

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, March 14, 2019 4:00pm

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

1. Roll Call

2. Approval of Minutes from February 14, 2019

3. Public Comments

4. Action Items

- a. Spectrum Digital Campaign – Brian Marchant
- b. Wild Rogue Relay Event Proposal – Jay Trost
- c. Azalea Festival Event Proposal - Chamber
- d. TPAC Letter to CC to support Annual Budget Line Items – Dane Tippman

5. Informational Items

- e. OCVA Update – Dave Lacey
- f. Recent Council Actions
 - i. Festival of Art in Stout Park Event Funds Allocation
- g. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – April 11, 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 – February 14, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL – Introduction of new committee member Matt Honeycutt

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Dane Tippman, Skip Watwood

Absent: Sonya Billington, Bob Pieper

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Dane Tippman to approve the minutes of January 10, 2019; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **Spectrum Digital Campaign** – Brian Marchant presented digital material information, advising target audience areas can be changed as well as the months of service. Committee discussed remaining available budget funds of @\$1600 and did not want to commit funds for next year yet. **Motion made by Skip Watwood to table item until March meeting for further consideration; motion seconded by Dane Tippman. Committee voted and the motion carried unanimously.**
- b. **Festival of Art in Stout Park Event Proposal** – Leslie Wilkinson presented event proposal requesting \$1,000 in TOT funding. **Motion made by Dane Tippman to grant \$1,000 in TOT funds to the Festival of Art in Stout Park event; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.**
- c. **Travel Southern Oregon Visitor Guide** – Susan Crow was available by phone, however committee had previously heard a presentation and did not wish to take further action.
- d. **TPAC Letter to City Council to support Annual Budget Line Items** - Dane Tippman presented letter he proposed be submitted to City Council on behalf of TPAC. Committee discussed the listed annual events have funds taken out of City Councils budget rather than the TPAC event budget. Lauri advised funds would probably still come out of the TPAC event budget however it would eliminate the need for the listed events to go through TPAC for approval. **Motion made by Dane Tippman to table item until the next meeting for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- e. **Natures Coastal Holiday Event Evaluation** – Leslie Wilkinson presented evaluation and thanked TPAC for the grant monies. Estimated they had 23,000 visitors and believes social media had a large impact on attracting people from out of the area to the event. She advised they were able to raise \$17,000 to help in paving the back parking lot and they will be doing additional fund raising and applying for grants to raise additional funds to be applied to the paving project.

- f. Wild Rivers Mushroom Festival Event Evaluation** – Kathleen Dickson presented evaluation. Estimated they had 1,200 participants and a very good event. Thanked TPAC for the grant monies they have provided for their first two years of their event and advised they have enough seed money for next years' event and will not be seeking future TPAC monies.
- g. Regional Tourism Branding** - Julie Miller was unable to attend.
- h. Recent Council Actions**
 - 1.** Lauri Ziemer advised that City Council approved the Elmo Williams Day event funding.
- i. TPAC Budget** – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items –

- a. Kathleen Dickson provided OCVA information and advised what the \$500 membership fee provides. She suggested Dave Lacey attend a TPAC meeting for further information.
- b. Barbara Ciaramella discussed the benefits of local newspaper and radio advertising and suggested a donation of \$500 to each to help promote events and the area. Committee thought the businesses themselves should present a proposal to the committee to request funds and detail what they would be able to provide.

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

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:49 pm.

Respectfully submitted,

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

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: March 14, 2019

Originating Dept: Parks

Tony Baron

Signature (submitted by)


City Manager Approval

Subject: Wild Rogue Relay Sponsorship

Recommended Motion: Motion to recommend to City Council to sponsor the Wild Rogue Relay for \$2,000

Financial Impact: \$2,000 in TOT Funding from the 2018-19 FY budget

Background/Discussion: Staff has been in contact with the organizers of the Wild Rogue Relay event who expressed interest in using Azalea Park for a fifth year as the terminus for the event on June 15, 2019. They also requested the City continue to be a major sponsor of the run as it has the previous four years.

This will be the seventh year for the Relay, and the fifth year that the event will conclude in Brookings. This event starts at Applegate Reservoir and covers a 218 mile route to the coast. The event organizers estimate that 85 twelve person teams and 14 six person teams will participate in the event. Combined with family members, vendors, and other volunteers, this event brings more than 2,500 visitors to Brookings. Organizers report that approximately 40 percent of those participating in the event stay overnight.



Sponsor's Guide



DUTCH BROS *Coffee*



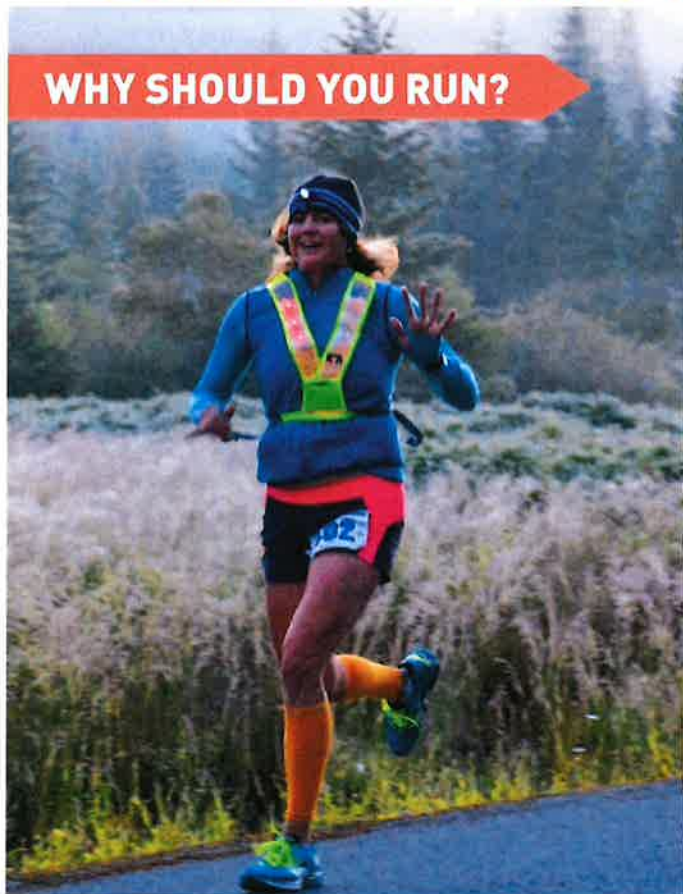
06.14.19.06.15.19

One of the most unique, scenic, wilderness relay courses in the United States - along the 200+ mile course, runners will follow the Rogue River through coastal mountain ranges and finish at the beautiful Oregon coast.

FOR MORE INFORMATION OR TO REGISTER VISIT

THEWILDROGUERELAY.COM

WHY SHOULD YOU RUN?



TO RUN A RACE FOR
MORE THAN JUST
YOURSELF.



TO EXPLORE
BACK COUNTRY
BYWAYS.



TO WAKE UP IN THE
MOST BEAUTIFUL
MAJOR EXCHANGES
YOU'VE EVER SEEN.



TO PERFECT
YOUR HANDOFF!



TO CHALLENGE
YOUR BODY
IN GOOD COMPANY.



TO ENJOY STUNNING
WINERIES ALONG
THE WAY.

ABOUT THE WILD ROGUE RELAY

The Wild Rogue Relay has been described as, "a fun, exhausting, exhilarating 36 hours that divides the warriors from the relaxed runners!" The 200+ mile course traverses through the beautiful Applegate wine country, along the scenic Rogue River, and winds through coastal mountain ranges to the rugged Oregon coast in Brookings, OR.

Runners consist of 12-person (Standard) and 6 – person (Ultra) teams. The 12-person team is split into two vans each carrying six runners. Each runner will run three legs of the relay over approximately 30 hours. The vans hopscotch each other through the night. While one van of runners is resting the other van is running along the course. For the 6-person ultra team, there is only one van of 6 runners for the entire course making them the most elite runners of the event.

We have created an epic event in Southern Oregon that will bring significant numbers of people and commerce into our communities. We believe that you share our values of promoting a healthy lifestyle in our beautiful community while encouraging tourism.

Because of the overwhelmingly positive reviews, our event has grown to more than 1,500 participants and volunteers. Many of our sponsors are more than just monetary. They also provide services and volunteer with us along the course. We invite you to join this venture and see what the Wild Rogue Relay can do to help grow your business and our community.

RACE STAFF

Jim Brendle –Race Director

Jim is the owner of Sourwood Running which designs, organizes, and administers the Smoky Mountain Relay in Western North Carolina and this local race, the Wild Rogue Relay. Jim has participated in numerous marathons and relays across the country and has extreme passion for the overnight relay. His dream of the Wild Rogue Relay and its beautiful course is why this event has grown so rapidly since its inception. He also volunteers for several other local running events. His enthusiasm for running is contagious.

Jim moved to the Rogue Valley in 1988 to work as a Pharmaceutical Representative. He's married to Julie and has 3 children (Tyler Brendle, Sydney Smedley and Megan Blankswade) and 6 grandchildren. He plans to pass on his love of running to his grandchildren.

Sydney Smedley – Assistant Race Director

Sydney keeps her Dad in line. She takes care of registration, designs all the merchandise for the race and manages all administrative tasks. If you love our VW theme, you can thank Syd. She wears multiple hats including wife and mother of three busy boys. When she isn't working on the race, she runs her own dance studio called Panache Dance Co. Syd's role with the Wild Rogue Relay is what keeps the race a success and we couldn't do it without her!

Julie Brendle – Administrator

As Jim's wife, Julie's work on the race never ends! But her main role is bookkeeper and event coordinator. Julie is heavily involved in the packet pickup meeting and finish line festivities. She spends countless hours each year making the race a success. In the off-season, Julie loves to sew, cook, laugh and hang out with her friends and family.

Tyler Brendle - Course Management and Sponsorship Liaison

Tyler helps to organize and plan course set-up. He's always looking for ways to improve the course operations. During the race he manages the course setup and clean up. When not helping with the race, Tyler is a medical device representative for Johnson and Johnson. Tyler enjoys running, hunting, fishing and being with his wife, Sarah, and their two beautiful children.

Sarah Brendle – Accountant and Sponsorship Coordinator

Sarah, Tyler's wife, is the accountant and tax preparer for the race. She also helps Tyler manage all sponsorship relations and assists with various operational tasks. In the off-season, she is a Certified Public Accountant for a local accounting and wealth management firm. She also loves running and being a wife and mom to her husband and two children.

WHY BECOME A SPONSOR?

- Increased Sales
- Product Sampling
- Enhanced Product Credibility
- Association of your brand with a positive, health related community event
- Opportunity to make a positive difference in the growth of the community on the course.



SPONSOR LEVELS

- Title Sponsorship - \$40,000
- Brookings Sponsorship - \$20,000
- Gold Beach Sponsorship - \$10,000
- Applegate Sponsorship - \$5,000
- Rainey Falls Sponsorship - \$2,500
- Hellgate Sponsorship - \$1,000
- Foster Bar Sponsorship - \$500
- Exchange Sponsorship - \$250
- Friends of the Wild Rogue Relay (see description for more information)

STATISTICS

Expected Attendance:

1,020 – 1,500 runners, friends & family

Participant Demographics:

Females 65%

Males 35%

Average Age: 47 (14 - 79)

Attendee Demographics:

Oregon: 83%

Washington: 3%

California: 6%

Other: 23 other states!

CHARITY CONNECTION

It has always been our goal to give back to the community. In past years, the Wild Rogue Relay has donated to Special Olympics, Jackson County Community Health, Glendale School, Southern Oregon Kite Festival, South Coast Humane Society, Rotary Club of Gold Beach, Pistol River Friendship Club, Pistol River Concert Association, Maslow Project and Wild Rogue Youth Foundation.

BENEFITS OF SPONSORSHIP

SALES PROMOTION

The Wild Rogue Relay is becoming one of the most popular relays in Oregon. In 2018, the race reached full capacity and sold out! This race is an opportunity for your company to reach a concentrated mass of your target audience in one weekend. A sponsorship will surely generate in-store traffic and help promote your company and products.

PRINTED MATERIALS

Depending on the different levels of sponsorship sponsors of the Wild Rogue Relay have the opportunity to receive and provide various types of printed advertising. Advertising is placed on banners, race shirts, and in the 2019 Runner's Guide.

MEDIA RELATIONS

Several local newspapers including the Oregonian, Mail Tribune, Ashland Tidings, Grants Pass Chronicle and others support the Wild Rogue Relay.

ONLINE

Each sponsors' logo will be linked on the Wild Rogue Relay website. Sponsors' company logos will also be included on Wild Rogue Relay e-blasts. These e-blasts are sent multiple times per year with announcements and race information.

Sponsorship Availability	Title Sponsor SOLD	Brookings Sponsor 2 Available	Gold Beach Sponsor 4 Available	Applegate Sponsor 10 Available	Rainey Falls Sponsor Unlimited	Hellgate Sponsor Unlimited	Foster Bar Sponsor Unlimited	Friends of WRR Unlimited
Logo on front of shirt								
Logo on back of shirt, largest								
Logo on back of shirt, 2nd largest (max 10 sponsors)								
Logo on back of shirt, 3rd largest (max 10 sponsors)								
Logo on back of shirt (max 10 sponsors)								
Name & logo on banner at start/finish, largest								
Name and logo on banner at start/finish, 2nd largest (max 10 sponsors)								
Name and logo on banner at start/finish (max 10 sponsors)								
Additional banners along race route								
Ad in Runners Guide	2 Pgs	1 Pg	1 Pg	1/2 Pg	1/4 Pg	Bus Card	Name & Logo	
2 teams free registration								
1 team free registration								
50% credit towards team registration								
Name in all press releases, advertising, publications, race results								
Logo in all e-blasts								
Logo in all advertising and publications								
Logo in all publications								
Name in all WRR materials from sponsor date								
Link from WRR website to your website								
Placement of products/coupons in race bags								
Banner on Stage Front								
Space for vendor booth at Start and Finish								
Donation	\$40,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	

80th Annual Azalea Festival

TPAC REQUEST

March 2019

The Brookings-Harbor Chamber of Commerce is once again heading up the Annual Azalea Festival and Parade. This year marks the 80th Annual Festival, and has just received "Heritage Event" by the State of Oregon! As a newly recognized Heritage Event, we plan to hold an Ice Cream Social to both publicly announce and celebrate our designation. Further, we will also be heading the parade and park festivities, as well as planned vendor activity in the downtown area.

We cordially request a total of \$3,950.00 of City Marketing funds be authorized by TPAC to aid in our efforts of making this 80th Festival a success.

The breakdown of these funds is as follows:

FACILITY/VENUE COSTS:

\$800 Covering Trash Receptacles and Portable Toilets at strategic points in the City during the Parade and Festival activities.

\$950 Covering Sound Equipment and Bands/Vocalists for the Clam shell Stage at Azalea Park

SUPPLIES:

\$600 Covering Ice Cream, Food, Snacks, Non-Alcoholic Beverages both in promotion of the Heritage Designation and for Park Activities

\$500 To offset Printing Costs on Commemorative Discs for the newly Annual Disc Golf Tournament.

ADVERTISING:

\$1100 to Cover Newspaper, Radio, and Digital (IE. TV and Internet based, Spectrum/Charter etc) adds promoting the Azalea Festival and corresponding activities in our area.

Thank you for your attention and consideration of this request. We look forward to continuing a mutually healthy relationship with the city of Brookings.

Sincerely,
Brookings-Harbor Chamber of Commerce

Greg Williams
Chairman of the Board of Directors/Acting Executive Director
Brookings-Harbor Chamber of Commerce

Event Title: <u>Azalea Festival – 80th Annual</u>		Amount Requested <u>\$up to 3000TBD</u>	
Organization: <u>Brookings-Harbor Chamber of Commerce</u>			
Event Description: <u>Brookings longest running community event. Saturday parade, including out-of-area entries.</u>			
See attached draft schedule.			
Event Date/s: <u>May 24-27, 2019</u>			
Location: <u>Brookings/Harbor downtown and Azalea Park – pending application.</u>		Location secured? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>Re-establish vendors/events to downtown to entice tourists and locals to linger/shop post-parade.</u>			
Support events and local Memorial Day weekend activities as needed.			
How will this event be sustained after the first year? <u>In 2019 increase/re-establish # of downtown vendors, highlight and celebrate Azalea Festival new Oregon Heritage Designation, increase activities in Azalea Park and bring a descendant of the town's founder to the parade and park venue.</u>			
Sponsors/Investors: <u>Looking to utilize the same partnerships as the 2018 event (CTR, CCEC, etc.)</u>			
Event Budget			
Income		Expenses	
Vender fees	\$650	Facility/Venue Costs	\$1,750
Shrimp sales	\$750	Supplies	\$1,100
		Advertising	\$1,100
	\$		
	\$		\$
TOTAL	\$1400	TOTAL	\$3,950
How do you intend to evaluate the success of your event and determine the number of out of town visitors?			
Feedback from various city departments, area businesses, organizations, hotel bed tax count, etc.			
Contact Person: <u>Greg Williams, Judy May-Lopez (judym1@brookingsharborchamber.com)</u>			
Phone: <u>541.469.3181</u>		Email: <u>orcoastchamber@gmail.com</u>	
Mailing Address: <u>POB 940, Brookings OR 97415</u>			
If more space is required please attach additional pages			

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:

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	
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 Williams 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

\$ 4,075	SR Occasion Hall	\$ 2,295	SR Occasion Hall	\$ 3,630	SR Occasion Hall
\$ 4,075		\$ 2,295		\$ 3,630	

\$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.