

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 21, 2016 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. December 17, 2015

3. Public Comments

4. Action Items

- a. Run for the Zwinkle Event Proposal – Mike Frederick
- b. 2nd Annual Crab Festival – Crissy Cooper
- c. Appoint TPAC Travel Oregon Liaison
- d. Travel Oregon Bike Friendly Business Program – Gary Milliman

5. Informational Items

- a. Coastal Christmas Event Evaluation
- b. Natures Coastal Holiday Evaluation
- c. City Council action from January 11, 2016
 - BHHS CTE Video Club
 - Xplore Film Sponsorship
 - RFP for Dining Promotion Video
- d. Discuss Funding Reoccurring Events/Funding Events Donating to Non-Profits
- e. Budget and Internet Hit Info

6. Schedule Next Meeting

7. Adjournment

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 – December 17, 2015

CALL TO ORDER

Meeting called to order at 4:06 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson. Also present: Gary Milliman, City Manager

Absent: Committee members Barbara Ciaramella and Emma Keskeny

2. APPROVAL OF MINUTES

Motion made to approve the minutes of November 19, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Mike Frederick of Chetco Running Club is interested in pursuing TPAC funds for a running event in February. Advised to obtain Event Proposal form and submit for the next agenda.

4. ACTION ITEMS

- a. **BHHS – DJI Phantom Student Proposal** – Zachery Riner, BHHS student and Joe Moran, BHHS instructor presented proposal/presentation requesting \$2557.95 for purchase of drone equipment to make aerial tourism marketing videos. Students would produce finished video products that could be used on website, You Tube and local business (theatre) advertising. **Motion made by Skip Watwood to approve the request; motion seconded.** Candice presented her list for updating Brookings Promo Videos which included a Bird's Eye View and would fall into this proposal. Drone would be owned by the BHHS CTE Club. Candice volunteered to interact with the CTE club to produce a minimum of 4 videos over a period of two years. **Committee voted; the motion carried unanimously.** Matter forwarded to City Council.
- b. **Xplore Film Sponsorship Proposal** – committee reviewed Xplore "Oregon Lifestyles" sponsorship request. **Motion made by Candice Michel to allocate \$500 to sponsor show; motion seconded and the committee voted; the motion carried unanimously.**
- c. **Oregon Coast Visitor Guide** - Reviewed email provided by Terra Moreland, committee not interested in pursuing print advertising. Committee discussed having Barbara as a liaison with Travel Oregon to find out what is available from them.
- d. **Travel Oregon Bike Friendly Business Program** – committee discussed roll of being branded as a bike friendly city. Matter tabled until next meeting.
- e. **Foodie Video** – Candice presented Dining - Dawn to Dusk video concept for an RFP to contract with a video production company to produce a video showcasing local restaurants for approximately \$2000-\$2500. Skip suggested the CTE High School video group could produce the video for no charge. Candice thought the downside could be the time involved to produce and quality of video. Committee discussed RFP costs and businesses production fees. **Motion made by Skip Watwood to approve the concept for an RFP, motion seconded and the committee voted; the motion carried unanimously.** Matter forwarded to City Council.

5. INFORMATIONAL ITEMS

- a. **OktoberFest Event Evaluation** – Mike Frederickson advised the event had a good first year turnout considering the weather and another event that was happening the same day. They

had positive feedback, event broke even and they plan to hold the event again next year. Evaluation forwarded for City Council review.

- b. OceaNetwork Home School Event Evaluation** - Bob Pieper advised the group had a good turnout for the first year, but smaller than expected. They will probably do it again but at a different time so as not to conflict with other events. Evaluation forwarded for City Council review.
- c. City Council action from December 14, 2015** – Gary advised City Council approved TPAC’s recommendations for funding for Curry Country Cruisers, Wild Rivers Music Festival and the Mile by Mile advertising.
- d. Budget and Internet Hit Info** – Reviewed budget and internet hit info. Tim suggested allocating a certain percentage of funds to reoccurring events that need assistance and also to events regardless of when event is scheduled (not off-season). Discussed providing funds to groups that are donating portion of proceeds to non-profit organizations and if that is City Councils intentions of TPAC funds. Will discuss further at next meeting.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for January 21st at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:30 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at January 21, 2015 meeting)

Event Title: Run for the Zwickle / Run your Zwickle OFF! Amount Requested \$ 4000.00

Event Description: in conjunction w/ Zwicklemania, a 4.5 mile run w/ food, music, and local vendors at the finish line

Event Date/s: Feb 13th hoping for 50-100 people

Location: _____ **Location secured?** Yes ☒ No ☐

Event Goals: To create a viable, sustainable uniquely OR event in the winter in Brookings

Please explain how this event will be sustained after the first year: Zwicklemania is an annual OR event that would be in annually to the Run-Free event advertising would be available thru Oregon Craft Beer Co. As the event gains popularity, concession vendors will pay higher rates for

Sponsors/Investors: Chetco Brewing Co, Chetco Running Club, Misty Mt Brewing
LOCAL BUSINESSES TBD.

Budget					
Income			Expenses		
Fees Collected	\$ <u>25 x 50</u>	<u>1350</u>	Facility/Venue Costs	<u>250 Dep</u> \$ <u>250 Rent</u>	
Admissions	\$		Insurance	\$ <u>210</u>	
<u>Local Artisan</u> Concessions	\$ <u>50 x 15</u>	<u>750</u>	BANNER	\$ <u>800</u>	
T-shirt Sales	\$ <u>20 x 100</u>	<u>2000</u>	Advertising	\$ <u>1000 -</u>	<u>RADIO/PRINT</u>
Beer Concession	\$ <u>250 x 4</u>	<u>1000</u>	TSHIRTS	\$ <u>1000</u>	
Food Concession	\$ <u>100 x 4</u>	<u>400</u>	Supplies	\$ <u>800</u>	
			Tents	\$ <u>400.00</u>	
			MUSIC	\$ <u>1000</u>	
TOTAL	\$	<u>5500</u>	TOTAL	\$ <u>5770</u>	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: look at addressess of participants
see what % are from out of town. Work in concert w/ local hotels to see if increase in customers over the weekend

Contact Person: Mike Frederick **Phone:** 541 661-5347

Organization: Chetco Brewing Co. **Address:** 16883 Yellowbrick Rd Brookings
Chetco Running Club

If more space is required please attach additional pages

Event Title: 2nd Annual Crab Festival Amount Requested 4000⁰⁰ OR \$AMT Determined by Tourism board

Event Description: Festival to celebrate the men & women of the "Crab" Industry. Crab feed, Games, vendors, etc.

Event Date/s: January 30th 2016

Location: Port of Brookings Harbor Location secured? Yes ☒ No ☐

Event Goals: Celebrate our local crab fishing industry.
Create a sense of community by incorporating our local high school athletics. Provide a bump in tourism in an otherwise "slow" season.

Please explain how this event will be sustained after the first year: Titled "2nd Annual", however, this is our 3rd crab fest at the port. We hope it will only continue to grow

Sponsors/Investors: S & B Entertainment, Best Western Beach Front Inn, Portside Suites/RV, Ocean Side Suites, + More

Budget					
Income		EST.	Actual	Expenses	
Sponsor Fees Collected		\$ 1850 ⁰⁰		Facility/Venue Costs	
Admissions		\$ 17,500 ⁰⁰		Insurance	
Vendors Concessions		\$ 950 ⁰⁰		Advertising	
Vendor Fees		\$ 3000⁰⁰		Supplies	
		\$		Food	
		\$		Entertainment	
TOTAL		\$ 20,300 ⁰⁰		TOTAL	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: In previous years, this event was attended by nearly 10,000 people. Many of the hotels and R.V. Parks were sold out for this event.

Contact Person: Chrissy Cooper Phone: 541 787 1703

Organization: Port of Brookings Harbor Address: 16408 Lower harbor Rd

If more space is required please attach additional pages



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 turned into the City Recorder

Event Title: A Coastal Christmas in Brookings Harbor
Decorating, Parade & Santa Visit Completion Date: Jan 3, 2016
Contact Person: Kathy Breshears Phone: 541-412-0674

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

Battery Boxes & lights - 1808
Lights _____ 800
Dolphins _____ 228.
Elect. lights & Batteries 1204
(Kuro)
Kuro Timers, Ext. Cords - 134
Zip Ties - 24 D Batteries
Event Insurance _____ 239
flyers _____ 100

Kuro Ext. Cord 11.99
Merchant 100
Light Contest

Santa Suit 322.
Rays-Hotchoe 134
Cider-Water } Parade event cancelled
Due to storm will
use these next year.

TOTAL 5080.00

Donated 8 double Batches cookies, Candycanes
Cups, Santa Belly

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.

For decorating we had 30 Volunteer.

Had we been able to have the parade and Santa Visit event - we had 4 groups coming from Crescent City to participate in the parade. We expect a great turn out next year and will have an alternative venue in case of a big storm like we had this year.

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: Kathleen Breshears Dated: Jan 3, 2016

Organization: A Coastal Christmas in Brookings Harbor



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Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and turned into the City Recorder

Event Title: Natures Coastal Holiday Completion Date: 12-26-15
Contact Person: Klaus Gielisch Phone: 541-741-5599

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

received
\$3510

Refurbish & Upgrade 15 Bell Shaped Structures for downtown Christmas decorations.

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.

Attendance at the light show was a little over 11,000 this year. I have no idea how many people saw the bells as they drove through town.

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: KD Gielisch Dated: 1-7-16

Organization: Natures Coastal Holiday

TPAC EXPENSES FY 2015-16

2015-16	Contract Services	Operating Supplies	Training & Travel
	32-10-6090	32-10-6030	32-10-6120
BUDGETED	\$31,381	\$1,000	\$500
July	\$ (5,000) Coastal Christmas	\$ -	\$ -
	\$ (3,510) Natures Coastal Holiday Bells		
	\$ (3,500) Oktober Fest		
August	\$ (53) VC Restrooms	\$ -	\$ -
September	\$ (1,000) WR Coast Home School Conference	\$ (22)	\$ -
October	\$ -	\$ -	\$ -
November	\$ -	\$ -	\$ -
December	\$ -	\$ -	\$ -
January	\$ (4,000) Wild Rivers Festival	\$ -	\$ -
	\$ (450) Curry Co. Cruisers		
February			
March			
April			
May			
June			
*Pending Allocated Funds	\$ (8,620) see breakdown below		
REMAINING FUNDS	\$5,248	\$ 978	\$ 500

	\$ 2,500	Curry Coast Community Radio
*Pending		(Allocation contingent upon their reaching goal of \$18,000)
Allocated	\$ 862	American Road Magazine Advertising approved 12/2015 - not billed yet
Funds not yet	\$ 2,500	Dining Promotion Video approved 1/2016 - contract pending
funded:	\$ 2,258	BHHS CTE Program Drone approved 1/2016 - contract pending
	\$ 500	Oregon Lifestyles Advertising approved 1/2016 - not billed yet
	<u>\$ 8,620</u>	

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous	ACTUAL Views									Total
Apple Box Videos		4/21/14	Total	7/8/15	8/11/15	9/10/15	10/9/15	11/12/15	12/10/15	1/13/16	Views		
Great Place to Live			1651	204	253	212	121	64	98	101	2704		
Great Place to Visit			462	56	66	46	34	24	32	30	750		
Great Place to Go Camping			380	67	51	52	33	56	23	24	686		
Great Place for a Romantic Getaway			392	44	57	53	34	26	23	23	652		
Great Place to Bring Your Family			395	23	30	31	14	10	15	15	533		
KOBI Videos													
		11/8/14											
Family Weekend			318	31	37	32	27	20	17	21	503		
Romantic Weekend			329	28	31	25	26	6	15	14	474		
Oregon Lifestyles													
		11/21/14											
Brookings Episode			143	10	19	15	3	6	8	22	226		
View Totals All Videos													
			4070	463	544	466	292	212	231	250	6528		
Brookings Lifestyle views (not on City channel)			8765	359	822	1027	1087	971	575	661	14267		
Great Place for Romantic Getaway													
			14600	1603	254	169	8409	6918	158	253	32364		
Views on facebook				Views									
				Shares									
				Likes									
				883	42	4	0	340	180	0	7	1456	
				NT	NT	206	1	45	45	0	2	299	