

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, September 13, 2018 4:00pm

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

- 1. Roll Call**
- 2. Approval of Minutes from August 9, 2018**
- 3. Public Comments**
- 4. Action Items**
 - a. USAToday Campaign
- 5. Informational Items**
 - a. Azalea Festival Event Evaluation
 - b. Recent Council Actions
 - i. Reduced Coastal Christmas funding to \$1,000
 - ii. Accepted the Rock the Chetco event evaluation
 - c. TPAC Budget and Internet Hit Info
- 6. Committee Comments on Non-Agenda Items**
- 7. Schedule Next Meeting – October 11, 2018**
- 8. 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 – August 9, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Sonya Billington, Bob Pieper, and Skip Watwood. Barbara Ciaramella arrived at 4:03.

Also present: Staff Committee Liaison Teri Davis

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of July 12, 2018, motion seconded by Sonya Billington and Committee voted; the motion carried unanimously.

3. Public Comment – no one requested to speak to the Committee regarding non-agenda items.

4. ACTION ITEMS

- a. Spectrum Digital Campaign for Salmon Run** – Brian Marchant presented (\$1,000 TV advertising)
- Committee discussed the timeframe of the campaign
 - Candice Michel suggested it be revisited in the spring

Motion made by Candice Michel to table the item until 2019, motion seconded by Barbara Ciaramella and Committee voted; the motion carried unanimously.

- b. Coastal Christmas Decorations** – Kathy Breshears presented. (\$2,000 request)
- Candice Michel pointed out this is a continuing event; it's not in TPAC's mission; it belongs in the City budget
 - Barbara Ciaramella noted the decorations in town need to keep pace with the growth of the light show at Nature's Coastal Holiday.
 - Committee discussed specific costs of the event and TPAC's expected budgetary needs.

Motion made by Barbara Ciaramella to allot \$2,000 in TOT funds to Coastal Christmas Elves, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.

- c. GO! App and Advertising** – Cheri Griffith presented
- \$5000 advertising sponsorship proposal on the new redesigned app, includes full page ad in two editions of the magazine
 - The Committee discussed user-ship of the app, how the sponsorship works, and TPAC budgetary limitations.

The Committee took no action.

5. INFORMATIONAL ITEMS

- a. Rock the Chetco Event Evaluation** – Mike Frederick presented
- b. Recent Council Actions** – Teri Davis presented
- c. Budget Status & Internet Hit Info** – Committee reviewed the budget status and reworked the sub-funds from which the Salmon Run Occasion Hall would be allocated due to Bike Grant monies no longer being needed; \$3630 from capital; \$4075 from advertising; \$2295 from events.
- Committee discussed the internet hits for the month

7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

- a. Barbara Ciaramella asked to include Committee Comments section on the agendas going forward
- b. Barbara Ciaramella suggested a question of the month for her to ask visitors at her Visitors' Center – "How did you hear about our area?" for August
- c. Bob Pieper requested a monthly report from Barbara about where tourists are coming from.

8. SCHEDULE NEXT MEETING – Next meeting scheduled for September 13, 2018.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:58 pm.

Respectfully submitted,

Skip Watwood, Chair

(approved at September 13, 2018 meeting)

From: [Ryan Trotter](#)
To: tdavis@brookings.or.us
Subject: Go Escape to California & the Pacific
Date: Thursday, August 9, 2018 9:58:46 AM
Attachments: [USA TODAY Go Escape - California and the Pacific - 020117 \(PPM\) \(1\) \(1\) \(1\) \(1\).pdf](#)

Terry.

We are doing a featured section on the "Natural Bridges" -(Hidden Gems of OR) and wanted to have your beautiful city involved.

USA TODAY Go Escape to California & the Pacific. This is a great way to reach millions of travelers who are looking for new and exciting vacation destinations in California, Oregon, Washington, Hawaii and Alaska.



(Click on cover above to view full digital edition)

Distribution / Hospitality

In addition to the vast print distribution, **5 million travelers** will receive a free digital version of the publication. As an added value tickets are included. Your ad will generate huge awareness with travelers, and the premium tickets can be used internally or to entertain key clients.

Social Media Partner:

In addition to the vast print distribution **The Travel Channel** will promote the digital edition to more than 4 million Facebook and Twitter followers!

USA Today Go Escape Regional Travel Ad Rates

- **1 Full-page 12,500**
- **1/2 Page: \$6,500**
- **1/4 Page: \$3,500**

A media kit is attached and I will follow up with you in a few days to see which option works best for you. In the meantime, please call me if you have any questions.

Thank you,



USA
TODAY
A GANNETT COMPANY

POWERPLAY
MARKETING

GO ESCAPE

*California
and the
Pacific*



Why USA TODAY Go Escape: California and the Pacific?

California and the Pacific (Alaska, Hawaii, Oregon, and Washington) perennially rank among the top tourist destinations in North America and the world over. Travel throughout the region and traverse towering redwood forests, lounge on world-class beaches, hike North America's most majestic trails and sample its world-class wines. Visit its bustling cities and take in the breathtaking views, experiences and culinary delights only California and the Pacific has to offer. Truly, California and the Pacific offers something for everyone.

To pay tribute, the travel experts at USA TODAY are issuing the first-ever Go Escape: California and the Pacific Travel Guide. Scheduled to hit newsstands in May, as travelers are finalizing their summer travel plans, this stand-alone special edition publication will be available throughout the Pacific Coast and the region's primary feeder markets, including the Southwest, Midwest and Northeast.

Go Escape: California and the Pacific will be the ultimate resource for anyone who wants to plan the perfect summer getaway and experience the majesty of California and the Pacific.



What's inside USA TODAY Go Escape: California and the Pacific?

Editorial topics scheduled to include:

- Major cities and attractions across California from Los Angeles to San Francisco to Santa Barbara and everything in between
- State-by-State highlights throughout the Pacific, inclusive of Alaska, Hawaii, Oregon and Washington
- Wine Country: A look inside the region's award-winning wines
- A spotlight on the region's most majestic National Parks
- A roundup of the region's most breathtaking coastlines

And much, much more...



Where can you find USA TODAY Go Escape: California and the Pacific?



USA TODAY Go Escape: California and the Pacific will be available side-by-side the daily USA TODAY throughout the Region and top feeder markets where newspapers are sold.

*A shareable, digital version of the USA TODAY Go Escape: California and the Pacific will be available for distribution via email.



Who is reading USA TODAY?

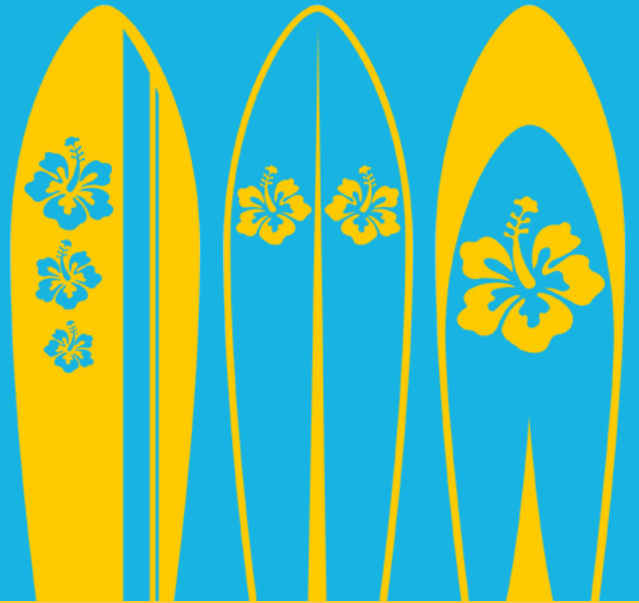
General	% Comp	Index	General	% Comp	Index
Base: Men	57	118	Dining Out in the last 12 months	47	106
Median of Respondent Age	44		Dining Out 2-3 Times a Month	13	114
Median HHI	\$92,200		Casinos - Participate in Gambling	19	139
			Golf One or More Times per Month	8	190
Occupation			Beverage Consumption		
Executive/Top Management	13	164	Alcoholic Beverages	69	115
Education/Occupation			Wine	40	128
Attended College	82	143	Beer/Ale	48	111
Received College Degree	62	163			
Professional/Management - Business, Financial Operations	36	156	Domestic Travel		
Auto			Via Airplane	33	159
Purchased Vehicle via Bank/Credit Union Loan	22	126	For Vacation	42	123
Purchased Vehicle with Financing from the Auto Manufacturer	10	159	For Business	11	174
Financial			Intend to Travel (in the next 12 months)		
Use Stock Rating, Financial or Money Management Counsel	3	203	Within the United States	42	122
Own Mutual Funds	24	143	Florida	26	115
Own Securities	25	133	Hawaii	13	132
Intend to Invest in Stock, Bonds or Mutual Funds in the next 12 months	24	121	Abroad	12	114
Leisure			Europe	15	130
Attend Movie Theaters			Caribbean	15	129
Once a Month	13	128	Mexico	13	132
Attend Music Performances (any type) in the last 12 months	28	128	Fitness (one or more times a month)		
			Jogging/Running	14	141
			Walking for Exercise	24	107
			Weight Lifting	8	105

Source: 2014 Spring GfK MRI
Base: Adults



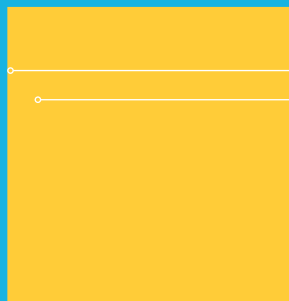
Rate Card

Full-Page, Four-Color: \$29,500
Half-Page, Four-Color: \$15,000



Advertising Specifications

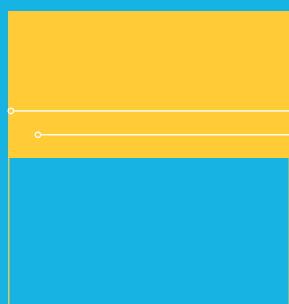
FULL PAGE



Trim: 10.19 x 10.75

Live Area: Keep live matter 1/4" away from final trim crop.

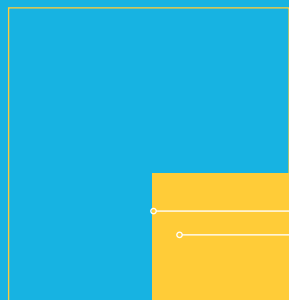
HALF PAGE HORIZONTAL



Trim: 10.19 x 5.315

Live Area: Keep live matter 1/4" away from final trim crop.

QUARTER PAGE



Trim: 4.75 x 5

Live Area: Keep live matter 1/4" away from final trim crop.

SPECIFICATIONS

- USA TODAY is a NON-bleed publication. Live matter should be 1/4" away from final trim crop.
- All fonts used should be at least 10 point. TrueType fonts are not supported. Reverse type is acceptable, but should be no less than 10 point sans serif for reversing out of single-inks and no less than 14 point for two or more inks. Screened type reversed in a solid color must not exceed 20% tint of that color. Surprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.
- Screen Ruling - USA TODAY prints at 85 lines per inch.
- Highlight Dot - Use a 5%-7% dot for the smallest highlight meant to hold detail in halftones.
- Midtone Dot - Prepare materials to compensate for a 30% midtone dot gain. A 50% dot prior to press will measure approximately 80% as a printed dot.
- Shadow Dot - 80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.
- Flat Tint - No less than 10% is recommended for consistent reproduction.
- Photographic images should have a resolution of 170-250 dpi at full size. Line art, logos or scanned text should be 600-1200 dpi at full size. However, we recommend that these elements be sent in vector-based, such as an Illustrator eps.

Total Ink Density (DMax) - The total maximum ink density of color images or artwork should not exceed 240%. Lower is better in order to maximize shadow detail and reduce the potential for ink setoff.

CONTACT:

For more information please contact your sales representative.





City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1103 Fax (541) 469-3650

Event Evaluation Form

Please complete and return to the City Manager's Office within three (3) months of event,
failure to do so may eliminate your organization from future consideration for funding.

Event:	<u>Azalea Festival</u>	Completion Date:	<u>MAY 26TH-28TH 2018</u>
Contact Person:	<u>Greg Williams</u>		
Amount Awarded	<u>\$ 2,000⁰⁰</u>		
1. How was the funding used? <u>Decorations + Signage For Grand Marshal, Wreath For Ceremony, Parade Trophies, Music / Festivities, 1ST Annual Disc Golf tourney, maps etc.</u>			
2. Please provide a budget report that includes event expenses and revenue. Include In-Kind services. Use the form below or attach your own. Detailed receipts are not required.			
Revenue Collected		Amount	
<u>T.O.T. Funds From City</u>		<u>\$ 2,000⁰⁰</u>	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
Total		\$	
Expenses Paid		Amount	
<u>Total Expenditure From City Funds and other Support</u>		<u>\$ 3,011⁰⁵</u>	
<u>Total "In Kind" Figures (donations non monetary)</u>		\$	
<u>Not yet all totaled, But City Funds accounted for</u>		\$	
		\$	
		\$	
		\$	
Total		<u>\$ 3,011⁰⁵</u>	
3. Estimate how many people attended the event: <u>Estimate at Total Participation of 25,000 over FOUR DAY PERIOD</u>			
4. Estimate how many people attended from outside Curry County: <u>"Guestimate" 2,500</u>			
To estimate attendance have a sign in sheet or event surveys so that you may determine where people have traveled from and so you have a contact sheet for your next event.			
Signed: <u>Greg Williams</u>		Date: <u>7-26-2018</u>	
Organization: <u>BROOKING-HARBOR CHAMBER of COMMERCE</u>			

If more room is needed for any information please attach a second sheet

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				\$ (10.00)	
September					
October					
November					
December					
January					
February					
March				\$ (500.00)	
April					
May					
June					
*Pending	\$ (7,075)	\$ (4,892)	\$ (3,630.00)		
REMAINING FUNDS	\$ 3,815	\$ 16,387	\$0	\$490	\$1,000

*Pending Budget Allocations 2018-19					
\$ 3,000	Spectrum Digital	\$ 1,000	Coastal Christmas Elves	\$3,630	
\$ 4,075	Salmon Run Occasion Hall	\$ 2,295	Salmon Run Occasion Hall	(Occasion Hall)	
		\$ 500	Travel & Adventure Show		
\$ 7,075		\$ 1,097	Monarch Festival		
		\$ 4,892			

**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	3/1/18	4/5/18	5/3/18	6/7/18	7/3/18	8/2/18	8/31/18						Views
Great Place to Live			8569	313	409	344	420	382	468	605						11,510
Great Place to Visit			1702	43	37	19	31	48	32	35						1,947
Great Place to Go Camping			1497	32	27	15	20	35	17	37						1,680
Great Place for a Romantic Getaway			1735	33	52	24	36	44	36	47						2,007
Great Place to Bring Your Family			1159	24	35	19	28	41	36	21						1,363
11/8/14																
KOB! Videos																
Romantic Weekend			1021	17	22	6	11	15	12	13						1,117
Family Weekend			964	17	17	8	13	8	14	14						1,055
Oregon Lifestyles		11/21/14														
Brookings Episode			1165	26	38	43	40	44	52	35						1,443
Boardman State Park		4/25/16	1910	46	56	52	51	39	56	52						1,962
Dining 101 Film		10/6/16	1675	31	52	43	38	50	27	35						1,710
View Totals All Videos																
			20333	582	745	573	688	706	750	894						25,271
Brookings Lifestyle views (not on City channel)																
			28490	280	350	252	348	389	608	467						31,184
Great Place for Romantic Getaway		Views	38662	247	0	114	33	30	18	18						39,122
Views on facebook		Shares	1639	4	5	0	0	0	0	0						1,627
		Likes	330	0	0	0	0	0	0	0						330
Samuel H. Boardman Video		Views	40,784	11	16	542	166	9	7	2,078						42,862
Views on facebook		Shares	1255	0	0	19	6	0	35	51						1,306
		Likes	449	0	0	0	4	0	0	11						460
Dining 101 Video		Views	10957	15	67	14	35	17	13	103						11,060
Views on facebook		Shares	288	1	2	0	2	0	0	4						292
		Likes	154	0	1	0	1	0	0	133						287