

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, April 11, 2019, 4:00pm**

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

### **1. Roll Call**

### **2. Approval of Minutes from March 14, 2019**

### **3. Public Comments**

### **4. Action Items**

- a. 4<sup>th</sup> of July Event Proposal – Leslie Wilkinson
- b. Live Culture Coast Event Proposal – Amber Peoples
- c. KTVL Marketing Presentation – Kinglsey Kelley
- d. TPAC Letter to CC to support Annual Budget Line Items – Dane Tippman

### **5. Informational Items**

- e. South Coast Regional Update Information – Julie Miller
- f. Recent Council Actions - approvals
  - i. Spectrum Digital Campaign Funds Allocation of \$500 monthly April-Sept
  - ii. Wild Rogue Relay Event Funds Allocation of \$2000
  - iii. Azalea Festival Event Funds Allocation of \$3950
- g. TPAC Budget

### **6. Committee Comments on Non-Agenda Items**

### **7. Schedule Next Meeting – May 9, 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 – March 14, 2019**

**CALL TO ORDER**

Meeting called to order at 4:01 PM

**1. ROLL CALL**

*Present:* Committee members Sonya Billington, Barbara Ciaramella, Matt Honeycutt, Bob Pieper, and Skip Watwood

*Absent:* Tim Kennedy, Dane Tippman

*Also present:* Staff Committee Liaison Lauri Ziemer

**2. APPROVAL OF MINUTES –**

**Motion made by Matt Honeycutt to approve the minutes of February 14, 2019; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.**

**3. Public Comment – none**

**4. ACTION ITEMS**

- a. **Spectrum Digital Campaign** – Brian Marchant returned to present the digital advertising campaign information with targets the Shasta and Tehama Counties areas of northern California at \$500 per month. Committee discussed appropriate timing to ensure the most seasonal advertising. **Motion made by Barbara Ciaramella to start the Spectrum Digital Campaign in April and to continue for six months thru September 2019; motion seconded by Sonya Billington. Committee voted and the motion carried unanimously.**
- b. **Wild Rogue Relay Event Proposal** – Jay Trost presented event proposal requesting \$2,000 in TOT funding. Event brings many people to the area who stay over and eat in restaurants. **Motion made by Bob Pieper to grant \$2,000 in TOT funds to the Wild Rogue Relay event; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.**
- c. **Azalea Festival Event Proposal** – David Allen and Staci Barr presented event proposal requesting \$3,950 in TOT funding for the 80<sup>th</sup> Azalea Festival which has been designated by the state as a Heritage event. **Motion made by Sonya Billington to grant \$3950 in TOT funds to the Azalea Festival event; motion seconded by Skip Watwood.** Committee questioned event expenses and requested more event details which have not been completely solidified. To encourage out of town attendance committee suggested advertising and social media. **Committee voted 3-1-1 with Bob Peiper voting no and Barbara Ciaramella abstaining; the motion carried.**
- d. **TPAC Letter to City Council to support Annual Budget Line Items** - Committee discussed submitting the letter to City Council but questioned the intent and need. Bob Pieper advised he would not support submission. **Motion made by Skip Watwood 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**

- a. **OCVA Update** - Dave Lacey presented information on the Oregon Coast Visitors Association (OCVA) which the City is currently a member of and the registered Destination Marketing Organization (DMO) for this area. Explained OCVA's goals are to expand

marketing and encourage visitors to the southern Oregon coast, and detailed the benefits provided which include media exposure, south coast event sponsorship and fund allocation.

**b. Recent Council Actions**

I. Lauri Ziemer advised that City Council approved the Festival of Art in stout Park event funding in the amount of \$1,000.

**c. TPAC Budget** – Committee reviewed the remaining budget amounts.

**6. Committee Comments on Non-Agenda Items** – None

**7. SCHEDULE NEXT MEETING** – Next meeting scheduled for April 11, 2019.

**8. ADJOURNMENT** – with no further business before the Committee, meeting adjourned at 5:40 pm.

Respectfully submitted,

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Skip Watwood, Chair  
(approved at April 11, 2019 meeting)



**Event Title:** 4th of July-Family Fun Festival **Amount Requested** \$ 5,000

**Organization:** Fund the 4th Committee

**Event Description:**  
 This year the traditional fireworks display will be accompanied by family activities, live music and great food in an all day event.

**Event Date/s:** See Attached Time Table

**Location:** Kite Field **Location secured?** Yes  No

**Event Goals:** There is no other holiday that illustrates the meaning of community and shows off a community's spirit than an Old Fashion 4th! This event offers not only our residents a wonderful day out but visitors looking for a beach get-away. Our focus, to offer local organizations a chance to raise funds in hosting different events traditional to the 4th of July thus growing the event into a Brookings - Harbor tradition for locals and visitors.

**How will this event be sustained after the first year?**  
 This is the 3rd year our committee has presented the fireworks. We have and will continue to rely on community and corporate donations. We believe that as the event blossoms into a Family Fun Festival, we will see an increase in donations.

**Sponsors/Investors:** TBA

**How will funds be used:**

| Event Budget       |                  |  |  |                  |  |
|--------------------|------------------|--|--|------------------|--|
| Income             |                  |  | Expenses                                   |                  |  |
| Fees Collected     | \$ 5,000         |  | Cleanup, port-a-potty Facility/Venue Costs | 1,000<br>\$ 425  |  |
| Admissions         | \$               |  | Fireworks/Insurance                        | \$ 17,500        |  |
| Concessions        | \$               |  | Musicians                                  | 4,000            |  |
| Corporate Sponsors | \$ 21,000        |  | Advertising                                | \$ 5,000         |  |
| TPAC               | \$ 5,000         |  | Supplies                                   | \$ 500           |  |
| Security           |                  |  | Security                                   | \$ 2,500         |  |
| <b>TOTAL</b>       | <b>\$ 31,000</b> |  | <b>TOTAL</b>                               | <b>\$ 30,925</b> |  |

**How do you intend to evaluate the success of your event and determine the number of out of town visitors?**  
 We will conduct a straw poll at the various events being held.

**Contact Person:** Barbara Ciaramella

**Phone:** 541.661.2117 **Email:** rediva2012@gmail.com

**Mailing Address:** c/o Brookings-Harbor Visitor Center, PO Box 1103, Brookings, OR 97415

**If more space is required please attach additional pages**



## TIMELINE FOR 4<sup>TH</sup> – 2019

|                 |  |
|-----------------|--|
| 8AM – 10AM      | PANCAKE BREAKFAST (Roy Davis Group- Fund raiser- Fund the 4th)   |
| 9AM – 10AM      | WALK RUN – SPONSORED BY CHETCO BREWING CO.   |
| 11AM            | SANDCASTLE CONTEST STARTS AT SPORTHAVEN BEACH (ROTARY CLUB)  |
| 11AM – 7PM      | VENDOR BOOTHS AND FOOD TRUCKS OPEN<br>SOUTH COAST FISHERMAN ASSN. – TRI – TIP BBQ<br>CHETCO BREWING CO. - BEER & BEVERAGES |
| 12PM – 1PM      | BIKE PARADE (possible Hospice Group)   |
| 1PM – 4PM       | SHOW & SHINE BY KITE FIELD (CURRY COUNTY CRUISERS)   |
| 2PM – 3PM       | CHILI COOKOFF (PILOT)  |
| 3PM             | SANDCASTLE CONTEST ENDS – AWARDS GIVEN   |
| 3:30PM – 4PM    | GAMES BEGIN - BALLOON TOSS & KIDS GAMES (Hosts TBA)  |
| 4PM – 5PM       | BAND – FLEETWOOD BACK – LOCAL BAND   |
| 5PM – 5:30PM    | GAMES - SACK RACES - DIFFERENT AGES  |
| 5:30PM – 6:30PM | BAND – FLEETWOOD BACK – LOCAL BAND   |
| 6:30PM – 7PM    | WATERMELON EATING CONTEST (Chetco Activity Center)   |
| 7PM – 8PM       | BAND – BOYS OF SUMMER  |
| 8PM – 8:45PM    | BOAT PARADE (SOUTH COAST HUMANE SOCIETY)   |
| 8:45PM – 9:45PM | BAND – BOYS OF SUMMER  |
| 9:45PM          | FIREWORKS DISPLAY COORDINATED WITH RADIO STATION KURY  |

**Event Title:** Live Culture Coast

**Amount Requested** \$5000

**Organization:** Oregon Coast Visitor Association

**Event Description:** Live Culture Coast is a social probiotic that invites both residents and travelers to more deeply experience Oregon’s south coast. We will weave together trails and outdoor recreation initiatives for a 10 day festival celebrating art, food, and placemaking at the beginning of off-peak season.

Starting on a Friday night, Coos Bay will showcase a weekend of fermentation workshops, pairings, discussions, and performances. The week will continue with choose-your-own-adventure activities along a curated route following highway 101 such as restaurants & farms, art installations & galleries, guide services & boats, and other entrepreneurial services that we develop with partners. The route is developing around where various trails intersect, off shoots that highlight excursions, and placements of both temporary and permanent art installations. Live Culture Coast will conclude with another weekend hub of activity in Brookings.

**Event Date/s:** October 18-27, 2019

**Location** various venues from Reedsport to Brookings including Chetco Activity Center, Chetco Grange, Chetco Brewery, Azalea Park, First Rise Bakery, and more. The goal is to get visitors to move between various businesses through workshop experiences while exploring the beauty of the area.

**Location: secured?** Ongoing

**Event Goals:** A successful pilot festival that attracts 1000+ visitors and satisfies businesses in order to develop into an annual off-peak season event that introduces far reaching visitors to Oregon’s south coast, creates a fun experience for residents, and supports integrated tourism enterprises.

**How will this event be sustained after the first year?**

We have seed money from OCVA for two years, and our goal at the end of that timeframe is to have developed an earned income stream, grant stability, and local/county/regional support to continue an annual festival. The event this is modeled after has been operating for 8 years in rural Wisconsin and had 4200 attendees during its sixth year. It was highlighted in the January 2019 National Governors Association report as a model of rural prosperity through the arts & culture sector. [https://www.nga.org/wp-content/uploads/2019/01/NGA\\_RuralArtsReport.pdf](https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf)

**Sponsors/Investors:** Our sponsorship structure will be developed once the results from grant applications are determined in April and May.



| Income            |          |  | Expenses                     |          |  |
|-------------------|----------|--|------------------------------|----------|--|
| <b>Government</b> |          |  | <b>Staff</b>                 |          |  |
| --Federal         | \$0      |  | --Event Coordinator          | \$24,000 |  |
| --State           | \$50,000 |  | --Communication/media        | \$9,000  |  |
| --Region          | \$20,000 |  | --graphic artist/event guide | \$9,000  |  |
| --Local           | \$8,000  |  | --photographer/videographer  | \$5,000  |  |
| <b>OCVA</b>       | \$50,000 |  | --Volunteer Coordinator(s)   | \$2,000  |  |

|                      |          |  |                                     |          |  |
|----------------------|----------|--|-------------------------------------|----------|--|
| <b>Foundations</b>   | \$7,000  |  | --Classes/Events Coordinator(s)     | \$4,000  |  |
| <b>Sponsors</b>      | \$5,000  |  | --Speakers/class instructors        | \$10,000 |  |
| <b>Donors</b>        | \$0      |  | --Registrar(s)                      | \$3,000  |  |
| <b>In-Kind</b>       | \$13,000 |  | --Evaluation/Analysis               | \$4,000  |  |
| <b>Earned Income</b> |          |  | --Culture Stand Coordinator(s)      | \$2,000  |  |
| --classes            | \$20,000 |  | --volunteer staff/in-kind           | \$8,000  |  |
| --packages           | \$1,000  |  | <b>Artist</b>                       |          |  |
| --experiences        | \$1,000  |  | --commissioned installations (2)    | \$10,000 |  |
| --ad placement       | \$4,000  |  | --performers/poets                  | \$4,000  |  |
| --passports/maps     | \$2,000  |  | --headliners (2-5)                  | \$10,000 |  |
| --merch sales        | \$4,000  |  | --juror honorarium & expenses       | \$1,000  |  |
|                      |          |  | <b>Route Keystones</b>              |          |  |
|                      |          |  | --Passwords (2-3)                   | \$1,000  |  |
|                      |          |  | --Field Notes (5)                   | \$1,000  |  |
|                      |          |  | --Culture Stand (1) (5x10 trailers) | \$10,000 |  |
|                      |          |  | <b>Travel</b>                       |          |  |
|                      |          |  | --staff mileage/travel              | \$3,500  |  |
|                      |          |  | --artist travel                     | \$3,500  |  |
|                      |          |  | --meals/entertain                   | \$2,000  |  |
|                      |          |  | <b>Rentals</b>                      |          |  |
|                      |          |  | --venues/space                      | \$2,000  |  |
|                      |          |  | --in-kind space usage               | \$5,000  |  |
|                      |          |  | --AV/equipment                      | \$2,000  |  |
|                      |          |  | --vehicle                           | \$3,000  |  |
|                      |          |  | <b>Operations</b>                   |          |  |
|                      |          |  | --permits                           | \$2,000  |  |
|                      |          |  | --insurance                         | \$3,000  |  |
|                      |          |  | --office and postage                | \$2,000  |  |
|                      |          |  | <b>Marketing</b>                    |          |  |
|                      |          |  | --merch                             | \$4,000  |  |
|                      |          |  | --print (maps and programs)         | \$10,000 |  |
|                      |          |  | --GPS markers                       | \$2,000  |  |
|                      |          |  | --website, social media             | \$5,000  |  |
|                      |          |  | --photos/documentation              | \$0      |  |
|                      |          |  | --ads/PR/promotions                 | \$5,000  |  |
|                      |          |  |                                     |          |  |

|              |                  |  |                                 |                  |  |
|--------------|------------------|--|---------------------------------|------------------|--|
|              |                  |  | <b>Program</b>                  |                  |  |
|              |                  |  | --access services               | \$1,000          |  |
|              |                  |  | --evaluation                    | \$1,000          |  |
|              |                  |  | --set up, de-stall, store, ship | \$5,000          |  |
|              |                  |  | --supplies/equipment            | \$5,000          |  |
|              |                  |  | --orientation                   | \$2,000          |  |
| <b>TOTAL</b> | <b>\$185,000</b> |  | <b>TOTAL</b>                    | <b>\$185,000</b> |  |

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

Quantitatively, we will track the Google Analytics on the website and Facebook Insights on social media with the goal of 3000 page visits on the site and 500 likes on the Facebook page. We will closely monitor earned income goals, especially our goal of \$20,000 in class registrations which equates to 800 purchases. We will increase the amount of public art with one art installation as a permanent addition and a Roadside Culture Stand that is used year round by small businesses. In addition, we will begin to build a stock of temporary art assets with five Field Notes and three Password Poems.

Qualitatively, we will solicit feedback from visitors and participating businesses about the program through travel logs and surveys. At key points in the route, we will post travel logs similar to how hiking trails and geocache boxes have books for adventurers to write in which both locates them and provides reflection on the experience. Through these logs, we will see which areas are frequented and people’s in-the-moment reactions. Also, lists of questions to ask visitors will be drafted for both in-person questions and an online form. These questions will be dispersed onsite through classes and visitor hubs. Online questions will be accessed through the website, social media, and follow up email to class attendees. A formal survey will be done with participating businesses and partners before the end of 2019 to capture insights, areas for improvement, and perceived program effectiveness of the festival. Emphasis will be placed on the six highest scoring areas on the 2018 Oregon Tourism Engagement Survey. 1) develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism 2) increase visitation to the region during off-peak season 3) Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated 4) manage tourism growth in order to preserve local assets (natural and cultural), 5) create positive interaction between tourists and residents, and 6) provide more opportunities for visitors to experience locally grown and produced foods.

**Contact Person:** Amber Peoples

**Phone:** 503-757-2182

**Email:** amber.m.peoples@gmail.com

**Mailing Address:** 443 7th Ave, Coos Bay, OR

**If more space is required please attach additional pages** — Please see attached event prospectus



# Live Culture Coast

October 18-27, 2019

Oregon's South Coast: Reedsport to Brookings



Live Culture Coast is a social probiotic that invites both residents and travelers to more deeply experience Oregon's south coast. We will weave together the Wild Rivers Coast Farm Trail, OCVA's Public Art Trail, The Oregon Coast Trail, Whiskey Run & Wild Rivers Coast Scenic Bikeway, and more outdoor recreation initiatives for a 10 day festival at the beginning of off-peak season.

Starting on a Friday night, Coos Bay will showcase a weekend of fermentation workshops, pairings, discussions, and performances. The weekdays will be filled with choose-your-own-adventure activities along a curated route following highway 101 such as restaurants & farms, art installations & galleries, guide services & boats, and other entrepreneurial services that we develop with partners.

The exact route will be chosen based on where the various trails intersect, off shoots that highlight excursions, and placements of both temporary and permanent installations. Live Culture Coast will conclude with another weekend of workshops and performances in Brookings.

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## Contacts

Amber Peoples, Event Coordinator

503-757-2182 [amber.m.peoples@gmail.com](mailto:amber.m.peoples@gmail.com)

Dave Lacey, OCVA Destination Coordinator

541-373-7227 [dave@thepeoplescoast.com](mailto:dave@thepeoplescoast.com)

Fallow fields  
Lie in wait  
For dormant seed  
Like artful minds  
To germinate

-Password poem  
by Brenda Axt



## Tangible Creative Goals

| #      | Product  | Process  |
|--------|--|--|
| 10 day | festival   | programmed workshops, experiences, and performances in 12 towns along the South Coast's Hwy 101 with weekend hubs in Coos Bay and Brookings and stops in "Coos County Loop," Bandon, Langlois, Port Orford, and Gold Beach   |
| 40+    | workshop/tasting/performance                             | work with local entrepreneurs and knowledge holders to offer residents and tourists experiential learning that target curiosity and senses (such as the mescal tasting above and bitters tonic below)  |
| 40+    | highlight preexisting art/culture/venue/business/scenery | create a route by selecting sites from the Wild Rivers Coast Farm Trail, OCVA Public Art Trail, The Oregon Coast Trail and more between Reedsport and Brookings  |
| 5      | Field Notes  | working in conjunction with a conservation and/or historic organization to place along route (see "soil" image above)  |
| 3      | Password Poems   | work with SpotLines to select short poems to post along route (read PP by Axt above)   |
| 2      | art installations  | RFP process to select interactive art pieces that connect with the land and can be built on the route (see upper right photo above and stereoscope below)  |
| 1      | Roadside Culture Stand                                   | design charrettes and RFP process to select designers/builders to create a 5x10 traveling stand that will become a traveling visitor center to the 7 locations during the 10 days as a guidepost of movement along the route (see cover photo & lower right pic above) |
| 1      | Route  | "choose your own adventure" route itinerary highlighting tourism industries such as food, art, trails, and guiding services along Hwy101   |
| ??     | rogue installations                                      | measure of success is early adopters doing something creative on their own   |

## Incubator & Container

In the NEA's 2017 report "How to Do Creative Placemaking," Chris Beck and Tracy Taft's essay "Can Arts Drive Rural Economic Development?" states that "Supporting affordable incubator spaces on Main Street will give a chance for entrepreneurs to test their ideas and build new businesses." With Live Culture Coast, the south coast trails are our main street. Incubator ideas include:

- ❖ Strengthen the network of tourism entrepreneurs throughout the region across sectors
  - ◆ Food, art, guide services, lodging, etc
- ❖ Test community practices that could gain more traction
  - ◆ Example: banning plastic straws
- ❖ Offer classes and value added products that could develop into partnerships and enterprises
  - ◆ Example: Extension creates value added program for festival products
  - ◆ Example: Create a traveling seafood cooking kitchen for tourists to eat fresh catch
- ❖ Develop national and international travel packages that blend the festival and tourism enterprises
  - ◆ Examples: Girltime Getaways, sea food tour with Jennifer Burns Bright, hiking guide with Adam Sawyer, photography with Jennifer James-Long, and local guides develop a full week of activities



## Current Network – And Growing!



# MARKETING

## THEMES

Place Making  
Diversity  
Preserved  
Intersections  
Edge Environment

Integrated marketing will be key to Live Culture Coast. With a focus on weaving together industries, we will expand cooperative marketing opportunities and create a network of messages, media, and communication for new products available during the off-peak season.

## FEELINGS

Sensual  
Abundance  
Transformation  
Healthy  
Curiosity

1. Target Audience: Focus on fly/drive markets — especially San Francisco and Denver with direct flights to Southwest Oregon Regional Airport and Del Norte County Regional Airport
2. Blogger Support: Identify & solicit 2 culinary bloggers and 2 arts & culture bloggers to write about Live Culture Coast
3. Earned Media: Identify and solicit 6 publications for earned media stories
4. Jefferson Public Radio: Solicit and create both earned and paid media
5. South Coast DMO's: Coordinate marketing efforts with all south coast DMO's
6. Flyers & Route Maps: Share materials with local partners adjacent to Hwy 101 to share with visitors and train staff to make a personalized pitch — especially the Brookings Welcome Center
7. OCVA and Travel Oregon: Engage owned media channels and FAM tour connections
8. Wild Rivers Coast Farm Trail Media: Review all stories WRCFT has secured and follow up on all media outlets for follow up stories
9. Wild Rivers Mushroom Festival: Discuss lessons learned about how this OCVA funded festival brought 1000 people to the region in November
10. GPS Coordinates: Utilize GPS coordinates of assets to develop route using an app such as Geocaching

## PHRASES

Puzzle as many as Please

Provoke as many as Enchant

Invitation to Go Deeper

Live Culture

Social Probiotic

# 2018 Oregon Tourism Engagement Survey

## Key Findings the Festival can Leverage

- \* South Coast's Desire for More
- \* High Satisfaction with Tourism in both Region and State
- \* High Levels of Engagement with Oregon Tourism

### Entire Oregon Coast (611 responses)

### South Coast (159 responses)

| High Priority Tactics   | Coast      | South | Festival Tactics  |
|---|------------|-------|---|
| <b>Destination Dev – Product Dev:<br/>Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism</b>                           | <b>71%</b> | 84%   | Identify where trails intersect and improve infrastructure by placing public art in empty spots while also developing tour packages     |
| <b>Destination Dev – Planning and Mgmt:<br/>Increase visitation to the region during off-peak seasons</b>   | <b>74%</b> | 83%   | Goal to draw 1000+ visitors October 18-27, 2019   |
| <b>Public Affairs &amp; Com - Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated</b>                         | <b>66%</b> | 79%   | Working with 3 counties and the Coquille tribe, engage policymakers around land use laws to install art and host agritourism activities |
| <b>Destination Dev – Product Dev:<br/>Develop/expand trail systems important for outdoor recreation or multi-modal transport</b>  | <b>66%</b> | 75%   | Identify where trails intersect and improve infrastructure by placing public art in empty spots while also developing tour packages     |
| <b>Destination Dev – Product Dev:<br/>Provide more opportunities for visitors to experience locally grown and produced foods</b>  | <b>64%</b> | 68%   | Highlight local food through fermentation workshops and stops along the route   |
| <b>Destination Dev– Planning and Mgmt:<br/>Manage tourism growth in order to preserve local assets (natural and cultural)</b>   | <b>72%</b> | 67%   | Incubate conservation projects, occur off season, and create routes that disperse tourists across various local assets                  |
| <b>Destination Dev – Planning and Mgmt:<br/>ID and foster partnerships to address the current demand on outdoor/natural resources and ID plans to mitigate its impact</b> | <b>68%</b> | 67%   | Foster relationships among tourism sectors in the South Coast during off season and highlight natural resource health                   |
| <b>Destination Dev – Planning and Mgmt:<br/>Create positive interaction between tourists and residents</b>  | <b>69%</b> | 62%   | During the entire 10 days, residents and tourists are encouraged to attend, eat, play, and learn together                               |





*"Connecting People with Content Everywhere"*

To: TPAC Committee  
From: Brian Schenk, Sarah Savage, Kingsley Kelley  
Date: April 4, 2019  
Regarding: Marketing Presentation to committee on April 11

As you may be aware, KTVL was fortunate to partner in promoting last year's "Nature's Coastal Holiday" event. This seemed like a successful effort to us, and our news department really enjoyed the unique coverage provided by the "live SkyCam" located in the park, allowing them to show people enjoying the venue each night during our evening news.

We think that by combining an investment from TPAC, along with commitments we would secure from local businesses, we could create a targeted television and social media campaign that builds on your current success in attracting tourists to the area!

We have crafted a marketing plan that can benefit the greater Brookings area, and local businesses as well. There are three specific areas that we propose, and will detail in our presentation to you:

- 1) TV commercial campaign for broad awareness across KTVL's viewing area, which extends east to Lakeview, southward into northern California, north to just south of Roseburg, and of course on the coast including Gold Beach and Port Orford.
- 2) OTT (aka streaming) advertising to extend beyond the KTVL signal into the Redding and Bend areas. Over 70% of households are watching streaming services on their TVs these days, and we can reach those viewers in this way.
- 3) Digital advertising including social media, especially Facebook. KTVL has long been the region's leader in Facebook followers and fans, and we understand Facebook is a key source of information for a majority of people these days.

We have prepared a custom PowerPoint presentation detailing these strategies that we will share with you at your meeting, and of course we will be available to answer any questions so you can evaluate and consider what we propose.

We look forward to meeting you soon!

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**

| <b>\$36,299<br/>BUDGETED</b> | <b>30% ADVERTISING MEDIA<br/>TV - INTERNET - PRINT</b>                               | <b>60% EVENTS</b>                            | <b>10%<br/>CAPITAL</b> | <b>Travel &amp;<br/>Training</b> | <b>Operating<br/>Supplies</b> |
|------------------------------|--|--|------------------------|----------------------------------|-------------------------------|
|                              | Dollar budgets determined on TPAC agreed percentages of \$36,299 budget (32-10-6090) |  |                        | 32-10-6120                       | 32-10-6030                    |
| <b>% BUDGETED</b>            | <b>\$ 10,890</b>   | <b>\$21,779</b>                              | <b>\$3,630</b>         | <b>\$1,000</b>                   | <b>\$1,000</b>                |
| 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 Travel Southern Oregon Coast Trade Show |                        |                                  |                               |
| January                      | -500 Spectrum  |  |                        |                                  |                               |
| February                     | -2243.16 Mile x Mile Print Ad  | -1500 Elmo Williams Day                      |                        |                                  |                               |
| March                        |  | -1000 Festival of Art in Stout Park          |                        |                                  |                               |
|                              |  | -3950 Azalea Festival Events                 |                        |                                  |                               |
|                              |  | -2000 Wild Rogue Relay                       |                        | -500                             |                               |
| April                        | -500 Spectrum Digital  |  |                        |                                  |                               |
| May                          |  |  |                        |                                  |                               |
| June                         |  |  |                        |                                  |                               |
| *Pending                     | -5075  | -2295  | -3630                  |                                  |                               |
| <b>REMAINING<br/>FUNDS</b>   | <b>\$ 72</b>   | <b>\$ 4,937</b>                              | <b>\$0</b>             | <b>\$490</b>                     | <b>\$1,000</b>                |

**\*Pending Budget Allocations 2018-19**

|                 |                  |                 |                  |                           |
|-----------------|------------------|-----------------|------------------|---------------------------|
| \$ 1,000        | Spectrum Digital |                 |                  |                           |
| \$ 4,075        | SR Occasion Hall | \$ 2,295        | SR Occasion Hall | \$ 3,630 SR Occasion Hall |
| <u>\$ 5,075</u> |                  | <u>\$ 2,295</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.***