

# City of Brookings

## MEETING AGENDA

### **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, April 21, 2016 - 4:00pm**

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

#### **1. Roll Call**

#### **2. Approval of Minutes**

- a. March 17, 2016

#### **3. Public Comments**

#### **4. Action Items**

- a. AMF September Concerts Event Proposal – Dave Miesner
- b. Mile x Mile Advertising

#### **5. Informational Items**

- a. City Council action
  - 1. Avenue of Arches – City Council only funded the TPAC portion of \$2362
  - 2. Dining Video RFP – RFP's due April 22<sup>nd</sup>
  - 3. TPAC Residual Use Policy – Ordinance approved by City Council
- 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) MINUTES**  
**Thursday – March 17, 2016**

**CALL TO ORDER**

Meeting called to order at 4:00 PM

**1. ROLL CALL**

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

Also present: City Manager Gary Milliman, City Recorder Joyce Heffington appeared to answer commission question

**2. APPROVAL OF MINUTES – Motion made to approve the minutes of February 18, 2016; motion seconded and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

Mike Frederick of Chetco Running Club advised they have the course laid out, they have vendors and bands scheduled and are anticipating a good turnout. In case of rain they have rented tents. He also advised Kite Festival organizers are being sponsored by the Casino and many participants will be staying at the Casino, not in local motels and wanted TPAC aware of that if they request funds.

Mike expressed interest in applying for a position on the TPAC commission and the number of people allowed to live in/out of the city limits and be on the committee. Joyce Heffington advised that the commission consists of seven members; all seven must reside in Curry County, at least four of which must be City residents, three can be non-city residents but must have an economic interest, such as property ownership, business ownership or employment within the City. In order to change membership requirements City Council would have to change the ordinance. Currently have two committee members who reside in the City and three who live outside the City and two openings.

Chrissy Perry, Event Planner for the Port reported that the Crab Fest, if continued, will be trying to cut down the costs of food, supplies, tents, tables and chairs in order to break even. Large portion of the cost is toward the renting of a tent. Commission requested discussion of an Event Tent be placed on next months agenda with invitation to Barbara Ciaramella to attend to review information she had previously researched.

**4. ACTION ITEMS**

- a. Dining Video RFP** – Commission reviewed proposed RFP, Candice advised that last sentence needs to be removed from the Project Description concerning the contractor being able to collect a fee from participating establishments per the minutes from last meeting. RFP forwarded to the City Council.
  
- b. TPAC Residual Use Policy** – Gary Milliman presented draft TOT Residual Use Policy. **Motion made by Candice Michel to send the policy to City Council for approval; motion seconded;** discussion pursued. Bob Pieper stated the initial reason for TPAC grants was to put people in beds, and that is what funded events accomplish so they should be able to contribute monies to non-profits they support. Candice stated the goal was also to assist events with seed money in getting established and any money they make in profit was to be seed money to sustain the event for the next event, rather than coming to TPAC for funds again. Commission is willing to fund events but if they make a profit, must pay back TPAC funds before donating to

non-profits. Gary clarified that the intent of the policy is to prohibit non-profits from giving profits to another non-profit. **Committee voted; four in favor, Bob Pieper opposed; the motion carried.** Policy forwarded to the City Council.

## **5. INFORMATIONAL ITEMS**

- a. City Council action** – Avenue of Arches has yet to be on City Council Agenda.
- b. Budget and Internet Hit Info** – reviewed expenses and remaining funds.
- c.** Gary advised the Budget Committee received a request for funds for the 4<sup>th</sup> of July fireworks from the VFW and has instructed City Council to include 10% of the costs (\$2500) to come out the TPAC 2016-17 proposed budget.
- d.** Gary attended the Chamber of Commerce Board of Directors meeting as an ex-officio member and they will be relocating the Chamber office and Visitors Info Center from the Harbor possibly to downtown.
- e.** Bob Pieper wondered if photographs could be submitted for some of the TPAC advertising, Gary said yes, please submit.
- f.** Candice met with Joe Moran and the robotic high school class and they are submitting ideas for their drone projects. Bob suggested the upcoming Chetco Brewing event be filmed.
- g.** Tim advised the Chamber has turned over handling of everything for the Azalea Festival except the parade and shrimp feed. The Port would like to have six bands in the parade that would bring more people to town.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for April 21<sup>st</sup> at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:04 pm.

Respectfully submitted,

---

Tim Patterson, Chair  
(approved at April 21, 2016, meeting)



# REQUEST FOR PROPOSALS

## CITY OF BROOKINGS TOURISM EVENT INCENTIVES

The City of Brookings (City) requests 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 new events or the addition of events to current events that would increase out of area visitor attendance. The City is offering incentives to assist event organizers in promoting and advertising their events.

### **Submission Deadline**

To be considered, respondents must submit in person, regular mail or email a cover letter and this proposal to:

#### **"Tourism Event Proposal"**

Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

email: [gmilliman@brookings.or.us](mailto:gmilliman@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. All proposals will be reviewed by the City's Tourism Promotion Advisory Committee. Proposals will be evaluated based upon event sustainability. Priority will be given to first time events.

### **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 all funding has been awarded.

Once submitted, the proposal 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 will require an approved Event Permit and/or Parks Use Application, as applicable. Certificates of Insurance are also a requirement for events held on City property. Permits may be obtained following the award of funding and are available at the Visitor's Office window in City Hall and on the City's website under "Forms & Guidelines."

### **Questions**

Please direct questions to Lauri Ziemer, 541-469-1103; [lziemer@brookings.or.us](mailto:lziemer@brookings.or.us)

**Event Title:** American Music Festival (AMF) September Sunday Concerts **Amount Requested** \$ 2,500

**Event Description:** Sunday Summer afternoon concerts in Azalea Park scheduled in September

**Event Dates:** September 11<sup>th</sup>, September 18<sup>th</sup>, and September 25<sup>th</sup>

**Location:** Azalea Park Bandshell **Location secured?** Yes  No

**Event Goals:**  
 We want to take advantage of the typically beautiful weather in fall and extend our concert season to include more Sunday summer concerts in September which would encourage fall tourists for the weekends. Concert goers plan trips to Brookings from Medford, Redding, Eureka, Eugene, Klamath Falls, Reno, Portland and farther to hear music/bands they follow and like to see perform. One reason they come to Brookings concerts.....we are a free event they can afford on their weekend visiting budget allowing them to spend money in local motels and restaurants.

**Please explain how this event will be sustained after the first year:**  
 We seek sponsors from local businesses and grants yearly. Any income leftover is banked for the next year's concerts.

**Sponsors/Investors:**  
 This years' list of 2016 sponsors for the AMF season attached. This year we have enough sponsors to cover the concerts scheduled from June thru August.

Budget					
Income for September			Expenses for September		
Season Grants/ Sponsorships	\$		Band Costs	\$	4,200
Admissions	\$		Insurance	\$	
Concessions	\$		Advertising	\$	
Donations	\$	1,200	Concert Programs/Surveys	\$	50
	\$			\$	
<b>TOTAL</b>	\$	1,200	<b>TOTAL</b>	\$	4,250

**Methodology for evaluating events success in terms of bringing visitors to the Brookings area:**  
 Every concert we pass out surveys to concert goers and ask how they liked the band and their home zip code to determine how many are out of area guests and where they are coming from. Directors mingle extensively with the crowd to hear suggestions and remarks and have heard many times that the concert season should be extended.

**Contact Person:** Dave Miesner, AMF Director **Phone:** \_\_\_\_\_  
**Organization:** AMF **Address:** PO Box 1737, Brookings, OR 97415

If more space is required please attach additional pages



American Music Festival (AMF)  
*Under the auspices of BACA*  
*(Brookings Area Council for the Arts)*  
P.O. Box 1737  
Brookings, OR 97415  
Tax ID #93-0897520

---

April 1, 2016

Dear TPAC:

Summer is around the corner and Fall will be soon behind. The American Music Festival (AMF) is busy planning for those long and usually warm Sunday afternoons in Azalea Park and this year AMF is extending their concert season thru the month of September. We want to take advantage of our typically beautiful fall weather and encourage visitors with one more thing to put on their list to do while visiting our area, which means they may stay an extra day or two.

AMF has been providing summer concerts since 1995. Every year we seek out sponsors and grants to support our goal of bringing quality bands that appeal to local and visiting audiences on a wide spectrum including age, musical tastes, genres and styles. Some years we have greater sponsorship than others and this year is one of those other years. We hope to have funds to cover five to six concerts during the summer, but need additional funding for the fall concerts.

Last summer we had a fantastic concert season, with a record number of crowds attending. We brought in bands that have set a very high standard for us to continue. To do that we need support to attract quality bands with a high performance level that everyone wants to spend a warm fall afternoon listening to. We also want to engage bands that visitors travel to Brookings and spend the weekend to see. Perhaps you have noticed an increase in visitors in the area on concert weekends; concert goers are planning trips to Brookings from Medford, Redding, Eureka, Eugene and farther to hear music/bands they follow and they like to see perform. One reason they come to Brookings concerts.....we are a free event they can afford on their weekend visiting budget allowing them to spend money in local motels and restaurants.

We hope you see the value in supporting this ever popular event and are able to help us extend our AMF concert season.

Sincerely

AMF Directors



## **There's something about a band shell in a park.**

Simple or fancy, large or small, a band shell is a symbol of American life, an icon of summer, of music and of community.

Even when it's empty, spotting a band shell can leave you humming your favorite rousing chorus of a John Phillips Sousa march. Even without a concert, a band shell in the park rings out a chorus about the community.

But other than attracting children (and many adults) to pretend to be performing, an empty band shell is a vacuum, a space and silence that begs to be filled.

So a handful of volunteers has found it easy over the years to lend time and skills to bringing music to the "Stage Under the Stars" in Azalea Park, the garden at the heart of Brookings, Oregon.

We quite boldly call it The American Music Festival, a name born out of aspirations. I'm betting most people know the series as what it really is: Free Sunday Concerts in the Park. The events are, after all, just that: free live music at 1 p.m. every other Sunday on the outdoor stage from June into September.

Our small group chooses the dates, schedules the park, sends out fundraising letters, selects the shows, makes arrangements for things such as housing and sound, and then sits back to enjoy the

shows with everyone else. We handed off operating the Snack Shack to others long ago.

There are no admission tickets. No special seating. No decorations nor special site preparation -- at least by the core group. We create programs mostly to give our sponsors a boost, ask for feedback from the audience, and keep the schedule on the bulletin boards of our most faithful patrons.

We "board members" show up as we can; after all, we are volunteers with lots of other events in our lives. One of us introduces the day's show; others take donation buckets out into the crowd.

And for a couple of hours on a summer Sunday afternoon, the music floats out onto the hillside, contained by the arena of wild azaleas and towering firs, and sometimes in competition with cries of the seagulls and the ocean breezes hushing through the trees.

Like many no-rules events, there are indeed self-imposed standards. It's OK to wander in late or leave early. No one minds a certain amount of visiting among friends. Dancers, picnic lunches, leashed dogs, photographers, bubbles and hula hoops are all tolerated, even encouraged by smiles, as long as they are respectful of everyone else's view of the stage.

Best of all, there is never, ever any trash left behind on the grounds. Not a scrap.

What does remain are the memories -- of summer, of music, of neighbors and especially of small town American life.

And, of course, of an empty bandshell -- a promise that both the summer sunshine and the sound of music will return.



2016  
Summer Concerts  
in the Park



**THIS SEASON'S TENTATIVE  
FREE CONCERT SCHEDULE:**

JUNE 12<sup>TH</sup> OR 19<sup>TH</sup>, SUNDAY, 1:00 pm  
??

JUNE 26<sup>TH</sup>, SUNDAY, 1:00 pm  
*Petty Fever*

*A stunning salute to Tom Petty & the Heartbreakers,  
performing three decades of classic Petty hits!*

JULY 10<sup>th</sup>, SUNDAY, 1:00 pm  
*Abby Road LIVE*

*a Beatles Tribute from all eras of the Fab Four's career*

JULY 24<sup>TH</sup>, SUNDAY, 1:00 pm  
*234<sup>th</sup> Army Band*

*Patriotic music to support our national interests at  
home and abroad*

AUGUST 7<sup>TH</sup>, SUNDAY, 1:00 pm  
*The Cheeseburgers*

*Jimmy Buffet Tribute Band – danceable rock-n-roll!*

AUGUST 14<sup>TH</sup>, SUNDAY, 1:00 pm

*Brad Wilson & the Rollin' Blues Thunder Band*

*"Diamond hard blues rock & powerhouse blues that strike  
like a lightning bolt!"*

AUGUST 21<sup>ST</sup>, SUNDAY, 1:00 pm  
??

SEPTEMBER 11<sup>TH</sup>, SUNDAY, 1:00 pm  
*The Jones Band*

*Classic Rock from Traditional 70's & 80's*

SEPTEMBER 18<sup>TH</sup>, SUNDAY, 1:00 pm  
*Dirty Cello*

*Cello led bluegrass and blues band!*

SEPTEMBER 25<sup>TH</sup>, SUNDAY, 1:00 pm  
*Dustbowl Revival*

*Bluegrass. Swing, Hot Jazz, Pre-war Blues*

The 2016 Summer Concert Series is brought to you with the generous support of Rogue Credit Union, our Presenting Sponsor, the Oregon Cultural Trust and the Oregon Community Foundation as well as the following local, corporate and private sponsors.

Presenting Sponsor  
Rogue Credit Union

Platinum Sponsors:

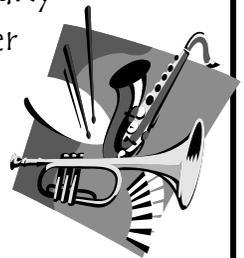
Brookings Area Council for the Arts  
City of Brookings  
Curry Coastal Pilot Newspaper  
Curry County Cultural Coalition  
Wild Rivers Motor Lodge

Gold Sponsors:

Brookings Signs & Graphics  
Les Schwab Tire Center

Silver Sponsors:

Best Western Beachfront Inn  
Blue Pacific Realty  
Dave Miesner



Bronze Sponsors:

AtRivers Edge RV Resort  
Coastal Home Health & Hospice  
Wanda & Marvin Nasses  
Robert E. Krebs Family

Medalist Sponsors:

Brandy Peak Distillery  
Brookings RV Park  
Coldwell Banker Oregon Coast Realty  
Dr. Gene Chickinell  
Lee Musser Accounting  
Spindrift Motor Lodge  
WAFD Insurance Group

Please join us Sunday  
afternoons in Azalea Park  
throughout the summer  
and fall!

In case of rain, concerts are  
held at the Chetco Grange Hall  
in Harbor

## Gary Milliman

---

**From:** Marji  
**Sent:** Monday, March 28, 2016 6:36 PM  
**To:** Gary Milliman  
**Subject:** Re: City of Brookings ads for the 2016 Mile by Mile Guide ~ Oregon Coast Magazine  
**Attachments:** OCM\_Rate Sheet\_2016.pdf

Hello Gary,

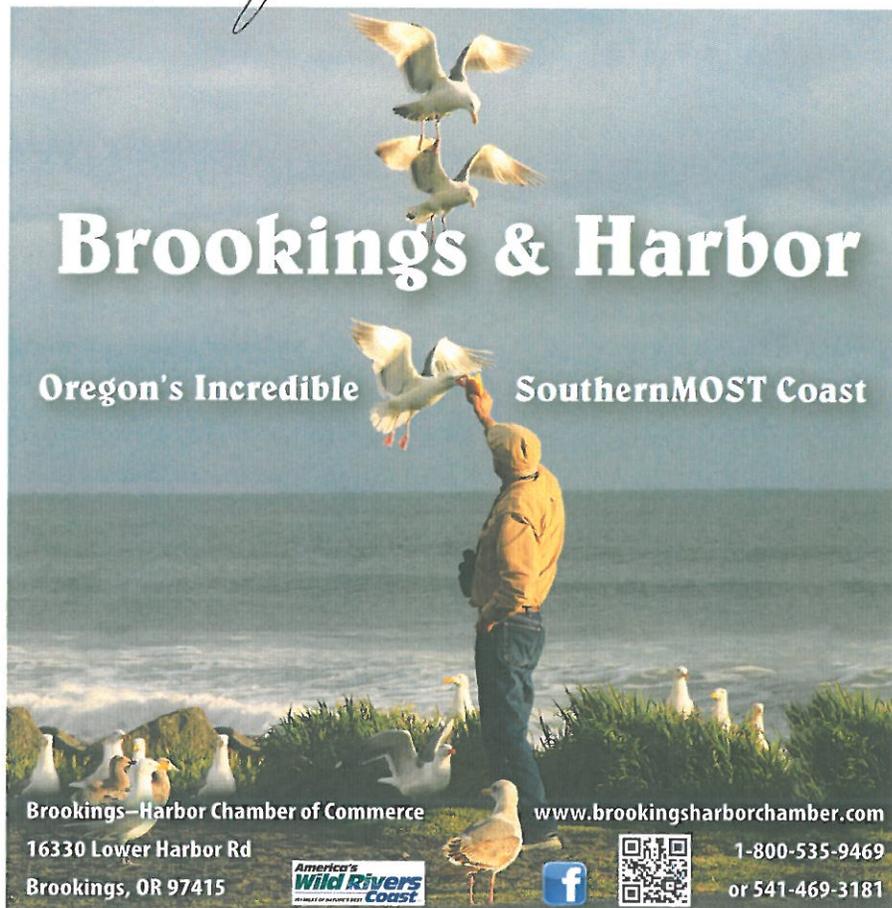
In years past, in addition to the Mile-by-Mile spread, the Brookings Chamber ran a 1/3rd page ad in our regular issues of Oregon Coast Magazine. Are you interested in the City doing that this year?

I've attached our regular rate sheet. I can offer you the 6x rate in our upcoming May/June issue.

I'll send some examples of previous ads from our graphics dept, designed for Brookings in a separate email.

Thanks for your consideration,  
Marji Brown  
Oregon Coast Magazine  
Cell ~ (541) 999-7616

*Sample from 2014*



**Brookings & Harbor**

Oregon's Incredible SouthernMOST Coast

Brookings—Harbor Chamber of Commerce  
16330 Lower Harbor Rd  
Brookings, OR 97415

[www.brookingsharborchamber.com](http://www.brookingsharborchamber.com)  
1-800-535-9469  
or 541-469-3181

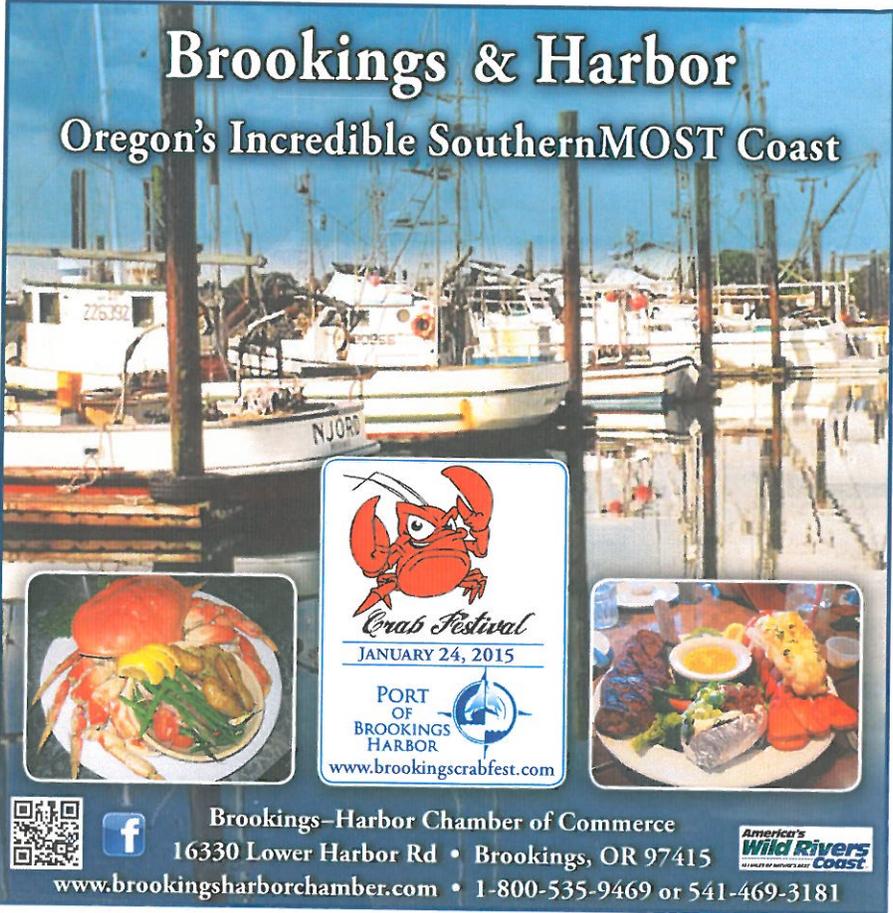
America's Wild Rivers  
Wild Rivers  
Coast

f



# Brookings & Harbor

Oregon's Incredible SouthernMOST Coast



*Crab Festival*  
JANUARY 24, 2015  
PORT OF BROOKINGS HARBOR  
[www.brookingscrabfest.com](http://www.brookingscrabfest.com)



Brookings-Harbor Chamber of Commerce  
16330 Lower Harbor Rd • Brookings, OR 97415

[www.brookingsharborchamber.com](http://www.brookingsharborchamber.com) • 1-800-535-9469 or 541-469-3181



# Brookings & Harbor

Oregon's Incredible SouthernMOST Coast



**Celebrate  
at the Beach!**

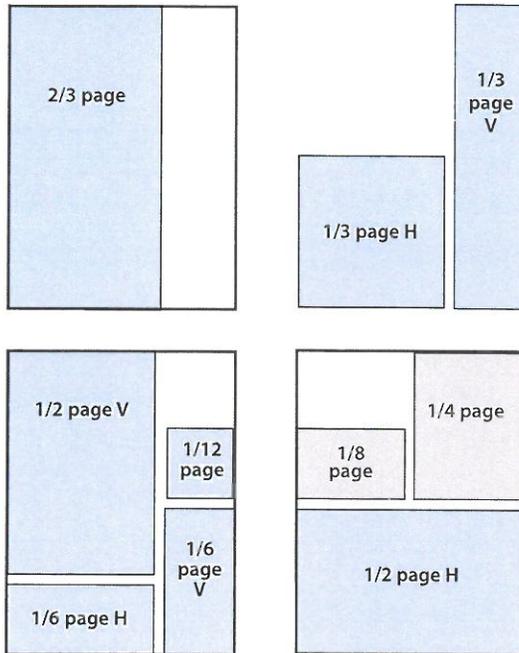


Brookings-Harbor Chamber of Commerce  
16330 Lower Harbor Rd • Brookings, OR 97415

[www.brookingsharborchamber.com](http://www.brookingsharborchamber.com) • 1-800-535-9469 or 541-469-3181



# 2016 Ad Sizes and Rates



## AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/12 page	2.25 W x 2.25 D

## TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth

\* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

## Ad Rates Four color - run of press

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/12 page	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	
Card Insert	2,895	(Shared card, we print)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6- time rates.

## Travel planner

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363

## Banner ads

As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser by e-mail or if requested, in label format.

## Payment policies

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-pay discount (not applicable with credit card payments.).

# Ad Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10

**TPAC EXPENSES FY 2015-16**

2015-16	Contract Services	Operating Supplies	Training & Travel
	<b>32-10-6090</b>	<b>32-10-6030</b>	<b>32-10-6120</b>
<b>BUDGETED</b>	<b>\$31,381</b>	<b>\$1,000</b>	<b>\$500</b>
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	\$ -	\$ -
April	\$ (3,000) Zwerkle Run - April - LOAN	\$ -	\$ -
	\$ (500) Xplore - OR Lifestyles Ad	\$ -	\$ -
	\$ (2,244) Oregon Coast Magazine	\$ -	\$ -
	\$ (943) American Road Magazine Advertising	\$ -	\$ -
May			
June			
*Pending			
Allocated Funds	\$ (3,636) see breakdown below		
<b>REMAINING FUNDS</b>	<b>\$1,044</b>	<b>\$ 978</b>	<b>\$ 500</b>

2015-16 Budget

*Pending	\$ (1,122.00)	Port to pay 50% OR Coast Mag Ad \$2244
Allocated	\$ 2,500	Dining Promotion Video approved 1/2016 - contract pending
Funds not yet funded:	\$ 2,258	BHHS CTE Program Drone approved 1/2016 - contract pending
	\$ 3,636.00	

2016-17 Budget \$ 2,363.00 Natures Coastal Holiday Arches - 7/1/16 Budget

