

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Tuesday, September 10, 2013, 4:00pm**

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

- 1. Roll Call**
- 2. Approval of Minutes**
- 3. Public Comments**
- 4. Action Items**
  - a. Do-Wop Event Proposal**
  - b. Raining Cats & Dogs Event Proposal**
  - c. Haunted House Event Proposal**
  - d. Oregon Coast Lifestyles - Ad Proposal**
  - e. Chamber Ad Campaign**
  - f. Tourism Promotion Budget 2013-14**
- 5. Informational Items**
  - a. Off-Season Tourism Event Proposal Form**
- 6. Liaison Reports**
  - a. Apple Box - Candice**
  - b. Events - Tim**
  - c. Rural Tourism Studio - Joe**
  - d. Joint Venture City/Chamber/Port - Barbara**
- 7. Schedule Next Meeting**
- 8. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

PIRATE PRODUCTIONS  
DOO WOP ON THE BOARDWALK PROPOSAL CONTINUED

The event will be held at the Port of Brookings October 19<sup>th</sup>, 2013 between the hours of 10am-9pm.

In addition to the "Best Dressed" Contest (male and female), in which both winners will receive a sponsored prize there will also be a "Dance Contest" for a prize. There will also be free raffle (door prize) in which all patrons who sign up will get a ticket stub, a drawing will be made and a sponsored prize will be given, this should encourage participation and should also help to determine a head count on how many people attended.

Here is the budget we need:

Radio Advertising (Grants Pass Area) = \$1500

Newspaper (Daily Courier, Grants Pass = \$210

Poster's and Flyers (Print Costs) = \$300

Port of Brookings Rental = \$250

Pirate Productions = \$1000

This amount comes to \$3260 the amount we are requesting from the Committee. As far as TV coverage goes we would request that the Board include the Doo Wop in the ongoing commercial loop.

Pirate Productions will take funds accrued from Sponsors and Vendors (estimated \$2000) and Pay for the entertainment costs and the "Best Dressed Contest" and Raffle prizes. It will cost around \$1500+ for entertainment we will have at least 4 bands for the event, and will push the Contest and Raffle in all the promotions.

# RE: Request for Proposal – Off Season Event Incentives by the City of Brookings Application by Chetco Pelican Players

## EVENT BACKGROUND

October 24<sup>th</sup> through the 31st, the Chetco Pelican Players will present its 10th annual Haunted House. It is the nonprofit theater organization's primary fundraiser of the year and has become a widely anticipated tradition. The Haunted House is a spectacular, heavily publicized extravaganza, which has become larger and more popular every year, drawing many tourists to Brookings in the off-season and a large number of residents of Curry and the surrounding counties. It is the only such event in Del Norte and Curry counties and the biggest full scale 'haunt' on the Oregon coast. This year's production will be presented every evening for the last 8 days of October; the 24th through the 31st.

## PROJECT DESCRIPTION

The CPP Haunted House is staffed by the trained actors of our theater troupe and is a lively autumn celebration which has come to be held in high regard. It has increased in notoriety and attendance year after year since the first production in 2003. Each presentation features a distinct theme. The attractions, developed by the actors, are centered around that theme, making each year's experience dramatically different from the last. The event will be held on private property in the City of Brookings at the previous location of the former Toreros Mexican Restaurant. This event is fully insured and will be inspected by the Brookings Fire Department.

## BUDGET

The Chetco Pelican Players Haunted House has a budget of approximately \$5,000. This figure will include building materials (\$1,500.00), costuming and theatrical supplies (\$500.00), building venue rental and utilities (\$2,000.00) and food for guests throughout the 8 day production (\$1,000). It is produced and sponsored by Claire Willard as a theatrical benefit, with additional sponsors and contributions by Grocery Outlet, Fred Meyer, the Brookings Harbor Insider and other local establishments.

Our annual CPP Haunted House is a prestigious event. It's acclaim has spread over the decade of its existence and the spectacle is now regularly attended by patrons from as far west as Medford, Grants Pass and Ashland, and on the coast from Eureka to Coos Bay and beyond. Our ongoing goal is to be more entertaining with each show, to support our theater here in Brookings and to continue to grow and broaden our outreach with additional advertising and ingenuity.

Please Reply to:  
Claire Willard  
[Claire@blupac.com](mailto:Claire@blupac.com) 541-661-3239



## OREGON LIFESTYLES

30 MINUTE SPECIAL EDITION 'BROOKINGS, OREGON'

*A PROPOSAL TO  
THE CITY OF BROOKINGS OREGON*





## Oregon Lifestyles 30 minute special edition

### Overview of Oregon Lifestyles

Oregon Lifestyles, since 2004 brings the people, places and products that make Oregon so unique.

A television and internet show gives the viewer inspiration to visit different regions throughout the state by providing lodging ideas, activities and attractions, dining and locally produced products. The show encourages the viewer to spend more time in each region, usually 4-5 nights to experience all the available attractions highlighted in the 30 minute episode.

### Broadcast

#### Television

Vancouver, Washington – 80,000 households  
Portland, Oregon – 900,000 households  
Salem, Oregon – 48,000 households  
Eugene, Oregon – 65,000 households  
Rogue Valley – 65,000 households  
Redding, California – 40,000

#### Internet

Each 30 minute episode is comprised of 3-5 minute segments. Segments are uploaded to youtube individually and sent to each sponsor, shared on their face book page and tweeted. The entire show is also uploaded in its entirety and placed on the Makai Ohana web site and shared via face book and twitter.

### Recent activity in the past 30 days on Makai Ohana YOUTUBE page.

Views – 27,340  
Minutes watched – 103,412  
Shares – 18  
New subscribers – 28  
Likes – 82  
Favorite – 20

### Sponsorship

Episodes are given to each broadcast station free of charge. Episodes air 6-12 times per month on each station. Each episode contains an average of 10 sponsors.

Sponsorship price –

One time production fee of \$850 per sponsor

Monthly broadcast fee of \$240 per sponsor

### Proposal for the City of Brookings

Oregon Lifestyles will film a special edition episode featuring the area of Brookings Oregon to be funded by the city.

Since this is a city funded project the episode will be produced in a format that will whenever possible not directly mention names of individual businesses. As an example the episode will show "Ocean view lodging" without naming a specific hotel and showcase the variety of dining options without featuring a specific restaurant.

For our product segments however it may be necessary to name the product developers ie: Wild Rivers Brewing, Brandy Peak Distillery etc.

### Cost and air times

Production fee of 30 minute episode - \$8,500.  
Billed at the time of filming

Air dates October 1, 2013 – September 30, 2014

Airtime cost – Months 1-6 No charge  
Months 7-12 \$1,000 per month  
billed monthly starting April 2014

Total 1 year Proposal cost - \$14,500



## **Suggested topics and film dates**

We will work with the city advisors to produce a segment that contains the best that Brookings has to offer. Below are some initial ideas and film dates.

Film Dates September 8-14

### **Activities**

Azalea Park concert September 8<sup>th</sup>  
Charter fishing ocean and river  
Golf  
Port of Brookings / shopping / dining  
Redwoods, winchuck and del norte  
Harris Beach and campground  
Beach / Surfing / Kite flying  
Festival of the Arts (archived footage)  
Kayaking and Hiking  
Samuel Boardman state Park  
Welcome center at Crissy field

### **Products**

Brandy Peak Distillery  
Wild Rivers Brewery  
Superfly Distilling  
Fresh Fish and market  
Other locally made art?

### **Lodging**

Ocean front and camping/RV

### **Dining**

Casual and fine dining / Chef segment

We are excited to produce an episode that will be a great addition to our ongoing series Oregon Lifestyles

## Gary Milliman

---

**From:** Arlis Steele  
**Sent:** Friday, August 30, 2013 11:38 AM  
**To:** 'Gary Milliman'  
**Subject:** RE: Proposal

Gary,  
Thank you for presenting our proposal to the Tourism Advisory Committee. The proposal would give Brookings-Harbor a presence in the Oregon Coast magazine for 6 months (3 publications). I am pleased the Committee agreed the campaign was worth the consideration and offered to recommend paying half the cost. Unfortunately, we are not budgeted for half the campaign costs as we are already scheduled for a 1-2 page spread in the Oregon Coast March-April 2014 Mile To Mile publication to promote Brookings-Harbor (\$2,000-\$5,000), that is in addition to our regular print ads and publications.

Do you think the Committee would reconsider the full amount if they knew we were already scheduled to do the 1-2 page spread in the March-April 2014 Oregon Coast Mile To Mile publication? With our partnership we would have 8 months covered in the Oregon Coast magazine dominating pages with the 1/3 ads and 1-2 page spread in the March-April publication.

I appreciate your help on this and look forward to receiving your input.

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

---

**From:** Gary Milliman [<mailto:gmilliman@brookings.or.us>]  
**Sent:** Wednesday, August 28, 2013 8:17 AM  
**To:** [arlis@brookingsor.com](mailto:arlis@brookingsor.com)  
**Subject:** Proposal

The Tourism Promotion Advisory Committee voted unanimously last night to recommend to the City Council that the City pay for half of the cost of the campaign as described in your letter proposal dated August 27. This recommendation will now go to the City Council at their September 9 meeting. I can't absolutely guarantee it, but the recommendations of the TPAC are typically approved by the Council.

Gary Milliman  
City Manager  
City of Brookings  
898 Elk Drive  
Brookings, OR 97415  
541-469-1101; Fax 541-469-3650





## Lauri Ziemer

---

**From:** Gary Milliman  
**Sent:** Wednesday, September 04, 2013 10:48 AM  
**To:** Lauri Ziemer  
**Subject:** FW: Proposal

TPAC agenda

Gary Milliman  
City Manager  
Brookings

---

**From:** Arlis Steele [mailto:[arlis@brookingsor.com](mailto:arlis@brookingsor.com)]  
**Sent:** Friday, August 30, 2013 11:38 AM  
**To:** 'Gary Milliman'  
**Subject:** RE: Proposal

Gary,  
Thank you for presenting our proposal to the Tourism Advisory Committee. The proposal would give Brookings-Harbor a presence in the Oregon Coast magazine for 6 months (3 publications). I am pleased the Committee agreed the campaign was worth the consideration and offered to recommend paying half the cost. Unfortunately, we are not budgeted for half the campaign costs as we are already scheduled for a 1-2 page spread in the Oregon Coast March-April 2014 Mile To Mile publication to promote Brookings-Harbor (\$2,000-\$5,000), that is in addition to our regular print ads and publications.

Do you think the Committee would reconsider the full amount if they knew we were already scheduled to do the 1-2 page spread in the March-April 2014 Oregon Coast Mile To Mile publication? With our partnership we would have 8 months covered in the Oregon Coast magazine dominating pages with the 1/3 ads and 1-2 page spread in the March-April publication.

I appreciate your help on this and look forward to receiving your input.

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

---

**From:** Gary Milliman [mailto:[gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)]  
**Sent:** Wednesday, August 28, 2013 8:17 AM  
**To:** [arlis@brookingsor.com](mailto:arlis@brookingsor.com)  
**Subject:** Proposal

The Tourism Promotion Advisory Committee voted unanimously last night to recommend to the City Council that the City pay for half of the cost of the campaign as described in your letter proposal dated August 27. This recommendation will now go to the City Council at their September 9 meeting. I can't absolutely guarantee it, but the recommendations of the TPAC are typically approved by the Council.

Gary Milliman  
City Manager  
City of Brookings  
898 Elk Drive  
Brookings, OR 97415  
541-469-1101; Fax 541-469-3650





CHAMBER OF COMMERCE  
"Working To Help Our Businesses Grow"

the PULSE of  
America's  
**Wild Rivers**  
Coast  
101 MILES OF NATURE'S BEST

August 27, 2013

Gary Milliman, City Manager  
City of Brookings  
898 Elk Drive  
Brookings, OR 95415

*Candice Barbara*  
*506-3309*

### PROPOSAL

The Brookings-Harbor Chamber of Commerce would like to partner with the Brookings Tourism Promotion Advisory Committee to create a print ad campaign that would help promote awareness and drive visitors to our community.

The Brookings-Harbor Chamber of Commerce proposes to purchase a 1/3 page horizontal ad in the November-December 2013, January-February 2014, and May-June 2014 in Oregon Coast Magazine. The 1/3 page horizontal ad would enable our Brookings community to cost-effectively create a very visible presence in this tourist magazine. (i.e. please see Sea Lion Cave ad ) Each 1/3 horizontal ad is \$1,103.00 so that means a total campaign cost of \$3,309.00

The Oregon Coast Magazine reaches a valuable tourist target market to our Brookings community. Please see the attached "Our Readers" to review the data. It has an average age group of 58 years and annual income of \$76,000. There are 40,000 paid circulations with a reach of over 100,000. It is important to note that this is not a free publication. It's a paid publication via subscribers and news stand shoppers who spend their money on the magazine because of their interest in the Oregon Coast. The average reader keeps their copy for a year to reference when making travel plans and 100% have used the magazine to make travel plans.

The Brookings-Harbor Chamber of Commerce would submit ahead of time to the Tourism Promotion Advisory Committee all add copy. The goal of the Chamber is to work with and communicate broadly throughout the Brookings business community. (e.g. solicit input from the City, Brookings Merchant's Association, Chamber Members etc...)

The November-December ad copy deadline is September 13, 2013. Due to the deadline the Chamber would need a decision no later than the end of August 2013 to ensure placement in the November-December issues of the Oregon Coast magazine.

*Arlis A. Steele*  
Arlis A. Steele  
President / CEO

CC:  
Barbara Ciaramella  
Bob Pieper  
Candice Michel  
Joe Willitt  
Tim Patterson  
Peter Spratt

*requesting whole amount \$3309.-*