



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, September 19, 2013, **Conference Room B**, 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, October 17, 2013, 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 -August 19, 2013, meeting minutes review and approve
 - b. Review of Accts., August & September 2013
- IV. Public Comment
- V. Media Consideration
 - a. Oregon Coast Magazine
 - b. Oregon Coast Today
 - c. AAA Via Magazine
 - d. Meadow
 - e. Lloyd Center
 - f. Visitor's Choice
 - g. Next Stop
 - h. Media America
- VI. Other
 - a. Grant Report and Application Newport Celtic Festival & Highland Games
 - b. Hospitality Vision
 - c. Attendance
- VII. Discussion and Action
- VIII. Adjournment

CALL TO ORDER

The August 15, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:25 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis by phone. Also in attendance was Ted Smith, Interim City Manager, and Cindy Breves, Executive Assistant. Visitors included, Joe Van Ras, KFIR Radio, Marti Barlow, HospitalityVision & Concierge ToGo, Randy Joss, KEZI 9 ABC, Leigh Deinert, CBS Outdoor.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the July 18, 2013, meeting;
- B. Review of Account, July 2013

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

MEDIA CONSIDERATIONS

In an emailed presentation, Meadow Outdoor Advertising presented all their available billboards. Parsons highlighted the Grande Ronde Hwy 18 heading east to Spirit Mountain from Lincoln City and the Eugene Wall that get heavy morning traffic exiting off I-105 into downtown Portland.

The committee reviewed the proposal by Leigh Deinert from CBS outdoor presented at the July DNC meeting. She provided information on several locations not including production and installation costs. Production and installation costs are variable depending on the number of boards purchased. Here are the site locations of interest to the DNC committee.

Grand Ronde	11-18-13 to 11-16-14	\$14,300
Newberg	3-3-14 to 3-1-15	\$14,300
Woodburn	12-16-13 to 6-29-14	\$24,500
Beltline	8-19-13 to 6-22-14	\$26,400
I-105	11-25-13 to 7-6-14	\$14,400

Marti Barlow from Visitor Hotel Info channel via HospitalityVision and Newport's new virtual concierge via Concierge ToGo presented information on what they are doing for Newport now. They produce a TV information channel for hotels with information on Newport. They have now introduced a mobile concierge for smart phones. Local owned Oregon company. The highlight is using concierge to encourage day trips to the coast. DNC for \$225 a month will receive 1-Ad on all the hotel TV's 160x a day, 5400x a month on each TV in these adjacent day and overnight trip friendly markets on exclusive

in-room ad venue, Ad can be switched out seasonally at no extra charge, 2 listings on Places to Play for Destination Newport website on virtual concierges with virtual Concierge ToGo hotel apps, 3 listings on EZ maps in Corvallis , Albany and Eugene and a bonus brochure in each room at Corvallis Super 8 and delivery to all other partner hotel lobbies.

AAA Via Magazine proposal was reviewed. A highlight of the information was special rate for full page rate \$5,900 and half page rate of \$3,480 as well as some special rates on smaller ads that appear less often. The committee decide to pass on this proposal for now.

Randy Joss from KEZI 9 ABC presented a proposal to continue advertises on KEIZ TV from September through November for \$5,000 a month for 240 monthly commercial spots. KEIZ TV always run DNC commercials whenever there are available times slots. He highlighted some of the new programing shows that would be good shows to place the DNC commercial spots. KEIZ has produced 5 different ads that could be continued to be used.

Committee reviewed the proposal presented by Cindy Hanson from Comcast at the July DNC meeting. The proposal is 300 spots per month in the Eugene Metro/Cottage Grove area costing \$2,500, 300 spots per month in the Albany/Corvallis area costing \$1,000 and 325,000 impressions per month on Xfinity website to reach a Portland audience costing \$5,000 for a total investment of \$8,500 per month.

Joe Van Ras presented a proposal from KFIR Radio offering, for \$250 a month, a proposal that would include 2 thirty second commercials per day every day of the month over the next 9 months for a total of 60 commercials per month. These commercials will be run between 6 AM and 8 PM. KFIR is also offering, for \$400 month, a proposal that would include 4 thirty second commercials per day over the next 9 months for a total of 120 commercial per month. These commercials will be run between 6 AM and 8 PM. Both proposals include a banner will be placed on the KFIR Website with a hyperlink to the Destination Newport website. One of the commercials will also be placed on the website. Van Ras clarified KFIR's coverage area and programming for the committee. Committee gave feedback on the quality of the commercials that KFIR has already produced and aired.

OTHER

The committee reviewed the agreement for Certified Folder Display Service, Inc. Certified Folder Display Service is the company that distributes the Destination Newport Brochures in Oregon and Washington.

MOTION was made by Lewis, seconded by Patrick, to approve the agreement with Certified Folder Display Service, Inc. The motion carried unanimously in a voice vote.

DISCUSSION AND ACTION

MOTION was made Lewis, seconded by Patrick, to approve the contract with KEZI TV advertising for September, October and November in the amount of \$15,000 total for \$5,000 a month for 240 spots. The motion carried unanimously in a voice vote.

MOTION was made by Davis, seconded by Lewis, to approve a plan for \$250 a month for two 30 second commercials per day every day over the next 9-months on KFIR radio. The motion carried unanimously in a voice vote.

MOTION was made by Patrick, seconded by Davis, to approve Concierge ToGo produced by HospitalityVision for \$225 a month for the months of September through June. The motion carried unanimously in a voice vote.

MOTION was made by Davis, second by Patrick, to approve outdoor advertising billboards with CBS Outdoor in Woodburn for \$24,600 running from 12-16-13 to 6-29-14, Newberg for \$14,300 from 3-3-14 to 3-1-15 and Grande Round for \$14,300 from 11-18-13 to 11-16-14. The motion carried unanimously in a voice vote.

The committee decide to pass on the Comcast proposal for now but would like to relook at using Comcast in the spring.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:37 P.M.

Proposal for Destination Newport November 2013 - September 2014

Attached are proposals for a regular schedule of advertising. Oregon Coast Magazine always supports Newport with some editorial coverage in every issue. For instance, we have just completed our annual real estate issue (Sept/Oct), which included a feature story on the Wilder development next to Oregon Coast Community College. We have much more on tap for the next six issues. We'd be happiest to have every issue, but if you prefer to pick issues that have edit of special interest to you, here's the current lineup:

Nov/Dec 2013

The Christmas shopping season provides many good reasons to come to the Oregon Coast. We are planning an advertorial section, in which we'll write some copy to go along with each advertiser. For DMOs who want to take advantage of this, we will present information local shopping districts (e.g. Nye Beach and the bayfront) besides their ad. A flyer is attached. The rates are already reduced, so the price is net.

Although this doesn't have a direct tourism connection, we are also planning to run an article on the Bright Horizons Therapeutic Riding Center in Siletz.

Jan/Feb 2014

This August, *Oceana* set sail to document deep sea corals and sponges off the rugged Oregon Coast using a Remotely Operated Vehicle (ROV) outfitted with high-definition underwater cameras. The voyage set out from Yaquina Bay. Our story will include some nifty photography.

We're also going to cover storm watching, and there are good options to feature from Newport.

Mar/Apr 2014

Most of the space in this issue is devoted to the annual Mile-by-Mile Guide. It remains the most popular visitor guide to the Oregon Coast. Your ad in the MBM guide gives Newport exposure throughout a 12-month period and includes a quarter million free copies in addition to this issue of Oregon Coast magazine. We're still undecided about the content in the limited additional space available.

May/June 2014

We're looking into options for a fishing story. One would be to feature micro-brands based on single fishermen, of which there are some examples in and near Newport. Another story on the schedule is Dive and Snorkel at the Oregon Coast Aquarium.

July/Aug 2014

Heading the list of stories for this issue is a look at Newport's unique one-two cultural combination of the Performing and Visual Arts Centers.

Sept/Oct 2014

We will run another real estate section. The theme is not set yet, but we're considering homes to retire to, for which there would be many examples in/near Newport. We always survey realtors to get background information, with a largely new selection each time. This is also the issue that we're planning to run a photo essay on lodging that has been continuously for several decades. The format will include old-time and present-day photos.

Our editorial plan is opportunistic and sometimes things just develop. The Wilder story began as a minor side-comment to the real estate article and blossomed into a full article. There will doubtless be some of these in the coming year. One that's in an early stage is old-time advertising. Some of the images used to promote the coast are really entertaining and as one of the early resorts on the coast, Newport will have more than its share of them.

I am offering three options in an attached spreadsheet. Your 2013 insertion into the MBM guide was a half page, so I'm starting with that. I have also priced full page and third page options. For reference, I've included the one-time-only half-page we did in the current Mile-by-Mile Guide. Because we feel competition from MediAmerica when we speak to DMO's, and because they offer 15% off to OCVA members, I'm matching that in all options except the status quo, which already had an unearned 6X discount.

	Size	MBM cost	Other X	Other Cost	Other Total
Status Quo (Repeats 2013)	Half Page	3615			0
MBM plus two times	Half Page	3955	2	1534	3068
MBM plus five times	Half Page	3615	5	1349	6745
MBM plus two times	Third Page	2783	2	1534	3068
MBM plus five times	Third Page	2543	5	1349	6745
Christmas	Half Page	0	1	877	877

Note: The Christmas rate is heavily discounted already and is consequently a net rate.

Annual Gross	Agency Discount	Competitive Discount	Annual Net
3615	542.25		\$3,072.75
7023	1053.45	1053.45	\$4,916.10
10360	1554	1554	\$7,412.80
5851	877.65	877.65	\$4,095.70
9288	1393.2	1393.2	\$6,501.60
877			\$877.00

OREGON COAST

The Magazine for People Who Love the Coast

Special Christmas Shopping Guide

The coast is full of wonderful shops and galleries with unique offerings. And there are no crowds! With the holiday season coming up, the November/December issue of *Oregon Coast* provides the perfect place to advertise. Our special holiday feature will tout the benefits of stress-free shopping, unique gift items, and the real holiday spirit of the coast. (57 words)

With each ad you will receive a write-up of 100-600 words depending on the size of the ad, as well as a picture to showcase the unique aspects of your business. (31 words)

Your glossy print ad will enhance your image, while our guaranteed Web clicks will deliver your message to a wide audience that local advertising will never reach. However you measure advertising success, this is a once-a-year opportunity that is not to be missed. (43 Words)
(Total three paragraphs = 131 words.)



Let our readers who dream of visiting the Coast know you have a deal for them.

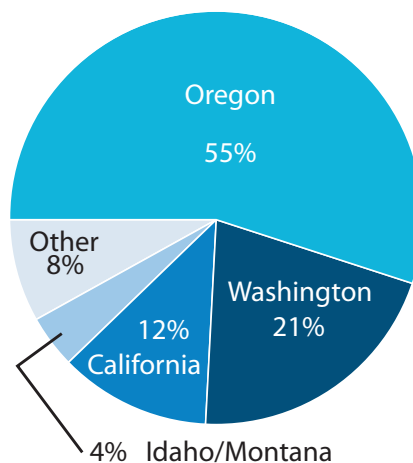
SPECIAL CHRISTMAS RATES

AD SIZE	REGULAR RATE	SPECIAL RATE	VALUE ADDED	WORD COUNT
Full Page	2,827	1,518	1,309	600
2/3 Page	2,088	1,117	971	500
1/2 Page	1,719	877	842	400
1/3 Page	1,349	717	632	300
1/6 Page	678	360	318	200
1/12 Page	413	220	193	100

Contact information included in word count.

Space reservation deadline September 20

Subscriber Distribution



A prestigious destination magazine, celebrating over 30 years of service. Our paid subscribers and retail buyers (over 150,000 readers) rely on *Oregon Coast* magazine for authoritative and entertaining information on all that is 'happening' on the Oregon Coast.

For ad space reservations, please contact
Rob Spooner 800-348-8401 ext. 140 or e-mail: rwsponer@gmail.com

**OREGON COAST
TODAY**

**SEPTEMBER 2013
PROPOSAL**

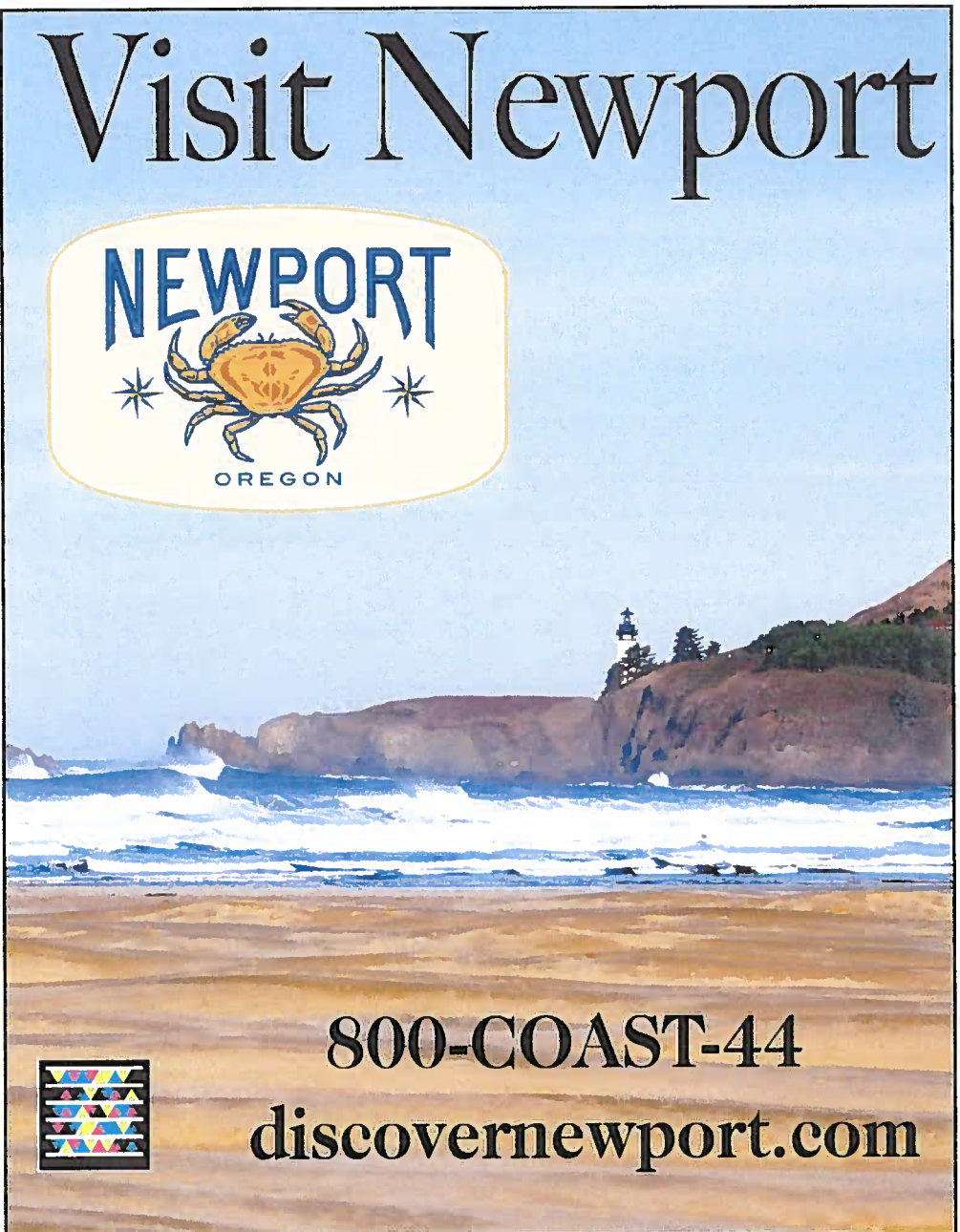
DISCOVER NEWPORT

Visit Newport



Third-of-a-page ad
Shown actual size: 5.165
inches wide and 6.7 inches
tall.

\$136 per week for black
and white, \$161 per week
for full color.



800-COAST-44
discovernewport.com

Half-page ad

Shown actual size: 10.5 inches wide and 5 inches tall.

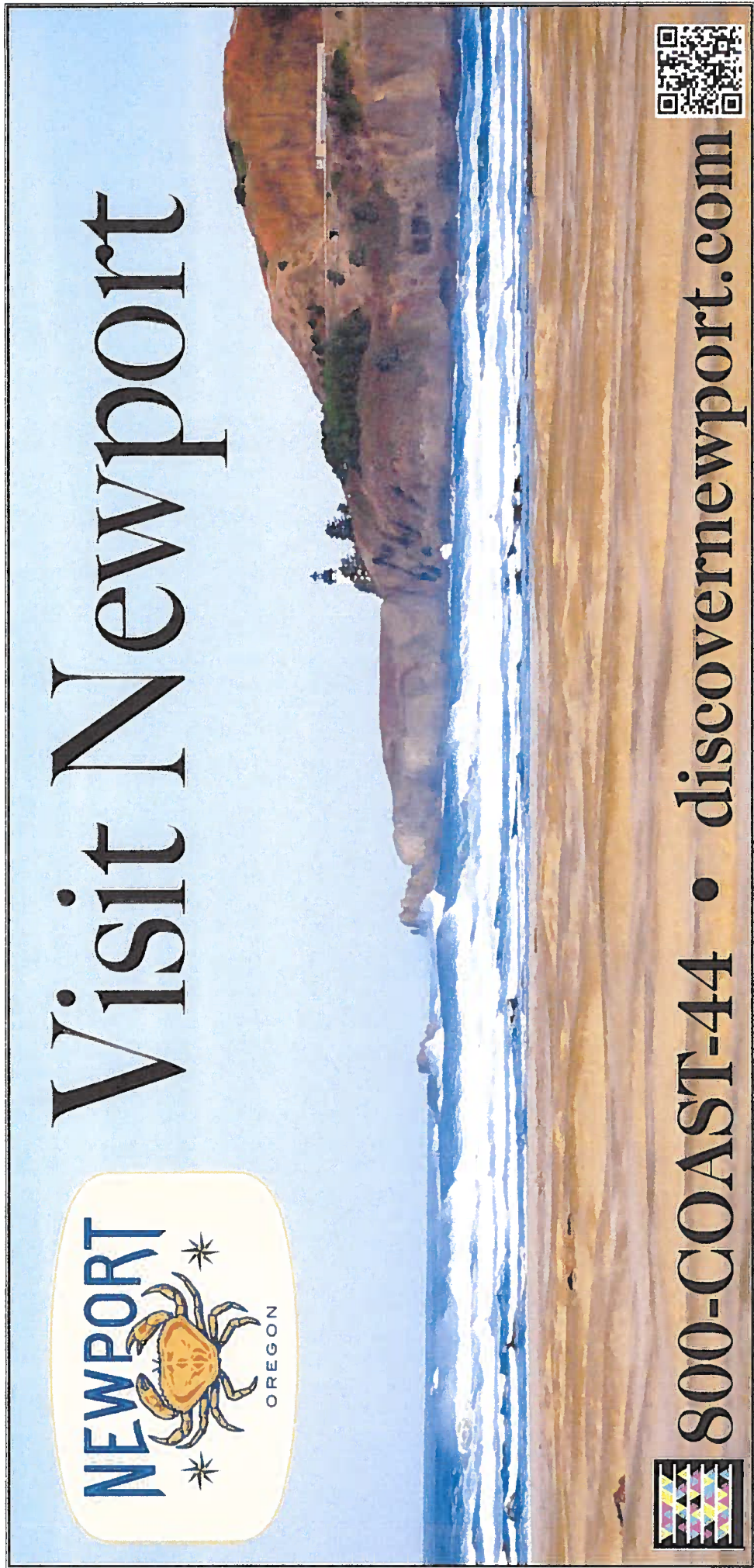
Also available in vertical configuration: 5.165 inches wide and 10.25 inches tall.

\$230 per week for black and white, \$280 per week for full color.

Visit Newport



800-COAST-44 • discovernewport.com



DISCOVER NEWPORT PROPOSAL

OREGON COAST TODAY - CHARLOTTE JOHNSON 541.921.2378
cjohnson@oregoncoasttoday.com

The OCT offers access to thousands of adventurous, inquisitive readers who pick up our publication to plan for their beach experience. Current distribution -13,000 copies in over 460 locations from Manzanita to Yachats.

The OCT is a free weekly publication.

Ads will be included in the PDF edition available on our website:
www.oregoncoasttoday.com

Choice between 2 ad sizes each week:

Half Page
One-Third Page

Ad revisions can be updated at any time during the ad run for size or content which allows you the option to promote various events.

<u>Half Page</u>	
Black & White	\$230.00
Full Color	\$280.00

<u>One-Third Page</u>	
Black & White	\$136.00
Full Color	\$161.00

*Rate is based on a 26-week ad campaign.

New Advertiser Rates For Limited Time Only



Via is offering *new* advertisers* an exclusive opportunity to have your sales message seen by more than 1 million AAA readers --- in 435,000 member homes in Oregon and Idaho. These special rates for full and half page ads --- *35% below published rate card* --- are available for a limited time only*.

Full Page Rate \$5,990 Net
Half Page Rate \$3,480 Net

AAA members turn to Via as a favorite vacation planning tool. Now you can harness the power of AAA at unprecedented discounts. Hurry... space at these low rates is limited!



Mike Dirkx
Office: 503.636.1850
Cell: 503.577.7454
mikedirkx@comcast.net



*Advertisers must not have been in any issue of Via Oregon/Idaho during the past year. Based on space availability. First come, first served. Offer good through January/February 2013 issue.

MEADOW

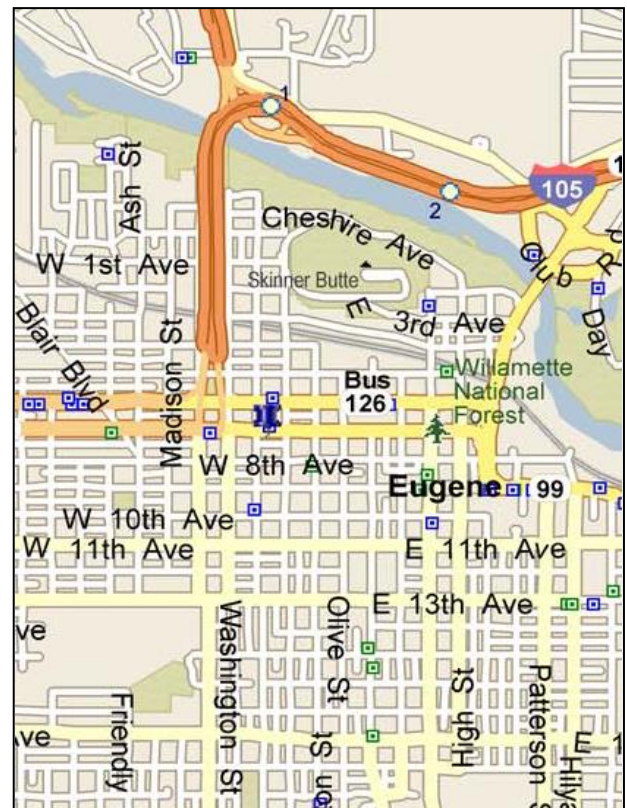
OUTDOOR ADVERTISING



L# WALL 22

Eugene, Lane County, Oregon
West Facing

FEATURES
LOCATION: West 7 th Avenue south line 100' east of Lawrence Street <i>*Text/Logo limited to 92 sq.ft. of copy but you can use the entire space for graphics.</i>
SIZE: 10' x 30 / Illuminated
TRAFFIC COUNT/DEC: 31,000 / 20,336
LATITUDE: +44.052068
LONGITUDE: -123.098453
DESCRIPTION
Right hand, eye level read on a major one way arterial that delivers traffic into downtown Eugene. One mile from the UO campus.
PRICING
12 Month Term: \$1,500.00 (net) Per Month Includes (1) vinyl production & installation AVAILABLE 1/1/14



Brad Parsons

503-737-9355

bparsons@meadowoutdoor.com

www.meadowoutdoor.com



LLOYD CENTER

OnDisplay Advertising

LLOYD CENTER MALL PLACEMENT

OPTIONS PRESENTED TO:

SEPTEMBER 2013 OVERVIEW

Mall Audience



•The largest mall in Oregon

- 13 Entrances, 3 Stories, 130 stores (Anchor stores: Nordstrom, Macy's & Sears), 35 dining establishments, Imax10 one of the most frequented
- Only mall in Oregon with an ice rink and the 12th largest Learn to Skate Program in the U.S. and largest on the West Coast with **70,000 skaters per year** and 1,200 Learn to Skate students!
- Multiple events throughout the year targeting mom's, families and frequent shoppers.

•Located in the heart of the Lloyd District

- Rose Garden Arena
- Oregon Convention Center
- Tri-Met major hub

•Blocks from I-5 & I-84

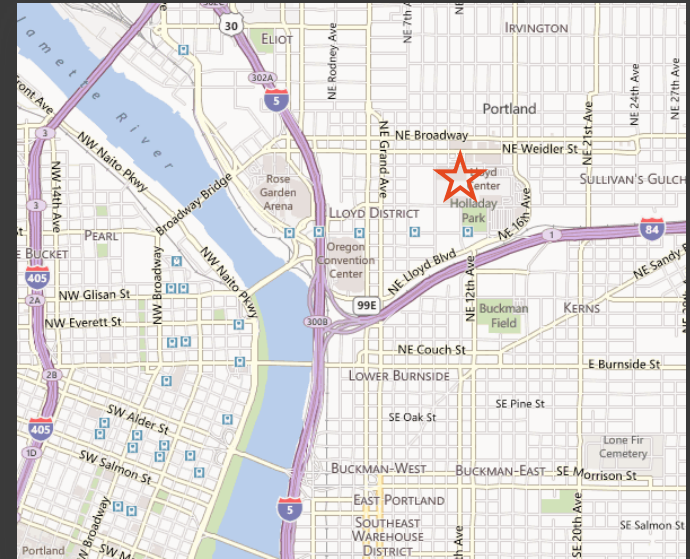
•10 Million visitors per year

- Total Population 20-29 27% . 30-39 16.7% . 40-49 11.9%
- Median Income range for surrounding area: \$43,000-\$66,000

•Ethnically diverse mix of singles and couples, homeowners and renters, college alumni and high school graduates

- | | |
|-------------|-----|
| •Asian | 11% |
| •Hispanic | 15% |
| •African Am | 30% |
| •White | 44% |

•A life stage group Urban Achievers. Their incomes range from working-class to well-to-do.



Source: *The Nielsen Company*



Soldier banners



Banners



Wallscape



Table tents

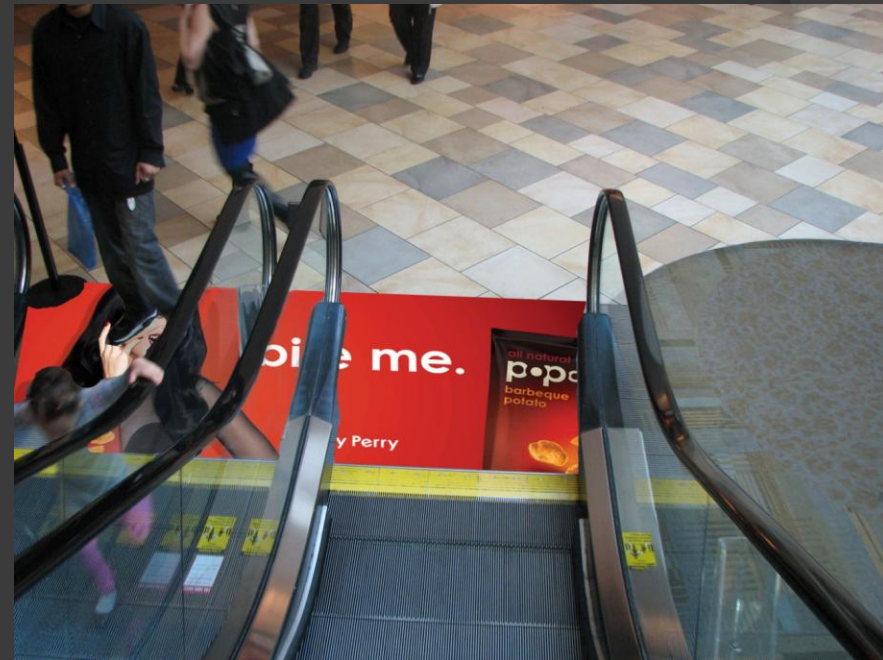


SUMMER
LLOYD
CENTER
CAMPAIGN



Escalator Package

- Includes advertising on the side of mall center escalator
- Also includes advertising at “landing” of mall center escalator
- Production & Install - \$1550
- 4-week rate (based on 3 month commitment) - \$2950
- Holiday (Nov/Dec) rate - \$4500 per 4-week period



Center Marquis

- 2-sided 10' x 12' banner hanging over mall's core
- Production & Install - \$1250
- 4-week rate (based on 3 month commitment) - \$3950
- Holiday (Nov/Dec) rate – NOT AVAILABLE DURING HOLIDAYS
(Holiday wreath placement)



Sky Banner Package

- Includes two (2) 10' x 12' banners on each Lloyd Center retail hallway (4 total)
- Production & Install - \$2000
- 4-week rate (based on 3 month commitment) - \$3950
- Holiday (Nov/Dec) rate – NOT AVAILABLE DURING HOLIDAYS (*Holiday light placement*)



Entry & Escalator Package

- Includes twenty (20) 21" x 15" ads that read to Lloyd Center patrons across all entrances.
- Also includes two (2) 3' x 8' billboards reading to food court escalator riders
- Production & Install - \$1600
- 4-week rate (based on 3 month commitment) - \$3100
- Holiday (Nov/Dec) rate - \$4550 per 4-week period (note – entrance ads will be shared with mall promotion)



Food Court Package

- Includes a 12' x 15' Food Court "Wallscape" in the heart of the mall.
- Also includes fifty (50) "Table Clings" on food court tables.
- Production & Install - \$4300
- 4-week rate (based on 3 month commitment) - \$3900
- Holiday (Nov/Dec) rate - \$5900 per 4-week period (note – entrance ads will be shared with mall promotion)



Ice Rink Package

- Includes twelve (24) “Dasher Boards” at Lloyd Center Ice Rink (center ice logo separate package)
- Also includes three (3) 3’x8’ signs on each side of the “skyway bridge” over the ice rink (6 signs total).
- Production & Install - \$4300
- 4-week rate (based on 3 month commitment) - \$3600
- Holiday (Nov/Dec) rate - \$5400 per 4-week period (note – entrance ads will be shared with mall promotion)



Elevator Doors

- Dynamic 80" x 42" ad affixed to both elevator doors with food court entrance.
- Will be visible to patrons on all three (3) floors
- Production & Install - \$750
- 4-week rate (based on 3 month commitment) - \$2950
- Holiday (Nov/Dec) rate – \$4500



Lloyd Center Advertising Package

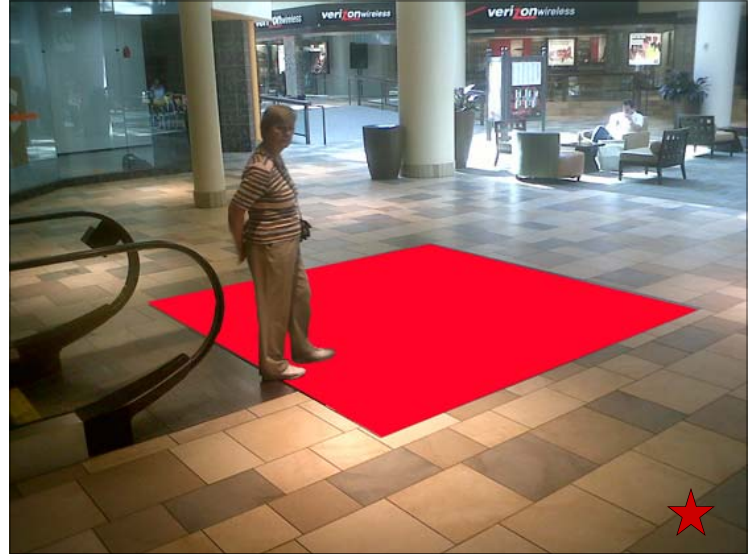
These two Lloyd Center floor graphic ads will be seen and “interacted with” by hundreds of unique visitor’s each day. Their central location at the base of two busy escalators including Center Court makes for a one-of-a-kind advertising campaign in the 1.5 million square foot mall, one of the largest in Oregon.

Floor Package



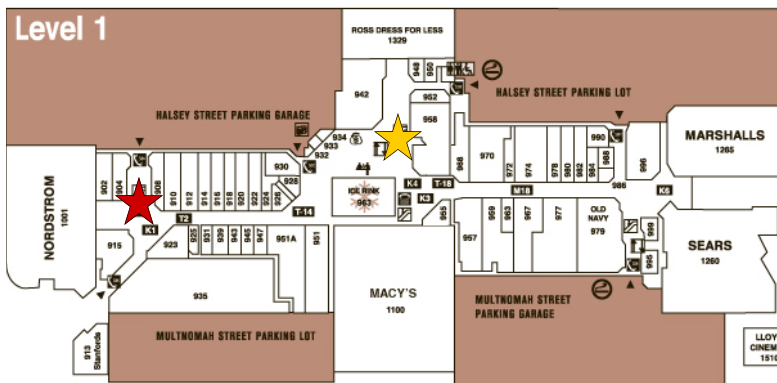
1. 10'H x 10'W

Up & down 1st floor in center of mall



2. 10'H x 10'W

Down 1st floor near Nordstrom



Monthly Media

\$975 each or \$1,650 for both

One-time Production/Installation

\$1,825 (each)

*Pricing based on 6 month contract.
All ads are subject to landlord approval.
All prices shown above are net to AdWalls.*

808-526-4044 ~ info@adwalls.com

Pricing Effective October 9, 2013. Subject to change.



America's Indoor Billboard Company

Visitor's Choice

2014 Proposal

Distribution

Hard cover

- 100 hotels, more than 6,000 rooms between Florence and Astoria (Oregon Coast)
- 50 hotels, more than 4,000 room (Central Oregon)

Soft cover

- Central Coast 100,000 copies
- available in more than 125 locations between Tillamook and Florence
- available at 20 hotels in the Portland area
- ordered by 82 AAA offices, VCB's, Chamber of Commerce in Oregon and Washington

Website

- we are currently on page 1 for 89 different Google search pages
- Google ad words campaign to start 4th quarter to drive more traffic to the web site
- extensive calendar of events
- extensive social media available (see attachment on web coverage)
- we are working with all of our clients about a reciprocal link program

Current buy

- full page in the Welcome section of the Oregon Coast Hard cover (\$6,600)
 - full page in the Welcome section of the Oregon Coast soft cover (\$4,400)
 - full page inside back cover of the Central Oregon hard cover (\$5,500)
- Package rate \$12,000- as a renewing client, you pay the same rate as last year.

Attachments

- Oregon Coast hard cover list of hotels
- Central Oregon hard cover list of hotels
- rate sheets for both Oregon Coast and Central Oregon
- Web/social media marketing package
- reciprocal links program

Thanks Lorna. I look forward to getting confirmation of my attendance on the 17th.

Ted

From: Jon Olson [<mailto:nextstopjon@gmail.com>]
Sent: Friday, September 27, 2013 1:20 PM
To: Lorna Davis
Subject: NEXT STOP EPISODE VALUE!!

VALUE OF ONE EPISODE OF NEXT STOP

Production Value = \$75,000 (determined by outside sources)

Airing on TV = \$103,700 minimum, all values came directly from each source.

- FOX 12 Oregon = 18,800 (each show airs at least 4X - \$4,700 per airing)
- KFVE/Hawaii News Now = \$8,000 (each show airs at least 4X - \$2,000 per airing)
- MavTV HiDef Cable, all 50 states = \$45,000 (each show airs 6X - \$7,500 per airing)
- Automotive Broadcast Network = \$31,900 (128,871 viewers/month x \$.02 x 12 months)

Airing on Alaska Airlines In-Flight Entertainment = \$37,600 (each show airs for two months - 188K viewers/month, \$.10 value per view)

Airing on over 150 syndicated websites worldwide

- 3,018,000 views in the last 30 days, trending at 36,216,000 annual views
- Views are worth \$.02 to \$.04 per view, based on industry trends
- Seasons 1 - 3 yielded 44 shows
- 3,018,000 x \$.02 = \$60,360/44 shows = \$1,372 per month per show (based on \$.02)
- Very conservative annual estimate for online views = \$16,462

i Tunes = TBD, no #'s available.

International Distribution = TBD as we're signing deals with our London distributor. Currently airing in Russia, Turkey and working on Greece, Malaysia, Indonesia, Mexico and Latin America.

So, the conservative VALUE for one Next Stop episode is \$232,762.

Our production costs are \$50,000 and Alaska Airlines subsidizes 50%.

YOUR COST, including CO-OWNERSHIP of the final product = ONLY \$25,000!

NEXT STOP VALUE, PER EPISODE SUMMARY

Production Value = \$75,000

Airing on Broadcast and HiDef Cable TV = \$103,700 annually.

Airing on Alaska Airlines in-flight entertainment systems = \$37,600

Airing online, syndicated on over 150 websites worldwide = \$16,462

TOTAL NEXT STOP VALUE PER EPISODE = \$232,762

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Make Good Memories!

Jon Olson
Emmy nominated Host & Executive Producer
Next Stop TV Show - Powered by Alaska Airlines

P: 503-702-7895

E: nextstopjon@gmail.com

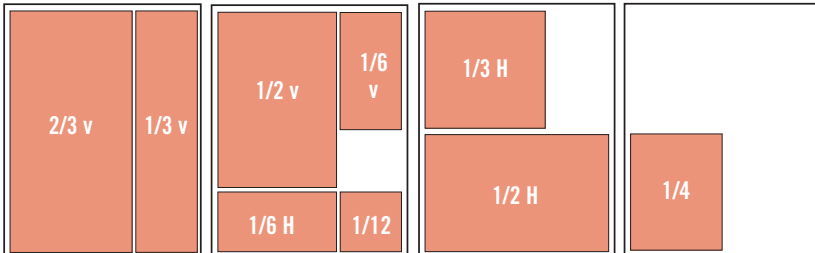
W: nextstop.tv

Where will we take you next?

SPECIFICATIONS

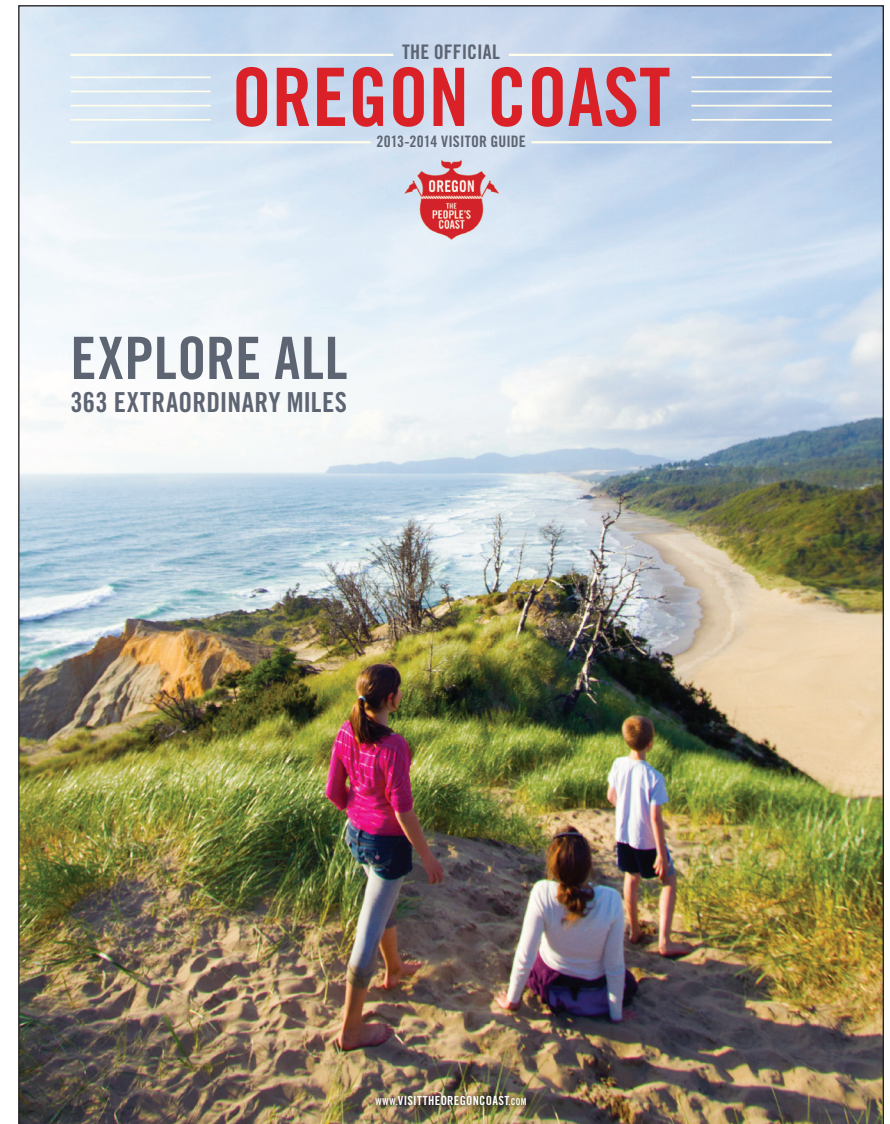
SPACE UNIT	WIDTH	DEPTH
Full page		
Trim	8 ³ / ₈ "	10 ⁷ / ₈ "
Bleed	8 ⁵ / ₈	11 ¹ / ₈
Non-bleed	7 ¹ / ₂	10
Two-thirds page	4 ⁵ / ₈	10
One-half page		
Vertical	4 ⁵ / ₈	7 ¹ / ₂
Horizontal	7 ¹ / ₂	4 ⁷ / ₈
One-third page		
Vertical	2 ¹ / ₄	10
Horizontal	4 ⁵ / ₈	4 ⁷ / ₈
One-fourth page	3 ⁵ / ₈	4 ⁷ / ₈
One-sixth page		
Vertical	2 ¹ / ₄	4 ⁷ / ₈
Horizontal	4 ⁵ / ₈	2 ¹ / ₄
One-twelfth page	2 ¹ / ₄	2 ¹ / ₄

Please supply your ad to MEDIAmerica as a high resolution PDF (PDFX-1a format preferred). All color images should be CMYK and 300 dpi or better. We can also accept files created in InDesign, Illustrator and Photoshop as well as TIFF, EPS and JPEG formats. Please include a professional color match proof. Laser and inkjet proofs will be used for proofing content only. Ads may be submitted on CD, DVD, by email (production@mediamerica.net) or by FTP (call your rep for login info). Please contact your rep or the production manager if you have any questions.



THE OFFICIAL OREGON COAST

2014-2015 VISITOR GUIDE



MEDIAmerica



SOUTH COAST ITINERARY

REDSPOUT (pgs. 10, 11, 18)
Redspout is known for access to the Oregon Dunes National Recreation Area, an awe-inspiring park with dramatic dunes sculpted from windblown sand — some as high as 500 feet (152 meters) or taller. The area, which encompasses 40 miles (64 kilometers) of beachfront, is replete with hiking trails as well as a wide, off-road network.

WINCHESTER BAY (pgs. 10, 18)
Winchester Bay is a beautiful coastal town that makes up the western end of the South Coast. It's a charming town with a long history.

COOS BAY (pgs. 10, 18)
Coos Bay is a charming town with a long history. It's a beautiful coastal town that makes up the western end of the South Coast.

PORT ORFORD (pgs. 10, 18)
Port Orford is a charming town with a long history. It's a beautiful coastal town that makes up the western end of the South Coast.

GOLD BEACH (pgs. 10, 18)
Gold Beach is a charming town with a long history. It's a beautiful coastal town that makes up the western end of the South Coast.

BROOKINGS HARBOR (pgs. 10, 18)
Brookings Harbor is a charming town with a long history. It's a beautiful coastal town that makes up the western end of the South Coast.

BRIDGE COUNTRY
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

TRIP HELPERS
Discover the best of the Oregon Coast with our expert travel tips and recommendations.

ZIP-LINE TOURS
Experience the thrill of a zip-line tour through the beautiful Oregon Coast.

BOOK ONLINE
Reserve your trip today at www.visittheoregoncoast.com.

WHERE THE LOCALS GO

WATER TRAILS
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

YOUNG OVER 50s
Discover the best of the Oregon Coast with our expert travel tips and recommendations.

WOMEN'S GROUPS
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

TELEVISION AND VIDEO
Discover the best of the Oregon Coast with our expert travel tips and recommendations.

WINE TASTING
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

SHORT BEACH
Discover the best of the Oregon Coast with our expert travel tips and recommendations.

WHEELCHAIR ACCESS
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

RECREATION
Discover the best of the Oregon Coast with our expert travel tips and recommendations.

GEARHART HOTEL & SPA
Experience the beauty of the Oregon Coast with a scenic drive through the coastal towns.

PRINT VISITOR GUIDE DISTRIBUTION: 100,000

- Mailed to visitors by request via www.VisitTheOregonCoast.com and the 800# customer service number
- Available at Portland International Airport's high-traffic Welcome Center
- Distributed at all nine official Oregon state welcome centers and more than 100 visitor centers statewide
- Included in Travel Oregon's regional fulfillment mailing
- Provided to lodging properties along the Coast including hotels, B&Bs, resorts and vacation rentals
- Domestic and international travel trade and industry shows
- At key Coast area attractions
- AAA offices
- Included in press packets

2014 ADVERTISING RATES

DISPLAY ADS

1/2 Page	\$600
1/6 Page	900
1/3 Page	1,400
1/2 Page	1,900
2/3 Page	2,400
Full page	2,900

PREMIUM POSITIONS

Inside Front Cover	\$3,300
Inside Back Cover	3,300
Table of Contents	3,300
Back Cover	3,300

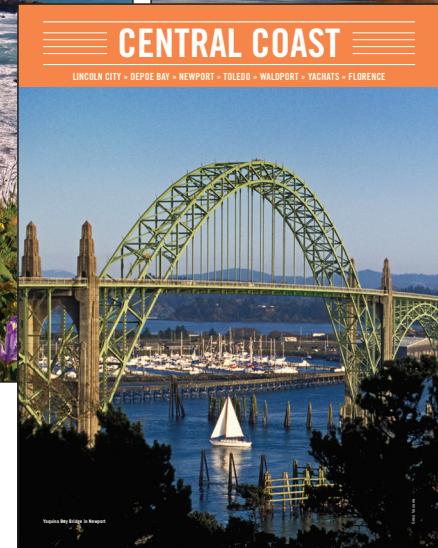
DEADLINES

Publication Date: March 2014
 Sales Close: December 6, 2013
 Materials Due: December 13, 2013

FOR MORE INFORMATION ON ADVERTISING CONTACT:

Terra Moreland: 503-445-8830, terram@mediamerica.net

* OCVA members receive a 15% discount on any print or web advertising.



DRAFT PROPOSAL FOR DISCUSSION

Newport – Travel & Tourism Ad Network 2014 Program



This outline is for planning and discussion purposes - other combinations can be presented upon request.
 Agreement is subject to specific advertising terms and conditions sent separately.
 *All rates are Net

TRAVEL & TOURISM MARKETING CHANNELS

CHANNEL	AD SIZE & PLACEMENT RECOMMENDATION	UNIT RATE	NUMBER OF MONTHS	TOTAL RATE	DISCOUNT PERCENT	PACKAGE RATE	PACKAGE RATE TOTAL SAVINGS	IMPRESSIONS (total per channel)	
Travel Oregon Visitor Guide									
Publish - March 2014 4-Color Display Advertising 300K Copies Free Leads & Strategic Distribution ~ <i>Regional - Statewide Distribution</i> ~ <i>Domestic - By Request and Tradeshow</i> ~ <i>International - By Request and Tradeshow</i>	One-sixth Page		12	\$ 2,300		\$ 2,300		300,000	
TravelOregon.com <u>CPM</u>									
8,000,000 website page views annually 4-Color Ad Positions - Link to designated URL Pricing is per month with a 3 month minimum Q1 ↔ Jan Feb Mar Q2 ↔ Apr May Jun Q3 ↔ Jul Aug Sep Q4 ↔ Oct Nov Dec	SMALL Bundle - 130,000 total impressions Q1 Intuitive Ad serving - Text Formatted Ad ROS Ad serving - Text Formatted Ad Q2 Intuitive Ad serving - Text Formatted Ad ROS Ad serving - Text Formatted Ad Q3 Intuitive Ad serving - Text Formatted Ad ROS Ad serving - Text Formatted Ad EVENT PACKAGE - 20,000 impressions 1 event - ???	\$ 15 \$ 5 \$ 15 \$ 5 \$ 15 \$ 5 \$ 10		\$ 225 \$ 250 \$ 225 \$ 250 \$ 225 \$ 250 \$ 200		\$ 225 \$ 250 \$ 225 \$ 250 \$ 225 \$ 250 \$ 200	\$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0 \$ 0	15,000 50,000 15,000 50,000 15,000 50,000 20,000	suggestion suggestion suggestion suggestion suggestion suggestion suggestion
Oregon Coast Visitor Guide									
Publish - March 2013 4-Color Display Advertising 100K Copies Free Leads & Strategic Distribution <i>Regional - Statewide, Domestic - By Request and Tradeshow, International - By Request and Tradeshow</i>	Full Page Two-thirds Page - \$2,400 Premium Position - Full Page - TOC1 - \$3,300		12	\$ 2,900	15%	\$ 2,465	\$ 435	100,000	
ThePeoplesCoast.com <u>Monthly</u>									
1.8 Million website page views annually 4-Color Ad Positions - Link to designated URL	<u>Home Page</u> Full Banner [468 x 60] - \$1,350/qt 424,000 page views							suggestion	
Cities on The Coast <u>Monthly</u>									
1.8 Million website page views annually 4-Color Ad Positions - Link to designated URL	<u>Cities On The Coast Landing Page Tier 1</u> ACTIVITES: Rectangle Banner 240 x 400	\$ 75	12	\$ 900	15%	\$ 765	\$ 135	69,440	suggestion

Pricing is per month with a 3 month minimum

Sold in proper quarters: ↔ Jan Feb Mar

Things to See & Do brochure

The *Things to See & Do* brochure showcases
Portland and Oregon attractions for vacationers
and conventioners.

Single Panel - For Major Oregon Attractions - \$2,093
225,000 copies distributed

suggestion

TOTALS	\$7,725	\$ 7,155	\$ 570	684,440
	TOTAL ANNUAL RATE	DISCOUNT ED ANNUAL PACKAGE RATE	PACKAG E RATE TOTAL SAVINGS	IMPRESSIONS (annual)

TRAVEL OREGON

2014 Ad Network



Reach consumers with your marketing message every step of the way!

Consumers acquire information through a multitude of channels these days spanning print, online, eNewsletters, blogs and social media. Capture the attention of these actively engaged prospects at the right time and place through a multi-channel approach.



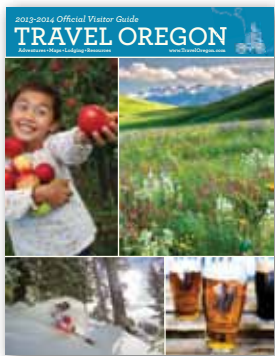
The Curious Traveler ... TravelOregon.com

Cast a wide net to attract the attention of these pre-qualified consumers curious about Oregon.

- The key consumer portal for travel information promoted by Travel Oregon's 5.2 million dollar marketing campaign
- Nearly 6 million pages viewed annually with 1.4 million unique visitors
- Consumers spend an average of more than three minutes exploring the site
- Awarded the 2013 Best State Travel Website in the Country Mercury award by the National Council of State Tourism Directors

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



The Serious Traveler ... Official Visitor Guide

Target the visitor as they seek more in-depth information about what to do, where to go and where to stay.

- Two-time recipient of the Mercury award for best print visitor guide in the country by the National Council of State Tourism Directors
- Distribution of 300,000
- Free to consumers via TravelOregon.com and our 800 customer service number
- The key information piece used by visitors and welcome center staff
- Distributed at high traffic locations such as Portland International Airport
- Year-round exposure

WHAT'S AVAILABLE

- Display Ads
- Free Leads through the Travel Oregon Online Leads (TOOL) system
- Expanded Lodging Listings



Oregon Fans ... Four eNewsletters

Build your brand relationship with these exclusive, engaged Oregon fans. They love Oregon!

- Travel Oregon's general eNewsletter is sent to more than 185,000 opt-in subscribers every month
- Two niche eNewsletters, outdoor recreation and culinary, are delivered six times per year each
- Four special edition Seasonal Feature eNewsletters are distributed each year

WHAT'S AVAILABLE

- Banner Ads
- Formatted Text Ads



On the Ground ... Oregon Welcome Center Brochure Program

Display your brochures or magazines at one or more of the nine Oregon Welcome Centers at gateways into the state!

- MEDIAmerica will help you create your own digital edition to expand your exposure on a dedicated page on TravelOregon.com.
- Your brochure/visitor guide will be designated as "mobile-friendly" in the Welcome Centers. (A QR code will allow visitors access by their smart phone.)
- Use your new mobile-friendly edition on your website and promote it in all of your marketing materials!

WHAT'S AVAILABLE

- Distribution at Welcome Centers
- Digital Edition



MEDIAmerica

E-mail TOAdNetwork@mediamerica.net for more information about advertising opportunities, frequency discounts and custom packages. We can design a plan that works for you in one or all of Travel Oregon's marketing channels. Fax: 503.221.6544



The Official Travel Oregon Visitor Guide

The award-winning official state fulfillment piece for Oregon travel planning.



Named the “**Best Print Visitor Guide in the Country**” by the U.S. Travel Association in 2011 and 2012, this indispensable guide is a trusted travel planning resource for discovering Oregon for the first time, over and over again. Covering the state’s seven regions, the official state publication is the leading planning tool for lodging, dining, attractions, shopping and adventure. And through a strategic alliance with the Oregon Restaurant and Lodging Association, the guide offers the most comprehensive lodging listings of any publication.

Distribution: 300,000

- 300,000 copies printed annually for year-round distribution and inquiry fulfillment, supporting Travel Oregon’s \$5.2 million integrated marketing campaign
- Mailed to visitors by request via TravelOregon.com and the consumer 800#
- Available to visitors and business travelers at Portland International and regional airports
- Distributed at all nine official Oregon state welcome centers and more than 100 visitor centers statewide
- In-room distribution at select lodging properties throughout Oregon, including hotels, resorts, bed & breakfasts and vacation rentals
- Distributed at AAA Travel Offices in Oregon and Idaho
- Free distribution at point-of-purchase at Made in Oregon stores
- Given to customers at the Les Schwab Tire Centers in Oregon, Washington, Idaho and California
- Distributed at select attractions throughout Oregon
- Available to passengers on the Amtrak Cascades route (Eugene to Vancouver B.C.)
- Handed out at tourism trade shows and travel industry association events spanning domestic and international markets
- Promoted to Travel Oregon’s domestic and international press lists
- Free leads through Travel Oregon Online Leads (TOOL)! Ask your Account Representative for details.



“So much great information. I like how it’s divided into regions. Great articles and photos – almost makes me feel like I’m there!”

“It has a ton of great ideas for places to visit – we went to so many of them. Love the layout!”

Source: Comment Cards

Rates (net)			Premium Positions		
Expanded lodging listing	\$700	One-half page	\$5,600	Back cover	\$10,760
One-twelfth	\$1,190	Two-thirds page	\$7,900	Inside front cover	\$10,290
One-sixth page	\$2,300	Full page	\$9,400	Table of contents	\$10,290
One-third page	\$3,800	Two page spread	\$14,700	Inside back cover	\$10,290

Important Dates

PUBLICATION DATE March 2014

SPACE CLOSING January 24, 2014

MATERIALS DUE January 31, 2014



MEDIaMERICa

E-mail TOAdNetwork@mediamerica.net to reserve your space.



TravelOregon.com

Cast a wide net and reach visitors online

Award-winning Site ... Awarded the 2013 Best State Travel Website in the Country Mercury award by the National Council of State Tourism Directors, this site features rich content and expansive information. Powerful inspirational sections include **Seasonal Features** and **Trip Ideas** packed full of entertaining videos, itineraries and Oregon stories. Informational sections include **See & Do** where visitors can explore a wide range of recreation, food & drink, events, attractions and more; **Cities & Regions** where visitors can now dig deeper into dedicated city pages; **Deals**; **Places to Stay** and **Getting Around**.

Proven Traffic ... The first point of contact for the state's **5.2 million dollar** marketing campaign which delivers nearly **6 million pages viewed annually** with **1.4 million unique visitors**.

NEW Impression Packages ... Designed to target your advertising to the visitor at the beginning of their planning process through their final decisions.

- High-impact vertical rectangles
- Efficient sidekick ads

Vertical Rectangle (240 x 400)

Intuitive (selected pages of site)

Cost: \$40 CPM

ROS (run of site)

Cost: \$20 CPM

Sidekick Ads (300 x 100)

Small Bundle: 65,000 Impressions

Cost: \$475/quarter

- 15,000 Intuitive
- 50,000 ROS

Medium Bundle: 95,000 Impressions

Cost: \$675/quarter

- 20,000 Intuitive
- 75,000 ROS

Large Bundle: 130,000 Impressions

Cost: \$950/quarter

- 30,000 Intuitive
- 100,000 ROS

NEW Event Package*

20,000 Impressions

Cost: \$200

- Flexibility to select the exact month and day you want your ad to begin, leading up to your event.
- Get specific and select three topic areas specific to your event, for the most targeted distribution; such as region, city or related activity.

*Open to events, festivals and exhibits



eNewsletters

Reach the active traveler and Oregon fan in Travel Oregon's eNewsletters.

Delivered to opt-in subscribers, Travel Oregon eNewsletters send your message to consumers in a timely, targeted way. The eNewsletters feature road trips, events, profiles and special deals.

Choose from four eNewsletters:

NEW! Seasonal Features Special Edition

Inspirational stories showcasing Oregon's destinations, natural wonders and Oregon Dreamers. Delivered to 185,000 subscribers four times per year (February, May, August and November).

Monthly General

With a following of more than 185,000 opt-in subscribers, Travel Oregon's monthly eNewsletter gets your message out to this engaged audience.

Outdoor Recreation

Align your message to reach 16,000 opt-in active travelers. Delivered six times per year: January, March, May, July, September and November.

Culinary

With a following of 18,000 opt-in subscribers, this niche eNewsletter is one of the fastest growing traveler segments. Delivered six times per year: February, April, June, August, October and December.



Ad Format	Seasonal Features	Monthly General	Outdoor	Culinary
Formatted Text Ad	\$350	\$350	\$250	\$250
Rectangle (180 x 150)	\$950	\$950	\$750	\$650

Space Closing Q1 & Q2: December 1, 2013

Space Closing Q3 & Q4: June 1, 2014

Materials Deadline: Two weeks prior to eNewsletter distribution (Monthly General: first Wednesday of each month; Outdoor/Culinary: third Wednesday of each month; Seasonal Features: last Thursday of the issue month.)

Oregon Welcome Center Brochure Program

Display your brochures or visitor guides at one or more of the nine Oregon Welcome Centers at high-traffic gateways to the state!

Oregon Welcome Centers

- Ashland
- Astoria
- Brookings
- Brookings
- Klamath Falls
- Lakeview
- Ontario
- Oregon City
- Portland International Airport (PDX)
- Umatilla

Go Mobile

Expand your exposure through digital distribution.

- MEDIAmerica will create a mobile-friendly edition (digital page-turning version) of your brochure/visitor guide or you can provide your own
- A link to your brochure/visitor guide will be posted on a dedicated page on TravelOregon.com
- Your brochure/visitor guide will be designated as "mobile-friendly" in the Welcome Centers. (A QR code will allow visitors to access it through their smart phone.)
- Use your mobile-friendly edition on your website and promote it in all your marketing materials

Program Rates

Fees are based on the class of service, size of brochure/visitor guide, and number of locations chosen. Contact your Account Manager for more information and an application.

Distribution Schedule

This is an annual program, with distribution beginning May 2014 and continuing through May 2015. Deadline for participation: April 15, 2014 for guaranteed placement.



MEDIAmerica

E-mail TOAdNetwork@mediamerica.net to create your integrated marketing program.





August 15, 2013

Destination Newport Committee
City of Newport
169 SW Coast Highway
Newport OR 97365

Celtic Heritage Alliance, Inc.
dba Newport Celtic Festival & Highland Games
PO Box 504
Newport OR 97365

Dear Committee Members:

Please allow this letter to serve as our report on 2013 Destination Newport Committee (DNC) Marketing Grant Funds approved by the Committee and City Council for the 2013 Newport Celtic Festival & Highland Games at the Lincoln County Fairgrounds - June 7-9, 2013. The grant was in the amount of \$5000.

OVERVIEW

We are happy to report that the Festival was an even larger success this year. With an estimated head count of 5,485 (an increase of approximately 10% over 2012), the City of Newport, its lodging, restaurant and retail businesses again reaped the rewards of our event through increases in visitors. From surveys of participants and attendees, many of which came to Newport specifically for the Festival, just a portion of our visitors generated an estimated \$25,600* in room tax revenues alone. Monies spent at local businesses and foot traffic to our many fascinating local destinations resulted in visitor spending of approximately \$448,000* for businesses (including lodging) over the June 2013 Festival three-day weekend.

The event again drew visitors and participants from neighboring cities, counties, PNW states including Alaska, Idaho, Washington and California, and other countries including Canada and as far away as Korea! The Newport Celtic Festival and Highland Games has truly established itself as an annual event of tremendous importance to the local calendar; and for the record number of vendors and athletes who traveled and paid to participate this year, it is reported as one of their favorite events within the greater Northwestern U.S. and Canadian Highland Games festival circuit.

2014 SUPPORT

The Celtic Heritage Alliance was established as a §501(c)(3) non-profit association in late 2011, and has received DNC funding twice, for the 2012 and 2013 Festivals.ⁱ This document also serves as our preliminary application for similar funding in 2014. We once again seek your support so that we may continue to promote and market this Festival on a level which brings new visitors from outside our immediate area. Without this support, our marketing budget will not stretch to non-local media reaching any significant numbers of the public.

DNC funds this year enabled small broadcast media buys both in Corvallis and Eugene, which we believe helped our overall attendance significantly as well as promoting the high caliber of events to be found

on the coast. We believe our expenditure of grant funds – carefully placed and timed to maximize their impact within markets where residents could be expected to make the trip on Festival weekend – proves our capability in developing another destination event for Newport. We build on this impact by cross-marketing our other, smaller events throughout the year.

Once again, we thank the Destination Newport Committee sincerely for its support. The Celtic Festival and Highland Games, along with other CHA-created events, have helped to bring thousands of visitors to the Newport area as well as enhance the quality of life for area residents throughout the year. We take great pride and pleasure in our results to date, and with continued DNC support, will work for continued growth.

Attached please find a completed application for 2014 support, a proposed budget for the 2014 Festival and a list of other activities for CHA. Please contact the undersigned with any questions, and thank you for your consideration.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Belinda Goody". The signature is written in black ink and is positioned below the typed name.

Belinda Goody
President

*Calculations based on Greater Newport Chamber of Commerce guidelines.

¹ While the first, 2011 Celtic Festival received some DNC funding, that event was not organized by the CHA, nor did the CHA receive that funding. Moreover, all net revenue from the 2011 Festival was retained by the City of Newport.



Destination Newport Committee
City of Newport
169 SW Coast Highway
Newport, OR 97365

DESTINATION NEWPORT GRANT APPLICATION

General Information:

Name of Applicant Organization: Celtic Heritage Alliance, Inc. dba
Newport Celtic Festival & Highland Games

Mailing Address: PO Box 504

City, State, Zip: Newport, OR 97365

Telephone: 541-961-7696 Fax: N/A

E-Mail Address: info@newportcelticfestival.com

Principal Contact (If different from Applicant): Belinda Goody, President

Mailing Address (If different from Applicant): Same as stated above

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Date(s) and Time(s) of Event: Year round Celtic events & June 13-15, 2014

Description of Event or Activity*: A family friendly and affordable celebration of Celtic culture, heritage, music, dance, entertainment, food, athletics and crafts that honors family legacy and traditions while educating the general public.

Nature of Event or Activity:

Single Day Event _____

Multi-night local lodging event 3 days (June 13, 14, & 15, 2014)

Extended calendar event. _____ days

Amount of Funding Requested: \$ 5,000.00

Total Event/Activity Budget: \$ 50,500.00

What specific marketing expenditures will the granted funds be used for?* For the 2013 Newport Celtic Festival & Highland Games, approximately \$10,900 was spent on marketing expenses (\$6,100 less than the previous year), which included in-kind contributions. These dollars are used to pay for production and distribution of marketing materials to promote the Annual Celtic Festival & Highland Games. This would include printed materials such as flyers, posters, programs, television, radio, postcards, banners, signage or similar items. Additionally, funds may be used to purchase ad space in printed materials and other forms of media exposure in areas outside Lincoln County, in order to maximize media coverage and visitorship by potential patrons.

List event/activity supporters or partners*: Lincoln County, Oregon Coast Magazine, Bridie's Irish Faire, Newport Signs, Oregon Coast Today, News Lincoln County, Oregon Coast Productions, Best Western Agate Beach and the Inn at Nye Beach. Supporters include The Coastal Celtic Society, Céilí of the Valley Society, & The Celtic Classic (our "Sister

Festival”). Additional partners have pledged, but have not yet confirmed their support by formal agreement. This time last year we had 1,200 Facebook fans. We now have over 1,445.. Our mailing list subscribers include over 3,500 individuals and grows each time we attend another event to promote CHA.

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

Has applicant received funding in prior years from the city for this event/activity? If yes, when: Yes - We applied for and received grant funding in 2012 and 2013.

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.): Statistics from the 2013 Newport Celtic Festival & Highland Games reported a substantial increase in room nights booked in the Lincoln County area during the festival weekend, which included many RV and camp sites used by vendors who attended. According to our attendance numbers, we had an increase of about 500 additional patrons over the previous year. This also had a direct impact on restaurant and retail sales in the local area. A substantial percentage of those surveyed said they stayed in Newport beyond the dates of the festival. We anticipate a similar, but increased result for 2014, with smaller numbers (between 30-75) attending the individual Celtic events throughout the year, which will also increase commensurate with familiarity.

Financial Reporting Requirements:

Please provide a proposed budget of revenues and expenditures in a form similar to the following:

PROPOSED REVENUES (GROSS)			
Source #1	Athlete Registrations	Amount	\$1,500.00
Source #2	Cash Sponsorships	Amount	\$5,000.00
Source #3	Souvenir Sales	Amount	\$2,000.00
Source #4	Vendor Fees	Amount	\$8,000.00
Source #5	Grants	Amount	\$7,000.00
Source #6	Ticket Sales	Amount	\$24,000.00
Source #7	Fundraisers	Amount	\$3,000.00
Total Revenues			\$50,500.00

PROPOSED EXPENDITURES			
Use #1	Highland Games	Amount	\$4,500.00
Use #2	Dancers	Amount	\$2,000.00
Use #3	Musicians	Amount	\$9,000.00
Use #4	Facility Rental	Amount	\$3,000.00
Use #5	Insurance	Amount	\$2,500.00
Use #6	Marketing	Amount	\$11,000.00
Use #7	Equipment	Amount	\$1,500.00
Use #8	Services	Amount	\$11,000.00
Use #9	See money for 2014	Amount	\$6,000.00
Total Expenditures			\$50,500.00
Revenues Minus Expenditures		Amount	\$0.00

As a final condition to accepting granted funds, the applicant agrees to provide the City of Newport with a final report summarizing result of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy, closing revenue and expenditure report, etc.), with a detailed and verified accounting.

August 15, 2013

Date

Applicant Signature

Belinda Goody

Applicant Printed Name

ADDENDUM A – 2014 PROPOSED MARKETING PLAN

To meet the requirements of the 50 mile radius outside Newport City Limits for marketing expenditures, we propose the following marketing options beginning in Spring 2014:

Oregon Scottish Festival (Albany)
Portland Highland Games (Portland)
Celtic Connections (Vancouver, WA)
Constant Contact (Online Advertising)
Magazine Advertising (Oregon Coast Magazine; Highlander Magazine and similar trade pubs.)
Television Advertising (i.e. Eugene, Corvallis, Salem, Portland)
Radio Advertising (i.e. Eugene, Corvallis, Salem, Portland)
Newspaper Advertising (i.e. Eugene, Corvallis, Salem, Portland)

Other promotional opportunities:

CHA volunteers have traveled to attend the following events to promote the Newport Celtic Festival & Highland Games. These are all annual recurring events which means we continue promoting (Newport) throughout the year, both before, during, and after our main festival events in June. At each of these events, Newport is promoted as the destination for the annual Celtic Festival & Highland Games.

PRE-FESTIVAL EVENTS & VENUES

Robert Burns Supper Event (Shilo Inn; Stone Crest Cellars B&B)
St. Patrick's Day Events; (South Beach Community Center, VAC)
Chamber of Commerce Membership (Various)
Know Your Newport (Various)
Other Service Organizations (i.e. Rotary, Kiwanis, Optimist, etc.)
Loyalty Days Parade (Newport, OR)
Albany Scottish Festival (Albany, OR)
Eugene Scottish Festival (Eugene, OR)
Glastonbury Faire (Toledo, OR)

POST-FESTIVAL EVENTS & VENUES

Winston Highland Games (Roseburg, OR)
Kelso Highland Games (Kelso, WA)
Prosser Scottish Festival (Prosser, ID)
Galway Bay Music Festival (Ocean Shores, WA)
Yachats Celtic Music Festival (Yachats, OR)
Harvest Concert/Céilí by the Sea Events (Newport Rec Center, Newport 1st Presby. Church, Sam Case)

CHA reserves the right to amend this proposed marketing plan based on funding or other circumstances which may require amendments in this plan.

NEWPORT



OREGON

The COAST YOU REMEMBER



1 - 800 - COAST44 • discovernewport.com

