

City of Brookings

MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, March 17, 2016 - 4:00pm

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

- 1. Roll Call** – introduction of Charles Costello and resignation of Barbara Ciaramella
- 2. Approval of Minutes**
 - a. February 18, 2016
- 3. Public Comments**
- 4. Action Items**
 - a. Dining Video RFP
 - b. TPAC Residual Use Policy - Gary Milliman
- 5. Informational Items**
 - a. City Council action
 1. Avenue of Arches
 - b. Budget and Internet Hit Info
- 6. Schedule Next Meeting**
- 7. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) NOTES
Thursday – February 18, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Skip Watwood and Committee Chair Tim Patterson

Also present, City Manager Gary Milliman, Parks Supervisor Tony Baron, Chuck Costello

Absent: Committee members Barbara Ciaramella, Emma Keskeny

2. APPROVAL OF MINUTES – Motion made to approve the minutes of January 21, 2016; motion seconded and Committee voted; the motion carried unanimously.

3. PUBLIC COMMENT

Tony Baron, Parks Supervisor requested a letter of support from the TPAC committee for a park grant application for trail improvements at Azalea Park. **Motion made by Candice Michel to authorize Tim Patterson to a sign letter of support; motion seconded and Committee voted; the motion carried unanimously.**

4. ACTION ITEMS

- a. Brookings Harbor Visitor Center Proposal** – item removed from agenda.
- b. Avenue of the Arches Proposal** - Claus Gielisch of Natures Coastal Holiday presented proposal for the Avenue of Arches. **Motion made by Candice Michel to recommend to City Council that the \$4,726 request be funded 50% from TOT funds and 50% from other City Funds.** Committee discussed further. **Motion seconded and Committee voted; the motion carried unanimously.** Matter forwarded to City Council.
- c. Wild Rivers Music Festival Change** – Scott Graves advised that the Wild Rivers Music Festival event has been changed to a one day event. **Motion made by Candice Michel to acknowledge the event has been changed to a one day event and that it's acceptable with TPAC. Motion seconded and Committee voted; the motion carried unanimously.**
- d. Dining Video RFP** – Committee reviewed proposed RFP. **Motion made by Tim Patterson that RFP be rewritten with changes noted, and to include no contribution by businesses and that the focus of the project be on dinner and evening activities.** Discussion continued. **Motion seconded and Committee voted; 3 in favor and Bob Pieper dissenting; the motion carried.**
- e. Travel Oregon (TO) Liaison Clarification** – Discussion concerning TPAC representatives to Travel Oregon. Gary clarified that he interacts with TO as a part of his role as the City's business agent. Committee reviewed memo from Mayor. TO has no provision for liaisons from committees like TPAC. No action taken.
- f. Travel Oregon Bike Friendly Business Program** – Gary will have Lauri Ziemer survey businesses in town to determine level of interest.

5. INFORMATIONAL ITEMS

a. City Council action from February 8, 2016 - Gary reported on City Council actions.

b. TPAC policy for funding events donating to Non-Profits – Committee discussed. **Motion made by Tim Patterson to establish a policy whereby TPAC will not approve requests for funding that include the donation of profits to non-profit organizations without reimbursing City for grant funds. No second. No action taken.** Gary to draft a policy for consideration at the March meeting.

c. Budget and Internet Hit Info – reviewed, no discussion

6. SCHEDULE NEXT MEETING - Next meeting scheduled for March 17th at 4:00 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:48 pm.



REQUEST FOR PROPOSALS

CITY OF BROOKINGS DINING PROMOTIONAL VIDEO

Background

The City of Brookings (City) levies a Transient Room Tax on guests of City lodging establishments for the purpose of providing funding for tourism marketing and promotion. The City, through its Tourism Promotion Advisory Committee, desires to solicit for a dining promotional video to better serve the City's tourism community.

Submission Deadline

To be considered, the respondent must submit three (3) copies of the proposal containing the requested information in an envelope clearly marked: "**Dining Promotional Video**".

In person or by regular mail to: Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

Email: gmilliman@brookings.or.us

Submittals must be received at City Hall, 898 Elk Drive, Brookings, OR 97415, no later than **4:30 PM, _____, 2016**. Incomplete submittals, or submittals received after the specified deadline, will not be considered.

Project Description

The City seeks through this Request for Proposals (RFP) to enter into a contract with an individual, company, or organization to develop a new promotional video highlighting dining opportunities in the Brookings Harbor area. In addition to the fee paid by the City, contractor may collect a fee from participating establishments.

Scope of Work /Deliverables

1. Develop a 15-20 minute video featuring dining and evening activities with a theme of "here is why you would come and spend an evening in Brookings".
2. Format videos for City website integration and stand-alone marketing on You Tube.

Note: The individual, company, or organization may not necessarily have to prepare the graphics, design, photography, etc. needed for the deliverables themselves. They may, as part of their proposal, include the cost of coordinating with outside vendors to prepare the final products.

Budget

The budget for this service is \$2,500.

Process

The City will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the qualifications necessary to manage and execute

the desired services. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee.

Proposals will be evaluated based upon qualifications and an evaluation of the concept.

Proposal Requirements

The proposal will be concise, well organized and demonstrate the qualifications and experience necessary to complete this project. The proposal must include the following:

1. Examples of the desired professional marketing and/or promotional services as outlined under the Scope of Work. Each example should provide some insight into how the campaign/collateral/message was developed and implemented.
2. A minimum of three professional references for similar work provided by the respondent within the past five years is desired. Please include current contact name, company or organization, and contact info (current phone, email and address).
3. A complete resume of each person named in the proposal.
4. A cost proposal.
5. A narrative concept of the proposed video

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 a response to this RFP, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The City also reserves the right to request additional information or clarification from all respondents/proposers until a contract for the desired services is offered to one or more respondents.

Once submitted, the proposal and supporting materials become public documents and become the property of the City of Brookings.

Insurance Requirements

Respondent will be required to enter into a professional services agreement with the City and provide insurance as specified therein.

Questions

Questions related to this request for proposals should be directed to Gary Milliman, City Manager; 541-469-1101; gmilliman@brookings.or.us

TOT RESIDUAL USE POLICY

Event sponsors receiving Transient Occupancy Tax support from the City of Brookings shall not contribute any proceeds from the conduct of the event to non-profit or community based civic organizations without first reimbursing the City from such proceeds up to the amount of TOT funds provided to the event sponsor.

TPAC EXPENSES FY 2015-16

2015-16	Contract Services	Operating Supplies	Training & Travel
	32-10-6090	32-10-6030	32-10-6120
BUDGETED	\$31,381	\$1,000	\$500
July	\$ (5,000) Coastal Christmas - Dec	\$ -	\$ -
	\$ (3,510) Natures Coastal Holiday Bells - Dec		
	\$ (3,500) Oktober Fest - Oct		
August	\$ (53) VC Restrooms	\$ -	\$ -
September	\$ (1,000) WR Coast Home School Conference - Oct	\$ (22)	\$ -
October	\$ -	\$ -	\$ -
November	\$ -	\$ -	\$ -
December	\$ -	\$ -	\$ -
January	\$ (4,000) Wild Rivers Festival - July - LOAN	\$ -	\$ -
	\$ (450) Curry Co. Cruisers - May		
February	\$ (2,500) Curry Coast Community Radio	\$ -	\$ -
March	\$ (500) Xplore - OR Lifestyles Ad	\$ -	\$ -
	\$ (3,000) Zwerkle Run - April - LOAN		
April			
May			
June			
*Pending Allocated Funds	\$ (9,105) see breakdown below		
REMAINING FUNDS	-\$1,237	\$ 978	\$ 500

*Pending Allocated Funds not yet funded:

\$ 1,122.00	OR Coast Magazine (50% of \$2244 shared with Port District)
\$ 862	American Road Magazine Advertising approved 9/2015 - not billed yet
\$ 2,500	Dining Promotion Video approved 1/2016 - contract pending
\$ 2,258	BHHS CTE Program Drone approved 1/2016 - contract pending
<u>\$2,363</u>	Natures Coasta Holiday Arches - pending CC Approval
\$ 9,105	

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous													Total
				9/10/15	10/9/15	11/12/15	12/10/15	1/13/16	2/12/16	3/9/16						Views
Apple Box Videos	4/21/14	Total	2108	212	121	64	98	101	124	174						3002
Great Place to Live			584	46	34	24	32	30	20	82						852
Great Place to Visit			498	52	33	56	23	24	28	35						749
Great Place to Go Camping			493	53	34	26	23	23	41	69						762
Great Place for a Romantic Getaway			448	31	14	10	15	15	17	17						567
KOBI Videos																
11/8/14																
Family Weekend			386	32	27	20	17	21	17	27						547
Romantic Weekend			388	25	26	6	15	14	13	19						506
Oregon Lifestyles																
11/21/14																
Brookings Episode			172	15	3	6	8	22	13	25						264
View Totals All Videos																
			5077	466	292	212	231	250	273	448						7249
Brookings Lifestyle views (not on City channel)																
			9946	1027	1087	971	575	661	514	1011						15792
Great Place for Romantic Getaway																
			16457	169	8409	6918	158	253	509	122						32995
Views on facebook																
			929	0	340	180	0	7	15	4						1475
			206	1	45	45	0	2	1	2						302

Views
 Shares
 Likes