

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, June 19, 2014 - 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes**
- 3. Public Comments**
- 4. Action Items**
 - a. Oregon Lifestyles DVD Proposal**
 - b. Outdoor Writers Association Proposal**
 - c. Event Tent**
 - d. Radio Advertising**
- 5. Informational Items**
 - a. Festival and Events Risk Management**
 - b. City Tourism Website**
 - c. Agenda Packet Deadlines**
 - d. Post Event Evaluation: Curry County Cruisers**
- 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 - May 29, 2014

CALL TO ORDER

Meeting called to order at 4:02 PM

1. ROLL CALL

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

Absent: Skip Watwood

Also present: City Manager Gary Milliman, B-H Port Manager, Ted Fitzgerald

Committee member positions/terms selected: Position 1 - Bob Pieper/3 years; Position 2 – Unfilled/3 years; Position 3 - Barbara Ciaramella/3 years; Position 4 – Candice Michel/2 years; Position 5 – Joe Willett/2 years; Position 6 – Tim Patterson/1 year; Position 7 – Skip Watwood/1 year

2. PUBLIC COMMENTS

None

3. ACTION ITEMS

a. Tent – Ted Fitzgerald advised he is still doing tent research. He found the closest tent rental agency in Santa Rosa, depending on size, an 80x100 tent rents for \$3500 plus shipping, larger tents 100x140 rents for \$9,500 plus another \$1,000-1,500 in shipping. Barbara advised that she contacted the Fairgrounds and their biggest tent is 10x30 and rents for \$100 per day. She also contacted Tentology to get additional information including: set-up takes approximately 1 hour, rated for 90 mph winds, minimal tent maintenance required, to store just dry and pack, stores in a 4x4 space with 9.5 foot poles, tent life expectancy is 10+/- years. Modular expandable 60x120, accommodates 300, tent runs @\$24,000 (sale price). Ted advised the port is willing to install and store tent if they are compensated, he is also getting more information on the anchors. Need to determine rental costs to determine how long it will take to recoup tent costs and if event holders would be able to afford to rent tent. Joe suggested contacting businesses to have tent named exclusively after their business of offset costs. Barbara to find out interest rates and financing possibilities from Tentology. Ted stated more large events that would rent the tent need to be recruited and scheduled, port willing to work with people involved and committed to a successful event. He will run the numbers for the Port and figure out a possible location site in the port parking lot to crown the parking lot, grade for drainage and set in anchors and still have parking. Committee agrees if possible to purchase before end of summer. Matter continued to next meeting.

b. Festival of Art Tourism Event RFP – Committee reviewed proposal for \$1,000. Candice and Joe believe it is a great summer event; Bob and Barbara believe that TPAC has already assisted this group by extending the TV contract through August. Tim's issue is that it is already an existing summertime event. Candice stated that the event is successful in bringing people to the area and a significant summer event. **Motion made by Candice to fund the Art in Stout Park proposal for \$1000, motion dies for lack of second. Motion made by Candice to fund the Art in Stout Park proposal for \$500; discussion. Motion made by Candice to amend the motion to fund the Art in Stout Park proposal for \$500 adding this is a one time grant; motion seconded and Commission voted; the motion carried unanimously.**

REPORTS

a. Print Media – Joe provided a sample radio text example with a tag for a radio concept ad. RFP has not been approved yet, propose ads to run in the fall.

b. Discussion – Suggested an article be in the Pilot to explain the TPAC and encourage groups to try and create new events. Barbara suggested the committee create guidelines that provides information on an organizations ability to carry off a successful event.

c. Events – Bob advised that ideas come in but need someone to organize the event. the Soroptimist are looking into the idea of a Hot Air Balloon Festival. A group is interested in a disc golf event in McVay Park and will be submitting an application. Ultimate Fighters from the Rogue Valley also discussing an event for possibly next January to be in the schools for a Saturday night. Thinks the groups will be submitting proposals next month.

4. NEXT MEETING SCHEDULED - Next meeting scheduled June 19th at 4:00pm.

5. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:15 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at June 19, 2014 meeting)

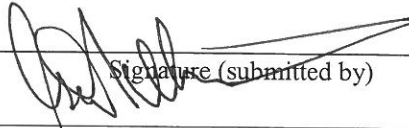
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Oregon Lifestyles DVD Proposal

Recommended Motion:

Review and discussion of proposal.

Financial Impact:

No funding is specifically budgeted for this project, although it could be considered in the general category of "Website/Social Media" (\$4,500 budgeted).

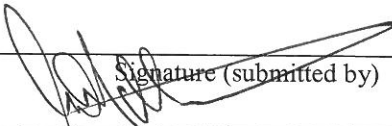
Background/Discussion:

Terri-Lynn Kalhagen has proposed the production of a marketing DVD that could be sold at visitors center, local businesses, used for mail-outs or shown on the local public access channel. Kalhagen will attend the TPAC meeting to outline the proposal.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Outdoor Writers Association Proposal

Recommended Motion:

This request cannot be approved without first obtaining a budget adjustment approval from the City Council. Discussion and possible request to City Council.

Financial Impact:

The approved City budget for TPAC programs does not include any funding for print advertising.

Background/Discussion:

The Brookings Harbor Chamber of Commerce has requested \$2,000 toward hosting an Outdoor Writers Association of California event at Lucky 7 Casino. See attached.

Attachment(s):

- a. Email from Chamber President Arlis Steele.

From: Arlis Steele [mailto:arlis@brookingsor.com]
Sent: Friday, May 30, 2014 6:19 PM
To: 'Gary Miliman'
Cc: Jerry W. Law; Ken Bryan; Pam Deraita; Terry Adams
Subject: Outdoor Writers Association of California

America's Wild Rivers Coast has negotiated with OWAC and Lucky 7 Casino to bring the OWAC to the Wild Rivers Coast; to accomplish this, Crescent City, Brookings, and Gold Beach are each committed to cover \$2,900 of the overall cost. This would bring a large group of professional writers and photographers to our area. The Chamber's of each area are working with their members to provide the outdoor recreation and experience for the writers/photographers as well as asking for sponsorship to cover their areas \$2,900 commitment. We are asking the Tourism Promotion Advisory Committee to make the recommendation to the City of Brookings to contribute \$2,000 towards the OWAC. I will have more details and a valuation of the writers/photographers in the upcoming week.

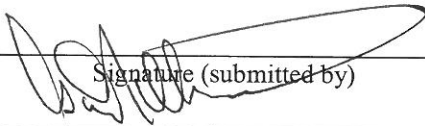
When will TPAC meet again? Who shall I speak with to have OWAC added to the agenda?

Arlis A. Steele
President/CEO
Brookings-Harbor Chamber of Commerce
(541)469-3181
brookingsharborchamber.com
facebook.com/BrookingsHarborOregon
The **PULSE** of America's Wild Rivers Coast

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Event Tent

Recommended Motion:

Discussion and possible recommendation to City Council.

Financial Impact:

\$10,000 is available for this project.

Background/Discussion:

TPAC Member Barbara Ciaramella has been working with representatives of the Port of Brookings Harbor in researching the possible joint purchase of an event tent. A progress report will be provided at this meeting.

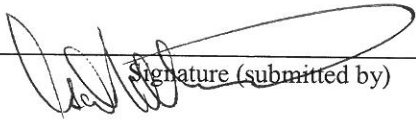
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Radio Advertising

Background/Discussion:

Staff met with TPAC Member Joe Willet to review the proposed radio advertising program. Willet and staff selected three Rogue Valley area broadcasting companies from which to solicit proposals for a 30-second radio advertisement promoting tourism:

1. Opus Broadcasting
2. Mapleton of Medford
3. Bicoastal Media

A draft of the desired commercial as written by Willet has been provided to each of the above listed broadcasting companies and they have been requested to provide a proposal to work within the \$2,000 budget.

Attachment(s):

- a. Draft commercial narrative.
- b. List of radio stations.

Brookings 30 Second Radio Commercial

SFX: Ocean Waves

Music

Female: Brookings, the perfect place to visit for a weekend or a week. There are miles of ocean seashore to explore, surf, or swim; fishing, ocean or the Chetco River; kayaking, bicycling, hiking, camping, they're all here in Brookings.

Here's what's happening now: TAG: (Live Announcer)

The Southern Oregon Kit Festival, Saturday, July 19 and Sunday, July 20th. Admission is free at Brookings Harbor

ROGUE VALLEY RADIO

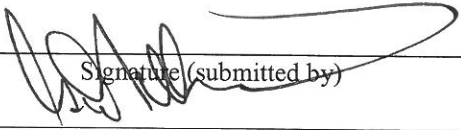
Call Sign	Frequency	City of License	Licensee	Format
<u>KIFS</u>	0107.5 FM	Ashland	Bicoastal Media Licenses VI, LLC	Contemporary Hits
<u>KSKQ</u>	0089.5 FM	Ashland	Multicultural Association of Southern Oregon	Variety
<u>KSMF</u>	0089.1 FM	Ashland	Oregon State Board of Higher Education for the Uofo	Variety
<u>KSOR</u>	0090.1 FM	Ashland	Oregon State Board of Higher Education for the Uofo	Classical music
<u>KSRG</u>	0088.3 FM	Ashland	Oregon State Board of Higher Education for the Uofo	Classical music
<u>KTMT</u>	0580 AM	Ashland	Mapleton License of Medford, LLC	Sports (ESPN)
<u>KZZE</u>	0106.3 FM	Eagle Point	Bicoastal Media Licenses VI, LLC	Active Rock
<u>KRWQ</u>	0100.3 FM	Gold Hill	Bicoastal Media Licenses VI, LLC	Country
<u>KAGI</u>	0930 AM	Grants Pass	Oregon State Board of Higher Education for the Uofo	Public Radio
<u>KAO</u>	1270 AM	Grants Pass	Grants Pass Broadcasting Corporation	News/Talk
<u>KAPK</u>	0091.1 FM	Grants Pass	American Family Association	Contemporary Christian (AFR)
<u>KCGP-LP</u>	0106.7 FM	Grants Pass	Calvary Chapel of Grants Pass	Religious
<u>KCMD</u>	0099.3 FM	Grants Pass	Three Rivers Broadcasting LLC	Classic Hits
<u>KUCR-LP</u>	0107.9 FM	Grants Pass	WTL Communications, Inc.	Religious
<u>KROG</u>	0096.9 FM	Grants Pass	Opus Broadcasting Systems, Inc.	Modern Rock
<u>KBOY-FM</u>	0095.7 FM	Medford	Mapleton License of Medford, LLC	Classic Rock
<u>KDOV</u>	0091.7 FM	Medford	UCB USA, Inc.	Christian radio
<u>KEZX</u>	0730 AM	Medford	Opus Broadcasting Systems, Inc.	Sports (FSR)
<u>KLDZ</u>	0103.5 FM	Medford	Bicoastal Media Licenses VI, LLC	Classic Hits
<u>KMED</u>	1440 AM	Medford	Bicoastal Media Licenses VI, LLC	News/Talk
<u>KRTA</u>	0610 AM	Medford	Opus Broadcasting Systems, Inc.	Regional Mexican
<u>KTMT-FM</u>	0093.7 FM	Medford	Mapleton License of Medford, LLC	Contemporary Hits
<u>KAKT</u>	0105.1 FM	Phoenix	Mapleton License of Medford, LLC	Country
<u>KAPL</u>	1300 AM	Phoenix	Applegate Media, Inc.	Christian radio
<u>KCMX</u>	0880 AM	Phoenix	Mapleton License of Medford, LLC	News/Talk
<u>KRRM</u>	0094.7 FM	Rogue River	Shirley M. Bell	Classic Country
<u>KSHD-LP</u>	0099.1 FM	Shady Cove	City of Shady Cove	Variety
<u>KLMD</u>	0101.1 FM	Talent	James D. McDaniel	Contemporary Christian (K-LOVE)
<u>KSJK</u>	1230 AM	Talent	Oregon State Board of Higher Education for the Uofo	Public Radio

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Festival and Events Risk Management

Recommended Motion:
Information only.

Background/Discussion:

Attached is an article from the June issue of Local Focus magazine, a publication of the League of Oregon Cities, dealing with festival and event risk management. The City of Brookings follows most of the recommended risk management practices outlined in this article. Staff feels that TPAC should be aware of the risks and rationale behind City requirements applicable to organizations conducting events under partial City funding or on City rights-of-way/real property. Staff will review City policies in the context of the recommendations contained in this article. The article was written by the City's insurance carrier, City/County Insurance Services.

Attachment(s):

- a. "Summertime in the City: Festivals and Events Risk Management"



citycounty insurance services
www.cisoregon.org

Summertime in the City: Festivals and Events Risk Management

It's almost summer, which means special events such as festivals, fairs, parades and Saturday markets will soon be happening in cities throughout the state. As cities prepare for summertime events, it's important to include some risk management.

To reduce risk, here are some recommendations for cities to consider during the summer's special event season.

Special Events Checklist

A city should complete a special events checklist for each event it sponsors. These checklists have various questions pertaining to the type of special event, and samples are available on the CIS Learning Center website. Go to www.learn.cisoregon.org and click on the "Resources" icon on the top right hand side of the page. Then, select Festivals/Special Events from the list of topics.

Special Events Application

CIS recommends that cities have an application process for third-party sponsored events on city property, especially if your city charges for the use of the facility or property. The special events application should outline what type of event will be occurring; whether the third party has insurance coverage; should include a hold harmless/waiver of liability; identify who will be supervising the event and how; and whether alcohol will be served, and if so, whether the organization has liquor liability coverage as well as licensed OLCC servers. Your city should also obtain copies of the third party's certificate of insurance and have the city listed as an additional insured.



Special Events Coverage

Third party special events held in CIS city-member facilities may qualify for the Tenant User Liability Insurance Program (TULIP). This is a program for CIS members and allows individuals or organizations using municipal facilities for special events to transfer the risk with a low cost policy, protecting both the city and the tenant user. There is an easy-to-use online application that provides an instant quote. Coverage limits are up to \$1,000,000 for general liability. More information on this coverage can be found at www.cisoregon.org/webportal/trust/Tulip.aspx.

Volunteers

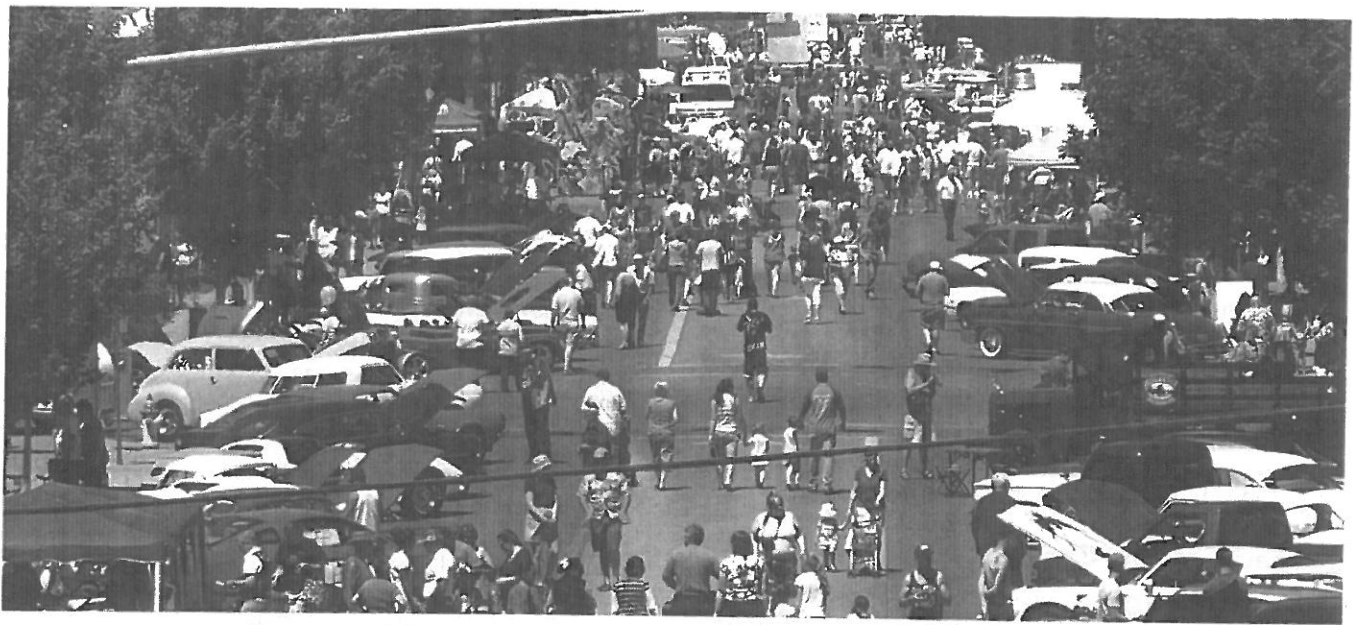
Volunteers are often key to the success of city events, but they need special attention. Information about managing volunteers and special events is also available through the Risk Management Library, on the CIS Learning Center website (www.learn.cisoregon.org). Click on the "Resources" icon on the top right hand side of the page, and then select Volunteers from the list of topics. If the volunteers are city volunteers, ensure the volunteers are selected carefully for the type of event being held.

Sign-in sheets must be kept for each event, tracking dates and times the volunteers worked. Ensure that volunteers receive a safety overview prior to the event on risk or safety issues they might face during the event. Verify third party volunteers will be supervised by the third party organization, and that the group will manage any risk to those volunteers.

If you chose to provide workers' compensation coverage to your volunteers, make sure that you maintain rosters and sign-in sheets for each event. CIS has several resources available to members with workers' compensation coverage available on our website, www.cisoregon.org, under the "Workers' Compensation" menu. These resources include a sample statement of non-coverage for volunteers, sample volunteer resolution, volunteer coverage guidelines and volunteer rosters.

Insurance Coverage for Third Party Contractors/Event Coordinators

Cities may choose to transfer the risk of the event by contracting the event to another party or contractor, such as for fireworks displays. If your city chooses to transfer the risk in this way, it is important to ensure that all contractors have their own insurance coverage and that the city is listed on the certificate of insurance as an additional insured.



It is very important that you also get a copy of their insurance policy to see what types of exclusions their policy has. For example, a CIS member requested to see a copy of a third party's General Liability Policy to verify their bleachers would be covered. To the member's surprise, they found exclusions in the policy for animals, bleacher collapse, sports participants, mechanical rides, injury to performers, entertainers and participants, and a liquor liability exclusion. When the third party group was asked to obtain a policy that didn't exclude the items that pertained to the event, the underwriters removed the exclusions with minimal increase to the premium.

It's important to be diligent to ensure that the contractor's coverage provides the protection that your city needs.

Vendors

Food vendors at your special event should have their own insurance coverage with the city listed as an additional insured on the certificate of coverage. Verify all food vendors have their state food handlers' certificate and that they are following appropriate hand-washing and sanitation procedures.

Events with Alcohol

Anyone serving alcoholic beverages should be a licensed OLCC server and provide proof of liquor liability insurance. Have alcohol serving limits in place (i.e. arm bands or tokens that can be tracked) to ensure that over-serving does not occur. Security should also be present in the event that someone needs to be escorted from the premises and have procedures in place for contacting law enforcement.

Water Concessions, Fountains and Spray Stations

In hot weather, consider having potable drinking water and/or water concessions to ensure that attendees and participants stay hydrated, and water spray stations where attendees can walk under a spray of water to stay cool.

Petting Zoos

E-coli exposure has been an issue in past petting zoos and events where animals are present. Have appropriate hand washing facilities placed at each entrance/exit of the livestock areas, and ensure you have appropriate signage to ensure that people wash their hands before eating or after leaving these areas.

Parades

Instead of throwing candy from vehicles or animals, have people handing out candy along the sides of the streets to avoid the risk of children running into the street. Ensure that all items handed out are safe and lead-free, and that all animals are clearly separated from noisy vehicles such as fire trucks and police cars. Have an appropriate barrier around the parade route and, if possible, have law enforcement to ensure that cars do not inadvertently enter the parade route. Have appropriate pedestrian pathways established away from the parade route, as well as barriers between the onlookers and the parade vehicles and animals.

Bicycle/Running Events

Routes of the events should be properly marked so attendees do not get off course, and blocked so that vehicles do not enter the course area. Have watering stations at regular intervals so that the participants can stay hydrated, especially on hot days.

(continued on page 28)

Recreational Immunity

By statute, property owners have recreational immunity if they allow others to use their properties or facilities for recreational purposes for free. If your city charges a fee or deposit, typically that immunity goes away. Many times we recommend cities do not charge a fee.

If you are unfamiliar with recreational immunity, information on this topic is also available on the CIS Learning Center website. Click on the "Resources" icon on the top right hand side of the page, and then select Premises Liability from the list of topics.

Facility Maintenance

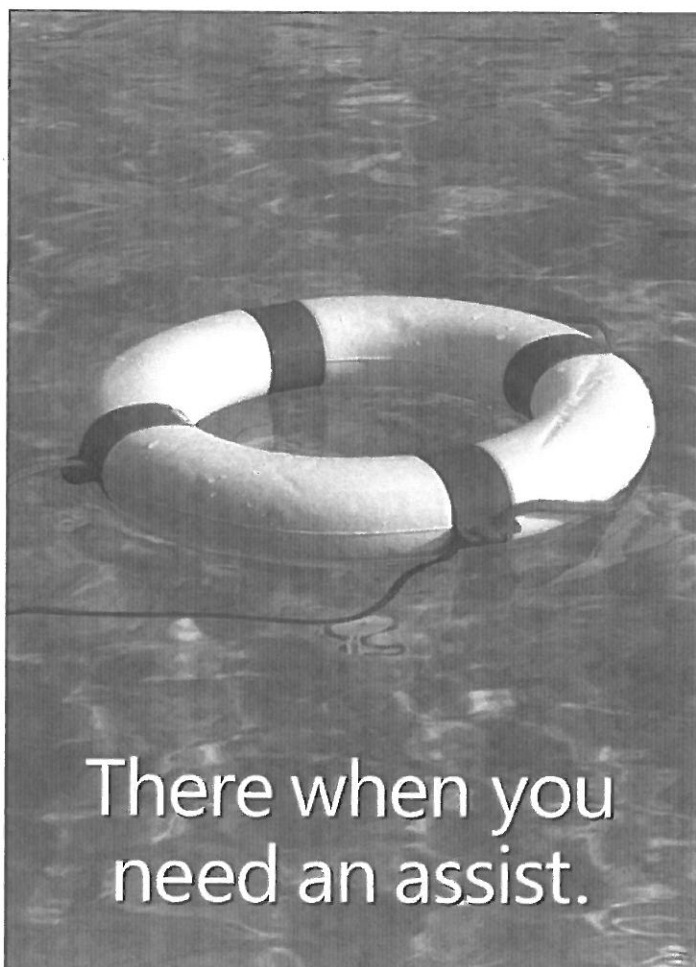
Even if you have recreational immunity, it is still important to ensure that your facilities and properties are well maintained, in good condition, and have limited risk to those using them.

It is also pertinent to have a regular maintenance schedule and inspection checklists for your facilities, properties and any equipment on them. Make sure all bleachers/stadium seating are in good condition, secure, free of splinters or nails poking out, have appropriate hand railing systems, and do not have gaps that would allow small children to fall through.

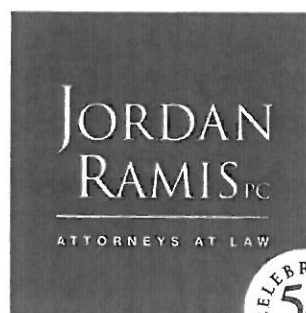
Ensure that any fencing that serves as a barrier between livestock/events and attendees is secure and strong enough to prevent anything from reaching the attendees. Ensure that all participants know the risk of the events and have signed a waiver that they are participating at their own risk. Also ensure that no children or spectators are allowed back where the livestock are held.

Last But Not Least

Several months in advance of the event, confirm with your city's risk manager (and/or insurance agent) that you are appropriately covered and have all risk management practices in place. If you are a CIS member, contact us as soon as your city decides to have an event at your property to discuss the particulars. We can let you know whether the event or activity qualifies as a unique risk and if additional coverage will be needed. We'll assist with implementing risk management procedures and protocols that will help ensure your event goes off without any injuries or major catastrophes. ■



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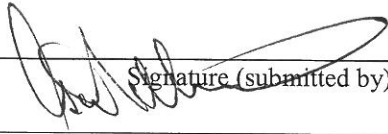
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CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: City Tourism Website

Recommended Motion:

Discussion and possible direction to staff and/or proposal to City Council.

Background/Discussion:

TPAC had earlier recommended to the City Council that the City pursue the development of an independent tourism website.

See the attached Council Agenda Report. The City Council directed staff to meet with TPAC and determine the goals and objectives of this proposal, and to review existing City website resources available for tourism promotion. The City's website administrator and other staff members will attend the TPAC meeting to discuss this matter.

Attachment(s):

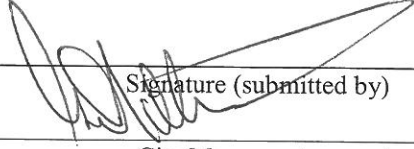
- a. Council Agenda Report from May 27, 2014.

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: May 27, 2014

Originating Dept: TPAC



Signature (submitted by)

City Manager Approval

Subject: City Tourism Website

Recommended Motion:

Motion to direct City staff review recommendation from the Tourism Promotion Advisory Committee concerning the development of a City tourism website, meet with the TPAC to discuss their concept for the website and report back to the City Council concerning this matter at a workshop.

Financial Impact:

Estimated cost is \$2,000 for production of the website and \$250 per month for maintenance, or \$5,000 for the first 12 months of operation.

Background/Discussion:

The Tourism Promotion Advisory Committee (TPAC) has recommended that the City contract for the development and management of a tourism promotion website. The estimated cost of this project is \$5,000 (\$2,000 for design/construction and \$3,000 for 12 months of maintenance) based upon a proposal received from jccmedia.com.

TPAC believes that a tourism promotion website independent of the City website and independent of the Brookings-Harbor Chamber of Commerce website is needed to provide an effective venue for prospective visitors to obtain information concerning tourist attractions, lodging, dining and events. TPAC's view is that the existing City website is government oriented and that people seeking visitor information would not be inclined to go to the City website.

This project was not included in TPAC's earlier program of work approved by the City Council.

To proceed with this TPAC recommendation, staff recommends that the City Council direct staff to prepare a Request for Proposals and establish a mechanism for review/selection of a website provider. This will involve the staff working with TPAC to define what website elements are desired. Staff may need to retain professional assistance in developing the RFP.

Staff has a number of concerns regarding this proposal including:

1. Who will manage the City's tourism website? The concept advanced by TPAC is that the website will be managed by a private contractor and not City staff. Who determines, monitors and controls the website content?

2. How will the City's tourism website "interact" with the City website and other tourism websites, such as those currently operated by the Chamber of Commerce and the Port?
3. Will advertising be sold on the website? Who determines rates, etc.?
4. The City's website has a Visitor module that has not been fully developed due to staff limitations. Would this module be abandoned and removed from the City website?

The City Manager believes this recommendation should be further vetted with the City staff and the City's current website developer to address technical, administrative and policy concerns.

Policy Considerations:

Staff is concerned that the development of an "independent" tourism promotion website is inconsistent with earlier direction to pursue a coordinated tourism promotion effort with the Chamber, the Port and other regional tourism promotion entities.

Attachment(s):

- a. Proposal from jccmedia.com

jccmedia.com

Proposal for Brookings Oregon Tourism Website

Website will consist of the following menu items

<u>Explore</u>	<u>Stay</u>	<u>Eat</u>	<u>Imagine</u>	<u>Navigate</u>	<u>Discover</u>
History Art Beaches Port of Brookings Outdoors	Hotel -Bed and Breakfast Campgrounds	Fine Dining -Casual Dining -Coffee and Tea Fast Food Breweries Distillery	Outdoor Adventure Crab Fest 4th of July Fireworks Azalea Park Parade SOKF Slam'n Salmon Nature's Coastal Holiday Lights	-Visitors Center Travel Tips Whether -Maps and Directions	-Social Hub

FEE'S:

\$2000.00 For design and construction.

\$250.00 monthly maintenance fee.

\$1000.00 to start production of the website, the following \$1000.00 when menu items are completed each representing a page of content.

brookingsoregon.us has been secured as one possible domain name.

This will include the implementation of Google analytics, allowing for precise monitoring of the site's traffic, a traffic report will be emailed to any and all interested parties.

Estimated time to completion: 3 to 4 weeks.

If you have any questions at all please feel free to call or email.

Jon Carlson

818-888-1869

jc@jccmedia.com


CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: June 19, 2014

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Agenda Packet Deadlines

Background/Discussion:

The Tourism Promotion Advisory Committee is a public body governed by public open meeting laws. This means that the TPAC agenda must be posted publicly at least 24 hours in advance of the meeting. The agenda must list all items to be discussed and considered for action at the meeting. The agenda can be amended at the meeting to address "emergency" items.

It is customary at the City to produce all Council/Commission/Committee agendas and related agenda packets by Thursday of the week preceding the meeting. This provides ample time for members of the decision making bodies to review the materials and confer with staff.

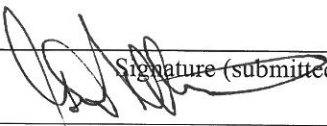
Additionally, this provides time for the public to be aware of items that are upcoming on the agenda so that they may participate in the meeting through public comment if they so desire.

In order to produce an agenda and packet for the TPAC meetings, staff needs to receive all information/proposals/requests not later than the Wednesday preceding the TPAC meeting.

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date:

Originating Dept: City Manager



Signature (submitted by)

Executive Director Approval

Subject: Post Event Evaluation Report: Curry County Cruisers

Recommended Motion:

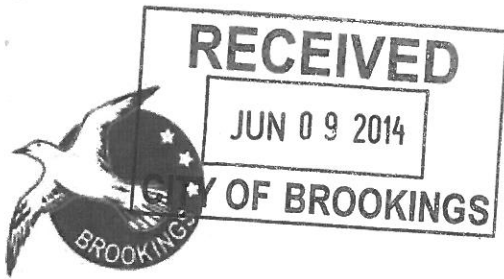
Review and comment upon post-event report from Curry County Cruisers.

Background/Discussion:

Curry County Cruisers has submitted the required post-event evaluation report. The City Council has requested that TPAC review all post-event evaluation reports and provide a periodic summary to the City Council. Note that submission of a post-event evaluation report is a contractual requirement with every recipient of City funding for special events.

Attachment(s):

- a. Event Evaluation Report Form and letter from Curry County Cruisers.



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: 20th Annual Azalea Festival Car show Completion Date: May 25, 2014
Contact Person: Jim Haggerty Phone: 541-813-1214

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

#400⁰⁰ Materials to produce flyers & signs
\$ 100⁰⁰ NW Classic Auto Mail - Ad for car show
\$ 136⁰⁰ Curry Coastal Pilot - Advertise car show
TRIPPLICATE
70⁰⁰ Buys Galore Ads & More - Advertise car show
207.00 Postage for mailings
75.00 Artwork for flyers & posters
12.00 Supplies for mailings (envelopes, etc.)

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.

See Attached

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: James Haggerty Dated: 6/6/14

Organization: Curry County Cruisers



PO Box 1863 Brookings, OR. 97415 E-mail: cccruisers97415@gmail.com Phone: 541-813-1214

6/06/14

City of Brookings
898 Elk Drive
Brookings, OR. 97415

Attn: City Recorder

Subject: 20th Annual Azalea Festival Car Show / Event Evaluation Report Form

In 2013, the Azalea Festival Car Show had 108 participants. This year's 20th Annual Azalea Festival Car Show had 152 paid participants. This is an increase of 29% over 2013. Of the 152 paid participants, 47 cars were from Brookings and surrounding areas, or a total of 31%. We had 46 cars from California, or 30%. The other 40% were from Oregon, outside of Curry County.

We had participants from 14 different cities in California, and 23 different cities in Oregon. Due to the advertising campaign, we had 54 participants or 36% pre-register for the show in advance. We had several requests from out of area participants for listings of motels and RV campsites.

Several participants of the car show indicated that they will return next year, and will recommend this event to others.

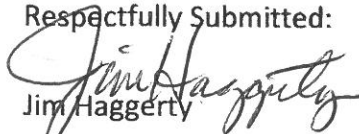
In order for the Curry County Cruisers to accommodate the increase in traffic for the show this year, we were able to offer the local VFW Post 966 the opportunity to prepare and sell food at this event. They had so much business that they ran out of paper plates.

The walk in traffic at the show was very heavy on both days, Saturday and Sunday. Overall, we have been told that this was the best event ever due to the many new participants this year vs. past years.

As a result of this event, the Curry County Cruisers car club will sponsor an additional car show in July on Frontage Road in downtown Brookings, and will hopefully bring additional new visitors to Brookings.

We would not have realized this growth without the financial assistance received from the Tourism Promotion Special Events program. Hopefully, with continued assistance, we can realize continued growth for this event and the new car show in July.

Respectfully Submitted:

A handwritten signature in cursive script, appearing to read "Jim Haggerty".

Jim Haggerty

President

Curry County Cruisers