

# City of Brookings MEETING AGENDA

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, November 17, 2016 - 4:00pm**

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

### **1. Roll Call**

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

- a. September 29, 2016

### **3. Public Comments**

### **4. Action Items**

- a. Pacific Coast Trolley Event Proposal – Penny Nelson
- b. AMF Event Evaluation
- c. Vet Fest II Event Evaluation – Bill Farrell
- d. Media Proposals – see 11-8-16 agenda packet

### **5. Informational Items**

- a. OCVA Quarterly Meeting Report and Possible Funding Opportunities – Gary Milliman
- b. City Council Action
  - I. Curry Coastal Christmas Event Proposal
  - II. Nutcracker Ballet Event Proposal
- c. Budget and Internet Hit Info

### **6. Schedule Next Meeting** – next meeting scheduled for December 15<sup>th</sup>.

### **7. Adjournment**

***TPAC Goals: Increase overnight stays with emphasis on October thru April.  
Budget 60% on events, 30% on media advertising, and 10% on capital.***

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 – September 29, 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 Chair Tim Patterson;

*Absent:* Committee members Mary Geyer and Angie Christian

Also present: Gary Milliman, City Manager and Teri Davis, City Recorder

**2. APPROVAL OF MINUTES –**

- a. **Motion made by Candice Michel to approve the minutes of August 18, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.**
- b. **Motion made by Candice Michel to approve the minutes of August 26, 2016, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.**

**3. PUBLIC COMMENT**

- a. None

**4. ACTION ITEMS**

- a. **Curry Coastal Christmas Event Proposal** – Kathy Breshears was present to answer questions about the request presented last month for Curry Coastal Christmas. It was determined that some of Coastal Christmas' needs could be considered capital items. **Motion made by Candice Michel to grant \$2000 from the Capital budget and \$1000 from the events budget to Curry Coastal Christmas, motion seconded by Bob Pieper and Committee voted; the motion carried with a three to one vote with Tim Patterson voting Nay. Matter forwarded to City Council.**
- b. **Nutcracker Ballet Event Proposal** – Jan Barbas and members of the Wild Rivers Foundation for Dance presented information on The Nutcracker Ballet event proposal. The group is requesting \$5,000 in funding due to the need to rent a tent and seating. The event will be held over four days in December. Attendance is expected to be around 750. **Motion made by Candice Michel to grant \$5000 to the Nutcracker Ballet, motion seconded by Skip Watwood and Committee voted; the motion carried with a three voting Yea and with Tim Patterson abstaining. Matter forwarded to City Council.**
- c. **Good Samaritan Hog Wild BBQ** – Kristin Villavicencio presented information about the Good Samaritan-Curry Village Hog Wild BBQ. The organization is requesting \$1000 to offset costs of holding its fundraising event scheduled for October 9th. The monies raised will be used to remodel the facility's bathing center. No motion was made; no action taken.
- d. **Deyan Audio Tours** – Bryan Dych emailed proposal to provide an Audio Tour App. Chrissy Cooper volunteered to make contact with Mr. Dych to research the proposal. Matter tabled.
- e. **KOBI Digital Advertising** – Information about KOBI advertising package was made available in the Agenda packet. City Manager Gary Milliman introduced information about the television and digital advertising options offered through Charter cable. He advised that he would also be checking to see if Dish and/or Direct TV offer similar packages. Matter tabled.

- f. Curry Coastal Pilot Mobile App** – The presenter advised that she was withdrawing the previous proposal and would be bringing a new proposal to next month’s meeting.
- g. Oregon Coast Magazine and American Road Magazine Print Advertising** – It was determined that staff would spend the next month researching all of the available Coastal magazine advertising options and bring a recommendation to the Committee so that it can make a decision collectively about which ones to place advertising in rather than handling each magazine individually.

**5. INFORMATIONAL ITEMS**

- a. Dining Video** – Consensus was that the edited video met expectations. Contract price has been paid.
- b. OCVA** – City Manager Milliman discussed several of the items that were discussed at the OCVA conference earlier this week. OCVA is expecting a big inundation of funds, and allocation decisions are expected to be made on or after the December board meeting. There is enthusiasm building and efforts are under way to complete the Oregon Coast Trail. Bicyclists are huge demographic for the region and much consideration needs to be made to attract this group.

**6. SCHEDULE NEXT MEETING** – Next meeting scheduled for Thursday, October 20<sup>th</sup> at 4 pm.

**7. ADJOURNMENT** - no further business before the Committee, the meeting adjourned at 5:45 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at October 20, 2016 meeting)

**Event Title:** Pacific Coast Trolley's "Penny Lane" trolley Amount Requested \$ 1000 per mo.  
**Event Description:** An authentic vintage "cable car" trolley provided to transport visitors to and from Brookings Harbor hotels, motels and RV parks to and from businesses and events in and around Brookings Harbor.

**Event Date/s:** Initially every weekend - to expand to include week day service on Wednesday through Sunday.  
**Location:** Facility & shelter location to be determined. Trolley stops will be at all advertiser and sponsor locations in the Brookings Harbor area. **Location secured?** Yes  No   
**Event Goals:** The trolley will enhance all event attendance year around by providing transportation to visitors and locals alike that are without transportation as well as tourists trying to find limited parking along highway 101 and other city streets. In addition, those businesses that pay the TOT would each receive a digital photo ad inside the trolley, thus the TPAC would be giving back something to the participating businesses in return!

**Please explain how this event will be sustained after the first year:** This request is for support from TPAC for a permanent ongoing monthly basis, as the Trolley is the "event" year around. And as stated "Pacific Coast Trolley will give back dollar for dollar in advertising, thus giving back something to the participating TOT businesses in return. In addition, there could be events with in the Trolley year around.

**Sponsors/Investors:** Pacific Coast Trolley has made a considerable investment in procuring and restoring the vintage "Boyertown" trolley. Sponsors include any business or organization that wishes to promote tourism. Several sponsors have already committed to advertising.

| <b>Budget</b>                                       |                |           |   |                |           |
|---|----------------|-----------|---|----------------|-----------|
| <b>Income</b> Based on weekend operation initially. |                |           | <b>Expenses</b> Based on weekend operation initially. |                |           |
| <b>Fees Collected</b>                               | \$             |           | <b>Facility/Venue Costs</b>                           | \$ 700         | per month |
| <b>Admissions</b>                                   | \$ 600         | per month | <b>Insurance</b>                                      | \$ 160         | per month |
| <b>Concessions</b>                                  | \$             |           | <b>Advertising</b>                                    | \$ 150         | per month |
| <b>Advertising</b>                                  | \$ 625         | per month | <b>Maintenance</b>                                    | \$ 225         | per month |
|   | \$             |           | <b>Fuel</b>   | \$ 688         | per month |
|   | \$             |           | <b>Drivers</b>  | \$ 1032        | per month |
| <b>TOTAL</b>  | <b>\$ 1225</b> | per month | <b>TOTAL</b>  | <b>\$ 2955</b> | per month |

**Methodology for evaluating events success in terms of bringing visitors to the Brookings area:** As the trolley is an "ongoing event" in itself, it's success is easily evaluated by it's ridership. Organizations and Businesses can and will tout that Brookings has a "Trolley" in their own advertising campaigns in and outside of the area thus increasing tourism overall.

**Contact Person:** Penny Nelson **Phone:** 541-499-6848  
**Organization:** Pacific Coast Trolley **Address:** 2101 Poplar Drive. Medford, Or 97504

If more space is required please attach additional pages

Penny Nelson  
Pacific Coast Trolley  
2101 Poplar Drive #37  
Medford, OR 97504

October 11<sup>th</sup>, 2016

“Tourism Event Proposal”  
Gary Milliman, City Manager  
City of Brookings Tourism  
898 Elk Drive  
Brookings, OR 97415

Re: Tourism Event Proposal

Dear Mr. Milliman;

Please find attached a completed RFP for “Tourism Event Proposal” form.

We are requesting that the Tourism Promotion Advisory Committee (TPAC) provides funding for an authentic vintage trolley to be operated in the Brookings area. Many cities and towns throughout the country have benefited from having trolleys operating in their communities and Brookings will greatly benefit as well.

Initially the trolley will operate on the weekends and special events throughout the year, for “All” events.

As advertiser support and ridership demand increases the trolley will expand to week day operation and then will operate every day, year around.

Those businesses that pay the Transient Occupancy Taxes (TOT) funds will receive immediate benefit, for their contribution, in the form a complimentary digital photo ad for each business. The digital photo ads will be displayed on a large screen television inside the trolley, thus making the trolley a rolling visitor center.

In addition, a prestigious limo bus provided by our company to transport tourists to and from the Medford/Ashland area each weekend, and will increase with demand, will also include a complimentary digital photo ad for each current TPAC TOT payor, advertiser and sponsor. The limo bus can be seen at [www.southernoregonlimousine.com](http://www.southernoregonlimousine.com). The digital photo ads will be displayed on a large screen television inside the limo bus providing tourists with direct extended exposure to the businesses that pay the TOT funds. Tourists may also find brochures and business cards for the businesses on the shuttle bus.

Other organizations and businesses can and will incorporate the trolley in their own advertisement campaigns outside of the Brookings area (i.e. Harbor and Smith River) that will have a tremendous impact on bringing tourism to the Brookings area.

If you have questions or would like us to be present at the next TPAC meeting please do not hesitate to contact me.

I thank you in advance for your consideration.

Warmest regards,



Penny Nelson  
Pacific Coast Trolley  
[www.PacificCoastTrolley.com](http://www.PacificCoastTrolley.com)

541-499-6848

Email: [info@pacificcoasttrolley.com](mailto:info@pacificcoasttrolley.com)

# Pacific Coast Trolley



## "Penny Lane" Trolley

Hello Brookings – Harbor!

We would like to introduce ourselves to you. We are Pacific Coast Trolley and it is our desire to bring the "Penny Lane" trolley to the Brookings Harbor area.

We are very excited to offer a Trolley service in the Brookings – Harbor area. The "Penny Lane" will provide fun transportation as well as pin-point advertising about your business to all riders. Plus, the "Penny Lane" will solve the problem of limited parking in the community.

You can read more about "Penny Lane" on the attached story on the other side.

We have also provided information about advertising for your business or event on the "Penny Lane" trolley.

We look forward to growing your business with you.

If you have any questions please feel free to contact me.

Sincerely,

Penny Nelson

A handwritten signature in black ink that reads "Penny Nelson". The signature is written in a cursive style.

**[www.PacificCoastTrolley.com](http://www.PacificCoastTrolley.com) 541-499-6848**  
**[info@pacificcoasttrolley.com](mailto:info@pacificcoasttrolley.com)**

# The Pacific Coast Trolley is Comin'

Pacific Coast Trolley, owned by Penny Nelson, plans to bring a vintage "Boyertown" Trolley (manufactured in Boyertown, Pennsylvania) to the Brookings and Harbor area. Many trolleys are named after women and this trolley is named "Penny Lane" and will offer traditional narrated tours. In addition the trolley will provide transportation for tourists and locals from hotels and RV parks to local businesses and attractions. "People will love to ride the trolley as getting there is half the fun!" stated Nelson. "The trolley will be good for the local merchant community too as we literally drive customers to them." Merchants will be able to affordably advertise on the inside and outside of the trolley.



"Penny Lane" a vintage "Boyertown" Trolley

Riders will be able to purchase "tokens" from local participating merchants and enjoy a trip back in time on the vintage "Boyertown" trolley "Penny Lane" with slatted seats and even a ringing bell. A "token" costs \$10 and entitles the rider to ride for the entire day with unlimited stops.



Slatted seats and even a ringing bell!

The tours will cover a winding loop through the town - from the north end of Brookings to the south end of Harbor and possibly Smith River. Tour-goers will be introduced to what makes Brookings and Harbor special and it will help show off what Brookings and Harbor has to offer. "I think we're going to see good things for local economy," said Penny Nelson. "It's all about taking care of people in this community, and I feel fortunate to be moving back to Brookings and putting this beautiful little trolley back on the streets" said Nelson.

Other communities have successfully forged partnerships between their Cities, Historical Societies, Chambers of Commerce and Visitor Bureaus to successfully bring trolleys their communities.

The highly anticipated arrival of the Historic Boyertown Trolley (the "Penny Lane") could be as soon as November depending on advertiser support and will be available year round for all seasonal events. Service will initially be only on Saturday and Sunday but is expected to expand quickly to include Wednesday through Sunday as advertising support, community support and ridership grows.

Businesses interested in supporting or advertising on the trolley, or becoming a "token" station should contact Pacific Coast Trolley at 541-499-6848 or visit [www.PacificCoastTrolley.com](http://www.PacificCoastTrolley.com).

Email: [info@pacificcoasttrolley.com](mailto:info@pacificcoasttrolley.com)



Has a photo deck (vestibule) with removable windows in the rear for those warmer days.



# Pacific Coast Trolley's "Penny Lane"

## Display Advertising Rates

Advertising on the "Penny Lane" trolley is a cost effective way to reach thousands of people both on and off the trolley. Display Ad signs outside the trolley are highly visible and are seen by all. Photo Digital Ads (electronic slides) displayed inside the trolley appeal to riders in the trolley and can be used to effectively educate the riders to your goods and services. All Advertising rates are based on a 1 year contract and are payable in monthly installments.

### Outside Display Ads:

|            |   |                 |
|------------|---|-----------------|
| Large Sign | 48" wide by 24" tall on side of trolley | \$200 per month |
|------------|---|-----------------|

### Photo Digital Ads:

|                   |              |                |
|-------------------|--------------|----------------|
| Slide Package     | (3 slides) * | \$75 per month |
| Additional Slides |              | \$25 per month |

\* Complimentary commentary is performed live by driver or tour guide as it relates to your business.

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## Honored Sponsor Package Includes

|                                     |   |                        |
|-------------------------------------|---|------------------------|
| 1 Large Sign                        | 48" wide by 24" tall on side of trolley | \$200 per month        |
| 9 Photo Digital Ads                 | With audio option*                      | \$225 per month        |
| 1 Bronze placard and brochure space | inside of trolley                       | Included               |
| 1 Special Digital Photo Ad          | that "Thanks" our Honored Sponsor       | Included               |
|                                     |   | <b>\$425 per month</b> |

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## Event Banner Ads

A Banner can be placed on the rear of the trolley by advertisers for special events.

|              |            |                      |
|--------------|------------|----------------------|
| Event Banner | 96" by 40" | <b>\$200 per day</b> |
|--------------|------------|----------------------|

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## Token Sales

Tokens to ride the trolley can be purchased, by advertisers, for \$5 each and sold to the public for \$10 each. Each token entitles the rider to ride all day with unlimited stops.

# Pacific Coast Trolley

## Advertising Order Form

Name of Business \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

\$425 (per month) Honored Sponsor Package - one year contract

\$200 (per month) Outside Display Ad (48" by 24") - one year contract

\$75 (per month) Digital Photo Slide Ad Package one year contract

\$25 per additional slide Quantity \_\_\_\_\_

\$200 (per day) Event Banner Ad (96" by 40")

Special Services \_\_\_\_\_

Pay Yearly  Pay monthly

Paid By Check to Pacific Coast Trolley Check # \_\_\_\_\_ Total \_\_\_\_\_

Paid By Credit Card # \_\_\_\_\_ Total \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV/Security Code \_\_\_\_\_ Zip Code \_\_\_\_\_

\*\*\* For Special All-Day Events contact Penny Nelson at 541-499-6848 \*\*\*

[info@pacificcoasttrolley.com](mailto:info@pacificcoasttrolley.com) [www.pacificCoastTrolley.com](http://www.pacificCoastTrolley.com)





# City of Brookings

898 Elk Drive, Brookings, OR 97415  
(541) 469-1102 Fax (541) 469-3650

## Tourism Promotion Special Event Program

### Event Evaluation Report Form

*Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.*

Event Title: American Music Festival Completion Date: September 25, 2016

Contact Person: Dave Miesner Phone: 541.469.6982

Amount Awarded \$ 2,500.00

1. How was the funding used? (Examples: "Purchase flyers - \$\_\_\_," or "Purchase advertising in [name of publication] - \$\_\_\_." Detailed receipts are not required).

The awarded funding was used to provide three (3) Sunday Concerts in the month of September.

|   |                   |
|---|-------------------|
| - Cost of band fees (including sound system rentals): | \$4,650.00        |
| - Program/Feedback printing:                          | \$ 180.00         |
| Total   | <u>\$4,830.00</u> |

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

A total of 900 people attended the three concerts; 250, 250, 400 respectively.

Feedback surveys submitted for all three concerts revealed that eighteen percent (18%) of attendees resided in Zip Codes other than 97415.

Overall, for all nine (9) of the concerts, total attendance was 3,250, of which thirty one percent (31%) of attendees resided in Zip Codes other than 97415.

Thank you for awarding us the funds to allow us to extend this unique, beneficial program for our community!

**Note:** Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: *Dave Miesner* Dated: 10/6/2016

Organization: American Music Festival Summer Concerts in the Park

Vietnam Veterans of America  
Chapter 757  
P O Box 4056  
Brookings, OR 97415

October 20, 2016

City Council Members:

By unanimous vote of the Vietnam Veterans of America, Chapter 757, Board of Directors on September 27, 2016, the enclosed check of \$1,000.00 is refunded to the Tourism Promotion Advisory Committee (TPAC) of the City of Brookings.

Of the \$3,000.00 grant for the two day VET FEST II public event on August 26 & 27, up to \$2,000.00 of the grant was to be returned at the discretion of the VVA Chapter Board.

Also enclosed is a Curry Coastal Pilot article on the event itself and a general and detailed accounting of the event also.

The Board decided to retain \$1,584.50 to finance our next two music concerts at the Grange Hall on October 31 and November 7.

The VVA Board also wishes to acknowledge and thank the Brookings City Council for the refund of the Capella and Azalea Park use fees of \$496.50.

Respectfully submitted



William F. Farrell  
President

cc: City Manager - Gary Milliman  
TPAC Chair - Tim Patterson  
VVA File

|  |  |
|--|--|
| <b>VIETNAM VETERANS OF AMERICA</b><br><b>CHAPTER 757 INC.</b><br>P.O. BOX 4056<br>BROOKINGS, OR 97415  | 2026<br>96-7477/3232<br>34   |
| Pay to the Order of <u>City of Brookings</u>   | <u>Oct. 10, 2016</u><br>Date   |
| <u>One thousand and <sup>no</sup>100</u>   | \$ <u>1000.00</u><br>Dollars   |
| <br><b>ROGUE CREDIT UNION.</b><br>800-856-7328<br>www.roguecu.org |  |
| For <u>TPAC advance VET FEST II</u>  | <u>William F. Farrell</u>  |
| ⑆ 3 23 274 775 ⑆ 000000000346770 ⑆ 2026  |  |

- Saturday, Sept. 10, 2016 -

erans of America, the Marine Corps League, and Disabled American Veterans from Brookings. The American Legion Post from Gasquet, California, sponsored a booth also.

Support organizations included the Vet Center from Eureka, the Vietnam Service officer from Crescent City, the Southern Oregon Veterans Benefits Organization from Medford, and the Lions Club and Oregon Coast Community Action from Brookings.

Curry County VVA veteran artists included Kell De Voll from Port Orford and Arthur Larson from Harbor.

Performing at both events were Tay Lynn (Loretta Lynn's granddaughter) with Grammy Award-winning Eric Tingstad's finger-style guitar picking.

J. Barley's bluegrass band from Illinois Valley and local Spence Brothers Blues Band also performed.

In my opinion, and that of others I talked with, the highlight of the two events were Tingstad's solo guitar performance of the national anthem.

The crowd of approximately 300 automati-

cally stood up when he started. When he hit that lick at the end of "oer the land of the free" there were tears all around me, including my own,

*Bill Farrell,  
president, VVA, Chapter  
757  
Brookings*

## VETERANS FESTIVAL II

Comprised of a two-pronged event: at the Azalea Park Capella by the Sea on Aug. 26 for women veterans; and at Azalea Park band shell on Saturday, Aug. 27, the second annual, free to the public, Veterans Festival was successfully held by the Vietnam Veterans of America, Chapter 757.

The main event on Saturday was intended primarily as a "thank you" to the citizens of Curry County for their support for the more than 20 years support.

Other goals were to recognize and thank women veterans for their service and to expose publicly four veteran groups from Curry and Del Norte counties, five veteran support organizations, and two veteran artists who sponsored vendor booths in the park.

Veterans' booths included Vietnam Vet-



# City of Brookings

898 Elk Drive, Brookings, OR 97415  
(541) 469-1102 Fax (541) 469-3650

## Tourism Promotion Special Event Program

### Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: VET FEST II including Women Veterans <sup>Capella Event</sup> Completion Date: Aug 26 & 27  
 Contact Person: Bill Farrell Phone: 541-469-0179  
 Amount Awarded: \$ 3,000 (2000<sup>00</sup> payback if able)

1. How was the funding used? (Examples: "Purchase flyers - \$\_\_\_," or "Purchase advertising in [name of publication] - \$\_\_\_." Detailed receipts are not required).

*See attached documents of detailed income, expenses, and profit.*

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

*A: Approximately 60 people attended the Women Veterans Event on Friday, Aug. 26 at the Capella with veterans from Brookings, Gold Beach, Nesika Beach, and Port Orford. 2 women veteran seminar advocates from Portland and Roseburg facilitated the private womens' session. Grammy award winner fingerstyle guitarist Eric Dingstad accompanied Taylor Lynn (Loretta Lynn's granddaughter) from Nashville as entertainment. All 3 Curry Co. mayors and Brookings City Manager were in attendance (over)*

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: William F. Farrell Dated: Oct. 10, 2016  
 Organization: Vietnam Veterans of America, Chapter 757 "The Front"

2 B. Approximately 300 attended the 3 band concert from 12 noon to 5:00 PM on Saturday, Aug. 27. Entertainment was provided by J Barley Band from Illinois Valley, Eric Kengstad (Seattle) and Kayla Lynn (Nashville), and our local popular Spence Bros. Band.

Another 25-30 people manned the 11 veterans and veteran support organization vendor booths. These 11 groups were from Brookings, Medford, Coos Bay, Eureka, Crescent City, and Gasquet. I met others from these cities including Grants Pass, and Gold Beach. I have no idea how many outside of the Brookings area attended.

C. The Chapter advertised on 8 radio stations, 2 TV stations, 3 newspapers, and various flyers, standup cards, and pocket cards in Curry and Del Norte and Humboldt Counties.

Overall attendance was hampered by very cool, overcast weather and the last day of the Curry County Fair.

b. In Kind Donations

b. In Kind Expenses

(See In Kind Expenses) \$ 1,741.97  
 c. Interest Income .14  
 Total Donations \$ 9,538.11

| <u>Date</u> | <u>Donor</u>      | <u>Type</u>             | <u>Amount</u> |
|-------------|-------------------|-------------------------|---------------|
| 6/13        | J. Newman         | Pac Rim-Flyers          | \$ 18.00      |
| 6/30        | J. Newman         | Eric Tingstad           | 1,000.00      |
| 6/30        | J. Newman         | Fed Ex to Eric          | 31.10         |
| 7/14        | Connie Hunter     | 3x5 cards               | 50.00         |
| 7/15        | J. Newman         | Stationery Double Tree  | 10.00         |
| 7/26        | J. Newman         | Stationery Double Tree  | 10.00         |
| 8/25        | Skip Hunter       | Portside Suites (Tayla) | 128.27        |
| 8/26        | J. Newman         | Portside Suites (Tayla) | 256.54        |
| Various     | Connie Hunter     | Copies                  | 50.00         |
| 8/11        | J. Newman         | Flyers-Pac Rim          | 20.00         |
| 8/10        | J. Newman         | Flyers-Pac Rim          | 1200          |
| 8/16        | J. Newman         | KCRE/KPOD               | 399.00        |
| 8/22        | Brookings Capella | Use Fee                 | 412.00        |
| 8/22        | Brookings Azalea  | Use Fee                 | 84.40         |
| 8/25        | B. Farrell        | Raffle Tix & Plates     | 10.58         |
| 8/25        | B. Barrell        | Duct Tape/Nails         | 6.62          |
| 9/19        | VVA ck#2019       | J. Newman refund        | (756.64)      |
|             |                   | Total In Kind Expenses  | \$ 1,741.97   |

Total Income \$ 9,538.11

Total Expenses \$ 6,953.61  
 TPAC Refund -1,000.00  
 Total Expenses & Refund \$ 7,953.61

RETAINED EARNINGS \$ 1,584.50

General and Detailed Accounting  
VVA Chapter 757 VET FEST II  
August 26 & 27 2016

1. General Accounting  
Income

|                   |             |
|-------------------|-------------|
| Cash Donations    | \$ 7,796.00 |
| In Kind Donations | 1,741.97    |
| Interest Income   | .14         |
| Total Income      | \$ 9,538.11 |

|                   |             |
|-------------------|-------------|
| Net Income        | \$ 2,584.50 |
| TPAC Refund       | - 1,000.00  |
| Retained Earnings | \$ 1,584.50 |

Expenses

|                      |             |
|----------------------|-------------|
| Cash Expenditures    | \$ 5,211.64 |
| In Kind Expenditures | 1,741.97    |
| Total Expenses       | \$ 6,953.61 |

2. Detailed Accounting

Income

a. Cash Donations

| Date | Donor                    | Amount      |
|------|--------------------------|-------------|
| 7/29 | Bill Farrell             | \$ 2,500.00 |
| 8/25 | TPAC (Brookings)         | 3,000.00    |
| 8/29 | Capella Donations        | 22.00       |
| 8/29 | See's Candy Sales        | 566.00      |
| 8/29 | Lions Club               | 123.00      |
| 8/29 | Vet Fest Donations       | 100.00      |
| 8/29 | Vet Fest Product Sales   | 40.00       |
| 8/29 | Vet Fest Boat Raffle Tix | 210.00      |
| 9/6  | Capella Deposit Refund   | 208.00      |
| 9/6  | Azalea Park Refund       | 177.00      |
| 9/12 | Anonymous                | 750.00      |
| 9/16 | Disables Amer. Vets      | 100.00      |
|      | Total Cash Donations     | \$ 7,796.00 |

Expenses

a. Cash Expenditures

| Date | Expense               | Amount      |
|------|-----------------------|-------------|
| 7/29 | Sec Deposit Capella   | \$ 208.00   |
| 7/29 | Sec Deposit Azalea    | 177.00      |
| 7/29 | Ad Flyers-Pacific Rim | 120.00      |
| 8/29 | Tayla Lynn            | 2,500.00    |
| 8/29 | J. Barley Band        | 350.00      |
| 8/29 | Spence Bros Band      | 500.00      |
| 8/29 | Sound-Chris Meleu     | 200.00      |
| 8/31 | KURY Joint Ads        | 400.00      |
| 9/19 | Refund-Jim Newman     | 756.64      |
|      | Total Cash Expenses   | \$ 5,211.64 |



### Oregon 2013 Regional Visitor Report The Coast

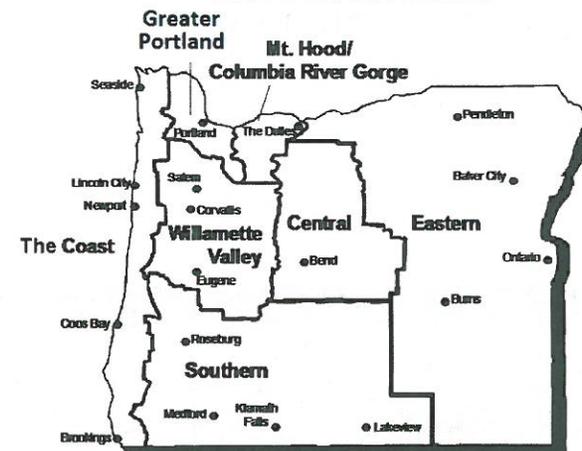
- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides:
  - *Estimates of 2013 overnight visitor volume and travel expenditures for Oregon as well as for the Coast Region in particular*
  - *Strategic intelligence about the Coast Region's overnight travel market including:*
    - *Key sources of business*
    - *Visitor profiling*
    - *Trip characteristics*

## Methodology

- For each of the 2012 and 2013 travel years, a representative sample of visitors to the Coast Region was identified through Travel USA®.
- Respondents who visited Oregon were asked to identify with one of the state's 7 tourism regions they spent time in with the aid of a visual map.
- Of the survey sample of 5,752 overnight trips taken to Oregon in 2012 and 2013:
  - 1,679 included a visit to the Coast Region
  - Of those, 1,038 were marketable trips



### OREGON REGIONS



# Analytical Note

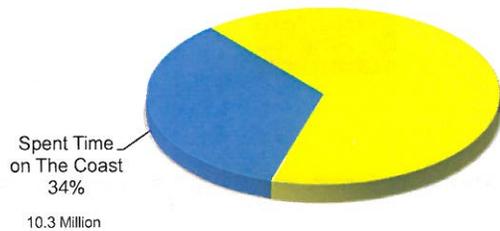


- The results of this report are based on two time frames:
  - Market size and structure estimates for the Coast Region are reported for the 2013 travel year, as are all Oregon state norms.
  - To maximize statistical reliability, other Coast Region data (trip characteristics and visitor profiles) are based on two years' combined sample from 2012 and 2013.

## Travel Market Size & Structure - 2013

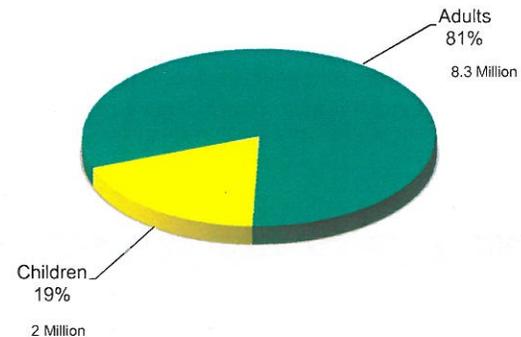
### Size of the Coast's Overnight Travel Market

**Total Overnight Trips to Oregon\* = 30.6 Million**



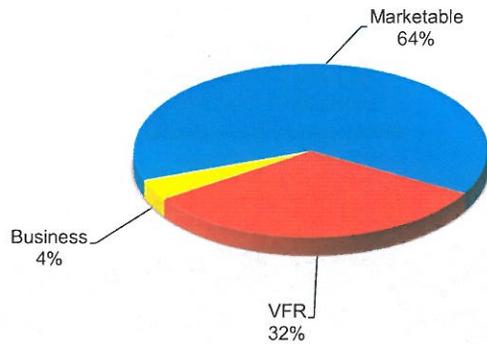
### The Coast's Overnight Travel Market – Adults vs. Children

**Total Overnight Trips to the Coast Region = 10.3 Million**



\*Includes both adults and children

## The Coast Region's Overnight Travel Market - by Trip Purpose

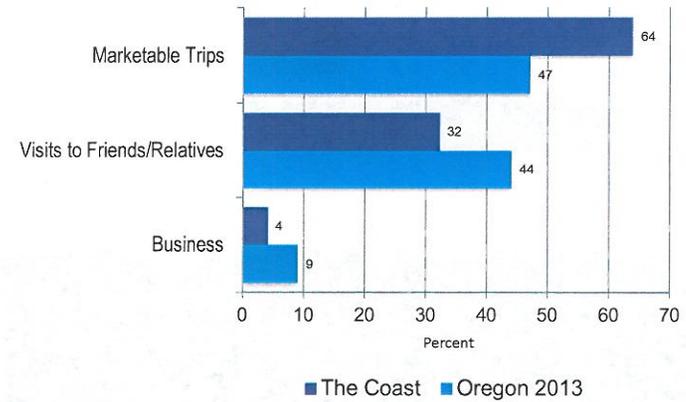


\*Marketable includes Business-Leisure

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## The Coast Region vs. Oregon State - by Trip Purpose

Base: 2011 Overnight Trips

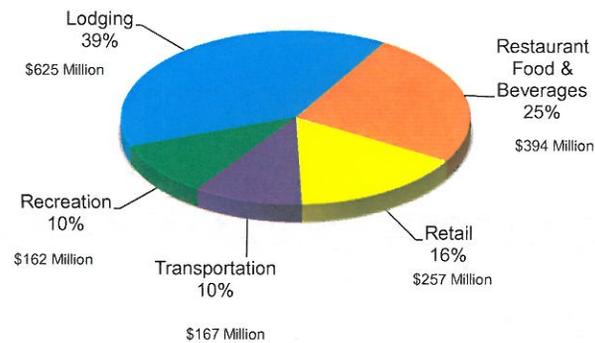


\*Marketable includes Business-Leisure

10

## 2013 Overnight Spending — by Sector

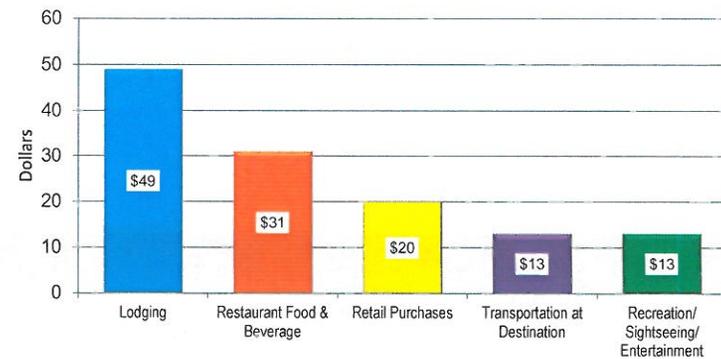
**2013 Coast Region Spending = \$1.6 Billion**



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## Average Per Person Expenditures on Overnight Trips — By Sector

Base: Total Overnight Person-Trips

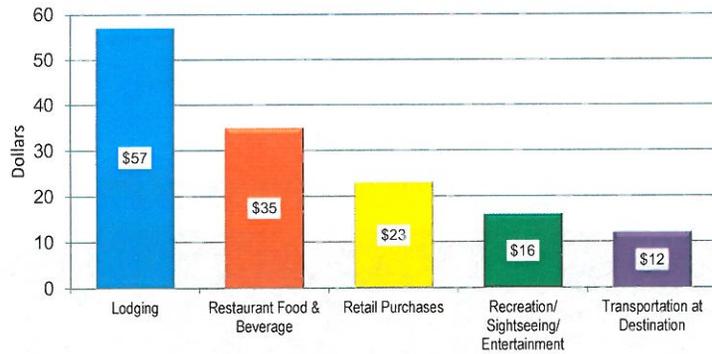


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## Average Per Person Expenditures on Overnight Marketable Trips – By Sector



Base: 2013 Overnight Marketable Trips

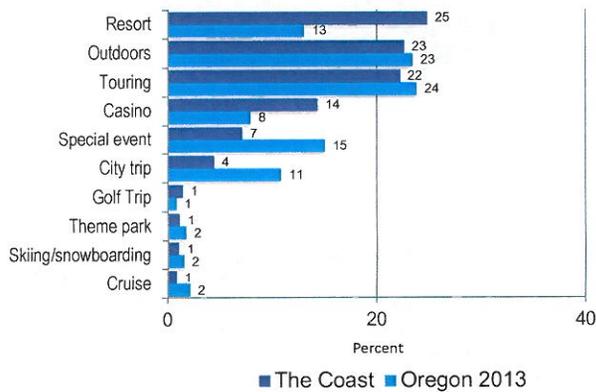


## Marketable Trip Characteristics and Visitor Profile – 2012/2013

13

## Main Purpose of Marketable Trip – The Coast vs. State Norm

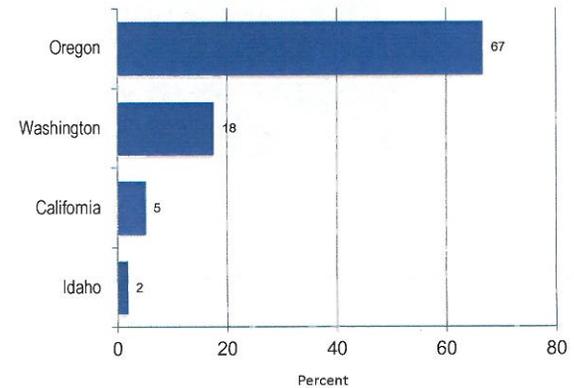
Base: Overnight Marketable Trips



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## State Origin Of Overnight Trip

Base: Overnight Marketable Trips



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## DMA Origin Of Overnight Trip

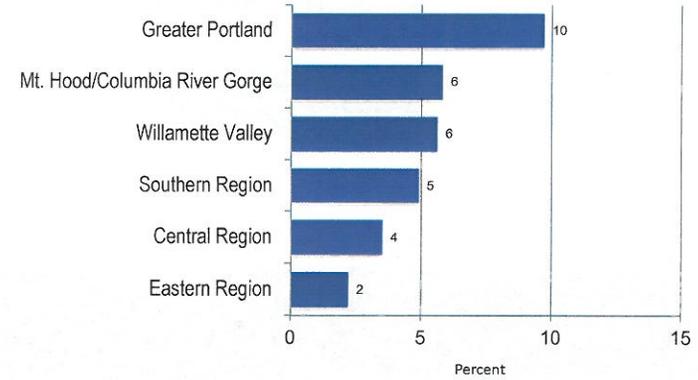
Base: Overnight Marketable Trips



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## Other Oregon Regions Visited on Coast Region Trip

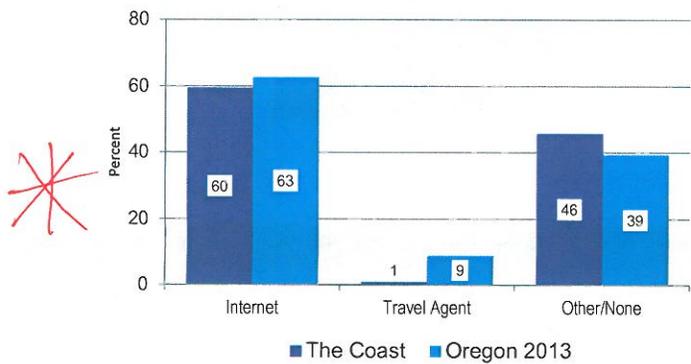
Base: Overnight Marketable Trips



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## Method of Planning Trip

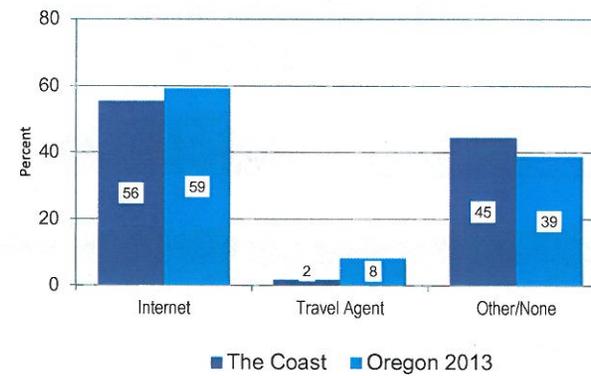
Base: Overnight Marketable Trips



19

## Method of Booking Trip

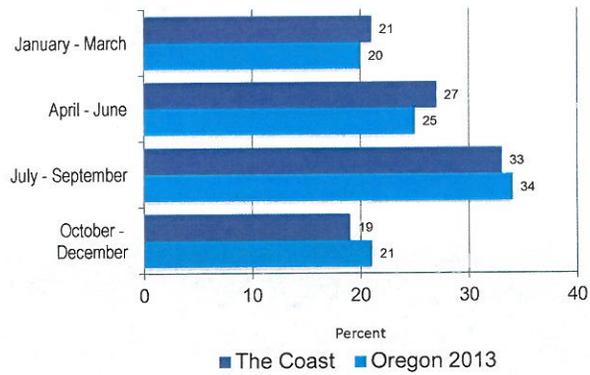
Base: Overnight Marketable Trips



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## Season of Trip

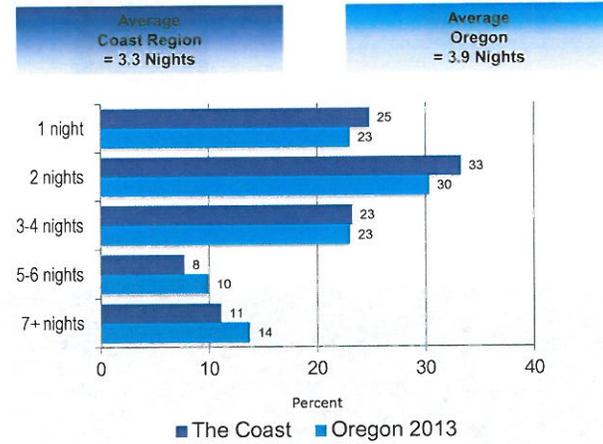
Base: Overnight Marketable Trips



21

## Total Nights Away on Trip

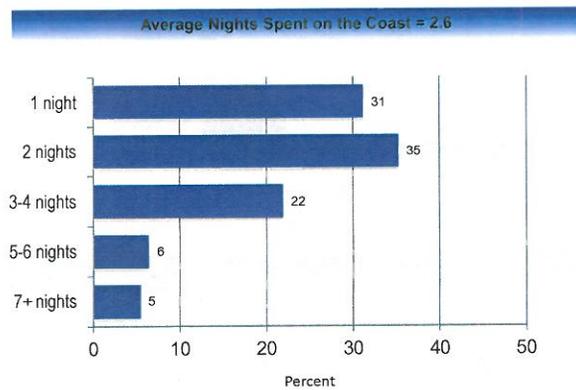
Base: Overnight Marketable Trips



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## Number of Nights Spent on the Coast

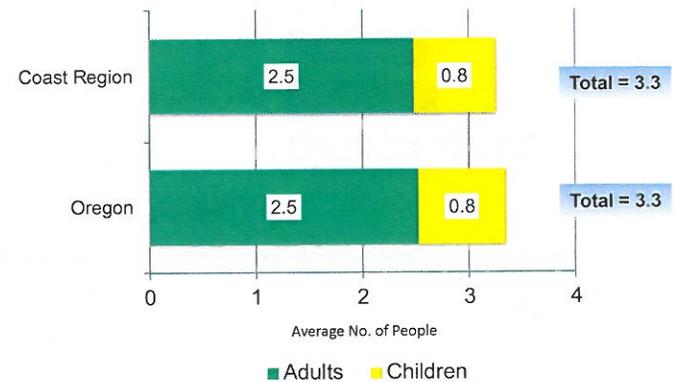
Base: Overnight Marketable Trips with 1+ Nights Spent on the Coast



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## Size of Travel Party

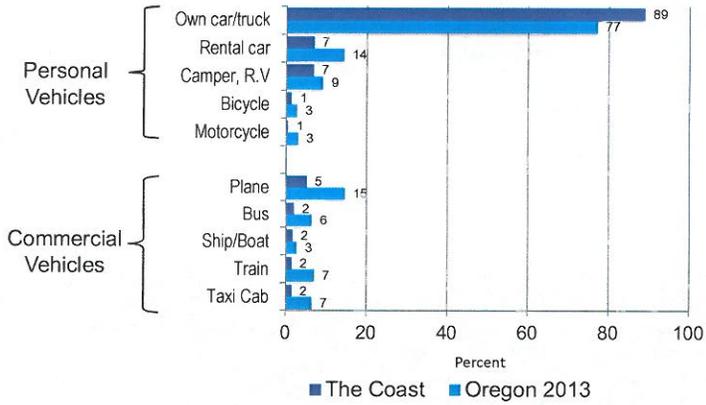
Base: Overnight Marketable Trips



24

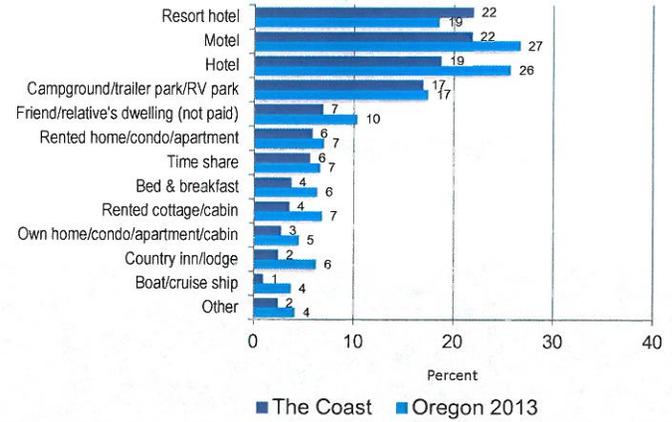
# Transportation

Base: Overnight Marketable Trips



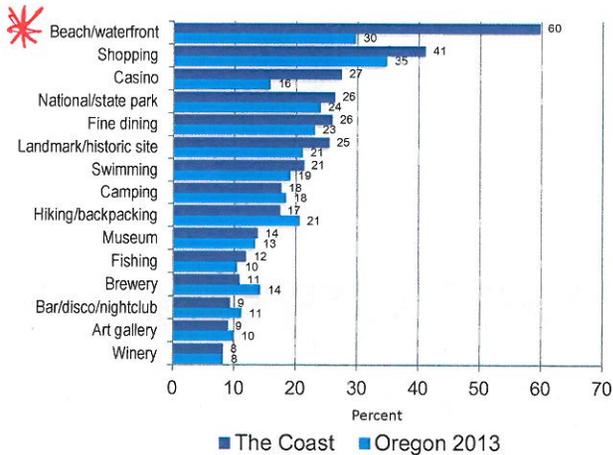
# Accommodation

Base: Overnight Marketable Trips



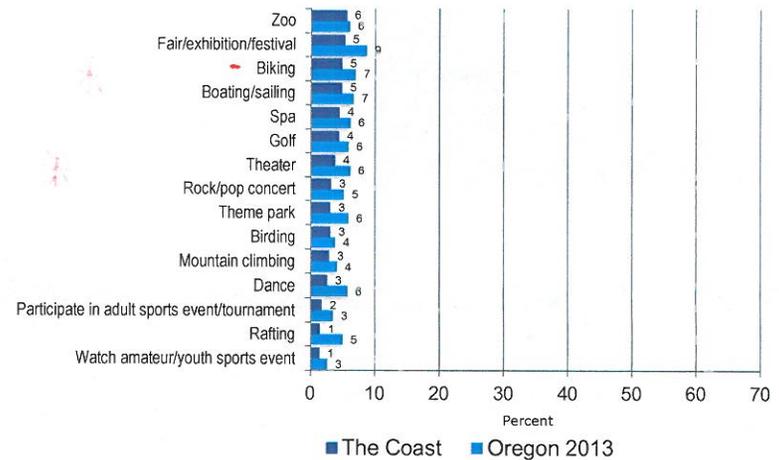
# Activities and Experiences

Base: Overnight Marketable Trips



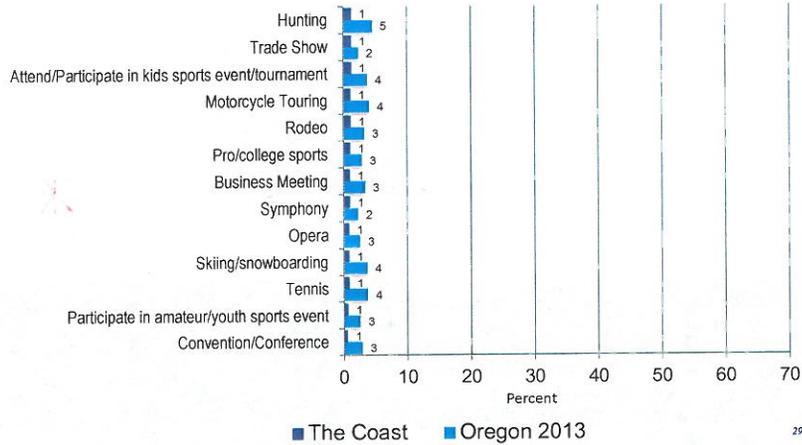
# Activities and Experiences (Cont'd)

Base: Overnight Marketable Trips



## Activities and Experiences (Cont'd)

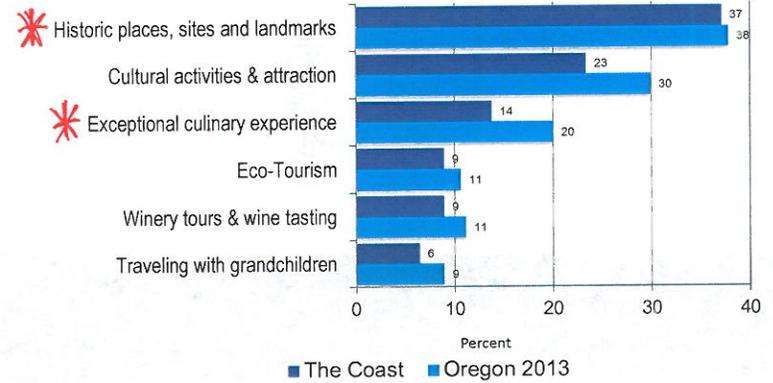
Base: Overnight Marketable Trips



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## Activities of Special Interest

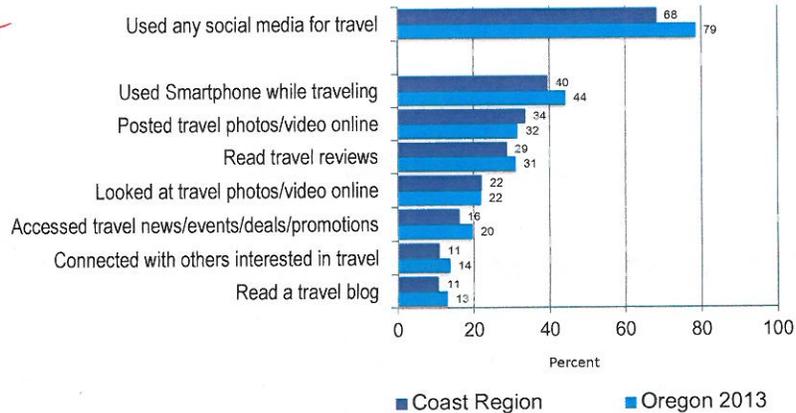
Base: Overnight Marketable Trips



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## Online Social Media Use by Travelers

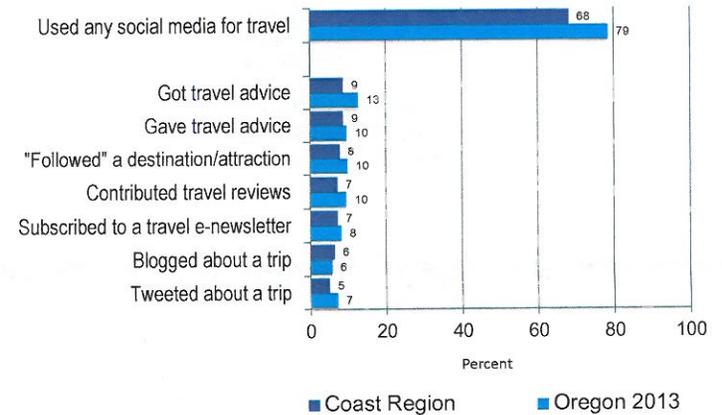
Base: Overnight Marketable Trips



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## Online Social Media Use by Travelers (Cont'd)

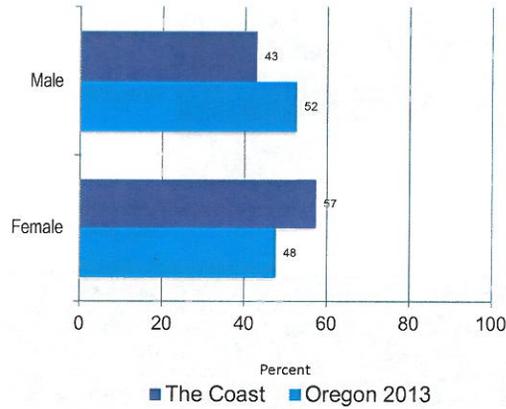
Base: Overnight Marketable Trips



32

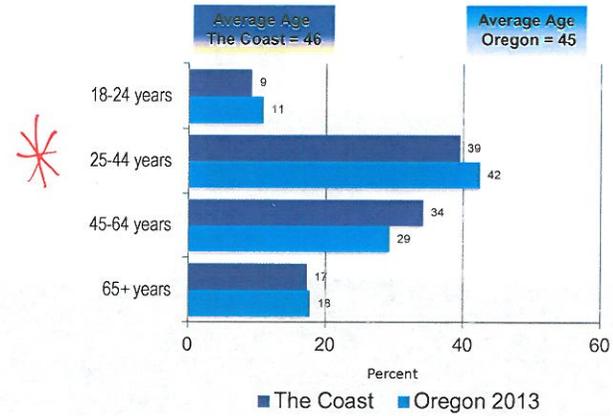
# Gender

Base: Overnight Marketable Trips



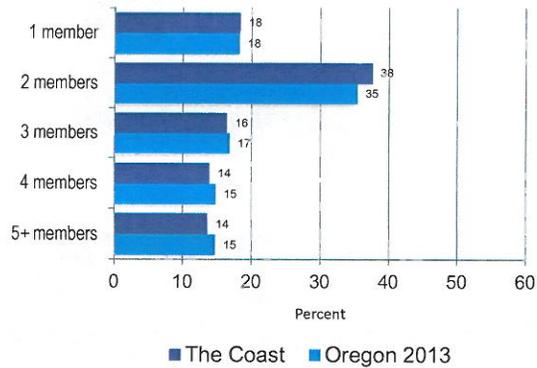
# Age

Base: Overnight Marketable Trips



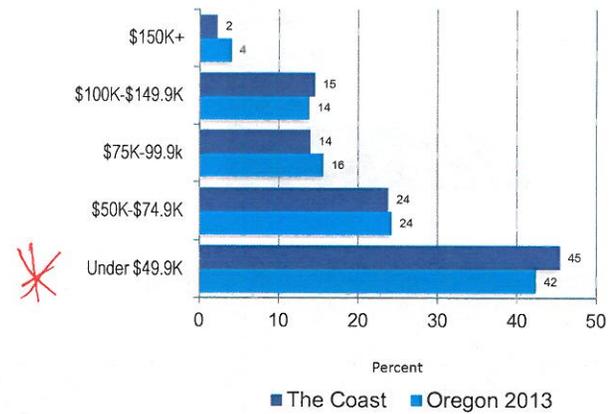
# Household Size

Base: Overnight Marketable Trips



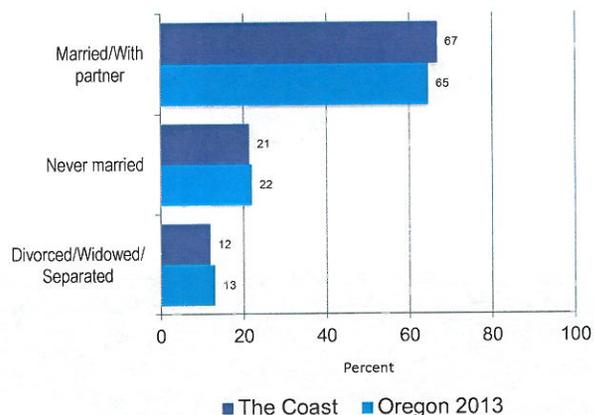
# Household Income

Base: Overnight Marketable Trips



# Marital Status

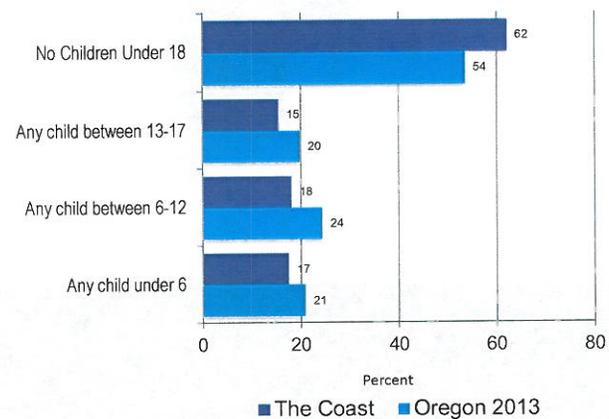
Base: Overnight Marketable Trips



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# Children in Household

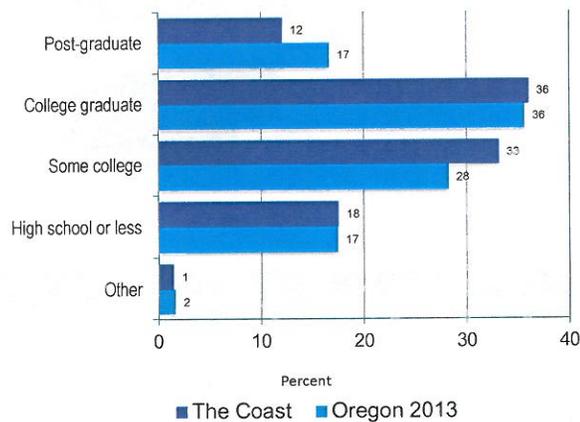
Base: Overnight Marketable Trips



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# Education

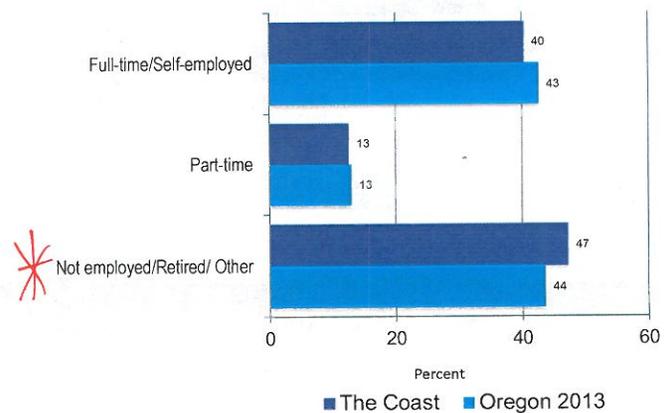
Base: Overnight Marketable Trips



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# Employment

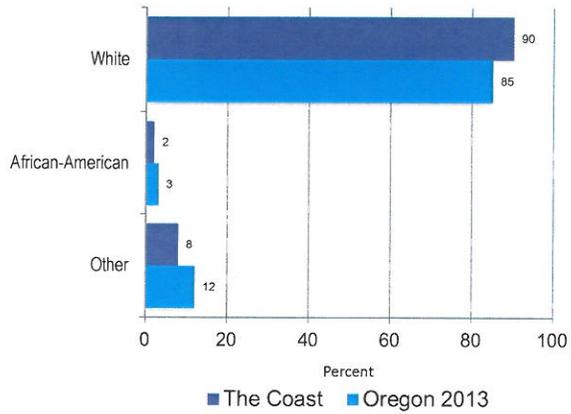
Base: Overnight Marketable Trips



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## Race

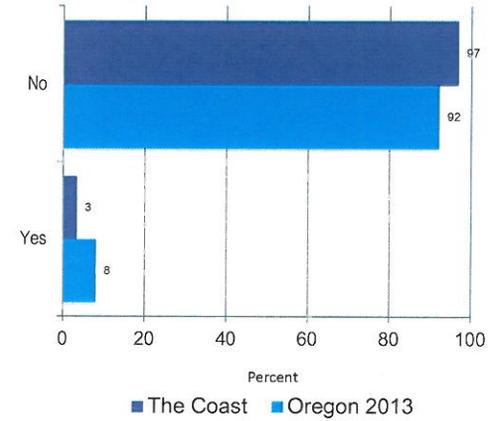
Base: Overnight Marketable Trips



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## Hispanic Background

Base: Overnight Marketable Trips



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## Key Terms Defined

## Appendix A: Key Terms Defined

- ⦿ An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- ⦿ A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- ⦿ A **Person-Trip** is one trip taken by one visitor
  - ⦿ *Person-trips are the key unit of measure for this report.*

# Trip-Type Segments



## Total Trips = Leisure + Business + Business-Leisure

Marketable Trips:  
Includes all leisure trips, with the exception of visits to friends/relatives

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - *Visiting friends/relatives*
  - *Touring through a region to experience its scenic beauty, history and culture*
  - *Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating*
  - *Special event, such as a fair, festival, or sports event*
  - *City trip*
  - *Cruise*
  - *Casino*
  - *Theme park*
  - *Resort (ocean beach, inland or mountain resort)*
  - *Skiing/snowboarding*
  - *Golf Trip*
- **Business Trips:** includes
  - *Conference/convention*
  - *Other business trip*
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

**TPAC EXPENSES FY 2016-17**

| <b>\$50,797<br/>BUDGETED</b> | <b>30% ADVERTISING MEDIA<br/>TV - INTERNET - PRINT</b>                                      | <b>60% EVENTS</b>                         | <b>10% CAPITAL</b> | <b>Travel &amp;<br/>Training</b> | <b>Operating<br/>Supplies</b> |
|------------------------------|---|---|--------------------|----------------------------------|-------------------------------|
|                              | <b>Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)</b> |   |                    | <b>32-10-6030</b>                | <b>32-10-6120</b>             |
| <b>% BUDGETED</b>            | <b>\$ 15,239</b>  | <b>\$30,478</b>                           | <b>\$5,079</b>     | <b>\$500</b>                     | <b>\$1,000</b>                |
| July                         | \$ (500) OCVA 2016 Membership   | \$ (2,500) AMF Concerts                   |                    |                                  | -\$98.25                      |
|                              | \$ (500) Xplore Film - Dining Video Advance   | \$ (2,363) Natures Coastal Holiday Arches |                    |                                  |                               |
|                              |   | \$ (2,000) Sourwood/Rogue Relay - 2016    |                    |                                  |                               |
|                              |   | \$ (2,258) BHHS Drone                     |                    |                                  |                               |
| August                       |   | \$ (3,000) Vet Fest                       |                    |                                  | -\$62.72                      |
| September                    |   | \$ (3,000) Oktoberfest                    |                    |                                  |                               |
| October                      | \$ (2,000) Xplore Film - Dining Video Balance   | \$ (1,000) Coastal Christmas              | \$ (2,000)         |                                  |                               |
|                              |   | \$ (5,000) Nutcracker Ballet              |                    |                                  |                               |
| November                     |   |   |                    |                                  |                               |
|                              |   |   |                    |                                  |                               |
| *Pending                     | \$ (2,959) Media Advertising listed below   | \$ (4,000) Pending Events listed below    |                    |                                  |                               |
| <b>REMAINING FUNDS</b>       | \$ 9,280  | \$ 5,357                                  | \$3,079            | \$500                            | \$839.03                      |

\*Pending Budget Allocations

|          |                            |          |                                     |
|----------|----------------------------|----------|-------------------------------------|
| \$ 2,959 | 101 Things to Do Yearly Ad | \$ 2,000 | VFW Fireworks - thru CC             |
| \$ 2,959 |                            | \$ 2,000 | Sourwood/Rogue Relay - 2017 thru CC |
|          |                            | \$ 4,000 |                                     |

***TPAC Goals: Increase overnight stays with emphasis on October thru April.  
Budget 60% on events, 30% on media advertising, and 10% on capital.***

## SUMMARY OF YOUTUBE VIDEO VIEWS

### City of Brookings, Oregon - YouTube

| YouTube Videos   | Posted   | Previous     | Monthly Views |        |         |         |         |          |          | Total Views |       |
|--|----------|--------------|---------------|--------|---------|---------|---------|----------|----------|-------------|-------|
| <b>Apple Box Videos</b>                                | 4/21/14  | <b>Total</b> | 5/12/16       | 6/9/16 | 7/21/16 | 8/12/16 | 9/28/16 | 10/13/16 | 11/10/16 |             |       |
| Great Place to Live                                    |          | 3168         | 154           | 143    | 269     | 155     | 396     | 96       | 135      | 4,516       |       |
| Great Place to Visit                                   |          | 892          | 39            | 27     | 59      | 48      | 80      | 19       | 37       | 1,201       |       |
| Great Place to Go Camping                              |          | 770          | 39            | 35     | 60      | 49      | 68      | 13       | 32       | 1,066       |       |
| Great Place for a Romantic Getaway                     |          | 796          | 39            | 132    | 0       | 9       | 82      | 19       | 32       | 1,109       |       |
| Great Place to Bring Your Family                       |          | 588          | 29            | 17     | 46      | 28      | 48      | 11       | 19       | 786         |       |
| <b>KOBI Videos</b>                                     | 11/8/14  |              |               |        |         |         |         |          |          |             |       |
| Romantic Weekend                                       |          | 524          | 15            | 19     | 39      | 24      | 40      | 11       | 16       | 688         |       |
| Family Weekend   |          | 575          | 22            | 22     | 30      | 22      | 41      | 8        | 25       | 745         |       |
| <b>Oregon Lifestyles</b>                               | 11/21/14 |              |               |        |         |         |         |          |          |             |       |
| Brookings Episode                                      |          | 288          | 32            | 27     | 40      | 20      | 83      | 26       | 25       | 541         |       |
| Boardman State Park                                    | 4/25/16  |              | 97            | 64     | 66      | 124     | 162     | 50       | 78       | 641         |       |
| Dining 101 Film  | 10/6/16  |              |               |        |         |         |         | 33       | 45       | 78          |       |
| <b>View Totals All Videos</b>                          |          | 7601         | 466           | 486    | 609     | 324     | 1000    | 253      | 444      | 11,183      |       |
| <b>Brookings Lifestyle views (not on City channel)</b> |          | 16387        | 497           | 777    | 1,163   | 787     | 1,503   | 335      | 447      | 21,896      |       |
| <b>Great Place for Romantic Getaway</b>                | } Views  | 33592        | 94            | 56     | 249     | 83      | 73      | 178      | 1774     | 36,099      |       |
| <b>Views on facebook</b>                               |          | Shares       | 1492          | 2      | 0       | 0       | 0       | 0        | 6        | 62          | 1,562 |
|  |          | Likes        | 308           | 0      | 1       | 1       | 0       | 0        | 1        | 11          | 322   |
| <b>Samuel H. Boardman Video</b>                        | } Views  |              | 19,604        | 11,280 | 1,260   | 518     | 5,641   | 82       | 509      | 38,894      |       |
| <b>Views on facebook</b>                               |          | Shares       |               | 610    | 348     | 31      | 0       | 148      | 1        | 22          | 1,160 |
|  |          | Likes        |               | 265    | 78      | 12      | 4       | 28       | 0        | 3           | 390   |
| <b>Dining 101 Video</b>                                | } Views  |              |               |        |         |         |         | 7,115    | 2,148    | 9,263       |       |
| <b>Views on facebook</b>                               |          | Shares       |               |        |         |         |         | 205      | 44       | 249         |       |
|  |          | Likes        |               |        |         |         |         | 101      | 21       | 122         |       |