



## 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, July 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, July 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 - June 18, 2015 meeting minutes review and approve
  - b. Review of Accts., June 2015
- IV. Media Consideration
  - a. OnDisplay - Mike Maloney
  - b. Meadow Visit Newport - Brad Parsons
  - c. CBS Outdoor - Leigh Deinert
  - d. OPB - Kelsey Greco
  - e. Oregon Coast E-Newsletters - Terra Moreland
  - f. Oregon Coast Today - Patrick Alexander
  - g. KFIR Radio - Joe Van Ras
  - h. CV&A Films, LLC - Diane Bohuslavschi
- V. Other
  - a. Tourism Marketing Grant for Buccaneer Rampage 2015
  - b. Tourism Marketing Grant for Oyster Cloyster 2015
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment



### CALL TO ORDER

The June 18, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:06 P.M. In attendance were John Clark, Judy Kuhl, Rick Rabourn, Steve Beck and Lorna Davis by phone. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand and Nila Jebousek (entered meeting late).

### INTRODUCTIONS

No introduction were needed.

### ADDITIONS/DELECTIONS TO AGENDA

None

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the May 21, 2015, meeting;
- B. Review of Accounts for May 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 & DISCUSSION AND ACTION

On Display proposal was tabled until the July 16 meeting.

Comcast proposal will be revisited after the committee sees the video that is currently under production.

Northwest Travel Magazine proposal for a ½ page ad the committee is interested in if they can give DNC the same extended rate and editorial privileges. Davis will contract them.

Meadow proposal is tabled until July 16 meeting.

USA today proposal, the committee choose to pass on at this time.

MOTION was made by Rabourn, seconded by Clark, renew the Grande Ronde billboard for \$16,250. The motion carried unanimously in a voice vote.

The committee would like a report from Finance on what the 46% Room Tax funds are spent on. The committee is also interested in why the amount of room tax collected has increased however the committee's funding has not changed.

1859 proposal has no change in price this year.

MOTION was made by Beck, seconded by Rabourn, to purchase ½ page ad in six issues for \$8700. Davis will ask for editorial input. The motion carried unanimously in a voice vote.

Oregon Jewish Life proposal was discussed and more information is needed to consider the proposal. A sample of the magazine and copy of circulation.

MOTION was made by Clark, seconded by Kuhl, to Approve contract with Certified Folder Display Service for distribution of DNC brochures for \$10,750.98 for 2015-16 fiscal year. The motion carried unanimously in a voice vote.

Seattle Mariners Network proposal was reviewed. Committee decided to pass at this time.

KQAC proposal was reviewed and the committee asked for a fresh proposal, Davis will request one from them.

OPB proposal file was damaged Davis is requesting a new one for the July 16 meeting.

News-Times reviewed the campaign that was developed for last year. They also presented statistics on the increase in 12-13 in lodging of 11.7% and spending of 7%. In 13-14 lodging increased 10% and spending 8.3%. The committee discussed changes needed in with the outdoor media. Reviewed ideas for the next step in the marketing campaign. Nila Jebousek suggested using the lighthouse and kite flying in the ads. The committee explained that we used the lighthouse a great deal but the suggested of kite is a good one.

MOTION was made by Beck, seconded by Clark, to approve News-Times Service Agreement for the FY 2015-16 printing of brochures for \$23,000 and marketing production services for \$35,000 with \$17,500 paid for production and 17,500 paid after approval of creative. The motion carried unanimously in a voice vote.

Northwest Examiner Newspaper proposal was reviewed and the committee decided to pass on this offer.

Jebousek asked about passing on the Northwest Examiner proposal. She felt they had the demographic that the DNC was looking for. The committee agreed however DNC is already running ads in two other publications that also have the same demographic and are of high quality than Northwest Examiner. Jebousek understood.

Committee passed on Alaska Airlines proposal.



Committee passed on KTVZ proposal.

Reviewed Scenic Byways 2015 proposal.

MOTION was made by Rabourn, seconded by Clark, to purchase three full page ads for \$7,150.00 to run November 2015 to November 2016 in Scenic Byways 2015. The motion carried unanimously in a voice vote. Committee is interested in providing the ad in the different languages that Scenic Byways is produced in. Rand will look into.

Oregon Coast Today proposal is tabled until July 16 meeting.

Jebousek provided some feedback on the Comcast proposal suggesting a different channel than MTV such as MSNBC. Committee explained that we can target the channels that have the demographic that DNC is looking for and on page 30 of the proposal Comcast suggested MSNBC as a channel.

#### OTHER

Jebousek pitched an idea to the DNC committee about developing a Christmas on the coast event using the Yaquina Bay Lighthouse as a method to attract visitors in the slow winter season to the coast. While the committee liked the idea, it is not the purpose of the committee to develop events, the committee can promote the event with a Tourism Marketing Grant. The committee suggest she contact the Friends of the Yaquina Bay Lighthouse. Beck offered to assist her with information.

Committee reviewed the Tourism Marketing Grant application for the Buccaneer Rampage 2015. The committee is asking for additional information prior to recommending this grant. The committee would like the number of participants last year and where they were from, were they local or from out of the county?

Committee decided that there is additional information that they would like placed on the application for the Tourism Marketing Grant. Breves and Davis will edit the current application to clarify the information the committee would like to have prior to making a recommendation to Council.

Davis will produce a new spread sheet for July meeting with new allocation for fiscal year 2015-16 so the committee can make decisions on proposals that have been tabled.

A google analytical report will be provided for the July meeting.

Next meeting will be July 16, 2015.

#### ADJOURNMENT

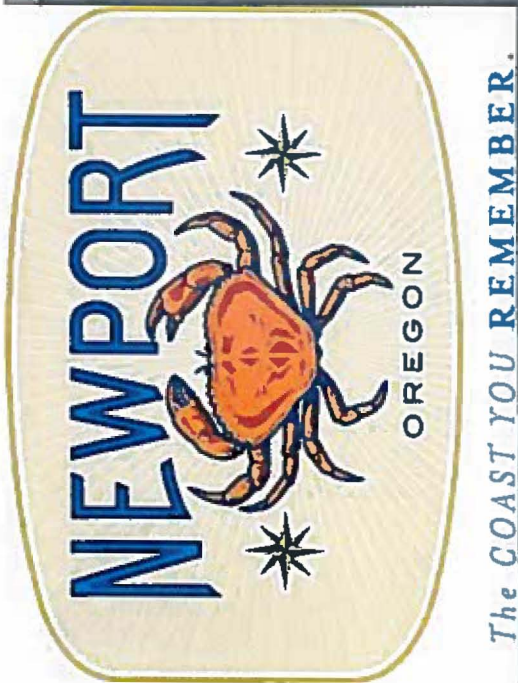
Having no further business, the meeting adjourned at approximately 3:50 P.M.





**KEY:**  
**Gold Walls**  
**Silver Walls**  
**Bronze Walls**

|              |   |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
|--------------|---|-----------------|----------|--------------|--------------|------------|----|--------|----|--------|----|--------|----|-------|----|-------|----------------------------|
| GOLD WALLS   |   |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| PDX-104      | Rose Quarter Spectacular                | Northeast       | No       | Wallscape    | 59'6"x127'8" | Mesh Vinyl | \$ | 23,000 | \$ | 20,000 | \$ | 19,000 | \$ | 5,800 | \$ | 8,000 | Avail after 6/29/15        |
| PDX 104      | NOTE - 6/29-8/23 HOLD Pending           |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| PDX 104      | NOTE - 10/5-12/27 HOLD Pending          |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| PDX-111      | SW 4th @ Oak Street E/L F/S             | Downtown        | No       | Wallscape    | 90x25'6"     | Flex Vinyl | \$ | 12,000 | \$ | 11,000 | \$ | 10,000 | \$ | 2,200 | \$ | 2,200 | Avail after 9/14/15        |
| PDX-114      | E. Burnside @ MLK S/L, W/F              | Burnside Bridge | Yes      | Wallscape    | 30x50        | Flex Vinyl | \$ | 13,000 | \$ | 12,000 | \$ | 11,000 | \$ | 2,200 | \$ | 1,600 | Avail after 8/1/15         |
| PDX-115      | W. Burnside @ SW 4th W/L F/S            | Downtown        | Yes      | Wallscape    | 35x54'6"     | Flex Vinyl | \$ | 13,000 | \$ | 12,000 | \$ | 11,000 | \$ | 1,900 | \$ | 2,200 | Avail after 7/30/15        |
| PDX-129      | I-5 @ I-84 S/L F/W                      | Northeast       | No       | wallscape    | 14x48        | Flex Vinyl | \$ | 9,500  | \$ | 8,500  | \$ | 7,500  | \$ | 1,700 | \$ | 600   | Avail after 7/14/15        |
| PDX 202      | Jeld-Wen Field/West Burnside at 18th    | Downtown        | Yes      | Wallscape    | 30x50        | Vinyl      | \$ | 15,000 | \$ | 14,000 | \$ | 13,000 | \$ | 1,700 | \$ | 1,200 | Avail after 8/30/15        |
| SILVER WALLS |   |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| PDX-101      | SW 14th @Washington                     | Downtown        | Yes      | Wallscape    | 30x94'6"     | Flex Vinyl | \$ | 5,500  | \$ | 4,500  | \$ | 3,750  | \$ | 2,100 | \$ | 3,000 | Avail after 11/15/15       |
| PDX-103      | Burnside between MLK and Grand F/W      | Burnside Bridge | Yes      | Bulletin     | 14x48        | Flex Vinyl | \$ | 4,900  | \$ | 4,400  | \$ | 3,900  | \$ | 1,800 | \$ | 600   | SOLD                       |
| PDX 105      | 612 E. Burnside W/F                     | Burnside Bridge | Yes      | Wallscape    | 16x41        | Flex Vinyl | \$ | 6,000  | \$ | 5,500  | \$ | 5,000  | \$ | 1,700 | \$ | 600   | Avail after 8/30           |
| PDX-110      | NW Irving @ 13th Street S/L F/E         | Downtown        | No       | Wallscape    | 29'6"x17'6"  | Flex Vinyl | \$ | 9,500  | \$ | 8,500  | \$ | 7,500  | \$ | 1,700 | \$ | 525   | SOLD                       |
| PDX-113      | E Burnside @ 7th Street E/L F/S         | Burnside Bridge | No       | Wallscape    | 26'6"x13'6"  | PSV        | \$ | 3,500  | \$ | 3,000  | \$ | 2,500  | \$ | 1,800 | \$ | 450   | Avail after 9/6            |
| PDX 145      | SW 2nd and Taylor (Lotus Wall)          | Downtown        | Yes      | Wallscape    | 31x49        | Vinyl      | \$ | 6,000  | \$ | 5,500  | \$ | 5,000  | \$ | 2,200 | \$ | 1,600 | Avail 7/14/15-8/13/15 ONLY |
| PDX 149      | SW 4th & Morrison @ Pioneer Place       | Downtown        | No       | Wallscape    | 10'2x25.6    | Vinyl      | \$ | 5,000  | \$ | 4,000  | \$ | 3,500  | \$ | 1,700 | \$ | 350   | AVAILABLE                  |
| PDX 151      | Macadam Avenue at Downtown entry        | Downtown        | Yes      | Billboard    | 12'2"x24'6"  | Vinyl      | \$ | 4,000  | \$ | 3,500  | \$ | 2,950  | \$ | 1,200 | \$ | 400   | Avail after 9/6            |
| PDX 153s     | South Facing Pioneer Place Painted Wall | Downtown        | No       | Painted Wall | 19'6"x20'    | Painted    | \$ | 6,000  | \$ | 5,000  | \$ | 3,500  | \$ | 2,500 | \$ | -     | AVAILABLE                  |
| PDX 153e     | East Facing Pioneer Place Painted Wall  | Downtown        | No       | Painted Wall | 11'x34'2"    | Painted    | \$ | 6,000  | \$ | 5,000  | \$ | 3,500  | \$ | 2,500 | \$ | -     | AVAILABLE                  |
| A            |   |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| BRONZE WALLS |   |                 |          |              |              |            |    |        |    |        |    |        |    |       |    |       |                            |
| PDX-108      | Burnside between MLK and Grand F/E      | Burnside Bridge | Yes      | Bulletin     | 14x48        | Flex Vinyl | \$ | 2,250  | \$ | 1,750  | \$ | 1,250  | \$ | 1,700 | \$ | 600   | SOLD                       |
| PDX-125      | SW 3rd @ Oak Street E/L F/N             | Downtown        | No       | Wallscape    | 13x20        | PSV        | \$ | 1,750  | \$ | 1,250  | \$ | 1,000  | \$ | 1,700 | \$ | 400   | AVAILABLE                  |
| PDX-136      | Hwy 99 @ SE Ash E/L F/W                 | Burnside Bridge | Indirect | Wallscape    | 14x48        | Flex Vinyl | \$ | 3,500  | \$ | 3,000  | \$ | 2,500  | \$ | 1,700 | \$ | 600   | AVAILABLE                  |
| PDX 146      | SW 2nd and Oak S/L F/E                  | Downtown        | No       | Wallscape    | 10x60        | PSV        | \$ | 2,250  | \$ | 1,750  | \$ | 1,250  | \$ | 1,800 | \$ | 400   | Avail after 9/6            |
| PDX 150      | NW 3rd and Couch                        | Downtown        | No       | Wallscape    | 25x15        | PSV        | \$ | 2,500  | \$ | 2,000  | \$ | 1,500  | \$ | 1,700 | \$ | 400   | SOLD 7/6-8/3               |
| PDX 152      | SE Stark at MLK S/L F/W                 | Morrison Bridge | No       | Wallscape    | 5x60         | Vinyl      | \$ | 2,500  | \$ | 2,000  | \$ | 1,500  | \$ | 2,400 | \$ | 400   | SOLD                       |

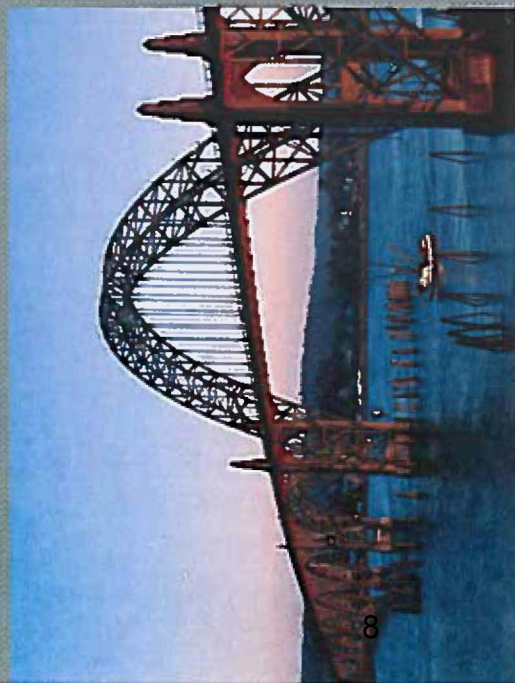


# Discover Newport

## OnDisplay 2015-16 FY

### OOH Advertising Proposal

DNC July 16, 2015





# WHY OOH WORKS

**OnDisplay**  
ADVERTISING



Stay connected my friends.



## Unavoidable

### The Right Choice

As consumers spend more and more time in their cars, they are spending more and more time with OOH.

The average American spends 20+ hours per week in their car, **public**

**transportation** or in

Portland on their bike travelling 200+ miles. You do the math --- 2 out of 3

consumers make purchasing decisions **while in their car**; 49% notice directional OOH advertisements.

DNC July 16, 2015





# Ubiquitous

**OnDisplay**  
ADVERTISING

"24/7" – With an OnDisplay wallscape, you own 100% of the wall's advertising content. If someone sees our wall, they see your message!

With 900+ channels and the remote control in hand, what percentage of MY viewing time do you own? And that's before the DVR changes my viewing habits!

Even the highest-frequency campaigns (100 spots) might get you 0.25% of a month's airtime. And the highest-rated stations reach less than 5% of the market.

What percentage of the Oregonian's monthly exposure does your ad reach? Even the highest-read sections only hit 25% of readers...and now they are pushing those readers online.





# WHY OOH WORKS

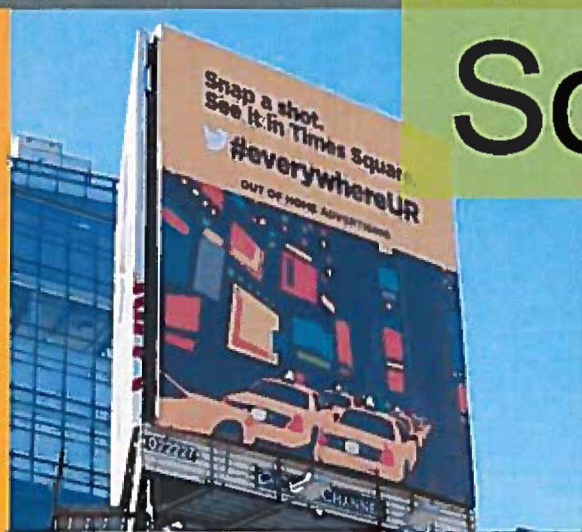


**Snap a shot.  
See it in Times Square.**

**#everywhereUR**

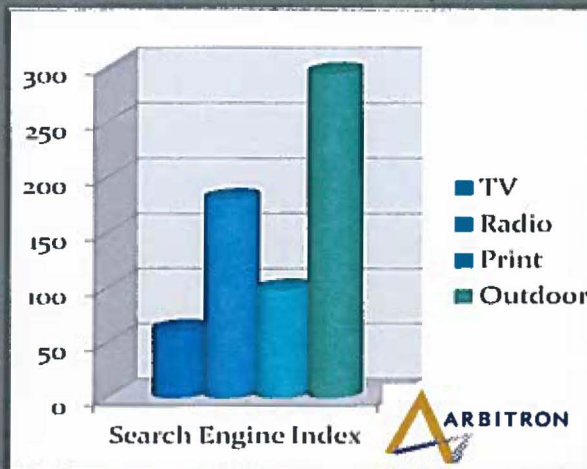
DNC July 16, 2015

**OUT OF HOME ADVERTISING**



## Social Strategy

OOH is quickly becoming a **key strategy** for advertisers to complement and accelerate their social media, local marketing, and mobile advertising efforts. More than ever advertisers are using OOH to drive consumers to a web site, to interact and engage through social media, and even transact with a Smartphone.



In a 2013 Arbitron OOH Study OOH's Search Engine Activation Results via Out-of-Home Advertising

Index Rating is **294** (Average is 100). OOH is much more likely to result in online/social activations over other mediums!





# PDX-111 downtown

Towering Vertical!  
90' x 26'  
Reads to:  
Corner of SW  
4<sup>th</sup> and Oak  
Street

Woven in the daily fabric  
of the downtown district  
and visible from this giant  
is Pioneer Place,  
Portland's premier spot  
for dining, shopping and  
entertainment.

Gaining earned media this  
wall was featured in the  
lead to ESPN's  
"SportsCenter" story on  
the 2010 U of O vs. Duke  
basketball game at the  
Rose Garden Arena.





PDX-114  
burnside br.

Massive! 30' x 50'

Reads to:

Burnside eastbound at east end of Burnside  
Bridge

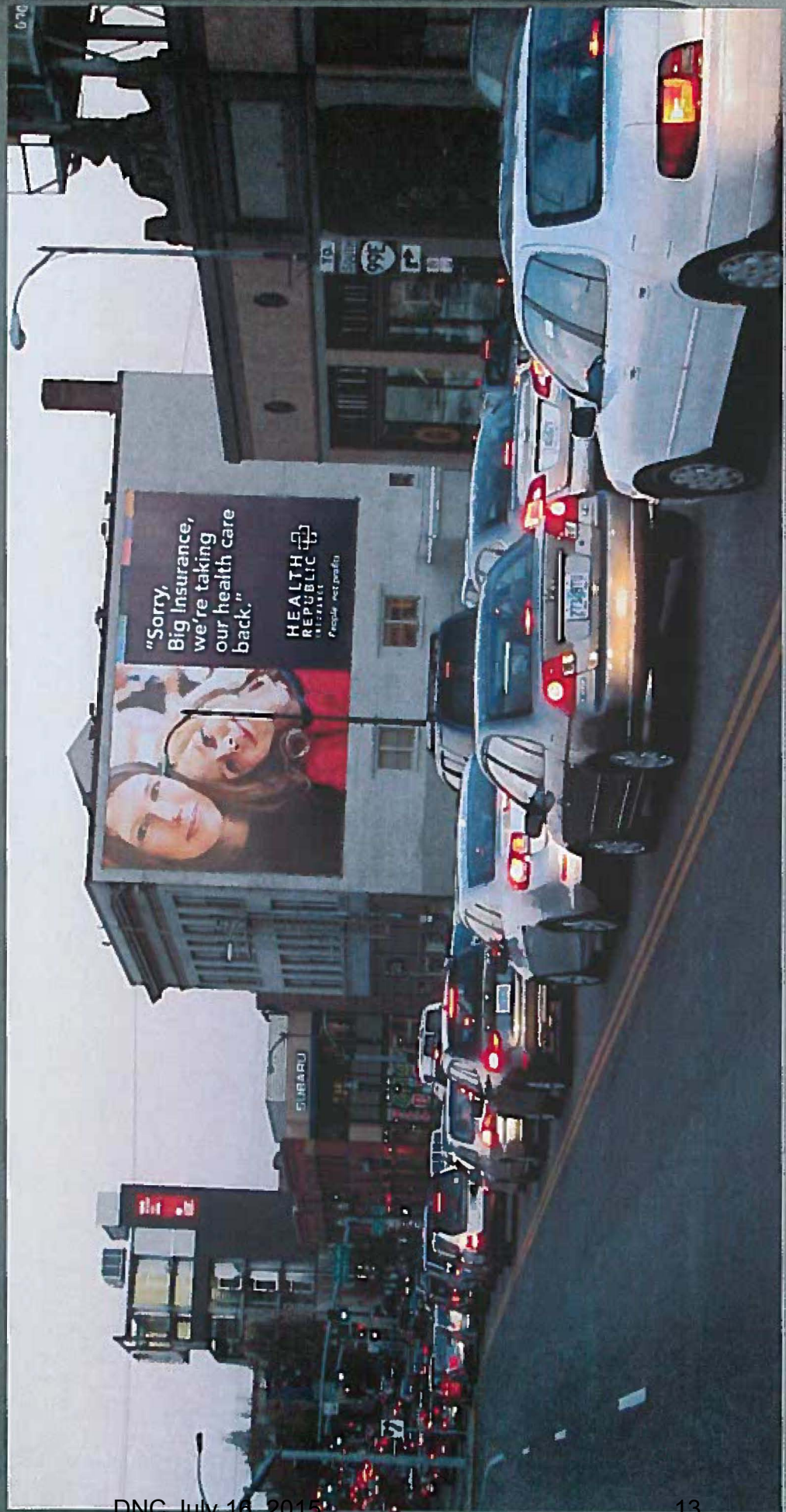
Landmark Fishels Furnishings Building  
sits in the prime Burnside Bridge Power

Spot

**ILLUMINATED**

CENTRAL  
EASTSIDE

**OnDisplay**  
ADVERTISING





PDX-129  
central east

INTERSTATE  
84

Perfectly Placed! 14' x 48'

Reads to:

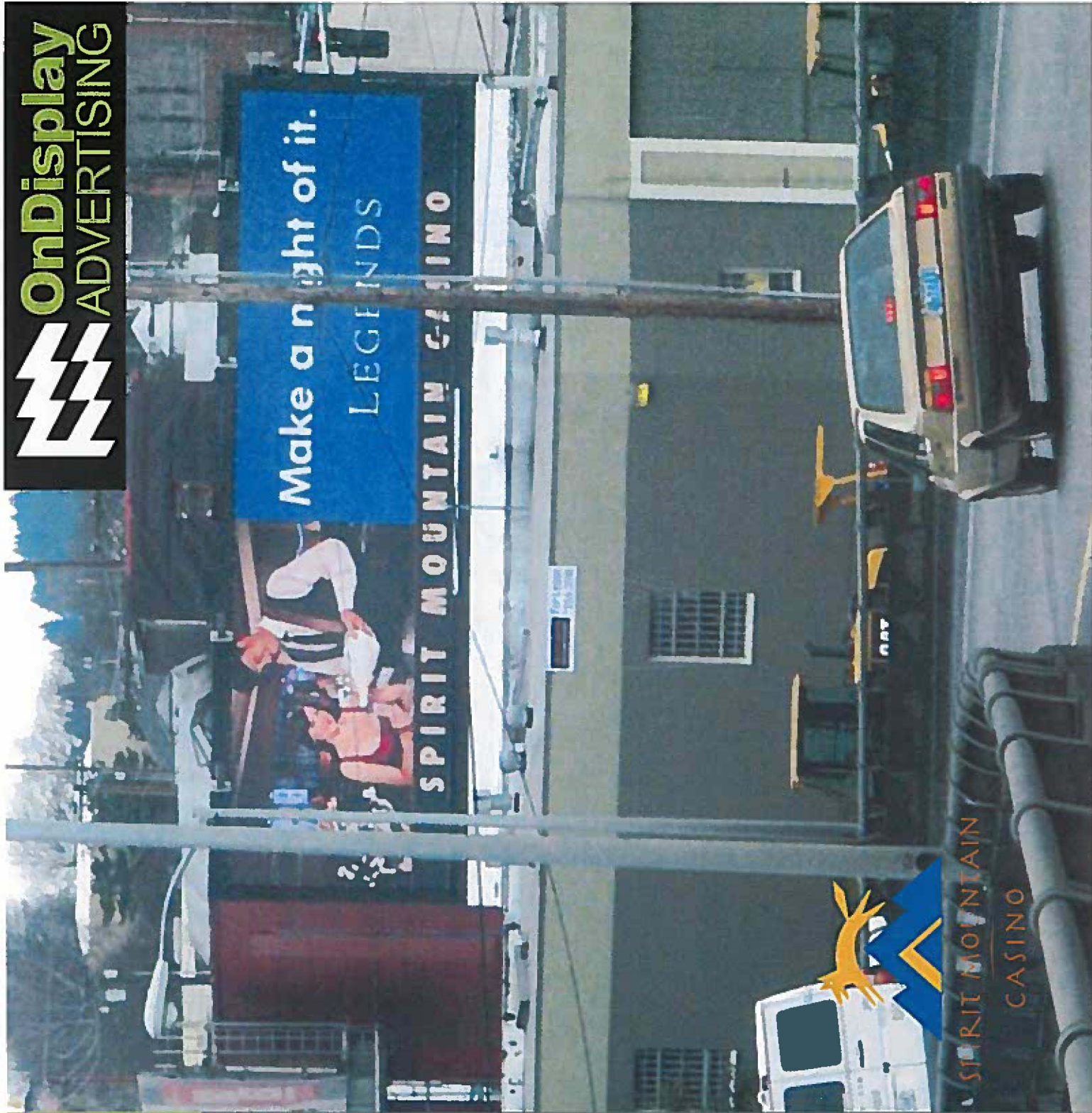
I-84 on-ramp  
from I-5 South

DNC July 18, 2015

The merging of many traffic patterns at this site make for a slow crawl passing this great board throughout the day.

This board is a can't miss for airlines or any advertiser trying to catch the eye of the business traveler as they must pass this to get to Portland International Airport.

Massive traffic counts, particularly during Portland's slow PM commute, make this a great anchor unit for any campaign.



OnDisplay  
ADVERTISING



PDX-136  
grand ave.

## CENTRAL EASTSIDE

The other Bulletin! 14' x 48'

Reads to:

SE Grand Ave  
northbound  
and Portland  
Streetcar

Attached to the historic East Bank Lofts building in the heart of Southeast Portland, this wallscape stands a full 50-feet above street level that will let you watch your message literally "tower" above potential customers!

Check out the explosive night illumination on this one!

DNC July 16, 2015





# PDX-202 downtown

## PORTLAND STADIUM

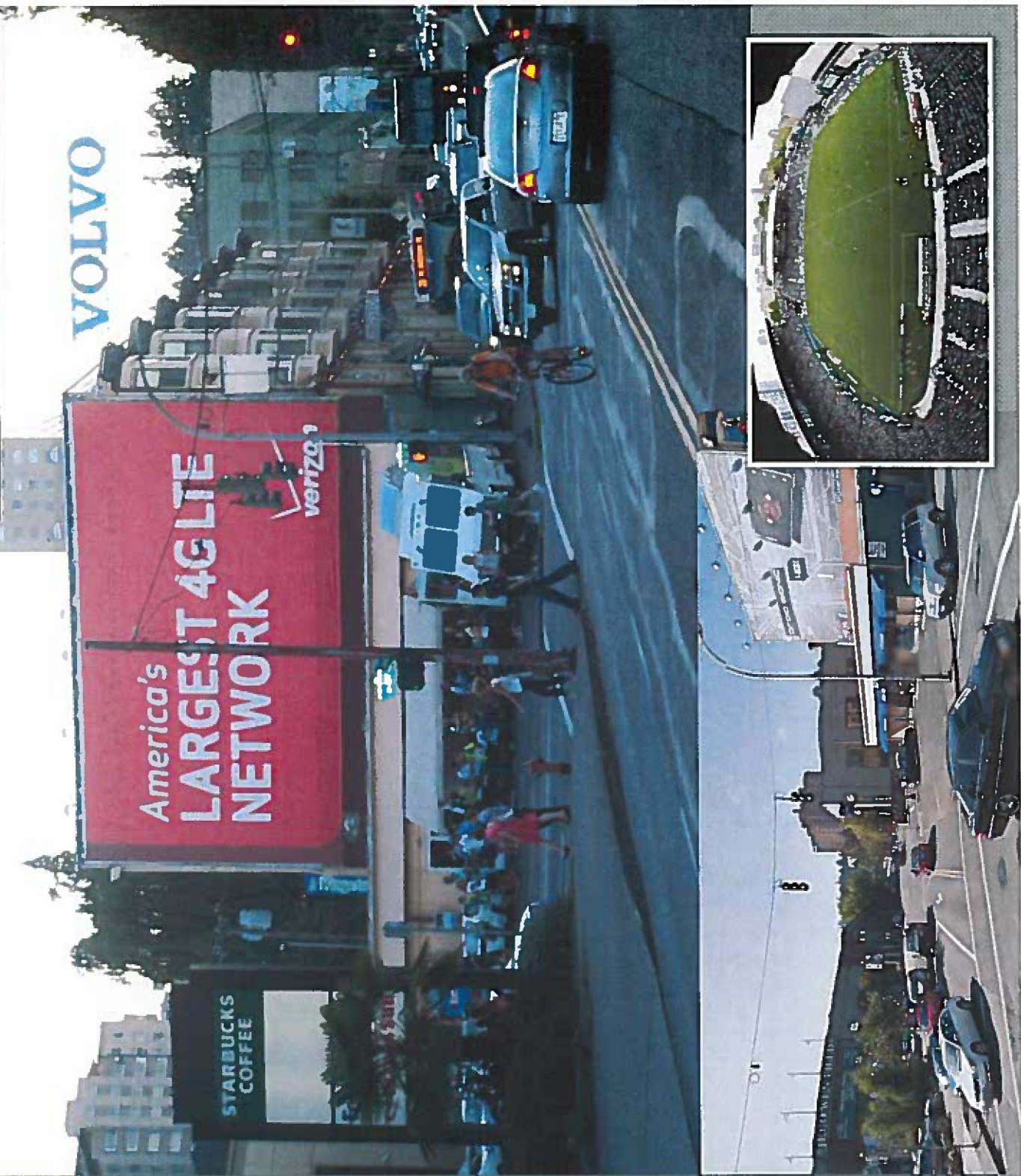
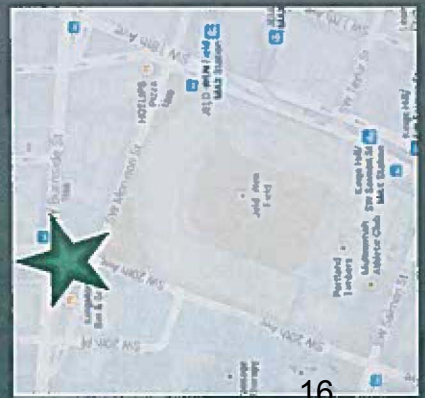
Signature 30' x 50'

Reads to:

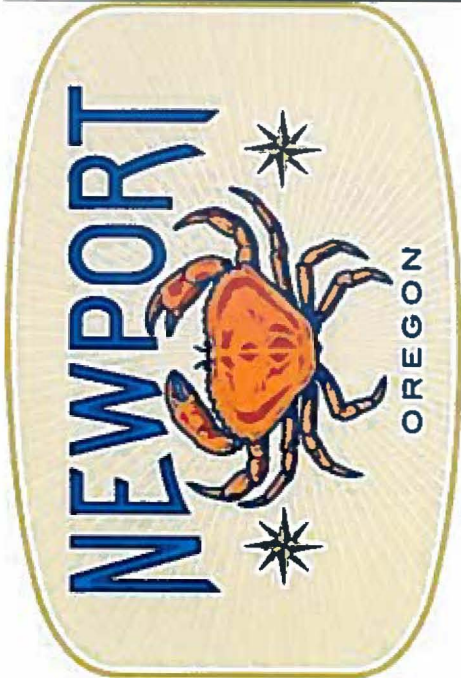
West Burnside  
SW and NW 20<sup>th</sup>  
Jeld-Wen Field Fans

One of the city's  
signature locations in the  
heart of Timber Nation;  
available for the first time  
after several years as a  
Verizon Wireless "Perm."

**ILLUMINATED**





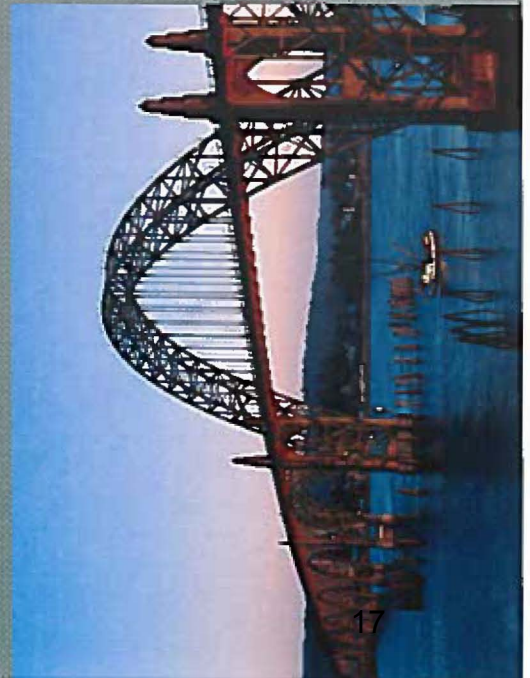


# Discover Newport

## Interior Advertising

## Alternative Ad Vehicles

DNC July 16, 2015







**OnDisplay**  
ADVERTISING  
[www.ondisplayads.com](http://www.ondisplayads.com)

In a city with a population of 600,000 the Lloyd Center Mall is visited between 550,000 and 700,000 times each month, equalling more than 7 Million each year



LLOYD CENTER

# LLOYD CENTER

1800 Blankenship Rd, Suite 200 · West Linn, Oregon 97068 · 503-650-7132 · [info@ondisplayads.com](mailto:info@ondisplayads.com)



# LLOYD STATS



LLOYD CENTER

## 1) Best District for the next 30 years

- a) Lloyd Commons Development
- b) Rose Garden Arena
- c) Oregon Convention Center
- d) TriMet major hub
- e) Largest mall in Oregon
  - 1. 13 Entrances, 3 Stories, 130 stores, 35 dining establishments, Imax 10 one of the most frequented
  - 2. Only mall in Oregon with an ice rink and the 12<sup>th</sup> 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!
  - 3. Multiple events throughout the year targeting mom's, families and frequent shoppers.

## 2) 7 Million mall visitors per year

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

## 3) Ethnically diverse mix of singles and couples, homeowners and renters, college alumni and high school graduates

|               |     |          |     |
|---------------|-----|----------|-----|
| a) Asian      | 11% | Hispanic | 15% |
| b) African Am | 30% | White    | 44% |

## 4) A life stage group Urban Achievers. Incomes range from working-class to well-to-do.

## 5) Monthly events increase reach to targeted demographics





LLOYD CENTER

# FOOD COURT ELEVATOR CLING (3 FLOORS)

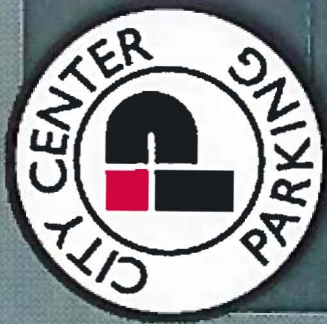
**OnDisplay**  
ADVERTISING  
[www.ondisplayads.com](http://www.ondisplayads.com)



DNC JULY 16, 2015

20





# Downtown Portland Parking Structure Advertising

Impark



- Network of five (5) downtown Portland Parking Structures
- Serve apx 50,000 vehicles each month
- Desirable, affluent business and discretionary/ shopping audience



**OnDisplay**  
ADVERTISING





# Elevator Doors

Impark



- PSV ads affixed to elevator doors
- Ad fully visible when doors close
- Minimum eight (8) doors per structure.
- Ads can be combined creatively with elevator interior PSV window ads (additional cost).

**OnDisplay**  
ADVERTISING





# 2015-16 Pricing Summary

|  | NET        | NET       | NET RATE   |                                       |
|--|------------|-----------|------------|---------------------------------------|
| AD VEHICLE                                     | PRODUCTION | INSTALL   | PER 4 WKS* | NOTES                                 |
| <b><u>WALLSCAPES</u></b>                       |            |           |            |                                       |
| PDX #111 - SW 4TH & Oak "Skyscraper"           | \$ 2,000   | \$ 2,000  | \$ 9,000   | Current campaign ends 9/15/15         |
| PDX #114 - BURNSIDE BRIDGE                     | \$ 1,400   | \$ 1,800  | \$ 10,500  |                                       |
| PDX #129 - I-84 ONRAMP                         | \$ 400     | \$ 1,500  | \$ 7,500   |                                       |
| PDX #136 - CHEVYTOWN                           | \$ 400     | \$ 1,500  | \$ 3,750   |                                       |
| PDX #202 - TIMBERS STADIUM                     | \$ 1,000   | \$ 1,800  | \$ 13,500  |                                       |
| <b><u>INTERIOR</u></b>                         |            |           |            |                                       |
| LLOYD CENTER MALL - ELEVATORS                  | \$ 1,750   | \$ 750    | \$ 3,500   | 3 floors/doors                        |
| PARKING GARAGE - ELEVATORS (5 locations)       | \$175/door | \$95/door | \$ 5,500   | Minimum 8 doors per location/40 total |
| * Based on minimum 24-week/6 period commitment |            |           |            |                                       |





# MEADOW

OUTDOOR ADVERTISING



## L#F-056 Eugene, Lane County, Oregon South Facing

### FEATURES

**LOCATION:** I-5 west line .25 miles north of E. 30<sup>th</sup> Avenue Exit 189

**SIZE:** 12' x 48' / Illuminated **SMARTLINK**

**TRAFFIC COUNT/DEC:** 51,100 / 33,522

**LATITUDE:** +44.017617

**LONGITUDE:** -123.025334

### DESCRIPTION

Limited outdoor inventory on I-5 in Eugene makes this a highly desirable location for any Eugene business. Excellent directional or branding opportunity. Display reads to northbound traffic, 3 miles south of the I-5/I-105 Junction.

### PRICING

**12 Month Rate: \$1,395.00 (net) Per Month**

**Potentially Available 9/3/15**

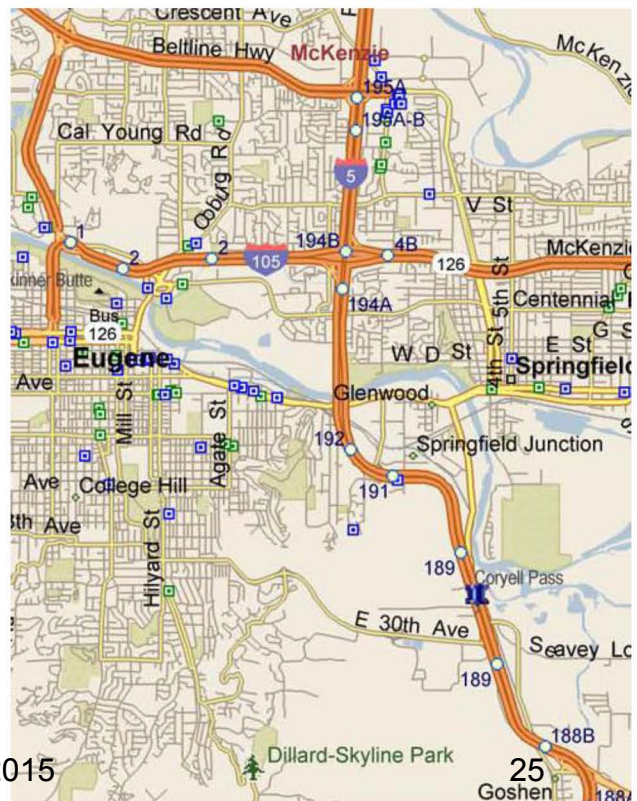
**Brad Parsons**

503-737-9355

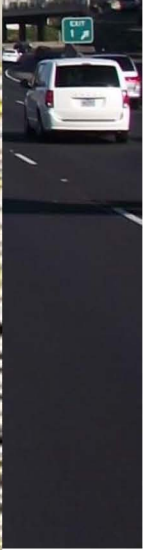
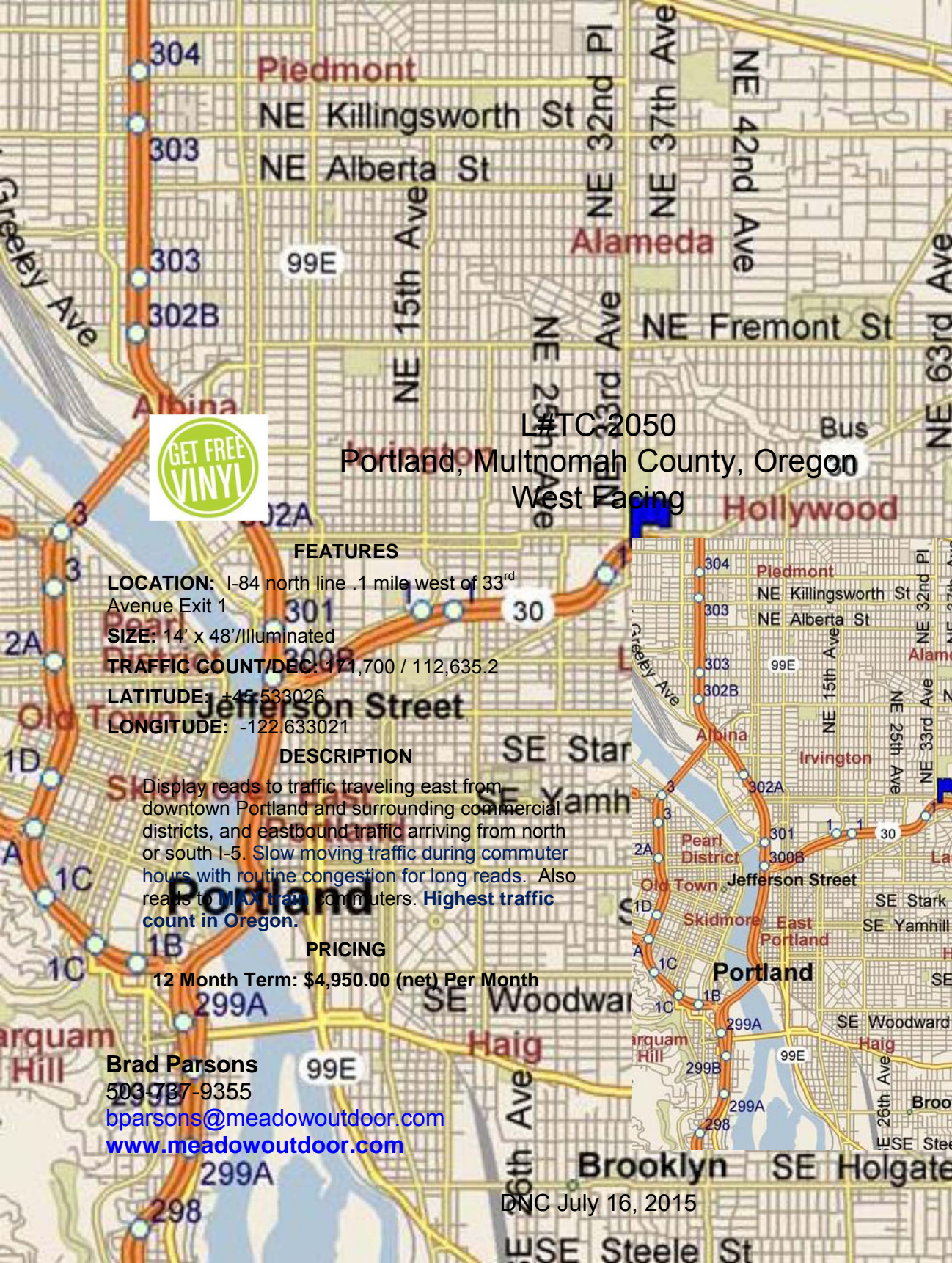
bparsons@meadowoutdoor.com

[www.meadowoutdoor.com](http://www.meadowoutdoor.com)

DNC July 16, 2015







L#TTC-2050  
Portland, Multnomah County, Oregon  
West Facing

#### FEATURES

**LOCATION:** I-84 north line .1 mile west of 33<sup>rd</sup> Avenue Exit 1  
**SIZE:** 14' x 48' / Illuminated  
**TRAFFIC COUNT/DEC:** 171,700 / 112,635.2  
**LATITUDE:** +45.533026  
**LONGITUDE:** -122.633021

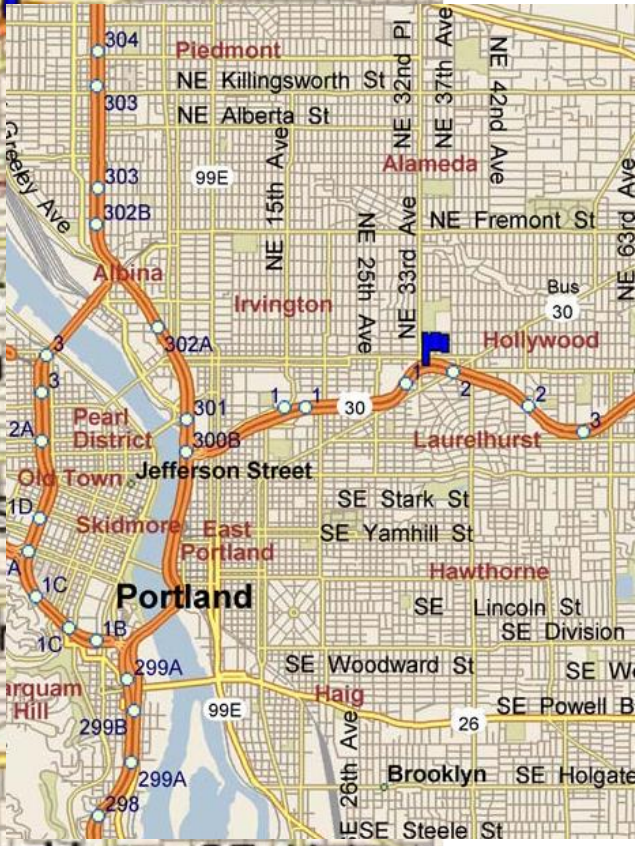
#### DESCRIPTION

Display reads to traffic traveling east from downtown Portland and surrounding commercial districts, and eastbound traffic arriving from north or south I-5. Slow moving traffic during commuter hours with routine congestion for long reads. Also reads to MAX train commuters. **Highest traffic count in Oregon.**

#### PRICING

12 Month Term: \$4,950.00 (net) Per Month

**Brad Parsons**  
503-737-9355  
[bparsons@meadowoutdoor.com](mailto:bparsons@meadowoutdoor.com)  
[www.meadowoutdoor.com](http://www.meadowoutdoor.com)





# MEADOW

OUTDOOR ADVERTISING



L#10030

Rockaway, Tillamook County, Oregon  
North Facing

## FEATURES

**LOCATION:** Hwy 101 east line @ Nedonna Beach Road

**SIZE:** 5' x 8'

**TRAFFIC COUNT/DEC:** 4,200 / 1,932

**LATITUDE:** +45.6422329

**LONGITUDE:** -123.938291

## DESCRIPTION

Billboard reads to southbound traffic traveling toward Garibaldi and Tillamook. Affordable Hwy 101 location.

## PRICING

**12 Month Term: \$275.00 (net) Per Month**

**Brad Parsons**

503-737-9355

bparsons@meadowoutdoor.com

[www.meadowoutdoor.com](http://www.meadowoutdoor.com)

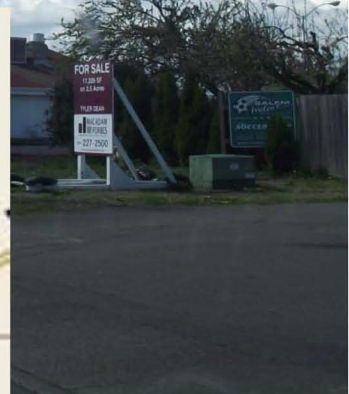
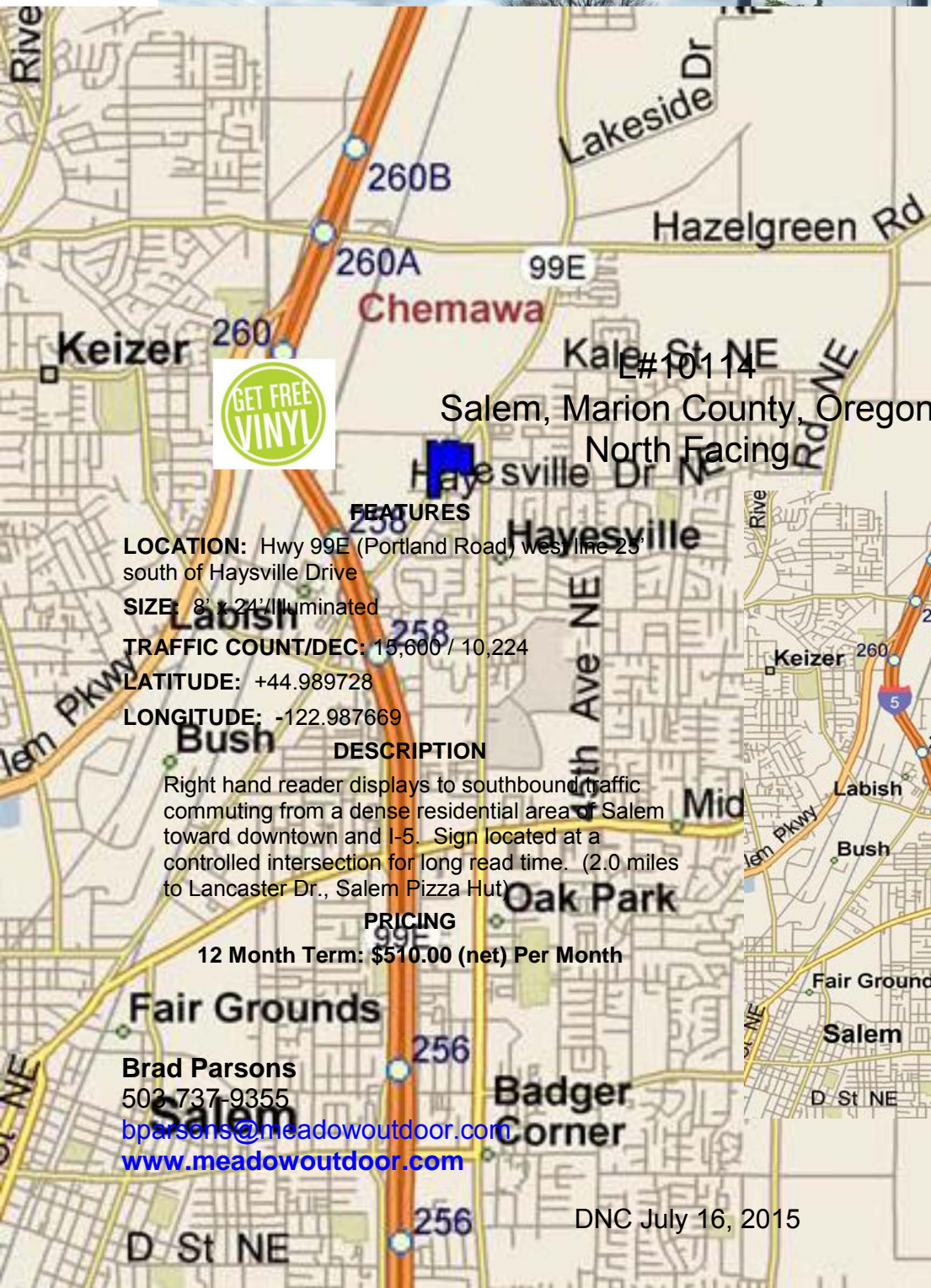


DNC July 16, 2015



# MEADOW

## OUTDOOR ADVERTISING



L#10114

Salem, Marion County, Oregon  
North Facing

### FEATURES

**LOCATION:** Hwy 99E (Portland Road) west line 23' south of Hayesville Drive

**SIZE:** 8' x 24' Illuminated

**TRAFFIC COUNT/DEC:** 15,600 / 10,224

**LATITUDE:** +44.989728

**LONGITUDE:** -122.987669

### DESCRIPTION

Right hand reader displays to southbound traffic commuting from a dense residential area in Salem toward downtown and I-5. Sign located at a controlled intersection for long read time. (2.0 miles to Lancaster Dr., Salem Pizza Hut)

### PRICING

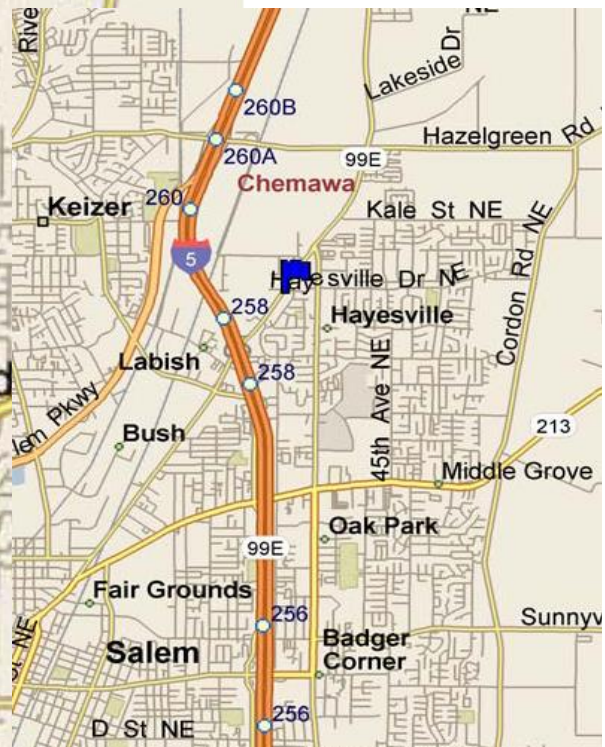
12 Month Term: \$510.00 (net) Per Month

**Brad Parsons**

503.737.9355

[bparsons@meadowoutdoor.com](mailto:bparsons@meadowoutdoor.com)

[www.meadowoutdoor.com](http://www.meadowoutdoor.com)







Demographic: All Adults 18+

| Area            | TAB Panel ID | Inventory # | Location Description                          | Illumination | Copy Size | Latitude  | Longitude   | D.E.C. | IMP 18+ Weekly | Start Date          | Net Amount per Period | Total Net Amount for Contract Period |
|-----------------|--------------|-------------|---|--------------|-----------|-----------|-------------|--------|----------------|---------------------|-----------------------|--------------------------------------|
| Bulletins       |              |             |   |              |           |           |             |        |                |                     |                       |                                      |
| Albany, Or      | 493152       | A1769O      | W/L I-5 .2 MI N/O EXIT 234B HWY 99 N F/N      | Yes          | 12'x44'   | 44.646435 | -123.063247 | 46.24  | 253,528        | 7/1/2015            | \$1,350.00            | \$17,550.00                          |
| Eugene, Or      | 493256       | 17259AO     | E/L I-5 960 FT S/O EXIT 189 30TH AVE S F/S    | Yes          | 14'x48'   | 44.008935 | -123.020434 | 40.64  | 222,929        | 7/27/2015           | \$2,500.00            | \$32,500.00                          |
| Grand Ronde, Or | 493335       | 17613BO     | N/L HWY 18 310 FT W/O FORD RD E F/E           | Yes          | 12'x48'   | 45.058543 | -123.631065 | 7.55   | 26,882         | 11/16/2015          | \$1,250.00            | \$16,250.00                          |
| Newberg, Or     | 493289       | 17505AO     | W/L HWY 99 45 FT S/O 2ND WAY N F/N            | Yes          | 12'x24'   | 45.3      | -122.984962 | 19.28  | 86,035         | 3/1/2016            | \$1,275.00            | \$16,575.00                          |
| Woodburn, Or    | 493057       | 6305AO      | W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N F/N | Yes          | 12'x44'   | 45.231167 | -122.810696 | 61.59  | 343,828        | <del>3/1/2016</del> | \$4,200.00            | \$54,600.00                          |

8/10/15

Production cost is \$0.95 per sq ft per board and installation charge of \$450 may apply.

This proposal does not secure space.

Space can only be secured with a written contract.

All space is subject to prior sale.

Proposal #: 1929284

05/14/15



Aug. - Dec  
\$22,000  
in prod-  
e. install



Demographic: All Adults 18+

| Start Date          | End Date            | Period | Showing Level | Number of Units | Market Population | Total Targeted Weekly IMP | Targeted Campaign IMP | Defined Market | Net Amount per Period |
|---------------------|---------------------|--------|---------------|-----------------|-------------------|---------------------------|-----------------------|----------------|-----------------------|
| Posters             |                     |        |               |                 |                   |                           |                       |                |                       |
| September 7th, 2015 | September 4th, 2016 | 4 Week | #75           | 10              | 2,519,069         | 462,278                   | 24,038,460            | Corvallis OR   | \$5,500.00            |

**This proposal does not secure space.  
Space can only be secured with a written contract.  
All space is subject to prior sale.**

05/19/15



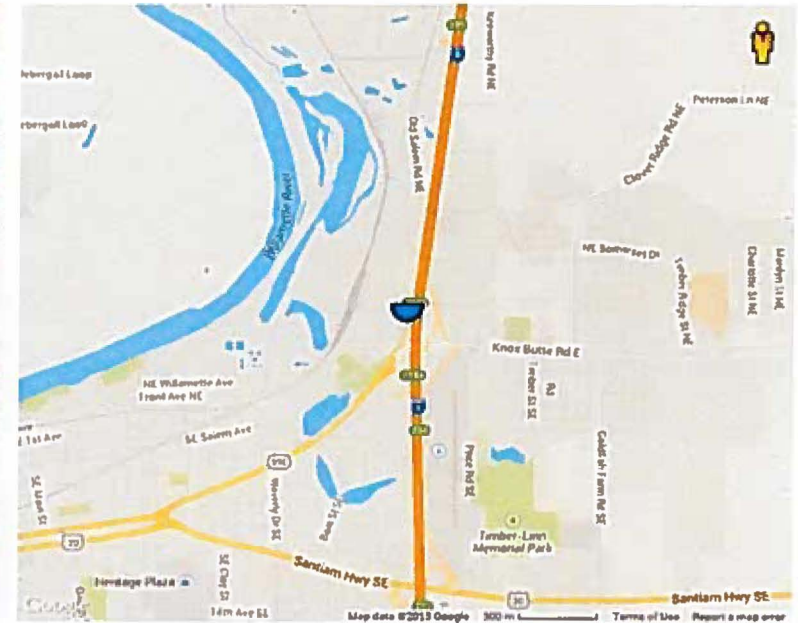
# North West Non-Metro - Albany, Or

#0A1769

Photo Sheet: STATIC

W/L I-5 .2 MI N/O EXIT 234B HWY 99 N

Facing: N / Size: 12'x44' / Adults 18+ Weekly Impressions: 253,528



DESCRIPTION:

NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 44.646435  
Longitude: -123.063247

**TAB** Out of Home  
Ratings

(541) 607-9355  
135 Silver Lane, Suite 230  
Eugene, OR 97404  
outfrontmedia.com

**OUTFRONT**  
media



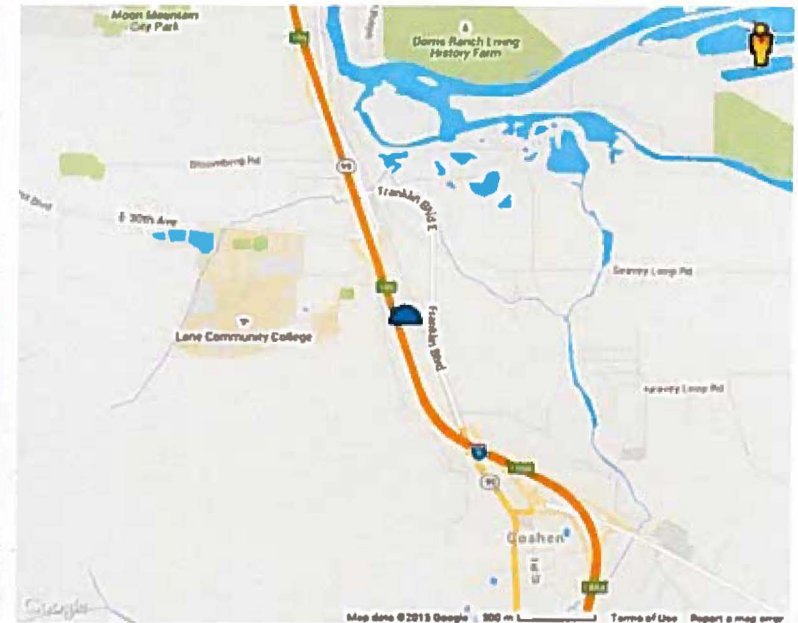
# North West Non-Metro - Eugene, Or

#17259A

Photo Sheet: STATIC

E/L I-5 960 FT S/O EXIT 189 30TH AVE S

Facing: S / Size: 14'x48' / Adults 18+ Weekly Impressions: 222,929



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 44.008935  
Longitude: -123.020434



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135 Silver Lane, Suite 230  
Eugene, OR 97404  
outfrontmedia.com



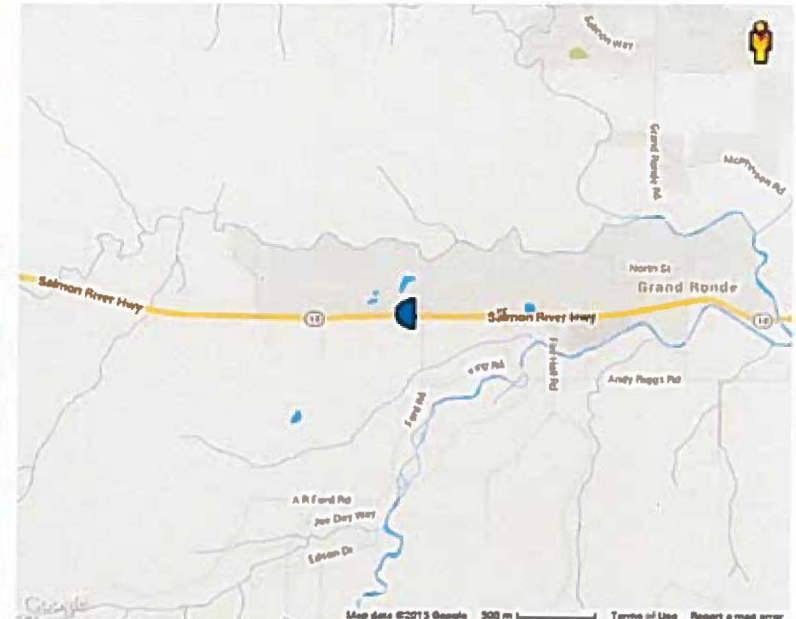
# North West Non-Metro - Grand Ronde, Or

#17613B

Photo Sheet: STATIC

N/L HWY 18 310 FT W/O FORD RD E

Facing: E / Size: 12'x48' / Adults 18+ Weekly Impressions: 26,882



## DESCRIPTION

## NOTES

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.058543  
Longitude: -123.631065



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135 Silver Lane, Suite 230  
Eugene, OR 97404  
outfrontmedia.com



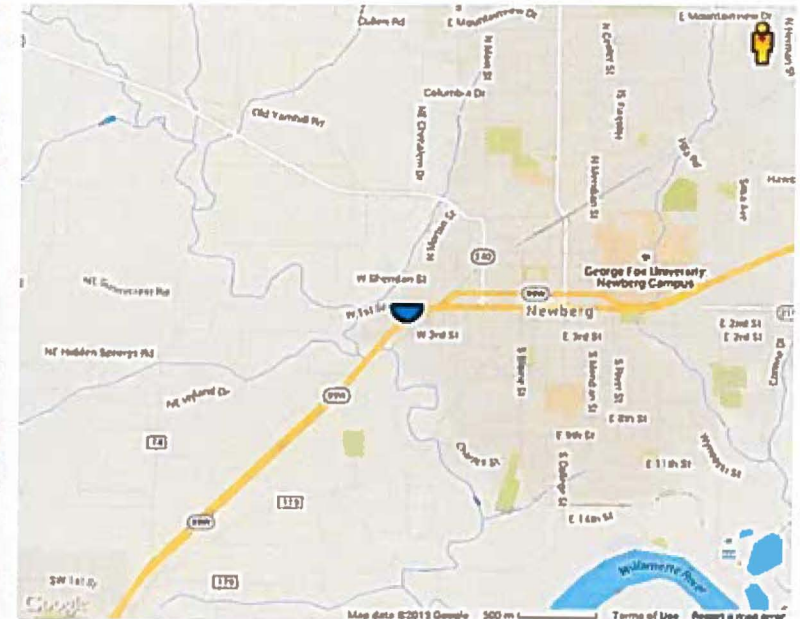
# North West Non-Metro - Newberg, Or

#17505A

Photo Sheet: STATIC

W/L HWY 99 45 FT S/O 2ND WAY N

Facing: N / Size: 12'x24' / Adults 18+ Weekly Impressions: 86,035



## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.3  
Longitude: -122.984962

## DESCRIPTION:



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135 Silver Lane, Suite 230  
Eugene, OR 97404  
outfrontmedia.com





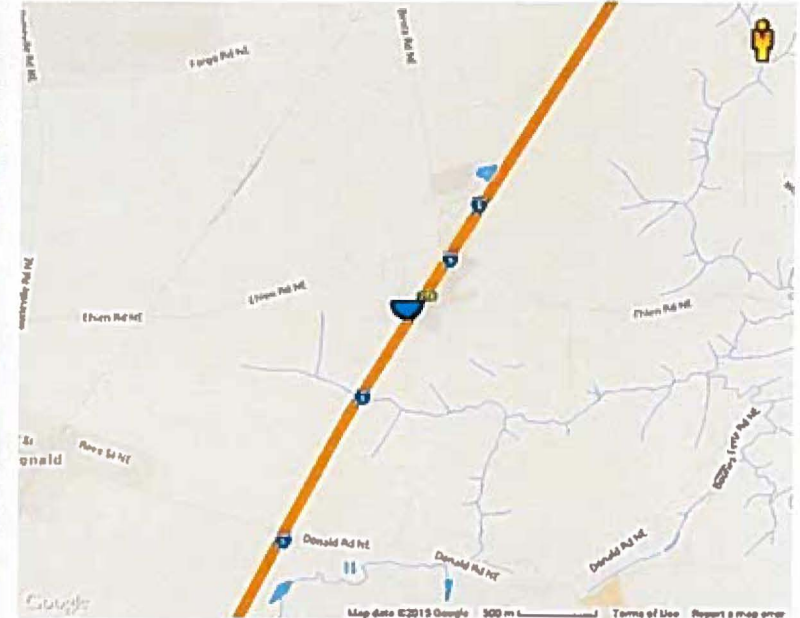
# North West Non-Metro - Woodburn, Or

#06305A

Photo Sheet: STATIC

W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N

Facing: N / Size: 12'x44' / Adults 18+ Weekly Impressions: 343,828



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.231167  
Longitude: -122.810696



(541) 607-9355  
135 Silver Lane, Suite 230  
Eugene, OR 97404  
outfrontmedia.com



## Cindy Breves

---

**From:** Lorna Davis <lorna@newportchamber.org>  
**Sent:** Thursday, April 23, 2015 9:08 AM  
**To:** Cindy Breves  
**Subject:** FW: Cost to Change Newberg

For the May meeting agenda....

---

**From:** Deinert, Leigh [mailto:leigh.deinert@outfrontmedia.com]  
**Sent:** Wednesday, April 22, 2015 5:33 PM  
**To:** Lorna Davis  
**Subject:** RE: Cost to Change Newberg

Hi Lorna:

The cost to replace the vinyl is \$725. Let me know and I will get you the paperwork. It takes 10 business days to print and ship for installation. Have a nice evening.

Leigh Deinert/ Account Representative  
Direct: 541.953.0979  
135 Silver Lane Suite 230 Eugene OR 97404  
**OUTFRONT media**



*Clients Served Here!*

---

**From:** Lorna Davis [mailto:lorna@newportchamber.org]  
**Sent:** Wednesday, April 22, 2015 2:04 PM  
**To:** Deinert, Leigh  
**Subject:** Cost to Change Newberg

Hi Leigh, can you tell us how much before the next meeting it is to change out Newberg art?

Thank you!

Lorna Davis  
Executive Director  
Greater Newport Chamber of Commerce  
[lorna@newportchamber.org](mailto:lorna@newportchamber.org)  
541-265-8801





Demographic: All Adults 18+

|                 |        |         |   |     |         |           |             |       |         |            |            |             |
|-----------------|--------|---------|---|-----|---------|-----------|-------------|-------|---------|------------|------------|-------------|
| Albany, Or      | 493152 | A1769O  | W/L I-5 .2 MI N/O EXIT 234B HWY 99 N F/N      | Yes | 12'x44' | 44.646435 | -123.063247 | 46.24 | 253,528 | 7/1/2015   | \$1,350.00 | \$17,550.00 |
| Eugene, Or      | 493256 | 17259AO | E/L I-5 960 FT S/O EXIT 189 30TH AVE S F/S    | Yes | 14'x48' | 44.008935 | -123.020434 | 40.64 | 222,929 | 7/27/2015  | \$2,500.00 | \$32,500.00 |
| Grand Ronde, Or | 493335 | 17613BO | N/L HWY 18 310 FT W/O FORD RD E F/E           | Yes | 12'x48' | 45.058543 | -123.631065 | 7.55  | 26,882  | 11/16/2015 | \$1,250.00 | \$16,250.00 |
| Newberg, Or     | 493289 | 17505AO | W/L HWY 99 45 FT S/O 2ND WAY N F/N            | Yes | 12'x24' | 45.3      | -122.984962 | 19.28 | 86,035  | 3/1/2016   | \$1,275.00 | \$16,575.00 |
| Woodburn, Or    | 493057 | 6305AO  | W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N F/N | Yes | 12'x44' | 45.231167 | -122.810696 | 61.59 | 343,828 | 3/1/2016   | \$4,200.00 | \$54,600.00 |

Production cost is \$0.95 per sq ft per board and installation charge of \$450 may apply.

This proposal does not secure space.

Space can only be secured with a written contract.

All space is subject to prior sale.

Proposal #: 1929284

05/14/15

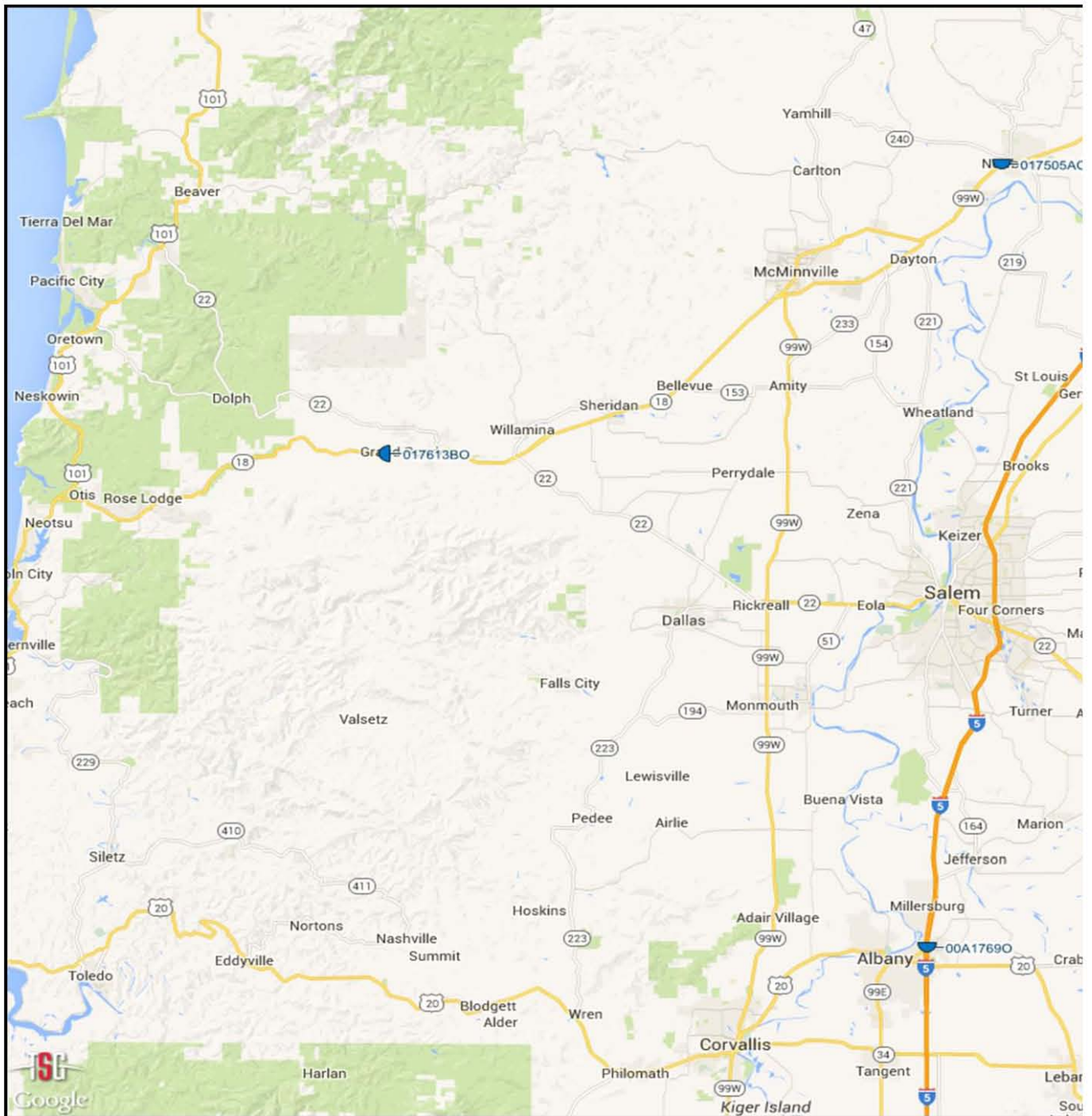


| Start Date          | End Date            | Period | Showing Level | Num of Units | Total Targeted Weekly IMP | Targeted Campaign IMP | Defined Market   | Market Population | Net Amount per Period |
|---------------------|---------------------|--------|---------------|--------------|---------------------------|-----------------------|------------------|-------------------|-----------------------|
| Posters             |                     |        |               |              |                           |                       |                  |                   |                       |
| September 7th, 2015 | September 4th, 2016 | 4 Week | #75           | 10           | 462,278                   | 24,038,460            | Portland, OR DMA | 2,519,069         | \$5,500.00            |

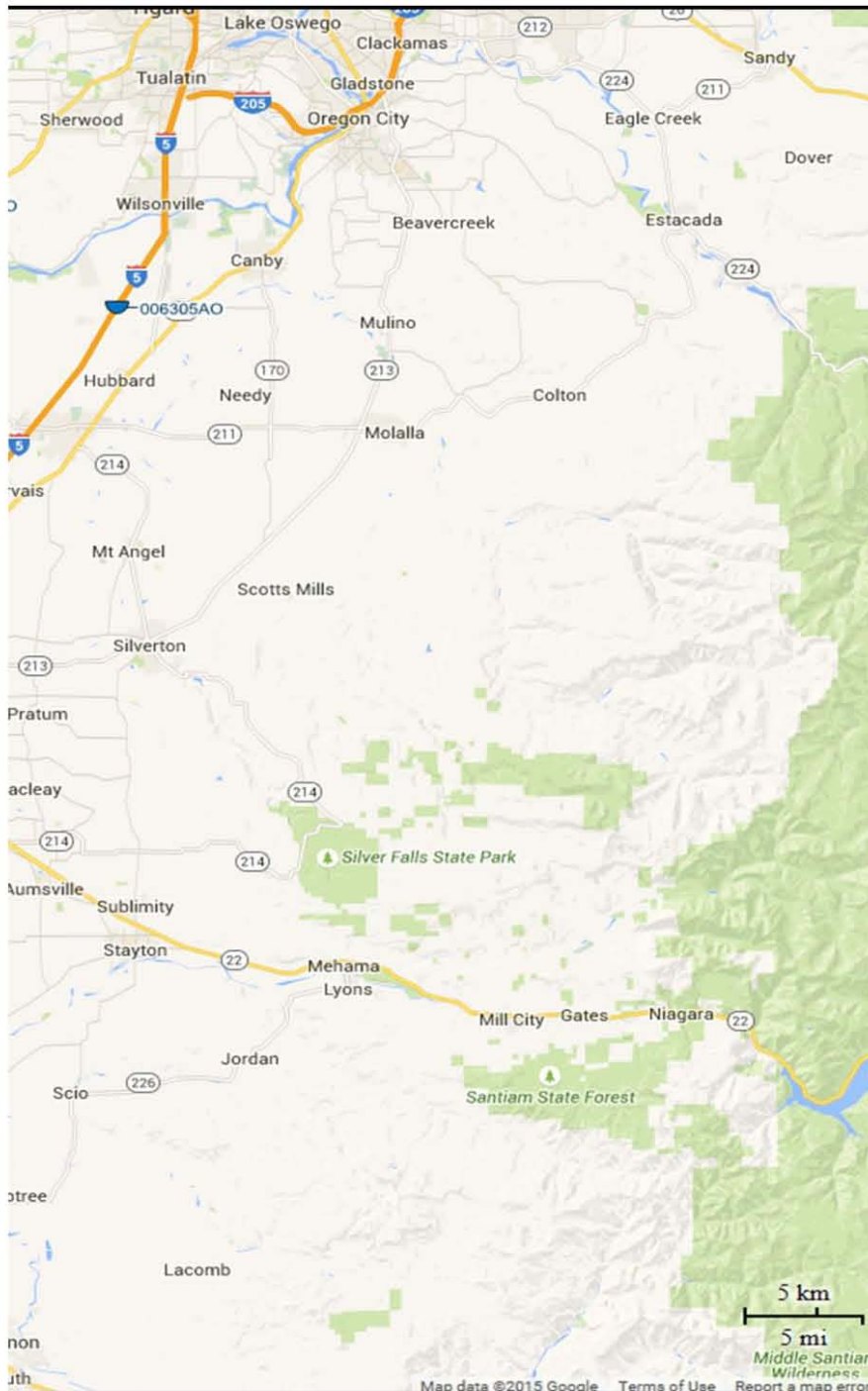
Production/Installation not included.  
This proposal does not secure space.  
Space can only be secured with a written contract.  
All space is subject to prior sale.

Proposal #: 1929284  
05/14/15









## North West Non-Metro

### Proposal

Client: **City of Newport**  
 Proposal No.: 1929284  
 AE: Deinert, Leigh  
 Start: 07/01/2015  
 End: 02/27/2017

● Bulletins (5)



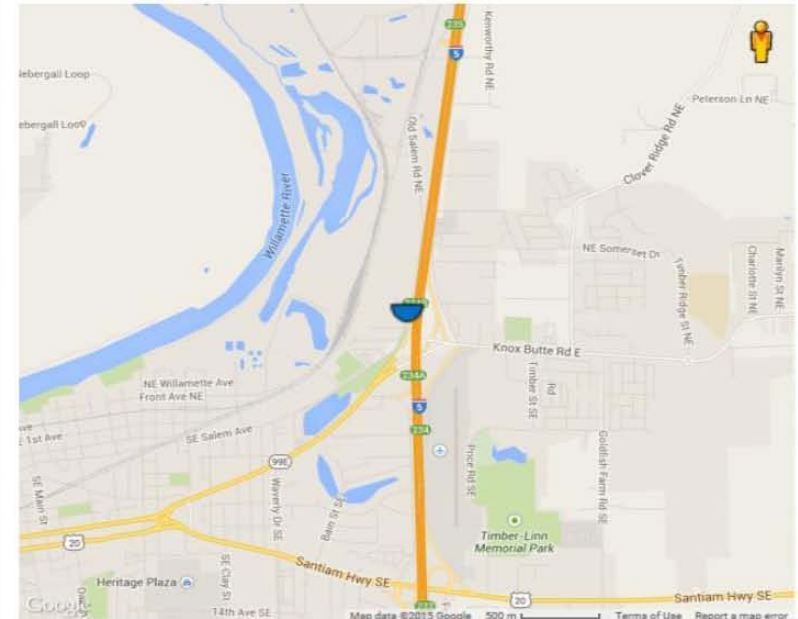
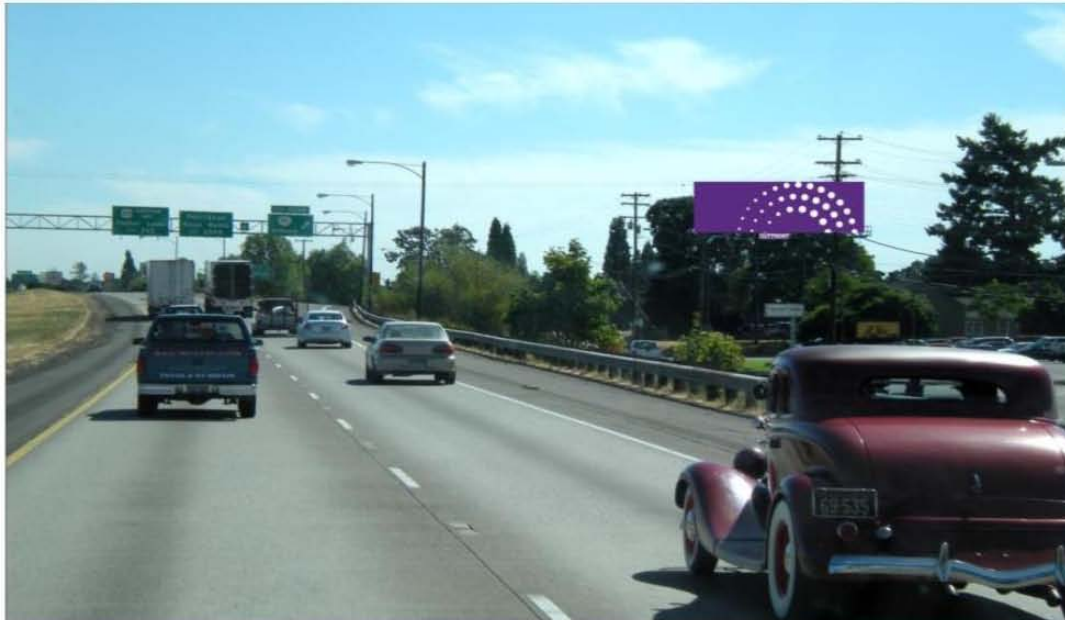
# North West Non-Metro - Albany, Or

#0A1769

Photo Sheet: STATIC

W/L I-5 .2 MI N/O EXIT 234B HWY 99 N

Facing: N / Size: 12'x44' / Adults 18+ Weekly Impressions: 253,528



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 44.646435  
Longitude: -123.063247



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Eugene, OR 97404  
outfrontmedia.com





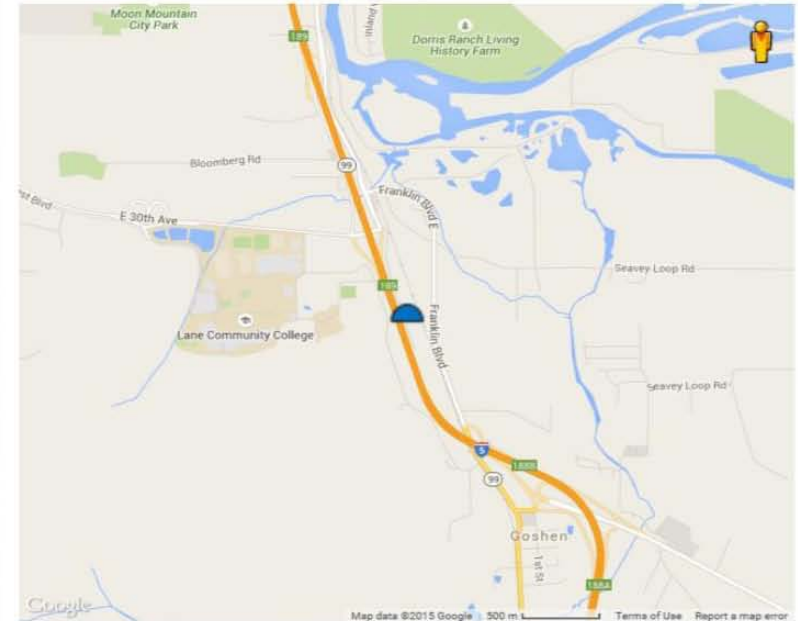
# North West Non-Metro - Eugene, Or

#17259A

Photo Sheet: STATIC

E/L I-5 960 FT S/O EXIT 189 30TH AVE S

Facing: S / Size: 14'x48' / Adults 18+ Weekly Impressions: 222,929



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 44.008935  
Longitude: -123.020434



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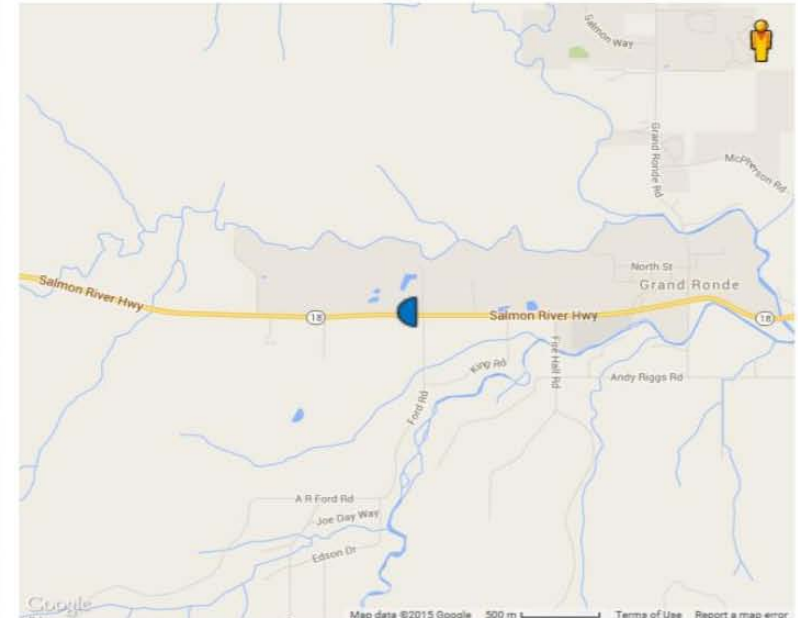
# North West Non-Metro - Grand Ronde, Or

#17613B

Photo Sheet: STATIC

N/L HWY 18 310 FT W/O FORD RD E

Facing: E / Size: 12'x48' / Adults 18+ Weekly Impressions: 26,882



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.058543  
Longitude: -123.631065



(541) 607-9355  
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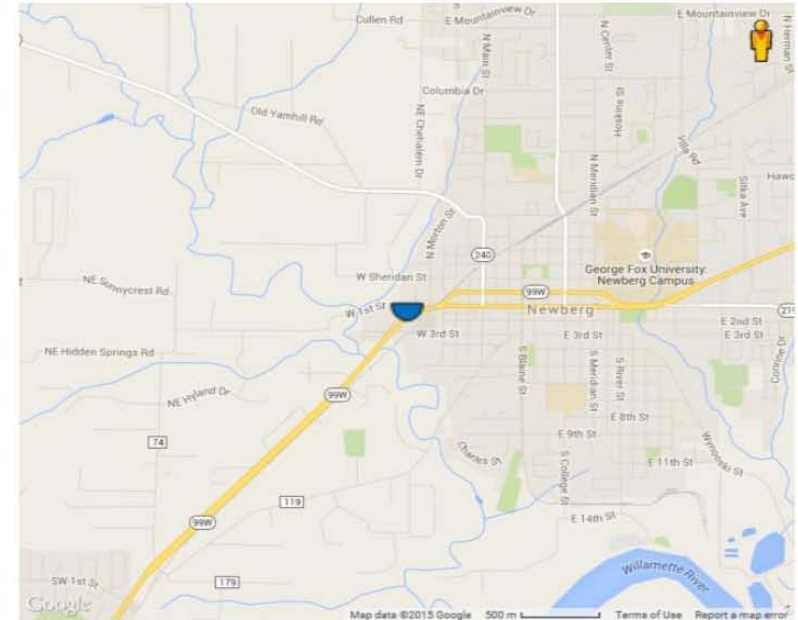
# North West Non-Metro - Newberg, Or

#17505A

Photo Sheet: STATIC

W/L HWY 99 45 FT S/O 2ND WAY N

Facing: N / Size: 12'x24' / Adults 18+ Weekly Impressions: 86,035



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.3  
Longitude: -122.984962



(541) 607-9355  
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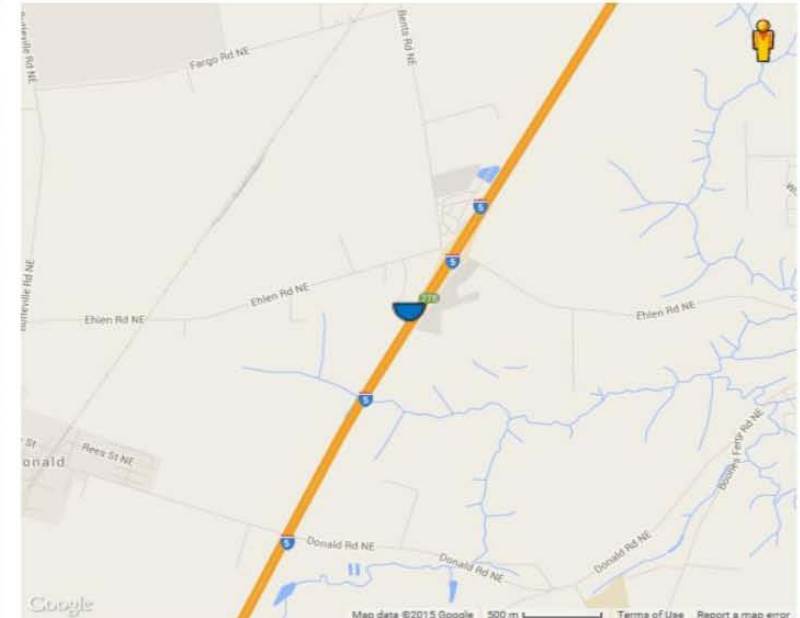
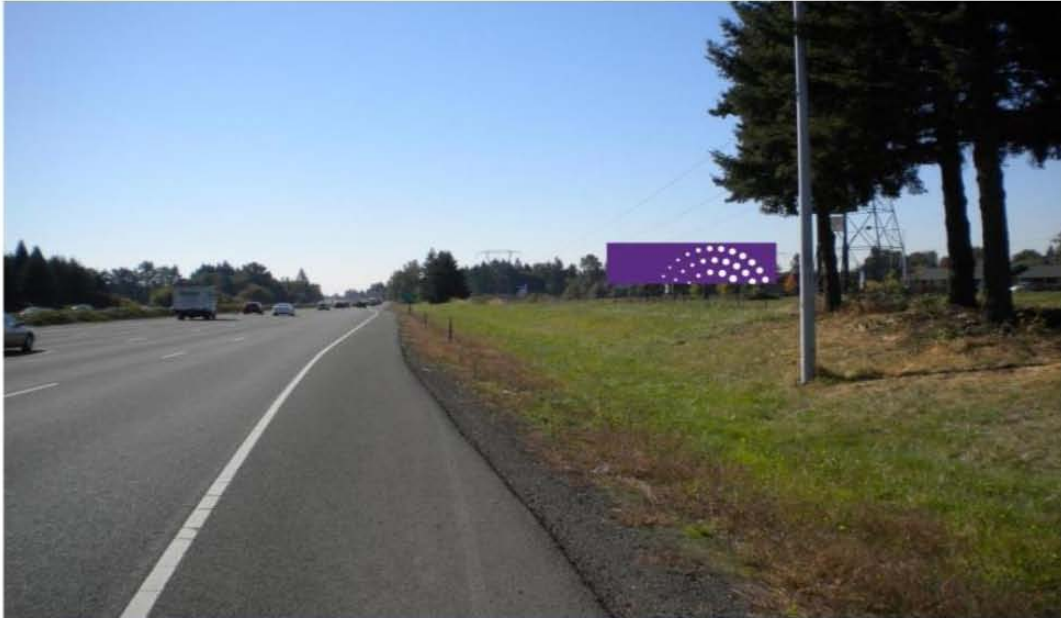
# North West Non-Metro - Woodburn, Or

#06305A

Photo Sheet: STATIC

W/L I-5 .32 MI S/O EXIT 278 EHLEN RD NE N

Facing: N / Size: 12'x44' / Adults 18+ Weekly Impressions: 343,828



## DESCRIPTION:

## NOTES:

Production Material: Vinyl  
Illuminated: Yes  
Latitude: 45.231167  
Longitude: -122.810696



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outfrontmedia.com





# Visit Newport / Visit Newport



## Campaign Overview (Detail)

**Name:** Visit Newport / Visit Newport  
**CBS Contract #:** 1729336  
**Advertiser:** City of Newport  
**Agency:**

**Contracted Days:** 3/2/2015 - 2/28/2016  
**# Contracted Units:** 1  
**# Posted Units:** 1  
**First Published Date:** 6/10/2015  
**Adjusted Showing Days:** 0  
**1st Copy Received Date:**  
**100% Copy Received Date:**



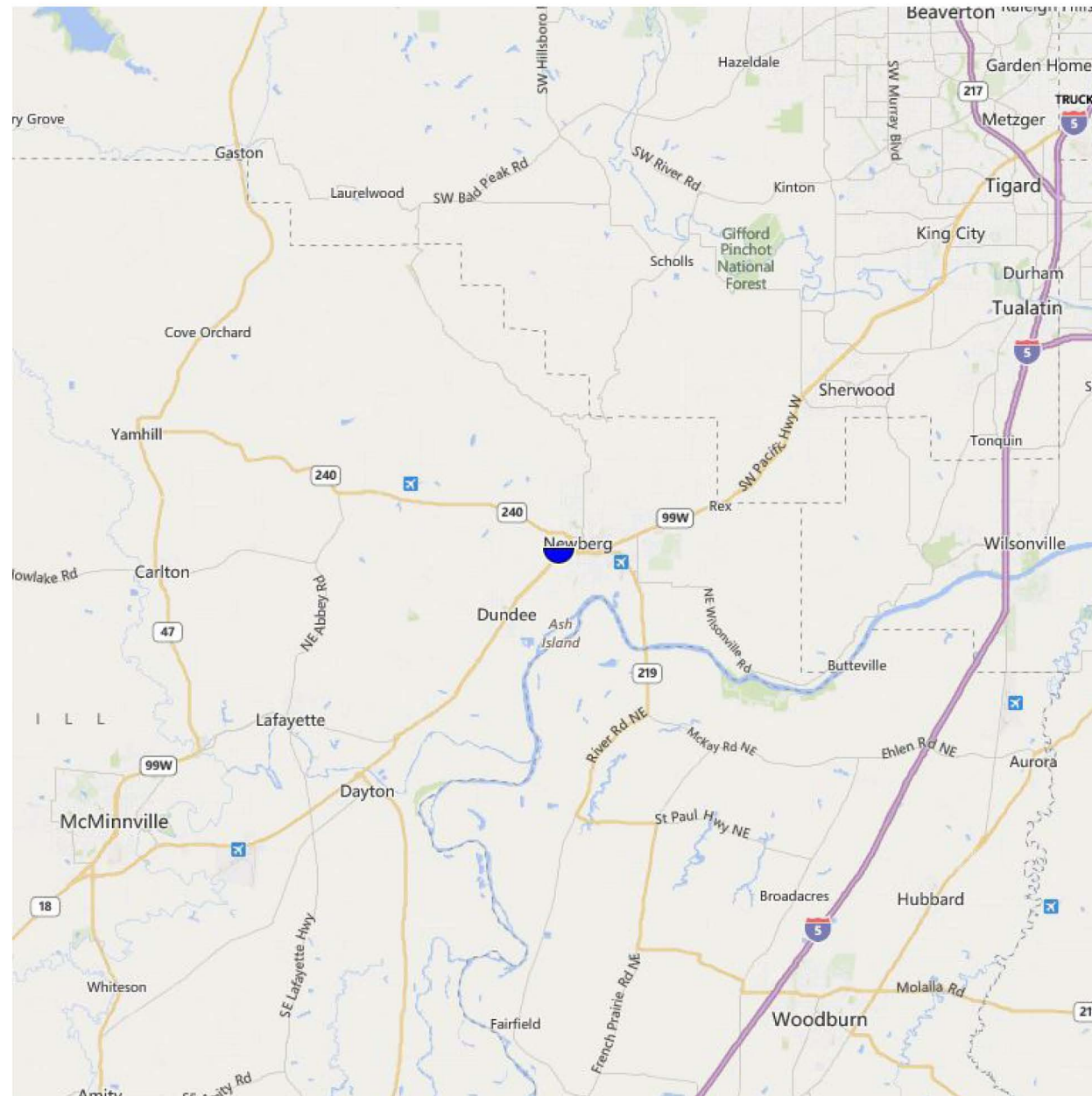
**Sales Contact Info**  
 Leigh Deinert  
 NORTHWEST NM  
 T: (541) 607-9355  
 F: (541) 607-9384  
[leigh.deinert@OUTFRONTMedia.com](mailto:leigh.deinert@OUTFRONTMedia.com)

## Outdoor Location Detail


| Face #    | Description                    | Posting Market       | Scheduled Dates      | Scheduled Days | Showing Days | Override Days | Purchase Type | Area        | Media     | III. | F | OOH Rating |
|-----------|--------------------------------|----------------------|----------------------|----------------|--------------|---------------|---------------|-------------|-----------|------|---|------------|
| 017505A-0 | W/L HWY 99 45 FT S/O 2ND WAY N | North West Non-Metro | 3/2/2015 - 2/28/2016 | 364            | 1            | 0             | Regular       | Newberg, Or | Bulletins | Y    | N | 86,035     |
|           | Design                         | Posted Date          | Covered Date         |                |              |               |               |             |           |      |   |            |
|           | MAKE A NEW TO DO               | 6/9/2015             |                      |                |              |               |               |             |           |      |   |            |

OUTFRONT Media hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.

# Visit Newport / Visit Newport



## Legend

 Bulletins

OUTFRONT Media hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.



# Visit Newport / Visit Newport



Face # 017505A-O - W/L HWY 99 45 FT S/O 2ND WAY N



Photo taken on: 6/9/2015



Photo taken on: 6/9/2015

### Face Information

|                 |                      |               |          |
|-----------------|----------------------|---------------|----------|
| Media:          | Bulletins            | Posted Date:  | 6/9/2015 |
| Area:           | Newberg, Or          | Covered Date: |          |
| Posting Market: | North West Non-Metro | Showing:      | 1        |
| Direction:      | N                    |               |          |
| Illumination:   | 18 hours             |               |          |
| DEC (000's):    | 19                   |               |          |
| OOH Rating:     | 86,035               |               |          |

|                    |                  |
|--------------------|------------------|
| Design:            | MAKE A NEW TO DO |
| First Received On: | n/a              |
| Last Received On:  | n/a              |



OUTFRONT Media hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.







## THANK YOU

On behalf of OPB's audience of 1 million+ Oregonians and Southern Washingtonians, **thank you** for considering an OPB sponsorship.

Oregon Public Broadcasting is respected nationally as a source for giving voice to the community, illuminating a wider world, and connecting Oregon with its neighbors. When your company becomes an OPB Business Partner, it benefits from that reputation. Sponsorship of OPB is a way for you to make a very visible, positive contribution to the community and to the quality of life of its members, while getting your message out to a broad, high quality audience.

We are happy to offer this unique marketing opportunity to the City of Newport.

Sincerely,

Kelsey Greco  
OPB Account Executive  
503.293.1998  
[kgreco@opb.org](mailto:kgreco@opb.org)



## LISTENERS CONNECT WITH PUBLIC RADIO

**74**

**PERCENT**

Discuss content with friends, family and colleagues

**87**

**PERCENT**

Consider public radio "personally important" to them

**95**

**PERCENT**

Take action in response to something heard on NPR



## LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS

**61**

**PERCENT**

Hold a more positive opinion of sponsors that support NPR

**53**

**PERCENT**

Agree NPR is selective about companies that sponsor its programming

**54**

**PERCENT**

Prefer to buy products or services from NPR sponsors<sup>1</sup>

<sup>1</sup> Lightspeed Research, NPR Sponsor Impact Survey, November 2013



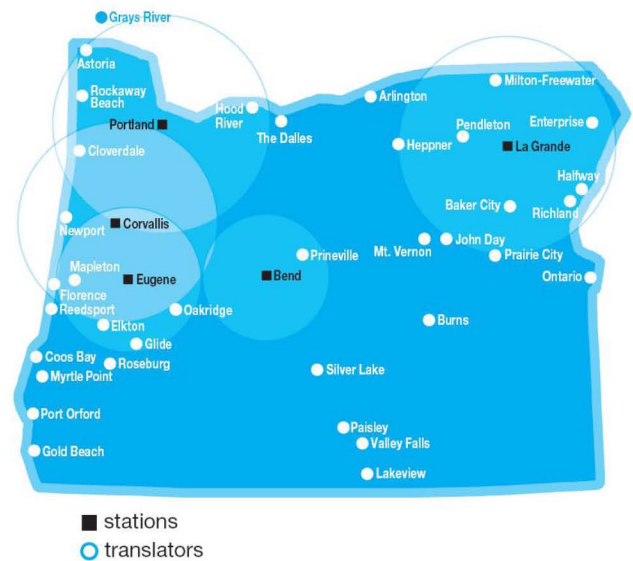


## OPB TELEVISION

OPB TV far outpaces cable ratings with an average of more than 37,000 Portland metro-area viewers per primetime program. Local viewers tune in weekly for news, nature, science, history, drama, children's shows and other enriching programs. OPB also broadcasts statewide, reaching listeners while they work, play, and travel around the state to recreation and second homes at the Oregon Coast, Central Oregon, and the mountains.

## OPB TV AUDIENCE<sup>1</sup>

- **268,000+ viewers have spent one or more nights at the Oregon Coast in the past 12 months.**
- 36,936 viewers have visited the Oregon Coast Aquarium in the past 12 months.
- 118,000+ viewers have been hiking or camping in the past 12 months.
- Viewers are 10% more likely than the average market to own a second home.



## TOP OPB TV PROGRAMS

| Day      | Time     | Program Title   | HH     | HH Rating | Share | A18+   |
|----------|----------|-----------------|--------|-----------|-------|--------|
| Monday   | 8:00 PM  | Antiques Rdshow | 48,038 | 4.16      | 7.11  | 67,163 |
| Monday   | 9:00 PM  | Oregon Exp.     | 21,985 | 1.9       | 3.43  | 29,771 |
| Thursday | 8:30 PM  | Oregon Guide    | 32,571 | 2.82      | 4.83  | 46,298 |
| Thursday | 9:00 PM  | Midsomer Murder | 40,278 | 3.49      | 6.17  | 54,259 |
| Saturday | 11:00 PM | Masterpiece     | 22,090 | 1.91      | 5.6   | 26,443 |

<sup>1</sup>Unless otherwise noted, source: PORTLAND, OR; Scarborough R1 2015: Mar14-Feb15; Metro; P 18+; © 2015 The Nielsen Company. All rights reserved

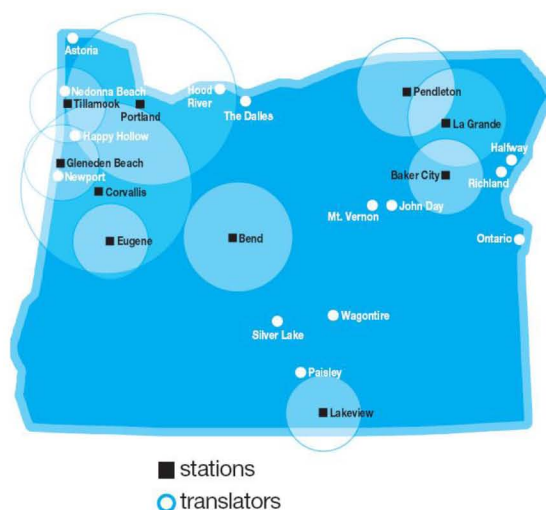


## OPB RADIO

OPB Radio reaches more than 445,000 listeners each week on 25 stations and translators throughout Oregon and southern Washington. An influential audience turns to OPB for in-depth, thought-provoking, and enjoyable programming. In fact, those who consider OPB to be their favorite station listen to OPB more than 10 hours per week.

## OPB/KMHD RADIO AUDIENCE

- **316,000+ listeners have spent one or more nights at the Oregon Coast in the past 12 months.**
- **OPB/KMHD listeners are 21% more likely than the average Portland market to visit Newport.**
- More than 50,000 OPB/KMHD Listeners have visited the Oregon Coast Aquarium in the past 12 months.
- 113,564 listeners have been hiking or backpacking in the past 12 months.
- 150,000+ OPB Radio listeners are between 25 and 54 years old.
- 101,000+ OPB Radio listeners have one child or more at home.
- 72% of public radio listeners have a **more positive opinion** of an organization that sponsors public radio.<sup>2</sup>
- 85% of listeners have taken a direct action based on past sponsorship credits.<sup>2</sup>
- Two thirds of public radio listeners say they **prefer to do business** with a company that sponsors public radio.<sup>3</sup>



1-3 NPR & Knowledge Networks: 2010 Halo Effect Study.

\*Unless otherwise noted, source: PORTLAND, OR; Scarborough R1 2015: Mar14-Feb15; Metro; P 18+; © 2015 The Nielsen Company. All rights reserved.





## OPB.ORG AUDIENCE

Of all Portland media websites, opb.org ranks number three, with more than 385,000 people visiting opb.org at least once a month<sup>3</sup>. Visitors come to opb.org seeking TV and radio schedules, the latest news, educational activities for children and more. Above all, visitors come to opb.org for online information they can trust – and they're more likely to do business with organizations that support OPB.



## OPB DIGITAL OPTIONS: À LA CARTE

### PREMIUM ROTATION

- 300 x 250 banner ad on most pages of opb.org
- Average Impressions: 268,750/month
- Sponsorship: \$4,000/month; \$3,600/month for 3 months; \$1250/wk

### STANDARD ROTATION

- 180 x 150 banner ad above the fold on most pages of opb.org
- Average Impressions: 282,915/month
- Sponsorship: \$500/month; \$450/month for 3 months; \$160/wk

### LIVE AUDIO STREAMING

- 10-second audio leader in stream
- Average Impressions: 285,000/month
- Sponsorship: \$4,500/month, \$4,050/month for 3 months, or \$1,400 per week.

### E-NEWSLETTER

- 140 x 140 linked ad
- Sent to 98,000 subscribers
- 21% open rate
- Sponsorship: \$200/wk

### MOBILE APP

- 320 x 50 linked ad
- Average Impressions: 37,017/month
- Avg clicks: 2,158; Avg CTR 8.87%
- Sponsorship: \$600/month or \$540 for 3 months; \$190/wk

<sup>3</sup> The Media Audit, KOPB-FM, Portland, OR, A18+, Apr/May 2013

\* Online data sources: PPM Analysis Tool, Dec/Jan/Feb 2014, KOPB-FM+KOAC-AM, Portland, OR, Metro, A18+ © 2014, Nielsen Audio, May not be copied or reproduced without the prior written permission of Arbitron; Doubleclick for Publishers, 2013 Average; Google Analytics, Jan/Feb 2014 Average/3 possible sponsors



## SUGGESTED CAMPAIGN COMPONENTS

### OPB and KMHD Radio

- Radio Coverage
  - 15 OPB Radio Premium Rotators (M-F, 5am-midnight)
  - 20 KMHD Broad Rotators (M-Sun, 6am-midnight)
  - Total spots: 35

Net sponsorship: \$2,350

### OPB TV

*The best way to reach a broad spectrum of OPB viewers during the peak watch times is to take advantage of our Primetime BTA's*

- Best time available
- One :10 spot, one evening per week
- 26 spots

Net sponsorship: \$4,072

### OPB Online

*Online sponsorship offers sponsors a content-rich platform for messaging*

- OPB News App
  - 320 X 50 linked ad
  - Up to five sponsors rotate
  - 3 months
- OPB Standard Rotation (180 X 150)
  - linked ad on most pages of opb
  - 3 months
- OPB Enews ad
  - 140 X 140 linked ad
  - Sent to 98,000 subscribers
  - One week per month, for 3 months

Net sponsorship: \$3,570

**Note: sponsor may opt to combine components or choose single options.**





## **SPONSORSHIP BENEFITS**

In addition to radio and online sponsorship benefits, the City of Newport will also receive:

### **Special Event Invitations**

Meet public broadcasting personalities and network with other Business Partners.

### **Partnership Promotion**

Promote your support of OPB in your organization's materials and link to OPB's website. Please request logos and specs.

### **The City of Newport's name on the OPB Website**

Your company name will appear on [opb.org/sponsorlist](http://opb.org/sponsorlist).

### **Individual Membership Discount**

Encourage employees to become new members at 20 percent off the regular rate.

### **Lending Library**

Enjoy free borrowing privileges from our library of both PBS "favorites" and business development programs. You may access our entire list of available videos at [opb.org/support/library](http://opb.org/support/library).



## PROCESS & PRODUCTION

### 1) Calendar

To start your sponsorship on OPB, the first step is to craft a schedule of recognition spots that will fit your budget and support your marketing calendar.

### 2) Agreement

Once you approve a schedule, OPB will provide a simple agreement for signature. With your signed agreement, we will reserve your spots in the schedule. We then work out the details of copy and creative.

### 3) Copy & Creative

Due to the non-commercial nature of our air, copy and artwork must meet OPB guidelines and committee approval. The process typically takes 1 – 2 weeks.

- Radio and TV spots are typically written collaboratively between the sponsor and OPB based on the sponsor's branding language and your account executive's knowledge of OPB's on-air guidelines.
- OPB can produce your TV spot with sponsor-provided visuals for \$250.
- Online ads are provided by sponsors per OPB specs. Referrals to qualified design resources available upon request.

### 4) Billing

Finally, billing will be sent monthly based on the number of spots that ran in the month before. If you have specific needs in your billing, we can work out a plan to accommodate your needs.

Sponsorship based upon availability. Rates are net and are guaranteed for three months from proposal date. Programs and/or spots are subject to change and may be pre-empted. If pre-empted, a comparable make good radio spot will be aired. All changes require a minimum of five business days.

*Sources: PPM Analysis Tool, A6+, Portland, OR Metro, Nov, Dec 2014/Jan 2015, KOPB-FM+KOAC-AM © 2014 Nielsen Audio. May not be copied or reproduced without the prior written permission of Nielsen Audio; Google Analytics, opb.org, 2013 Average; Stream: DoubleClick, April-August 2013 Average, Stream/3+Banner*



**We are excited to announce that the 2015/16 Oregon Coast E-newsletter are available for ad placement.**

The **2015-16 Oregon Coast e-newsletters** are available for reservation. As with all great offers, in my continued effort to be fair, I'm sending out updates to all OCVA advertisers (e-news, web and print) today about these e-newsletter positions and will accept reservations on a first-come, first-serve basis.



The Coast consumer e-newsletter, scheduled to go out every other month, is all about **The People's Coast**. Complete with featured stories, itineraries & events for all *three regions* of the Oregon Coast.

***What's that mean for you?*** You can take advantage and be a guaranteed part of the e-newsletter by advertising in the month of your choice.

- Over 44,000 subscribers with growth every month
- Released 2015 Aug, Oct, Dec & 2016 Feb, April, June
- Text ad is \$140 (max purchase is two)
- Premium banner ad is \$400 (max purchase is one)

Already have a few months in mind? Let me know quick as months are reserved on a first-come, first-serve basis.

I'm here to help answer questions and get those preferred months reserved for you.

Terra



**Terra Moreland**

Senior Account Executive – MEDIAmerica  
Associate Publisher – Discover Portland  
503 445 8830 - D | 971 235 2146 – M  
[terram@mediamerica.net](mailto:terram@mediamerica.net)

[Subscribe to receive Travel Oregon E-newsletters](#)







Destination Newport Committee members,

An apparent miscommunication on the part of a former Oregon Coast TODAY sales rep resulted in us running the "Discover Newport" for several months longer than the 26-week period approved by this committee at its Dec. 12, 2013, meeting.

The extended ad run resulted in an unbudgeted expenditure of \$5,500 in Destination Newport funds.

In order to make this right, the TODAY has undertaken to run a half-page, full-color "Discover Newport" ad for 20 weeks at no charge. This complimentary ad run began on May 8 and will continue through Sept. 18, 2015.

The total value of the complimentary ads is \$5,600.

Throughout this complimentary run, the ad can be tailored from week to week to promote particular events or remain constant.

Please accept my apologies for the misunderstanding,

Yours sincerely,

A handwritten signature in black ink, appearing to read "Patrick Alexander".

Patrick Alexander  
Editor & Publisher  
Oregon Coast TODAY

# oregon coast **TODAY**

- Offers access to thousands of adventurous, inquisitive readers who pick up our publication to find out what to see and do at the Coast. Current distribution — 12,000 copies at more than 400 locations from Manzanita to Yachats.

- \$280 per week for a half-page, full color ad.

- Six-week commitment from Sept. 25 through Oct. 30 covers the shoulder season as the coast moves into fall — at a total cost of \$1,680.

- Ads will be included in our e-edition, available at [www.oregoncoasttoday.com](http://www.oregoncoasttoday.com).

- Ads can be updated at any time during the ad run, giving you the option of promoting weekly events.

- Advertisers also gain access to the TODAY's Facebook following, currently running at more than 66,000 fans.



Greg Robertson, Oregon Coast TODAY

email: [greg@oregoncoasttoday.com](mailto:greg@oregoncoasttoday.com)

cell: 541-992-1920



# Make a New **ToDo**

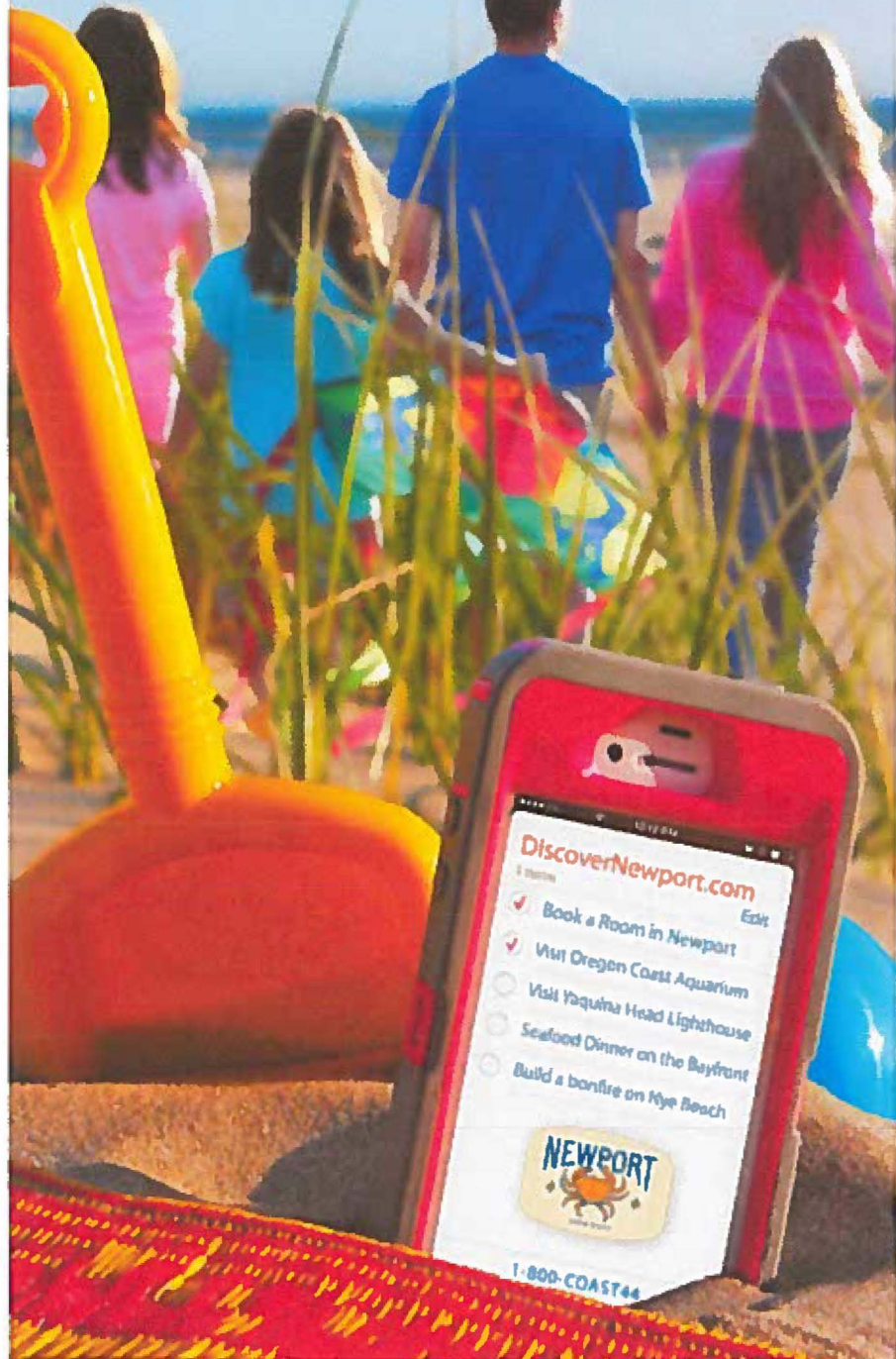
## *DiscoverNewport.com*

### Half-page ad

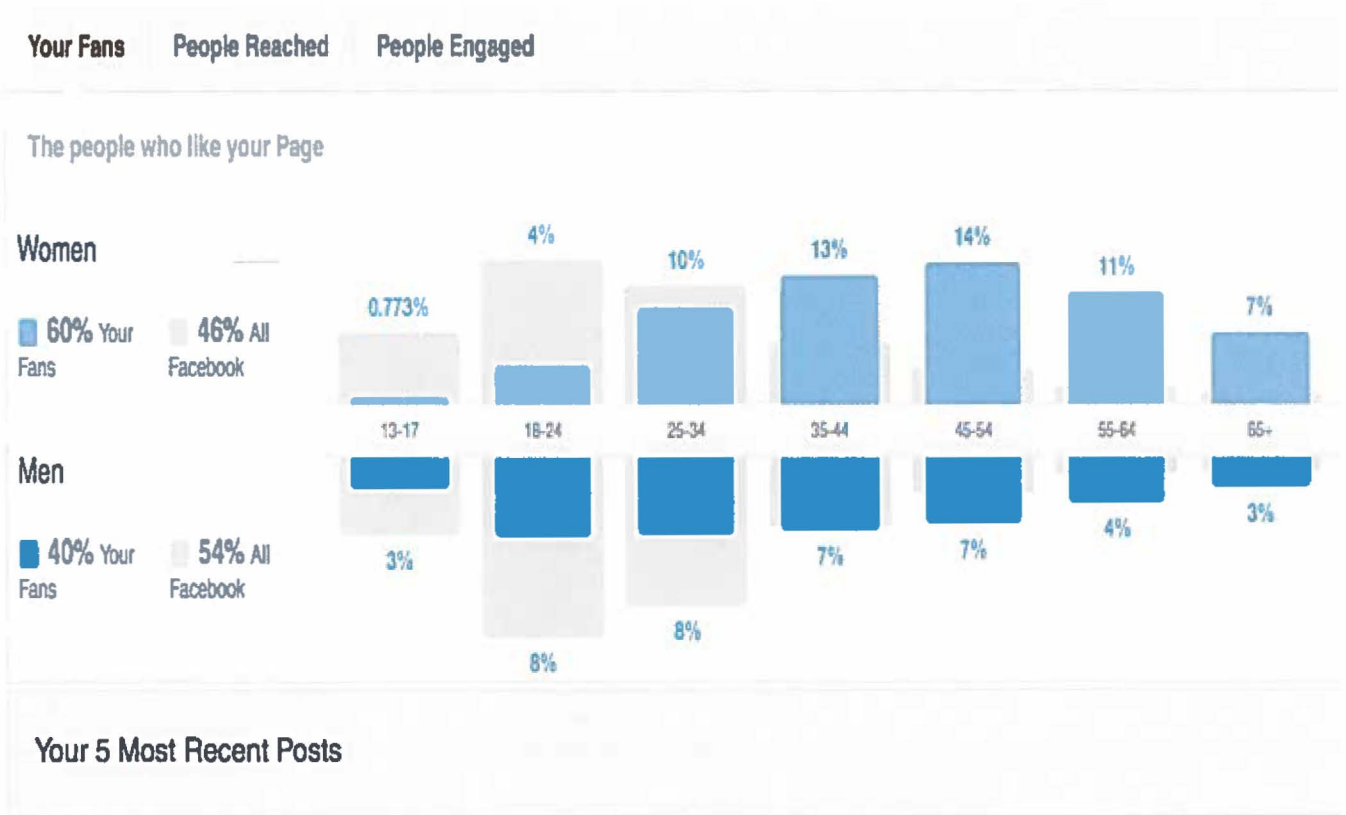
Shown actual size: 10.5 inches wide and 5 inches tall.






















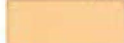








Also available in vertical configuration: 5.165 inches wide and 10.25 inches tall.

\$280 per week for full color.



# Facebook insights



| Reach: Organic / Paid  |   |   |  |        |   |  | Post Clicks |   | Likes |   |
|------------------------|---|---|--|--------|---|--|-------------|---|-------|---|
| Published              | Post  | Type  | Targeting  | Reach  |   |  | Engagement  |   |       |   |
| 05/18/2015<br>2:06 pm  |  Oregon Coast Today shared Rockaway Beach's video.   |  |  | 28K    |  |  | 2.6K        |  | 1.5K  |  |
| 05/17/2015<br>12:07 pm |  Thanks to Tina Nash for sharing this shot of a Battle Sail between the tall ships Lady Washington and     |  |  | 24.8K  |  |  | 1.2K        |  | 1.9K  |  |
| 05/16/2015<br>3:59 pm  |  Many thanks to Sam Clark for sharing this shot of the tall ships' arrival in Newport yesterday.           |  |  | 37K    |  |  | 2K          |  | 3K    |  |
| 05/13/2015<br>2:31 pm  |  Lillies by the bay, Yachats. 2 pm.  |  |  | 165.9K |  |  | 5.7K        |  | 15K   |  |
| 05/13/2015<br>9:07 am  |  From tall ships to small birds and happy dogs to cold brews, it's gearing up to be a great weekend on the |  |  | 13.2K  |  |  | 586         |  | 932   |  |



# **KFIR 720AM**

***“The Voice of the Valley”***

28041 Pleasant Valley Rd. Sweet Home, Oregon 97386  
Tel (541) 367-5117 Fax (541) 223-5419 Email: joe@kfir720am.com  
www.kfir720am.com

## **Discover Newport 2015 / 2016**

Over the past two years, KFIR 720am “The Voice of the Valley” has enjoyed the opportunity to invite tourism to Newport through-out the Willamette valley with our 10,000 watt radio station. Listeners from the mid Willamette Valley have been and will continue to travel Hwy 20 to **Discover Newport** as their gateway to the Pacific Ocean and so much more!

Having produced the two key components to advertising over the last two years Frequency and Consistency a long with creating listener interacted commercials asking people “What do you like about Newport” KFIR would like to continue this quality relationship directly down Hwy. 20 **by holding our pricing from last year into this year.**

The City of Newport will once again receive the following. . .

### **\$300 Monthly Plan:**

KFIR “The Voice of the Valley” will run (2) :30 second commercials per day every day of the month over the next 12-months. That’s 60 commercials per month. All commercials will run between 6am and 8pm. Total of 720 commercials.

In Addition, banner placement is available on the KFIR website. Customer must supply 768 X 90 banner.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Title



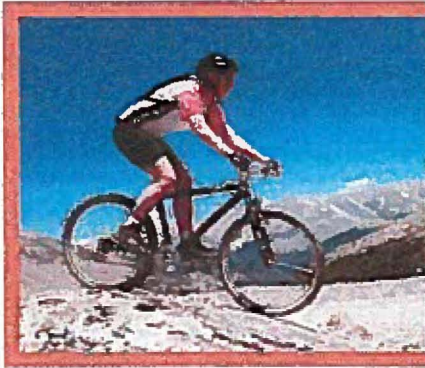


**You are invited to be a part of...**

# "CROSSWEST ADVENTURES"

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

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

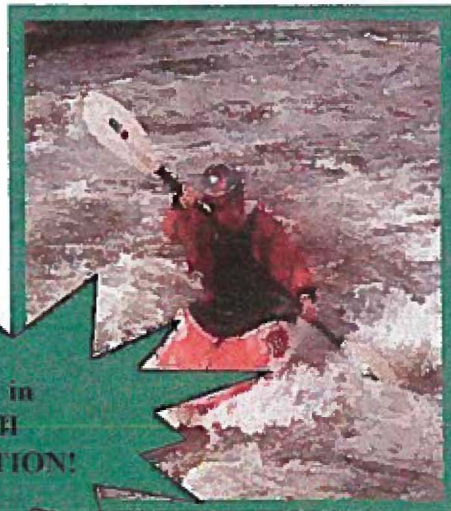


We offer you the rights to  
use the Video/TV segment  
on:  
Facebook & Website,  
YouTube, etc.



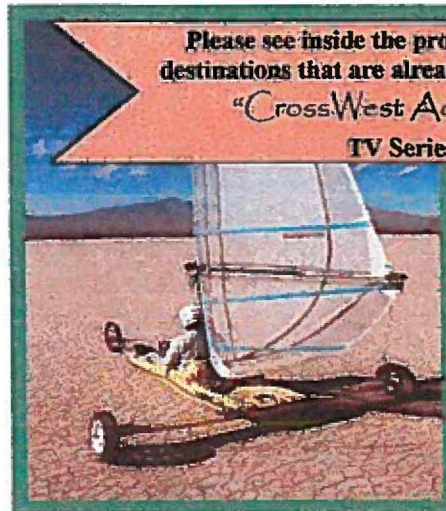
"CROSSWEST ADVENTURES" is a 33 episode travel-action-adventure TV-Series in its 8<sup>th</sup> TV broadcast season and is scheduled to begin airing again with 6 NEW EPISODES during Summer, 2015 on the "Altitude" TV Channel (the fastest growing TV sports channel in America). "CROSSWEST ADVENTURES" was 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 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.



**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 \*\*\***

Produced by "Award-Winning" CV&A Films, LLC  
© CV&A Films, LLC 2014



## **"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**

TV Commercial Advertiser & TV Location Sponsor

~~\$39,900~~

May 1, 2015

To Be Determined

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

**ONLY \$12,900**

**IF PAID IN FULL by the  
"payment deadline"**

**Cost:**

**Contract Deadline:**

**Payment Deadline:**

**TV Broadcast Dates:**

**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



- “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.”**

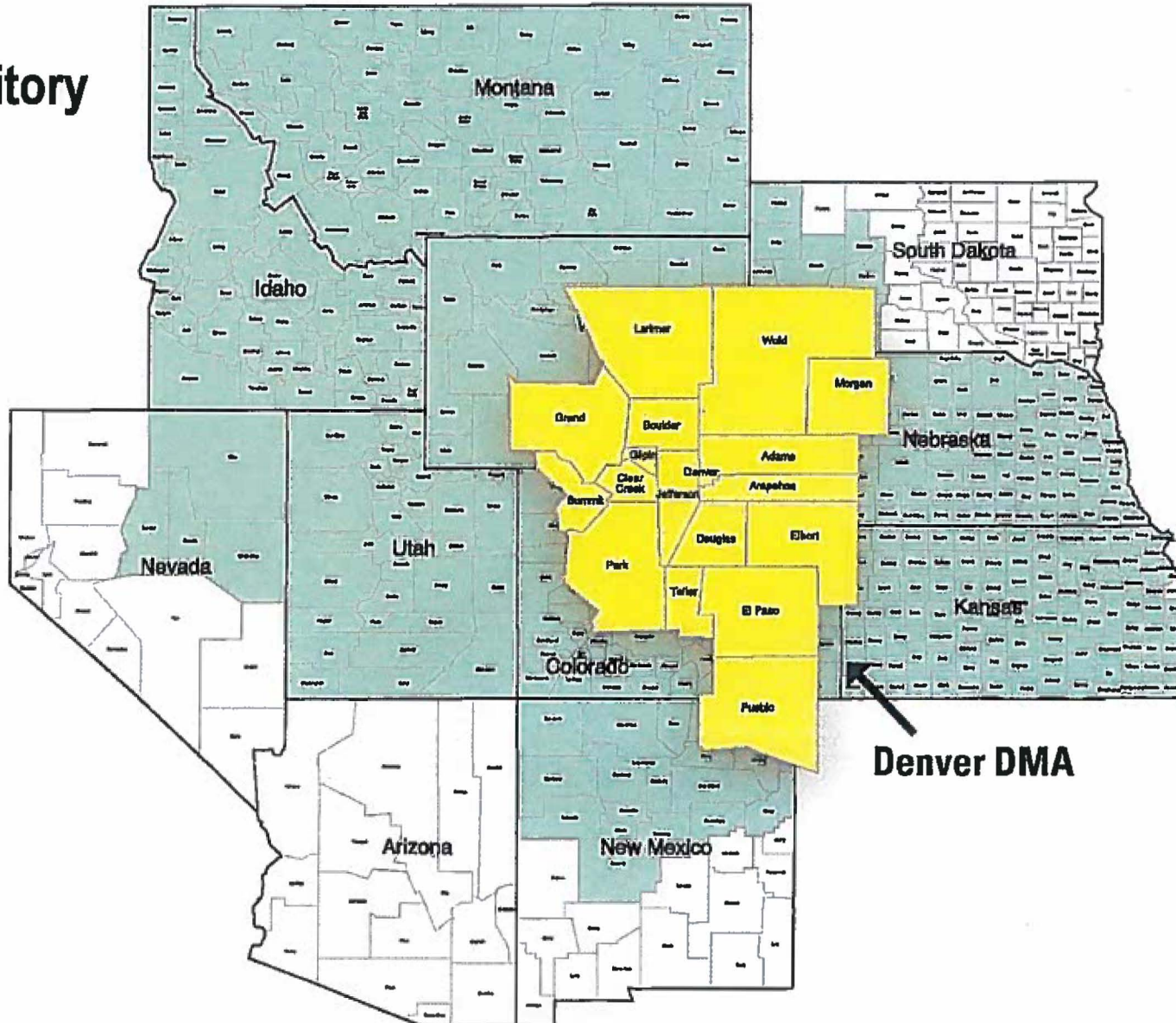
- **“Altitude” is also available regionally on many CABLE TV systems/carriers and/or satellite networks in the following states (see map):**

**\* Colorado \* Idaho \* Kansas \***

**\* Montana \* Nebraska \* Nevada \***



## Altitude Territory



### KEY DMAs:

**Denver**

Salt Lake City

Wichita

Omaha

Colorado Springs

Lincoln

Albuquerque

Boise

Missoula

Idaho-Falls

Billings

Cheyenne

**Denver DMA**



**General Information:**

Name of Applicant Organization: City of Newport Parks and Recreation Department

Mailing Address: 169 SW Coast Hwy.

City, State, Zip: Newport, OR, 97365

Telephone: (541) 574-5453

Fax: (541) 574-6596

E-Mail Address: M.Cavanaugh@NewportOregon.gov

Principal Contact (If different from Applicant): Michael Cavanaugh

Mailing Address (If different from Applicant): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Date(s) and Time(s) of Event: Saturday - August 22, 2015

Description of Event or Activity\*: Buccaneer Rampage

Athletes and competitors from all over the state will converge on Newport to challenge

their skill and endurance against our mud obstacle course. The course will be 3.5 miles

of mud, dirt, gravel, and 15+ obstacles that will challenge even the top competitors.

Nature of Event or Activity:

Single Day Event Aug 22

Multi-night local lodging event \_\_\_\_\_ days

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

Amount of Funding Requested: \$ 1000

Total Event/Activity Budget: \$ 6000

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

Statewide targeted marketing efforts including:

Placing adds in racing publications

Online advertising expenses.

Mailing materials to racing stores across the Northwest

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

Bigfoot Beverages, Les Schwab Tires and Road & Driveway will be sponsoring the race by offering

additional funding and/or in-kind product to help us make this event a huge success.

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

Has applicant received funding in prior years from the city for this event/activity? If yes, when: No

**Projected Event/Activity Impact:**

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

We anticipate this event bringing around 300 visitors to town. Many participants in this type of activity have a family and disposable income. They will often travel to events with their spouse and children. This will provide business to local hotels, restaurants, stores, and tourist attractions.

Last year, many competitors came into town for the weekend. They competed in our race on Saturday and stayed in hotels Saturday night.

**Financial Reporting Requirements:**

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

**PROPOSED REVENUES**

|                |                       |        |         |
|----------------|-----------------------|--------|---------|
| Source #1      | Participation fees    | Amount | \$ 4000 |
| Source #2      | Sponsorships & Grants | Amount | \$ 3500 |
| Source #3      |                       | Amount | \$      |
| Source #4      |                       | Amount | \$      |
| Source #5      |                       | Amount | \$      |
| TOTAL REVENUES |                       |        | \$ 7000 |

\*Use additional sheets as necessary.




### PROPOSED EXPENDITURES

|                           |   |        |                |
|---------------------------|---|--------|----------------|
| Use #1                    | Competitor and volunteer T-Shirts         | Amount | \$ 1000        |
| Use #2                    | Awards, and race packets supplies.        | Amount | \$ 1500        |
| Use #3                    | Artwork development                       | Amount | \$ 600         |
| Use #4                    | Placing ads in magazines and websites     | Amount | \$ 1000        |
| Use #5                    | Course marking & timing supplies          | Amount | \$ 500         |
| Use #6                    | Services (porter potties, tents, etc)     | Amount | \$ 1000        |
| Use #7                    | Mailing promo materials to racing stores. | Amount | \$ 400         |
| Use #8                    |   | Amount | \$             |
| Use #9                    |   | Amount | \$             |
| Use #10                   |   | Amount | \$             |
| <b>TOTAL EXPENDITURES</b> |   |        | <b>\$ 6000</b> |

**REVENUES MINUS EXPENDITURES**      \$ 1000

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.

May 26, 2015  
Date

  
Applicant Signature  
Michael Cavanaugh  
Applicant Printed Name

Here are the past numbers from the Buccaneer Rampage. The out of area racers are from outside the Waldport, Newport, Lincoln City, Siletz & Toledo area.

- 2013 Race: 35 out of area racers (total racers was 103)
- 2014 Race: 44 out of area racers (total racers was 128)

Thanks,

**Mike Cavanaugh**

Sports Coordinator

City of Newport Parks & Recreation

541-574-5453 (office)

541-574-6596 (fax)



**General Information:**

Name of Applicant Organization: OCCC Foundation & Oregon Coast Aquarium

Mailing Address: 400 SE College Way

City, State, Zip: Newport, OR 97366

Telephone: 541-867-8531

Fax: 541-265-3820

E-Mail Address: jodi.gann@occc.cc.or.us

Principal Contact (If different from Applicant): Jodi Gann

Mailing Address (If different from Applicant): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Date(s) and Time(s) of Event: 11/07/2015

Description of Event or Activity\*: This fund-raiser for the Oregon Coast Community College Foundation and Oregon Coast

Aquarium is a culinary event featuring local and regional chefs who present their unique oyster dishes for guests to sample while  
strolling the Aquarium grounds. Beverages are also provided by craft breweries and some of the region's foremost wineries. Entertainment  
and Aquarium behind-the-scenes encounters provide guests with memorable interactive experiences befitting this unique coastal event.

Nature of Event or Activity:

Single Day Event X

Multi-night local lodging event \_\_\_\_\_ days

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

Amount of Funding Requested: \$ 5,000

Total Event/Activity Budget: \$ 26,500

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

The tourism marketing grant from 2014, allowed Oyster Cloyster to extend marketing to the Willamette Valley. By showcasing

Oyster Cloyster as the premier seafood competition in the Pacific Northwest we targeted the ever growing foodie

demographic in Portland, Salem, Corvallis and Eugene. Our event numbers increased by 35%. For 2015, we will again target

Portland with banner ad space in the Portland Monthly Magazine's interactive bi-monthly Tripster email. Tripster is targeted to

individuals who have opted in for travel and getaway news through Portland Monthly. It has a subscriber base of 22K and an open rate of 35% with a

click rate of 37%. The Aquarium will leverage its buying history and non-profit status to command a discounted rate. Next we will use 1859 Magazine

to target affluent, informed, active and highly educated residents of Oregon. We will place several online banner ad buys and we also plan

to use funds to target foodies and travelers on FaceBook through newsfeed ads.

List event/activity supporters or partners\*: \_\_\_\_\_  
Past supporters include: Chinook Winds, Wilder, Georgia Pacific, Pacific Seafood,  
Rogue Brewery, SunWest Honda, PacifiCorp, Newport News Times  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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

Yes, in 2014  
\_\_\_\_\_

**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.): Although the Oyster Cloyster

is in its 15th year, 2015 marks year three of the partnership between OCCC and the Aquarium. With the Aquarium's marketing help, the 2014

Oyster Cloyster saw a major increase in attendance with over 100 guests. By continuing the marketing into the Willamette Valley

for 2015 the Oregon Coast Community College Foundation and Oregon Coast Aquarium have a goal of 500 attendees

for the 2015 Oyster Cloyster. By seeking this additional attendance through non-Lincoln County residents,

the 2015 Oyster Cloyster is projecting close to 100 room nights at local Newport hotels. The Oyster Cloyster

is an evening event that involves alcohol so most non-residents stay the night. The event is on a Saturday

evening so we expect our audience will have an impact on restaurants by patronizing them before the event and again on

Sunday prior to leaving town. The long-standing event is also a great signature attraction to bring visitors to Newport during

the off season, introduce them to the area (and to the amazing cuisine), and entice them to return for visits throughout the year.

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INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: OCT 17 2000

OREGON COAST COMMUNITY COLLEGE  
FOUNDATION  
332 SW COAST HWY  
NEWPORT, OR 97365

Employer Identification Number:  
93-1290953  
DLN:  
17053188013040  
Contact Person:  
ELIZABETH MARQUEZ ID# 95117  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Form 990 Required:  
Yes  
Addendum Applies:  
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in sections 509(a)(1) and 170(b)(1)(A)(iv).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, if you are involved in an excess benefit transaction, that transaction might be subject to the excise taxes of section 4958. Additionally, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please contact your key district office.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the

Letter 947 (DO/CG)