



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, April 17, 2014, City Manager's Conference Room, 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, April 17, 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 -March 20, 2014, meeting minutes review and approve
 - b. Review of Accts., March 2014
- IV. Public Comment
- V. Media Consideration
 - a. Comcast Spotlight
 - b. 101 Things To Do Magazine
 - c. AAA Via Oregon-Idaho
- VI. Other
 - a. Tourism Marketing Grant Application-Newport Symphony
- VII. Discussion and Action
- VIII. Adjournment

Destination Newport Committee
March 20, 2014
2:06 P.M.
Newport, Oregon

CALL TO ORDER

The March 20, 2014 meeting of the Destination Newport Committee was called to order at 2:06 P.M. In attendance were John Clark, Lorna Davis, Carrie Lewis, Steve Beck, Judy Kuhl, Lil Patrick, and Ric Rabourn. Also in attendance was Dean Sawyer, Council Liaison, and Peggy Hawker, City Recorder/Special Projects Director.

Others in attendance were Fletcher Beck, of 1859; and Randy Joss, of KEZI Television.

INTRODUCTIONS

Everyone introduced themselves.

1859 OREGON MAGAZINE

Fletcher Beck, representing "1859 Oregon Magazine," reviewed the publication; its distribution; demographics; and subscriptions. He recommended that the Committee consider a long-term, consistent message with the publication, and if approved, would include a complimentary banner ad on the publication's home page from May through June. Lewis inquired about the timeline, and Joss reported that the ads would begin in the July/August issue and continue through the May/June edition next year. Davis noted that the Committee would review the proposal and communicate with Beck.

PORTLAND GUIDE

Davis recommended having a representative from the Portland Guide make a presentation to the Committee in the next fiscal year. Davis will communicate with the representative.

KEZI TELEVISION PROPOSAL

Randy Joss, representing KEZI Television, appeared before the Committee to request consideration of continued advertising with KEZI. He reviewed the KEZI viewing area; and the "Live Well" network. He recommended an agreement to run advertising with KEZI from April to June, and from September to November. Davis asked whether he would consider some deferred billing on the total advertising fees of \$15,000, and Joss indicated that he would be amenable to some deferred billing.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the February 27, 2014 meeting;
- B. Review of Accounts for February 2014.

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

MEDIA PROPOSAL CONSIDERATION

Portland Guide - Davis recommended having a representative from the Portland Guide make a presentation to the Committee in the next fiscal year. Davis will communicate with the representative.

1859 Oregon Magazine - MOTION was made by Patrick, seconded by Lewis, to approve a yearly agreement with 1859 Oregon Magazine, with the ad being a vertical, one-half page in the right hand column, with a complimentary banner ad, and that further, the cost of \$8,700 be billed in the next fiscal year; and that the News-Times produce all six ads for consistency. The motion carried unanimously in a voice vote.

KEZI Television Proposal - MOTION was made by Beck, seconded by Patrick to approve a series of advertisements with KEZI Television, for the months of April, May, and June, in the amount of \$15,000, to be billed during this fiscal year. The motion carried unanimously in a voice vote.

COMMITTEE COMMENTS

Davis asked the Committee to think about strategic planning for the next year. She recommended that this matter be included in an upcoming agenda for discussion in May or June.

Davis reported that she had talked with Lori Tobias, who is now a stringer for the Oregonian. She suggested that the Committee consider budgeting monies next year to have Tobias, or another writer, compile a series of articles that would focus on special interests in the community, for distribution to the media outlets; blogs, Facebook, etc.

A brief discussion ensued regarding the use of "Basecamp" to review and discuss materials. Hawker reported that because deliberations need to occur in public, so that the public can see the deliberations, this could constitute a violation of the public meeting laws. She also noted that if an e-mail is sent to the entire Committee, asking for an opinion, that the Committee could respond to the sender, but if the response is to the entire Committee, it may also be a violation of the Oregon Public Meeting Laws.

NEXT MEETING

The next meeting will be held on April 17, 2014, at 2:00 P.M. Lewis and Rabourn reported that they will be unable to attend this meeting.

ADJOURNMENT

Having no further business, the meeting adjourned at 2:50 P.M.

From: Hanson, Cynthia [mailto:Cynthia_Hanson@cable.comcast.com]
Sent: Thursday, March 27, 2014 10:37 AM
To: Lorna Davis
Subject: Spring Tourism Special

Hi Lorna,

Hope all is well with you. Spring is here and our season here at the beach is underway!

I wanted to share this spring tourism special with you, offerin a chance to grab lots of viewers in various parts of the valley and Eugene for a really good rate. I have a producer that can make some pretty decent ads for quite reasonable: \$500 for one spot, or \$1000 for three donuts (A donut is where you have the same beginning and ending, but with something different in the middle, such as an event or different feature).

Let me know if this is of any interest to you and I'd be happy to present it to Destination Newport, the Chamber, or answer any questions you might have.

Happy Spring Break!

Cindy Hanson

Account Executive

Comcast Spotlight

Central Oregon Coast

P: 541-574-2694 C: 541-272-7657 F: 541-758-4650

Cynthia_Hanson@cable.comcast.com

101 THINGS TO DO®

2014/15 Western & Coastal Oregon Edition

Magazine format: Large (10.5"w x 13.75"h) full color glossy covers, inside full color 60-80# high-bright paper.

Publish date: Annually, in May (before Memorial Day).

Circulation: 100,000

Readership: 250,000

Distribution area: Coos, Douglas, Lane, Lincoln, Linn, Benton, Marion, Polk & Yamhill counties.

Distribution points: Hotels, motels, RV resorts, chambers of commerce / visitor centers, restaurants & high traffic attractions.

Distribution drop locations: A complete list (by sectors) is available by request.

Reader demographics: Average 50-50 split; male & female readers between 25-80 years of age. Average annual household income: **\$150,000**.

Distribution #s By City, 2013/14 Edition:

Bandon (145 bundles of 50)	7,250
Coos Bay Area: (139 bundles of 50)	6,950
Reedsport/WinBay: (29 bundles of 50)	1,450
Florence area: (250 bundles of 50)	12,500
Newport/Depoe Bay: (189 bundles of 50)	9,450
Lincoln City: (269 bundles of 50)	13,450
Total Coast:	51,050 copies

Roseburg area: (221 bundles of 50)	11,050
Cottage Grove: (59 bundles of 50)	2,950
Eugene/Springfield (209 bundles of 50)	10,450
Albany/Corv./Leb. (153 bundles of 50)	7,650
Salem-Keizer (215 bundles of 50)	10,750
McMinnville-Newberg (140 bundles of 50)	7,000
Total Inland:	49,850 copies

Note: An additional 300 copies were mailed out, and an additional 1,000 copies were circulated outside the area. Total 2012 circulation was 102,200. We had an over run of 2,200 copies.

Visit us online at:

www.101things.com/westoregon



Facebook www.facebook.com/101ThingsToDoWesternOregonandTheCoast



****Full ad specs are available for ad production. (We can build your ad at no charge, if preferred).**

Nate Kaplan, Owner/Publisher
Perfect Pitch Enterprises, LLC
101 Things To Do®, Western & Coastal Oregon
www.101things.com
nate@101things.com
541.260.8668



101 THINGS TO DO®

2014 Edition

101 Things To Do® National Overview

101 Things To Do® Magazine publishes 100,000 copies or more, in each of these nearby regions:

San Francisco, Marin, Sonoma/Napa, Mendocino, Humboldt, Shasta Cascade, Sacramento, Sierra Nevada, Southern Oregon/Del Norte, Ca., and **Western & Coastal Oregon**.

Other regions include 101's "birthplace" Kaua'i, also Maui, Oahu, and The Big Island Hawai'i. Hilton Head SC, Outer Banks NC, Phoenix AZ, Orange County CA and San Diego CA.

More **101 Things To Do® Magazine** regions across the U.S. are being started every year!

101 Things To Do® Online & Social Media

- Read our E-Magazine at: www.101things.com/westoregon/101-things-to-do-western-oregon
- **101 Things To Do® "multimedia access"**, includes our mobile website for Iphones, Androids & Tablets; QR codes (linking any smart phone/tablet directly to video streams, audio streams, advertiser websites, menus, phone #'s, GPS location/directions, etc.), along with our interactive website, with exciting online contests for viewers & readers.
- **We link our Facebook & Twitter feeds with our website to give the advertiser the complete online package**

Visit us online at:

www.101things.com/westoregon



Facebook www.facebook.com/101ThingsToDoWesternOregonandTheCoast



Nate Kaplan, Owner/Publisher
Perfect Pitch Enterprises, LLC
101 Things To Do®, Western Oregon
www.101things.com
nate@101things.com
541.260.8668

Sizes & Rates - 2014

1/8 Page Horizontal

\$999.00
\$83.25 per month

29 x 19 picas OR
4-13/16" x 3-3/16"

1/16 Page Vertical

\$599.00
\$49.92 per month

14 x 19 picas OR
2-5/16" x 3-3/16"

1/8 Page Vertical

\$999.00
\$83.25 per month

14 x 38 picas OR
2-5/16" x 6-5/16"

1/2 Page

\$2999.00
\$249.92 per month

HORIZONTAL
59 x 38 picas OR
9-13/16" x 6-5/16"

VERTICAL
29 x 77 picas OR
4-13/16" x 12-3/4"

1/4 Page

\$1799.00
\$149.92 per month

29 x 38 picas OR
4-13/16" x 6-5/16"

Full Page

\$5299.00
\$441.58 per month

Ad: 59 x 78 picas
or 9-3/4" x 12-3/4"

Trim: 10.5" x 13.75"

Bleed: 11" x 14.25"

**Cover & Premium Placement
for all sizes at additional charges**

AD SPECIFICATIONS:

All ads are full color:

- Art work & photos CMYK (no RGB or spot colors)
- If type is black, it must be ALL black, not CMYK
- if reverse type, no smaller than 10 pt, sans serif
- Fonts embedded or outlined
- PDF preferred, or jpg, tiff, eps at 300 dpi
- Photos / art 300 dpi

EMAIL to:

ads.101things@gmail.com

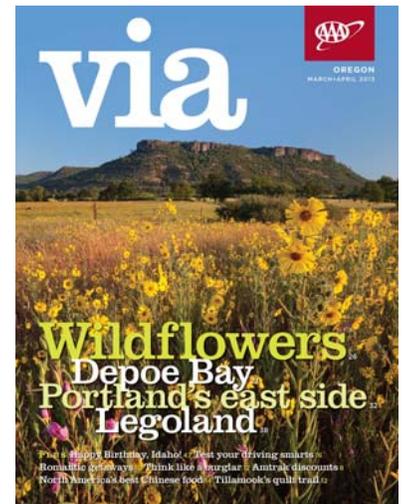
101®
THINGS TO DO



The AAA brand influences both readership and buying habits

AAA is one of the most recognized brands in the world. Now you can put that power to work for you by going directly into the homes of all AAA members in Oregon and Southern Idaho. **Via Oregon/Idaho** magazine is published six times per year and features travel, automotive, and lifestyle editorial.

The key to AAA's high-return advertising programs is trust. Because active, affluent members trust AAA's reliable, high quality service, they use it to make their travel plans, insure their cars and homes, and to help when they are stranded on the side of the road. There's simply no better time and place to influence their buying decisions than in **Via Oregon/Idaho** magazine.



via



[January/February 2014](#)

Winter Getaways: Oahu, Pinnacles National Park, Utah skiing, Mount Bachelor
Florida Everglades
Disneyland
Sedona, Arizona
Whale Watching
Weekender: McCall, Idaho

[July/August 2014](#)

Lake Escapes
Lake Tahoe, Lake Powell, Wallowa Lake, Jenny Lake, and more
Canyonlands of the Southwest
San Juan Islands, Wash.
Weekender: Sun Valley, Idaho

[March/April 2014](#)

Readers' Favorite Restaurants
Willamette Valley Wine Country
Buenos Aires and other South American hot spots
Weekender: The Dalles, Ore.

[September/Oct 2014](#)

Going to Extremes
Superlative destinations around the West (highest, lowest, hottest, coolest, wackiest)
Los Angeles
River Cruises
Weekender: Medford, Ore.

[May/June 2014](#)

National Parks
Yellowstone, Yosemite, Grand Canyon, Crater Lake, Great Basin, and more
Cuba
Las Vegas Adventures
Portland's Best Neighborhoods
Weekender: Seaside, Ore.

[November/Dec 2014](#)

Food Getaways
Sonoma wine country; Las Vegas; Park City, Utah; Portland's downtown and Pearl districts; Seattle; and Santa Fe, N.M.
Big Island
Northwest Cideries
Weekender: Seattle, WA



Audience Profile

2014

Circulation Region: Oregon and Southern Idaho

Circulation: 440,000 ♦ Audience: 1,012,000

via

- ♦ On average, AAA Member households in the region earn \$5,300 more than non-Member households in Oregon and Southern Idaho
- ♦ AAA Members in the region are 49% more likely to have a post graduate degree than the average Oregon or Southern Idaho adult



Oregon and S. Idaho		Audience	Composition	Coverage	Index
Men		415,000	41%	17%	85
Women		597,000	59%	23%	114
Married		658,000	65%	22%	109
Household Income					
\$60,000+		577,000	57%	22%	107
\$75,000+		455,000	45%	26%	127
\$100,000+		243,000	24%	26%	128
\$150,000+		61,000	06%	19%	123
\$200,000+		40,000	04%	08%	140
Average HHI	\$73,500				
Median HHI	\$68,900				
Age					
18-34		162,000	16%	12%	59
35-54		283,000	28%	16%	80
55-64		253,000	25%	29%	139
65+		314,000	31%	32%	157
Median Age	57.9 years				
Education					
Attended college		739,000	73%	22%	109
Bachelor's degree+		506,000	50%	28%	139
Home					
Own Home		830,000	82%	24%	120
Mean Home Value	\$302,596				
Median Home Value	\$266,556				

Source: 2013 Doublebase, GfK MRI



Readership

2014

Circulation Region: Oregon and Southern Idaho
 Circulation: 440,000 ♦ Audience: 1,012,000

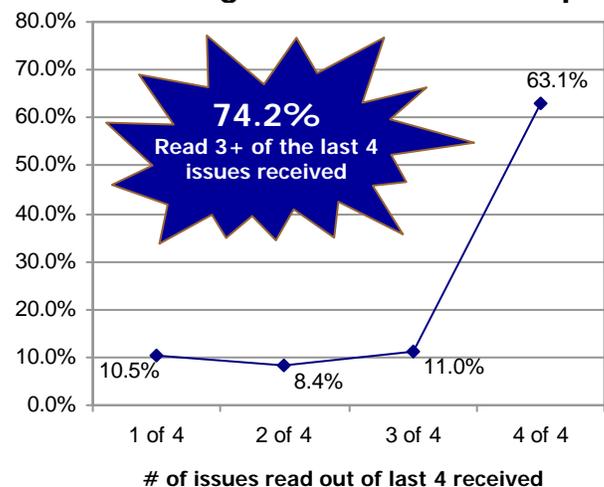
- Another glowing testimony to the editorial excellence of **Via** is its unprecedented readership by AAA members who rarely miss an issue.
- Readers take 25.1 minutes, on average, out of their busy schedules to spend reading an issue.



Actions taken as a result of reading VIA in the past year:

Took any action	75.4%
Became aware of AAA discount(s)	39.6%
Visited/contacted AAA office	29.8%
Traveled to a destination advertised or written about	22.9%
Visited AAA.com	19.0%
Used AAA Tour Book	18.2%
Planned or modified existing plans for a trip	16.3%
Made reservations or bought tickets	15.7%
Visited an advertiser's web site	9.6%
Obtained information on a product or service advertised	8.9%
Called or Visited AAA Travel Agent	8.5%
Called a toll-free number	6.8%
Visited Magazine website	4.9%
Called an advertiser directly for information	3.8%
Sent for information using AAA Magazine Reader Service Card	3.0%

Via Oregon/Idaho Readership



Source: 2013 Via Oregon/Idaho Reader Profile Study, GfK MRI



Regional Travel

2014

Circulation Region: Oregon and Southern Idaho
 Circulation: 440,000 ♦ Audience: 1,012,000

- **84.4% of Via Oregon/Idaho** readers took at least one overnight domestic trip in the past year

Top 25 areas visited in the past year:

Oregon Coast	54.9%
Portland	39.7%
Seattle	28.0%
Central Oregon	27.0%
Columbia River Gorge	26.6%
Northern California	25.5%
Willamette Valley	24.3%
Bend/Mt. Bachelor	23.3%
Southern California	22.7%
Southern Oregon	17.6%
Eastern Oregon	16.1%
Las Vegas, NV	16.1%
San Francisco Bay Area	13.7%
Boise, ID	13.5%
Los Angeles Area	11.9%
Coastal Washington	10.9%
Phoenix/Scottsdale, AZ	10.0%
Reno, NV	8.3%
Salt Lake City, UT	7.8%
Orange County, CA	7.2%
Shasta/Cascades	7.2%
California Wine Country	6.8%
Spokane, WA	6.7%
Sacramento, CA	6.6%
Central California Coast	6.4%

Via Oregon/Idaho readers, on average, travel more frequently than non-readers in the region



Top 5 states visited in the past year:

California	54.2%
Oregon	53.6%
Washington	46.3%
Nevada	25.1%
Idaho	23.1%

Source: 2011 Via Oregon/Idaho Reader Profile Study, GfK MRI



via

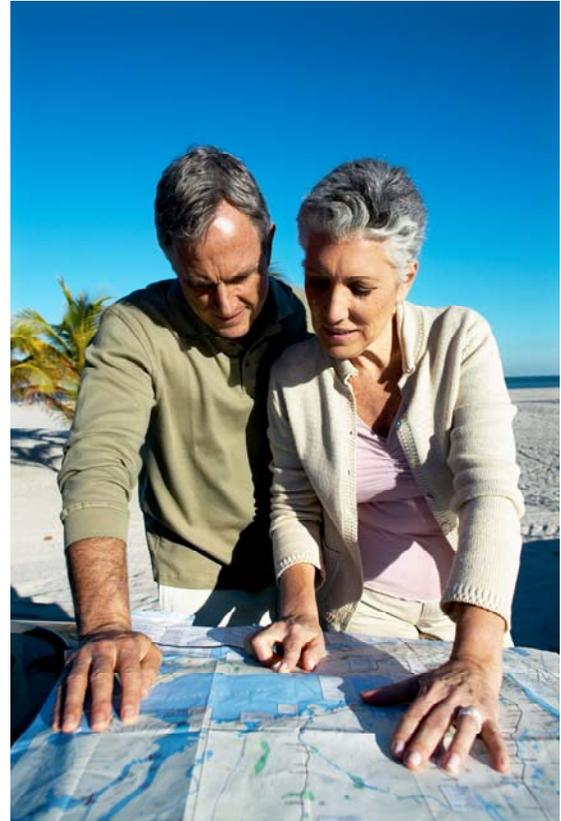
Travel Planning and Booking

2014

Circulation Region: Oregon and Southern Idaho
 Circulation: 440,000 ♦ Audience: 1,012,000

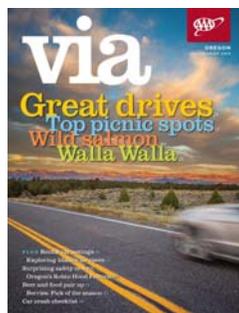
Readers of *Via* most often look to the magazine for information and travel ideas.

Sources of information when planning a trip:	
Friends or Relatives	55.3%
Via Oregon/Idaho Magazine	42.6%
Books	24.6%
Direct from Accommodations/ Travel provider	22.8%
AAA Publications and Guides	22.3%
AAA Web Site	18.9%
AAA Travel Agency	18.1%
Television	14.8%



Via magazine is the #1 information source for respondents planning a weekend trip

Source: 2013 Via Oregon/Idaho Reader Profile Study, GfK MRI



via



General Advertising Rates

2014

All rates are Gross



Rate Card #17
Effective January 2014

Rate Base: 440,000 ♦ Total Readers: 1,012,000

Circulation Region: Oregon and Southern Idaho

	1X	3X	6X
4 Color			
Full Page	\$ 10,480	\$ 9,960	\$ 9,430
2/3 Page	7,350	6,980	6,620
1/2 Page	6,300	5,990	5,670
1/3 Page	3,980	3,780	3,580
1/6 Page	2,420	2,300	2,180
2 Color			
Full Page	\$ 9,430	\$ 8,960	\$ 8,490
2/3 Page	6,620	6,290	5,960
1/2 Page	5,680	5,400	5,110
1/3 Page	3,590	3,410	3,230
1/6 Page	2,170	2,060	1,950
B&W			
Full Page	\$ 8,390	\$ 7,970	\$ 7,550
2/3 Page	5,870	5,580	5,280
1/2 Page	5,040	4,790	4,540
1/3 Page	3,510	3,330	3,160
1/6 Page	1,920	1,820	1,730
Cover 2	\$ 12,060	\$ 11,460	\$ 10,850
Cover 3	11,540	10,960	10,390
Cover 4	13,140	12,480	11,830



Travel Guide Advertising Rates

2014

All rates are Net



Rate Card #17
Effective January 2014

Rate Base: 440,000 ♦ Total Readers: 1,012,000

Circulation Region: Oregon and Southern Idaho

		1X	3X	6X
4 Color				
1/3 Page	\$	4,020	\$ 3,820	\$ 3,620
4 inch		2,010	1,910	1,810
3 inch		1,510	1,430	1,360
2 inch		1,010	960	910
1 inch		530	500	480
B&W				
1/3 Page	\$	3,200	\$ 3,040	\$ 2,880
4 inch		1,600	1,520	1,440
3 inch		1,200	1,140	1,080
2 inch		820	780	740
1 inch		430	410	390

Ads may not be less than 1 column inch in depth. Columns are 2 1/4" wide.

Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

No Agency Discounts.



Ad Close Dates 2014



Rate Card #17
Effective January 2014

Rate Base: 440,000 ♦ Total Readers: 1,012,000
Circulation Region: Oregon and Southern Idaho

Issue Date	Ad Close	Materials Due
January/February	11/01/13	11/05/13
March/April	01/02/14	01/07/14
May/June	03/03/14	03/07/14
July/August	05/01/14	05/06/14
September/October	07/01/14	07/07/14
November/December	09/02/14	09/08/14



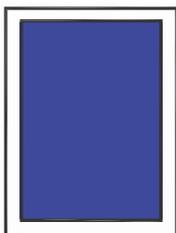
Ad Specifications

2014

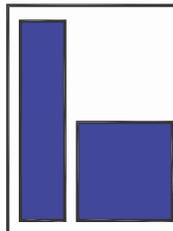


Rate Card #17
Effective January 2014

Trim size: 8" x 10.5" Bleed size: 8.25 x 10.75"

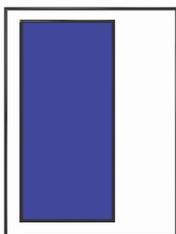


Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (Bleed)

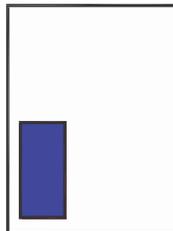


1/3 Page
Vertical:
2.25" wide x 9.5" high

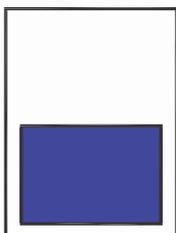
Square:
4.625" wide x 4.625" high



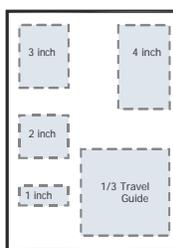
2/3 Page
Vertical:
4.625" wide x 9.5" high



1/6 Page
Vertical:
2.25" wide x 4.625" high

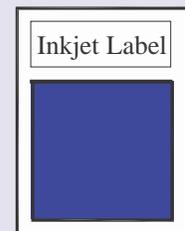


1/2 Page
Horizontal:
7" wide x 4.625" high



Travel Guide
1/3 Travel Guide: 4.5" wide x 4" high
4 inch: 2.125" wide x 4" high
3 inch: 2.125" wide x 3" high
2 inch: 2.125" wide x 2" high
1 inch: 2.125" wide x 1" high

Back Cover-New Size



Back Cover Size:
8" wide x 8.5" high

Live Copy Area:
(align at the top)
7" wide x 8" high

Bleed:
(bleeds three sides only)
8.25" wide x 8.75"

DIGITAL REQUIREMENTS

Ad Materials will be accepted in the following digital formats: CD, Macintosh Platform required, preferred programs, specifically, InDesign, QuarkX-Press, Illustrator and Photoshop. Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CYMK. High resolution PDF files are acceptable. If ad size is 6 mb or smaller, e-mail file to: mira.roytman@goaaa.com. For the bigger files please use mirasroytman@gmail.com.

PROOF REQUIREMENTS

Laser prints are acceptable.

AD CORRECTIONS

Ad corrections requested prior to Materials Due date can be made at prevailing rates.

CONTACT INFORMATION

All ads sent must include a contact person, phone number, fax number and e-mail address.
Natasha Alcalá (510) 596-5354
Natasha.alcala@goaaa.com

EXTENSIONS

No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact: Mira Roytman (510) 596-5316
mira.roytman@goaaa.com

SHIPPING INSTRUCTIONS

VIA Advertising, Natasha Alcalá,
1900 Powell Street, Suite 1200, Emeryville, CA 94608



Discover Sections Reach More Than 1.2 Million Readers



Introducing a new advertising opportunity in *Via Oregon/Idaho* that **lowers advertiser cost while increasing exposure**. Free matching advertorial allows you to double your advertising space --- and your impact --- beginning in September/October.

The Special Section of "Discover" pages is designed exclusively for the travel and hospitality industry. A full or half-page ad will entitle you to a matching advertorial supplement including your copy and photos **at no extra cost**.



FULL-PAGE PLUS FULL-PAGE ADVERTORIAL



HALF-PAGE PLUS HALF-PAGE ADVERTORIAL



2014 ISSUE DATES	CIRCULATION	FULL-PAGE + FULL-PAGE ADVERTORIAL	HALF-PAGE + HALF-PAGE ADVERTORIAL
September/October and November/December	440,000	\$9,995	\$5,995

ADVERTORIAL MATERIALS

Full-page (plus full-page ad)

- Two 4/C photos
- 500 words of copy

Half-page (plus half-page ad)

- One 4/C photo
- 300 words of copy

Co-op page

- One 4/C photo 4" wide, 300 dpi, JPG
- 50 words of copy, phone number and website

Please submit photos and advertorial copy by email to: mira.roytman@goaaa.com

For artwork info contact:
Mira Roytman
Advertising Art & Production Director
510.596.5316
mira.roytman@goaaa.com

2014 CLOSING DATES

September/October

Space: July 1, 2014
Materials: July 7, 2014

November/December

Space: Sept. 2, 2014
Materials: Sept. 8, 2014

PRODUCTION INFORMATION

8" x 10.5" (trim)
Full-page 7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)
Half-page 7" wide x 4.625" high

Please email ad (high res PDF file) or send a CD:
Via/Advertising Attn: Mira Roytman
AAA Northern CA, NV & UT
1900 Powell Street, Suite 1200
Emeryville, CA 94608

CIRCULATION

Targets 440,000 affluent AAA homes in Oregon and Idaho



General Information:

Name of Applicant Organization: Newport Symphony

Mailing Address: PO Box 1617

City, State, Zip: Newport 97365

Telephone: _____ Fax: _____

E-Mail Address: info@newportsymphony.org

Principal Contact (If different from Applicant): Glenn Edwards

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Date(s) and Time(s) of Event: Season running from September to March

Description of Event or Activity*: Symphony concerts partnered with Newport hotels to offer promotional tickets and fund increased state wide marketing.

Nature of Event or Activity:

Single Day Event _____

Multi-night local lodging event _____ days

Extended calendar event _____ days

Amount of Funding Requested: \$ 5,000

Total Event/Activity Budget: \$ 175,000 Concert Expenses + \$60,000 operation expenses

What specific marketing expenditures will the granted funds be used for?*

\$1,000 Marketing Funds for Pink Martini December 16+17 @ the PAC.

\$1,000 All Classical Ad Buy that reaches all major markets

\$3,000 underwrite 100 seats for hotel promotion.

List event/activity supporters or partners*: JCCA, Oregon Community Foundation, Miller Foundation, Meyer Memorial Trust, David Ogden Stiers, Annual Medical Care, 80-100 donors per year. Concert attendance is up 50% this year with the addition of Sunday matinees.

Applicant/organization must be a non-profit corporation. Attach a copy of the IRS determination letter.

Has applicant received funding in prior years from the city for this event/activity? If yes, when:

yes, past season for a similar request.

Projected Event/Activity Impact:

Describe how the event/activity will affect the Newport economy (e.g., room nights, number of visitors/attendees, restaurant sales, retail sales, etc.):

We anticipate this will be Pink Martini's only December performance this year which will enhance the draw to Newport in December.

In the first year of the partnership we have used 16 to 20 seats per concert by request of hotel partners. Eugene + Corvallis have been the top requesters to date.

We are adding a fifth full concert this season to be conducted by David Ogden Stiers, which is always a big draw for the NSO.

