



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, January 21, 2016, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE Thursday, January 21, 2016, 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 - December, 2015 meeting minutes review and approve
 - b. Review of Accts., December 2015.
- IV. Media Consideration
 - a. 101 Things to do - Nate Kaplan
 - b. Oregon Coast Magazine - Marji Brown
- V. Other
 - a. Marketing Grant Application for Capital Campaign
 - b. Increased Budget Request Report
- VI. Discussion and Action
- VII. Chamber Report
- VIII. Public Comment
- IX. Adjournment

CALL TO ORDER

The December 17, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:00 P.M. In attendance were Ric Rouborn, John Clark, Steve Beck, David Heater, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Spencer Nebel, City Manager, Dean Sawyer, Council Liaison, Jamie Rand, News-Times,

INTRODUCTIONS

No introduction needed.

ADDITIONS/DELECTIONS TO AGENDA

None.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the November 19, 2015, meeting;
- B. Review of Accounts was not done due to no change in the accounts for November.
 - i. Finance Director Mike Murzynsky, Lorna Davis, and Spencer Nebel met regarding the issue with the account for this committee. Nebel reviewed the changes in accounting practices that the Finance Department is currently using for the Committee. Expenditures need to be accounted for in the fiscal year that the item is billed for. This is a necessary accounting procedure for auditing purposes. Davis reviewed what those changes would look like a result of this new accounting procedure on the committee account summary sheet.
 - ii. Nebel spoke to the Committee regarding budgeting for advertising for the next fiscal year. He suggested that the Committee make a request to the Budget Committee for a different funding level. Additional expenses that could affect the funding available for an increase in spending for marketing that will be considered during the budget process will be ageing tourism facilities that may need repairs or updates. The Committee would need to make their request to the Budget Committee by March. A report from the Committee would need to include, the reasoning for the funding level change and what the additional funds would be used for, etc. increased in cost would be something to put in the report. Nebel explained how the city projects Room Tax revenues. Traditionally, the city is conservative when projecting Room Tax revenues. Nebel shared it would be appropriate to make a presentation to the Budget Committee particularly if the amount the Committee is requesting is different from his recommendation.

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

MOTION was made by Beck, second by Clark, to approve the summary of accounts as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Corvallis Knights - Bre Miller - Committee reviewed the proposal. Committee would like a modified proposal for the January meeting.

Here and Now - Neil Henning- Presented their proposal to the Committee. Four full pages in any of the publications, it would be the Committee's choice.

KGAL - Charlie Eads - Committee reviewed the proposal. \$350 a month for 6 months.

Coast Explorer - Kari Peterson - Committee consider the proposal.

OCVA & Travel Oregon Renewals - Tera Moreland - Proposal was reviewed by the Committee.

NW Examiner - Lindsey Ferguson- Proposal was reviewed by Committee.

OTHER

Breves notified the Committee that Parks and Rec. Department had decided to not reschedule the Agate Beach Surf Classic, therefore the recommendation by this Committee for a Tourism Marketing Grant was not brought to Council. They plan on apply for next year's event.

DISCUSSION AND ACTION

KGAL- Committee decided to pass for now.

MOTION was made by Rabourn, seconded by Beck, to approve 4 full page ads in Here and Now for a total of \$12,000. The motion carried unanimously in a voice vote

MOTION made by Clark, seconded Beck, to approve ½ page ad in Oregon Coast Explorer for 1 year totaling \$2,990.79. The motion carried unanimously in a voice vote

MOTION was made by Beck, seconded by Clark, to approve OCVA Guide premium print for a total of \$3,370. The motion carried unanimously in a voice vote

MOTION was made by Heater, seconded by Clark, to approve a 1/3 page ad in Travel Oregon Guide for \$3,900. The motion carried unanimously in a voice vote

NW Examiner - Committee choose to pass on this proposal.

Place increase budget request report on the DNC agenda for January.

The Committee would like to make a presentation to City Council on what the Committee has done this year at the February 1, 2016 Council meeting.

Next meeting will be January 21, 2016.

CHAMBER REPORT

Davis shared the new outdoor advertising company that handles the Portland skyscraper billboard space gave DNC an extra 12 weeks of advertising.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:04 P.M.

Hello to our friends and media partners in Newport,

I know you have a newly appointed staff, but I thought I'd start with those who know me.

We are reserving ad space for premium placement ads, and I'd like to offer you the same added value package as the two previous years, at the same price.

"Destination Newport" Package Review

One half-page vertical ad, **Outside Back Cover**, at \$4,499

One half-page horizontal ad, **Newport Sig Section**, **added value at N/C**, (normally \$2,999)

Let me know if you prefer that I come to a Destination Newport meeting; I would be happy to attend, weather permitting.

Many thanks,
Nate Kaplan



101 Things To Do®, Western & Coastal Oregon

Nate Kaplan-Publisher, Perfect Pitch Enterprises, LLC

www.101things.com and www.101things.com/westoregon

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

nate@101things.com

541-260-8668

From: Marji [<mailto:marji@nwmags.com>]
Sent: Wednesday, January 13, 2016 12:27 PM
To: Lorna Davis
Cc: Rob Spooner
Subject: Destination Newport ad proposal for Oregon Coast Magazine's 2016 Mile-by-Mile Guide Back Cover
Importance: High

Hello Lorna,

Again we apologize for this late proposal. While Rob receives cancer treatment at OHSU in Portland, I'm trying to make sure things don't fall through the cracks.

Please let me know if I should attend your upcoming budget meeting next week in his place.

Here's the proposal with the same discounted rate as last year, \$7500 instead of the list price of \$8064 for the back cover:

<http://www.ohwy.com/adms/adms4103.cfm?quoteno=4224>

I've also attached last year's full page ad as well as the latest version of our Media Planner.

In addition to being the **#1 Printed Visitor Guide & Travel Planner** to the Oregon Coast with a **quarter million copies** serving thousands of visitors by putting them in touch with where to stay, play, eat, shop and explore, and the **#1 Online Guide** at www.OregonCoastMagazine.com (with a click-thru feature direct to your site), we have the largest Twitter following of any travel organization in the Pacific Northwest, now approaching **200,000**.

Your ad will **also** reach the **40,000** Oregon Coast Magazine subscribers and newsstand buyers because the entire guide will be inserted into our **March/April 2016 issue** of **Oregon Coast Magazine**, with over 30 years of service on the Oregon Coast.

Space deadline is Jan. 18th.

Thanks,
Marji Brown
Cell ~ (541) 999-7616
4969 Hwy 101, #2
Florence, OR 97439
www.OregonCoastMagazine.com

MILE-BY-MILE GUIDE

TO THE OREGON COAST

The #1 Travelers' Choice

Oregon Coast Mile-by-Mile Guide

26 years of effective advertising!

- Utilizes Hwy 101 milepost markers
- Detailed driving maps
- Regional sections
- A "keeper" for travelers
- Full size

Display Ad Rates start at \$495

A Quarter Million Copies!

- ➔ The most popular visitor piece covering the Oregon Coast.
- ➔ Either #1 or #2 throughout inland Oregon.
- ➔ Special out of state distribution. Available at 672 locations from the Long Beach Peninsula to Eureka, and at the major visitor centers from Kelso, Washington, to the California border.
- ➔ Available in a page-turning digital format, with clickable ads and special formatting for the iPhone, iPad and androids.
- ➔ Supported by a massive Twitter campaign, employing 100,000 followers who have shown a specific interest in some or all of the Oregon Coast.
- ➔ Additional distribution at
 - Visitor Centers
 - AAA Travel Advisors
 - Hotels
 - Car Rental Agencies
 - Welcome Centers
 - Chambers of Commerce
 - Attractions
- ➔ Included in March/April 2016 issue of Oregon Coast magazine

Space Deadline is January 18



Visit us at

www.OregonCoastmagazine.com

DNC Agenda Packet 1-21-16

800-348-8401 • 541-997-8401 • Fax: 541-997-1124

twitter.com/OregonCoastMag

facebook.com/OregonCoastMagazine

SOUTHWESTERN WASHINGTON • OREGON • NORTHERN CALIFORNIA

THE ORIGINAL HIGHWAY 101

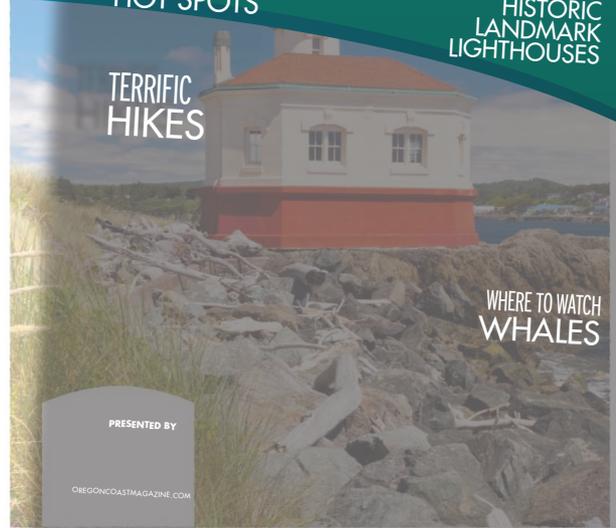
GUIDE

BIRDING
HOT SPOTS

HISTORIC
LANDMARK
LIGHTHOUSES

TERRIFIC
HIKES

WHERE TO WATCH
WHALES



1/12 Page	892	830	758
1/6 Page	1,650	1,535	1,396
1/3 Page	2,992	2,783	2,543
1/2 Page	4,253	3,955	3,615
2/3 Page	5,512	5,126	4,685
Full Page	6,720	6,250	5,712
Back Cover	8,064	7,500	6,854

Enhanced Listing \$495. Basic listing and map location \$195. Additional lines \$75. Make your listing red for \$30. (The first line is for business name and one contact number or web address only. Logos come out of the copy space. Listing is free with purchase of display ad.)

A 5% prepay discount is available for display ads only (does not include basic or enhanced listings - cash or check only - no credit card).

For more information please contact:

Marji Brown

541-999-7616

Marji@nwmags.com



Make a New **To Do** *DiscoverNewport.com*



- DiscoverNewport.com
5 items
- Book a Room in Newport Edit
 - Visit Oregon Coast Aquarium
 - Visit Yaquina Head Lighthouse
 - Seafood Dinner on the Bayfront
 - Build a bonfire on Nye Beach



OREGON COAST

About Us



An independently owned and operated publishing company with personal commitment to the promotion of travel and tourism on the Oregon Coast since 1982.

- Our advertisers continue to place confidence in our service, markets, and especially, our ability to motivate leisure travelers.
- **Oregon Coast** brings readers the beauty and grandeur of America's Most Beautiful Coastline, from lighthouses and tide pools to intriguing feature articles on coastal history, personalities, outdoor destinations, and city profiles. The people are as important as the scenery; human interest is an important part of **Oregon Coast** magazine.
- **www.OregonCoastMagazine.com** Our readers are enticed by the up-to-date calendar of events, engaging stories, web exclusives, and announcements and a constant path of user-interactive development. This provides added value online, with banners and links on every page directing traffic to our advertisers' own Web sites.
- Visit our sister website, www.OregonCoastTravel.net, where we have a complete calendar of events and sample editorial. Ask your sales representative about our free promotion through banner ads and listings.
- Travelers can interact with us on our Facebook ([facebook.com/OregonCoastMagazine](https://www.facebook.com/OregonCoastMagazine)) page and through Twitter ([OregonCoastMag](https://twitter.com/OregonCoastMag)) where we have more followers than anybody else on the Oregon Coast. A presence in these social media outlets helps build loyal readership and expands our reach.

Our Readers



Oregon Coast attracts an educated, affluent audience with an average age of 58 and an average household income of approximately \$76,000. We speak to leisure travelers with general interest reading about life on the coast. Survey results are shown below.

DEMOGRAPHICS

Average age:	58.1	Average household income:	\$76,442
Some College:	48%	Median household income:	\$59,375
College Degree:	20%	Homeowners:	93%
Graduate Work:	20%	Have visited the Northwest:	85.4%
Male/Female:	51/49%	Have used Oregon Coast to make travel plans:	100%
Single/Couple:	21/79%		
Children at home:	13%		

HAVE VISITED

Washington	41%
Oregon	74%
British Columbia	12%
Idaho	17%
Montana	18%
California	30%
Overseas	16%

PLANNING TRIP WITHIN NEXT YEAR TO:

Oregon Coast	78%
Willamette Valley	27%
Eastern Oregon	29%
Portland	28%
Southern Oregon	35%
Central Oregon	37%

LODGING PLANS INCLUDE:

Campground	33%
Bed & Breakfast	22%
Full Resort	38%
Hotel/Motel	85%

USE OREGON COAST FOR:

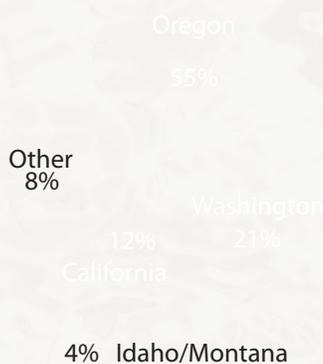
Quick getaway	45%
Five-day trip	40%
Ideas for recreation	55%
Find accommodations	43%
Learn about events/festivals	67%

INTEREST DURING TRAVEL:

Wildlife viewing	61%	Shopping	72%
Eating out	91%	Taking cruises	23%
Hiking	41%	Photography	44%
Water sports	17%	Storm watching	46%
Relaxation/day spas	38%	Historic sites	76%
Theatre	26%	Golf	13%

Circulation & Distribution

Subscriber Distribution



Oregon Coast brings you the beauty and grandeur of "America's Most Beautiful Coastline."

- Our circulation of 30,000 is primarily based on paid subscriptions and newsstand sales. In addition, we place a certain number of copies with lodging properties whose guests fit our profile. Readers estimate that about 3.8 people on average read their copies of *Oregon Coast*, producing a readership of around 150,000. Copies of *Oregon Coast* are treated almost like heirlooms. Two thirds of readers keep their copies for at least a year, while 40% report that they never throw an issue away.
- The geographical distribution of *Oregon Coast* magazine's readership is primarily in the three Pacific states of the continental United States. Oregon represents about 55%, Washington 21%, and California 12%. Idaho accounts for 4% and the remainder are spread across the country.

2015 Editorial Calendar

Our topics include a variety of general-interest themes about life on the coast:

Oregon Coast publishes articles of interest to residents, visitors, and everyone who loves the coast.

- Coastal history
- Special happenings
- Coastal cuisine
- Profiles of notable coastal residents, including artists and entrepreneurs
- Favorite camping and picnicking spots
- Hiking trails
- Beachcombing adventures
- Backroads and byways
- Community profiles
- Weekend getaways
- Nature and marine science
- Business profiles

January/February

- Six stories to take you back in time.
 - Astoria's Hanthorn Museum
 - The Blimps of Tillamook
 - The building of highway 101
 - Smith River School Boats
 - Thomas Clay Jackson, Early Siletz Indian Photographer.
- The Oregon Coast on a Rainy Day (what to do).

March/April

- Mile-by-Mile guide.
- Yaquina Head Lighthouse
- Wings on the Wind; Seagulls.
- Camping the Coast: Best Beaches
- Oregon's Culinary Coast.

May/June

- 3 Coast Destinations celebrate Anniversaries
 - Chinook Winds turns 20
 - Hatfield Marine Science Center, a half century of discovery.
 - Forest Hills Country Club has been a Reedsport attraction for 50 years
- Part One: Hiking the Oregon Coast Trail: Brookings to Port Orford
- Tillamook Estuaries: Preserving Tillamook Bay's Unique Eco System
- Surfs up at Otter Rock.

July/August

- An Ocean Fishing Charter Adventure.
- Jerry's Rogue Jets: A family legacy.
- Salishan turns 50.
- Miniature Golf with a Twist
- Part 2: Hiking the Oregon Coast Trail: Port Orford to Waldport

September/October

- Brookings: Easter Lily Capital of the World.
- Lakeside Profile.
- Part 3: Hiking the Oregon Coast Trail: Seal Rock to Astoria.
- Lee Evans and Chief Depoe

November/December

- Holiday gift guide.
- Discovery of the Columbia River
- The history of the Oregon Coast Trail
- Mountain Men on the Oregon Coast.
- Corvallis to the Coast, a new trail in the works.



Editorial Submissions



Each issue of Oregon Coast is comprised of spectacular photographs and stories, as well as special listings of events along the coast.

Free Events Listing

Oregon Coast magazine will promote your events for FREE in our calendar of events. All you have to do is simply submit your event information. You can also submit your events online to be listed on our web site www.oregoncoastmagazine.com. In addition, we will also help distribute your events with our free RSS feed. This feed is published on all major syndication sites so readers can quickly scan headlines and click on events of interest. Simply click on the *Oregon Coast* tab then click on "Calendar of Events" and then click on the "Submit your event" link. This link is also in the box titled "For our Advertisers." Plan to submit your events 3 months in advance of the magazine's publishing date.

Note: *We only print events that are open to the public and are of interest to travelers. You select the ones you want us to promote.*

INFORMATION NEEDED FOR SUBMISSION

- Name of event
- Date/s of event
- Location (Town & State)
- Contact phone number for information

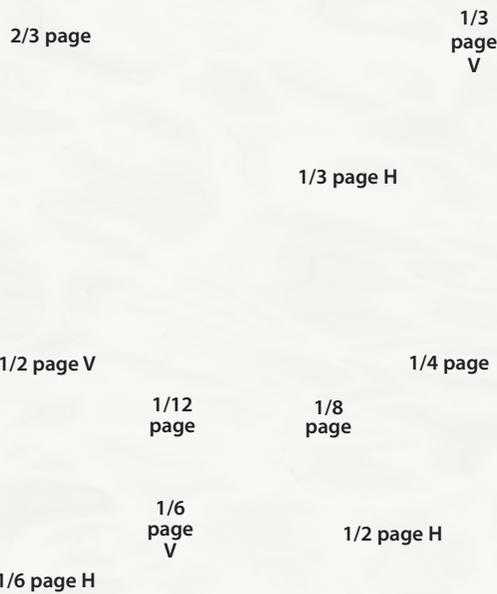
Press Release Information

Remember to submit your press releases! In each issue, our editors will select a few unique events and newsworthy items to profile in a small write up. We also accept high-quality photos at or near 300 dpi in either JPG or TIF format. You may send your press releases and related photos by email to editorial@northwestmagazines.com. We do not consider press releases sent by fax or regular mail.

Edit Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Oct 31	July/Aug	Apr 30
Mar/April	Dec 31	Sept/Oct	June 30
May/June	Feb 28	Nov/Dec	Aug 31

Ad Sizes and Rates



AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/12 page	2.25 W x 2.25 D

TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth
 * copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

Ad Rates Four color - run of press

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/12 page	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	
Card Insert	2,895	(Shared card, we print)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6- time rates.

Travel planner

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363

Banner ads

As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser by e-mail or if requested, in label format.

Payment policies

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-pay discount (not applicable with credit card payments.).

Ad Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10

Ad Specifications

SPECIFICATIONS FOR SUBMITTING ADS



Our publications are printed Computer-To-Plate (CTP). We accept computer-generated ads prepared for print reproduction. If we cannot open a file to check its accuracy, a re-submission will be requested. The preferred file format for ad submission is: Adobe Acrobat PDF/X Compliant Files.

We will also accept Photoshop (CMYK, 300dpi tiff files with LZW compression on or JPEG with Maximum Quality) or Adobe InDesign files. We reserve the right to substitute similar typefaces to resolve conflicts or incompatibility issues. All image files must be created as 300dpi/ppi tiff at 100% size. Save all color images and tints in "CMYK" mode and all black and white images in "grayscale" mode. Do not use resolutions lower than 300dpi. Everything used to assemble an advertisement (i.e. fonts, image files, etc.) must be submitted with the final ad file. If color matching is required, a high-resolution color-proof or Matchprint, pre-approved by the advertiser, must be provided to be used by press personnel. We will do what we can to match this proof but we cannot guarantee an exact color match.

Computer-generated ads can be e-mailed to: Marji@nwmags.com or sent via dropbox. The ad material can also be mailed to us. We accept CD or DVD discs.

Files created for display on Web pages are unacceptable for print reproduction and will not be accepted along with ads created in Microsoft Word or Publisher.

Production Charges

Basic design and production charges are often included in the price of the ad. If more specialty design is required there might be a charge of \$45 per hour plus material costs for advertisements. Production charges and the placement of ads created/revised by our staff are not agency-commissionable. There is a basic charge of \$25 for submitting an ad created by us to another publication.

Advertising deadlines

Published deadlines are for space reservation and advertisements requiring production. Electronically submitted ad are due on the 20th of the second month preceding publication. Cancellations are accepted only up to deadline date.

Contact Us

88906 Hwy 101 #2B
Florence, OR 97439
1-800-348-8401 • 541-997-8401
Fax 541-997-1124
www.oregoncoastmagazine.com

General Information:

Name of Applicant Organization: Oregon Coast Council for the Arts-Capital Campaign

Mailing Address: PO Box 1315

City, State, Zip: Newport, OR 97365

Telephone: 541-265-2787 (574-2652) Fax: _____

E-Mail Address: crickbone@coastarts.org

Principal Contact (If different from Applicant): Mark McConnell

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: 541-270-1313 Fax: _____

E-Mail Address: mconn@me.com

Date(s) and Time(s) of Event: 2016 Concerts

Description of Event or Activity*: We currently have three fund raising events for 2016:

1. Country Music on the Coast: Friday March 18

2. Pendleton Men's Chorus: Saturday June 25 (This will be a free event/donations.)

3. Capitol Steps: Thursday/ Friday November 3 / 4 (Two performances)

Nature of Event or Activity:

Single Day Event 3

Multi-night local lodging event 6 days

Extended calendar event. _____ days

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

Total Event/Activity Budget: \$ \$46,518.00.00 (Expenses)

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

We will use the funds to market the events to the local and Oregon market.

We will use the funds to support the "Stay and Go!" promotion- Stay two nights at a local partner lodging establishment and receive two tickets to the event. \$70-100 ticket values for two.

List event/activity supporters or partners*: Oregon Coast Council for the Arts, Entertain the Future! Capital Campaign, Show Sherpas, Embarcadero Resort, local underwriters, and partner lodging establishments.

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:

This is a new initiative to bring regional and national performances to diversify the PAC offerings.

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.): _____

Both of the ticketed events have national name recognition, so we anticipate that %15 percent of our audience will be from out of town (estimated to be 150 with the three performances scheduled).

With the promotion it should translate to "heads in beds", "tummies at tables", and "nifty gifties".

The arts on average see a return on expenditures in the community (i.e., multiplier effect) of over \$7 for every \$1 spent on the arts.

A major goal of the capital campaign initiative is to increase the capacity at the PAC. This includes an increase in performance genres, youth and arts education, and in audience development.

These two events represent "new" genres to the PAC— country music and political satire/comedy.

We are presenting these programs to mine an untapped group of people that generally do not attend the PAC shows. Attracting folks from out of the area to make the trip to Newport for a show is one of the key aspects to the success of our exapnding capacity at the PAC.

Funds will go directly to the OCCA and Entertain the Future! Capital Campaign for ongoing arts programming and PAC operations support. The Capital Campaign has invested \$1.5 million in the

PAC to date, the funds raised from these events will be used for Restroom and Lobby Remodel.

The Pendleton Men's Chorus is donating their performance and will be staying at local lodging establishments with their families for the weekend. There will be about 30 performers.

OCCA/Entertain the Future Presents

Country on the Coast March 18, 2016

Capitol Steps November 3 and 4, 2016

Revenues:

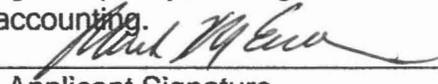
• Ticket Sales (75% Occupancy /730 Tickets/ \$54 average ticket)	\$39,420.00
• Underwriting (57% of Artist Fees)	\$18,500.00
• Marketing Grant-City of Newport	\$ 5,000.00
• Total	\$62,920.00

Expenses:

• Artist Fees	\$32,500.00
• Promotion Fee	\$ 3,280.00
• PAC Rent	\$ 1,200.00
• Ticket Fees	\$ 270.00
• Sound Tech	\$ 300.00
• Light Tech	\$ 408.00
• Piano tuning	\$ 240.00
• Piano Maintenance	\$ 40.00
• Green Room-Artist Services	\$ 180.00
• Show Banners / Signage	\$ 100.00
• Lodging (20 Room Nights)	\$ 3,000.00
• Marketing- Local and Regional	\$ 2,500.00
• "Stay and Go" Ticket Promotion (\$54 Average/ 45 Tickets+Fees)	\$ 2,500.00
• Total	\$ 46,518.00
• Net for 3 Performances (\$5,467 per show)	\$ 16,402.00

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

1-8-16
Date


Applicant Signature

MARK T. MCCONNELL
Applicant Printed Name

Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: May 22, 2000

Oregon Coast Council of the Arts
P.O. Box 1315
Newport, OR 97365-0101

Person to Contact:
Robert Molloy 31-04023
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 9:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
93-0696250

Dear Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in May 1978 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.