



## AGENDA & Notice of Regular Destination Newport Committee Meeting

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The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, September 19, 2013, City Manager's Conference Room, 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.

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### DESTINATION NEWPORT COMMITTEE Thursday, September 19, 2013, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
  - a. Minutes -August 19, 2013, meeting minutes review and approve
  - b. Review of Accts., August 2013
- IV. Public Comment
- V. Media Consideration
  - a. Oregon Coast Magazine
  - b. Oregon Coast Today
  - c. AAA Via Magazine
  - d. Comcast
- VI. Other
  - a. Grant Report and Application Newport Celtic Festival & Highland Games
- VII. Discussion and Action
- VIII. Adjournment



## CALL TO ORDER

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

## INTRODUCTIONS

Introductions were made.

## CONSENT CALENDAR

The consent calendar consisted of the following items:

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

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

## MEDIA CONSIDERATIONS

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

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

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

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

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

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

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

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

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

## OTHER

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

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

## DISCUSSION AND ACTION

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

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

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

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

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

## **ADJOURNMENT**

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



## Proposal for Destination Newport November 2013 - September 2014

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

### **Nov/Dec 2013**

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

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

### **Jan/Feb 2014**

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

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

### **Mar/Apr 2014**

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

### **May/June 2014**

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

## **July/Aug 2014**

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

## **Sept/Oct 2014**

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

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

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



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

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

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

# OREGON COAST

The Magazine for People Who Love the Coast

## Special Christmas Shopping Guide

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

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

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



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

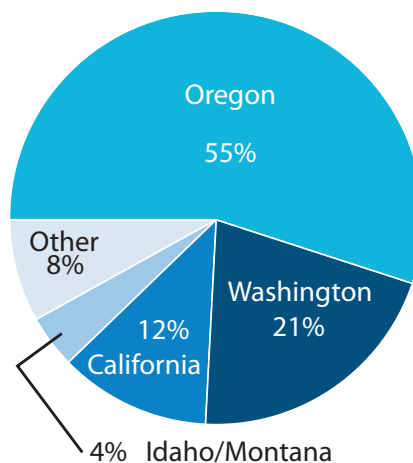
### SPECIAL CHRISTMAS RATES

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

Contact information included in word count.

Space reservation deadline September 20

Subscriber Distribution



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

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



**OREGON COAST  
TODAY**

**SEPTEMBER 2013  
PROPOSAL**

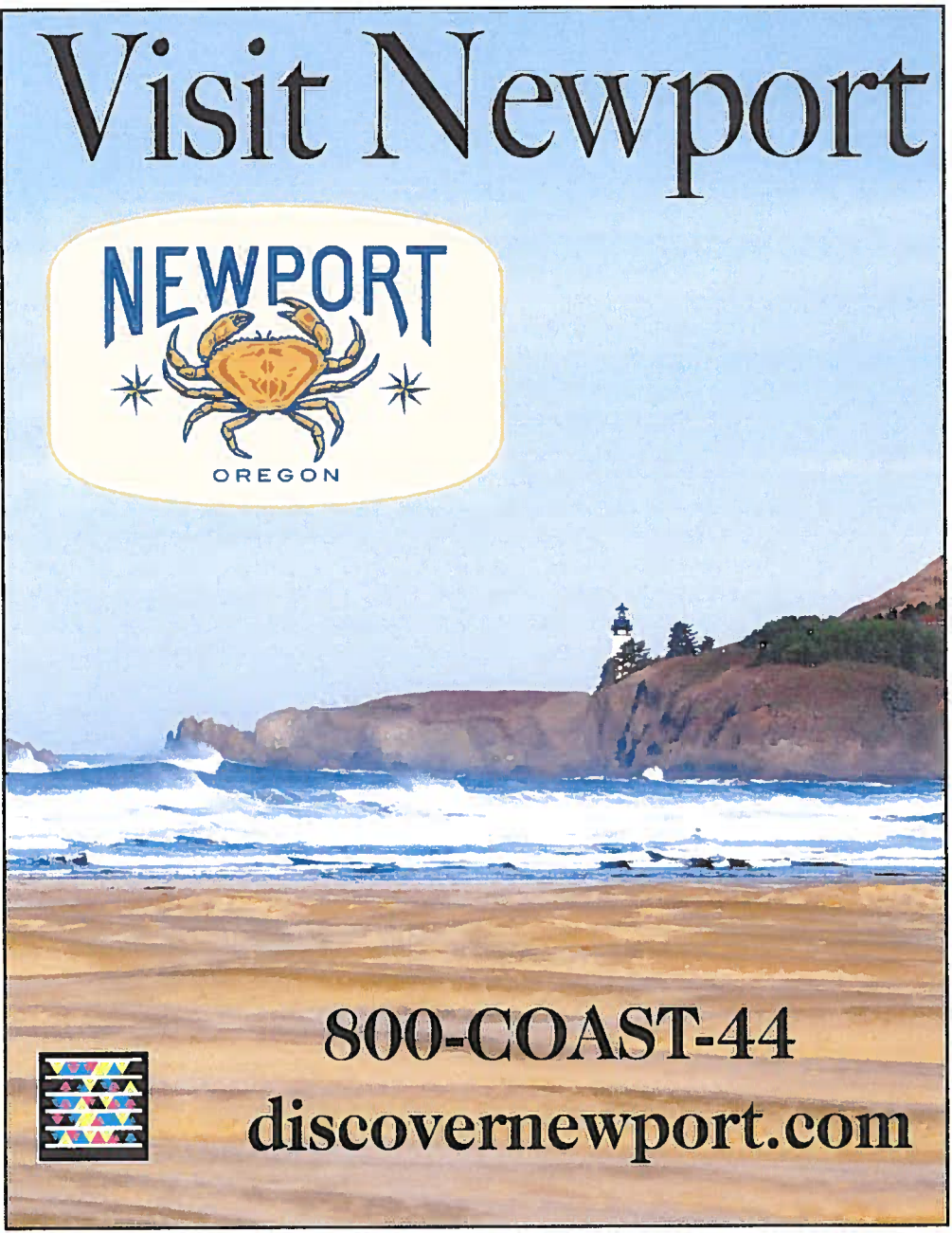
**DISCOVER NEWPORT**

# Visit Newport



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

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



**800-COAST-44**  
**discovernewport.com**

**Half-page ad**

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

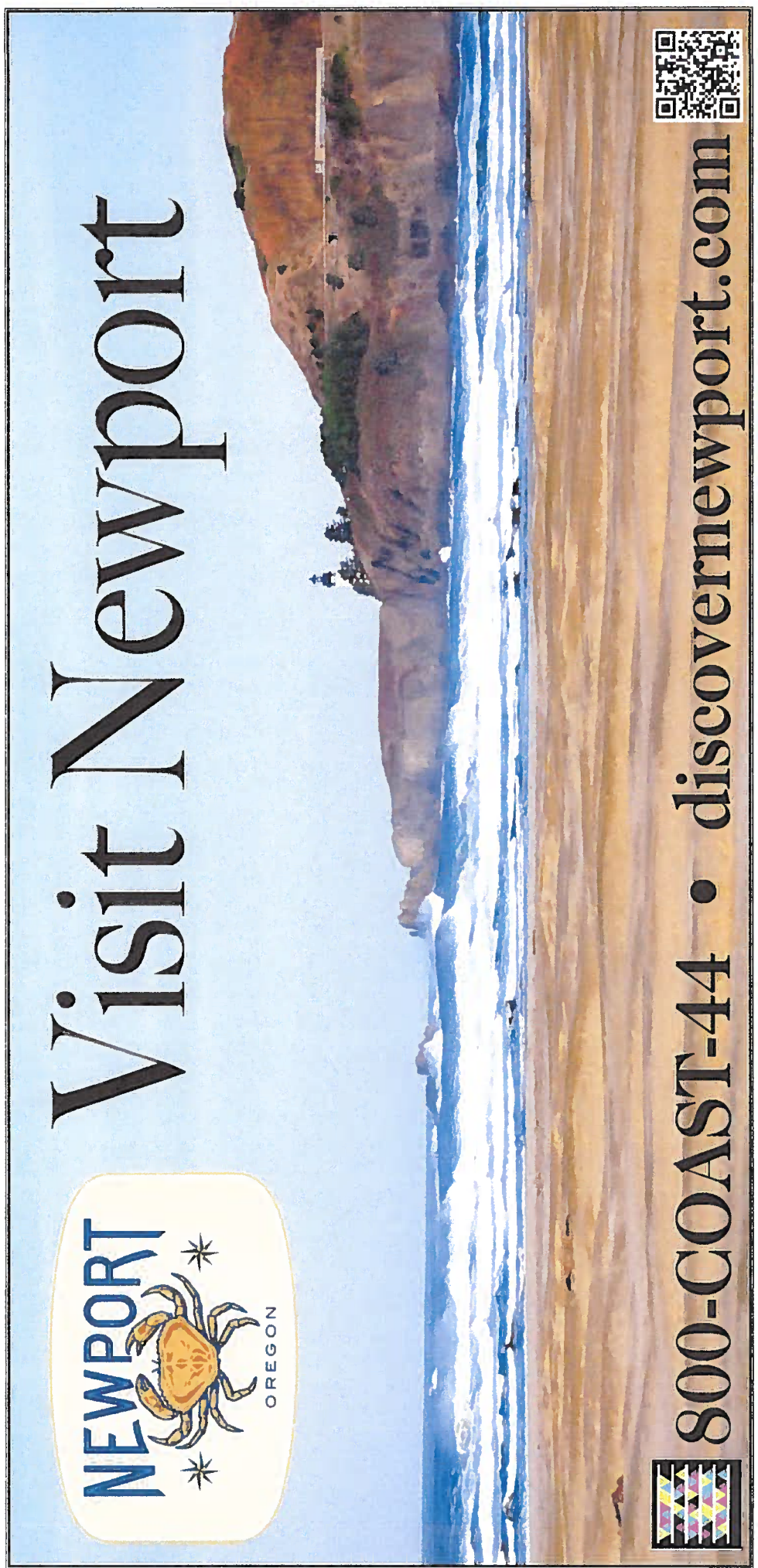
Also available in vertical configuration: 5.165 inches wide and 10.25 inches tall.

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

# Visit Newport



800-COAST-44 • [discovernewport.com](http://discovernewport.com)



# DISCOVER NEWPORT PROPOSAL

**OREGON COAST TODAY - CHARLOTTE JOHNSON 541.921.2378**  
[cjohnson@oregoncoasttoday.com](mailto:cjohnson@oregoncoasttoday.com)

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

The OCT is a free weekly publication.

Ads will be included in the PDF edition available on our website:  
[www.oregoncoasttoday.com](http://www.oregoncoasttoday.com)

Choice between 2 ad sizes each week:

Half Page  
One-Third Page

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

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

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

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



# New Advertiser Rates For Limited Time Only



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

Full Page Rate \$5,990 Net

Half Page Rate \$3,480 Net

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

**Call your Via representative to reserve space TODAY!**

Mike Dirkx

Office: 503.636.1850

Cell: 503.577.7454

mikedirkx@comcast.net

**via**

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





August 15, 2013

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

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

Dear Committee Members:

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

#### **OVERVIEW**

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

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

#### **2014 SUPPORT**

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

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

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

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

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

Respectfully Submitted,

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

Belinda Goody  
President

\*Calculations based on Greater Newport Chamber of Commerce guidelines.

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



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

## DESTINATION NEWPORT GRANT APPLICATION

### General Information:

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

Mailing Address: PO Box 504

City, State, Zip: Newport, OR 97365

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

E-Mail Address: info@newportcelticfestival.com

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

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

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

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

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

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

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

### Nature of Event or Activity:

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

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

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

Amount of Funding Requested: \$ 5,000.00

Total Event/Activity Budget: \$ 50,500.00

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

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

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

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

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

Projected Event/Activity Impact:

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

Financial Reporting Requirements:

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

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

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

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

August 15, 2013

Date

Applicant Signature

Belinda Goody

Applicant Printed Name

## **ADDENDUM A – 2014 PROPOSED MARKETING PLAN**

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

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

### Other promotional opportunities:

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

### **PRE-FESTIVAL EVENTS & VENUES**

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

### **POST-FESTIVAL EVENTS & VENUES**

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

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

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