



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, March 19, 2015, 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, March 19, 2015, 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 -February 5, 2015 meeting minutes review and approve
 - b. Review of Accts., January and February 2015
- IV. Media Consideration
 - a. KEZI- Randy Joss
 - b. Eugene Emeralds - Matt Dompe
 - c. All Classic Portland/Oregon Coast - Eric Behny
 - d. Seattle Magazine - Frankie O'Rourke
 - e. Media America - Travel Oregon - Carolyn Sabin
- V. Other
 - a. Applications for DNC Marketing Grant - 2015 Flippers, Feathers & Fins 5k
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment

CALL TO ORDER

The February 5, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Judy Kuhl, Carrie Lewis, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer, Council Liaison, Jamie Rand

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 15, 2015, meeting;

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

MEDIA CONSIDERATIONS

Committee discussed Wintercation end card picture. The choice is glassblowing or rock shore. the committee decided to go with glassblowing.

Listened to KGAL radio ads. Committee did not like the voice used but the copy was fine. Davis will get KGAL to redo with different voice.

OTHER

Committee reviewed application for DNC committee. The committee has one opening for a retail position based on that the committee recommended David Heater for consideration by the Mayor. He was the only retail candidate.

Jamie Rand shared some of the Google Analytical Reports to show the committee how the new Thing to Do ad campaign is doing compared to previous years.

The committee discussed goals for the City Council to focus on for the 2015-16 fiscal year. The committee created two goals (see attached) for the City Council to consider at their goal setting session.

Next meeting will be March 19, 2015.

ADJOURNMENT

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

From: Matt Dompe [<mailto:matt@emeraldsbaseball.com>]
Sent: Monday, February 16, 2015 1:30 PM
To: Lorna Davis
Subject: Eugene Emeralds

Hi Lorna,

I wanted to check in to see if there was anything else I can provide for your meeting this week? Let me know if there are any questions.

One thing I would like to add to the whichever package you guys decide on is a night for the board to come out to a game this summer at no additional cost. It could be a fun place to have one of your meetings this summer? We could set you guys up in a suite which accommodates 20 people and you can hold your meeting before enjoying the ballgame. Let me know if this is something you guys might be interested in. We do have a home game on Thursday July 16 (3rd Thursday of the month) and we have one suite left for that game.

We can also do it on a weekend if that would be easier for everyone to get together. Let me know your thoughts.

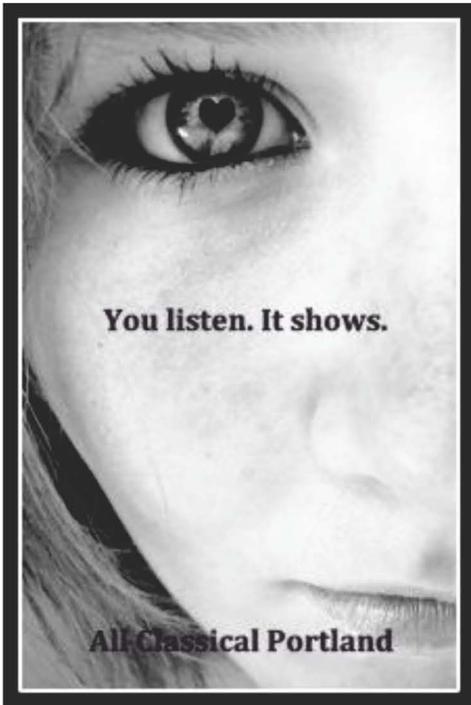
Thanks,



Matt Dompe | Assistant General Manager
Eugene Emeralds Baseball Club

Class-A Affiliate, Chicago Cubs
p. 541.342.5367 | f. 541.342.6089





All Classical Portland Bronze Baton Package

WEEK ONE

Day	Day Part	Number of Announcements	Host
Monday	6A – 1P	1	Parisi/Wessel
Tuesday	6A - 1P	1	Parisi/Wessel
Wednesday	6A – 1P	1	Parisi/Wessel
Thursday	6A – 1P	1	Parisi/Wessel
Friday	6A – 1P	1	Parisi/Wessel

WEEK THREE

Day	Day Part	Number of Announcements	Host
Wednesday	1P – 10P	1	McBride/Burk
Thursday	1P – 10P	1	McBride/Burk
Friday	1P – 10P	1	McBride/Burk
Saturday	6A – 10P	1	Ed Goldberg
Sunday	6A – 10P	1	Edmund Stone

MONTHLY RATE- \$500

***VALUE ADD-** Includes Business Logo with Live Link on All Classical Portland Business Partner Page

95% of public radio listeners have taken a direct action as a result of sponsorship, acting on their preference to do business with partners of their station. (Jacobs Media Research)



2015-2016 Proposal for Newport Oregon

seattle
magazine

Summary

In the pages of Seattle magazine, Newport will come alive as a destination for Seattle travelers ready to discover the Oregon coast.

Six campaign options – of varying degrees – are outlined on page 2.

Seattle magazine will support this campaign by publishing a Newport getaway itinerary at seattlemag.com and promote it to 200,000+ unique users. (post will be labeled as sponsored)

Seattle magazine will host a giveaway – promoted across all Seattle magazine platforms – print, online, email, social. (you supply prize package)

Contact

Frankie O'Rourke
Seattle magazine
Frankie.orourke@tigeroak.com
206-452-2993



DNC March 15, 2016



2015-2016 Proposal for Newport Oregon

Option 1: 12xFull

Full page in 12 issues of Seattle magazine

- Per issue: \$4,155.20 (reg. \$6,950)
- Annual cost: \$49,862.40 (reg. \$83,400)
- Every issue for one year

Option 3: 12xHalf

1/2 page in 12 issues of Seattle magazine

- Per issue: \$2,802.40 (reg. \$4,670)
- Annual cost: \$33,628.80 (reg. \$56,040)
- Every issue for one year

Option 5: 12xThird

1/3 page in 12 issues of Seattle magazine

- Per issue: \$1,868.80 (reg. \$3,115)
- Annual cost: \$20,232 (reg. \$37,380)
- Every issue for one year

Option 2: 6xFull

Full page in 6 select issues of Seattle magazine

- Per issue: \$4,415 (reg. \$6,950)
- Annual cost: \$26,490 (reg. \$41,700)
- Suggested issues: September, October, November, February, March, April

Option 4: 6xHalf

1/2 page in 6 select issues of Seattle magazine

- Per issue: \$2,977.55 (reg. \$4,670)
- Annual cost: \$17,865.30 (reg. \$28,020)
- Suggested issues: September, October, November, February, March, April

Option 6: 6xThird

1/3 page in 6 select issues of Seattle magazine

- Per issue: \$1,985.60 (reg. \$3,115)
- Annual cost: \$11,913.60 (reg. \$18,690)
- Suggested issues: September, October, November, February, March, April



82% are 35+ years old
74% are female 26% are male

\$240K average household income
1.59M average net worth

50% of our readers visit a website after seeing an ad in the magazine
70% of our audience say advertising has influenced where they spend money

9/10 own homes, 2/10 own second homes

Seattle Magazine

Circulation: 47,370 (90% paid)
Readership: 190,000
30% increase in subscribers 2013-2014

Seattlemag.com

Unique Visitors: 220,000+/month
Page Views: 1.2 million+/month

Must List Enewsletter

Subscribers: 15,000
Open rate: 36-41%

Social Media Subscribers

Facebook + Twitter: 74,000



Hi Cindy,

It looks like Terra Moreland has reserved your spot to be a part of our Travel Oregon Welcome Center Program: Small Business - 8 Locations + PDX for \$500. Below is the link you will need to visit to fill out your application, which provides us; all the details of your brochure and a form of payment, the deadline is April 24th.

https://traveloregon.formstack.com/forms/2015_welcome_center_brochure_program

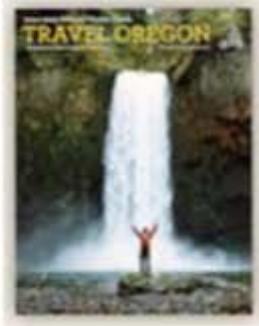
Please let me know if you any questions or concerns. Thank you!

Carolyn Sabin

Media Manager | [Travel Oregon Website](#)

carolyns@mediamerica.net | (503) 223-0304

715 SW Morrison St. Suite 800 | Portland, Oregon 97205





CITY OF NEWPORT
169 SW Coast Highway
Newport, Oregon 97365
541.574.0603
c.breves@newportoregon.gov

TOURISM MARKETING GRANT FUND APPLICATION

The purpose of the grant program is to promote tourism and increase stays in lodging establishments within the city limits of Newport. Funding for events/activities scheduled for the off and/or shoulder seasons, September 15 through June 15 will be given priority. Funding may not be provided for well established events/activities, although funding may be provided for expansion or changes of existing events if the city determines the changes will increase tourism.

Applications for grant funds must be submitted two months prior to an event to allow sufficient time for review by the Destination Newport Committee and the City Council at their regularly scheduled meetings.

The regular Destination Newport Committee meetings are held on the third Thursday of the month. Applications will be reviewed by the Destination Newport Committee and forwarded to the City Council with a recommendation for approval or denial. Applications must be submitted to the City Manager's Office.

The city reserves the right to grant all or a portion of a request; deny a request; or recommend no award regardless of availability of funds.

Please read the rules instructions on page 5. prior to completion.

General Information:

Name of Applicant Organization: Oregon Coast Aquarium

Mailing Address: 2820 SE Ferry Slip Rd

City, State, Zip: Newport, OR, 97365

Telephone: 541-867-3474 Fax: 541-867-6846

E-Mail Address: contact@aquarium.org

Principal Contact (If different from Applicant): Lance Beck

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: lance.beck@aquarium.org

Date(s) and Time(s) of Event: 5/16/2015

Description of Event or Activity*: Come for a race, stay for an aquarium adventure. Every participant in the

3rd annual Flippers, Feathers & Fins 5k & Kids' Dash will not only take part in a fun race, they will receive free entry to the Oregon Coast Aquarium for the rest of the day

This 5K (3.1 mile) route will start and end at the Oregon Coast Aquarium and includes running through the Aquarium to the finish line. This event is perfect for the speedy, the slow and everyone in between.

The Flippers, Feathers & Fins 5k seeks to promote healthy lifestyles on the coast and proceeds will benefit animal care programs at the Oregon Coast Aquarium.

Nature of Event or Activity:

Single Day Event Yes

Multi-night local lodging event _____ days

Extended calendar event. _____ days

Amount of Funding Requested: \$ 2500.00

Total Event/Activity Budget: \$ 5400.00

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

We plan to use \$1500 on targeting runners in the Willamette Valley, Portland DMA and Bend markets on Facebook.

We plan to use \$1000 to make a buy with the Portland Running Company to reach their 95,000 subscribers using direct email and on-site promotions at various running events.

List event/activity supporters or partners*: Newport News-Times has committed to sponsor the event and in addition provide local advertising.

Samaritan Health Services has committed to sponsoring the event and in addition will be offering a discounted registration rate to their entire employee network both on the coast and in the Willamette valley.

Portland Running Company has agreed to sponsor the race by assisting with the execution. We also have a pending sponsorship with Big 5 Sporting Goods.

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:

No we have not.

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.):

In 2014 we doubled our number of runners from 2013 and had a total of 239 participants. Of those 239, 159 traveled more than 50 miles to get to Newport.

We are expecting that we will see our numbers grow yet again with the support of our sponsors and are planning to see the event reach 500 runners in 2014.

Due to the early start time of the race most runners will need to travel to Newport the night before. A conservative estimate on this would amount to 100 room nights at local hotels

In addition to lodging, the participants will most likely need to eat a minimum of 1-2 meals at local restaurants.

Furthermore, by offering complimentary entry to the Oregon Coast Aquarium, runners have additional funds to potentially spend at local retail establishments.

INSTRUCTIONS AND PROCEDURES FOR EVENT/ACTIVITY GRANT APPLICATION

1. Complete the prepared application for event/activity grant funding. The forms can be obtained from the city manager's office at the Newport City Hall or on the city website at www.newportoregon.gov. Use only the city form when preparing an application.
2. Applications for grant funds should follow this timeline:

Applications must be submitted a minimum of two months prior to the scheduled event. The Destination Newport Committee will consider applications at their regular monthly meetings. Applications for events that have already occurred will not be accepted.
3. Applications for funding will be reviewed by the Destination Newport Committee and recommendations will be forwarded to the City Council for final approval. Incomplete applications will be returned to applicant for correction, and may not be considered if the delay creates a late application.
4. The applicant, or applicant's representative, may attend the Destination Newport Committee meeting at which the application will be considered. No applicant presentation is required, but applicant should be prepared to respond to questions.
5. Applications submitted after an event/activity occurs will be rejected.
6. Applicants are required to provide the city with a final report summarizing the results of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy resulting from the event, closing revenue and expenditure report, etc.). This information must be submitted to the city manager's office no later than one month from the final day of the event/activity. Samples of all marketing materials and acknowledgements should be attached to this report. Failure to provide a final report to city shall jeopardize future applications
7. The purpose of the grant program is to promote tourism and increase stays in lodging establishments within the city limits of Newport. Funding for events/activities scheduled for the off and/or shoulder seasons, September 15 through June 15 will be given priority. Funding may not be provided for well established events/activities, although funding may be provided for expansion or changes of existing events if the city determines the changes will increase tourism.
8. Preference will be given to events/activities that have taken place for three years or less, or new components/improvements to existing events/activities.

9. Events/activities may not be considered for funding more than three times. Applicant should plan for other funding sources beyond the third request.
10. Funding is contingent upon available monies, and the process is competitive. There is no guarantee that funding, if granted, will be available for an event/activity in subsequent years.
11. Acknowledgement must be given to the City of Newport in all promotional materials, and programs associated with the event/activity.