

# City of Brookings

## MEETING AGENDA

### **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, July 28, 2016 - 4:00pm**

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

- 1. Roll Call** – Introduction of new member Angela Christian
- 2. Approval of Minutes**
  - a. May 19, 2016
  - b. June 16, 2016
- 3. Public Comments**
- 4. Action Items**
  - a. Election of Chair and Vice Chair
  - b. Public Meeting Laws – City Attorney Martha Rice & City Manager Gary Milliman
  - c. Oregon Coast Visitors Association – Dave Lacey
  - d. 2<sup>nd</sup> Annual Vet’s Fest Event Proposal – Jim Newman
  - e. Fun on 101 Event Proposal – Tammy Tanner
  - f. KOBI Digital Advertising – Judy Luker
  - g. 101 Things to Do Print Advertising – Carlton Nielsen
  - h. Curry Coastal Pilot Mobile Advertising – Cheri Griffith
- 5. Informational Items**
  - a. 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 – May 19, 2016**

**CALL TO ORDER**

Meeting called to order at 4:05 PM

**1. ROLL CALL**

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

*Absent:* Committee members Chuck Costello, Mary Geyer, Bob Pieper

Also present: Lauri Ziemer, City Administrative Assistant

**2. APPROVAL OF MINUTES – Motion made Candice Michel to approve the minutes of April 21, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

Chrissy Perry, Port Event Coordinator advised the Azalea Festival "Party at the Port" is progressing well with more vendors/events planned for this year including a film festival screening at the Kite Field on Saturday night. Port parking likely to be an issue with so many people in the area. She also advised that all motels and campgrounds are full for that weekend.

Connie & Skip Hunter, planning a Vet Fest/Concert in Azalea Park for August 27, 2016. Targeting an outside the area audience and plan to submit a TPAC Event Proposal request.

Lauri Ziemer advised that in order for discussion items/event proposals to be placed on TPAC agenda for committee to discuss and vote on that she be provided informational material week before the meeting so the information can be included in the agenda packet for committee members to review.

Mike Frederick advised that his Beat the Brewers Relay Run & Fair on April 9, 2016 went well with a good run, good vendors, good music and a good turnout for a successful event. Expects momentum to carry event again next year. Will submit an Event Eval form.

**4. ACTION ITEMS**

- a. Election of Chair & Vice Chair - Motion made by Candice Michel to elect Tim Patterson as chair until January, 2017 meeting, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously. Motion made by Candice Michel to elect Skip Watwood as vice chair until January, 2017 meeting, motion seconded by Tim Patterson and Committee voted; the motion carried unanimously.**
  
- b. AMF September Concerts Event Proposal –** Committee continued tabled discussion of funding AMF. All agreed it was a worthwhile event that attracts visitors to the area and could increase tourism in September. Wondered if AMF were to allow alcohol if sponsorship monies and donations would increase and for AMF to consider that option. **Motion made by Candice Michel to fund AMF on a one time basis \$2500 for their September 2017 concerts, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Matter forwarded to City Council.
  
- c. American Road Magazine –** Committee reviewed online stats provided and wondered if the number of electronic clicks were worth the advertising print fees and how to determine if any of those clicks resulted in someone coming to Brookings to spend money. Suggested having campgrounds ask RV'ers how they discovered Brookings and if it was through print advertising.

No system in place to collect and evaluate such data. Chrissy Perry advised she could have that question added to the Sporthaven Beach RV Park registration form.

- d. **Mile x Mile Advertising** – Considered while discussing American Road Magazine stats. Committee decided not to take any action on print advertising at this time.
- e. **Dining Video RFP** – Committee reviewed the two RFP’s and their qualifications. All thought the resumes of both were impressive. Candice thought XPlore Film being somewhat local, and having produced previous videos that were nicely done was a benefit, also that they had additional distribution areas available to broadcast the video. Could not review any film work by Eunice Goldstein. **Motion made by Candice Michel to recommend contracting with XPlore Film LLC for the dining video, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.** Committee decided to have Skip Watwood be the liaison with XPlore Film for video substance, goals and questions. Matter forwarded to City Council.

**5. INFORMATIONAL ITEMS**

- a. **Budget and Internet Hit Info** – reviewed expenses and internet hit info.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for June 16<sup>th</sup> at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:32 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at \_\_\_\_\_, meeting)

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES**  
**Thursday – June 16, 2016**

**CALL TO ORDER**

Meeting called to order at 4:05 PM

**1. ROLL CALL**

*Present:* Committee members Candice Michel, Skip Watwood, Mary Geyer and Chair Tim Patterson

*Absent:* Committee members Chuck Costello, Bob Pieper

Also present: Gary Milliman, City Manager

Introduction of new committee member Mary Geyer

**2. APPROVAL OF MINUTES – Motion made by Candice Michel to approve the minutes of May 19, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

Jane Stebbens commented that the new mural on Chetco Avenue by the Pilot was very vibrant and looked very nice.

**4. ACTION ITEMS**

- a. **Dining Video RFP** – Skip Watwood presented questions that Xplore Films had before they start the dining video including: Should they include restaurants in Harbor and did they want to mention restaurant names? Committee discussed and agreed showing both Brookings and Harbor restaurants would be OK, and would add a variety of restaurants and night life. Decided rather than specify restaurant names/locations to have restaurant names appear in the production credits and keep video generic. OK if restaurant name/logo were seen in video but not mentioned or promoted. Video to play on City website and various Xplore Film sites mentioned in their proposal. Thought Xplore should schedule the visits to restaurants so they are staged and prepared. Skip to contact Xplore Films with committee decisions.
- b. **2016-17 Budget** - Gary advised that the City 2016-17 budget had been adopted. There remains \$34,580 in uncommitted TPAC funds after the pending budget allocations are made. Committee discussed allocating amounts to print advertising, tv advertising, videos, and events. Suggested contact with print and TV advertisers to determine successfulness of ads, Mary advised promoters have ways to estimate number of people reached. Print advertising has seen a drop and advertising has gone to social media. Gary advised that the state has increased the Transient Occupancy Tax (TOT) revenue from 1% to 1.8% effective July 1 and they anticipate additional revenue. They are having discussions on how to allocate that additional funding. Plan to allocate a proportionate share to regional destination marketing organizations which is Oregon Coast Visitors Association (OCVA) and setting up a grant program to fund local promotional activities. It will provide an opportunity for the City to pursue partnerships with OCVA and Travel Oregon on different projects and advertising. Mary suggested talking to other cities to discuss where they are finding success in advertising for direction. Gary advised OCVA has marketing regions and City will have a more active role with them and access to their data which may answer some of those questions.

Gary advised that Salmon Run is now run by the City and he is pursuing marketing and funding projects for it, now that the City is actively involved in a tourism business more funding opportunities become available.

In pursuing TV advertising, suggested Channel 5 provide data to determine media advertising successfulness and see if other TV advertisers are interested. Suggested getting advice from OCTA as to advertising direction. Committee members expressed they are not against TV/Print ads but would like more info on if they are successful in bringing tourists. Gary to invite OCVA to next meeting.

## **5. INFORMATIONAL ITEMS**

- a. McVay Rock Disc Golf Tournament Evaluation** – Michael Campbell presented event evaluation, advised they had a change in leadership which is why form was so late. They believed the first time event was successful, even though it was poor weather. Provided information on condition and maintenance of McVay Rock Disc Golf Park which is supported and maintained by the State parks. At the tournament they heard many comments on how well players liked the Salmon Run Disc Golf Course, which is a professional level course, and that they would like to come back. The group is considering a tournament series in the area. They will be talking further with Val Early, Golf Course Manager.
- b. City Council Action** – Gary advised the City Council approved the \$2500 TPAC grant to AMF and the Dining Video RFP. Also advised that the Rogue Relay is concluding this weekend at Azalea Park with 1200 people estimated to attend. Second year for the event and City Council approved a \$2000 sponsorship and waived fees totaling @\$2000. The relay group has not actively promoted the event to anyone other than the relay runners. Gary advised that new City Recorder, Teri Davis will be doing a new city newsletter and monthly calendar of events to email to businesses providing a heads up on upcoming events such as these.

Gary advised that he and City Attorney Martha Rice have information on new Public Meeting Laws and Rules they will be sharing with all City commissions and committees at the next committee meeting.

- c. Budget and Internet Hit Info - Budget and Internet Hit Info** – positive comments on the number of hits the Boardman State Park video is receiving.

**6. SCHEDULE NEXT MEETING** – Gary is not available for the next regularly scheduled TPAC meeting and to allow the City Attorney to attend TPAC and Park and Rec Commission meetings request TPAC meeting be rescheduled one week later to July 28<sup>th</sup> at 4:00 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:30 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at July 28, 2016, meeting)

**CITY OF BROOKINGS**  
**TOURISM PROMOTION ADVISORY COMMITTEE**  
**AGENDA REPORT**

Meeting Date: July 28, 2016

\_\_\_\_\_  
Gary Milliman

(submitted by)

Originating Dept: City Manager

\_\_\_\_\_  
Executive Director Approval

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Subject: Briefing on Open Meeting Regulations

City Attorney Martha Rice will provide a briefing for the City Council concerning State open meetings regulations.

Recommended Motion: None

Financial Impact: None

16 June 2016

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

SUBJECT: TOURISM EVENT PROPOSAL

Building on the successes of last year's inaugural event, this year's Second Annual Vet Fest will set the standard for this festival to be a festival destination for regional stewardship and cultural tourists, especially military/ veterans, families and supporters throughout the State of Oregon and Northern California. Promotions/cross promotions and advertising will target markets in Oregon (Grants Pass, Medford, Eugene, Roseburg, White City, Illinois Valley, Klamath, Bandon, North Bend and Coos Bay, Salem, Portland) and California (Del Norte County and Humboldt County including Eureka, Redding, etc.).

Promotional focus will reach out to veterans' organizations throughout the region, including veterans' motorcycle and classic car groups, veteran musicians and artists groups, and others who like to attend festivals in the region. Great relationships with local media and media in our region will allow us to provide additional promotional/cross promotional opportunities for a bigger bang for our advertising/marketing dollars.

With that in mind, the *Vet Fest* vision is to create a signature annual event for our area. Each year we will add more to the development of the festival in hopes of making this event a destination in our region that develops a kind of brand loyalty.

Thank you to the City of Brookings and TPAC for consideration of this special event for TPAC funding in the amount of \$3,000.

With much appreciation,



Jim Newman, 541-254-1002

Associates of Vietnam Veterans of America

rusticones@aol.com

**Event Title:** Second annual Veteran's Festival **Amount Requested** \$ 3,000.00

**Event Description:** A day of free music focusing on the Veteran community and their families open to the community as well thanking them for all their support over the years.

**Event Date/s:** August 26th at the Capella for a Veteran Women's event and August 27th at the

**Location:** bandshell in Azalea Park. **Location secured?** Yes  No

**Event Goals:** To provide a Veteran dedicated (this year honoring women veterans) event that draws attendance from northern California and southern Oregon. Also giving back to a very supportive community and partnering with other veteran groups.

**Please explain how this event will be sustained after the first year:** Event donations, yearly fundraising, grants and sponsorships

**Sponsors/Investors:** V.V.A. Chapter 757, Jim Newman, Connie Hunter and others as they come on board.

**Budget**

Income		Expenses	
Fees waived	\$ 478.00	Facility/Venue Costs	\$ 478.00
Grants	\$ 800.00	Insurance	\$ VVA carries policy
Concessions	\$ 0	Advertising	\$ 2,000.00
Day of event donations	\$ 700.00	Supplies	\$ 200.00
Sponsorships	\$ 3,400.00	Bands	\$ 4,700.00
in-kind media support	\$ 2,000.00		\$
<b>TOTAL</b>	<b>\$ 7,378.00</b>	<b>TOTAL</b>	<b>\$ 7,378.00</b>

**Methodology for evaluating events success in terms of bringing visitors to the Brookings area:** Live surveys of event attendees to include comments on the music, suggestions as to what did and did'nt work, zip code tracking as well

**Contact Person:** Jim Newman **Phone:** (541) 254-1002

**Organization:** A.V.V.A. **Address:** P.O.B. 1677 Brookings, Or. 97415

If more space is required please attach additional pages

## **SECOND ANNUAL VET FEST, Saturday, August 27, 2016**

**EVENT GOALS:** Building on the successes of last year's inaugural event, this year's Second Annual Vet Fest will set the standard for this festival to be a festival destination for regional stewardship and cultural tourists, especially military/ veterans, families and supporters throughout the State of Oregon and Northern California. Promotions/cross promotions and advertising will target markets in Oregon (Grants Pass, Medford, Eugene, Roseburg, White City, Illinois Valley, Klamath, Bandon, North Bend and Coos Bay, Salem, Portland) and California (Del Norte County and Humboldt County including Eureka, Redding, etc.).

Promotional focus will reach out to veterans' organizations throughout the region, including veterans' motorcycle and classic car groups, musicians and artists groups, and others who like to attend festivals in the region. We hope to have 2017's event in September as it was last year to better address TPAC's efforts to grow events during shoulder seasons.

Working with KCIW, the Insider of Southern Oregon and other local media outlets, we will have significant free coverage from these in-kind media co-sponsors and newspaper coverage, as well. Most of our printing and copying will be donated or at a very low cost (cost of materials, only) including working with community-radio stations throughout the region and free events publications. We expect significant Public Service Advertising also from the for profit radio stations in our Southern Oregon/Northern California areas.

The signature event is a part of the overall Vet Fest vision. Growing this in sustainable increments is key to growing into an opportunity to showcase music and visual arts and crafts by and for the general public. Each year will have a different emphasis in its special honoring of our service members, veterans, families and the Fallen. This year's special honoring will focus on women with prior military service. On the day prior to Vet Fest (Friday, August 26<sup>th</sup>), there will also be an event especially for women veterans.

The details of this event are still being determined...but will tie into the Saturday, Second Annual Vet Fest's *Honoring Our SHEeroes*. (August 26 -- Tentative Venue--Calpella By the Sea, Azalea Park, Brookings, OR) Many of our female veterans have PTSD from military sexual trauma and have been severely underserved because of our isolated community--not to mention the culture of the military and even the V.A. These two events will shine a light on these tough issues and provide a jumping off point for programs that will provide healing experiences.

## **Headliners: Tayla Lynn with Eric Tingstad**

In Curry County, it is rare to have such highly acclaimed talent perform as Tayla Lynn accompanied by Grammy Award winner Eric Tingstad. The Second Annual Vet Fest hopes to bring this celebrated and unusual duo to honor our veterans in Southern Oregon and Northern California and beyond. Such high-quality original music is a specialty that brings the crowds out wherever they perform. Playing for packed houses and large festival crowds, both artists are recognized for their high-quality original music and, as a result, are considered a major audience attendance “draw”.

Tayla Lynn is a southern girl who grew up in the heart of Tennessee, and her country bloodlines include her grandmother--country-music legend, Loretta Lynn, and her father, Ernie, who sang and played guitar in Loretta Lynn's band. Much like her grandmother Loretta, Tayla is a world-renown country music artist. Tayla has proudly performed for our troops in Afghanistan and is beloved among the military veterans community. When the time is right in her performance, Tayla performs a set of the iconic songs that Loretta Lynn made famous.

Eric Tingstad is a Grammy Award winning musician who also is a well-known national and Pacific Northwest record producer, songwriter and composer. He was born and raised in Seattle, WA where he currently resides. Best known as a fingerstyle guitarist, Tingstad has performed, recorded, and produced Alternative Country, Blues, Americana, Rock, Smooth Jazz and Ambient /New Age music. Tingstad frequently collaborates with others including Tayla Lynn but is most often recognized for work and performances with long-time friend, woodwinds player Nancy Rumbel as the acclaimed Tingstad and Rumbel duo. Tingstad is also a principal founder, producer, electric guitarist and co-writer with The Halyards, a Seattle-based American roots rock band that includes Carl Funk and Larry Mason.

## **Opening Act: J. Barley Band**

J. Barley Band is from the Illinois Valley area and includes several veteran band members. Their performance at Vet Fest last year had the audience tapping their toes and dancing to Roots Americana, Folk, Country, Rock and Zydeco/Cajun genres of music. This 5-piece ensemble of season musicians was a significant draw and we expect that local word of mouth advertising will bring out even more locals to this year's event.

## **Closing Act: Spence Brothers Blues Band (and Friends!)**

Local All Star Band, the Spence Brothers Blues Band always bring out the local fun folks and veteran community with their Texas blues/rock originals with a smattering of oldies and danceable cover tunes! Members include Troy Spence (lead guitar, vocals—former lead player for the S.F.-based Blue Cheer—Summertime Blues), Rodney Spence (bass guitar, backup vocals), Ken Podesta/Daniels (drums), Johnny Lightning (slide guitar, vocals), Jim Newman (key boards, backup vocals) and military veteran T-bone Stone (harmonica/harp and vocals).

## **“Class Acts” Needed: Vet Fest Special Event Sponsors**

*Second Annual Vet Fest Co-Presenter/Title Sponsor: \$1,000 (One Opportunity Available)*

- Co-presenter for the event
- Banner at event and Community Builders Booth at Wednesday’s Farmers Markets in Harbor and other special events throughout the year
- Featured in all paid and public service advertising on radio stations, in newspapers, magazines and newsletters (inclusion of logo on all event materials and publicity)
- Opportunity to speak as at both the Vet Fest and serve as host(s) for a special intimate performance and honoring of women veterans (with Headliners the day before Vet Fest), naming rights for Women with Prior Military Service event
- Opportunity for sponsor to speak at event and meet headliners

*Vet Fest Honors Our Women Veterans: A Very Special Sponsorship: \$750 (Two opportunities available)*

- Co-presenter for the event Women Veterans event (August 26, 2016)
- Featured in public service advertising on radio stations and in newspapers, magazines and newsletters (inclusion of logo on all event materials and publicity)
- Opportunity to participate as host(s) for a special intimate performance and honoring of women veterans (with Headliners the day before Vet Fest), naming rights for this event
- Opportunity for sponsor to speak at event and meet headliners

*Vet Fest Five Branches of the Military Sponsorship: \$500 (Five opportunities available: USA, USAF, USN, USMC, USCG)*

- Special mentions at Vet Fest and Women Veterans event (August 26, 2016)
- Featured in public service advertising on radio stations and in newspapers, magazines and newsletters
- Opportunity to participate attend a special intimate performance and honoring of women veterans (with Headliners the day before Vet Fest) and meet our headliners

Event Title: FUN ON 101 SHOP & SAVOR FLAVOR FEST Amount Requested \$ 4000.00 ~~4075.00~~

Event Description: RESTURANTS & RETAIL SHOPS PAIR UP TO SHOWCASE THE BEST OF BROOKINGS ON HWY 101.

Event Date/s: SEPTEMBER 3, 2016 12-4 pm

Location: UP & DOWN CRETCH AVE Location secured? Yes  No

Event Goals: TO EDUCATE TOURIST ABOUT THE MANY RESTURANTS, RETAIL STORES, GALLERIES ETC IN BROOKINGS. TO DRAW PORT VISITORS UP INTO TOWN

Please explain how this event will be sustained after the first year: \_\_\_\_\_

Sponsors/Investors: \_\_\_\_\_

**Budget**

Income		Expenses	
Fees Collected	\$	SHUTTLE Facility/Venue Costs	\$ 125.00
Admissions	\$	Insurance	\$
Concessions	\$	GRAPHIC DESIGNS, BANNERS Advertising	\$ 800.00 - 1000.00
	\$	FOR THE SHUTTLE, PRINTING	
	\$	6' Feather Flags (20) ← Supplies	\$ 3000.00
	\$	20 "FUN ON 101" FLAGS	\$
	\$		\$
<b>TOTAL</b>	\$	<b>TOTAL</b>	\$

Methodology for evaluating events success in terms of bringing visitors to the Brookings area: HOPING TO INCREASE FOOT TRAFFIC IN THE CENTER OF TOWN DURING PORT EVENTS WHICH WILL ULTIMATELY BRING VISITORS BACK!

Contact Person: TAMMY TANNER Phone: (541) 469-4300

Organization: \_\_\_\_\_ Address: (541) 251-1899

If more space is required please attach additional pages

PLEASE SEE ATTACHED

## **"FUN ON 101 EVENTS"**

**"Fun on 101" flags will fly out in front of each participating location.**

**Local restaurants will provide "tasting samples"**

**To be offered to shoppers in there partner store, on the day of the event from 12-4.**

**A map/flyer of participants will be available at all locations for two weeks prior to event.**

**The map/flyer will be included in the Slammin Salmon Registration packets.**

**Maps/Flyer will be distributed to all hotels, motels & RV parks.**

**Shuttle will be available from port to center of town.**

**PERMANET "Fun on 101" Rack Cards will feature UPCOMING & ONGOING EVENTS at Visitors Centers.**

**Flags will be monitored closely and used only during designated activities on Chetco Ave.**



## Pre-Targeted™ Digital

Local Online Advertising REDFINED

# City of Brookings

**Presented to:**

**Gary Milliman**

**Presented by:**

Judy Luker – Account Executive  
541-779-5555 jluker@kobi5.com  
125 S. Fir Street, Medford, OR 97501



## Pre-Targeted™ Digital

Local Online Advertising REDFINED

### The NBC5 Digital Advantage:

- NOT COOKIES BASED
- Works on any browser
- Non Invasive
- No Audience Backlash
- No legislative action against it
- No Negative Brand
- Reaches the most potential buyers

- Fresh Audience Interest
- Targeting an audience in the midst of their interest in a product or service
- 3rd party research provided
- 100% Transparency in reporting
- Market/Targeting intelligence from campaign results



# Achieve Greater Reach

- Because we target sites, and not users with cookies, we bypass all the cookie-blockers

Reach the customer you want to reach, even those **(63%)** who now block cookies, even when they are on the go



- No matter where – on their computer, tablet or other mobile device



**Placing your digital ad campaign where it will perform best, and *personally* managing your message!**



# Research Based

And on premium sites

- Using research from companies Nielsen, Comscore, and Quantcast.
- Not only quantitative, but qualitative (*Def: relating to, measuring or measured by the quality of something rather than its quantity.*)
- General interest sites with concentrations of your specific target

**Premium ad placement guaranteed to be "above the fold"**





# Geographic Targeting

On all Platforms and all Ad Sizes

- NBC5 can deliver your customers anywhere in the United States:

- County & Region
- Zip Code
- Even a city block, neighborhood, shopping mall etc.



- On mobile: where the mobile device is at that moment
- Reaching customers closest to the POINT OF SALE



# Local Engagement Placement Examples

Home and Garden



Automotive



Sports



Restaurant





# The Average person Interested in

**The Average person interested in Oregon Coast Tourism is**

**35.5x more interested in travel**

**28.6x more interested in camping/RVs**

**25.5x more interested in green living & the environment**

**21.7x more interested in sports/outdoors**

**18.9x more interested in home/family**

**Household incomes of \$50K+**



Media Services Provided by Aqua Media Direct, Inc.



# Report

Brand Websites	Likelihood of your client to visit these sites
bookingbuddy.com	115%
cheaptickets.com	114%
vacationrentals.com	112%

CTR (Click Thru Response) for national and local digital campaigns are generally 2% - 8%, while the average CTR for NBC5 Digital's AQUA Pre-Targeting™ service is 20%.

**This is 2 ½ - 10 times HIGHER than the average.**



# Campaign Investments

## Static Ad

Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Ad Sizes: 728 x 90, 300 x 600, 300 x 250 and 160x600 Mobile - 320 x 50 and 300 x 50 required	\$10.00	30,000	\$300.00
		\$10.00	50,000	\$500.00
		\$10.00	100,000	\$1,000.00
		\$10.00	150,000	\$1,500.00

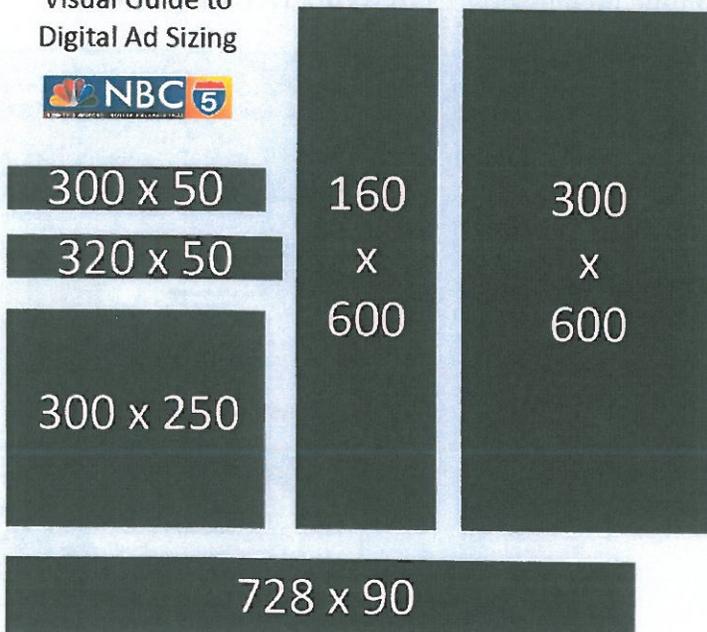
## Pre Roll

Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Pre Roll: :10 or :15	\$20.00	15,000	\$300.00
		\$20.00	25,000	\$500.00
		\$20.00	50,000	\$1,000.00
		\$20.00	75,000	\$1,500.00



# Sizing Guide

### Visual Guide to Digital Ad Sizing





# KOBI Digital Agreement

<b>Company:</b> City of Brookings		<b>Contact:</b> Gary Milliman	
<b>Address:</b>		<b>Phone:</b>	
<b>City/Zip:</b>		<b>Email:</b>	
<b>Geographic Area:</b>			
<b>Media Plan:</b> Tourism – Oregon Coast			
<b>Website to Retarget/Link:</b>			
Ad Positions (728x90 / 300x250 / 160x600 / 300x 600 / 320 x 50 / 300x50): use all ad sizes unless otherwise noted			
<b>Commitment Dates:</b>			
<input type="radio"/> CPM: \$10/Static Banners <input type="radio"/> CPM: \$15/In-Banner Video <input type="radio"/> CPM: \$20/Pre-roll Production: \$50 for Static Banners and \$125 for 15-second Video			
<b>Monthly Impressions:</b>		<b>Monthly Investment:</b>	
<i>I hereby agree to publish advertising through the KOB 5 Digital Platforms</i>			
<b>Customer Signature/Title:</b>		<b>Date:</b>	
<b>KOBI Account Executive:</b>		<b>Date:</b>	

## Tourism – Oregon Coast Online Media Plan

Increase your local engagement, reach and results by adding TV Station Online Media Services to your advertising buy.

\_\_\_\_\_ has partnered with a major online media provider to provide you with the best of both worlds in Local Advertising.

We now not only provide the top producing television in your market but online media placements on top brand websites – that target your local market and customers that have high affinities to purchase your product and services and daily optimization via your click through ratios.

**By combining major brand websites with your television media buy, We've turned Local Reach into Local *Engagement!***

Your Ad Here

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast  
Online Media Plan

Increase your local engagement, reach and results by adding TV Station Online Media Services to your advertising buy.

**The Average person interested in Oregon Coast Tourism is**

**35.5x more interested in travel**

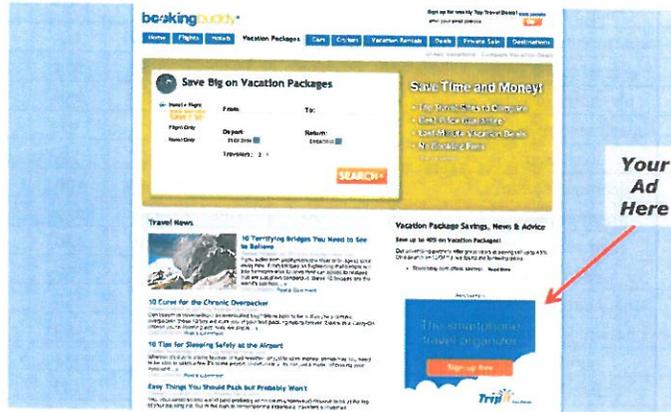
**28.6x more interested in camping/RVs**

**25.5x more interested in green living & the environment**

**21.7x more interested in sports/outdoors**

**18.9x more interested in home/family**

**Household incomes of \$50K+**



Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast  
Online Media Plan

Brand Tourism Websites	Male Index	Female Index	Travel Index	Travel News & Info	Travel Agents Index	Travel Guides & Travelogues Index	Hotel/Resort Index	Timeshares & Vacation Index
conciierge.com	89	111	7.3				8	
bookingbuddy.com	85	115	7	12.2	15.7		6.9	
tripadvisor.com	93	107	6.3	24.1	8.7	4.2	9	4.2
carrentals.com	94	106	6.3	6.2	13.1		7.5	
viamichelin.com	113	87	6.2					
cheaptickets.com	86	114	4.8	8	15.6		6.1	
vrbo.com	90	110		8.1	5.6		6.2	40.4
homeaway.com	88	112		7.4	5.4		6.2	45.5
vacationrentals.com	88	112			3.1	7.4	6.8	
away.com	90	110				8.5		

Media Services Provided by Aqua Media Direct™ Inc.

## Tourism – Oregon Coast Online Media Plan

Brand Websites Non-Tourism Related	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
cheaptickets.com	86	114	101	109	109	4.8				
apartmentrating.com	78	122	101	85	111	3				
careerbuilder.com	90	110	101	106	105	2.9				
abovethelaw.com	116	84	101	141	233	2.7				
apartmentguide.com	80	120	108	91	91	2.5				
local.com	92	108	101	89	79	2.4	2.2			
dealbreaker.com	150	50	153	348	100	2				
mapmyride.com	130	70	106	134	139	1.7			1.8	
anymeeting.com	99	101	103	112	120	1.3				
pjmedia.com	135	65	113	136	159			48.7		
americanthinker.com	130	70	115	135	156			38.5		
news.nationalgeographic.com	120	80	260	120	130			17.4		
salon.com	116	84	99	109	113			17.4		
dailycaller.com	130	70	114	135	147			13.7		
realclearpolitics.com	128	72	74	121	129			12.2		

Media Services Provided by Aqua Media Direct™ Inc.

## Tourism – Oregon Coast Online Media Plan

Brand Websites Non-Tourism Related Cont.	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
drudgereport.com	134	66	115	139	152			5.3		
taxidermy.net	104	96	126	119	114				23	
stripersonline.com	170	30	330	120	250				17.2	
bnqt.com	170	30	104	112	126				11	
outdoorlife.com	125	75	100	122	93				10	
mapmyrun.com	89	110	101	114	112				6.1	
golfwrx.com	155	45	105	163	201				5.5	
mapmyfitness.com	102	98	104	117	117				4.9	
bizrate.com	95	105	103	109	109				3.7	3.4
takimag.com	130	70	105	113	123				3.4	
ford-trucks.com	135	65	102	118	100				3.2	
mensfitness.com	145	55	100	105	97				3	
bikez.com	129	71	112	134	138				3	
yotatech.com	120	80	125	96	92				3	
autopartswarehouse.com	128	72	101	106	102				2.9	
duckhuntingchat.com	124	76	104	102	98				2.7	
automart.com	116	84	101	112	107				2.4	
autotrader.com	116	84	101	112	107				2.4	
boatingmag.com	125	75	112	134	138				2.4	
automedia.com	122	78	104	107	96				2.2	

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast  
Online Media Plan

Brand Websites Non-Tourism Related Cont.	Male Index	Female Index	50-100K Index	100-150K Index	150K+ Index	Travel Index	Camping/RVs Index	Green Living & Environmental Issues	Sports - Outdoors index	Home/Family Index
bdoutdoors.com	123	77	100	85	78				2.1	
shorpy.com	120	80	106	115	110				1.5	
zleep.com	135	65	101	101	105				1.2	
bhg.com	65	135	100	112	107					70.5
hgtv.com	75	125	102	113	111					66.6
traditionalhome.com	30	170	330	120	250					47.8
diynetwork.com	86	114	100	114	97					33.1
coastalliving.com	50	150	119	144	128					20.8
apartmenttherapy.com	50	150	104	102	98					15.1
marthastewart.com	70	130	100	98	113					14.9
adoption.com	84	116	103	109	96					10.7
cooking.com	75	125	110	113	102					9.5
shape.com	45	155	102	92	82					8.8
parenting.com	73	127	121	90	81					8.8
thepioneerwoman.com	65	135	154	80	74					8.2
cdkitchen.com	70	130	106	103	85					8.1
allrecipes.com	75	125	100	109	104					8
familyoven.com	50	150	111	117	92					7.8
blisstree.com	70	130	106	93	83					7.4
gardenweb.com	91	109	128	128	119					7

Media Services Provided by Aqua Media Direct™ Inc.

Tourism – Oregon Coast  
Online Media Plan

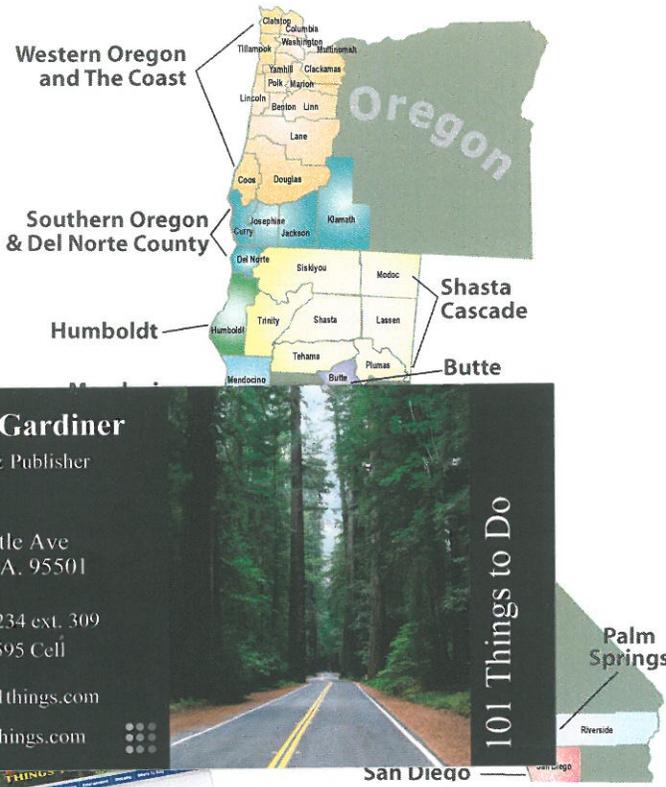
Package Options	Ad Unit	CPM	Monthly Impressions	Total Monthly Cost
PRE-Targeted Viewers: ROP - Audited Impressions Daily Optimization Delivered to Online or Mobile Devices	Ad Sizes: 728 x 90, 300 x 250 and 160X600 Mobile - 320 x 50 and 300 x 50 required	\$20.00	50,000	\$1,000.00
		\$18.00	111,111	\$2,000.00
		\$15.00	200,000	\$3,000.00
		\$12.00	333,333	\$4,000.00

Business Name: \_\_\_\_\_ Billing Address \_\_\_\_\_  
 Impressions Per Month: \_\_\_\_\_ Street: \_\_\_\_\_  
 Monthly Investment: \_\_\_\_\_ City: \_\_\_\_\_  
 Months to Run: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 GEO TARGET \_\_\_\_\_  
 Total Investment: \_\_\_\_\_ Printed Name: \_\_\_\_\_  
 Agreed to and Accepted: \_\_\_\_\_ Date: \_\_\_\_\_

Media Services Provided by Aqua Media Direct™ Inc.

# 101 THINGS TO DO

The most comprehensive annual visitor and tourism guides in California, Oregon, Arizona, South Carolina and Hawaii



**Gregg Gardiner**  
President & Publisher  
2383 Myrtle Ave  
Eureka, CA. 95501  
707-443-1234 ext. 309  
707-834-9595 Cell  
gregg@101things.com  
www.101things.com

## 2016 Advertising Rates for Humboldt County, Mendocino County, Del Norte County/Southern Oregon and Shasta Cascade

All Ads are FULL COLOR	12 Monthly Payments		Annual
	Payments	Annual	
1/16 Page ..... 2.3" wide x 3.1" deep	\$53	\$579	
1/8 Page..... Horizontal: 4.75" wide x 3.1" deep Vertical: 2.3" wide x 6.35" deep	\$89	\$979	
1/4 Page ..... 1/4 Page 3.....	\$157	\$1,719	
1/4 Page Inside Cover..... Horizontal: 9.7" wide x 3.1" deep Vertical: 4.75" wide x 6.35" deep	\$217	\$2,369	
1/2 Page..... 1/2 Page Inside Cover..... Horizontal: 9.7" wide x 6.35" deep Vertical: 4.75" wide x 12.85" deep	\$271	\$2,959	
Full Page ..... Full Page Inside Cover..... Full Page Back Cover..... 9.7" wide x 12.85" deep (with bleed: 11" wide x 14.25" deep)	\$478	\$5,225	
	\$640	\$6,990	
	\$815	\$8,895	

Display Monthly installments based upon 12 monthly payments. All balances due within 15 days of the date of the invoice.



And...

Each print advertisement also includes a spotlight posting on the 101Things.com website with a photo, description, a listing on our mobile website which includes a GPS link to your business, and a link to your business website.

### Specifications

**Format:** Magazine  
**Page Size:** 4 columns x 12.85"  
**Image area:** 9.7" 12.85"  
**Column width:** 2.3"  
**Gutter width:** .1667"  
**Column inches per page:** 51.4  
**Printing:** Offset  
**Color:** Available throughout  
**Half-tone capabilities:**  
133 line glossy stock,  
100 line non-glossy  
101 Things To Do\* is a large format tabloid-size magazine with a glossy, full-color cover and features high quality printing, photos and design. 101 Things To Do\* is the sensible way to welcome travelers to the area and tell them about your business.

### Production

The layout and design can be done within 30 minutes, which is done within 30 minutes, which 101 Things To Do\* offers free of charge. Ads subject to additional production will be billed at \$40 per hour in addition to advertising space. Ads requiring freelance artwork will be billed accordingly. Proofs available upon request for correction only, not for redesign. Additional copies of ads to be run elsewhere: \$15 per ad.

### Terms

Payment is due and payable within 15 days of date of the invoice. A service charge of \$15 per month is applied to any late payment. Cancellations are not allowed after deadline. The publishers assume no financial responsibility for typographical errors, omission of copy or misrepresentations in copy. Publishers' liability of errors will not exceed the cost of that portion of space occupied by said error. Claims for adjustment must be made within 30 days of publication. Publishers reserve the right to revise or reject any ad deemed unsuitable for publication.

### Circulation & Distribution

101 Things To Do\* is free and is distributed throughout the territories on the map above. Each 101 Things To Do\* edition has a press run adequate for thorough local and out-of-county coverage. Distribution points include high traffic areas such as:  
• Visitor Centers  
• Chambers of Commerce  
• State and National Parks  
• Airports  
• Restaurants  
• Hotels & Other Lodging  
• Retail Stores and more



**Internet/Mobile Advertising Proposal**

Presented to

City of Brookings/Tourism Promotion Advisory Committee (TPAC)

By: Cheri Griffith July 28, 2016



Increase marketing exposure for the City of Brookings events, businesses and properties by utilizing the GO Wild Rivers Coast Mobile App, online with [www.CurryPilot.com](http://www.CurryPilot.com), [www.Triplicate.com](http://www.Triplicate.com), and [www.GoWildRiversCoast.com](http://www.GoWildRiversCoast.com), and indirectly through Curry Coastal Pilot's/Western Communications various print and online promotions of these products (see attached).

Purpose is to increase City of Brookings share of tourism dollars by increasing visibility of Brookings tourism videos by reaching over **60,000 unique visitors** monthly and thousands of impressions through the use of web advertising on [www.CurryPilot.com](http://www.CurryPilot.com) and [www.Triplicate.com](http://www.Triplicate.com), with direct links to City of Brookings tourism videos.

**Two "Medium Rectangle" web ads (300x250 pixels) \$100 per month**

Bring Visitors right to Brookings! Today's travelers don't go anywhere without their Smart Phones & Ipads --and you can reach them right through their fingertips with a **Premium Listing on Go Wild Rivers Coast Mobile App** (see attached). Over 5,000 downloads to date, with just over 2,000 of these users signed up for 'push' notifications'. These users are actively seeking places to go and things to do within Wild Rivers Coast.

Includes updating **Featured Listing** under **Events** each month to a Brookings event City would prefer to promote (ie. Azalea Festival, Kite Festival), **and**

Includes **Featured Listings** for City owned/Operated Venues (ie. Municipal Pool, Capella By the Sea, etc.)

**Premium/Featured Mobile App listings \$175 per month**

**Total Cost \$275 per month**



**Cheri Griffith**

Advertising Sales

cgriffith@currypilot.com

507 Chetco Ave., P.O. Box 700  
Brookings, Oregon 97415  
www.CurryPilot.com

Office: 541-469-3123  
Cell: 541-661-0315  
Fax: 541-469-4679

# Go Wild Mobile App Rate Card

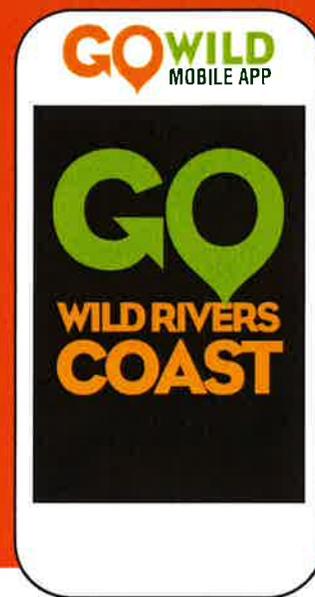
# 2016

## SERVICE LEVEL

**Feature Listing \$20 per month**

### Promotional Package #1

- Assigned to 3 categories
- Image gallery-up to 10 images
- Name, address & phone number
- Website & email address
- Description of your business
- Social media link and email share buttons



**Premium Listing Enhanced Features PLUS \$76 per month**

### Promotional Package #2

- Assigned to 5 categories
- Video or audio file
- Image gallery-up to 24 Images
- Unlimited event listings
- Banner ad-up to 3
- GPS location

- Social media link & email share buttons
- Description of your business
- Name, address & phone number
- Website & email address

## Add-Ons



**Banner Ads**  
\$25 mo



**Events**  
\$10 per event



**App within an app**  
\$350 mo



**Branded Postcards**  
Logo and stamp  
\$100 mo (plus setup)



312 H Street, Crescent City, CA  
707-464-2141  
www.triplicate.com



507 Chetco Ave, Brookings, OR  
541-469-3123  
www.CurryPilot.com

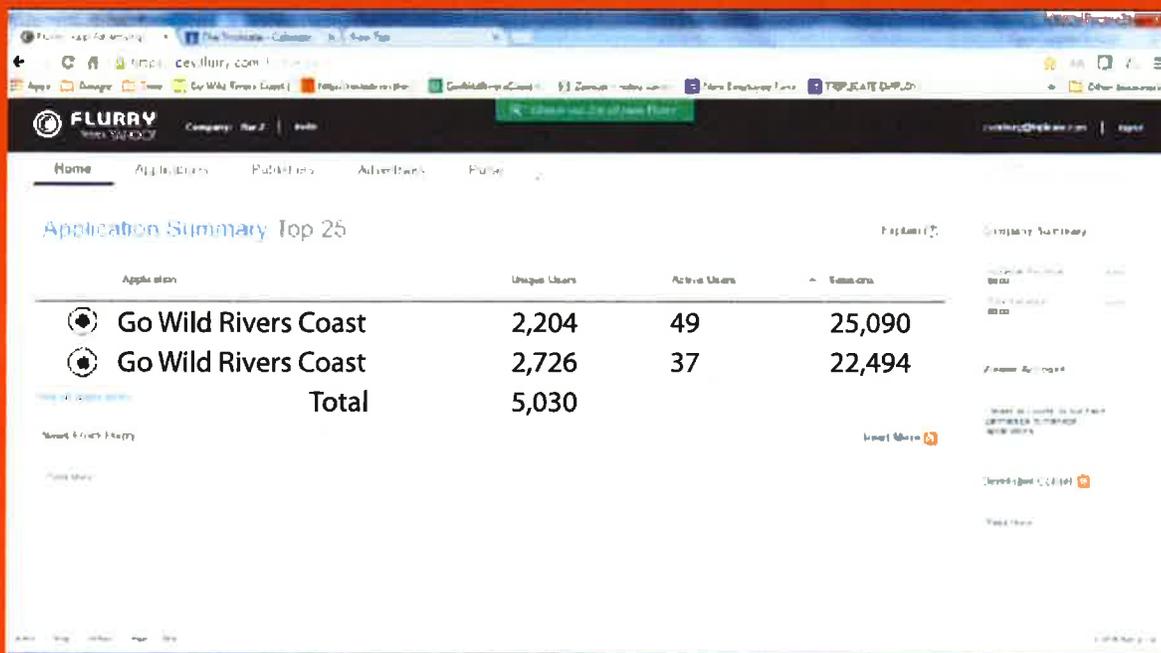
# Go Wild Mobile App Statistics

# 2016

## Downloads as of July 2016 - 5,030

1,936 Users are signed up to receive our "push" notifications.

Of these users, 48 percent reside within Curry and Del Norte zip codes - the other 52 percent in other counties.



## Where we promote the Go Wild Rivers Coast Mobile App

We realize that for our app to be valuable to our advertisers it needs to have a large number of users. So we put a lot of effort to promoting the app in various ways. Including the following:

### Print ads in:

Curry Coastal Pilot  
Del Norte Triplicate  
Baker City Herald  
La Grande Observer  
Bend Bulletin  
Redmond Spokesmen  
Also in the Gold County of California, Sonora.

### Radio ads on:

KURY AM and FM and Bicoastal Media stations

### Bill Board on:

Hwy 101 at the Del Norte County Fairgrounds

### Over 1,000 Table Toppers in:

Area Motels, Visitor and Welcome Centers, Restaurants, and tourist attractions from Bandon, Oregon to Orick, California

### Five Oregon State Welcome Centers

Bend  
Crissey Field,  
Klamath Falls  
Seaside  
Lakeview

### Also Appears in:

Coast Go Book  
Del Norte and Curry County Maps  
National Parks website  
Travel Oregon  
101 Things to Do  
Del Norte County Visitor Bureau co-op  
Rack Cards



312 H Street, Crescent City, CA  
707-464-2141  
www.triplicate.com



507 Chetco Ave, Brookings, OR  
541-469-3123  
www.CurryPilot.com

**TPAC EXPENSES FY 2016-17**

2016-17	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>\$43,943</b>	<b>\$1,000</b>	<b>\$500</b>
July	\$ (2,500) AMF		
	\$ (2,363) Natures Coastal Holiday Arches		
	\$ (500) OCVA 2016 Membership		
	\$ (500) Xplore Film - Dining Video Advance		
August			
September			
October			
November			
December			
January			
February			
April			
May			
June			
*2016-17 Pending Budget Allocations	\$ (6,500)		
<b>REMAINING FUNDS</b>	<b>\$31,580</b>		

**\*2016-17 Pending Budget Allocations**

2016-17 Budget	\$	2,000	Xplore Dining Video - remaining balance
2016-17 Budget	\$	2,000	VFW Fireworks - thru CC
2016-17 Budget	\$	2,500	Sourwood/Rogue Relay - thru CC
	\$	6,500	

## SUMMARY OF YOUTUBE VIDEO VIEWS

### City of Brookings, Oregon - YouTube

YouTube Videos	Posted	Previous													Total
<b>Apple Box Videos</b>	4/21/14	<b>Total</b>	1/13/16	2/12/16	3/9/16	4/14/16	5/12/16	6/9/14	7/21/16					<b>Views</b>	
Great Place to Live		2603	101	124	174	166	154	143	269					<b>3,734</b>	
Great Place to Visit		720	30	20	82	40	39	27	59					<b>1,017</b>	
Great Place to Go Camping		662	24	28	35	21	39	35	60					<b>904</b>	
Great Place for a Romantic Getaway		629	23	41	69	34	39	132	0					<b>967</b>	
Great Place to Bring Your Family		518	15	17	17	21	29	17	46					<b>680</b>	
<b>KOBI Videos</b>	11/8/14														
Romantic Weekend		482	21	17	4	0	15	19	39					<b>597</b>	
Family Weekend		460	14	13	19	69	22	22	30					<b>649</b>	
<b>Oregon Lifestyles</b>	11/21/14														
Brookings Episode		204	22	13	25	24	32	27	40					<b>387</b>	
Boardman State Park	4/25/16						97	64	66					<b>227</b>	
<b>View Totals All Videos</b>		<b>6278</b>	<b>250</b>	<b>273</b>	<b>425</b>	<b>375</b>	<b>466</b>	<b>486</b>	<b>609</b>					<b>9,162</b>	
<b>Brookings Lifestyle views (not on City channel)</b>		<b>13606</b>	<b>661</b>	<b>514</b>	<b>1011</b>	<b>595</b>	<b>497</b>	<b>777</b>	<b>1,163</b>					<b>18,824</b>	
<b>Great Place for Romantic Getaway</b>		<b>Views</b>	32111	253	509	122	597	94	56	249			<b>33,991</b>		
<b>Views on facebook</b>		<b>Shares</b>	1449	7	15	4	17	2	NA*	0			<b>1,494</b>		
		<b>Likes</b>	297	2	1	2	6	0	1	1			<b>310</b>		
<b>Samuel H. Boardman Video</b>		<b>Views</b>					19,604	11,280	1,260			<b>32,144</b>			
<b>Views on facebook</b>		<b>Shares</b>					610	348	31			<b>989</b>			
		<b>Likes</b>					265	78	12			<b>355</b>			

\*NA - data not available for this video on facebook at time of summary