

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, January 10, 2019 4:00pm

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

1. Roll Call

2. Approval of Minutes from November 8, 2018

3. Public Comments

4. Action Items

- a. Committee Elections – Vice Chair
- b. Spectrum Digital Campaign – Brian Marchant
- c. Elmo Williams Day Event Proposal – Carolyn Milliman
- d. Mile by Mile Advertising – Barbara Ciaramella

5. Informational Items

- a. Monarch Festival Event Evaluation
- b. Coastal Christmas Event Evaluation
- c. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – February 14, 2019

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 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – November 8, 2018

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

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

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Candice Michel to approve the minutes of October 11, 2018; motion seconded by Dane Tippman. Committee voted and the motion carried unanimously.

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

Motion made by Dane Tippman to move Agenda Item 6 – Committee Comments on Non-Agenda Items to be Agenda Item 4, motion seconded by Sonya Billington. Committee voted and motion carried unanimously.

4. COMMITTEE COMMENTS ON NON-AGENDA ITEMS

Candice Michel advised that she had been asked by the Mayor to resign from TPAC. She stated she did not feel she had engaged in behavior that warranted resignation and had advised the Mayor she would not resign, indicating the Mayor would take the request to the City Council to determine.

After a recent Ethics Training course attended by Committee members Tim Kennedy made a statement that he had a potential conflict of interest on potential TPAC grants because he is a local motel owner.

Barbara Ciaramella made a statement that she had a potential conflict of interest on potential advertising as she is associated with the Mile by Mile Guide publication.

Both statements were noted by the committee.

5. ACTION ITEMS

- a. Committee Elections – Motion made by Candice Michel to nominate Skip Watwood as Chair, motion seconded by Dane Tippman. Committee voted and the motion carried unanimously. Motion made by Dane Tippman to nominate Candice Michel as Vice Chair, motion seconded by Sonya Billington. Committee voted and the motion carried with Bob Pieper abstaining.**

6. INFORMATIONAL ITEMS

- a. Port Fish Cleaning Station Evaluation –** Dave Kuehn with Oregon South Coast Fishermen thanked the committee for funds to install a sign at the Harbor promoting the Port of Brookings Harbor which many people stand in front of for photos after catching fish.
- b. Rick Dancer Media Services –** Julie Miller not in attendance to provide any video stats. Committee tabled item.

- c. **Regional Tourism Branding** – Julie Miller not in attendance to provide further information. Committee tabled item.
 - d. **Recent Council Actions** – Lauri Ziemer advised City Council approved the TPAC funding request of \$3,000 to Nature’s Coastal Holiday.
 - b. **TPAC Budget and & Internet Hit Info** – Committee reviewed the budget. Lauri Ziemer advised the task of compiling the monthly internet hit info required multiple staff hours and questioned if the committee found the information useful any longer. Some thought the number of views might be useful when determining what time of year videos are most accessed. Some thought compiling data on the number of motels rooms rented monthly would be useful in determining which events are bringing visitors to the area. **Motion made by Dane Tippman to request compilation of 2015, 2016 and 2018 monthly bed tax information; motion seconded by Candice Michel. Committee voted and the motion carried with Skip Watwood, Sonya Billington and Tim Kennedy abstaining.**
- 7. SCHEDULE NEXT MEETING** – Next meeting scheduled for January 10, 2018. Committee cancelled the December 13, 2018 meeting.
- 8. ADJOURNMENT** – with no further business before the Committee, meeting adjourned at 4:55 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at January 10, 2019 meeting)

Presented to
City of Brookings



Executive Overview

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

Audience Targeting

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

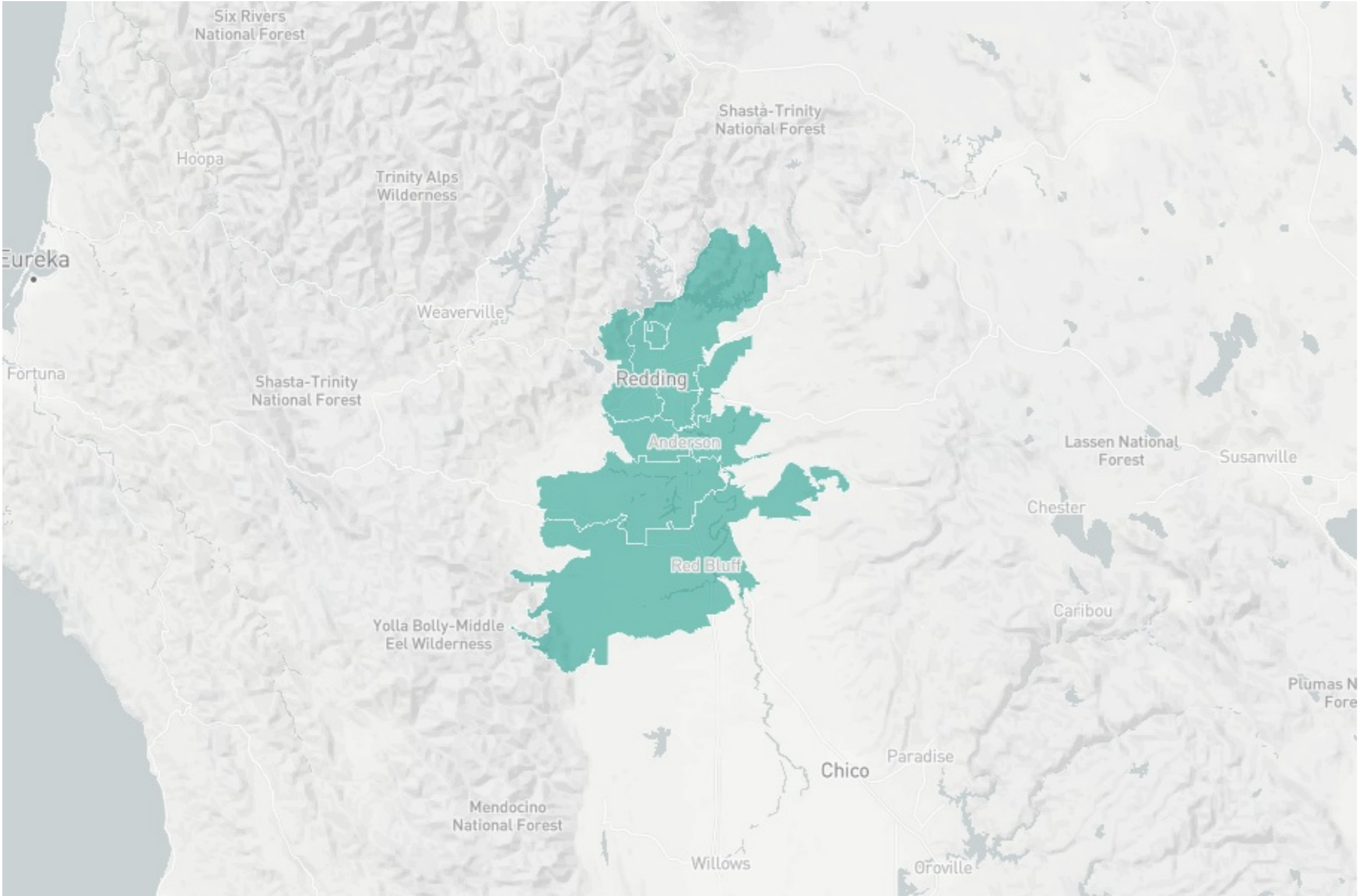
Product Selection




Geographic Targeting


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


Geography





Demographics

- 
Gender
› All

- 
Age Range
› 25-64

- 
Household Income
› All

- 
Parent/Single
› All

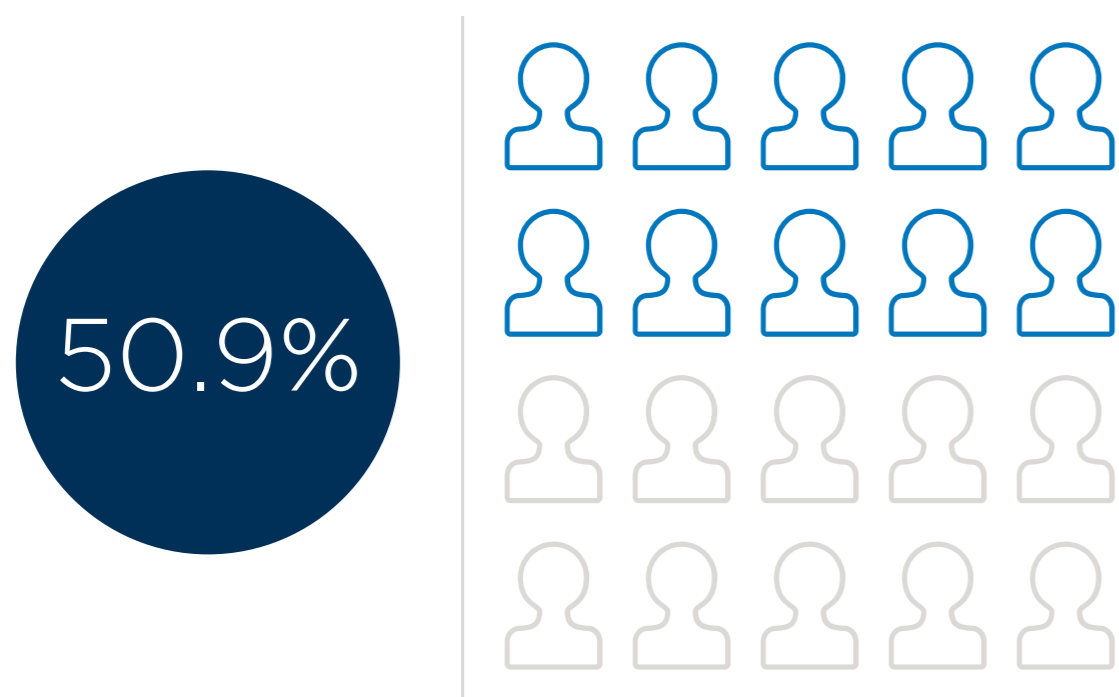
- 
Education
› All

Demographic Targeting

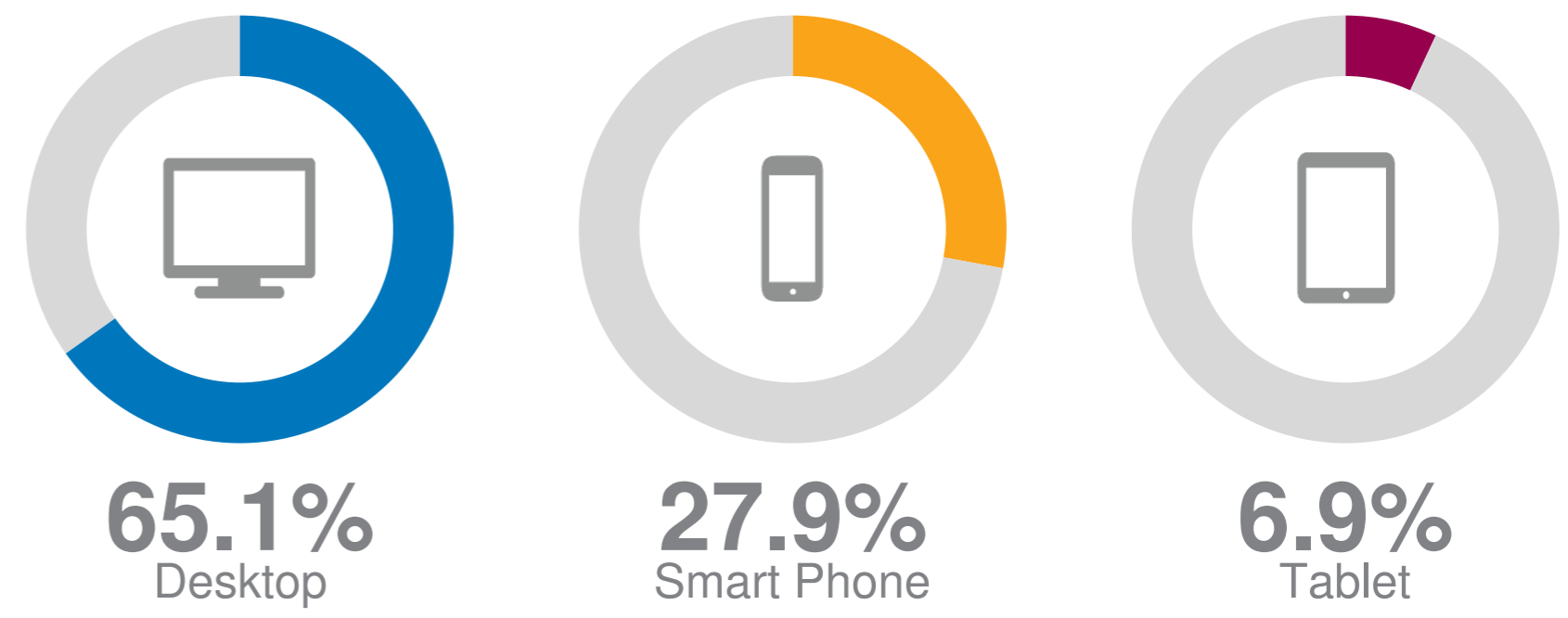
Understanding the background & behavior of your best target customers is key to constructing a cost-effective media plan.

Targeting 99,083 out of 194,780

25-64

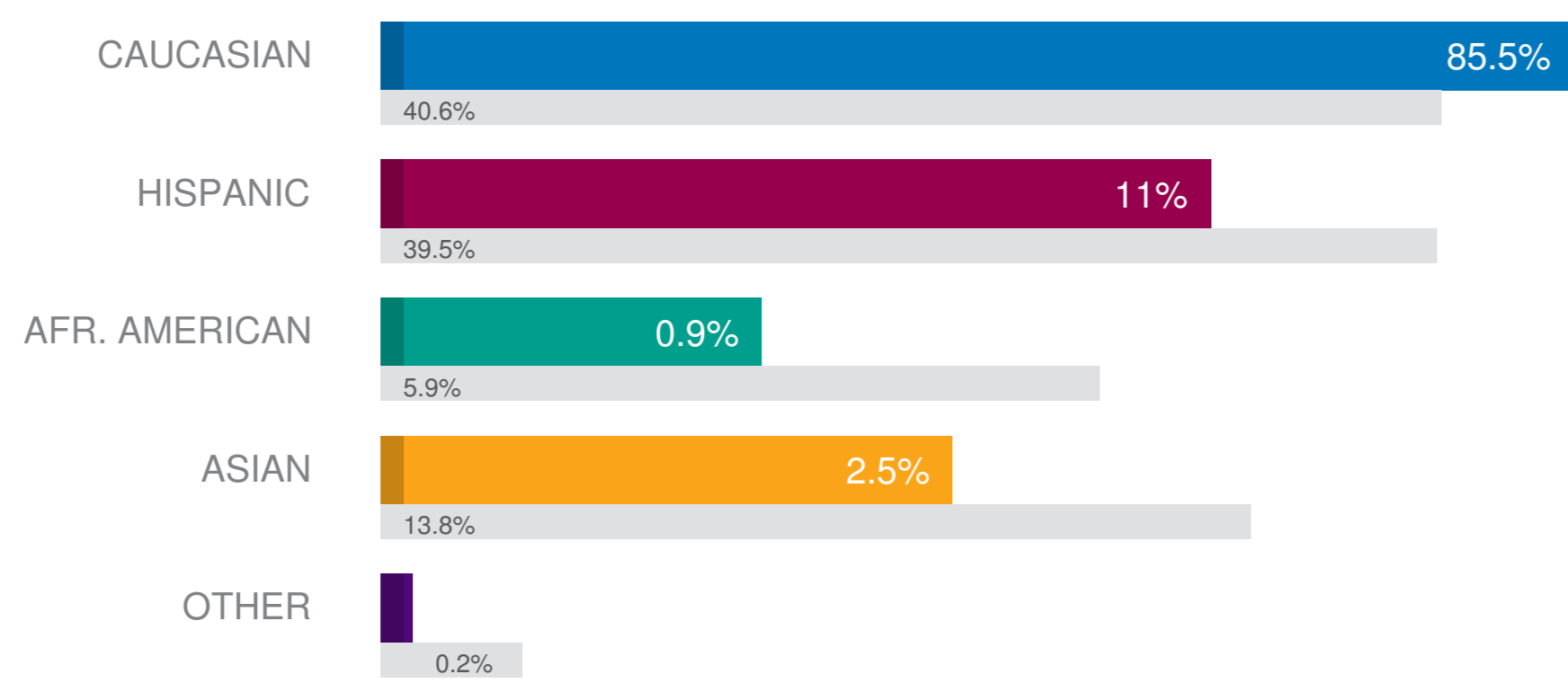


Device use in targeted area

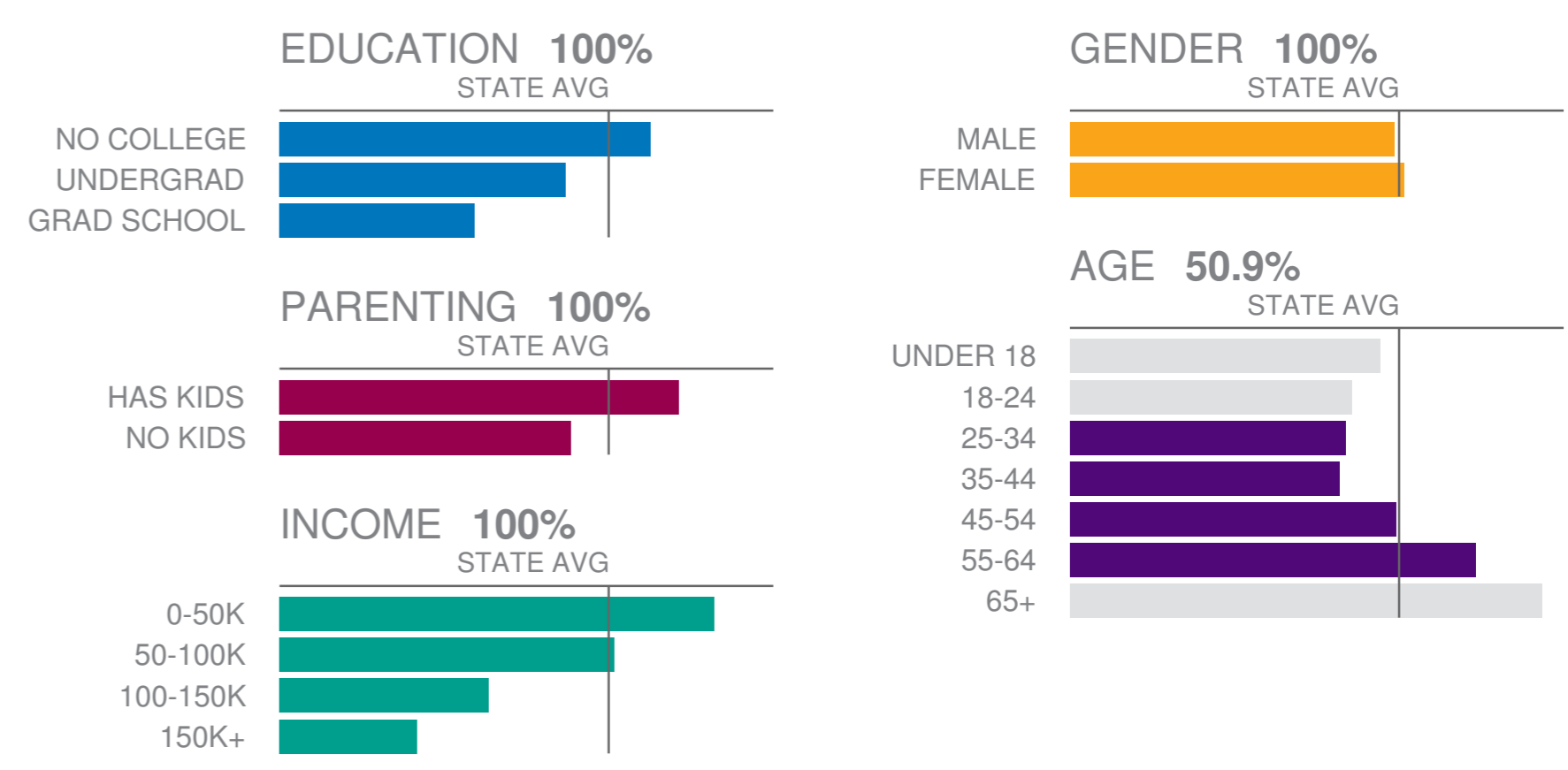


Geographic composition

VERSUS CALIFORNIA AVERAGE - ■



Targets against regional average



Audience Interests

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

Site List

LOCAL MEDIA

krctv.com
redding.com
actionnewsnow.com
chicoer.com
appeal-democrat.com
advocate-news.com
ktvl.com
dailytidings.com
kmed.com
colfaxrecord.com

HOTELS & ACCOMMODATIONS

hotels.com
bedandbreakfast.com
hotelclub.com
hoteldiscounts.com
hotelcoupons.com

TRAVEL AGENCIES & SERVICES

travel-agents.regionaldirectory.us
tours.com
tripcook.com
travelindustrywire.com

TRAVEL GUIDES & TRAVELOGUES

bookingbuddy.com
everytrail.com
smartertravel.com
budgettravel.com
orbitz.com
travelandleisure.com
yahoo.com/travel
travelandresortsnews.com

TRAVEL

expedia.com
priceline.com
kayak.com
taxifarefinder.com
taxi-services.regionaldirectory.us
travel.com
worldtaximeter.com
auto-rental.regionaldirectory.us
taxidir.info
airfarewatchdog.com

HIKING & CAMPING

fieldandstream.com
outdoorbasecamp.com
outdoorchannel.com
theoutdoorlodge.com
backcountry.com
backpacker.com
trails.com
outdoorgearlab.com
freecampsites.net
gearjunkie.com

FISHING

outdoorlife.com
gameandfishmag.com
lake-link.com
stripersurf.com
lakelubbers.com
gofishn.com
flyfisherman.com
fishwhatcom.com

BOATING

thehulltruth.com
boatingmag.com
sailingworld.com
dailyboater.com
sailinganarchy.com
thepirateking.com
reelboating.com
likesailing.com
jetski.com
swimmingworldmagazine.com

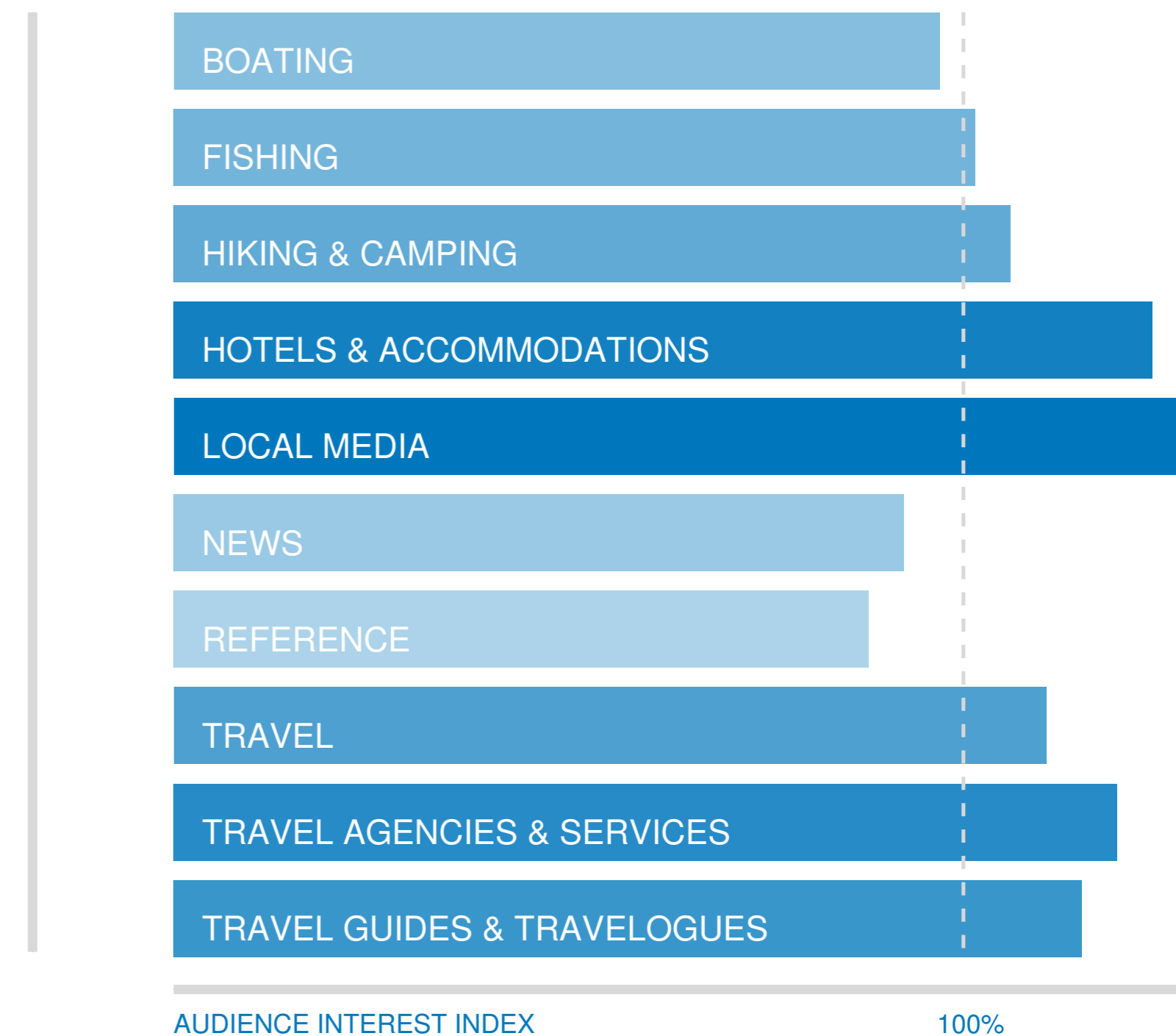
NEWS

msn.com
cnn.com
usatoday.com
huffingtonpost.com
foxnews.com
nbcnews.com
cbsnews.com
usnews.com
washingtonpost.com
dailymail.co.uk

REFERENCE

ask.com
mapquest.com
whitepages.com
dictionary.com

Audience Interests



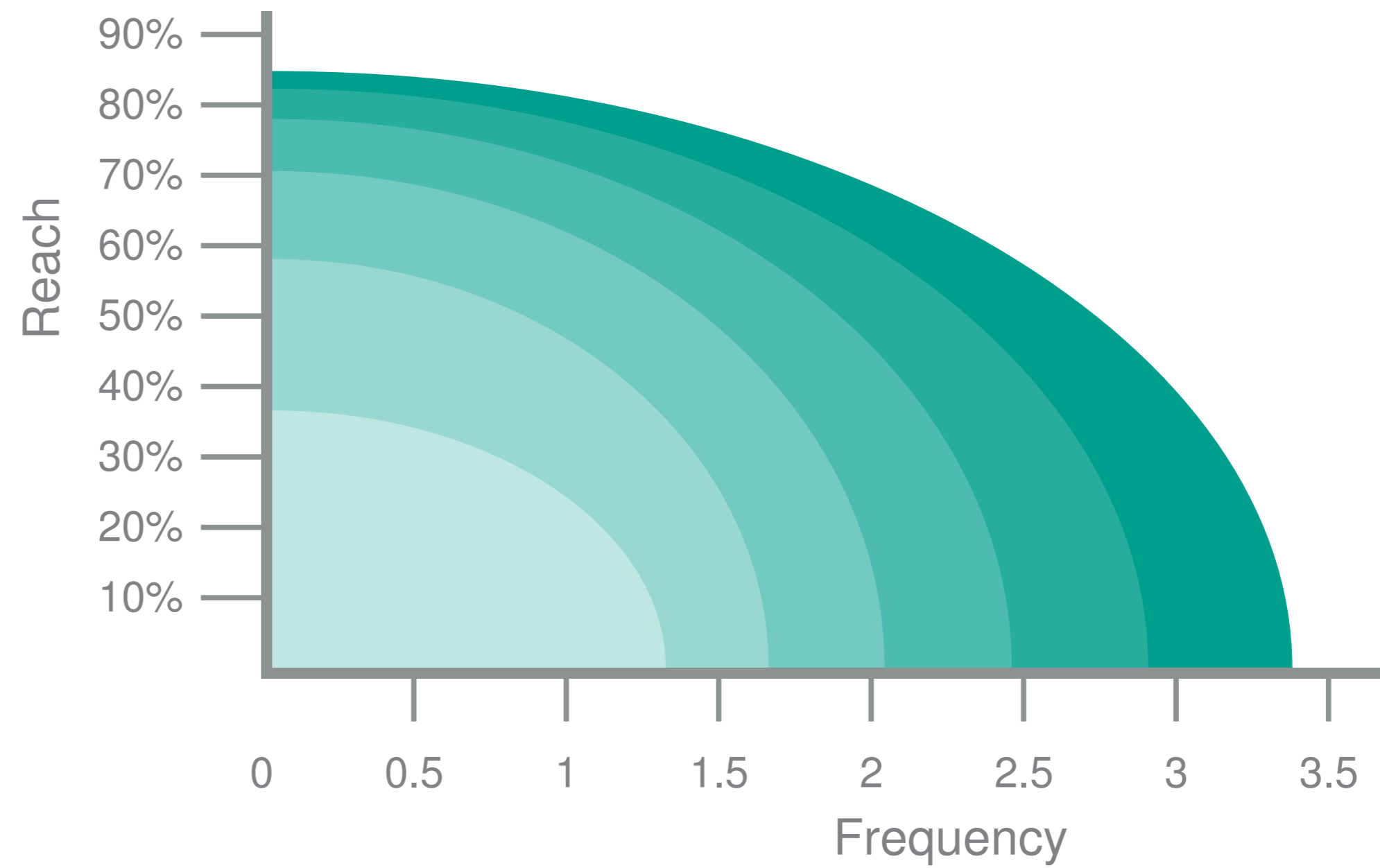
*This list represents the types of sites on which your ad will run. This list may change over time based on inventory fluctuations and performance results.

Digital Reach & Frequency

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

MO IMP REACH %FREQ

MO	IMP	REACH %	FREQ
1	71k	36.6%	1.29
2	143k	58.1%	1.63
3	214k	70.6%	2.01
4	286k	78%	2.43
5	357k	82.3%	2.87
6	429k	84.8%	3.35



Advertising Agreement

Spectrum Reach

Products

Budget 1

DISPLAY Local Audience Banners on all devices 1 location	\$500 per month 71,429 imprs/month	\$3,000 total 428,574 total imprs
Grand Total	\$500 per month	\$3,000 for 6 months

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

Start Date: _____

Print Client/Agency Name: City of Brookings

End Date: _____

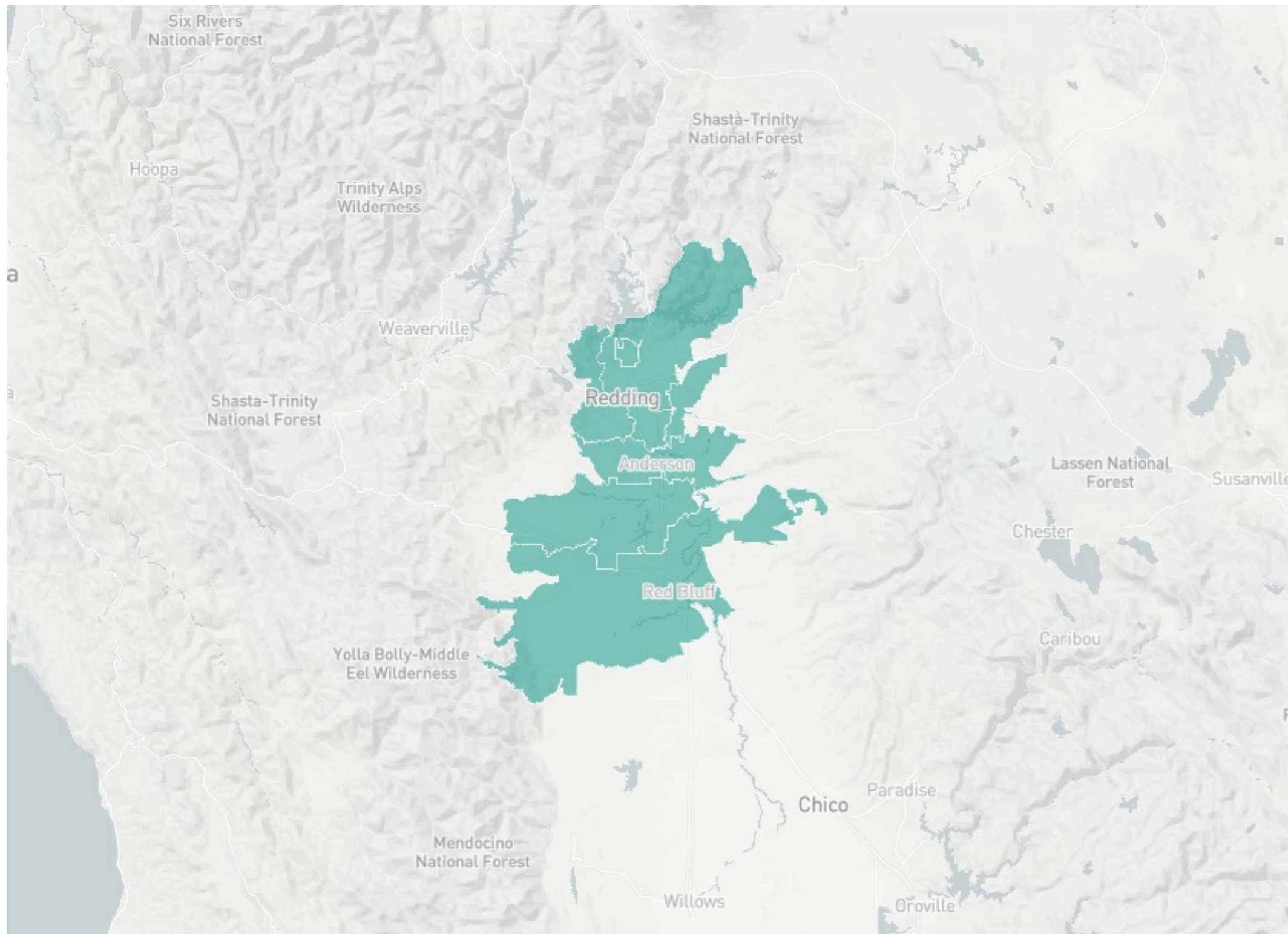
Client/Agency Signature: _____

Proposal ID: 1546560782175974496

Spectrum Reach Signature: _____

Geographic Targeting Per Location

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



TARGET AREA

8 ZIP Codes in Shasta, Tehama Counties

POPULATION

194,780

PEOPLE / HOUSEHOLD

2.6

LOCAL SITES

krctv.com, redding.com, actionnewsnow.com, chicoer.com, appeal-democrat.com, advocate-news.com, ktvl.com, dailytidings.com, kmed.com, colfaxrecord.com, kdrv.com, mailtribune.com

AVERAGE INCOME

\$62,724

AVERAGE HOME VALUE

\$220,175

MEDIAN AGE

41

OF BUSINESSES

4,526

Reporting & Analytics

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



▶ **ADVANCED REPORTING METRICS**

Access advanced campaign performance metrics 24/7.

▶ **BRAND LIFT MEASUREMENT**

Quantify the true impact of display campaigns beyond the click.

▶ **CITY AND SITE-LEVEL TRANSPARENCY**

Ensure advertisers reach their audience on brand-enhancing websites.

▶ **A/B TESTING**

Determine the most effective means to reach a target audience.

▶ **GEOFENCING DATA**

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

▶ **SCREENSHOT AUTOMATION**

Provide verification of quality ad placements in action.

Campaign Strategy: Site List Demographic Data

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

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
TRAVEL															
expedia.com	45%	55%	2%	8%	18%	19%	24%	18%	11%	44%	56%	29%	30%	23%	19%
priceline.com	46%	54%	2%	7%	22%	20%	23%	17%	10%	42%	58%	30%	30%	23%	17%
kayak.com	50%	50%	2%	9%	25%	20%	21%	15%	9%	41%	59%	27%	29%	25%	19%
taxifarefinder.com	44%	56%	1%	9%	24%	27%	17%	14%	8%	49%	51%	21%	31%	30%	18%
taxi-services.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
travel.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
worldtaximeter.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
auto-rental.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
taxidir.info	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
airfarewatchdog.com	39%	61%	1%	5%	15%	14%	19%	25%	21%	33%	67%	28%	29%	25%	18%
HIKING & CAMPING															
fieldandstream.com	66%	34%	2%	9%	16%	15%	22%	19%	17%	38%	62%	36%	32%	17%	16%
outdoorbasecamp.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
outdoorchannel.com	64%	36%	3%	8%	7%	11%	23%	25%	22%	45%	55%	39%	30%	15%	16%
theoutdoorlodge.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
backcountry.com	54%	46%	5%	11%	17%	21%	23%	15%	8%	45%	55%	29%	26%	23%	22%
backpacker.com	53%	47%	6%	11%	25%	19%	21%	12%	6%	48%	52%	28%	27%	22%	24%
trails.com	58%	42%	3%	7%	18%	20%	20%	20%	12%	37%	63%	30%	31%	23%	16%
outdoorgearlab.com	67%	33%	2%	7%	25%	16%	22%	20%	7%	50%	50%	24%	31%	17%	28%
freecampsites.net	60%	40%	3%	11%	38%	10%	11%	18%	10%	43%	57%	33%	36%	20%	11%
gearjunkie.com	79%	21%	0%	12%	29%	20%	21%	9%	8%	43%	57%	27%	29%	27%	17%
FISHING															
outdoorlife.com	66%	34%	7%	9%	19%	12%	19%	20%	14%	43%	57%	34%	28%	21%	17%
gameandfishmag.com	72%	28%	0%	5%	16%	16%	27%	22%	13%	43%	57%	28%	37%	26%	9%
lake-link.com	72%	28%	2%	4%	27%	17%	14%	21%	15%	44%	56%	24%	50%	15%	11%
stripersurf.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
lakelubbers.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
gofishn.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
flyfisherman.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
fishwhatcom.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+	
BOATING																
thehulltruth.com	78%	22%	2%	5%	12%	14%	28%	24%	15%	30%	70%	18%	30%	30%	23%	
boatingmag.com	72%	28%	3%	7%	12%	14%	15%	31%	18%	30%	70%	22%	31%	34%	12%	
sailingworld.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
dailyboater.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
sailinganarchy.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
thepirateking.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
reelboating.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
likesailing.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
jetski.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
swimmingworldmagazine.com	74%	26%	2%	7%	25%	3%	22%	33%	7%	33%	67%	13%	19%	20%	48%	
NEWS																
msn.com	50%	50%	8%	10%	15%	17%	19%	17%	14%	44%	56%	39%	28%	19%	14%	
cnn.com	56%	44%	4%	9%	16%	18%	21%	18%	14%	40%	60%	32%	28%	23%	17%	
usatoday.com	57%	43%	2%	7%	15%	16%	21%	20%	18%	38%	62%	30%	30%	24%	15%	
huffingtonpost.com	51%	49%	3%	7%	15%	16%	21%	21%	18%	38%	62%	33%	30%	23%	15%	
foxnews.com	56%	44%	2%	5%	11%	15%	22%	23%	22%	36%	64%	32%	30%	23%	15%	
nbcnews.com	51%	49%	2%	6%	13%	15%	21%	22%	22%	37%	63%	31%	30%	24%	15%	
cbsnews.com	53%	47%	2%	7%	15%	16%	21%	21%	18%	39%	61%	33%	29%	24%	14%	
usnews.com	47%	53%	4%	11%	19%	17%	20%	17%	12%	44%	56%	29%	29%	25%	18%	
washingtonpost.com	58%	42%	2%	7%	16%	16%	20%	20%	18%	38%	62%	29%	29%	26%	16%	
dailymail.co.uk	52%	48%	4%	9%	16%	15%	21%	19%	15%	40%	60%	32%	29%	23%	15%	
REFERENCE																
ask.com	46%	54%	9%	7%	11%	15%	19%	20%	20%	46%	54%	43%	28%	17%	13%	
mapquest.com	45%	55%	2%	5%	12%	16%	24%	23%	19%	39%	61%	34%	31%	21%	14%	
whitepages.com	44%	56%	2%	5%	13%	17%	22%	22%	19%	40%	60%	35%	29%	21%	15%	
dictionary.com	48%	52%	9%	14%	19%	18%	19%	12%	8%	51%	49%	31%	28%	24%	17%	

Campaign Strategy: Site List Demographic Data

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+	
WEATHER																
weather.com	51%	49%	3%	7%	17%	17%	22%	19%	15%	39%	61%	31%	30%	23%	16%	
accuweather.com	52%	48%	3%	6%	14%	15%	22%	21%	18%	40%	60%	34%	30%	22%	14%	
weatherbug.com	52%	48%	12%	12%	16%	16%	17%	14%	13%	49%	51%	48%	23%	14%	15%	
intellicast.com	64%	36%	2%	4%	5%	14%	26%	26%	22%	36%	64%	29%	30%	22%	18%	
viewweather.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
ONLINE COMMUNITIES																
flickr.com	52%	48%	4%	10%	16%	16%	21%	19%	15%	40%	60%	32%	30%	22%	17%	
photobucket.com	58%	42%	7%	13%	17%	16%	19%	17%	12%	44%	56%	37%	27%	20%	16%	
blogspot.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
ARTS & ENTERTAINMENT																
ticketmaster.com	46%	54%	5%	12%	20%	18%	23%	15%	7%	47%	53%	28%	29%	24%	19%	
eonline.com	45%	55%	2%	7%	14%	17%	22%	22%	17%	39%	61%	32%	31%	23%	13%	
people.com	35%	65%	2%	7%	16%	17%	23%	19%	15%	41%	59%	32%	30%	23%	15%	
fandango.com	48%	52%	6%	11%	20%	17%	19%	14%	12%	48%	52%	31%	31%	22%	17%	
usmagazine.com	37%	63%	2%	7%	16%	17%	21%	21%	16%	40%	60%	33%	30%	23%	14%	
ew.com	50%	50%	3%	13%	20%	17%	20%	16%	10%	41%	59%	32%	27%	24%	17%	
rollingstone.com	59%	41%	3%	11%	20%	16%	21%	18%	11%	40%	60%	31%	30%	23%	16%	
billboard.com	49%	51%	7%	18%	22%	16%	17%	12%	7%	48%	52%	32%	30%	22%	16%	
eventful.com	43%	57%	4%	9%	16%	17%	21%	20%	13%	44%	56%	33%	30%	22%	14%	
aarp.org	43%	57%	2%	3%	6%	7%	18%	29%	36%	32%	68%	38%	31%	19%	12%	
BOOKS & LITERATURE																
goodreads.com	41%	59%	8%	14%	21%	15%	17%	14%	10%	48%	52%	31%	29%	23%	18%	
time.com	53%	47%	4%	11%	20%	16%	19%	16%	14%	41%	59%	29%	28%	26%	17%	
bartleby.com	48%	52%	11%	11%	16%	15%	18%	16%	13%	39%	61%	30%	30%	22%	18%	
classicreader.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
george-orwell.org	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
canterburytales.org	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	
theatlantic.com	56%	44%	5%	12%	20%	15%	17%	18%	13%	41%	59%	27%	28%	27%	18%	
newsweek.com	64%	36%	3%	6%	17%	13%	21%	23%	18%	40%	60%	29%	30%	26%	15%	

Campaign Strategy: Site List Demographic Data

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

SUBMITTED: JAN. 2 2019

Event Title: THE ELMO WILLIAMS DAY Amount Requested \$ 2,000

Organization: THE ELMO WILLIAMS COMMITTEE

Event Description: THE EVENT WILL BE TO HONOR ELMO WILLIAMS BIRTHDAY. MOVIES, DISPLAYS AT VENUES WILL TAKE PLACE.

Event Date/s: SUNDAY, APRIL 28, 2019 FROM HIGH NOON TO FOUR P.M.

Location: CAPELLA BY THE SEA IN AZALEA PARK Location secured? Yes No

Event Goals: TO HONOR ONE OF THE GREATEST MOVIE ICONS AND LETTING BROOKINGS RESIDENTS AND OUTSIDERS KNOW ALL ABOUT ELMO WILLIAMS CONTRIBUTION TO THE CITY OF BROOKINGS

How will this event be sustained after the first year? SINCE THE CITY OF BROOKINGS HAS DEDICATED THE FOURTH SUNDAY IN APRIL, IT WILL TAKE PLACE EACH YEAR

Sponsors/Investors: CAROLYN + GARY MILLIMAN, CITY OF BROOKINGS AND MEMBERS OF COMMITTEE.

Event Budget

Income		Expenses	
Fees Collected	\$ <u>—</u>	Facility/Venue Costs	\$ <u>0</u>
Admissions	\$ <u>—</u>	Insurance	\$ <u>104.47</u>
Concessions	\$ <u>—</u>	Advertising	\$ } <u>1895.50</u> {
	\$	Supplies	
	\$		
TOTAL	\$ 0	TOTAL	\$ 2,000

NEWSPAPER ARTICLES
POSTERS FLYERS, ETC.
PINS
T-SHIRTS
DONATIONS

How do you intend to evaluate the success of your event and determine the number of out of town visitors?

BY GETTING THE WORD OUT TO BROOKINGS RESIDENTS AND OUT OF TOWN VISITORS.

Contact Person: CAROLYN MILLIMAN

Phone: (541) 412-7479 Email: carolynmilliman@yahoo.com

Mailing Address: 1090 PARKVIEW DR. BROOKINGS, OR 97415

If more space is required please attach additional pages

Tourism Event Proposal for The Elmo Williams Day

Please accept this proposal for The Elmo William Day which will be held on the Fourth Sunday in April (date: April 28, 2019) starting at High Noon at the Capella By The Sea. Our event will include a full length movie directed by Elmo Williams, and cake cutting event, a film showing at the Chetco Player's Theatre and especially displays of the Elmo Williams collections. These events will be free to the public. The City of Brookings has Proclaimed The Elmo Williams Day be on the Fourth Sunday of April. Our committee will work hard to encourage local residents as well as out of town to attend. Our committee hopes that our event will be funded by the City's Tourism Promotion Advisory Committee so it can be presented to City of Brookings Council for approval.

Sincerely,
Carolyn Milliman
Chairperson of Elmo Williams Day

MILE-BY-MILE GUIDE

TO THE OREGON COAST The #1 Travelers' Choice Oregon Coast Mile-by-Mile Guide

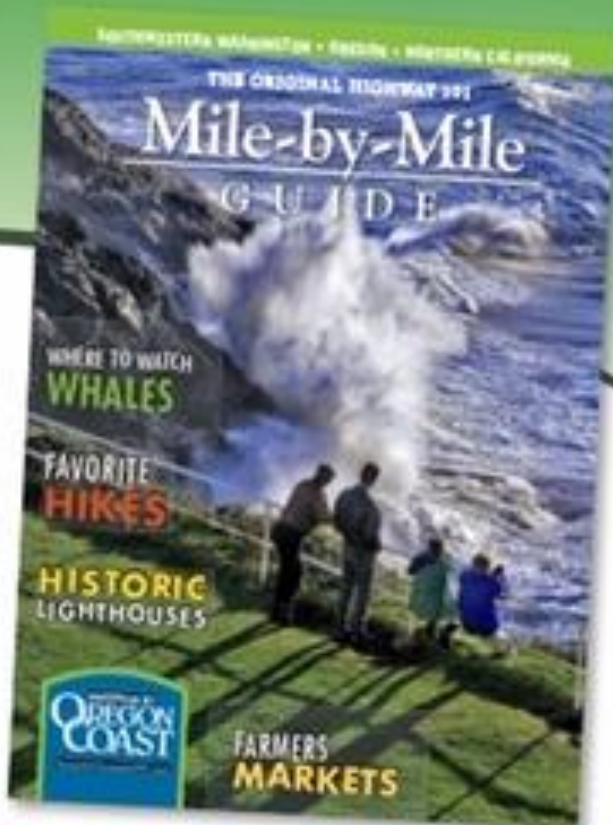
29 years of effective advertising!

- Utilizes Hwy 101 milepost markers
- Detailed driving maps
- Regional sections
- A "keeper" for travelers
- Full size

Display Ad Rates start at \$495
A Quarter Million+ Copies!

- ➔ The most popular visitor piece covering the Oregon Coast.
- ➔ Either #1 or #2 throughout inland Oregon.
- ➔ Special out of state distribution. Available at over 700 locations from the Long Beach Peninsula to Eureka, and at the major visitor centers from Kelso, Washington, to the California border.
- ➔ Available in a page-turning digital format, with clickable ads and special formatting for the iPhone, iPad and androids.
- ➔ Additional distribution at
 - Visitor Centers
 - AAA Travel Advisors
 - Hotels
 - Car Rental Agencies
 - Welcome Centers
 - Chambers of Commerce
 - Attractions
- ➔ Included in Spring 2019 issue of Oregon Coast magazine
- ➔ **Entry level display ad as low as \$42 a month.**
(Billed quarterly \$125 a quarter with an additional 10% per annum charge.)

Space Deadline is January 28



DISPLAY ADVERTISING RATES

SIZE	1X	3X	4X
1/12 Page	892	830	758
1/6 Page	1,650	1,535	1,396
1/3 Page	2,992	2,783	2,543
1/2 Page	4,253	3,955	3,615
2/3 Page	5,512	5,126	4,685
Full Page	6,720	6,250	5,712
Back Cover	8,064	7,500	6,854

Enhanced Listing \$495. Basic listing and map location \$195. Additional lines \$75. **Make your listing red for \$30.** (The first line is for business name and one contact number or web address only. Logos come out of the copy space. Listing is free with purchase of display ad.)

A 5% prepay discount is available for display ads only (does not include basic or enhanced listings - cash or check only - no credit card).

For more information please contact:
Barbara Ciaramella
cell: 541-661-2117 • BarbaraC@nswmags.com

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facebook.com/OregonCoastMagazine



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1137 Fax (541) 469-3650

Event Evaluation Form

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

Event: <u>1st ANNUAL BROOKINGS MONARCH FESTIVAL</u> Completion Date: <u>9/15/2018</u>	
Contact Person: <u>VICKI MIDO / BROOKINGS OREGON MONARCH ADVOCATES</u>	
Amount Awarded <u>\$ 1,097</u>	
1. How was the funding used? <u>SUPPLIES, EDUCATIONAL EXHIBITS, SOME ADVERTISING, KIDS' CRAFT TABLE, PARK RENTAL FEE FOR FESTIVAL</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>SALES TABLE (PLANTS, BUTTERFLY-THEMED MERCHANDISE)</u>	\$ <u>368</u>
<u>TIPS FROM FACE PAINTING, EXTRA RAFFLE TICK, DONATIONS TOWARD 2019 FESTIVAL</u>	\$ <u>201</u>
Total	\$ <u>569</u>
Expenses Paid	Amount
<u>EVENT INSURANCE</u>	\$ <u>126</u>
<u>RAFFLE PRIZES AND BOOKS FOR KIDS</u>	\$ <u>313</u>
<u>PARK RENTAL FEE</u>	\$ <u>51</u>
<u>WATER FOR SALE</u>	\$ <u>20</u>
<u>ADVERTISING (CORRY COASTAL PILOT)</u>	\$ <u>386</u>
<u>KIDS' CRAFT TABLE (PAINTS, PENS, BRUSHES, SUPPLIES)</u>	\$ <u>150</u>
<u>IN KIND CURRY WATERSHED PARTNERSHIP (BROCHURES, PRINTING, ORGANIZING, EDUC. MAT)</u>	\$ <u>500 EST.</u>
<u>KCIW RADIO (ADVERTISING AIRTIME)</u>	\$ <u>250 EST.</u>
<u>BHHS STUDENTS + VOLUNTEERS (PHOTO CUTOUT PEEP AND PAINTING)</u>	\$ <u>250 EST.</u>
<u>VARIOUS ORGANIZATIONS - 8 TABLE + TENT RENTALS</u>	\$ <u>150 EST.</u>
<u>"LIFE CYCLE EXPERIENCE" MATERIALS, SUPPLIES</u>	\$ <u>300 EST</u>
<u>MONARCH CITY USA - MERCHANDISE \$190 (100 EST)</u>	\$ <u>190</u>
<u>CURRY COUNTY MASTER GARDENERS ASSN - Q+A TABLE</u>	\$ <u>2,786</u>
* ALSO, IN KIND ADVERTISING ON CITY OF BROOKINGS WEBSITE !!!	
3. Estimate how many people attended the event: <u>BETWEEN 550 AND 700</u>	
4. Estimate how many people attended from outside Curry County: <u>28% (SEE ATTACHED)</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>Vicki Mido</u>	Date: <u>12/12/2018</u>
Organization: <u>BOMA (BROOKINGS OREGON MONARCH ADVOCATES)</u>	

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



December 12, 2018

Dear TPAC members and Brookings City Councilors:

The members of B.O.M.A. would like to thank you for your grant of \$1,097 towards our Brookings First Annual Monarch Festival which was held on September 15, 2018. We are extremely grateful.

While we anticipated attendance at 100 folks, we were blown away by the 500 to 700 people who attended this free, annual, family-friendly event. We recorded attendees' zip codes on a free raffle ticket issued to most of the attendees, but when so many people showed up at once and lines formed, several did not request their free raffle ticket. Of the 365 tickets collected from those who did fill out their zip codes, 264 were from cities within Curry County (including Langlois), 37 were from Crescent City, 8 from Smith River, and 22 from other California cities. Additionally, 25 were from Oregon, but not Curry County, 5 from the state of Washington and 1 each from Kansas, Florida, New Mexico and Idaho. So, 101 of the 365 (or approximately **28%**) were from **OUTSIDE** Curry County and several of them spent the night in Brookings. Not too shabby for the **1st** annual festival!

Given the size of the crowd, BOMA anticipates approaching TPAC again next year for funding for the 2nd Annual Monarch Festival. After all, Brookings was the very first Monarch City USA in Oregon following unanimous Council approval of a proclamation in May 2017. We shall also seek out sponsors and in-kind contributions from other organizations and our volunteers as well. Curry Watershed Partnership, KCIW, Brookings-Harbor High School students, Monarch City USA, various other organizations and individuals were kind enough to supply in-kind contributions to help make the festival a resounding success. BOMA will also do some limited fundraising throughout the year. We may also wish to allow limited vendors next year for a fee and expand the size of the festival.

So, again, many thanks from BOMA to the City of Brookings for your financial support.





City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1137 Fax (541) 469-3650

Event Evaluation Form

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

Coastal Christmas

Event: <u>Downtown Deco. & Parade & Santa Event</u>	Completion Date: <u>Jan 5, 2019</u>
Contact Person: <u>Kathy Breshears</u>	
Amount Awarded <u>\$ 1,000</u>	
1. How was the funding used? <u>See Attached (supplies)</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
	\$ 0
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$
Expenses Paid	Amount
<u>See attached</u>	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$ 953.76
3. Estimate how many people attended the event: <u>300 A Park</u> <u>Parade?</u>	
4. Estimate how many people attended from outside Curry County: <u>?</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>Kathleen Breshears</u>	Date: <u>12-28-2018</u>
Organization: <u>Coastal Christmas Elves</u>	

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

Expenses

Bal 1000
-189.45 Insurance
Bal 810.55
60.00 FLIERS
Bal 830.55
53.96 ZIP TIES
Bal 776.59
~~100.00~~ Prize Money
Bal 676.59
+ 60.00 Donation
Bal 736.59
52.20 Cookie dough
Bal 684.39
212.34 Batteries
Bal 472.05
157.90 Lights for railroad
Bal 312.15
14.00 Candy Canes
Bal 298.15
+ 100.00 Prize money donated by Freds
BAL 398.15
175.00 2 2x6 Adds
Bal 223.15
55.25 Parade Prize w/Allofern
Bal 167.90
12.98 Fuse for olaf
Bal 154.92
38.27 water Cider Parade PRIZES
116.65
10.00 - In Motion Banner date change
Bal 106.65
45.41 - Kerrs - Replacement lights
Bal 61.24
15.00 Replacement Power Supply
Bal 46.24

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)			32-10-6120	32-10-6030
% BUDGETED	\$ 10,890	\$21,779	\$3,630	\$1,000	\$1,000
July		-500 OCVA Membership			
August	-500 Spectrum			-10	
September	-500 Spectrum	-1000 Coastal Christmas			
October	-500 Spectrum	-3000 Nature's Coastal Holiday			
		-1097 Monarch Festival			
November	-500 Spectrum				
December	-500 Spectrum				
January					
February					
March				-500	
April					
May					
June					
*Pending	-4575	-2795	-3630		
REMAINING FUNDS	\$ 3,815	\$ 13,387	\$0	\$490	\$1,000

***Pending Budget Allocations 2018-19**

\$ 500	Spectrum Digital	\$ 500	Travel & Adventure Show		
\$ 4,075	SR Occasion Hall	\$ 2,295	SR Occasion Hall	\$ 3,630	SR Occasion Hall
<u>\$ 4,575</u>		<u>\$ 2,795</u>		<u>\$ 3,630</u>	

\$10,500 TOTAL AMOUNT TO BE ALLOCATED TO THE SALMON RUN OCCASION HALL FROM TOT FUNDS

TPAC Goals: Increase overnight stays with emphasis on October thru April.

Budget 60% on events, 30% on media advertising, and 10% on capital.