

City of Brookings
MEETING AGENDA
Monday, March 4, 2024, 5:00pm

CITY COUNCIL WORKSHOP

EOC, 888 Elk Drive, Brookings, OR 97415

A. Call to Order

B. Topics

- 1.** Transient Occupancy Tax [Pg. 1]
 - a. TEFA Application [Pg. 3]
 - b. TEFA Evaluation Form [Pg. 5]
 - c. Chapter 3.10.150 Transient Occupancy Tax [Pg. 6]
- 2.** ODOT Sidewalk Project Update – Lucky Lane to Parkview Drive [Pg. 7]

C. Council Member Requests for Workshop Topics

D. Adjournment


*All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with at least 72 hours advance notification. Please contact 541-469-1102 if you have any questions regarding this notice.

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: March 4, 2024

Originating Dept: PW/DS



Signature (submitted by)
Kelly McCrae

City Manager Approval

Subject: Transient Occupancy Tax

Background/Discussion:

City Council created the Tourism Promotion Advisory Committee (TPAC) in May 2014, by the adoption of Ordinance 14-O-732, adding Chapter 2.57 to the Brookings Municipal Code (BMC). The stated purpose of the TPAC was to “work with the city staff and contract services providers in the development and implementation of a tourism promotion program, and to report back to the City Council on the effectiveness of said program”.

City Council voted unanimously to disband TPAC on June 22, 2020, by adopting Resolution 20-R-1191. On July 13, 2020, Council voted to approve Ordinance 20-O-789, amending Chapter 2, Administration and Personnel, of the Brookings Municipal Code (BMC) by deleting Chapter 2.57 Tourism Promotion Advisory Committee (TPAC). Staff conveyed to Council during the June 2020 Council workshop the pros and cons of having TPAC. Cons were the amount of staff time it took to manage TPAC coupled with the difficulty in funding what Council considered real tourism expenses that TPAC didn’t agree with. Additionally, towards the end it was difficult to get the committee together and have a quorum when we had decisions on funding requests that needed to be made in a timely manner.

The use of the Transient Occupancy Tax (TOT) is defined in Chapter 3.10.150 of the BMC. The collection of TOT brings in approximately \$400k annually and is divided into two funds, fund 32 which represents the 25% of the tax as described in Chapter 3.10.150 of the BMC and is used to assist in funding events and tourism promotions. The remaining 75% of TOT revenue goes into the general fund which funds police and parks.

During the period TPAC was active the committee approved between \$5,000 and \$50,000 in funding towards events and promotions annually. Some years were on the upper end of that range when we were investing in contract services for promotions, i.e., tv commercials. In general, the committee authorized expenditures towards individual events anywhere from \$5,000 to \$15,000 annually.

City staff currently manages the Tourism Event Fund Assistance (TEFA) application process and the TEFA post event evaluation form submittal (see attached). The City has also established a list of recurring annual events such as the Nature’s Coastal Holiday, Wild Rogue Relay, Azalea Festival and 4th of July, that receive funding annually without the TEFA application process. These

events have proven over time they place “heads in beds” which is the standard for which funding is approved. Since July 2020, when TPAC was disbanded, the City has processed nine TEFA applications for which two were canceled by the event organizer and three didn’t receive funding because they failed to return the TEFA Event Evaluation Form for re-imbursement.

The City of Brookings Visitor Center is staffed with two part time employees who greet visitors to the area, hand out promotional materials and offer guidance on local attractions. The visitors center distributes materials (brochures) to visitors as well as assists with the organization of the Azalea Festival. Staffing and materials for the Visitor Center are funded from fund 32.

Council and staff discussion points on where to allocate funds currently available in fund 32 could include:

- Information wayfinding kiosks downtown (Fleet Street & Central Building).
- Allocate funding to the Downtown Merchants Association for tourism related projects.
- Marketing material, i.e., promotional videos for tv commercials and radio.
- Continue to support reoccurring events such as Azalea Festival, Wild Rogue Relay, Natures Coastal Holiday, 4th of July.
- Advertise TEFA application process on City’s website in order to encourage new offseason event funding opportunities with private and no-profit groups.

Attachment(s):

- a. TEFA Application
- b. TEFA Evaluation Form
- c. Chapter 3.10.150 Transient Occupancy Tax



CITY OF BROOKINGS

TOURISM EVENT FUND ASSISTANCE

The City of Brookings (City) will accept proposals from individuals and/or organizations interested in undertaking events with the purpose of increasing tourism.

Specifically, the City is interested in the development of events or the addition of events to current events that would increase out of area overnight visitors. Events scheduled during off-season months (October thru April) are encouraged. The City is offering incentives to assist event organizers in facilitating and promoting **(advertising/marketing)** their events up to \$2,000.

Submissions:

To be considered, coordinators must submit a cover letter detailing event along with this form to:

"Tourism Event Fund Assistance"
898 Elk Drive
Brookings, OR 97415
or email at: lziemer@brookings.or.us

Proposals will be accepted on an ongoing basis and must be received at least **60 days prior** to the date of the proposed event. Incomplete submittals will not be considered.

Process

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the ability to fully fund, manage and execute the proposed event. Proposals will be evaluated based upon event sustainability. Priority will be given to first time events and non-profit organizations.

Right to Reject All Proposals

The City reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the City or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of this proposal are the sole responsibility of the proposer. The City reserves the right to request additional information or clarification from all proposers until all funding has been awarded.

Once submitted proposals and supporting materials become the property of the City of Brookings and are available to the public.

Permitting/Insurance Requirements

Events to be held on City property require an approved Event and/or Parks Use Permit and insurance Certificates of Liability. Event and Park Use Permit applications may be obtained from the Parks Division of Public Works & Developmental Services at City Hall and on the City's website at:
<https://www.brookings.or.us/DocumentCenter/View/19/Parks-Use-Application-PDF>.

Questions

Please direct questions to Lauri Ziemer at 541-469-1103 or lziemer@brookings.or.us.

Please submit a cover letter detailing event along with this completed form					
Event Title:					
Organization:					Non Profit: Yes <input type="checkbox"/> No <input type="checkbox"/>
Event Description:					
Event Date/s:					
Location:				Location secured?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Amount Requested	\$				
How will funds be used:					
Marketing Being Used to Attract Visitors:					
Expected Event Budget					
Estimated Income			Estimated Expenses		
Fees Collected	\$		Facility/Venue Costs	\$	
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
	\$		Supplies	\$	
	\$			\$	
TOTAL	\$		TOTAL	\$	
Is a portion of profits going to a Non-Profit? Yes <input type="checkbox"/> No <input type="checkbox"/>		If Yes Percent:	%	Organization:	
Additional Sponsors and Contributions:					
How do you intend to evaluate the success of your event and determine the number of out of town visitors?					
Contact Person:					
Phone:			Email:		
Mailing Address:					
If more space is required please attach additional pages					



City of Brookings

898 Elk Drive, Brookings, OR 97415

(541) 469-1103 Fax (541) 469-3650

TEFA Event Evaluation Form

Please complete and return within three (3) months of event,

Event: _____	
Amount Awarded \$ _____	Event Date: _____
1. Estimated Attendance _____ From Outside Curry County: _____	
To estimate attendance have sign-in sheets, rosters or event surveys to determine distance people traveled and so you have a contact sheet for your next event.	
2. Describe how funding was used? _____	
3. Event Highlights: _____	
4. Please provide budget report below that includes event expenses and revenue. Include In-Kind services. Use the form below or attach your own. Must provide copies of invoices, receipts and/or canceled checks for marketing, advertising and promotional ONLY. Detailed receipts for the complete event are NOT required.	
Revenue Collected	Amount
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$
Expenses Paid	Amount
	\$
	\$
	\$
	\$
	\$
Total	\$
Signed: _____ Date: _____	
Organization: _____	

If more room is needed please attach a second sheet

Chapter 3.10.150
TRANSIENT OCCUPANCY TAX

Section:

3.10.150 Use of transient room tax.

3.10.150 Use of transient room tax.

A. The city shall use 25 percent of the transient room tax collections each year to promote tourism.

B. The city finds and declares that expenditure of a portion of the transient room tax collections for tourism promotion will serve a public purpose. The city will derive economic benefits through attraction of visitors to the area. It is in the public interest to promote quality, integrity and reliability in all tourism and tourism related services and in information offered to visitors. Travel and recreation industries are important to the area as a whole, and tourist facilities and attractions serve the recreational and cultural needs of all visitors and residents. Further, the travel and recreation industries have become increasingly important to the economic growth of the area and will become more important in the future because of increased leisure time and declining employment opportunities in other traditional Oregon industries. There is a need to encourage communication and cooperation between the public and private sectors to promote the orderly growth and implementation of tourism-related objectives. It is important that visitors to the area be informed of the scenic and historic attractions, entertainment and recreation opportunities, restaurant facilities, lodging facilities and other matters of special interest. The area on the whole will benefit by attraction of tourists. [Ord. 07-O-581 § 2; Ord. 93-O-342.A § 2; Ord. 80-O-342 § 15.]

12/14/2017

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: March 4, 2024

Originating Dept: PW/DS



Signature (submitted by)


City Manager Approval

Subject: ODOT Sidewalk Project Update – Lucky Lane to Parkview Drive

Recommended Motion: Information Only

Financial Impact: None at this time

Background/Discussion:

In 2017, the State awarded the City of Brookings a grant under the Statewide Transportation Improvement Program (STIP) for the 2019-2021 grant cycle. The Oregon Transportation Commission and ODOT develop the STIP in coordination with a wide range of stakeholders and the public.

The project originally included the construction of a six foot (6') wide shoulder bike lane and six foot (6') wide sidewalks along the east side of US101 between Parkview Drive and Easy Street and replacement of deteriorated and substandard sidewalk infill and construction or replacement/repair of a shoulder, bike lane, and sidewalks between Lucky Lane and Easy Street.

The original total estimated project cost was \$2,807,000; of which \$359,200 was the estimated City portion. In 2020, Amendment No. 1 increased the total estimated project cost to \$3,237,000; of which \$392,400 was the estimated City portion. In January of 2024 Council approved Amendment No. 2 increasing the total project cost to \$5,976,432; of which \$622,400 was the City's estimated portion.

ODOT reports that a single bid was received in February 2024 for the project from Tidewater and came in at \$1,482,519.34 over the construction budget. ODOT has rejected the bid and is now looking at rescoping the project to exclude the section of sidewalk from Ransom Avenue to Parkview Drive which represents the most complex and expensive portion of the project. Rescoping and rebidding the project will push construction out several months and is still to be determined on when construction will start. I will update Council when information is available.

Attachment(s): None.