



## AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, May 15, 2014, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

### DESTINATION NEWPORT COMMITTEE Thursday, May 15, 2014, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
  - a. Minutes -April 17, 2014, meeting minutes review and approve
  - b. Review of Accts., April 2014
- IV. Public Comment
- V. Media Consideration
  - a. On Display
  - b. CBS Outdoors
  - c. Eugene Emeralds Baseball
  - d. Kgal
  - e. Grothouse 18 wheeler
  - f. Portland Guide
- VI. Other
  - a. Discussion on advertising focus for next year
- VII. Discussion and Action
- VIII. Adjournment



## **CALL TO ORDER**

The April 17, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Judy Huhl, Steve Beck and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, and Dean Sawyer, Council Liaison. Visitors included, Nate Kaplan, Cindy Hansen, Glenn Edwards, Leigh Deinert.

## **INTRODUCTIONS**

Introductions were made.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the March 20, 2014, meeting;
- B. Review of Account, March 2014

MOTION was made by Clark, seconded by Kuhl, to approve the consent calendar, as amended. The motion carried unanimously in a voice vote.

## **MEDIA CONSIDERATIONS**

Cindy Hansen of Comcast spotlight presented her proposal of 40 commercials per week at \$420 per week or hundred commercials per week for \$200 a week with the same number for Corvallis, Albany, Eugene, Zones for the West Portland and East Portland sounds. It is \$240 per week for 40 commercials and \$400 per week for 400 commercials. They have a production company that has done good quality work called Driftworks production. Driftworks productions can produce one generic spot for \$500 and three donut spots for \$1000. Davis asked for a link to view some of Driftworks productions commercials that they produced.

100 Things To Do, presentation by Nate Kaplan. This proposal is for a half page ad on the outside back cover for \$4499, which would include a half page ad inside the magazine for free. The second proposal was for a quarter page outside back cover at four \$2499, which would include a quarter page inside the magazine for free. This is an annual magazine. This is produced on Memorial Day. Currently, this magazine has only three things to do in Newport. Kaplan will expand the Newport part of the magazine by working with the Chamber of Commerce and provide a calendar of events for Newport.

The committee reviewed the AAA Via magazine for Oregon-Idaho information that was provided via e-mail. Committee decided to table this offer.

## **OTHER**

Media considerations that were not included in the agenda packet but added to the agenda by the committee.

Leigh Deinert from CBS Outdoor came to the meeting to find out when we would be discussing advertising focus for next year. The committee decided to have a brainstorming session at the May 15<sup>th</sup> meeting and to have further discussions in the June meeting and possible presentations by advertisers.

Glenn Edwards of the Newport Symphony gave a report on how Newport simply used the grant funding from last year to promote not only the Newport Symphony concerts, but also for people to stay in Newport for this concerts. He reported that they used \$2000 for all classical ads. And used \$3000 to underwrite a hundred tickets for hotel promotion for concerts. He worked with local hotels to promote people booking rooms in hotels and getting tickets to the Symphony as part of your booking the room. People took advantage of using 70 seats this year. Most of the overnight stays were from people from Eugene and Corvallis. He is requesting grant funding again this year in the amount of \$5000 1000 for marketing for the pink Martini in December 16 and 17<sup>th</sup>. \$1000 for advertisement on all classical period, \$3000 to underwrite a hundred seats for hotel promotion.

MOTION was made by Beck, seconded by Clark to approve a tourism marketing grant for the Newport Symphony of \$5000. The motion carried unanimously in a voice vote.

### **DISCUSSION AND ACTION**

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

The committee is interested in doing a three-month run with Comcast spotlight. They would like to revisit this proposal in June.

MOTION was made by Kuhl, seconded by Beck, to approve 101 Things To Do proposal for 1/2 page vertical ad on the outside back cover with a free half page horizontal ad on the inside, for \$4499 to be paid for out of this fiscal year. The motion carried unanimously in a voice vote.

The committee decided after some discussion to have Davis produce a report for the City Council and City Manager on advertisements the Destination Newport Committee has done for the 2013-14 fiscal year. This report will go directly to Spencer Nebel City Manager.

Next meeting will be May 15, 2014.

### **ADJOURNMENT**

Having no further business, the meeting adjourned at approximately 3:09 P.M.

PDX-129  
central east  
INTERSTATE  
84

Perfectly Placed! 14' x 48'  
Reads to:

I-84 on-ramp  
from I-5 South

The merging of many traffic patterns at this site make for a slow crawl passing this great board throughout the day.

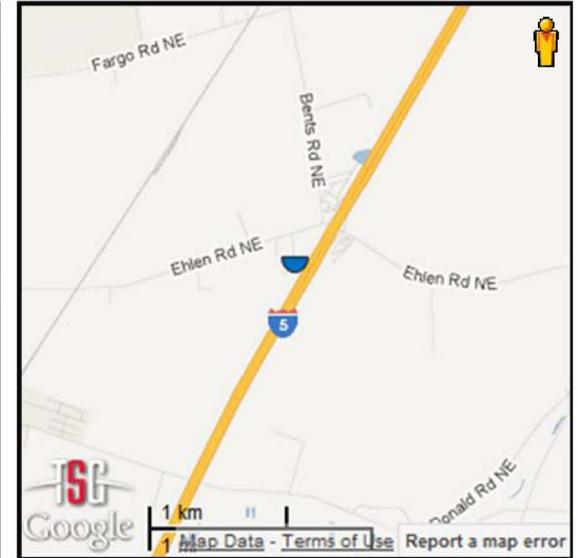
This board is a can't miss for airlines or any advertiser trying to catch the eye of the business traveler as they must pass this to get to Portland International Airport.

Massive traffic counts, particularly during Portland's slow PM commute, make this a great anchor unit for any campaign.





# NORTH WEST NON-METRO - Woodburn, Or #06305A



**NOTES:**  
Production Material: Vinyl  
This location is illuminated.  
Latitude: 45.231167 Longitude: -122.810696

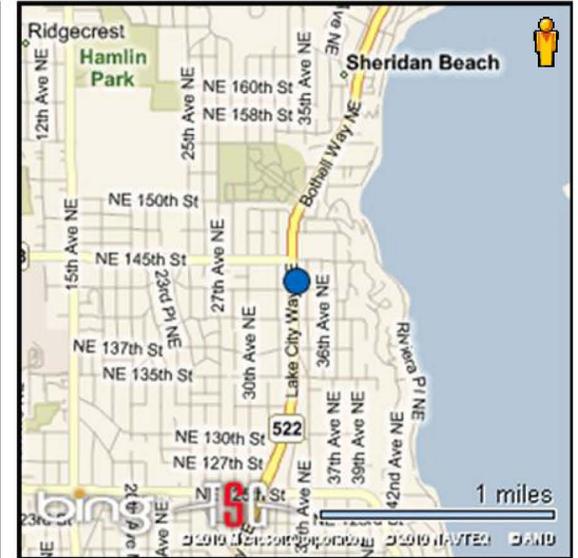
**W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N / Facing N - 12'x44'  
Adults 18+ Weekly Impressions: 281,138**



135 Silver Lane, Suite 230 • Eugene • OR • 97404 • (541) 607-9355 • WWW.CBSOUTDOOR.COM



# NORTH WEST NON-METRO - Seattle, Wa #06249A/B/C



## NOTES:

Production Material: Tri-Vision

This location is illuminated.

Latitude: 47.732476 Longitude: -122.292134

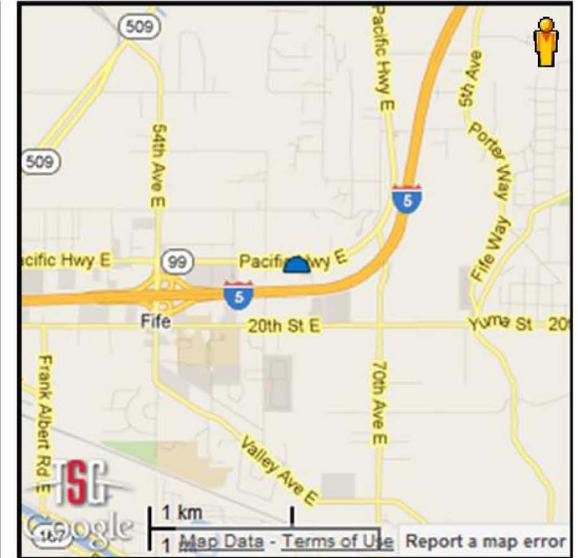
**E/L LAKE CITY WAY NE 460 FT S/O N/E 145TH ST S / Facing S - 14'X48' - Trivision  
Adults 18+ Weekly Impressions: 134,755**



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# NORTH WEST NON-METRO - Fife, Wa #17783B



## **NOTES:**

Production Material: Tri-Vision  
This location is illuminated.  
Latitude: 47.2417 Longitude: -122.344

**W/L I-5 .62 MI N/O EXIT 137 54TH AVE S / Facing S - 20'x60' Trivision  
Adults 18+ Weekly Impressions: 560,052**



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# Eugene Emeralds Baseball

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The Local Fans. The Affordable Fun. The Memories.

# Eugene Emeralds Baseball



## Emerald Facts

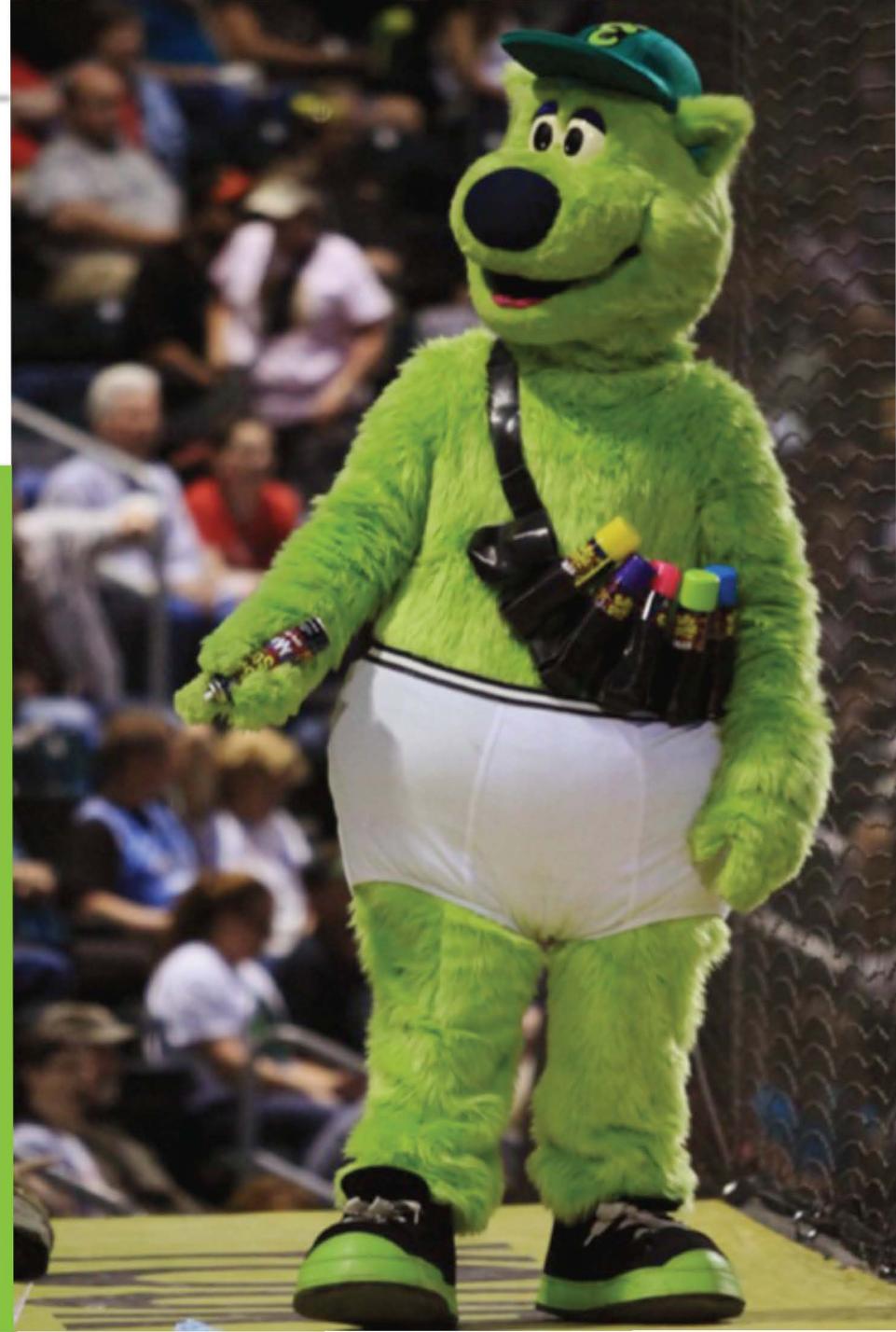
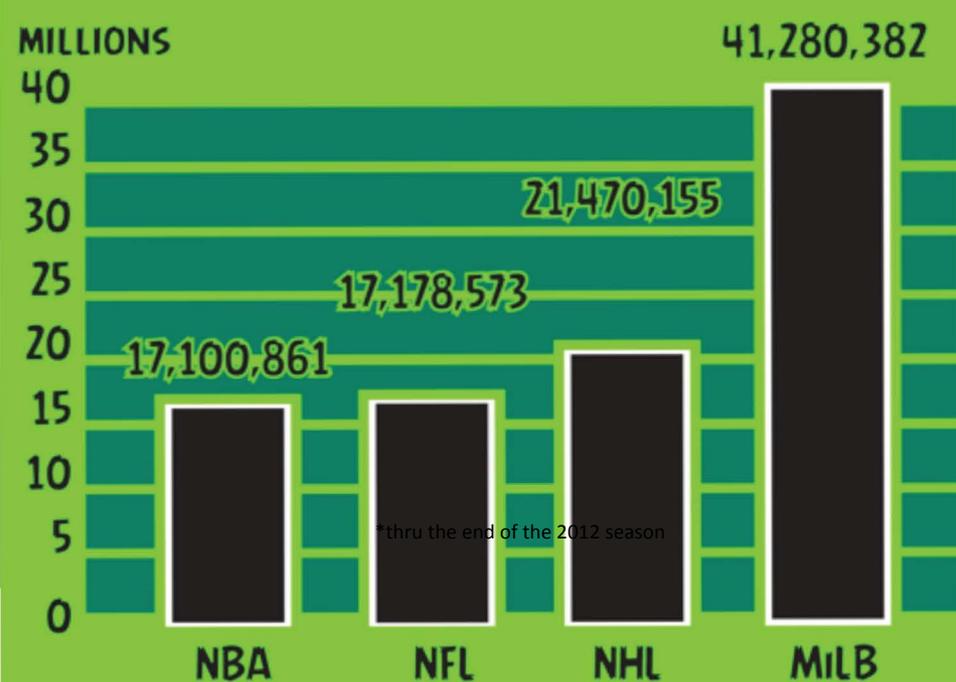
- Established in 1955
- Total Attendance: 5,779,199 (thru the end of 2013)
- Over 245 Emeralds alumni have played in the Big Leagues
  - Legendary players like Mike Schmidt, Bob Boone, Eric Davis, David Freese
- Eugene holds the longest attendance record for 100K+ fans in a season (2014 will mark the 30<sup>th</sup> year!)
- For the 3<sup>rd</sup> consecutive year in a row, Northwest League team executives have nominated the Ems for the MacPhail award which recognizes teams for outstanding marketing and promotions
- In 2011, the Ems were awarded the Minor League Baseball Golden Bobblehead award for best promotions
- Merchandise Sales Tripled from the previous season with the Sasquatch brand
- Game picnics continue to be a Eugene summer tradition; having sold out 91% of games
- Attendance since moving from Civic Stadium is up 10% since 2010.
- The San Diego Padres Minor League system ranked #1 in all of professional baseball
- Eugene has been selected as the host of the 2014 Northwest League All-Star Game



# Why Minor League Baseball?

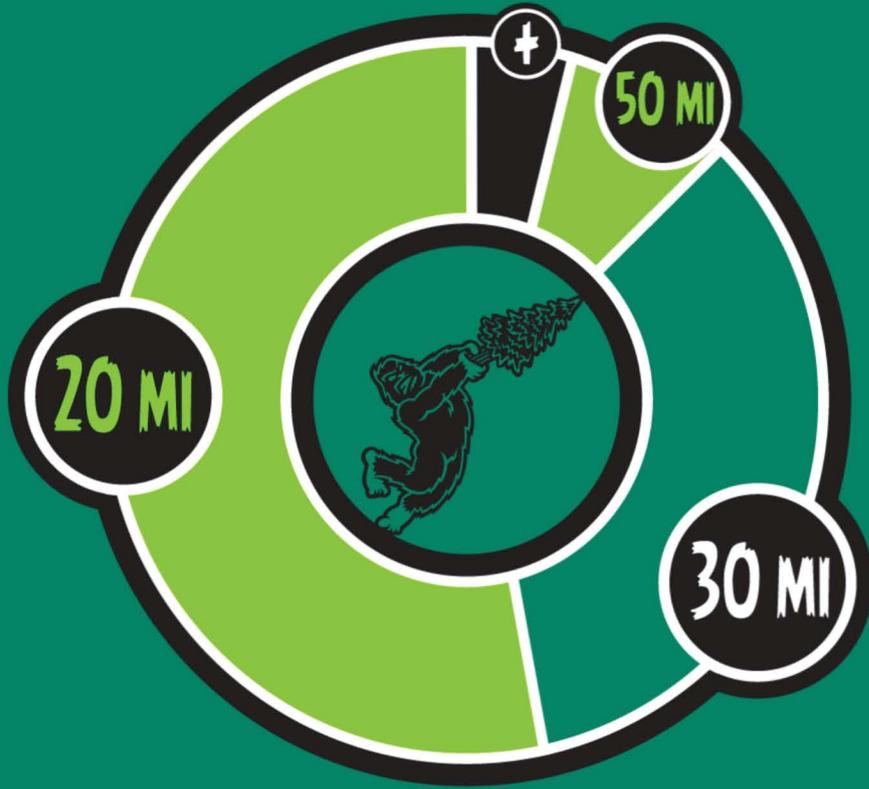
- “Most Families can still afford a night at Minor League ballparks with reasonably priced tickets, special games and giveaways for the youngsters, ballpark food and beverage and exciting professional baseball.” – *Associated Press*
- “Minor League Baseball is a half-billion dollar industry with a loyal fan base for major national marketers to connect with” – *AD AGE*
- “Any marketer considering a large-scale grassroots marketing program needs to strongly consider the high benefits and reach of Minor League Baseball” – *Sports Business Daily*

## PROFESSIONAL SPORTS ATTENDANCE



# FAN LOCATION

MILES FROM PK PARK



53% 20MI RADIUS    32% 30MI RADIUS  
10% 50MI RADIUS    5% OVER 50MI



# EMERALDS™

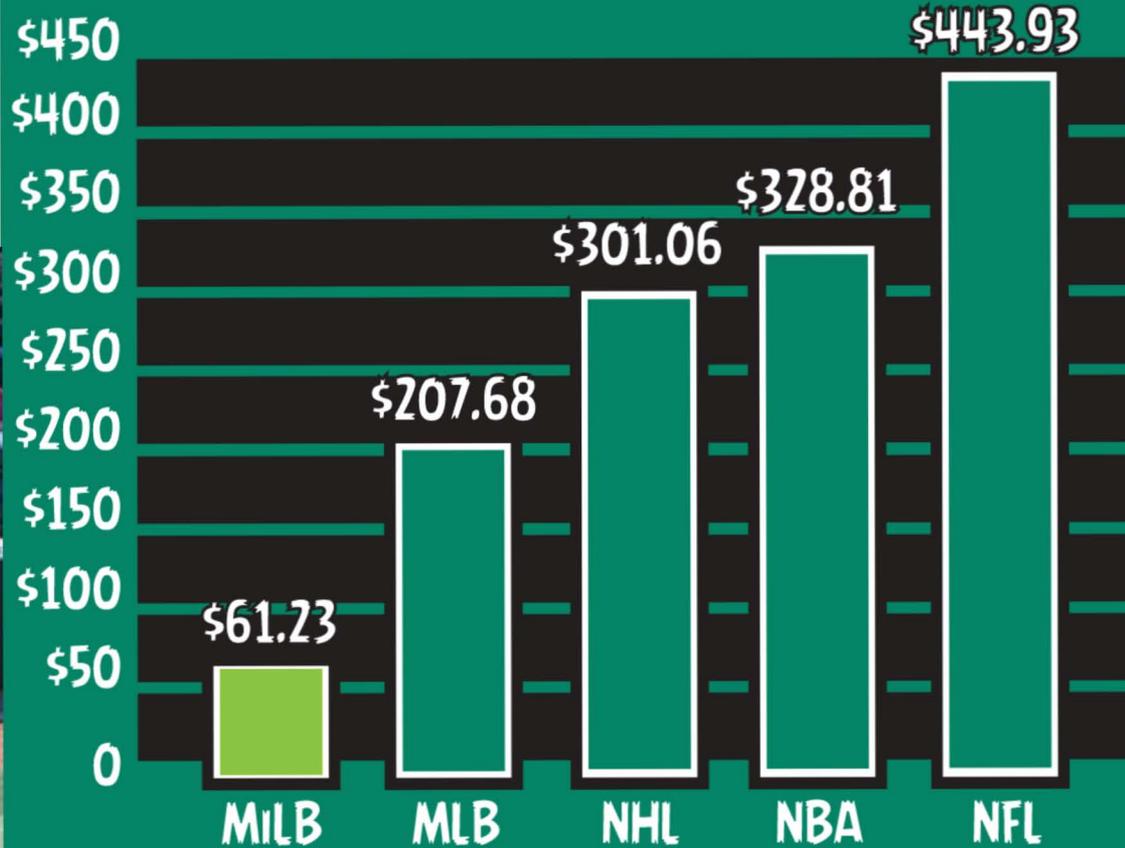


# MiLB FACTS

- Hispanics make up 10% of MiLB fans nationally
- 35 % of Minor League Baseball fans have a **4-Year Degree** (compared to 26% of the general population)
- **More than half** of MiLB Fans have a household income of \$75,000
- **51% of MiLB Fans have children under the age of 17 at home;** 32% have two or more children under the age of 17 at home
- 80% of Adult Minor League Baseball Fans are **Homeowners**
- MiLB clubs are active corporate citizens, collectively giving back more than \$9 million in cash and gifts-in-kind to their local communities and national charity partners



# AVERAGE COST TO ATTEND FOR A FAMILY OF 4

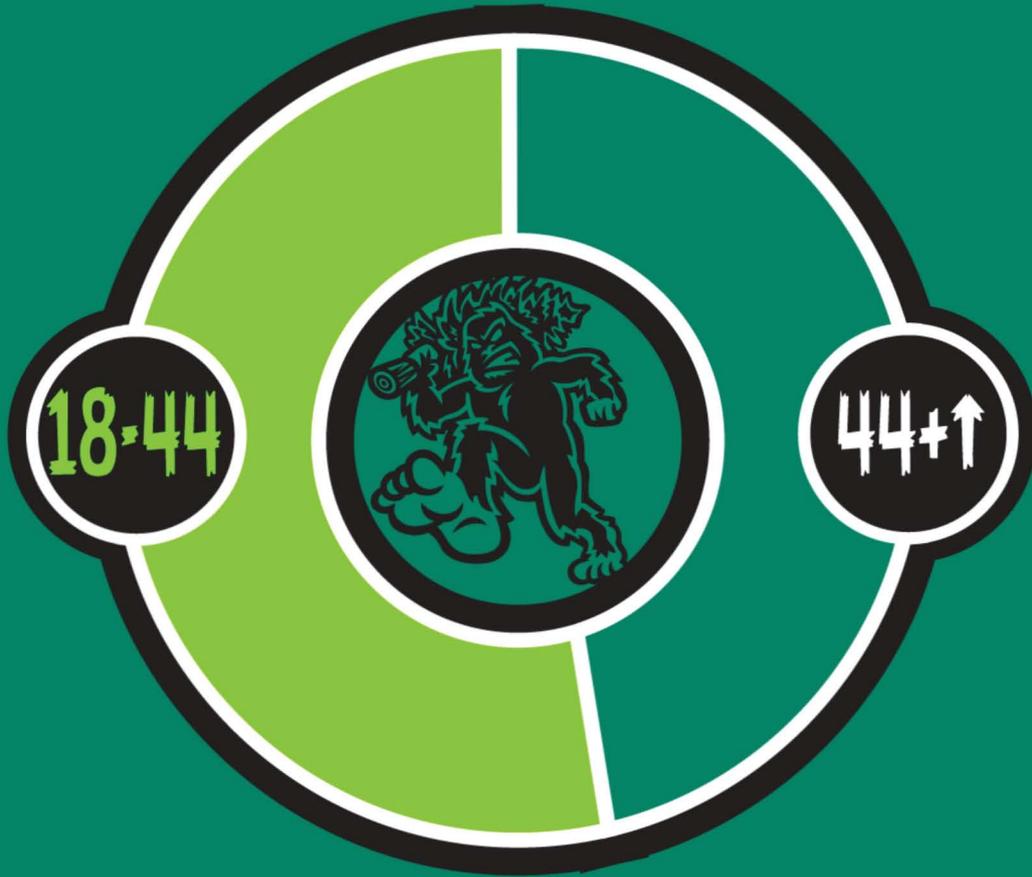


## PRICES BASED ON:

- 2 ADULT TICKETS (AVG. PRICE)
- 2 CHILD TICKETS (AVG. PRICE)
- 2 SMALL SOFT DRINKS

- 2 SMALL BEERS
- 4 HOT DOGS
- 1 PROGRAM
- PARKING

# AG3 DEMOGRAPHICS OF ADULT MiLB FANS



54% 18-44    46% 45+OVER

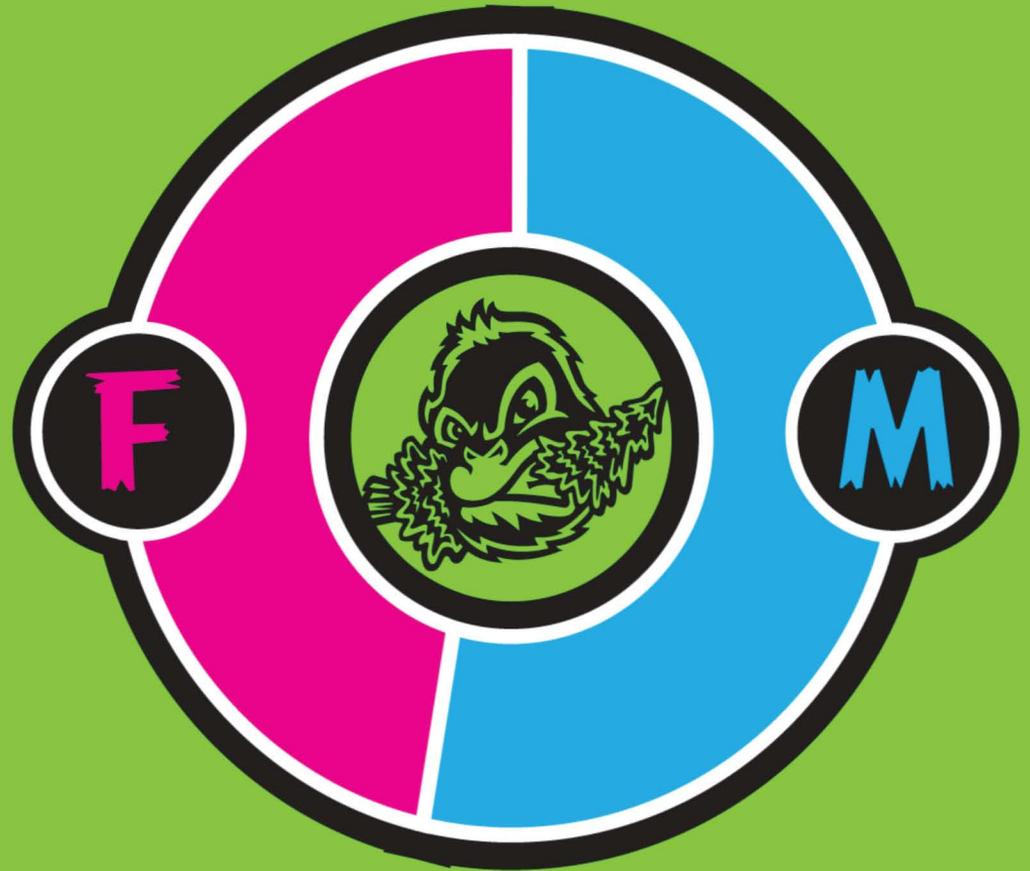


AG3





# GENDER BREAKDOWN OF ADULT MILB FANS



44% FEMALE

56% MALE

# Outfield Billboard

Outfield Billboards are the best way to put your message right into the game. The vinyl banners are 16' x 8' allowing ample room to promote your brand in front of a captive audience of over 3,000 fans per game.

The Visit Newport signage is recognizable with the Yaquina Bay Bridge and the call to action to visit DiscoverNewport.com. The Sponsorship also includes one (:15) public address announcement at each game with logo displayed on the videoboard.



## Discover Newport Crab Shuffle

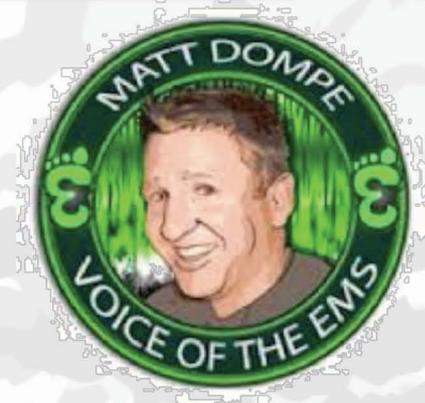
This sponsorship would give Destination Newport's an engaging :90 second promotion that every fan can participate in during all 39 games at PK Park this summer including the 2014 NWL All-Star Game. Utilizing the Ems videoboard, the Newport Crab logo will be 'hidden' under an Ems cap. Fans will test their eye by following the shuffling hats until they come to rest and reveal which hat has the crab.

A fan favorite promotion, the Ems will select a young fan to try their hand at guessing the correct hat from atop the dugout each night winning an Ems prize if they guess correctly.



# Destination Newport Out of Town Scoreboard

Sponsorship of the 'Out of Town Scoreboard' gives local fans a look at what's going on elsewhere in the Northwest League. With a minimum of (3) live reads on the 77 radio broadcasts on CBS Radio 95.3fm "The Score", Newport will receive a minimum of 231 announcements. The sponsorship also includes a :30 second radio spot in each game.



Adding value to last year's package the Ems will include an in-park PA announcement with moving videoboard intro. The :30 second announcement will update the fans in the stadium on the other three NWL games on the schedule that night



# Emeralds Web Banner

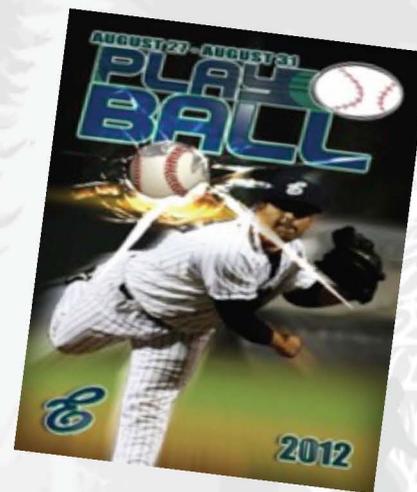
EmeraldsBaseball.com is the number one place for fans to get Emeralds information. Whether its game schedules, promotions or player content, the Ems have increased web traffic each year with use of social media and E-newsletters. This prominent web banner will not only link directly back to your website but also give your sponsorship a presence outside the park



# Emeralds Game Program

As a part of this sponsorship package, you will receive a Half Page Ad (2.75" x 4.75"), full-color advertisement in each of the 7 editions of the Ems game program with a total of 120,000 printed for the season.

Fans receive this complimentary program every night at PK Park over the course of our 39-game season. Content includes rosters, player profiles, Ems history and kids fun pages.



## EMERALDSBASEBALL.COM TRAFFIC IN SEASON VISITORS



## Package # 1

Outfield Billboard (16' x 8')

Out of Town Scoreboard

:30 second Radio Spot (77 total)

Newspaper Shuffler

15 Second Tram Ad

Web Banner

Total Gross Investment for EUC = \$12,500

## Package # 2

Outfield Billboard (16' x 8')

Out of Town Scoreboard

Newspaper Shuffler

Web Banner

Total Gross Investment for EUC = \$9,500

Proposal Presented by:

Matt Dompe

Assistant GM, Radio Play-by-Play Broadcaster

[Matt@EmeraldsBaseball.com](mailto:Matt@EmeraldsBaseball.com)

(541) 342-5367



MT





Eads Broadcasting Corporation  
P.O. Box 749 Albany, OR 97321  
(541) 926-8683 / 451-5425 FAX: (541) 451-5429  
E-Mail: Charlie@kgal.com Cell: (541) 990-6055

### **Summer Advertising proposal to Destination Newport April 26, 2014**

Objective: Keep Newport top of mind all through the key summer months

Start Date: June 1, 2014

End Date: Labor Day Weekend, 2014

Stations & Sites: KGAL 1580AM, KSHO 920AM, [www.kgal.com](http://www.kgal.com) [www.ksho.net](http://www.ksho.net)  
The Action Stream- [www.willamettevalleysports.com](http://www.willamettevalleysports.com)

Ad Copy: Thirty and Sixty second ads professionally produced and approved by the Destination Newport Committee. These ads would be available for your Use on other stations if desired.

Schedule: 93 days coverage. Ads placed to cover all dayparts every day. There would Be a minimum of 3000 plays over the 5 stations (2 broadcast & 3 Internet).

Investment: Normal combo pricing for this full campaign would be \$12,000. I am offering this summer saturation campaign for \$5000 to be billed as follows:  
June- \$1666.67 July- \$1666.67 August- \$1666.66

Accountability: In additional to pre-approval of all ad copy, the committee will be provided with days and times of all ads via mail, email or regular mail.

Respectfully submitted,

Richard C. Eads  
Owner/General Manager

I was contacted by Dave Grothouse who own a trucking business and has an 18 wheeler that runs a route in the Northwest (Idaho Oregon Washington, Utah and Arizona)  
And has proposed that we have a graphic on the side panels of his trailer like our billboards. He doesn't want any money for it. He says the vinyl is about \$5000 to produce and install (he doesn't) but he knows of some.

He hopes DNC would have an interest. He doesn't want a business on there, just a destination. 😊

I have his contact info, and perhaps we can discuss at the next meeting...

Thanks!

2014-15 Custom Proposals  
for Destination Newport

*No one reaches Affluent VISITORS better than  
PORTLAND GUIDE, Discover Oregon  
Travelers have extra spending power!*

Option A: 2 of 4 Quarterly issues (ie: Summer 2014 & Spring 2015?)

**1/2 page color ads in 2 of 4 Quarterly issues**

\$3,610 2X 1/2 page color gross rate

**- 78% CONFIDENTIAL Discount!**

= \$800 Net for each Quarter

X 2 Quarterly issues

= **\$1,600 Total for 1.00 total ad pages in 200,000 Print copies over 6 months**

+ **online e-Mag & free iPad App for 2 Seasons\*\***

Option B: 3 of 4 Quarterly issues (ie: Summer & Fall 2014 + Spring 2015?)

**1/2 page color ads in 3 of 4 Quarterly issues**

\$3,335 3X 1/2 page color gross rate

**- 82% CONFIDENTIAL Discount!**

= \$600 Net for each Quarter

X 3 Quarterly issues

= **\$1,800 Total for 1.50 total ad pages in 300,000 Print copies over 9 months**

+ **online e-Mag & free iPad App for 3 Seasons\*\***

**PLUS... COMPLIMENTARY NEWPORT E-BROCHURE!!**

**\*\* BOTH Digital editions include Interactive client features such as Video/Audio clip, Photo Slideshow, 360 Virtual Tour + automatic Hotlinks to YOUR Website etc.**

Each Quarterly Ad secures Bonus Coverage in ALL 3 Editions:

- ◆ Photo, Edit & Events in **Oregon Coast Roadtrips section**
- ◆ ALSO, Listing with LINK on our Web Site: [www.theportlandguide.com](http://www.theportlandguide.com)
- ◆ AND, Quarterly Distribution Copies, if desired

PORTLAND GUIDE, Discover Oregon is the best of BOTH Worlds:

- ◆ More Print in more Locations upon arrival
- ◆ Most cutting-edge Digital editions PRE-trip
- ◆ 65 years in publication & ranked the #1 free iPad App for Portland Travel!

2014-15 Custom Proposals  
for Destination Newport  
*No one reaches Affluent RESIDENTS better than  
Portland's Performing Arts—  
Show-goers have extra spending power!*

Option 1: 4 Programs (of approx. 35 each season)

**1/2 page color ads**

\$1,575 6X 1/2 page color gross rate

**- 50% CUSTOM Discount!**

= \$785 Net each

X 4 Programs

= **\$3,140 Total for 2.00 total ad pages** (Print Circulations & Dates vary per show)

+ **online e-Mag & free iPad App\*\***

Option 2: 6 Programs

**1/2 page color ads**

\$1,575 6X 1/2 page color gross rate

**- 65% CONFIDENTIAL Discount!**

= \$550 Net each

X 6 Programs

= **\$3,300 Total for 3.00 total ad pages** (Print Circulations & Dates vary per show)

+ **online e-Mag & free iPad App\*\***

**\*\* BOTH Digital editions include Interactive client features such as Video/Audio clip, Photo Slideshow, 360 Virtual Tour + automatic Hotlinks to YOUR Website etc.**

(Portland Performing Arts includes Oregon Symphony, Portland Opera, Broadway Across America Portland, Oregon Ballet Theatre & Portland Jazz Festival)



**City of Newport  
Destination Newport Committee  
Annual Report**

**April 2014**

The Destination Newport Committee has 7 members; John Clark-Whaler Hotel, Carrie Lewis-Oregon Coast Aquarium, Lill Patrick-Dolphin Realty, Ric Rabourn-Hallmark Resort, Judy Kuhl-Best Western Plus Agate Beach, Steve Beck-Farmers Insurance and Lorna Davis-Greater Newport Chamber of Commerce. The Council liaison is Dean Sawyer.

The committee is an all-volunteer committee that meets the third Thursday of each month at 2:00pm at City Hall. Once again this year, the committee has elected to make media decisions and purchases without utilizing an agency for services, instead contracting with the News Times to produce all print media-including outdoor, for DNC. Our specific branding integrity is maintained through this method, and the cost savings and access for images and production are significant.

For the 2013-2014 Fiscal Year we utilized the following media;

**Outdoor:**

Outdoor-Newberg Oregon Billboard-CBS Outdoor (February-February)

Outdoor-Grand Ronde Billboard-CBS Outdoor (November-November)

Outdoor-Portland Oregon 90ft Wallscape-On Display Advertising (Fall and Spring postings)

Outdoor-Woodburn Location-CBS Outdoor (December-June)

**Print:**

Madden Media-creates requests for visitor info for 4 months-Chamber follow up

1859 Magazine advertising Fall and Spring

Eugene Magazine-Fall edition

Visitors Choice Hard Cover-Coast

Visitors Choice Hard Cover-Bend

Visitors Choice Soft Cover-Coast

Travel Newport-2 pages

Vino-Fall edition

Travel Oregon Scenic Byways Guide

Oregon Coast Today-2-26 week campaigns

Coast Explorer

Mile by Mile Guide

101 Things to Do

Gloss Brochure Printing for Northwest Distribution (150,000)-News Times/Certified Display

**Radio:**

KFIR Radio-Valley

**Television:**

KEZI-2 3 month campaigns, 5 TV 30 second ads

Web-Cam KGW Webcam located at Port of Newport

Hospitality Vision/Corvallis in room TV ads

**Other:**

Eugene Emeralds-home game promotions, banner, and announcements

Corvallis Knights-home game promotions, program guide, banner and announcements

Website and Social Media:

Maintained by Chamber

**PR:**

Andre Haagstadt-PR assisted by Chamber

The annual operating budget for Destination Newport is \$325,000 and comes from Transient Room Tax.

To date the committee utilized approximately \$300,659. This amount includes some media that has not yet been paid for but will be billed in this fiscal year. The committee is mindful of the budget and sets aside approximately \$25,000 for contingency to make sure we don't overspend if room tax collections are not within the budgeted amount.

The larger concentration of funding was on Outdoor marketing via billboards. Print media is centered in publications that our market demographic utilize. In the past few years we have added the Eugene/Springfield and Corvallis/Albany area in the marketing plan. We also work to attract visitors who are traveling along the coast, in the Portland metro area and Central Oregon.

The committee reviews the accounts and media offers brought before them (fielded by the Chamber) each month. A planning session for the next fiscal year will occur in June of 2014. The budget of \$325,000 has been in place for several years.

This committee also reviews the Tourism/Event Grant requests to make appropriate recommendations to Council. The \$25,000 budget for this is a separate budget also generated from Room Tax.