

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 21, 2014 - 4:00pm

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

1. Roll Call

2. Approval of Minutes

- a. May 15, 2014
- b. July 17, 2014

3. Public Comments

4. Action Items

- a. Go Wild Rivers Coast Mobile App
- b. Radio Advertising Proposals
- c. Event Tent

5. Informational Items

- a. Rogue Relay
- b. Budget Status
- c. Festival of Arts Eval Form

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 – July 17, 2014

CALL TO ORDER

Meeting called to order at 4:05 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

2. APPROVAL OF MINUTES

Motion made to approve the minutes of June 19, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

None

4. ACTION ITEMS

Gary Milliman advised two additional items had been submitted after the agenda deadline, he provided the committee information on the Funding Request for McVay Rock Disc Golf Course and the Cape Blanco Music Festival/GoWild Rivers Coast Mobile App. **Motion made to add additional items to agenda; motion seconded and Commission voted; the motion carried unanimously.**

a. Outdoor Writers Association Proposal –Del Norte Chamber Executive Director Jeff Parmer advised that the Port and Chamber have both agreed to sponsor \$1000 each to support the event. A combination of writers, photographers, videographers, radio stations and bloggers participate in the event by visiting local sites and writing articles providing publicity for the area. The funds go towards hosting the organization. **Motion made by Candice Michel to provide \$1000 towards sponsorship of the event; motion seconded and Commission voted; the motion carried unanimously.**

b. Event Funding Request – Coastal Cooking Experience – Anne Bouley, provided information on her event proposal request. Event will be cooking demonstrations by eight local chefs making and using local foods and recipes, food vendors, cooking contests, educational food sessions, and samples. Believes it will attract people from out of the area, and would hope to expand event in future. Will be advertising in Medford, Crescent City, and Coos Bay. **Motion made by Candice Michel to approve \$1000 Event Proposal Request; motion seconded and Commission voted; the motion carried unanimously.**

c. Event Tent – No new information available.

d. Oregon Lifestyles DVD Proposal – committee reviewed previous request to have a DVD made for the cost of \$3000. No further action taken, died for lack of motion.

e. Cape Blanco Music Festival and Go Wild Rivers Coast Mobile App – Charlie Kocher presented information on the advertising that is being planned for the Cape Blanco Music Festival and advised if the committee wanted to include an ad for Brookings it would cost \$864 with an ad deadline of Monday. Charlie also advised the committee that the Wild Rivers Go App is up and running and they have had a great response, explained how the app works, marketing, number of

people downloading app and answered questions. Committee discussed submitting ad for the Cape Blanco event and felt that concert goers would be attending the event and then returning home and ad would not be of value. **Motion made by Tim Patterson to submit an ad for the Cape Blanco Music Festival Advertising; motion died for lack of second. Motion made by Candice Michel to have committee study the Go Wild app and bring the matter back to the committee for further discussion; motion seconded and Commission voted; the motion carried unanimously.**

f. McVay Rock Disc Golf Course - Shane Stevens advised that his group is interested in upgrading/developing a nine disc golf course at McVay Park, they have been working with the State and have been granted a one year use permit. A bridge needs to be constructed to use both sides of the park and the dog park will be reconfigured. The sport is growing with courses in Crescent City and a new one planned for Gold Beach. Clubs do weekly and larger tournaments and would attract visitors to the area. Discussed project/budget costs which need to be provided before further committee consideration, Tim volunteered to help him with preparing proposal.

5. INFORMATIONAL ITEMS

City Tourism Website – Gary had requested everyone view the City website and report back their comments. Candice was concerned about the currentness and upkeep of the events. Barbara thought the City website was easier to navigate than the Travel Oregon and better than the Chambers. Bob thought the website was too governmental appearing and didn't think it was where tourists would go to get tourism information, Candice and Barbara both advised they thought otherwise. Gary advised that the Chamber is developing a new website that will have more emphasis on tourism and promotion of events, with Chamber member business information. Committee did not believe it necessary to further pursue a City tourism website.

6. SCHEDULE NEXT MEETING - Next meeting scheduled for August 21st at 4:00pm, Gary will not be able to attend, Lauri will be attending in his place.

7. ADJOURNMENT - With no further business before the Committee, the meeting adjourned at 6:08 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at August 21, 2014 meeting)

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)
MINUTES
Thursday, May 15, 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: Admin Assistant Lauri Ziemer, Parks Supervisor Tony Baron, B-H Port Manager, Ted Fitzgerald

2. APPROVAL OF MINUTES

Motion made to approve the minutes of April 4, 2014; motion seconded and Commission voted; the motion carried unanimously.

Motion made to approve the minutes of April 17, 2014; motion seconded and Commission voted; the motion carried unanimously.

3. PUBLIC COMMENTS

Tony Baron presented Tour DeBrookings Promotional Biking event information on behalf of Mayor Hedenskog. Members thought the idea had potential to attract bicyclists to the area, but would need more coordination and organization. Bob Pieper to talk to the local bike shop owner to determine if they might be interested in the idea and organize an event. Barbara advised Loree Pryce is also working on an Oregon biking grant.

4. ACTION ITEMS

a. Tent – Invited guest Ted Fitzgerald discussed his ideas on the tent; thought the Port would be a good location to invest in a permanent tent pad and anchors, but did not necessarily want Port to own, store, maintain and be liable for the tent. There is currently a Pistol River family that has a tent they rent out and may be able to work out an event schedule with them for a reasonable amount rather than buy a tent, and also suggested checking into the cost of renting a tent from larger rental agencies like United rentals when events are scheduled. Barbara mentioned Curry County also has tents and is to check with them on their tent rental costs. Tim thought it would be better for the Port to own the tent so they are in control. Discussed tent sizes, costs and expansion possibilities which Barbara has researched. Committee agreed that they should have a tent by this winter if not sooner. Matter to be discussed further at May 29th meeting.

5. INFORMATIONAL ITEMS

Ted gave an update on the Party at the Port and some of the events planned for Azalea Festival.

6. LIAISON REPORTS

a. City/Chamber/Port Coordination – Barbara advised Candice Penny is no longer at the Casino and she spoke with her replacement and would like to invite him to a future meeting.

b. Events – Bob says he is focusing on a whale idea event and a bicycle event and he is trying to find people who would be interested in proceeding with event ideas. Committee thought a biking event might be possible. Candice had talked with Scott Graves of Stagelights about putting together an off-season music weekend event in different venues around town, she advised him to submit a proposal. Barbara also suggested a History Pub event in connection

with the 100 year anniversary of the Central Building, which she thought Carolyn Milliman might be interested in coordinating. Skip suggested groups who might be interested in a beer festival/Octoberfest and to check further with them. Tim suggested a press release asking for Event proposals.

- c. Print Media** – Joe had been in contact Carson Media Marketing and they would be willing to conduct a presentation and media analysis for the committee knowing we did not have money set aside for large amounts of advertising. He also had been in contact with Bi-Coastal Media and advised that 3 months of summer radio ads would cost @\$1448. Costs would include the ad production and updated weekly tags to encourage visitors. Bob questioned if radio ads were necessary during the summer when motels were already full and the committee thought ads should be run during the off season. Joe to write up bid details for committee to discuss for RFP's, and a sample radio commercial.

Barbara suggested an electronic billboard at Crissey Field advertising Brookings, Tim suggested she research the possibility further.

7. NEXT MEETING SCHEDULED - Next meeting scheduled May 29th at 4:00pm to further discuss the tent.

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

Respectfully submitted,

Tim Patterson, Chair
(approved at August 21, 2014 meeting)


CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: August 21, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Go Wild Rivers Coast App

Recommended Motion:
Discussion and direction to staff.

Financial Impact:
Unknown.

Background/Discussion:
Jim Laity from the Curry Coastal Pilot will be present to discuss possible City participation in the Wild River Go App. This matter was discussed at the July TPAC meeting and further discussion was continued to this meeting.

Note that the GO App offering discussed in the email from Jim Liaty is no longer available as the deadline has passed.

Attachment(s):
a. Email and attachment from Jim Liaty.

Gary Milliman

From: Jim Liaty
Sent: Tuesday, August 05, 2014 2:08 PM
To: Gary Milliman
Subject: Go Book
Attachments: Brookings FP_Spec_GOSouth.pdf

Good Afternoon Mr. Milliman,

Sorry it took so long to get back to you, but the Cape Blanco Music Festival took most of my time here for the last few weeks.

I am writing to you regarding an ad in GO Book (vacation guide) that Charlie spoke of earlier.

As we showed you, the City of Brookings is conspicuously absent from our home town vacation guide and our electronic social media platforms. The Pilot would like to include OUR home town attractions and activities in this edition.

I do understand that funding is an issue, and I am willing to extend some substantial assistance to achieve this goal.

I have included the ad (attached below) that we presented to the TPA Committee. That ad, for a full page in the Go Book would be \$1,145.00 in full color. The Pilot is prepared to offer this same ad at \$695.00, or a half page ad at \$470.00 (\$765.00 value).

Since the GO Book and the GO App have a 'bundled' pricing structure, your purchase would also include a FREE listing on the GO App (name, address, phone number) at no extra charge, or almost 20% off upgrades on our Feature Listings, Enhanced Listing or Premium Listing categories on the GO App.

Please consider the opportunities the Pilot has to offer, and take advantage of the savings and exposure a presence in these media affords the City of Brookings.

Regrettably, I am on an extended deadline until August 8th, so please do not hesitate to get back to me at your earliest convenience so we can have as much time as needed to get the best message we can to serve you better.

Thank you for your time and consideration, and feel free to contact me at anytime if you should have any questions.

Sincerely,

--

Jim Liaty
Director of Advertising
Curry Coastal Pilot
Brookings, OR
541-469-3123 office
541-661-0034 cell

DRAFT

Brookings Oregon

About Brookings

Balmy ocean breezes, spectacular views, and a host of outdoor recreational activities are just a few of the many reasons Brookings is a great place to visit.

Whether your interest lies in fishing, hiking, golfing, kayaking, biking, swimming, beachcombing, whale watching or just enjoying a good book or a picnic lunch with a beautiful view, Brookings has something for everyone!

Add to the mix good food, interesting shops, friendly people and a mild year-around climate and its easy to understand why so many of our visitors choose to become full time residents of Oregon's southernmost coastal city.

Parks

- Azalea Park
- Chetco Point Park
- Harris Beach State Park
- Loeb State Park
- Crissy Field Welcome Center
- Samuel Boardman State Park
- Lone Ranch Beach
- Whaleshead Beach
- Chetco Point
- McVay Beach and Dog Park

Events

August 2-3 - Festival of Art in Stout Park

August 9 - Second Saturday Artwalk

August 10 - American Music Festival

Concert in the Park

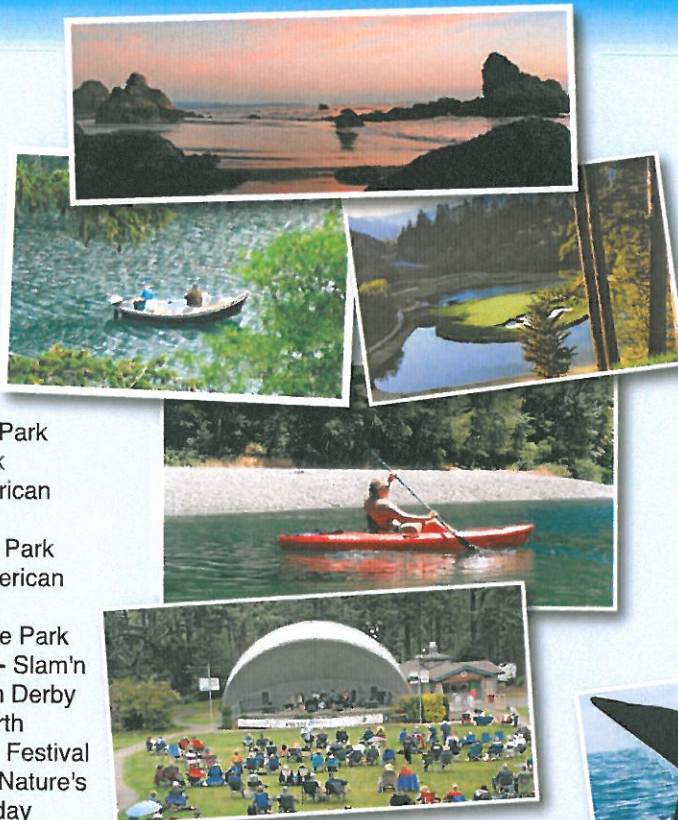
August 24 - American Music Festival

Concert in the Park

August 28-31 - Slam'n Salmon Ocean Derby

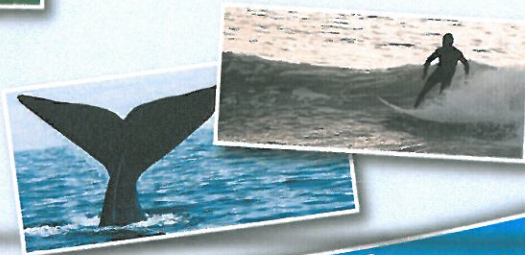
August - Fourth Annual Pirate Festival

December - Nature's Coastal Holiday



Attractions

- Chetco River
- Mill Beach
- Port of Brookings-Harbor
- Salmon Run Golf Course - 18-hole golf course situated on the South Bank Chetco River Road
- Sporthaven Beach
- Chetco Valley Historical Museum
- Central Building Museum
- World-Class River and Ocean Fishing
- Winchuck River
- Oceanfront Camping
- Capella by the Sea
- Whale Watching
- Surfing
- One of Oregon's Safest Harbors



Follow us



www.brookings.or.us

Contact Us

Ph (541) 469-1103

lzeimer@brookings.or.us

Hours: Mon-Fri 9 am - 4:30 pm

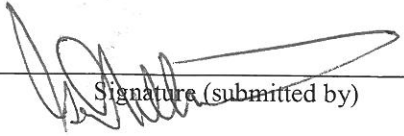
CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: August 21, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Radio Advertising Proposals

Recommended Motion:

If the TPC wishes to proceed with radio advertising, select from among the proposals provided and recommend for funding to the City Council.

Financial Impact: \$2,000 is budgeted for this project.

Background/Discussion:

We requested radio advertising proposals from Bi-Coastal Media (Medford), Opus Broadcasting and Radio Medford-Grants Pass. We have received three proposals with media kits.

RADIO MEDFORD

The proposal from Radio Medford-Grants Pass would provide for a total of 304 30-second commercials on two radio stations over a three-month period at a cost of \$2,128. A schedule for airing the commercials is provided with the proposal.

OPUS BROADCASTING

The proposal from Opus Broadcasting would provide 130 30-second commercials and 56 15-second live promos over any five week period we choose at a cost of \$2,000. A preliminary schedule for airing the commercials is provided with the proposal.

BI COASTAL MEDIA

The proposal from Bi-Coastal Media/KOOL FM 103.5 is for a total of 64 30-second spots that would run on Thursdays and Fridays during morning (7:00 a.m.-9:00 a.m.) and evening (4:00 p.m.-6:00 p.m.) drive times for four months at a cost of \$1,986. The schedule shows one ad each Thursday/Friday morning and one ad each Thursday/Friday afternoon, for a total of 16 spots per month.

Attachment(s):

- a. Proposals from the three radio stations.

Gary Milliman

From: Swiderski, Gary
Sent: Monday, June 23, 2014 8:41 AM
To: gmilliman@brookings.or.us
Subject: KOOL FM 103.5 Radio Ad Proposal
Attachments: Brookings July prop 050614.xls; KOOL PROFILE.doc; City of Brookings-1.pdf

Gary,

Thank you for your consideration. I have attached a *radio ad proposal* covering the months of *July 1st thru October 31st (tabs at bottom detail all months)*, *station profile of KOOL FM 103.5* and *Ratings/Reach information* for this station/campaign. Here are a few details regarding the attached information:

The ad schedule total for the four months is \$1986 @ \$496 per month. This falls within the \$2000 budget figure.

Ads will run during four weeks of each month on *Thursdays and Fridays only during morning and evening drive times - PRIME TIME!* The ads are running only on these days as a result of the budget figure and the fact that Thursdays and Fridays are good days to remind listeners to head out to the coast on the weekend!

KOOL FM is the best station on which to air your radio ad campaign. Its' listeners are *between the ages of 35-54*, offers a slightly percentage of *female listenership (specifiers)* and is a *Classic Hits* format station.

This station and capaign offers a total listenership of over 10,000 listeners that will hear your radio ad message an average of 2.1 times during the campaign, as detailed in the attached Tapscan/Arbitron Ratings/Reach report.

Please call or email me with questions and/or comments. Thanks you again for your consideration.

Regards,

Gary Swiderski
Marketing Consultant
Bicoastal Media - Medford, Or.
541-494-4183 (Direct)
www.medfordadvertising.com

Bicoastal Rogue Valley LLC, a Bicoastal Media Company, does not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.



KOOL FM Radio Ad Proposal JULY 2014

City of Brookings, Or.

Proposed by Gary Swiderski: 494-4178 GarySwiderski@bicoastalmedia.com

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul
			KOOL: 2 ADS 1 per A.M. 1 per P.M.	KOOL: 2 ADS 1 per A.M. 1 per P.M.		
7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul
			KOOL: 2 ADS 1 per A.M. 1 per P.M.	KOOL: 2 ADS 1 per A.M. 1 per P.M.		
14-Jul	15-Jul	16-Jul	17-Jul	18-Jul	19-Jul	20-Jul
			KOOL: 2 ADS 1 per A.M. 1 per P.M.	KOOL: 2 ADS 1 per A.M. 1 per P.M.		
21-Jul	22-Jul	23-Jul	24-Jul	25-Jul	26-Jul	27-Jul
			KOOL: 2 ADS 1 per A.M. 1 per P.M.	KOOL: 2 ADS 1 per A.M. 1 per P.M.		
28-Jul	29-Jul	30-Jul	31-Jul			
STATION	SPOT TYPE	DAY/DAYPART	LENGTH	# OF SPOTS	PER SPOT	TOTALS
KOOL FM 103.5	CASH SPOT	Th-Fri 7AM-9AM	:30	8	\$ 31.00	\$ 248.00
KOOL FM 103.5	CASH SPOT	Th-Fri 4pm-6pm	:30	8	\$ 31.00	\$ 248.00
			TOTALS	16		\$ 496.00

CLIENT SIGNATURE _____

Date _____



BICOASTAL
MEDIA, LLC

Bicoastal Media Rogue Valley LLC, a Bicoastal Media Company, does not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion for purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

3624 Avion Dr. Medford, OR 97504 Ph. 541.772.4170 Fx. 541.857.0326



Address

3624 Avion Drive
Medford, OR 97504

Office

541-772-4170
541-857-0340

Sales Fax

541-857-0326

News Fax

541-858-5416



CALL LETTERS:
DIAL POSITION:
POSITIONING STATEMENT:

KLDZ
103.5 FM (100,000 Watts)
"Southern Oregon's Greatest Hits"

FORMAT:

Up Beat Adult Contemporary

KLDZ, known as KOOL 103, is the station that keeps you movin' thru your workday playing Southern Oregon's Greatest Hits from the 60's, 70's, 80's and 90's.

TARGET DEMO:

Adults 35-54

STATION FEATURES:

KOOL 103 FM is Southern Oregon's ONLY station playing music exclusively to the Baby Boomer and Generation X crowds. KOOL 103 fills the huge gap missing in adult contemporary radio with a fun, up-tempo station with favorite Top 40 hits from the 60's, 70's, 80's and 90's! Southern Oregon is now enjoying KOOL Mornings with Don & Niki. Join them from 5:00-10:00AM for the latest news and weather information, fun and interactive contests, and great lifestyle information targeted to adults you can't find anywhere else on the dial!

COMMUNITIES SERVED:

Licensed to Medford, Or. 103.5 KLDZ FM
Serves Grants Pass, Medford, Ashland, Jacksonville, Rogue River, Central Point, Phoenix, Gold Hill and surrounding Jackson and Josephine County areas.

**TRANSLATOR LOCATIONS/
DIAL POSITIONS:**

Ashland 104.3 Rogue River/Grants Pass 101.1

KEY FACTS:

KOOL 103 listeners have come to expect larger than life contesting! KOOL has awarded thousands of dollars in cash and automobiles to local winners. While handing out the prizes KOOL offer personal appearances by the on-air staff as well as continuous support for community events.

AIR PERSONALITIES:

Mornings:	KOOL Mornings with Don Hurley
Mid-days:	Amanda Valentine
Afternoons:	Casey Baker
Evenings:	Cricket Kincaid

City of Brookings



From: Gary SWIDERSKI
 Phone: (541) 494-4183
 Email: garyswiderski@bicoastalmedia.com
 5/6/2014 11:14 AM

Flight Dates: 06/05/2014 - 06/27/2014

Demo: P 35+

Radio Market: MEDFORD-ASHLAND, OR

Survey: FA13 / SP13

Geography: Metro

ScheduleDescription:

KOOL FM Drive Times

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	% Reach	Net Reach	Frequency
Radio Total			16		\$31.00	\$496.00	1.1%	8.4%	10,100	2.1
KLDZ-FM			16		\$31.00	\$496.00	1.1%	8.4%	10,100	2.1
One Week Total (4 wks)			4		\$31.00	\$124.00	1.1%	3.1%	3,700	1.4
	M-F 7A-9A		2	:30	\$31.00	\$62.00	0.8%	1.4%	1,700	1.2
	M-F 4P-6P		2	:30	\$31.00	\$62.00	1.3%	2.2%	2,600	1.2

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: MEDFORD-ASHLAND, OR; FA13 / SP13; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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City of Brookings



From: Gary SWIDERSKI
 Phone: (541) 494-4183
 Email: garyswiderski@bicoastalmedia.com
 5/6/2014 11:14 AM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	% Reach	Net Reach	Frequency
Radio Total	16	\$31.00	\$496.00	1.1%	8.4%	10,100	2.1
KLDZ-FM	16	\$31.00	\$496.00	1.1%	8.4%	10,100	2.1

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: MEDFORD-ASHLAND, OR: FA13 / SP13; Metro: Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: MEDFORD-ASHLAND, OR
Survey: Average of Nielsen Radio Fall 2013, Nielsen Radio Spring 2013
Geography: Metro
Daypart: Multiple Dayparts Used



Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 35+ (Primary)	120,700	1,160

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 1 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/home/mrc_accreditation.asp

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription <http://ascription.arbitron.com>
Website:
Rating Reliability
Estimator: <https://mre.arbitron.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.arbitron.com/secure/RR8/2013FAL/0339/pdfs/SpecialNotices.pdf> <https://ebook.arbitron.com/secure/RR8/2013SPR/0339/pdfs/SpecialNotices.pdf>

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nielsen
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Partnership Proposal

Radio Medford will assist in creating a successful marketing campaign to promote The Port of Brookings Harbor, by effectively reaching listeners who will respond to their effective message and make it top of mind and their destination for the weekend!

June 23 – September 21 Schedule (2 consecutive weeks per month)

105.1 "The Wolf"

- 12x M-F, 6a-7p
- 12x M-F, 7p-12m (\$0)
- 8x Sa-Su, 7a-7p (\$0)
- For a total of: 160 x commercials

Lite 102

- 10x M-F, 6a-7p
- 10x M-F, 7p-12m (\$0)
- 8x Sa-Su, 7a-7p (\$0)
- For a total of: 144 x commercials

Summary:

- 304 x commercials on 105.1 "The Wolf" and Lite 102

Investment: \$2,128

(will be split to \$532 per June, July, August and September)

Approved by: _____ Date: _____

BROOKINGS HARBOR


Schedule Description: SUMMER / FALL 2014

Flight Dates: 06/23/2014-09/21/2014

From: Bre Manley

Phone: (541) 779-1550

Email: bmanley@radiomedford.com

	Time of the day commercials will air	Number of commercials	Length	Unit Rate	Total Cost
Radio Total		304		\$7.00	\$2,128.00
KAKT-FM		160		\$7.80	\$1,248.00
	6/23/2014	20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
6/30/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
7/21/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
7/28/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
8/11/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
8/25/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00
9/1/2014		20		\$7.80	\$156.00
	M-F 6A-7P	6	30	\$26.00	\$156.00
	Sa-Su 7A-7P	8	30	\$0.00	\$0.00
	M-F 7P-12M	6	60	\$0.00	\$0.00

9/15/2014

20

\$7.80

\$156.00

Time of the day
commercials will airNumber of
commercials

Length

Unit Rate

Total Cost



KCMX-FM

M-F 6A-7P

6

30

\$26.00

\$156.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

6

60

\$0.00

\$0.00

144

\$6.11

\$880.00

6/23/2014

18

\$6.11

\$110.00



M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

6/30/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

7/21/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

7/28/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

8/11/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

8/25/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

9/1/2014

M-F 6A-7P

5

30

\$22.00

\$110.00

Sa-Su 7A-7P

8

30

\$0.00

\$0.00

M-F 7P-12M

5

60

\$0.00

\$0.00

18

\$6.11

\$110.00

9/15/2014

M-F 6A-7P

5

30

\$22.00

\$110.00



Sa-Su 7A-7P	8	30	\$0.00	\$0.00
Time of the day commercials will air	Number of commercials	Length	Unit Rate	Total Cost
M-F 7P-12M	5	60	\$0.00	\$0.00



Media Kit



Station Profile

Call Letters/Name:	KTMT-FM "NOW 93.7"	
Dial Position:	93.7 (31,000 watts)	
Positioning Statement:	NOW 93-7, We play all the hits!	
Format:	CHR - Today's Hit Music on NOW 93.7. Featuring the hottest music from Justin Timberlake, Rihanna, Justin Bieber, Katy Perry, Maroon 5 and more!	
Target:	People 18-49. Secondary W18-49	
Station Features:	"Jojo Lopez and the Most Music in the Morning," Commercial Free ride home everyday at 5 pm.	
Communities Served:	Licensed to Medford, NOW 93-7, KTMT-FM Serves Medford, Ashland, Grants Pass, Jacksonville, Gold Hill, Eagle Point, Northern California, Klamath Falls and more.	
Translator Locations:	Alturas, Happy Camp, Yreka, Klamath Falls, 100.9, Grants Pass 92.1, Jacksonville, Ashland 93.3.	
Key Facts:	With the transmitter located on 7,500 ft Mt. Ashland, KTMT has one of the highest FM transmitters in the U.S., which makes for a huge coverage area. KTMT has also received the highest radio industry, community service honor, the Crystal Award.	
Air Personalities:	<ul style="list-style-type: none">• JoJo Lopez• Angela• Felix• DJ Q	<ul style="list-style-type: none">6a-10a10a-3p3p-7p7p-12a
Online:	now937.com	



Station Demographic Profile- Adults 18+

Gender:

Men	40.4%
Women	59.6%

Age:

Median Age: 32

18-24	28.4%
25-34	30.1%
35-44	21.6%
45-54	13.2%
55-64	5.1%
65+	1.7%

Household Income:

Median Household Income: \$63,600

\$100K+	28.3%
\$75,000-\$99,999	13.3%
\$50,000-\$74,999	19.7%
\$30,000-\$49,999	17.9%
<\$30,000	20.9%

Education:

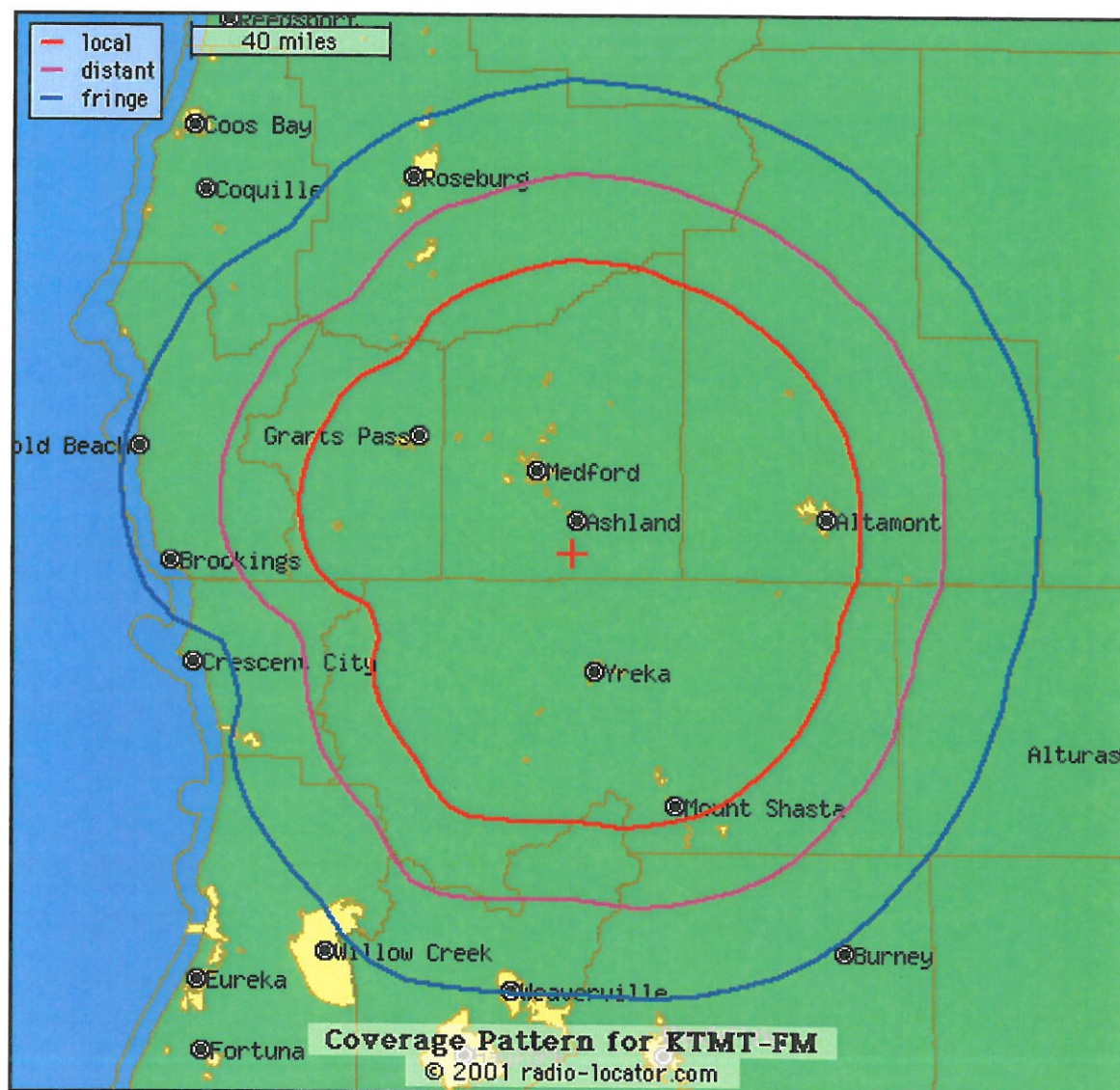
College Graduate or More	29.4%
Some College	30.2%
High School Grad or Equivalent (GED)	30.6%
<Grade 12 Education	9.9%

Occupation:

Professional/Managerial	24.5%
Sales and Office Occupations	19.7%
Natural Resources, Construction, Maintenance Occupations	4.7%
Other Employed	21.9%



NOW 93.7 Coverage Map





Station Profile

Call Letters/Name:	KBOY-FM	
Dial Position:	95.7 (60,000 Watts)	
Positioning Statement:	Southern Oregon's Classic Rock station, Continuous Classic Rock, All Classic Rock All the Time	
Format:	Classic Rock from the 60s to the 90s by artists like: Eagles, Led Zeppelin, Rolling Stones, Pink Floyd, Aerosmith, The Who, and more.	
Target:	25 – 54 year olds, skewing 65% male who listen mostly to Classic Rock. On a narrow basis our core is 30 – 44 year olds.	
Station Features:	95-minute Commercial Free ride each day at 10 am, Work-Force Double Shot from 12 pm to 1 pm, Work-Day Triple Play at 5 pm.	
Communities Served:	Licensed to Medford, 95.7 KBOY-FM serves Medford, Ashland, Grants Pass, Jacksonville, Gold Hill, Eagle Point, Northern California, and more.	
Translator Locations:	Ashland 95.7, Grants Pass 96.1	
Key Facts:	Southern Oregon's first radio station. Rocking since 1958. KBOY FM is famous for its #1 rated Morning Show for over the past 20 years, comedians "Bob & Tom".	
Air Personalities:	<ul style="list-style-type: none">• The Bob and Tom Show 5a – 10a• Sarge 10a-3p• Kelly Clarke 3p –7p• Alice Cooper 7p –mid	
Online:	957kboy.com	



Station Demographic Profile- Adults 18+

Gender:

Men	65.7%
Women	34.3%

Age:

Median Age: 43.9

18-24	12.9%
25-34	18.1%
35-44	21.9%
45-54	30.2%
55-64	14.4%
65+	2.6%

Household Income:

Median Household Income: \$72,400

\$100K+	31.6%
\$75,000-\$99,999	16.5%
\$50,000-\$74,999	19.8%
\$30,000-\$49,999	16.2%
<\$30,000	15.8%

Education:

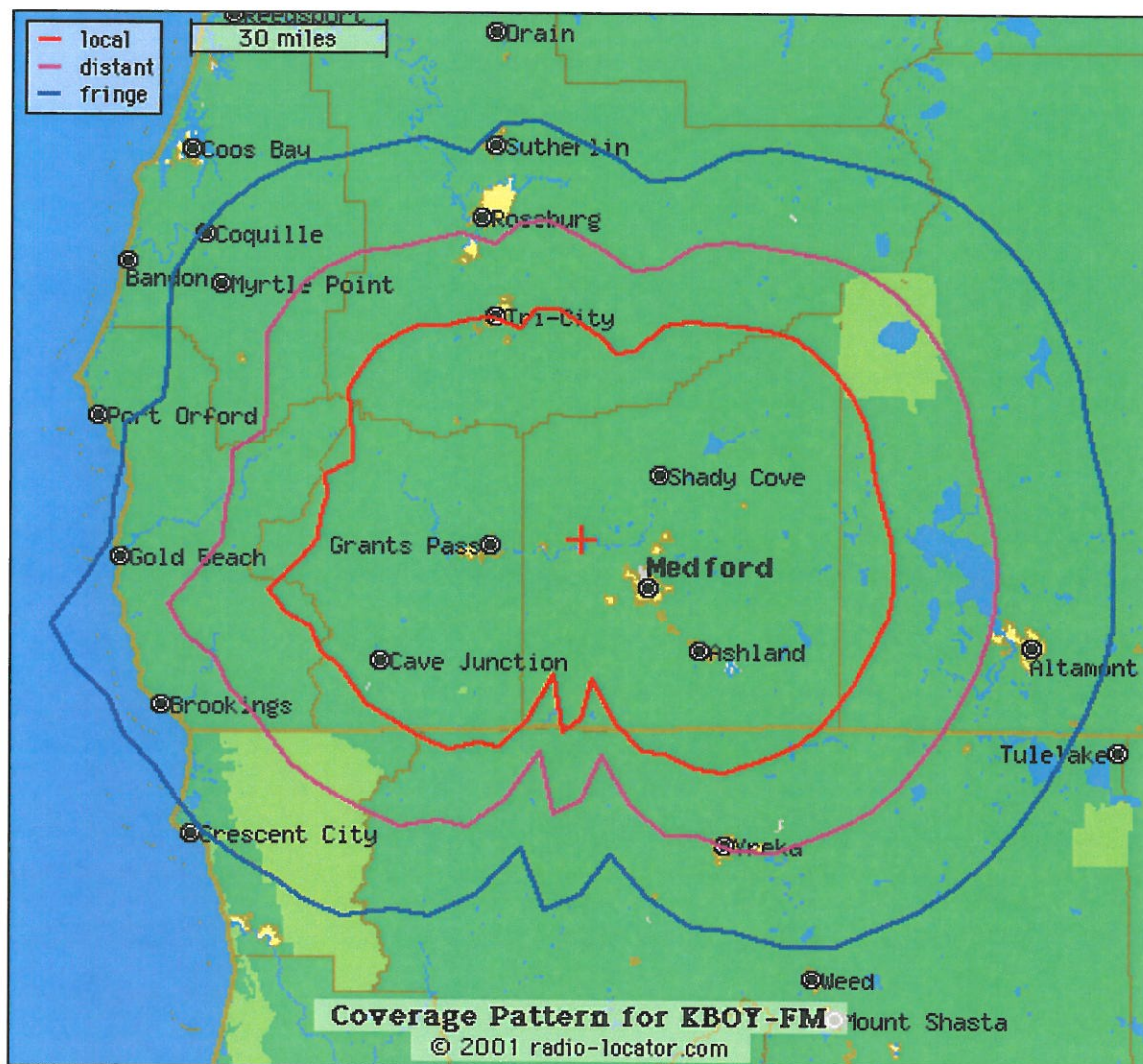
College Graduate or More	28.5%
Some College	31.2%
High School Grad or Equivalent (GED)	33.8%
<Grade 12 Education	6.5%

Occupation:

Professional/Managerial	25.8%
Sales and Office Occupations	17%
Natural Resources, Construction, Maintenance Occupations	11.3%
Other Employed	21.9%



KBOY FM Coverage Map





Station Profile

Call Letters/Name:	KCMX-FM aka – Lite 102
Dial Position:	101.9 (32,000 watts)
Positioning Statement:	Soft Rock, Lite 102 "Your Official Listen At Work Station", "Lite – the most music in the Rogue Valley, Lite 102"
Format:	Mainstream Adult Contemporary. Since 1981, Lite 102 has been playing the songs you love by the artists you know, like Elton John, Phil Collins, James Taylor, Tears for Fears, Fleetwood Mac, Faith Hill, Rod Stewart and more! No station plays a better variety of favorites from the 70s to today. Lite 102 is the perfect station to listen to all day at work.
Target:	The wide target is 25 – 54 year olds. A narrow focus is on 35 to 48 year old females.
Communities Served:	Licensed to Ashland/Medford, Lite 102 KCMX-FM serves Medford, Ashland, Grants Pass, Jacksonville, Gold Hill, Eagle Point, White City, and surrounding areas.
Translator Locations:	Grants Pass 107.1
Air Personalities:	<ul style="list-style-type: none">• "Intelligence For Your Life w/John Tesh" 5a – 9a• Rick Gary 10a – 3p• Leslie Haze 3p – 7p• Delilah 7p – Mid <u>SATURDAY</u> <ul style="list-style-type: none">• John Tesh 5a – 9a <u>SUNDAY</u> <ul style="list-style-type: none">• John Tesh 9a – Noon
Online:	lite102.com with LIVE streaming



Station Demographic Profile- Adults 18+

Gender:

Men	36.9%
Women	63.1%

Age:

Median Age: 47.7

18-24	8.1%
25-34	15.8%
35-44	19.5%
45-54	24.1%
55-64	20.1%
65+	12.3%

Household Income:

Median Household Income: \$71,100

\$100K+	32.7%
\$75,000-\$99,999	14.1%
\$50,000-\$74,999	20.5%
\$30,000-\$49,999	16%
<\$30,000	16.7%

Education:

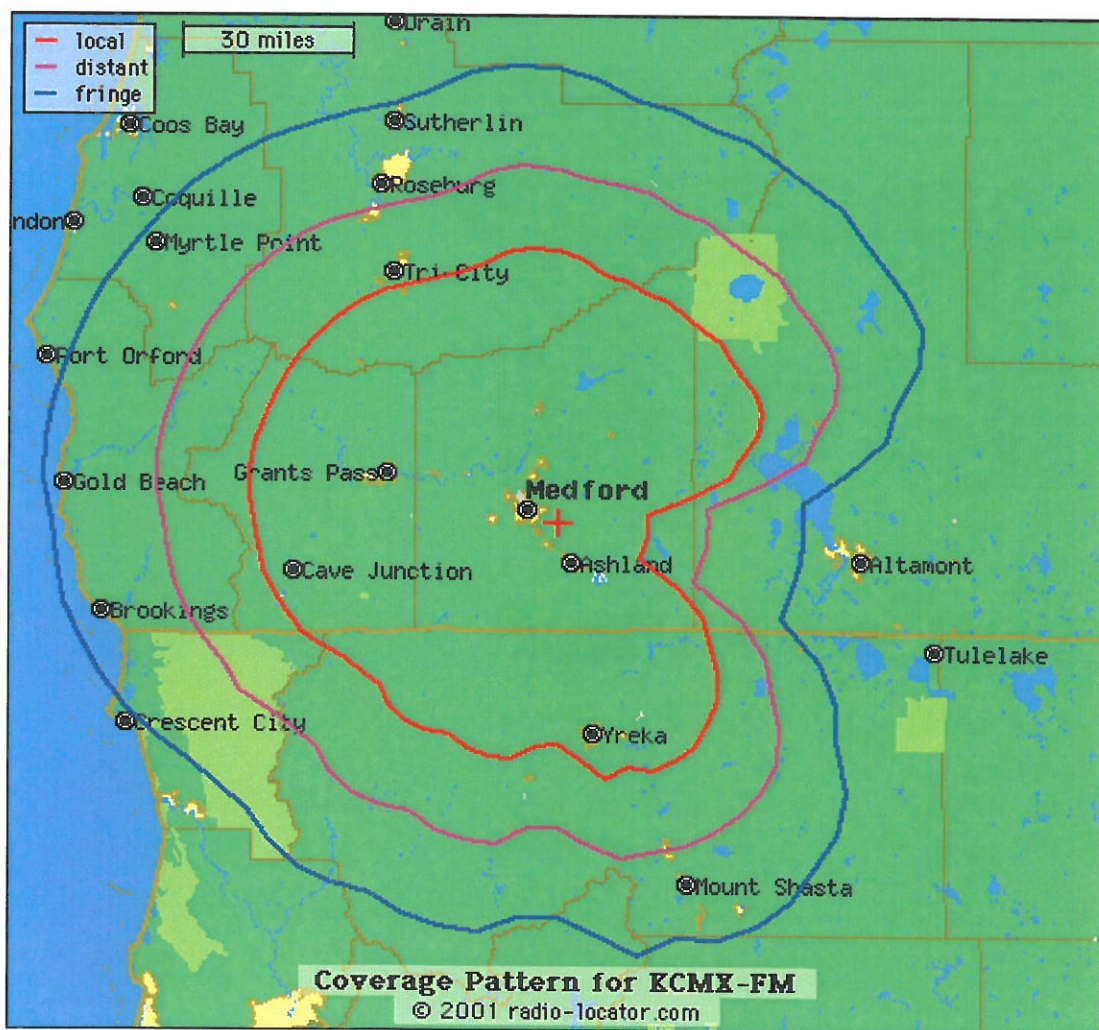
College Graduate or More	37.6%
Some College	28.6%
High School Grad or Equivalent (GED)	27.2%
<Grade 12 Education	6.6%

Occupation:

Professional/Managerial	30.1%
Sales and Office Occupations	18.7%
Natural Resources, Construction, Maintenance Occupations	4.7%
Other Employed	16.2%



KCMX FM Coverage Map





Station Profile

Call Letters/Name: KTMT-AM aka – ESPN Radio

Dial Position: 580 AM (1,000 watts)

Positioning Statement: ESPN Radio – Southern Oregon Home of Sports Radio

Format: Sports talk radio

Target: People 18-54 who love sports!

Communities Served: Serves Phoenix-Talent, Ashland, Medford, Jacksonville, Ruch-Applegate, Central Point, White City, Eagle Point, Shady Cove-Trail, Gold Hill, Rogue River, Grants Pass, Cave Junction, and more!

Line-up:

Weekdays

- | | |
|--------------------------------|--------|
| • Mike and Mike in the Morning | 3a-7a |
| • The Herd w/Colin Cowherd | 7a-10a |
| • Jim Rome on (CBS) | 10a-1p |
| • The Dan Le Batard Show | 1p-4p |
| • Sedano & Stink | 4p-7p |
| • Freddie Coleman Show | 7p-10p |
| • Sports Center | 10p-3a |

Saturday/Sunday

- Home of the Medford Rogues Baseball
- Home of the Seattle Seahawks
- High School Football / Basketball

Online: espn580.com



Station Demographic Profile- Adults 18+

Gender:

Men	79.9%
Women	20.1%

Age:

Median Age: 46.6

18-24	5.5%
25-34	19.2%
35-44	21.3%
45-54	23.2%
55-64	17.6%
65+	13.2%

Household Income:

Median Household Income: \$90,700

\$100K+	43.1%
\$75,000-\$99,999	18.5%
\$50,000-\$74,999	17.8%
\$30,000-\$49,999	12.2%
<\$30,000	8.4%

Education:

College Graduate or More	47.7%
Some College	26.8%
High School Grad or Equivalent (GED)	21.4%
<Grade 12 Education	4.4%

Occupation:

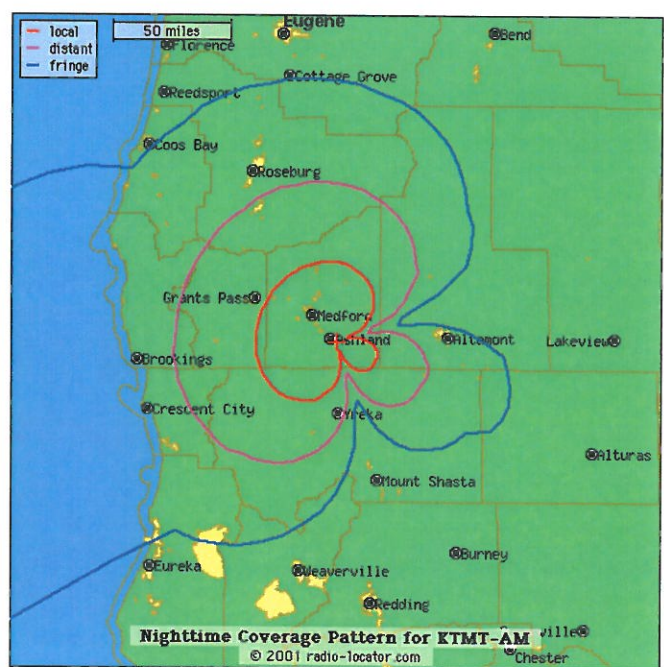
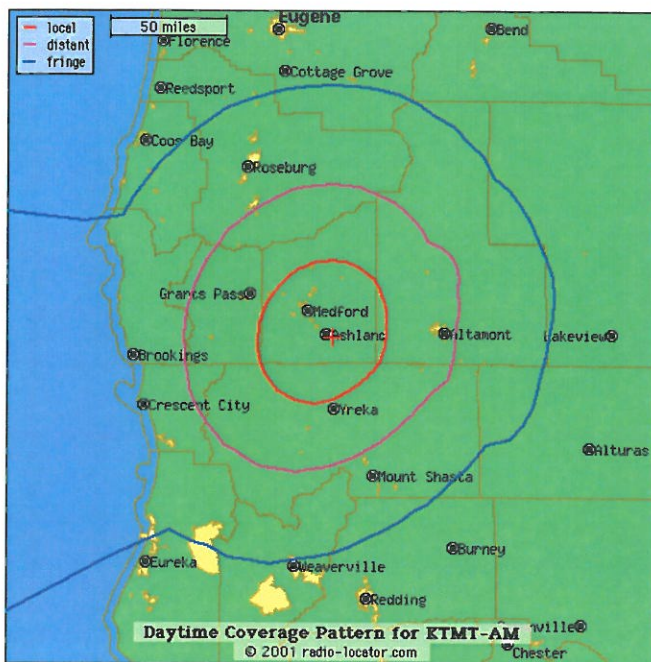
Professional/Managerial	34.7%
Sales and Office Occupations	18.2%
Natural Resources, Construction, Maintenance Occupations	7.1%
Other Employed	16.2%



KTMT AM Coverage Map

Daytime Coverage

Nighttime Coverage





Station Profile

Call Letters / Name:	KAKT-FM "105.1 The Wolf"		
Dial Position:	105.1 FM		
Positioning Statement:	"Southern Oregon is Wolf Country"		
Format:	Country. The BEST in country music and high energy! Country fans know that Southern Oregon is Wolf Country. Brad Paisley, Taylor Swift, Zac Brown Band, Jason Aldean, Kenny Chesney, Lady Antebellum, Carrie Underwood and More!		
Target Audience:	Persons 25-64 year olds who love Country Music.		
Station Features:	"Mornings with Brian Bishop & Shannon Young," 2 hours commercial free starting at 9:00am. Home of Oregon State Beavers Sports.		
Communities Served:	Licensed to Phoenix, Oregon, KAKT-FM. Serves Phoenix-Talent, Ashland, Medford, Jacksonville, Ruch-Applegate, Central Point, White City, Eagle Point, Shady Cove-Trail, Gold Hill, Rogue River, Grants Pass, Cave Junction, and more!		
Translator Locations:	Grants Pass, Ashland and Jacksonville, 104.7 FM		
Air Personalities:	<ul style="list-style-type: none">• Mornings w/ Brian Bishop & Shannon Young• Leslie Haze• Jim Diamond• "The Big Time" with Whitney Allen• "After Midnight w/ Blair Garner	<ul style="list-style-type: none">6a-10a10a-3p3p-7p7p-MidMid-6a	
	<p><u>Sunday</u></p> <ul style="list-style-type: none">• Bob Kingsley's Country Top 40		
Online:	thewolf1051.com with LIVE streaming		



Station Demographic Profile- Adults 18+

Gender:

Men	33.2%
Women	66.8%

Age:

Median Age: 30.7

18-24	28.2%
25-34	34.8%
35-44	21.7%
45-54	10.9%
55-64	3.3%
65+	1.2%

Household Income:

Median Household Income: \$66,100

\$100K+	29.3%
\$75,000-\$99,999	13.1%
\$50,000-\$74,999	21.1%
\$30,000-\$49,999	17.6%
<\$30,000	18.9%

Education:

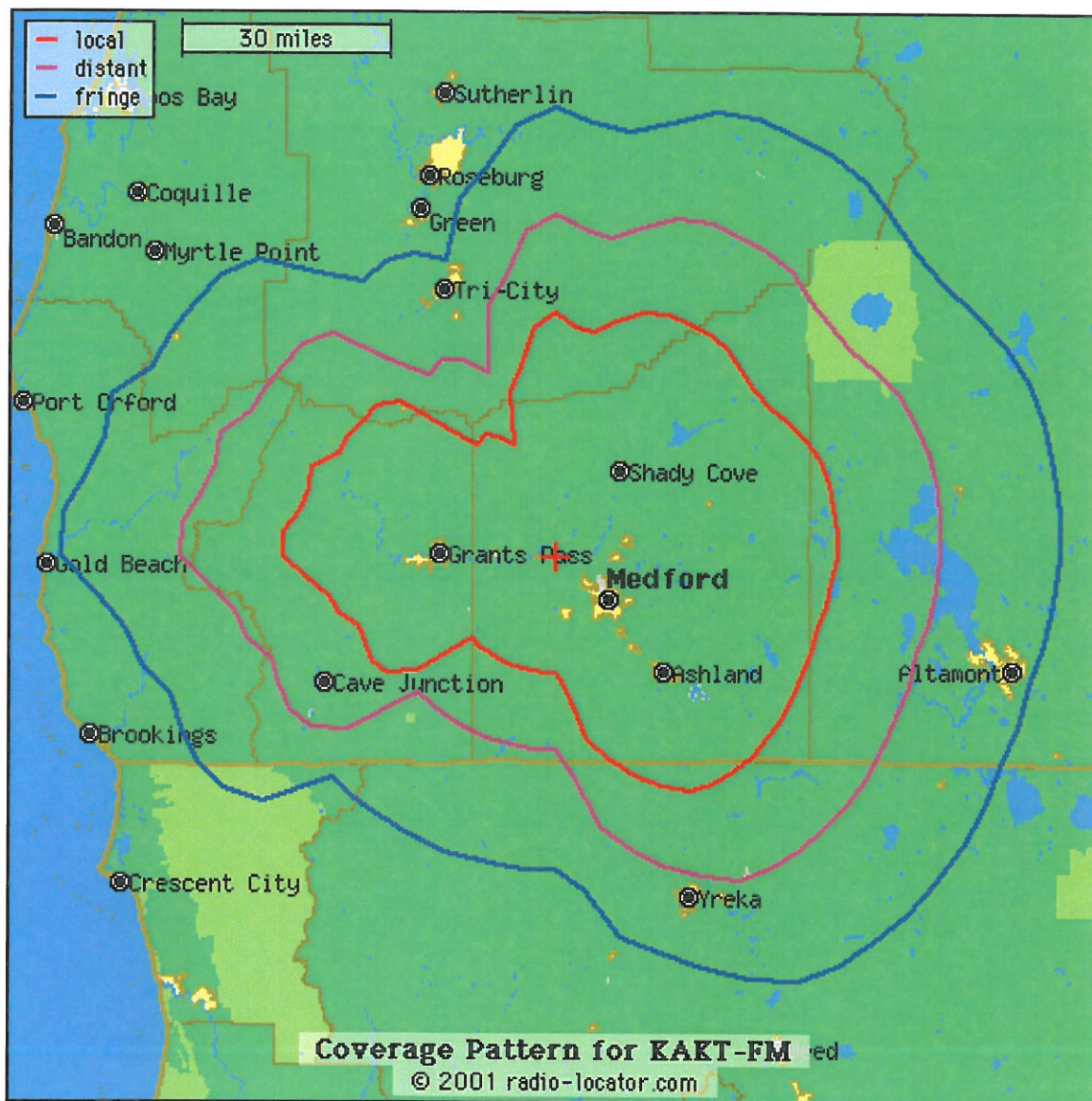
College Graduate or More	24.9%
Some College	34.4%
High School Grad or Equivalent (GED)	34.3%
<Grade 12 Education	6.5%

Occupation:

Professional/Managerial	24.4%
Sales and Office Occupations	21.7%
Natural Resources, Construction, Maintenance Occupations	5.5%
Other Employed	23.9%



KAKT FM Coverage Map





Station Profile

Call Letters/Name: KCMX-AM aka – KCMX Newstalk 880

Dial Position: 880 AM (1,000 watts)

Positioning Statement: Southern Oregon's Original Choice for News & Talk

Format: News/Talk – A perfect mix of live local programming with the top franchises in syndicated talk radio

Other Features: **KCMX Newstalk 880 AM is also Southern Oregon's Home for U of O Ducks!**

Target: Adults 35+

Line-up:

WEEKDAYS

• IMUS in the Mornings	3a–5a
• First Light	5a–6a
• Sunrise with Craig	6a–9a
• Alex Jones	9a-noon
• Lars Larson	noon-3p
• Mark Levin	3p-5p
• KDRV Newswatch	5p-5:30p
• Mark Levin	5:30p-6p
• Dave Ramsey	6p-9p
• Clark Howard	9p-10p
• Lars Larson National Show	10p-Mid
• KDRV Newswatch	12 Mid–3a

SATURDAY

• Michael Medved	Mid - 3a
• On The House	6a - 9a
• In The House	9a - 12p
• In The Garden	12p - 2p
• Cooking Outdoors	2p - 3p
• Beer O'Clock	3p - 4p
• Vinetime	4p - 5p
• Kim Komando Computer Show	5p-7p
• Clark Howard	7p-Mid

SUNDAY

• KDRV	Mid - 4a
• Alan Warren	4a - 6a
• Dr. Bob Martin	6a - 9a
• The Travel Show	9a - Noon
• Forever Young	12p - 1p
• Bob Brinker	1p - 4p
• Michael Medved	4p-8p
• Armed Forces Radio	8p-Mid

Online: kcmxam.com



Station Demographic Profile- Adults 18+

Gender:

Men	60.8%
Women	39.2%

Age:

Median Age: 54.1

18-24	3.6%
25-34	10.8%
35-44	15.6%
45-54	22.1%
55-64	22.2%
65+	25.7%

Household Income:

Median Household Income: \$82,200

\$100K+	38.5%
\$75,000-\$99,999	16.1%
\$50,000-\$74,999	19.3%
\$30,000-\$49,999	14.7%
<\$30,000	11.3%

Education:

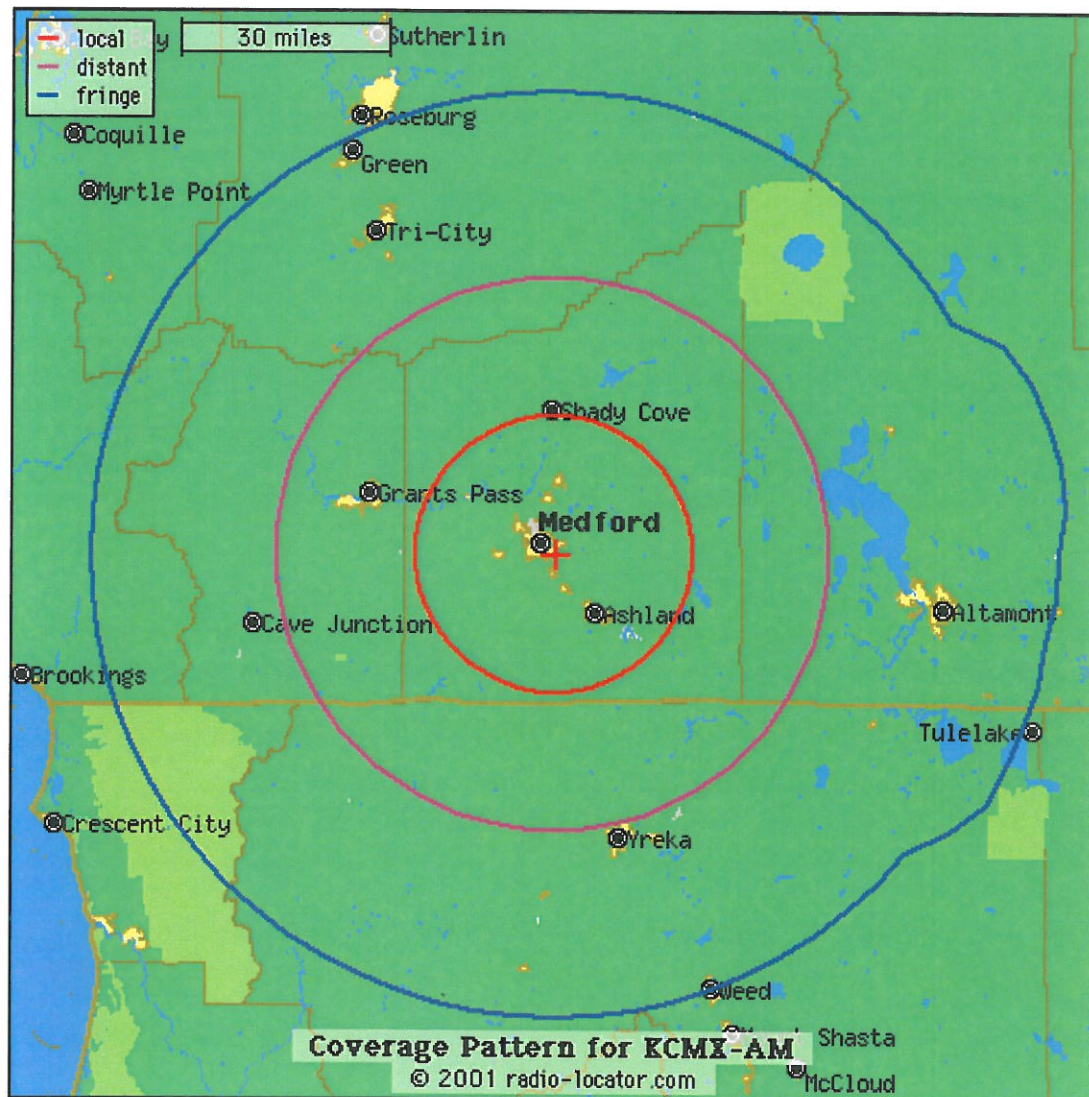
College Graduate or More	49.3%
Some College	26.3%
High School Grad or Equivalent (GED)	30.8%
<Grade 12 Education	3.6%

Occupation:

Professional/Managerial	34.7%
Sales and Office Occupations	13.7%
Natural Resources, Construction, Maintenance Occupations	4.5%
Other Employed	12%

KCMX NEWSTALK AM 880

KCMX AM Coverage Map



Proposal
The City Of Brookings

Prepared by
R Charles Snyder
OPUS Broadcasting
6/13/14

Hi Gary,

Below is a sample week of what a schedule would look like. Based on your budget of \$2,000, you can run a flight like this for the 5 weeks of your choice to promote the events of your choice. I scheduled your spots Monday – Thursday so our listeners will hear about your events early enough to make plans for the upcoming weekend. The “Cruise To The Coast” live promo reads are 15-seconds and will ask our listeners to go to the Drive’s (KCNA) web site and click on the Curry Country Cruisers link to find out more. (I will need a copy of their logo if this proposal is approved) “The Cruise To The Coast” spots July 14-18 are 30-second recorded commercials. I broke down the value vs your cost for this proposal below it. Please let me know if you have any questions.

	MON	TUE	WED	THUR	FRI	SAT	SUN
Cash Schedule	4 x 6a-7p	4 x 6a-7p	4 x 6a-7p	4 x 6a-7p			
Added Value No Charge Bonus Spots	2 x 7p-10p	2 x 7p-10p	2 x 7p-10p	2 x 7p-10p			
Added Value Cruise To The Coast Live Promo Reads	June 30 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	July 1 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	2 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	3 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	4 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	5 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	6 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p
	7 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	8 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	9 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	10 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	11 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	12 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p	13 1 x 6a-10a 1 x 10a-3p 1 x 3p-7p 1 x 7p-10p
Added Value Cruise To The Coast Spots	July 14 2 x 7p-10p	15 2 x 7p-10p	16 2 x 7p-10p	17 2 x 7p-10p	18 2 x 7p-10p	19	

80 spots 6a-7p x \$25 = \$2,000 (rate card would be \$32, a savings to you of \$560)

40 spots 7p-10p x \$00 = \$00 (rate card would be \$15, a savings to you of \$600)

56 live promos x \$00 = \$00 (rate card would be \$15, a savings to you of \$840)

10 spots 7p-10p x \$00 = \$00 (rate card would be \$15, a savings to you of \$150)

Proposal Value = \$4,150

Your Cost = \$2,000

You Save \$2,150

OPUS BROADCASTING

Media Kit

"Your *Regional* Radio Resource"

KROG
KCNA
KRVC
KEZX
KRTA



KROG



KCNA



KRVC



KEZX



KRTA

The Opus Broadcasting Radio stations offer unsurpassed coverage of an unusually wide geographical area with formats including New Rock, Classic Hits, Contemporary Hits, Sports and Regional Mexican,.

Thank you for your consideration.

R Charles Snyder
Senior Account Executive
Opus Broadcasting
541-772-0322

We reach your markets

Opus Coverage ● = full signal ○ = partial coverage X = not commercial grade or none					
	KROG New Rock	KCNA Classic Hits	KRVC Today's Hits	KEZX Sports	KRTA Regional Mexican
Medford	●	●	●	●	●
Ashland	●	●	●	●	●
Grants Pass	●	●	○	○	●
Roseburg	●	●	X	X	●
Canyonville	●	●	X	X	●
Klamath Falls	X	X	○	X	○
Yreka	X	X	●	X	○

Opus Broadcasting

"Your Regional Resource"

One of the most significant aspects that national and regional advertisers must consider when buying the Southern Oregon market is true market geography. Arbitron's metro (at least for now) is only Jackson County, which tells only part of the story. ***The other part is important to those advertisers who have a more regional or national message.***

There are four geographies to consider:

	Metro	Market	Market +	TSA
Counties	Jackson	Jackson Josephine	Jackson Josephine Douglas	Jackson Josephine Siskiyou
Major towns	Medford Ashland	Medford Ashland Grants Pass	Medford Ashland Grants Pass Roseburg	Medford Ashland Grants Pass Yreka

Jackson County is unquestionably the center of this market, but what can make a routine media buy into an outstanding media buy for a regional advertiser is that deeper understanding of the true market area.

Grants Pass, which has 80% of the population of Josephine County, lies just five miles outside of the current Arbitron metro. For larger ticket items, that population routinely travels those five miles into the metro. For small ticket items (e.g. QSR) , there is probably at least one outlet in Grants Pass.

Most of the radio stations in this area cover both the Metro and the Market geographies. Only 3 stations reach into Siskiyou (our KRVC and KRTA are two of them).

What three of Opus' stations provide (KROG, KCNA, KRTA) **that no one else can offer** is coverage in Douglas County. The first two are rebroadcast on FM translators, and the third on it's own power (5kw AM). You can get those three stations from north of Roseburg all the way south to the California border, more than 125 miles. The largest population center in Douglas County is Roseburg, which is outside of our Arbitron TSA. The population of Roseburg is 21,000, and the population within 5 miles has been estimated to be between 40,000 and 50,000 of the total county population of 83,000.

Here are real world examples of the difference that that makes to an advertiser:

How many outlets does this advertiser have in these geographies?					
Advertiser		Metro	Market	Market +	TSA
Grocer A	S*****	3	5	6	5
Grocer B	A*****	4	6	7	6
QSR A	M*****	8	12	17	12
QSR B	B***** K***	5	7	9	8
QSR C	D**** Q****	5	7	11	7
Tire Dealer	L** S*****	4	6	10	7
Dept. Store A	F*** M****	2	3	4	3
Dept. Store B	B*****	3	4	7	4
Auto Brand A	F***	2	3	4	4
Auto Brand B	C*****	2	3	4	3

This scenario is common with regional and national advertisers. MSA ratings are only part of the story. We'll be happy to provide the right data for your client's geography, whether that's "Metro," "Market" or "TSA."



Coverage Maps



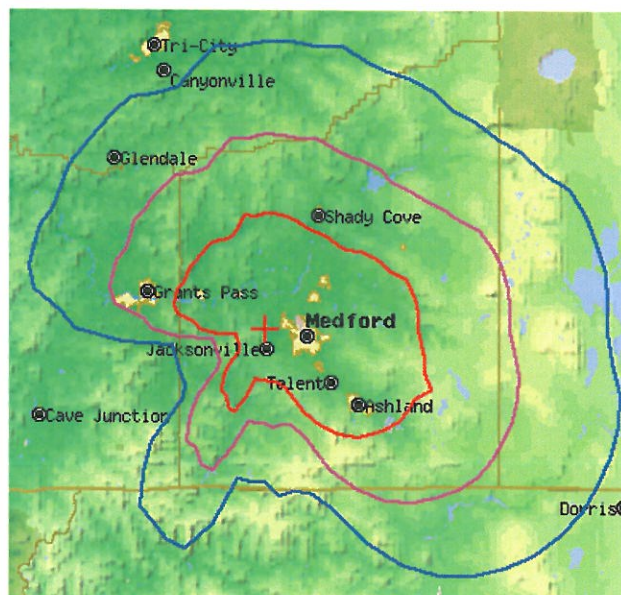
KROG

"New Rock 969 The Rogue" - Format: New Rock - 96.9 FM

www.969therogue.com - ERP 75,000 watts



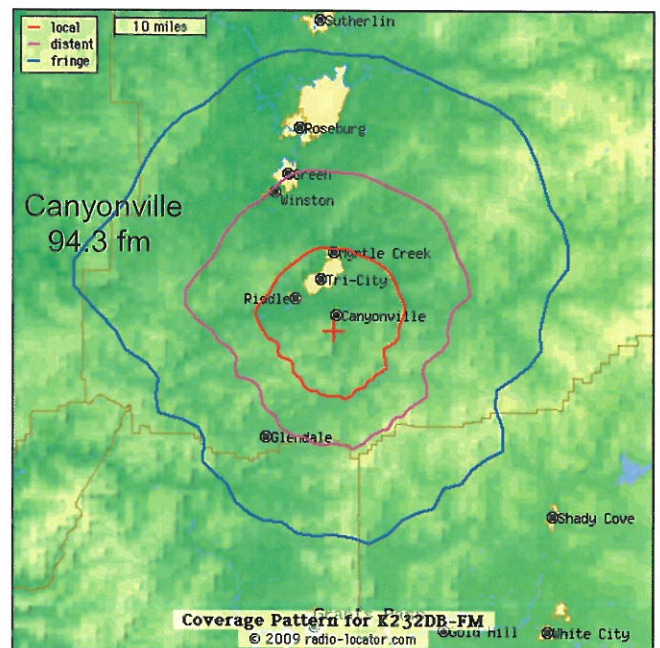
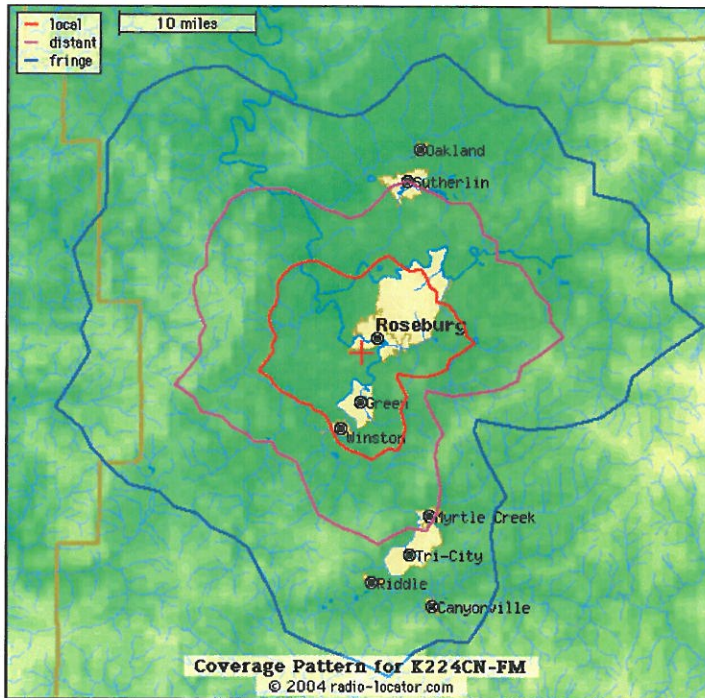
Additional booster coverage in Medford



Additional translator coverages



Roseburg
92.7 fm



Your **regional** resource!



REPRESENTATIVE ARTISTS

Green Day
Nirvana
Linkin Park
Pearl Jam
Metallica
Red Hot Chili Peppers
Alice in Chains
Weezer
Three Days Grace
Nine Inch Nails
Seether
Foo Fighters
Godsmack
Volbent
Stone Temple Pilots
Shinedown
Sublime
Breaking Benjamin
Papa Roach
Smashing Pumpkins
Rise Against
Offspring
Disturbed
Tool
Incubus
Five Finger Death Punch

THE NEW ROCK LISTENER PROFILE:

Age

New Rock listeners are ...	49%	... more likely than the general population to be...	age 18-49.
	21%		age 25-54.

Income

New Rock listeners are ...	25%	... more likely than the general population to have a household income of ...	\$60 - \$75K.
	20%		\$75 - \$100K.
	45%		\$100 - \$150K.
	23%		more than \$250K.

Education

New Rock listeners are ...	76%	... more likely than the general population to have...	graduated from college.
	49%		gone to grad school.

Occupation

New Rock listeners are ...	21%	... more likely than the general population to be ...	employed.
	60%		a top level manager.
	55%		a business owner or partner.
	65%		in a professional, scientific or technical field.
	27%		a member of a business club.

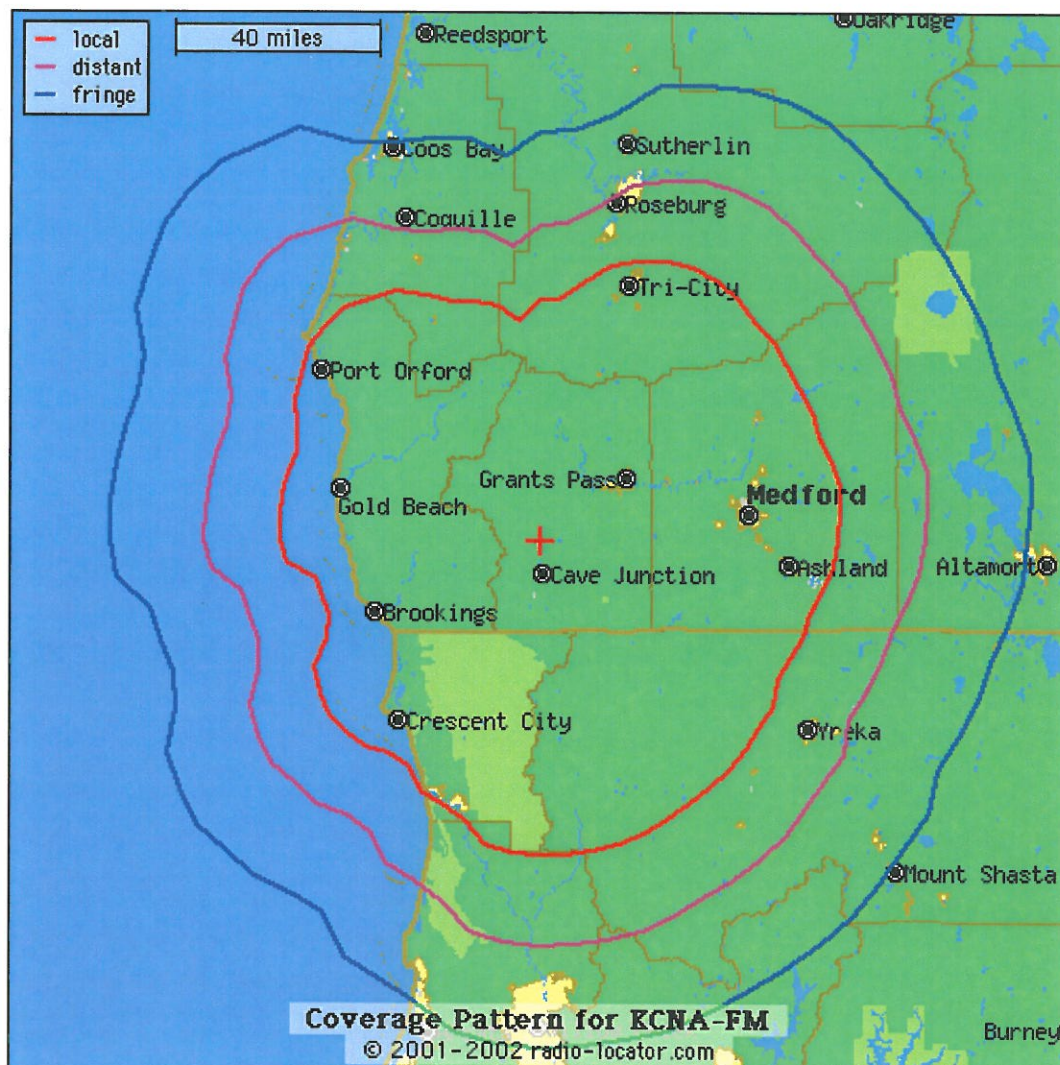
Selected Consumer Behavior

New Rock listeners are ...	264%	... more likely than the general population to ...	have an unsecured line of credit.
	91%		have had a cellular phone bill of more than \$250 last month.
	68%		exercise 3-4 times a week.
	39%		have a 401K plan.
	80%		buy state lottery tickets each month.
	61%		be politically independent.
	57%		identify themselves as a risk taker.
	96%		have taken 6 or more domestic plane trips in the past year.

MORE EDUCATED - MORE ACTIVE - MORE MONEY - MORE SOPHISTICATED



Coverage Maps



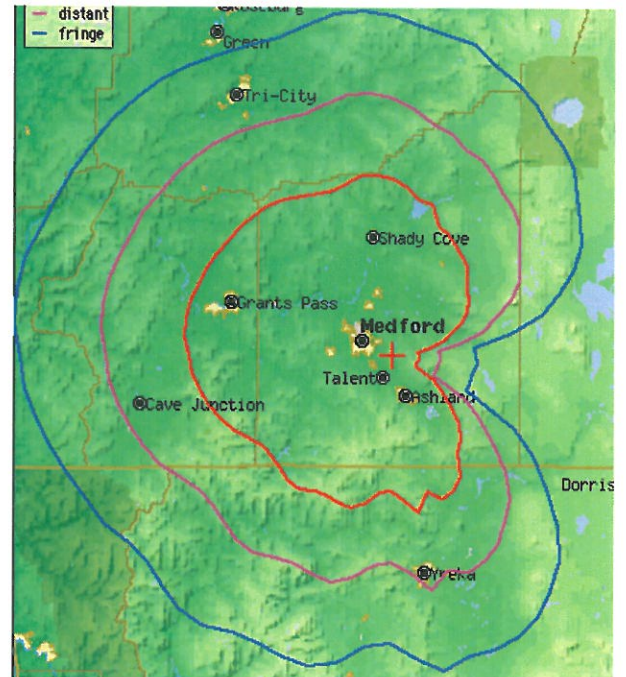
KCNA - 102.7 *The Drive* - Format: Classic Hits
102.7 FM - ERP 100,000 watts

We deliver the entire region!

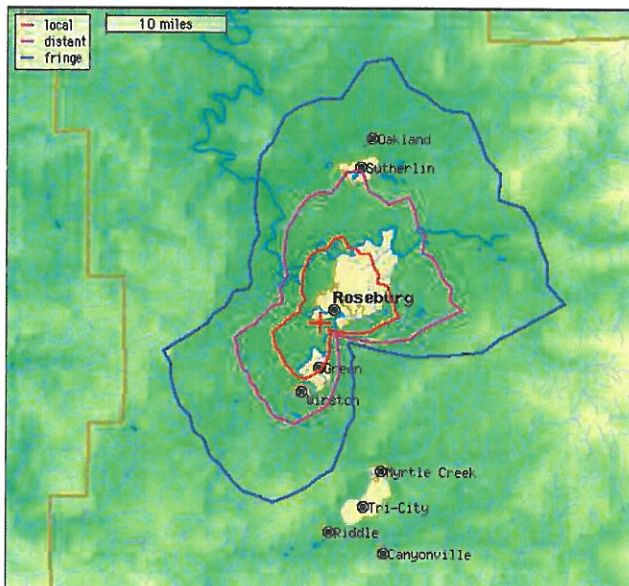
THE DRIVE 102.7

Additional coverage with
translators and boosters

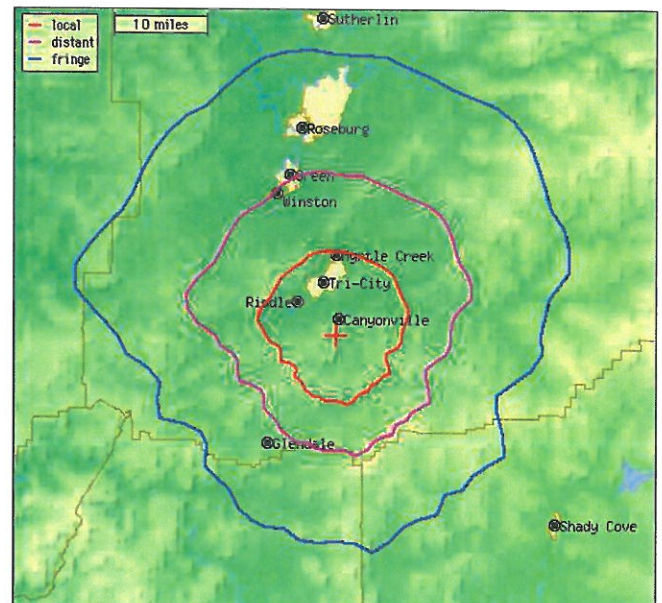
Medford 102.7



Roseburg 98.3



Canyonville 98.9





Representative Artists

Foreigner
Def Leppard
Van Halen
Bon Jovi
Boston
Steve Miller Band
Aerosmith
John Mellencamp
Supertramp
U2
Inxs
Bryan Adams
Collective Soul
Matchbox 20
Pat Benatar
Police
Journey
AC/DC
Zz Top
Queen
Motley Crue
Billy Idol
Guns & Roses
R.E.M
Gin Blossoms
Goo Goo Dolls
Sugar Ray
Pearl Jam
Nickel Back
Stone Temple Pilots

THE CLASSIC HITS LISTENER PROFILE:

Demo

Classic Hits listeners are ...	25%	... more likely than the general population to be...	aged 25 -54.
	35%		aged 35-44.
	29%		employed

Income

Classic Hits listeners are ...	29%	... more likely than the general population to have a household income of ...	\$75K - \$100K.
	27%		\$100K - \$150K
	30%		\$150K - \$250K.

Education

Classic Hits listeners are ...	21%	... more likely than the general population to have...	attended college.
	22%		graduated from college.
	10%		earned a graduate degree.

Occupation

Classic Hits listeners are ...	45%	... more likely than the general population to be	in top management.
	31%		a business owner or partner.
	21%		in financial management.

Selected Consumer Behavior

Classic Hits listeners are ...	47%	... more likely than the general population to ...	have a 401K plan.
	43%		have a home equity loan.
	22%		have a savings account.
	13%		have a money market account.
	48%		belong to a business club.
	18%		paid off their mortgage last year.
	15%		own a second home.
	10%		belong to the PTA.

MORE EDUCATED - MORE ACTIVE - MORE MONEY - MORE SOPHISTICATED

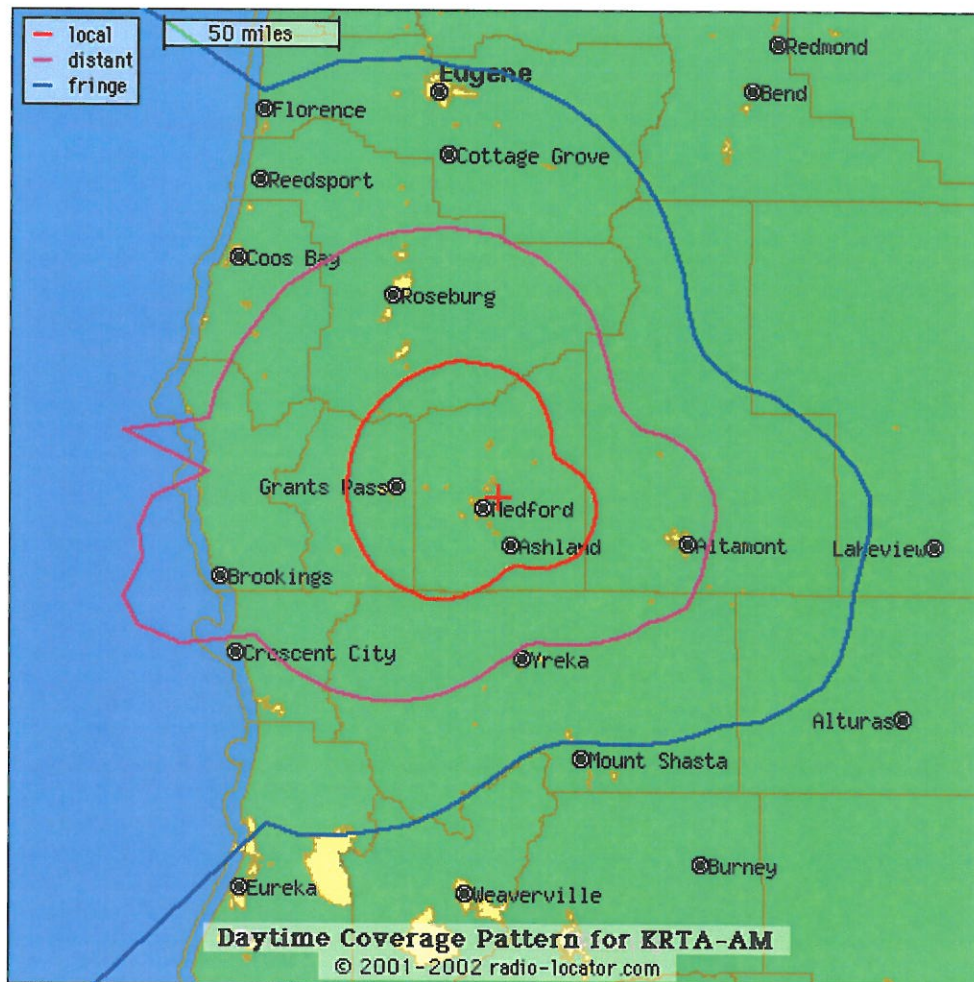
Source: Simmons Market Research Bureau - 2003

La Gran D

La Más Mexicana – KRTA 610 am

Coverage Map

KRTA
"La Gran D"
Format: Regional Mexican
610 AM
Directional Day/Night
5000/5000



Commercial grade signal extends to the center (purple) contour.

Full time Regional Mexican since 1995.

Southern Oregon's only Spanish radio.



HISPANIC POPULATION IN SOUTHERN OREGON

Reliable, provable numbers are elusive. What follows is our best effort at sifting through hard numbers, anecdotal information and conventional wisdom.

Former Jackson County Sheriff Bob Kennedy told us that he and other county officials estimate the Hispanic population in Jackson County to be 20% of the general population, which would mean 32,000 Hispanics in Jackson County. An Oregon State Police representative cited the same figure of 20%. In 1995, before we turned on the station we were told that the Qwest marketing research showed just over 40,000 permanent Hispanics in the area. The National Council of LaRasa, which tracks Hispanic population nationally and regionally, confirmed that figure. In 2007, Larson Hispanic Northwest stated that they have documentation of 35,000 permanent Hispanics and estimated the actual number at closer to 50,000. This seems to be supported by the following information from the US Census Bureau. In 2009, representatives of the largest employer in the market, an agricultural firm, reported that they felt the Hispanic was 30% of Jackson County, which would be roughly 60,000.

Census Bureau: The Hispanic population in our listening area in 2010 was **46,471**.

Credible sources (including the Census Bureau) report that the Census Bureau is notoriously low in their estimates of Hispanic population. One obvious factor is the number of undocumented immigrants in the area. Estimates range from 10% to 100% of additional, uncounted Hispanics. That would mean the total number of Hispanics would be **between 50,000 and 90,000**, and most believe that it is nearer the higher number than the lower. Another factor is that a large portion of the Hispanic population is in the rural areas and cannot or will not be accurately surveyed. Other factors are the language and cultural barriers which inhibit accurate information gathering during the survey, at the residence.

The net result is that no one seems able to put an accurate population number together. Since, however, the hard information we have seems largely to agree with the soft and anecdotal information, it is apparent that **the opportunity offers astute advertisers a significant competitive advantage**.

The radio listening surveys in this area are not conducted bilingually, and so are of no use in estimating the population nor the listenership. This is a marketing decision based in logic, not ratings. But assuming that radio listening behavior in the Hispanic community is consistent with and comparable to the same behavior in the Anglo community (92%+ reach every week), we feel confident that a reasonable and very conservative estimate of **the number of Spanish speaking listeners reached each week by KRTA is at least 60,000**, and probably much higher.

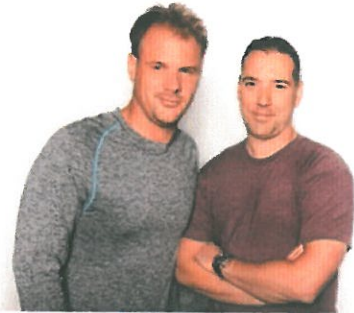
And it is the only Spanish language radio station in Southern Oregon.



The Rogue Valley's home for today's hits.
Hot 98.9
Here's the lineup:

Mornings 5a-10a

Johnjay and Rich's unique content wins across multiple markets and varied formats. It's that radio instinct that can't be taught, and it's knowing what their listeners want. Realizing what makes them laugh, understanding what's important in their lives, and bringing these elements together each and every morning is Johnjay and Rich.



Middays 10-3

Jodie Kramer "Every song I hear reminds me of something, something as small as when I bought a certain pair of shoes to some of the biggest and most significant moments in my life. It all revolves around MUSIC! Music of ALL genres and artists and being a DJ exposes me to the music I love. But more than the music... I get to reach "people" everyday!!! I interact with my listeners by playing their favorite song when their having a bad day, giving them a little comic relief when they need to laugh something off and keeping them informed on a significant local event when it goes down. I get to be a "PART" of their lives in a small way that means the world to me.

Afternoons 3p-7p

OnAir with **Ryan Seacrest** - Today's music, news and interviews with the king of current pop culture. The host of American Idol and American Top 40 brings it all each Monday through Friday afternoons from 3 to 7.



Evenings 7p-10p ... Scuba Steve!



Representative Artists

Beyoncé
Black Eyed Peas
Britany Spears
Bruno Mars
Chris Brown
Eminem
Flo Rida
Imagine Dragons
Justin Timberlake
Katy Perry
Kesha
Lady Gaga
Macklemore & Ryan Lewis
Maroon 5
Miley Cyrus
One Direction
Pink
Pitbull
Rihanna
Robin Thicke
Usher

Who's listening?



THE CONTEMPORARY HITS LISTENER PROFILE:

Demo

Contemporary Hits listeners are ...	109%	... more likely than the general population to be...	aged 18-34
	96%		aged 21-34
	50%		aged 18-49.
	11%		aged 25-54

Income

Contemporary Hits listeners are ...	8%	... more likely than the general population to have a household income of ...	\$100K - \$200K.
	7%		\$75K - \$100K
	10%		\$60K - \$75K.
	5%		\$50K - \$60K

Personal

Contemporary Hits listeners are ...	38%	... more likely than the general population to ...	have children in the house.
	56%		buy their first house this year.

Occupation

Contemporary Hits listeners are ...	30%	... more likely than the general population to ...	be employed.
	52%		work in the healthcare field.
	42%		work in sales.
	17%		work in a financial operations business.

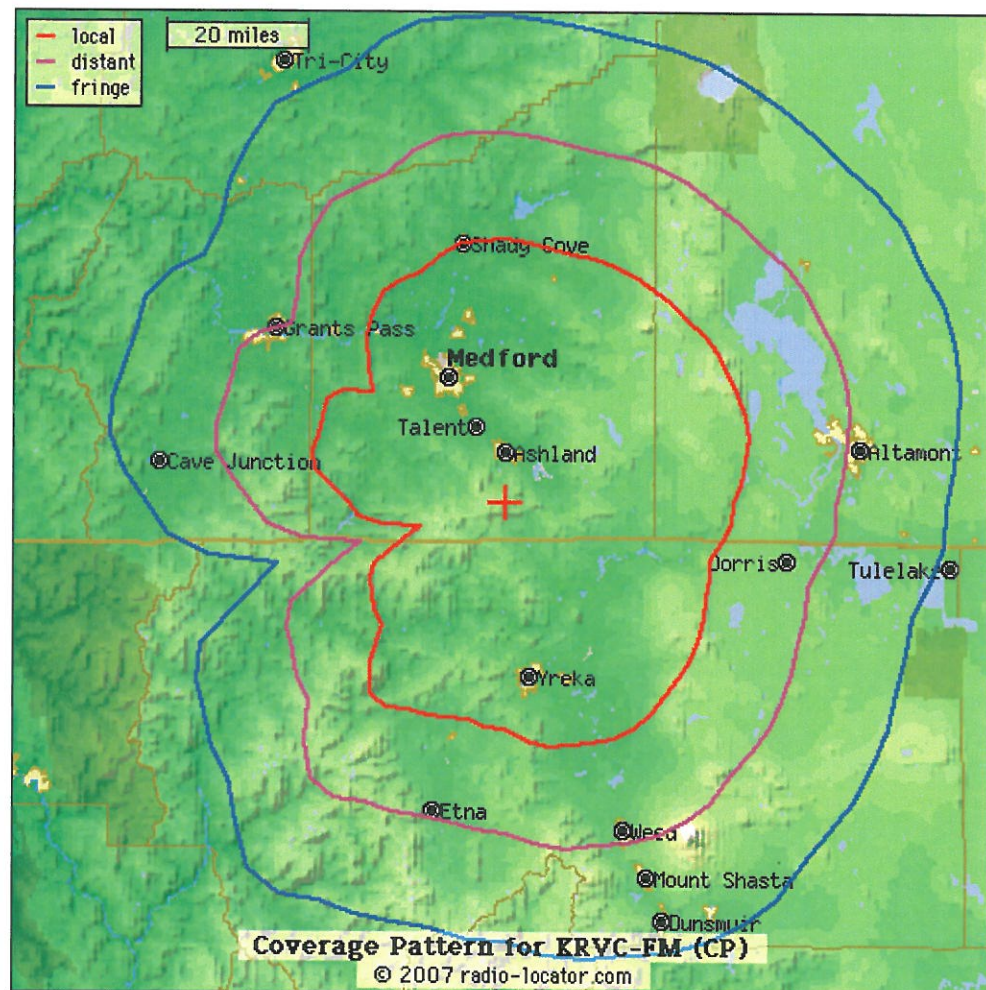
YOUNG ACTIVE ADULTS LISTEN TO CONTEMPORARY HITS RADIO

Source: Doublebase and Mediamark Research - 2007 and 2006



Coverage Map

KRVC
"Hot 98.9"
Format: Contemporary Hits
www.Hot989fm.com
98.9 FM
ERP 50,000 watts





Coverage Map

KEZX

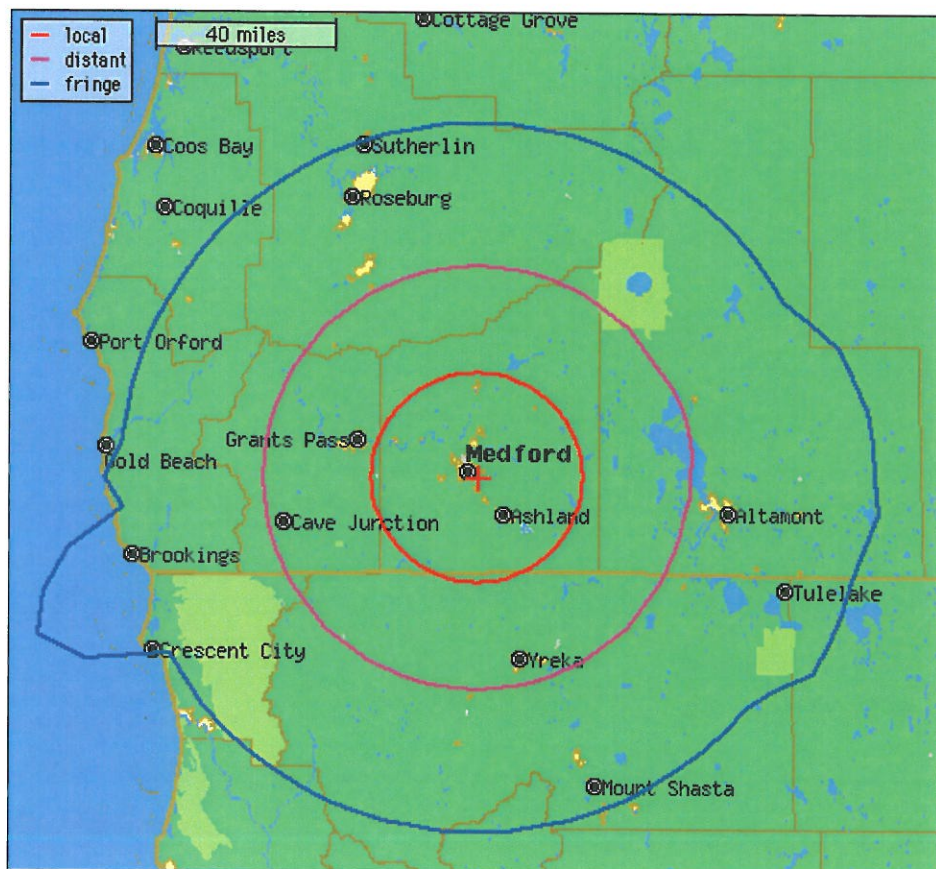
"Sports Radio 730"

Format: News/Talk

730 AM

Directional Day/Night

1000/75





Southern Oregon's home for



The Portland Trail Blazers

October through June



The San Francisco 49ers

August through January

Plus

Dan Patrick

Jay Mohr

Fox Sports Radio

Sports Radio Audiences

have more money

are 85% Male

are more highly educated

are more active

are more likely to be business owners and managers

are more likely to be employed

are more likely to be married

are more likely to own their home

Southern Oregon's
premiere Sports Radio station
is



WHO LISTENS TO SPORTS RADIO?

Demo

Sports Radio listeners are ...	4%	... more likely than the adult population to be...	age 25 -34.
	20%		age 35-44.
	32%		age 45-54.
	4%		age 55-64.
	41%		employed full time.

Income

Sports Radio listeners are ...	24%	... more likely than the adult population to have a household income of ...	\$60K - \$75K.
	45%		\$75K - \$100K
	80%		\$100K - \$200K.
	102%		\$200K or more

Education

Sports Radio listeners are ...	203%	... more likely than the adult population to have...	graduated from high school.
	90%		earned a Bachelors degree.
	82%		earned a Masters or PhD degree.

Occupation

Sports Radio listeners are ...	118%	... more likely than the general population to be employed in ...	top management.
	80%		sales.
	65%		financial management.

Business Responsibilities

Sports Radio listeners are ...	146%	... more likely than the adult population to make business decisions regarding ...	meeting sites.
	126%		vehicle acquisitions.
	125%		business club membership.
	177%		investment of corporate funds
	97%		advertising and promotion.
	96%		computer systems.

Selected Consumer Behavior

Sports Radio listeners are ...	106%	.. more likely than the adult population to ...	own golf clubs.
	100%		spend \$5K+ on vacation this year.
	74%		own a home worth \$500K+.
	69%		have a money market account.
	83%		have an IRA account.
	53%		be a working parent
	43%		decide on household vehicle.
	40%		sell their house in the next year.

MORE EDUCATED - MORE ACTIVE - MORE MONEY

Source: Doublebase Mediamark Research - 2007

Weekday Programming on



The Dan Patrick Show

6a-9a

America's leading sportscaster, recently on air on 325 radio stations coast to coast, has come to Rogue Valley on KEZX. Dan gives listeners what they want to hear, asking the questions they would want to ask themselves, and attracting the biggest names in sports. From athletes to commissioners and movie celebrities. It's an intelligent sports show willed with his trademark dry humor. Articulate, intelligent and interesting, he's sure to shake up Rogue

Valley morning drive.



Jay Mohr Sports

9a-12n

Starring actor, comedian, sports personality and radio host Jay Mohr, *Jay Mohr Sports* features the latest sports news in addition to conversations with top athletes and celebrities. The live daily sports talk and entertainment program is highlighted by Mohr's trademark comedic style and unique perspective as a multimedia star, coupled with his engaging personality and

interaction with listeners.

TBD

12n-3p

J.T. "The Brick" with Tomm Looney

3p-7p

Relatable and hilarious, Petros Papadakis and Matt "Money" Smith are the future of sports talk radio. Bringing their unique style to the national airwaves, Petros & Money features the latest in sports, pop-culture, and everything men want to talk about. The eclectic sound of this 30-something duo is re-writing the rules of sports talk radio, as they deliver a whole new level of entertainment to Men 18-49.

FOX Sports Tonight

7p-11p

Emmy-award winning producer and NFL Network host Jason Smith brings his extensive experience in Sports Talk entertainment to late nights on FOX Sports Radio, providing analysis on the day in sports and updates on the games in play, while engaging in entertaining conversations with listeners to close out the day and prepare for tomorrow.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6a	Dan Patrick					Fox Sports Radio	
7a							
8a							
9a	Jay Mohr						
10a							
11a							
12n	TBD						
1p							
2p							
3p	JT The Brick						
4p							
5p							
6p							
7p	Fox Sports Tonight						
8p							
9p							
10p							
11p	The Ben Maller Show						
12m							
1a							
2a							
3a	Fox Sports Daybreak						
4a							



Call letters		KROG	KCNA	KRTA	KEZX	KRVC
Station Name		<i>The Rogue</i>	<i>The Drive</i>	<i>La Gran D</i>	<i>Fox Sports</i>	<i>Hot</i>
Format		New Rock	Classic Hits	Regional Mexican	Sports	Contemporary Hits
Target demo		A 18-44	A 25-54	A 18+	M 25-64	A 18-49
Website		969theRogue.com	1027theDrive.com	under construction	SportsRadio730.com	Hot989fm.com
Frequencies	Medford area:	96.9 FM	102.7 FM	610 AM	730 AM	98.9 FM
	Grants Pass area:	96.9 FM	102.7 FM	610 AM	730 AM	-
	Roseburg area:	92.7 FM	98.3 FM	610 AM	-	-
	Canyonville area:	99.3 FM	98.9 FM	610 AM	-	-
	Klamath area:	-	-	610 AM	-	98.9 FM
	Yreka Area:	-	-	610 AM		98.9 FM
Phone/Fax		541-772-0322 - 541-772-4233				
Station contact		R Charles Snyder				
Email		RCharles@OpusRadio.com				
Address		511 Rossanley - Medford, OR 97501				
Traffic & Production		Traffic@OpusRadio.com Production@OpusRadio.com				

Represented Nationally by Local Focus, LLC

Atlanta	Dave Demer	404-234-7884
Chicago	Cori Hirsh	847-222-3258
Dallas	Lisa Colgin	469-556-8130
Detroit	Julie Hamway	248-707-4436
Denver	Devon Shuman	404-550-5227
Los Angeles	Scott Brody	323-680-4340
New York	Mat Mecs	917-334-9435
Seattle/Portland/San Francisco	Karen Muth	206-605-0770

CITY OF BROOKINGS

TOURISM PROMOTION ADVISORY COMMITTEE

AGENDA REPORT

Meeting Date: August 21, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Tent

Recommended Motion:

Motion to recommend to the City Council to direct the City Manager to develop a cooperation agreement with the Brookings Port District for the purchase of an event tent, with the cost to the City not to exceed \$10,000, with funding to be allocated from Transient Occupancy Tax revenues.

Background/Discussion:

Tim Patterson reports that he will be making a presentation on the event tent proposal at the Brookings Port District meeting of August 19, 2014. Attached is a cost/benefit analysis prepared by Patterson.

This project has been discussed extensively by the Committee.

Attachment(s):

- a. Presentation material provided by Tim Patterson.

Tent Analysis													
Version 1													
Revenue Per Year:													
Events					1	5	6	7	8	9	10	11	12
Rent					1,200	6,000	7,200	8,400	9,600	10,800	12,000	13,200	14,400
Revenue Deductions:													
	Emp	Rate	Hrs										
Manpower to set up per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Manpower to take down per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Storage per year				V	600	120	100	86	75	67	60	55	50
Insurance per event:				F	150	150	150	150	150	150	150	150	150
Principal Payment per year				V	2,000	400	333	286	250	222	200	182	167
Interest on Loan average per year				V	360	72	60	51	45	40	36	33	30
Miscellaneous per year				V	1,000	200	167	143	125	111	100	91	83
Total Cost Per Event:					4,782	1,614	1,482	1,388	1,317	1,262	1,218	1,182	1,152
Total Cost Per Year:					3,782	8,070	8,892	9,714	10,536	11,358	12,180	13,002	13,824
Net Revenue Per Year:					(2,582)	(2,070)	(1,692)	(1,314)	(936)	(558)	(180)	198	576
Number of Years to Pay Off					N/A	N/A	N/A	N/A	N/A	N/A	50.5	17.4	

Constants:

Price from Supplier	30,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	10,000
Net Price to Port	10,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,200
Miscellaneous	1,000

Tent Analysis													
Version 2													
Revenue Per Year:													
Events per year					1	5	6	7	8	9	10	11	12
Rental Received per Year					1,400	7,000	8,400	9,800	11,200	12,600	14,000	15,400	16,800
Revenue Deductions:													
	Emp	Rate	Hrs										
Manpower to set up per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Manpower to take down per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Storage per year				V	600	120	100	86	75	67	60	55	50
Insurance per event:				F	150	150	150	150	150	150	150	150	150
Principal Payment per year				V	2,000	400	333	286	250	222	200	182	167
Interest on Loan average per year				V	360	72	60	51	45	40	36	33	30
Miscellaneous per year				V	1,000	200	167	143	125	111	100	91	83
Total Cost Per Event:					4,782	1,614	1,482	1,388	1,317	1,262	1,218	1,182	1,152
Total Cost Per Year:					3,782	8,070	8,892	9,714	10,536	11,358	12,180	13,002	13,824
Net Revenue Per Year:					(2,382)	(1,070)	(492)	86	664	1,242	1,820	2,398	2,976
Number of Years to Pay Off					N/A	N/A	116.3	15.1	8.1	5.5	4.2	3.4	

Constants:

Price from Supplier	30,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	10,000
Net Price to Port	10,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,400
Miscellaneous	1,000

Tent Analysis													
Version 3													
Revenue Per Year:													
Events per year					1	5	6	7	8	9	10	11	12
Rental Received per Year					1,400	7,000	8,400	9,800	11,200	12,600	14,000	15,400	16,800
Revenue Deductions:													
	Emp	Rate	Hrs										
Manpower to set up per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Manpower to take down per event:	4	42	2	F	336	336	336	336	336	336	336	336	336
Storage per year				V	600	120	100	86	75	67	60	55	50
Insurance per event:				F	150	150	150	150	150	150	150	150	150
Principal Payment per year				V	2,000	400	333	286	250	222	200	182	167
Interest on Loan average per year				V	360	72	60	51	45	40	36	33	30
Miscellaneous per year				V	1,000	200	167	143	125	111	100	91	83
Total Cost Per Event:					4,782	1,614	1,482	1,388	1,317	1,262	1,218	1,182	1,152
Total Cost Per Year:					3,782	8,070	8,892	9,714	10,536	11,358	12,180	13,002	13,824
Net Revenue Per Year:					(2,382)	(1,070)	(492)	86	664	1,242	1,820	2,398	2,976
Number of Years to Pay Off					N/A	N/A	46.5	6.0	3.2	2.2	1.7	1.3	

Constants:

Price from Supplier	24,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	4,000
Net Price to Port	4,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,400
Miscellaneous	1,000

Tent Analysis

For The Port of Brookings-Harbor

Are the Rewards Worth the Risk

Compiled Tim Patterson

8/10/2014

Disclosure

I am a member of the Brookings Tourist and Promotions Committee and while I favor some “tent” solution I am still open to any new version of the data.

History

The Brookings Tourist and Promotions Committee

Shortly after its formation two years ago, the Brookings Tourist Promotion Action Committee (TPAC) considered a number of alternatives that would increase overnight tourist stays within the Brookings area. The committee concluded that maintaining and improving existing events, as well as, increasing, especially during the winter, the number of events offered at the port represented the best return on invested funds and effort. It was also apparent that the primary deterrents to increasing winter events was and is weather and facilities. The committee agreed that best solution would be the conversion of *Green Building* to a convention and events center. However, due to committee’s funding limitation they could do little other than suggest that the Port annex to Brookings in order to use bed tax to assure funding for the *Center*. The next best answer became a tent(s) totaling approximately 7000-10000 square feet. As TPAC does not have an operations arm and as the Port represents the best venue for events, assisting with the Port’s with a purchase of such a tent became the official recommendation.

Actual Tent Experience at the Port

During the past two years at least three events have used large tents.

- 1) A medical group from Medford spent approximately \$12,000 on their Beach Front hosted 85 out of town person convention that used a 4,800 sqft tent, a “Black Trumpet Bistro” catered dinner, and Flora Pacific flower arrangements.
- 2) The Crab Fest rented a tent for \$1,800.
- 3) The Chamber of Commerce’s black tie ball rented a tent for \$1,400. (not verified)

Tent's Rewards and Risks

Rewards:

- 1) Increasing the number of winter overnight stays, will increase the Port District's total inbound revenue, thus economy.
- 2) Increasing the number of winter visitors to the Port, will increase the square foot value of our leased property.

Risks:

- 1) Regardless of the existence of a tent, fewer than projected event organizers actually risk a winter event.
- 2) Some unknown physical obstacle results in the unsuitability of the tent prior to the end of the estimated use cycle.
- 3) The Port management is or becomes disenchanted with the use of a tent.

References

- 1) An excel spread sheet that explores various alternatives is attached to this proposal.
- 2) A link to the supplier's web site. <http://www.tentnology.com/>

Tent Analysis												
Version 1												
Revenue Per Year:												
Events				1	5	6	7	8	9	10	11	12
Rent				1,200	6,000	7,200	8,400	9,600	10,800	12,000	13,200	14,400
Revenue Deductions:												
	Emp	Rate	Hrs									
Manpower to set up per event	4	40	2	F	336	336	336	336	336	336	336	336
Manpower to take down per event	4	40	2	F	336	336	336	336	336	336	336	336
Storage per year				Y	600	120	120	85	75	67	60	50
Insurance per event				F	150	150	150	150	150	150	150	150
Principal Payment per year				Y	2,000	400	333	285	250	222	200	180
Interest on Loan average per year				Y	360	72	80	51	45	40	36	30
Miscellaneous per year				Y	1,000	200	167	143	125	111	100	91
Total Cost Per Event:					4,782	1,614	1,492	1,308	1,317	1,262	1,218	1,152
Total Cost Per Year:					3,782	8,070	8,882	8,714	10,538	11,368	12,180	13,824
Net Revenue Per Year:					(2,582)	(2,070)	(1,682)	(1,314)	(938)	(668)	(488)	(576)
Number of Years to Pay Off					N/A	N/A	N/A	N/A	N/A	N/A	50.5	17.4

Constants:	
Price from Supplier	30,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	10,000
Net Price to Port	10,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,200
Miscellaneous	1,000

Tent Analysis												
Version 2												
Revenue Per Year:												
Events per year				1	5	6	7	8	9	10	11	12
Rental Received per Year				1,400	7,000	8,400	9,800	11,200	12,600	14,000	15,400	16,800
Revenue Deductions:												
	Emp	Rate	Hrs									
Manpower to set up per event	4	40	2	F	336	336	336	336	336	336	336	336
Manpower to take down per event	4	40	2	F	336	336	336	336	336	336	336	336
Storage per year				Y	600	120	120	85	75	67	60	50
Insurance per event				F	150	150	150	150	150	150	150	150
Principal Payment per year				Y	2,000	400	333	285	250	222	200	180
Interest on Loan average per year				Y	360	72	80	51	45	40	36	30
Miscellaneous per year				Y	1,000	200	167	143	125	111	100	91
Total Cost Per Event:					4,782	1,614	1,492	1,308	1,317	1,262	1,218	1,152
Total Cost Per Year:					3,782	8,070	8,882	8,714	10,538	11,368	12,180	13,824
Net Revenue Per Year:					(2,382)	(1,070)	(482)	686	864	1,242	1,820	2,876
Number of Years to Pay Off					N/A	N/A	118.3	18.1	8.1	5.5	4.2	3.4

Constants:	
Price from Supplier	30,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	10,000
Net Price to Port	10,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,400
Miscellaneous	1,000

Tent Analysis												
Version 3												
Revenue Per Year:												
Events per year				1	5	6	7	8	9	10	11	12
Rental Received per Year				1,400	7,000	8,400	9,800	11,200	12,600	14,000	15,400	16,800
Revenue Deductions:												
	Emp	Rate	Hrs									
Manpower to set up per event	4	40	2	F	336	336	336	336	336	336	336	336
Manpower to take down per event	4	40	2	F	336	336	336	336	336	336	336	336
Storage per year				Y	600	120	120	85	75	67	60	50
Insurance per event				F	150	150	150	150	150	150	150	150
Principal Payment per year				Y	2,000	400	333	285	250	222	200	180
Interest on Loan average per year				Y	360	72	80	51	45	40	36	30
Miscellaneous per year				Y	1,000	200	167	143	125	111	100	91
Total Cost Per Event:					4,782	1,614	1,492	1,308	1,317	1,262	1,218	1,152
Total Cost Per Year:					3,782	8,070	8,882	8,714	10,538	11,368	12,180	13,824
Net Revenue Per Year:					(2,382)	(1,070)	(482)	686	864	1,242	1,820	2,876
Number of Years to Pay Off					N/A	N/A	48.5	6.0	3.2	2.2	1.7	1.3

Constants:	
Price from Supplier	24,000
City Grant	10,000
Loan @ 6% Five Years	10,000
Port Down Payment	4,000
Net Price to Port	4,000
Average Interest Per Year	360
Total Interest over Five Years	1,800
Principal Payment Per Year	2,000
Storage per Year	600
Insurance per Event	150
Event Rate	1,400
Miscellaneous	1,000

Possible Action


Port agrees, assuming that the City of Brookings grants \$10,000, and the "Tent Supplier" provides a purchase loan of \$10,000, to spend up to \$10,000 in order to purchase, install, and promote a tent(s).

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: August 11, 2014

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Rogue Relay

Recommended Motion:

Motion to authorize City Manager to waive fees associated with services provided in support of the Rogue Relay and approve a \$2,500 sponsorship for the Rogue Relay 2015 event that will conclude at Azalea Park; the \$2,500 would be appropriated from Transient Occupancy Tax revenues.

Financial Impact: To be provided at meeting.

Background/Discussion:

Staff was contacted by the organizers of the Rogue Relay event who expressed interest in using Azalea Park as the terminus for the event on June 24, 2015.

The Relay organizers are requesting that the City waive all fees associated with serving as the terminus for the event, including park use fees and event fees; that the City Public Safety Department assist with conveying runners safely through town; and that the City serve as a \$2,500 level sponsor for the event. The organizers have also requested that the City, Chamber of Commerce and Port District include the event in any tourism media campaigns.

This will be the third year for the Relay, and the first year that the event would conclude in Brookings. This event starts at Applegate Reservoir and covers a 215-mile route to the coast. The event organizers are estimating that over 100 teams of 12 people per team will participate in the event. Combined with family members, vendors and other volunteers, this event would bring more than 2,000 visitors to Brookings. Parking for some 200 vans that accompany the runners would be needed at or near Azalea Park; the City would work with the event organizers and adjacent property owners as needed to address this aspect of the event. Organizers report that approximately 40 per cent of those participating in the event stay overnight.

Azalea Park would be used as the terminus for the run, and would be the location of a post-run event that would include food, alcoholic beverages, music and dancing. The Run organizers would also be seeking other local sponsors and vendors.

City of Brookings
Tourism
July 2012-June 2014

<u>Revenue (transient tax):</u>		<u>Total</u>	<u>25%</u>
July	2012	27,645.67	
August	2012	28,035.52	
September	2012	18,735.75	
October	2012	11,074.68	
November	2012	6,567.87	
December	2012	5,955.06	
January	2013	6,411.09	
February	2013	7,492.70	
March	2013	10,015.14	
April	2013	8,781.24	
May	2013	11,990.97	
June	2013	<u>17,994.48</u>	
		160,700.17	40,175.04
July	2013	37,560.87	
August	2013	29,383.58	
September	2013	17,085.59	
October	2013	10,800.70	
November	2013	5,375.58	
December	2013	6,530.21	
January	2014	7,072.49	
February	2014	7,182.82	
March	2014	8,112.85	
April	2014	6,335.78	
May	2014	12,015.38	
June	2014	14,517.21	
		161,973.06	<u>40,493.27</u>
Revenue through 6/30/14			80,668.31

Expense:

5/2013	Chetco Activity Center	140.00	
6/2013	VFW Post #966	1,000.00	
6/2013	VISA/Newegg	110.98	
6/2013	Personnel Costs -Visitors Center	764.09	
7-10/2013	Personnel Costs -Visitors Center	4,576.19	
7/2013	KOBI/KOTI-TV	755.00	
8/2013	Apple Box	5,250.00	
8/2013	Brookings Youth Activities	2,000.00	
8/2013	KOBI/KOTI-TV	2,000.00	
8/2013	Travel Oregon	35.00	
8/2013	KOBI/KOTI-TV	790.00	
9/2013	BH Rotary	500.00	
9/2013	Chetco Pelican Players	300.00	
9/2013	KOBI/KOTI-TV	685.00	
10/2013	Chamber of Commerce	3,309.00	
10/2013	KOBI/KOTI-TV	825.00	
10/2013	Makai Ohana Productions	8,000.00	
11/2013	KOBI/KOTI-TV	2,500.00	
11/2013	KOBI/KOTI-TV	825.00	
11/2013	Curry County Cruisers	1,000.00	
11/2013	Robert Grosz	4,000.00	
12/2013	KOBI/KOTI-TV	825.00	
12/2013	Curry County Board of Realtors	500.00	
1/2014	KOBI/KOTI-TV	825.00	
2/2014	KOBI/KOTI-TV	825.00	
3/2014	Cannon Solutions	72.60	
3/2014	KOBI/KOTI-TV	825.00	
3/2014	Apple Box	5,250.00	
3/2014	Travel Oregon	160.00	
4/2014	KOBI/KOTI-TV	825.00	
5/2014	KOBI/KOTI-TV	2,500.00	
6/2014	Pelican Bay Art Assoc	500.00	
6/2014	VFW Post #966	1,000.00	
6/2014	KOBI/KOTI-TV	825.00	
6/2014	KOBI/KOTI-TV	825.00	
	Remainder on KOBI	245.00	
	Expenses through 6/30/14		<u>55,367.86</u>
	Carryover - to 2014-15, 7/1/14		25,300.45
	Anne Bouley	1,000.00	
	Travel Writers Assoc.	1,000.00	
	Rogue Relay	2,500.00	
			20,800.45

CITY OF BROOKINGS
TOURISM FUND

EXPENDITURES

SECOND PRECEDING YR 2011-12	FIRST PRECEDING YR 2012-13	ADOPTED BUDGET YR 2013-14	DESCRIPTION EXPENDITURES	ACCOUNT #	PROPOSED BY OFFICER	APPROVED BY COMMITTEE	ADOPTED BY GOVERNING BODY
<u>EXPENDITURES</u>							
PERSONAL SERVICES:							
0	0	6,757	SALARIES & WAGES	32-10-5005	6,868	6,868	6,868
0	0	1,389	PERS	32-10-5015	1,109	1,109	1,109
0	0	517	FICA	32-10-5020	525	525	525
0	0	0	HEALTH INSURANCE	32-10-5025	1,111	1,111	1,111
0	0	20	WORKERS' COMPENSATION	32-10-5030	21	21	21
0	0	9	UNEMPLOYMENT	32-10-5035	7	7	7
0	0	8,692	TOTAL PERSONAL SERVICES		9,641	9,641	9,641
MATERIALS AND SERVICES:							
0	0	5,000	OPERATING SUPPLIES	32-10-6030	1,071	1,071	1,071
0	0	0	EVENTS	32-10-6060	12,000	12,000	12,000
0	0	0	ADVERTISING	32-10-6070	3,600	3,600	3,600
0	0	25,808	CONTRACT SERVICES	32-10-6090	4,500	4,500	4,500
0	0	500	TRAINING/TRAVEL	32-10-6120	500	500	500
0	0	31,308	TOTAL MATERIAL AND SERVICES		21,671	21,671	21,671
CAPITAL OUTLAY:							
0	0	0	EQUIPMENT - TENT	32-10-7020	10,000	10,000	10,000
0	0	0	TOTAL CAPITAL OUTLAY		10,000	10,000	10,000
TRANSFERS OUT:							
0	0	0	TRANSFER OUT - GENERAL FUND	32-10-8505	2,688	2,688	2,688
0	0	0	TOTAL TRANSFERS OUT		2,688	2,688	2,688
0	0	40,000	TOTAL EXPENDITURES		44,000	44,000	44,000
0	0	40,000	TOTAL FUND EXPENDITURES		44,000	44,000	44,000



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: Festival of Art in Stout Park Completion Date: 8-3-14

Contact Person: Violet Burton or Cilde Grover Phone: 541-412-8388

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

\$ 495- for large banner at corner of Hwy 101 + OAK
Additional we spent \$ 1500 for advertising with more bills
to come in -

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.

We believe 1500 people attended the festival - We had 70 Art vendors - We spoke to attendees from outside the area but many were local - Some of the art vendors had their best day of sales - The Chocolate vendor sold out - Overall the vendors were pleased with their results & with the venue - All the parks + hotels in the area were full - We hope the restaurants also benefitted from the people who came to the festival -
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: Cilde Grover Dated: 8-13-14

Organization: Pelican Bay Arts Assoc -