

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, October 11, 2018 4:00pm

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

1. Roll Call

2. Approval of Minutes from September 13, 2018

3. Public Comments

4. Action Items

- a. Charm Trail – Mike Will
- b. Nature's Coastal Holiday – Leslie Wilkinson
- c. KATU Proposal
- d. City Budgeting recommendations

5. Informational Items

- a. Rick Dancer Media Services
- b. Regional Tourism Branding – Julie Miller
- c. Recent Council Actions
 - i. Accepted Azalea Festival Event Evaluation
- d. TPAC Budget and Internet Hit Info

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – November 8, 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 – September 13, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

Present: Committee members Candice Michel, Tim Kennedy, Sonya Billington, Dane Tipman, Skip Watwood; Barbara Ciaramella arrived at 4:03, Bob Pieper arrived 4:15.

Also present: Staff Committee Liaison Lauri Ziemer

Introduction of new TPAC member Tim Kennedy

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of August 9, 2018; motion seconded by Sonya Billington. Committee voted and the motion carried with Dane Tippman abstaining.

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

4. ACTION ITEMS

- a. USA Today Campaign** – Committee reviewed submitted material and TPAC media budget. No action was taken.

5. INFORMATIONAL ITEMS

- a. Azalea Festival Event Evaluation** – Committee reviewed the evaluation and discussed expectations for next year.
- b. Recent Council Actions** – Committee reviewed recent Council actions
 - Committee discussed the need for City funding of ongoing events such as Azalea Festival and Coastal Christmas through the budget process not utilizing TOT funding; Dane Tippman will draft a recommendation letter to City Council for Committee action at next meeting.
- c. TPAC Budget and & Internet Hit Info** – Committee reviewed the budget, requested clarification on the Operating Supplies column and what that included.

7. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

- a. Candice Michel suggested creating a Blackberry Festival event**
- b. Barbara Ciaramella presented guest book from her Visitors' Center with responses to the question asked "How did you hear about our area?" for August. Responses were various and indicated visitors from all parts of the world. Question for next month: "How did you hear about our area and what is your favorite thing if you have been here before?"**

8. SCHEDULE NEXT MEETING – Next meeting scheduled for October 11, 2018.

9. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 4:55 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at October 11, 2018 meeting)

Contact City Staff

Name	Mike Will
Email Address	contacthr@info4hr.com
Phone Number	541-217-6579
Address	P.O. Box 5795
City	Charleston
State	Oregon
Zip Code	97420
Staff Member You Wish to Contact	Janell Howard, City Manager
Message	<p>I wanted to touch base and let you know we are the ones facilitating the Charm trail from Reedsport to Bandon. A few people have messages me asking why we aren't running further south. I wanted to connect up and see if that is something wanted in your area. We started it in Coos County simply because in 2016 we facilitated it for The Coos Art Museum and people were asking for us to do it again. We live and work in Coos County so we started it back up. There is a cost to it and part of what makes it work is because we make sure that charms are not duplicated between locations. Let me know or share my information with others to discuss. If you would like our help to facilitate it through your area then we can meet and discuss how we can work out the details. You can see more details on our website at info4hr.com/charmtrail or our facebook page under Southern Oregon Coast Charm Trail. Thank you, Mike Will INFO4HR 541-217-6579</p>

Celebrating Oregon's South Coast

2018-2019 Oregon Coast CHARM TRAIL

ORDER FORM - ANCHOR SITE

Business Information

Contact Person:

Business Name:

Mailing Address:

Email:

Phone No:

Cell No:

Charm Information

Charm Image:

Charm Discription:

Charm No:

Order Information

Item	Unit Price	Quantity	Total
Participation Fee	\$ 500.00 Annually, per location	1	\$ 500.00
Charms	\$ 1.00 Each (minimum order 200)	200	\$ 200.00
Charms	\$ 1.00 Each additional (must order in Qty of 6)		
Bracelet	\$ 3.00 Each (minimum order 250)	250	\$ 750.00

Terms: Paid at time of order. All sales final.

Total

=

Authorized Signature:

Date Ordered:

Payment Method:

☐ Check

☐ Cash

☐ Visa/MC

Order Tracking:

Received:

Initial:

Ordered:

Order No:

Filled:

Initial:

Delivered:

Initial:

For information call: (541) 217-6579, email: contacthr@info4hr.com

Or visit INFO4HR online at: www.info4hr.com

Celebrating Oregon's South Coast

2018-2019 Oregon Coast CHARM TRAIL

ORDER FORM - SITE SET-UP

Business Information

Contact Person:

Business Name:

Mailing Address:

Email:

Phone No:

Cell No:

Charm Information

Charm Image:

Charm Discription:

Charm No:

Order Information

Item	Unit Price		Quantity		Total
Participation Fee	\$ 500.00	Annually, per location	<input type="text" value="1"/>	=	\$ 500.00
Charms	\$ 1.00	Each (minimum order 200)	<input type="text" value="200"/>	=	\$ 200.00
Charms	\$ 1.00	Each additional (must order in Qty of 6)	<input type="text"/>		<input type="text"/>

Terms: Paid at time of order. All sales final.

Total

=

Authorized Signature:

Date Ordered:

Payment Method:

☐

Check

☐

Cash

☐

Visa/MC

Order Tracking:

Received:

Initial:

Ordered:

Order No:

Filled:

Initial:

Delivered:

Initial:

For information call: (541) 217-6579, email: contacthr@info4hr.com

Or visit INFO4HR online at: www.info4hr.com

Celebrating Oregon's South Coast

2018-2019 Oregon Coast CHARM TRAIL

REGISTRATION AND CONSENT

Please complete this 2-page form and return it to Mike Will at INFO4HR,
PO Box 5795, Charleston, OR 97420

Eligibility

Participating venues will be businesses between Reedsport & Brookings. Venues must be open for business a minimum of four days a week with no age access limitations where charms are purchased.

General Rules

Each business upon registration agrees to participate in the 2018-2019 Coastal Charm Trail for a minimum of 12 full months from date of initial registration and participation fee payment. Charms must be paid for at time of order. Venue agrees to keep charms in stock during 12-month participation period. Renewal application and payment must be received 30 days before end of 12-month period to continue for next 12-month period or site will be dropped from map and advertising. All participating venues will have copies of the free Maps for distribution to patrons and a unique charm to sell. Charms are sold for \$2 each. Charms will be ordered through INFO4HR and each stop will have a different charm to offer Trail participants.

Each community may have one or more designated anchor sites where a charm bracelet can be purchased. There are a limited number of Anchor sites available. Anchor site locations will be determined by INFO4HR. Charm bracelets are sold for \$5 each.

Goals

The Goal of the Charm Trail is to promote travel and commerce within our community venues to residents and visitors to the Oregon coast creating increased foot traffic and potentially more sales. This is a spring board marketing program, meaning its success is dependent upon all venues working collaboratively and talking about each other, the area, the charm trail both in person and in other marketing mediums. INFO4HR is the facilitator of the program. Marketing roundtables will be hosted by INFO4HR for participating venues during the trail year.

Program Cost

Participation Fee	\$ 500.00 / Annually
Charms minimum order quantity 200.	\$ 200.00 / Per Order
<ul style="list-style-type: none">• Unit cost per charm is \$1.00• Must be paid at time of order• Allow 2-4 weeks for delivery	

Note: Program reinvests in itself as charms are sold through the year.

Business Name:

Initial:

For information call: (541) 217-6579, email: contacthr@info4hr.com
Or visit INFO4HR online at: www.info4hr.com

Celebrating Oregon's South Coast

2018-2019 Oregon Coast CHARM TRAIL

Please fill in the information requested carefully. It will be used to create the listing in the Charm Trail Guide. Thank you.

Billing Information

Contact Person:		
Business Name:		
Mailing Address:		
Email:		
Phone No:		Cell No:

Charm Trail Map Information

Business Name:	
Physical Address:	
Phone No:	
Website:	

Days & Hours of Operation:

Check box next to days open.
Fill in open & close times for each day.

Seasonal Closings:

<input type="checkbox"/>	Monday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Tuesday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Wednesday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Thursday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Friday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Saturday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM
<input type="checkbox"/>	Sunday	<input type="checkbox"/>	AM	-	<input type="checkbox"/>	PM

Registration Agreement and Consent

By completing and signing this application and paying the program cost the above referenced business agrees to participate in the 2018-2019 Charm Trail and follow all program rules as defined. Merchant understands that participation is voluntary and INFO4HR does not make any promises or guarantees on consumer response to promotion. Vendor understands that the program may change or modify and such changes are at the sole discretion of INFO4HR. All purchases are final and non-refundable. Venue may cancel participation within 5 days of original signed agreement and receive full refund of participation fee. Venue understands that information updates mid year will take affect on next update of Charm Trail Maps and advertising. Prior maps and advertising will remain as originally printed.

INFO4HR agrees to provide 150 black and white Maps per quarter to each participating charm site, door decals, and bracelet sample display with 2-3 charms attached. Venues are welcome to print additional maps at their own expense. INFO4HR will actively promote the program through its standard media and marketing outlets. Charm Trail venues are also encouraged to promote the program on their websites and through their regular media outlets. INFO4HR will facilitate marketing roundtables and encourages venues to participate.

By participating in the Charm Trail, I give INFO4HR permission to use my business name and contact information on the Charm Trail brochures and in charm trail marketing. Marketing may include but is not limited to print materials, press kits, PSA's, public media, digital media, social media, and INFO4HR website. I also authorize INFO4HR to use any images, photos, or digital media posted or provided by merchant for use in promoting the charm trail and its participants. I acknowledge that I will not receive any compensation, etc for the use of such pictures, etc., and hereby release INFO4HR and its agents and assigns from any and all claims which arise out of or are in any way connected with such use.

Authorized Signature:		Date:	
Printed Name:			

For information call: (541) 217-6579, email: contacthr@info4hr.com

Or visit INFO4HR online at: www.info4hr.com

Southern Oregon Coast



Directions to:

From the I-5 via OR-42W to Hwy 101N to Coos Bay or Hwy 101S to Bandon.

From the I-5 via OR-38W or OR-138W near Roseburg. Watch for the Elk preserve before entering Reedsport, then Hwy 101S.

From the I-5 via OR-126W near Eugene to Florence then 101S to Reedsport and Southern Oregon Coastal Communities.

FOR MORE INFORMATION VISIT:

www.INFO4HR.COM/CHARMTRAIL

OR Facebook

@ORCoastCharmTrail

The Rules:

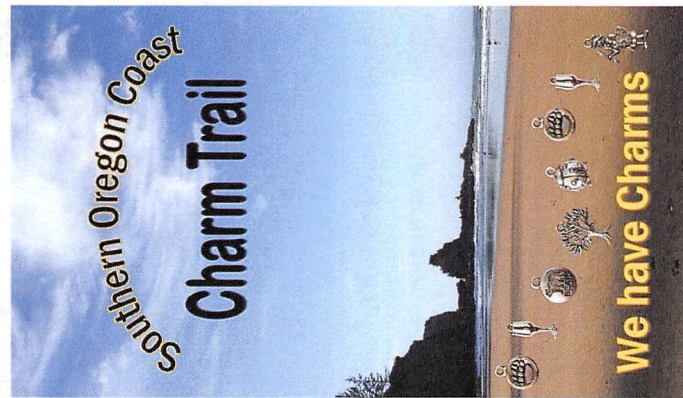
- Invite a friend.
- Pick up your bracelet and special year charm at one of three anchor sites for \$5.00.
- Visit each stop on the map and add other charms for \$2.00 each.
- Look for charm trail signs posted at participating venues.
- You can begin the adventure at any stop on the map and progress in any order.
- All participating venues have copies of the FREE charm trail maps.
- Check the website for new charm sites.
- There is hidden treasure on this trail.
- Follow us on Facebook and Twitter for news on new sites and special event charms.
- Share your adventure:
#CharmTrail, #OregonCoast



INFO4HR



Facilitated by INFO4HR
PO Box 5795, Charleston, OR 97420
Info4hr.com • contacthr@info4hr.com



Travel Destination:

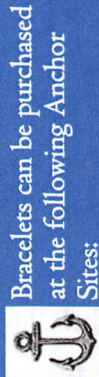
Southern Oregon Coast Charm Trail

The southern Oregon coast is a beautiful and exciting place to visit and play.

Join us for a fun adventure as you visit:
6 coastal communities and
34 participating local venues.

This is a great way to enjoy the Southern Oregon Coast, site-see, get inspired, discover new places, have an adventure, find a one-of-a-kind souvenir and experience the local culture.

Get ready to make new friends as you travel Oregon's Adventure Coast!



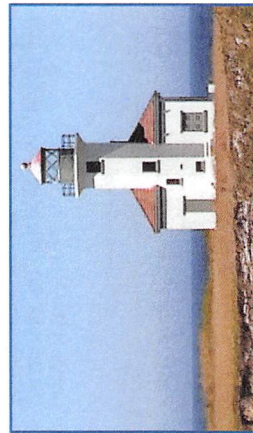
In Charleston at:
University of Oregon
Charleston Marine Life Center
63466 Boat Basin Rd, Charleston, OR
(541) 888-2581
charlestonmarinelifecenter.com
(We have necklace extensions also!)

In Coos Bay at:
Coos Bay Visitor Information Center
50 Central Ave, Coos Bay, OR
(541) 269-0215
oregonsadventurecoast.com

In Reedsport at:
Umpqua Discovery Center
409 Riverfront Way, Reedsport, OR
(541) 271-4816
umpquadiscoverycenter.com

Treasure

There is hidden treasure on this quest.
Check venue displays and the Hidden Treasure icon on the website for clues:
INFO4HR.com/CharmTrail.



If you have a business on the Southern Oregon Coast and would like to participate in the Charm Trail contact INFO4HR at:

contacthr@info4hr.com

Southern Oregon Coast Charm Trail

Event Title: <u>Festival of Lights</u>		Amount Requested <u>\$ 5,000</u>	
Organization: <u>Nature's Coastal Holiday</u>			
Event Description: <u>Christmas Light Display with over 500,000 lights and hundreds of displays</u>			
Event Date/s: <u>11/23-12/28/2018</u>			
Location: <u>Azalea Park</u>		Location secured? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Event Goals: ¹⁾ Provide high-quality event to visitors both local and out-of-area. ²⁾ Increase out-of-area visitors by advertising in publications, TV and radio.			
How will this event be sustained after the first year? <u>N/A</u>			
Sponsors/Investors: <u>over 90 local sponsors</u>			
Event Budget			
Income		Expenses	
Fees Collected	\$	Facility/Venue Costs	\$
Admissions	\$	Insurance	\$
Concessions	\$	Advertising	\$ 10,000
	\$	Supplies	\$
	\$		\$
TOTAL	\$	TOTAL	\$
How do you intend to evaluate the success of your event and determine the number of out of town visitors?			
<u>Success evaluated by revenue. Track out-of-area visitors via Raffle tickets and field survey.</u>			
Contact Person: <u>Leslie Wilkinson, Board member-NCH</u>			
Phone: <u>530.521.5621.</u>		Email: <u>lawsrod1@sbcglobal.net</u>	
Mailing Address: _____			
If more space is required please attach additional pages			



Nature's Coastal Holiday
Festival of Lights

PO Box 6928
Brookings, Oregon 97415

naturescoastholiday.com
EIN 93-1256343

naturescoastalholidaybrookings@gmail.com

Tourism Promotion Advisory Committee

October 11, 2018

Bob Pieper Sonya Billington
Dane Tippman Candice Michel
Barbara Ciaramella Tim Kennedy
George Watwood

Dear TPAC Members,

Nature's Coastal Holiday is pleased to present this proposal for your review. We look forward to working with you to promote Brookings and this year's Festival of Lights to be held from November 23rd to December 28th.

Nature's Coastal Holiday had over 25,000 attendees last year. We actively promoted our event in tourism magazines, the local newspaper and radio station. This year, we have enlarged our scope of advertising to include the Grants Pass/Medford/Northern California and the entire Oregon Coast. We have large ads in 101 Things to Do, Mile-by-Mile and have a new partnership with KTVL CBS CH-10 in Medford. During this year we have been active adding new displays and participating in events to increase awareness of the Festival of Lights and Brookings as a great holiday family outing.

We have seen measurable success. We have talked with 100's of people from out of our area who were surprised to find such an off-season event being held. In fact, many purchased tickets for our raffle, The Great Holiday Hoopla Giveaway to support our fund raising efforts regarding the Capella Parking Lot improvements. Raffle tickets will be on sale during the Festival of Lights allowing us to continue to gauge our advertising success. In addition, we will be canvassing our attendees during our event.

We are now seeking funds to help off-set some of the expense of our promotion. Our proposal requests \$5,000 in funding from TPAC. We feel that our success last year and our commitment to promoting our event and the City of Brookings demonstrates that your support is well-placed.

Nature's Coastal Holiday looks forward to your support.

Respectfully Submitted,

Leslie Wilkinson

Leslie Wilkinson, Board Member-Public Relations
Nature's Coastal Holiday

The Best Christmas Light Show on the Southern Oregon Coast

From: [Joyce Mansidor](#)
To: tdavis@brookings.or.us
Subject: Brookings on Portland's AM Northwest
Date: Wednesday, October 3, 2018 2:14:42 PM
Attachments: [image001.png](#)
[image002.png](#)
[image004.png](#)
[Brookings on AM Northwest Adventures.pdf](#)

Hi Terri,

Thank you for speaking with me today on featuring Brookings on KATU's AM Northwest to promote tourism from the Portland area!

Attached are the details of the AM Northwest Adventures segment, including website and social media postings. Also in the attached file is information on who the program reaches (12% more likely to be traveling!) and how KATU covers a large portion of the state of Oregon (more potential visitors!).

Here is an example of a recent tourism segment we produced for Wallowa County Chamber of Commerce in Oregon.

<https://katu.com/amnw/sponsored/adventures/visit-the-wallowas>

A pre-produced feature on AM Northwest Adventures would showcase 3-4 talking points such as whale watching, Boardman State Park, dining and lodging. KATU's Emmy Award winning team will incorporate your photos with a professionally written script and voice over by our host, Helen Raptis. The AM Northwest viewers are loyal and very responsive to features on the show!

Please let me know any questions you may have.

Thank you,

Joyce

Joyce Mansidor

Marketing Consultant

(503) 231-4212 office

(503) 913-5029 mobile

jmansidor@katu.com



AM Northwest Adventures



Weekdays
9-10am

*Portland's favorite
local talk show
for 43 years!*

Helen Raptis
Host, *AM Northwest*



AM Northwest features the best in local and national entertainment, discussion about family and relationships, health and beauty tips, home and garden design plus delicious recipes and craft ideas.

AM Northwest is a great way to connect with viewers!

Exposure includes:

- Your representative will showcase Wenatchee in a customized 3-4 minute segment broadcast from the **AM Northwest** studio in Portland.

or

- KATU will produce a 2 minute segment from video, photos and talking points you provide.
- Each segment will be shared on social media via an AM Northwest Facebook post.
- Your segment featured for up to 3-months on KATU.com including a link to your website.
- Access to your segment for use on your own website and to be shared across your social media platforms.

AM Northwest has a long tradition of creating successful in-content partnerships that influences viewers and drives reaction.

Investment: \$1,800

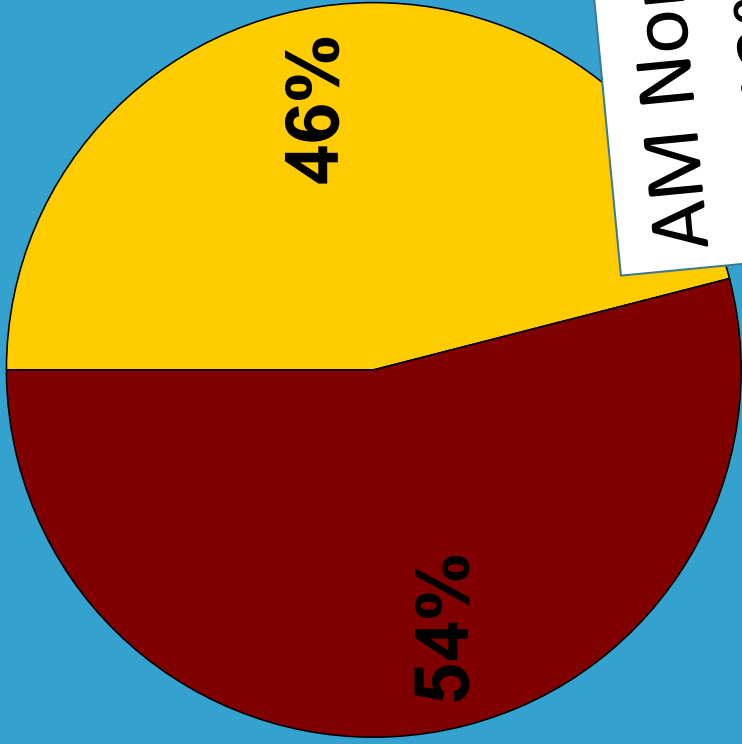
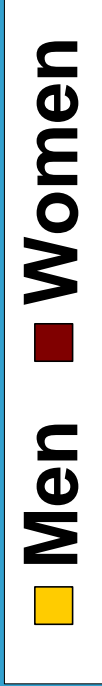




Weekdays
9-10am

Reach More Than
25,000 Adults 18+!

Age	
18-24	10%
25-54	46%
55-64	20%
65+	24%



AM Northwest viewers
are 12% more likely to
be interested in travel!

Education Level	Percent
Some High School or Less	3%
High School Graduate	19%
Some College	37%
College Graduate	23%
Graduate School	17%

Characteristic	Index
Occupation – White Collar	124
Occupation – Management	118
Donate to Charitable Causes	115
Interest in Gardening/Plants	125
Interest in Travel	112

Population Overview

Portland, Oregon

2017-2018

Nielsen Designated Market Area (DMA)

TV Households.....	1,180,980
Market Rank.....	22

Portland, OR DMA Adult Population

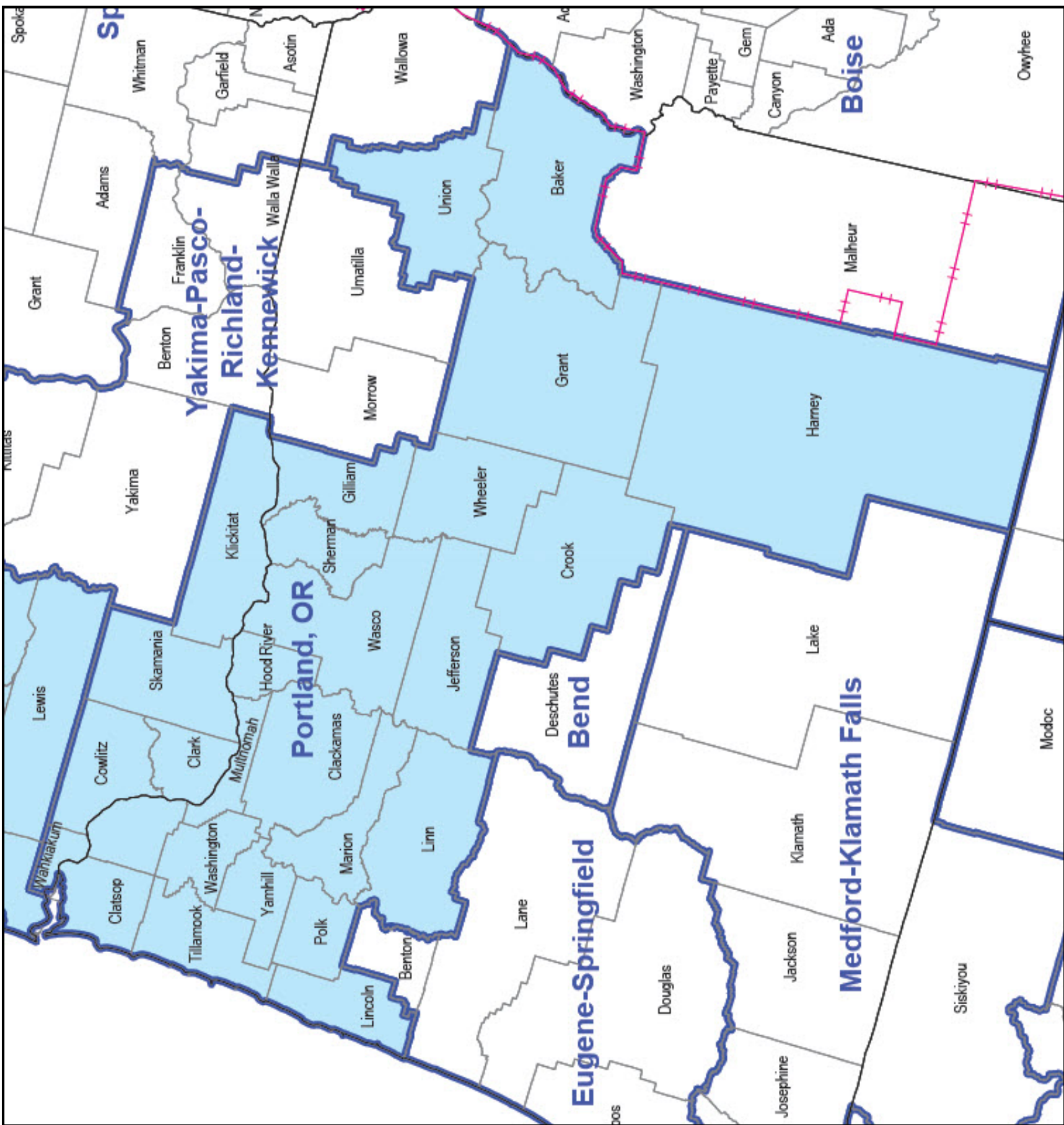
Total Adults 18+.....	2,347,000
Women 18+.....	1,203,000
Women 25-54.....	590,000
Men 18+.....	1,143,000
Men 25-54.....	585,000

Source: Nielsen DMA Universe Estimates 2017-18

Market Details

Hard/Wired Cable TV Penetration.....	50%
Satellite TV Penetration.....	34%
Over the Air.....	16%

Source: March 2018 Nielsen Station Index Viewers in Profile



Portland moved up three market rankings to **#22** for 2017-18 with an additional 37,000+ TV Households for 2017-2018.

[Begin Draft]

Brookings City Council,

The Tourism Promotion Advisory Committee, through this letter included in its minutes, recommends that the following local events be made, by action of City Council, annual budget line items, rather than items requiring the submission of the RFP for Tourism Proposals form, and the subsequent deliberation and potential approval of the Tourism Promotion Advisory Committee.

Events:

The annual Fourth of July Fireworks event at the Port.

The Brookings-Harbor Azalea Festival.

Justification:

Currently, these two recurring, popular and long-running annual events apply for Tourism Occupancy Tax funds through TPAC using the RFP for Tourism Proposals form. This form explicitly states that priority is given to first-time events. Council has provided guidance to TPAC that applying event should endeavor to become sustainable on their own after their first year. Council has also shown a preference that events receive less and less funding as they continue to apply, to encourage the event to develop its own sustainable funding.

Making the funding of these events a budget line-item removes these obstacles. Further, City Council would not need to concern itself with whether TPAC deems the event worthy of funding according to TPAC's invested mission, and its goal to promote off-season events and seed new events.

We believe that this action would enhance Council's goal of supporting these important local cultural events and quality of life in accordance with Council's Long-Term Goal #3: Influence Economic Growth / Improve Quality of Life.

Thank you for considering this action.

The undersigned members of the Tourism Promotion Advisory Committee.

[End Draft]

From: noreply@civicplus.com
To: tdavis@brookings.or.us
Subject: Online Form Submittal: Contact City Staff
Date: Monday, September 10, 2018 6:29:39 AM

Contact City Staff

Name	Dean Brickey
Email Address	xxxxxxxxx@gmail.com
Phone Number	541-xxx-xxxx
Address	xxxxxx Marina Heights Loop
City	Brookings
State	OR
Zip Code	97415
Staff Member You Wish to Contact	Teri Davis, City Recorder/Elections
Message	Teri, I would like to e-mail you some information about Rick Dancer of Rick Dancer Media Services and his This Oregon Life online newsletter. Rick is a former North Bend and Eugene television newsman who produces an online magazine. I was introduced to him this month when he did a piece on Lakeview, my hometown, where Labor Day is a big deal with the county fair and rodeo. Rick and his wife went there and produced a couple of online videos about the event. Then Cheryl and I ran into him on Saturday at the Mill-Luck Salmon Festival in North Bend, where he was recording video for an online production about that event. He said he'd like to come to Curry County, but he requests an invitation and business community support. That's why I'm communicating with you, so you could take this information to the Tourism Committee. I also plan to contact the Chamber and the private tourism business.

www.rickdancer.com

Email not displaying correctly? [View it in your browser.](#)

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	\$ (500) Spectrum			\$ (10.00)	
September		\$ (1,000) Coastal Christmas			
October					
November					
December					
January					
February					
March				\$ (500.00)	
April					
May					
June					
*Pending	\$ (6,575)	\$ (3,892)	\$ (3,630.00)		
REMAINING FUNDS	\$ 3,815	\$ 16,387	\$0	\$490	\$1,000

***Pending Budget Allocations 2018-19**

\$ 2,500	Spectrum Digital	\$ 2,295	Salmon Run Occasion Hall	\$3,630
\$ 4,075	Salmon Run Occasion Hall	\$ 500	Travel & Adventure Show	(Occasion Hall)
\$ 6,575		\$ 1,097	Monarch Festival	
		\$ 3,892		

**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	4/5/18	5/3/18	6/7/18	7/3/18	8/2/18	8/31/18	10/4/18						Views
Great Place to Live			8882	409	344	420	382	468	605	510						12,020
Great Place to Visit			1745	37	19	31	48	32	35	12						1,959
Great Place to Go Camping			1529	27	15	20	35	17	37	15						1,695
Great Place for a Romantic Getaway			1768	52	24	36	44	36	47	17						2,024
Great Place to Bring Your Family			1183	35	19	28	41	36	21	16						1,379
11/8/14																
KOB! Videos																
Romantic Weekend			1038	22	6	11	15	12	13	3						1,120
Family Weekend			981	17	8	13	8	14	14	10						1,065
Oregon Lifestyles		11/21/14														
Brookings Episode			1191	38	43	40	44	52	35	35						1,478
Boardman State Park		4/25/16	1962	56	52	51	39	56	52	49						2,011
Dining 101 Film		10/6/16	1710	52	43	38	50	27	35	27						1,737
View Totals All Videos																
			20915	745	573	688	706	750	894	694						25,965
Brookings Lifestyle views (not on City channel)																
			28770	350	252	348	389	608	467	458						31,642
Great Place for Romantic Getaway		Views	38909	0	114	33	30	18	18	72						39,194
Views on facebook		Shares	1627	5	0	0	0	0	0	1						1,628
		Likes	330	0	0	0	0	0	0	0						330
Samuel H. Boardman Video		Views	42,862	16	542	166	9	7	2,078	18						42,880
Views on facebook		Shares	1306	0	19	6	0	35	51	0						1,306
		Likes	460	0	0	4	0	0	11	0						460
Dining 101 Video		Views	11060	67	14	35	17	13	103	63						11,123
Views on facebook		Shares	292	2	0	2	0	0	4	1						293
		Likes	287	1	0	1	0	0	133	0						287