

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, May 21, 2015 - 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes**

- a. April 16, 2015

### **3. Public Comments**

### **4. Action Items**

- a. 541Run.com Event Proposal – Jon Carlson
- b. Participation in Brookings Harbor Chamber Map/Brochure – Gary Milliman
- c. Brookings Brochure – Barbara Ciaramella/Gary Milliman (continued from 4-2015 agenda)

### **5. Informational Items**

- a. Rob Spooner – Oregon Coast Magazine
- b. 2015-16 Promotion Proposals – Gary Milliman
- c. Google Plus Page Advisory Services – Tim Patterson
- d. Tourism Grows Economy Article
- e. Century Building Centennial Celebration Event Evaluation
- f. Council Action on TPAC Recommendations
- g. TPAC 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 – April 16, 2015**

**CALL TO ORDER**

Meeting called to order at 4:05 PM

**1. ROLL CALL**

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

*Absent:* Committee member Barbara Ciaramella

**2. APPROVAL OF MINUTES**

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

**3. PUBLIC COMMENT - None**

**4. ACTION ITEMS**

- a. **Chetco Brewing Company OktoberFest Proposal** – Raymond Ross advised that the event is to be held in the Century Plaza parking lot and they will be inviting approximately 20 additional breweries and food vendors to attend. They plan to have Oktoberfest activities and entertainment and hope to draw @800 people to the event. They will be charging admission, have fenced off areas for the beer garden, have volunteers policing the area, and will follow OLC requirements. Tim Patterson questioned why they needed TPAC funding as their budget looks like they will make a profit. Mr. Ross advised that being a first year event they were uncertain of all the expenses and of the event attendance and if there would be an actual profit; any additional funds would be used for future events. Skip questioned if there was enough parking at the venue location for the amount of people they are expecting, Mr. Ross advised they will be discussing parking with Fred Meyer and Rays. They had considered Azalea Park, but the area would need to be fenced in and the Port was not interested. In case of rain vendors will have tents and they will check into renting a tent closer to the event pending the weather. Committee wanted to review other event proposals before making recommendation.
- b. **Coastal Christmas in Brookings Proposal** – Gary advised that two separate organizations are proposing Christmas decoration projects as outlined in the TPAC CARs. Kathleen Breshears of Coastal Christmas in Brookings-Harbor advises that their organization believes the more festive and decorated the town is the more people will visit and spend money. They were funded \$1500 in 2014 and are unable to expand without additional funding each year. Klaus Gielisch of Natures Coastal Holiday advised that they are requesting funds for a one time project to recondition 15 bell sculptures that would be placed downtown to compliment the other seasonal decorations and to build light arches to expand and light up the pathway to the Capella during Natures Coastal Holiday in Azalea Park. Committee questioned pursuing outside revenue and sponsorships for additional funding. Committee continued to review additional agenda items before making recommendation.
- c. **Brookings Brochure** – Tony Baron advised that he is interested in creating a Parks and Recreation brochure to advertise park and community recreation sports/events and thought the two brochures could be combined. The Chamber of Commerce is currently soliciting advertisers for a Brookings-Harbor brochure. Gary reviewed production and distribution cost information he had obtained. There was concern that brochures may be duplicating information. Matter continued to May agenda.

Committee reviewed anticipated budget items and asked questions of the event proposal applicants. City Manager advised committee members that if they are a member of one of the

groups seeking funding they should abstain from voting on that request to avoid being found in conflict of interest. Committee member Bob Piper and Chair Tim Patterson recused themselves from voting on the Coastal Christmas Event proposal.

**Motion made by Candice Michel to fund the OktoberFest event in the amount of \$3500; motion seconded and Committee voted; the motion carried unanimously.** Matter forwarded to the City Council.

Candice considered funding the bells and the downtown decorations proposals, but felt funding money for the arches may not be the best use of TPAC funds as Natures Coastal Holiday Light Show already attracts tourists and that the arches are not likely to add more visitors. Emma and Candice thought that money could be used for another actual event. Suggested Natures Coastal Holiday return in three months to request funding for the arches, as the budget may be more defined then.

**Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510 and fund the Coastal Christmas event in the amount of \$5000; motion seconded.** Committee discussed. **Motion withdrawn.** **Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510; Tim Patterson amended the motion to fund both Natures Coastal Holiday proposal for the bells and arches in the amount of \$7170; motion seconded.** Committee discussed, members wanted to support all three proposals but uncertain if it was the best use of TPAC funds, not knowing if more event proposals would come in for other months of the year and being able to fund other worthy events if event funding is depleted to soon. **Committee voted; one in favor, four opposed; motion failed.** **Motion made by Tim Patterson to fund Natures Coastal Holiday for the bells in the amount of \$3510 and loan them monies to proceed with the arches; motion seconded.** Discussion on loan requirements. **Committee voted; one in favor, four opposed; motion failed.** **Motion made by Candice Michel to fund Natures Coastal Holiday reconditioning of the bells in the amount of \$3510; motion seconded and Committee voted; the motion carried unanimously.** **Motion made by Candice Michel to fund Coastal Christmas event in the amount of \$5000; motion seconded and Committee voted three in favor, Tim Patterson and Bob Pieper recused; the motion carried.** Matter forwarded to the City Council. Suggested that the proposal for the arches be resubmitted for the June agenda.

## **5. INFORMATIONAL ITEMS**

- a. Rob Spooner – Oregon Coast Magazine** – continued to May agenda.
- b. 100 Days of Christmas** – matter removed from agenda.
- c. TPAC Budget and Internet Hit Info** – information reviewed.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for May 21 at 4:00 pm. Tim Patterson would like to add Google-Plus page Advisory Services RFP be added to the agenda for discussion to assist business owners to establish a Google Plus page to help customers find their business on the internet.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:58 pm.

Respectfully submitted,

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

# TPAC Event App

Rec'd 4/13/15 h


<b>Event Title:</b> <u>541Run.com</u>		<b>Amount Requested</b> <u>\$ 1,500</u>	
<b>Event Description:</b> <u>Four running courses throughout Brookings and Harbor</u>			
<u>1 mile, 2 mile, 3.5, and 8 mile runs all on Fathers' Day June 21</u>			
<b>Event Date/s:</b> <u>Fathers' Day June 21 2015</u>			
<b>Location:</b> <u>Brookings and harbor</u>		<b>Location secured?</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
<b>Event Goals:</b> <u>Increase tourism</u>			
<b>Please explain how this event will be sustained after the first year:</b> <u>The event will be promoted year round by the</u>			
<u>event's web site, 541Run. com</u>			
<b>Sponsors/Investors:</b> <u>Slugs 'n Stones 'n Ice Cream</u> <u>Zola's Pizzeria</u>			
<b>Budget</b>			
<b>Income</b>		<b>Expenses</b>	
1 mile	\$1.00	<b>Facility/Venue Costs</b>	\$
2 mile	\$10.00		
3.5 mile	\$15.00		
8 mile	\$20.00		
<b>Concessions</b>	\$	<b>Insurance</b>	\$ 280
	\$	<b>Advertising</b>	\$
	\$	<b>Supplies</b>	\$ 2,500
	\$		\$
	\$		\$
<b>TOTAL</b>	\$	<b>TOTAL</b>	\$ 2,780
<b>Methodology for evaluating events success in terms of bringing visitors to the Brookings area:</b> <u>Amount of ticket sales</u>			
<b>Contact Person:</b> <u>Jon Carlson</u>		<b>Phone:</b> <u>818-888-1869</u>	
<b>Organization:</b> _____		<b>Address:</b> <u>357 Gardner Ridge Rd</u>	
If more space is required please attach additional pages			

Exhibit B

**CITY OF BROOKINGS**  
**TOURISM PROMOTION ADVISORY COMMITTEE**  
**AGENDA REPORT**

Meeting Date: May 21, 2015

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
Executive Director Approval

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Subject: Participation in Brookings Harbor Chamber of Commerce Map/Brochure

Recommended Motion:

Motion to approve participation in the Brookings Harbor Chamber of Commerce 2015-17 map publication at a cost not to exceed \$595 utilizing Transient Occupancy Tax funds.

Financial Impact:

\$595 in Transient Occupancy Tax funds.

Background/Discussion:

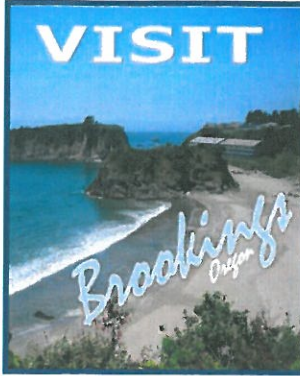
The Brookings Harbor Chamber of Commerce is developing a new visitor map and brochure that will be used as the principal part of a package to fulfill tourism and relocation information requests, and will be distributed at local visitor information locations. The map/brochure is planned for reprinting/updating every two years.

The City is a Chamber member. Staff is recommending participation in the brochure at the member price of \$595 for a business-card size advertisement. The advertisement will provide a QR Code linked to the Visitors page of the City website, and would contain the address of the City visitor information counter (City Hall). The brochure would also be available on line.

This proposal was received on April 30 with a deadline of May 22, the day after the next TPAC meeting. If this proposal was processed through TPAC, it would not come to the City Council for consideration until June 8. Thus, City Council approved this expenditure contingent upon TPAC approval at their meeting of May 21.

Attachment:


- a. Draft Advertisement




# VISIT

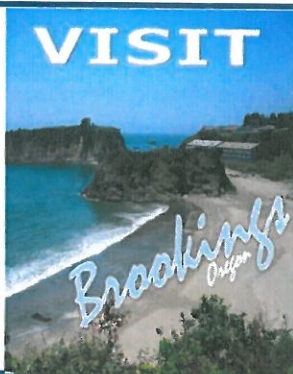
*Brookings  
Oregon*

**Visitor Information**  
**Brookings, Oregon**  
City Hall, 898 Elk Drive  
(Short block off Highway 101)  
[www.brookings.or.us](http://www.brookings.or.us)





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City Hall, 898 Elk Drive  
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# VISIT

*Brookings  
Oregon*



# VISIT

*Brookings  
Oregon*



**Visitor Information**  
**Brookings, Oregon**  
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**GARY MILLIMAN**

*City Manager*

Credentialed City Manager

International City Management Association

# MEMORANDUM

*Office of the City Manager*

**TO:** TPAC

**DATE:** April 28, 2015

**SUBJECT:** 2015-16 Promotion Proposals

The City Budget Committee has approved a budget of \$37,000 for tourism promotion for fiscal 2015-16. This is not a lot of money to undertake a tourism promotion program.

City Recorder Joyce Heffington and I have pooled our tourism promotion experience (Joyce was the marketing coordinator for Oregon Caves, and I served as marketing director for the Skunk Train, and was heavily involved in tourism promotion with the Fort Bragg Chamber of Commerce, Redwood Empire Association and the Mendocino County Promotional Alliance) to come up with the following recommendations.

1. Produce a 60-120 second video for each of the major events and place them on YouTube, Facebook and the City's website. Do this for four events in fiscal 2015-16.
2. Retain the services of a marketing company to "pitch" stories about Brookings to the media, including travel magazines, electronic media and niche publications (i.e. fishing, kayaking, kites, windsurfing, etc.)
3. Participate in the "Go Wild" marketing program developed by the Curry Coastal Pilot.
4. Develop additional content for the "Visiting" page on the City's website including a downloadable Brookings brochure.
5. Develop a QR Code to help direct people to the "Visiting" page in the City website and the City Hall visitor information center. The QR Code would be used in any print materials or print advertising.
6. Develop a mobile app tied to the City website. A mobile app is a software application providing an appropriately-sized interface to something on the web using a mobile device. It would adjust the websites content so that it is sized for viewing on a variety of mobile devices. The vendor that developed the City website can develop a mobile app that can be fully integrated into our website (see attached).
7. Partner with other private businesses and tourism promotion agencies in their marketing campaigns. Focus on using the QR Code to direct people to visitor information.

Subject to the approval of the City Council, several City Staff members have the capacity to assist in pursuing this program including content development and design.

## CivicPlus Announces New Native Mobile Application

MANHATTAN, KS – (August 19, 2014) CivicPlus, a leading provider of digital engagement and efficiency solutions for government, launched a new customizable mobile app solution today. The app is designed to help cities and counties deliver a rich mobile experience to their citizens. The CivicMobile native app provides a powerful tool for citizen engagement, while integrating seamlessly with CivicPlus websites via the Government Content Management System (GCMS®). The solution is available for both iOS and Android operating systems.

With the increasing prevalence of mobile device use, the CivicMobile app is an essential engagement tool for the modern age, working in tandem with government websites to offer convenient, 24/7 access to information and services. Providing on-the-go communication, instant access to information, mobile payment capability, and more – CivicMobile is designed to help governments accommodate the busy lifestyles of today's citizens.

While CivicPlus websites do support responsive design, CivicMobile goes a step beyond to address the specific needs of smartphone and tablet users. Unlike web-based applications, much of the content for the CivicMobile native app is housed on the device itself, yielding faster load speeds, a rich user experience, and the ability to integrate with the phone's camera and location information. This empowers citizens to report issues along with the exact location and a picture of the incident. Harnessing the power of CivicMobile, one forward-thinking mayor used it to address citizen complaints, vowing to fix any potholes reported through the app in a 24-hour period. The city saw an immediate uptick in reports and resolutions.

"While we believe in responsive design, we also believe a mobile app should go beyond what is already available on a website," said Ward Morgan, CEO of CivicPlus. "It should include functionality that is specific to the user and should easily equip people with the information they need with a simple finger tap. That is what we have accomplished with the CivicMobile app."

● Page 2

CivicMobile can be customized to match the design and branding of individual government websites. Cities, counties, and departments are able to customize the look and feel of the site, along with adding their own desired functions, branding, and layout. Its integration with the CivicPlus GCMS provides citizens the opportunity to connect and interact with all of the features and functionality they're familiar with, but with added convenience and capabilities.

"We designed the mobile app to deliver an additional level of engagement between citizens and their government by providing them the tools that make connecting with their government easy and accessible, no matter where they are," Morgan said.

CivicMobile is currently deployed in over 20 cities and counties throughout the United States and Canada, with many more coming online each week.

## RFP

1. Assist Brookings Merchants get listed on Yelp, Google Maps, Facebook, ??
2. Payment to be per merchant contract..
3. Independent Contractor.
4. Contract with each merchant (system to be developed by RFP contractor)
5. Three months program.
6. Payments monthly.
7. Renewal possible.
8. Resume and project theory part of proposal.
9. No cost to merchant.

# Get your business on Google for free

**New** – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.



Show up across Google

Give customers the right info

Build lasting relationships

## Be found by customers across Google

Google My Business puts your business info on Search, Maps and Google+ so that customers can find you, no matter what device they're using.





## Make it easy for customers to get in touch

Give customers the right info at the right time, whether that be driving directions to your business in Maps, hours of operations in Search or a phone number they can click to call you on mobile phones.

## Start a conversation with your people



Google My Business helps you build a loyal fan base. Your customers can show their appreciation with ratings and reviews, use the +1 button to endorse your content, and re-share your Google+ posts across the web.

# How to Create a Google Plus Page for Your Small Business

Jun 28, 2013 by [Shawn Hessinger](#) In [Social Media](#)

Just like Facebook and Twitter, Google+ offers you the opportunity to create a business page to promote your business, organization or a specific product you have in mind. The Google Plus community is growing in numbers and you can take advantage of a Google Plus page to get your business to a wider audience.

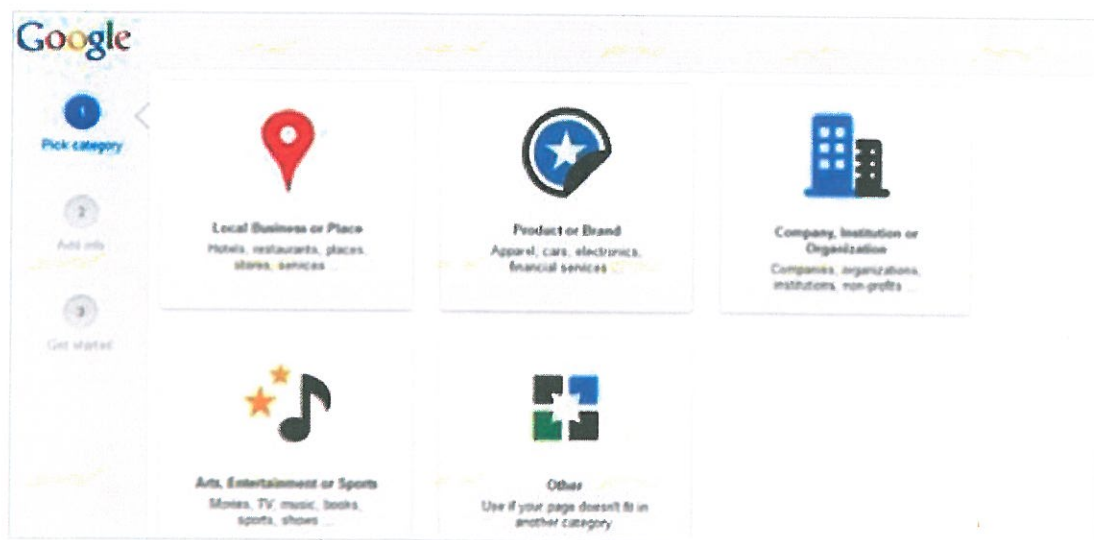
I want to take you through the process of creating a Google Plus page for your business or organization. Just like Facebook, you will need a personal profile on Google Plus to get started. If you don't have one yet, sign up and create a personal Google Plus profile first. You can only create that business page once your profile has been created.

If you have a Google Plus personal profile, follow these steps to create a new Google Plus business page.

## How to Create a Google Plus Page

### Pick a Category for Your Business

1. Visit [Create a business page](#) on Google Plus (or follow "All Your Google Plus Pages" in the pull down under your profile photo) and hit "create a page." Pick a category for your business. Pick the right category that perfectly describes your business or organization. You can choose from local business or place; product or brand; company, institution or organization; arts, entertainment or sports and other if the specific choices mentioned do not apply to your business.

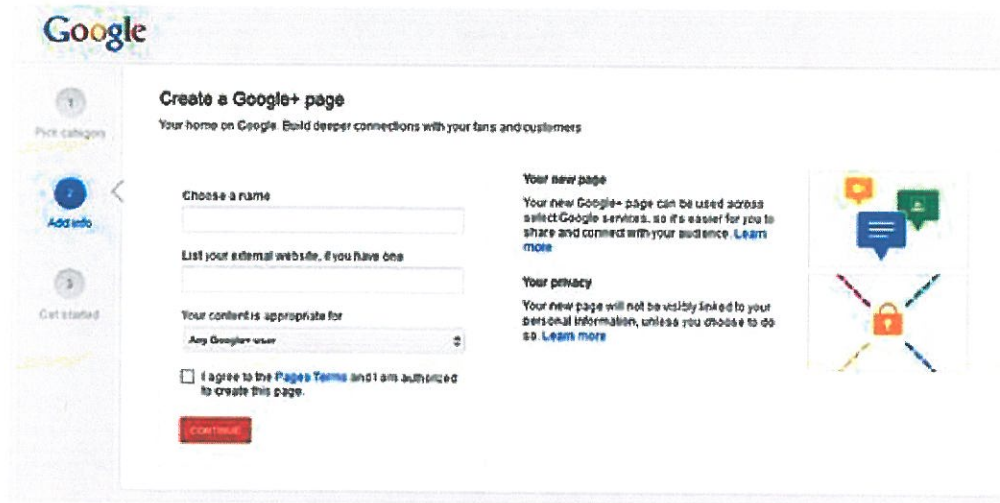


2. Depending on the main category you select, you will be presented with subcategories that go into greater detail describing what you do. For example, if you selected "local business or place" you would first be asked to provide the country where your business is located and then a primary telephone number. If you selected product or brand, subcategories will include "antiques and collectibles," "apparel and accessories," "appliances" etc. Select your subcategory and click next.

### Add Basic Information

3. If you have successfully selected the best category for your business, you can then add basic information for your brand, product or business page at the add info page.

Begin by choosing a name for your page and a link to an external website, if you have one.



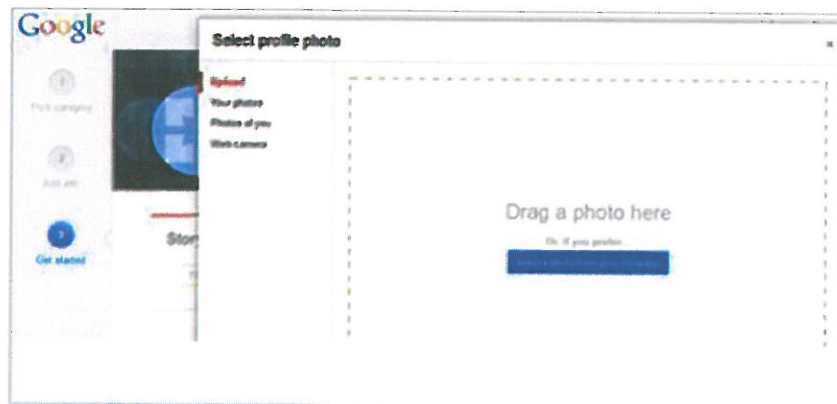
It's not a requirement to enter a link to your website but a website with detailed information about what you do can significantly improve the image of your business or product.

Then select the kind of Google Plus user your content is appropriate for. For example, your content may be appropriate for "any Google Plus user," "users 18 and older," "users 21 and older" or content that is "alcohol related."

The final step on the add info page is to check the "I agree to the Pages Terms and I am authorized to create this page." Take some time to really check out the [Google plus page terms](#) to see their notes on Authority, Access, Content, Data, Contests and Suspension & Termination. Once you take note of the terms of use, click "continue" to customize your page.

## Begin Customization

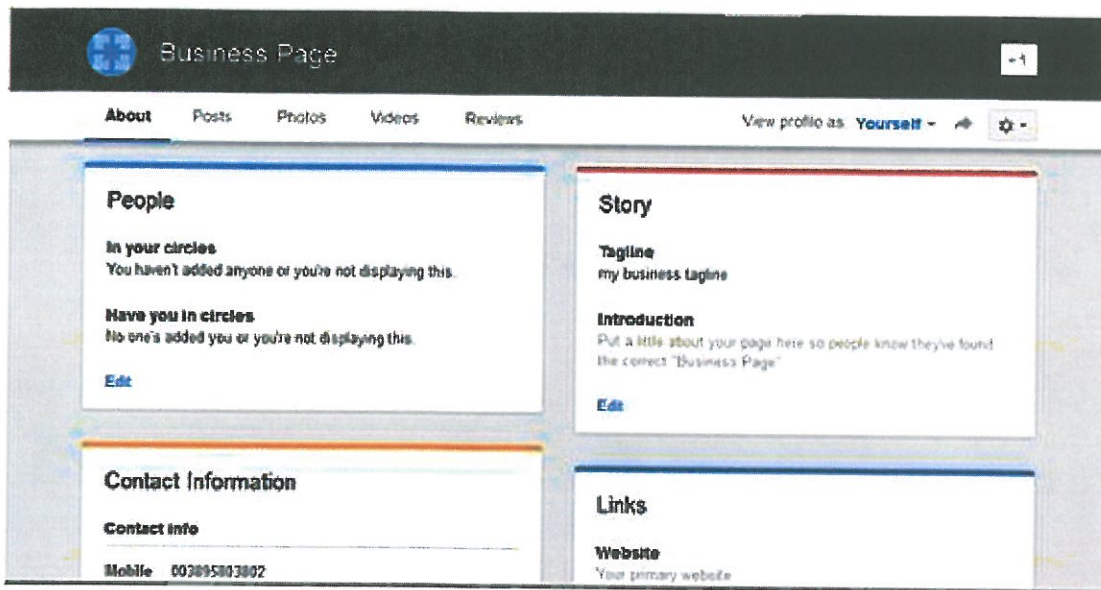
4. Begin customizing your Google Plus by adding a cover and profile photo. Click on the icon in the default profile picture and add a profile picture. Select a profile picture from your computer or photos you have already uploaded on your personal profile. Google allows you to select from images on Picasa if you already have a Picasa account and your preferred image is hosted on the photo sharing service.



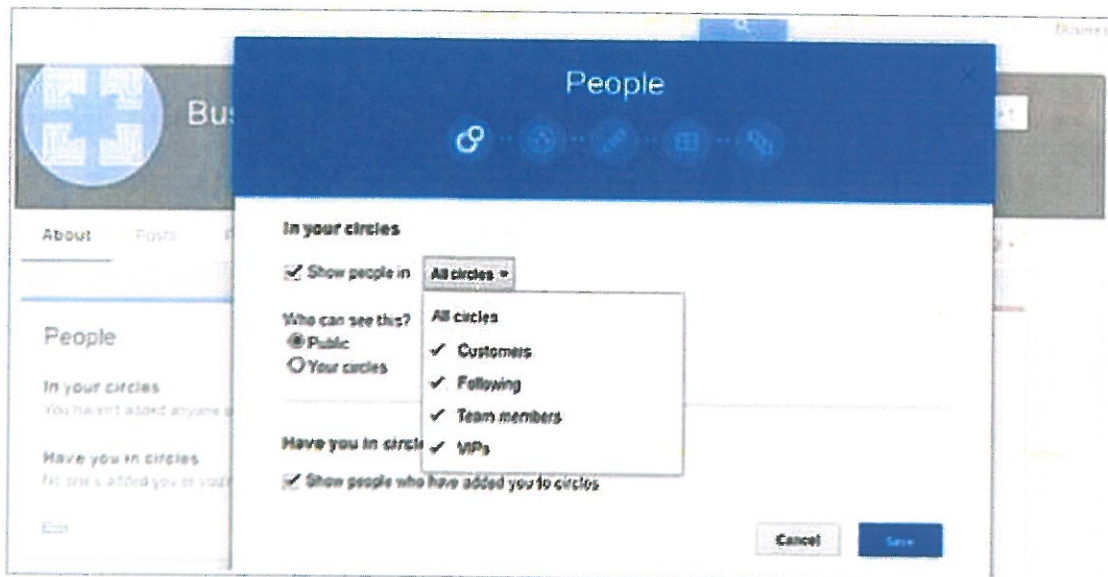
5. Use the same procedure to change the cover picture. Cover pictures are larger than profile pictures. If you have an image of your product, company or brand that can promote and enhance your business, the cover photo works best for that purpose.

6. Under story, add the ten words that best describe your business. Choose carefully. This will be your business's tagline, at least for Google Plus users. Your tagline must be consistent with other taglines you have used for branding purposes on other sites. Finally fill in your contact information including phone, mobile, email, fax, pager, chat and address. Hit "finish" to complete the customization of your page.

7. When you complete the basic information, you can begin using your administration dashboard to manage your new Google Plus page. You can use the “About” section of the dashboard to fill in any additional information about your page and begin building your network.



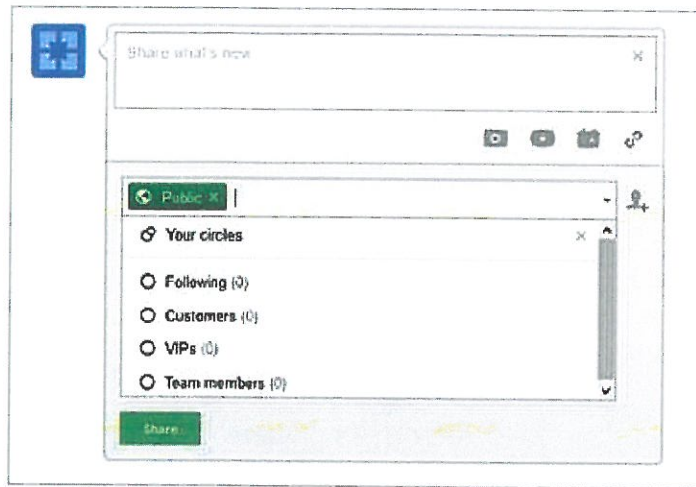
Under People, you will be able to determine how Google Plus users see your business page. For example, you can group your page fans (once you have them) under customers, following, team members, VIPs. You can also see who has added your new business page to their circles and then follow them back to their pages and follow them in return.



Edit your Story to add an introduction to your page. You should complete the introduction with a description of your business and what you do. Keep in mind important keywords related to your business. You can still make changes to your contact information if you like. You can also add links to other pages that interest you or that are related to your business. Finally, you can add links to your other social networks such as Facebook and Twitter.

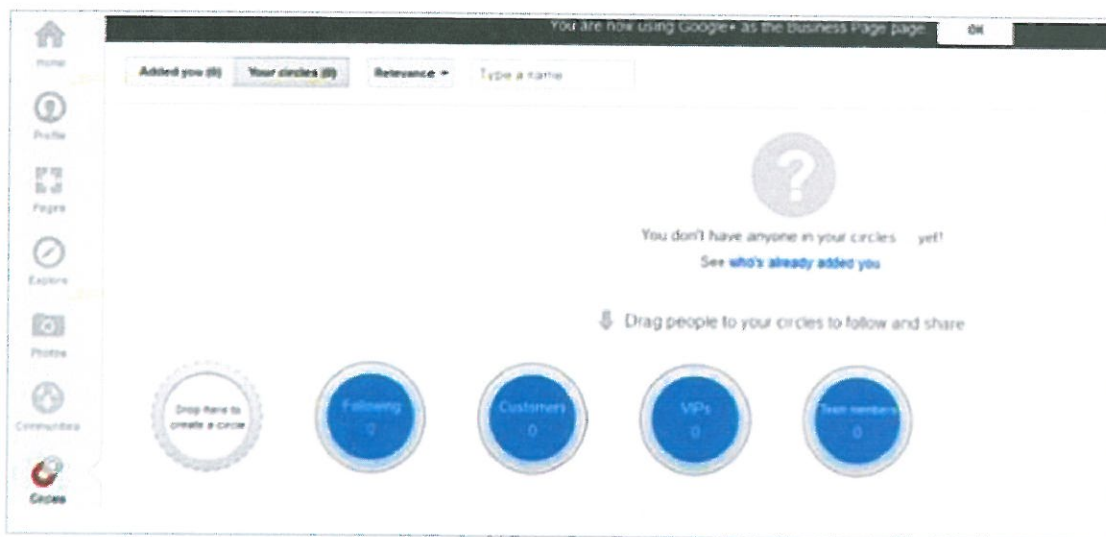
## Start Sharing Content

8. Once your Google Plus business page is ready, you can start posting to your page by sharing links, photos and videos just like you do on your personal Google Plus profile or Facebook page. Make your posts interactive and engaging by adding photos, videos or links. And you can share your posts with people in different circles.



To make it easy for your fans to interact and engage on your page, Google has provided navigation tabs just below your Google Plus business page name: About, Posts, Photos, Videos and Reviews. All the tabs are shown to visitors so be sure to upload content to give visitors information and updates when they visit your Google Plus page.

9. If you want to find out who has added your page to their Circles, on the left sidebar click “Circles” under “More.” On the display screen, you can drag your fans into one or more of the four default circles and you can also create your own circle.



To interact and engage with your fans, follow their posts, comment on their status messages, and +1 their updates using your page profile. Share relevant information your fans will find most useful. Do not just promote your products, educate your fans as well.

10. Use your Google Plus page to add data to your [Google Local Plus](#) page. If you get these two pages confused, you're not alone. Google Local Plus expert Mike Blumenthal [explained to Small Business Trends recently](#) :

One of the issues is that most businesses do not understand that their listing at Google is a search result. And that Google gives the business the privilege of adding some trusted data to that listing from either the Places Dashboard or from Google Plus.

Do you have any suggestions for how to improve your Google Plus business page? What have been your experiences with Google Plus for business thus far?

Article printed from Small Business Trends: <http://smallbiztrends.com>



# Using Tourism to Grow Your Community's Economy

by Ryan Becker

Tourism is everyone's business in California. Year after year, the travel industry delivers tax revenue and jobs to every region of the state, fueling California's economic engine.

Travelers spent \$117 billion in California in 2014, and tourism provided jobs for more than 1 million Californians. The travel and tourism industry also generated \$9.5 billion in tax revenue, supporting local and state governments and funding cultural programs that enrich California's communities.

To retain its strong tourism economy, California needs a unified marketing effort reaching potential visitors as regularly and effectively as the competition. Despite the Golden State's allure — from its natural beauty to the promise of fulfilling dreams — it must be marketed frequently and vigorously to reach potential visitors throughout the United States and around the world. Visit California, a public-private partnership established to promote tourism,

partners with the state's travel industry, government leaders and more than 9,000 businesses statewide to market California's brand and products to the world.

"Visit California exists to do what the travel industry cannot do for itself — market the state's brand around the globe with a unified, research-driven voice," says Caroline Beteta, president and CEO of Visit California. The organization has developed one of the world's most distinctive aspirational tourism brands, emphasizing what research shows visitors love best: California's signature laid-back lifestyle, ambitious attitude and the most diverse collection of destinations and experiences in the nation.

By partnering with local and regional destination marketing organizations, Visit California develops content that resonates with consumers worldwide and provides a springboard for local marketing efforts.

Many regional destinations are leveraging their unique qualities and characteristics to create and foster strong local tourism economies. Their successes demonstrate what's possible in virtually every community throughout the state.

## Temecula Invests Long Term in Tourism

One off-the-beaten-path destination making a name for itself through regional marketing and leveraging the statewide effort is Temecula, a "hidden gem" wine region with a charming downtown that visitors often pass on the way to Palm Springs from Los Angeles and San Diego.

In February 2015 the City of Temecula approved a five-year Tourism Business Improvement District to help fund Visit Temecula Valley, which previously operated on a one-year agreement.

*continued*

*Residents and tourists shop at the San Luis Obispo Farmers Market. Local leaders are working to create a countywide Tourism Business Improvement District to promote the entire region.*

Ryan Becker is vice president of communications for Visit California. He can be reached at [rbecker@visitcalifornia.com](mailto:rbecker@visitcalifornia.com).

"The City of Temecula values the work that Visit Temecula Valley continues to do to increase tourism in our region," says Temecula Mayor Jeff Comerchero. "In addition to creating and supporting the district in which the area's hotels assess themselves to raise funds for the promotional efforts of Visit Temecula Valley,

the city also is a partner in several events where our combined efforts are stronger than those of each entity individually."

Temecula's success as a tourism destination contributes to economic development in Riverside County. In 2012 travelers in Riverside County spent \$6.6 billion, supporting jobs for nearly 70,000 people.

### Central Coast Destinations Work Together

The City of Paso Robles is another community realizing the value of its regional promotion efforts and working to expand tourism. Though the city has an established Tourism Business Improvement District, local leaders are working to create a countywide Tourism Business Improvement District to expand Visit San Luis Obispo County's marketing budget.

"Over the past two decades, tourism — driven by Paso Robles' internationally famous wine country — has become a vital component of our local economy," says Paso Robles Mayor Steve Martin. "The city's participation in regional marketing efforts has been essential to that development. Our community's Tourism Business Improvement District, the Travel Paso Robles Alliance, is a major supporter of Visit San Luis Obispo County's activities, and all 20 of our hotels are Visit San Luis Obispo County members. Now, as efforts proceed to establish a countywide business improvement district to more effectively market the entire region, Paso Robles will continue working to maximize the benefits of tourism marketing efforts."

And Temecula and Paso Robles aren't alone, as dozens of local jurisdictions discover how tapping into their potential tourism economy can lead to improvements in infrastructure and the quality of life communitywide.

"Visitors help pay for needed local infrastructure, emergency services and for every local attraction from Morro Bay's aquarium to Atascadero's zoo," Atascadero Mayor Tom O'Malley says. "And the message also reminds us locals how blessed we are to live in paradise."

In 2013 visitors to the Central Coast spent \$7.1 billion, employing 74,000 people and generating \$471 million in tax revenue.

continued on page 14

## Still comparing apples to oranges?

U.S. Communities delivers cooperative purchasing solutions that can't be matched.

Our priority is to protect the interests of public agencies through:

- **Commitment by all suppliers** to offer their lowest overall public agency pricing
- Contracts that are **solicited, awarded and updated** by a lead public agency
- Quarterly performance reviews and annual, independent third-party audits to **ensure contract compliance and performance**

Experience the unmatched value of U.S. Communities.

Register today at [www.uscommunities.org](http://www.uscommunities.org)



Exclusive Sponsor of U.S. Communities



### Health Care Reform Solutions

Keenan's Health Care Reform Consulting Services help you understand the Affordable Care Act's (ACA) potential impact on your health care benefit plan.

- Analysis of your plan and employee workforce
- Prioritizing next steps in alignment with your objectives
- Creating a recommended action plan
- Evaluating and modeling plan design and contribution strategies
- Developing employee wellness and condition management approaches
- Identifying cost-savings alternatives to Covered California, including PACE, a unique Joint Powers Authority medical benefits program for public agencies

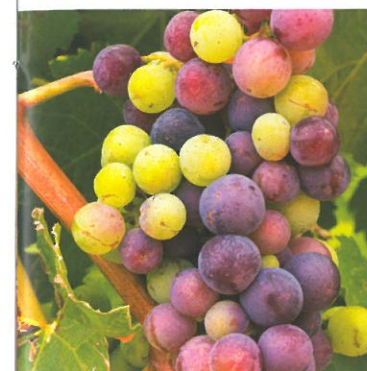
For more information about our Health Care Reform Consulting Services, please contact Steve Gedestad, [sgedestad@keenan.com](mailto:sgedestad@keenan.com).

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Travelers spent  
\$117 billion  
in California  
in 2014.

CLOCKWISE FROM UPPER LEFT Festivals attract crowds; balloon rides over Temecula are a perennial favorite for visitors to the region; California's sweeping vistas draw tourists from around the globe; and wine regions throughout the Golden State help to boost tourism.

### NATIONAL TRAVEL & TOURISM WEEK OFFERS ECONOMIC DEVELOPMENT OPPORTUNITIES AND INSPIRATION

With California's tourism industry on the cusp of unprecedented growth this year, there's no better time to celebrate National Travel & Tourism Week, which this year is May 2-10. The event provides an opportunity to educate and inspire local businesses to take local destination tourism development and marketing to the next level.

The week's marquee event is Travel Rally Day, slated for May 5, which will raise awareness about the benefits of travel and provide a platform to amplify how traveler spending supports communities and local businesses. Cities can use U.S. Travel resources — including a helpful tool kit — to develop opportunities and invite media to attend local rallies. Find links to these tools and events in the online version of this article at [www.westerncity.com](http://www.westerncity.com).

Visit California is leading the effort to promote the Golden State as a premier travel destination and will host several events throughout the state during National Travel & Tourism Week, which will feature new tourism data and more information on partnership opportunities. Visit <http://industry.visitcalifornia.com/Find-Research/California-Statistics-Trends> for information about the local impact of tourism in California.

LCW LIEBERT CASSIDY WHITMORE



"Service in local government is, literally, an opportunity to change the world."

- David Tooley, City of Madera

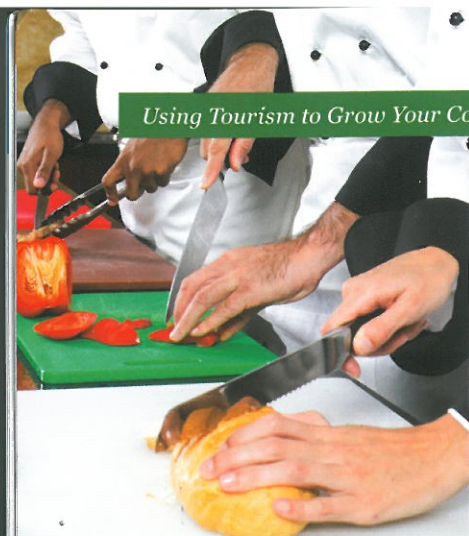
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## Culinary Scene Draws Visitors to Oakland

In Oakland, residents are finding a booming restaurant scene leads to an influx of tourists, which boosts economic activity.

"We opened more than 300 restaurants and bars in Oakland in the past 18 months," says Oakland Mayor Libby Schaaf. "Their success is in part because of increased visitor traffic, which has also led to our transient occupancy tax becoming one of the fastest-growing revenue sources for Oakland."

"In addition to fueling interest from investors, the recent national recognition of Oakland as a tourist destination has also led many individuals to relocate to our city, which contributes to our sustained economic growth," Schaaf adds. "While Oaklanders remain our best ambassadors, it's terrific to have Visit Oakland doing its part to help share and promote all the wonder and diversity Oakland has to offer."

In 2012 visitors to Alameda County, where Oakland is located, spent \$3.4 billion and generated \$227 million in tax revenue.



*A vibrant tourism economy can be built on regional features such as restaurant districts, outdoor attractions and amenities and recreational opportunities that appeal to visitors of all ages.*



## What Your City Can Do to Build Tourism

Local communities are examining ways to increase their appeal to tourists and stimulate economic activity around tourism. Such opportunities span a broad range that includes recreational activities, farm-to-fork activities, historical attractions, festivals that celebrate everything from the arts to agriculture and automobiles, and more.

Cities and regions looking to build tourism in their communities may want to take these steps.

**Connect with your local tourism bureau to learn more about its work.** Visit California can help make those connections; go online at [industry.visitcalifornia.com](http://industry.visitcalifornia.com) for contact information and to learn more about the state's tourism industry at every level.

**Consider tourism as a key pillar of your community's economic success now and into the future.** A report co-sponsored by Destination Marketing Association International and Visit California explains how tourism marketing and economic development go hand in hand. To access the report, read the online version of this article at [www.westerncity.com](http://www.westerncity.com). ■

## MORE GROWTH ON THE HORIZON

In 2006 Gov. Arnold Schwarzenegger signed the landmark AB 2592 (Chapter 790, Statutes of 2006) into law establishing an assessment program for the rental car industry. Since then, Visit California has built its programs on a foundation of funding generated by assessments from rental cars as well as accommodations, restaurants, retail, attractions and travel service businesses.

The organization's \$50 million budget has allowed the state to compete effectively in the global marketplace. Visit California's advertising generated 4.2 million additional trips and \$7.8 billion in incremental visitor spending in 2013, a remarkable return on investment of \$355 for every \$1 spent on marketing programs.

Though the state's marketing investment was more substantial than ever, it still paled in comparison to many competitors that had quickly outpaced and outspent California by wide margins. In 2012 four U.S. states — Hawaii, New York, Illinois and Florida — and two U.S. cities — Orlando and Las Vegas — spent more on destination marketing than California. Las Vegas' \$285 million budget dwarfed many countries vying for travel market share, including Mexico, the United Kingdom, Australia and France.

To maintain the state's competitiveness California's travel industry voted in December 2014 to assess itself and increase the state's marketing investment to \$100 million-plus beginning in fiscal year 2015–16. California's travel and tourism industry is poised for continued growth.





# 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: Central Building Centennial Celebration Completion Date: Feb 27-Mar 1, 2015

Contact Person: Carolyn Milliman Phone: 541-412-7479

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

The funds were used for:

1. Walking tour brochures (2000 available and ongoing)
2. Signage and flyers placed around town and also invitations/stamps
3. Advertising the event in the Pilot
4. Cake and supplies
5. Friday evening kickoff catering and materials
6. Promotional items (t-shirts, tote bags, and pins)
7. Writing contest prize, adult and youth art prizes
8. Balloons, helium, ribbon and supplies for float
9. Rent truck with lift used by photographer to take group photograph
10. Committee members provided tables, chairs and time
11. Sponsors provided use of theatre, activity center, VFW building, quilt club made quilt, emblem club provided volunteers, and A/V equipment.
12. Article promoting event and Brookings appeared in Ruralite magazine which is distributed to 320,000 homes.

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

Approximately 400-450 people attended throughout Saturday event. Walking tour brochures available at City Hall and Chamber of Commerce for people to use on an ongoing basis. People traveled from the East Coast (Brookings Family), Ashland, Medford area, Grants Pass, Crescent City, North Bend, Coos Bay, Gold Beach, and Brookings/Harbor areas. Historical photograph was taken of those participating in the 11 a.m. Ribbon/cake celebration. Photo appeared the Pilot newspaper.

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: Carolyn Milliman Dated: April 30, 2015  
Organization: 100th Anniversary of the Central Building

# Brookings Central Building Turns 100

*Key building in growth of community celebrated*



Refurbished and still used as a commercial building, the Central Building originally was the headquarters for the California and Oregon Lumber Co.

**By Carolyn Milliman**

The Central Building in Brookings is 100 years old this year. A celebration will be February 28 through March 1 to celebrate the centennial and highlight the town's namesake, Robert S. Brookings. Many of his descendants are expected to visit the community during the commemorative event.

The structure known as the Central Building was built in 1915 to serve as headquarters for the California and Oregon Lumber Co. and from which the Brookings Land and Townsite Co. was managed. The building was listed on the National Register of Historic Places in 1980.

Painstakingly restored and maintained since 1977 by owner Eldon M. Gossett, the building at 703 Chetco Ave. (U.S. Highway 101) houses a private museum and several professional offices.

The centennial celebration will feature building

tours, a walking tour of the adjacent commercial and residential district, a family film night hosted by the Brookings family at Redwood Theater, a musical performance at Trinity Lutheran Church, tours at the VFW Post and Chetco Valley Museum, and a Brookings history narrative led by Gossett.

In the early part of the 20th century, the Central Building was indeed central to the lives of the people living and working in Brookings. Located in the central part of the city and adjacent to the lumber mill and railroad shop, the Central Building is where millworkers and loggers came to collect their pay in the form of coupon books redeemable only at the Brookings Mercantile Store, owned and operated by the lumber company.

As the stories go, when wives ran low on groceries and household items during the week they would send their children to the paymaster for coupon books so they could buy what they needed at the



**The Central Building as it looked in the early 1900s.**

store. At the end of the week when husbands went to the pay windows, they would often discover that their wives had already cashed out their pay in advance.

Starting pay for mill, yard and railroad workers was \$3.40 a day. Room and board was \$8.40 a week. A rental house was \$9.50 a month. The cost of a steamer ticket to San Francisco was \$13 and the cost of the stage trip to Grants Pass was \$12.50.

Highway 101 did not exist in 1915 and there was no railroad connecting Brookings to the inland, so all freight—in and out—was by ship from the cove just south of what is now Chetco Point Park.

The town of Brookings grew up around the Central Building, which has been occupied continuously since its construction and used for various purposes, including real estate offices, retail shops and a community library.

Robert S. Brookings was a St. Louis, Missouri, merchant who funded a startup company that

began logging operations in 1907 near what is now Brookings. Brookings funded the start-up operation of the mill and the railroad, and purchased five ships to transport lumber to San Francisco. He also funded the construction of various buildings to establish a town site, including the Central Building, Brookings Mercantile, railroad shops, a bank, hospital and cottages.

It was Brookings who later established the Brookings Institution in Washington, D.C., where he served as chairman of the board from 1927 until his death in 1932. Brookings served as president of Washington University, on the War Industries board during World War I and organized the Robert Brookings Graduate School of Economic and Government in Washington, D.C.

The Brookings family has compiled a collection of photographs and film into a video presentation that will be seen for the first time and narrated by family members at the Redwood Theater on February 28.

Other events include an antique car show, a judged art competition and a children's judged story-writing program.

Several of the events require tickets. The Centennial Committee is also selling commemorative items, including T-shirts and pins. ■

*For information about the centennial celebration, visit the Brookings Harbor Chamber of Commerce website at [www.brookingsharborchamber.com/event/central-building-100-year-celebration](http://www.brookingsharborchamber.com/event/central-building-100-year-celebration) or call Centennial Committee Chairwoman Carolyn Milliman at (541) 412-7479 or email her at [carolynmilliman@yahoo.com](mailto:carolynmilliman@yahoo.com).*



## **Facts about Hydropower**

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*About 61 percent (approximately 33,000 megawatts) of the Pacific Northwest region's generating capacity comes from hydroelectric dams.*

*The lower Snake River dams alone have the capability to produce 3,000 megawatts of clean, renewable, energy.*

**Northwest  
RiverPartners**  
For salmon, our economy and quality of life



### TPAC EXPENSES FY 2014-15

	MEDIA TV and RADIO	Contract Services	Events	Travel	Operating Supplies	Other
	32-10-6070	32-10-6090	32-10-6060	32-10-6120	32-10-6030	32-10-7020
<b>BUDGETED</b>	<b>\$3,600</b>	<b>\$4,500</b>	<b>\$12,000</b>	<b>\$500</b>	<b>\$1,071</b>	<b>\$10,000</b>
July			-\$1,000.00 Writers Conf			
August	-\$860.00 TV				-\$234.76	
September	-\$790.00 TV		-\$3,500.00 Disc Golf Tourney		-\$609.12	
October			-\$2,500.00 Central Bldg 100	-\$12.00		
November	-\$532.00 Radio		-\$1,500.00 Coastal Christmas			
December	-\$532.00 Radio		-\$4,000.00 Wild Rivers Music Festival			
January	-\$532.00 Radio					
February	-\$532.00 Radio					
March						
April		-\$10,934.33 Restroom/Signs	-\$2,000.00 VFW Fireworks			
May			-\$5,000.00 Coastal Christmas			
June						
<b>REMAINING FUNDS</b>	<b>-\$178.00</b>	<b>-\$6,434.33</b>	<b>-\$7,500.00</b>	<b>\$488.00</b>	<b>\$227.12</b>	<b>\$10,000.00</b>

Additonal events allocated not yet funded:

\$2,500.00	Curry Coast Community Radio
	(Allocation contingent upon their reaching goal of \$18,000)
\$2,500.00	Wild Rogue Relay
	(Allocated by City Council 8-11-2014)
\$3,500.00	OktoberFest
\$3,510.00	Natures Coastal Holiday Bells after 7-1-15
<u>\$12,010.00</u>	

## SUMMARY OF YOUTUBE VIDEO VIEWS

### City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Date/Total Views							New Views <sup>4</sup>
<b>Apple Box Videos</b>	4/21/14	11/20/14	12/17/14	1/13/15	2/11/15	3/11/15	4/8/15	5/14/15	
Great Place to Live		442	566	737	935	1089	1262	1430	168
Great Place to Visit (See & Do) <sup>1</sup>		152	169	197	266	309	352	415	63
Great Place to Go Camping		144	168	197	250	297	328	376	48
Great Place for a Romantic Getaway <sup>3</sup>		118	137	175	226	267	294	340	46
Great Place to Bring Your Family		200	223	236	303	328	351	373	22
<b>KOBI Videos</b>	11/8/14								
Family Weekend		169	189	216	234	251	265	295	30
Romantic Weekend <sup>2</sup>		202	217	241	259	268	282	302	20
<b>Oregon Lifestyles</b>	11/21/14								
Brookings Episode			18	29	87	99	113	129	16
<b>Total</b>		1427	1687	2028	2473	2809	3134	3531	<b>325</b>
Non-City YouTube Channel <b>Brookings lifestyle video</b> views			5159	5567	6216	6653	7215	8117	<b>902</b>

<sup>1</sup>You Tube Trailer from 4/8-5/14

<sup>2</sup>YouTube Trailer as of 5/14

<sup>3</sup>14,413 views and 882 shares on City's facebook page.

<sup>4</sup>New views since last report