



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, January 15, 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, January 15, 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 -November 20, 2014 meeting minutes review and approve
 - b. Review of Accts., November and December 2014
- IV. Media Consideration
 - a. Seattle Magazine - Frankie O'Rourke
 - b. Valley Advertising - Charlie Eads
 - c. Corvallis Knights - Bre Miller
 - d. PBS Travel and Wine Auction - Susan Bailey
 - e. 101 Things To Do 2015 - Nate Kaplan
 - f. Wintercation Video Campaign - Marcus Hinz
- V. Other
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment

CALL TO ORDER

The November 20, 2014, the regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Carrie Lewis, Judy Kuhl, Steve Beck, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Leigh Deinert, CBS Outdoor, Jamie Rand

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the October 16, 2014, meeting;
- B. Review of Account, October 2014

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

MEDIA CONSIDERATIONS

Leigh Deinert reviewed her proposal for a Woodburn location.

Jamie Rand reviewed the new artwork for the billboards, minor adjustments were made.

Committee reviewed the Travel Oregon proposal ½ page ad for \$5,800 or 1/3 page ad for \$3,900.

Committee reviewed Heritage Video proposal and choose to pass at this time.

KGAL/KSHO Radio proposal was reviewed and more information was being requested.

OTHER

Davis will produce a white sheet for advertisers from the DNC committee.

Committee reviewed the Tourism Marketing Grant application for the Mountain Bike Race.

MOTION was made by Rabourn, seconded by Clark to approve a Tourism Marketing Grant for the Mountain Bike Race in the amount of \$2,000.

Committee recommended to the major that Judy Kuhl be reappointed as a member of the DNC as a Lodging member which would leave the retail position open.

DISCUSSION AND ACTION

Pass on Woodburn Billboard at this time.

MOTION was made by Beck, seconded by Lewis, to approve a 1/3 page ad in the 2015/2016 Travel Oregon Visitor Guide for the amount of \$3,900. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Rabourn, to cancel the December meeting unless an emergency should arise that would require a meeting. The motion carried unanimously in a voice vote.

Oregon Coast Today insert was discussed and the committee choose to pass at this time.

Next meeting will be January 15, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:55 P.M.

seattle
magazine

smart.
savvy.
essential.

seattle magazine

&



The COAST YOU REMEMBER.

January 15, 2015

Suggested campaigns:

Full page in 8 issues:

- Total cost \$32,000 (reg. \$55,600)
- Per issue \$4,000 (reg. \$6,950)

Half page in 8 issues:

- Total cost \$22,400 (reg. 37,360)
- Per issue \$2,800 (reg. \$4,670)

BONUS with 8x campaign:

- WIN It! Giveaway (extra promotion in print, online in Enews and on social media. Must supply prize.
- 4-month “below-the-fold” web banner (value \$1,600)

The 8 issues–

October – **TRAVEL** – published Sept 18

November – published October 23

December – **TRAVEL** – published Nov 20

March – published Feb 20

April – published Mar 20

May – **TRAVEL** – published April 24

August – **TRAVEL** – published July 24 (special **Coast Travel** section)

September – published August 21

*Seattle magazine is published monthly – these are 8 suggested issues based on content and/or timing

Our readers:

47% are 35-54 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 dine and shop

92% own homes

22% own a secondary or vacation home

63% of our readers enjoy vacation travel annually

93% of our audience took a domestic trip in the last 12 months

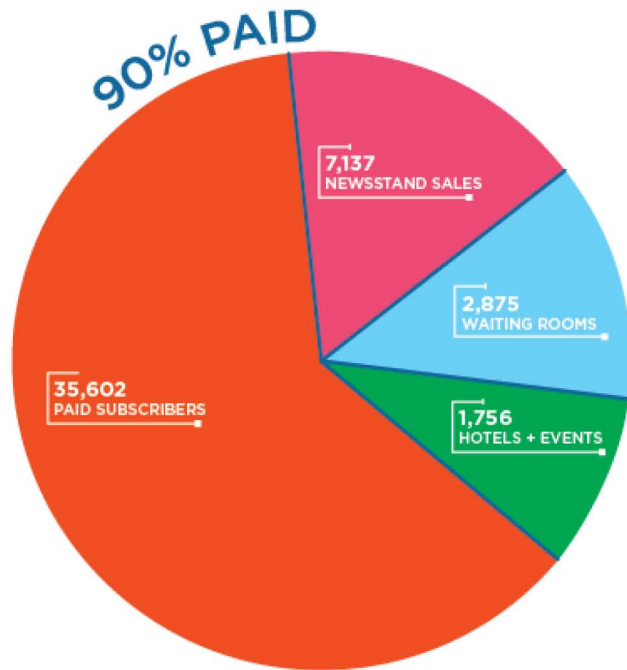
Readers travel 8x/year in Washington State



The most subscribed-to city publication in Washington

January 15, 2015

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Seattle Magazine

Circulation: 47,370

Readership: 190,000

Seattlemag.com

Unique Visitors:

180,000+/month

Page Views:

800,000+/month

Subscription Growth Over Time

Seattle magazine has seen growth in net circulation and subscriptions year over year:

- **62% increase** in subscriptions since 2012

Time/Period	PAID Subscriptions
March 2012	22,227
March 2013	29,965
March 2014	35,602*

Source: CVC Audit Statement, 2012 -2014

*47,370 Total 2014 Circulation including newsstands & waiting rooms & hotels

January 15, 2015

Must List Enewsletter

Subscribers: 9,400

Open rate: 36-41%

Social Media

Twitter: 50,000+

Facebook: 10,300+

Build your own campaign: Rates & Issues

Rates for Newport:

Full page	(1x) \$6,950	(4x) \$4,500	(8x) \$4,000	(12x) \$3,600
2/3 page	(1x) \$6,320	(4x) \$3,800	(8x) \$3,500	(12x) \$3,200
1/2 page	(1x) \$4,670	(4x) \$3,100	(8x) \$2,800	(12x) \$2,400
1/3 page	(1x) 3,115	(4x) \$2,000	(8x) \$1,600	(12x) \$1,400

Issues:

October - **TRAVEL** - published Sept 18
 November - published October 23
 December - **TRAVEL** - published Nov 20
 January - published Dec 26
 February - published Jan 23
 March - published Feb 20
 April - published Mar 20
 May - **TRAVEL** - published April 24
 June - published May 22
 July - published June 19
 August - **TRAVEL** - published July 24 (**Coast Travel** section)
 September - published August 21

Frankie O'Rourke
206.452.2993
413.775.3843 (cell)
frankie.orourke@tigeroak.com
1417 Fourth Avenue, Suite 600
Seattle, WA 98101

From: Charlie Eads [<mailto:charlie@kgal.com>]
Sent: Tuesday, January 06, 2015 2:26 PM
To: Lorna Davis
Subject: Valley Advertising Proposal



Lorna Davis
Executive Director
Greater Newport Chamber of Commerce

Dear Lorna & Tourism Committee:

Thank you for your guidance over the last few years on the goals of the committee. I understand that you want maximum impact in the Valley during the shoulder months (Jan/Feb/Mar/April & Nov/Dec) at an affordable investment. This is a very simple non-profit proposal designed to reach our total audiences during those months. We will professionally produce and update the messages for your approval at no additional cost.

What you receive:

- (1) A minimum of 50 commercials on each of 5 radio stations (2 broadcast & 3 Internet) in the months of Jan/Feb/Mar/April & Nov/Dec: Value \$900+ per month
- (2) Professional copywriting and production Value \$50 per ad
- (3) Live mentions in popular morning drive Morning Update on KGAL. We already give the Newport weather such as the beautiful day you are having today and tomorrow, but we would periodically include a short message on how easy it is to escape to Newport or words to that effect. Value \$130/MO
- (4) Actual broadcast times per station can be emailed to you daily or at the end of the month at your request.

(5) No long-term commitment. Ideally this campaign would run in the shoulder months indefinitely, but it can be cancelled anytime with 30 days notice.

Your Investment: \$350 per month (non-profit)

Thank you for your consideration.

Sincerely,

Charlie Eads

Richard C. Eads
VP/General Manager
KGAL/KSHO Radio
PO Box 749
Albany, OR 97321
541-926-8683
Cell: 541-990-6055
charlie@kgal.com

KGAL 1580AM KSHO
920AM www.kgal.com www.ksho.net www.willamettevalleysports.com

I will elaborate a bit more on my short and sweet proposal from my October 27 email.

"What I would like to do is set this to run on all 5 stations (2 broadcast & 3 Internet streams) at a non-profit rate of \$350 per month. There would be no long-term commitment, but I assume we would run in Nov/Dec/Jan/Feb/Mar/April. Would that be considered the shoulder season? I suppose that in future we would want to include October as well. And, of course, we could change the copy as often as necessary. In most months you would receive over \$1000 in value and always at least \$700. Actual times would be sent to you every month."

On this kind of program it works out best for the non-profit client to NOT nail down specific numbers, but I am happy to commit to and specify the minimum. Please keep in mind that considerably more than that minimum would actually run. In addition we can email times on a daily basis or at the end of every month so you can track what actually does run. This proposal would cover all dayparts on all 5 stations (2 broadcast and 3 Internet). Again, at a minimum, you would receive 50 thirty second commercials spread evenly over the month 6AM to midnight. Ads will run in drive time, mid-day and evenings. The objective would be to reach our total audiences on a consistent basis. Additional ads would run throughout the month and in overnights.

As I'm sure you recall, my original proposal over a year ago, was for a more traditional approach at a much higher budget. The only thing I had to base my proposal on was an estimated budget based on the rather extensive billboard campaign that I had observed. It was a good campaign, but I'm sure it wasn't cheap. I lowered my sights to the \$350 per month to make the decision easier. I also changed the proposal to the shoulder months per your suggestion. I own the stations so I can put together any kind of deal I want. I am motivated to spread the word about Newport.

What did you think of the script? It is a simple message designed to do nothing more than to consistently urge Valley residents to escape to Newport.....any time of the year.

Thanks again for your continued consideration. I'm looking forward to getting to work for you.

Sincerely,

Charlie

Richard C. Eads
VP/General Manager
KGAL/KSHO Radio
PO Box 749
Albany, OR 97321
541-926-8683
Cell: 541-990-6055
charlie@kgal.com

KRCB TELEVISION 22

LEVELS OF PARTICIPATION Travel, Leisure & Wine Auction

If you are providing a gift certificate, we will be requesting jpgs to show on TV. The number required depends upon the retail value of your item (s). We are able to pick-up merchandise within Sonoma, Napa, Marin counties and in San Francisco.

Retail Value	Number of Presentations	Inclusion on Auction website with photo & online bidding	Inclusion in social media promotions
\$100 to \$224	Two		
\$225 to \$449	Three		
Blue Board: \$450 to \$699	Four	Yes	
Silver Board: \$700 to \$1,999	Nine over one 3-day weekend of auction	Yes	Yes
Gold Board: \$2,000 to \$4,999	Twelve over one 3-day weekend of auction	Yes	Yes

Items with a retail value of \$5,000 or greater: Presentation is made through a professionally produced one minute video, shown eighteen times over the six nights of the April event. Website and social media benefits as shown above are included. Participation includes a live, two-minute, on-air interview of a company representative on one night of auction.

For the, three night, June event, the video will be shown nine times prior to auction during our regular programming and nine times over the three nights of auction. Website and social media benefits as shown above are included. Participation includes a live, two-minute, on-air interview of a company representative on one night of auction.

KRCB TELEVISION 22
AUCTION ITEM CONFIRMATION FORM

NAME OF BUSINESS: _____

ADDRESS: _____

PHONE: _____

CONTACT PERSON: _____

EMAIL: _____

I am donating to: _____ April Travel, Leisure & Wine

I am donating to: _____ June Travel, Leisure & Wine

DESCRIPTION OF YOUR ITEM (s): _____

RETAIL VALUE: _____

Our fax number is: 707-585-1363

IF YOU ARE SHIPPING/MAILING YOUR ITEM, PLEASE ADDRESS IT TO:

KRCB Television
Attn: Auction Dept
5850 Labath Ave
Rohnert Park, CA 94928



And
“Destination Newport”

1-5-15

Advertising Proposal for 2015/16 edition

101 Things To Do® publishes in May before Memorial Day every year.

Ad size	Placement/Section	Rate	Annual Investment
1 Half-page	Outside Back Cover	\$4,499	\$4,499

PLUS

1 Half-page	Newport	\$2,999	N/C
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INCLUDED WITH YOUR INVESTMENT

Website, E-Magazine & Social Media (normally \$1,000/yr):

- 1.) Website listing and description of your business w/photo (\$500 value).
- 2.) Your print ad in our Digital Magazine (\$500 value) at: www.101things.com/westoregon
- 3.) 101 Things To Do® Social Media updates

NOTE: Deferred payment until new fiscal year honored by request (if applicable).

Nate Kaplan, Owner & Publisher

101 Things To Do®, Western & Coastal Oregon

101things.com/westoregon

E-Magazine link: 101things.com/westoregon/101-things-to-do-western-oregon

Email: nate@101things.com

Ph: 541.260.8668

Fax: 866.954.6215

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WINTER ON THE OREGON COAST

A video odyssey promoting travel along
the 363 miles of The People's Coast



Marketing Plan Overview

Travel Oregon and the Oregon Coast Visitors Association have partnered with Uncage the Soul to create a 3 to 4 minute video that will showcase some of the special, spectacular and rare things to be found all along the 363 miles of the Oregon Coast during the winter. The video will rely on stunning visuals and custom soundtrack to engage and entice the viewer to make their own journey along the People's Coast this winter.

Uncage the Soul will release the Coast Winter video on 1/27/15. They'll promote via their channels and media relationships to encourage sharing and viewing of the video

Following that, The People's Coast promotion of Winter on the Oregon Coast will leverage the power of this viral video by layering in multi-channel marketing that will leverage existing Coast advertising and marketing channels along with a paid media buy to inspire and engage Explorers.

The People's Coast will have a paid media buy on Seattle TV (KING and KONG), NW Cable News, along with an online pre-roll buy from 2/9/15 to 3/9/15. The creative units that will be delivered through this media plan are six :15 second TV spots that will feature footage from the longer inspirational video. This advertising will drive consumers to VisittheOregonCoast.com where consumers will learn more about the Coast winter product via the Wintercation landing page and content.

Snapshot marketing plan...

FY14/15	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
						07 14 21 28 04	11 18 25 03	10 17 24 31	07 14 21 28			
Winter Viral Video Launch							1/27					
Winter Video ad buy (KING/KONG, NW Cable News, Online Pre-roll)								Winter Video				
-Impressions								2,000,000				
Madden Content Promotion							Winter Video Story					
Madden Wintercation (winter landing page, search buy, lead generation)						Wintercation Search & Sweeps						
-Impressions							900,000					
People's Coast Enews: featured stories					Wintercation Story		Winter Video Story					
People's Coast Social Media Posts: Facebook, Instagram					January 15, 2015			Winter (tbd)			20	
Tripadvisor Sponsored Coast Page								Winter Banner				

OREGON COAST WINTER CREATIVE

Mock-ups of :15 Second TV Ads
Ad Copy

TV Ad Mock-up #1: Crabbing



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WINTER ON THE OREGON COAST

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EXPLORE ALL 363 EXTRAORDINARY MILES.
VISITTHE**OREGON**COAST.COM





WINTER ON THE OREGON COAST

January 15, 2015

A photograph of a person in a green jacket standing on a rocky shore, looking out at a massive wave crashing against a cliff. The sky is blue with some clouds. The text "SAY 'HELLO' TO MOTHER NATURE" is overlaid in red.

SAY "HELLO" TO MOTHER NATURE

January 15, 2015



January 15, 2015



January 15, 2015

EXPLORE ALL 363 EXTRAORDINARY MILES.
VISITTHE**OREGON**COAST.COM



TV Ad Copy

WINTER ON THE OREGON COAST

- BRING SOME BUTTER.

WINTER ON THE OREGON COAST

- SAY “HELLO” TO MOTHER NATURE.

WINTER ON THE OREGON COAST

- FRESH FISH SERVED DAILY.

WINTER ON THE OREGON COAST

- SEE SHIPS PASSING IN THE DAY & NIGHT.

WINTER ON THE OREGON COAST

- GO HOME WITH SAND IN YOUR SHOES
AND ART IN YOUR TRUNK.

WINTER ON THE OREGON COAST

- MILLION-DOLLAR VIEWS FOR EXACTLY
ZERO DOLLARS.

*Scene: Pile of fresh caught
crabs on a dock*

*Scene: Slow motion of waves crashing on
the rocks at Shore Acres Park*

*Scene: Salmon run in the river
(swimming upstream)*

*Scene: Time lapse of freighters
passing through Astoria*

*Scene: Glass being blown in
an artist's workshop*

*Scene: Scenic shot of winter waves
crashing onto a beach*

WINTER ON THE OREGON COAST CO-OP

**Partner End Card Mock-up
Ad Buy**

Co-op Overview

Local Coast partners have the opportunity to harness the power of this Winter campaign through co-op advertising that will encourage weekend getaways to their area this winter.

Partner messaging will be incorporated into a Coast branded custom end card to be added to the :15 second Winter on the Oregon Coast ads.

Partners can buy in at the \$2,500 level or a larger \$5,000 level. Ads will air on KGW and NW Cable News, as well as through an online pre-roll schedule (at the \$5,000 level)

Note the following:

- One TV ad for each \$2,500 co-op ad buy
- Up to two TV ads available for \$5,000 co-op ad buy
- One end card per TV ad
- One category (Lodging, Activity, Restaurant, etc.), per ad, per flight is available (first come, first served)
- Partner messaging to conform to formatted end card design. Includes:
 - People's Coast background treatment
 - One Partner logo
 - Can include mile marker location of partner destination/activity along 101
 - Partner tag line copy
 - Call-to-action (phone number or URL)

To participate, contact:

Marcus Hinz

Executive Director

OREGON COAST VISITORS ASSOCIATION

541.264.0543

Director@ThePeoplesCoast.com

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Partner End Card (Mock-up)



🚩 Mile 240, Shore Acres State Park.
Visit the Storm Watching Capital of Oregon.
OREGONSADVENTURECOAST.NET



January 15, 2015

Partner End Card (Mock-up)



Co-Op Package - \$2500 Option

TELEVISION SCHEDULE – PORTLAND/NWCN

2 weeks

Recommended Television Schedule – KGW/NWCN

15-second messages

Days	Times	Program	Total Spots	Rate
Wed-Fri	5-6am	KGW Sunrise News	4x	\$65
Wed-Fri	6-7am	KGW Sunrise News	4x	\$200
Wed-Fri	7-9am	Today Show	3x	\$200
Sat	6-9am	KGW Saturday Morning News	3x	\$80
Wed-Fri	6-9am	NWCN AM News	20x	\$25
Sun-Wed	5-9am	NWCN In-Kind Travel Grant	20x	\$0
		Total:	54x	



Co-Op Package - \$5,000 Option

TELEVISION SCHEDULE – PORTLAND/NWCN

4 weeks*

Recommended Television Schedule – KGW/NWCN				
Flight Dates: February 9 th – March 9 th				
15-second messages				
Days	Times	Program	Total Spots	Rate
Wed-Fri	5-6am	KGW Sunrise News	4x	\$65
Wed-Fri	6-7am	KGW Sunrise News	4x	\$200
Wed-Fri	7-9am	Today Show	3x	\$200
Sat	6-9am	KGW Saturday Morning News	3x	\$80
Wed-Fri	6-9am	NWCN AM News	20x	\$25
Sun-Wed	5-9am	NWCN In-Kind Travel Grant	20x	\$0
		Total:	54x	
Digital Campaign – 90,000 Video Pre-Roll Impressions on KGW.com and Extended network targeting travelers				

*TV Flight is 2 weeks, online ads run for 4 weeks

