

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, May 9, 2019, 4:00pm

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

1. Roll Call

2. Approval of Minutes from April 11, 2019

3. Public Comments

4. Action Items

- a. Live Culture Coast Event Proposal – Kathleen Dickson
- b. TPAC Letter to City Council to support Annual Budget Line Items

5. Informational Items

- a. Schedule TPAC Workshop – date and topics
- b. Recent Council Actions - approvals
 - i. 4th of July Event Funds Allocation of \$5000
- c. TPAC Budget

6. Committee Comments on Non-Agenda Items

7. Schedule Next Meeting – June 13, 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 – April 11, 2019

CALL TO ORDER

Meeting called to order at 4:04 PM

1. ROLL CALL

Present: Committee members Sonya Billington, Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Bob Pieper

Absent: Skip Watwood, Dane Tippman

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Sonya Billington to approve the minutes of March 14, 2019; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **4th of July Event Proposal** – Leslie Wilkinson presented event proposal requesting \$5,000 in TOT funding. Committee expressed desire to support annual event which brings many people to the area who stay over and eat in restaurants. **Motion made by Bob Pieper to grant \$5,000 in TOT funds to the event; \$2,500 to be dispersed now and \$2500 to be dispersed after July 1, 2019; motion seconded by Sonya Billington. Committee voted and the motion carried 4-0 with Barbara Ciaramella abstaining.**
- b. **Live Culture Coast Event Proposal** – Amber Peoples presented event proposal requesting \$5,000 in TOT funding for a 10 day event scheduled in October between Coos Bay and Brookings encouraging travelers to travel the 107 miles and take part in workshops and outdoor activities along the way concluding with activities in Brookings. Event model has proven successful in Wisconsin and the committee was supportive of the event. They did want to wait to find out if a larger grant being requested was awarded before making a decision to fund. **Motion made by Matt Honeycutt to table item until the next meeting for further consideration; motion seconded by Barbara Ciaramella. Committee voted and the motion carried unanimously.**
- c. **KTVL Marketing Presentation** – Kingsley Kelly of KTVL presented information on media advertising able to target audiences in several different ways including digitally, television and OTT. Committee interested in pursuing in the future. **Motion made by Sonya Billington to table item for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**
- d. **TPAC Letter to City Council to support Annual Budget Line Items** – item tabled.

5. INFORMATIONAL ITEMS

- e. **South Coast Regional Update Information** – Julie Miller presented information on the March tourism show in Santa Clara that Rita Ritz attended on behalf of the City with representatives from Gold Beach and Bandon. She thought the south coast was well represented and that there was tourism interest for the area. She explained her position with Travel Oregon and OCVA and answered questions relating to their relationship with local businesses.

- f. Recent Council Actions** - Lauri Ziemer advised that City Council approved the Spectrum Digital Campaign Funds Allocation of \$500 monthly for April thru September; the Wild Rogue Relay event funding in the amount of \$2,000 and the Azalea Festival event funding in the amount of \$3,950.
- g. TPAC Budget** – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items – Barbara Ciaramella suggested a TPAC workshop be conducted to discuss and review information on what TPAC responsibilities are and the direction they should be going in and where best to direct their funding. **Motion made by Tim Kennedy to discuss workshop topics and possible dates at May 9, 2019 TPAC meeting; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

7. SCHEDULE NEXT MEETING – Next meeting scheduled for May 9, 2019.

8. ADJOURNMENT – with no further business the meeting adjourned at 6:00 pm.

Respectfully submitted,

Skip Watwood, Chair
(approved at May 9, 2019 meeting)

From: Amber Peoples [<mailto:amber.m.peoples@gmail.com>]
Sent: Tuesday, April 30, 2019 1:10 PM
To: Lauri Ziemer
Cc: Kathleen Dickson; Dave Lacey
Subject: Re: Live Cultures Coast Event

Thank you, Lauri, for the follow up email and your patience as I complete my response.

Due to the Wine Country grant's sole focus on culinary tourism, Live Culture Coast (which is a complex, whole system based project!) was not one of the awardees.

However, we have solidified \$55k from OCVA as well as \$3k Coos Bay - North Bend Visitor Center Bureau. Plus, we are in conversation with 2 regional financial supporters as well as Travel Oregon about support that will range somewhere from \$50k to \$75k. Thus, we invite TPAC to contribute the original \$5k request to Live Culture Coast.

Strong support from TPAC will be key in demonstrating to these larger supporters that we are working with the community to create a fantastic event that supports a wide range of businesses and continues to unify the south coast. Also, support from TPAC will help guarantee that the festival extends all the way to Brookings and thus becomes a hub where people stay overnight, contributing to the TOT and purchasing goods and services from Brookings businesses.

Kathleen Dickson will be presenting on behalf of Live Culture Coast at the May 9th meeting, and business owners will also attend as public support.

If a motion passes to support Live Culture Coast, when would be the next council meeting that Live Culture Coast would be presented so I can get it on my calendar?

Thank you for all that you do!

Amber Peoples
Organizing Creative Energy
E: amber.m.peoples@gmail.com
C: [503-757-2182](tel:503-757-2182)
S: [amber.peoples.](https://www.linkedin.com/in/ambermpeoples/)
U: www.linkedin.com/in/ambermpeoples/

On Mon, Apr 15, 2019 at 2:04 PM Lauri Ziemer <lziemer@brookings.or.us> wrote:

Hi Amber – Thanks for presenting your Live Culture Coast event request last week. Just let me know how the grant funding turns out and I will be glad to update the committee next month.

Take care!

Lauri Ziemer
Public Works | Dev. Services
City of Brookings
898 Elk Drive | Brookings, OR 97415
(541) 469-1103
lziemer@brookings.or.us

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

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

Income			Expenses		
Government			Staff		
--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	
OCVA	\$50,000		--Volunteer Coordinator(s)	\$2,000	

Foundations	\$7,000		--Classes/Events Coordinator(s)	\$4,000	
Sponsors	\$5,000		--Speakers/class instructors	\$10,000	
Donors	\$0		--Registrar(s)	\$3,000	
In-Kind	\$13,000		--Evaluation/Analysis	\$4,000	
Earned Income			--Culture Stand Coordinator(s)	\$2,000	
--classes	\$20,000		--volunteer staff/in-kind	\$8,000	
--packages	\$1,000		Artist		
--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	
			Route Keystones		
			--Passwords (2-3)	\$1,000	
			--Field Notes (5)	\$1,000	
			--Culture Stand (1) (5x10 trailers)	\$10,000	
			Travel		
			--staff mileage/travel	\$3,500	
			--artist travel	\$3,500	
			--meals/entertain	\$2,000	
			Rentals		
			--venues/space	\$2,000	
			--in-kind space usage	\$5,000	
			--AV/equipment	\$2,000	
			--vehicle	\$3,000	
			Operations		
			--permits	\$2,000	
			--insurance	\$3,000	
			--office and postage	\$2,000	
			Marketing		
			--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	

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

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.

Contacts

Amber Peoples, Event Coordinator

503-757-2182 amber.m.peoples@gmail.com

Dave Lacey, OCVA Destination Coordinator

541-373-7227 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
Destination Dev – Product Dev: Develop/improve infrastructure for visitors to experience outdoor recreation and nature-based tourism	71%	84%	Identify where trails intersect and improve infrastructure by placing public art in empty spots while also developing tour packages
Destination Dev – Planning and Mgmt: Increase visitation to the region during off-peak seasons	74%	83%	Goal to draw 1000+ visitors October 18-27, 2019
Public Affairs & Com - Increase engagement with local and regional policymakers to ensure the value of tourism is clearly communicated	66%	79%	Working with 3 counties and the Coquille tribe, engage policymakers around land use laws to install art and host agritourism activities
Destination Dev – Product Dev: Develop/expand trail systems important for outdoor recreation or multi-modal transport	66%	75%	Identify where trails intersect and improve infrastructure by placing public art in empty spots while also developing tour packages
Destination Dev – Product Dev: Provide more opportunities for visitors to experience locally grown and produced foods	64%	68%	Highlight local food through fermentation workshops and stops along the route
Destination Dev– Planning and Mgmt: Manage tourism growth in order to preserve local assets (natural and cultural)	72%	67%	Incubate conservation projects, occur off season, and create routes that disperse tourists across various local assets
Destination Dev – Planning and Mgmt: ID and foster partnerships to address the current demand on outdoor/natural resources and ID plans to mitigate its impact	68%	67%	Foster relationships among tourism sectors in the South Coast during off season and highlight natural resource health
Destination Dev – Planning and Mgmt: Create positive interaction between tourists and residents	69%	62%	During the entire 10 days, residents and tourists are encouraged to attend, eat, play, and learn together



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 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	-2500 4th of July - Family Fun Festival			
May	-500 Spectrum Digital				
June					
*Pending	-4575	-2295	-3630		
REMAINING FUNDS	\$ 72	\$ 2,437	\$0	\$490	\$1,000

*Pending Budget Allocations 2018-19

\$ 500	Spectrum Digital				
\$ 4,075	SR Occasion Hall	\$ 2,295	SR Occasion Hall	\$ 3,630	SR Occasion Hall
\$ 4,575		\$ 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.***