

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 18, 2016 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. July 28, 2016

3. Public Comments

4. Action Items

- a. Coastal Christmas in Brookings Event Proposal – Kathy Breshears
- b. Raining Cats & Dogs Event Proposal – Keffe Dillon
- c. Oktoberfest Event Proposal – Alex Carr-Fredericks
- d. Wild Rivers Music Festival Evaluation Report – Scott Graves
- e. Beat the Brewers Evaluation Report – Mike Fredericks
- f. Oregon Coast Magazine Print Advertising
- g. American Road Magazine Print Advertising
- h. Fun on 101 Event Proposal, KOB1 Digital Advertising, 101 Things to Do Advertising, Curry Coastal Pilot Mobile Advertising – matters tabled from previous meeting

5. Informational Items

- a. 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 – July 28, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Angela Christian, Candice Michel, Mary Geyer, Bob Pieper, Skip Watwood, and Chair Tim Patterson

Also present: Gary Milliman, City Manager, Martha Rice, City Attorney

Introduction of new committee member Angela Christian

2. APPROVAL OF MINUTES –

- a. Meeting of May 19, 2016 held without a quorum, meeting held informally.**
- b. Motion made by Candice Michel to approve the minutes of June 16, 2016, motion seconded by Mary Geyer and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a.** Chrissy Perry Cooper of the Port of Brookings Harbor presented information on events she is working on to bring to the area during the off season. Advised that Pacific Coast Trolley, a trolley bus transport service has applied for a business license to provide transportation service to the community. The trolley would operate during special events between the port and the City to alleviate parking problems in the port and bring people to downtown Brookings; during special events they would not charge riders. They also plan to operate the trolley daily regularly throughout the area, when riders would be charged. They eventually plan to have three buses including a tour bus running to the Trees of Mystery in Klamath to Pre-Historic Gardens, near Port Orford. Trolley will be operating for the Pirate Festival. She is also developing a new tourism website to promote local businesses and community events that is easily accessible to tourists. She is willing to work with the GO Wild app organizers and they may be able to collaborate on that project.

4. ACTION ITEMS

- a. Election of Chair and Vice Chair - Motion made by Candice Michel to elect Tim Patterson as chair until January 2017 meeting, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously. Motion made by Candice Michel to elect Skip Watwood as vice chair until January 2017 meeting, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.**
- b. Public Meeting Laws –** City Attorney Martha Rice & City Manager Gary Milliman – City Attorney Martha Rice presented a briefing concerning Public Meeting Laws and commissioners received a handout detailing commissioner's responsibilities to follow open public meeting rules and requirements for the Commission and any subcommittees.
- c. Oregon Coast Visitors Association (OCVA) –** Introduction of Dave Lacey, new local OCVA Destination Coordinator. OCVA is the coastal regional group of Travel Oregon and provides tourists with local business advertising. Businesses can be members with paid advertising, photos and maps or have a free courtesy listing with just text.
- d. 2nd Annual Vet's Fest Event Proposal –** Jim Newman presented event proposal for Vet Fest, including the Women's Veteran Ceremony on Friday, August 26th. They have out of area

advertising planned, a concert and are expecting @600 people. They are requesting \$3000 in funds to cover costs, and Jim indicated he is open to a grant/loan. Committee discussed further agenda items before returning to discuss this item. **Motion made by Candice Michel to grant \$1000 to Vet Fest and loan \$2000, motion seconded by Mary Geyer and Committee voted; the motion carried unanimously.**

- e. **Fun on 101 Event Proposal** – Tammy Tanner, owner of Feather Your Nest, presented “Fun on 101” event proposal and explained event idea to have downtown business owners piggy back on port/community events to bring customers to downtown businesses, hoping to start with upcoming Slammin Salmon. They would like to have funding to purchase feather flags that say “FUN ON 101” that they would put out during events to bring traffic to downtown and shop. Skip commented this is not a specific event. Committee agreed circulating people from the port to downtown businesses would give more variety of things to do for people. Mary wanted a more cohesive plan and ideas and/or activities that the committee were planning to organize during port events and a commitment from the merchants. Matter tabled until next meeting.
- f. **KOBI Digital Advertising** – Judy Luker and Connie of KOBI presented digital media advertising information that can target specific visitors to the area. They have a team that can design a banner ad or one can be submitted, can also use previous ads they or others have created. Matter tabled.
- g. **101 Things to Do Print Advertising** – Carlton Nielsen presented information on their publication and the demographics they reach, indicating their main audience is picking up the publication as they travel on I-5. Advertising with them also includes a posting on their website with photo, description and video links available, with municipalities receiving a 20% discount. Publication printed in October for the year. Matter tabled.
- h. **Curry Coastal Pilot Mobile Advertising** – Cheri Griffith presented proposal to encourage City to participate on the Go Wild Rivers Coast GO app that features events, social links, photos and videos. They are trying to expand content with local event/area information. Matter tabled.

5. INFORMATIONAL ITEMS

- a. **Budget and Internet Hit Info - Budget and Internet Hit Info** – reviewed budget funds.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, August 18th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:25 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at August 18, 2016 meeting)

Event Title: <u>Coastal Christmas in Brookings Harbor</u>		Amount Requested: <u>\$3010.-</u>	
Event Description: <u>Christmas lights & decorations on Chetco Ave. Parade, Santa Event.</u>			
Event Date/s: <u>Dec. 3rd & 4th Decorate / Dec 10, 2016 - Parade ^{Jan. 7-8 Take Down} Parade & Event</u>			
Location: <u>Chetco Ave & Oasis Park</u>		Location secured? Yes ☐ No ☐	
Event Goals: <u>Starting Christmas Season, encouraging Passerby's To stop and spend some time.</u>			
Please explain how this event will be sustained after the first year: <u>N/A</u>			
Sponsors/Investors: <u>N/A</u>			
Budget			
Income		Expenses	
Fees Collected	\$ <u>0</u>	Facility/Venue Costs	\$
Admissions	\$ <u>0</u>	Insurance	\$ <u>250</u>
Concessions	\$ <u>0</u>	Advertising	\$ <u>250 500</u>
	\$	Supplies	\$ <u>2,260</u>
	\$		\$
	\$		\$
TOTAL	\$ <u>0</u>	TOTAL	\$ <u>3,010</u>
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: _____			
Contact Person: <u>Kathy Breshears</u>		Phone: <u>541-412-0674</u>	
Organization: <u>Coastal Christmas in Brookings Harbor</u>		Address: <u>17892 Rainbow Rock Road</u>	

If more space is required please attach additional pages

2016 Request for money

Ins. 250

Radder ~~200~~ 300

Blue Led Net lights waterproof 10' long
AliExpress 39.88 x 4 = 159.52

Blow-ups OLAF 69.00 } Amazon Prime
Penguin 29.99 }
Snoopy 42.30 }

Wreath for light pole Brackets x 17
Live - Flora Pacifica 34-36" 74.95 - 10%
44-46" 84.95 - 10% } Trying
Artificial - Hayneedle - Vickerman - 36" 47.00 } other
needs Bow. \$800 } candles

10 strings of replacement LED light strings
\$500 \$160

Advertising ~~\$500~~ - Prizes - 300

Misc. Ext. Cords, Batteries, Zip ties, Bows
for Wreath, \$500

Tent 200
Supplies for boat

Approx - 2670
200
2870
200
3070

T-Pack 4:00 Aug 18th

Event Title: Raining Cats and Dogs Amount Requested \$ 500⁰⁰

Event Description: horrry type event approved by DAJ. Toys are dropped from a helicopter at a target

Event Date/s: 10/1/2016

Location: Kite Field at the Port Location secured? Yes ☒ No ☐

Event Goals: The goal of the event is to provide funding to help support programs year round. A list of accomplishments & involvement is attached.

Please explain how this event will be sustained after the first year: Event has been on-going and was transitioned from Ducky Derby due to ecological factors.

Sponsors/Investors: ATTACHED

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:

I have attached an evaluation report from last years event. Same method will be used.

Contact Person: Kette Dillon

Phone: 541-813-2136 / 601-4240

Organization: BH Rotary

Address: PO Box 357, Brookings

If more space is required please attach additional pages



Brookings-Harbor Rotary Club – 2016

The Brookings Harbor Rotary Club provides “Service Above Self”

-  Provided free water safety instruction and swimming lessons for every third grader.
-  Helped the Rotary Interact Club host the Snack Shack for free concerts in Azalea Park.
-  Distributed free dictionaries to every third grade student in the community.
-  Provided \$2,500 in vouchers for Rotary Sole-Mates, getting shoes for needy students.
-  Sponsored Nature’s Coastal Holiday, the lights in Azalea Park.
-  Sponsored Interact at BHHS, helping students pursue service projects.
-  Hosted ten teams and hundreds of athletes at 2016 Rotary Invitational BHHS Track Meet.
-  Supported The Rotary Foundation with donations, including special gifts toward the eradication of polio.
-  “Adopted a Highway” and helped keep the highway clean in the City of Brookings.
-  Helped distribute surplus bedding, robes and more to non-profit agencies in Curry County.
-  Donated funds and volunteered to help children in the Ready to Smile free dental screening at area schools.
-  Assisted with the annual Azalea Festival Scholarship Pageant.
-  Hosted guest speakers in Rotary Club programs that covers both local information and topics from all around the world.
-  Gave four \$1,000 college scholarships to local high school graduates.
-  Continued to support Rotary Youth Exchange by hosting students from Slovakia and Japan, and sponsoring students to Thailand and Taiwan.
-  Sponsored four BHHS sophomores for Rotary Youth Leadership Award training camp.
-  Encouraged the ethical standards in business by promotion of Rotary’s Four-Way Test.
-  Volunteered and helped review senior projects and judge health fair projects at BHHS.
-  Hosted a Rotary Friendship Exchange team of six Rotarians from New York.
-  Participated with the Gold Beach and Port Orford Rotary Clubs to operate a food vending booth and transportation for campers at the second Cape Blanco Country Music Festival.
-  Organized Raining Cats & Dogs fundraiser, raising thousands of dollars for Rotary projects and the projects of our sales partners. Used these community funds to: provide a Food Pantry for teens at BHHS; expanded the Snack Pack program for students at Kalmiopsis School; helped support a Saturday meal program for students at Azalea School; paid for transportation to bring fresh produce to food banks on the South Coast, etc.

***Are you interested in the Brookings-Harbor Rotary Club?
Just ask any of our members!***

2016 Brookings Harbor Rotary Raining Cats and Dogs Sponsors

\$2500	Har-Brook Jewelers (float) Curry Community Health (helicopter drop) Rogue Credit Union (game alley) Possible BH Rotary (VIP Tent)
\$1500	Fred Meyer gift certificates (assumed)
\$1000	SeaView (possibly) Sutter Coast
\$500	State Farm Insurance – Dayrn Farmer Town and Country Barron’s Furniture Integrity Financial Best Western Beachfront Inn Sebastians (either 500 or 250 tbd) Umpqua Bank Cal-Or Insurance Jordan Power Plus
\$250	John Babin Law Spindrift Motel Grocery Outlet (assumed) PWL (wishes no publicity) Lila’s Resale Les Schwab Suiter’s Paint and Body Chetco Brewing Co. (assumed) Curry Health Network

2016 BROOKINGS-HARBOR ROTARY

Raining Cats & Dogs Budget

Category	Expense
Grand Prize	\$5,000
VIP Tent	\$1,600
Catering	\$1,000
Partnering Payouts	\$4,000
DOJ Fees	\$500
Bounce Houses	\$300
Printing	\$800
Advertising	\$5,700
Azalea Parade Float Materials/registration	\$100
Games	\$200
Candy	\$100
Miscellaneous	\$500
TOTAL	\$19,800



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: Rotary Raining Cats & Dogs Completion Date: 10.8.2013

Contact Person: Judy May-Lopez Phone: _____

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

Funding was used to purchase newspaper and radio ads in local and surrounding areas. Newspaper advertising was placed in the Curry Coastal Pilot and Del Norte Triplicate. Radio advertising was placed on the following stations: KURY 95.3FM and 910AM, KINS 106.5FM, KEKA 101FM, JUAN790 and KNSW 980AM.

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 was estimated at 500-600 through drawings entered, games played and tickets sold. This same information further revealed that approximately 65% of those attending were from the Brookings-Harbor area, and 35% from out-of-the-area. The 35% can be broken down further as 12% from the Crescent City area and 23% from other (Medford, Ashland, Eureka, etc.)

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: Judy May-Lopez Dated: 12/17/13

Organization: Rotary

Event Title: ^{2nd Annual} Brookings Oktoberfest 2nd Annual Amount Requested \$ 3000-

Event Description: a festival modeled after Munich's Oktoberfest, a celebration of beer, german foods, music and games. There is a live brewing demo, family fun

Event Date/s: Sept 17, 2016

Location: Azalea Park Location secured? Yes ☐ No ☒

Event Goals: To celebrate, grow and expand Brookings burgeoning local brewery culture; to increase tourism and to cement Brookings in the minds of OR Beer lovers as a Beer Destination

Please explain how this event will be sustained after the first year: Beer mug sales will hopefully increase year after year & Decorations & Supplies will accumulate (RAIN ruined a lot last year) over the first two years decreasing costs.

Sponsors/Investors: The Vista Pub, Chetco Brewing, Barrons Furniture, In Motion Graphics

Budget

Income			Expenses		
Fees Collected	\$		MUGS	2000	
12 x 800 Admissions	\$	9600	Facility/Venue Costs	\$ 485	
4 Food 130\$ Concessions	\$	520	Games/Attractions	1120	
Vendors \$20/per	\$	200	Permits/Insurance	\$ 300	
Extra token sales	\$	3300	Beer	1000	
12 x 200 Sponsorship	\$	2400	Advertising	\$ 2250	
TOTAL	\$	1160621	MUSIC	1800	
			Supplies	\$ 500	
			Security/Labor	1600	
			Decorations	\$ 1000	
			Equip Rent	250	
			Tents	\$1200000	
			TOTAL	\$19205	

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: We will collect email addresses & Residence Zip code in to from changed purchases will help tell us where patrons came from.

Contact Person: Alex Carr Frederick Phone: 541 661 3584

Organization: Chetco Brewing Co Address: 16883 Yellow Brick

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 returned to Lauri in Visitor Center.

Event Title: Wild Rivers Music Festival Completion Date: July 2, 2016
Contact Person: Scott Graves Phone: 541-373-03727
Amount
Awarded \$ 4,000

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

The funding was used to cover some of the required downpayments for the featured bands (\$2,000) and toward purchase of print and radio advertising in Southern Oregon and Northern California (\$2,000).

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.

While attendance varied throughout the day, we estimate a total of 525 paying customers. Based on online ticket sales and verbal survey of people during the event, we estimate that 60 percent of the attendees were from outside Curry County. More than half of that 60 percent came from from Rogue Valley area. Other attendees came from cities such as Eureka/Arcata, Coos Bay and Eugene.

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: Scott H. Graves Dated: August 12, 2016

Organization: Stagelights Musical Arts Community

WILD RIVERS MUSIC FESTIVAL 2016

TOTAL INCOME:		23610.69
SPONSORS	12450.00	
DONATIONS	308.00	
T-SHIRT SALES	560.00	
VENDOR FEES	400.00	
TICKET SALES	9892.69	
EVENTBRITE	5225.00	
SQUARE	907.69	
OUTSIDE SALES	1510.00	
GATE SALES	2250.00 (CASH NOT SQUARE)	

TOTAL EXPENSES TO DATE:		20806.99
ADVERTISING	2000.00	
POTTIES	606.00	
BANDS	14450.00	
+ MOTEL	COMPED BY LUCKY 7	
+ FOOD	498.89	
SCREENING	165.00	
T-SHIRTS	882.25	
SECURITY	855.00	
BANNERS	106.87	
SOUND SYSTEM/PERSONNEL	1000.00	
CITY OF BROOKINGS/PARK USE	223.50	
INTERNET/WEBSITE		
TPAC REIMBURSEMENT		
VOLUNTEER HELPERS		
MISC	19.48	
SIGNAGE POSTER	2.00	
LAMINATE	17.48	

NET INCOME	2803.70
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\$500 - web designer
\$300 - BHHS sport



City of Brookings

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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 returned to Lauri in Visitor Center.

Event Title: Beat the Brewers Completion Date: 4/14/14
Contact Person: Amy Can Fredrick Phone: 541.661.3586
Amount Awarded: \$ 3000

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

Items
shall
Items;

TShirts for Runners \$1134 Trophies \$123
Line music - \$1100
Tent Rental \$900
Radio & print Advertising \$1261
Labor to setup/teardown event \$1575

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.

We had 12 teams participate. There were 3 food vendors & 4 beer/soda vendors. Approximately 400-500 people attended with roughly 15% from out of the area. This run was the same day as the Pear Blossom Run in Medford. I believe we would have had about 10% more from the Valley. Feedback from Runners & Attendees was great! if we hold on a different weekend next time

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: 7/1/14

Organization: Chico Brewing Co

Chetco Brewing Company									
Transaction Detail by Date									
February 1 through July 25, 2016									
Type	Date	Num	Name	Memo	Account	Clr	Split	Debit	Credit
Feb 1 - Jul 25, '16									
Check	02/26/16	932	City of Brookings	Park Rental	Beat the Brewers		Umpqua Checking	469.00	
Check	02/26/16	933	City of Brookings	Deposit refundable, Pa	Beat the Brewers		Umpqua Checking	469.00	
Check	02/29/16	ach	Cindy Sellers	February 2016	Beat the Brewers		Umpqua Checking	156.00	
Deposit	03/08/16	76808	City of Brookings	TPAC money	Beat the Brewers		Umpqua Checking		3,000.00
Deposit	03/22/16	DEP	Century 21	Sponsor fee	Beat the Brewers		Savings		250.00
Check	04/07/16	985	Beat the Brewers	It's plus 150 design wor	Beat the Brewers		Umpqua Checking	1,134.00	
Check	04/07/16	984	Beat the Brewers	flowers arh	Beat the Brewers		Umpqua Checking	93.00	
Check	04/08/16	wthd	Beat the Brewers	Sound Guy Troy	Beat the Brewers		Savings	200.00	
Check	04/08/16	wthd	Beat the Brewers	Kelly Thib Band	Beat the Brewers		Savings	500.00	
Check	04/08/16	wthd	Beat the Brewers	CIC The Band	Beat the Brewers		Savings	300.00	
Deposit	04/08/16	DEP		Sponsor fee	Beat the Brewers		Savings		735.00
Deposit	04/11/16	3305 1046	Beat the Brewers	misty 7 devils fees	Beat the Brewers		Savings		420.00
Check	04/14/16	1021	Beat the Brewers	week of Kury ads	Beat the Brewers		Umpqua Checking	75.00	
Check	04/14/16	993	Beat the Brewers	tents	Beat the Brewers		Umpqua Checking	900.00	
Check	04/14/16	1022	Beat the Brewers	ads 3/26 3/30 Pilot	Beat the Brewers		Umpqua Checking	300.00	
Check	04/14/16	1000	Beat the Brewers	Radio ads on three sta	Beat the Brewers		Umpqua Checking	550.00	
Deposit	04/20/16	77070	City of Brookings	refund dep	Beat the Brewers		Savings		469.00
Deposit	04/20/16	1586	First Rise Bakery	booth fee	Beat the Brewers		Savings		100.00
Check	04/26/16	1019	YMT Woodworks	60 coasters	Beat the Brewers		Umpqua Checking	30.00	
Check	04/30/16	1035	Cindy Sellers	April 2016	Beat the Brewers		Umpqua Checking	63.00	
Bill	05/12/16	2338929	Western Communications	3 Newspaper ads April	Beat the Brewers		2000 — Accounts Pay	180.00	
Check	06/13/16	2069	Beat the Brewers	week of Kury ads	Beat the Brewers		Umpqua Checking	75.00	
Deposit	3/1/16		Runners	Entrance Fees	Beat the Brewers		Umpqua Checking		900.00
Bill	4/8/16		Ryan Reber	Overnight Security	Beat the Brewers		Umpqua Checking	324.00	
Labor	4/12/16		Labor		Beat the Brewers		Umpqua Checking	1,575.00	
Feb 1 - Jul 25, '16									
								7,393.00	5,874.00

Gary Milliman

From: Marji
Sent: Friday, July 29, 2016 10:53 AM
To: Gary Milliman
Subject: Re: City of Brookings ad ~ Oregon Coast Magazine
Attachments: OCM_Rate Sheet_2016.pdf

Hello Gary,

Just checking back with you to see if you'd be interested in running an ad in our upcoming Sept/Oct issue of Oregon Coast Magazine. Our lead story is "Real Estate Tips" for buying on the Oregon Coast with suggestions coming in from up and down the coast, including Blue Pacific in Brookings!

I've attached a rate sheet but would like to offer you the 6x rate for whatever size you'd be interested in running.

I'll send you some past samples again in a separate email.

We are past space deadline but can still get you in if you let me know right away. Then we have a few days to create your ad.

Thanks for your consideration,
Marji Brown
Cell ~ (541) 999-7616

On 6/17/2016 8:02 AM, Gary Milliman wrote:

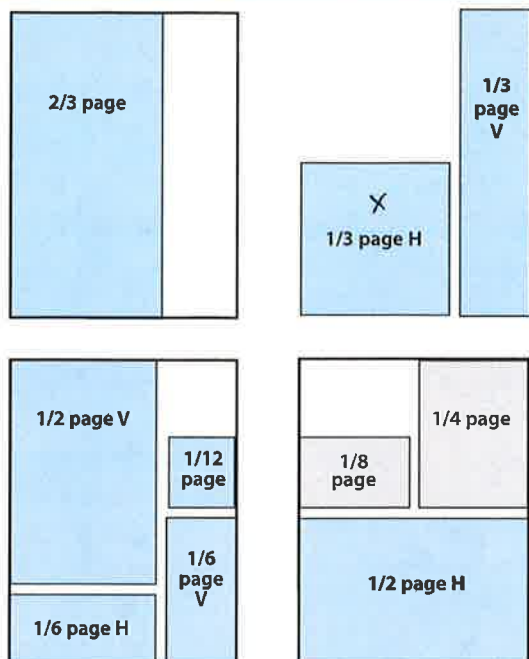
Our Tourism Promotion Advisory Committee has just received its budget allocation for fiscal 2016-17 (starts July 1, 2016) and will be discussing possible expenditures at the July 28 meeting. They had a brief discussion last night about funding print advertising, but did not make any decisions. Will keep you informed.

Gary Milliman
City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415
541-469-1101 | Fax 541-469-3650



From: Marji [mailto:marji@nwmags.com]
Sent: Monday, June 13, 2016 1:06 PM
To: Gary Milliman
Subject: City of Brookings ad ~ Oregon Coast Magazine

2016 Ad Sizes and Rates



AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/12 page	2.25 W x 2.25 D

TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth

* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

Ad Rates Four color - run of press

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/12 page	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	
Card Insert	2,895	(Shared card, we print)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6- time rates.

Travel planner

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363

Banner ads

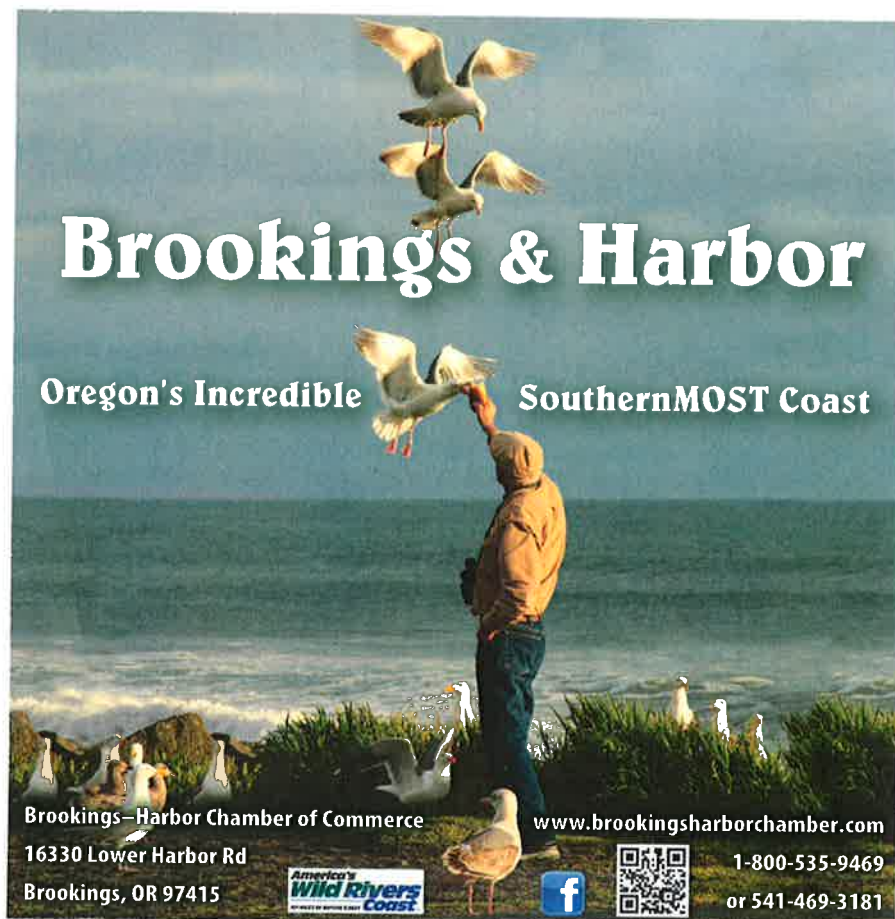
As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser by e-mail or if requested, in label format.

Payment policies

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-pay discount (not applicable with credit card payments.).

Ad Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10



Brookings & Harbor

Oregon's Incredible SouthernMOST Coast

Brookings-Harbor Chamber of Commerce
16330 Lower Harbor Rd
Brookings, OR 97415

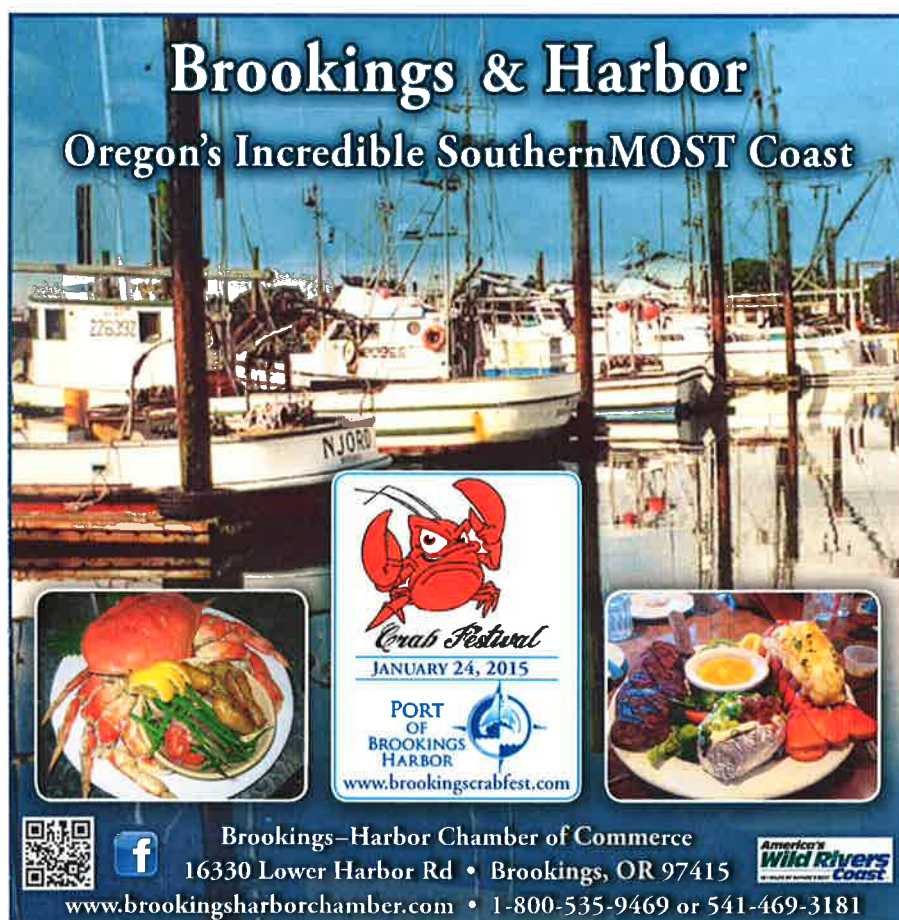
www.brookingsharborchamber.com
1-800-535-9469
or 541-469-3181

America's Wild Rivers Coast

Sample of
previous ads

4.7 w x 4.75 D



Brookings & Harbor

Oregon's Incredible SouthernMOST Coast



Crab Festival
JANUARY 24, 2015
PORT OF BROOKINGS HARBOR
www.brookingscrabfest.com

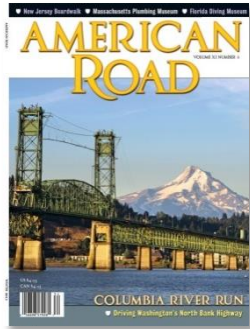
Brookings-Harbor Chamber of Commerce
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  America's Wild Rivers Coast

DENNETT CONSULTING GROUP

2016 OREGON ROAD ADVENTURES (DCG 2-16) AMERICAN ROAD MAGAZINE COOPERATIVES

We keep creating these campaigns using **American Road Magazine** because they work! The magazine is one of those hidden gems for reaching consumers that love road trips, and the numbers prove it:



100% of their 70,000 readers take a vacation trip every year.

52% take 7+ vacation trips every year!

78% of readers are baby boomers and seniors

45% have incomes of \$75,000 or more

This unique heritage tourism magazine has been one DCG's top cooperative programs and lead generators for five years. Plus they have an outstanding social media program that will make your social media efforts grow.



OREGON ROAD ADVENTURES CAMPAIGN – You will be one of four businesses featured in a full-page color ad, with a supporting social media campaign with your own online tour itinerary (map) to promote a road trip to your special part of Oregon. Ad production is included in the cost.

SUMMER 2015 – SOLD OUT

WINTER 2015 – SOLD OUT

SPRING 2016 – SOLD OUT

AUTUMN 2016 – THREE SPACES AVAILABLE

SPRING 2017 – FOUR SPACES AVAILABLE

SUMMER 2017 – FOUR SPACES AVAILABLE

- ✓ **Exposure in a full page color ad – Ad Production Included.** You will be one of four businesses featured in a page dominant ad.
- ✓ **Your online tour itinerary (PDF) on the American Road website for THREE MONTHS.**
Promoting 24/7 a road trip to your special part of Oregon!
- ✓ **A multi-month social media campaign with detailed monthly reports from American Road.**
To drive people to your itinerary and website.
- ✓ **Monthly leads from American Road for you to use to generate direct sales!**
Past partners have reported more than 10,000 leads (clicks, downloads, leads) from American Road.

YOUR COST: \$862

TO SIGN UP OR ASK QUESTIONS – JUST EMAIL MARK DENNETT: Mark@dennettgroup.com

TPAC EXPENSES FY 2016-17

2016-17	Contract Services	Operating Supplies	Training & Travel
	32-10-6090	32-10-6030	32-10-6120
BUDGETED	\$50,797	\$1,000	\$500
July	\$ (2,500) AMF		
	\$ (2,363) Natures Coastal Holiday Arches		
	\$ (500) OCVA 2016 Membership		
	\$ (500) Xplore Film - Dining Video Advance		
	\$ (2,500) Sourwood/Rogue Relay		
	\$ (2,258) BHHS Drone		
August			
September			
October			
November			
December			
January			
February			
April			
May			
June			
*2016-17 Pending Budget Allocations	\$ (6,500)		
REMAINING FUNDS	\$33,676		

*2016-17 Pending Budget Allocations

2016-17 Budget	\$	2,000	Xplore Dining Video - remaining balance
2016-17 Budget	\$	2,000	VFW Fireworks - thru CC
2016-17 Budget	\$	2,500	Sourwood/Rogue Relay - thru CC
	\$	6,500	

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous									Total
												Views
Apple Box Videos		4/21/14	Total	2/12/16	3/9/16	4/14/16	5/12/16	6/9/14	7/21/16	8/12/16		
Great Place to Live			2704	124	174	166	154	143	269	155		3,889
Great Place to Visit			750	20	82	40	39	27	59	48		1,065
Great Place to Go Camping			686	28	35	21	39	35	60	49		953
Great Place for a Romantic Getaway			652	41	69	34	39	132	0	9		976
Great Place to Bring Your Family			533	17	17	21	29	17	46	28		708
KOBI Videos		11/8/14										
Romantic Weekend			503	17	4	0	15	19	39	24		621
Family Weekend			474	13	19	69	22	22	30	22		671
Oregon Lifestyles		11/21/14										
Brookings Episode			226	13	25	24	32	27	40	20		407
Boardman State Park		4/25/16					97	64	66	124		351
View Totals All Videos			6528	273	425	375	466	486	609	324		9,486
Brookings Lifestyle views (not on City channel)			14267	514	1011	595	497	777	1,163	787		19,611
Great Place for Romantic Getaway			32364	509	122	597	94	56	249	83		34,074
Views on facebook			1456	15	4	17	2	NA*	0	0		1,494
			299	1	2	6	0	1	1	0		310
Samuel H. Boardman Video							19,604	11,280	1,260	518		32,662
Views on facebook							610	348	31	0		989
							265	78	12	4		359

*NA - data not available for this video on facebook at time of summary