

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, March 14, 4:00pm**

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

### **1. Roll Call**

### **2. Informational Items**

- a. Armchair Traveler Article
- b. Email from Oregon Lifestyles Producer/Host, Terri-Lynn Kalhagen, regarding regional promotions on RVTV Charter Cable Channel 9.
- c. Port of Brookings Harbor Calendar of Events

### **3. Action Items**

- a. Review draft RFPs for Off-Season Event Incentives, Television Advertising and Internet Advertising.

### **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.

## ARMCHAIR TRAVELER

### Couchsurfing.com

**Available for:** iPhone, iPod Touch, iPad and Android.

**What it does:** This app connects travelers for lodging, meet-ups, conversation and more.

**Cost:** Free.



**What's hot:** I always thought staying on someone's couch was only for broke backpackers. Not so. The Couchsurfing network spans all demographics. I value the safety features that let you fine-tune your search results to specify gender, profiles with pictures, and profiles that have been vetted. This really helped my trust factor because I want only female "hosts" if it's just me and my daughter traveling. The network has been around a long time, so there are lots of active users. Its strength in numbers and accessibility from mobile devices were a win-win for me. I was able to find hosts and locals in every city I looked up in the U.S., Britain and Canada.

**What's not:** My experience varied when I used it on different platforms. When I tested it on my Android, I was annoyed because I couldn't read the page easily. I was constantly resizing the screen, scrolling to get to sections I couldn't see and having a tough time finding filters I had used on its website. When I used the app on my iPad, it said I could log in with Facebook, but when I tried, it said the mobile app couldn't link my Facebook and Couchsurfing accounts.

**Worth it:** Yes. You might think this type of "hitchhiking" is not for you, but after reading a few profiles you just might find someone with similar interests. It doesn't mean she's going to be your new BFF, but you could easily have some great travel conversations, let alone a free place to rest your head.

— Jen Leo,  
*Los Angeles Times*

## Gary Milliman

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**From:** tlworldlovefoundation@gmail.com on behalf of Terri-Lynn Kalhagen  
[terri Lynn@makaiohana.com]  
**Sent:** Tuesday, February 26, 2013 12:06 PM  
**To:** Gary Milliman  
**Subject:** RVTV television

Hi Gary,

Les Cohen suggested that I contact you.

Our production company Makai Ohana Productions will be taking over the weekend time slot at RVTV (Rogue Valley Television.) We are very excited about filling 54 hours of content per weekend from 2am Saturday nights(mornings) to 7am Monday mornings.

We have been producing television since 2004 in southern Oregon mostly. You may have seen one of our shows....Coastal Treasures, Discover the Rogue Valley, or Oregon Lifestyles. Oregon Lifestyles will be the program that airs on RVTV. This award winning show highlights the people, places and products that make Oregon so unique.

Our goal is to fill the TV station with as much content on Southern Oregon as possible. We will highlight all regions in Oregon but this will mostly benefit the local businesses, attractions, stories, restaurants, lodging and activities. We need sponsors so we may afford the airtime on RVTV Charter Cable ch 9. RVTV reaches into Jackson and Josephine Counties. Medford, Ashland, Grants Pass and surrounding areas.

If we can get all the Chambers involved to help fund and to also give us leads in their region for filming then we will be able to produce and fill this time slot.

This is what we propose:

A summer edition that airs April 1st through Oct 1st

A winter edition that airs Oct 1st through April 1st

This is the model that we have used in the past on the Southern Oregon coast on KBSC TV and it works. The program will get several plays each weekend with a rotating schedule to catch viewers at all times. Updates are possible with added sponsorship to cover the cost of filming and editing.

We have 11 Chamber of Commences in mind to participate and make this happen. If each Chamber can sponsor/fund a monthly payment to pay for airtime then we will be able to highlight each region that is listed below.

Ashland  
Brookings  
Gold Beach  
Port Orford  
Crescent City  
Medford  
Bandon  
Grants Pass



Jacksonville  
Klamath  
Illinois Valley

\$200 per month is what we are looking for to cover air time. We understand how Chambers work and am open to ideas to get the funding.

Website to view with samples of our show and clients that we have worked with [www.makaiohana.com](http://www.makaiohana.com). The website is being re-constructed at this time, but will give you the information you will need to make this decision. Click on Products, Attractions, Activities, Lodging and Dining. People and Places are still being built.

In addition to RVTv "Oregon Lifestyles" also airs on the following TV stations:

Portland PCM  
Eugene Ctv29  
Salem CCTV 23  
Redding, Ca k-ect  
Vancouver, Wa FVTv 11  
Bend COTv11

and on Radio KZME FM 107.1 Portland and Gresham.

Thank you for your time and consideration of Oregon Lifestyles and RVTv. We hope to see you region airing in April.

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**Terri-Lynn Kalhagen**

Producer and Host / Oregon Lifestyles TV and Radio

[\(541\) 247-0625](tel:5412470625)

Makai Ohana Productions [www.makaiohana.com](http://www.makaiohana.com)

The World Love Foundation [www.theworldlovefoundation.org](http://www.theworldlovefoundation.org) building clean water wells in Africa

Portland Studio  
1509 NE 10th Ave #102  
Portland Oregon 97232

Oregon Coast Studio  
P.O. Box #1  
Ophir, Oregon 97464

**TIMES**

Party at the Port May 24th: 4-9 pm 25th: 11am—9 pm 26th: 11am—3:30 pm
Farmers & Artisan Market 10 am—4 pm
Discovery Series 6 pm
Funky Foot Race July 4th: 8am—1 pm
Bluegrass on the Boardwalk July 4th: 1pm—10:30 pm
Southern Oregon Kite Festival July 20th & 21st: 10am—4 pm
USCG Chetco River Open House August 3rd: 11 am—4 pm
Pirate Festival August 9th, 10th, & 11th Contact: 541-251-4422
Chalk Art Festival August 17th: 10 am—4 pm
Art Festival August 24th-25th Contact: 541-251-4422
Slam'n Salmon August 29th: 11 am—6 pm August 30th/31st: 5am—7 pm September 1st: 5 am—6 pm
Harvest at the Harbor October 12th: 10 am—4 pm
Santa's Port Stop December 7th: 12pm—3 pm



**PORT  
OF BROOKINGS  
HARBOR**

**2013  
CALENDAR  
OF  
EVENTS**

[www.port-brookings-harbor.com](http://www.port-brookings-harbor.com)

**541-469-2218**

# May



Party at the Port  
24th-26th

# June



Farmers & Artisan Market  
Every Saturday  
June 1st-October 5th

# July



Discovery Series  
Every Friday @ 6pm  
July-August



Funky Foot Race &  
Bluegrass on the Boardwalk  
July 4th



Southern Oregon Kite Festival  
July 20th-21st

# August



USCG Chetco River Open House  
August 3rd



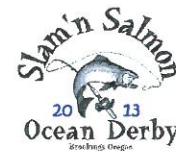
Pirate Festival  
August 9th, 10th, & 11th



Chalk Art Festival  
August 17th



Art Festival  
August 24th-25th



Slam'n Salmon  
August 29th, 30th, 31st- Sept. 1st

# October



Harvest at the Harbor  
October 12th

# December



Santa's Port Stop  
December 7th





# REQUEST FOR PROPOSALS

## CITY OF BROOKINGS

### OFF-SEASON EVENT INCENTIVES

#### **Background**

The City of Brookings (City) requests proposals from individuals and/or organizations interested in undertaking events with the purpose of increasing tourism during the off-season. 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 community groups. Many current events are held during the peak summer tourism season.

Specifically, the City is interested in the development of new events during the months of \_\_\_\_\_. The City is offering incentives of up to \$1,000 to assist event organizers in promoting their events.

#### **Submission Deadline**

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: **"Off -Season Events"**:

In person or by regular mail to: Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

Email: [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, [Weekday], [Month], [Day], 2013**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

#### **Project Description**

The City of Brookings seeks through this Request for Proposals to provide incentives to groups and individuals for organizing new, sustainable events, or expand existing events, during the off-season. These may include indoor events, such as basketball tournaments, or other activities that can be conducted in inclement weather, such as running marathons.

#### **Budget**

The entire budget for this program is \$7,000 with a maximum \$1,000 incentive offered per event.

#### **Process**

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the ability to fully fund, manage and execute the proposed event. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon \_\_\_\_\_.

**Proposal Requirements**

1. Narrative describing the event, event goals, and how the event organizer plans to sustain the event after the first year.
2. Complete list of sponsors and/or investors.
3. Detailed event budget, including funding sources and proposed expenditures.
4. Dates, times and event location.
5. Proposed methodology for evaluating the event's success in terms of \_\_\_\_\_

**Right to Reject All Proposals**

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until all funding has been awarded.

Once submitted, the proposal and supporting materials become the property of the City of Brookings.

**Insurance Requirements**

Respondent will be required to enter into a contract with the City and provide insurance as specified therein.

**Questions**

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)





# REQUEST FOR PROPOSALS

## CITY OF BROOKINGS

### TELEVISION

### MARKETING AND PROMOTIONAL SERVICES

#### **Background**

The City of Brookings (City) levies a Transient Room Tax on guests of City lodging establishments for the purpose of providing funding for tourism marketing and promotion. The City, through its Tourism Promotion Advisory Committee, desires to solicit professional marketing and promotional services to better serve the City's tourism community.

#### **Submission Deadline**

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: **"TV Advertising"**:

In person or by regular mail to: Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

Email: [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, [Weekday], [Month], [Day], 2013**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

#### **Project Description**

The City seeks through this Request for Proposals (RFP) to enter into a contract with an individual, company, or organization to provide Television Advertising. The project will be to develop and undertake a 12 month long series of "donut" style television spots to be shown on Charter Communications Cable television in the Rogue River Valley. At minimum, the donut would change monthly and donut content will be events, or things to do in Brookings.

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

1. Work with Charter Communications to produce a 12 month long series of donut style television spots to be shown on Charter Communications cable television in the Rogue River Valley (i.e. Medford Market) area.
2. Work with Charter Communications to place television spots. Pay all related advertising fees to Charter.
3. Propose a methodology for evaluating the effectiveness of the above referenced program.

*Note: The individual, company, or organization may not necessarily have to prepare the graphics, design, photography, etc. needed for the deliverables themselves. They may, as part of their proposal, include the cost of coordinating with outside vendors to prepare the final products.*

**Budget**

The budget for this service is \$17,500.

**Process**

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the qualifications necessary to manage and execute the desired services. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon qualifications. The respondent deemed to be the best qualified will be invited to submit a fee proposal. <sup>1</sup>

**Proposal Requirements**

The proposal will be concise, well organized and demonstrate the qualifications and experience necessary to complete this project. The proposal must include the following:

1. Examples of the desired professional marketing and/or promotional services as outlined under "Deliverables." Each example should provide some insight into how the campaign/collateral/message was developed and implemented. Submitted materials should also emphasize project approaches, successful results and positive outcomes.
2. A minimum of three professional references for similar work provided by the respondent within the past five years. Please include current contact name, company or organization, and contact info (current phone, email and address).
3. A complete resume of each person named in the proposal.

**Right to Reject All Proposals**

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until a contract for the desired services is offered to one or more respondents.

Once submitted, the proposal and supporting materials become the property of the City of Brookings.

**Insurance Requirements**

Respondent will be required to enter into a professional services agreement with the City and provide insurance as specified therein.

**Questions**

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)

<sup>1</sup> Public Procurement and Contracting Policy (Resolution 12-R-991).



# REQUEST FOR PROPOSALS

## CITY OF BROOKINGS

### INTERNET

### MARKETING AND PROMOTIONAL SERVICES

#### **Background**

The City of Brookings (City) levies a Transient Room Tax on guests of City lodging establishments for the purpose of providing funding for tourism marketing and promotion. The City, through its Tourism Promotion Advisory Committee, desires to solicit professional marketing and promotional services to better serve the City's tourism community.

#### **Submission Deadline**

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: **"Internet Advertising"**:

In person or by regular mail to: Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

Email: [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, [Weekday], [Month], [Day], 2013**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

#### **Project Description**

The City seeks through this Request for Proposals (RFP) to enter into a contract with an individual, company, or organization to provide Internet Advertising. The project will be to develop 20 minute videos in four or more segments depicting Brookings area tourism and then place the videos on YouTube, Viemo and other content-appropriate internet sites.

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

1. Develop 20 minutes of video in four or more segments depicting Brookings area tourism.
2. Place videos on YouTube, Viemo and other content-appropriate internet sites. Recommend additional sites.
3. Format videos for City website integration and stand-alone marketing.
4. Propose a methodology for evaluating the effectiveness of the above referenced program.

*Note: The individual, company, or organization may not necessarily have to prepare the graphics, design, photography, etc. needed for the deliverables themselves. They may, as part of their proposal, include the cost of coordinating with outside vendors to prepare the final products.*

### **Budget**

The budget for this service is \$10,500.

### **Process**

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the qualifications necessary to manage and execute the desired services. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon qualifications. The respondent deemed to be the best qualified will be invited to submit a fee proposal.<sup>1</sup>

### **Proposal Requirements**

The proposal will be concise, well organized and demonstrate the qualifications and experience necessary to complete this project. The proposal must include the following:

1. Examples of the desired professional marketing and/or promotional services as outlined under "Deliverables." Each example should provide some insight into how the campaign/collateral/message was developed and implemented. Submitted materials should also emphasize project approaches, successful results and positive outcomes.
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3. A complete resume of each person named in the proposal.

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### **Insurance Requirements**

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### **Questions**

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; [gmilliman@brookings.or.us](mailto:gmilliman@brookings.or.us)

<sup>1</sup> Public Procurement and Contracting Policy (Resolution 12-R-991).