

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, August 9, 2018 4:00pm

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

1. Roll Call

2. Approval of Minutes from July 12, 2018

3. Public Comments

4. Action Items

- a. Spectrum Digital Campaign for Salmon Run – Brian Marchant
- b. Coastal Christmas Decorations – Kathy Breshears
- c. GO! App and Ad – Cheri Griffith

5. Informational Items

- a. Rock the Chetco Event Evaluation
- b. Recent Council Actions – Teri Davis
- c. TPAC Budget and Internet Hit Info

6. Schedule Next Meeting – September 13, 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 – July 12, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

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

Also present: Council Liaison Bill Hamilton and Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Candice Michel requested edits to the minutes regarding the Salmon Run Occasion Hall, noting that the Committee believed the purchase to be inevitable and its funding timing the Committee's only action item. If the Committee members had understood they could vote against the item, four out of six would have voted against.

Motion made by Dane Tippman to approve the minutes of June 14, 2018 with edits, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

3. Public Comment – Mike Frederick asked about the timing of his Rock the Chetco event evaluation for the agenda. Teri will check on the paperwork.

4. ACTION ITEMS

a. Oregon South Coast Regional Tourism Network – Julie Miller presented

- Offering TOT funding guidance and information regarding collaborative marketing opportunities

The Committee took no action.

b. Travel & Adventure Show – Teri Davis presented.

- Collaborative effort for the entire region this year from Reedsport south, sharing booth space
- Two participation options: \$200 for simply having the City's materials disseminated or \$500 to include a banner and City representation.
- Committee discussed the possibility of allowing a business representative to participate in the booth (at their own expense).

Motion made by Candice Michel to allot \$1,000 in TOT funds to participate at the \$500 level and to cover travel costs of City representative, motion seconded by Dane Tippman and Committee voted; the motion carried unanimously.

c. Spectrum Digital Campaign – Brian Marchant presented

- \$3000 campaign proposal
- The Committee discussed the best target market for this six month period.

Motion made by Candice Michel to recommend to Council to extend the advertising campaign contract with Spectrum Digital, motion seconded by Bob Pieper and Committee voted; the motion carried 5-1 with Dane Tippman voting 'nay'.

d. Bicoastal Media Ad Campaign – Larry Timpe presented

The Committee took no action.

e. KOBI Ad Campaigns

The Committee took no action.

f. Billboard Advertising Proposal

The Committee took no action.

- g. Brookings First Annual Monarch Festival** – Sandy Schoppert presented
- Requesting \$1,097

Motion made by Candice Michel to grant \$1,097 in TOT funds to the Brookings Oregon Monarch Advocates for the first annual Monarch Festival, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

5. INFORMATIONAL ITEMS

- a. Pistol River Wave Bash Event Evaluation**
- b. Recent Council Actions** – Teri Davis presented
- c. Budget Status & Internet Hit Info** – Committee reviewed the budget status and determined the sub-funds from which the Salmon Run Occasion Hall would be allocated; \$5890 from advertising; \$4110 from events.
 - Committee discussed which events it expected might return with requests for funding this year
 - Committee discussed the internet hits for the month

7. SCHEDULE NEXT MEETING – Next meeting scheduled for August 9, 2018.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:31 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at August 9, 2018 meeting)

Salmon Run Golf Course Sept-Oct 2018

Zones: 0524
 Flight Dates: 9/1/2018 - 10/31/2018
 Billing Calendar: Broadcast
 Traffic Order #:
 Spot Length: 30

TIM #: 429787
 Client: salmon run golf course
 Agency: <none>
 Bill to: N/A
 AE:
 Brookings, Or 97415



Zone(s): MFME- Medford, 0524

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Spot Len	Rate	Total Spots	Extended Cost
GOLF	09/01/18	09/02/18	Sa-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	6	30	\$2.00	6	\$12.00
GOLF	09/03/18	09/09/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	14	30	\$2.00	14	\$28.00
GOLF	09/10/18	09/16/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	14	30	\$2.00	14	\$28.00
GOLF	09/17/18	09/23/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	14	30	\$2.00	14	\$28.00
GOLF	09/24/18	09/30/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	13	30	\$2.00	13	\$26.00
GOLF	10/01/18	10/07/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	13	30	\$2.00	13	\$26.00
GOLF	10/08/18	10/14/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	13	30	\$2.00	13	\$26.00
GOLF	10/15/18	10/21/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	13	30	\$2.00	13	\$26.00
GOLF	10/22/18	10/28/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	13	30	\$2.00	13	\$26.00
GOLF	10/29/18	10/31/18	M-Su 8a-12m	PGA Tour, World Long Drive, Golf Central, Feherty, European PGA	6	30	\$2.00	6	\$12.00
CNN	09/03/18	09/07/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00
CNN	09/10/18	09/14/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00
CNN	09/17/18	09/21/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00
CNN	09/24/18	09/28/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00
CNN	10/08/18	10/12/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00
CNN	10/15/18	10/19/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	3	30	\$7.00	3	\$21.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Spot Len	Rate	Total Spots	Extended Cost
CNN	10/22/18	10/26/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	4	30	\$7.00	4	\$28.00
CNN	10/29/18	10/31/18	M-F 5p-11p	Anderson Cooper 360, CNN Tonight with Don Lemon	2	30	\$7.00	2	\$14.00
FBN	09/03/18	09/09/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	4	30	\$2.00	4	\$8.00
FBN	09/10/18	09/16/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	4	30	\$2.00	4	\$8.00
FBN	09/17/18	09/23/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	4	30	\$2.00	4	\$8.00
FBN	09/24/18	09/30/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	4	30	\$2.00	4	\$8.00
FBN	10/01/18	10/07/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	5	30	\$2.00	5	\$10.00
FBN	10/08/18	10/14/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	5	30	\$2.00	5	\$10.00
FBN	10/15/18	10/21/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	6	30	\$2.00	6	\$12.00
FBN	10/22/18	10/28/18	M-Su 5p-11p	Kennedy, Lou Dobbs Tonight	3	30	\$2.00	3	\$6.00
ESP2	09/03/18	09/09/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
ESP2	09/10/18	09/16/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
ESP2	09/17/18	09/23/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
ESP2	10/01/18	10/07/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
ESP2	10/08/18	10/14/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
ESP2	10/15/18	10/21/18	M-Su 8a-12m	Boxing, College Football, Sports and Sports Programming	12	30	\$2.00	12	\$24.00
TRAV	09/10/18	09/16/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00
TRAV	09/17/18	09/23/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00
TRAV	09/24/18	09/30/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00
TRAV	10/15/18	10/21/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00
TRAV	10/22/18	10/28/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00
TRAV	10/29/18	10/31/18	M-Su 5p-12m	No Reservations, The Dead Files, Man vs Food, Food Paradise, Expedition Unknown	6	30	\$2.00	6	\$12.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Spot Len	Rate	Total Spots	Extended Cost
HIST	09/03/18	09/09/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	4	30	\$14.00	4	\$56.00
HIST	09/10/18	09/16/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	4	30	\$14.00	4	\$56.00
HIST	09/17/18	09/23/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	3	30	\$14.00	3	\$42.00
HIST	10/08/18	10/14/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	4	30	\$14.00	4	\$56.00
HIST	10/15/18	10/21/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	4	30	\$14.00	4	\$56.00
HIST	10/22/18	10/28/18	M-Su 6p-12m	American Pickers, Forged In Fire, Counting Cars, Mountain Men, Ancient Aliens	3	30	\$14.00	3	\$42.00
Totals								308	\$1,000.00

Order Summary:

Zone Description: MFME- Medford, 0524
 Average Cost per Spot \$3.25
 Average Investment per Active Week: \$100.00
 Average Weekly Investment: \$100.00
 Total Gross\$: \$1,000.00
 Total Net\$: \$1,000.00
 Total Spots: 308

Broadcast Month Totals:

	Sep 18	Oct 18	Nov 18	Total
Total Spots by Zone				
0524	154	140	14	308
Gross \$ by Zone				
0524	\$500.00	\$462.00	\$38.00	\$1,000.00
Total Gross \$	\$500.00	\$462.00	\$38.00	\$1,000.00
Total Net \$	\$500.00	\$462.00	\$38.00	\$1,000.00
Total Spots	154	140	14	308

Total By Zone:

0524

Gross \$

\$1,000.00

Net \$

\$1,000.00

Spots

308

Total GRP

164.2

Disclaimer:

Client Signature: _____ Date: _____

Title: _____

Acceptance Signature: _____ Date: _____

Title: _____

Event Title: <u>Town decorating, Parade & Santa Ev.</u>		Amount Requested <u>\$ 2000⁰⁰</u>	
Organization: <u>Coastal Christmas Elves</u>			
Event Description: <u>Decorating downtown Brookings. Light Parade.</u> <u>Santa Chats and Refreshments at Oasis Park.</u>			
Event Date/s: <u>Dec 1 decorating Dec 8 Santa Event & Parade</u>			
Location: <u>Downtown Brookings & Oasis Park</u>		Location secured? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>To Bring small town Christmas Spirit to Brookings</u>			
How will this event be sustained after the first year? _____			
Sponsors/Investors: <u>Kathy Breshears & Bob Pieper have invested and will continue.</u>			
Event Budget			
Income		Expenses	
Fees Collected	\$	Facility/Venue Costs	\$
Admissions	\$	Insurance	\$ <u>190⁰⁰</u>
Concessions	\$	Advertising	\$ <u>300⁰⁰</u>
	\$	Supplies	\$ <u>1400.00</u>
	\$		\$
TOTAL	\$ <u>0</u>	TOTAL	\$ <u>2090</u>
How do you intend to evaluate the success of your event and determine the number of out of town visitors?			
Contact Person: <u>KATHY Breshears</u>			
Phone: <u>541-412-0674</u>		Email: <u>Breshears JK@gmail.com</u>	
Mailing Address: <u>17892 Rainbow Rock Rd.</u>			
If more space is required please attach additional pages			

Advertising Agreement

Advertiser: City of Brookings

Account Number 82210

Contract Term: 12 mos beginning September 2019

This agreement by and between Curry Coastal Pilot (CCP) and the "Advertiser" as listed above provides for the purchase of advertising with Curry Coastal Pilot as follows:

In consideration of reduced rates at which advertising is sold under the terms of this agreement, Advertiser agrees to contract for the minimum purchase of:

- 12 Months "Featured Listings" in the GO Wild Rivers tourism mobile app to include all Dining Establishments in the Brookings Harbor area, billed at \$300 per month.
- 2 Full Page (6.833" x 9.126") Full Color ads in "GO Wild Rivers Coast" Tourism Guides, one each in Spring (Mar) 2019 and Fall (Aug) 2019. \$700 each. (Reg \$900 each)

Credit will not be issued for any missed advertising due CCP unaware of new Dining Establishments. CCP will make every effort to update individual listings but it is the Dining Establishments ultimate responsibility to notify CCP of any changes.

1. Early termination will result in the recalculation of advertising to the appropriate earned rate.
2. When conditions of payment are not met or advertising is not continued for the period on which rates are based, The Curry Coastal Pilot reserves the right to cancel the contract and re-bill advertising to rate that was earned.
3. The rates offered in this agreement apply only to advertising space ordered for and by the Advertiser and are to be used by the Advertiser exclusively for that business. The rights under this agreement are exclusively for the signatory and cannot be assigned, sold, given, transferred or be used for other business.
4. Advertiser assumes full liability for the contents of all advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertising.
5. Neither Advertiser nor Curry Coastal Pilot / Del Norte Triplicate is liable for fulfillment of this contract if such is made impossible by suspension of business from strike, fire, flood or acts of God.

Curry Coastal Pilot

ADVERTISER

Cheri Griffith, Sr Adv Acct Exec _____ Date _____

Signature _____ Date _____

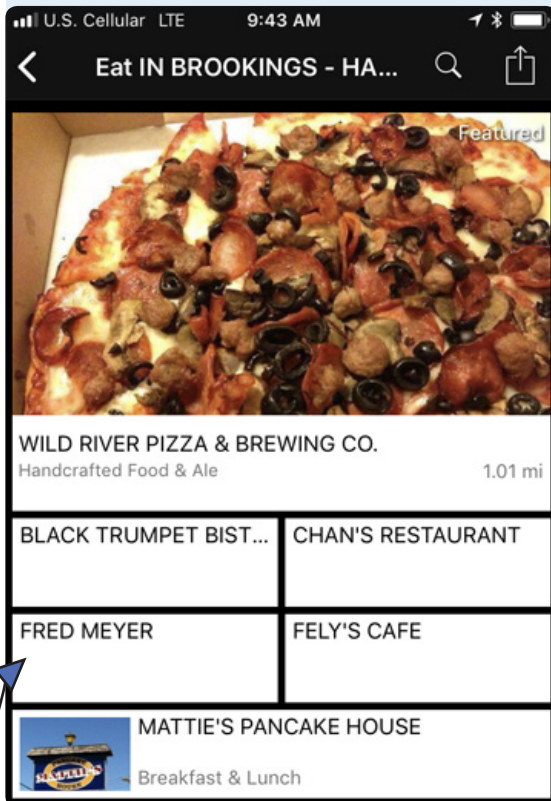
Curry Coastal Pilot / Del Norte Triplicate
507 Chetco Ave., PO Box 700
Brookings, OR 97415
541.469.3123 – Curry Coastal Pilot
707.464.2141 – Del Norte Triplicate

Tourism and Promotion Advisory Committee (TPAC)
City of Brookings, 898 Elk Dr, Brookings, OR 97415
Firm Name



2018 UPDATE - now more user-friendly!

MOBILE APP



Featured Listing:

\$90/mo

- Push to the top of lists
- GPS Mapping & Call Now links
- Website & Social Media links
- Extended Description up to 500 words
- Up to 10 images
- 1 video or audio file

Enhanced Listing:

\$55/mo

- GPS Mapping & Call Now links
- Website & Social Media links
- Description up to 150 words
- Up to 5 images



Basic Listing:

\$30/mo

- GPS Mapping & Call Now links
- Website & Social Media links
- Description up to 50 words
- 1 image

PROMOTE YOUR EVENTS!

- GO WRC print advertisers get BOGO!
- ask you sales rep for details.

ATTN: GO WILD RIVERS COAST PRINT ADVERTISERS:

1/8 or 1/4 page print ads include a **FREE BASIC LISTING!** (\$180 value)

Upgrade your listing: \$35/mo for Enhanced or \$55/mo for Featured

HALF/FULL page print ads include a FREE ENHANCED LISTING! (\$330 value)

Upgrade your listing to Featured for just \$35/mo.



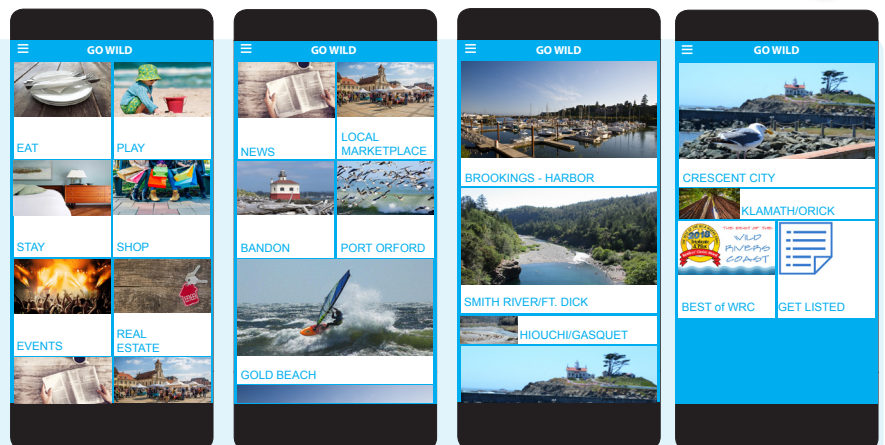
OUR FREE CONTENT:

featuring the **BEST** of the Wild Rivers Coast, updated daily!

FREE LOCAL BUSINESS LISTINGS!

Include: • basic description
• website & social media links

- REGIONAL EVENTS
 - WEATHER
 - NEWS & CLASSIFIEDS MARKETPLACE
- Live RSS feeds from triplicate.com & currypilot.com



Where should you GO! for...



Beach Coolin'



Tide Poolin'



Charter Fishin'



River Swimmin'



Trail Hikin'



Mountain Bikin'



Boutique Shoppin'



Whale Watchin'



Mood Lightenin'



Horizon Widenin'



817526wC

GO! Brookings

An Azalea City

OREGON



City of Brookings

898 Elk Drive, Brookings, OR 97415

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

Tourism Promotion Special Event Program

Event Evaluation Report Form

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

Event Title: Rock the Chetco Completion Date: 5/29/17
Contact Person: Mike or Alyx Frederick Phone: 541 661 3586
Amount Awarded: \$ 3000.00

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

Shuttle around town: \$500.00
Security 675.00
Sound equipment rental/music 346.5
Advertising - Shuttle flyers, 1800.00
Local & Regional Print
Radio

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

Estimated attendance was 2700-3000 per day in and around the various shuttle stops.
Of all charged purchases at our booth, it is estimated that 40% of visitors came from outside the 97415 zip code.
A survey of vendors in the Port indicates that they experienced 50% of their patrons coming from outside the local area.

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

Signed: [Signature] Dated: 9/1/17

Organization: Chetco Brewing Company

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				\$ (500.00)	
March					
April					
May					
June					
*Pending	\$ (8,890)	\$ (5,707)	\$ -		
REMAINING FUNDS	\$ 2,000	\$ 15,572	\$ 3,630	\$500	\$1,000

*Pending Budget Allocations 2018-19	\$ 4,110	Salmon Run Occasion Hall
\$ 3,000	\$ 500	Travel & Adventure Show
\$ 5,890	\$ 1,097	Monarch Festival
\$ 8,890	\$ 5,707	

**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	2/1/18	3/1/18	4/5/18	5/3/18	6/7/18	7/3/18	8/2/18	Views		
Great Place to Live			8322	247	313	409	344	420	382	468	10,905		
Great Place to Visit			1674	28	43	37	19	31	48	32	1,912		
Great Place to Go Camping			1475	22	32	27	15	20	35	17	1,643		
Great Place for a Romantic Getaway			1697	38	33	52	24	36	44	36	1,960		
Great Place to Bring Your Family			1138	21	24	35	19	28	41	36	1,342		
KOBI Videos													
11/8/14													
Romantic Weekend			890	131	17	22	6	11	15	12	1,104		
Family Weekend			954	10	17	17	8	13	8	14	1,041		
Oregon Lifestyles													
Brookings Episode			1149	16	26	38	43	40	44	52	1,408		
Boardman State Park		4/25/16	1854	40	46	56	52	51	39	56	1,910		
Dining 101 Film		10/6/16	1648	27	31	52	43	38	50	27	1,675		
View Totals All Videos													
			19753	580	582	745	573	688	706	750	24,377		
Brookings Lifestyle views (not on City channel)													
			28301	189	280	350	252	348	389	608	30,717		
Great Place for Romantic Getaway													
Views			38521	141	247	0	114	33	30	18	39,104		
Shares			1636	3	4	5	0	0	0	0	1,627		
Likes			329	1	0	0	0	0	0	0	329		
Samuel H. Boardman Video													
Views			40,777	7	11	16	542	166	9	7	40,784		
Shares			1220	0	0	0	19	6	0	35	1,255		
Likes			449	0	0	0	0	4	0	0	449		
Dining 101 Video													
Views			10944	27	15	67	14	35	17	13	10,957		
Shares			288	1	1	2	0	2	0	0	288		
Likes			154	0	0	1	0	1	0	0	154		