

City of Brookings

Modified MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, November 16, 2017, 4:00pm

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

1. Roll Call

2. Approval of Minutes – October 19, 2017

3. Public Comments

4. Action Items

- a. Port Cleaning Station Refurbishment – Dave Kuehn
- b. Wild Rivers Coast Foundation – Jan Barbas
- c. Media Opportunity – Tim Oakley
- d. Spectrum Digital Campaign – Jeremy Bakke
- e. OCVA Digital Campaign Co-op – Teri Davis
- f. Events Calendar Proposal – Tim Patterson
- g. TPAC Agenda Modifications – Dane Tippman

5. Informational Items

- a. Recent Council Actions
- b. TPAC Budget Info
- c. Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for December 21, 2017

7. 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.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – October 19, 2017

CALL TO ORDER

Meeting called to order at 4:03 PM

1. ROLL CALL

Present: Committee members Chair Skip Watwood, Angi Christian, Candice Michel, Dane Tippman, and Sonya Billington.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

- a. Motion made by Angi Christian to approve the minutes of September 14, 2017, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.**

3. Public Comment – There was no one present to address the Committee on non-agenda items.

4. ACTION ITEMS

a. Addition to Agenda

Motion made by Dane Tippman to add Peter Schreiber video presentation to the agenda as Item 4f, motion seconded by Candice Michel; the motion carried unanimously.

- b. Beat the Brewers Event Evaluation –** Event organizer Mike Frederick presented the event evaluation.

Motion made by Dane Tippman to accept the Beat the Brewers event evaluation, motion seconded by Candice Michel; the motion carried unanimously.

- c. Rock the Chetco Event Evaluation –** Event organizer Mike Frederick presented the event evaluation.

Motion made by Dane Tippman to accept the Beat the Brewers event evaluation, motion seconded by Candice Michel; the motion carried unanimously.

- d. Just a Wave Away Advertising Promotion –** Teri Davis presented the proposal requesting funding of \$1,200.

Motion made by Angi Christian to decline the ad proposal, motion seconded by Candice Michel; the motion carried unanimously.

- e. Events Calendar –** Tim Patterson was not in attendance to present the proposal.

Motion made by Dane Tippman to table the discussion, motion seconded by Candice Michel; the motion carried unanimously.

- f. Incremental Funding Reductions –** Teri Davis informed committee members regarding a desire by Council that the committee implement incremental funding reductions to events which ask for funding for multiple years.

-Teri asked to provide a history of funding for Coastal Christmas at the next TPAC meeting.

Motion made by Candice Michel to consider the Council's recommendation, motion seconded by Angi Christian; the motion carried unanimously.

- g. Peter Schreiber – Harris Beach Video presentation** – Peter presented the footage thus far taken for the Harris Beach video. More footage will be gathered through the winter months. Candice Michel and Dane Tippman will continue working with Peter.

5. INFORMATIONAL ITEMS

- a. Spectrum Analytics** – Jeremy Bakke provided a preliminary promotion proposal for January – December 2018 which will target the Redding, California area.
-Dane Tippman requested a statement from Spectrum explaining how demographic information is collected. Jeremy will bring that to the next meeting.
-Jeremy was informed that the Committee could not recommend a full year proposal due to Fiscal Year budgeting timing. Jeremy will return at the November TPAC meeting with a six-month proposal.
- b. Recent Council Actions** – Teri Davis informed the committee about the events recently approved by City Council (Travel Tradeshow in San Francisco and Coastal Christmas)
- c. People's Coast Summit Report** – Teri Davis provided information she received at the People's Coast Summit regarding tourism trends and recommendations.
- d. Budget Status** – Committee reviewed the budget status
-Teri reminded the Committee that it needed to determine what category to take the San Francisco tradeshow funds from.

Motion made by Dane Tippman to take the funds from the Events category, motion seconded by Candice Michel; the motion carried unanimously.

- e. Internet Hit Info** – Committee reviewed internet hits document provided

7. SCHEDULE NEXT MEETING – Next meeting scheduled for November 16, 2017.

8. ADJOURNMENT – with no further business before the Committee, the meeting adjourned at 5:25 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at November 16, 2017 meeting)

Event Title: PORT CLEANING STATION REFURBISHMENT Amount Requested \$ 2500

Event Description: REFURBISH THE PORT FISH CLEANING STATION BY REPLACING THE
TABLE PLUMBING, CUTTING SURFACES, ROOF, BIRD WIRE & PAINTING THE BUILDING

Event Date/s: APRIL 2018

Location: PORT OF BROOKINGS HARBOR Location secured? Yes ☒ No ☐

Event Goals: TO MAINTAIN A VITAL ASSET FOR FISHERMEN. OVER 75,000
ROCKFISH ARE CLEANED AT THIS FACILITY ANNUALLY ALONG WITH THOUSANDS
OF SALMON, HALIBUT, TUNA & STEELHEAD. THIS IS A MAJOR TOURISM BENEFIT.

Please explain how this event will be sustained after the first year: THE PORT WILL MAINTAIN THE FACILITY.

Sponsors/Investors: OREGON SOUTH COAST FISHERMEN

Budget

Income			Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
	\$		Supplies	\$	6500 ⁰⁰
	\$			\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	6500 ⁰⁰

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

Contact Person: DAVE KUHN Phone: 805 350-0542

Organization: OSCF OREGON SOUTH COAST FISHERMEN Address: PO BOX 2709 BROOKINGS OR

If more space is required please attach additional pages

Event Title: <u>Purchase Lighting Equipment</u>		Not to Exceed Amount Requested <u>\$ 2500⁰⁰</u>	
Event Description: <u>Stage lighting, portable, for use in multiple venues and multiple events</u>			
Event Date/s: <u>N/A</u>			
Location: <u>N/A</u>		Location secured? Yes ☐ No ☐	
Event Goals: <u>See Attached</u>			
Please explain how this event will be sustained after the first year: <u>The project helps to build capacity for performing arts in Brookings</u>			
Sponsors/Investors: <u>See Attached</u>			
Budget <u>See Attached</u>			
Income		Expenses	
Fees Collected	\$	Facility/Venue Costs	\$
Admissions	\$	Insurance	\$
Concessions	\$	Advertising	\$
	\$	Supplies	\$
	\$		\$
	\$		\$
TOTAL	\$	TOTAL	\$
Methodology for evaluating events success in terms of bringing visitors to the Brookings area: <u>N/A</u>			
Contact Person: <u>Jan Barbas</u> Phone: <u>801 755 9067</u>			
Organization: <u>Wild Rivers Coast Foundation</u> ^{For Dance} Address: <u>430 Oak St, St4, Brookings</u>			
If more space is required please attach additional pages			

Event Goals, Sustainability and Budget:

The Wild Rivers Coast Foundation for Dance (WRCFD) seeks to purchase portable stage lighting for use at multiple venues and multiple events. This is a durable equipment purchase rather than a one-time event. We anticipate that the equipment would be made available to other non-profit performance arts organizations in the area on an as available basis for reasonable fees, or on a collaborative basis.

The WRCFD was incorporated as a 501(c)(3) in August 2016 and so far, in our first year of operation, have financed two significant productions in Brookings and regionally.

In December 2016 we financed The Nutcracker, A Modern Ballet. As you may recall, the TPAC recommended a very generous grant from the City of Brookings which made that production possible. The City Council unanimously sustained that recommendation. We met all contractual grant requirements and filed our report on time. We estimated that we brought approximately 100 people into Brookings for the production. We received several very generous donations, conducted fundraising activities, and finished the year with approximately \$4000 in the bank.

You will recall that in the sustainability section our 2016 application we anticipated coming back to you for support again this year for a smaller amount, and possibly again next year before we achieved full sustainability. Most of this need is because there is no suitable venue for dance available in Brookings.

Last year we were struggling to find a venue, and were originally considering a tent. City Council expressed concern regarding the tent proposal, and we agreed. Ultimately, the City of Brookings grant made possible a production in the Elks' Lodge. We outfitted the Elks' Lodge with a dance floor covering, curtains, and we hired a sound and light contractor. Although reaction to the show was very positive, there is no doubt in our minds that the Elks' venue did not provide enough tiered seating and people had difficulty seeing over one another. As well, the lighting proved insufficient. Finally, the stage was positioned too far from the seating.

In spring of 2017 we self-financed the production of a short show, The Velveteen Rabbit. This was an all original production of a rarely performed, charming, children's tale. We took the show on the road with free performances at Kalmiopsis Elementary, at Riley Creek Elementary and at Crescent Elk Middle School. We then did public performances at Azalea Middle School which brought a number of people to town, mostly relatives of the student dancers. We were able to build on the City of Brookings grant by using the dance floor covering and curtains, adding stanchions for curtain support in an open space, to define a stage area in the large gymnasiums. The schools have tiered bleacher seating, which is not particularly comfortable and not accessible to some with mobility impairments, but is never the less an improvement in terms of visibility. As well, we were able to seat people much closer to the stage. The schools lack appropriate stage lighting. The production broke even and we are entering this year's Nutcracker season with a bit less than \$4000 available.

This year's Nutcracker will remain in the City of Brookings, and we have secured the Azalea Middle School Gym for December 9 and 10, 2017. Our expenses for this year's Nutcracker are estimated at \$9200 (last year's were \$9315). We are able to finance most normal pre-show expenses with existing cash, a line of credit from a supporter, and anticipated revenues, but wish to continue to build capacity for quality performances in Brookings by adding better lighting and side curtains with stanchions. We will continue to leverage last year's support by using the existing flooring, curtains and cash reserve (which is partially owing to your support).

We come to you for help in securing the lighting system for this and future shows, which we expect will continue to bring tourists to Brookings, both families of the students and as a result of our advertising.

We have not yet developed a definite estimate of cost, but are working with a theater expert to cost a system. Due to the grant cycle and approaching show date we are requesting a grant on a not to exceed basis. If our request should be granted we would submit an equipment and price list equal to or less than the grant amount to the City Manager and take only the actual amount necessary. The not to exceed authority request is for \$2500.00.



Presented to
City of Brookings

Executive Overview

Complex data sources were used to develop the right mix of audience targeting & online delivery to help achieve your business goals.

Audience Targeting

- › 8 Targeted Zip Codes in 2 Counties
- › Total Target Population: Approx 194,780
- › Retargeting: Included

Product Selection



Geographic Targeting

Target the consumers that are most likely to become your customers by focusing on the geography best suited for your locations & business type.

Geography



Demographics

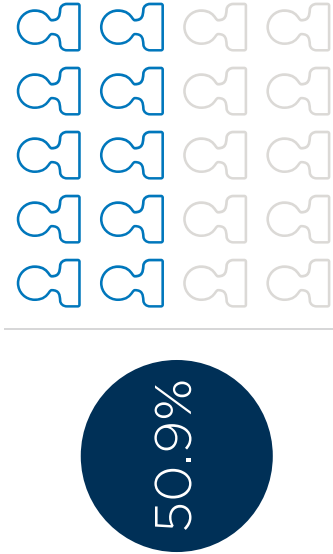
	Gender	> All
	Age Range	> 25-64
	Household Income	> All
	Parent/Single	> All
	Education	> All

Demographic Targeting

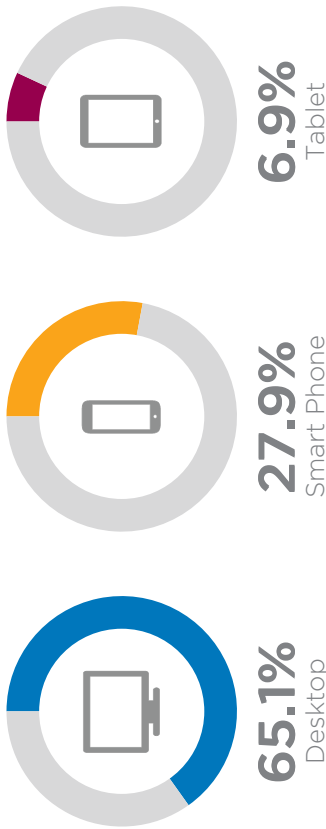
Understanding the background & behavior of your best target customers is key to constructing a cost-effective media plan.

Targeting 99,083 out of 194,780

25-64

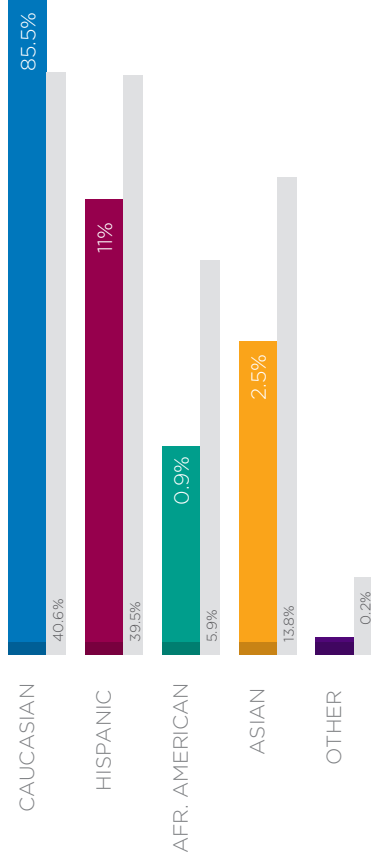


Device use in targeted area



Geographic composition

VERSUS CALIFORNIA AVERAGE -



Targets against regional average



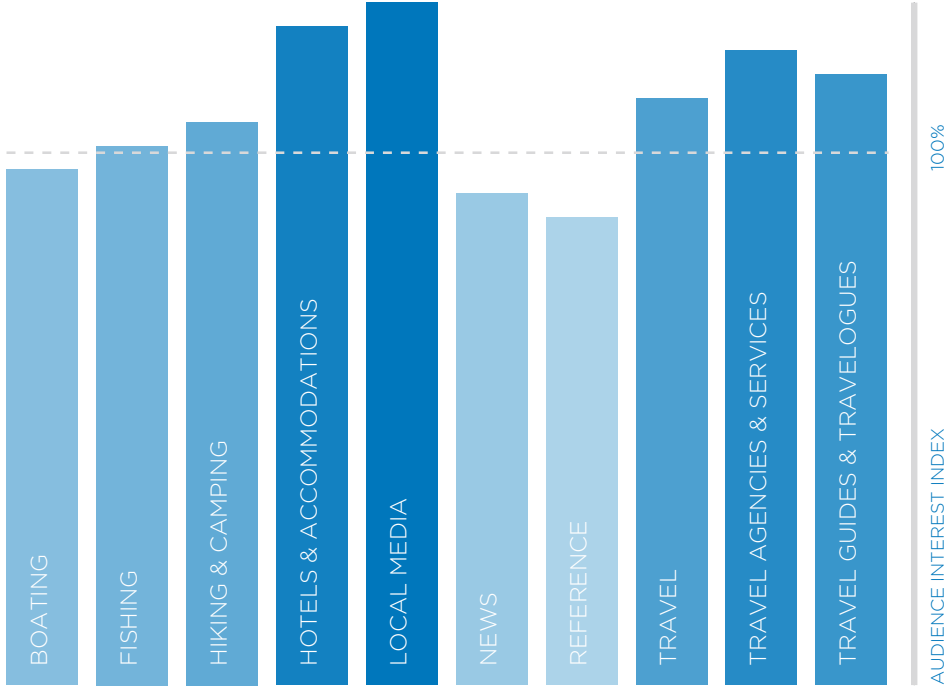
Audience Interests

After you know who your best customers are, it's important to understand their interests, habits, & media consumption.

Site List

LOCAL MEDIA	TRAVEL	BOATING
krtrtv.com	expedia.com	thehulltruth.com
redding.com	priceline.com	boatingmag.com
actionnewsnow.com	kayak.com	jetski.com
chicoer.com	hotelplanner.com	swimmingworldmagazine.com
appeal-democrat.com	taxifarefinder.com	sailmagazine.com
advocate-news.com	taxi-services.regionaldirectory.us	yachtingmagazine.com
ktvl.com	auto-rental.regionaldirectory.us	likesailing.com
dailytidings.com	travel.com	reelboating.com
kmed.com	taxidir.info	sailingworld.com
colfaxrecord.com	worldtaximeter.com	dailyboater.com
HOTELS & ACCOMMODATIONS	HIKING & CAMPING	NEWS
hotels.com	sportsmansguide.com	msn.com
bedandbreakfast.com	fieldandstream.com	cnn.com
hotelclub.com	outdoorbasecamp.com	huffingtonpost.com
hotelcoupons.com	outdoorchannel.com	foxnews.com
hoteldiscounts.com	theoutdoorlodge.com	nbcnews.com
TRAVEL AGENCIES & SERVICES	backcountry.com	cbsnews.com
travelindustrywire.com	outsideline.com	usnews.com
tripcook.com	backpacker.com	washingtonpost.com
tours.com	trails.com	forbes.com
travel-agents.regionaldirectory.us	stateparks.com	dailymail.co.uk
TRAVEL GUIDES & TRAVELOGUES	FISHING	REFERENCE
bookingbuddy.com	basspro.com	ask.com
everytrail.com	outdoorlife.com	mapquest.com
budgettravel.com	hookandbullet.com	ehow.com
smartertravel.com	lake-link.com	whitepages.com
orbitz.com	gameandfishmag.com	dictionary.com
travelandleisure.com	fishingflyshop.com	
travelandresortsnews.com	anglerweb.com	
yahoo.com/travel	fishingnetwork.net	

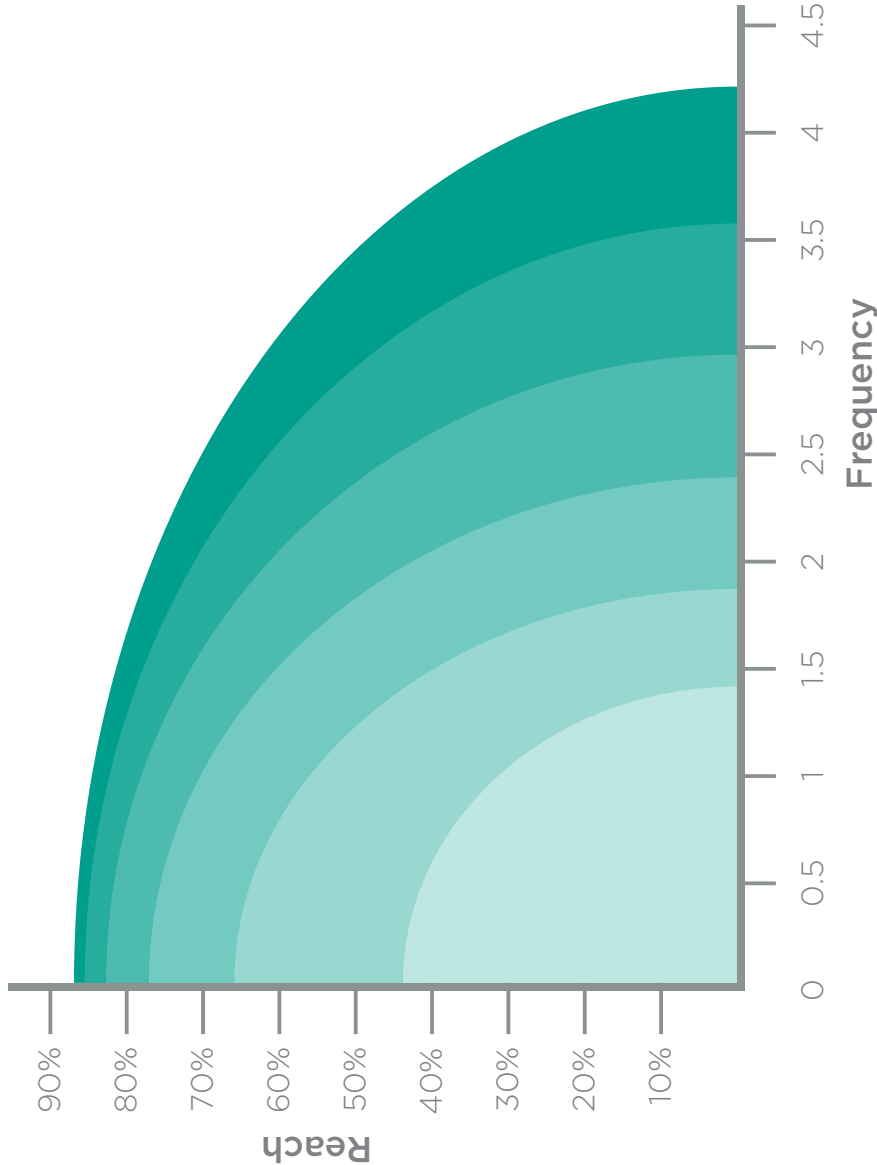
Audience Interests



Digital Reach & Frequency

By estimating how many people will see your ads and how many times they will see them over the length of your schedule you can make strategic decisions with your marketing budget.

MO	IMP	REACH %	FREQ
1	91k	43.8%	1.38
2	183k	65.9%	1.84
3	274k	77.1%	2.36
4	366k	82.7%	2.93
5	457k	85.5%	3.54
6	549k	86.9%	4.18



Advertising Agreement

Spectrum Reach

Products

Budget 1

DISPLAY Local Audience Banners on all devices 1 location	\$500 per month 71,429 imprs/month	\$3,000 total 428,574 total imprs
PRE ROLL Multi Screen video advertising 1 location	\$400 per month 20,000 imprs/month	\$2,400 total 120,000 total imprs
Grand Total	\$900 per month	\$5,400 for 6 months

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.

Start Date: _____

Print Client/Agency Name: City of Brookings

End Date: _____

Client/Agency Signature: _____

Proposal ID: 1507932722175971380

Spectrum Reach Signature: _____

Geographic Targeting Per Location

Palo Cedro CDP, California, Zone: Redding, CA [0966]



TARGET AREA	POPULATION	PEOPLE / HOUSEHOLD
8 ZIP Codes in Shasta, Tehama Coun...	194,780	2.6
LOCAL SITES	AVERAGE INCOME	AVERAGE HOME VALUE
krcrtv.com, redding.com, actionnewsnow.com, chicoer.com, appeal-democrat.com, advocate-news.com, ktvl.com, dailytidings.com, kmed.com, colfaxrecord.com,	\$62,724	\$220,175
	MEDIAN AGE	# OF BUSINESSES
	41	4,526

Creative Services

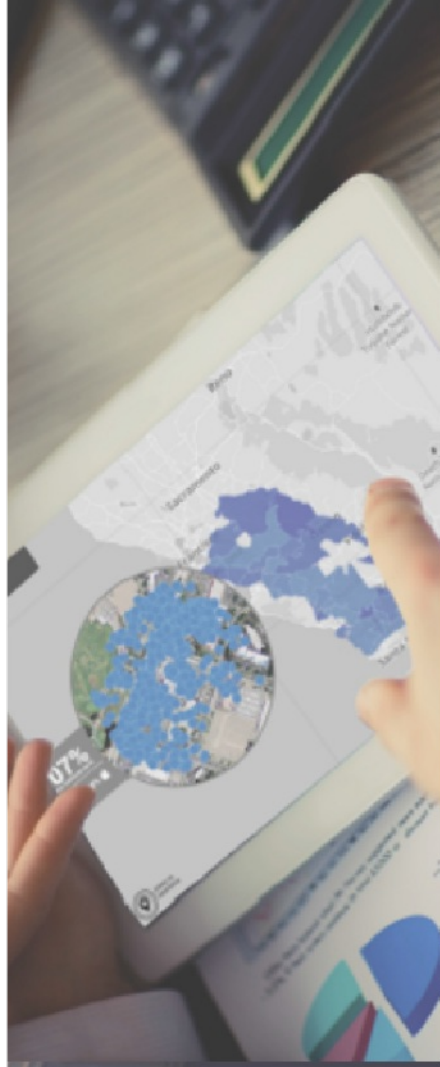
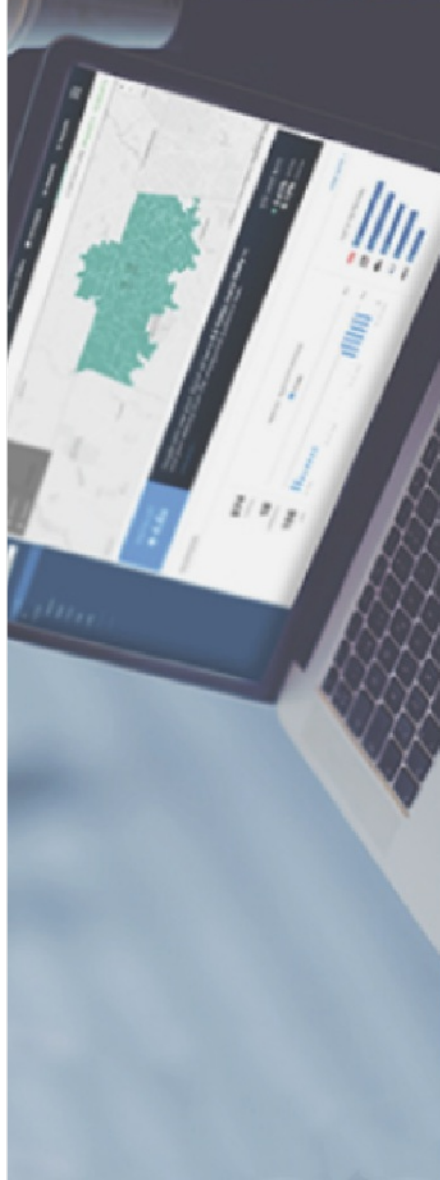
Spectrum Reach designers craft compelling visual stories across all devices and browsers. With accomplished producers, videographers, directors, copywriters, and editors, Spectrum Reach will help amplify your brand in any format.



- ▶ **PERSONALIZED AD DESIGN:** Leverage unique, custom creative for maximum impact.
- ▶ **RICH MEDIA FEATURES:** Incorporate interactive maps, in-banner video, and social sharing into your ad to increase engagement.
- ▶ **COMPATIBILITY:** Run across all browsers and devices with fully compatible, HTML5 ad units.
- ▶ **FULL-SCREEN IMPACT:** Seize user attention with full-screen video takeover.
- ▶ **CREATIVE FLEXIBILITY:** Continually refine creative execution so that it consistently speaks to the target audience.
- ▶ **DYNAMIC AD EXECUTION:** Incorporate an RSS feed or utilize location- and weather-triggered ads for highly specific targeting.

Reporting & Analytics

Spectrum Reach invests in the latest research and tools to provide advertisers with important insights into how to effectively target customers.



▶ ADVANCED REPORTING METRICS

Access advanced campaign performance metrics 24/7.

▶ BRAND LIFT MEASUREMENT

Quantify the true impact of display campaigns beyond the click.

▶ CITY AND SITE-LEVEL TRANSPARENCY

Ensure advertisers reach their audience on brand-enhancing websites.

▶ A/B TESTING

Determine the most effective means to reach a target audience.

▶ GEOFENCING DATA

Utilize precise latitude/longitude data to maximize quality exposures and minimize waste.

▶ SCREENSHOT AUTOMATION

Provide verification of quality ad placements in action.

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-\$50K	\$50-\$100K	\$100-\$150K	\$150K+
LOCAL MEDIA															
krctv.com	28%	72%	1%	4%	12%	22%	23%	15%	20%	28%	72%	40%	28%	20%	13%
redding.com	47%	53%	1%	2%	22%	23%	20%	18%	12%	50%	50%	30%	32%	23%	15%
actionnewsnow.com	36%	64%	1%	4%	9%	29%	21%	18%	18%	39%	61%	34%	42%	14%	9%
chicoer.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
appeal-democrat.com	29%	71%	2%	9%	23%	12%	25%	8%	18%	41%	59%	48%	30%	13%	9%
advocate-news.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
ktvl.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
dailytidings.com	57%	43%	2%	7%	14%	16%	18%	17%	23%	34%	66%	51%	24%	15%	10%
kmed.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
colfaxrecord.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
HOTELS & ACCOMMODATIONS															
hotels.com	44%	56%	2%	6%	18%	20%	25%	18%	11%	44%	56%	30%	30%	23%	17%
bedandbreakfast.com	38%	62%	2%	4%	14%	18%	27%	18%	17%	38%	62%	28%	33%	23%	16%
hotelclub.com	52%	48%	3%	9%	23%	20%	24%	11%	10%	44%	56%	37%	32%	26%	5%
hotelcoupons.com	23%	77%	4%	2%	9%	37%	16%	14%	18%	45%	55%	51%	10%	12%	26%
hoteldiscounts.com	49%	51%	3%	2%	15%	23%	19%	22%	15%	36%	64%	37%	22%	17%	25%
TRAVEL AGENCIES & SERVICES															
travelindustrywire.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
tripcook.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
tours.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
travel-agents.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
TRAVEL GUIDES & TRAVELOGUES															
bookingbuddy.com	42%	58%	2%	5%	15%	18%	23%	21%	16%	40%	60%	33%	30%	22%	15%
everytrail.com	42%	58%	3%	12%	28%	15%	15%	19%	7%	37%	63%	26%	24%	33%	17%
budgettravel.com	41%	59%	3%	9%	25%	21%	13%	12%	18%	47%	53%	23%	29%	33%	15%
smartertravel.com	38%	62%	1%	4%	10%	13%	21%	28%	24%	33%	67%	25%	30%	29%	17%
orbitz.com	46%	54%	1%	6%	19%	19%	24%	17%	12%	43%	57%	28%	30%	24%	18%
travelandleisure.com	47%	53%	2%	6%	17%	13%	19%	22%	23%	35%	65%	27%	29%	31%	14%
travelandresortsnews.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
yahoo.com/travel	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE		FEMALE		UNDER 18				18-24				25-34		35-44		45-54		55-64		65+		NO KIDS		HAS KIDS		\$0-50K		\$50-100K		\$100-150K		\$150K+	
TRAVEL																																		
expedia.com		45%	55%	2%	8%	18%	19%	24%	18%	11%	44%	56%	29%	30%	23%	19%																		
priceline.com		46%	54%	2%	7%	22%	20%	23%	17%	10%	42%	58%	30%	30%	23%	17%																		
kayak.com		50%	50%	2%	9%	25%	20%	21%	15%	9%	41%	59%	27%	29%	25%	19%																		
hotelplanner.com		35%	65%	2%	6%	17%	21%	22%	21%	10%	52%	48%	29%	29%	25%	16%																		
taxifarefinder.com		44%	56%	1%	9%	24%	27%	17%	14%	8%	49%	51%	21%	31%	30%	18%																		
taxi-services.regionaldirectory.us		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
auto-rental.regionaldirectory.us		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
travel.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
taxidir.info		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
worldtaximeter.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
HIKING & CAMPING																																		
sportsmansguide.com		68%	32%	3%	5%	10%	15%	22%	27%	18%	40%	60%	38%	29%	20%	12%																		
fieldandstream.com		66%	34%	2%	9%	16%	15%	22%	19%	17%	38%	62%	36%	32%	17%	16%																		
outdoorbasecamp.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
outdoorchannel.com		64%	36%	3%	8%	7%	11%	23%	25%	22%	45%	55%	39%	30%	15%	16%																		
theoutdoorlodge.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
backcountry.com		54%	46%	5%	11%	17%	21%	23%	15%	8%	45%	55%	29%	26%	23%	22%																		
outsideoonline.com		62%	38%	1%	8%	16%	25%	21%	16%	11%	35%	65%	28%	28%	26%	19%																		
backpacker.com		53%	47%	6%	11%	25%	19%	21%	12%	6%	48%	52%	28%	27%	22%	24%																		
trails.com		58%	42%	3%	7%	18%	20%	20%	20%	12%	37%	63%	30%	31%	23%	16%																		
stateparks.com		57%	43%	1%	3%	10%	19%	20%	32%	14%	57%	43%	33%	30%	21%	16%																		
FISHING																																		
basspro.com		65%	35%	3%	6%	15%	20%	22%	20%	15%	44%	56%	32%	26%	25%	17%																		
outdoorlife.com		66%	34%	7%	9%	19%	12%	19%	20%	14%	43%	57%	34%	28%	21%	17%																		
hookandbullet.com		63%	37%	1%	6%	13%	21%	20%	20%	19%	33%	67%	29%	36%	21%	15%																		
lake-link.com		72%	28%	2%	4%	27%	17%	14%	21%	15%	44%	56%	24%	50%	15%	11%																		
gameandfishmag.com		72%	28%	0%	5%	16%	16%	27%	22%	13%	43%	57%	28%	37%	26%	9%																		
fishingflyshop.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
anglerweb.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		
fishingnetwork.net		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%																		

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
BOATING															
thehulltruth.com	78%	22%	2%	5%	12%	14%	28%	24%	15%	30%	70%	18%	30%	30%	23%
boatingmag.com	72%	28%	3%	7%	12%	14%	15%	31%	18%	30%	70%	22%	31%	34%	12%
jetski.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
swimmingworldmagazine.com	74%	26%	2%	7%	25%	3%	22%	33%	7%	33%	67%	13%	19%	20%	48%
sailmagazine.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
yachtingmagazine.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
likesailing.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
reelboating.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
sailingworld.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
dailyboater.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
NEWS															
msn.com	50%	50%	8%	10%	15%	17%	19%	17%	14%	44%	56%	39%	28%	19%	14%
cnn.com	56%	44%	4%	9%	16%	18%	21%	18%	14%	40%	60%	32%	28%	23%	17%
huffingtonpost.com	51%	49%	3%	7%	15%	16%	21%	21%	18%	38%	62%	33%	30%	23%	15%
foxnews.com	56%	44%	2%	5%	11%	15%	22%	23%	22%	36%	64%	32%	30%	23%	15%
nbcnews.com	51%	49%	2%	6%	13%	15%	21%	22%	22%	37%	63%	31%	30%	24%	15%
cbsnews.com	53%	47%	2%	7%	15%	16%	21%	21%	18%	39%	61%	33%	29%	24%	14%
usnews.com	47%	53%	4%	11%	19%	17%	20%	17%	12%	44%	56%	29%	29%	25%	18%
washingtonpost.com	58%	42%	2%	7%	16%	16%	20%	20%	18%	38%	62%	29%	29%	26%	16%
forbes.com	58%	42%	4%	11%	19%	17%	19%	16%	14%	41%	59%	29%	29%	24%	18%
dailymail.co.uk	52%	48%	4%	9%	16%	15%	21%	19%	15%	40%	60%	32%	29%	23%	15%
REFERENCE															
ask.com	46%	54%	9%	7%	11%	15%	19%	20%	20%	46%	54%	43%	28%	17%	13%
mapquest.com	45%	55%	2%	5%	12%	16%	24%	23%	19%	39%	61%	34%	31%	21%	14%
ehow.com	47%	53%	4%	9%	15%	17%	21%	20%	14%	42%	58%	35%	29%	21%	14%
whitepages.com	44%	56%	2%	5%	13%	17%	22%	22%	19%	40%	60%	35%	29%	21%	15%
dictionary.com	48%	52%	9%	14%	19%	18%	19%	12%	8%	51%	49%	31%	28%	24%	17%

Campaign Strategy: Site List Demographic Data

PLACEMENT	FEMALE										HAS KIDS										\$150K+			
	MALE		UNDER 18		18-24		25-34		35-44		45-54		55-64		65+		NO KIDS		\$0-50K		\$50-100K		\$100-150K	
WEATHER																								
	weather.com	51%	49%	3%	7%	17%	17%	22%	19%	15%	39%	61%	31%	30%	23%	16%								
	accuweather.com	52%	48%	3%	6%	14%	15%	22%	21%	18%	40%	60%	34%	30%	22%	14%								
	weatherbug.com	52%	48%	12%	12%	16%	16%	17%	14%	13%	49%	51%	48%	23%	14%	15%								
	intellicast.com	64%	36%	2%	4%	5%	14%	26%	26%	22%	36%	64%	29%	30%	22%	18%								
weathercentral.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%									
viewweather.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%									
ONLINE COMMUNITIES																								
	flickr.com	52%	48%	4%	10%	16%	16%	21%	19%	15%	40%	60%	32%	30%	22%	17%								
	photobucket.com	58%	42%	7%	13%	17%	16%	19%	17%	12%	44%	56%	37%	27%	20%	16%								
	blogspot.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%								
ARTS & ENTERTAINMENT																								
	ticketmaster.com	46%	54%	5%	12%	20%	18%	23%	15%	7%	47%	53%	28%	29%	24%	19%								
	people.com	35%	65%	2%	7%	16%	17%	23%	19%	15%	41%	59%	32%	30%	23%	15%								
	eonline.com	45%	55%	2%	7%	14%	17%	22%	22%	17%	39%	61%	32%	31%	23%	13%								
	fandango.com	48%	52%	6%	11%	20%	17%	19%	14%	12%	48%	52%	31%	31%	22%	17%								
usmagazine.com	37%	63%	2%	7%	16%	17%	21%	21%	16%	16%	40%	60%	33%	30%	23%	14%								
ew.com	50%	50%	3%	13%	20%	17%	20%	16%	10%	41%	59%	32%	27%	24%	17%									
stubhub.com	55%	45%	4%	12%	21%	19%	23%	13%	9%	45%	55%	26%	28%	25%	21%									
rollingstone.com	59%	41%	3%	11%	20%	16%	21%	18%	11%	40%	60%	31%	30%	23%	16%									
billboard.com	49%	51%	7%	18%	22%	16%	17%	12%	7%	48%	52%	32%	30%	22%	16%									
eventful.com	43%	57%	4%	9%	16%	17%	21%	20%	13%	44%	56%	33%	30%	22%	14%									
BOOKS & LITERATURE																								
	goodreads.com	41%	59%	8%	14%	21%	15%	17%	14%	10%	48%	52%	31%	29%	23%	18%								
	time.com	53%	47%	4%	11%	20%	16%	19%	16%	14%	41%	59%	29%	28%	26%	17%								
	bartleby.com	48%	52%	11%	11%	16%	15%	18%	16%	13%	39%	61%	30%	30%	22%	18%								
	george-orwell.org	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%								
canterburytales.org	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%									
classicreader.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%									
cummingsstudyguides.net	31%	69%	21%	28%	12%	13%	8%	17%	1%	70%	30%	51%	20%	11%	19%									
heatlantic.com	56%	44%	5%	12%	20%	15%	17%	18%	13%	41%	59%	27%	28%	27%	18%									

Campaign Strategy: Site List Demographic Data

PLACEMENT	DEMOGRAPHICS														
	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
PALO CEDRO CDP, CALIFORNIA, ZONE: REDDING, CA [0966]	28%	72%	1%	4%	12%	22%	23%	15%	20%	28%	72%	40%	28%	20%	13%
	47%	53%	1%	2%	22%	23%	20%	18%	12%	50%	50%	30%	32%	23%	15%
	36%	64%	1%	4%	9%	29%	21%	18%	18%	39%	61%	34%	42%	14%	9%
	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	29%	71%	2%	9%	23%	12%	25%	8%	18%	41%	59%	48%	30%	13%	9%
	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	57%	43%	2%	7%	14%	16%	18%	17%	23%	34%	66%	51%	24%	15%	10%
	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	53%	47%	1%	2%	11%	10%	24%	42%	7%	33%	67%	31%	34%	21%	14%
	48%	52%	2%	6%	10%	15%	14%	32%	15%	50%	50%	46%	28%	15%	10%



Winter 2018 Co-op Recommendation



Presented by:
Tina Kassy & Kristin Spear
KGW Media Group
tkassy@kgw.com kspear@kgw.com
503-226-5009

May, 2017



GOALS

- Reach leisure travelers 25-64
- Showcase the power & beauty of the Oregon Coast during the winter season
- Inspire travel to Oregon Coast during the winter
- Coordinate co-op packages to feature specific destinations/properties

STRATEGY

- Reach the largest concentration of Oregon Coast travelers with KGW TV
- Use spectacular Uncage the Soul video on high reaching KGW News and programming indexing well for reaching leisure travelers
- Incorporate digital pre-roll to served to highly targeted travel intenders
- Maximizing investment and leverage in-kind support to generate greatest impact



CO-OP PACKAGES

PORTLAND



Co-Op Package - \$5,000 Option

TELEVISION SCHEDULE – PORTLAND DMA

3 weeks

<i>Recommended Television Schedule – KGW</i> <i>Flight Dates: TBD January-March, 2018</i> <i>15-second messages</i>			
Days	Times	Program	Total Spots
Wed-Fri	5-6am	KGW Sunrise News	4x
Wed-Fri	6-9am	KGW Sunrise News/Today Show	6x
Wed-Fri	11a-12:30p	KGW News	3x
Sat/Sun	6-9am	KGW Sat/Sun Morning News	2x
Wed-Sun	5-12am	KGW.com In-Kind Streaming/NBC Sports	25x
Wed-Sun	5a-5a	KGW Station Rotation	20x
Wed-Sun	5a-5a	KGW Station Rotation – In-Kind	4x
		Total:	65x
<i>Digital Campaign – 100,000 Video Pre-Roll Impressions on KGW.com and Extended network targeting travelers</i>			

Campaign Reach (Adults 18+): 1,282,100

Behavioral Targets:

Travel, Adventure, Hiking, Food, Sports, Sightseeing, Outdoor, In-Market getaways, vacations

Value: \$10,110

Net Investment: \$5,000



Co-Op Package - \$2,500 Option

TELEVISION SCHEDULE – PORTLAND DMA

2 weeks

Recommended Television Schedule – KGW Flight Dates: TBD January-March, 2018 15-second messages			
Days	Times	Program	Total Spots
Wed-Fri	5-6am	KGW Sunrise News	4x
Wed-Fri	6-9am	KGW Sunrise News/Today Show	6x
Wed-Fri	11a-12:30p	KGW News	3x
Sat/Sun	6-9am	KGW Sat/Sun Morning News	2x
Wed-Sun	5a-5a	KGW Station Rotation	20x
Wed-Sun	5a-5a	KGW Station Rotation – In-Kind	2x
		Total:	37x

Campaign Reach (Adults 18+): 1,145,900

Value: \$5,110

Net Investment: \$2,500



CO-OP PACKAGES

SEATTLE/TACOMA

Co-Op Package - \$6,000 Option DIGITAL CAMPAIGN— SEATTLE

over the top VIDEO STREAMING

Over-the-Top Commercial Streaming – Delivers your commercial message on premium programs that air on devices like Apple TV, Smart TV, and Roku.

Using an internet connection, viewers access aggregators like Sling, Hulu and Crackle to select content to view.

All content is premium content – serving your commercials on Network apps, Multi-channel video programming distributors and Video on Demand Libraries

Over the Top video streaming impressions: 63,750

desktop & mobile PRE-ROLL

Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

We will serve your 15-second message to your most desirable audience. Target audience can include:

- Seattle/Tacoma*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000

Total Campaign Impressions: 154,750

Net Campaign Investment: \$6,000

*Can identify specific areas within Seattle area to target

Co-Op Package - \$2,500 Option DIGITAL CAMPAIGN- SEATTLE

desktop & mobile PRE-ROLL video

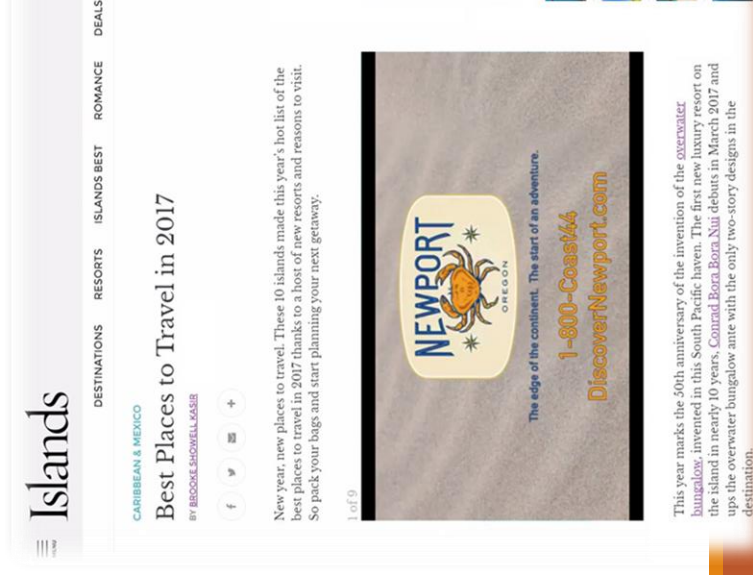
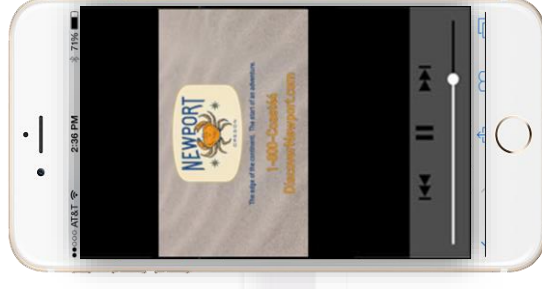
Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

We will serve your 15-second message to your most desirable audience. Target audience can include:

- Seattle/Tacoma*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000
Net Campaign Investment: \$2,500

***Can identify specific areas within Seattle area to target**





CO-OP PACKAGES

NORTHERN CALIFORNIA

Co-Op Package - \$6,000 Option DIGITAL CAMPAIGN – NORTHERN CA

over the top VIDEO STREAMING

Over-the-Top Commercial Streaming – Delivers your commercial message on premium programs that air on devices like Apple TV, Smart TV, and Roku.

Using an internet connection, viewers access aggregators like Sling, Hulu and Crackle to select content to view.

All content is premium content – serving your commercials on Network apps, Multi-channel video programming distributors and Video on Demand Libraries

Over the Top video streaming impressions: 63,750

desktop & mobile PRE-ROLL

Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

We will serve your 15-second message to your most desirable audience. Target audience can include:

- Northern California*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000

Total Campaign Impressions: 154,750

Net Campaign Investment: \$6,000

*Can identify specific areas within Northern California to target

Co-Op Package - \$2,500 Option

DIGITAL CAMPAIGN- NORTHERN CA

desktop & mobile

PRE-ROLL

video

Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

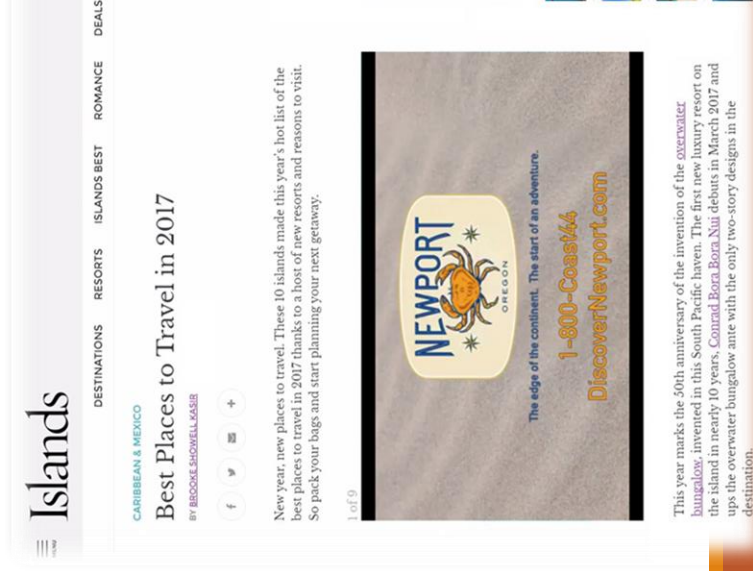
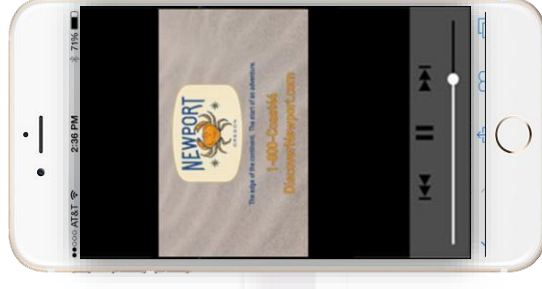
We will serve your 15-second message to your most desirable audience. Target audience can include:

- Northern California*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000

Net Campaign Investment: \$2,500

***Can identify specific areas within Northern California to target**





CO-OP

PACKAGES

IDAHO

Co-Op Package - \$6,000 Option

DIGITAL CAMPAIGN— IDAHO

over the top VIDEO STREAMING

Over-the-Top Commercial Streaming – Delivers your commercial message on premium programs that air on devices like Apple TV, Smart TV, and Roku.

Using an internet connection, viewers access aggregators like Sling, Hulu and Crackle to select content to view.

All content is premium content – serving your commercials on Network apps, Multi-channel video programming distributors and Video on Demand Libraries

Over the Top video streaming impressions: 63,750

desktop & mobile PRE-ROLL

Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

We will serve your 15-second message to your most desirable audience. Target audience can include:

- Idaho*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000

Total Campaign Impressions: 154,750

Net Campaign Investment: \$6,000

*Can identify specific areas within Idaho to target

Co-Op Package - \$2,500 Option DIGITAL CAMPAIGN- IDAHO

desktop & mobile PRE-ROLL video

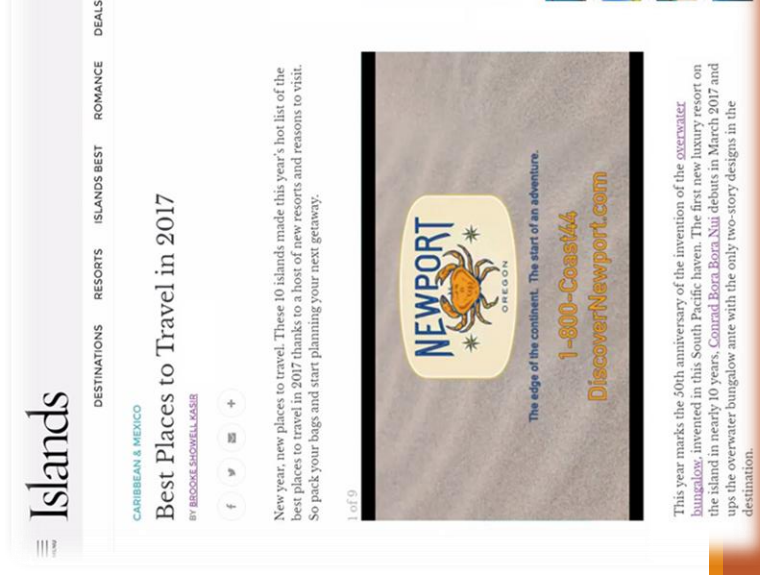
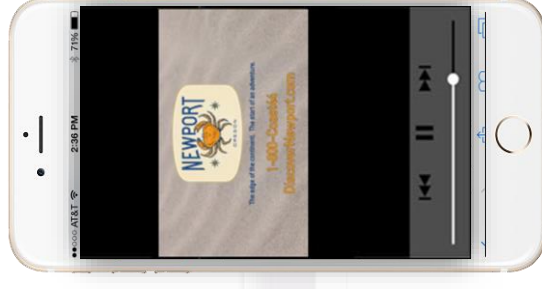
Tie in your television spots or reach your most likely audience using digital video pre-roll messaging.

We will serve your 15-second message to your most desirable audience. Target audience can include:

- Idaho*
- Interest in Travel, adventure, outdoor sports, sightseeing
- In market vacations

Targeting Pre-roll impressions: 91,000
Net Campaign Investment: \$2,500

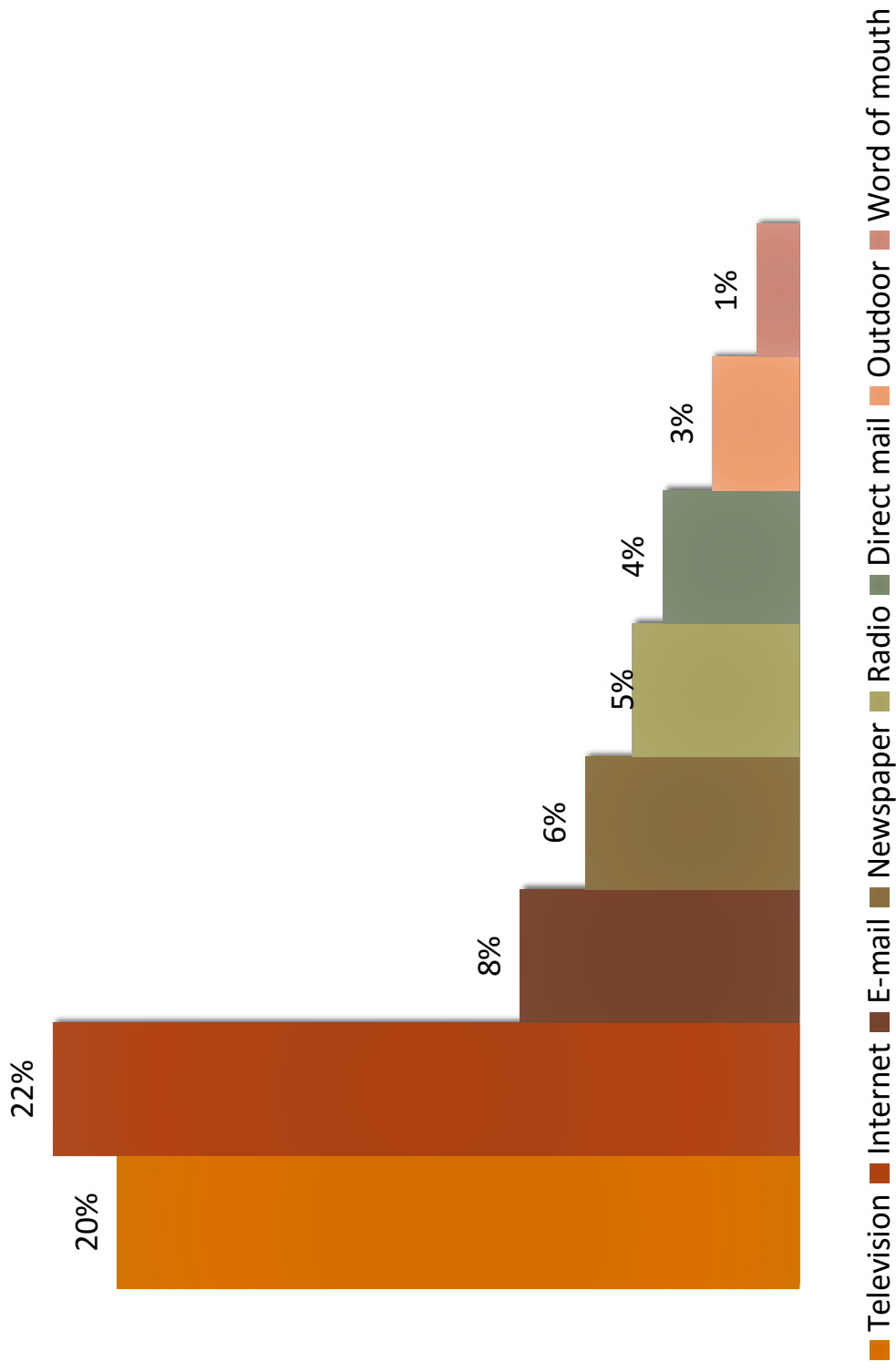
****Can identify specific areas within Idaho to target***



APPENDIX



MEDIA HABITS - MOST EFFECTIVE ADVERTISING MESSAGE



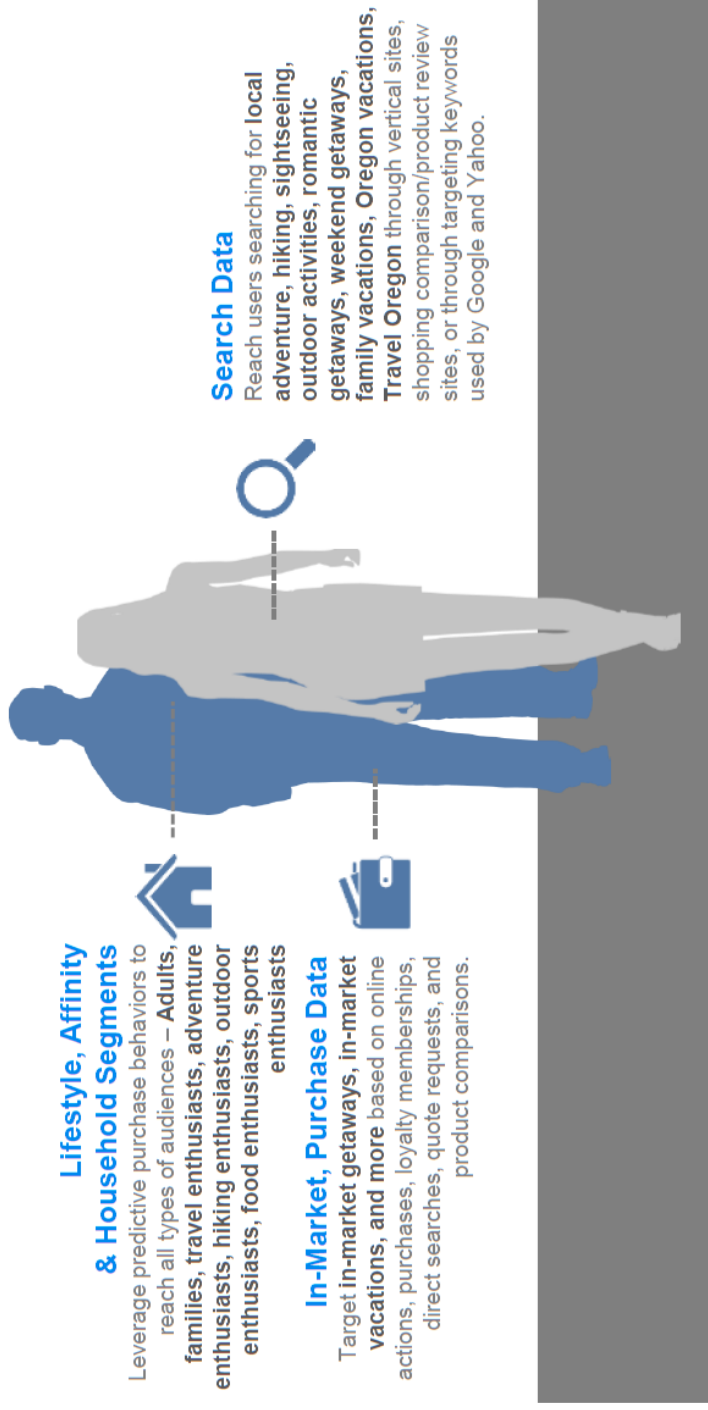
FAVORITE STATION

for local news

Now thinking about television news, what is your overall favorite station for local news? *Unaided, 1 mention*

Station	Adults 18+	HH Income \$75K+	College Grad
KGW, Ch. 8 (NBC)	21.1%	26.2%	24.8%
KPTV, Ch. 12 (FOX)	19.6%	13.6%	11.5%
KATU, Ch. 2 (ABC)	18.%	20.8%	21.1%
KOIN, Ch. 6 (CBS)	11.6%	10.4%	12.1%
KUNP, Ch. 16 (Uni)	1.8%	.%	.1%
KOPB, Ch. 10 (PBS)	1.5%	1.9%	2.4%
Don't Know / Other	3.5%	2.7%	3.8%
No favorite/ Switch around	6.5%	8.1%	6.8%
Don't watch local news	13.7%	14.7%	15.1%

BEHAVIORAL TARGETING



Lifestyle, Affinity & Household Segments

Leverage predictive purchase behaviors to reach all types of audiences – **Adults, families, travel enthusiasts, adventure enthusiasts, hiking enthusiasts, outdoor enthusiasts, food enthusiasts, sports enthusiasts**

In-Market, Purchase Data

Target in-market getaways, in-market vacations, and more based on online actions, purchases, loyalty memberships, direct searches, quote requests, and product comparisons.

Search Data

Reach users searching for local adventure, hiking, sightseeing, outdoor activities, romantic getaways, weekend getaways, family vacations, Oregon vacations, Travel Oregon through vertical sites, shopping comparison/product review sites, or through targeting keywords used by Google and Yahoo.

Travelers are a Multi-screen Audience!

- 89% of leisure travelers watch video online (*Google/Ipsos MediaCT Traveler Study, 2012*)
 - 64% while choosing a destination
 - 62% when looking for ideas of activities to do at a destination
- 68% of leisure travelers seek travel inspiration online (*Ipsos MediaCT/Google Travel Study, 2013*)
 - 68% of travelers recall ads viewed on smartphones and 59% on desktop (*Ipsos MediaCT/Google Travel Study, 2013*)
- 38% of Travelers have used mobile devices to purchase travel in 2014, growing 52% since 2012 (*Travel Weekly, Consumer Trends Report, August 2014*)
- 49% of people use their smartphone to plan a trip while watching TV (*Hudson Crossings US Online Travel Study 2013*)

thank
YOU!

WE LOOK FORWARD TO WORKING WITH YOU IN 2018!

All	Today	Tomorrow	This Weekend	or
All	Events	Meetings	Announcements	Mon
All	Sports	Music	Art	Post
	Youth	Educational	Computer	Head
				It's

Process

All All Sports

The Bruin Girls' first Soccer match of the 2017 season will be against North Valley and will occur at 11:00 am on Saturday September 9th. Due to the potential for forest fire smoke, the game will be held at the Crescent City High School Field. For more information call 541-661-0457 or go to

Humboldt Mediation Services welcomes the public's support at its benefit fundraiser on Wednesday morning from 11:30 to 9 featuring a live guitar performance by Joshua Seney from 6 to 8 at the Mad River Brewery. 445-2505. HumboldtMediationServices.org. [Facebook.MeetingSport](https://www.facebook.com/MeetingSport)

The Sequoia Park Zoo is accepting volunteers for its upcoming 11th annual "Zootini Gala Evening of Wild Fun" benefit for the Zoo scheduled for Saturday night from 5 to 9:45. Sign up now at 442-5649, ext. 202.MeetingSport

The Sequoia xxPark Zoo is accepting volunteers for its upcoming 11th annual "Zootini Gala Evening of Wild Fun" benefit for the Zoo scheduled for Saturday night from 5 to 9:45. Sign up now at 442-5649, ext. 202.MeetingSport

The Bruin Boys' first Soccer match of the 2017 season will be against North Valley and will occur at 1:00 am on Saturday September 9th. Due to the potential for forest fire smoke, the game will be held at the Crescent City High School Field. For more information call 541-661-0457 or go to EventSport

From: [Dane Tippman](#)
To: [Teri Davis](#)
Subject: TPAC: Item for Next Meeting
Date: Thursday, October 19, 2017 8:23:12 PM

Teri,

The following is a request to add an item to the next TPAC meeting's agenda.

Action Item

Add 'New Business' section to all following TPAC meeting agendas.

Under the New Business section, the Chair asks if there is any new business. Interested members may identify themselves as having new business to present to the committee for discussion. Members called upon then announce and present their new business. New business discussions may result in actionable items being added to the next meeting's agenda.

v/r
Dane Tippman

\$47,929 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$47,929 budget (32-10-6090)				
% BUDGETED	\$ 14,379	\$28,757	\$4,793	\$1,000	\$1,000
July		\$ (2,000) Fungi Fest			
August	\$ (2,500) Salmon Run Videos	\$ (2,050) Salmon Run Videos			
September				\$ (106.49)	
*Pending	\$ (10,800)	\$ (1,745)			
REMAINING FUNDS	\$ 1,079	\$ 22,962	\$ 4,793	\$894	\$1,000

\$	4,800	Go App	\$	1,745	Travel & Adventure Show
\$	6,000	Spectrum Digital	\$	1,745	
\$	10,800				

TPAC Goals: Increase overnight stays with emphasis on October thru April. Budget 60% on events, 30% on media advertising, and 10% on capital.

YouTube Videos		Posted	Previous										Total
Apple Box Videos		4/21/14	Total	4/14/17	5/10/17	6/8/17	7/13/17	9/7/17	10/12/17	11/9/17	Views		
Great Place to Live			4950	293	220	257	520	874	491	225	7,830		
Great Place to Visit			1283	45	27	45	56	77	70	15	1,618		
Great Place to Go Camping			1130	34	13	44	63	63	63	12	1,422		
Great Place for a Romantic Getaway			1222	43	28	44	88	103	88	13	1,629		
Great Place to Bring Your Family			841	25	19	32	50	54	47	21	1,089		
KOB! Videos													
11/8/14													
Romantic Weekend			718	14	10	16	31	30	39	6	864		
Family Weekend			786	15	10	13	24	35	38	7	928		
Oregon Lifestyles													
Brookings Episode			645	46	31	65	74	114	86	27	1,088		
Boardman State Park		4/25/16	1421	84	58	84	113	179	52	35	1,456		
Dining 101 Film		10/6/16	1284	81	74	104	136	516	103	36	1,320		
View Totals All Videos													
			12675	680	490	704	1,155	2,045	1,077	397	19,223		
Brookings Lifestyle views (not on City channel)													
			23158	538	394	463	681	1,252	888	358	27,732		
Great Place for Romantic Getaway													
Views			37252	124	26	26	69	44	360	345	38,246		
Shares			1591	2	0	0	1	0	15	4	1,613		
Likes			327	0	0	0	0	1	0	0	328		
Samuel H. Boardman Video													
Views			39,986	42	507	143	41	125	15	14	40,000		
Shares			1191	0	20	11	0	4	0	0	1,195		
Likes			445	0	0	2	0	0	0	0	445		
Dining 101 Video													
Views			10723	27	129	11	98	949	47	28	10,751		
Shares			281	0	6	0	1	23	1	0	282		
Likes			141	0	0	0	0	10	0	0	151		

FamousStages.com

Quote *BALANCE DUE*

Order# 388306

Order Date 11/6/2017

Print Date 11/7/2017

PS-Joey.C

1:49:34 PM

10:55:21 AM

17203 Bamwood Dr, Houston Tx 77090

281 880-9922

Barbas Jamie

8	102-VIVID440	Slim LED Can with 4 x 48 watt RGBW	\$205.00	\$1640.00
		order_customer_id		
8	131-CCO-P	"O" clamp for 1.5 inch truss or tripod	\$5.95	\$47.60
		order_customer_id		
1	134-ACROBAT-P	DMX controller. 192 ch	\$88.99	\$88.99
		order_customer_id		
2	137-TrueDMX-100	100 foot TRUE DMX cable	\$44.99	\$89.98
		order_customer_id		
6	137-TrueDMX-6	6 foot TRUE DMX cable	\$8.43	\$50.58
		order_customer_id		
2	139-GIRAFFE-P	13' black tripod	\$58.50	\$117.00
		order_customer_id		

Quote *BALANCE DUE*

Order Subtotal **\$2034.15**Sales Tax **\$0.00****Total Due \$2034.15**

Special Order Items Can NOT Be Returned

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#1 801-755-9067

Oregon South Coast Fishermen

P. O. Box 2709 • Brookings, OR 97415



Sept. 1, 2015

The Oregon South Coast Fishermen is a non-profit, 501 (c) (3) organization. Our tax ID number is 26-0159001.

MISSION STATEMENT

- ❖ Oregon south Coast Fishermen is a STEP group and will participate, as requested directed and authorized, with the Oregon Department of Fish and Wildlife to accomplish STEP projects and activities.
- ❖ Oregon South Coast Fishermen is dedicated to the maintenance and enhancement of the fishery resources and to their management for the benefit of sustainable fish populations and sport fishing opportunities.
- ❖ Oregon South Coast Fishermen is dedicated to the protection, management and enhancement of fish habitat, with special emphasis on the Chetco and Winchuck rivers and their tributaries and the ocean territorial waters within Curry County.
- ❖ Oregon South Coast Fishermen is dedicated to providing youth angling and outdoor education opportunities.
- ❖ Oregon South Coast Fishermen will provide appropriate comment on activities that affect fisheries, habitat and fishing opportunity.
- ❖ Oregon South Coast Fishermen will be involved with the local community to promote the importance of fisheries and fishing as both an economic benefit and a quality of life indicator.

Oregon South Coast Fishermen will promote fishing by sharing information and techniques with our members and other fishermen, by reaching out to new fishermen and new residents to introduce them to the local fishing opportunities and by promoting club fellowship and social activities.

Thank you for your support.

OREGON SOUTH COAST FISHERMEN

MEMBERSHIP REPORT

2016 has been another busy and productive year for the Oregon South Coast Fishermen. Accomplishments for this year include:

- Collected scale samples from Chetco River salmon carcasses, bringing our total collections since 2008 to nearly 2800 samples.
- Helped to collect steelhead broodstock from the Chetco River.
- Purchased another nine steelhead transport boxes for the Chetco River angler donation program. The boxes were funded through a STAC mini-grant.
- Joined with ODFW, Curry Anadromous Fishermen, Watershed Council Staff and Oregon State Parks to host every third grade student in Curry County for Reel Fish days at Arizona Beach State Park.
- Continued work with ODFW and Oregon State Parks to improve Arizona Pond for fishing. The three phase project will include removing cattail and aquatic vegetation from the eastern half of the pond; dredging the fishing area to bring it back to the original depth; constructing fishing platforms and a covered gazebo/picnic/aquatic ed.structure.
- Assisted the Port of Brookings-Harbor with the Slam'n Salmon Derby.
- Assisted ODFW with the "Eggs to Fry" program in the local schools by preparing and distributing the aquariums and helping with the fish releases.
- Partnered with the Watershed Council Education Program and kids from Azalea Middle School to conduct water quality investigations at the Salmon Run Golf Course ponds.
- Funded a long term temperature monitoring study at the Salmon Run Golf Course irrigation pond to assess the feasibility of using the pond for kids fishing events.
- Held another successful "Kids Fishing Derby" during the Azalea Festival Parade.
- Provided rod/reel combinations to kids at the Azalea Festival and Free Fishing Day events in Curry County.
- Continued the twenty plus year project that collects data from the Winchuck screw trap to assess fall Chinook and winter steelhead out-migrant size and numbers.
- Seined the Chetco estuary periodically during the summer to assess growth and body condition of fall Chinook smolt.
- Acclimated and released two lots of hatchery fall Chinook smolt in the OSCF net pen in Ferry Creek Reservoir.
- Assisted with the collection of fall Chinook from the Chetco to provide the broodstock for the Chetco hatchery program.
- Continued the snout raffle program to improve recovery of Coded Wire Tags from returning Chetco River salmon to assess release strategies and smolt survival.
- Secured public access to the Icebox Bar for the fall/winter fishing season.
- Held the first annual Garrison Lake club fishing/picnic event.

In addition, we told stories, shared tips, enjoyed guest speakers, and gathered information about fish, fishing and issues important to our fishery resources at our monthly meetings.

Whether you worked on projects, attended meetings, or just helped us with your membership we appreciate each and every one of you and thank you for your support. Please continue to help OSCF and our fishery resources by renewing your membership.

(If you are a life member you are receiving this as an update to this year's activities.)

Tim Oakley

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