

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Wednesday, June 26, 2013, 4:00pm

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

1. Roll Call

2. Informational Items

- a. Letter from Kite Festival dated June 6, 2013. [pg. 2]
- b. Listing of annual festivals and events in Brookings-Harbor. [pg. 4]

3. Action Items

- a. Off-Season Event Application from the Chalk Art Festival. [pg. 5]
- a. Internet Advertising Applications. [pg. 13]
- b. Request from Oregon Coast Magazine [pg. 40]

4. Schedule Next Meeting

5. 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.



P.O. Box 7314
Brookings, OR 97415

June 6, 2013

Dear Tourism Committee Members,

The Committee for the Southern Oregon Kite Festival (SOKF) was delighted to learn that you will include PSA's on this year's Kite Festival in your upcoming media buy for the Medford market.

We wanted to let you know that the SOKF Committee has a long-standing agreement with News Channel 3, the CBS affiliate in Eureka. Each year News Channel 3 produces a 30-second PSA about the kite festival which they run one hundred times prior to the festival weekend. Our agreement with News Channel 3 is that they will continue to be a sponsor as long as we don't pay other media outlets for their services. This PSA or "Spirit of the North Coast" promo results in many visitors from Humboldt County and adjoining areas traveling to Brookings to enjoy the SOKF. We know that the promos being produced by Pilot Rock Productions will be just as successful.

We apprised Philip Wright, News Producer at News Channel 3 in Eureka, of your plan in order to make sure that the Tourism Committee's ad purchase would not be in conflict with the SOKF's agreement with News Channel 3. Philip confirmed that it is not a conflict. However, he did ask that we suggest that News Channel 3 also be considered for media buys, possibly even this year (see attached e-mails). The sales manager there is Hank Ingham, 707-443-3123.

Thank you all for volunteering to serve on the Tourism Committee and helping to share information with the public about our Wild Rivers Coast.

Sincerely,

A handwritten signature in cursive script that reads "Emily Grimes".

Emily Grimes
Southern Oregon Kite Festival Media Contact
541-412-8187, emilysgrimes@charter.net

From: Philip Wright [mailto:phil528@hotmail.com]
Sent: Wednesday, June 05, 2013 3:52 PM
To: Emily Grimes
Subject: RE: Kite Festival

Okay. I will look forward to hearing from you upon your return. As far as the City placing advertising, some of which features the kite festival, it is not in direct conflict with our agreement. However, it would seem in the spirit of our long standing support of this event, which certainly benefits the City of Brookings, we would hope that they would consider placing a portion of their advertng here. If you have a contact who might consider this approach, our sales manager is Hank Ingham. I might also add that our sales department offers generous discounts for non-profits.

Thanks for your sensitivity and consideration on this matter and thanks for the T-Shirt placement.

Have a good vacation!

Regards,
Philip Wright

From: emilysgrimes@charter.net
To: phil528@hotmail.com
CC: stevetrish@frontier.com
Subject: Kite Festival
Date: Wed, 5 Jun 2013 15:30:22 -0700

Hi Philip,

Thanks for your e-mail! I'll plan to get in touch after June 18th when we return from our vacation.

I wanted to mention something to you. The City of Brookings has recently taken over the marketing of Brookings from the local Chamber of Commerce. The City' new tourism committee just let us know that they're planning to run 20-second spots about our coastal community through NBC Channel 5 in Medford and that they plan to run a spot on the kite festival. If they do that, it would be the City paying for it, not the kite festival.

We just want you to be aware of this and make sure this isn't a conflict with the agreement we have with you. We value our partnership with you and appreciate all you've done for us through the years as our featured media sponsor.

By the way, this year's t-shirts look great and, as always, we have News Channel 3 in large print on the back of the shirts. I've attached the logo to this e-mail so that you can see it.

Sunshine always,
~ Emily Grimes
541-412-8187

Brookings-Harbor Annual Festivals and Events

Date	Event	Place	Organization	Contact Person	Phone
Jan-Mar	Whale Watching	Harris Beach & Samuel Boardman State Park	Oregon State Parks		541-469-2021
Jan-Dec	2 nd Saturday Art Walk	Downtown Venues	Manley Art Center	Lyn Guild	541-469-3123
@Feb 14	Winter Art and Chocolate Festival	Seascape Center		David Willhite	541-217-7415
May Memorial Day	Azalea Festival	City Wide	Chamber of Commerce	Les Cohen	541-469-3181
May Memorial Day	Party at the Port	Port of Brookings Harbor	Port of Brookings Harbor	Jean Day	541-469-2218
June-Oct Saturdays	Artisan and Farmers Market	Port of Brookings Harbor	Farmers Market	Tina Kirkpatrick	541-813-1611
June - Sept	AMF Sunday Concerts in the Park	Azalea Park Bandshell	American Music Festival	Les Cohen	541-469-3181
July 4 th	4 th of July Celebration & Fireworks	Port of Brookings Harbor	Chamber of Commerce	Les Cohen	541-469-3181
July 4 th	4 th of July Family BBQ and Field Day	Azalea Park Bandshell	Friends of Brookings-Harbor Aquatic Center	Juliann Leighton	541-251-0617
July 4 th	Bluegrass on the Boardwalk/Funky Foot Race, and Kids Boardwalk Dash	Port of Brookings Harbor	Port of Brookings Harbor	Jean Day	541-469-2218
July 20-21 st	Southern Oregon Kite Festival	Kite Field Port of Brookings Harbor	Chamber of Commerce	Steve Blasdel	541-469-3181
Aug 9-11 th	Pirates Festival	Port of Brookings Harbor	Pirate Productions	Bruce Ellis	541-251-4422
Aug. 17 th	Chalk Art Festival	Port of Brookings Harbor	Pennies for Pooches	Dale & Tina Kirkpatrick	541-813-1611
Aug 24-25 th	Doo Wop on The Boardwalk	Port of Brookings Harbor	Pirate Productions	Bruce Ellis	541-251-4422
Aug 29 -Sept 1 st Labor Day	Salm'n Salmon Ocean Derby	Port of Brookings Harbor	Port of Brookings Harbor	Jean Day	541-469-2218
September 28 th	Beach & Riverside Cleanup	Beaches and Chetco River	www.solv.org	Briana Goodwin	503-844-9571 x317
October 5 th	Raining Cats & Dogs	Port of Brookings Harbor	Brookings Harbor Rotary	Jan Ramelli	541-469-4500
October 12 th	Harvest at the Port	Port of Brookings Harbor	Port of Brookings Harbor	Jean Day	541-469-2218
Dec 1-25 th	Natures Coastal Holiday Light Show	Azalea Park	NCH	Dave Kitchen	541-661-7437
Dec 7 th	Santa's Port Stop	Port of Brookings Harbor	Port of Brookings Harbor	Jean Day	541-469-2218

CITY'S TOURISM PROMOTION ADVISORY

CITY OF BROOKINGS AND ALL PARTIES CONCERNED.

Thank you very much for taking the time for your consideration of our planned event we are having.

We would like to introduce ourselves as the fund raising committee, Bev and Forbes Duncan of Harbor. We have done fund raising for 5 years and we enjoy going out into the public to tell people of our non-profit and to create new events for the community. We have gone to different organizations and gave presentations of our plans for the coming year to bring in funds for our cause and to help bring in tourist by our events to the community.

Our cause is Pennies for Pooches/curry county animal shelter in Gold Beach. We are the shelter that took over the county when it didn't have money to support a shelter. We do rescues from high kill shelters and to be responsible for all of Curry County. We are open 7 days a week 365 days a year. We take care of strays, abandon animals and unwanted ones. We are a no kill shelter and our main purpose is to find loving homes to all of those animals that come through our doors. This is what we are working so hard to accomplish as we do not have a thrift store or nor do we depend on a national organization to support us; we depend solely on donations, fundraising and the generosity of the community. Thank you again for your consideration and for being a part of helping not only homeless animals but to create a town by the sea as a thriving and prosperous area.

Our appreciation; Bev and Forbes Duncan contact us at 541-469-0360; e-mail address; bjduncan@charter.net home address; 15441 Southwind Lane, Brookings, Oregon 97415

Fundraising committee of Pennies for Pooches/curry county animal shelter.

PROPOSAL REQUIREMENTS.

1. SEE ATTACHED FOR DESCRIPTION OF EVENT.

1A. EVENT GOALS;

TO BRING A NEW EVENT TO THE AREA OF BROOKINGS/HARBOR. TO BRING IN TOURISTS AND ARTISTS AND TO BRING IN BUSINESS TO THE BUSINESSES TO THE AREA.

B. EVENT ORGANIZER PLANS TO SUSTAIN AFTER FIRST YEAR

WE ARE PLANNING TO MAKE THIS AN ANNUAL EVENT AND THIS WOULD HAVE A GREAT ADVANTAGE TO GROW INTO A FULL FESTIVAL AND TO BRING IN ARTISITS FROM THE VALLEY AND NORTHERN CALIFORNIA. WE WOULD HAVE VENDORS OF ALL KINDS AND WOULD HELP BROOKINGS/HARBOR TO BE KNOWN AS THE CHALK ART FESTIVAL OF THE COAST.

2. SEE ATTACHED FOR THE LIST OF SPONSORS.

3. DETAILED EVENT BUDGET, INCLUDING FUNDING SOURCES AND PROPOSED EXPENDITURES.

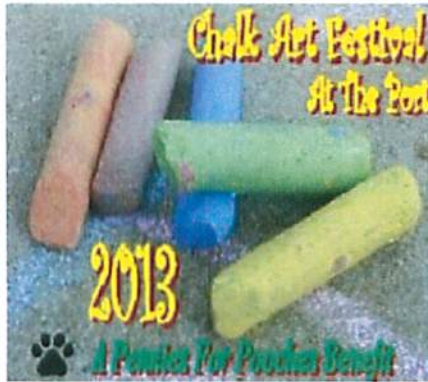
EVENT BUDGET WOULD BE ADVERTIZING, FLIERS, POSTERS, NEWSPAPER, RADIO, FACE BOOK, BANNERS, PRIZES, LIVE MUSIC. FUNDING SOURCES WOULD COME FROM SOME SPONSORS AND DONATIONS, ENTRY FEES FOR THE ARTISTS.

4. DATES, TIMES AND EVENT LOCATION.

AUGUST 17TH, 2013, TIME IS 10AM-4PM, LOCATION IS BROOKINGS/HARBOR BOARDWALK AT AT THE PORT.

5. THE EVALUATING THE EVENT'S SUCCESS IN TERMS OF BRINGING VISITORS TO THE AREA.

CHALK ART FESTIVALS ARE DONE ALL OVER THE COUNTRY BUT THIS WOULD BE THE VERY FIRST TIME FOR THE BROOKINGS AREA AND WOULD BRING EXCITEMENT AND CURIOSITY FOR THE TOURIST. BY NEXT YEAR WE WOULD LIKE TO HAVE IT FOR A TWO DAY EVENT SO IT WOULD BRING FAMILIES FROM ALL OVER AND MAKE IT A FAMILY AFFAIR. THIS WOULD MEAN MORE BUSINESS FOR MOTELS AND RESTAURANTS AND LOCAL SHOPS FOR SHOPPING.



Chalk Art Festival

Saturday, August 17th, 2013

Pennies for Pooches is proud to introduce the Chalk Art Festival, held Saturday, August 17th from 10am until 4pm at the Port of Brookings Harbor Boardwalk ! Artists of all kinds have the opportunity to display their talents in a 4x4 space. Each artist will make their art come alive with the use of chalk as their paintbrush and the pavement as their canvas. Spectators can stroll The Boardwalk to look at all of the creative and colorful works of art.

You too can become an artist for the day! For only \$10 you will be assigned a space in which you may create your masterpiece. Kids can display their artistic talents as well in the kids chalk land. The kids chalk land is free of charge and kids may take part by bringing a donation in support of Pennies for Pooches. Donations may include but are not limited to dog food, toys, and raw hides. Prizes will be awarded!

The 4X4 artist space is \$10 but any additional donations are greatly appreciated. There will be prizes awarded for certain artist categories!

If you would like to be a part of the Chalk Art Festival please contact Forbes and Bev Duncan at 541-469-0360 or bjduncan@charter.net

This is a benefit in support of Pennies for Pooches, all proceeds will go to support our furry friends and this wonderful cause. Additional donations of money or dog products are gladly accepted. You may also pick up or drop of an application to participate at the Port of Brookings Harbor office.

Be sure to check out the Farmers and Artisan Market as well! Plenty of fresh produce and local creations will be available. If you would like to take part as a vendor please contact Dale and Tina Kirkpatrick at 541-813-1611.



PARTICIPATION FORM

Name _____ Phone _____

Address: _____

E-Mail _____

Each artist space is 4x4 and requires a \$10 charitable donation.

Kids Chalk Land is 2x2, donation is not required but recommended.

*Any additional donations are greatly appreciated.
Please be sure to bring your own chalk!

Total donation amount \$ _____

Please complete one form per participant.

*Checks may be made payable to Pennies for Pooches.
There will be no refunds for cancellations.*

Disclaimer: I agree to protect and hold harmless The Chalk Art Festival Committee, Pennies for Pooches, The Port of Brookings Harbor, and any and all business or property owners located at the Port of Brookings Harbor, their successors, representatives and assigns, for any injuries, accidents, or losses suffered while participating. I consent to the use of my image in photos, videos, and audio recording and film of my participation in this event. As part of the waiver, I acknowledge that I have read and understand all of the above.

SIGNATURE _____ DATE _____



A PENNIES FOR POOCHES BENEFIT

COMPLETE LIST OF SPONSORS FOR

"CHALK ART FESTIVAL"

INTEGRITY; CHARLES BLOZINSKI

LOWDEN'S BEACHFRONT B AND B

ART ALLEY ANTIQUES

BROOKINGS GROCERY OUTLET

BANANA BELT TRADING COMPANY

ANCHOR LOCK AND KEY

CHETCO BARBER SHOP

OREGON COAST REALY

MILLER'S CHADY OAKS INC. WILD RIVER PIZZA

BUSCH GEOTECHNICAL CONSULTANTS

CAL/OR INSURANCE SPECIALISTS, INC.

BROOKINGS DAIRY QUEEN

CENTURY 21 BRYAN TILLUNG

WILDBIRD AND BACKYARD GENERAL STORE

ONION GRILL

COASTAL PHSICAL THERAPY, LLC

ART ALLEY GRILLE

D AND L RECREATIONAL VEHICLE SERVICE

RIVERSIDE RV RESORT

SALMON RUN

RELIANCE CORP. APPLICANCE

DAN'S AUTO AND MARINE ELECTRIC INC.

RADIO SHACK

AQUA TOYS

HARBOR BARBER

DRIFTWOOD RV PARK

COASTAL COUNTRY PROPERTY MGMT

101 BAR AND GRILL

KOZY KRITTER INN

THE MARKET PLACE

THE BOOK DOCK

JANARIE RAMELLI

HUNGRY CLAM

KATHY'S CORNER MARKET

WALES TAIL CANDY AND GIFTS

CURRY EQUIPMENT

BEVER'S FLOORS N' MORE

HEARING HEALTH CARE INC.

OIL CAN HENRY'S BROOKINGS

DOLITTLE CAFÉ

SEBASTIAN'S RESTAURANT AND LOUNGE

RAY'S

VISTA PUB

THE HEALTH SHOP

SPORTHAVEN MARINA RESTAURANT

JERRY'S JET BOAT

FEATHER YOUR NEST

HAR-BROOK JEWELERS

COOS-CURRY ELECTRIC COOPERATIVE, INC.

FUR BABIES BOUTIQUE AND DOG GROOMING

CANINE COVER

STYLIN

RIVERS IN AND TONER

LOVE ME 2 TIMES

RECYCLE VIDEO GAMES

ALWAYS IN BLOOM FLORIST

GYPSY

(SPONSOR WHO DIDN'T WANT TO BE MENTIONED)

LES SCHWAB

MCWILLIE RESORT

CHIROPRACTIC PHYSICANS, JOHN AND MARIAN BOYE D.C.

DOCTOR "D" AUTO CARE

OLD WASH HOUSE

ALL 4 U BOOKKEEPING

BLUE PACIFIC

SMITH RIVER CASINO LUCKY 7

BRIAN SCOTT GALLERY

CHRISTINA OLSEN

J. SLOANE HAIR STUDIO

BI-MART

DAVID B. ALLEN II INSURANCE AGENCY INC.

FRED MEYERS

2013

Chalk Art Festival

August 17th

10am - 4pm

@

The Port of Brookings Harbor

Boardwalk

Kids Chalk Land!

Live Music!

Vendor Fair!

4 x 4 artist spaces!

Prizes!

*Donations gladly accepted!



A Pennies For Pooches Benefit

For more information go to www.port-brookings-harbor.com

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 and 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 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 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

Greg Frederick
541-245-0934

gfrederickproductions@gmail.com

Dave Siddon
Wildlife Images
541-476-0222

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

Roger Harris, General Manager.
541 282-1202 direct line
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

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. 10th Ave. #102 Portland, Or. 97232 • Phone: 541-247-0625 • tony@makaiohana.com

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.

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 |

Recent Awards

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

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.

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

Education

MILILANI HIGH SCHOOL, HAWAII

Graduate 6/1987

- Graduated with high honors

Portfolio on Request

Terri-Lynn Kalhagen

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

Unit Production Manager

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 |

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

PROFESSIONAL EXPERIENCE

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

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 Restaurant
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

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

From: Gary Milliman [gmilliman@brookings.or.us]
Sent: Wednesday, June 05, 2013 5:21 PM
To: Rob Spooner
Cc: Joyce Heffington
Subject: Re: Brookings Transient Room Tax

The Committee has fully allocated all funding for the current fiscal year and has not scheduled discussion of FY 13-14. I will put your request to address the Committee on their next meeting agenda. Sent from my Verizon Wireless BlackBerry

From: Rob Spooner <rwsponer@gmail.com>
Date: Wed, 5 Jun 2013 16:31:11 -0700
To: <gmilliman@brookings.or.us>
Subject: Brookings Transient Room Tax

I've been watching the agendas, and somehow the committee seems to have moved from very general planning to specific proposals that do not consider magazines as an option. Is there some way I can get onto an agenda and present the argument for our kind of print? We also do a lot online in conjunction with it, and it would be a different style from the Internet options I've seen offered so far.

Rob Spooner, Publisher
Oregon Coast Magazine

The older I get the more I admire and crave competence, just simple competence, in any field from adultery to zoology. H.L. Mencken

Oregon Coast Magazine and Twitter

Over a period of more than two years, Oregon Coast Magazine has developed a substantial number of followers on Twitter. With more than 125,000 (early June 2013), there are enough to draw real attention to the friends and clients of OCM who are working with the magazine on this project. The strategy is unique on the Oregon Coast and perhaps anywhere. Many questions have been asked and this is an attempt to answer as many as possible. If you're just interested in what this can do for you, skip to the "benefits" section at the end.

The closest parallel to the Twitter network that Oregon Coast has created would be a daily newspaper. The Oregonian newspaper has itself created a series of Twitter accounts and a good way to understand Oregon Coast's is to compare the two.

Many companies and organizations have a single Twitter account and few have more than two or three. Oregon Coast Magazine has almost three dozen and The Oregonian has a similar number. Both have a primary account --@OregonCoastMag and @TheOregonian, respectively. Both have additional accounts for interests, such as food. Both have accounts for geographical targets.

There are differences. The Oregonian has accounts for reporters, but OCM is not a large enough organization to make this practical. The Oregonian targets Portland primarily, while OCM draws from several states and provinces. Some of OCM's accounts reflect where the followers come from, although this isn't precise.

The two biggest differences reflect the contrast between metro Portland and the Oregon Coast. In Portland, the Oregonian is the newspaper for where people live and some of its advertising is very mundane. OCM, however, fundamentally promotes the coast to people who don't live here and nearly everything we say about the coast is something to do on a visit. The distinction between advertising and editorial is very sharp for The Oregonian, but some of OCM's advertisers are communities promoting fun events.

As a result, almost all of what The Oregonian tweets about is linked to OregonLive, which is their Web version of the newspaper. The tweets themselves are editorial, but the purpose is to drive traffic to pages carrying ads. OCM does this to some degree, and in fact we sometimes link to OregonLive articles about the coast. Tweets are very short, 117 chars with room for a short URL at the end. Nearly all of our tweets have such a link and the destination could be our own site, OregonLive or another news site, a resource, a photo, or somebody's Web site.

The other big difference is that we often retweet between accounts. The Oregonian seldom does this. Their attitude is that of a daily newspaper, which believes that while you may be mostly interested in food, your paper will contain the sports section and if you want that, you can read it. Our view is that people may have one thing in mind, but we are actively trying to get them to stay longer, cover more territory, and do more

things. We frequently retweet to tempt our followers with new things.

We also believe that our followers are generally following many other accounts. It might be possible to follow nothing but The Oregonian and a few other regular news sites, but it's unlikely that anybody uses Twitter solely to plan a vacation. Unlike email, tweets appear on your Twitter timeline if you're logged in, but if you're offline for a period of time, there may be a lot of tweets that pass unnoticed. For this reason, we consider any topic worth tweeting about to be worth tweeting two or three times, maybe more.

Benefits to You

We now cut to the chase. Building our followers and writing hundreds of tweets has been time consuming and expensive, and continues to be. This is not tax-supported and there needs to be revenue for us. Until now, we've tweeted generally without any compensation, and we'll continue to do some of this, but we have shown that we can send hundreds of clicks through to other sites and those who desire more Web traffic can find it here. We'll discuss pricing on an individual basis. It will depend on other advertising that is being done with OCM and the Mile-by-Mile Guide. We will also price support for community events better than for straight commercial deals.

Most people will want us to write and tweet for them. In those cases, we will price on a guaranteed number of clicks through. A few will want to build their own Twitter followers and for them, the best plan is for us to retweet from their accounts. We'll price this competitively, but without any guarantee since we won't even know the click count. This is only worthwhile for people aggressively promoting their own Twitter status.

Although details may vary, we're confident that anyone buying a print ad will find Twitter to be a huge value-added, while those who opt for Twitter without print will get clicks at a rate that services like Google AdSense or Yahoo will have trouble matching.