



## AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, April 16, 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, April 16, 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 -March 19, 2015 meeting minutes review and approve
  - b. Review of Accts., March 2015
- IV. Media Consideration
  - a. Comcast Spotlight - Josh Logan
  - b. Oregon Coast Today - Patrick Alexander
  - c. Crosswest Adventures - Cristian Bohuslavschi
  - d. Corvallis Knights Special Night proposal - Bre Miller
  - e. Sunset Magazine - Kim Leary
  - f. Meadow - Hamlet Sign
- V. Other
  - a. Video production- Jamie Rand
  - b. Newport Symphony Orchestra Report on Tourism Marketing Grant and new application
  - c. KEZI- Update
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment



## CALL TO ORDER

The March 19, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:28 P.M. In attendance were John Clark, Judy Kuhl, Steve Beck and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, Randy Voss, KEZI, Lance Beck, Aquirium, and Greg Robertson, Oregon Coast Today

## INTRODUCTIONS

No introductions were needed.

## CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the February 5, 2015, meeting;
- B. Review of Accounts for January and February 2015;

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

## MEDIA CONSIDERATIONS

Randy Joss from KEZI highlighted his proposal for the committee. He commented on a new station they now have called METV which is all classic TV programs. The proposal is basically the same as last year with the new TV station added to the line-up.

Greg Robertson from Oregon Coast Today presented his proposal. ½ page ad that can be changed weekly if we would like. Davis reviewed the error that had happened this year with Oregon Coast Today. They continued running our ad and billing us after the date we had agreed to. This error caused DNC to spend more than intended on this ad. Other than stopping the ad and billing, the magazine has not done or offered to do anything else regarding the error on their part.

Committee reviewed Eugene Emeralds proposal which is the same as last year.

Committee reviewed All Classic Portland/Oregon Coast proposal which is the same as last year.

Committee reviewed Seattle Magazine proposal which is the same as last year.

Breves needs to forward Davis the Travel Oregon email and Davis will fill-out what needs to be done.

## OTHER

Committee reviewed an application for Marketing Grant by the Oregon Coast Aquarium for Flippers, Feathers, and Fins 5K. They are requesting \$2,500 to expand the market and increase participation in

the event. They are focusing on Portland and Willamette Valley runners and families. Last year, over 50% of the participants were from a distance of 50 miles or more. They are partnering with a run administrator to create a more professional race.

MOTION was made by Beck, seconded by Kuhl, to recommend and approve a Tourism Marketing Grant for the 2015 Flippers, Feathers, and Fins 5K in the amount of \$2,500 to the City Council. The motion carried unanimously in a voice vote.

CBS Outdoor sent an offer for 15 posters boards for April that the committee might be interested in for the fall but not at this time.

### DISCUSSION AND ACTION

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

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

MOTION was made by Beck, seconded by Clark, to approve Eugene Emeralds of \$9,800 for Package #2 out of this next fiscal year depending on budget and future media consideration. The motion carried unanimously in a voice vote.

Davis will contact Oregon Coast Today and ask what adjustments they are willing to make due to the error on their part that cost the Committee additional funds.

MOTION was made by Kuhl, seconded by Clark, to approve option 6x 1/3 page ad at \$1,985.60 per issue for September, October, November and February, March April in Seattle Magazine for a total of \$11,913.60 that will be out of the next fiscal year. This ad will contain a call to action. The motion carried unanimously in a voice vote.

The committee discussed an interest in having Rand explore developing high quality video ads that are consistent with DNC's current branding guidelines that could be used whenever the committee decided to do video advertising. The committee agreed to the addition to next year's contract with the NewsTimes for an increase to the contract amount.

Next meeting will be April 16, 2015.

### ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:33 P.M.

## Cindy Breves

---

**From:** Lorna Davis <lorna@newportchamber.org>  
**Sent:** Tuesday, March 24, 2015 1:33 PM  
**To:** Patrick Alexander  
**Cc:** Cindy Breves  
**Subject:** RE: Proposal

Patrick, thank you. We will look at this for our April meeting. Please do send a couple of copies for a reference for that discussion.

Thanks again,  
Lorna

**From:** Patrick Alexander [mailto:coasttoday@gmail.com]  
**Sent:** Tuesday, March 24, 2015 11:32 AM  
**To:** Lorna Davis  
**Subject:** Re: Proposal

Lorna,

I would like to offer Destination Newport a complimentary, full-page, color ad in our "Beach and beyond" special section, which offers access to the readership of our sister paper The Capital Press at a key time of year.

The supplement is inserted into the Capital Press and direct mailed to 15,000 paying subscribers throughout Oregon during the winter months. This offers access to an affluent demographic of farm owners and ranchers at the one time of year when it is feasible for them to get away to the coast for a break.

We debuted this special section this past winter, running four editions from November through February. I would be glad to mail you a few copies of the product so you can take a look.

The regular cost of a full-page, four-month run would be \$1,700. I would be happy to offer this to Destination Newport at no charge if you sign up for a 26-week run in the Oregon Coast TODAY under the package presented by Greg at the March 19 DNC meeting.

I think this product is a great fit and would be a perfect way to balance a summer run in our regular paper.

Let me know what the committee thinks. And if I can help answer any questions, please don't hesitate to call.

P

On Tue, Mar 24, 2015 at 10:30 AM, Lorna Davis <lorna@newportchamber.org> wrote:

Hi Patrick, I got your message and feel free to email the proposal over. I will forward to Cindy at the City for inclusion at the next meeting in April...

Thank you so much!!!

Lorna Davis

Executive Director

Greater Newport Chamber of Commerce

[lorna@newportchamber.org](mailto:lorna@newportchamber.org)

[541-265-8801](tel:541-265-8801)

--

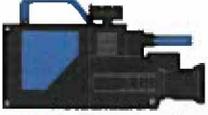
Patrick Alexander

Editor & Publisher, [Oregon Coast TODAY](#)

[patrick@oregoncoasttoday.com](mailto:patrick@oregoncoasttoday.com)

541-921-0413

Facebook • [@octoday](#)

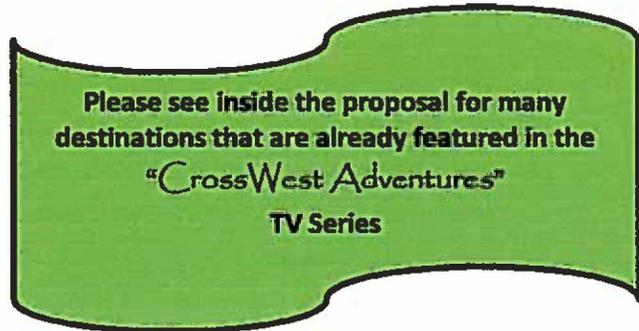


**“CROSSWEST ADVENTURES”**

**A 33-Episode TV Series broadcasting NATIONWIDE on the “Altitude” TV Channel**

March 26, 2015

Ms. Cindy Breves  
 City of Newport/Destination Newport Committee  
 169 SW Coast Highway  
 Newport, OR 97365



Dear Ms. Breves:

CV&A Films, LLC is currently producing **6 NEW TV Episodes** (half-hour each) for our travel-action-adventure **TV-Series**, called **“CROSSWEST ADVENTURES,”** with the new episodes scheduled to be broadcast **EXCLUSIVELY** on the “Altitude” TV Channel during Summer, 2015 and re-played in Summer, 2016. **“CROSSWEST ADVENTURES”** will again feature some of the best summer tourist destinations, and will include spectacular aerial cinematography, scenic vistas, calming retreats, soothing hot springs, picturesque mountain resorts, dude ranches, helicopter tours, cruises, and a slew of action sports, including rafting, hiking, mountain biking, climbing, horseback riding, and much more.

The “ALTITUDE” Channel is the **FASTEST GROWING TV SPORTS CHANNEL** and is **available NATIONALLY** on **“DISH NETWORK”** & **“DIRECTV”** Satellite Networks **AND** on many regional **CABLE TV systems** in the following states (see map in the enclosed proposal):

- \* Colorado \* Idaho \* Kansas \* Montana \* Nebraska \* Nevada \* New Mexico \* South Dakota \* Utah \* Wyoming \*

In its 8<sup>th</sup> season, **“CROSSWEST ADVENTURES”** offers TV advertisers 216 **(30-sec) TV commercial spots, as well as the availability to feature your area in 1-FULL TV-EPISODE (20 minutes of TV content).**

We would like to invite you to become either a:

- \* **TV COMMERCIAL ADVERTISER & TV LOCATION SPONSOR (PR & MEDIA BUY combo package)** or
- \* **TV LOCATION SPONSOR (PR only)**

For more information, please see the enclosed **AFFORDABLE Price Lists** for details.

Thank you for your time and we look forward to having you on board as an advertiser/sponsor soon.

Respectfully,

Cristian Bohuslavski  
 President / “Award-Winning” Film & TV Producer

**CO-OPs with  
 LODGING TAX BOARDS,  
 CHAMBERS & VISITOR CENTERS  
 accepted.**

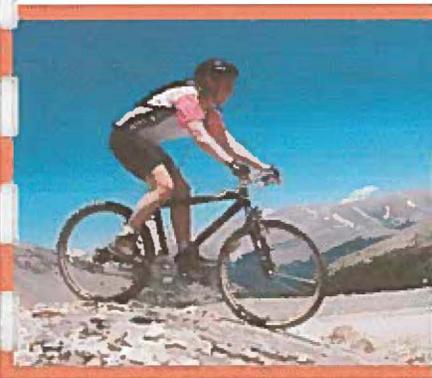
*Note: CV&A Films also intends to broadcast the TV-Series internationally in approximately 20 countries, and when you become a “TV Location Sponsor,” your TV segments will remain a part of the TV-Series in perpetuity.*

You are invited to be a part of...

# "CROSSWEST ADVENTURES"

**33 Episode TV-Series (now in its 8<sup>th</sup> TV season!)**

**Broadcasting NATIONWIDE on the "ALTITUDE" TV Channel**

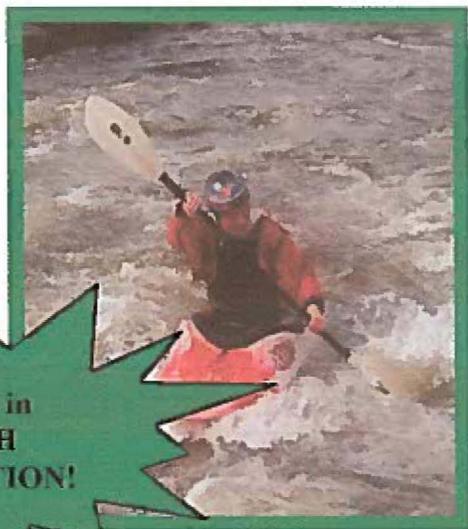


We offer you the rights to use the Video/TV segment on:  
Facebook & Website,  
YouTube, etc.

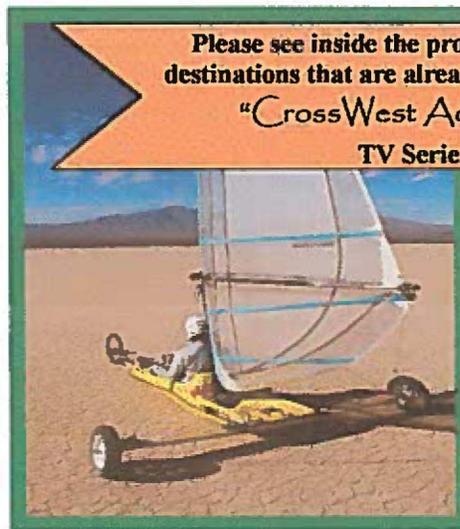


"CROSSWEST ADVENTURES" is a 33 episode travel-action-adventure **TV-Series in its 8<sup>th</sup> TV broadcast season** and is scheduled to begin airing again with 6 NEW EPISODES during Summer, 2015 on the "Altitude" TV Channel (the fastest growing TV sports channel in America). "CROSSWEST ADVENTURES" was filmed in some of the most scenic and enthralling destinations in Alaska, Colorado, Montana, Wyoming, South Dakota, Nevada, New Mexico & more.

"CROSSWEST ADVENTURES" includes spectacular acrial cinematography, scenic vistas, calming retreats, soothing hot springs, picturesque mountain resorts, dude ranches, helicopter tours, and a slew of action sports, including mountain biking, rafting, kayaking, climbing, hiking, horseback riding, and much more.



**NOW in HIGH DEFINITION!**



Please see inside the proposal for many destinations that are already featured in the "CrossWest Adventures" TV Series

**Why pay for just a video when you can pay for a video that is on TV and viewed by millions of potential visitors and clients!**  
**\*\*\* Increase your destination's credibility by being on TV \*\*\***

## **“CROSSWEST ADVENTURES”**

**A 33-Episode TV Series broadcasting NATIONWIDE on the “Altitude” TV Channel**

Some of the “Tourist Destinations” Featured in **“CROSSWEST ADVENTURES”**

- \* HAINES Convention & Visitors Bureau, AK
  - \* SKAGWAY Convention & Visitors Bureau, AK
  - \* WRANGELL Convention & Visitors Bureau, AK
  
  - \* YUBA-SUTTER Chamber of Commerce, CA
  
  - \* BASALT Chamber of Commerce, CO
  - \* CONEJOS County Tourism Board, CO
  - \* COTTONWOOD Hot Springs, CO
  - \* COUNTRY LIVERY Horseback Riding & Training, CO
  - \* ESTES VALLEY Resorts, CO
  - \* GLENWOOD SPRINGS Chamber Resort Association & Hot Springs, CO
  - \* MARBLE Tourism Association, CO
  - \* MEEKER Chamber of Commerce, CO
  - \* MT. PRINCETON Hot Springs Resort & Spa, CO
  - \* PAGOSA SPRINGS Chamber of Commerce & The SPRINGS RESORT, CO
  - \* RIO GRANDE County Lodging Tax Board, CO
  - \* RIVERBEND Fly-Fishing & RV Resort, CO
  - \* SAN LUIS VALLEY/Rio Grande Scenic Railroad, CO
  - \* SOUTH FORK/Rio Grande Golf & Country Club, CO
  
  - \* CLOUD COUNTY Convention & Tourism, KS
  
  - \* HELENA Area Chamber of Commerce, MT
  - \* MEADOW LAKE Resort, MT
  
  - \* KEITH County Visitors Committee, NE
  - \* NORTH PLATTE/LINCOLN County Convention & Visitors Bureau, NE
  
  - \* CUMBRES & TOLTEC Scenic Railroad, NM
  - \* RATON Chamber of Commerce & Development Commission, NM
  - \* SANTA FE Convention & Visitors Bureau, NM
  
  - \* ELKO Convention & Visitors Authority, NV
  
  - \* SPEARFISH Area Chamber of Commerce & Visitors Bureau, SD
  
  - \* CACHE VALLEY Visitors Bureau, UT
  - \* MOAB Area Travel Council, UT
  
  - \* KITTITAS County Chamber of Commerce, WA
  
  - \* CAMPBELL County Convention & Visitors Bureau, WY
  - \* CARBON County Visitors Council, WY
  - \* CASPER Area Convention & Visitors Bureau, WY
  - \* CHEYENNE Convention & Visitors Bureau, WY
  - \* CODY (Park County Travel Council), WY
  - \* KEMMERER (Fossil Basin Promotion Board), WY
  - \* WESTON County Tourism & Travel Commission, WY
- and more...



# "CROSSWEST ADVENTURES"

## **33 Episode TV-Series**

**Broadcasting NATIONWIDE on the "ALTITUDE" TV Channel**

### **PRICE LIST**

Location TV Sponsor / Product Placement



Cost:

~~\$10,000\*\*~~

**ONLY \$4,900**

Contract Deadline:

May 1, 2015

**If PAID IN FULL by the**

Payment Deadline:

To Be Determined

**"payment deadline"**

FILMING DATES:

Spring/Summer, 2015

No. of TV Broadcasts:

8 guaranteed TV broadcasts for each Location TV Sponsor

TV Broadcast Dates:

2015 – 4 TV broadcasts in Jul, Aug, Sept or Oct, 2015 and  
 (based on filming dates & post-production)  
 2016 – 4 TV broadcasts in May, Jun, Jul, Aug, Sept or Oct, 2016

TV Segment Length:

7-minutes

### **PRICE INCLUDES:**

**"TV BROADCASTING / TV CONTENT"** & **"VIDEO PRODUCTION COSTS"** & **"TV SEGMENT USE"**

#### **"TV BROADCASTING / TV CONTENT"**

\* Your 7-min. TV broadcast quality segment featured in one of the ½ hour TV episodes in PERPETUITY

#### **"VIDEO PRODUCTION COSTS"**

- \* 3 days of video taping with 3 interviews
- \* Editing of 7-minute TV broadcast quality segment to include cuts & dissolves
- \* Graphics to mention BUSINESS NAME, WEBSITE ADDRESS, INTERVIEWEE NAMES, etc.

#### **"USE OF TV SEGMENT"**

- \* Rights to use the edited TV segment (VIDEO) on "FACEBOOK," on "YOUTUBE," on your "WEBSITE," and on other "SOCIAL MEDIA" outlets for 3 years
- \* Rights to use the edited TV segment "YouTube" link for promotional purposes at Trade/Consumer Shows, etc.

\*\* Call for ADDITIONAL DISCOUNTS for Multiple TV Segment Purchases in "CrossWest Adventures."



# "CROSSWEST ADVENTURES"

## **33 Episode TV-Series**

**Broadcasting NATIONWIDE on the "ALTITUDE" TV Channel**

### **PRICE LIST**

**ONLY \$12,900**  
 If PAID IN FULL by the  
 "payment deadline"

<b>Cost:</b>	<del>\$39,000</del>	TV Commercial Advertiser & TV Location Sponsor
<b>Contract Deadline:</b>	May 1, 2015	
<b>Payment Deadline:</b>	To Be Determined	
<b>TV Broadcast Dates:</b>	2015 -- 4 TV broadcasts (of TV episode) in Jul, Aug, Sept or Oct, 2015, and (based on filming dates & post-production) 2016 -- 4 TV broadcasts (of TV episode) in May, Jun, Jul, Aug, Sept or Oct, 2016	

**216 x 30-Second TV Commercials start airing May 1, 2015!**

### **PRICE INCLUDES:**

**20-MINUTES TV BROADCASTING / LOCATION PLACEMENT & VIDEO PRODUCTION COSTS**  
**216-TV COMMERCIAL SPOTS & TV EPISODE PROMOTIONAL USE**

#### **20-MINUTES TV BROADCASTING / LOCATION PLACEMENT**

\* 20 minutes (1 FULL-FEATURE TV EPISODE) of TV location placement/TV content throughout "CrossWest Adventures" TV-Series in PERPETUITY

*NOTE: CV&A Films also intends to BROADCAST the TV-Series INTERNATIONALLY in approximately 20 countries, and when you become an "Advertiser/TV Location Sponsor," your TV episode/TV content will remain a part of the TV-Series in PERPETUITY*

#### **216 TV COMMERCIALS SPOTS**

- \* Total of 216 (30-sec) TV commercials for the entire TV Series (May through October, 2015)
- 3 x 30-second TV Commercials per half-hour TV Episode
- 24 Weeks x 3 TV Episodes (broadcasts) per Week = 72 TV Episodes (broadcasts)
- 72 TV Episodes (broadcasts) x 3 (30-sec) TV Commercials per TV Episode = 216 TV Commercials

#### **VIDEO PRODUCTION COSTS**

- \* Up to 7 days of video taping with up to 10 interviews
- \* Post Production/Editing of the 20-minute TV broadcast quality TV episode to include cuts & dissolves
- \* Graphics to mention BUSINESS NAME, WEBSITE ADDRESS, INTERVIEWEE NAMES, etc.

#### **"USE OF TV EPISODE"**

- \* Rights to use the edited TV episode (or TV segments) on "FACEBOOK," on "YOUTUBE," on your "WEBSITE," and on other "SOCIAL MEDIA" outlets for 3 years
- \* Rights to use the edited TV Episode "YouTube" link(s) for your promotional purposes at Trade/Consumer Shows, etc.

#### **"TV BROADCAST TIMEFRAME" (for 30-second TV commercial inserts)**

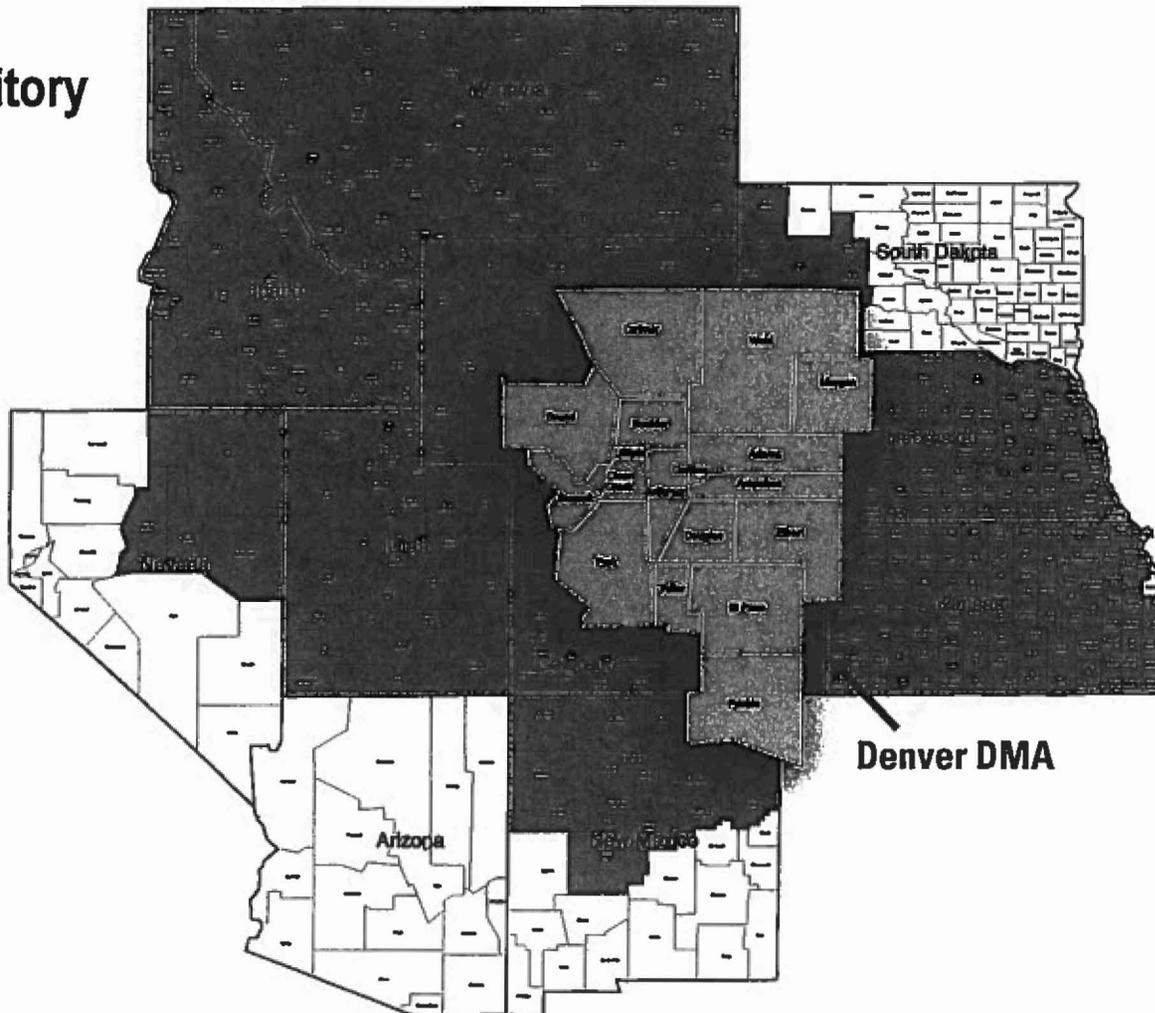
- \* May, 2015 through October, 2015 (6 months/24 weeks)
- \* TV Commercial Length: 30-seconds (3 TV Commercials per TV Episode)
- \* Total Commercial Spots: 216 TV Commercial Spots

## About the “Altitude” TV Channel

- “Altitude” is available **NATIONALLY** on TV Satellite Networks, including:
  - ❖ **“DISH NETWORK”** (channel 410) &
  - ❖ **“DIRECTV”** (channel 681)
  
- The “Altitude” TV Sports Network/Channel features over 200 live TV sport events of nationally recognized sports team franchises, including:
  - ❖ **Denver Nuggets (75 games + playoffs)**
  - ❖ **Colorado Avalanche (75 games + playoffs)**
  - ❖ **Colorado Rapids (13 games)**
  
- Altitude will also broadcast top college sports match ups from the **Mountain West, Western Athletic, Big Sky, Big XII, Big East, Big Ten, Conference USA, Sun Belt** and **Rocky Mountain Athletic Conference** (see attached for more info), and games from the Air Force Academy Falcons, Colorado Eagles CHL Hockey, and Colorado Springs Sky Sox. In addition, the channel provides ancillary sports programming, and outdoor & lifestyle shows, such as **“CrossWest Adventures.”**
  
- **“Altitude” is also available regionally on many CABLE TV systems/carriers and/or satellite networks in the following states (see map):**
  - \* **Colorado \* Idaho \* Kansas \***
  - \* **Montana \* Nebraska \* Nevada \***
  - \* **New Mexico \* South Dakota \***
  - \* **Utah \* Wyoming \***



# Altitude Territory



**KEY DMAs:**

**Denver**

Salt Lake City

Wichita

Omaha

Colorado Springs

Lincoln

Albuquerque

Boise

Missoula

Idaho-Falls

Billings

Cheyenne

ALTITUDE SPORTS & ENTERTAINMENT



Over 200 Live Sport Events!



**Denver Nuggets**  
75 games + playoffs



**Colorado Eagles CHL Hockey**  
8 games



**Colorado Avalanche**  
75 games + playoffs



**Big Sky Collegiate Sports**  
8 events



**Colorado Mammoth**  
9 games



**Colorado Springs Sky Sox**  
20 games



**Colorado Rapids**  
13 games



**Air Force Academy Falcons**  
3 games

**Additional programming announcements  
will be made throughout the coming months.**

ALTITUDE SPORTS & ENTERTAINMENT



- Army#
- Charlotte\*
- Cincinnati
- DePaul\*
- East Carolina
- Houston
- Louisville
- Marquette\*
- Memphis
- Southern Florida
- Southern Mississippi
- St. Louis\*
- Texas Christian Univ.
- Tulane
- Alabama-Birmingham

- Boston College
- Connecticut
- Georgetown\*
- Notre Dame\*
- Pittsburgh
- Providence\*
- Rutgers
- Seton Hall\*
- St. Johns\*
- Syracuse
- Temple#
- Villanova\*
- West Virginia

- Illinois
- Indiana
- Iowa
- Michigan
- Michigan St.
- Minnesota
- Northwestern
- Ohio State
- Penn State
- Purdue
- Wisconsin

- Baylor
- University of Colorado
- Iowa State
- Kansas
- Kansas State
- Missouri
- Nebraska
- Oklahoma
- Oklahoma State
- Texas
- Texas A&M
- Texas Tech

\*basketball only # football only

ALTITUDE SPORTS & ENTERTAINMENT



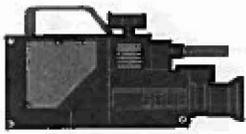
- Arkansas-Little Rock\*
- Arkansas State
- University of Denver\*
- Florida International\*
- Idaho#
- LA Lafayette
- LA Monroe#
- Middle Tennessee State
- New Mexico St.
- New Orleans\*
- North Texas
- S. Alabama\*
- Troy#
- Utah State#
- Western Kentucky\*

- Boise State
- Fresno State
- Hawaii
- Louisiana Tech
- Nevada
- Rice
- San Jose State
- Southern Methodist
- Tulsa
- UTEP

- Air Force
- BYU
- Colorado State Univ.
- New Mexico
- San Diego State
- UNLV
- Utah
- Wyoming

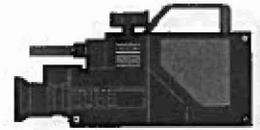
- Eastern Washington
- Idaho State
- Montana
- Montana State
- Northern Arizona
- Portland State
- Sacramento State
- Weber State

- Chadron State
- Colorado Christian University
- Colorado School of Mines
- Fort Hayes State
- Metro State
- Regis University
- University of Nebraska-Kearney
- Adams State
- CSU at Pueblo
- Fort Lewis
- Mesa State
- New Mexico Highlands
- CU-Colorado Springs
- Western State



# CV&A Films, LLC

P.O. Box 603 Peyton, CO 80831  
(719) 207-9213 [cvafilms.com](http://cvafilms.com)

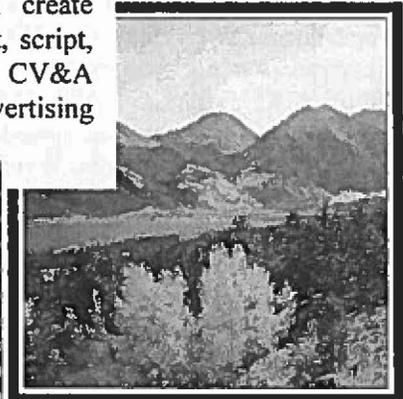
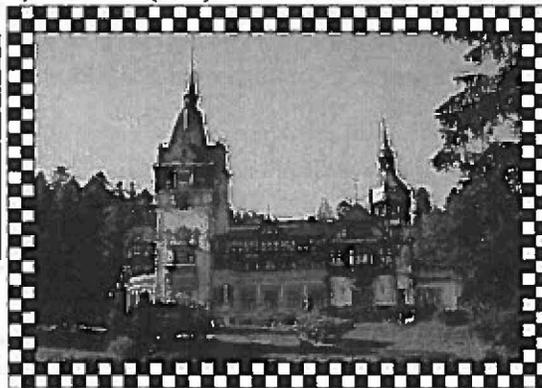
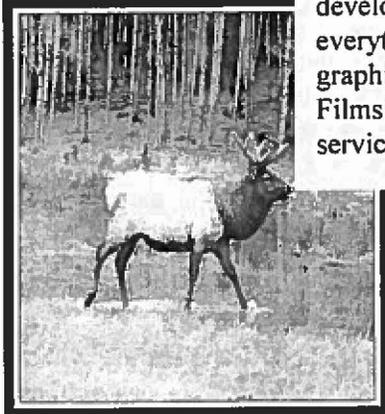


**TV/Video  
&  
Editing  
Services**



## TV/Video & Editing Services

CV&A Films, LLC is a 17-year old, award winning TV, Video & Editing production company based in Colorado Springs. CV&A Films' past productions include everything from feature-length TV DOCUMENTARIES & TV SHOWS to TV COMMERCIALS & PROMOTIONAL VIDEOS to CORPORATE & SPECIAL EVENT VIDEOS. CV&A Films' production crew has experience working in high-end TV studios as well as working at 14,000 feet on Swiss Glaciers, capturing spectacular aerial cinematography from a helicopter and filming wildlife in the Rocky Mountains to name only a few. CV&A Films has 2 state-of-the-art digital editing systems which are top-notch so that every project can be completed in a professional and time-efficient manner. CV&A Films can work with you to develop an idea you already have or we can create everything from scratch for you, including concept, script, graphics, editing, etc. For more information about CV&A Films' TV/video, editing, marketing and advertising services, call us at (719) 207-9213.



### Stock TV/Video Footage

CV&A Films' stock footage library includes aerial footage, spectacular mountain scenery, European castles, wildlife, outdoor scenery and a wide variety of action sports footage, such as snowboarding, skiing, mountain-biking, kayaking, etc. For samples of CV&A Films' work or for a stock TV/video footage estimate, please call Cristian Bohuslavschi at (719) 207-9213 or visit [cvafilms.com](http://cvafilms.com).

**TV Shows • 30-Second Commercials • Promotional Videos  
TV Placement • Documentaries • Marketing & Advertising Consulting**



# CV&A Films, LLC

P.O. Box 603 Peyton, CO 80831

(719) 207-9213 [cvafilms.com](http://cvafilms.com)



## CRISTIAN BOHUSLAVSCHI

Producer, Director & President of "CV&A Films, LLC"

Mr. Cristian Bohuslavschi's career, which stretches over 17 years, includes many TV/Media endeavors, such as producing/directing feature-length documentaries including, "Discover Salt Lake City & Utah" (shown at a media center during the 2002 Winter Olympics) and "Real Transylvania," which received the "Communicator Award of Distinction." Currently, Mr. Bohuslavschi is producing/directing CV&A Films' "CROSSWEST ADVENTURES," a 19-episode travel-action-adventure TV Series, broadcasting in its 4<sup>th</sup> season on the Altitude Channel. Previous episodes of "CrossWest Adventures" were filmed in some of the most scenic and enthralling destinations in Colorado, Montana, Wyoming, South Dakota, Nevada, New Mexico & more. "CROSSWEST ADVENTURES" includes spectacular aerial cinematography, scenic vistas, calming retreats, soothing hot springs, picturesque mountain resorts, dude ranches, helicopter tours, and a slew of action sports, including mountain biking, rafting, kayaking, climbing, hiking, horseback riding, and much more.

Mr. Bohuslavschi also produced/directed many winter ski movies including:

"Snow Safari" - sponsored by CHEVROLET, STARBURST, STOCKLI SKIS, RUDY PROJECT, VIGOR Helmets, BARZ Eyewear and GATH Helmets, and filmed in exotic locations like Chamonix, France, Verbier, Switzerland, the Colorado Rockies, and more; "Winter Paradox" - sponsored by VOLKSWAGEN, SWISSAIR and LIFE O2 Water and filmed on location in Alaska, Switzerland, Austria, New Zealand, and the Colorado Rockies; "Snow Power" - sponsored by PONTIAC, SWISSAIR, NIKON and MOTOROLA and filmed on the Glacier of the Diablerets (Gstaad, Switzerland), in the Transylvanian Alps, at the Jungfrauoch Observatory, Switzerland (the highest train station in Europe), in New Zealand and in the Colorado Rockies.

Earlier in his career, Mr. Bohuslavschi's media endeavors included working for "NBC's" Chief Radio Correspondent for Europe, working for "Newsweek" Europe, working for England's "Times" newspaper, working for Spain's "El Pais" newspaper, and working as a photographer and assistant to the Chief Editor of London's "Boardroom" magazine.

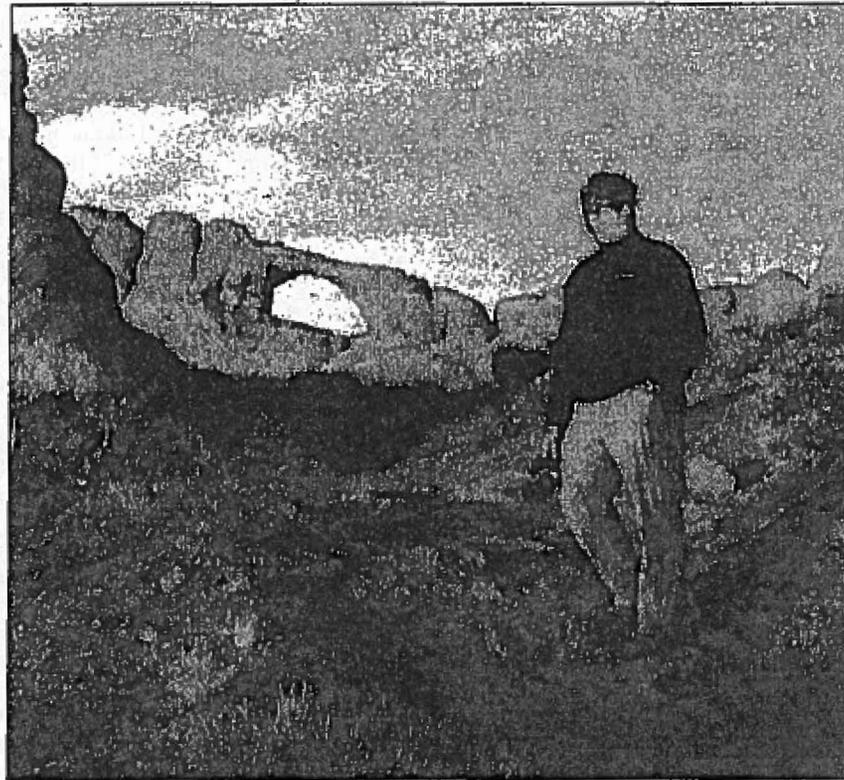
Mr. Bohuslavschi produced/directed numerous 30-second TV commercials which were nationally and internationally syndicated; he also produced/directed many promotional videos and other TV Shows/TV productions, including "Out & Around Colorado Springs," a TV show focusing on travel destinations around Colorado Springs, and "Rocky Talk," a news/issues TV show for Colorado's Vail Valley and Rocky Mountain West region.

# Moab is featured in new Olympics-related video

Moab is featured in a new video, "Discover Salt Lake City and Utah." The recently completed one-hour made-for-TV documentary about the host city for the upcoming 2002 Winter Olympics includes approximately 15 minutes of footage filmed in Moab last January.

Colorado-based director Christian Bohuslavschi said his film features an overview of Arches and Canyonlands national parks, including an interview with National Park Service superintendent Jerry Banta. Kirstin Peterson of Rim Tours also gets a little face time, as do Bette Stanton and Venessa Pierson Hingovan who talk about Moab's history as a backdrop for numerous Hollywood westerns. Bohuslavschi takes viewers on a quick tour of the John Wayne suite at the Apache Motel and interviews Red Cliffs Ranch owner Colin Fryer about movies shot on his property, including "Rio Grande" and "Wagonmaster."

Bohuslavschi also talks



Christian Bohuslavschi, director of a newly released travel documentary video, "Discover Salt Lake City and Utah" in Arches National Park checks out an arch during filming last January. Bohuslavschi says his film features an overview of Arches and Canyonlands national parks, including an interview with National Park Service superintendent Jerry Banta and other from the Moab community.

with natural arch daredevil pilot Tim Martin of Eagle Air.

Plans for airing the video

are uncertain. Bohuslavschi said he had planned on having Moab's Channel 6 show it, but those plans were axed when Emery Telecom announced last Wednesday it would discontinue production of its local news broadcast. Grand County Travel Council Director Marian DeLay said locals interested in viewing the tape may pick up a copy at the Travel Council office.

DeLay said Moab's inclusion in the video was the result of a familiarization or "fam" trip hosted by the Travel Council. Travel agents and others in a position to spread the word about Moab's tourism offerings, are often given low-cost or free tours and excursions to familiarize them with the area. Such trips are a common method used by outfitters in Moab and many other tourist destinations to boost their bookings.

# Take a walk on the wild side with 'Snow Safari'

Special to The Glenwood Post

**GLENWOOD SPRINGS** — Going on safari paints a visual image of exotic places and far-away lands. Throw in the word snow in conjunction with safari, and you have the makings of one fine winter adventure.

CV&A Films' latest ski and snowboard movie, "Snow Safari," will be the feature presentation at Sunlight Mountain Resort this weekend. The three-day screening, begins Friday and runs through Sunday, featuring some of the world's premiere skiers and snowboarders, and is sponsored by Starburst Hard Candy and Western Slope Publishing Group.

"Snow Safari" was filmed on location in such exotic locations as Verbier, Switzerland and Chamonix, France, where CV&A Films' crew went skiing with extreme skiing pioneer Dan Egan and extreme skier Mihaela Fera-Egan. It was also filmed on location in Aiguille de Midi, France, and at Breckenridge Ski Resort, where film crews worked with Gordon Tuck, a member of the Canadian National Disabled Alpine Ski Team. They utilized other sections of Colorado, such as Winter Park Resort where they filmed with Chris Waddell, a member of the U.S. Disabled Alpine Ski Team.

"Snow Safari" was produced by Cristian Bohuslavschi of Breckenridge, who brings a sense of adventure to the skiing and snowboarding world in this, his latest film. The film also utilizes the talents of some of the world's best skiers and riders including, Dan Genditzki, the 1999 USASA snowboarding national champion;

Trace "The Ace" Worthington seven-time World Ski Champion; Kris "Fuzz" Feddersen, 1997 Pro Ski Champion; Sarah Will, eight-time "sit-skiing" gold medalist; Wally Hall, sand-flyer and ice-flyer inventor, and Chris Waddell, five-time "sit-skiing" gold medalist. Truck is a Canadian National Ski Team member.

"My European and American experiences, as well as his innate love of the outdoors, helped to create this latest global movie experience," Bohuslavschi said. "The film also was chosen to be shown at five SnowSports Expos this past fall including Boston, Seattle, Portland, San Francisco and Denver.

"Snow Safari" is currently being shown at a five-venue ski resort tour, including Sunlight Mountain Resort in Glenwood Springs."

Bohuslavschi also has many other TV series in production, including "Cave Mysteries," a caving TV show which he hopes to film, among other places, in Glenwood Springs at the Glenwood Caverns. He is currently negotiating with the International Channel, ESPN2, FOX Sports, the Outdoor Life Network and other TV stations to air his "Snow Safari" movie on television.

Bohuslavschi's career, which stretches over 15 years, includes many Media/TV endeavors, such as working for "NBC's" Chief Radio Correspondent for Europe, working for "Newsweek" Europe, working for England's "Times" newspaper, working for Spain's "El Pais" newspaper, and working as a photographer and assistant to the Chief Editor of London's



Submitted photo

Film producer Cristian Bohuslavschi will be at Sunlight Mountain Resort Friday through Sunday presenting his new feature film, "Snow Safari". The work features some of the best skiers and snowboarders in the world, in some of the most exciting settings from around the globe. The film will be presented Friday, Saturday, and Sunday at Sunlight.

"Boardroom" magazine.

Some of his other works include:

- "Winter Paradox" — an extreme winter sports film/documentary. Filmed on location in Alaska, Switzerland, Austria, New Zealand, and the Colorado Rockies. The film features unique stories on extreme sports, such as snowboarding, ice flying, skiing, snowbiking

and includes Helicopter Snowboarding in Alaska.

- "Snow Power" — an extreme/adventure winter sports film/documentary. Filmed on location on the Glacier of the Diablerets (outside of Gstaad, Switzerland), in the Transylvanian Alps (at castles where Dracula lived), at the Jungfrauoch Observatory (the highest

train station in Europe/Switzerland), in New Zealand and in the Colorado Rockies.

- "Children of the Sun" — a TV show focusing on mountain sports for kids.

For more info, call Cristian Bohuslavschi (970) 453-7397 or Sunlight Mountain Resort at 945-7491.

# DARK TALES

By KIMBERLY NICOLETTI  
SUMMIT DAILY NEWS

BRECKENRIDGE — "Presently, I heard a slight groan, and I knew it was the groan of mortal terror. It was not a groan of pain or of grief — oh, no! It was the low, stifled sound that arises from the bottom of the soul ..."

— (from "The Tell-Tale Heart" by Edgar Allan Poe).

The best of Poe and chilling campfire tales haunt the historic houses at Milne Park in Breckenridge on Halloween night. Members of the Summit Historical Society will lead small groups of courageous guests through five rooms of the William A. Briggie, Milne and the Eberlein houses to encounter five souls from the Backstage Theatre.

George Grill recreates the faint tap, tap, tapping from Poe's "The Raven," followed by Lee Sandblom recounting the low, stifled sound of "The Tell-Tale Heart."

Kelly and Matt Renoux interrupt Poe's darkness with horrors of a headless boyfriend and "The Hook." Stan Levin ends the dark night with Poe's vengeful story, "The Cask of Amontillado."

Guests begin the spine-chilling tales in the William A. Briggie house, built in 1896 by Briggie, a cashier at the Engle's Exchange Bank. He designed the windows of the original, solid log house to look like windows in banks on the East Coast. The home resembles a Romanesque revival style with a Victorian-style interior.

The hauntings continue in the Milne house, built in 1880 and occupied by Alice B. Milne, Breckenridge town clerk. Around 1885, she added a fancy front parlor, a bedroom and finally a shed next to the kitchen. The solid logs, chinked with mud, horse hair and sawdust, are covered with newspaper and packing crates to hold heat.

The tour ends at the barren Eberlein house, which is still in need of restoration.

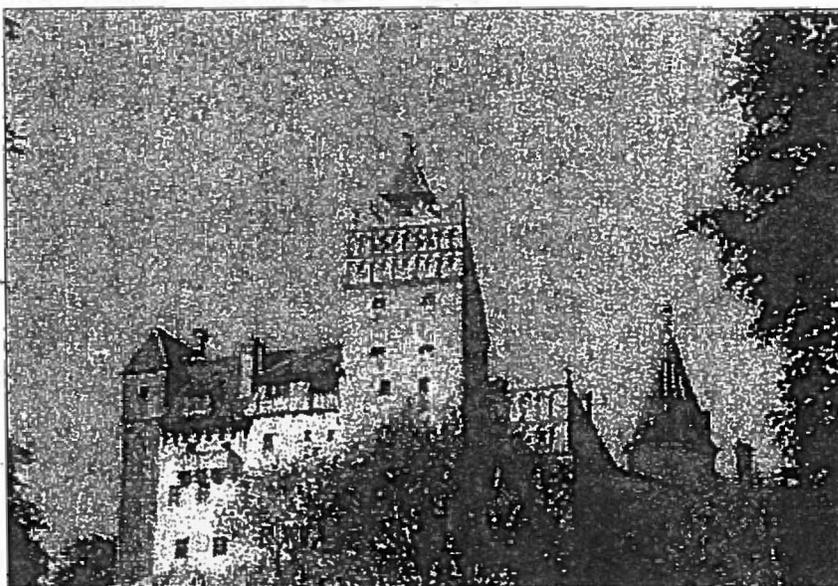
Jeremy Cole, artistic director of the Backstage Theatre, based the haunted literary tour on a similar event that takes place at the Molly Brown house in Denver around Halloween. The tour is the first of its kind in Summit County, held in collaboration with the Summit Historical Society.

"It's a really great opportunity for folks to come in and see these three historic Breckenridge homes and have them be the backdrop for this haunted literary tour," said Karen Fischer, tour and volunteer coordinator for the Summit Historical Society.

"This will be a haunted house that engages the imagination rather than trying to do artificial gore," Cole said.

Tours run every 15 minutes from 6 to 9 p.m. Thursday at the Milne park at 104 N. Harris St. in Breckenridge. Tickets are \$5 for adults and \$3 for children. All proceeds benefit the Backstage Theatre and the Summit Historical Society equally. For more information, call the theater at (970) 453-0199 or the historical society at (970) 453-9022.

Kimberly Nicoletti can be reached at (970) 668-3998 ext. 245 or by e-mail at knicoletti@summitdaily.com.



Bran Castle, commonly referred to as Dracula's Castle, is the best preserved castle in Transylvania. It's featured in Cristian Bohuslavschi's documentary, "Dracula's Transylvania."

## Dracula's bloodthirsty myths dry up

Breckenridge filmmaker Cristian Bohuslavschi compares the myths of Dracula to the real history

By KIMBERLY NICOLETTI  
SUMMIT DAILY NEWS

BRECKENRIDGE — Breckenridge resident Cristian Bohuslavschi shares Dracula's birthplace. Raised in Transylvania, Romania, Bohuslavschi was bitten by an obsessive need to tell the world about the real man behind Dracula.

Bohuslavschi shot the first frame of "Dracula's Transylvania" in 1999 and finished the historical documentary two months ago. The hour-long film sucks the blood out of Hollywood's image of Dracula as a cruel vampire, portraying the man behind the myth — Vlad the Impaler — as a national hero.

"I tried to work on presenting Transylvania in a real way and remove the misconceptions that surround the whole place," Bohuslavschi said. "One of the big issues I have is Bram Stoker, who wrote 'Dracula' in 1897, never visited Transylvania."

Stoker portrayed Transylvania as a place of darkness where bats ruled the night and vampires lived off the blood of virgins. He infused folklore about vampires and garlic shields with Vlad the Impaler's cruel impalement of his enemies to create "Dracula." However,

as the documentary reveals, Dracula reigned in the 1400s, not the 1800s as Stoker imagined, and though he was born in Transylvania, he did not rule there.

Bohuslavschi filmed the medieval fortress in which Dracula was born and the iron gates to the torture chamber near his home, but he also showed the beautiful, rugged peaks of the Transylvanian Alps.

"There's more to Transylvania than just a scary place," Bohuslavschi said. "There are not too many bats and vampires. I compare those images with Transylvania's reality and beauty. This is a good look into Transylvania the way it is and the way it was 50 to 70 years ago, because nothing has been done to these castles."

Transylvanians have yet to capitalize on Dracula's blood-sucking reputation, remembering him instead as a military hero. In the 1970s, the socialist government briefly promoted tourism, but stories of the undead and the concept of Halloween are not popular in the region, Bohuslavschi said.

In order to dispel the myths of Dracula, Bohuslavschi had to convince the mayor of Transylvania to allow him to research records from the 1400s and maps from 1200 to 1300. His documentary explores



Vlad the Impaler; also known as Dracula, inspired Bram Stoker's 1897 novel "Dracula" and the vampire myth. Cristian Bohuslavschi sucks the blood out of Stoker's image of Dracula, telling instead, the historical story of Vlad the Impaler.

military campaigns and the defenses the mountains and fortresses of Transylvania provided.

Bohuslavschi, an independent film producer and owner of CV&A Films, produced his historical account of Transylvania with television distribution in mind. He hopes the Discovery, Travel or History channel will pick it up, and so far, he has had two television distribution offers. Throughout the last 15 years of his filmmaking career, he has produced numerous action-adventure films, including "Snow Power," "Winter Paradox" and "Snow Safari" as well as television shows and commercials.

He will answer questions about the documentary after each showing, at 6:30, 7:30 and 8:30 p.m. Thursday at the Speakeasy Movie Theatre. Tickets are \$3 for souls dressed in a Halloween costume and \$5 for those walking around as average human beings. Those attending Haunted Histories and Monstrous Mysteries (see related story) pay only \$3. All proceeds benefit the Summit Historical Society.

Kimberly Nicoletti can be reached at (970) 668-3998 ext. 245 or by e-mail at knicoletti@summitdaily.com.



December 5, 2002

To whom it may concern,

During our relationship with **Mr. Bohuslavschi and CV & A Films, LLC**, the Summit Historical Society have found he and his company to be honest, ethical and talented filmmakers who are also ardent supporters of, local and regional, culture and history. His past documentary work speaks for itself with regard to its informational quality and high production value. We are currently involved in the planning of several large scale projects with he and his firm. I believe that any entity that endeavors to work with Mr. Bohuslavschi and CV & A Films, LLC will find the relationship to be fair and rewarding.

Sincerely,

Randy C. W. Swan  
Executive Director

# COMMUNITY

## LIGHTS! ACTION! SNOW POWER!

By Jane Stebbins  
Journal Editor

Cristian Bohuslavski of Breckenridge hopes to bring a new sense of adventure to the skiing and boarding world in his film "Snow Power", which debuts Oct. 18 at Colorado Mountain College in Breckenridge.

Featuring some of the world's best skiers — including former Breckenridge resident Trace "The Ace" Worthington — the 50-minute film was filmed on location at the Glacier of the Diablerets outside Gstaad, Switzerland; in the Transylvanian Alps; in New Zealand; the Colorado Rockies; and at the Jungfraujoch Observatory, the world's highest train station. Some footage of Count Dracula's castle is shown, as well, giving the movie familiar skiing action a taste of European mystique.

Snow Power will feature couloir skiing, double snowboarding back-flips, glacier skiing and riding and heli-skiing adventures in extreme terrain by the world's strongest — and arguably — bravest skiers and boarders.

Women's Pro Tour skier Anda Rojs, who ranked second last year; seven-time World Cup Aerial Ski Champ Worthington, and former Olympians Kris Feddersen and Dave Valenti will all be featured, as will Extreme SKI team members Dan Egan, John Egan and Mihaela Fera-Egan; Extreme AIR Team boarders Aaron Weger and Josh Long in a spectacular and courageous aerial show. A solo ski/snowmobiling segment and Powder 8 competition are also featured.

According to Bohuslavski, his European and American experiences — and innate love of the outdoors — have helped him in creating this movie. Musical scores from such bands as OM, Poppyseed, Silverjet and Baby Buddha Heads bring the movie to life, offering funky tunes to complement the antics of skiers.

The film was selected to be shown at ski trade shows in Boston, Denver, Seattle, Portland, Ore. and Santa Clara, Calif., reaching an estimated 135,000 people. It will also be shown as part of a five-venue Ski Resort Tour beginning in February.

Additionally, Bohuslavski is working with ESPN2, FOX Sports and the Outdoor Channel to air it in the United States. The movie will also be distributed to the United

Kingdom, Germany, France, Austria, Switzerland, Japan, Australia and New Zealand.

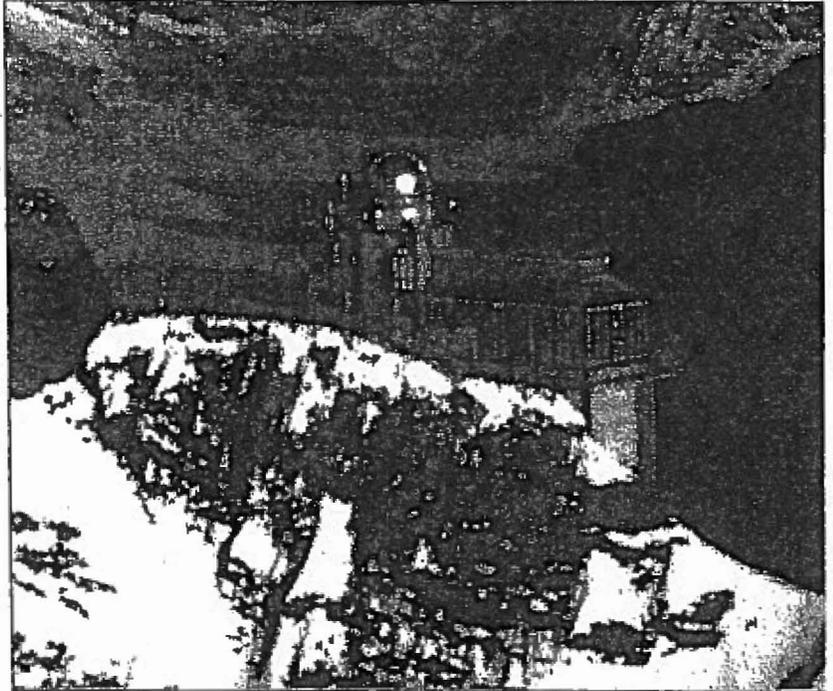
Prizes, including lift tickets, Nikon sunglasses, HeadBANdZ headphones and Swissair T-shirts, will be given away at

the Oct. 18 showing. Tickets are \$6 — although \$1-off coupons are available in the Summit Daily News this week. Showtimes are at 6:30 and 8:30 p.m.

For additional information, call 453-7397.

SNOW  
POWER!

WHERE: CMC  
BRECKENRIDGE  
WHEN: SATUR-  
DAY, 6:30 AND  
8:30 P.M.  
COST: \$6



Journal photo/Brad Odekl

The Jungfraujoch Observatory in Europe is one of many locations where Cristian Bohuslavski filmed "Snow Power", debuting Saturday at CMC in Breckenridge.

7-11:  
continued from 7-11, PAGE 1

ever access off the highway. They're too close to the intersection. But that's something the engineering department has to deal with."

The engineering department will also have to determine if the speed limit in that area need to be reduced. The speed limit at French Street and Highway 9 is 35 mph, increases to 45 mph at South Park Avenue, and hits 55 mph near Valley Brook Road and The Highway. The town council asked the state Department of Transportation to consider reducing the speed limit through that area, but the request was denied.

Town council Tuesday night will begin the process of annexation by determining that Southland "has come into substantial compliance" with state statutes.

The annexation must be approved by voters, Councilman said, but two public hearings must be held — probably this winter — before the process begins. Construction on the road will begin in the spring.

The public hearing is scheduled to be held Nov. 25 at 7:30 p.m. at the town hall to determine if the annexation complies with state statutes.

Entertainment



## **Cindy Breves**

---

**From:** Bre Miller <bre.miller@corvallisknights.com>  
**Sent:** Thursday, April 02, 2015 10:42 AM  
**To:** Cindy Breves  
**Subject:** Crack the Crabs Night presented by Destination Newport

Hi Cindy:

We would like to give Destination Newport an added bonus this season! We are hosting the Humboldt Crabs and want to make it all about the coast that night.

Wednesday, July 1 - Crack the Crabs Night presented by Destination Newport.

With this complimentary game sponsorships Destination Newport will receive the following:

- 100 GA tickets
- Throw out the ceremonial first pitch
  - Possibly the mayor of Newport?
- Right to distribute marketing materials to fans
- PAA announcements & video scoreboard throughout the game recognizing Newport
- Listed in promotion schedule and all game day advertising promoting our July 1 game (TV, radio, newspaper, online)

**Please let me know if you have any questions! We are excited to have a night all about Newport!**

Thank you,



# Sunset

## Destination Newport

Presented to:  
**Lorna Davis**

*Experience*  
THE WEST  
THE WEST

PRESENTED BY: KIM LEARY | MARCH 27, 2015

# Sunset: The Complete Package...

Homeowners in their prime earning years who are affluent, influential, innovative and engaged



## Desirable demos

<b>PRINT CONSUMERS:</b>	5MM
<b>M/F:</b>	31/69%
<b>MEDIAN AGE:</b>	54.2
<b>COLLEGE EDUCATED:</b>	80%
<b>MEDIAN HHI:</b>	\$97,664
<b>HOMEOWNERS:</b>	80%
<b>MEDIAN HOME VALUE:</b>	\$350,304
<b>MEDIAN NET WORTH:</b>	\$497,170*

\*3<sup>rd</sup> highest among all magazines

## Affluent

	Index	Net aud 6 titles <sup>1</sup>
<b>Indicators of Wealth</b>	Sunset	
HHI \$100K+		<b>130</b>
Home val \$500K+		<b>157</b>
Own vacation home		<b>133</b>
\$250K+ liquid assets		<b>143</b>
Net worth \$1MM+		<b>157</b>

## Influential

Index: Influentials

SUNSET  
CNT  
Bon App  
HSB  
MSL  
NGT  
Fd Ntwk

## Innovative

Index

Consumer Innovators	Sunset	Net aud 6 titles <sup>1</sup>
Leisure		<b>129</b>
Home Appliance		<b>143</b>
Food		<b>139</b>
Super Innovators		<b>158</b>

## Engaged

% Read 4 out of 4 issues

SUNSET  
Bon App  
Fd Ntwk  
HSB  
MSL  
CNT  
NGT

<sup>1</sup> Bon Appetit, Conde Nast Traveler, Food Network Magazine, House Beautiful, Martha Stewart Living, National Geographic Traveler

Index 100 = % U.S.

Source: 2014 Doublebase GfK MRI

# Location IS everything

**Five zoned editions** with region-specific garden & travel info

**PROVIDING WESTERNERS WITH CONTENT  
TAILORED TO THEIR LIFESTYLE**



**REGIONAL ADVERTISING COVERAGE**

- Sunset delivers one in every four (25%) affluent Westerner with a home value of \$500,000 or more and a college graduate or more.
- Direct Response advertisers looking to target the West's affluent shoppers need look no further than Sunset. We are the authority on home, travel, food and garden – and the resource people turn to when looking for the best in the West.
- **Pacific Northwest edition** includes Alaska, British Columbia, Idaho, Oregon and Washington.
- **Northern California edition** extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.
- **Southern California edition** includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara and Ventura counties, and Hawaii.
- **Full Run edition includes** circulation in all 13 Western states, as well as circulation outside of the West.



# Active Lifestyle Vacations

While on vacation, our readers are more likely to stay active

- **92%** are likely to visit the mountains
- **97%** more likely to visit the ocean
- **48%** are more likely to go on a camping/backpacking trip

**Sunset**

DNC Agenda April 16, 2015



**Adventure  
Seekers**

# Travel

**GET TO KNOW US**

**2015 NET RATES**

**PACIFIC NORTHWEST RATE BASE: 270,000**

**INSERTIONS PER 12-MONTH PERIOD**

1"	\$930	\$830	\$800	\$750
2"	\$1,660	\$1,460	\$1,430	\$1,330
3"	\$2,460	\$2,170	\$2,090	\$1,970
4"	\$3,320	\$2,920	\$2,810	\$2,640
5"	\$4,120	\$3,610	\$3,520	\$3,310
6"	\$4,890	\$4,300	\$4,160	\$3,910
1/3 page	\$7,990	\$7,030	\$6,780	\$6,390
1/2 page	\$9,640	\$8,470	\$8,180	\$7,720
2/3 page	\$15,930	\$14,020	\$13,540	\$12,750
Full page	\$21,530	\$18,940	\$18,300	\$17,230

Sunset covers travel to the Pacific Northwest from a **local's perspective**, with itineraries and tips designed to make readers get up and go. From the dramatic sights of our national parks to off-the-beaten path escapes, we help our readers discover what's new in their favorite outdoor places, and urge them on to fresh experiences.

- **85%** of readers are planning a vacation in the Pacific Northwest in the next three years.
- **Readers: 5 MM**
- **Median HHI: \$98,938**
- **Sunset inspires 95%** of our consumers to travel
- **111% higher** than the norm for reaching outdoor adventurers
- **Essentially all (99%)** Sunset consumers read the magazine's travel and trends content all or most of the time

\*Source: 2013 Fall GfK MRI; Sunset 2013 Readership Study, Pulse of the West Panel

**Sunset**

DNC Agenda April 16, 2015





# Proposal

--- Sample ---

**Advertising Opportunity- 2015 Net Rates**  
(just some ideas—other sizes, rate structures, and frequency discounts are available)

## **Print**

--**July 2015**, Pacific Northwest Travel Directory, 4” ad, \$2,324  
(normally \$3,320)

- **August 2015**, Summer/Fall “Weekend Trips”, 4” ad -- FREE

- **September 2015**, Pacific Northwest Travel Planner, 4” ad,  
\$2,324 (normally \$3,320)

## **Digital Campaign (Add-On) Option:**

**\$6,000**

Dates: TBD

Includes:

-728 x 90 Banner Ad---181,818 impressions

-300 x 250 Cube Ad—153,846 impressions

-Travel Newsletter Sponsorship (Date to be determined)—100,000  
opt-in subscribers

-FREE Marketplace Listing on Sunset.com

# COASTAL LIVING®

Coastal Living Western Edition... Where readers are 85% more likely than the average U.S. adult to take three or more domestic trips each year.

In today's fast-paced world, Coastal Living provides readers with the relaxed feeling you can only get at the beach. From the latest in coastal beauty and fashion, home design and décor, travel getaways, and culinary celebrations, you will find the information and inspiration to spend a weekend or a lifetime at the coast. Each issue provides an escape to break the everyday routine, refreshing the spirit and renewing a deep connection with nature and the joy of life by the sea.



## Demographics at a glance

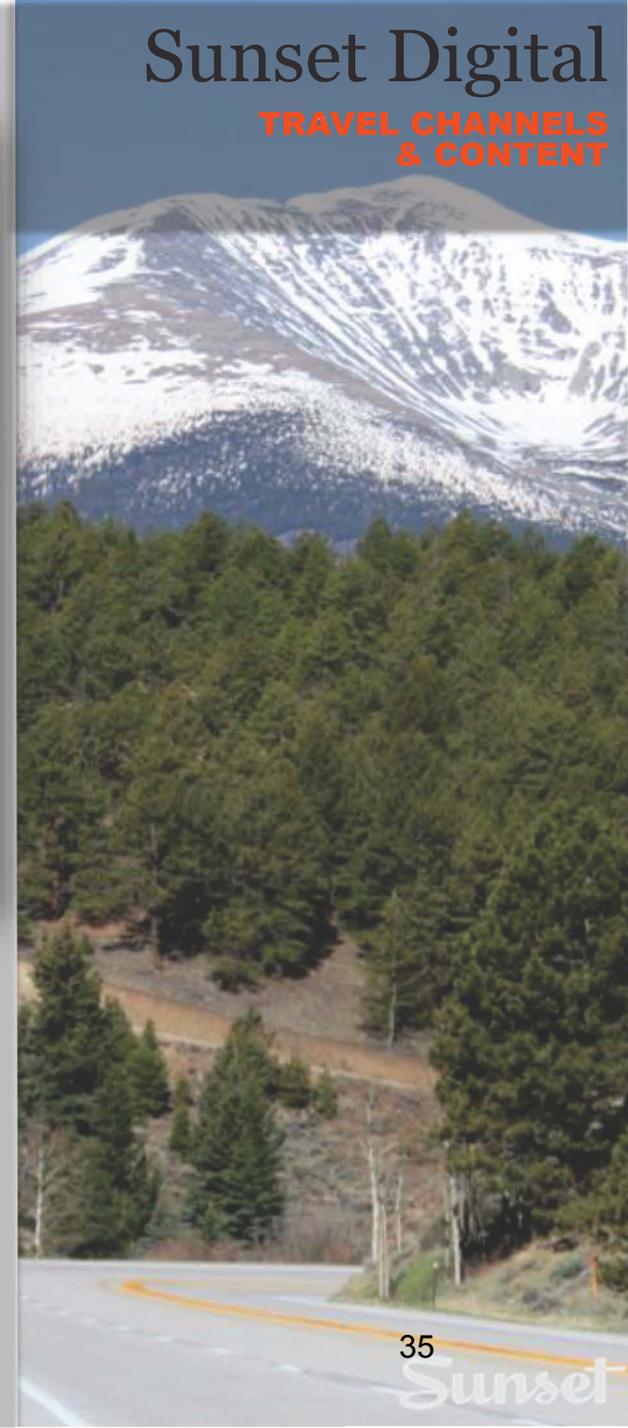
- Circulation/Readership 200K, 1,094K
- Female 72%, Male 28%
- College Educated 80%
- Married 69%
- Median Age 49.9
- Median Household Income \$ 94,399
- Own Home 79%
- Own Second Home 39%
- Provides an escape to everyday life
- Some of the most affluent regions in the US  
are along the coast
- Coastal Living appeals to "land locked"

## 2015 Advertising Opportunities Coastal Living – Western Edition

1/6 Page Directory	\$2,260 net
1/4 Page Directory	\$2,980 net
1/2 Page Directory	\$8,820 net
F Page Directory	\$13,260 net

# Digital Opportunities

- Run-of-Site / Run-of-channel
  - 728x90, 300x250 standard or rich media
- Exclusive Sponsorship
  - Sponsorship of one Sunset Travel Newsletter: 100K subscribers
- Added value
  - Free listing on Sunset Marketplace Travel Offers
- 435,664 impressions
- \$13.77 effective CPM



# Sunset Print

ADDED VALUE

## LINK SUNSETGETAWAYS.COM TO YOUR WEBSITE

Visitors to [Sunsetgetaways.com](http://Sunsetgetaways.com) can learn more about your business in our Resources section, where your online listing includes a 25-word description and a direct link to your site.

## TURN OUR READERS INTO YOUR LEADS

Readers can request free information about your business from Sunset's Reader Service page. On the accompanying business reply card, they circle the number assigned to your listing and mail, fax, or call in their choices. We send you the requests, along with names and addresses, via e-mail.



# 2015 EDITORIAL CALENDAR

## JANUARY | ONLY-IN-THE-WEST ESCAPES

CLOSE DATE: 11/3/14

ON-SALE DATE: 12/19/14

New ski lodges, old favorite destinations, San Diego's Balboa Park, rediscovering the Big Island.

**PLUS:** Smart ideas for small homes; tastiest fruit you can grow; could you start a restaurant?

## FEBRUARY | THE WESTERN 'MUST' LIST

CLOSE DATE: 12/1/14

ON-SALE DATE: 1/16/15

25 places, experiences, and surprises every Westerner (or wanna be Westerner) must do!

**PLUS:** Best of Scottsdale, AZ; our favorite bathroom remodels; seasonal citrus

## MARCH | THE WEST'S BEST ROAD FOOD

CLOSE DATE: 1/2/15

ON-SALE DATE: 2/20/15

Exclusive excerpt from *Sunset's* new book, *Eating up the West Coast*.

**PLUS:** Local's guide to San Francisco's Chinatown; spring escapes from Scottsdale to Kauai; fast & easy home upgrades; how to plant a native garden

## APRIL | THE HOME ISSUE

CLOSE DATE: 2/2/15

ON-SALE DATE: 3/20/15

New ways to live in the West: Multi-use homes that grow with your needs; The Smart Home Notebook;

Innovative products you can use today; Sustainable + Achievable; Venice virtual home tour.

**PLUS:** Cut flower gardens; modern Seder dinner from chef Tanya Holland; National Parks without crowds

## MAY | THE CAMPING ISSUE

CLOSE DATE: 3/2/15

ON-SALE DATE: 4/17/15

Featuring the winners of our Camp Sunset reader contest, the West's best campsites, and grilling secrets.

**PLUS:** Beautiful lawn-free front yards; locals' guide to Aspen culture; how to update Midcentury style

## JUNE | SUNSET'S TRAVEL AWARDS

CLOSE DATE: 4/1/15

ON-SALE DATE: 5/22/15

Best hotels, cruises, resorts, experiences and itineraries.

**PLUS:** Beach houses; the West's wild horses; peak season summer cooking; grilling tips from the experts

## JULY | SUMMER SCHOOL!

CLOSE DATE: 5/1/15

ON-SALE DATE: 6/19/15

Learn to make beer, do science, make stuff, and surf.

**PLUS:** Destinations for family reunions, girlfriend getaways, milestone birthdays and man-cations; dog lovers' gardens; before & after: L.A. home remodel; summer fruit recipes

## AUGUST | WILD IN THE CITY

CLOSE DATE: 6/1/15

ON-SALE DATE: 7/24/15

Best urban beaches, forests and calm retreats—also the best new restaurants up and down the coast.

**PLUS:** The Sunset garden problem solver; lakeside living in Washington; new ways with grilled meats and veggies

## SEPTEMBER | ROAD TRIPS!

CLOSE DATE: 7/1/15

ON-SALE DATE: 8/21/15

Autumn color in the spectacular Eastern Sierra and other great-for-fall routes around the West.

**PLUS:** Hunt for the West's best taco; red rock trek in Southwest; cruising the Columbia River

## OCTOBER | FOOD & WINE GETAWAYS

CLOSE DATE: 8/3/15

ON-SALE DATE: 9/18/15

Wine tasting road trips, undiscovered dining destinations, wine country inns, hotels, and B&Bs.

**PLUS:** Fall planting guide; black plants for Halloween; Sunset International Wine Competition winners revealed

## NOVEMBER | FALL IN THE WEST

CLOSE DATE: 9/1/15

ON-SALE DATE: 10/23/15

Shoulder season getaways to mountains and coast.

**PLUS:** Thanksgiving dinner in the vineyards; classic L.A. through a film noir lens; Midcentury Remodel revealed, a look inside the Sunset Idea House in Denver, CO.

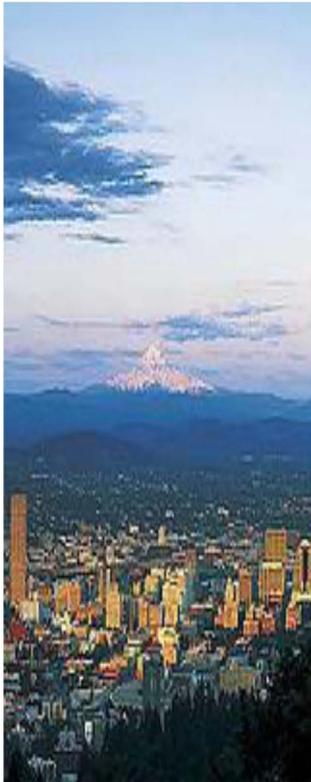
## DECEMBER | WARM HOLIDAYS, WESTERN-STYLE

CLOSE DATE: 10/1/15

ON-SALE DATE: 11/20/15

Relaxing winter getaways and the best ideas for holiday entertaining.

**PLUS:** Sparkling wines from around the world; perfect Tahoe cabin; fresh holiday decorations



Sunset

Editorial subject to change.

DNC Agenda April 16, 2015



## Cindy Breves

---

**From:** Lorna Davis <lorna@newportchamber.org>  
**Sent:** Tuesday, April 07, 2015 2:20 PM  
**To:** Cindy Breves  
**Subject:** FW: Oregon Coast Aquarium - Hamlet  
**Attachments:** Hamlet 10047 2 WF.pdf

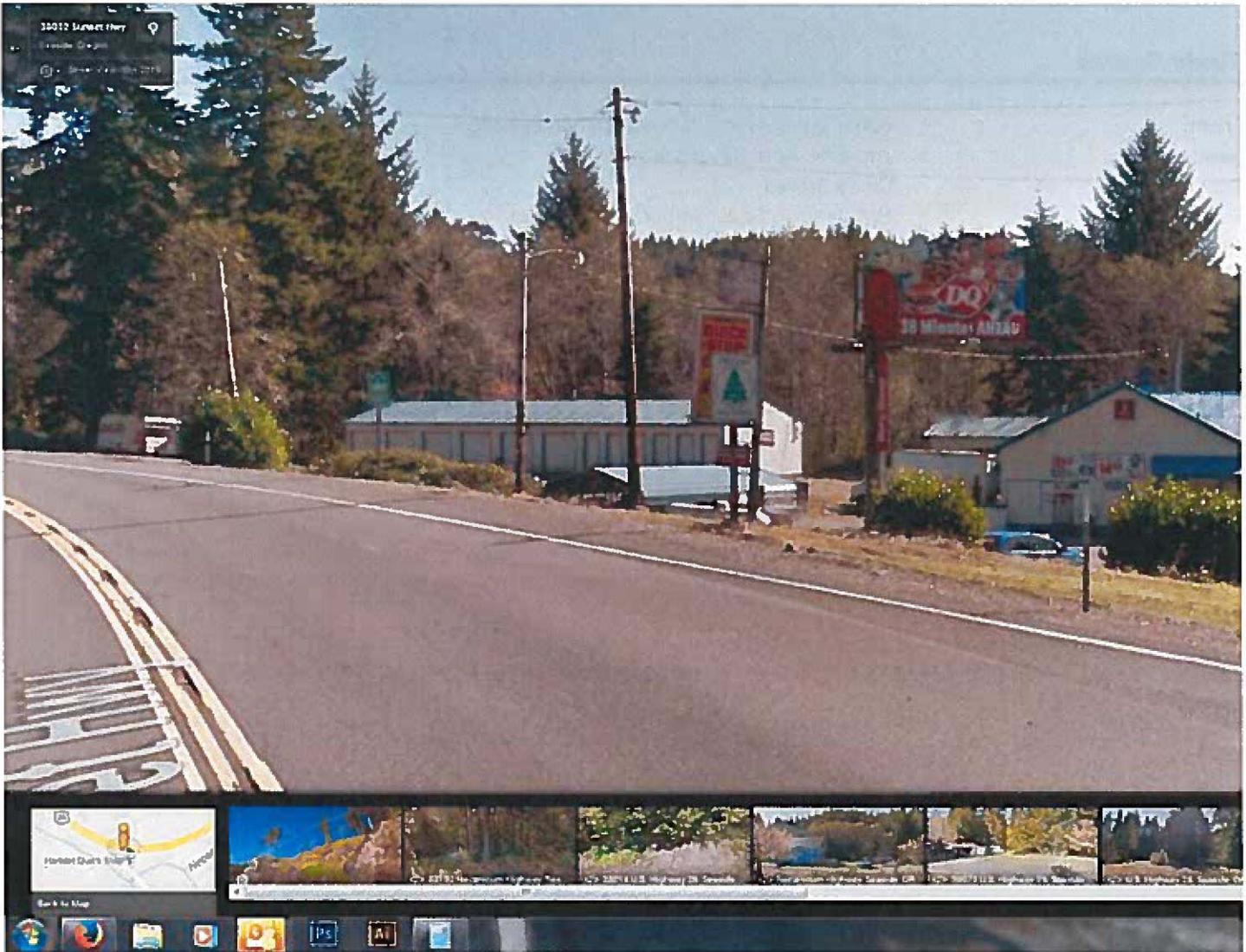
Cindy, if we can add this to the agenda for April. Lance from the Aquarium got it from Meadow.

---

**From:** Lance Beck [mailto:Lance.Beck@aquarium.org]  
**Sent:** Tuesday, April 07, 2015 10:56 AM  
**To:** Lorna Davis  
**Subject:** FW: Oregon Coast Aquarium - Hamlet

Here is that location I had mentioned last night. He can get it down to \$375 with free production (\$4500 a year as they only bill monthly). It would be a great reminder there is another place to visit next time for all those people headed back to Portland on Hwy 26.

I believe he said it starts in June but I'm sure they would defer payment to July to fit the new fiscal year for 2015-2016 for DNC.



It's a tad out of our market for the Aquarium but for the city I thought it might be perfect. It's 16'x8' but a right hand read and they could easily add the "cell phone element" as a board extension which would be really eye catching. Crazy cheap deal for an illuminated board on Hwy 26.



**Lance Beck**  
 Director of Marketing  
 Oregon Coast Aquarium  
 a Nonprofit Organization  
 2820 SE Ferry Slip Rd / Newport, OR 97365  
 541.867.3474 x 2312 / 541.867.6846 (fax)  
[www.aquarium.org](http://www.aquarium.org) | [oceanscape.aquarium.org](http://oceanscape.aquarium.org)

*"Inspiring the public to better understand, cherish and conserve marine and coastal ecosystems."*



ACCREDITED BY THE  
**ASSOCIATION  
 OF ZOOS &  
 AQUARIUMS**



# Newport Symphony Orchestra

at the Oregon Coast

P.O. Box 1617

Newport, OR 97365

April 9, 2015

TO: Destination Newport Committee

I am pleased to submit an application for Destination Newport funding in support of the Newport Symphony Orchestra's marketing initiative, "Surf, Sand, and Symphony." This project will expand and diversify the symphony's marketing power, bringing information about the NSO, and Newport as a cultural tourism destination, to new markets in a range of media. This project involves continuing NSO's excellent collaboration with local hotels and motels to help bring customers to them during their "off-season" (September to March). The initial year of this project (2014-15) was very successful. NSO seeks support to continue and expand this project.

As the only full-season professional symphony orchestra on the Oregon coast, the NSO can play a unique role in bringing culturally-minded tourists to Newport. This initiative will focus on bringing patrons from outside the county to the NSO concerts, typically considered the "off season" for tourism, but the benefits of these new initiatives will carry through the entire year.

Thank you for reviewing this proposal; please let me know if there is any further information I can provide. I look forward to hearing your response.

Sincerely,

Michael Dalton, President  
Newport Symphony Orchestra

General Information:

Name of Applicant Organization: \_Newport Symphony Orchestra\_\_\_\_\_

Mailing Address: \_PO Box 1617\_\_\_\_\_

City, State, Zip: \_\_Newport, OR 97365\_\_\_\_\_

Telephone: \_541-574-0614\_\_\_\_\_ Fax: \_\_541-265-9464\_\_\_\_\_

E-Mail Address: \_info@newportsymphony.org\_\_\_\_\_

Principal Contact (If different from Applicant): \_Michael Dalton, NSO board president\_

Mailing Address (If different from Applicant): PO Box 1617\_\_\_\_\_

City, State, Zip: \_Newport, OR 97365\_\_\_\_\_

Telephone: \_541-574-0614\_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_info@newportsymphony.org\_\_\_\_\_

Date(s) and Time(s) of Event: \_September 26 & 27, 2015; November 7 & 8, 2015; December 12 & 13, 2015; January 30 & 31, 2016; March 26 & 27, 2016

Description of Event or Activity\*: \_See attached\_\_\_\_\_

Nature of Event or Activity: Symphony Orchestra Concerts

Single Day Event \_\_\_\_\_

Multi-night local lodging event \_5 concert weekends\_\_\_\_\_10\_ days  
*Note: Concerts are Saturday night with a repeat Sunday matinee*

Extended calendar event \_\_\_\_\_ days

Amount of Funding Requested: \$5,000.00\_\_\_\_\_

Total Event/Activity Budget: \$ \_\_\_\_\_

What specific marketing expenditures will the granted funds be used for?\* \_See attached\_\_\_\_\_

List event/activity supporters or partners\*: \_See attached\_\_\_\_\_

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

Has applicant received funding in prior years from the city for this event/activity? If yes, when: Yes, NSO received funds in 2014 to initiate this partnership with local hotels & motels

**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.): See attached

**Financial Reporting Requirements:**

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

**PROPOSED REVENUES**

Source #1	<u>Destination Newport Grant</u>	Amount	<u>\$5,000.00</u>
Source #2	<u>NSO Ticket Sales_(NSO contribution)</u>	Amount	<u>\$1,000.00</u>
Source #3	<u>NSO Individual Donations</u>	Amount	<u>\$1,000.00</u>
Source #4	<u>Grants (Oregon Arts Commission)</u>	Amount	<u>\$3,000.00</u>
Source #5	<u></u>	Amount	<u>\$</u>
TOTAL REVENUES		<u>\$10,000.00</u>	<u></u>

**PROPOSED EXPENDITURES**

Use #1	<u>Ad purchase, All Classical Radio</u>	Amount	<u>\$4000.00</u>
Use #2	<u>Ad purchase, KWAX radio, Eugene</u>	Amount	<u>\$1750.00</u>
Use #3	<u>Ad purchase, Corvallis radio</u>	Amount	<u>\$1750.00</u>
Use #4	<u>NSO tickets: Newport hotels/motels</u>	Amount	<u>\$3000.00</u>
Use #5	<u></u>	Amount	<u></u>
Use #6	<u></u>	Amount	<u></u>
Use #7	<u></u>	Amount	<u></u>
Use #8	<u></u>	Amount	<u></u>
Use #9	<u></u>	Amount	<u></u>
TOTAL EXPENDITURES		<u>\$ 10,000.00</u>	<u></u>
REVENUES MINUS EXPENDITURES		<u>\$0</u>	<u></u>

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.

\_\_\_\_\_  
Date Applicant Signature

\_\_\_\_\_  
Applicant Printed Name

## Description of Event or Activity:

The Newport Symphony Orchestra (NSO), a 501(c)(3) organization, is the only full-season, professional symphony on the Oregon coast. Under Music Director Adam Flatt, the NSO offers a five-program season, a free Fourth of July community concert, SummerFest concerts, and several educational and outreach programs, including a youth orchestra. Internationally known actor, narrator, and conductor David Ogden Stiers, the NSO Resident Conductor, is regularly featured in special appearances with the orchestra as conductor and narrator. The NSO's mission is to enhance the quality of life in Oregon's coastal communities with diverse, inspiring performances and engaging educational activities.

In addition to providing arts offerings to the local community, the NSO represents a significant draw for tourists from around the state and beyond. Prior to the 2013-14 season, the NSO held one Saturday night concert each concert weekend, which historically was sold out. With its 2013-14 season, the NSO started offering an additional Sunday afternoon performance. Attendance increased by 22% over the previous year, with 14% of its attendees coming from outside the region. This season, using Destination Newport funds and other market initiatives, we had another 9% increase in sales with 18% coming from outside the region. The effect of an allocated \$5,000 from Destination Newport funds in the 2014-15 season was an estimated \$130,000 on the local economy.

The Newport Symphony Orchestra's (NSO) "Surf, Sand, and Symphony" promotional campaign is an intensive marketing program to promote the 2015-2016 season of the NSO and Newport as a tourist destination. This program will expand on existing marketing efforts and undertake new ones, emphasizing new advertising in six Oregon markets (Multnomah, Washington, Marion, Lane, and Benton counties) in order to encourage cultural tourism. These counties were selected because they all have high ratings on the Oregon Vitality Index (*Creative Vitality in Oregon*, 2012), so a large proportion of their populations is likely to be interested in the NSO and might be likely to engage in cultural activities when traveling. The NSO campaign will develop stronger links among arts, culture, tourism, and local economic development, using NSO concerts to increase tourism (i.e., weekend hotel and motel occupancy). This project will focus on the NSO's 2015-2016 season.

The campaign will engage four major strategies to achieve its goal:

1. Increase media coverage through expanded media outreach and encouraging press trips
  - a. Recruit music reviewers to attend NSO concerts
  - b. Recruit travel writers to Newport and to attend NSO concerts
  - c. Develop feature articles on NSO musicians and/or conductors
  - d. Develop marketing programs with KQAC Radio (All Classical Radio, Portland) & KWAX radio (Eugene)

In addition to purchasing advertising in selected markets as outlined above, we will explore opportunities to draw music and travel writers to Newport to attend and review NSO concerts in order to draw more cultural tourists to town.

2. Increase tourism marketing by developing joint programs and partnerships between the NSO and restaurants and lodging establishments

Growth of the NSO's patron base will benefit the Greater Newport business community by attracting visitors to the area during the traditional "off season" when most of the ensemble's concerts take place. The NSO will establish and expand programs to encourage off-season visitation. One program will be package deals that offer tourists lodging, reduced-price NSO tickets, and coupons for local restaurants.

3. Increase the NSO online presence, in particular utilizing social media avenues to distribute information and increase visitors to the NSO web site (e.g., blog, e-newsletter, Facebook, new web content)

An online presence and social media can help market arts organizations effectively because of the sense of personal connection users feel to these sites. The NSO's will enhance the web site ([www.newportsymphony.org](http://www.newportsymphony.org)) and Facebook pages that are already garnering attention for the ensemble. In the first part of the 2015-2016 season, we will increase our use of these tools by adding web site content and expanding the ways in which we utilize our Facebook presence. In particular, we will add a blog function to the web site, contributors could include the NSO Marketing Committee chair, the NSO Music Director, select musicians, and other guest bloggers.

4. Research the characteristics and spending patterns of NSO attendees to enhance future marketing and outreach efforts
  - a. Develop a database of the tourist and NSO attendees
  - b. Conduct market analysis

All of these initiatives will be served by developing a more complete database of NSO attendees, both locals and visitors, including mailing addresses and e-mail addresses. The NSO will explore options for conducting a market survey of NSO attendees to determine spending patterns and demographics. The market analysis is not included in this grant request.

### Specific Expenditures

Destination Newport funding will be used to for two initiatives:

1. purchase advertising in media outside this region, primarily in the Portland Metro area and the Willamette Valley
2. Subsidize NSO tickets sold in cooperation with motels and hotels who participate in this program, including promoting NSO concerts through their own websites and other outreach channels. and new content to the NSO site. For details, see the budget sheet included with this proposal.

## Activity Supporters/Partners

The NSO collaborates with the Oregon Coast Council for the Arts on event scheduling, ticketing, marketing, data collection, and other issues. Local businesses that have committed to partnering with the NSO include the Sylvia Beach Hotel, Elizabeth Street Inn, and Deep End Café and others are currently being recruited to participate.

## Projected Activity Impact

We expect this project to result in a significant increase in NSO attendees coming from outside of Lincoln County. We estimate that at least 75 attendees from outside the county will attend NSO concerts. The arts on average see a return on expenditures in the community (i.e., multiplier effect) of over \$7 for every \$1 spent on the arts, meaning a total of approximately \$20,000 spent in Newport for these concerts.

The investment in marketing represented by this project will carry through not only for the 2015-2016 NSO season, but into the foreseeable future, resulting in many tens of thousands of dollars brought into Newport.



# Newport Symphony Orchestra

at the Oregon Coast  
P.O. Box 1617  
Newport, OR 97365

City of Newport  
ATTN: Destination Newport Committee  
169 SW Coast Highway  
Newport, Oregon 97365

Dear Destination Newport Committee:

Our implementation of the Destination Newport program in 2014-15 taught us much about how to reach out and bring people from afar to Newport to hear the NSO. We are discovering ways to connect our musical events with local businesses that support overnight tourists. Besides hotels, we are also connecting with restaurants, specialty shops and merchant associations. We believe that good music makes for good business.

We have attached a report summarizing the tremendous effect Destination Newport funds had on bringing tourists to Newport.

Please look forward to receive a follow up request for funds for 2015-16 to further expand on these programs

Sincerely,

Michael Dalton  
Board President.

**Report on Destination Newport Grant  
Newport Symphony Orchestra (NSO)  
2014-2015 Season**

The NSO used Destination Newport funds to support two major initiatives that brought many individuals and families to Newport for overnight stays, resulting in thousands of dollars to the local economy.

- Support promotion on *All Classical Radio* Portland
- Free concert tickets with a purchase of lodging at Newport hotels

**All Classical Radio**

The NSO combined with Destination Newport to market to Portland Metropolitan Area through *All Classical Radio*.

- Program
  - Placed 20 ads per concert for total of 100 per season
  - Interviews with Adam Flatt, Michael Dalton and David Ogden Stiers
  - Web presence on the *All Classical Radio* website and info in their newsletters
  - Rebroadcast of NSO performances in the *Played in Oregon* music series
  - \$4,000 allocation from Destination Newport funds
- Results
  - 169 attendees (over four concerts) from out of region (Oregon's central coast) or about 18% of attendees
  - Estimated food and lodging revenue: \$35,000 to date (four concerts)
    - Estimate based on 1 room night per attendee plus three meals, \$205 each (\$130, \$75).

**Destination Newport – Stay and Go!**

- Program
  - Stay at a Newport hotel and Go to an NSO Concert for free (up to two tickets per room)
  - –\$1,000 allocated from Destination Newport funds
- Results
  - 17 vouchers issued for 30 concert tickets
  - Hotels took in an estimated \$3,000 in room night revenues
  - Two of the participating hotels were successful in bringing in guests: Sylvia Beach and Elizabeth Street. Both had information on the NSO on their website. Two others were signed up to the program, but neither had patrons use the program. They also did not mention the program or the NSO on their website.

*SYLVIA BEACH HOTEL*  
*267 NW Cliff St.*  
*Newport, OR 97365*

April 9, 2015

Destination Newport Committee

I am writing on behalf of the Newport Symphony regarding the possible grant renewal to underwrite the free symphony tickets.

We, at the Sylvia Beach Hotel, think that this program is a great fit for our guests. They are able to request tickets when they make their reservations to stay with us. They have the option of attending Saturday evening or enjoying a Sunday afternoon performance before heading home.

We have had several guests take advantage of this program multiple times this season. It is a great way to help showcase our wonderful orchestra in Newport.

We hope that you will consider renewing this grant for the 2016 season.

Best,  
Charlotte Dinolt, Asst. Mgr.



## Cindy Breves

---

**From:** Lorna Davis <lorna@newportchamber.org>  
**Sent:** Monday, March 30, 2015 9:25 AM  
**To:** Cindy Breves  
**Subject:** FW: Destination Newport Commercial Run Times KEZI 9 ABC and ME TV Western Oregon

Fyi...

---

**From:** Randy Joss [mailto:rjoss@cmc.net]  
**Sent:** Friday, March 27, 2015 4:08 PM  
**To:** Lorna Davis  
**Subject:** Destination Newport Commercial Run Times KEZI 9 ABC and ME TV Western Oregon

Hi Lorna,

We are kicking off the new cycle of commercial runs this coming Monday. That is the first day of the April Broadcast month.

I got you some excellent placements and will continue to do so throughout the schedule. By Wednesday of next week, April 1<sup>st</sup>, you will be able to log into our live stream either on your I-Phone, desktop, laptop or I-pad to see your commercials running in our newscasts.

Here is where you are running on Monday March 30<sup>th</sup>:

### KEZI 9 ABC

528am KEZI 9 Morning News  
949am Live with Kelly & Michael  
1129am KEZI 9 Midday News  
214pm Rachael Ray  
439pm Judge Judy  
629pm KEZI 9 Evening News  
651pm KEZI 9 Evening News  
815pm Dancing with the Stars  
1128pm KEZI 9 Late News

### ME TV Western Oregon

815am Andy Griffith  
215pm Bonanza  
245pm Bonanza  
446pm Star Trek  
916pm Hogan's Heroes

Thanks again.

Randy  
KEZI 9 ABC  
ME TV Western Oregon  
541-228-7267 cell  
[rjoss@cmc.net](mailto:rjoss@cmc.net)