

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, July 12, 2018 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes from June 14, 2018**
- 3. Public Comments**
- 4. Action Items**
 - a. Travel Southern Oregon Coast – Julie Miller
 - b. Travel & Adventure Show – Teri Davis
 - c. Spectrum Digital Campaign
 - d. KCRE Ad Campaign – Larry Timpe
 - e. KOBI Ad Campaigns – Judy Luker
 - f. Billboard Advertising Proposal
 - g. Monarch Festival – Vicki Mion
- 5. Informational Items**
 - a. Pistol River Wave Bash Evaluation
 - b. Recent Council Actions – Teri Davis
 - c. TPAC Budget and Internet Hit Info
- 6. Schedule Next Meeting – August 9, 2018**
- 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 469-1137 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – June 14, 2018

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Sonya Billington, Dane Tippman, Bob Pieper, Barbara Ciaramella, and Skip Watwood.

Also present: Parks & Planning Manager Tony Baron and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Dane Tippman to approve the minutes of May 10, 2018, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

3. Modification to Agenda

Motion made by Dane Tippman to add Salmon Run Occasion Hall to the agenda as Item 4d, motion seconded by Sonya Billington and Committee voted; the motion carried 5-0-1 with Candice Michel abstaining.

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

5. ACTION ITEMS

a. Spectrum Digital Campaign – Amber Aguirre presented

- Committee discussed target market, timing and package, and budgetary constraints
- Committee requested Ms. Aguirre to provide comparisons of the Rogue Valley market versus the Redding, California market

Motion made by Candice Michel to renew the contract at a \$3,000 level for a six-month period and a second six-month period, motion seconded by Bob Pieper; following budgetary discussion and information regarding other marketing campaigns the Committee would be considering at the July meeting, Candice Michel withdrew her motion.

Motion made by Dane Tippman to table the item, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

b. Wild Rogue Relay – Tony Baron presented.

- Requesting \$2,000 in TOT funding

Motion made by Dane Tippman to grant \$2,000 in TOT funds to sponsor the Wild Rogue Relay event, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.

c. Tank of Gas Campaign

Motion made by Dane Tippman to table the item, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

d. Salmon Run Occasion Hall – Tony Baron presented.

- Committee discussed budgetary concerns and potential benefits of the facility

Motion made by Dane Tippman to recommend to Council to approve a \$10,000 allotment per year for five years from TOT funds to purchase a metal building occasion hall facility at Salmon Run Golf Course, motion seconded by Candice Michel and Committee voted; the motion carried unanimously.

5. INFORMATIONAL ITEMS

- a. Elmo Williams Day Event Evaluation** – Event coordinator Carolyn Milliman submitted a ‘thank you’ card and reimbursed the Committee \$100 from the event.
- b. Event Calendar** – not presented
- c. Recent Council Actions** – Teri Davis presented
- d. Budget Status & Internet Hit Info** – Committee reviewed the budget status and the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for July 12, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:32 pm.

Respectfully submitted,

Skip Watwood, Chair

(approved at July 12, 2018 meeting)



Travel Southern Oregon Coast (TSOC)
Participation in the March 23-24, 2019 San Francisco Show
DMO Co-Op Opportunity
travelshows.com

The **Travel & Adventure Show in the San Francisco Bay Area** provides Oregon's South Coast an opportunity to reach an audience of *more than 20,000 travel enthusiasts and active adventurers* seeking their next vacation destination. With a direct flight from SFO to OTH, these travelers can arrive quickly and begin exploring and experiencing all the coast has to offer.

The Plan: Combine two spaces into a 20x10 space to promote the **ENTIRE** South Coast with display/banners to represent the various major areas of the region – approximately 8-9 banners to hang from the back of the booth (see last page for example of another exhibitor's display of this nature.)

TSOC and the Network support attending the Travel Show as a region and has developed a Co-Op plan to help offset your cost.

How it Works: TSOC, Oregon's Adventure Coast (OAC-Coos Bay, North Bend, and Charleston), Gold Beach and the Southwest Oregon Regional Airport (OTH) have committed to attending the show and representing the South Coast Region.

Can You Attend: The more representation from the South Coast the better. We want you! Join the South Coast team and make a difference.

Opportunity:

Option 1 – Full attendance at event

\$500

This will include one banner depicting an activity or experience in your destination. All we need from you is a photo and TSOC will take care of the creative. A personal representative from your destination to attend the show and distribution of your materials in the booth. You represent the region first and then your destination. *This fee does not include travel expenses, but will cover transportation of your materials to the booth site.*

Option 2 – Brochure distribution only

\$200

This includes transportation of your materials to the booth space. The attendees in the booth will represent your destination as part of the entire South Coast region.

Cost: The cost of the two booth spaces is \$7590. For most DMO's this is out of reach but when we work together we can make it happen.

How TSOC and the OSCRTN Network are Making a Difference: TSOC along with OAC, Gold Beach and OTH will cover the majority of the booth fee. TSOC will cover transportation of materials, creative and regional collateral production while OSCRTN will provide organization and management.

What It Does Not Cover: It is important to note that travel, lodging and food are not covered. You can expect an additional \$1,500 to \$2,000 on top of your opportunity cost.

Example Booth Space – here is how the Florida Keys exhibited their entire area at the 2018 Show:



Pressing Sand!

Oregon South Coast Regional Tourism Network (OSCRTN) making a difference on by collaborating to enhance economic development through sustainable tourism

City of Brookings - Q3-Q4 Digital 2018



Client: City of Brookings-
NW210512

Agency: <none>

Bill to: N/A

Brookings, OR 97415

AE: House Medford

E-mail: N/A

EDI Client

EDI Product

EDI Estimate:

EDI Order:

Zones: 8803

Flight Dates: 7/29/2018 -
12/30/2018

Billing Calendar: Broadcast

Traffic Order #

Spot Length: 30

Zone(s): DIMF- Digital Medford Klamath, 8803

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
TDEV	07/29/18	07/29/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	07/29/18	07/29/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
TDEV	08/26/18	08/26/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	08/26/18	08/26/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
TDEV	09/30/18	09/30/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	09/30/18	09/30/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
TDEV	10/28/18	10/28/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	10/28/18	10/28/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
TDEV	11/25/18	11/25/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	11/25/18	11/25/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
TDEV	12/30/18	12/30/18	Su 6a-12m	71,429 impressions (Redding)	1	1	\$500.00	\$500.00
TPRL	12/30/18	12/30/18	Su 6a-12m	20,000 impressions per month (Redding)	1	1	\$400.00	\$400.00
Totals						12		\$5,400.00

Order Summary:

Zone Description: DIMF- Digital Medford Klamath, 8803

Total Gross\$: \$5,400.00

Total Net\$: \$5,400.00

Broadcast Month Totals:

	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Total
Total Spots	2	2	2	2	2	2	12
Total Net \$	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$5,400.00
Total Gross \$	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$5,400.00

Disclaimer:

Client Signature: _____ Date: _____

Title: _____

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.

City of Brookings Digital Summary

Campaign Type: Display

Campaign Run Dates: 1/1/18 – 5/30/18

Display ⓘ

638,937

IMPRESSIONS

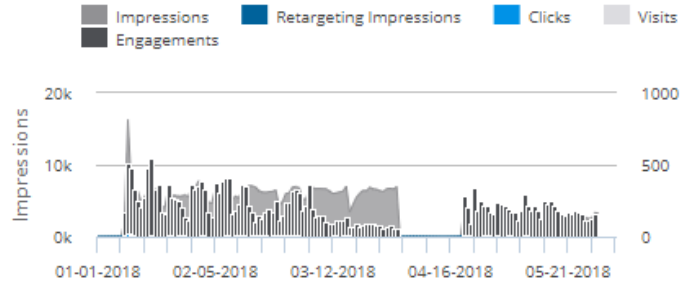
25,170

ENGAGEMENTS

521

SITE VISITS

DIGITAL IMPRESSIONS AND ENGAGEMENTS

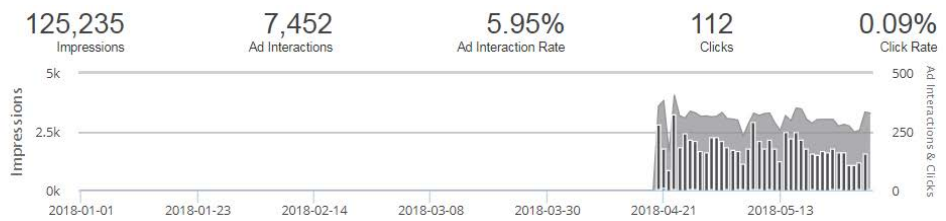


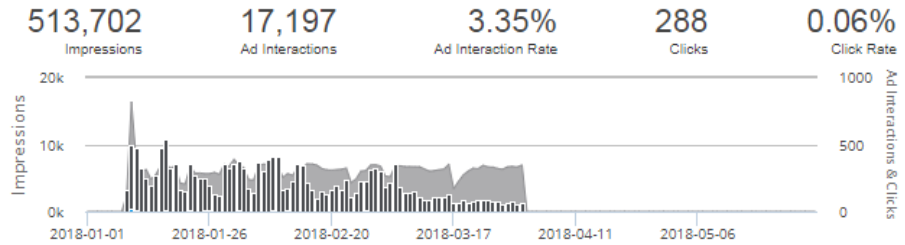
Cities:

GEOGRAPHIC PERFORMANCE ⓘ

Place	Region	Total Imprs	Display Imprs	RTG Display Imprs	Geofence Imprs	Geo Recency Imprs	Clicks	Click Rate	View Throughs	View Through Rate
Redding	California	477,013	466,763	10,250	0	0	295	0.06%	108	0.02%
Tehama	California	66,378	63,074	3,304	0	0	45	0.07%	1	0.00%
Anderson	California	43,163	43,040	123	0	0	22	0.05%	0	0.00%
Cottonwood	California	25,232	24,505	727	0	0	18	0.07%	0	0.00%
Palo Cedro	California	17,184	16,683	501	0	0	15	0.09%	0	0.00%
Lake Shasta	California	9,853	9,425	428	0	0	5	0.05%	0	0.00%
Red Bluff	California	114	114	0	0	0	0	0.00%	0	0.00%
Grants Pass	Oregon	0	0	0	0	0	0	0.00%	11	0.00%
Medford	Oregon	0	0	0	0	0	0	0.00%	1	0.00%

Creative:





Campaign Performance

Impressions Served	Total Clicks	CTR %	Benchmark CTR %
638,937	400	.06%	.05%

Retargeting Impressions Served	Retargeting Clicks	Retargeting CTR %	Benchmark Retargeting CTR %
15,333	13	.08%	.05%

Total Interactions	Interaction Rate	Benchmark CTR %
24,649	3.86%	1.20%

Total View Throughs	View Through Rate	Benchmark View Through Rate %
121	.02%	.05%

Engagements	Engagement Rate	Engagement Rate Benchmark Rate %	Hovers	Video Plays
25,170	3.94%	1.1%	19,968	4,681

Campaign Type: Pre Roll

Campaign Run Dates: 1/1/18 – 5/30/18

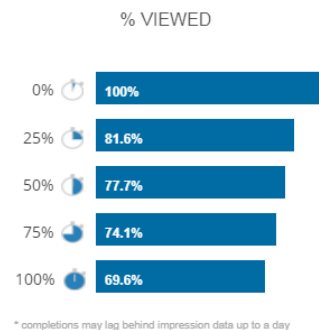
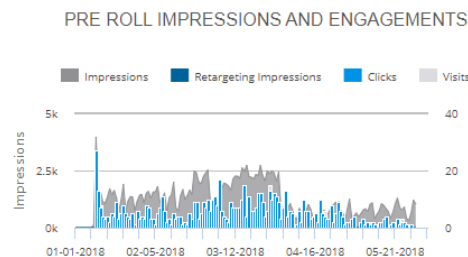
Had a 69.6% completion rate (benchmark completion rate is 70.56%)

Pre Roll ⓘ

185,884
IMPRESSIONS

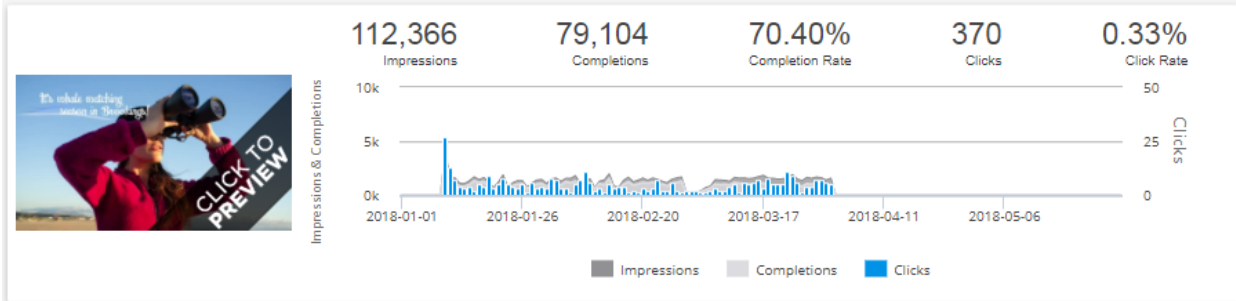
69.6%
COMPLETION RATE

726
SITE VISITS

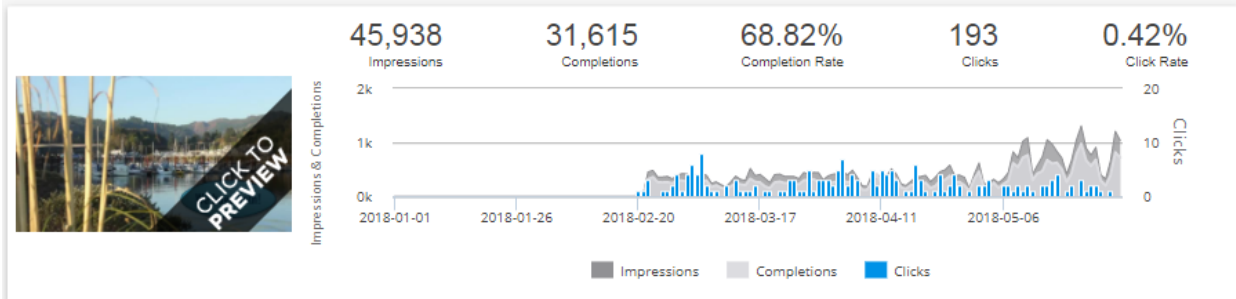


Creative:

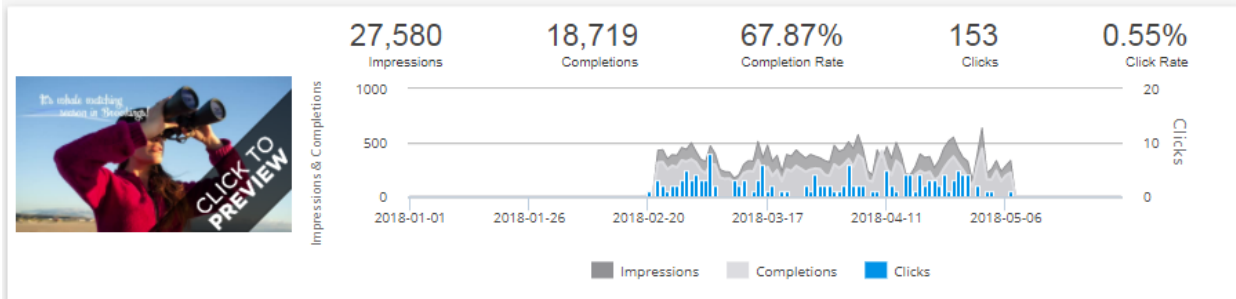
BROOKINGS_WHALE_WATCHING



BROOKINGS_FINDYOUROWNBEACH



BROOKINGS_WHALE_WATCHING2

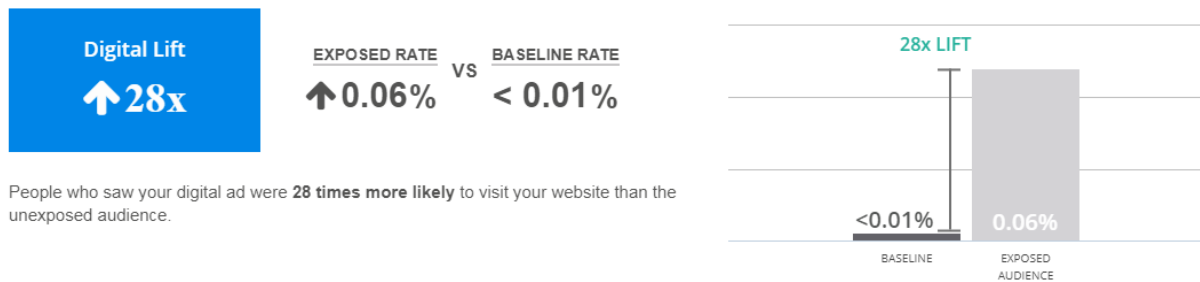


Impressions Served	Total Clicks	CTR %	Benchmark CTR %
185,884	716	.39%	.10%

Retargeting Impressions Served	Retargeting Clicks	Retargeting CTR %	Benchmark Retargeting CTR %
463	7	1.51%	.35%

View Throughs	View Through CTR %	Benchmark View Through CTR %
10	.01%	.02%

Digital Lift:



Observations, Comments and Recommendations:

The City of Brookings' digital display campaign continues to perform strongly as it exceeds the industry benchmarks for the CTR, retargeting, ad interaction, and engagement rates through-out the campaign. The pre-roll campaign well exceeded the industry benchmark for the CTR and retargeting rates while just about meeting the industry benchmark for the 100% video completion rate.

The City of Brookings website saw an increase in digital lift from 26x in January 2018 to 28x by May 2018. This means that people who saw the City of Brookings digital ads were 28 times more likely to visit their website compared to people who were not exposed to their digital campaign.

The cities that performed the strongest include Redding, Tehama, Cottonwood, and Palo Cedro.

Creative insights: In the digital display campaign, the *Find Your Beach* display creative ad interaction and CTR rates exceeded the *Whale Watching* creative. It is recommended to conduct A/B testing with creative. B creative could move call-to-action to beginning and remain static throughout animation. Move video to beginning of animation to engage audience. Regarding the pre-roll creative, it is recommended to keep the call-to-action static in a small portion of the pre-roll ad (such as in the top right hand corner, "Visit Brookings!")

From: [Timpe, Larry](#)
To: tdavis@brookings.or.us
Subject: from Larry at Bicoastal
Date: Thursday, May 24, 2018 12:28:44 PM
Attachments: [image001.png](#)
[2018 Triple Play-Word - 450 Rate.docx](#)
[2018 Radio Booster BEST VALUE \\$399 with Digital Boost \\$99 option.pdf](#)

Hi Teri,

Thanks for the conversation today.

I have attached a couple of proposals we have available. We certainly can look at different types of campaigns based on need and budget.

One proposal is a short term (4 Day Campaign) that is used by clients to promote specific events.

The second proposal is an annual campaign used to promote businesses or groups on a year round basis. Ads broadcast can be change as often as needed at no charge. The annual campaign includes an ad with link on each of our three websites.

If you have any questions, don't hesitate to reach out to me.

Thanks,
Larry

Larry Timpe

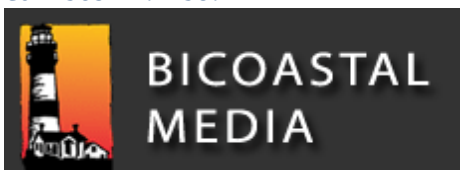
General Manager

KPOD 97.9 FM, KCRE 94.3 FM & AM 1240

1345 Northcrest Drive, Crescent City, CA 95531

Studios: 707-464-9561

Cell: 563-249-4589



<http://www.bicoastalmedia.com>





Radio



KCRE
KPOD
AM 1240

Del Norte/Curry County Annual Radio Marketing Plan

Exceptional Value for Your Business!

save over 60% from current rates!

Your message is broadcast 3 times per day,
everyday, on rotating stations.

Time Placement: 6a-10a 10a-3p 3p-9p

★90 :30 Messages per Month!

★1080 :30 Messages per Year!

Affordable Radio Marketing!

Your investment: \$104 week or \$450 month

(Net to Station 12 Month Commitment)

Includes your business tile/link on all 3 station Websites

It's a **HOME RUN** for your **Business**





Radio *Triple Play*

Business Name _____

Client – Approval _____ Date: _____

Bicoastal Acceptance _____ Date: _____
KPOD LLC

Subject to all standard contract terms and conditions, all spots are maximum :30 seconds, no more than one package may be sold to any advertiser unless approved by management.

This agreement shall take effect at the date of signing and is valid for a period of 1 year, ending on the last day of the month as shown on the signatures lines above.

Advertiser agrees to pay \$450 net monthly upon invoice. Non-Discrimination. Bicoastal Media does not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchase advertising. Any order for advertising that includes any such restriction will not be accepted.



Absolute Radio



booster

Sometimes you need a

WEEKLY BOOST!

*Awareness

*Special Events

*Promotions

24 :30 messages on all 3 stations

*Typical Schedule **6** :30 messages per day for 4 days

72 Total messages Just \$399 (Rate Value \$720+)

***Digital Boost? Add \$99**

*Multiple Boosters may be available, pending inventory- please check with your Account Representative

*Scheduled Best Times Available 5a-11p *:60 Option \$599 *Digital Boost: Same as Broadcast Schedule



Business/Advertiser _____

Signature _____ Date _____

KPOD LLC Representative _____ Date _____

Non-Discrimination: Bicoastal Media does not discriminate on the basis of race, gender or ethnicity in the placement, scheduling and completion of purchasing advertising.

Any order for advertising that includes any such restriction will not be accepted.

From: [Judy Luker](#)
To: ["Teri Davis"](#)
Subject: RE: Message from Konica Copier
Date: Tuesday, June 12, 2018 2:55:11 PM

If Salmon Run does the golf package, I will put them in Tank of Gas at no extra charge. Thanks, Judy

From: Teri Davis [mailto:tdavis@brookings.or.us]
Sent: Tuesday, June 12, 2018 1:49 PM
To: Judy Luker
Subject: RE: Message from Konica Copier

This is separate from the Tank of Gas promotion correct?

\$50 per event. So to take all of them would be \$950? Any discounted rate for taking the entire package?

From: Judy Luker [mailto:jluker@kobi5.com]
Sent: Tuesday, June 12, 2018 1:36 PM
To: Teri Davis
Subject: FW: Message from Konica Copier

Hi Teri: At our meeting we had discussed maybe a golf schedule for Salmon Run. I have attached the upcoming golf tournaments. Let me know what you think and also if you decide on this, Salmon Run will be in Tank of Gas – no extra charge. Let me know. Thanks, Judy

From: konica@kobi5.com [mailto:konica@kobi5.com]
Sent: Tuesday, June 12, 2018 1:37 PM
To: jluker@kobi5.com
Subject: Message from Konica Copier

18TH ANNUAL TANK OF GAS GETAWAY 2018



Where will your TANK OF GAS take you?

Presented By:
Judy Luker
Account Executive
541.779.5555
Jluker@kobi5.com

Tank of Gas
Getaway
2018



Over the past eighteen years, the **Tank of Gas Getaway (TOG)** has been a popular, innovative, and well-known promotional campaign produced in Southern Oregon and Northern California

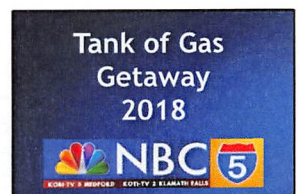
The **Tank of Gas Getaway** is designed to:

- Create awareness throughout the region of the local tourism opportunities that exist around us.
- Introduce potential tourists to all the diverse, unique, and fascinating destinations available in Southern Oregon & Northern California.
- Educate our local viewers about the opportunity for recreational activities that are right in our own backyards.
- Create opportunities for economic growth in our region's communities for businesses both large and small.
- Create the opportunity for YOUR business to attract a portion of the dollars that tourists bring in to our area.

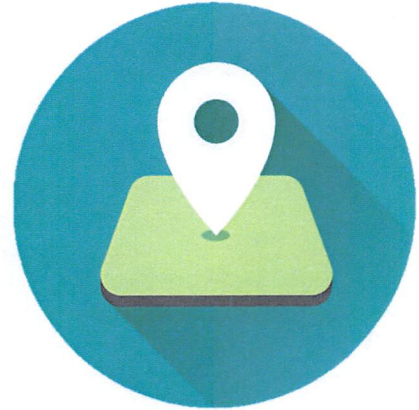
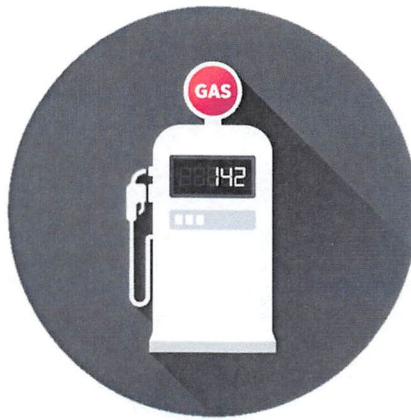
NBC5/NBC2 will Produce 13 News Segments, each featuring a different region and its attractions.

News Segments to air June - September

Segments to run in 6pm News and 11pm News on Thursdays and News @ Sunrise on Fridays



California Oregon Broadcasting Inc., and its subsidiaries, does not discriminate in the sale of advertising time and will not accept any content which is meant to discriminate on the basis of race, gender or ethnicity.



**KOBI-TV NBC 5 will provide the following in support of the
2018 Tank of Gas Getaway Series**

The KOBI creative team will produce:

30-second promo spots for Tank of Gas Getaway (featuring sponsors)

10-second billboards to precede each TOG Segment

Morning News Ticker - Your Business Logo on Morning News Ticker (M-F)

Digital Elements:

On KOB15.com TOG Web page, Logo with link to your business web site

**KOBI+ Promotional Schedule including the TOG weekly news segments, announcements
and promotion of TOG:**

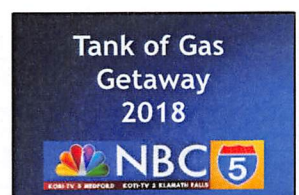
30-second Promo spots and 10-second Billboards on:
KOBI-TV NBC5 and KOTI-TV NBC2

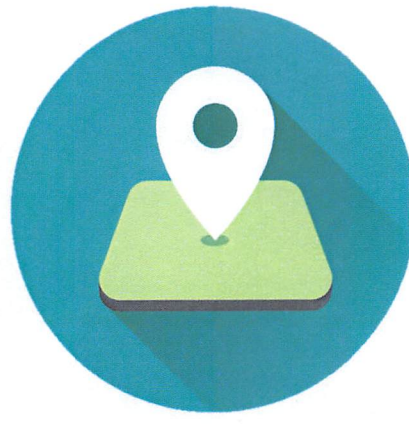
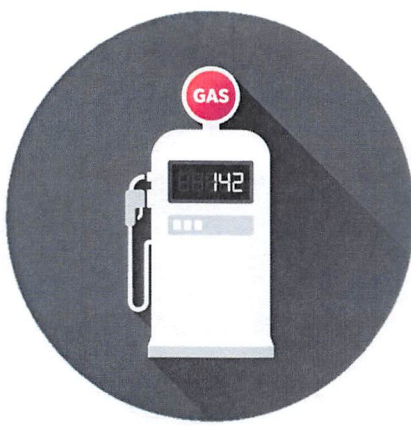
30-second Promo spots to air on:
ThisTV Southern Oregon

News Segments at:
6pm and 11pm News on Thursdays, News @ Sunrise on Fridays

Personalized broadcast schedule created specifically for your business.

California Oregon Broadcasting Inc., and its subsidiaries, does not discriminate in the sale of advertising time and will not accept any content which is meant to discriminate on the basis of race, gender or ethnicity.





Title Sponsorship

The KOB! creative team will produce as part of this Sponsorship:

- 1 - 30 second promo identifying your business as the **TITLE** Sponsor of TOG
- 1 - 30 second shared promo for **OFFICIAL** sponsors (with **TITLE** Sponsor featured)
- 1 - 30 second shared promo for **DESTINATION** sponsors (with **TITLE** Sponsor featured)
- 1 - 10 second billboard to precede each TOG Segment (with **TITLE** Sponsor featured)

KOB!+: 21- 30 second promos each week (Title Sponsor TOG Promo)

KOB!+: 14- 30 second promos each week (Official Sponsor TOG Promo)

KOB!+: 10- 30 second promos each week (Destination Sponsor TOG Promo)

45 Promos each week as Title Sponsor

KOB!+: Billboard before TOG Segments

KOB!+: Morning News Ticker - Your Business LOGO

KOB!+: Personalized Schedule at \$14,000 May - September (this includes \$75 production coverage)

ThisTV: 28 - 30 second promos each week (Title Sponsor TOG Promo)

ThisTV: 21 - 30 second promos each week (Official Sponsor TOG Promo)

ThisTV: 14 - 30 second promos each week (Destination Sponsor TOG Promo)

63 Promos each week as Title Sponsor

Digital Elements:

From KOB!5.com TOG page, your logo with a link to your business website

Your commitment as a Title Sponsor of Tank of Gas Getaway: \$14,000

(to be billed over the months that your business is on air)

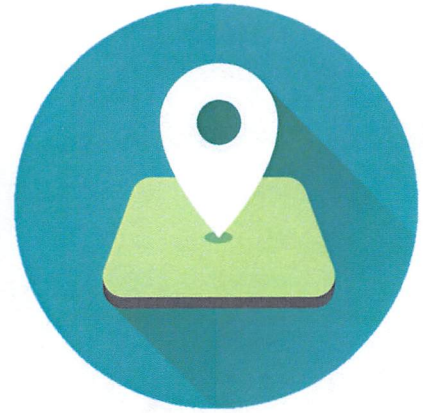
Approved by: _____

Date _____

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Tank of Gas
Getaway
2018





Official Sponsorship

The KOB creative team will produce as part of the OFFICIAL Sponsorship:

1 - 30 second shared promo for OFFICIAL sponsors

KOB+: 14 - 30 second promos each week (Official Sponsor TOG Promo)

KOB+: Morning News Ticker - Your Business LOGO

KOB+: Personalized Schedule at \$6,000 May - September (this includes \$75 production coverage)

This Tv: 21 - 30 second promos each week (Official Sponsor TOG Promo)

Digital Elements:

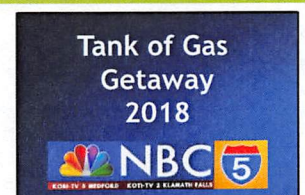
From KOB15.com TOG page, your logo with a link to your business website

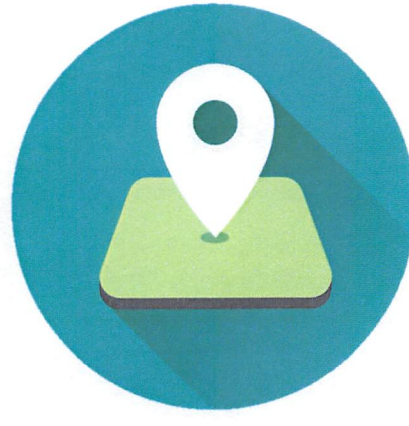
Your commitment as a Official Sponsor of Tank of Gas Getaway: \$6,000
(to be billed over the months that your business is on air)

Approved by: _____

Date _____

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Destination Sponsorship

The KOBİ creative team will produce as part of the DESTINATION Sponsorship:

1 - 30 second shared promo for **DESTINATION** sponsors

KOBİ+: 10 - 30 second promos each week (Destination Sponsor TOG Promo)

KOBİ+: Morning News Ticker - Your Business LOGO

KOBİ+: Personalized Schedule at \$3,000 May – September (this includes \$75 production coverage)

This Tv: 14 – 30 second promos each week (Destination Sponsor TOG Promo)

Digital Elements:

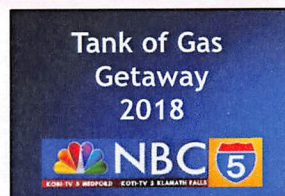
From KOBİ5.com TOG page, your logo with a link to your business website

Your commitment as a Destination Sponsor of Tank of Gas Getaway: \$3,000
(to be billed over the months that your business is on air)

Approved by: _____

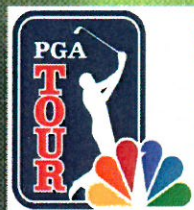
Date _____

California Oregon Broadcasting Inc., and its subsidiaries, does not discriminate in the sale of advertising time and will not accept any content which is meant to discriminate on the basis of race, gender or ethnicity.





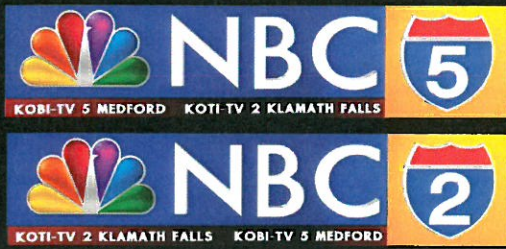
PGA GOLF 2018



Presentation for:
Salmon Run Golf Course

Presented by:
Judy Luker, AE
541.779.5555

125 S. Fir Street, Medford, OR 97501



Who is playing Golf?

Golfer Economic Profile:

- A golfer is defined as anyone having played an 18-hole round in the last 12-months
- 38% are interested in purchasing a luxury leisure property
- 83% own securities
- 86% have life insurance
- 98% own a credit or debit card
- 91% own a home
- 18% own 2 or more homes
- 75% own a computer

Employment:

- 90% of Fortune 500 CEO's are golfers
- 1 in 4 golfers own their own business
- 1 in 3 golfers are in top level management

Vehicles:

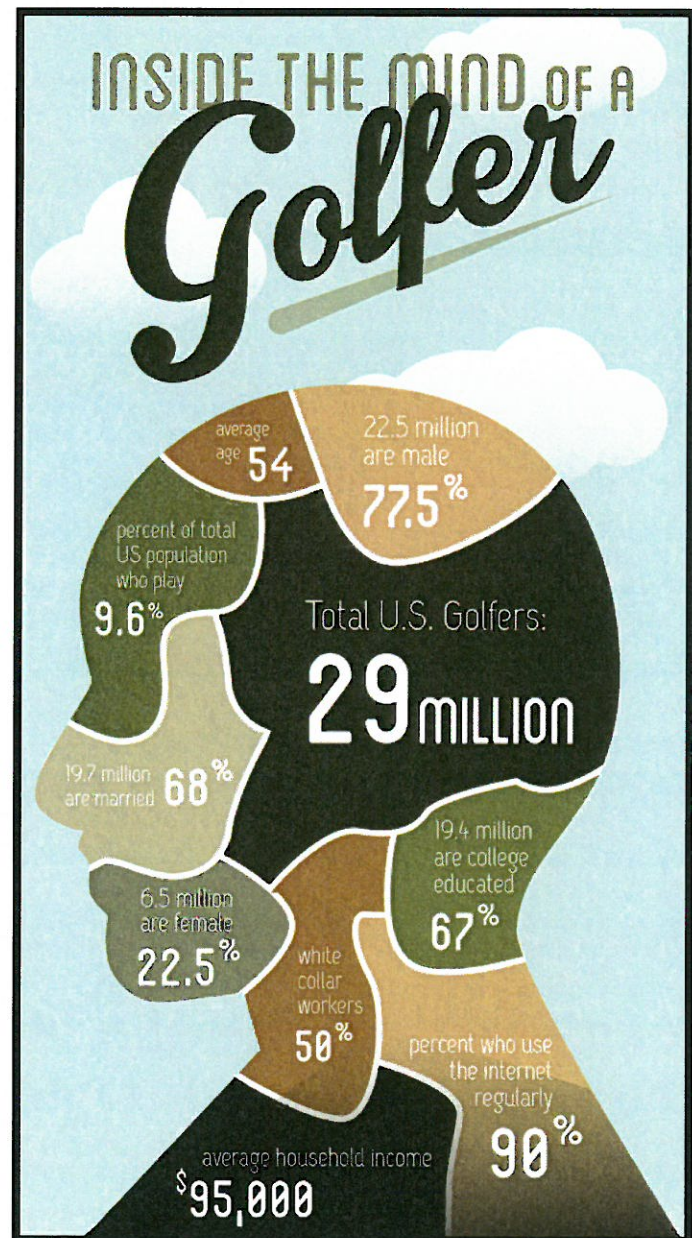
- The average golfer owns 3 cars
- 47% plan on buying a car this year
- 56% spent over \$30,000 on their last vehicle
- 28% spent over \$40,000 on their last vehicle

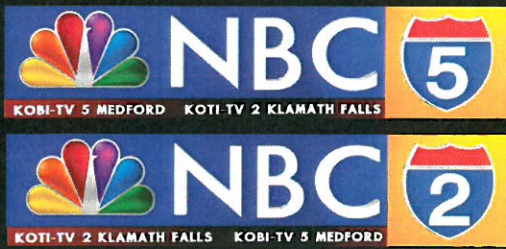
Dining Out:

- 73% dine out once a week or more
- 32% spend \$3,000 or more annually dining out
- 77% drink wine on a regular basis

Internet Activities:

- 90%+ Use the internet regularly
- 67% purchase products or services on-line
- 58% research travel information and services
- 57% book travel services
- 56% conduct banking activities
- 41% research financial services / information
- 36% watch movies / videos
- 20% research real estate information





PGA GOLF 2018

KOBI-TV/NBC5 and KOTI-TV/NBC2 in conjunction with NBC Sports are proud to featuring some of golf's most prestigious events. The Players Championship, Tour Championship and the BMW Championship are just a few examples of the tour stops scheduled. This is your opportunity to reach television's most upscale viewers year-round.

✓	Date	Day / Time	Event	A 18-49
	6/30/2018	Sat 12:00p-3:00p	Golf: Womens PGA Champ 1	1.3
	7/1/2018	Sun 12:00p-3:00p	Golf: Womens PGA Champ 2	1.37
	7/14/2018	Sat 9:30a-12:00p	*Golf: European Tour Scottish	1.45
	7/14/2018	Sat 12:00p-3:00p	*Golf: American Centu. Champ	1.41
	7/15/2018	Sun 9:30a-12:00p	*Golf: European Tour Scottish2	1.44
	7/15/2018	Sun 12:00p-3:00p	*Golf: American Centu. Champ2	1.24
	7/21/2018	Sat 5:00a-12:00p	*Golf: Open Champ 1	3.71
	7/21/2018	Sat 2:00p-3:00p	*Golf: Open Highlights 1	2.28
	7/22/2018	Sun 5:00a-11:30a	*Golf: Open Champ 2	4.58
	7/22/2018	Sun 2:00p-3:00p	*Golf: Open Highlights 2	2.28
	7/28/2018	Sat 9:00a-11:00a	*Golf: Senior Open Champ 1	1.43
	7/29/2018	Sun 9:00a-11:00a	*Golf: Senior Open Champ 2	1.99
	8/4/2018	Sat 8:00a-11:00a	*Golf: LPGA Womens British 1	1.22
	8/5/2018	Sat 8:30a-11:30a	*Golf: LPGA Womens British 2	2.15
	9/2/2018	Sun 11:30a-12:00p	*Golf: Road to the Ryder Cup 1	.84
	9/2/2018	Sun 12:00p-3:00p	*Golf:Dell Technologies Champ1	3.67

All games are \$50.
 you can choose the
 ones you want or
 you can choose to
 take all. we can always
 add some news if
 you want. Jerry



PGA GOLF 2018

✓	Date	Day / Time	Event	A 18-49
	9/3/2018	Mon 10:30a-3:00p	*Golf:Dell Technologies Champ2	2.88
	9/8/2018	Sat 9:00a-12:30p	Golf: BMW Championship 1	2.39
	9/9/2018	Sun 10:00a-10:30a	*Golf: Road to the Ryder Cup 2	.56
	9/9/2018	Sun 10:30a-11:00a	*Golf: PGA Tour Special	.3
	9/9/2018	Sun 11:00a-3:00p	*Golf: BMW Championship 2	1.89
	9/16/2018	Sun 10:00a-11:30a	*Golf: LPGA Evain Masters 1	.81
	9/22/2018	Sat 11:30a-3:30p	*Golf: Coca-Cola Championship1	2.21
	9/23/2018	Sun 10:30a-3:00p	*Golf: Coca-Cola Championship2	2.23
	9/29/2018	Sat 5:00a-3:00p	*Golf: Ryder Cup 1	3.64*
	9/30/2018	Sun 5:00a-10:00a	*Golf: Ryder Cup 2	4.12*
	10/6/2018	Sat 12:00p-1:30p	*Golf: European Tour Champ 1	2.2
	10/7/2018	Sun 10:00a-12:00p	*Golf: LPGA UL Intern. Crown	1.8
	10/7/2018	Sun 12:00p-1:30p	*Golf: European Tour Champ 2	2.2
	12/1/2018	Sat 11:30a-2:00p	*Golf: PGA Tour World Chall. 1	2.51
	12/1/2018	Sat 2:00p-3:00p	*Golf: Volvik Long Drive	1.28
	12/2/2018	Sun 10:00a-1:00p	*Golf: PGA Tour World Chall. 2	2.27
	12/8/2018	Sat 11:30a-1:30p	*Golf: Sharks Shootout 1	.93
	12/9/2018	Sun 11:00a-1:00p	*Golf: Sharks Shootout 2	.93
	12/15/2018	Sat 12:00p-3:00p	*Golf: PNC Father/Son Chall. 1	1.07
	12/16/2018	Sun 12:00p-3:00p	*Golf: PNC Father/Son Chall. 2	.99
	12/23/2018	Sun 12:30p-1:30p	*Golf: PGA Year in Review	.58

* Used data from 2016. The last time the program aired on NBC

Signature: _____ Date: _____

From: [Deinert, Leigh](#)
To: tdavis@brookings.or.us
Subject: Billboard info
Date: Wednesday, May 30, 2018 8:44:41 AM
Attachments: [image003.png](#)
[17569AO.pdf](#)
[17478AO.pdf](#)

Hi Terry:

Thank you for your time on the phone yesterday and for your willingness to consider billboard advertising. I work with several other visitor industry organizations that successfully utilize billboard advertising to promote their communities to travelers along the corridors headed in their direction to promote overnight stays in their communities. We have two locations available that would work well for Brookings. We have one location just north of the bridge in Gold Beach and one location on Hwy 42 capturing eastbound traffic. The Hwy 101 location would reach people with your message before the reaching the motel options in Gold Beach and the location on Hwy 42 would reach westbound traffic and encourage them to visit Brookings. I used to work for a local chamber and heads in beds was very important to our local economy. I have attached photo information sheets for your review. Each location is \$475 per 4 weeks and \$750 printing and installation charge. We can have you posted the week of 6/18 with quick submission of camera ready artwork. I know your decision making process might be a little longer than that but just wanted to let you know we can get you up quickly. We do reserve space upon receipt of signed paperwork and inventory does change on a daily basis. Please let me know if you have any questions 541-953-0979. Thank you for the opportunity to earn your business and I look forward to your reply.

MOBILE ADD-ON

\$809 per 100,000 Mobile Impressions!
\$404.50 per 50,000 Mobile Impressions!
Ask me for more details!



Check out our Mobile Opportunities:

<http://youtu.be/el7dmEK-l-E>

Leigh Deinert/ Account Representative

Direct: 541.953.0979 Cell **541-953-0979**

135 Silver Lane Suite 230 Eugene OR 97404

BRAND STORIES, TOLD HERE.

[OUTFRONT MEDIA: SEE OUR STORIES HERE](#)

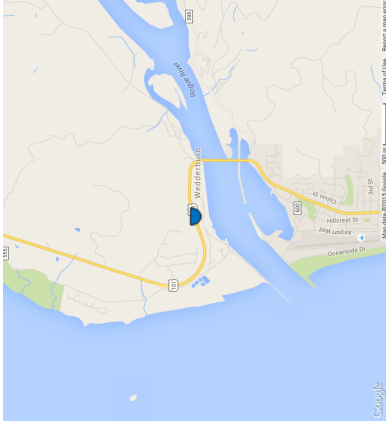
17569A

W/L HWY 101 .36 MI N/O WEDDERBURN LOOP RD N/F F/N

North West Non-Metro



18+ Weekly Imp:	6,401
Size:	7'x14'
Area:	Gold Beach
Zip Code:	97444
Material:	Vinyl
Extensions:	Allowed
Illuminated:	No
Latitude:	42.42974
Longitude:	-124.42116
Spec Sheet:	B20



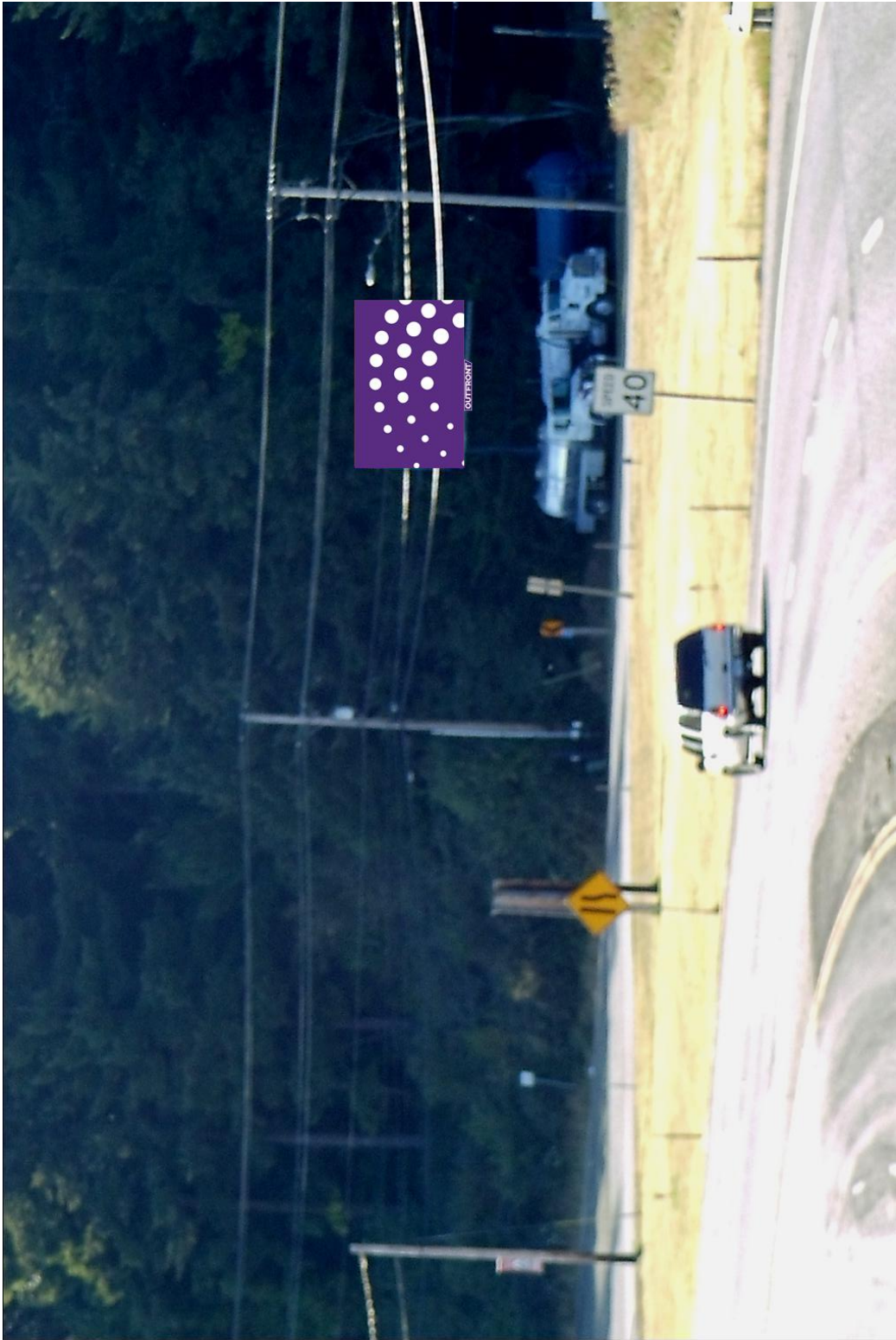
geopath



17478A

N/L HWY 42 20 FT E/O W CENTRAL ST E F/E

North West Non-Metro



18+ Weekly Imp: 24,378

Size: 12'x24'

Area: Coquille

Zip Code: 97423

Material: Vinyl

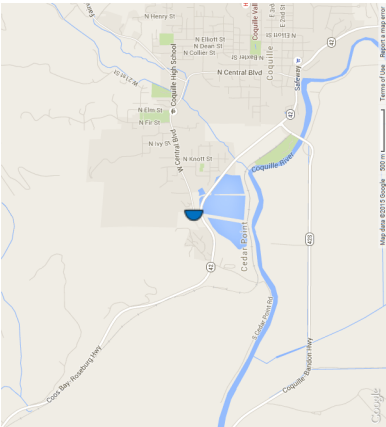
Extensions: Allowed

Illuminated: Yes

Latitude: 43.184534

Longitude: -124.209039

Spec Sheet: B6



geopath



From: [Marcus Hinz](#)
To: [Teri Davis](#)
Subject: Re: billboards
Date: Thursday, May 31, 2018 9:26:06 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

I am going to ping Travel Oregon about this to get a second reminder.

Billboards are great for repetitive reminders for daily commuters. Best for retail material products, directing people to stop and shop on the way home. Of the very high numbers of daily "views" billboards reach, the vast majority will be residential daily commuters. So, if you believe you can reach inland Oregon residents to stay in Brookings it might be an OK marketing play. Down side is there is no way to track this expenditure, unlike website, internet and social media spends.

Also no opportunity to capture a longer term relationship with visitors; like getting them to sign up for a newsletter, facebook, instagram where you can communicate with your followers (and those they share with) for free once they sign up.

More soon.

THE PEOPLE'S COAST

MARCUS HINZ
executive director

OREGON COAST VISITORS ASSOCIATION
po box 940 ~ 2200 1st St #940 tillamook, oregon 97141
p 541 574 2679 ~ 888 628 2101 ~ c 541 264 0543
Director@ThePeoplesCoast.com

Share your experiences on The People's Coast at www.VisitTheOregonCoast.com

Follow us on [Twitter@ThePeoplesCoast](#)

Like us at Facebook.com/ThePeoplesCoast

On 5/29/2018 10:20 AM, Teri Davis wrote:

Hey Marcus,

Does OCVA have any insights on the value of billboard advertising? This would be a

billboard promoting Brookings in general not a specific business. Thoughts?

Thanks!

Teri Davis

City Recorder | Management Analyst



[City of Brookings](#)

898 Elk Drive | Brookings, OR 97415



(541) 469-1137



(541) 469-3650



tdavis@brookings.or.us



Brookings Oregon Monarch Advocates
c/o Vicki Mion
1234 Moore Street
Brookings, OR 97415
vickimion@gmail.com
(760) 670-7826
June 28, 2018

“Tourism Event Proposal”

Janell Howard, City Manager
City of Brookings
898 Elk Drive
Brookings, OR 97415

Dear Ms. Howard and Tourism Promotion Advisory Committee members,

The members of Brookings Oregon Monarch Advocates (B.O.M.A.) were extremely pleased last May when the City of Brookings was designated as a Monarch City USA...the very first city in Oregon to achieve that distinction! One of the recommendations of the Monarch City USA association is that the City would host an annual Monarch Festival. Our dedicated B.O.M.A. volunteers are planning the “Brookings First Annual Monarch Festival” to be held in Azalea Park on Saturday, September 15th.

This family-friendly Monarch Festival will celebrate the monarch butterfly’s amazing migration through Brookings to overwintering sites in central California with educational exhibits and seminars, games and small prizes for children. There will also be educational printed materials for adults who may wish to establish their personal Monarch Waystations or create a monarch and pollinator-friendly habitat on their properties. Also, there will be live caterpillars, butterflies and chrysalises for people to view up close and personal. Adult butterflies reared in captivity by B.O.M.A. members will be released to begin their southern migration at the end of the festival (weather-permitting). At our first festival, we only plan to sell water bottles and some milkweed plants, but in future years we hope to grow this festival into a larger event with vendors, music, butterfly rearing supplies and plant sales to further entice other monarch enthusiasts from Bandon to Brookings and Brookings to Ashland, as well as our friends from Del Norte County in California.

We will also have photo ops with the “City of Brookings” in the photos as memorabilia for folks to take home with them. We occasionally collaborate with the Southern Oregon Monarch Advocates group based in the Medford area. One great thing about monarch butterflies is that they are enjoyed by all age groups.

B.O.M.A. thanks you for your consideration in providing us with funding to help put on this event. If you require any additional information, please contact me, Vicki Mion, at the address and number given above.

Respectfully,

Vicki Mion
(on behalf of B.O.M.A.)

Event Title: BROOKINGS FIRST ANNUAL MONARCH FESTIVAL Amount Requested \$ 1,097.00

Organization: BROOKINGS OREGON MONARCH ADVOCATES

Event Description: A CELEBRATION OF THE MONARCH BUTTERFLY'S AMAZING ANNUAL MIGRATION/PROMOTION OF BROOKINGS AS A MONARCH CITY USA/EDUCATION TO PUBLIC ABOUT HOW THEY CAN HELP WITH MONARCH CONSERVATION EFFORTS/ GAMES & PRIZES FOR KIDS/ SEMINARS/LIVE BUTTERFLIES FOR RELEASE

Event Date/s: SATURDAY, SEPTEMBER 15, 2018

Location: AZALEA PARK (UPPER LEVEL) Location secured? Yes ☒ No ☐

Event Goals: ① EDUCATION ② CONSERVATION
③ CREATE AN ^{ANNUAL} FAMILY-FRIENDLY EVENT THAT FOSTERS COMMUNITY INVOLVEMENT AND TOURISM

How will this event be sustained after the first year? SPONSORSHIPS FROM LOCAL BUSINESSES AND INDIVIDUALS; POSSIBLE REQUEST FOR 2ND YEAR ^{FUNDING ONLY} FROM TPAC

Sponsors/Investors: NONE THIS YEAR. WE NEED TO ROLL OUT THIS FIRST ANNUAL EVENT, LEARN WHAT WORKED WELL AND THEN SEEK SPONSORS FOR 2019.

Event Budget					
Income			Expenses		
Fees Collected	\$ 0		Facility/Venue Costs	\$ 22	
Admissions	\$ 0	FREE EVENT	Insurance	\$ 125	ESTIMATE
Concessions	\$ 100	WATER & PLANT SALES	Advertising	\$ 300	RADIO, NEWSPAPER, SOCIAL MEDIA, ETC.
	\$		Supplies	\$ 500	BROCHURES, EDUC. MATERIALS, DISPLAYS
	\$		PRIZES FOR KIDS	\$ 150	
TOTAL	\$ 100		TOTAL	\$ 1,097	

How do you intend to evaluate the success of your event and determine the number of out of town visitors?
EACH ATTENDEE WILL BE GIVEN A "RAFFLE TICKET." WE SHALL RECORD ZIP CODES ON TICKET STUBS. B.O.M.A. HAS MONTHLY MEETINGS AT WHICH WE WILL EVALUATE SUCCESS.

Contact Person: VICKI MION

Phone: (760) 670-7826 Email: VICKIMION@GMAIL.COM

Mailing Address: 1234 MOORE STREET; BROOKINGS, OR 97415

If more space is required please attach additional pages



City of Brookings

898 Elk Drive, Brookings, OR 97415

(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program Project Evaluation Report Form

*Within three (3) months of completing the event, the following information
must be provided and returned to Lauri in Visitor Center.*

Project Title: Pistol River Wave Bash

Completion Date: June 11, 2018

Contact Person: Samantha Bittner Wilson

Phone: (808)280-4419

Amount Awarded \$2,000

1. How was the funding used? **Photography and Videography of the event**

2. Estimate how many people have been attracted to area because of project.

Approximately how many of
these were from outside Curry County?

200 people estimated attendance with estimated 150 from outside Curry County.

12 different countries were represented by the 34 windsurfers entered in the event.

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) may eliminate your organization from future consideration for funding under this program.

Signed: _____

Dated: 6/18/2018

Organization: International Windsurfing Tour

TPAC EXPENSES FY 2017-18

\$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		\$ (500.00)	
September				\$ (132.59)	
October		\$ (1,151) Chamber Map Distribution			
November		\$ (2,000) Coastal Christmas		\$ (215.01)	
December	\$ (6,000) Spectrum Digital	\$ (2,000) Wild Rivers Coast Foundation for Dance			
		\$ (1,500) Fish Cleaning Station at Port			
January	\$ 6,000 Transfer In from Events	\$ (6,000) Transfer to Advertising			
		\$ (2,000) Wave Bash			
February		\$ (1,732) Travel & Adventure Show			
March		\$ (1,000) Fireworks		\$ (26.00)	
		\$ (1,000) Elmo Williams Day			
April	\$ (995) Chamber Map Ad	\$ (2,000) Mushroom Festival			
May		\$ (1,206) Chamber Map Distribution	\$ (2,000.00)		
		\$ (2,000) Azalea Fest			
		\$ 2,000 Transfer in from Capital			
June					
*Pending	\$ (10,800)	\$ (3,000)			
REMAINING FUNDS	\$ 84	\$ 118	\$ 2,793	\$126	\$1,000

***Pending Budget Allocations 2017-18**

\$ 4,800	Go App	\$ 3,000	Rock the Chetco
\$ 6,000	Spectrum 2018	\$ 3,000	
<u>\$ 10,800</u>			

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

TPAC EXPENSES FY 2018-19

\$36,299 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$36,299 budget (32-10-6090)				
% BUDGETED	\$ 10,890	\$21,779	\$3,630	\$1,000	\$1,000
July		\$ (500) OCVA Membership			
August					
September					
October					
November					
December					
January					
February					
March					
April					
May					
June					
*Pending			\$ (2,790.00)		
REMAINING FUNDS	\$ 10,890	\$ 21,279	\$ 840	\$1,000	\$1,000

*Pending Budget Allocations 2018-19

\$ -

\$ -

\$2,790 Bike Repair Stations Grant

**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	1/11/18	2/1/18	3/1/18	4/5/18	5/3/18	6/7/18	7/3/18	Views			Total
Great Place to Live			8067	255	247	313	409	344	420	382	10,437			
Great Place to Visit			1642	32	28	43	37	19	31	48	1,880			
Great Place to Go Camping			1452	23	22	32	27	15	20	35	1,626			
Great Place for a Romantic Getaway			1667	30	38	33	52	24	36	44	1,924			
Great Place to Bring Your Family			1107	31	21	24	35	19	28	41	1,306			
KOB! Videos														
11/8/14														
Romantic Weekend			873	17	131	17	22	6	11	15	1,092			
Family Weekend			939	15	10	17	17	8	13	8	1,027			
Oregon Lifestyles														
		11/21/14												
Brookings Episode			1117	32	16	26	38	43	40	44	1,356			
Boardman State Park		4/25/16	1815	55	40	46	56	52	51	39	1,854			
Dining 101 Film		10/6/16	1598	40	27	31	52	43	38	50	1,648			

Brookings Lifestyle views (not on City channel)

Great Place for Romantic Getaway

Views on facebook

Views
Shares
Likes

38271	250	141	247	0	114	33	30	39,086	
1631	5	3	4	5	0	0	0	1,627	
329	0	1	0	0	0	0	0	329	

Samuel H. Boardman Video

Views on facebook

Views
Shares
Likes

40,768	7	7	11	16	542	166	9	40,777	
1220	0	0	0	0	19	6	0	1,220	
449	0	0	0	0	0	4	0	449	

Dining 101 Video

Views on facebook

Views
Shares
Likes

10927	0	27	15	67	14	35	17	10,944	
288	0	1	1	2	0	2	0	288	
154	0	0	0	1	0	1	0	154	