

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, December 18, 2014 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. November 20, 2014

3. Public Comments

4. Action Items

- a. Brookings Brochure

5. Informational Items

- a. TPAC Budget, Transient Tax 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 – November 20, 2014

CALL TO ORDER

Meeting called to order at 4:07 PM

1. ROLL CALL

Present: Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Skip Watwood, Joe Willett, Chair Tim Patterson

Also present: City Manager Gary Milliman

2. APPROVAL OF MINUTES

Motion made to approve the minutes of October 16, 2014; motion seconded and Commission voted; the motion carried unanimously.

Before start of regular agenda, request made to add item to the agenda. **Motion made to add Community Coastal Christmas Event Proposal to agenda as item 4c; motion seconded and Commission voted; the motion carried unanimously.**

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

a. Wild River Music Festival Event Proposal – Gordon Later and Scott Graves, representatives from Stagelights presented the event proposal and details. This first time 2 day event is planned for August 15-16 at Azalea Park ballfields with multiple musicians of variable genres and venders. They are anticipating attendance at @1500-2500, which would increase tourism and local business activity to benefit the community. Bob Pieper questioned if the event could be held in October or November to be off-season, but was advised that this type of event depends on good weather, longer daylight hours and was planned in between other existing events. Tim Patterson questioned where expected profits from the event would be used, they advised that any profits would be used as seed money to make the festival a yearly event and to be able to invite quality bands that draw larger crowds. Any additional funds may also be donated to the school music program. Joe questioned if they could add "Brookings" to the event title and be known as Brookings Wild River Music Festival to brand the event as belonging here. Tim questioned that since they need seed money and the committee needs funds to promote other off season events if they would be willing to treat this as a non personal guaranteed loan with no interest to repay the grant the event were to prosper. Gordon advised that yes they would consider the idea and they have been discussing with the City to donating funds to secure electricity to the ball parks for lighting and also a portable stage for future events. They have applied for grants and are also seeking sponsorships. Skip Watwood wondered if the city would consider sponsoring the event in exchange for tickets. Committee discussed and wondered if budget had enough funds available, Tim advised that he does not believe the Port is interested in pursuing the event tent therefore the committee would have those funds available. **Motion made by Candice Michel to fund \$5000 for the event proposal submitted, motion seconded;** discussion pursued, Barbara Ciaramello thought \$2500 rather than the full \$5000 requested and the loan idea should be pursued; Skip Watwood skeptical if the event could draw that large of a crowd with folk rock/bluegrass music, Joe Willett questioned the amount being over the TPAC committees generally agreed upon event limit of \$4000; committee still questioned it not being an off season event, but believed it has the possibility of becoming a large event for the area during summer if it has a successful first year. Committee discussed the grant versus loan aspects. **Motion made by Tim Patterson to amend the previous**

motion to \$5000 in a no interest non guaranteed loan, motion seconded; discussion pursued as to loan terms, **and Commission voted, two approved, four opposed; Motion by Candice Michel to amend motion to \$4000 as a grant, motion seconded;** discussion, Skip Watwood brought up possibility of sponsorship by the City wherein the City receives the benefits of being acknowledged as a sponsor and tickets that they can give to charity to raise funds; **Motion by Candice Michel to amend the motion to \$4000 as a sponsorship to obtain the benefits of being a sponsor; motions seconded, and Commission voted; Candice, Joe, Bob, and Skip approved, Tim and Barbara opposed; the motion carries.** Matter forwarded to City Council

b. Financial Support for Business Groups to showcase their Industry – Committee reviewed agenda report, Gary advised that the idea was good and they could forward to the City Council, but stated that City Council is not interested in creating and allocating staff resources. Other entities in town would be more appropriate to handle, Committee agreed to shelve idea.

c. Community Coastal Christmas Event proposal – Candice Michel pointed out that there was not enough time for the City Council to approve the funds if the TPAC committee did recommend funding the event. Tim Patterson advised that the committee chairman is able to front the money and able to wait for funds. Tim Patterson, Bob Pieper, and Barbara Ciaramella are all members of the small local business committee making the event proposal. Tim Patterson advised the proposal is to light 30 downtown trees with battery operated light strings, wrap light poles with lights and put up the old whales on buildings, but not over sidewalks. Gary advised that no permits have yet been requested and will have to be submitted and approved before any lights are put up on City property. **Motion made by Candice Michel to authorize the expenditure of \$1500 to the committee to make Brookings look beautiful at Christmas time, pending play nice with the City and get all the ducks in a row;** three committee members recused themselves from voting. **Motion seconded and remaining three Commissioners voted; the motion carried unanimously.** Tim Patterson to pick up City permit application. Gary advised that any lights on the bridge or at the small park would have to be approved by ODOT.

5. INFORMATIONAL ITEMS

a. Wild Rivers Coast Tourism Product Development Study – not discussed

b. Brookings Brochure – Barbara provided ad that the Chamber had with Travel Oregon last year and advised that Travel Oregon ads run @\$9000. She has spoken with Travel Oregon and they advised they would be willing to help with a City brochure if we ran ad in Visitor Magazine and paid for the brochure printing. Reviewed brochures and mock ups with map, activities and annual events. She also spoke with Newport News Printing who developed a brochure for the Newport Chamber and who is willing to work with us. She asked for ballpark figures and was advised that the last Newport printing order for 155,000 brochures was @\$20,000. That price does not include distribution which involves a brochure distribution program and additional charges. Committee suggested more information and details be investigated to determine if print advertising was worth to cost. Candice suggested checking with the Pilot for brochure design and print costs also. **Motion made by Tim Patterson to table discussion until December meeting; motion seconded and Commission voted; the motion carried unanimously.**

6. SCHEDULE NEXT MEETING - Next meeting scheduled for December 18th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 6:05 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at December 18, 2014 meeting)

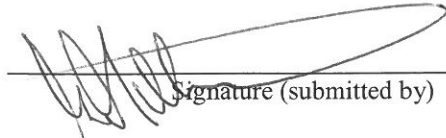
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: December 18, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Printed Brochure

Recommended Motion:

Discussion. If the TPAC wishes to pursue the development of a brochure, they should first request a budget amendment from the City Council as there is no budget for this project in the current fiscal year.

Background/Discussion:

There has been some discussion at TPAC concerning the development of a printed tourism brochure for Brookings. Barbara Ciaramella reported on a preliminary design and cost information at the last meeting. Distribution of the brochure was also discussed. Staff has completed additional research.

Certified Folder Display (CFD) is a national company that offers production and distribution of tourism brochures. Information about their programs is attached. They produce brochures and rack cards, print ads and other advertising materials. Rates are attached. CFD's primary business is in distribution of rack cards and brochures to hundreds of information racks located in visitor centers, motels, attractions and other locations. There are various levels of distribution that can be contracted-for; staff has not researched actual distribution costs.

Staff also contacted the company used by California Western Railroad...the Skunk Train...for brochure production. CWR contracts with Capital Graphics (CG) for the production of a six-panel fold-out brochure. All design work is done by a graphic artist in Fort Bragg. This past year, CWR paid \$6,000 for 125,000 brochures. (The cost for a similar brochure from CFD would be about \$4,700, including graphic design). CWR uses the brochures as a mailer, has them available at various locations in the Fort Bragg/Mendocino area, distributes them to visitor centers and "partner" tourist attractions along the Highway 101 corridor, and provides them to the Chamber of Commerce and individual motels for mailing; it is also used as a hand-out at trade/travel shows. They do not currently contract with CFD, but have in the past.

CG reports that many customers are shifting to either a rack card or "mini brochure" which contains basic information and a scanable icon that takes people to an electronic information site, like a website.

Brookings Harbor Chamber of Commerce President Arlis Steele was contacted and advises that they plan on updating the Brookings Harbor map brochure in June 2015. Steele said that Nova Print will begin selling ads and preparing the layout in January. Steele reports that in the new

map, events and attractions will be more prominent, the Brookings and the main areas of Harbor will be increased in size. They plan to order 10-20,000 brochures and reprint as needed. In my experience, it is common for brochures produced by a Chamber of Commerce, visitor bureau or City to be jointly funded by the agency and advertisers/sponsors.

Steele reports that the Chamber is also exploring a new map with a map cartoonist, and that the Redwood Map will include Brookings in its 2015 map.

At 20,000 brochures, the cost would be about 60 per cent less than 125,000.

Barbara Carimella is developing additional information which she will present at the meeting

So, there are really several pieces to a brochure program:

1. Who and where is the target audience?
2. What level of information do you want to provide in a brochure? Basic information on a rack card or a full brochure.
3. Quality?
4. Who will do the design work?
5. Who will print it?
6. How many copies?
7. How will it be used/distributed?
8. What's the budget?
9. Where do people call/email/website visit for follow-up?
10. Should the City develop its own brochure, or should we contract with the Chamber for an expanded map brochure? Use City funding to expand distribution of the Chamber brochure?

.Attachment(s):

- a. Certified Folder Display information
- b. Capital Graphics information.

Dec. 9, 2014

Barbara Ciaramella
Lauri Ziemer
City of Brookings

Dear friends,

You have both asked for the Curry Coastal Pilot's help in putting together a tourism brochure. Since Barbara and I had the more detailed discussion, I've followed her instructions in preparing this outline.

The basic request was for an idea of what it would cost to prepare and print 10,000 copies of a brochure. Some of the options included number of pages, graphic design, and provision of materials.

Please note: This is not a formal bid, but the Pilot would be happy to prepare one when that time comes.

Graphic Design

The Pilot's posted charge for graphic design services is \$50 per hour for "outside work" – items that are not going in Pilot publications. Because Barbara's vision includes a custom map, and approval by several parties, I would estimate up to 16 hours of work for a four-panel brochure, slightly more for the five-panel.

When the work is done for Pilot publications, the graphic design work is free. If the basic color and design work for a brochure already be part of work for a city advertisement in the Go Wild recreation guide, for example, there would be no charge. A full-page ad in both editions of the 2015 Go Wild publications (projected distribution of 30,000 copies) will be about \$1,750.

Provision of materials

The Pilot is happy to share our existing materials – photos and copy – free of cost for a city project that does not contain commercial advertising, with appropriate credit to the Pilot. If there is paid advertising that competes with the Pilot, we charge \$25 per photo.

Printing

The Pilot has a good relationship with Ram Offset Lithographers in White City, a member of the Brookings-Harbor Chamber of Commerce. They provided courtesy estimates for the city’s brochure idea, and are aware that I was preparing an estimate for the city, for 2015.

The parameters I gave Ram Offset were four or five panels for a standard tourism brochure (15 by 9 inches), full color on both sides, matte stock, boxed and shipped to Brookings. I have included a small handling charge for the Pilot.

For the four-panel (no response card).....\$2,900
For the five-panel: (perforated response card):....\$2,975

I hope this helps you in your planning and decisions. As you know, I’m happy to provide whatever assistance I can.

All the best,

Charlie Kocher
Publisher

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Large files as well as native files can be uploaded to our FTP site or you can use Dropbox (email for an invite).

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- Username: rack
- Password: program

After uploading, contact us at rackprogram@plitho.com with the file name and your order information. Your rack cards and brochures are printed in full color on both sides and trimmed and/or folded to the tourism industry standard 4"x9" unless other sizes are requested.

At no additional cost, all rack cards and folded brochures will include gloss aqueous coating to further enhance their effectiveness and durability.

Allow approximately 7 to 14 working days for completion and delivery after proof approval for your rack card or rack brochure. Your delivery date will be issued when proof is returned.

We ask that all orders be paid in full prior to printing and we gladly accept all major credit cards.

Additional Services

Precision Litho is a full service digital and offset printer. Do you need something other than a rack card or rack brochure? Ask our friendly service representative or log on to plitho.com

- Digital and variable data print capabilities
- Traditional offset printing
- Full service marketing to connect you with your customers
- Display graphics to create the perfect environment
- Smartphone and tablet targeted sites
- Fulfillment capabilities to serve your every need

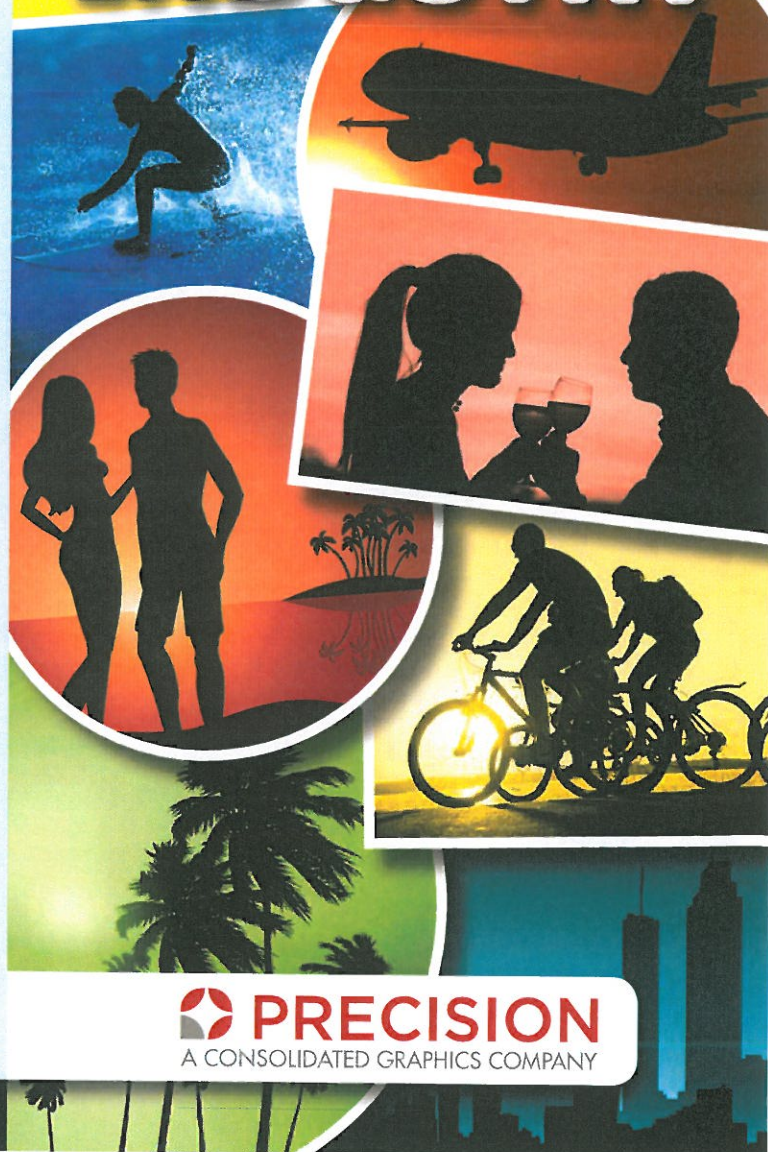


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Rack Cards:

4x9" / two-sided / full color / 10 pt. cover stock

Units	Cost	Unit Cost
12,500	\$725	5.8¢
25,000	\$1,190	4.8¢
50,000	\$1,965	3.9¢
75,000	\$2,665	3.6¢
100,000	\$3,145	3.1¢
125,000	\$3,830	3.1¢
150,000	\$4,450	3.0¢
200,000	\$5,760	2.9¢



Rack Card

Short Runs Rack Cards:

digital / 100 lb. / gloss cover

Color	Units	Cost	Unit Cost
4/4	1,000	\$290	0.29¢
4/4	2,000	\$490	0.25¢

Short Run Brochures:

digital / 100 lb. / gloss text / folded to 4, 6, or 8-panel

Size	Units	Cost	Unit Cost
8x9"	1,000	\$390	39.0¢
8x9"	2,000	\$590	29.5¢
9x12"	1,000	\$440	44.0¢
9x12"	2,000	\$695	34.8¢
9x16"	1,000	\$745	74.5¢
9x16"	2,000	\$945	47.3¢

Terms and Conditions

Prices are based on customer supplied electronic files in the industry standard formats. Additional costs may apply for files supplied in non-standard programs such as Publisher, Word, or Corel Draw. If you have questions, please inquire about supplying files. Customer requested alterations are additional.

Green Initiatives and Processes

At Precision Litho we recycle all paper scraps, unused inks, plastic materials and all printing plates in our manufacturing and office environments. We print with soy and vegetable-based inks, use alcohol-free press fountain solutions, and low volatile organic compound solvents (VOCs). Our efforts are 100% offset by natural wind energy.

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4-Panel Folded Brochure:

8x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

Units	Cost	Unit Cost
12,500	\$1,025	8.2¢
25,000	\$1,145	4.6¢
50,000	\$1,900	3.8¢
75,000	\$2,645	3.5¢
100,000	\$3,390	3.4¢



Single Fold

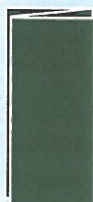
6-Panel Brochure:

12x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

Units	Cost	Unit Cost
12,500	\$1,250	10.0¢
25,000	\$1,665	6.7¢
50,000	\$2,740	5.5¢
75,000	\$3,650	4.9¢
100,000	\$4,675	4.7¢



Roll Fold



Z Fold

8-Panel Brochure:

16x9" folds to 4x9" / two-sided / full color / 100 lb. gloss stock

Units	Cost	Unit Cost	Units	Cost	Unit Cost
12,500	\$1,625	13.2¢	75,000	\$4,365	5.8¢
25,000	\$2,415	9.7¢	100,000	\$5,700	5.7¢
50,000	\$3,685	7.4¢			



Accordion Fold



Gate Fold



Double Parallel Fold

For larger sizes or quantities please call 877 544 0181 for an estimate

RACK CARDS

4" x 9" / double sided / full color / 10 pt. cover stock

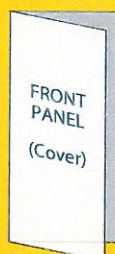
UNITS	COST
12,500	\$ 653
25,000	1,071
37,500	1,485
50,000	1,769
75,000	2,399
100,000	2,831
125,000	3,447
150,000	4,005
200,000	5,184



4 PANEL FOLDED BROCHURE

8" x 9" folds to 4" x 9" / double sided / full color / 100 lb. gloss book stock

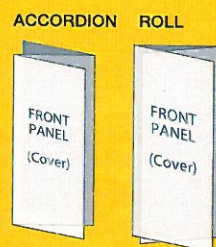
UNITS	COST
12,500	\$ 923
25,000	1,030
37,500	1,485
50,000	1,710
75,000	2,381
100,000	3,051



6 PANEL FOLDED BROCHURE

12" x 9" folds to 4" x 9" / double sided / full color / 100 lb. gloss book stock

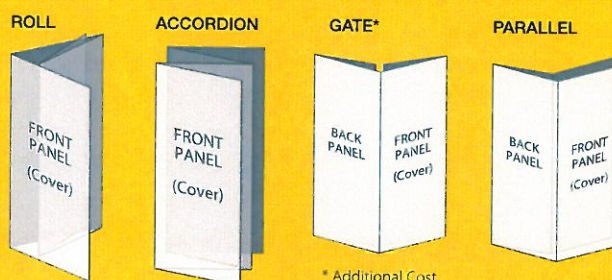
UNITS	COST
12,500	\$1,125
25,000	1,499
37,500	1,990
50,000	2,466
75,000	3,285
100,000	4,208



8 PANEL FOLDED BROCHURE

16" x 9" folds to 4" x 9" / double sided / full color / 100 lb. gloss book stock

UNITS	COST	UNITS	COST
12,500	\$1,485	50,000	3,317
25,000	2,174	75,000	3,929
37,500	2,745	100,000	5,130



* Additional Cost

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4 Color Process: Color printing is done with 4 inks: Cyan, Magenta, Yellow & Black. The various dot combination and screens of these inks produce the full spectrum of color.

Your rack cards and brochures are printed in full color on both sides and trimmed and/or folded to the tourism industry standard 4" x 9" unless other sizes are specifically required.

Coatings

At no additional cost, all rack cards and folded brochures will include gloss aqueous coating to further enhance their effectiveness.

Terms and Conditions

Prices are based on customer supplied PDF files. Additional costs may apply for files not supplied as a PDF. Please inquire prior to supplying files. Customer requested alterations are additional. All files require 1/8" bleed on all trimmed sides.

Allow approximately 7-14 working days from approval.

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Rack Card (4" x 9")

- > 1-Side (4-Color).....\$350
- > 2-Sides (4-Color on Both Sides).....\$425

Brochures

- > 2 Panel (8" x 9").....\$525
- > 3-Panel (12" x 9").....\$725
- > 4-Panel (16" x 9").....\$875

Other Services Include

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- > Up to 10 Pages of Content (additional static pages \$100 each)
- > Unlimited Images
- > "Contact Us" Form

Large\$2,000

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- > "Contact Us" Form
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Mike Francis, Director of Tourism
Oceanside Chamber of Commerce

"As a founding member of M.A.I.N. (Museum & Attractions in Nevada), I have seen many brochures over the years. I wanted to tell you the current brochure is the very best ever produced for M.A.I.N. It is outstanding."

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Las Vegas Zoo

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Kurt Burkhardt, Executive Director
Carlsbad Convention & Visitors Bureau

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Janice Simoni
California Welcome Centers



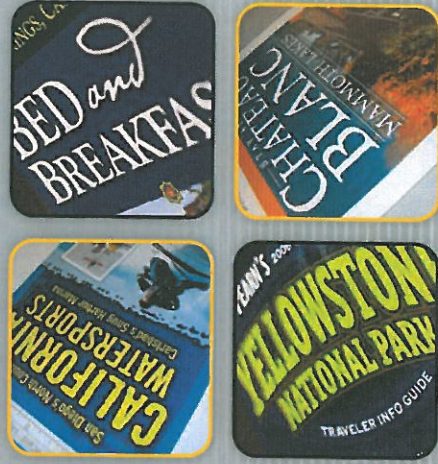
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Design Services

We specialize in creative solutions for business communications that get results. With your success in mind, we deliver award-winning marketing projects on time and within budget. Our team of experienced designers turns ideas into quality business solutions.

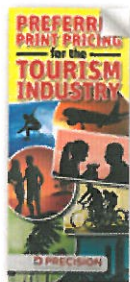


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Custom Publishing

Travel Info Guide Publications

Fearn's Traveler Info Guides are published by Certified Folder Display Service, Inc., the nation's largest professional brochure distribution and display service. Because we own and maintain all of the visitor information display racks through which the Traveler Info Guides are distributed and displayed, we guarantee your advertisement will be seen by thousands of visitors to your area!

Our display sites include better hotels, motels, car rental offices and visitor information centers – exactly the places you want to be seen!

Each edition has a guaranteed circulation of at least 100,000 copies. That's less than 1/2 cent per copy (based on a \$375 ad purchase). You cannot find a better way to reach so many potential customers for so little investment. Compared to other forms of advertising such as television, radio, newspaper or magazines, our visitor publications are a real bargain, and provide you with the best opportunity to focus your advertising dollars on the visitor market.

In today's marketplace, our Traveler Info Guides are one of the most popular brochures in the racks. Why? Our readers are visitors who are traveling in the marketplace looking for entertainment, dining, and lodging values in your area. Don't miss the chance to reach these important prospects. Ad space is limited – let them know who you are – place your advertisement today!

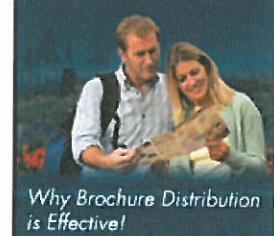
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Each Traveler Info Guide includes helpful visitor information like:



Downloadable PDF

- Local and Regional Maps
- Area Points of Interest
- Important Local Telephone Numbers
- Mileage and Distance Charts

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Ad space is limited – let them know who you are – place your advertisement today!

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**Let Us
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For as little as \$375
- **Visitor Friendly**

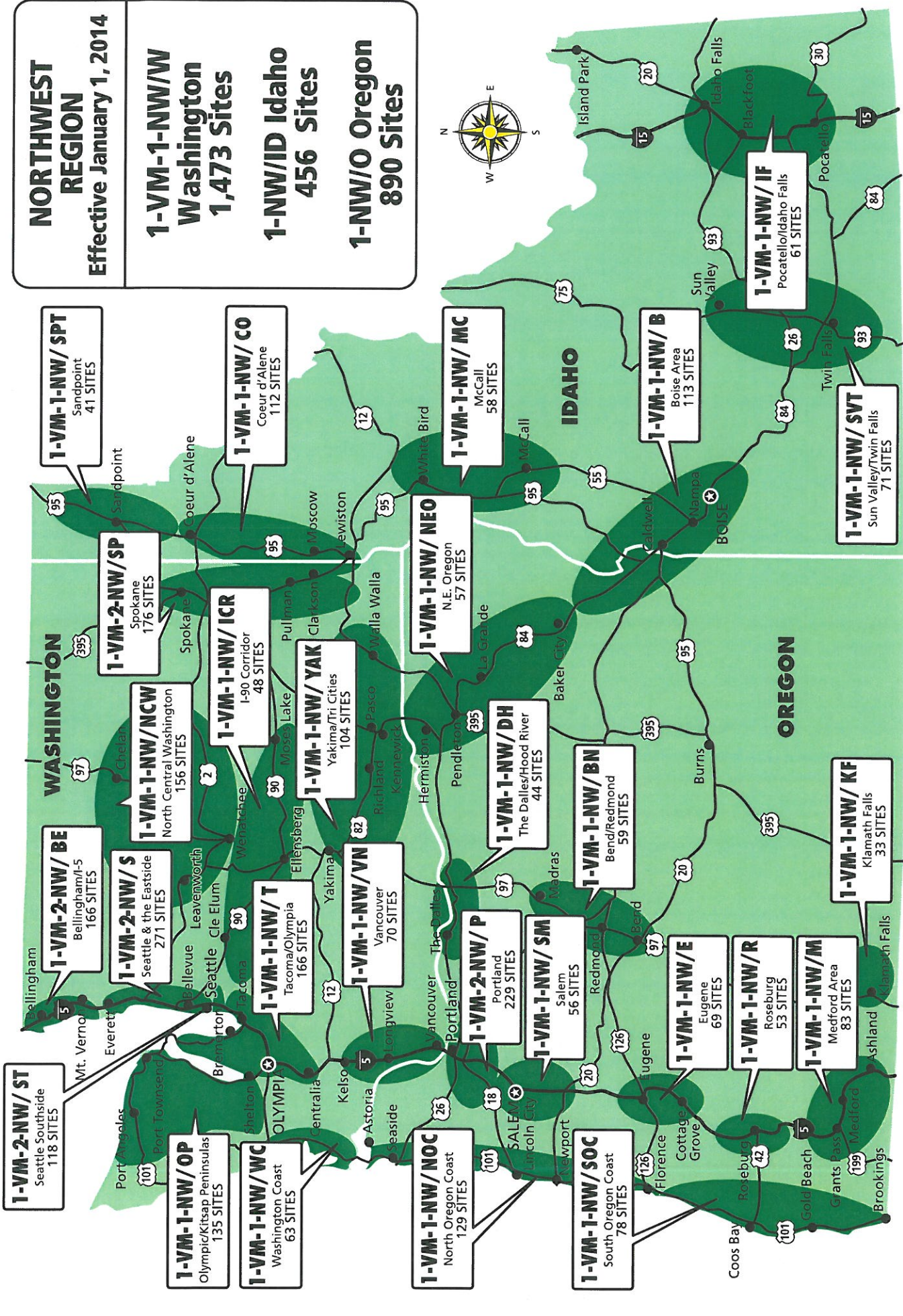
NORTHWEST REGION

Effective January 1, 2014

1-VM-1-NW/W
Washington
1,473 Sites

1-NW/ID Idaho
456 Sites

1-NW/O Oregon
890 Sites





Distribution

[Visitor Marketing](#)
[Corporate / Industrial](#)
[Sports Marketing](#)
[Washington State Ferries](#)
[BC Ferries](#)
[CA Welcome Centers](#)
[Super Sites](#)

Northwest Contacts

Seattle, WA

2407 South 200th Street
 SeaTac, WA 98198
 Phone: (206) 870-2470
 Fax: (206) 870-2404

Spokane, WA

Covers Eastern
 Washington and Idaho
 3808 North Sullivan Rd.
 Bldg. 15, Suite Y
 Spokane Valley, WA 99216
 Phone: (509) 534-5391
 Fax: (509) 534-5699

Portland, OR

16339 NE Cameron Blvd.
 Portland, OR 97230
 Phone: (503) 252-2570
 Fax: (503) 252-2518

Available Programs

Visitor Marketing

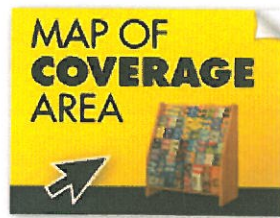
Our most popular plan designed to reach both visitors and business people while they are traveling! Display racks are located in high traffic locations including hotels, motels, car rental offices, visitor centers, airports, chambers of commerce, restaurants, RV parks, campgrounds, and military bases. Whether you need to reach visitors in a particular city, state or region, this program allows you to select, target, and saturate your market! Options available for both brochure and publication distribution. Over 22,000 locations available!

[Request A Rack](#)
[View Rack Models](#)



[Find Your Region](#)



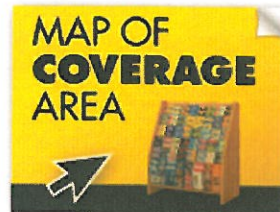


downloadable PDF

[Locations Throughout the Pacific Northwest](#)

Sports Marketing

Connect with sports-oriented individuals through distribution at major sporting goods stores or ski shops. This time-proven and effective program allows you to reach your best prospects year-round or seasonally (winter or summer). During winter months, this program is ideal for promoting ski resorts, lodges and condominium rental services. In the summer, program emphasis changes to whitewater rafting, fishing, camping, and outdoor adventure. Options available for both brochure and publication distribution. Over 900 locations available.

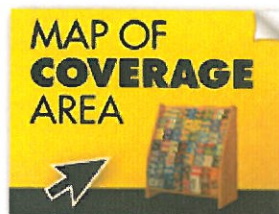


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[Reach Active Sports-Oriented Individuals](#)

Corporate / Industrial

Target thousands of employed adults in key western markets at some of America's best known companies, including Boeing, Intel, AT&T, Northrop Grumman, Callaway and TaylorMade. Our display racks are located in employee cafeterias and recreation areas so your information is always at hand when employees are planning their next outing, company meeting, or family vacation. Options available for both brochure and publication distribution. Over 600 locations available.



downloadable PDF

[Available Locations](#)

Washington State Ferries

Reach 24 million passengers each year through Certified's new Media Rack System that combines digital media (LCD screens) with traditional publication display racks that allow advertisers to showcase their product or service and encourage literature pick-up!

Our new systems are in place and operating on 18 ships and in 6 terminals. Participation is limited. Options available for brochure distribution, publication distribution, and digital media advertising.

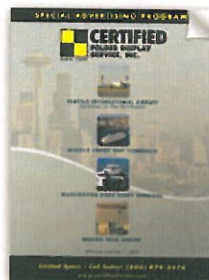


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Super Sites

Select high-traffic locations are now available for distribution of your brochure or publication on an individual location basis! These locations include major airports and visitor information centers. At each location, display racks are positioned for maximum exposure. Most locations are serviced 2-3 times per week; some receive daily service. Current airport locations include Seattle, San Jose, San Diego, Orange County, Ontario, Burbank, Missoula and Vancouver.

Advertise at These 4 Great Locations!



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Seattle-Tacoma Int'l Airport



Certified offers year-round distribution and display of brochures and magazines in 7 separate locations throughout the airport baggage claim area that serves both domestic and international arriving flights. All racks are serviced 4-5 times per week to insure continuous display of material.

- 30 Million passengers annually (27.5 domestic & 2.5 international)
- Gateway to the Northwest
- Ranked 17th in the U.S. for traffic
- Space is limited

Washington State Ferries - Seattle Terminal



Newly remodeled, the Washington State Ferry Terminal at Pier 52 is at the center of Seattle's Waterfront Distribution. This location is within



walking distance to Safeco Field, Qwest Field, West Edge District, Pike Place Market and Westlake Center.

- Centrally located near staffed visitor information desk
- 10 Million riders annually
- Serving Bainbridge Island and Bremerton
- New food court attracting additional non-passenger traffic

Seattle Cruise Ship Terminals



Located in the heart of Seattle's Waterfront District, the Seattle Cruise Ship Terminals at Pier 66 and Pier 30 are within walking distance to Safeco Field, Qwest Field, West Edge District, Pike Place Market and Westlake Center.

- 825,000 passengers arriving & departing on over 200 cruise ships each year
- Display racks located in various locations throughout the facilities
- Staffed visitor information desk
- Open year-round for Odyssey Maritime Museum

Boeing Tour Center



The Boeing Tour Center and the Future of Flight Museum in partnership with Certified, offers year-round distribution and display service in this new 73,000 square foot facility that includes conference facilities for 250 people, and special event space for groups up to 700 people.

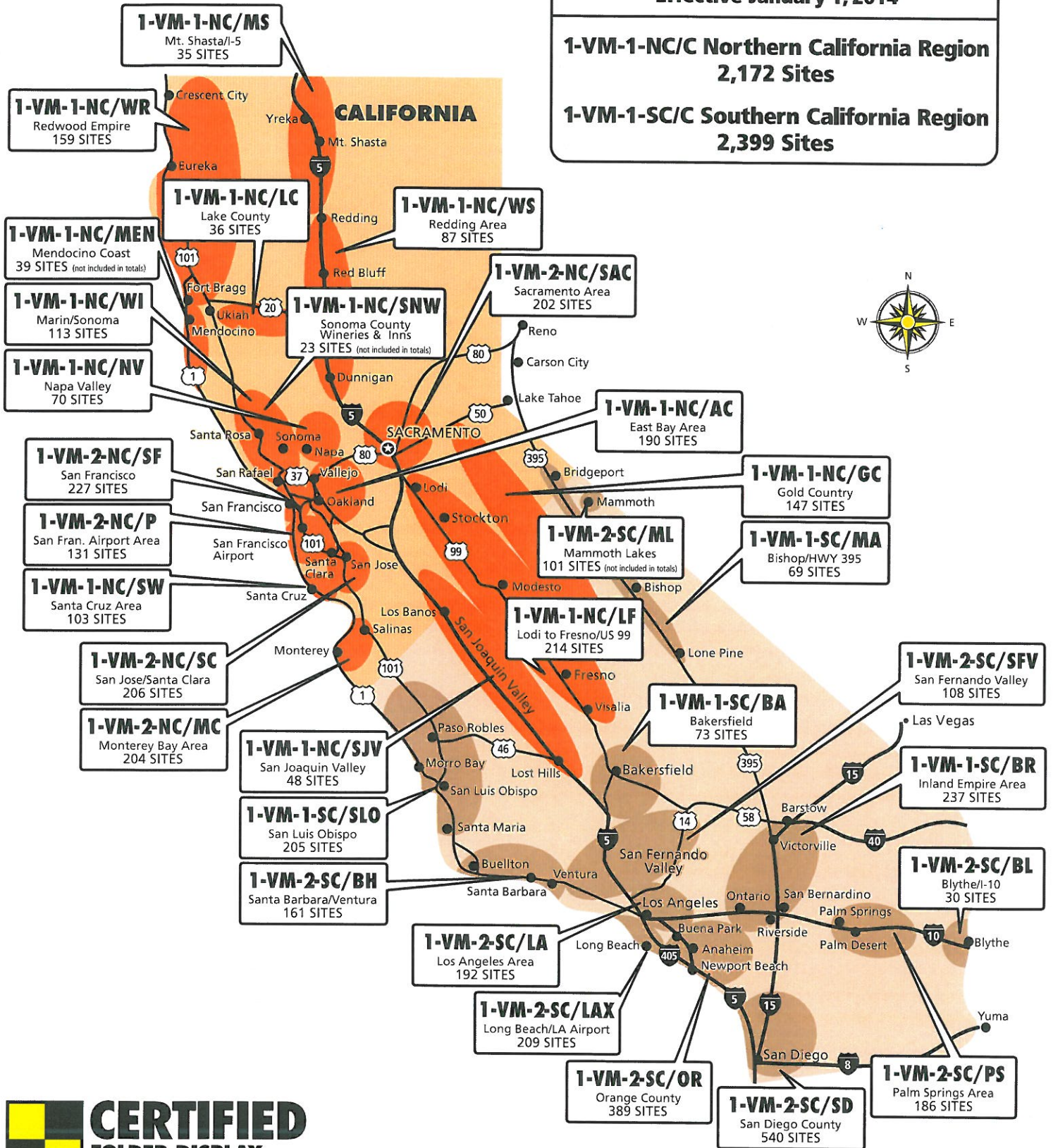
- 200,000 visitors annually
- Open Daily
- Conference and group facilities attracting local patrons
- Space is limited

STATE OF CALIFORNIA

Effective January 1, 2014

1-VM-1-NC/C Northern California Region
2,172 Sites

1-VM-1-SC/C Southern California Region
2,399 Sites





Distribution

[Visitor Marketing](#)
[Corporate / Industrial](#)
[Sports Marketing](#)
[Washington State Ferries](#)
[BC Ferries](#)
[CA Welcome Centers](#)
[Super Sites](#)

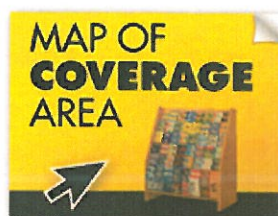
Northern California Contacts

San Francisco, CA
203 Lawrence Ave.
S. San Francisco, CA 94080
Phone: (650) 589-3117
Fax: (650) 589-1915

Available Programs

Visitor Marketing

Our most popular plan designed to reach both visitors and business people while they are traveling! Display racks are located in high traffic locations including hotels, motels, car rental offices, visitor centers, airports, chambers of commerce, restaurants, RV parks, campgrounds, and military bases. Whether you need to reach visitors in a particular city, state or region, this program allows you to select, target, and saturate your market! Options available for both brochure and publication distribution. Over 22,000 locations available!



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[Locations Throughout Northern California](#)

[Request A Rack](#)
[View Rack Models](#)

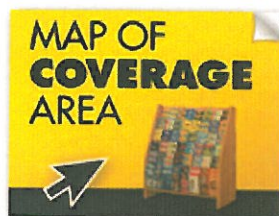


[Find Your Region](#)



Sports Marketing

Connect with sports-oriented individuals through distribution at major sporting goods stores or ski shops. This time-proven and effective program allows you to reach your best prospects year-round or seasonally (winter or summer). During winter months, this program is ideal for promoting ski resorts, lodges and condominium rental services. In the summer, program emphasis changes to whitewater rafting, fishing, camping, and outdoor adventure. Options available for both brochure and publication distribution. Over 900 locations available.

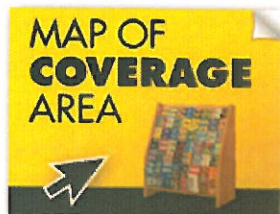


downloadable PDF

[Reach Active Sports-Oriented Individuals](#)

Corporate / Industrial

Target thousands of employed adults in key western markets at some of America's best known companies, including Boeing, Intel, AT&T, Northrop Grumman, Callaway and TaylorMade. Our display racks are located in employee cafeterias and recreation areas so your information is always at hand when employees are planning their next outing, company meeting, or family vacation. Options available for both brochure and publication distribution. Over 600 locations available.



downloadable PDF

[Available Locations](#)

California Welcome Centers

Reach over 1.5 million visitors with an average annual household income of \$94,000 who stop each year at one of 20 official California Welcome Centers to get information on things to see and do while traveling throughout California. 74% are visiting from outside California, and stay an average of 6 nights! Certified offers brochure and publication distribution at each California Welcome Center, as well as Digital Media advertising on 42" LCD monitors (with sound) that allow advertisers to showcase their product and encourage brochure or publication pick-up!

[CWC Sales Program](#)



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Super Sites

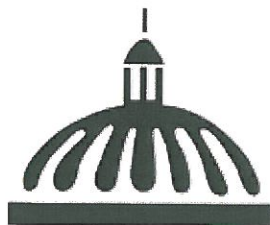
Select high-traffic locations are now available for distribution of your brochure or publication on an individual location basis! These locations include major airports and visitor information centers. At each location, display racks are positioned for maximum exposure. Most locations are serviced 2-3 times per week; some receive daily service. Current airport locations include Seattle, San Jose, San Diego, Orange County, Ontario, Burbank, Missoula and Vancouver.



downloadable PDF

Airport Sales Program

Year-round distribution and display of brochures and magazines at major airports throughout the West! Our well-trained staff services each Certified display rack personally, as often as five times per week, to assure your publication will always be on display.



CAPITAL GRAPHICS INC.

3 Panel Rack Brochure (8 1/2" X 11")

Item #RGVBF-ISADK

Our most popular brochure! 8 1/2" x 11" tri-folded brochure easily fits in rack and literature holders. Products are printed with low VOC inks that contain a minimum 45% renewable resource content (vegetable oil). 8.5" W x 11" H

Category:	Brochures
Colors:	White
Themes:	Business
Imprint:	8 1/2" x 11". 4-color process. Price includes 4 color process, 2 sides
Additional Info:	Made in USA
Packaging:	Bulk
Production Time:	3 to 5 working days



Quantity:	500	1,000	1,500	2,000	2,500	3,000
Your Price (each):	\$0.36	\$0.21	\$0.17	\$0.15	\$0.14	\$0.13

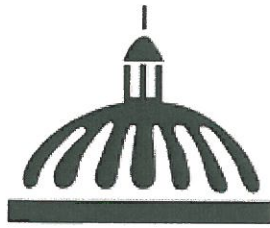
Additional charges may apply.

[Request Info](#)[Request Quote](#)[Order](#)[Back](#)

3 Panel Rack Brochure (8 1/2" X 11")



Pricing and availability subject to change without notice. All logos shown in product photos are for demonstration only. Your products will have your own custom imprint. Most pricing includes a one-color imprint. Product data © 2014 SAGE - Quick Technologies Inc. Information, data or designs from this website may not be copied, archived, mined, stored, captured, harvested or used in any way except in connection with use of the site in the ordinary course for its intended purpose.



CAPITAL GRAPHICS INC.

4 Page Brochure (8.5" X 11")

Item #FGVBD-ISADI

Brochures measures 11" x 17" and folds to 8 1/2" x 11" prints on either 80lb Gloss or Matte text stock. Create sales tools to enhance your latest products and services. Brochures are ideal for a variety of purposes: trade shows, sales literature, inserts, handouts and newsletters. Ships flat. Products are printed with low VOC inks that contain a minimum 45% renewable resource content (vegetable oil). 8 1/2" W x 11" H

Category: Brochures

Colors: White

Themes: Business

Imprint: 11" x 17", 4-color process. Price includes 4 color process, 2 sides

Additional Info: Made in USA

Packaging: Bulk

Production Time: 3 to 5 working days



Quantity:	500	1,000	1,500	2,000	2,500	3,000
Your Price (each):	\$0.82	\$0.47	\$0.36	\$0.31	\$0.28	\$0.25

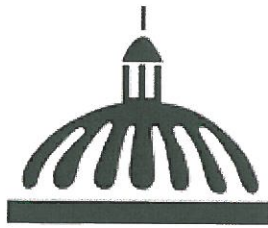
Additional charges may apply.

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CAPITAL GRAPHICS INC.

6 Panel Mini Brochure

Item #HZTEH-HMNTK

These pocket size mini-brochures are great for: Trade show Literature, product information, to go menus, team schedules and more! Folded Size: 2"x3.5". Complies with CPSIA, Prop 65. 2" W x 10 1/2" H

- Category:** Brochures
- Colors:** White
- Themes:** Business, Real Estate, Restaurant
- Imprint:** 4-color process. Price includes 4 color process, 2 sides, 1 location
- Additional Info:** Made in USA
- Packaging:** Bulk; Units/Ctn: 125; Weight/Ctn: 5 lbs.
- Production Time:** 5 to 7 working days



Quantity:	125	250	500	1,000	2,500	5,000
Your Price (each):	\$1.45	\$0.87	\$0.59	\$0.45	\$0.37	\$0.35

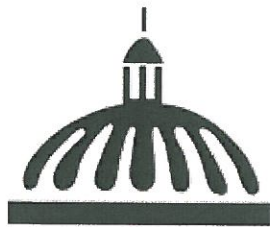
Additional charges may apply.

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[Request Quote](#)

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CAPITAL GRAPHICS INC.

8 Panel Mini Brochure

Item #NZTEI-HMNTL

These pocket size mini- brochures are great for: Trade show Literature, product information, to go menus, team schedules and more! Folded Size: 2"x3.5". Complies with CPSIA, Prop 65. 3 1/2" W x 8" H

- Category:** Brochures
- Colors:** White
- Themes:** Business, Real Estate, Restaurant
- Imprint:** 4-color process. Price includes 4 color process, 2 sides, 1 location
- Additional Info:** Made in USA
- Packaging:** Bulk; Units/Ctn: 125; Weight/Ctn: 7 lbs.
- Production Time:** 5 to 7 working days



Quantity:	125	250	500	1,000	2,500	5,000
Your Price (each):	\$1.48	\$0.91	\$0.62	\$0.48	\$0.41	\$0.39

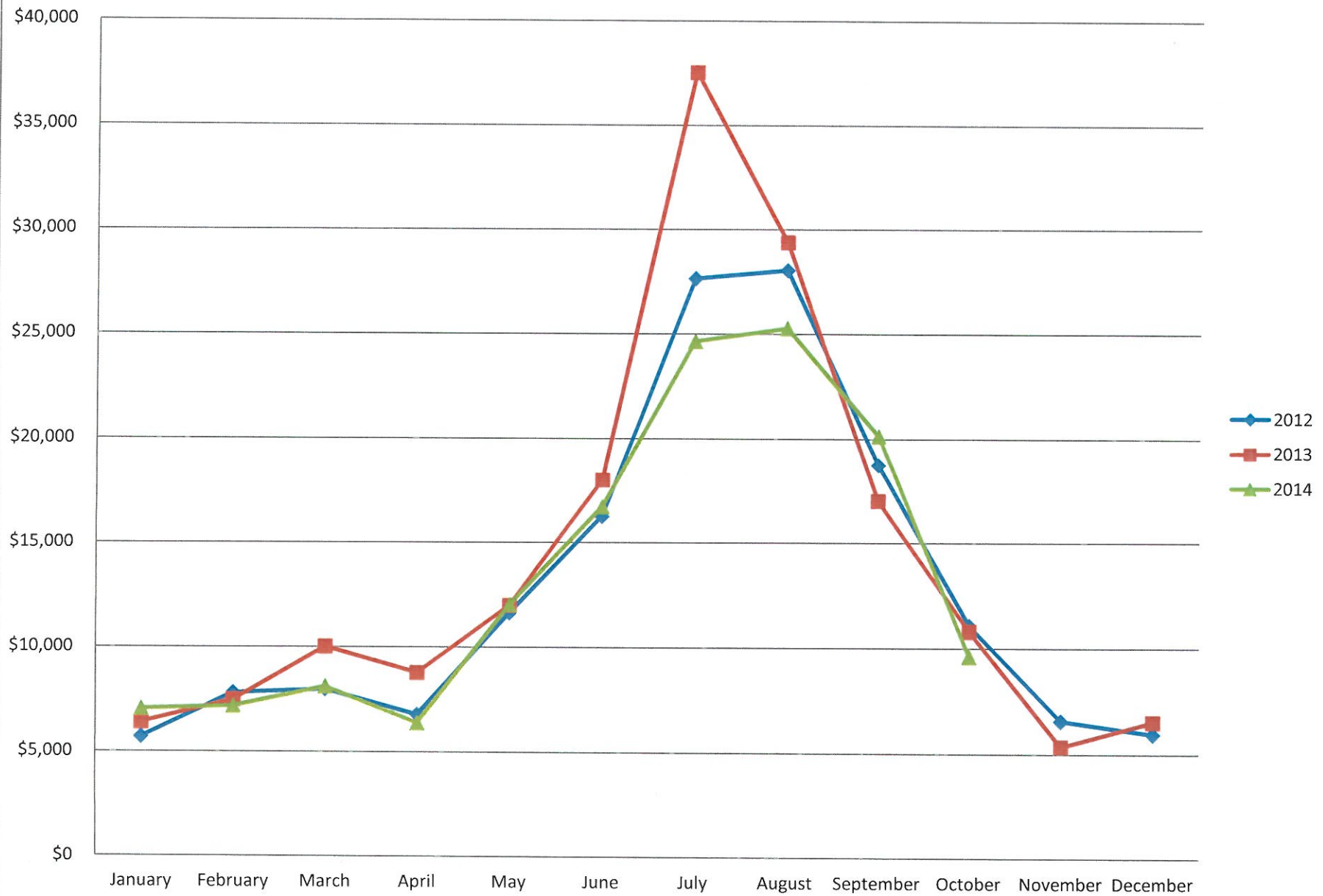
Additional charges may apply.

[Request Info](#)
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City of Brookings
Transient Room Tax Collected

	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>Total</u>
July 2014 - June 2015	24,638.44	25,268.01	20,131.13	9,606.41									79,643.99
July 2013 - June 2014	37,560.87	29,383.58	17,026.39	10,800.70	5,375.58	6,530.21	7,048.25	7,182.82	8,112.85	6,385.70	12,015.38	16,701.83	164,124.16
July 2012 - June 2013	27,645.67	28,035.52	18,735.75	11,074.68	6,567.87	5,955.06	6,411.09	7,492.70	10,015.14	8,781.24	11,990.97	17,994.48	160,700.17
July 2011 - June 2012	26,411.96	21,735.49	15,617.34	9,474.97	7,063.27	5,967.19	5,707.11	7,816.68	7,983.68	6,782.50	11,628.13	16,247.84	142,436.16
July 2010 - June 2011	26,229.09	23,144.53	16,971.74	10,724.91	6,850.13	5,178.80	5,655.68	6,987.75	8,093.78	8,023.06	10,127.03	14,385.57	142,372.07
July 2009 - June 2010	21,222.34	21,982.30	19,652.90	11,591.25	6,983.93	6,492.85	5,094.22	6,615.82	7,990.96	8,032.39	11,553.87	15,307.97	142,520.80
July 2008 - June 2009	16,621.95	24,680.77	23,668.69	20,833.79	6,690.41	11,498.36	10,379.04	7,883.77	7,745.73	11,844.08	7,462.15	11,903.43	161,212.17
July 2007 - June 2008	22,989.40	26,548.30	26,805.15	18,079.27	11,406.36	7,970.15	12,221.55	5,400.10	9,432.02	12,120.46	7,388.49	13,805.10	174,166.35
July 2006 - June 2007	16,160.69	33,312.68	24,484.29	19,925.16	13,051.49	8,895.84	4,597.06	11,702.49	5,514.33	16,826.98	10,650.13	7,852.25	172,973.39
July 2005 - June 2006	17,205.84	26,467.16	25,066.29	17,189.71	12,711.04	5,823.49	7,877.91	8,110.55	12,821.30	11,489.66	9,414.26	8,203.08	162,380.29
July 2004 - June 2005	16,442.76	25,347.35	25,451.57	21,234.47	8,133.30	14,687.24	7,722.76	8,162.61	10,150.68	13,564.98	7,797.07	13,184.86	171,879.65
July 2003 - June 2004	16,134.59	25,135.25	24,493.34	16,529.47	9,368.39	10,583.14	10,478.07	6,608.72	8,668.80	8,119.96	15,057.41	15,753.31	166,930.45
July 2002 - June 2003	15,961.12	24,631.46	25,206.32	10,580.66	21,226.88	7,707.76	3,061.70	9,291.80	8,291.03	9,392.90	6,432.33	14,805.33	156,589.29
July 2001 - June 2002	14,182.69	22,737.66	24,131.28	15,209.86	10,208.18	7,426.87	5,500.78	3,669.29	9,955.35	11,379.43	8,509.29	11,358.97	144,269.65
July 2000 - June 2001	14,781.11	22,510.85	22,869.49	15,828.28	9,362.97	6,411.61	5,292.77	3,206.73	9,137.94	9,101.66	3,796.67	11,183.64	133,483.72
July 1999 - June 2000	12,317.81	21,022.61	17,090.51	16,016.04	11,907.92	11,216.99	14,006.07	4,524.70	6,392.44	8,332.48	6,743.26	9,733.45	139,304.28
July 1998 - June 1999	10,088.09	18,867.75	19,189.60	14,078.56	7,530.59	4,534.15	3,493.85	3,891.83	5,833.78	7,336.91	8,065.84	8,915.45	111,826.40
July 1997 - June 1998	10,029.62	14,126.70	17,846.87	13,705.15	6,535.64	5,824.48	4,748.93	4,305.60	4,001.33	7,778.28	6,138.41	8,601.21	103,642.22
July 1996 - June 1997	11,294.95	15,833.73	14,976.34	13,981.54	7,887.96	4,711.29	4,132.51	3,575.01	4,327.90	6,387.54	6,921.77	8,042.45	102,072.99
July 1995 - June 1996	10,294.17	15,854.66	16,923.64	11,995.25	7,563.97	7,512.15	4,189.95	4,534.50	4,992.16	6,894.95	6,405.72	8,039.78	105,200.90

City of Brookings Transient Tax



TPAC EXPENSES FY 2014-15

	MEDIA TV	MEDIA Radio	Contract Services	Events	Travel	Operating Supplies	Other (Event Tent)
	32-10-6070		32-10-6090	32-10-6060	32-10-6120	32-10-6030	32-10-7020
BUDGETED	\$1,600.00	\$2,000.00	\$4,500.00	\$12,000.00	\$500.00	\$1,071.00	\$ 10,000
July	-\$825.00			-\$1,000.00 Writers Conf			
August	-\$860.00					-\$234.76	
September	-\$790.00					-\$609.12	
October				-\$3,500.00 Disc Golf Tourney	-\$12.00		
November		-\$532.00		-\$2,500.00 Central Bldg 100			
December				-\$5,500.00 Music Festival & Xmas			
January							
February							
March							
April							
May							
June							
REMAINING FUNDS	-\$875.00	\$1,468.00	\$4,500.00	-\$500.00	\$488.00	\$227.12	\$ 10,000