

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, November 19, 2015 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. August 20, 2015

3. Public Comments

4. Action Items

- a. Curry County Cruisers Car Show Event Proposal – Jim Haggerty
- b. 2nd Annual Wild Rivers Music Festival Proposal – Scott Graves
- c. Travel Oregon Bike Friendly Business Program – Gary Milliman
- d. Travel Oregon Story Pages – Gary Milliman
- e. Oregon Coast Mile By Mile Advertising – Barbara Ciaramella
- f. Brookings Brochure – Barbara Ciaramella
- g. Foodie Video – Candice Michel

5. Informational Items

- a. 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 – August 20, 2015

CALL TO ORDER

Meeting called to order at 4:05 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Emma Keskeny, Candice Michel, Bob Pieper, and Skip Watwood. Also present, City Manager Gary Milliman and Tony Baron, Parks Supervisor.

Absent: Committee Chair Tim Patterson

2. APPROVAL OF MINUTES

Motion made to approve the minutes of July 16, 2015; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

None

4. ACTION ITEMS

- a. **Southern Oregon Coast Home School Conference Event Proposal** – Linda Schreiber presented the event proposal request for \$1000 and information on the local home schooling network. Conference planned is trying to reach home schoolers from Coos Bay, Medford, Ashland, Crescent City, Eureka and Redding. Trying to reach areas that are not covered by the larger home school conferences. Encouraging out of town participants to stay Friday and Saturday nights by obtaining motel and restaurant discounts. **Motion made by Skip Watwood to approve the request for \$1000 for the Southern Oregon Coast Home School Conference; motion seconded and Committee voted; the motion carried unanimously.**
- b. **Charitree Event Proposal** – Linda Schreiber presented the event proposal request for \$500 and information on the event. Trying to expand the non-profit event to a two day event with a Friday night affair for sponsors and presenters, and a Saturday tree auction event for the public. Plans to expand the advertising range to encourage people to attend from farther away and promote the non profits who benefit from the event. Candice felt the event was more about helping the non-profits. Linda advised that the main cause was to raise awareness for the non-profits but also to promote support between businesses, non-profits and the community. **Motion made by Candice Michel to approve the request for \$500 for the Charitree Event;** discussion pursued as to if event brings out of town visitors to fill motel rooms, Linda thought event might attract visitors who were planning a trip to Brookings and add the event on their list of things to do. **Motion died for lack of second.** Barbara suggested incorporating a "Breakfast with Santa" idea into the event to make it more of a community event to attract more of the general public and to resubmit event proposal.
- c. **Oregon Coast Mile by Mile Advertising** – Barbara Ciaramella advised she has talked to the Port and they have agreed to participate in co-funding an ad, and she is still trying to make contact with the Chamber. Total estimated cost was @\$2200. She has advised Rob from Mile by Mile and he will try to put something together in November.
- d. **Brookings Brochure** – Barbara Ciaramella advised she has interest from the State Parks and the County in doing a six fold map brochure but they have asked her to continue discussions with them in September, after their busy season.
- e. **American Road Magazine Advertising** – Gary presented information he had been provided. Committee discussed proposal and advertising costs and who and where the ad reaches. Barbara volunteered to contact the Port and Chamber to ask if they would like to co-fund also. **Motion made by Candice Michel to pursue the American Road Magazine advertising**

if the Port and/or Chamber is interested in co-funding; motion seconded and Committee voted; the motion carried unanimously.

- f. Brookings Video** - Gary requested clarification on committee's decision to budget \$5000 for video and how they would like to proceed with a video. Candice advised she thought the XPlore video price was too high, and that the recent Gold Beach promo video done by Chris Vandershaft from Apple Box was very good, but did not know how much it cost. Committee agreed to the idea of increasing the video library, and would like to have different video perspectives, including drone footage. They would like to pursue Request for Proposals for drone videos.

5. INFORMATIONAL ITEMS

- a. Wild Rogue Relay Support** – Tony Baron advised the event was successful this year and they will be returning to Brookings next year. If they return to Azalea Park Tony will be encouraging them to use local vendors for food and beer. Event brought in many runners families and supporters. Tony advised that the recent Wild River Music Festival went well with no problems; it was not as well attended as they had hoped but for the first year it went smoothly.
- b. Status of Flora Pacific Christmas Tree** – Tony Baron advised they are having a hard time finding a 20' tree, typical tree size is 12', so he is still looking. Hopes to find one by October which will be a better time to transplant.
- c. Tourism Event Proposal Loans vs. Grants** – continued to September meeting.
- d. TPAC BUDGET** – Gary presented previously agreed budget for committee members unable to attend last meeting for approval. **Motion made by Candice Michel to accept the previously approved preliminary budget; motion seconded and Committee voted; the motion carried unanimously.**
- e. Internet Hit Info** – Gary provided internet hit info that was not provided in the agenda packet. Committee commented on the "Great Place to Live" video being three times the most viewed video. A new "foodie" type video was suggested that could be partnered with local restaurants for costs. Emma suggested a dawn to dusk theme. Candice to discuss idea with Chris Vandershaft from Apple Box.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for September 17th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:02 pm.

Respectfully submitted,

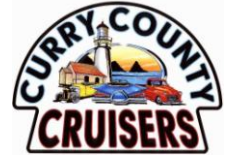
Tim Patterson, Chair
(approved at October 15, 2015 meeting)

From: **James Haggerty** <cccruisers97415@gmail.com>

Date: Thu, Oct 22, 2015 at 8:50 AM

Subject: Advertising Brookings

To: gmilliman@brookings.or.us



Good Morning Lori:

My name is Jim Haggerty, I am the President of the Curry County Cruisers car club here in Brookings.

I am writing to inquire about the possibility of the City of Brookings sponsoring our event T-Shirts for the 2016 Azalea Festival Car Show, which we hold annually at the Port of Brookings Harbor every Memorial Day Weekend.

Since I took office as President, we have sought to promote businesses in Brookings and/or Curry County. For the past two years we have had local businesses pay to have their business displayed on the event T-Shirts as a good way to advertise their business.

I feel that having a nice T-shirt with the "Welcome to Brookings" sign on Hwy 101 as a background on our advertising would be a great way to promote Brookings, Or.

We sell over 200 T-Shirts every year, but we also have the artwork on our flyers, posters, trophy plaques, dash plaques, and on all media advertising and on our mailings.

We send out over 800 flyers by mail to past attendees of our car shows and events. These flyers go to people from all over Southern Oregon and Northern California. We send flyers and posters to over 30 car clubs in the same region to advertise the event, and they in turn forward those flyers to their membership. All of the trophies presented to the winners at the show (last year there were 46 awards) have the artwork on them, and each car that enters receives a dash plaque to display in their car. We usually have over 150 11X17 color posters displayed in businesses from Port Orford to Arcata, California, and along businesses along Hwy 199 between Brookings and Grants Pass.

The shirts and advertising are tastefully done, and all the T-shirts and advertising is done right here in Brookings. This year the feature car on the T-Shirts will be a very nice 1937 Ford Woodie Wagon, which would suite our area well. Imagine the Woody Wagon parked by the Welcome to Brookings sign.

We ask for a donation of \$450 for this advertising opportunity, which basically covers the cost of the artwork for the T-shirts. I am attaching pictures of last years T-Shirts, flyers, and trophies for your review.

We will begin advertising for the 22nd Annual Azalea Festival Car Show in January of 2016. Please review our request and if I can answer any questions, please contact me at [541-813-1214](tel:541-813-1214), or email me at staff@currycountycruisers.com or at cccruisers97415@gmail.com.

Thank you in advance for your consideration to this request.

Respectfully Submitted:

Jim Haggerty
President
Curry County Cruisers

Event Title:	22 nd Azalea Festival Car Show			Amount Requested	\$ 450. ⁰⁰
Event Description:	Antique & Classic Automobile Car Show				
Event Date/s:	Memorial Day 2016 / May 28 th - 29 th				
Location:	Port of Brookings Harbor			Location secured?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Event Goals:	To promote our car club and Brookings, OR. To increase participation in this event & bring more tourists To Brookings. Raise money for charity.				
Please explain how this event will be sustained after the first year:	We continue to improve advertising by promoting our local businesses & geographical area				
Sponsors/Investors:	We receive small donations from several local businesses & individuals				
Budget					
Income			Expenses		
Fees Collected	\$ 4000 -		Facility/Venue Costs	\$ 0	
Admissions	\$ 0		Insurance	\$ 600	
Concessions	\$ 400 -		Advertising	\$ 450	
Raffles	\$ 500		Supplies	\$ 350	
T-Shirts	\$ 500		Trophies	\$ 850	
	\$		Entertainment	\$ 400	
TOTAL	\$ 5400 -		TOTAL	\$ 2650	
Methodology for evaluating events success in terms of bringing visitors to the Brookings area:					
Past History as well as recognized growth in this hobby. Neighboring cities draw 2x and more cars than we draw -					
Contact Person:	Jim Haggerty		Phone:	541-813-1214	
Organization:	Curry County Cruisers		Address:	PO Box 1863 Brookings 97415	
If more space is required please attach additional pages					



May 23rd & 24th, 2015



Location: Port of Brookings Harbor, Brookings

Saturday, May 23rd

Parade Downtown on Hwy 101 at 9:30 a.m.

Informal Show 'n Shine 11 am. To 4 p.m.

Sunday, May 24th Cruise-In at the Port, 8 a.m. -4 p.m.

**21ST ANNUAL
AZALEA FESTIVAL
Car Show**

WILD RIVER PIZZA

Good Food
Goody Bags
Dash Plaques
T-Shirts
Prizes
Raffles
Poker Walk
Trophies
Teen Challenge

Live Music by Back In Time

www.currycountycruisers.com

Call 541-813-1214 for more information



22 *Annual*

AZALEA FESTIVAL CAR SHOW





Stagelights Musical Arts Community
(Wild Rivers Music Festival)
P.O. Box 6993, Brookings, OR, 97415
541-373-3727 • www.wildriversmusicfestival.com



November 11, 2015

Gary Milliman and TPAC members
City of Brookings
989 Elk Drive
Brookings, OR 97415

First, thank you for providing funding for tourism-related events in Brookings.
Second, thank you for considering our request.

Stagelights Musical Arts Community is seeking funding for our second annual Wild Rivers Music Festival in 2016. Last year, TPAC provided us with \$4,000 to help launch this exciting new event, funding that was critical to our first-year success. We are still in the process of building a premiere music festival on the Oregon Coast. This second year will be a crucial period — a building period — and we hope that TPAC will see the value of investing once again in this wonderful event.

We have met with city officials, local sponsors and music fans to review last summer's festival. With their input we have made numerous changes for 2016 that include moving the festival to the Azalea Park bandshell area, consolidating vendors, adding more music variety and camping options. We also scheduled the festival earlier in the summer to avoid conflicts and competition with other events.

Background on 2015 festival: For a first-year event, there were many successes. The operation ran smoothly. Attendance was moderate — not as high as we hoped, but enough to break even. We received a ton of positive feedback from the music fans, the bands, the vendors, city staff and volunteers.

A majority (70 percent) of those attending the festival came from out of the area, including the cities of Portland, Bend, Medford, Eureka and Redding. According to onsite surveys and online ticket sales data, attendees stayed in our hotels, RV parks and campgrounds, and visited our local restaurants and merchants. They heard about the festival via our radio, newspaper and television advertising.

The festival committee is already planning for the second festival, scheduled for the weekend of July 2-3, 2016. That date was selected specifically to target out-of-town visitors who may be thinking of coming out to the coast for the Fourth of July weekend. We want them to stay in Brookings, not Gold Beach or Crescent City. Our motto is "Come for the festival, stay for the fireworks!"

As always, sponsorships and grants are critical to making the festival happen, and obtaining financial support is first and foremost on our to-do list. For 2015, we received approximately \$15,000 in sponsorships, ranging from \$1,000 to \$5,000. TPAC provided \$4,000. Stagelights hopes that TPAC and the city of Brookings will again provide funding and help us achieve our second-year goals.

Thank you for your consideration. If you have any questions, please don't hesitate to call me.

Sincerely,

Scott Graves
Wild Rivers Festival sponsorship coordinator
Stagelights Musical Arts Community chairman
541-373-3727
stagelightsbooking@hotmail.com

Event Title:	2nd Annual Wild Rivers Music Festival	Amount Requested	\$ 4,000
Event Description:	This two-day, family-friendly weekend festival will feature at eight profesional music acts, food and drink vendors, and music-related activies for all ages. Camping is added this year.		
Event Date/s:	July 2-3, 2015		
Location:	Azalea Park bandshell and amphitheater	Location secured?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Event Goals:	1. Create an annual destination festival that increase Brookings cultural appeal and visibility as a tourist destination; 2. Provide the community the opportunity to hear quality, professional musical acts, 3. To foster and promote an interest in and accessibility to music as a basic human experience.		
Please explain how this event will be sustained after the first year:	Our first event was successful enough to break even (after paying the bills and meeting financial committments). Additional funds are sought to continue the momentum of this event.		
Sponsors/Investors:	We currently have \$800 in our festival account. We have secured several new and existing sponsors, and anticipate more by year's end. Tony Barron confirmed the city will assist with festival again.		
Budget			
Income	\$40,500	Expenses	\$30,000
Fees Collected	\$ 2,000 — vendor fees	Facility/Venue Costs	\$ 226.50 (city fees)
Admissions	\$ 20,000 — \$25 tickets x 1,000	Insurance	\$ \$21.55 monthly payment
Concessions	\$ 0	Advertising	\$ 4,000 incl: website development)
Sponsors	\$ 15,000	Supplies	\$ 4,700
Fundraising	\$ 2,000	Band fees	\$ 20,000
Camping	\$ 1,500	Toilets/security	\$ 1,000
TOTAL	\$ 40,500	TOTAL	\$ 29,948.05
Methodology for evaluating events success in terms of bringing visitors to the Brookings area:	E-ticket tracking will confirm place of residence and volunteers will pass/collect surveys from attendees, and conduct personal interviews on site.		
Contact Person:	Scott Graves and Gordon Later	Phone:	541-373-3727
Organization:	Stagelights Musical Arts Community	Address:	PO Box 6993 Brookings, OR, 97415
If more space is required please attach additional pages			

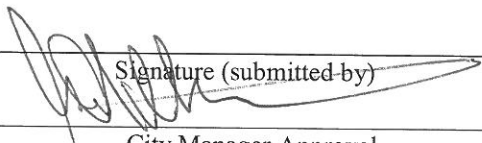
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: November 19, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Bike Friendly Business

Recommended Motion:

Motion to recommend that the City Council allocate \$1,000 in Transient Occupancy Tax funding to assist in purchasing Bike Friendly Business signs for businesses participating in the Travel Oregon Bike Friendly Business program.

Financial Impact:

Initial allocation of \$1,000 to participate in purchasing 40 signs.

Background/Discussion:

Travel Oregon is promoting a "Bike Friendly Business" program through its website. Attached is some information concerning this program. Staff is recommending the City participate in promoting local business participation in this program by providing technical assistance and by providing assistance with purchasing a sign for each participating business. The cost of signs range from \$26-55.50 and staff recommends that the City provide a \$25.00 stipend for each participating business. Lauri Ziemer would assist businesses in preparing their applications. All businesses along Highway 101 and Railroad Street would be contacted. Travel Oregon has indicated that they may designate Brookings as a "Bike Friendly City" if we have a significant level of participation in the Bike Friendly Business program.

Attachment(s):

- a. Bike Friendly Business information.

Oregon Bike Friendly Business Program



Become a Bike Friendly Business and Enhance your Marketing Exposure to Cyclists

What is the Bike Friendly Program

Oregon loves bicyclists. That's why we're the first state in the nation to create a Bike Friendly Business program geared towards travelers. It serves as a recognition and training program aimed to:

- Help businesses understand the importance of Oregon's growing bike tourism industry
- Provide tips and tools for how businesses can be Bike Friendly
- Highlight businesses who commit to enhancing the Oregon biking experience for visitors and Oregonians

Why Your Business Should Participate

Bicycle-related tourism contributes \$400 million into Oregon's economy annually. By becoming Bike Friendly, your business will be primed to tap into this growing segment of the economy. This free program will give tourism-related businesses special recognition through Travel Oregon's marketing channels including TravelOregon.com and RideOregonRide.com. All participating businesses will receive a welcome packet with a Bike Friendly toolkit, stickers, window clings and the option to purchase a customized Bike Friendly sign.



Twin Bridges Scenic Bikeway, Central Oregon

RUSS ROCA

Ride Oregon Ride



RUSS ROCA

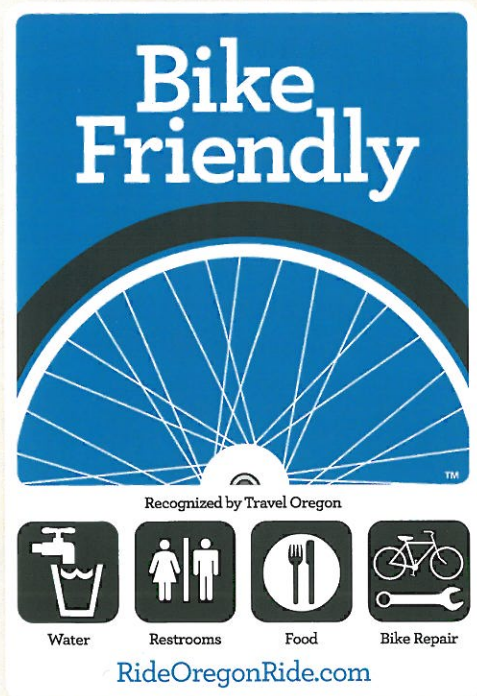
All types of businesses who welcome cyclists, including lodging properties, are encouraged to apply for the program.

Pictured: a farm stand along the Tualatin Valley Scenic Bikeway near Portland, and Seventh Mountain Resort near the Twin Bridges Scenic Bikeway in Central Oregon.



RICK OLSON

Showcase your business to bicyclists by prominently displaying your Bike Friendly sign. *Pictured: Apex Bar in Portland features 50 beers on tap and even more bike racks.*



Customize your Bike Friendly sign with the specific amenities your business offers.

Who Can Participate

All Oregon businesses are welcome to participate in the Bike Friendly Business program.

How to Get Recognized as Bike Friendly

Businesses need to follow these four simple steps:

1. Go to Industry.TravelOregon.com/BFB to learn about the program requirements and recommendations.
2. Watch the 3-part video/tutorial series.
3. Submit your application.
4. Once your business is recognized as Bike Friendly by Travel Oregon, purchase your sign and take advantage of your welcome packet materials.

If you have questions about Travel Oregon's Bike Friendly Business program, contact us at Development@TravelOregon.com or (971) 717-6203.

Become a Bike Friendly Business Today at
Industry.TravelOregon.com/BFB



TravelOregon.com



RideOregon.com

Bike Friendly Sign

Once your business has been officially recognized Bike Friendly by Travel Oregon, you will have the option to purchase a customized Bike Friendly sign!

Obtaining a **Bike Friendly sign** is crucial for advertising to visitors who ride. It allows you to easily demonstrate your commitment to serving cyclists and the specific amenities you provide.

While purchasing a sign is optional, Travel Oregon highly encourages you to obtain one. Prominently hang it your window or outside your building to allow visitors to find your business while out on their bike ride.

Together, we can create a visible network of Bike Friendly branded businesses around our state – helping to make Oregon an even better place to ride!



Signs are 0.063" exterior grade aluminum and guaranteed for 3-5 years. They are produced in Oregon by a local company. Signs ship by the method you choose and expected delivery is within 10-14 days.

Please check with your local jurisdiction authority regarding your communities' sign ordinances prior to hanging your sign.

Sign Options

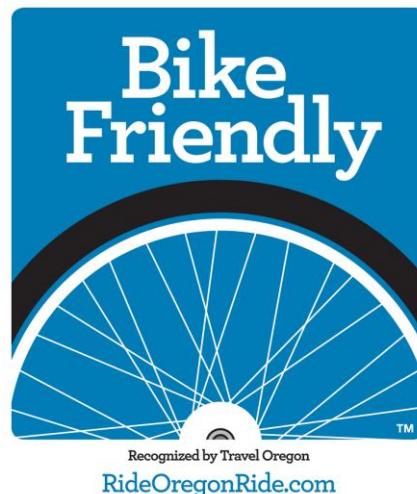
You can choose to either have icons (up to four) on your sign, or choose to have none.

Note: There is no extra cost to have icons.

Option A (with icons) – 12" x 18"



Option B (without icons) – 12" x 14.5"



Sign Pricing

Non-Reflective One-Sided	\$26.00
Non-Reflective Two-Sided	\$45.00
Reflective One-Sided	\$31.25
Reflective Two-Sided	\$55.50

Note: These prices do not reflect shipping.

Icon Options

If you opt to have icons on your sign, you will get to choose up to four from these options. Please make sure that the icons you choose accurately represent the services/amenities your business provides.

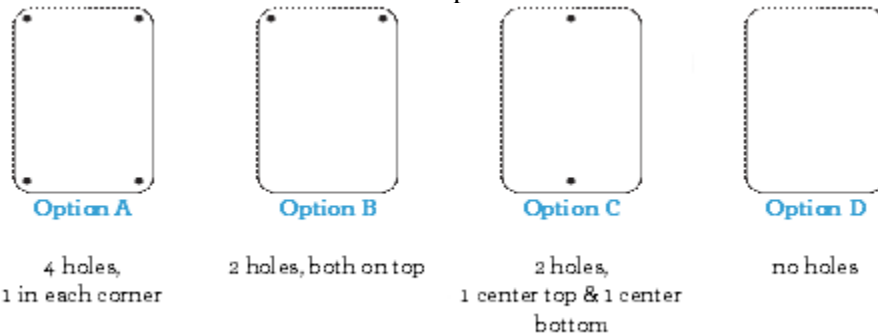


Backing Options

You can choose to either have reflective backing, so your sign is visible at night when lights are shown on it, or you can choose to have non-reflective backing. Note: There is an additional \$5.25 per side to have reflective backing.

Hole Placement Options

Depending on how you choose to hang or mount your sign, you can choose to either have pre-drilled holes or not. Note: There is no extra cost to have holes pre-drilled.



Want more information about Bike Friendly Sign?

If you have additional questions or comments about Bike Friendly Sign, please contact the appropriate member of the Travel Oregon staff listed below.

Nastassja Pace

Destination Development Specialist

Staj@TravelOregon.com

971-717-6203

Travel Oregon Takeaways



In 2014, travelers injected \$10.3 billion into Oregon's economy supporting nearly 101,000 jobs

Industry & Visitor Services

Travel Oregon Matching Grants Program

Makes awards available to eligible applicants for projects that contribute to the development and improvement of local communities throughout the state. These projects support Travel Oregon's mission of 'a better life for Oregonians through strong, sustainable local economies.' The biennial program will open its next cycle in 2016.

Contact:

Kendra Perry
Industry & Visitor Services Coordinator
Kendra@TravelOregon.com

Oregon Wine Country Plates Matching Grant Program

Revenue collected from Wine License Plates through the DMV is used to administer this program. Grants are awarded to "tourism promotion agencies" for wine and culinary tourism projects. The biennial program began the first cycle in the spring of 2015.

Contact:

Kendra Perry
Industry & Visitor Services Coordinator
Kendra@TravelOregon.com

Rural Tourism Studio Grant Program

Available to graduating Rural Tourism Studio communities.

Contact:

Harry Dalgaard
Regional Investment Program Manager
Harry@TravelOregon.com

Oregon Governor's Conference on Tourism

The state's premier annual event for travel and tourism industry partners.

OregonTourismConference.com

Contact:

Carole Astley
Director, Industry & Visitor Services
Carole@TravelOregon.com
Kendra Perry
Industry & Visitor Services Coordinator
Kendra@TravelOregon.com

Notes:



Industry.TravelOregon.com

Travel Oregon Ad Network

Oregon Governor's Conference on Tourism

Showcase your business in front of 450 tourism industry professionals with a sponsorship or exhibit booth at the state's premier travel and tourism annual event.

Welcome Center Brochure Program

Display your brochure or visitor guide in one or more of the eight Oregon Welcome Centers at high-traffic gateways into the state.

Traveloregon.com - 7 million pages viewed annually

- Vertical & Sidekick Ads
- NEW – Event Package

Visitor Guide - 300,000 copies distributed

- Display Ads
- Expanded Lodging Listing
- Free Leads through the TOOL System

Four Email Newsletters – 185,000 opt-in subscribers

- Banner Ads
- Formatted Text Ads

Contact:

MEDIAmerica
TOAdNetwork@mediamerica.net
503.445.8825

Notes:

Destination Development

Travel Oregon Forever

Sustainable Business Challenge

Take the Sustainable Business Challenge to certify your tourism organization as being environmentally and socially responsible.



Oregon Travel Philanthropy Fund

Help support projects that preserve and improve Oregon's natural landscapes and cultural heritage destinations for visitors and locals to enjoy, now and forever.

Contact:

Development@TravelOregon.com
TravelOregonForever.com

Bike Friendly Business

Designate your business as Bike Friendly and enhance your marketing exposure to cyclists with custom signage and designation on **RideOregonRide.com** and **TravelOregon.com**



Contact:

Nastassja Pace
Destination Development Specialist
Staj@TravelOregon.com

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Global Sales

International visitors stay longer, spend more, book further in advance and book out of the way places.

How to get ready for international visitors:

- Your website: List landline and toll-free phone numbers
- Your collateral: Translate your printed material into different languages
- Get involved: Contact your local DMO to get involved in fam trips and learn to work with tour operators

Travel Oregon's International websites:

TravelOregon.de

TravelOregon.cn

TravelOregon.jp

TravelOregon.fr

Contact:

Gabi Duarte

Global Sales Project Manager

Gabi@TravelOregon.com

Notes:

Global Marketing

Business listings on TravelOregon.com

Bryant Marban

Production Coordinator

Bryant@TravelOregon.com

or Orb@TravelOregon.com

Story Ideas / Social Media

Emily Forsha

Content & Digital Community Manager

Emily@TravelOregon.com

Public Relations

Allison Keeney

Global Communications Coordinator

Allison@TravelOregon.com

Email all press releases & exciting happenings to
Press@TravelOregon.com

Travel Oregon Online Leads

Ariana Bray-Sweet

Global Marketing Services Coordinator

Ariana@TravelOregon.com

General Marketing Inquiries

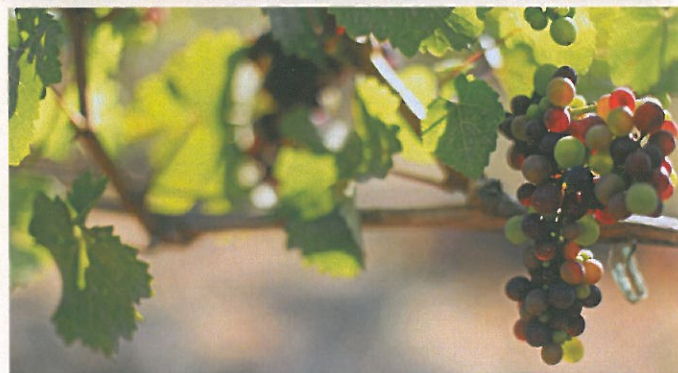
Katy Clair

Account Executive

Katy@TravelOregon.com



- Notes:

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971.717.6205



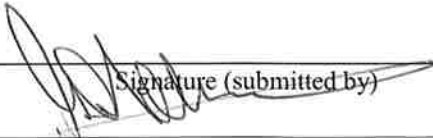
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: November 19, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Travel Oregon Story Pages

Recommended Motion:

No action needed; information item.

Financial Impact:

Utilization of existing City staff partially paid from TOT funding.

Background/Discussion:

Staff learned of the “Story Page” program utilized by Travel Oregon at a recent workshop. Travel Oregon posts a “story page” for participating businesses and events within its website, which receives thousands of visitors annually. Currently, the only Brookings related story page on the website is a generic “Camping on the Oregon Coast: Brookings” page.

Businesses and event organizers can arrange for story pages on the Travel Oregon website by providing basic information, graphics and photos. For 2016, City staff (Lauri Ziemer) will offer technical assistance to Brookings businesses who offer a visitor-related service and event organizers in securing a story page. We will be providing notice to local businesses of this service during the annual business license renewal process.

Attachment(s):

- a. Sample Story Pages.

CAMPING ON THE OREGON COAST: BROOKINGS

A CAMPING ADVENTURE ON THE OREGON COAST'S "BANANA BELT"

• by [Lisa Holmes](#) - Updated on August 4th, 2014



• When the weather forecast began calling for nearly constant rain with temperatures in the low 50s, we felt it would be a great time to head southern part of the state for our three-day camping trip. So off we went to Brookings, home to sunshine and the warmest temperatures on the coast.

From Portland, we headed south on I-5 to Highway 38 west through the Coast Range mountains. This scenic route parallels the Umpqua River for most of the way and unlike other highways leading through the Coast Range, the road is fairly level without the ups and downs required to get through the mountainous terrain.

Located alongside the Umpqua River with rolling hills and vineyards, Elkton has managed to stay in touch with its history while offering a fresh, engaging feel. We spent some time at a city park with river access for a closer look at the Umpqua, then stopped for ice cream before continuing our trip.

As you get closer to the coast, the Coast Range mountains hug the sides of the Umpqua, and the cool green waters of the river get significantly wider before reaching the ocean at Reedsport. In Reedsport, take Highway 101 south for 134 miles to Brookings. On the way, don't miss Bandon's charming Old Town, known as Bandon by the Sea. Stop for a bite to eat, or as in our case, a visit to a nostalgia-inducing candy store, Bandon Sweets & Treats.

From Port Orford to Brookings, the highway hugs some of the most dramatic and rugged coastline in Oregon. The Samuel H. Boardman State Scenic Corridor stretches for 12 miles with several waysides and viewpoints worth exploring.

About a mile north of Brookings, Harris Beach State Park has a day use area and a large campground popular with RVers. It also has plenty of room for those of us who prefer sleeping in a tent beneath the limbs of towering native conifers. The campground is well maintained, with an amphitheater for evening programs, a playground for kids, and showers (free, with hot water!) in the several restroom buildings dispersed among the camp sites. Follow one of several trails from the campground down to the beach. The trail through the surrounding coastal rainforest includes several "octopus-like" trees, with curving branches reaching up from the ground like tentacles.

The coastline in Brookings is lined with an interesting mix of sea stacks and rocks, and the shore twists and turns, forming several lagoons – with the surf lapping at the shore and sounding off with an occasional slap against the beach. Some of the larger sea stacks and islands look as if they belong in the South Pacific, with their interesting shapes, vertical faces and tops covered with green plant growth.

Low tides expose large rocky areas and make for excellent tide pooling. Since most of this area is within the Harris Beach Marine Garden, it is a protected area, so leave everything as-is. While we were there, a super low minus tide occurred (-2.6). A minus tide is an unusually low tide, with a height below the normal base level of zero. Besides the usual orange and purple hued starfish and green anemones, there were other types of stars, hermit crabs and what seemed like millions of small purple-shelled snails. We watched as a 15-arm red starfish in a tide pool attempted unsuccessfully to chase down a hermit crab.

Wildlife and bird watching are other popular activities here. Bird Island, Oregon's largest island and a breeding site for rare birds such as the tufted puffin, is located just offshore and is a part of Oregon Islands National Wildlife Refuge. Sea lions and seals are a common sight as they climb out of the water and onto the rocks offshore for a nap.

Viewing the sunset is a popular activity at this state park, with the marked "Sunset Trail" leading to a bench that appears to be facing north, but is actually looking west.

FACE ROCK CREAMERY

BANDON SEES A TASTY REVIVAL

by [Eileen Garvin](#)

video by Brian Kimmel

Updated on August 6th, 2014

When Joe Sinko, 77, was growing up in Bandon, it was very much a dairy town. The area was once home to as many as 180 dairy farms and more than a dozen creameries. Cows grazing in the rich grassland of the temperate Coquille River produced the milk, ice cream, butter and cheese that made Bandon famous up and down the West Coast.

In 1994, when Sinko bought the last remaining cheese producer (the Bandon Cheese Factory) it was a boyhood dream come true. His career in dairy manufacturing had taken him around the country, but returning to his hometown gave him the chance to take part in the business he'd grown up with. "I made up my mind at a very early age that I wanted to own my own dairy company," he says.

Sinko's son Brad came to work for him, learning the business from the ground up. Brad says his dad called him saying he could use some help, and the minute he walked in the door he was hooked. "I knew I was done. I knew I was there for quite a while."

In 2000, nearing retirement, Sinko sold the cheese factory to the Tillamook Cooperative Creamery. That company ran it for three years and then closed it. The Sinko family and others in Bandon felt its absence.

In June 2013, the town saw the revival of its long tradition of artisan cheese with the opening of the [Face Rock Creamery](#). Greg Drobot, who relocated to Bandon for a job, fell in love with the town, stayed, and now owns the company. Drobot had become enamored of the dairy history and decided to invest in Face Rock Creamery. "It really sparked something in me, he says. "I thought it would be a great industry to bring back to Bandon."

He hired Brad — then head cheese maker at Beecher's Handmade Cheese shop in Seattle, where he'd won several national awards — to head up cheese making at Face Rock. His father was thrilled to have him back home but also saw it as a win for Drobot's business. "Brad has developed to a point where he has become nationally known," says Sinko. "We're fortunate to have him here in Bandon."

On a typical sunny afternoon, a steady stream of visitors moves through the creamery's front doors. People queue up to sample Vampire Slayer Garlic Cheddar, Face Rock'n Jack and other varieties. From behind large glass windows, they can watch Brad and his staff at work in the cheese making room. Drobot is on hand selling cheese, Oregon wines, and a selection of gourmet salamis and chocolates from the retail section of the creamery. From the mezzanine level, the view of the Pacific Ocean is bright and promising, and so is the future of Face Rock Creamery.

Extend your stay: Book a room at the [Windermere on the Beach Motel](#) or the [Bandon Inn](#). For another slice of Oregon's cheese culture, check out our story about the [Oregon Cheese Trail](#).

Share your thoughts - Have something to say? Your Comment

1. Kay Neumeyer says...So happy to hear the cheese factory is up and running. We love to vacation in Bandon and it was always our favorite place to visit! Written on September 5th, 2013 / [Flag this Comment](#)
2. Isaac says...So happy to be able to go to Bandon for cheese again! Written on September 5th, 2013 / [Flag this Comment](#)
3. Jeanne says... I was in Bandon in August and stopped at the cheese factory for lunch. So good. Written on September 10th, 2013 / [Flag this Comment](#)
4. linda miller says...I love Bandon cheddar. But Tillamook has had to do. This is good news. I live in Portland, where can I get it. Written on November 7th, 2014 / [Flag this Comment](#)
5. Watsons says...The cheese is wonderful, the sandwiches and soups are great, and don't forget to have an ice cream cone for dessert. Written on December 4th, 2014 / [Flag this Comment](#)
6. Melissa Gutierrez says...I couldn't be more proud! Love you Papa & Uncle Brad! <3 You both inspire me more than you know! Written on March 10th, 2015 / [Flag this Comment](#)

U.S. Mail Boats on the Rogue River

by [Noreen Wineland](#)

Updated on July 5th, 2013



When planning our trip to the southern Oregon coast in August 2006, my niece Katie and I had only heard of the jet boat tours out of Gold Beach but had never had the chance to take a ride. But in a stroke of luck, a friend offered us a complimentary pass for two. So one morning in the middle of our trip we found ourselves driving to the [Rogue River Mail Boats](#), not entirely sure of what to expect. It was a beautiful summer day. We arrived a bit early as requested and were seated in the third row of the boat. We were given wool blankets to be used as seat cushions or as a cover from the wind. To sum it up, WE HAD A BLAST! We were treated to hours of beautiful scenery, wildlife viewing and jet boat fun. Jet boat fun includes going over the rapids several times just to “get it right” and turning around 360 degrees in the river in a variety of places. Our jet boat driver and guide was diligent in pointing out eagles and their nests, osprey, deer and even a bear. They have someone taking photos from one of the bridges and we came away with a great photo of us on the boat to remember the trip. In the summer of 2007, we went to Gold Beach specifically for the 104-mile jet boat trip. The longer trip takes you clear up the [Rogue River](#) to the spot where motorized boats are prohibited and only rafting is allowed. It’s not hard to imagine where the beautiful scenery for the movie “[The River Wild](#)” was filmed. The scenery all along the river is very beautiful. This time we took my sister along. Again, it was a beautiful summer day. We tried and lucked out in getting our same third row seats. My niece was anxious for her mother to get the splashing this time so we sat her on the end of the seat. Not far from dock we rounded a bend and saw six or seven fishermen lined up and equally spaced all hoping to catch the big one. Again our guide pointed out many animals and birds, and this time we saw a family of river otters which was delightfully fun. Their antics were quite entertaining. Both trips included a stop for lunch in the town of Agness. Each time we enjoyed a buffet of chicken, salad, potatoes, vegetables and an assortment of desserts. And on an environmental note, the company has adopted a sustainable state of mind. They have re-powered all their whitewater boats to ultra-low emission engines. They are smaller in size and have 35% better fuel economy. They have a good gift shop including sweat shirts, T-shirts, hats and assorted gift items to help remember the fantastic trip to Gold Beach. In the spring of 2007 we went on a similar jet boat ride in Alaska, but it didn’t compare at all to the fun we had on the original Rogue River Mail Boats. They are still delivering the US Mail to the town of Agness and have done so for over 100 years. For more information on local river guides in Oregon, please visit our [Guides and Packers](#) section. Have a blast on the water this summer.

Comments

Have something to say? Your Comment

Be the first one for this story. Some might think of this as a lot of pressure, but as a trail blazer you recognize that someone has to be first. Your fellow travelers appreciate your opinion, so thanks in advance!

TPAC EXPENSES FY 2015-16

2015-16	Operating Supplies	Contract Services	Training & Travel
	32-10-6030	32-10-6090	32-10-6120
BUDGETED	\$1,000	\$31,381 *	\$500
July		-\$5,000 Coastal Christmas	
		-\$3,510 Natures Coastal Holiday Bells	
		-\$3,500 Oktober Fest	
August		-\$53 VC Restrooms	
September	-\$22	-\$1,000 WR Coast Home School Conference	
October			
November			
December			
January			
February			
March			
April			
May			
June			
REMAINING FUNDS	\$978	\$18,318	\$500

Additional events allocated not yet funded:	\$ 2,500	Curry Coast Community Radio (Allocation contingent upon their reaching goal of \$18,000)
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*Budget accounts corrected 11/2015, had incorrect starting balance for Contract Services Events funded in 7-2015 were budgeted out of 32-10-6060

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous		ACTUAL Views								Total
Apple Box Videos		4/21/14	Total	6/10/15	7/8/15	8/11/15	9/10/15	10/9/15	11/12/15	12/10/15	Views		
Great Place to Live			1488	163	204	253	212	121	64		2505		
Great Place to Visit			415	47	56	66	46	34	24		688		
Great Place to Go Camping			346	34	67	51	52	33	56		639		
Great Place for a Romantic Getaway			340	52	44	57	53	34	26		606		
Great Place to Bring Your Family			373	22	23	30	31	14	10		503		
KOB! Videos													
11/8/14													
Family Weekend ¹			295	23	31	37	32	27	20		465		
Romantic Weekend ²			302	27	28	31	25	26	6		445		
Oregon Lifestyles													
11/21/14													
Brookings Episode			129	14	10	19	15	3	6		196		
View Totals All Videos													
Brookings Lifestyle views (not on City channel)			3688	382	463	544	466	292	212		6047		
			8117	648	359	822	1027	1087	971		13031		
Great Place for Romantic Getaway													
			14413	187	1603	254	169	8409	6918		31953		
Views on facebook			882	1	42	4	0	340	180		1449		
			NT	NT	NT	206	1	45	45		297		

¹YouTube Trailer as of 10/9

²YouTube Trailer from 9/10-10/8

NOTE: An error in the formula used to determine the previous total resulted in inflated totals in last month's report. That error has been corrected.