

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 24, 4:00pm

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

1. Roll Call

2. Informational Items

- a. December 20, 2012 email from Jeremy Small
- b. Rural Tourism Studio Workshop
- c. Flower baskets on street light poles
- d. Northwest Travel Magazine Visitors Guide

3. Action Items

- a. Draft recommendations to City Council

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.

Joyce Heffington

From: Jeremy Small [jsmall100@gmail.com]
Sent: Thursday, December 20, 2012 3:42 PM
To: Joyce Heffington
Cc: Barbara Ciaramella; hearthnhome@frontier.com; brent.siebold@state.or.us; candicem555@gmail.com; bufjaws@aol.com; pcspratt@nwtec.com; tim@yeeyee.com; rwsponner@gmail.com
Subject: Re: Agenda and packet for Dec 20 TPAC meeting...

Hello and good day! I hope everyone is having a good holiday season. I am writing today to let everyone know that I will not be able to attend the meeting today. This day was as good as any for December but, considering my profession, I do not have the time today. I apologize. I know I did not speak very much at our last meeting and I was looking forward to contributing. I will share some of my ideas based on what I learned last meeting.

First, I feel it's pertinent to explain how I can contribute to this committee. I have lived in Brookings for a little over three years. I came here because of employment but I feel the steps I took to research the area are the same steps potential visitors take when deciding where to visit on the Oregon Coast. I feel I am i

I agree with Mr Spratt when he stated that, at this time, the need to be efficient with funds is more important than the desire to be innovative. That being said, I do believe that an attraction such as the bears or murals is something that would be very beneficial to the Brookings area. I have a three part plan that I feel is a basic blueprint for accomplishing our goals.

Part 1a

Having a focused eye on our web presence will allow the city to efficiently use the modest budget available. When I look at the Oregon Coast through the internet, Brookings gets lost in the shuffle. Modest descriptions that are mostly found do not do justice to what our area offers. The city webpage is both bland and unoptimized. A search for the Oregon Coast (which I feel is how most people will begin their search) shows no initial mention of Brookings. Optimizing our web page will allow more visitors to find us and single us out as the place to visit on the coast. My initial estimate for cost is 10 - 12000 for optimizing our web presence through keyword and link optimization and to create a few additional webpages to provide better information or gateway links to other pages (such as travel Oregon and the Chamber's page)

Part 1b

QR codes are popular ways to convey information via smartphone and tablet. These codes can be placed anywhere and a visitor to our city, upon scanning the code, will instantly have all the information required to navigate around Brookings and to find whatever it is that interests them the most. For those not familiar with QR codes, information could be found here.

<http://www.google.com/imgres?hl=en&safe=off&client=firefox-a&hs=lpq&sa=X&tbo=d&rls=org.mozilla:en-US:official&biw=1184&bih=685&tbn=isch&tbnid=ZnVvKF0A2BGNTM:&imgrefurl=http://www.qrstuff.com/&docid=1A-ze171ulZS1M&imgurl=http://www.qrstuff.com/images/sample.png&w=3000&h=3000&ei=W57TUJWbOoGDjAK974DgBg&zoom=1&iact=rc&dur=242&sig=112829665258227961850&page=1&tbnh=141&tbnw=150&start=0&ndsp=21&ved=1t:429,r:0,s:0,i:170&tx=73&ty=93>

A QR code will allow the city to convey information to visitors without the added expenditure of yet another visitors center to the area. We can also put the codes at the local gas stations, grocery stores, police stations, Crissy Field Visitors center, etc. The initial estimate for this service is 5 - 7000.

Part 2

I personally do not understand the reasoning for 75% of the transient tax to go back into the general fund. My business does not pay this tax but I can see that if I did, I would be very unhappy with this percentage. Why charge a business an additional tax to operate when that tax does not benefit that business in a fair way? Other cities near us geographically reinvest a larger percentage back into their tourism industry. How can it be justified? With the proper support from businesses affected by this tax I believe we can convince the city council to reinvest 75% of the tax to benefit tourism while claiming 25% for the general fund. This is imperative to success in the future if Brookings is serious about increasing it's tourism industry.

Part 3

The Bears! I'm not going to go into much detail with this part but I feel we all understand the benefit. The bears, bananas, murals, etc are a major factor to our SHORT TERM success. When I say short term I feel I'm speaking in a time frame of 3 years. I do believe Brookings has alot already to offer the potential visitor, but every small town tourism success story is focused around a perceived unique trait that sets one specific area apart from those areas in immediate geographical range. Being an established art community already, I feel Brookings should define it's uniqueness in that way as it personifies who we already are.

As you can see I do not allocate every dollar available to this idea. I feel that online advertising will make up the difference. It seems we missed the travel oregon advertising deadline which is a shame as that's one of the best sites for us to advertise on.

Thank you for your time and I will see everyone next time. Thank you again.

Regards,
Jeremy Small

On Thu, Dec 13, 2012 at 5:17 PM, Joyce Heffington <jheffington@brookings.or.us> wrote:

Attached please find the agenda and packet for the TPAC meeting to be held at 4pm on December 20 in City Hall.

Joyce Heffington

City Recorder/City Manager's Office

City of Brookings

898 Elk Drive



RURAL TOURISM STUDIO WORKSHOP OFFERINGS

The Rural Tourism Studio program takes place over the course of four months in four, two-day blocks of workshops and/or events. Travel Oregon has found that conducting the workshops on Tuesdays and Wednesdays is the best format for engaging tourism businesses as the latter half of the week tends to be busier as it approaches the weekend. Days of the week can be adjusted to meet a community's needs; however, Travel Oregon recommends avoiding weekends. Full day workshops run from 9:00am to 4:00pm.

The program is comprised of core modules and elective modules. Elective modules (indicated with an asterisk below) are product development workshops dedicated to Oregon's target markets. Travel Oregon will work with your local steering committee to select elective workshops to meet the development priorities of the community.

SAMPLE PROGRAM SCHEDULE	
Month 1 (October) or (February)	
2 nd Tuesday	4:00pm – 8:00pm: Community Tourism Planning, Part I
2 nd Wednesday	9:00am – 4:00pm: Community Tourism Planning, Part II
Month 2 (November) or (March)	
2 nd Tuesday	11:00am – 3:00pm: Tourist for an Afternoon (event) 4:00pm – 8:00pm: Cycling Tourism Development, Part I *
2 nd Wednesday	9:00am – 4:00pm: Cycling Tourism Development, Part II *
Month 3 (December) or (April)	
2 nd Tuesday	9:00am – 4:00pm: Cultural Heritage Tourism Development * 6:00pm – 9:00pm: Evening for Entrepreneurs (event)
2 nd Wednesday	9:00am – 4:00pm: Creating & Producing High Impact Events *
Month 4 (January) or (May)	
2 nd Tuesday	9:00am – 4:00pm: Rural Tourism Marketing
2 nd Wednesday	9:00am – 4:00pm: Fundraising & Teaming for Success 5:00pm – 7:00pm: Community Celebration Reception

<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>Teaming for Success & Fundraising for your Project Rural Development Initiatives, Inc.</p> <p>Teaming for Success – When and why we should “team up”? Complex projects require specific strategies to be included to guarantee project’s success. Participants will reach a better understanding of how well structured teams (of individuals, groups or organizations) increase project’s success and sustainability.</p> <p>Fundraising for Tourism – Where to find the needed resources to fund a tourism project? Which fundraising efforts have been proven successful in our region? What to do and when? This workshop will assist participants identifying specific sources of funding for tourism; recognizing fundraising strategies and key principles; drafting a fundraising action plan for a tourism project.</p>
<p>EVENT</p> <p>12:00pm – 3:00pm <i>Typically, can be a full day</i></p> <p>Cost: Free</p>	<p>Tourist for an Afternoon! *event* Local Steering Committee</p> <p>Join other program participants to experience your community through the eyes of a visitor. This local tour will be designed by the local RTS steering committee. Details TBD.</p>
<p>EVENT</p> <p>6:00pm – 9:00pm <i>Typically</i></p> <p>Cost: Free</p>	<p>Evening for Entrepreneurs *event* Mercy Corps Northwest</p> <p>Don’t miss the fun! Eat, drink and network at local brew pub. This event will offer a casual environment where entrepreneurs and community members can come together, meet new people, learn about new opportunities and trends and meet other local small business development professionals. Enjoy light appetizers and a no-host bar as you swap stories with other business owners and community members interested in tourism development in the area before and after an informative presentation. This is a free event, bring a friend!</p>
<p>EVENT</p> <p>5:00pm – 7:00pm <i>Typically</i></p> <p>Cost: Free</p>	<p>Community Graduation Reception *event* Travel Oregon</p> <p>Join Travel Oregon, the RTS Steering Committee and others from your community for an informal gathering to celebrate the completion of this program! Graduates will be awarded with certificates of completion and action teams will have a chance to share their priority projects with the community. All from the community are welcome to attend.</p>

<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>Geotourism Product Development – Making the most of the National Geographic Map Travel Oregon</p> <p>Geotourism is National Geographic’s twist on sustainable tourism – tourism that sustains and enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. This workshop is designed for communities on the map or adjacent to the Central Cascades region. Attendees participate in a community conversation about how to make the most of the new geotourism MapGuide. This workshop will focus on product development and strategies for how tourism businesses and community leaders can, together, create the most attractive geotourism destination within the region!</p>
<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>Creating & Producing High Impact Events Altitude Essentials</p> <p>An event or festival is all about people – people coming together to participate in a shared experience. Recognizing the potential or real economic, social, cultural, and inspirational value of a carefully managed event can spur the paid or volunteer meeting manager or event planner to new levels of activity and persistence. Participants in this fast-paced program will discover how best to conceive, plan for, and stage community festivals, events, and meetings of all types with an attention to detailed tasks such as administration, design, marketing, operation, and risk. Strategies for improving existing events, expanding awareness to new potential attendees, and taking full advantage of existing assets will be covered in detail. Sponsorship procurement, public relations tactics, and top trends in revenue enhancement will all receive ample discussion in this interactive day-long workshop.</p>

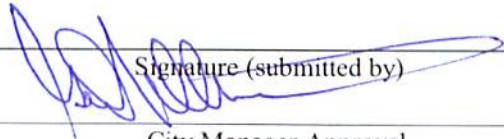
<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>*NEW* Best Business Practices for Sustainable Tourism Sustainable Travel International</p> <p>This new workshop module will take local business owners through the global best practices of sustainable tourism development known as the <i>Global Sustainable Tourism Criteria</i>. Businesses will learn the ins and outs of how to demonstrate effective sustainable management, how to maximize social and economic, cultural heritage and environmental benefits to the local community and become familiar with sustainable business certification programs. Participants will learn about the Oregon Sustainable Business Challenge and how to participate in the Oregon Travel Philanthropy Fund – both programs of Travel Oregon’s new <i>Travel Oregon Forever</i> initiative to develop and promote sustainable tourism across the state.</p>
<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>*NEW * Developing your Mainstreet</p> <p>This new workshop module will assist communities with developing their mainstreets for improving community livability and attracting visitors. No matter where your mainstreet is in the process of re-vitalizing, this workshop will help community members organize to move to the next phase by prioritizing strategies intended to enhance the visitor experience.</p>
<p>WORKSHOP</p> <p>9:00am – 4:00pm</p> <p>Fee: \$5.00</p>	<p>* NEW * Destination Branding Great Destination Strategies</p> <p>While key elements of destination branding will be covered in the Community Tourism Planning workshop, this full day option is for communities who would like to delve further into the topic. This workshop will cover key destination branding concepts in-depth to help you understand what experience you’re selling in your community and help you develop a plan for how to address the areas where you may not be performing your best. Our professional trainers will cover specifics that pertain to ambience, amenities, attractions and activities with specific case studies and ‘how to’ information. As a result, your community will walk away with a simple plan of action to guide your destination branding projects.</p>

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: September 24, 2012

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Flower Baskets on Street Light Poles

Recommended Motion:

Direct staff to explore technical feasibility of installing flower baskets on downtown street light standards and develop a budget estimate for installation and maintenance of the flowering baskets.

Background/Discussion:

Mayor Hedenskog has proposed the installation of flowering baskets on street light standards in the downtown area.

There are a number of issues that would need to be addressed concerning this matter including:

1. Can the existing street light poles withstand the weight loading of flower basket brackets and baskets?
2. What permits would be needed from ODOT, and what design standards may the City need to comply with.
3. Who would design, install and maintain the flower baskets?
4. What are the costs associated with such a program?

Staff is looking for direction as to whether this project should be actively pursued.

Attachment(s):

- a. Collection of newspaper articles and brochures.

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During its August 7 meeting, the Monmouth City Council approved additional funding to ensure that the ongoing "Streetscape" project continues on schedule.

The downtown Streetscape project, which calls for new sidewalks, streetlights, flower baskets, street furniture and landscaping, has been in various stages of planning and achievement for several years, said City Manager Scott McClure. The process hit a bump recently when the best bid for the project exceeded the engineer's cost estimate because additional funds were necessary for repaving work.

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Woman Loses 27lbs with Less than \$10! [ConsumerHealthWatch.org](#)

During an early July work session, the council directed city staff to work through the details and make it happen. The details were approved Aug. 7.

"We will increase the loan from the Power and Light Fund to the Urban Renewal Agency by \$20,000 to cover the remaining gap," McClure said. "It took a lot of work by staff, but it will be great to have a truly 'finished product' when we're done."

Also on Monmouth streets, Community Development Director Mark Fancey noted that the Knox Street xeriscape median, a low-water-usage plot installed earlier this summer as an Eagle Scout Project, now has informational signs.

— Justin Much

NOTE THAT THE CITY BORROWED INTERNALLY TO FUND THIS PROJECT THROUGH THE URBAN RENEWAL AGENCY (URA)

THE URA BORROWED FROM A CITY UTILITY FUND.

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Placerville Downtown

Placerville, CA

**Flower Power**

In 2008, the "Flower Power Committee" started a "grass roots" effort to beautify Main Street with hanging flower baskets on light poles and the Bell Tower in downtown Placerville.

Thank you to these generous sponsors for their sponsorship to this year's (2011)

Rhythm & Blooms fundraising event:

- Orchid Sponsorship – Waste Connections
- Rose Sponsorship – Raffetto Enterprises
- Petunia Sponsorship – Lost Coast Brewery

To raise additional funds, the Placerville Downtown Association hosted its annual fundraiser on Saturday, March 19, 2011. They are also accepting donations and sponsorships throughout the year to be able to increase the number of blooming baskets in future years. This year will feature 50 hanging flower baskets in historic downtown Placerville from May through October.

Mother Lode Rehabilitation Enterprises (MORE) has been contracted to provide watering services for the baskets that do not have an automatic watering system. The beautification partnership is a collaborative effort between businesses, organizations, City government and individuals from the community that aim to bring color and smiles to historic Main Street.

**Help Sponsor Flower Power!**

If you love the beautiful flower baskets on Main Street, you can help by donating a sponsorship. When you click on one of the buttons below, you will go to a secure site that will enable you to donate money to this project safely.

Sponsorship: Daisy	\$50 (Daisy)
Sponsorship: Poppy	\$150 (Poppy)
Sponsorship: Petunia	\$250 (Petunia)
Sponsorship: Rose	\$500 (Rose)
Sponsorship: Orchid	\$1000 (Orchid)
Sponsorship: Lily	\$3000 (Lily)
Sponsorship: Dahlia	\$6000 (Dahlia)

If you would like to find out more about being a sponsor or obtain more info about the project, please call Carol Patton at (530) 626-3554.



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This site is sponsored by the the Placerville Downtown Association

Photos courtesy of Paul Cockrell and Bill Robinson

Page Last updated: 22-May-2011 9:25 AM

FREMONT TRIBUNE

MainStreet project takes shape as flower baskets are prepared



APRIL 24, 2012 11:10 AM • [CHRIS ZAVADIL/FREMONT TRIBUNE](#)

Downtown Fremont will feel a little more like spring soon when flower baskets are hung from light poles.

MainStreet of Fremont volunteers planted the baskets Monday night at Siffring Landscaping, and the baskets will be mounted to

poles in mid-May.

Executive Director Sheryl Brown said MainStreet has been working on the project for a year and a half, and intends to raise funds for more baskets in the future.

A \$13,500 grant from the Hazel R. Keene Donor Advised Fund paid for the first round of baskets. The grant officially was awarded last week.

The city council, at an April 10 meeting, gave MainStreet permission to hang the baskets on Main Street from First Street to Military Avenue, and on Sixth Street from Broad Street to Main.

Installations this year will be on Sixth Street from Broad to Main, and on Main from Sixth to Third Street.

A city project to replace curbs and sidewalks, intersection bump-outs, install decorative brick, remove parking meters and install greenery on Main from First Street to Third will take place this

summer. Storm sewer, handicap accessible ramps and street resurfacing also are planned.

"We don't have enough money in our budget at this point to have a basket on every pole, so we're limited on the number of baskets," Brown said. "The baskets this year will stop at Third Street because of the streetscape project that we'll be starting this summer. Next year our goal is to finish out through the rest of the district.

"Our hope is that people throughout Fremont will see the baskets, love the look that it provides, and want to get involved and help contribute to this project," she said.

"Any time you can do something to help add to the beautification of your downtown, it will help draw people in," Brown said. "Just the visual impact that it can have to the district of having those beautiful flower baskets hanging will create that atmosphere of community and spending time in the downtown district itself.

"We want the downtown to be the heart of our city," she continued, "and to do that we have to take all of those different avenues into consideration of how to make it a welcoming and warm environment where people want to come and spend time downtown, shopping, eating, coming down for entertainment, family friendly activities and all of those different opportunities.

"There's so much positive momentum right now in our downtown with façade improvement grants and the streetscape project, and we're really on the cusp of wonderful new things happening downtown. We have to continue to embrace that and grow and change and add new things to help with that," she said.

Hanging baskets, Brown pointed out, offer a way to add greenery to the downtown area that has limited opportunities for green space.

The black chain hanging baskets with coconut liners will match the poles. Brackets are being manufactured at Valmont Industries.

FREMONT TRIBUNE

New baskets grace downtown poles



JUNE 21, 2012 11:05 AM • [CHRIS ZAVADIL/FREMONT TRIBUNE](#)

Workers from Siffring Landscaping hung 20 flower baskets in the downtown area Wednesday as part of a MainStreet of Fremont project.

"I am very pleased with the outcome of how the baskets look," said Sheryl Brown, executive director of MainStreet.

"They're very full and beautiful

and we couldn't ask for a more beautiful finished product."

"I have already this morning received very positive feedback from not only city government, but also downtown business owners," she said.

The project total will actually include 25 baskets, but five have been back-ordered and will be installed when they arrive.

"Our goal for the future for this project would be to have a hanging bask on every pole downtown, so were hopeful that funding opportunities will present themselves in the near future to see that happen next year," Brown said.

The first phase of the project includes installations on Sixth Street from Broad Street to Main Street, and on Main from Sixth to Third Street.

The area on Main from First to Third was left out of this phase of the project due to sidewalk and curb replacement scheduled this summer.

Brown said Siffring Landscaping was helpful with the design of the baskets and flowers, selection of the plants, and will store the baskets when they are taken down for the winter.

“They’re a very hardy variety of flower that have a proven longevity in our harsh summer conditions,” she said.

A \$13,500 grant from the Hazel R. Keene Donor Advised Fund paid for the baskets.

“MainStreet has made sure that the concrete planters are being replaced downtown and will be planted by Siffring Landscaping today,” Brown added.

The concrete planters were removed when sidewalks were replaced as part of last year’s downtown improvement project.

"Siffring Landscaping is our supplier for the flowers," Brown said. "They will keep the flowers in their greenhouse and maintain them until they're ready to be hung. Siffring will hang them on the poles for us and also see to their maintenance.

"The Parks and Recreation department will water them for us as long as they're able to. If their availability should change, then we have a plan in place as far as watering," she said.

"We are planting super petunias. These are the same types of flower they use in the (Omaha) Dundee area in their hanging baskets, so we know they have a proven record of being very hardy and beautiful, a great outdoor type flower," she said.

They will remain in place throughout the spring and summer seasons.

MainStreet also is working on an electronic sign project, and Brown said she would like to see a banner project.

"With the new citywide branding initiative, that's the perfect time and opportunity to start a banner project that incorporates the new city brand," she said. "There are a lot of cities and towns in the United States that have banners, and they make a huge visual impact to the downtown. I would love to have a community arts project and explore how we can incorporate that city brand into our downtown district."

Red Wing Flower Baskets

In 1989, the Planning Department, Public Works Department, and Noontime Kiwanis Club came up with the idea of hanging flower baskets around Red Wing. In 1990, flower baskets went up in LaGrange Park.

Hallstrom's Florist and Greenhouses and Sargent's Nursery create the flower baskets each year. Both nurseries begin growing in January and, by mid May, the flower baskets are constructed and hung throughout Red Wing. The flower baskets are watered everyday by seasonal employees, rain or shine.

This year, the City of Red Wing and volunteers took the baskets down in September. Downtown Main Street, Inc. (DTMS) Vice President Shannan Harris said, "This is a perfect time to transition from summer to autumn. After the baskets came down, DTMS decorated the light poles with corn stalks- perfect for all autumn visitors to enjoy."

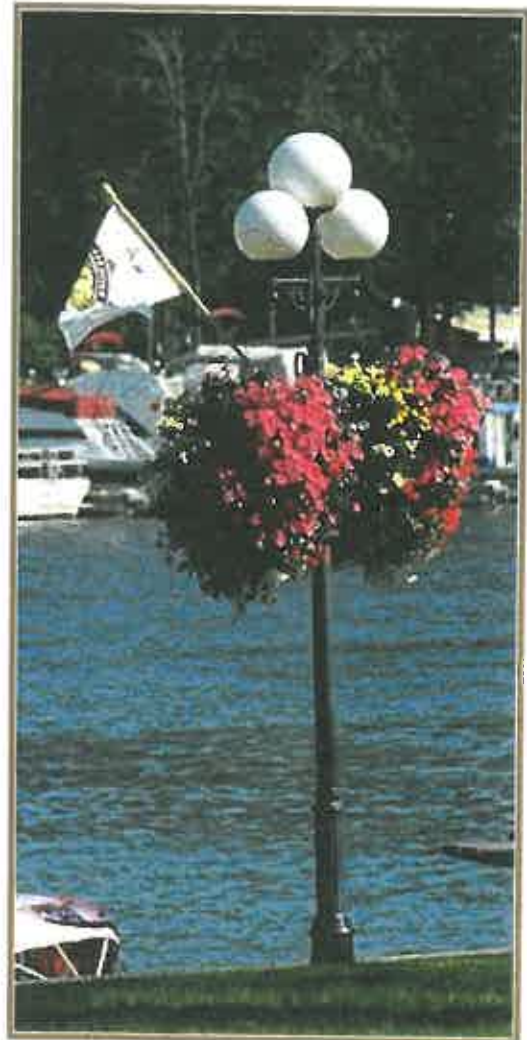
Because of budget cuts, the decision to take the baskets down in September rather than October was made at a spring meeting between Noontime Kiwanis, the City of Red Wing, DTMS, the Chamber of Commerce, Hallstrom's, Sargent's, and the Visitor and Convention Bureau.

Funding the Flower Basket Program

The City of Red Wing and Noontime Kiwanis came up with an agreement to fund the project in which Noontime Kiwanis supplies all the baskets and needed accessories (brackets, chains, pans, etc.) and makes a substantial donation toward the purchase of planting and growing of the flowers. The City of Red Wing installs and maintains the baskets throughout the summer.

This year, the City of Red Wing maintained 320 flower baskets at a cost of approximately \$130 per basket. These figures include the cost of growing and preparing the flowers, labor and equipment charges for hanging, removing the baskets from the hangers, and watering the flowers daily.

For this year's flower baskets, Noontime Kiwanis's provided about 70 percent of the cost and, in the past, has contributed 100 percent of the aforementioned costs. For next year, a cooperative decision was made to have 160 flower baskets because of the inability to raise funds needed to cover the costs associated with the flower basket program. This is directly tied to the City of Red Wing's continued fiscal crisis and cutbacks that all areas are experiencing. The exact location of baskets has not been determined, but a committee of Kiwanis members, DTMS, and city staff will be identifying the location of the baskets.



Flowers And Hardware





Red Wing's Noontime Kiwanis Club supplied all of the baskets and needed accessories (i.e. brackets, chains, pans, etc.). They also made a substantial donation toward the purchase of, planting and growing of the plants in the baskets. The City picks the baskets up and installs them approximately the third week of May. Once the baskets are picked up and hung, the City does all of the needed maintenance and daily watering.

16" Wire baskets with added wire for strength come from:
 Topiary Art Works and Greenhouses / Phone: 316.584.2366
 PO Box 574, Clearwater, Kansas 67026

Aluminum pans were custom made by:

Acme Metal Spinning, Inc.

98 43rd Avenue North East, Minneapolis, MN 55421

Phone # 612-788-9051

Thomas Betts Corp of Hager City, Wi. made the hanging brackets, and painted the brackets and baskets.

Local greenhouses* start seeding in January, then transfer seedlings to the baskets in mid-March. Soil used in the baskets is Metro Mix #500.

* Hallstrom's Florist (Dave Hallstrom) 651.388.7178

* Sargent's Nursery, Inc. (Bob Lewis) 651.388.3847

The Typical Flower baskets and plants consist of:

- Top 1 Lemon Gem Marigold
- 1 Hurrah Blue Petunia
- 1 Carpet Pink Petunia
- 1 Hurrah Red Petunia
- 1 Carpet Sky Blue Petunia
- 1 Vinca Vine in center
- Middle 3 Bright Ivy Cascade Geraniums
- 1 Hurrah Pink Flare Petunia
- 1 Carpet Buttercreme Petunia
- 1 Hurrah Plum Petunia
- 1 Bâbylon Lilac Verbena
- 1 Babylon Neon Rose Verbena
- 1 Babylon Pink Verbena
- Bottom 1 Terra Cotta Million Bells
- 1 Hurrah Carmine Petunia
- 1 Yellow Million Bells
- 1 Hurrah Coral Flare
- 1 Hurrah Blue Vein Petunia
- 1 Hurrah Red Petunia

Watering System

NETAFIM TORO

- One (1) MLT TEE
- Two (2) MLT ELBOW
- 14' of ½" BLACK POLY PIPE
- One (1) - ½" GARDEN HOSE END
- One (1) WASH MACHINE SCREEN
- One (1) NELSON MALE BRASS QUICK COUPLER

CUSHMAN

- One (1) ¾" ELBOW BOOM VALVE DELAVAN P/N 50665
- One (1) DELAVAN TURBO 90 PUMP
- One (1) NELSON FEMALE BRASS QUICK COUPLER

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City of Red Wing, 315 West 4th Street, Red Wing, MN 55066
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A Victoria Tradition

Since 1937, the official beginning of summer is celebrated every June in the City of Victoria by the placement of over 1,500 flower baskets on lampposts. Visitors come from all over the world to marvel at these creations, which are now known as one of the City's most recognizable trademarks.



When Victoria's baskets were first introduced, the practice of hanging flower baskets in public areas was limited to a few European cities. Because many of the plants used in Europe would not have performed well in Victoria's climate, a variety of species and colours

were tried in the baskets in the early years. Plants were ultimately chosen for their vigour, period of bloom, maintenance requirements and resistance to disease and insects.

The plant selection currently used in Victoria's hanging baskets has varied only slightly since the 1960s. Trials to improve the assortment with new plants and varieties continue today.

In a Nutshell

Did You Know?

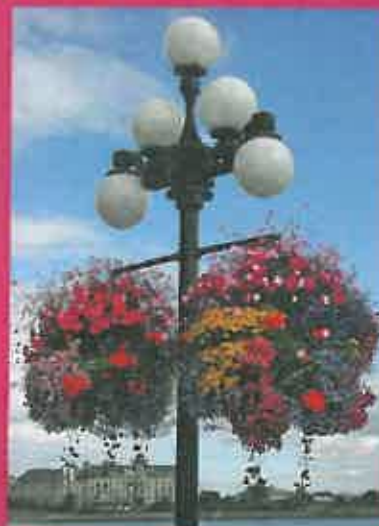
- Parks staff water hanging baskets from 11 a.m. to 7:30 a.m. every night in the summer.
- When fully grown, the baskets can weigh over 20 kilograms (approximately 45 pounds).
- Baskets in exposed areas are watered 6-7 times per week.
- Baskets in sheltered areas are watered 4-5 times per week, depending on the weather.
- Fertilizer is added to the soil mix when baskets are constructed and soluble fertilizer is used in each watering.
- Over 1,500 flower baskets are hung in downtown Victoria every June.



Parks, Recreation and Community Development
533 Pandora Avenue, Victoria, BC Canada V8W 1N8
250.361.0400 • park@cityofvictoria.ca • www.victoria.ca

This brochure is a product of Michael Gilmour
2009 and contains paper using responsibly
sourced 100% recycled paper.

Victoria's Hanging Baskets



From Seeds to Blooms

Plants for the City of Victoria's hanging baskets are grown in Beacon Hill Nursery, located in the southeast corner of Beacon Hill Park. In the first week of May, a crew of six gardeners begin constructing over 1,000 hanging baskets, a process that takes approximately four weeks.

Once the baskets are made, they remain in greenhouses for one week before being moved outside to acclimate to the conditions they will encounter on the streets.

During the second week of June, the baskets are placed on the City's signature lampposts.

Parks staff water the hanging baskets every night throughout the summer, from 11 p.m. to 7:30 a.m. Trucks transport water in 2,250 litre tanks and handheld wands are used to water the flowers. Parks staff give each basket 6.5 litres of water containing a trace amount of fertilizer. Baskets in exposed areas are watered 6-7 times per week, whereas baskets in sheltered locations are watered 4-5 times per week, depending on the weather. In addition, baskets are sampled weekly for moisture content, pH and soluble salt levels and appropriate corrective measures are taken, if required.





How to Make a Victorian Hanging Basket

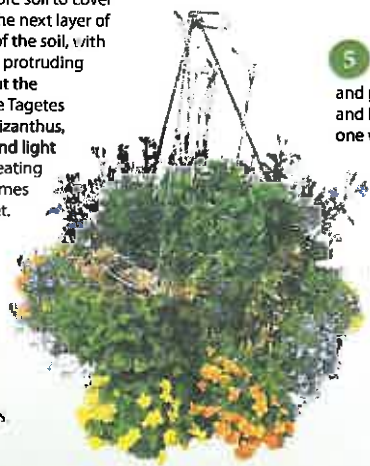
1 A Victorian hanging basket starts with two extraordinary bits of hardware: a collar for the top and a pan for the bottom, both serving as water reservoirs.

2 Line the basket to half its depth with an inch layer of sphagnum moss. Fill to the top of the moss with hanging basket soil. Pierce three equally spaced holes through the moss and push the roots of the Lamium through into the soil. In the same way, plant a yellow Tagetes in the spaces between.

Begin to water and fertilize the baskets and assess the performance of plants in different areas to determine the appropriate location of baskets for next year.



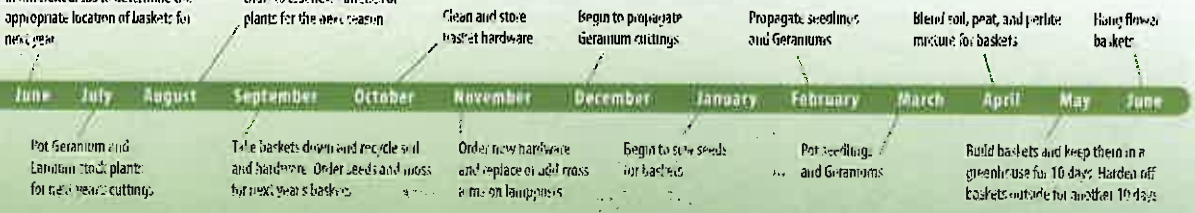
3 Complete the moss liner, insert the collar and add soil nearly to the top. Plant the Viscaria in the middle of the top and surround it with alternating Petunias and dark blue Lobelia, making sure the dark Lobelias aren't planted over the light ones.



5 Water the new basket thoroughly and protect it from wind and hot sun for at least one week.

6 After hanging the basket, attach the pan to the bottom and fill the top and the pan with a quarter-strength fertilizer solution 4-6 times per week.

The 12 Month Basket Cycle





January 3, 2013

Gary Milliman, City Manager
Brookings City Hall
898 Elk Dr.
Brookings, OR 97415

Happy 2013 Gary.

Thanks for taking a few moments of time to update me on your process with marketing plans for 2013. I appreciate any help you can provide in getting this information in front of the City Advisory Committee. As I mentioned on the phone, Northwest Travel Magazine is putting together a lead generating Visitors Guide Collection in the March-April edition. For a small investment of \$550, Brookings will receive a display ad in our paid subscription publication, plus a listing on TravelGuidesFree.com, a website that specializes in lead generation for the tourism industry. I've attached some information that details the product for you to review and share with your advisory committee.

Here's a quick look at what we provide our advertisers and readers.

- A. 35,000 paid distribution. 60% home delivery and 40% store purchase with comps to many hotels and lodges. (Subscription rate: \$21.95 annual subscription rate or \$4.95 at the store.)
- B. 125,000 readers per issue who are interested in travel.
- C. Median age 45, median household income \$83,785, 80.5% home owners with Median home value of \$314,614, and 56% female/44% male readers.
- D. College educated with disposable income
- E. Our Editor in Chief, Allen Cox, is VP of the International Food, Wine and Travel Writers Association.

I look forward to speaking with you soon, and talking more about this partnership potential.

Thanks

A handwritten signature in black ink, appearing to read "Mike Leonard", written over a horizontal line.

Mike Leonard
Advertising Director
Northwest Travel Magazine

cc: Dave Peterson, President and Publisher



Northwest's Official Visitors Guide Collection

Starting in March 2013, **Northwest Travel Magazine** will be partnering with TravelGuidesFree.com. This will be the first of two annual special sections we are selling, designed to bring your business new leads.

All leads will come from the TravelGuideFree.com, a website that reaches more than 100,000 unique visitors every month. Their traffic is built by optimizing SEO, SEM and online display ads on various networks. Leads will be mailed to you each week and will include name, mailing address, and email address.

Your investment of \$550 will guarantee a minimum of 150 leads, but we expect to generate much more than that. One Northwest chamber averaged more than 600 leads per month.

Nobody covers the Northwest region like **Northwest Travel Magazine**. We reach 125,000 readers with each edition, and our combined forces with TravelGuidesFree.com are sure to bring leads to your business and community.

Schedule your guide advertisement before January 18 to secure your space. As an added bonus you will receive a special 6-week listing on TravelGuidesFree.com.

Mike Leonard
Northwest Travel Magazine
mike@nwtravelmag.com

NORTHWEST'S OFFICIAL VISITOR'S GUIDE COLLECTION

NORTHWEST TRAVEL MAGAZINE is partnering up with
TRAVELGUIDESFREE.COM to bring you leads in our special section

NORTHWEST TRAVEL MAGAZINE:

- 125,000 readers
- At newsstand in; Fred Meyer, Safeway, Barnes & Noble and more
- Paid circulation of 35,000 in; WA, OR, ID, BC

TRAVELGUIDESFREE.COM:

- Registers 15,000 vacationers and over 100,000 visitors per month
- Builds traffic by optimizing; SEO, SEM and banner ads in various ad networks
- Leads are emailed weekly
- Leads include: name, mailing address, email address
- US and Canada
- Up to 6 photos and 50 words of copy online

ISSUE:

March/April
Close-January 18

FEATURES:

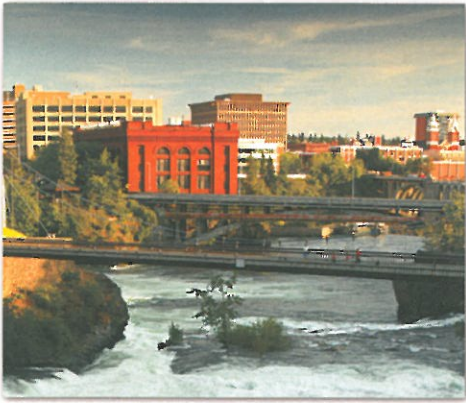
Special 2 month section
in NW Travel Magazine

Special 6 week listing on
TravelGuidesFree.com

COST: \$550

Minimum 150 leads


NORTHWEST'S OFFICIAL
**VISITOR'S GUIDE
COLLECTION**



For this years vacation planning use the following pages for useful, fresh and compelling ideas. Get more information on these Northwest Destinations to experience; beauty, great food, adventure and lodging!

1

VISITOR'S GUIDE COLLECTION



To order a guide go to TravelGuidesFree.com

2



MEMORANDUM

Office of the City Manager

GARY MILLIMAN
City Manager

Credentialed City Manager
International City Management Association

TO: Mayor and City Council

DATE:

SUBJECT: Tourism Promotion Advisory Committee Recommendations

The Tourism Promotion Advisory Committee has recommended the following utilization of the City's Transient Occupancy Tax revenues for the 2012-13 and 2013-14 fiscal years.

ADVERTISING CAMPAIGN - \$ _____

The Committee recommends that the City contract with a group or individual to develop and undertake a multi-faceted advertising campaign, targeting the Rogue Valley and northern California. This campaign could include partnering with local businesses to make advertising buys on Charter cable, purchasing print advertising in regional visitor guides, and developing videos for distribution through Utube and other venues. The City should issue a Request for Proposals for this service; the RFP's would be evaluated by the Committee which would recommend the award of the contract.

INCENTIVES FOR OFF-SEASON EVENTS - \$ _____

Events such as the Slam'n Salmon Derby and the Slippery Banana softball tournament bring significant numbers of visitors to Brookings. Most events are conducted by private parties. Many current events are held during the peak summer tourist season. Additional events are needed during the "off season" (months). The Committee recommends that the City offer incentives to groups and individuals who organize new events, or expand existing events, during the off-season. This might include basketball tournaments and other events that can be held inside, running marathons or other activities which can be conducted during inclement weather. The City should issue a Request for Proposals for events; the RFP's would be evaluated by the Committee which would recommend grant awards to assist the event organizers with start-up costs and advertising.

LOCAL IMPROVEMENTS - \$ _____

The Committee found that a significant element in promoting Brookings is by "word of mouth" from people who have already visited here. Additionally, the Committee feels that the City needs to do more to encourage travelers on Highway 101 to "STOP" in Brookings. The Committee recommends that the City utilize a portion of the Transient Occupancy Tax revenues for local improvements, such as:

- Improved downtown directional signing.

Additionally, the Committee believes that the City should do more to provide convenient parking for recreational vehicles.

PARTNER WITH STATE PARKS ON THE CRISSY FIELD VISITOR CENTER - \$_____

The Crissy Field Visitor Center is undergoing changes with respect to staffing and hours of operation. There may be an opportunity to partner with Oregon State Parks to have a Brookings presence in the Visitor Center, possibly a staff and/or volunteer that would be based at the Visitor Center or an information kiosk.

DEVELOP A MASTER CALENDAR

There has been some conflict between scheduled events in Brookings, Harbor and Gold Beach. The City Parks Department currently works with local athletic associations in coordinating the use of City athletic fields. The Friends of the Library hosts an annual meeting of community-based organization representatives to share information on activities planned during the course of the year in an effort to coordinate schedules. The Committee recommends that the City work with the Port District, Gold Beach, Crescent City and other stakeholders in coordinating events into a master calendar.

EVALUATION AND METRICS