



## AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, September 17, 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, September 17, 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 - August 20, 2015 meeting minutes review and approve
  - b. Review of Accts., August 2015.
- IV. Media Consideration
  - a. Hospitality Vision - Marti Barlow
  - b. Oregon Coast Today - Patrick Alexander
  - c. Visitors Choice - Ted Bainbridge
  - d. 2016 Oregon's Coast Visitors Guide - Gale Hart
  - e. KGAL - Charlie Eads
  - f. Travel Oregon - Besty Hand
  - g. Outdoor - Leigh Deinert - Newberg renewal
- V. Other
  - a. Discuss Usage of Video and Still Photos from Uncage the Soul by Businesses in Newport
- VI. Discussion and Action
- VII. Analytics
- VIII. Chamber Report
- IX. Public Comment
- X. Adjournment



### CALL TO ORDER

The August 20, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:02 P.M. In attendance were John Clark, Judy Kuhl, Ric Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, News-Times, Ian Frost, Oregon State Beavers, Randy Ross, KEZI, Marti Barlowl, Hospitality Vision, Losh Logan, Comcast, Ted Bainbridge & Neal Henning, Visitors Choice.

### INTRODUCTIONS

Everyone went around the table and introduced themselves

### ADDITIONS/DELECTIONS TO AGENDA

None

### CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the July 16, 2015, meeting;
- B. Review of Accounts for July 2015; and the end of the 2014-15 fiscal year.

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

### MEDIA CONSIDERATIONS

Hospitality Vision - Barlow reviewed her proposal that had a few additions this year. She highlighted the new features and the well liked features. They have the ability to track people using the app.

Oregon State Beavers - Frost reviewed his proposal which included the demographics of their fans and the loyalty their fans show to businesses that support the Beavers.

KEZI - Joss presented their proposal for the 2015-16 which included the new programing. They are introducing a digital platform which can target the demographics that the committee wishes to target. They can track and send reports.

Comcast - Logan presented the special programing that Comcast can provide. \$10,000 for 2.6 million impressions 100,000 targeted with 70% of market reached or \$20,000 per month for 5.8 million impressions 81% of market reached.

Visitors Choice: Bainbridge and Henning presented their proposal. They have a new look. They are using people on the cover, moving calendar of events to the middle of the book, maps will have less text and bigger photo. \$4,000 soft cover for Bend and Coast and \$4,000 hard cover for Bend and Coast. Must have three year commitment and you get intro to fun section.

## 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.

Rabourn suggested that the committee use more money on digital advertising. The committee discussed the focus of digital advertising. This is the direction the committee has been heading that is why the commercials were made. The committee will continue to discuss more of a digital focus and the News-Times would be able to administer a digital focus if the committee choose that.

Davis reviewed the information she received from Mike Murzynsky, City of Newport Finance Director. The 46% of Room Tax is split between DNC, Chamber of Commerce, OCCA, VAC, and a little Admin. The reason that DNC has not been increased is due to the volatile nature of the Room Tax rate. It was suggested that if the committee wanted more money for a project in the spring that the committee go to the City Council and request additional funds for that project. The Council would know if they had the extra money in Room Tax to provide the funding. By using this approach the city does not run the risk of becoming over extended in the Room Tax Fund.

Davis reviewed what the Chamber does for the city and the committee. Currently, revamping the DNC and Chamber websites making them mobile friendly. They manage the press room, photos, calendar of events, they post everyday on Facebook and Instagram.

Davis will send the link to DNC for the Google Analytics.

Analytics and Chamber Report will be added to the agenda for DNC.

Committee passed on OPB proposal.

Committee would like to hold until September on KGAL, Hospitality Vision, Oregon's Coast Visitors Guide, and Visitors Choice.

MOTION was made by Rabourn, seconded by Kuhl, for Oregon State Beavers campaign with Facebook engagement and Reser Stadium Ribbon Board and one PA announcement for \$17,000. The motion carried unanimously in a voice vote.

MOTION was made by Kuhl, seconded by Rabourn, to continue advertising on KEZI for both TV and Digital for April and May for \$20,000 total. The motion carried unanimously in a voice vote.

MOTION was made by Rabourn, seconded by Kuhl, to advertise on Comcast for 5.8 million impression for \$20,000 in September and 2.6 million impressions for \$10,000 for October for a total cost of \$30,000. The motion carried unanimously in a voice vote.

Committee choose to pass on All Classical.

Next meeting will be September 17, 2015.

#### ADJOURNMENT

Having no further business, the meeting adjourned at approximately 4:39 P.M.



# Concierge ToGo<sup>SM</sup> HospitalityVision<sup>TM</sup> always accommodating

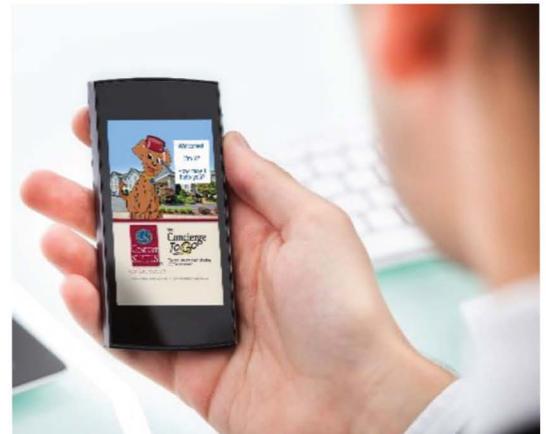
Submitted by Marti Staprans Barlow, [marti@hospitalityvision.net](mailto:marti@hospitalityvision.net) (541) 760-5996.  
Twitter @goaskmarti [www.hospitalityvision.net](http://www.hospitalityvision.net)

## HOSPITALITYVISION/CONCIERGE TOGO®

### HOTEL MOBILE APP/TV & PRINT PARTNERSHIP

Statewide travel spending, \$10.3 billion, increased by 4.3 percent in current dollars and 3.5 percent in real dollars (adjusted for inflation). This is the fifth consecutive year of spending growth. An estimated 26.8 million overnight visitors traveled to Oregon destinations in 2014 (preliminary). This represents a 2.1 percent increase over 2013. **Hotel Room demand, as measured by STR, Inc., increased by 4.0 percent for the year. Local lodging tax receipts increased by 15.2 percent from the 2013 to 2014 fiscal year**

Advertising with HospitalityVision/Concierge ToGo® targets Albany, Eugene and Corvallis university markets where families, visiting students, and business travelers are looking for a “day trip” which can be easily converted into an overnight stay. This is a ready-to-buy market simply deciding where to go.



**The fastest growing group of travelers are the millennials. They find info and book travel on their smart phones and we target them directly – smart phone use has surpassed PC use.**

**DESTINATION NEWPORT “GOES MOBILE” WITH THE NATION’S ONLY  
TRADEMARKED VIRTUAL CONCIERGE HOTEL  
SMART PHONE APP**



For just \$225.00 a month (usually \$99 monthly per market), Destination Newport will receive:

**1) CONCIERGE TOGO® MOBILE SMART PHONE APP LISTING**

Listing on Places to Play for Destination Newport website on virtual concierge phone apps. With Concierge ToGo guests can take the directory out of the room™ at these hotels:

**Corvallis:**

Leo at the Corvallis Hilton Garden Inn (code 1234 for sample)

Bernice at the Holiday Inn Express on the River

Super Kate at the Corvallis Super 8 Riverfront (code 1250 for sample)

Cory at the Corvallis Best Western

**NEW: Booker at Comfort Suites**

**Corvallis –Hotel Code 1266**

**NEW: Econolodge Corvallis**

**Albany:**

Sadie at the Comfort Suites

Wes at the Best Western Albany

Super Nate at the Albany Super 8

**Eugene:**

Phil at the Campus Inn Suites

Gene the Duck at the Comfort Suite

Glenwood

Phil at the Broadway Inn

Phil at the Courtesy Inn



**LISTINGS ON CONCIERGE TOGO BED AND BREAKFAST MOBILE APP IN CORVALLIS!**

59% of all travel booking/plans are no made online or on mobile source – per NewMedia watch. Concierge ToGo provides a concierge to mid-level hotels so guests can tour hotel amenities, books room, play free games, send a free postcard, check meeting times and local events, reserve a limo tour, order a wakeup call, book a spa, order room service and check out and all local dining options/attractions. Videos and photos can be incorporated in the app.



**2) IN-ROOM HOTEL TELEVISIONS** Many hotel groups, including Choice ® Hotels have incorporated de-clutter programs in rooms and lobbies. HospitalityVision is your entry into each and every room to invite guests to Newport on the specific in-room hotel information channel or official TV Guest Directory – we have replaced the in room print directory in most of our hotels.

**Destination Newport’s ad is showcased to TARGETED visitors making their buying decisions in the room:**

**Your ad is aired on all the hotel TVs 160X a day, 5400 X a month on each TV in these adjacent day and overnight trip-friendly markets on only in-room ad venue**



**Albany:** Comfort Inn Suites, Phoenix Inn Suites, Holiday Inn Express and Super 8 for 400 rooms to **170,000** guests annually. \*guests ask for day/night trips

**Corvallis:** Hilton Garden Inn, Holiday Inn Express on the River, Best Western Grand Manor Inn, Comfort Suites, EconoLodge and Super 8 OSU partner hotels in 600+ rooms to **300,000** visitors and Beaver fans annually. \*guests ask for day/night trips

**Eugene:** Comfort Suites, Campus Inn Suites, Phoenix Inn Suites, Broadway Inn, Courtesy Inn, and University Inn U of O Partner hotels 450 rooms to **280,000** visitors and Duck fans annually. \*guests ask for day/night trips. **Ad can be switched out seasonally at no extra charge.**

### **3) PRINT EZ MAP IN LOBBY**

Print Listing on EZ maps in Corvallis, Albany and Eugene – the primary map handed out in the hotel lobbies and printed monthly on demand so it can be seasonally adjusted for different activities. 50, 000 copies printed annually.

### **4) NEW GAME ON APPS CALLED HOTEL RUN.**

**Total TARGET MARKET REACH – 750,000 guests on all screens and map. (up 20% from last year)**

**Total partnership agreement amount to be approved for 2015-2016 or 9 mos at \$225.00 or \$2025\***

**\*three months free donated by HospitalityVision/Concierge ToGo in support of Oregon Tourism.**

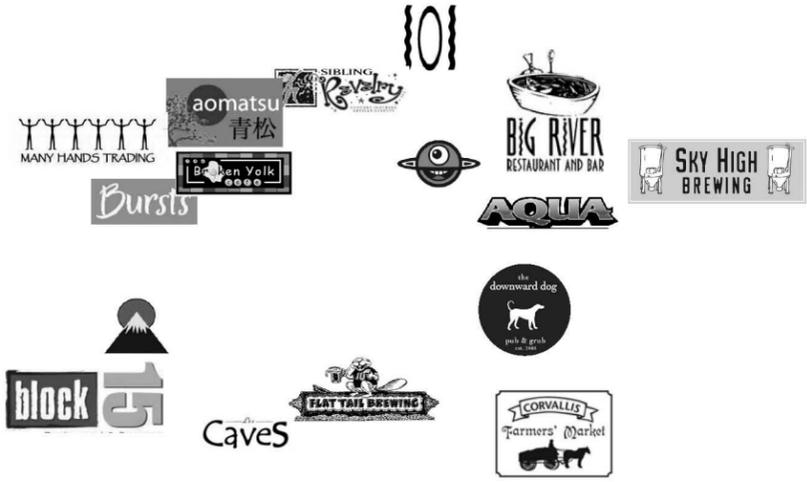
*With HospitalityVision.....*



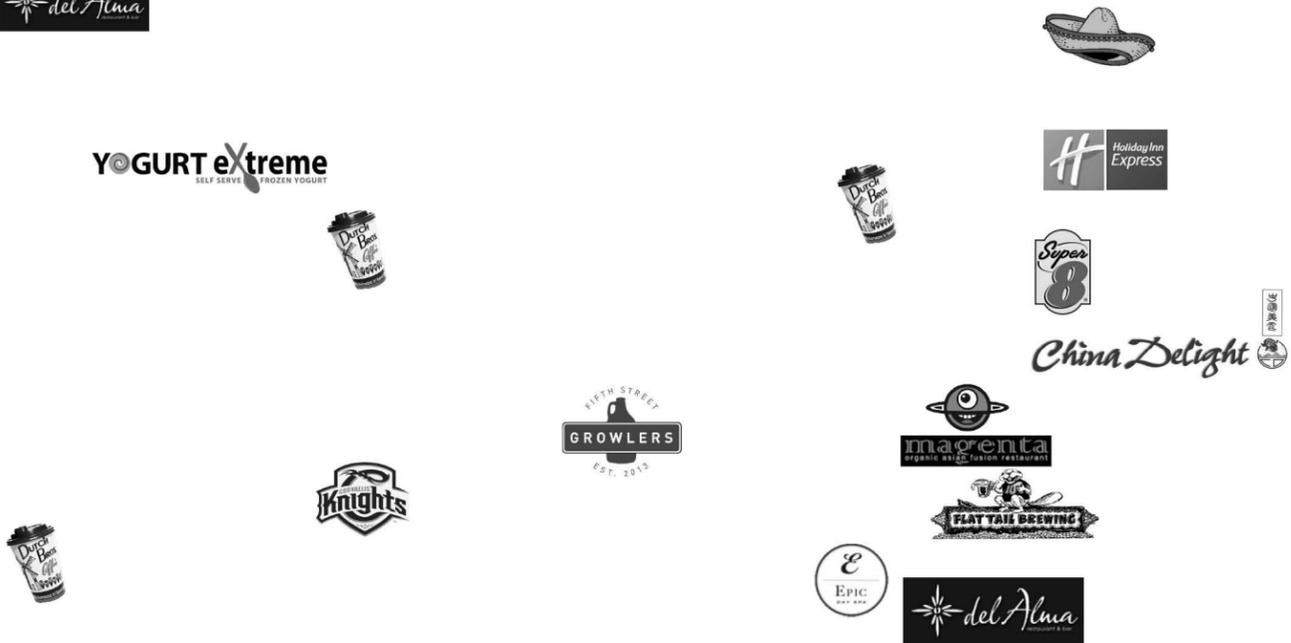
A personalized concierge for each hotel so that each hotel can stand out from the rest.

Guests watch their lobby or in-room TV's for information about the hotel and community and then simply scan in the QR code and download the ConciergeToGo™ app on their smart phone and take their *Guest Directory out of the room* with detailed hotel info, maps to local attractions, restaurant menus, meeting times, hotel rewards program links & free games.

YOGURT extreme  
SELF SERVE FROZEN YOGURT



YOGURT extreme  
SELF SERVE FROZEN YOGURT



Hilton Garden Inn

FORKS & CORKS CATERING



Donna Bella  
Fine Lingerie Comfortwear





comcast.





Lorna & Cindy,

Below is my proposal for the continuation of the shoulder season Valley ad campaign. Thanks for your consideration

Destination Newport  
City of Newport  
Attn: Cindy Breves-DNC  
169 SW Coast Hwy  
Newport, OR 97365

Package Billing: \$350 per month....September 8 through June 30<sup>th</sup> Cut # 2566N & 2563N (thirty and sixty in rotation)

All 5 stations (2 broadcast & 3 Internet streams) at a non-profit rate of \$350 per month. In most months you would receive over \$1000 in value and always at least \$700. Actual times would be sent to you every month."

You have the produced ads in the last email.

Charlie

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

# PLUG IN TO OREGON BUSINESS

Convenience and coverage in a converged media package delivering access to over 20 different locations spanning the magazine, the website and our social touch points.

## 1 THE MAGAZINE

WITH PLUG IN TO OREGON BUSINESS WE PROVIDE A DEEP FREQUENCY DISCOUNT TO CLIENTS WHO RUN FOUR (4) OR MORE TIMES A YEAR.

Full Page	\$3,100/month	\$2,350/month	\$1,600/month
Two-Thirds Page	\$2,850/month	\$2,100/month	\$1,450/month
Half Page	\$2,600/month	\$1,950/month	\$1,350/month
Third Page	\$2,100/month	\$1,600/month	\$1,100/month

## ONE BUY – ALL CHANNELS

- 1 OREGON BUSINESS MAGAZINE**  
Plug In's converged media package starts with *Oregon Business* magazine. Select your ad size, frequency, specific months and receive concurrent exposure on OregonBusiness.com and our Social Media channels.
- 2 OREGONBUSINESS.COM**  
With Plug In you have access to site wide banner ads in all sizes, Monthly guest blog posts, monthly Press Release postings, monthly event listings, and an enhanced company listing within our CEO Pages.
- 3 E-NEWS, SOCIAL MEDIA**  
*Oregon Business* is social, with a monthly twitter reach of over 69,000 and 13,300 followers and a monthly Facebook post reach of 5,160.



2015

# PLUG IN TO OREGON BUSINESS

Your package includes access to our online audience with banner ads and your contributed content:

## 2 OREGONBUSINESS.COM

### WEBSITE ADS ADS

#### BIG BOX BANNER (SITE-WIDE)

Your big box banner ad rotates with other participants for as long as you are in the program.

#### SKYSCRAPER BANNER (SITE-WIDE)

Your skyscraper banner ad rotates with other participants for as long as you are in the program.

#### LEADERBOARD BANNER (SITE-WIDE)

Your leaderboard banner ad rotates with other participants for as long as you are in the program.

### ONLINE PARTICIPATION

#### GUEST BLOG

Dedicated story page for your industry expert to provide thought-provoking C-level advice and generate reader interaction. An informative blog post summary by your topic expert exists on the home page for at least one day of each month. Each blog includes a comments section. Comments also show up in the frame site-wide as new comments are made.

#### EVENT/PRESS RELEASE

Dedicated story page can include logo, photos, illustrations and full text. Title and short summary of your event/press release shows on every page of the website for at least one day of each month. Press release and event story pages may include multiple back links to your website, a powerful SEO strategy which improves your Google organic search ranking.

#### ENHANCED LISTING

Your enhanced listing on our CEO Pages directory stands out from the rest with a large format picture and preferential upper placement.

# PLUG IN TO OREGON BUSINESS

Stay top of mind with our daily outreach to e-news subscribers and social media audience:

## 3 E-NEWS/SOCIAL MEDIA



### FACEBOOK.COM/OREGONBUSINESS

#### LIKES

Oregon Business will “like” your business Facebook page from the Oregon Business Facebook page, strengthening your social network.

#### SHARES

Once per month, we will “share” a Facebook post of your choosing.



### TWITTER.COM/OREGONBUSINESS

#### FOLLOW

We will “follow” your business Twitter account from the Oregon Business Twitter account.

#### TWEET

Once per month, the Oregon Business Twitter account will re-tweet a post of your choosing.

### E-NEWSLETTER: OREGON BUSINESS DAILY

#### BIG BOX BANNER

Your big box banner ad rotates with other participants for as long as you are in the program.

#### LEADERBOARD BANNER

Your leaderboard banner ad rotates with other participants for as long as you are in the program.

#### GUEST BLOG POST

Your expert guest blog post on OregonBusiness.com is featured and linked in one e-newsletter per month.

