may  
want to stay & shop for longer and family fun event

Please explain how this event will  
be sustained after the first year:

Sponsors/Investors:

## Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$ 263 <sup>97</sup>	
Concessions	\$		Advertising	\$ 200	
	\$		Supplies	\$ 500	
	\$			\$	
	\$			\$1105.00	wreaths
TOTAL	\$		TOTAL	\$ 2092	

Methodology for evaluating events success in  
terms of bringing visitors to the Brookings area:

Contact Person: Kathy Breshears Phone: 541-412-0674  
 Organization: Coastal Christmas Elves Address: 17892 Rambow Rock Rd.

If more space is required please attach additional pages

# CITY OF BROOKINGS

## TOURISM PROMOTION ADVISORY COMMITTEE

### AGENDA REPORT

Meeting Date: September 14, 2017

Originating Dept: City Recorder

  
Signature (submitted by)  
  
City Manager Approval

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Subject: Travel & Adventure Show Funding

Recommended Motion:

Motion to recommend to the City Council that the City of Brookings participate collaboratively with the City of Gold Beach and Curry County to participate in the 2018 Travel & Adventure Tourism Show in San Francisco at a cost not to exceed \$1,745.

Financial Impact:

Not more than \$1,745 in Transient Occupancy Tax funding.

Background/Discussion: Staff was contacted by the organizers of the Travel and Adventure Shows inquiring about the City's interest in participating as a vendor. Staff was subsequently contacted by Carolyn Johnson of Curry County Economic Development indicating the County would be interested in pursuing participation in this event if other entities would consider a collaborative effort.

Gold Beach City Manager Jodi Fritts has participated in this event for several years and already possesses much of the necessary accoutrements to host a booth. She has indicated that Gold Beach would also consider collaborative participation.

With the three entities participating, at most, costs to the City of Brookings would be one third of the \$3,795 booth rental plus three nights' accommodations, totaling \$1,745. However, Curry County is also seeking participation from the City of Bandon and is exploring funding assistance through Oregon Coast Visitors Association. If these two entities get involved, costs to the City of Brookings would then decrease. At the time of this writing, it is unknown what their decision is.

On the other hand, if either Gold Beach or Curry County is unable to participate due to funding issues, then the City of Brookings will withdraw its participation as well.

Staff is recommending TPAC recommendation to City Council to participate in this marketing venture.

Attachments:

1. Email and media packet from Bill McNeil



**Teri Davis**

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**Subject:** FW: 2018 Travel & Adventure Shows

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**From:** Bill McNeil [mailto:[BMcNeil@unicomm.org](mailto:BMcNeil@unicomm.org)]

**Sent:** Wednesday, August 23, 2017 1:56 PM

**To:** Teri Davis

**Subject:** RE: 2018 Travel & Adventure Shows

Hi Teri,

Thank you for the quick reply! A 10'X10' booth space is **\$3,795** which includes the basic furnishings package (booth carpeting, 6' skirted table, 2 chairs, waste basket, id booth sign, show guide listing, 5 exhibitor badges). Corner Booths are an additional \$175 fee.

Best,  
Bill McNeil

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**From:** Bill McNeil [mailto:[BMcNeil@unicomm.org](mailto:BMcNeil@unicomm.org)]

**Sent:** Wednesday, August 23, 2017 1:39 PM

**To:** [tdavis@brookings.or.us](mailto:tdavis@brookings.or.us)

**Subject:** 2018 Travel & Adventure Shows

Dear Teri,

I hope this message finds you well my name is Bill McNeil and I am the Sales Manager for The Travel and Adventure Shows. I was hoping to share some information with you about our events and learn more about your marketing goals to see if our shows can help you accomplish them. I was told you it is best to send you an email.

A bit about us our events are located in 8 major U.S. markets including Los Angeles, Chicago, the San Francisco/Bay Area, Dallas, San Diego, Philadelphia, Denver, and Washington, D.C.

Together, these events brought in over 151,000 consumer travelers and over 3,400 travel agents.

By way of our proven multi-media marketing campaign, we provide our clients with the most qualified audience of frequent and active travelers. After 14 years and 76 events, we've come to see our exhibiting clients produce over \$2 billion (and counting!) in business as a direct result of their participation in our events.

The event takes place over 2 days in which you will have the opportunity to share your destination, product, and/or services with tens of thousands of qualified travel enthusiasts.

In addition, the Travel & Adventure Show is a great opportunity to increase your brand awareness and in-market exposure. Each show is attended by some of the industry's most well-known members of the travel media, all of whom are looking to network and find new trends to cover in their leading blogs, television programs, publications, and more.

**Below is the list of all of our upcoming travel shows for 2018: To see the 2017 Exhibitor report click on the desired show or shows!**

- [San Diego](#) – January 13-14, 2018 – (4th year) – 15,300 attendance in 2017
- [Washington, DC](#) – January 20-21, 2018 – (13th year) – 20,500 attendance in 2017
- [Chicago](#) – February 10-11, 2018 – (13th year) – 24,800 attendance in 2017
- [Bay Area](#) – February 17-18, 2018 – (7th year) – 20,000 attendance in 2017

- [Los Angeles](#) – February 24-25, 2018 – (12th year) – 35,600 attendance in 2017
- [Philadelphia](#) – March 10-11, 2018 – (3rd year) – 13,000 attendance in 2017
- [Dallas](#) – March 17-18, 2018 – (8th year) – 13,000 attendance in 2017
- [Denver](#) – March 24-25, 2018 - (2nd year) – 10,200 attendance in 2017

If you have some availability to discuss these events further on the phone I would be happy to schedule some time. If email is the preferred method of communication for you that is fine as well. Looking forward to hearing from you.

All the best,  
Bill McNeil



Bill McNeil / Sales Manager

Unicom LLC. 284-C Quarry Road P.O. Box 5010 Milford, CT 06460  
Office: (203) 878 - 2577 x115 / Fax: (203) 878 - 2154  
<http://www.TravelShows.com>

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**SF/BAY AREA**

FEBRUARY 11-12, 2017

SANTA CLARA CONVENTION CENTER

[WWW.TRAVELSHOWS.COM](http://WWW.TRAVELSHOWS.COM)

## Results – Event Summary

**NATIONAL MEDIA SPONSOR:**



**MAJOR SPONSOR:**



**SUPPORTING SPONSORS:**



**PHOTO BOOTH SPONSOR:**



**BROADCAST SPONSOR:**



**OFFICIAL NEWSPAPER:**



**PROMOTIONAL PARTNERS:**



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# 2017 SF/Bay Area Travel & Adventure Show

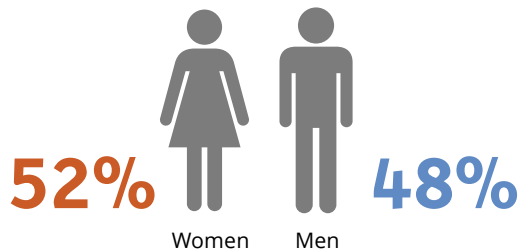
## Event Summary

**Event Summary:** Bay Area Travel & Adventure Show  
**Date:** February 11 & 12, 2017  
**Venue:** Santa Clara Convention Center  
**Location:** 5001 Great America Parkway  
 Santa Clara, CA 95050  
**Halls:** A, B, C, D – 108,000 sq. ft.

## Attendance Summary

	2017	2016
<b>Total Attendance:</b>	19,954	17,993
<b>Travel Trade:</b>	1,478	1,396
<b>Travel Agents:</b>	472	461
<b>Press:</b>	94	89

## Attendee Gender



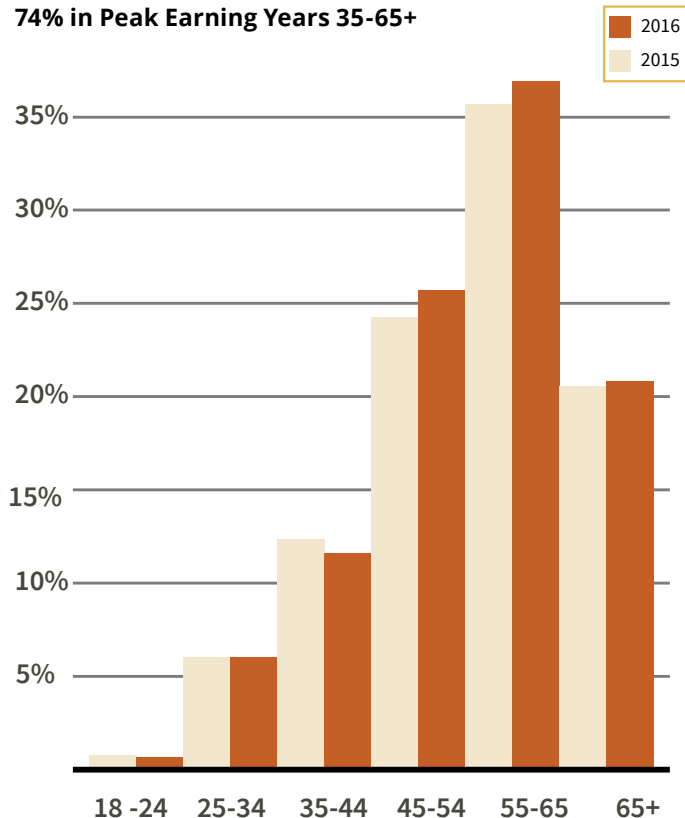
## Household Income (HHI)

**72% Earn Over \$100,000** (4% Increase Over 2016)

<\$50k	\$50k - \$75k	\$75k - \$100k	\$100k - \$150k	\$150k+
3%	12%	17%	28%	40%

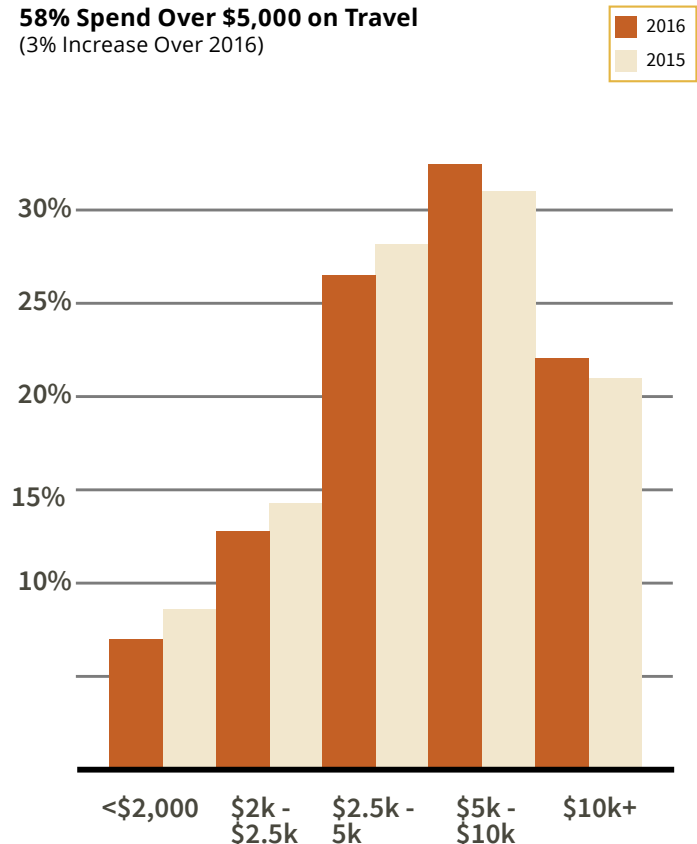
## Attendee Age

**74% in Peak Earning Years 35-65+**



## Travel Expenditure

**58% Spend Over \$5,000 on Travel** (3% Increase Over 2016)



# Headline Speakers / Stages

In 2017, the SF/Bay Area Travel & Adventure Show provided updated content, a new speaker lineup, and more actionable advice for attendees.

At the Travel Theater, celebrity travel experts Rick Steves, Peter Greenberg, Phil Keoghan, Johnny Jet and Patricia Schultz covered 2017 travel trends, booking tips and tricks, as well as inspiration for the 800 seat theater's audience.

At the Destination Theater, attendees received destination-specific advice during 9 intimate thirty-minute workshops. In addition to the Destination Theater, the Savvy Traveler Theater provided travel advice ranging from packing and technology tips, to maximizing reward and credit card points.

From a cultural perspective, attendees were able to get a hands-on "taste" for exotic destinations at the Taste of Travel Theater, which featured local chefs from the metro area on hand to provide cooking demonstrations and samples of cultural cuisines. Opposite the Taste of Travel Theater was the Global Beats Stage, which featured 19 dance performances representing countries from around the globe.

## Keynote Speakers Included:



### **Rick Steves**

*Travel Writer, Host of Rick Steves' Europe and Travel with Rick Steves, Europe Through the Back Door, presented "Europe Through The Back Door With Rick Steves."*



### **Phil Keoghan**

*Host/Co-Executive Producer, The Amazing Race & Author, No Opportunity Wasted*



### **Peter Greenberg**

*Emmy Award-Winning Investigative Reporter and Producer and CBS News Travel Editor*

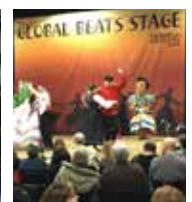


### **Patricia Schultz**

*Bestselling Author, "1,000 Places to See Before You Die" and "1,000 Places to See in the USA & Canada Before You Die"*

## In addition to meeting with our vendors, attendees engaged in activities such as:

- + Destination
- + Savvy Traveler Theater
- + Taste of Travel Theater
- + Global Beats Stage
- + Travel & Adventure Show "Taiwan Photo Booth"
- + The Climbing Rock Wall
- + Mammoth Lakes Big Fish
- + Lobby Entertainment provided by FIJI





# Promotion Summary

In 2017, a multi-faceted, proven marketing campaign was utilized to ensure that the optimal demographic was reached in the Bay Area. All together, the campaign generated over 46.5 million impressions across 6 different mediums, a 20.5 million impression increase over 2016.

## Broadcast Television

For the second year in a row, the Bay Area Event's Official Broadcast Partner was NBC. This two-week campaign generated about 7.3 million impressions, while secondary buy CBS produced an additional 10.3 million impressions, as well as a casting call for the Amazing Race.



## Radio

CBS Radio provided over 100 ads on both KCBS and KLLC, producing over 2.9 million impressions.



## Outdoor

We secured a strategic selection of boards in high-traffic areas throughout the Bay area generating nearly five million impressions.



## Digital Campaign

The Travel & Adventure Show invested in new technology that enables better analytics and therefore a more customized email and digital advertising campaign ensuring content was tailored to the specific interests of the recipient creating a more responsive program with greater efficacy.



## Unparalleled Media Coverage

With 6+ million impressions generated by extensive PR efforts, in-studio and on-site media coverage was at an all time high. With in-studio interviews on Hollywood Today with the San Diego Zoo, to on-site interviews with Marketing Director Jonathan Golicz, radio interviews with celebrity talent and sponsors, and Saturday and Sunday live-from-the-show-floor segments on Comcast, the Travel & Adventure Show reached viewers right before, and during, the event.

# Promotion Summary – Continued

## FACEBOOK:

Within one week leading up to, and including, the Bay Area event, The Travel & Adventure Show Facebook advertising campaign targeted Bay Area travelers, promoting event speakers, sponsors and exhibitors. These posts reached 387,000 users, while creating 483,000 unique impressions, drawing more attention to the event.



## TWITTER:

By engaging celebrity speakers, local and national bloggers and industry professionals, @TravAdventure created 73K impressions. The Bay Area hashtag, #BayAreaTravelShow, was used in over 200 posts by 150 users, reaching over 450,000 people and created over 750,000 impressions.



## INSTAGRAM:

The #BayAreaTravelShow reached over 60,000 Bay Area Instagram users and creating over 120,000 impressions. #BayAreaTravelShow was used in over 100 posts throughout the week by Bay Area Travel & Adventure Show attendees, resulting in over 3000 likes/ video views and 250 comments.



"We loved Rick Steves. It's so great getting ideas and being inspired." – Eric Acedo

"As a first-time exhibitor, it was exciting to see interest from those planning to visit Flagstaff soon." – Joanne Hudson, Route 66

"We like the vibe. The people are really happy." – Jodi Fritts, Gold Beach, Oregon

"This is fabulous! All the people are so fun to talk to. We love the variety." – Minda Amsbaugh

"It's always fun. I won a cookbook! This is my third time at the show and it's a great time every time." – Linda Chappo

"The show is great. There's lots of traffic." – Dusty Colyer-Worth, San Luis Obispo Chamber of Commerce



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JANUARY 13-14, 2018

## WASHINGTON D.C.

JANUARY 20-21, 2018

## CHICAGO

FEBRUARY 10-11, 2018

## SF/BAY AREA

FEBRUARY 17-18, 2018

## LOS ANGELES

FEBRUARY 24-25, 2018

## PHILADELPHIA

MARCH 10-11, 2018

## DALLAS

MARCH 17-18, 2018

## DENVER

MARCH 24-25, 2018

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# Santa Clara Convention Center



<div> <div>\$47,929</div> <div>BUDGETED</div> </div>	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$47,929 budget (32-10-6090)				
% BUDGETED	\$ 14,379	\$28,757	\$4,793	\$1,000	\$1,000
July		\$ (2,000) Fungi Fest			
August	\$ (2,500) Salmon Run Videos	\$ (2,050) Salmon Run Videos			
*Pending	\$ (10,800)				
REMAINING FUNDS	\$ 1,079	\$ 24,707	\$ 4,793	\$1,000	\$1,000

\$	4,800	Go App	
\$	6,000	Spectrum Digital	
\$	10,800		
\$	-		

**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	2/10/17	3/9/17	4/14/17	5/10/17	6/8/17	7/13/17	9/7/17					Views
Great Place to Live			4774	244	176	293	220	257	520	874					7,358
Great Place to Visit			1257	35	26	45	27	45	56	77					1,568
Great Place to Go Camping			1112	35	18	34	13	44	63	63					1,382
Great Place for a Romantic Getaway			1185	54	37	43	28	44	88	103					1,582
Great Place to Bring Your Family			826	22	15	25	19	32	50	54					1,043
KOBI Videos															
		11/8/14													
Romantic Weekend			710	30	8	14	10	16	31	30					849
Family Weekend			772	24	14	15	10	13	24	35					907
Oregon Lifestyles															
Brookings Episode		11/21/14	613	42	32	46	31	65	74	114					1,017
Boardman State Park		4/25/16	1190	3	53	84	58	84	113	179					1,369
Dining 101 Film		10/6/16	665	65	56	81	74	104	136	516					1,181
View Totals All Videos															
			12240	554	435	680	490	704	1,155	2,045					18,303
Brookings Lifestyle views (not on City channel)															
			22745	440	413	538	394	463	681	1,252					26,926
Great Place for Romantic Getaway															
Views			37203	165	49	124	26	26	69	44					37,706
Shares			1591	7	0	2	0	0	1	0					1,601
Likes			326	0	1	0	0	0	0	1					328
Samuel H. Boardman Video															
Views			39,846	72	21	42	507	143	41	125					39,971
Shares			1191	0	0	0	20	11	0	4					1,195
Likes			445	1	52	0	0	2	0	0					445
Dining 101 Video															
Views			9727	31	20	27	129	11	98	949					10,676
Shares			258	0	0	0	6	0	1	23					281
Likes			141	0	19	0	0	0	0	10					151