

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**4:00pm, Thursday, May 30, 2013**

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

### **1. Roll Call**

### **2. Action Items**

- a. Off Season Event Proposals
  - Boy Scouts of America (2 proposals)
  - Curry County Cruisers
  - Curry Coastal Pilot
- b. Internet Advertising Proposals
  - Apple Box Media
  - Pilot Rock
  - Makai Ohona

### **3. Schedule Next Meeting**

### **4. Adjournment**

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.



**GARY MILLIMAN**

*City Manager*

Credentialed City Manager  
International City Management Association

# MEMORANDUM

*Office of the City Manager*

**TO:** TPAC

**DATE:** April 25, 2013

**SUBJECT:** Off Season Event Proposals – Brookings Youth Activities

We have received two off-season event proposals from Brookings Youth Activities (BYA). See attached.

BYA is seeking a \$1,000 advertising/promotions stipend for each event (a total of \$2,000). They plan to use the funding to promote the events in the Rogue Valley, Humboldt County and Coos County.

The events would be in January and March 2014. I will place these proposals on a future TPAC agenda for consideration.

**Proposal for Off-Season Event Incentives  
Submitted by Brookings Youth Activities**

This Proposal is for two events:

Event 1: Full Sided Basketball Tournament for Boys and Girls Grades 4-8

Event 2: 3 v 3 Basketball Tournament for Boys and Girls Grades K-12 and Adults

**Background:**

Brooking Youth Activities (BYA) is a 501 (c)(3) organization that was formed in 2011 with the intention of creating opportunities for children in the Brookings-Harbor area to be healthy, happy, and active in our community.

From 2011-2013, BYA has organized a youth recreational basketball league for which over 200 children participate. Many of those children have expressed an interest in playing basketball outside of the BYA season.

This year, approximately 100 children in grades 5-8 travel as far as the State of Washington to play in basketball tournaments. This involves each of those children's parents travelling to towns, staying at least two nights for each event, and spending money for food, gas, etc. Players from Brookings have been very successful in those tournaments, and it has been expressed by many out of the area teams that they would love to come to Brookings for tournaments hosted by BYA.

**Event 1: 2-3 day full sided basketball tournament for grades 4-8 boys and girls.**

**Dates:** January 2014

**Location:** Brookings Harbor High School Gymnasium, Azalea Middle School Gymnasium,  
Kalmiopsis Elementary School Gymnasium

**Event Goal:** A minimum of 4 teams in each division.

**Sustainability:** Once the first tournament is successful, teams tend to return every year and the event will grow from year to year. BYA has considered the Comet Classic (Central Point), the South Coast Shoot-Out (North Bend), the Jaycee 8<sup>th</sup> grade tournament (Crescent City), and the Redwood Classic Soccer Tournament (McKinleyville) to reach this conclusion. BYA has received permission from the Brookings-Harbor School District to hold these events on BHHS properties. The money raised during the first year will be held in our account to help with costs for the next year, and so on.

**Sponsors:** Each team will pay a fee to enter. With advertising money from the City of Brookings, it may not be necessary to drain our local businesses for sponsorship money.

**Budget (Based on a projected 40 teams, at least 6 players per team)**

**Income:**

Tournament fees (40 teams x \$175.00 per team):	\$ 7000.00
Admissions (\$5.00 per adult each day):	\$ 1500.00
Concessions (net income):	<u>\$ 2000.00</u>
Total Income:	\$10000.00

**Expenses:**

Facility Use/Clean Up (2-3 days):	\$ 200.00
Application for AAU Tournament:	\$ 575.00
Insurance:	\$ 250.00
Referee (4 game minimum per team):	\$2400.00
Awards:	\$1000.00
Shirts for each player:	\$2000.00
Advertising (Mailings, Flyers):	<u>\$1000.00</u>
Total Projected Expenses:	\$7425.00

**Event 2: Two day 3v3 basketball tournament for boys and girls in grades K-12.**

**Dates:** Mid March 2014

**Location:** Brookings Harbor High School Gymnasium, Azalea Middle School Gymnasium, Kalmiopsis Elementary School Gymnasium

**Event Goal:** A minimum of 4 teams in each division.

**Sustainability:** Brookings United Soccer Team has held this event for four years. We have had 200 players participate in this event from all over. Brookings United is now governed by BYA. Each year the event gets bigger and bigger. BYA has considered past history, the EMFC 3v3 Tournament (Eugene, Oregon), the Beaverton 4v4 (Beaverton 3v3), and Salem Hoop Fest (Salem, Oregon) when organizing and presenting this event. BYA has received permission from the Brookings-Harbor School District to hold these events on BHHS properties. The money raised each will be held in our account to help with costs for the next year, and so on.

**Sponsors:** Each team will pay a fee to enter. With advertising money from the City of Brookings, it may not be necessary to drain our local businesses for sponsorship money.

**Budget (Based on a projected 40 teams, at least 4 players per team)**

**Income:**

Tournament fees (40 teams x \$75.00 per team):	\$ 3000.00
Admissions (\$5.00 per adult each day):	\$ 1000.00
Concessions (net income):	<u>\$ 2000.00</u>
Total Income:	\$ 6000.00

**Expenses:**

Facility Use/Clean Up (2-3 days):	\$ 200.00
Insurance:	\$ 250.00
Referee (4 game minimum per team):	\$2400.00
Awards:	\$1000.00
Advertising (Mailings, Flyers):	<u>\$1000.00</u>
Total Projected Expenses:	\$4850.00

**Methodology for evaluating success in terms of bringing visitors to the Brookings area:**

BYA intends to advertise these tournaments through mailers, flyers, e-mail, social media, word of mouth, and the AAU website. BYA has partnered with the Athletic Department at the Brookings Harbor School District in order to make this event a success. Notices to each school in Oregon will be given regarding the event.

Since the tournament will be 2-3 days, we anticipate many out of town players and their families will be requiring lodging. On our registration website, we will list available lodging options. We hope to work out a special rate through various hotels, motels, vacation rental places, and will give each team a code that they will use in order to receive that discount. After the tournament, we will determine how many rooms were used for our event.

Presumably, if there are teams from out of the area, there will be great success in bringing visitors to the Brookings area. It will be noticed in the stores, restaurants, motels, and places of entertainment.

Thank you for your consideration of these proposals. If you have any questions, please contact:

Cindi Beaman  
Brookings Youth Activities  
P.O. Box 8002  
Brookings, OR 97415  
(541) 661-1643  
cindi@orcalaw.com

CURRY COUNTY CRUISERS  
P.O. Box 1863  
Brookings, Oregon 97415

May 1, 2013

Gary Milliman  
City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR. 97415

Subject: Request for Event Incentives

Dear Mr. Milliman

The Curry County Cruisers car club has sponsored the Azalea Festival Car Show for the past 18 years. This year will be our 19<sup>th</sup> year to put on this event. Unlike many events held in the Brookings Harbor area, ***"all proceeds from our event are donated back to the community"*** by way of cash donations to many meaningful organizations. In the past 18 years the Curry County Cruisers car club has donated tens of thousands of dollars to local charities and organizations. I just the past four years, we have donated over \$17,000 to local organizations.

Although our event is held in conjunction with the many other events during the annual Azalea Festival, we are an independent event, bearing all organizational and financial obligations. The Curry County Cruisers volunteer all labor required to host this event, and solicit donations for awards from local companies in the Brookings Harbor area. Last year, in 2012, we had 40 local companies donate and or sponsor awards to our event.

In the past years, we have had up to 142 cars enter in our event. Statistically, for every car entered in Classic Car Cruise Ins it brings 3 ½ people to the event. In addition to the number of cars entered, these events also bring in visitors who are interested in antique and classic automobiles but do not own one.

We feel that if awarded financial support from the City of Brookings Tourism Promotion Advisory Committee, we can expand our event to ultimately draw 300 to 500 cars in the future. We feel that the City of Brookings has so much to offer our attendees that they will return year after year and bring friends and other members of their car clubs. Introducing new people to the Brookings Harbor area will certainly make this a destination for other events as well, during both the summer season as well as the off season.

To support the feasibility of our goal of 300 to 500 cars for future events, we can look around us and see events such as the Sea Cruise in Crescent City that draws 500 to 700 cars every year, Cruise the Coos in Coos Bay that ***"Limits the cruise in to the first 500 cars"***, and the Winchester Bay cruise in that draws 500 to 600 cars. In the Valley, the Medford Cruise in draws 600 to 700 cars. These are just some of the events in our area that draw large amounts of classic cars, and we feel that the Brookings Harbor area has much more to offer the visitors / participants than these areas do. We just need to get the word out about our car show.

What is the reason that these events draw more cars than our cruise in during the Azalea Festival? We feel the answer is simple, it is in the Advertising. The Curry County Cruisers goal for hosting this event is to keep our expenses down so that we can have more dollars to donate. We do not have an advertising budget. We rely solely on donated air time from local radio stations and on flyers that the club prints and hands out at other events in the area. Because the event is in May, the advertising by handing out flyers at other events does not promote the event like we would like it to.

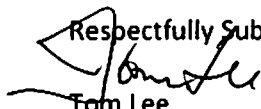
Our request for Incentive funds to the City's Tourism Promotion Advisory Committee is targeted at promoting our event in several local area newspapers along the coast and in the valley. We have researched the cost of advertising in newspapers in Eugene, Medford, Grants Pass, Reedsport, Coos Bay, Brookings, Crescent City and Eureka California, and we feel that with your financial support we can place ads in these areas prior to our event and increase the attendance significantly in the first year.

The additional revenue that we will realize from your support will allow us to establish an advertising budget in future years to increase the attendance at our event, and still allow us to contribute more money to local charities than we have done in the past.

As our event grows, so does the awareness to hundreds of participants as to what a wonderful area the Brookings Harbor area is to visit with family and friends, not only in the prime summer season, but in the off season as well.

On behalf of all the members of the Curry County Cruisers and myself, I would like to thank you for your consideration for financial support and assistance to promote both our clubs annual Azalea Cruise in, as well as the Azalea Festival itself.

Respectfully Submitted



Tom Lee

President

Curry County Cruisers

707-487-0611

SmithRiverTom@yahoo.com



May 6, 2013

Gary Milliman  
City of Brookings  
Brookings City Hall  
Brookings OR 97415

Dear Gary,

Since 1997, the Curry Coastal Pilot has organized the Garage Sale Saturday promotion twice a year, attracting visitors to Brookings from around the region and beyond. The events have become standards on the community calendar, both for residents and visitors.

More than 100 sales were advertised in the Pilot for the May 4, 2013, edition of Garage Sale Saturday, and informal counts show that dozens more sales were held without direct advertisement in the Pilot. It is impossible to determine how many treasure hunters patronize the sales. This clearly has become a community event that extends beyond the Pilot promotion.

The fall 2013 Garage Sale Saturday is set for Saturday, Oct. 5, a month outside the traditional tourism season. We believe that expanded regional marketing will result in even bigger crowds in local motels, restaurants and shops for the weekend of Oct. 4-6.

The Curry Coastal Pilot is requesting \$1,700 from City of Brookings tourism funds to help attract even more visitors to Garage Sale Saturday from throughout Oregon and Northern California. The Pilot will match these funds with \$250 of in-kind services and access to \$3,120 in wholesale discounts that are available only through the newspaper.

The promotion funds of \$1,700 would purchase two regional ad campaigns:

-- a series of two weekly 2x2 display ads in 58 Oregon newspapers and four California newspapers. Estimated distribution: 1.5 million readers each insertion.

Cost: \$1,300. (Retail value: \$3,720)

-- a series of four weekly classified ads in 31 southwestern Oregon newspapers and 4 California newspapers. Estimated distribution: More than 400,000 readers each insertion.

Cost: \$400. (Retail value \$1,120.)

These advertisements would lead to a special page at [www.CurryPilot.com](http://www.CurryPilot.com) that would include information about Garage Sale Saturday, as well as information and links for other attractions, events and services available in the community at that time of year.

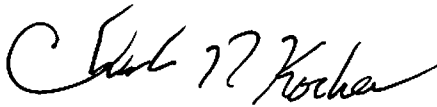
The display ads and web referrals are in the same format that successfully helped attract visitors to the Port of Brookings Harbor during the summer of 2011, after the tsunami damage and ensuing negative publicity. A sample is attached.

For it's part, the Curry Coastal Pilot would provide free design services, web hosting, ad placement and distribution for the promotion.

Advertising expenditures are often measured in reach. This proposal will market Garage Sale Saturday and the community at a cost to the city of 37 cents per thousand.

Please let me know if you need any additional information.

All the best,

A handwritten signature in black ink, appearing to read "Charles Kocher". The signature is fluid and cursive, with the first name "Charles" written in a large, stylized "C" and the last name "Kocher" written in a more standard cursive script.

Charles Kocher  
Publisher

**YES!** The **Port of Brookings Harbor**  
is **OPEN** for Business!

Fish for salmon & bottomfish all summer long!  
The Port hosts many special events all summer  
on America's Wild Rivers Coast!

**Come see us this summer!**

[www.port-brookings-harbor.com](http://www.port-brookings-harbor.com)  
[www.CurryPilot.com](http://www.CurryPilot.com) • [www.brookingsor.com](http://www.brookingsor.com)  
[www.bestwestern/BeachfrontInnBrookings](http://www.bestwestern/BeachfrontInnBrookings)



# APPLE BOX MEDIA PROPOSAL FOR SERVICES

For Brookings Tourism Promotion Advisory Committee

Let the committee know that I make it a point not to recommend practices and services that are unnecessary or non-beneficial to my clients. Beyond presenting a proposal, I like to educate my clients on what services are available to them in order to make a decision that is best suited for their needs.

## OVERVIEW

*I am proposing my services to the Brookings Tourism Promotion Advisory Committee because I feel I have the necessary qualifications to represent this city in a creative format with the highest level of quality. As a former resident of Brookings, Oregon, I feel I have an advantage as I have explored various parts of the city in a creative manner.*

Apple Box Media is pleased to submit this proposal for services to support Brookings Tourism Promotion Advisory Committee in achieving its goals for increasing tourism to the Brookings, Oregon area.

## The Objective

*To create four or more web segments to be placed on YouTube, Vimeo, and various other websites.*

- To create attractive advertisements which can grab the attention of viewers
- To create multiple internet segments which showcase tourism opportunities and events within the community

## The Opportunity

*We have the opportunity to showcase Brookings, Oregon in a fresh way by implementing the highest quality video and graphics services available.*

- The opportunity to bring to life the aspects of Brookings that make it unique
- The opportunity to showcase new and exciting events within the community
- The opportunity to present Brookings in a way that creates interest for the viewer

## The Solution

*I believe the solution for this proposed objective is to go above and beyond what has been done before by creating something that I believe is unique to my company and my talents.*

- Showcase the City of Brookings on a much grander scale. We all know that Brookings has a lot to offer its tourists and by suggesting some of those "hidden gems" I believe we can create an interest to viewers that has not previously been presented.
- Create video with a much higher production value. By using the latest high definition video technology along with the experience of all parties involved, I believe we can create an advertisement that not only looks great but can stand the test of time.
- Present the viewer with multiple tourism and residential opportunities. There's something for everyone in Brookings, and I think that by showing multiple aspects of the city, we are creating interest for a much larger demographic.

## OUR PROPOSAL

*Apple Box Media's owner/operator Chris Vanderschaaf has been creating video for over ten years, continually challenging himself to create higher quality video pieces and working with a variety of clients to become a well-rounded, sought-after creative individual.*

*The Brookings Tourism Promotion Advisory Committee can expect nothing less than the best that Apple Box Media has to offer in all aspects of an advertisement production. By choosing anything less than our high standards, we believe the City of Brookings will not be represented in a way we think it deserves to be. We strive to see the city succeed just as much as the committee does, and that's something we are more than qualified to provide.*

*We believe our talents and goals are aligned with the needs of the committee and we look forward to serving the City of Brookings in the best way we know how.*

Apple Box Media intends to showcase the City of Brookings in a way that rivals national television advertisements in quality and grandeur. Just as larger scale productions (the "come to California" commercials, for example) represent the best of their respective state, we too strive to showcase Brookings on a level all it's own.

We envision high definition vignettes of specific destinations and events within the community. By creating four very specific themes to each web video, we believe we can reach out to multiple demographics speaking to tourists and those wanting to settle in Brookings alike.

Our first web segment would showcase an overall view of what Brookings is like. We plan to show all of the major points of interest (outdoor activities, community events, points of tourism, etc.) in order to give the viewer an overall sense of what Brookings is like.

For the following three (or more) videos, we plan to showcase a specific area of interest. One video will show life as a young family; someone who wants to settle in Brookings and raise a family or start their professional career. Another segment would feature what it's like to retire in Brookings and convey why this town would be the best possible option for enjoying your time later in life. For another segment we'd like to focus specifically on tourism and what this town has to offer for entertainment and activities year round.

All of the web segments will have an inviting and enticing feel to them, allowing the viewer to feel comfortable with settling or planning a vacation to Brookings.



While creating high quality video is important, the most difficult task of advertising on the web is converting your viewers into actual clients, or in this case tourists and citizens of Brookings. Part of our strategy for these videos is to create a marketing campaign to jumpstart the viewer conversion process. We will design a custom strategy for your web marketing and show you exactly how to continue with the campaign in order to see the return on your investment; utilizing tools such as YouTube, Vimeo, email marketing, and more.

### Professional References for Apple Box Media

FLF Films' "Greater Nevada Credit Union" Commercial

Chris Vanderschaaf's role: Post producer and editor (as freelancer for FLF Films; this project is not produced by Apple Box Media)

Can be viewed at: <https://vimeo.com/62468141>

Contact: Jerry Dugan, owner FLF Films

Team Quest Muay Thai Promo

Apple Box Media's role: Producer, director, cinematographer, editor

Can be viewed at: <https://vimeo.com/62454807>

Contact: Carlos Zapata, owner Team Quest (530) 646-7346

i48 Film Festival "Turn 'Em Out" Film

Apple Box Media's role: Audio, editor

Can be viewed at: <https://vimeo.com/12401123>

Contact: Daniel Hurst, owner Morgan Lane (971) 237-3484

Mt. Shasta Mall Commercial

Apple Box Media's role: Animator, editor

Can be viewed at: <https://vimeo.com/59065354>

Contact: Beth Wood, mall director (530) 518-5449

## PRICING

The following table details the pricing for delivery of the services outlined in this proposal.

Service	Price
Production: lighting, camera, and audio package.	\$3,500
Marketing strategy creation and implementation	\$1,800
Post-Production: editing, color grading, and finishing	\$3,200
Expenses, meals, travel, lodging, etc	\$800
Audio Mastering, licensing, and Syndication	\$1,200
Total	\$10,500

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

## QUALIFICATIONS

Apple Box Media has continually proven to be an industry leader for high quality video production in the following ways:

- Working with worldwide clients to create advertisements that sell products and services in a unique and exciting way
- Offering its services in multiple parts of the country to better understand video production and marketing as a whole
- Striving to be the best at what we do and consistently going above and beyond what's expected for each and every client

*Apple Box Media's work has been featured locally, nationally, and worldwide. From Brookings, Oregon to Australia, we've worked with a wide range of clients. For more examples of work, and for a list of our clients (including CBS, MTV, and NBC), please visit [www.appleboxmediagroup.com](http://www.appleboxmediagroup.com) and [www.chrisvanderschaaf.com/portfolio](http://www.chrisvanderschaaf.com/portfolio).*

## CONCLUSION

We look forward to working with Brookings Tourism Promotion Advisory Committee and supporting your efforts to improve tourism through video marketing. We are confident that we can partner with you in showcasing Brookings' unique tourism opportunities.

If you have questions on this proposal, feel free to contact Chris Vanderschaaf at your convenience by email at [chris@appleboxmediagroup.com](mailto:chris@appleboxmediagroup.com) or by phone at (707) 951-1193. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,



Chris Vanderschaaf  
Owner, Apple Box Media Group

WE MAKE VIDEOS  
**APPLEBOX**  
MEDIA LLC



facebook.com/appleboxmedia

@apple\_box\_media

707.951.1193

chris@appleboxmediagroup.com

## Christopher VanDerschaaf: Apple Box Media LLC

3270 Cockerill Dr Redding, CA 96002  
(707) 951-1193 chris@appleboxmediagroup.com

## Christopher VanDerschaaf

3270 Cockerill dr Redding, CA 96002  
Phone: 707-951-1193 • E-Mail: chris@appleboxmediagroup.com



### About me

Media is a passion of mine, and has taken me around the world. I am a problem solver who doesn't give up. I have been in Television/Film since 2000. I've worked in all departments pre-production through post-production.

### Experience

Below is small list of work. For more, see attached sheet or visit my website <http://www.appleboxmediagroup.com/about>

#### Playstation

UFC Champion Jens Pulver, Playstation Quore segment

#### Grip/Lighting

#### Tremolo Productions

"Troubadours: Carole King / James Taylor & The Rise of the Singer Songwriter" documentary

#### PA

#### Stephen Baldwin

Short "film style" commercial created for planet smoothie directed by and starring Stephen Baldwin

#### Camera/Post

#### MTV Teen Cries

Episode of Teen Cries shot in Sun Valley, Idaho

#### PA/Grip/Lighting

#### NBC Christmas Special

A Christmas television film produced and created in Nampa, Idaho for NBC

#### Producer/Editor (graphics)



**Traveling the Coast****Producer/Camera/Editor**

A "Tele Award" winning travel show on the Oregon coast

**Shed Media****PA/Grip/Lighting**

CMT's Worlds Strictest Parents show in Eastern Oregon

**NuVision Productions****Grip/Lighting/Post**

Saint Alphonsus Regional Medical Center "One Voice" corporate video

**Elevate Camps****Producer/Production/Post**

I create and manage all video/web media for a non-profit Christian summer camp ministry called Elevate

**Rex Morris Productions****PA/Grip**

CBS College sports football show, highlighting the Boise State Broncos season

**Team Quest Redding****Director/Cameras/Lighting/Post**

Promotional video created for online and/or broadcast marketing.

**Additional Experience/Assets****Apple Box Media LLC****Owner/Operator**

I run a freelance production and multimedia company. I collaborate with industry leading freelancers to create captivating and effective marketing solutions for businesses.

**KBSC TV 9****Owner/Operations Manager**

KBSC TV is an award winning LP television station on the southern Oregon coast. I came aboard KBSC in 2000 as a camera assistant. Over the next several years I worked my way up the chain, later returning to manage and then purchase the television station at which my career began.

**Education**

A majority of my 11 years of experience has been real world and hands-on training. I was thrown into the mix of things with no experience and had to solve all my problems. I still maintain this is the best type of training and is invaluable to my profession.

**Northwest Nazarene University****Mass Communications**

Northwest Nazarene is a private university in Nampa Idaho. I completed two years of their Mass Communications (filmmaking) program.

**Additional Skills**

Pre-production:	Scriptwriting and Screenwriting
Production:	Grip, Dolly Grip, Jib operator, Boom operator, Electric, and Camera op
Post Production:	Editing, Rotoscoping, Compositing, Motion Graphics, VFX, Authoring
Programs:	AVID Media Composer, Adobe Premiere Pro, After Effects, Encore, Illustrator, Flash, Dreamweaver, Soundbooth, Apple Final Cut Pro, DVD Studio Pro, Soundtrack Pro, Motion, and 3DS MAX,

**Cameras:**

Canon 5D Mark II, 7D, 60D, T2i, Red Cameras, Phantom HD Gold, Sony ½ 3CCD broadcast and studio cams, Sony/Canon/Panasonic 3CCD prosumer cams, Betacam, 8mm, 16mm, and 35mm film



Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

Re: Request for Proposals – Internet Advertising Services

Mr. Milliman:

Thank you for the opportunity to submit a bid for the Internet Advertising Services project.

The web videos we envision for the City of Brookings Tourism will be the highest quality possible. Pilot Rock has the proven experience to deliver cinematic quality video that does justice to the natural beauty and attributes of Brookings. Our goal is to make Brookings the star of these videos.

Creatively our tactic will be to show families, couples and individuals enjoying the opportunities of Brookings - by being bit players. The many moods of the ocean let us understand the real meaning of words like epic and awesome, yet still create a sense of peace that fulfills us. We will strive to capture these emotions.

What we aren't proposing is shooting close ups of professional actors to proclaim the benefits of a visit to Brookings. We will let Brookings speak for itself. The videos we are suggesting will have normal people experiencing the Brookings activities. Much of the audio will be the natural sounds people make while enjoying the available activities... a child's joyful shriek as she runs along the beach... a couple discussing the discovery of that coastal trinket at a downtown store... a fisherman talking to the fish he's fighting. Where necessary we will insert off-screen professional narration, in the background, to finish telling the story. This is a very dramatic method that works when you have a setting such as Brookings. And it saves the cost of professional actors.

The Internet outreach part of our proposal focuses on three primary Internet based outlets – your web site, YouTube and facebook. We recommend narrowing the focus to the dominant sites/platforms and use available resources to insure the sites are kept fresh and valuable to visitors.

A few items of note we are offering that are not specifically required include a Video News Release, an authored DVD and a survey contest for Brookings residents.

Thanks again for the opportunity to submit this proposal. Please feel free to contact us with any questions or concerns.

Sincerely

A handwritten signature in dark ink, appearing to read "Roger Harris", is written over a horizontal line.

Roger Harris  
General Manager

## **Request for Proposal**

### **City of Brookings - Internet Advertising Services**

#### **Qualifications - Pilot Rock Productions**

Pilot Rock Productions started in 1994 as COBi Digital. The name changed as technology changed and the services offered by Pilot Rock expanded beyond creating video for broadcast television. Pilot Rock Productions is owned by California Oregon Broadcasting, Inc. (COBi) COBi also owns broadcast television stations and cable systems, all located in Oregon.

Pilot Rock, like all COBi business units, has a solid business reputation. Pilot Rock is structured to assist clients from concept to completion, or with any element in between. Pilot Rock is respected by clients, contractors and vendors for delivering high quality video productions.

The long-term tenure of the Pilot Rock staff creates a wealth of assets. High Definition video production is a specialty of Pilot Rock. Video is becoming the most important means of communicating. It is now a mainstream communications media, delivered to the public over a multitude of platforms. Pilot Rock is a leader in creating products specific to the audience in the proper formats and file types, so they are easily accessible to the end user regardless of the platform the user chooses. An integral element of most Pilot Rock projects involves working with the client's web master, and/or IT Manager, to insure the video is produced and delivered in a manner that meets their specifications.

To see a sampling of Pilot Rock's HD video work go to [www.pilotrockproductions.com](http://www.pilotrockproductions.com) and click on Screening Room.

#### **Scope of Work/Deliverables**

1. *Develop 20 minutes of video in four or more segments depicting Brookings area-tourism.*
  - a. Overview - Web videos need to tell a story using short compelling topics as segments. Each segment can stand alone, which is absolutely necessary for web video, but together they would tell a more complete story.
  - b. We believe it will take 5 segments to convey the many reasons people visit and live in Brookings. Our idea is to include more than one topic for each segment to interest and encourage a viewer to watch more segments.
  - c. Segment/topic suggestions include: What the locals know that you don't – the undiscovered Brookings; creating family memories; local events; relaxation on the beach; fishing; a romantic get away; perusing downtown shops; golf; and food & lodging.
  - d. The content development should be a collaborative effort between Pilot Rock and the committee chosen by The City.

- e. Pilot Rock would create the scripts with a complete shot list and submit for final approval before shooting.
- 2. *Place videos on YouTube, Veimo and other content – appropriate Internet sites. Recommend additional sites.*
  - a. (With free hosting currently available on YouTube and Facebook we don't usually recommend hosting video on your own web site.)
  - b. City of Brookings web site – Provide a link on the City's web site to the City's YouTube channel which is where the videos will be hosted, or your web master could place a YouTube player directly on your web site.
  - c. YouTube - Populate the City's YouTube channel with the new videos on a segment basis to keep the length within normal standards.
  - d. Facebook:
    - i. Provide High definition images of seasonal and/or events that could rotate as cover photos on your Facebook page that would be consistent with the videos and other messaging deployed.
    - ii. Create a link to the videos on YouTube or load direct to your Facebook page.
- 3. *Format videos for City website integration and stand-alone marketing.*
  - a. Web site integration: Pilot Rock's proposal includes working with The City of Brookings web master to insure the proper details are provided to facilitate integrating the links to YouTube and Facebook and The City's web site if so desired.
  - b. Stand-alone marketing:
    - i. We are recommending - and included in the overall cost of the proposal - creating an authored DVD. An authored DVD provides a tool that can be used in presentations or mailed. An authored DVD provides the viewer with an interactive index, which allows selecting their specific segment/topic of interest. This DVD also functions well in a presentation in a start to end running mode. Each specific topic will have a title page which prepares the viewers for a new topic of discussion. If a presentation requires a power point display it can be created by capturing images. This allows each presenter to create their own presentation. (The creation of power point presentations is not included in this proposal as they are typically created on an as needed basis by the presenter. Presenters that use Power Point will immediately recognize how to create a presentation from the DVD.)
      - 1. Pilot Rock will provide 5 authored DVD's. (Should the City want additional DVD's Pilot Rock can recommend a bulk DVD copy business and will assist in transferring any files necessary.)
    - ii. Pilot Rock's proposal includes providing a downloadable Video News Release. (We have experience in working with Broadcast Television News Directors on what video clips they need and are more likely to use in a newscast.)

4. *Propose a methodology for evaluating the effectiveness of the above referenced program.*
- a. Tracking the number of views of each video segment is available on YouTube.
  - b. Comparing room tax revenues against same time period in previous year.
  - c. Collaborating with the appropriate stakeholders to create a customer friendly - quick and easy - survey to be distributed at check-in at lodging businesses.
  - d. Creating a "Choose your favorite Brookings video" survey for Brookings residents that could be distributed in public utility bills. Offer a gift certificate to a local business that would be awarded by a drawing from all returned surveys.
    - i. Promoting the videos to residents could assist in getting Brookings residents more familiar with The City's web site, which enhances communications opportunities to the community. The contestants would be directed to the web site to view the videos. (We have experience working with a cable television company in using their bills to promote usage of web sites and Facebook for improved customer interaction. We will share ideas that have generated interest within a defined customer base and the details for proper fulfillment using a minimum of staff time.)

#### **Proposal Requirements**

1. *Examples of the desired professional marketing and/or promotional services as outlined under the Scope of Work. Each example should provide some insight into how the campaign/collateral/message was developed and implemented.*
- The last three of the four examples below are tourism related video projects that required a collaborative effort with a committee consisting of stake holders.
- a. Veranda Park Retirement Living – Pilot Rock created a web video designed to recruit retired people to select Veranda Park as their retirement home. Pilot Rock created and populated a YouTube channel and produced an "authored DVD" that could be used in presentations or sent to prospective residents. We created a YouTube channel for the video with a link from their web site. We also created an authored DVD. The DVD was used by the marketing director for group presentations and was mailed out to people that inquired about the property.
  - b. City of Yreka, CA – This video was created with two specific objectives. The first was to market the attributes of visiting – and living in Yreka. The second was specifically targeted to assist in the efforts to recruit medical professionals to relocate to Yreka. The video was on the City and local hospital web site. DVD's were sent out. Recruitment of medical professionals was a target audience and the hospital used the video on medical recruitment trips and outlets.

- c. Oregon Caves National Monument -- Two 30-minute programs that aired on PBS to educate, inform and stimulate interest in the Oregon Caves. DVD's were used as a premium during the airing on local PBS stations Spring pledge drive. We created a video news release and assisted in the development of an interactive 3D web site.
- d. Crater Lake National Park -- A one hour program that aired on PBS to educate, inform and stimulate interest in Crater Lake. This program aired nationally on PBS stations to generate tourism interest in Crater Lake National Park. DVD's were given away as premiums during PBS pledge drives and sold at the Park.

## *2. Professional References*

Paul Steinbroner  
CNS Productions  
541-941-5317

[paul@cnsproductions.com](mailto:paul@cnsproductions.com)

Greg Frederick  
541-245-0934

[gfrederickproductions@gmail.com](mailto:gfrederickproductions@gmail.com)

Dave Siddon  
Wildlife Images  
541-476-0222

[daves@wildlifeimages.org](mailto:daves@wildlifeimages.org)

## *3. Resumes*

### **e. Roger Harris, General Manager**

Roger has been a Manager in Broadcast Television and Cable Television as well as at Pilot Rock Productions. His broad experience in the communications industry has allowed him to work with many public and private entities in developing marketing campaigns, public relations promotions and event promotion management. Roger has also worked extensively with city, county, state and federal government agencies on a number of regulatory and communications issues.

Roger serves on the President's Advisory Board for the Oregon Institute of Technology. He is past president of the Oregon Cable Telecommunications Association and served as a Board member on the Chamber of Commerce Boards in Prineville, Redmond and Klamath Falls, Oregon.

f. Peter Bedell, Production Specialist/Senior Editor

Peter Bedell has been with Pilot Rock (formerly COBI Digital) since the company's inception in 1994. He has been a video editor for more than two decades and over the last decade has become a specialist in web video. Bedell earned a Bachelor of Fine Arts degree from Alfred University in New York, followed by an Associate Degree of Science -- with a focus on Computer Science -- from the Oregon Institute of Technology in Klamath Falls, Oregon. His unique educational background, blended with his energy and creativity, has made it possible to assist Pilot Rock clients to reach their constituents in the continually emerging digital communications universe. Bedell has few peers in knowing what formats and file types deliver the best quality video for the many different platforms.

Peter has worn many hats for national series and programs. He is accomplished as a producer, editor, in 3D animation, motion graphics, logo design, web design and web video.

g. Brian Horton, Production Coordinator/Editor/Videographer

Brian has been a filmmaker for the past 10 years and has worked for Pilot Rock since 2002. Brian is highly regarded as a videographer for both high definition (HD) and standard definition (SD) productions. He has shot and edited HD programs for national television including shows for PBS, the Outdoor Channel and educational distributors.

Horton has managed and assessed web sites for 5 years.

Brian has become a key person in project coordination for Pilot Rock clients - handling planning, contracting with outside talent and scheduling.

## Contact Information

Pilot Rock Productions  
125 South Fir Street  
Medford, OR 97501  
541 776-5802  
541 779-1151 fax  
[info@pilotrockproductions.com](mailto:info@pilotrockproductions.com)

Roger Harris, General Manager.  
541 282-1202 direct line  
[rharris@kobi5.com](mailto:rharris@kobi5.com)



## 5. Cost Proposal

### **Package Price Bid                      \$9,987.50**

(This package price includes a 15% discount off standard rates. Below is the budget model for this project using the standard rates.)

#### **Budget for Brookings Internet Advertising Services RFP:**

##### **Pre-Production (5 total videos)**

Script Development (Conference calls, meetings, script writing)	\$500
<u>Total pre-production</u>	<u>- \$ 500</u>

##### **Production: (5 days of shooting)**

Shooting Day Rate	\$800
(Day -Includes: 2 cameras with operators, basic lighting package, 2 wireless mics.)	
Travel	\$900
<u>Total for 5 shooting days/5 segments</u>	<u>- \$4,900</u>

##### **Post-Production: (5 days of editing)**

Editing Day Rate	\$800/
Day - Includes: graphics creation and basic deliverables (master copies of videos).	
Music (World wide rights)	\$100
Narration	\$100/
per video segment	
Authored DVD	\$800
<u>Total for 5 Editing days/5 segments</u>	<u>- \$5,400</u>

##### **Production Extras:**

Provide HD images for client use	\$100
Web video formatting and upload	\$500
Evaluation and Survey consultations	\$200
Downloadable Video News Release	\$150
<u>Total</u>	<u>\$ 950</u>

##### **Summary -**

Pre-Production	\$500
Production	\$4900
Post-Production	\$5400
Production Extras	\$950
<u>Total</u>	<u>\$11,750</u>

<u>Package price – 15% discount (\$1,762.50)</u>	<u>- \$ 9,987.50</u>
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## Makai Ohana Productions

May 20, 2013

Gary Milliman  
City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, Oregon 97415

Dear Gary,

Thank you for considering Makai Ohana Productions for your internet advertising needs. We are confident that you will be very satisfied with the services that we offer.

The literature and sample DVD we have enclosed will assist you in making the most of our services. You will find our submitted proposal, a synopsis of the enclosed DVD, resumes for both Tony and Terri-Lynn Kalhagen and five professional reference letters from our past clients. If you have any questions, please feel free to contact us. Your account manager, Terri-Lynn Kalhagen, can be reached at 541-247-0625.

As your project progresses, we will be happy to help you evaluate the exact topics to be filmed and offer you the services that will help you achieve your new goals of internet advertising. Again, thank you for considering Makai Ohana Productions.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony Kalhagen", with a large, stylized flourish at the end.

Tony Kalhagen  
Project Development

## **Proposal for the City of Brookings "Internet Advertising"**

### **Description of Service**

Makai Ohana Productions, hereinafter "MOP" will produce up to 20 minutes of video consisting of 4-8 segments with the objective to drive tourism to the city of Brookings, Oregon. MOP will conduct an initial consultation with selected city administrators and the Tourism Promotion Advisory Committee, hereinafter "TPAC", to determine selected topics for each video.

Videos will be uploaded to various social networking sites including but not limited to Youtube, Vimeo, Trip Films and shared on facebook and other content appropriate internet sites. Videos will be tagged for maximum exposure for internet users to easily find the videos when researching not just the city of Brookings but also the Oregon coast and southern Oregon.

Data files of each video will be provided to the city on disc in a format that can be integrated into the city's web site.

MOP will work diligently to showcase the areas attractions without naming specific businesses.

### **Cost Proposal**

MOP will perform the above service within the stated budget of \$10,500. This will be an all-inclusive agreement which will include consulting with the TPAC at the start of the project, filming, editing, transcoding to necessary file types, uploading to various sites, encoding meta data into files and sharing on social networking accounts.

### **Example of Past Internet Marketing Work**

Enclosed is a DVD of past work and attached is a synopsis of the DVD describing each segment.

We look forward to discussing with you further the details of your new project.

Tony Kalhagen

Makai Ohana Productions

P.O. Box #1

Ophir, Oregon 97464

541-247-0625

[www.makaiohana.com](http://www.makaiohana.com)

### **Synopsis of enclosed DVD**

We provided a very similar service for the City of Gold Beach twice, once in 2006 where we produced eight short videos for integration into the city's web site. In 2010 we contracted with the city to produce ten short videos that would be assembled in a retail ready DVD format and also uploaded to various social networking sites. The Enclosed disc has eight of these videos from 2010, I omitted the first and last as they were simply an 'intro' and 'ending credits' piece. Below is the individual description for each video.

Segment 1 – "Beaches" This segment shows the beaches located near Gold Beach Oregon.

Segment 2 – "Jet Boats" This segment takes a video tour up the Rogue river depicting one of the main attractions for the city of Gold Beach.

Segment 3 – "Fishing" This segment also highlights one of the leading activities while visiting Gold Beach and includes river fishing, ocean fishing and also fishing for perch on the beach.

Segment 4 – "Outdoor Adventure" This segment highlights the Eco traveler with hiking, biking, kayaking, surfing, wind surfing and gives advice for finding some of the best trails.

Segment 5 – "Lodging and Dining" This segment shows the variety of lodging destinations both on the river and the beach and also the local dining featuring seasonal ingredients used by area chefs. As with the entire DVD great care was taken to showcase the 'options' of where to eat and stay without advertising one particular business over another.

Segment 6 – "Made in Gold Beach" This segment shows our area artists and all things that are made here locally.

Segment 7 – "Annual Events" This segment showcases the annual events that take place in Gold Beach. It pays particular attention to off season travel including whale watching and storm watching as well as fishing derbies, the fourth of July celebration, Hydro jet boat races and the wine and brew festivals.

Segment 8 – "South Coast" This segment shows area attractions to the south and north of Gold Beach from the Trees of Mystery in California all the way up to the Oregon Dunes.

# TONY KALHAGEN

1509 N.E. 10<sup>th</sup> Ave. #102 Portland, Or. 97232 • Phone: 541-247-0625 • tony@makaiohana.com

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## Project Development and Content Provider

- Nationally award-winning television producer with 11 years of experience producing tourism related programming for the state of Oregon and area businesses
- Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Expert in the technical, conceptual and content development of sales-driving collateral.

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## Skills

- |                                    |                                 |
|------------------------------------|---------------------------------|
| • Marketing Strategies & Campaigns | • Focus Group & Market Research |
| • Corporate Communications         | • Director of Photography       |
| • Creative Team Leadership         | • Video editing                 |
| • Music Producer and Licensing     | • Public & Media Relations      |
| • Web & Print Content Development  | • Graphic Design                |

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## Recent Awards

<b>Rotarian of the Year</b> ( <i>Rotary club of Gold Beach</i> )
<b>Best New Program produced by a non-metro station</b> ( <i>Oregon Ass. Of Broadcasters</i> )
<b>Best New Tourism related Infomercial 'Coastal Treasures'</b> ( <i>Telly Awards</i> )

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## Professional Experience

**MAKAI OHANA PRODUCTIONS - GOLD BEACH, OREGON**

**Project Development and Content Provider, 07/2001 to Present**

Produce content for television, radio, web and print ads and manage a 5-member team. Direct brand management, PR, media relations, corporate positioning, advertising, sales collateral and tradeshow marketing.

### ***Selected Accomplishments:***

- Effectively work with 100+ Oregon businesses.
- Produced award winning programs for television broadcast
- Manage and administrate six different web sites promoting tourism to various regions and countries
- Wrote and produced over ten hours of soundtracks for television and film
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations.
- Leveraged strengths in cost-effective marketing management and vendor negotiations.

## THE WORLD LOVE FOUNDATION – GOLD BEACH, OREGON

*International non-profit building clean water wells in West Africa*

**Project Development**, 7/2007 to Present

Locate and assess needs in rural areas of West Africa, locate and negotiate construction costs, secure available funding, schedule events and market fundraising activities.

### ***Selected Accomplishments:***

- Successfully build five clean water projects in five rural communities in the country of Ghana
- Establish nonprofit in the United States and the country of Ghana
- Produced a documentary which has been greatly responsible in raising funds and awareness

## MINDSCAPE RECORDING – Sacramento, California

*Music production studio, live entertainment provider*

**Engineer and performance artist**, 09/1996-07/2001

Produced over a dozen full length albums and music producer for solo artists. Booking agent for all shows in two states, responsible for marketing of events, client data base management and media relations.

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### **Technology**

**Software:** Adobe Premier Pro CS5, Adobe Encore, Adobe Audition, Adobe Photoshop, Digi Design Pro Tools, Office (Word, Access, Excel, PowerPoint)

**Web/Multimedia:** Hosting provider, Word press, Web Server Administration, Content Management Systems

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### **Education**

MILILANI HIGH SCHOOL, HAWAII

Graduate 6/1987

- Graduated with high honors

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### **Portfolio on Request**

## Terri-Lynn Kalhagen

1509 N.E. 10<sup>th</sup> Ave. #102 Portland, Or. 97232 • (541) 247-0625 • terrilynn@makaiohana.com

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### Unit Production Manager

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Over 10 years' experience driving ***strategic growth and visibility*** for leading nonprofit, corporate, media and tourism related businesses. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be impossible. ***Experienced in marketing, public relations, partnership building and work flow management.***

Demonstrated success record in:

- **Branding, managing and positioning** television programs with multiple sponsors.
- **Distilling value, overcoming objections** and securing hard to close deals.
- **Experienced with both ad agency and direct sales** strategies and tactics for television, radio and print.
- **Designing creative product marketing campaigns** targeted at traditional and on-line demographics.
- **Motivating staff** and volunteers to peak performance levels.
- **Proven record of initiative and success in ad campaign management**, organization, writing, and project management within environments from small projects to large-scale television networks and film production companies.

### CORE COMPETENCIES

- |                                   |                                  |                             |
|-----------------------------------|----------------------------------|-----------------------------|
| • Ad Campaign Management          | • Multi-media Marketing          | • Account Development       |
| • Market Research                 | • Competitive/Strategic Planning | • Budgeting/ Forecasting    |
| • Prospecting/ Client Cultivation | • Organizational production      | • Cluster Sales / Packaging |

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### HIGHLIGHTED CAREER ACHIEVEMENTS

- **Revenue Generation** – Recruited sponsorship for tourism marketing on KBSC TV providing income for staff and daily operations of broadcast network.
- **Account Development** – Activated over 100 accounts in the state of Oregon in the tourism industry and developed ad campaigns for television, radio and print.
- **Management** - As the Unit Production Manager for The World Love Foundation scheduled and marketed fundraising events that to date have built five clean water projects in five communities in West Africa.
- **Ruby Award** – Received from the Gold Beach area Soroptimist for her work “Women helping Women”
- **Budgeting** – Oversee the operations of special events, film productions and media campaigns keeping all expenses within or below expected budgets

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## PROFESSIONAL EXPERIENCE

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### **MAKAI OHANA PRODUCTIONS- Gold Beach, Oregon**

2001 – Present

#### ***Unit Production Manager***

- Schedule advertising clients with production staff
- Generate new clients through direct sales
- Secure media interest, write press releases and transfer needed materials
- On air television host
- Work closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes and timelines.
- Examine ratings, research data and analyze programming features of station vs. competition to insure sales plans are effective and strategic.
- Utilized strong ability to sell marketing ideas, strategies and tactics to help clients increase market share, and generate new business.

### **THE WORLD LOVE FOUNDATION, Gold Beach, Oregon**

2007 – present

#### ***Unit Production Manager***

- Clearly communicate with donors and individuals the mission statement of the foundation
- Schedule and market fundraising events through press releases and media interest
- Key note speaker at service organizations and Universities
- Manage advertising campaigns in print and on-line resources
- Chairperson of the Operations Committee, charged with identifying and analyzing internal and external issues affecting the foundation and developing solutions to address gaps.

### **JAZZERCISE - Sacramento, California & Gold Beach, Oregon**

1996-2011

#### ***Franchise owner***

- Certified fitness instructor
- Class manager and accounting
- Responsible for customer cultivation and retention
- Marketing manager securing media interest through press releases and community events

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## EDUCATION

**Kalaheo High School, Kailua, Hawaii, 1986**



## **City of Gold Beach Oregon**

To Whom It May Concern,

The City of Gold Beach and Gold Beach Promotions has worked closely with Makai Ohana (Tony and Terri-Lynn Kalhagen), for several years now.

We are tremendously pleased with the projects we have tasked them with (mostly 30-second TV spots).

Gold Beach has recently purchased all of the Makai Ohana archived video footage that they shot over an 8 year period.

Also, we have hired them to put together an 'All Gold Beach' DVD, which we will use for marketing purposes and wholesale sales.

The thing that sets Makai Ohana apart from their competition is their 'creative flair'!!

Jeff Ferguson

Director

P.O. Box 375

Gold Beach, Oregon 97444

(541) 247-7526

*Ashland Springs Hotel . Larks Restaurant . Waterstone Spa & Salon*

**Makai Ohana Productions** is a great team of professionals who deliver all you asked for and more! I have had a pleasure of working with Terri-Lynn and Tony on a few projects in the last couple of years. Their films capture the essence of the business, attraction or places they present. The films they created for the Ashland Springs Hotel, Larks Restaurant and Waterstone Spa & Salon are interesting, informative, fun, and inviting. I am sure I will be working with them on other projects in the near future.

Karolina Wyszynska,  
Director of Sales & Marketing  
Ashland Springs Hotel  
Larks Restuarant  
Waterstone Spa & Salon



# JERRY'S ROGUE JETS



A Nature Based River Adventure For All Ages.  
The Original Rogue River Jet Boat Tour, Under Family Management Since 1958.

*August 12, 2010*

*To Whom It May Concern:*

*Our company has worked with Tony and Terry Kalhagen of Makai Ohana Productions on numerous video production projects. The projects have been for the upriver lodges, our Rogue River boat tours and the Gold Beach business area. Tony and Terry are a great team and they always deliver an excellent finished video product.*

*They produced a 15 minute DVD for our business that is professionally packaged for all types of promotional projects and ready for retail sales. We have currently sold over 7000 copies of the DVD and still counting.*

*For all of our video photography and video productions we will be calling Tony and Terry at Makai Ohana Productions. If you need any more information or question please feel free to call my office at anytime.*

*Bill McNair  
President RogueJets Inc.  
Since 1972*



# Gold Beach Books, Inc.

*Biscuit Art Gallery*

Post Office Box 610  
29707 Pacific Highway 101  
Gold Beach, Oregon 97444  
(541) 247-2495  
goldbeachbooks@charterinternet.com

10 August 2010

To Whom It May Concern

Re: Makai Ohana Productions

Dear Sir or Madam,

I am happy to say that my experience with Tony and Terri-Lynn Kalhagen and their company, Makai Ohana Productions, has been most beneficial to my business. They have produced several website and television advertising videos for me, and some DVD joint projects with multiple advertisers, the most recent of which we continue to sell briskly here at our bookstore.

They are always filled with positive energy and practical suggestions, and have a solid understanding of my business needs – and my limited budget. They and their company are integral parts of the local community and are held in high esteem by all.

I am very pleased to recommend them to you without hesitation.

Sincerely yours,



Ted Watkins  
President



## **Antarctic Pictures LLC**

7110 Woodrow Wilson Drive • Los Angeles, California 90068 USA  
tel: (1) 323-874-2407 • e-mail: [munchchristopher@gmail.com](mailto:munchchristopher@gmail.com)

October 11, 2010

Dear Sir or Madame:

This letter is written on behalf of Terri-Lynn Kalhagen and Makai Ohana Productions, with whom I had the pleasure of working in the autumn of 2009 in connection with my feature film "Letters From the Big Man."

Terri-Lynn and her husband, Tony (who are the principals of Makai Ohana Productions), were first recommended to me by producer Gary Kout, whose organization South Oregon Film and Television (SOFAT) has done much to promote filming in that region. When I described what I was looking for -- a production manager or production management team who could be a "generalist" and handle such areas as locations, transportation, and catering -- Gary said he knew of "just the right person." The fact that Terri-Lynn was based at the time in Gold Beach, Oregon, very near to where much of our filming would take place, only enhanced her desirability as a candidate.

Our film was a very small production involving fewer than 10 in the crew. Much of the filming took place in remote wilderness locations, and for this reason it was organized less along the lines of a standard feature filmmaking model and more on the model of a small, multi-tasking unit that could be easily mobile and responsive to changing conditions.

Although Terri-Lynn did not have a great deal of experience with the conventional/industrial filmmaking model, her excellent interpersonal skills, her resourcefulness in the face of limited resources, and her extremely dedicated and personable manner were, indeed, exactly what we needed. The particular needs of our production were not easy to satisfy: among them were arranging hotel accommodations on an almost non-existent budget for cast and crew (most of whom were seasoned professionals from Los Angeles or New York accustomed to being pampered to some degree), liaising with the local community in such a way that our company was able to earn credibility and obtain outstanding cooperation, and getting food to a principal location that was at least an hour from any town.

As the writer-producer-director of "Letters From the Big Man," I grew to rely on Terri-Lynn and Tony as intelligent and indefatigable sounding boards, on whom I could count to go way beyond the call of duty when my own energies were spread thinly. Underlying our association was, I believe, a mutual respect and flexibility that enabled us to solve problems "outside of the box."

Terri-Lynn and Tony have travelled and worked abroad extensively, and are equally at home in a

large city, a rural town, or a Third World country. This breadth of life experience gives Makai Ohana Productions, I believe, the ability to interface well with communities and individuals that may lack prior exposure to film or media production. They are able to assess what is available and make the best use of it. They are flexible in their thinking and never lose sight of the big picture.

I recommend Terri-Lynn and Makai Ohana Productions for any position requiring this skill set.

If you require any further assessment, please do not hesitate to contact me at the telephone or e-mail address written above.

Sincerely,

Christopher Munch