

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, February 14, 2019 4:00pm

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

1. Roll Call

2. Approval of Minutes from January 10, 2019

3. Public Comments

4. Action Items

- a. Spectrum Digital Campaign – Brian Marchant
- b. Festival of Art in Stout Park Event Proposal – Leslie Wilkinson
- c. Travel Southern Oregon Visitor Guide
- d. TPAC Letter to CC to support Annual Budget Line Items – Dane Tippman

5. Informational Items

- e. Natures Coastal Holiday Event Evaluation – Leslie Wilkinson
- f. Wild Rivers Mushroom Festival Event Evaluation – Kathleen Dickson
- g. Regional Tourism Branding – Julie Miller
- h. Recent Council Actions
 - i. Elmo Williams Day Event Proposal Fund Allocation Approved
- i. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – March 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 – January 10, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL

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

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Sonya Billington to approve the minutes of November 8, 2019; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. Committee Elections – Motion made by Dane Tippman to nominate Tim Kennedy as Vice-Chair, motion seconded by Bob Pieper.** Tim accepted the nomination; **the Committee voted and the motion carried unanimously 6-0.**
- b. Spectrum Digital Campaign –** Brian Marchant advised the current contract ends January 31 and presented update on campaign, advising that targeting audiences in the Redding and Red Bluff areas has been successful. Committee discussed the budget and changing the target audience to Sacramento or other areas to draw from a new population. Brian advised that it is possible to run a 6/8 campaign and contract does not need to be concurrent. **Motion made by Dane Tippman to table the item until next month, motion seconded by Skip Watwood and the Committee voted, the motion carried unanimously 6-0.**
- c. Elmo Williams Day Event Proposal –** Carolyn Milliman presented proposal requesting \$2000 in TOT funding. The Committee discussed the events funding needs as it is basically a free event. Recommended reusable banners for event recognition and media advertising. **Motion made by Bob Pieper to grant \$1,500 in TOT funds to the Elmo Williams Day event, motion seconded by Sonya Billington and the Committee voted, the motion carried unanimously 6-0.**
- d. Mile by Mile Advertising –** Barbara Ciaramella advised she is the Southern Oregon Representative for Mile by Mile and recused herself from voting on this item. She advised that Mile by Mile is published twice a year and is the best publication for showcasing the Southern Oregon coast. She provided examples of previous ads and explained how local businesses would be able to purchase an ad at a reduced rate if TPAC purchases the main page ad. Committee discussed that print advertising is not how they want to spend money but since the Mile by Mile is so popular they think it does get seen and attracts tourists. **Motion made by Dane Tippman to purchase advertising in the Mile by Mile in the amount of \$2243, motion seconded by Bob Pieper.** Skip Watwood made amendment to the motion that only Brookings-Harbor businesses be allowed on the Brookings pages, with no Gold Beach or Smith River businesses. Tim Kennedy recused himself as he is a business owner interested in the opportunity to purchase advertising if TPAC purchases ad. **Motion amended to allow only Brookings Harbor businesses on the Brookings ad**

pages and the Committee voted, the motion carried 4-0 with Barbara Ciaramella and Tim Kennedy abstaining.

5. INFORMATIONAL ITEMS

- a. Monarch Festival Event Evaluation** – Committee reviewed evaluation submitted.
- b. Coastal Christmas Event Evaluation** – Committee reviewed evaluation submitted.
- c. TPAC Budget** – Committee reviewed the remaining budget, noting that the advertising portion of the budget is mostly spoken for. Lauri Ziemer advised that obtaining data on the number of motel rooms rented monthly from the TOT information submitted by motel owners was not accurate as all information is not provided uniformly by owners.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for February 14, 2019.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:12 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at February 14, 2019 meeting)

City of Brookings - 2019 Digital



Client: City of Brookings-

NW210512

Agency: <none>

Bill to: N/A

Brookings, OR 97415

AE:

E-mail: Brian.Marchant@chart
er.com

EDI Client

EDI Product:

EDI Estimate:

EDI Order:

Zones: 8803

Flight Dates: 2/25/2019 -
12/29/2019

Billing Calendar: Broadcast

Traffic Order #:

Spot Length: 30

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

Network	Start Date	End Date	Daypart	Spots/Wk	Total Spots	Rate	Extended Cost
TDEV	03/24/19	03/24/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	04/28/19	04/28/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	05/26/19	05/26/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	06/30/19	06/30/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	07/28/19	07/28/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	08/25/19	08/25/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	09/29/19	09/29/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	10/27/19	10/27/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	11/24/19	11/24/19	Su 6a-12m	1	1	\$500.00	\$500.00
TDEV	12/29/19	12/29/19	Su 6a-12m	1	1	\$500.00	\$500.00
Totals					10		\$5,000.00

Order Summary:

Zone Description: DIMF- Digital Medford Klamath, 8803

Total Gross\$: \$5,000.00

Total Net\$: \$5,000.00

Broadcast Month Totals:

	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Total
Total Spots	1	1	1	1	1	1	1	1	1	1	10
Total Net \$	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,000.00
Total Gross \$	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,000.00

Disclaimer:

Client Signature: _____ Date: _____

Title: _____

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

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

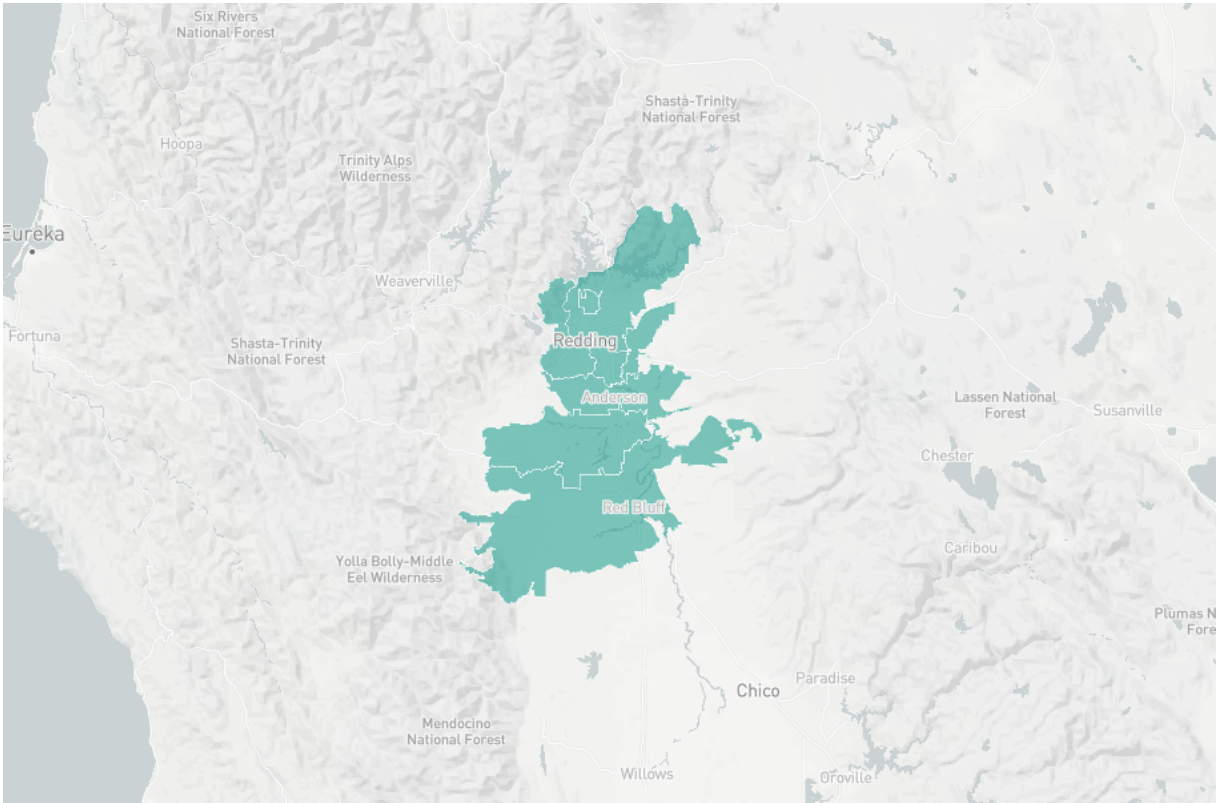
Product Selection








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

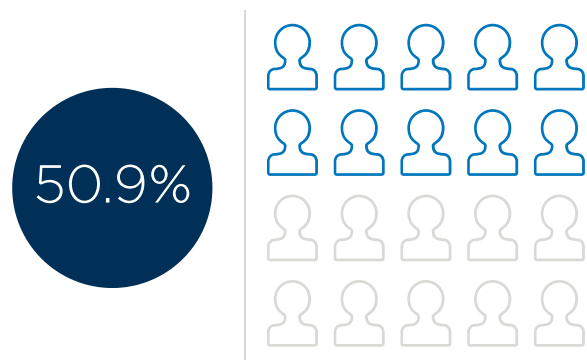
-  Gender > All
-  Age Range > 25-64
-  Household Income > All
-  Parent/Single > All
-  Education > All

Demographic Targeting

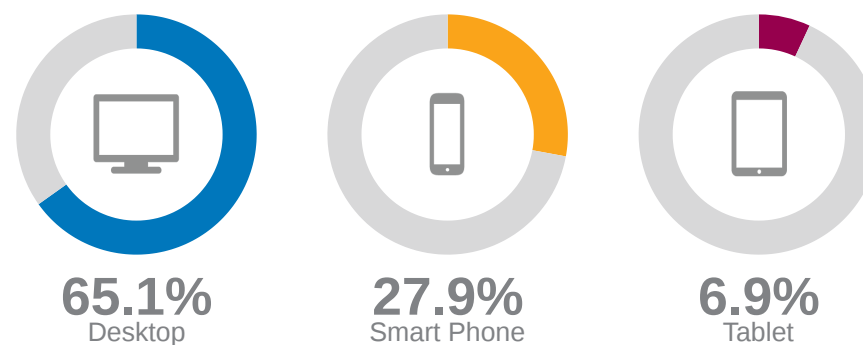
Understanding the background & behavior of your best target customers is key to constructing a cost-effective media plan.

Targeting 99,083 out of 194,780

25-64

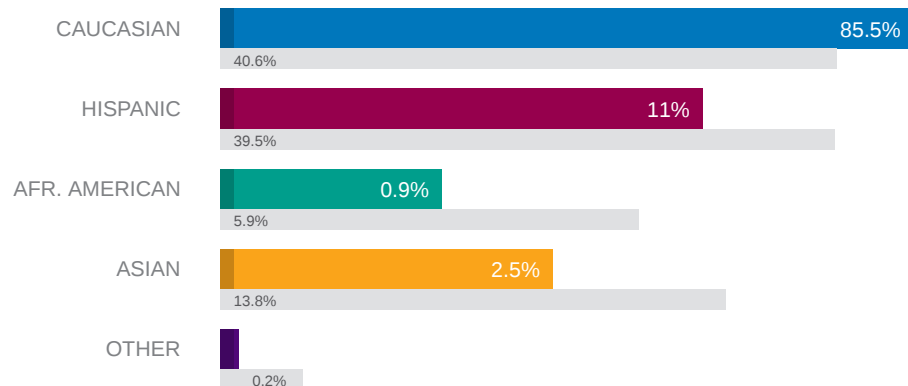


Device use in targeted area

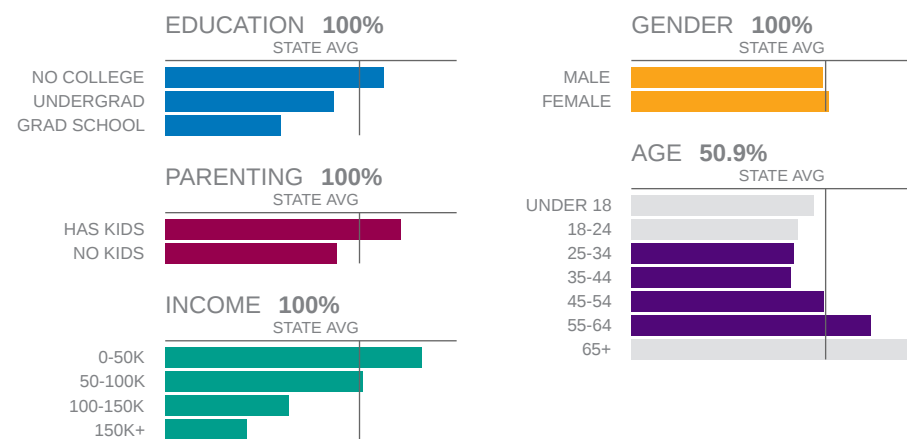


Geographic composition

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

krctrv.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



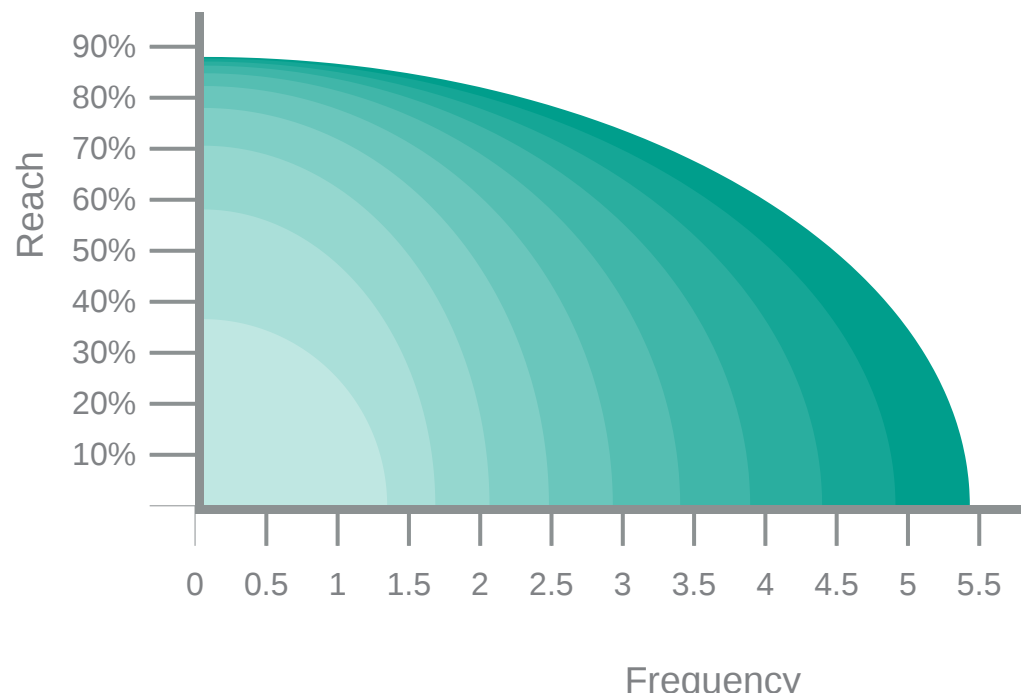
*This list represents the types of sites on which your ad will run. This list may change over time based on inventory fluctuations and performance results.

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

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
7	500k	86.3%	3.84
8	571k	87.1%	4.34
9	643k	87.7%	4.86
10	714k	88%	5.38



Advertising Agreement

Spectrum Reach

Products

Budget 1

DISPLAY	\$500 per month	\$5,000 total
Local Audience Banners on all devices	71,429 imprs/month	714,290 total imprs
1 location		
Grand Total	\$500 per month	\$5,000 for 10 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: _____

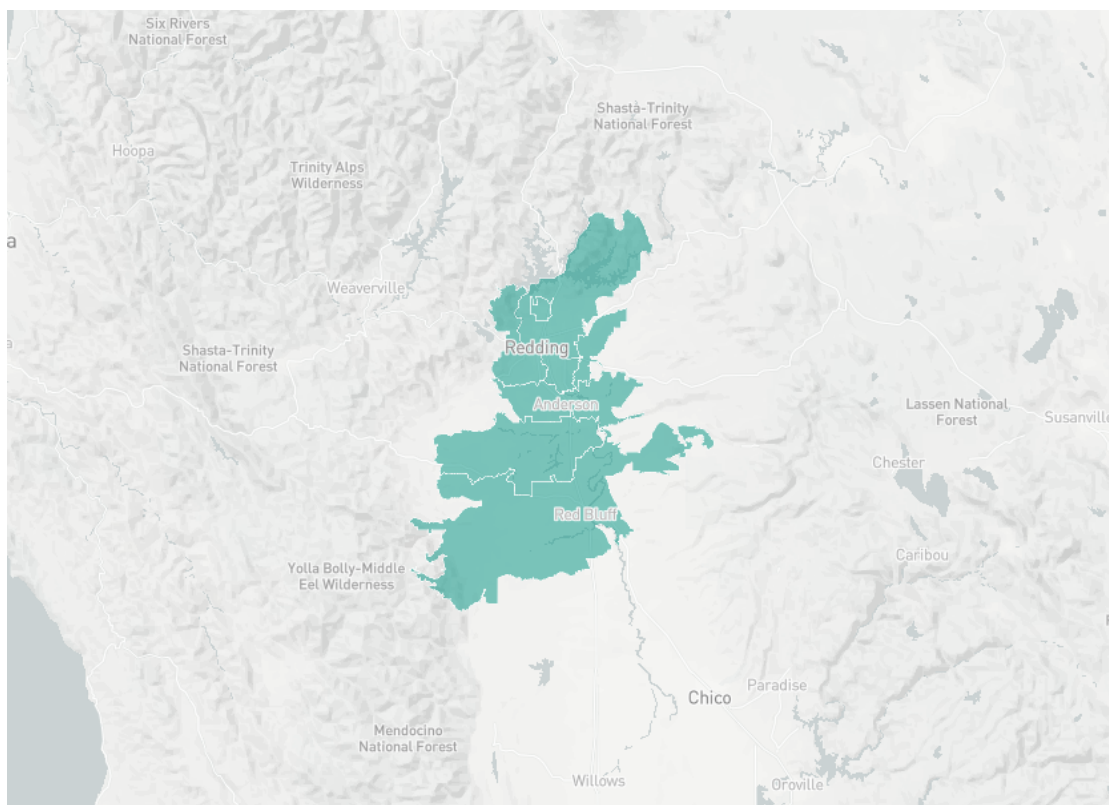
Client/Agency Signature: _____

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															
krcrtv.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%

Event Title:	Festival of Art in Stout Park (FASP)	Amount Requested	\$ 1000
Organization:	Pelican Bay Arts Association		
Event Description:	This event is in it's 7th year. Attracts over 70 vendors and 1000 people. Is the only solely dedicated art festival during the summer tourist season. Promotes the art community in our area. Supports tourism in our area.		
Event Date/s:	August 3rd and 4th, 2019		
Location:	Stout Park	Location secured?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Event Goals:	The goal of this year's event is to increase awareness of our event, local artists and galleries. We want to do advertising in tourist magazines and include a needed Facebook promotion. Previously advertising was focused on print publications with a very short shelf life providing extremely limited advertising.		
How will this event be sustained after the first year ?	Substained by vendor fees		
Sponsors/Investors:	Media Sponsors pending		
Event Budget			
Income		Expenses	
Fees Collected	\$	Facility/Venue Costs	\$
Admissions	\$ See Attached	Insurance	\$
Concessions	\$	Advertising	\$
	\$	Supplies	\$
	\$		\$
TOTAL	\$	TOTAL	\$
How do you intend to evaluate the success of your event and determine the number of out of town visitors?			
We are holding a raffle which includes a free ticket for filling out a "where are you from and how did you find out about us" form			
Contact Person:	Leslie Wilkinson		
Phone:	530.521.5621	Email:	festivalofartinstoutpark@gmail.com
Mailing Address:	PO Box 2568 Brookings, OR 97415		
If more space is required please attach additional pages			

2019 B U D G E T
Festival of Art in Stout Park

INCOME

Artist Vendor fees (\$80.00-\$200 each)

Budget

\$ 5600.00

Min revenue

10' x 10' space

PBAA Members \$80

Non Members \$100

10' x 15' space

PBAA Members \$120

Non Members \$150

10' x 20' space

PBAA Members \$160

Non Members \$200

Food Truck/Beer/Wine (\$100.00 each-invite only)

500.00

Donations at event

500.00

TPAC

\$ 1000.00

\$ 7600.00

EXPENSES

Advertising

\$ 2900.00

City fees - use of park

\$ 280.00

Security

900.00

Porta-potty (1 ADA, 3 reg, 1 washing station, cleaning)

1000.00

Sound System (Scott Graves)

450.00

Kid's Art Zone supplies

60.00

EntryThingy

200.00

TRACFone

100.00

Becomes property of

PBAA

Miscellaneous - various supplies

250.00

Postage & PO Box

\$ 10.00

\$ 6150.00

Total Profit

\$1450.00 w/TPAC

450.00 wo/TPAC



VISITOR GUIDE

2019-20



MEDIA KIT

OREGON
MEDIA
PUBLISHING
+ MARKETING



DISTRIBUTION

- > Exclusive collateral piece of Travel Southern Oregon's annual marketing, promotion, sales and public relations campaigns.
- > Travel Oregon's official fulfillment piece for any inquiry into Southern Oregon.
- > Placed exclusively in more than 4,000 resort units, hotel rooms, vacation homes, condominiums and bed-and-breakfasts throughout Southern Oregon.
- > Available at the Rogue Valley International–Medford Airport, the Crater Lake–Klamath Regional Airport and the Portland International Airport.
- > Showcased in all Travel Southern Oregon press kits provided to travel editors and at all industry and consumer travel shows and sales events.
- > The Travel Southern Oregon website southernoregon.org is receiving 45,000 unique visitors per month and features a digital version of the Travel Southern Oregon Vacation Guide with links to each member and advertiser.

90,000
distributed annually



DISPLAY ADVERTISING

AD SIZE	MEMBER	NON-MEMBER
Inside front cover	\$6,950	n/a
Back cover	\$6,950	n/a
Inside back cover	\$6,950	n/a
Full page	\$3,995	\$4,295*
1/2 page	\$2,895	\$3,195*
1/4 page	\$1,795	\$2,095*
1/8 page**	\$595	n/a

* All non-members will receive a free basic Travel Southern Oregon membership or \$300 toward their member category.

** 1/8 page ads only available in the following categories: Lodging, Dining, Wine, Outdoors, Arts & Culture. Ads are pre-formatted and designed by Oregon Media. Each ad includes: one image, one logo, 75 words of text and contact information.

DEADLINE

Space Reservation: **March 8, 2019** Materials Due: **March 15, 2019** Publication Date: **April 15, 2019**

All Travel Southern Oregon members in good standing have first priority to reserve space in the 2019-20 Visitors Guide.

DIRECTORY LISTINGS

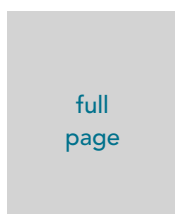
All Travel Southern Oregon members receive one free directory listing in the category of their choice.

- | | |
|------------------|-----------------------|
| > Outdoors | > Wine Guide |
| > Arts & Culture | > Lodging Guide |
| > Dining Guide | > Relocation Services |



ADVERTISING SPECIFICATIONS

AD DIMENSIONS	WIDTH	HEIGHT
Full page (bleed)*	8.625"	11.125"
Trim	8.375"	10.875"
Live Area	8.125"	10.625"
Full page	7.922"	10.625"
1/2 page horizontal	7.922"	5.25"
1/4 page	3.9"	5.25"
1/8 page	See below	



* For full-page bleed ads include 1/4" extended border. All text and images must be within the "live area" to insure a safe distance from the trim.

** 1/8 page ads are pre-formatted and designed by Oregon Media. Each ad includes; one image, one logo, 75 words of text and contact information.

- > All images must be high resolution for print quality (300dpi). IMAGES AND LOGOS COPIED FROM WEBSITES ARE NOT USABLE.
- > CMYK process colors only (no RGB files accepted). Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or Spot Color profiles.
- > All ad files must be submitted as a single page, high-resolution PDF/x-4 formatted file, with fonts outlined. THE ADVERTISER ASSUMES ALL RESPONSIBILITY FOR FILES THAT DO NOT OUTPUT CORRECTLY DUE TO ERRORS OR OMISSIONS DURING CONSTRUCTION. Please contact Oregon Media for design specification questions.
- > PDFs may be submitted via FTP, email or CD-ROM. Oregon Media is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. THESE FILES MAY YIELD UNSATISFACTORY RESULTS WHEN PRINTED.



EXPLORE GUIDE ADS

THE TWISTED CORK

Experience Southern Oregon's finest Bistro and Wine Bar! Tour the best wine the Pacific Northwest has to offer paired with award-winning cuisine without leaving historic downtown Grants Pass. We are open Tues-Sat 11 a.m. through dinner. No minors, reservations for parties of 8 or more only. Meet you at The Cork!



210 SW 6TH ST., GRANTS PASS, 97526 • (541) 295-3094
THEWISTEDCORKGRANTSPASS.COM

25 characters for Header, 350± characters for Body. Include Address, Phone Number & Website. Within each area, ads will be ordered alphabetically by advertiser.

- > All images must be high resolution for print quality (300dpi). IMAGES AND LOGOS COPIED FROM WEBSITES ARE NOT USABLE.
- > CMYK process colors only (no RGB files accepted). Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or Spot Color profiles.
- > Please send text and image to art@oregon-media.com.

EXPLORE SOUTHERN OREGON

THE TWISTED CORK

Experience Southern Oregon's finest Bistro and Wine Bar! Tour the best wine the Pacific Northwest has to offer paired with award-winning cuisine without leaving historic downtown Grants Pass. We are open Tues-Sat 11 a.m. through dinner. No minors, reservations for parties of 8 or more only. Meet you at The Cork!



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THEWISTEDCORKGRANTSPASS.COM

THE TWISTED CORK

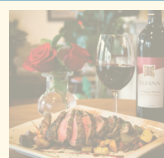
Experience Southern Oregon's finest Bistro and Wine Bar! Tour the best wine the Pacific Northwest has to offer paired with award-winning cuisine without leaving historic downtown Grants Pass. We are open Tues-Sat 11 a.m. through dinner. No minors, reservations for parties of 8 or more only. Meet you at The Cork!



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THEWISTEDCORKGRANTSPASS.COM

February, 2019

Brookings City Council

The Tourism Promotion Advisory Committee (TPAC), 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 Request for Proposals for Tourism Proposals form, and the subsequent deliberation and potential approval of the Tourism Promotion Advisory Committee.

Events

Elmo Williams Day

Brookings-Harbor Azalea Festival

Annual Fourth of July Fireworks

Nature's Coastal Holiday

Justification

Currently, these 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 events 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:

T-PAC Report

February 14, 2019

Submitted by: Nature's Coastal Holiday

naturescoastalholidaybrookings@gmail.com

naturescoastalholiday.com

The 2018 Festival of Lights was a great success. Over 23,000 visitors came to the show. We were just under our 2017 number of 25,000 but certainly a good showing considering we were forced to close 3 nights this year. We remained on track to complete our mission of improving Azalea Park and the Capella Parking Lot Project "Meet Me at the Park".

There were many out of town visitors who heard about the show via the several avenues of advertising we used this year. We know there were motel rooms booked, stores visited and meals bought in our local restaurants; a good boost to the area's "off season" tourist trade. Further, our local community gained a needed sense of pride with the live KTVL-News 10 sky cam updates on the news. Many of our local folks said it warmed their hearts to see a Medford station giving our little community such support.

We want to thank each and every one of you for support in our efforts to advertise our event and promote our wonderful community. Our community is blessed to have such a wonderful group of tourism advisors that care enough to keep this 22 year old tradition alive.

/s/

By: Leslie Wilkinson, Board Member

Nature's Coastal Holiday, a non-profit corporation

Nature's Coastal Holiday P/L

Expenses

Storage shed rental- \$5454	\$6000
Coos Curry Electric- \$412	550
Department of Justice- \$50	50
Corporation Division- \$50	50
PO Box rental- \$72	80
Insurance for show-	800
" " shed contents	900
Supplies- Paper goods, kitchen, candy, misc	1000
Postage-	300
Field lights-	5000
Advertising-	8000
Printing-	800
New decorations and restringing	6500
Raffle expenses	4000
Pending Donation to City for parking lot-	35000
Total	\$69030

Income

Sponsorship	\$16000
Raffle	17000
Donations during event	40000
TPAC	3000
Total	\$73000



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 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>Wild Rivers Mushroom Festival</u>		Completion Date: <u>1-28-19</u>	
Contact Person: <u>Kathleen Dickson (541-661-1385; kdickson.1961@gmail.com)</u>			
Amount Awarded <u>\$2,000</u>			
1. How was the funding used? <u>to cover many of our up-front costs (i.e. venue - event insurance - posters - t-shirts & books for resale - 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>see attached</u>		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
Total		\$ <u>12,883⁰⁰</u>	
Expenses Paid		Amount	
<u>see attached</u>		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
Total		\$ <u>7,879.67</u>	
3. Estimate how many people attended the event: <u>1200+</u>			
4. Estimate how many people attended from outside Curry County: <u>25% (300+) were from outside area</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>[Signature]</u>		Date: <u>1-28-19</u>	
Organization: <u>Wild Rivers Mushroom Club</u>			

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

Wild Rivers Mushroom Festival 2018 – Budget (1/19/19 final)

<u>Date</u>	<u>Revenue</u>	<u>Cash</u>	<u>In-Kind</u>	<u>total</u>	<u>rcvd</u>
01/01/18	2017 Net Carryover to 2018 Festival	\$1,918.00		\$1,918.00	✓
03/08/18	TPAC Committee Grant (City of Brookings)	\$2,000.00		\$2,000.00	✓
04/07/18	OCVA Strategic Investment Fund Grant	\$1,500.00		\$1,500.00	✓
10/19/18	8 Vendor spaces (incl. Chetco Brewing)	\$270.00		\$270.00	✓
11/11/18	Door charge @ \$1/ea. (kids free)	\$1,056.00		\$1,056.00	✓
11/11/18	Club table sales (water bottles, t-shirts, books, posters)	\$1,770.00		\$1,770.00	✓
11/13/18	Raffle tickets (value \$1,035); Auction bids (value \$2,851)	\$1,913.00		\$1,913.00	✓
11/11/18	Concession sales	\$950.00		\$950.00	✓
11/11/18	Workshops (\$3/ea x 7) + Keynotes (\$5/ea x 2)	\$1,291.00		\$1,291.00	✓
12/03/18	Festival swag sales to WRMC members at 11/11 meeting	\$215.00		\$215.00	✓
	Total Revenue	\$12,883.00	0	\$12,883.00	
<u>Date</u>	<u>Expenses</u>	<u>Cash</u>	<u>In-Kind</u>	<u>total</u>	<u>pd</u>
03/05/18	Venue (Chetco Activity Center: 2 days + kitchen)-deposit	\$200.00		\$200.00	✓
08/06/18	Venue CAC: balance paid	\$935.00		\$935.00	✓
06/18/18	Campbell Risk Management-liability insurance	\$235.25		\$235.25	✓
04/26/18	Festival committee meetings: Jan-Oct (1x\$40 + 9x\$20)	\$220.00		\$220.00	✓
04/20/18	Color Posters – 100 (1 st round) – Pacific Rim Copiers	\$90.00		\$90.00	✓
08/06/18	Color Posters - 100 (2 nd round) – Coastal Copiers	\$26.25		\$26.25	✓
08/23/18	Color Posters – 100 (3 rd round) – Coastal Copiers	\$25.00		\$25.00	✓
08/23/18	Banners x 4	\$149.25		\$149.25	✓
08/06/18	Mushroom Man costume – deposit	\$100.00		\$100.00	✓
09/23/18	Mushroom Man costume – balance	\$100.00		\$100.00	✓
10/26/18	T-shirts – 144 @ \$7.88/ea. (incl. 26 staff t-shirts) – deposit	\$600.00		\$600.00	✓
11/11/18	T-shirts – balance	\$534.54		\$534.54	✓
10/04/18	Radio advertising: JPR radio	\$1,000.00		\$1,000.00	✓
11/21/18	Radio advertising: NPR radio KLCC Eugene	\$400.00		\$400.00	✓
12/12/18	Radio advertising: NPR radio KLCC Eugene – balance	\$100.00		\$100.00	✓
10/24/18	2-day Temp Food License – CCH	\$60.00		\$60.00	✓
10/30/18	Event Brochures – 1000 @ .50/ea.	\$500.00		\$500.00	✓
11/03/18	Honorarium: Dennis desJardin, speaker (Saturday)	\$500.00		\$500.00	✓
11/05/18	Honorarium: Christopher Hobbs, speaker (Sunday)	\$360.00		\$360.00	✓
11/11/18	Workshop leader fees	\$126.00		\$126.00	✓
11/15/18	Expenses: Books (Rain Promises; Field Guide)	\$658.75		\$658.75	✓
11/06/18	Expenses: Food Concession	\$421.30		\$421.30	✓
11/11/18	Expenses: Patti-\$62; Ed-\$8; Kirsten-\$3.69; Kathleen-\$27	\$100.69		\$100.69	✓
11/03/18	Thank you dinner with terBeek's, Dr. Hobbs, Anna	\$95.00		\$95.00	✓
11/11/18	WRMF 11/17 poster sold @ club table (100 @ \$1/ea)	\$100.00		\$100.00	✓
12/14/18	USBank – analysis charge	\$10.00		\$10.00	✓
01/17/19	Thank you ad in Pilot (3 col. X 8 in.)	\$232.64		\$232.64	✓
	Total Expenses	\$7,879.67	\$0.00	\$7,879.67	

Final Net Carryover to 2019 Festival

\$5,003.33

Balance in USBank account as of 1/27/19

\$5,003.57

Difference

0.24

City of Brookings
Tourism Promotion Special Event Program
Event Evaluation Report: Wild Rivers Mushroom Festival, Nov. 3-4, 2018

Event Title: Wild Rivers Mushroom Festival

Contact Person: Kathleen Dickson (541-661-1385; kdickson.1961@gmail.com)

Amount Awarded: \$2,000.00

Evaluation Report Completed: Jan. 28, 2019

1. **How was the funding used:** Attached is a copy of our festival budget. As in 2017, the Wild Rivers Mushroom Club (WRMC) used your grant to cover many of our upfront costs: venue rent and event insurance; printing costs (posters, mainly); t-shirts and books for resale at the event; and the like. This year, however, WRMC also had its own funds (carried over from the 2017 festival) which we used to cover the additional upfront costs incurred as a result of expanding the festival to two days. And, as promised, we will be self-sufficient going into the future; we have \$5,003.57 to carry forward to the 2019 festival, and anticipate being able to carry enough forward each year to cover the upfront costs for each ensuing festival.
2. **How many people attended the event:** We saw approximately 1200 people come through the doors over the two-day festival, and while attendance was down a bit from 2017, when approximately 1500 people came by, attendance from OUT of the area was up: this year, 1 in 4 attending the event were from out of the area (25%, or approximately 300), compared to only 20% from out of the area in 2017.

And, based on anecdotal evidence, those who attended this year stayed longer, spent more money, and had a better time! The venue was bigger, which made for a much more pleasant atmosphere, plus there was more to do: we had workshops going all day, both days, and offered a couple of member-led hikes as well. Based on feedback from attendees, the festival committee, and the volunteers, we plan to expand our efforts in both these areas in 2019 in order to "give the people what they want"!

3. **On a side note:** The \$1500.00 grant that we received from the Oregon Coast Visitors Association (OCVA) was used to expand our marketing reach. We went with Jefferson Public Radio (JPR) out of Ashland and the NPR radio station at Lane College in Eugene, which enabled us to reach the markets not only in the Rogue Valley, but also in Humboldt County, California, the Willamette Valley, AND Oregon's central coast.
4. **On another side note:** Once again, the Pilot gave us a very nice pre-festival write-up. Here's the link, in case you missed it: [Mushroom Fest This Weekend in Brookings](#)

We are very grateful for the work that the Tourism Promotion Advisory Council does for groups such as ours. Thank you for supporting us these past two years as we worked to create an event that Brookings can truly be proud of!



Kathleen Dickson, President
Wild Rivers Mushroom Club

January 28, 2019

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	-500 So Oregon Travel Show			
January	-500 Spectrum				
February	-2243.16 Mile x Mile Print Ad	-1500 Elmo William Day			
March				-500	
April					
May					
June					
*Pending	-4075	-2295	-3630		
REMAINING FUNDS	\$ 1,572	\$ 11,887	\$0	\$490	\$1,000

*Pending Budget Allocations 2018-19

<u>\$ 4,075</u> SR Occasion Hall \$ 4,075	<u>\$ 2,295</u> SR Occasion Hall \$ 2,295	<u>\$ 3,630</u> SR Occasion Hall \$ 3,630
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\$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.