

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, September 29, 2016 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. August 18, 2016
- b. August 26, 2016

3. Public Comments

4. Action Items

- a. Coastal Christmas in Brookings Event Proposal – Kathy Breshears
- b. Nutcracker Ballet Event Proposal – Jan Barbas
- c. Good Samaritan Hog Wild BBQ – Kristin Villavicencio
- d. Deyan Audio Tours Info
- e. Previous Tabled Items
 - I. KOBİ Digital Advertising
 - II. Curry Coastal Pilot Mobile Advertising
 - III. Oregon Coast Magazine Print Advertising
 - IV. American Road Magazine Print Advertising

5. Informational Items

- a. Dining Video
- b. OCVA Quarterly Meeting Report and Possible Funding Opportunities – Gary Milliman
- c. Budget and Internet Hit Info

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

7. Adjournment

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

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

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Friday – August 26, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

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

Also present: Gary Milliman, City Manager and Teri Davis, City Recorder

2. ACTION ITEMS

- a. TPAC Mission and Goals** – Committee discussed committee goals and mission. Mary suggested hiring a marketing consultant to determine effective advertising.

Basic Goal – Increase overnight stays with emphasis on October thru April.
Committee requested monthly motel occupancy rates.

- b. Who is the target market?**

- c. How to spend budgeted monies?** Target 25% on summer events, 75% on off season events. Committee discussed many separate percentage budgets for events, media advertising (social, print, video), consultant and capital (tent, attractions). Committee voted and agreed to budget 60% on events, 30% on media advertising, and 10% on capital.

Motion made by Candice Michel to adopt the mission goals and budget as presented, seconded by Mary Geyer; motion seconded and Committee voted; the motion carried unanimously.

- 3. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:00 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at September 29, 2016 meeting)

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – August 18, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

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

Absent: Committee member Skip Watwood

Also present: Gary Milliman, City Manager

2. APPROVAL OF MINUTES –

- a. Motion made by Candice Michel to approve the minutes of July 28, 2016, motion seconded and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a. None**

Note – Agenda order was changed to accommodate audience members participation

4. ACTION ITEMS

- a. Wild Rivers Music Festival Evaluation Report** – Scott Graves provided financial report and reported that moving the event from the ball fields and changing to a one day event was very successful. He thanked TPAC for the \$2,000 grant and \$2,000 advance. Their overall event income was \$2,000, which they are planning to use as seed money for next years' event. Committee did not request repayment of advance funds.
- b. Beat the Brewers Evaluation Report** – Mike Frederick provided financial report and reported the event was well attended and successful. TPAC provided them \$3,000 advance funds. The event lost @\$1,500. Committee did not request any repayment of advance funds.

Following items were tabled form the previous meeting

- c. Fun on 101 Event Proposal** – no further discussion until more detail proposal provided by applicant.
- d. KOBI Digital Advertising** – matter tabled until TPAC budget developed.
- e. 101 Things to Do Print Advertising** – Committee discussed purchasing ½ page print ad to promote yearly events and local area features including golf, kayaking, whale watching. City staff to compose ad. **Motion made by Candice Michel to take out ½ page ad in 101 Things to Do magazine for yearly ad price of \$2959; motion seconded by Angie Christian and committee voted; the motion carried unanimously.**
- f. Curry Coastal Pilot Mobile Advertising** – Committee discussed. Matter tabled until TPAC Budget developed.
- g. Coastal Christmas in Brookings Event Proposal** - Kathy Breshears presented proposal for third annual Christmas event which includes advertising, purchasing blow up displays, a ladder, a canopy, replacement parts and hanging wreaths on lamp posts. Committee discussed proposal not being a new event but an annual event. **Motion made by Bob Pieper to fund the proposal \$3010; motion seconded by Mary Geyer.** Candice would like TPAC budget

determined before deciding and Angie would like to know more on what the focus of the TPAC group is. **Motion made by Tim Patterson to table matter until after a TPAC committee workshop to determine budget and goals; motion seconded by Candice Michel and committee voted; Angie, Candice, Tim voted in favor, Bob and Mary dissented, motion passes.** First motion withdrawn.

- h. Raining Cats & Dogs Event Proposal** - Keffe Dillon presented proposal for annual Rotary Raining Cats & Dogs event scheduled for October 1st. Funds would help pay set up costs for the event which raises funds to help support Rotary programs year round. **Motion made by Bob Pieper to fund the proposal \$500, no second; motion died.** Tim Patterson discussed \$500 loan advance to the group. **Motion made by Tim Patterson to fund the proposal with a \$500 loan advance, no second; motion died.** Keffe advised the event will still be held.
- i. Oktoberfest Event Proposal** - Alex Carr-Frederick presented proposal for Oktoberfest planned September 17 in Azalea Park with vendors and brewers. **Motion made by Bob Pieper to fund the event \$3000, motion seconded by Mary Geyer.** Discussion about funding the event as a partial grant/loan advance, with loan advance repayable if event profits exceed actual costs. **Substitute motion made by Candice Michel to fund the event in the form of a \$1000 grant and a \$2,000 loan advance. Motion seconded by Mary Geyer and committee voted; the motion carried unanimously.**
- j. Oregon Coast Magazine Print Advertising** – Matter tabled until TPAC budget developed.
- k. American Road Magazine Print Advertising** - Matter tabled until TPAC budget developed.
- l. Workshop Scheduled** – committee to discuss strategy, goal setting and creating a budget for direction. Also to determine if committee would like to concentrate on off season events, but not rule out new events in season. Workshop scheduled for Friday, August 26th at 4 pm.
- m. Dining Video** – Gary advised the dining video has been distributed and requested committee members reviews and comments which he will forward on the Xplore Film. Initial reviews thought there was a lot of video with the host and questioned clothing attire. Candice believed they would have extra shots and footage to edit in. Gary to forward reviews to Xplore Film.

5. INFORMATIONAL ITEMS

a. Budget and Internet Hit Info - Budget and Internet Hit Info

6. SCHEDULE NEXT MEETING – Next meeting rescheduled to Thursday, September 29th at 4 pm to ensure a quorum.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:46 pm.

Respectfully submitted,

Tim Patterson, Chair

(approved at September 29, 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 ^{Santa} Event</u>			
Location: <u>Chetco Ave & Oasis Park</u>		Location secured? ☒ Yes ☐ No ☐ <u>Jan. 7-8 Take Down</u>	
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 $39.88 \times 4 = 159.52$

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% } Trying
44-46" 84.95 - 10% } other
Artificial - Hayneedle - Vickerman - 36" 47.00 } candles
needs Bow. \$800

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: The Nutcracker Ballet Amount Requested \$ 5,000

Event Description: See attached Wild Rivers Foundation for Dance

Event Date/s: See attached Dec 10-18

Location: See attached (not secured) Location secured? Yes ☐ No ☐

Event Goals: See attached

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

Sponsors/Investors: See attached

	Income		Expense
Fees Collected	\$2000	Facility/Venue	\$4000
Admissions	\$10,500	Insurance	\$300
Sponsorships	\$3000	Advertising	\$2000
		Costumes Props Scenery	\$5450
		Guest soloists	\$5000
		Printing	\$750
		Dance Floor, Stage Lighting, heat, bleachers	\$3000
Totals:	\$15500		\$20500

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

Collect ticket buyer demographics. Most shows and events will be in the evenings, so it is assumed that out-of-area attendees are spending the night in the area.

Contact Person: Jan Barbas Phone: 801-755-9067

Organization: Wild Rivers Coast Foundation for Dance Address: 430 Oak #4

If more space is required please attach additional pages Brookings, OR 97445

jbarbas09@gmail.com
wildriversdance@gmail.com

Event Title: The Nutcracker

Event Description: A Ballet production of “The Nutcracker” featuring local dance students and professional guest artists. Associated events may include a Sugar Plum Fairy’s Tea Party for local children and The Nutcracker’s Gala. The event will be included in the “Winter Wonderland” week long promotion.

Event Dates: From December 10 through December 18, 2016.

Location: Brookings Harbor Area. The location is not secured.

Event goals: The Wild Rivers Coast Foundation For Dance is an Oregon Non-Profit Corporation dedicated to promoting dance and dance education in the Wild Rivers Coast region. We seek to build a high-quality regional Ballet. The centerpiece of this vision is creating a beloved winter tradition highlighting the talent of our local youth and bringing opportunities to see professional guest dancers in the context of Nutcracker performances which will draw audiences from the Southern Oregon and Northern California markets.

Sustainability: A separate, for profit organization, The Wild Rivers Conservatory of Dance, staged two performances of the Nutcracker last year, and we are working closely with them this year. Sky-Marie McDonald, the owner of the Conservatory is our Artistic Director, and we expect a seamless transition of the event to the non-profit, so that we can build on last year’s success. Last year the Redwood Theater sold out for two performances, and there was a lot of community sponsorship, upon which we hope to build.

However, the event continues to have significant development costs, for instance for props and back drops. We anticipate that some of these costs will be lower in future years.

Nevertheless, our primary directions are to develop sources of grant funding, to continue to develop local sponsorships, and to expand marketing into the Medford-Ashland markets as part of the Winter Wonderland program. Particularly, we want to fund scholarships for youth dancers to the Conservatory and for the Nutcracker to build the tradition of community participation. The non-profit is structured specifically to attract such funding.

We anticipate coming before TPAC again next year, but expect that in our third year we should be self-sustaining, and better positioned to develop the production and marketing.

Sponsors: Historical sponsors of performances of the Wild Rivers Conservatory of Dance’ productions have included: Misty Mountain Brewing, The Smith River Rancheria, Angel’s Carpet Cleaning, Daryn Farmer Insurance, BC Fisheries, Wright’s Custom Framing, Bergman Inc, Palm Industries, David Allen Insurance, Hastings Bulb Growers, Little Bay Motor Co., Vista Pub, and a number of private contributors. We have not yet sought sponsors for this year’s production.

Event Title: <u>Good Samaritan - Curry Village</u>		Amount Requested <u>\$ 1000⁰⁰</u>	
Event Description: <u>Hog Wild BBQ</u> <u>All you can eat BBQ, silent auction event overlooking the beautiful panoramic pacific ocean & downtown Brookings.</u>			
Event Date/s: <u>Sunday, October 9th, 2016</u>			
Location: <u>1 Park Ave</u>		Location secured? Yes ☒ No ☐	
Event Goals: <u>To raise awareness about elder care in Curry County, to raise funds for our bathing remodel, & to have tons of fun & food & great music!</u>			
Please explain how this event will be sustained after the first year: <u>We have held this event for 5 consecutive years thanks to donors, but Thrivent Financial disbanded this year leaving us w/o our headlining sponsor, nor time to recruit a new one. We will be working on replacing them starting in November of this year.</u>			
Sponsors/Investors: <u>Cal-Ore, Corner Drug, Marjorie Mansur, Thrivent Financial (\$250⁰⁰ vs. \$1500⁰⁰); (Auntie?) Edward Jones, State Farm, Stadlerman Electric, Ridwood Mortuary, The Eye Center & Hearing Health Care)</u> * These are past supporters and <u>NOT</u> guaranteed this year.			
Budget		Budget	
Income		Expenses	
Fees Collected	\$ <u>0</u>	Facility/Venue Costs	\$ <u>0</u>
Admissions	\$ <u>1800⁰⁰</u>	Insurance	<u>Already covered</u>
Concessions	\$ <u>0</u>	Advertising	\$ <u>950⁰⁰</u>
Silent Auction	\$ <u>2800⁰⁰</u>	Supplies	\$ <u>1,250⁰⁰</u>
Private Donations	\$ <u>1500⁰⁰</u>		\$
	\$		\$
TOTAL	\$ <u>6100</u>	TOTAL	\$ <u>2200</u>
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: <u>We have regular visitors to this event who travel as far away as Longview, WA & Lodi, CA. We try & greet every attendee & ask where they are from as well as increase our attendance every year! We have several newcomers who bring friends back each year because they love our food & event so much!</u>			
Contact Person: <u>Kristin Villavicencio</u>		Phone: <u>(541) 469-3111</u>	
Organization: <u>Good Samaritan Society - Curry Village</u>		Address: <u>1 Park Ave</u>	
If more space is required please attach additional pages			



September 12, 2016

Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

RE: Tourism Event Incentives

Dear Mr. Milliman:

Good Samaritan Society-Curry Village is pleased to present the enclosed proposal for your review. We invite you to join us in making a difference in the lives of the people of Brookings and the greater Curry County community through our upcoming Hog Wild BBQ fundraiser.

We are excited to partner with the city of Brookings by increasing the awareness of this fabulous, fun-filled event with all-you-can-eat bbq and silent auction. The objective of this year's annual Hog Wild fundraiser is to provide our residents with the comfort and safety of an updated bathing room- something we all take for granted in our own daily lives.

This proposal requests \$1,000 to help cover the cost of this amazing event, specifically for the advertising and print materials. Not only does this advertising promote our event, but it will also help promote the amazing businesses of our greater Brookings-Harbor area who support this great cause.

Since 1969, we have been the only not for profit 501 (c) (3) skilled nursing facility providing senior care and services to residents of Curry County. For many years, we have provided well over \$250,000 in exceptional health care services without payment and we look forward to continuing to doing that with your help.

Thank you for considering our request. I look forward to discussing this with you further in greater detail.

Best,

Kristin Villavicencio, Community Relations Director
1 Park Ave.
Brookings, OR 97415
(541) 469-3111 xt. 46914
kvillavi@good-sam.com

Lauri Ziemer

From: Gary Milliman
Sent: Thursday, August 18, 2016 1:55 PM
To: Lauri Ziemer
Subject: Re: Inquiry From Deyan Audio Tours

Sept tpac

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Lauri Ziemer
Sent: Tuesday, August 16, 2016 4:05 PM
To: Gary Milliman
Subject: FW: Inquiry From Deyan Audio Tours

From: bryan.d@deyanaudio.com [mailto:bryan.d@deyanaudio.com]
Sent: Friday, August 12, 2016 1:35 PM
To: lziemer@brookings.or.us
Subject: Inquiry From Deyan Audio Tours

Hello,

My name is Bryan and I'm with Deyan Audio Tours. I have recently been researching Brookings-Harbor's history, culture and points of interest and I wanted to reach out and introduce myself.

We work with cities like Brookings-Harbor to create world class audio guides for visitors to enhance the visitor experience. We use "Radiolab" style storytelling and production to create a GPS guided audio tour that your visitors can download straight to their mobile device for free. We use your city's unique history and points of interest to craft a story that both entertains and educates visitors of all languages and creates an unforgettable experience. I think Brookings-Harbor would make for an ideal place to have a walking or driving tour and would love to share some ideas with you.

For over 25 years, Deyan Audio has been the world's largest independent producer of audiobooks and audio content. We own two Los Angeles recording studios and we have 5 Grammy wins and 12 Grammy nominations in the category of Spoken Word.

I was wondering if you could you direct me to the right person to speak with so we can explore if this is something we can create for you? Below is our website and attached is our one sheet.

<http://www.deyanaudiotours.com>

Thank you for your time,
Bryan Dych
<http://www.deyanaudiotours.com>

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- 📍 GPS GUIDED AUDIO TOUR
- 📍 MULTIPLE LANGUAGE NARRATION
- 📍 SEASONED NARRATORS
- 📍 POINT A TO Z PROJECT PRODUCTION
- 📍 SCRIPTWRITING, SOUND FX, MUSIC

CREATIVE CITY STORY CRAFTING. WE RESEARCH & WORK WITH YOUR CITY, LOCAL HISTORIANS, & COMMUNITY WISE MEN TO CRAFT A ONE OF A KIND UNFORGETTABLE EXPERIENCE FOR VISITORS FROM AROUND THE GLOBE.

- 📍 CASTING, EDITING, MIXING, MASTERING
- 📍 FREE HOSTING & UNLIMITED STORAGE
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- 📍 CELEBRITY NARRATORS AVAILABLE
- 📍 YOU OWN THE CONTENT FOREVER!

ABOUT DEYAN AUDIO

FOR OVER 25 YEARS, DEYAN AUDIO HAS PIONEERED THE AUDIOBOOK INDUSTRY BECOMING THE WORLD'S LARGEST INDEPENDENT PRODUCER OF AUDIOBOOKS. DEYAN AUDIO HAS AMASSED 12 GRAMMY NOMINATIONS AND 5 WINS IN THE CATAGORY OF SPOKEN WORD. THE WORLD'S LARGEST PUBLISHERS CONTINUE TO TURN TO DEYAN AUDIO AND OUR EXPERIENCED STAFF TO PRODUCE THE HIGHEST QUALITY AUDIO CONTENT.

WWW.DEYANAUDIOTOURS.COM





Pre-Targeted™ Digital

Local Online Advertising REDFINED

City of Brookings

Presented to:

Gary Milliman

Presented by:

Judy Luker – Account Executive
541-779-5555 jluker@kobi5.com
125 S. Fir Street, Medford, OR 97501



Pre-Targeted™ Digital

Local Online Advertising REDFINED

The NBC5 Digital Advantage:

- NOT COOKIES BASED
- Works on any browser
- Non Invasive
- No Audience Backlash
- No legislative action against it
- No Negative Brand
- Reaches the most potential buyers

- Fresh Audience Interest
- Targeting an audience in the midst of their interest in a product or service
- 3rd party research provided
- 100% Transparency in reporting
- Market/Targeting intelligence from campaign results



Achieve Greater Reach

- Because we target sites, and not users with cookies, we bypass all the cookie-blockers

Reach the customer you want to reach, even those **(63%)** who now block cookies, even when they are on the go



- No matter where – on their computer, tablet or other mobile device



Placing your digital ad campaign where it will perform best, and *personally* managing your message!



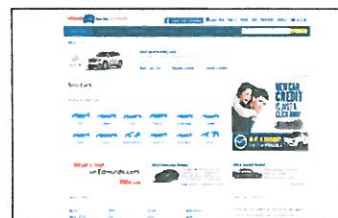
Research Based

And on premium sites

- Using research from companies Nielsen, Comscore, and Quantcast.
- Not only quantitative, but qualitative (*Def: relating to, measuring or measured by the quality of something rather than its quantity.*)
- General interest sites with concentrations of your specific target



Premium ad placement guaranteed to be "above the fold"



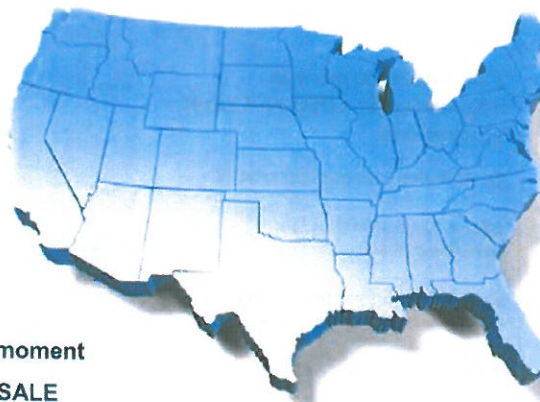


Geographic Targeting

On all Platforms and all Ad Sizes

- NBC5 can deliver your customers anywhere in the United States:

- County & Region
- Zip Code
- Even a city block, neighborhood, shopping mall etc.



- On mobile: where the mobile device is at that moment
- Reaching customers closest to the POINT OF SALE



Local Engagement Placement Examples

Home and Garden



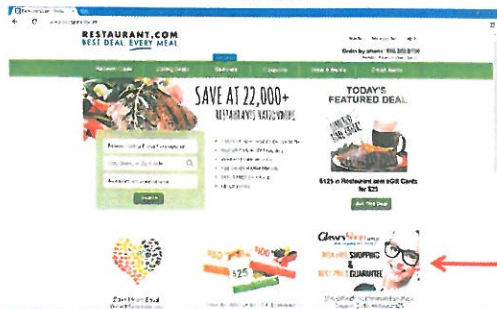
Automotive



Sports



Restaurant





The Average person Interested in

The Average person interested in Oregon Coast Tourism is

35.5x more interested in travel

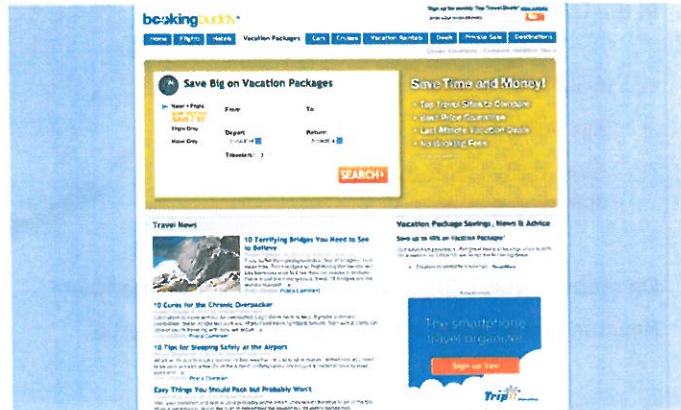
28.6x more interested in camping/RVs

25.5x more interested in green living & the environment

21.7x more interested in sports/outdoors

18.9x more interested in home/family

Household incomes of \$50K+



Media Services Provided by Aqua Media Direct, Inc.



Report

Brand Websites	Likelihood of your client to visit these sites
bookingbuddy.com	115%
cheaptickets.com	114%
vacationrentals.com	112%

CTR (Click Thru Response) for national and local digital campaigns are generally 2% - 8%, while the average CTR for NBC5 Digital's AQUA Pre-Targeting™ service is **20%**.

This is 2 ½ - 10 times HIGHER than the average.



Campaign Investments

Static Ad

Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Ad Sizes: 728 x 90, 300 x 600, 300 x 250 and 160x600 Mobile - 320 x 50 and 300 x 50 required	\$10.00	30,000	\$300.00
		\$10.00	50,000	\$500.00
		\$10.00	100,000	\$1,000.00
		\$10.00	150,000	\$1,500.00

Pre Roll

Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Pre Roll: :10 or :15	\$20.00	15,000	\$300.00
		\$20.00	25,000	\$500.00
		\$20.00	50,000	\$1,000.00
		\$20.00	75,000	\$1,500.00



Sizing Guide

Visual Guide to Digital Ad Sizing



300 x 50

320 x 50

300 x 250

160

x

600

300

x

600

728 x 90



KOBI Digital Agreement

Company: City of Brookings	Contact: Gary Milliman
Address:	Phone:
City/Zip:	Email:
Geographic Area:	
Media Plan: Tourism – Oregon Coast	
Website to Retarget/Link:	
Ad Positions (728x90 / 300x250 / 160x600 / 300x 600 / 320 x 50 / 300x50): use all ad sizes unless otherwise noted	
Commitment Dates:	
☐ CPM: \$10/Static Banners ☐ CPM: \$15/In-Banner Video ☐ CPM: \$20/Pre-roll Production: \$50 for Static Banners and \$125 for 15-second Video	
Monthly Impressions:	Monthly Investment:
<i>I hereby agree to publish advertising through the KOBI 5 Digital Platforms</i>	
Customer Signature/Title:	Date:
KOBI Account Executive:	Date:

Tourism – Oregon Coast
Online Media Plan

Increase your local engagement, reach and results by adding TV Station Online Media Services to your advertising buy.

_____ has partnered with a major online media provider to provide you with the best of both worlds in Local Advertising.

We now not only provide the top producing television in your market but online media placements on top brand websites – that target your local market and customers that have high affinities to purchase your product and services and daily optimization via your click through ratios.

By combining major brand websites with your television media buy, We've turned Local Reach into Local *Engagement!*

Your Ad Here

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast

Online Media Plan

Increase your local engagement, reach and results by adding TV Station Online Media Services to your advertising buy.

The Average person interested in Oregon Coast Tourism is

35.5x more interested in travel

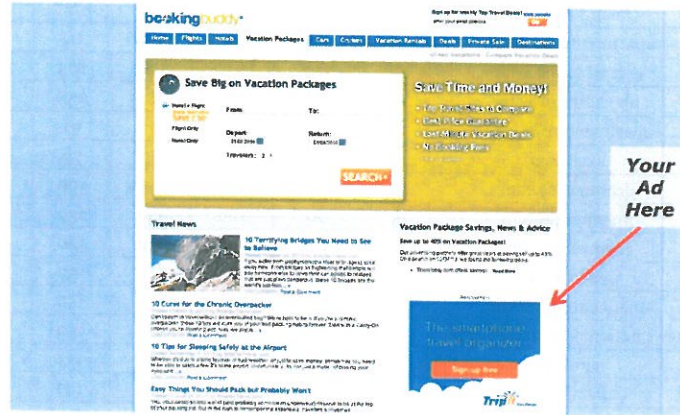
28.6x more interested in camping/RVs

25.5x more interested in green living & the environment

21.7x more interested in sports/outdoors

18.9x more interested in home/family

Household incomes of \$50K+



Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast

Online Media Plan

Brand Tourism Websites	Male Index	Female Index	Travel Index	Travel News & Info	Travel Agents Index	Travel Guides & Travelogues Index	Hotel/Resort Index	Timeshares & Vacation Index
concierge.com	89	111	7.3				8	
bookingbuddy.com	85	115	7	12.2	15.7		6.9	
tripadvisor.com	93	107	6.3	24.1	8.7	4.2	9	4.2
carrentals.com	94	106	6.3	6.2	13.1		7.5	
viamichelin.com	113	87	6.2					
cheaptickets.com	86	114	4.8	8	15.6		6.1	
vrbo.com	90	110		8.1	5.6		6.2	40.4
homeaway.com	88	112		7.4	5.4		6.2	45.5
vacationrentals.com	88	112			3.1	7.4	6.8	
away.com	90	110				8.5		

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast

Online Media Plan

Brand Websites Non-Tourism Related	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/ RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
cheaptickets.com	86	114	101	109	109	4.8				
apartmentrating.com	78	122	101	85	111	3				
careerbuilder.com	90	110	101	106	105	2.9				
abovethelaw.com	116	84	101	141	233	2.7				
apartmentguide.com	80	120	108	91	91	2.5				
local.com	92	108	101	89	79	2.4	2.2			
dealbreaker.com	150	50	153	348	100	2				
mapmyride.com	130	70	106	134	139	1.7			1.8	
anymeeting.com	99	101	103	112	120	1.3				
pjmedia.com	135	65	113	136	159			48.7		
americanthinker.com	130	70	115	135	156			38.5		
news.nationalgeographic.com	120	80	260	120	130			17.4		
salon.com	116	84	99	109	113			17.4		
dailycaller.com	130	70	114	135	147			13.7		
realeclearpolitics.com	128	72	74	121	129			12.2		

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast

Online Media Plan

Brand Websites Non-Tourism Related Cont.	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/ RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
drudgereport.com	134	66	115	139	152			5.3		
taxidermy.net	104	96	126	119	114				23	
stripersonline.com	170	30	330	120	250				17.2	
bnqt.com	170	30	104	112	126				11	
outdoorlife.com	125	75	100	122	93				10	
mapmyrun.com	89	110	101	114	112				6.1	
golfwrx.com	155	45	105	163	201				5.5	
mapmyfitness.com	102	98	104	117	117				4.9	
bizrate.com	95	105	103	109	109				3.7	3.4
takimag.com	130	70	105	113	123				3.4	
ford-trucks.com	135	65	102	118	100				3.2	
mensfitness.com	145	55	100	105	97				3	
bikez.com	129	71	112	134	138				3	
yotatech.com	120	80	125	96	92				3	
autopartswarehouse.com	128	72	101	106	102				2.9	
duckhuntingchat.com	124	76	104	102	98				2.7	
automart.com	116	84	101	112	107				2.4	
autotrader.com	116	84	101	112	107				2.4	
boatingmag.com	125	75	112	134	138				2.4	
automedia.com	122	78	104	107	96				2.2	

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Tourism – Oregon Coast

Online Media Plan

Brand Websites Non-Tourism Related Cont.	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
bdoutdoors.com	123	77	100	85	78				2.1	
shorpy.com	120	80	106	115	110				1.5	
zleep.com	135	65	101	101	105				1.2	
bhg.com	65	135	100	112	107					70.5
hgtv.com	75	125	102	113	111					66.6
traditionalhome.com	30	170	330	120	250					47.8
diynetwork.com	86	114	100	114	97					33.1
coastalliving.com	50	150	119	144	128					20.8
apartmenttherapy.com	50	150	104	102	98					15.1
marthastewart.com	70	130	100	98	113					14.9
adoption.com	84	116	103	109	96					10.7
cooking.com	75	125	110	113	102					9.5
shape.com	45	155	102	92	82					8.8
parenting.com	73	127	121	90	81					8.8
thepioneerwoman.com	65	135	154	80	74					8.2
cdkitchen.com	70	130	106	103	85					8.1
allrecipes.com	75	125	100	109	104					8
familyoven.com	50	150	111	117	92					7.8
blisstree.com	70	130	106	93	83					7.4
gardenweb.com	91	109	128	128	119					7

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast

Online Media Plan

Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Ad Sizes: 728 x 90, 300 x 250 and 160X600 Mobile - 320 x 50 and 300 x 50 required	\$20.00	50,000	\$1,000.00
		\$18.00	111,111	\$2,000.00
		\$15.00	200,000	\$3,000.00
		\$12.00	333,333	\$4,000.00

Business Name: _____ Billing Address _____

Impressions Per Month: _____ Street: _____

Monthly Investment: _____ City: _____

Months to Run: _____ State: _____ ZIP: _____

GEO TARGET _____

Total Investment: _____ Printed Name: _____

Agreed to and Accepted: _____ Date: _____

Media Services Provided by Aqua Media Direct™ Inc.

Internet/Mobile Advertising **Proposal**

Presented to

City of Brookings/Tourism Promotion Advisory Committee (TPAC)

By: Cheri Griffith July 28, 2016



Increase marketing exposure for the City of Brookings events, businesses and properties by utilizing the GO Wild Rivers Coast Mobile App, online with www.CurryPilot.com, www.Triplicate.com, and www.GoWildRiversCoast.com, and indirectly through Curry Coastal Pilot's/Western Communications various print and online promotions of these products (see attached).

Purpose is to increase City of Brookings share of tourism dollars by increasing visibility of Brookings tourism videos by reaching over **60,000 unique visitors** monthly and thousands of impressions through the use of web advertising on www.CurryPilot.com and www.Triplicate.com, with direct links to City of Brookings tourism videos.

Two "Medium Rectangle" web ads (300x250 pixels) \$100 per month

Bring Visitors right to Brookings! Today's travelers don't go anywhere without their Smart Phones & Ipads --and you can reach them right through their fingertips with a **Premium Listing on Go Wild Rivers Coast Mobile App** (see attached). Over 5,000 downloads to date, with just over 2,000 of these users signed up for 'push' notifications'. These users are actively seeking places to go and things to do within Wild Rivers Coast.

Includes updating **Featured Listing** under **Events** each month to a Brookings event City would prefer to promote (ie. Azalea Festival, Kite Festival), **and**

Includes **Featured Listings** for City owned/Operated Venues (ie. Municipal Pool, Capella By the Sea, etc.)

Premium/Featured Mobile App listings \$175 per month

Total Cost \$275 per month



Cheri Griffith

Advertising Sales

cgriffith@currypilot.com

507 Chetco Ave., P.O. Box 700
Brookings, Oregon 97415
www.CurryPilot.com

Office: 541-469-3123
Cell: 541-661-0315
Fax: 541-469-4679

Go Wild Mobile App Rate Card

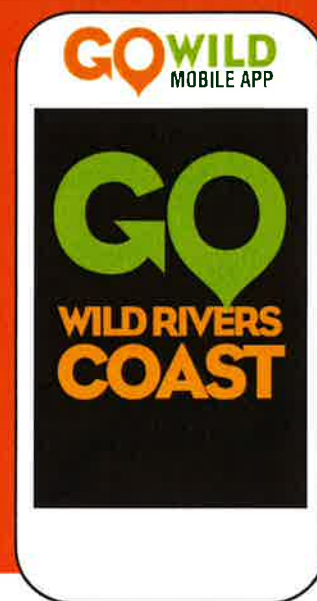
2016

SERVICE LEVEL

Feature Listing **\$20 per month**

Promotional Package #1

Assigned to 3 categories
Image gallery-up to 10 images
Name, address & phone number
Website & email address
Description of your business
Social media link and email share buttons



Premium Listing **Enhanced Features PLUS** **\$76 per month**

Promotional Package #2

Assigned to 5 categories
Video or audio file
Image gallery-up to 24 Images
Unlimited event listings
Banner ad-up to 3
GPS location

Social media link &
email share buttons
Description of your business
Name, address & phone number
Website & email address

Add-Ons



Banner Ads
\$25 mo



Events
\$10 per event



**App within
an app**
\$350 mo



Branded Postcards
Logo and stamp
\$100 mo (plus setup)



312 H Street, Crescent City, CA
707-464-2141
www.triplicate.com



507 Chetco Ave, Brookings, OR
541-469-3123
www.CurryPilot.com

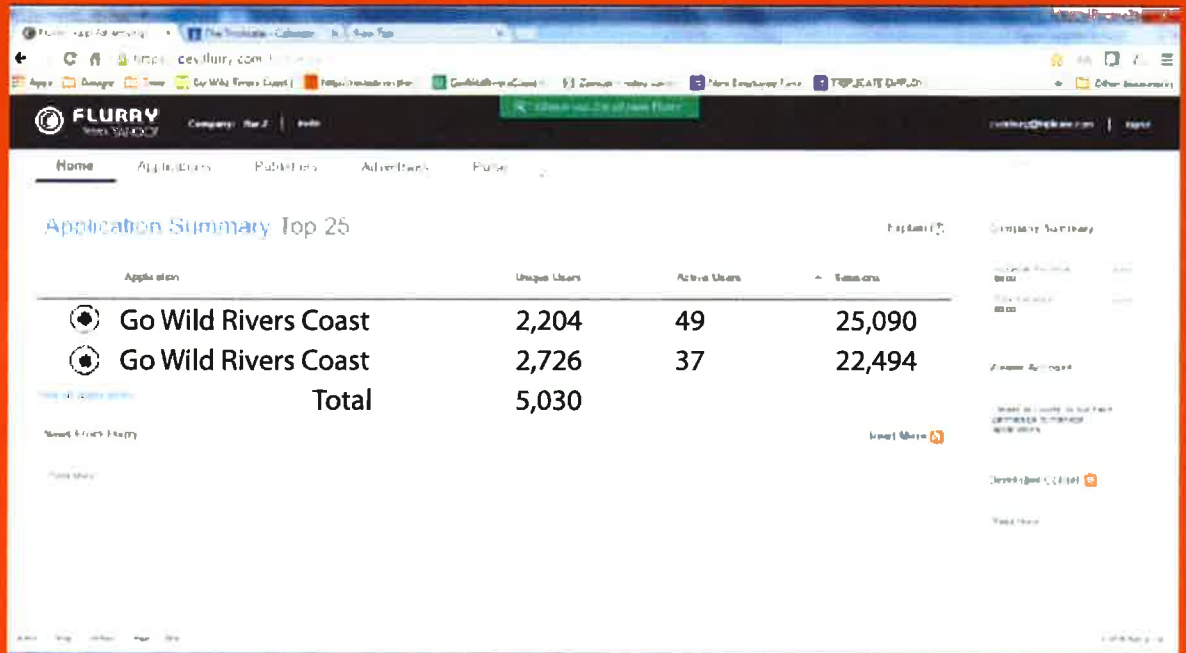
Go Wild Mobile App Statistics

2016

Downloads as of July 2016 - 5,030

*1,936 Users
are signed up to
receive
our "push"
notifications.*

*Of these users,
48 percent
reside within
Curry and
Del Norte
zip codes
- the other 52
percent in other
counties.*



Application	Unique Users	Active Users	Sessions
Go Wild Rivers Coast	2,204	49	25,090
Go Wild Rivers Coast	2,726	37	22,494
Total	5,030		

Where we promote the Go Wild Rivers Coast Mobile App

*We realize that for our app to be valuable to our advertisers it needs to have a large number of users.
So we put a lot of effort to promoting the app in various ways. Including the following:*

Print ads in:

Curry Coastal Pilot
Del Norte Triplicate
Baker City Herald
La Grande Observer
Bend Bulletin
Redmond Spokesmen
Also in the Gold County of California, Sonora.

Radio ads on:

KURY AM and FM and Bicoastal Media stations

Bill Board on:

Hwy 101 at the Del Norte County Fairgrounds

Over 1,000 Table Toppers in:

Area Motels, Visitor and Welcome Centers, Restaurants, and tourist attractions from Bandon, Oregon to Orick, California

Five Oregon State Welcome Centers

Bend
Crissey Field,
Klamath Falls
Seaside
Lakeview

Also Appears in:

Coast Go Book
Del Norte and Curry County Maps
National Parks website
Travel Oregon
101 Things to Do
Del Norte County Visitor Bureau co-op
Rack Cards



312 H Street, Crescent City, CA
707-464-2141
www.triplicate.com



507 Chetco Ave, Brookings, OR
541-469-3123
www.CurryPilot.com

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:

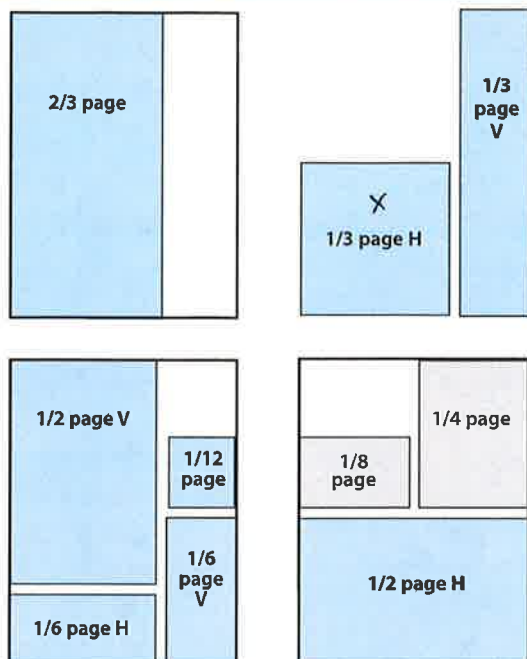
Our Tourism Promotion Advisory Committee has just received its budget allocation for fiscal 2016-17 (starts July 1, 2016) and will be discussing possible expenditures at the July 28 meeting. They had a brief discussion last night about funding print advertising, but did not make any decisions. Will keep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

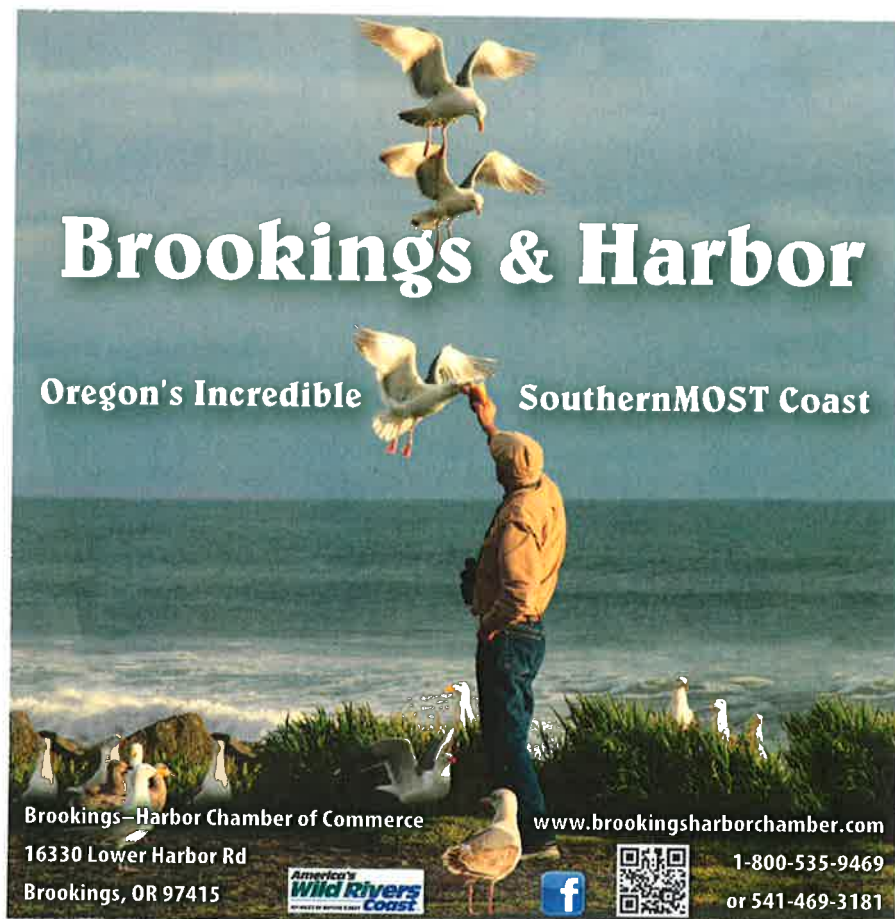
As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser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

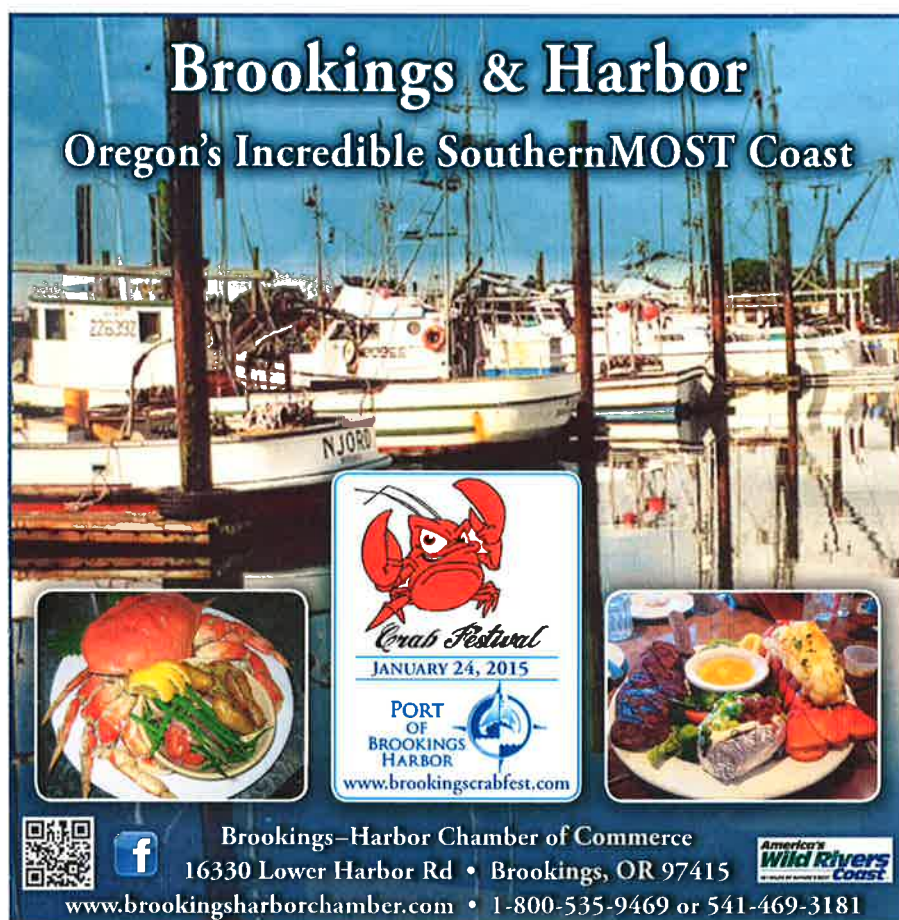
www.brookingsharborchamber.com
 1-800-535-9469
 or 541-469-3181

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

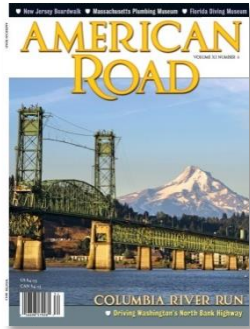
Brookings-Harbor Chamber of Commerce
 16330 Lower Harbor Rd • Brookings, OR 97415
www.brookingsharborchamber.com • 1-800-535-9469 or 541-469-3181

  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

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT		60% EVENTS		10% CAPITAL (TENT)	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget						
% BUDGETED	\$ 15,239		\$30,478		\$5,079	\$500	\$1,000
July	\$ (500) OCVA 2016 Membership		\$ (2,500) AMF Concerts				-\$98.25
	\$ (500) Xplore Film - Dining Video Advance		\$ (2,363) Natures Coastal Holiday Arches				
			\$ (2,500) Sourwood/Rogue Relay				
			\$ (2,258) BHHS Drone				
August			\$ (3,000) Vet Fest				-\$62.72
September			\$ (3,000) Oktoberfest				
*Pending	\$ (4,959) Media Advertising listed below		\$ (4,500) Events listed below				
REMAINING FUNDS	\$ 9,280		\$ 10,357		\$5,079	\$500	\$839.03

***Pending Budget Allocations**

\$ 2,000	Xplore Film - Dining Video Balance	\$ 2,000	VFW Fireworks - thru CC
\$ 2,959	101 Things to Do Yearly Ad	\$ 2,500	Sourwood/Rogue Relay - thru CC
\$ 4,959		\$ 4,500	

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