



# CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission  
Date: Monday, August 23, 2021  
Time: 1:00 pm  
Location: City Hall Council Chambers

## Call Meeting to Order

- (1) Approval of the Minutes of June 14, June 15 and June 28, 2021
- (2) Review Final Evaluation fo FY 20-21
- (3) Discussion of TAF goals, suggestions or concerns
- (4) Select Date for March TAC Meeting

## Good of the Order

## Adjournment

To join from your computer, tablet or smartphone

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Meeting ID: 824 1272 9340

Password: 933676

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*Please note that agenda items may not be considered in the exact order listed, and any times shown are tentative and approximate. Documents for the record may be submitted to the City Manager prior to the meeting by email, fax, mail, or in person. The meeting is accessible to the disabled. For questions about the agenda, or if you need special accommodations pursuant to the Americans with Disabilities Act (ADA), please contact the City Manager at (503) 436.8050.*

**Posted: 8/17/21**

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 14, 2021  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Steven Sinkler and Greg Bell in person. Greg Allen and Mike Morgan via Zoom

Excused:

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

CALL TO ORDER

Kingwell called the meeting to order at 12:08 pm.

A discussion was held regarding possible revisions to future packets, specifically on the contact pages and perhaps more information regarding the event financials. A discussion was held regarding the late applications. In response to Sinkler's question is this the meeting to disclose conflict, Walker replied that happens when we discuss the recommendations. Kingwell noted when asked to make determination with groups I am involved with I will punt to Walker and recuse myself. A discussion ensued regarding Oregon Coast Creative. A discussion ensued regarding the late applications. Morgan noted I think we should allow it; it would be a huge impact to the Chamber to not allow it, I think we should formally vote to wave the late applications. A discussion ensued regarding the amount to time being late and the packet information submitted. Sinkler added this should be consider in the award process; the thoroughness of application, and we can respond in a couple different ways, accepting or not and the award size, a discussion ensued.

Motion: Walker moved to accept the 5 late applications received from the Chamber and Gallery Group given the issues discussed prior to this; Swedenborg seconded.

Vote: Kingwell, Walker, Swedenborg, Sinkler, Allen and Morgan vote AYE; the vote was 6:0 and the motion passed.

TAF APPLICANT INTERVIEWS

Tolovana Arts Colony – Get Lit  
Tracy Abel via Zoom

Abel gave an overview of the Get Lit plan, noting 2022 will be a change of dates, potentially different authors, and an increased budget slightly. Regarding COVID, I could tell you what I am going to do, but with the possibility of rule changes at the time of the event the rules may change. I will follow the rules in place at the time. For venue – we will be ok and can socially distance if needed. Kingwell noted the date of the event and thanked Abel for returning the unused funds to the city from last year. Abel replied we made a decision early. In response to Sinkler's question do you expect this to be similar to the past or changes to the event, Abel replied it will be similar, but the Friday night may change as they are small venues, we may have a few more venues. The committee hasn't met yet, so no big changes to the schedule, but some authors may not be available. If all authors are available, we may have more than in the past. Sinkler added like the idea of more venues, it brings people to more areas and keeps in smaller groups. In response to Walker's question, would you consider an author that has a quilting series, Abel replied yes, we are always looking for something for Friday night. Walker gave an overview of the author adding I will contact her to see if she will come down. Morgan added I want to comment on Abel's estimate of room nights with a goal of 100 room nights. If people are coming to town Friday night and staying the weekend, with 100 attendees that would be 200 room nights. Sinkler added I agree with Morgan, I think the number is low, but there are a lot of local attendees. Abel replied the number may go up a bit, I am hoping it does. In response to Allen's question why are you assuming with everything going on with COVID there will be more or less heads in bed, Abel replied in talking with the hotels they are experiencing lots of people coming and staying. I see it increasing now

that we are opening back up. For my metrics, I don't have data for two years, it drops and 60 was what I had in the past as there are a lot of locals. In response to Allen's question what about headlines, Abel gave an overview of who came in the past. In response to Allen's question you have 20 new subscribers how many do you have total, Abel replied over 100, it slowed down when COVID hit adding they are subscribing from the website and there was no new materials. A discussion ensued regarding hotel stays in general during the Get Lit event. In response to Kingwell's question is there any way to ask your ticketed participants if they visit Cannon Beach at other times of the year, Abel replied yes. We have a book club that comes from Arizona and they only started to come because of Get Lit. Allen added shouldn't we have a list of criteria that we have in stock that we can give to the applicants so they know what to provide, Swedenborg replied that's what we do, but they don't always complete it, a discussion ensued. The Commission thanked Abel.

#### Cannon Beach History Center – Cottage Tour

Elaine Trucke via Zoom

Trucke reported I am applying for the 2022 Cottage Tour, this is not a typo. The 2021 tour will happen in September and 2020 didn't quite work out, so you will see figures from 2019 that was used to create the TAC metrics. Trucke noted the plans for the 2022 tour, adding people are becoming more comfortable opening up their homes. Trucke added we are focusing on marketing; we have a mailing list of 10,000 people. We want to get people excited again. Changing it up a little, adding Friday night is more informal event giving an overview. Saturday extended tour and removed luncheon and included a lecture to give people less anxiety of being in small spaces. On Sunday doing a Tea Progressive and extending the event to potentially increase the Sunday night visitors. Walker I love your Sunday idea, Trucke replied we've been wanting to do a two-day tour for a while, but with weather concerns it hasn't happened giving additional information. Swedenborg any data on the return guests or attendees in a year period, Trucke return attendees about 500 people that come regularly and 800 that come every 3-4 years, giving an overview. Trucke added get people from all over US and Canada, and already getting inquiries for next years event and wanting to book the hotel. They are getting excited for things to get back to normal. In response to Swedenborg's question what percentage is a first-time attendee, Trucke replied I believe in 2019 I think it was 70% were return, 20-30% are first timers, a discussion ensued. A discussion ensued about the image of Cannon Beach and how these events help create the image. Kingwell there is an excellent grab of the data on the ticket booth, Trucke replied we just figured it out in 2019, hoping we will be back with the same volunteers and the same system will still work just as well. We were able to get so much feedback from people, a discussion ensued regarding the process used. Trucke explained the breakdown of expenses and revenue per Morgan's request.

Bell arrived 12:58 pm

#### Cannon Beach Arts Association – Artist Program

Lila Wickham via Zoom

Wickham noted the revisions that went into effect at the Gallery due to COVID, such as using staff instead of volunteers to cover the gallery. The application is about retaining the lessons learned from the COVID environment. We need to focus more on marketing, need to offer online sales as well as in person and need to utilize the assets of our employees the best way possible. Because this marketing is so important, we are increasing Summer Peterson's time, I attached her last marketing report. Wickham gave an overview of their marketing program. We didn't do very well with the matrix, and I can't figure out how to do it in this environment. Once we start exhibitions again it will be easier to figure out where people are from. We are interested in collaborating with the disaster animal response team and partnership with beach dog portraits and give funding to them. We are also working/partnering with Fisher Poets. Sinkler added I am excited to hear you are selling art via social platforms. Those online platforms are important for your organization to grow and expands sales, good job on that. Wickham added we got a small COVID grant and were able to purchase a new computer as the old one was not able to do everything we wanted to accomplish. In response to Sinkler's question you are asking for \$33,000 and \$24,000 last year, it's a big growth, is that due to paying people to come in and sale art instead of volunteers, is it from staffing, Wickham replied the short answer is yes, but also the two projects where we are creating the books for sale for other organizations, a discussion ensued.

Paused at 1:10 pm and reconvened at 1:31 pm.

#### APPROVAL OF THE MINUTES

Motion: Bell moved to approve the minutes for March 31, 2021 as presented; Walker seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker, Allen, Bell and Morgan voted AYE, the vote was 7:0 and the motion passed.

#### Cannon Beach Food Pantry – WOW! Cannon Beach

Brigitte Wahlbeck in person

Wahlbeck noted since the last grant we have been working tirelessly to come up with a great venue. At this juncture what we learned the most is that it was severely underestimated on what it would take budgeting, marketing wise, and getting talent here and people to come and stay. WOW Is 100% funded by TAC as we don't have any metrics or statistics to go off of. The minute tickets sales went live online we received sales. People are remembering the event from the past. We are working on a festival feel for the whole town. Working on marketing to get it established and going, as working on a deficit now. Everyone I am working with can see the potential for this event. Working on a self-help kinda thing, we are encompassing a bunch of different avenues from entertainment and music, a lot are doing in kind services for the 2021 event so we can plug them into 2022. Wahlbeck noted it's hard to discuss 2022 before we have 2021 completed. In response to Walker's question how are you doing tickets, Wahlbeck replied right now it's an overall ticket. We are still working on the details on the website, we just launched it. In response to Walker's question what's the overall ticket price, Wahlbeck replied \$50 but for next year if we get this established we can bump it up a little bit. It's a festival pass with different avenues for classes that will happen that they can purchase for extra. In response to Walker's question event planning is \$3,000 who is getting that, Wahlbeck replied we are working with Events by Aries, they own Child's Play and working with her a lot in the wedding industry. Wahlbeck gave an overview of what they are doing. Wahlbeck gave an overview of the marketing plan. In response to Walker's question the \$5,000 on talent and entertainment, can you break it down, Wahlbeck gave an overview adding you have to have a few good players. Not all can be in kind. Finding a few key people to come in and drive enrollment for some of this. One of the talent is Rachel O'Rourke who does Spark Portland, a self help kinda thing. Swedenborg noted she's a business coach, Wahlbeck added look up We Are Spark, but that is more Blush Lux, and noted the options for WOW weekend such as a Patsy Cline tribute. For WOW we will not have key speakers, more entertainment based kind of thing. In response to Walker's question you are doing Blush on the same weekend in the hopes of merging the two, Wahlbeck replied yes that is what I am hoping. In response to Allen's question have you considered doing the two together to get a better marketing cost, Wahlbeck replied the Blush Lux can happen at any time but seemed like a good time coming out of COVID to do together, that would be more guest speakers, women empowerment. It is more bang for your buck and looking at the budgets they can kinda piggyback on each other and I was mindful of that but it can also carry itself. In response to Allen's question these are trying to bring people in when we don't have other people coming in for events, so it might be a good fit to put them together. Wahlbeck replied I understand that, but they are two different events. And WOW is bigger more inclusive and encompasses all of the business so they can have something at their business and Blush Lux is not like that. In response to Walker's question do you envision Blush Lux can happen at another time of the year, or envisions doing it twice, Wahlbeck replied I would like to do once a year and doing it during WOW can help it gain momentum and could see it growing into its own event. Swedenborg asked the 2022 dates were they randomly picked, Wahlbeck replied it was nestled in between Stormy Weather and Black Friday in the past, with me taking it over I kept it the same. I want to take it to another level on a festival level and it can hold its weight. Swedenborg added you have Stormy Weather, Veterans Day and WOW so you have three big things in November and in February you have President Day and Valentines and nothing else. Walker added maybe with the momentum we can do it in February next year. Walker noted it sounds like you recognize the opportunity of cross promotion in whatever form it seems to fit. Wahlbeck replied keep in mind its two different promotions. It has to be targeted too. I think it is separate as it will bring the other target into this, a discussion ensued. In response to Walker's question did we see a midterm evaluation, Wahlbeck replied you did and nothing had been used. So just now have I just started buying things. There was a midterm, and it was basically I haven't spent anything. A discussion ensued regarding the spending on the 2021 event. Wahlbeck added I realize the marketing is high and it won't be like that in years to come. I am very excited for this. In response to Sinkler's question your main events, where do you think they will be held, Wahlbeck replied the kickoff at the Chamber, and following suite of what 2017 had. I want to see how it flows. The winddown was at Cannon Beach Hotel and it is still available but it may be too small of a space. There are several spaces we are considering, there are big enough places, a discussion ensued. Walker added on advertising in the newspaper, I am not sure that is worth anything. would suggest a press release to get free mentions. Wahlbeck replied I will leave that to the marketing gurus, they gave me a marketing plan and gave me a scope of work and it is fabulous. She's reaching out to bloggers, social media influencers, other media outlets, writing press releases, I was really impressed with her proposal, and I want to work with her, she's great. And I've interviewed quite a few marketing people. Walker added that is a lot better than running an ad, a

discussion ensued. A discussion ensued regarding the future.

Cannon Beach Arts Association – Blush Lux

Brigitte Wahlbeck in person Lila Wickham on Zoom

Wahlbeck reported when we wrote the grant last year we didn't have a name so it was Union Knot, but now we have a name and logo. We are working with Erica on this as well, there is momentum on it, we are interviewing people, there is a website for this. This event wants to focus beauty as self-care. It's a huge market and fits into lots of categories. We want to look at Blush Lux as a VIP component to WOW! weekend. Its targeting the majority of women and looking for a diverse crowd. I have some great people on board that are willing to mark down their services, have makeup artists to do classes. We want classes and workshops to integrate self-care into beauty routines and VIP ticket to WOW to pamper yourself even more. Get your hair makeup done in the morning, brunch, go to a boutique at a certain time – they pick where they want to go, get your picture taken by professional photographer – who will print photos for pick up on Sunday. You have your hair done, clothes on and have your picture taken with your best friends. Capture the moment where they are feeling safe and good and having a wonderful time. We want to have photos taken throughout town as well. Kingwell noted you mentioned photo booths outside, that may go into the outdoor merchandising, Wahlbeck replied they can be inside with no issues, a discussion ensued. Wahlbeck added the Union Knot is donating services for this event. We can have a braid bar at the beauty salon, they are all inside and I don't want to worry about if it is raining or not. I want to capture this wherever. We are working with the Arts Assoc. on how to take the perfect selfie or portrait of your dog. We can do that at Art Assoc or Union Knot. Those proceeds would go to them, but we want to make it across the board that 10% of all proceeds go to them. We already presold about 15 tickets. In response to Kingwell's question are they ticket sales, Wahlbeck replied it is ticket sales but they will get off all proceeds, not just tickets. We want to integrate self-care for men as well, a discussion ensued. In response to Sinkler's question you talked about self-care, is this event a beauty events, or a selfcare event, I think of massage and yoga, Wahlbeck replied the community part of that, where it is the spread of it falls under WOW, the specifics of beauty as self-care the make up classes, speakers on makeup would be Blush Lux. WOW is a community event; Blush Lux is ticket driven. In response to Sinkler's question where is the brunch, I am venue driven, I want to see when someone comes in, we show them a variety of different businesses, Wahlbeck replied I don't know yet. I want to have a few vendors that are able to share that don't have spaces either. The Union Knot is a place where brunch can happen and then make up at Tolovana Hall. I know there are enough venues that there is not a problem. In response to Bell's question do you have any reason to believe the Food Pantry will not come on board, Wahlbeck replied no, with the dates I needed to submit before their meeting. Bell added I know it's a ton a work, thank you for taking this one. We funded the event many times and it was always successful.

Paused: 2:22 pm reconvened at 2:30

Cannon Beach Chamber of Commerce: Jim Paino

Kingwell said we took note that your applications arrived after the deadline and we wanted to call it to your attention. Paino replied that was a copier issue for trying to get the PDF.

Welcome Sign:

In response to Kingwell's question I would like to know why is this coming to this committee and not the General Fund? Paino replied this was identified about 5 years ago when the sign fell down. We approached the City to see the procedure, brought it to Council and they said bring to Parks Committee which is where it disappeared at. It hasn't been brought up for several years. Looking at sign on north end now that is about to fall down it's a good time to get started on signs. In preparing the request and why we brought to TAC, people in this town know they are home and don't need a sign to know you are in Cannon Beach. But if you are not from here you could go by it, it says protect our community not welcome to Cannon Beach. A sign is a first impression. In response to Walker's question did it die in Parks because they didn't have any money, Paino replied I am not exactly sure why it didn't go anywhere, that could be. Walker added is it something we can partner with Parks on and go halves? I do think it is important and it would be nice to have something nice. It doesn't put heads in beds but works for tourism, it's a welcoming thing and a lot of money for us and not for the City to cough up some money as well. Paino replied it fits not only on the tourism aspect, if we find a local artist to make a piece it will fit under the arts as well. Then I think it fits on two purposes. If you go down the coast and see other communities their signs are unique to each town. Swedenborg added I didn't know about this from Chamber relationship. We talked about in the past. The Seaside prom thing with light post is cool and Waldport has a cool one. The lens I look through, our charter and how to

spend tourism relate funds like the bandstand is the perfect example of what we can get done in the City with these funds. When you count the school (county), the 1% and 1% and finding ways to do projects that the community got behind since we had a rotten sign for years. There will be Public Works at some point so there is a portion on the City and to get it done in this decade I am all for it. Bell added for the RFP I would it suggest the City be involved to put it up or contractor to do the whole thing, Paino we would do contractor to get it completed. We would find a local artist, then a different contractor to build it, its two-fold. Bell added so an artist RFP and then construction. Paino replied I want to get the community involved, give them options and have them vote. We came up with the number on this after going to two different communities to see what they did, and it was pre COVID. Construction costs keep going up, so we are concerned about that, but want to make sure we have enough fund to complete this. In response to Bell's question is there power there, Paino replied there is not. This is two parts, the north end and in state property and don't allow power, but south end on city property so might have a chance. I foresee the same sign for both and didn't want to leave out the power option in case we can. Paino added I love seeing people stopping to take the photo of the sign. Walker noted the Seaside sign is perfect for Seaside. Sinkler added this falls under the same category as the work we did at the park, it benefits the category and there is a tourism aspect. The same thing is here, instead of us prodding, the Chamber is prodding. The Chamber is stepping up and saying let's make the change. Paino added this could be phase 1 the artist component to work with the community. This could take a couple years.

#### North Coast Culinary

Jim Paino, Bob Neroni and Buddie Anderson

In response to Walker's question you have \$31,000 awarded for this event for 2022 and you need an additional \$40,000, Paino replied last years when we applied we weren't sure of the timing. We spent a lot of time working in the off season and hired Tracy Abel and Bob is very instrumental in making this happen. We looked at the budget to see what we have in place and determined we needed additional funds. While this is the second, the first was pre COVID and feels like we are starting from scratch again. Neroni added some is we are looking to make some one-time purchases that will benefit the comedy fest as well as us. Possibly purchasing a projection system for the event. Paino added a thought a good purchase for future events as well as screen and audio/visual, we are trying to make more of the one-time purchases. Also, some pipe and drape, tablecloths and glassware. Things we usually rent but doing a onetime purchase instead of money going down the drain. A discussion ensued regarding where this falls in the budget. A discussion ensued regarding the budget for the rights of the movie and alternatives options. Anderson noted she is looking at all the options, a discussion ensued. In response to Bell's question the \$31,000 from last year is that still in the bank, Paino replied we spent a little bit but most is still in the bank. Sinkler noted the number of room nights 70-night total. Walker replied its actually 150 because its two people, a discussion ensued. Neroni added that may be low, we are doing a Sunday night event hoping for a 3-night stay. A discussion ensued regarding the dates. In response to Walker's comment I am not getting how other restaurants or venues are participating, Neroni went through the entire agenda of the event, showing how this event is progressive and involves many venues and businesses. Neroni gave an overview of the truffle hunt adding is there a concern that we are not using enough people? Kingwell replied there seems to be an adequate participation. Paino added over the years it will change a bit, the options are endless. Neroni added in addition if you do the math there are some people who do not book early, they can't participate so we can add another one. We are not doing a package, giving reasons why, adding I don't think in a few years this will be a conversation with TAC as we will not need the money. In response to Walker's question what are you expecting the ticket price to be, Neroni replied its ala carte, and a progressive dinner would be approx. \$199 per person and includes wine. Each restaurant is getting \$50-60 and they are responsible for providing a full entrée and beverage, and chamber makes \$20 when all is said and done, a discussion ensued. Neroni added people are certainly buying experience more than stuff. As chef chair, I will know what they are doing ahead of time. Walker added it is starting over, but its more money for the same amount of people. Neroni replied I hear you and respect that you are saying, if you need more detail we can get that for you. A good portion of that money is for one-time purchases so we don't rent each year, a discussion ensued. In response to Kingwell's question as the event would own those in the custody of the Chamber, how does that work? Neroni replied its up to Paino and Anderson. Paino added as for storage we do have some in the kitchen and have a storage unit for all our events so we do have space. Neroni noted buying things that the Chamber can use in several different capacities as long as we are tracking their use, is that good logic. Walker replied yes. Swedenborg asked do we have any precedent with purchasing items like this, Commission could not recall one. A discussion ensued regarding the purchase of electronics and glassware. A discussion ensued reducing the cost of purchasing a projector and screen and uses for them outside this event.

Fat Bike – Daniella Crowder and Jim

Paino noted Crowder is contracted for fat bike. I asked staff to bring scavenger hunt cards so you can all see them, hoping they will all arrive shortly. I will make sure you see them. Paino added we did fat bike during COVID and were limited to 50 people max and hit that number pretty quick. Crowder gave an overview of the passport books, showing examples over zoom. Crowder noted the prizes were partially donated but most purchased due to COVID we didn't want to ask for donations. The event was around the time there were questions if we would be going to extreme level, so did a self-guided tour for Klootch Creek instead. Crowder gave an overview of how far people came to attend the event, noting 22% came from over 200 miles away. Most people did stay locally. Overall, it was a real success. People felt safe at the event and everyone there couldn't wait to come back next year. Several of the art items that were planned for this year, due to COVID, we had hold off and do next year. Getting people into the businesses were huge. In response to Bell's question do they submit the photos to you on social media so they can be shared, Crowder replied I can dig through the hashtags and share with you, a discussion ensued regarding the amount of people in town for the event. A discussion ensued regarding the amount of fat bikes in town. Sinkler noted we have fat bike people here every week and this event showcases the town to this demographic. Swedenborg added we created a space for people to store their bikes instead of leaving them in the room banging on the way up, and we are tracking that, curious to see what the larger hotels are doing. Sinkler noted I like the demographic, its younger athletic and we are creating an annuity, they will be coming back for years. Walker added and bring their kids. A discussion ensued regarding demographics. Kingwell added, a town for all seasons. Bell commented I didn't see many that asked for less than the prior year and yours is. Paino replied when I first brought these ideas the goal was 3-5 years to be self-sufficient and this one is going that way. With the passport book and the success we've seen grow, sponsorships will follow. Walker added I think you did the same thing on the room nights as it is two night. Swedenborg asked you've seen other bike festivals, were do you see the size of this going? Crowder replied the thing we will start to see is the e-bike people, that will be the new population at bike events. They are a different demographic; they have more money and maybe not the super serious cyclist but they want to be out and enjoy this. For this year, as the word gets out, we get more and more people. And with Klootch Creek we set people on their own on Sunday but next year we will have a full day of activities which will make another room night as well, then dipping into e-bike and mountain bike crowd and see it building even more. Crowder noted pedal assist is legal on the beach. In response to Walker's question how long will it take to get to 500 people, Crowder replied I don't think it will be too much as we are on the beach and Klootch Creek trails can handle it, but parking may be an issue, a discussion ensued. A discussion ensued regarding the potential future of the event.

#### Event/Tourism

Paino reported this is to support all TAC events. We want to support and provide videos for each event. Videos are a large part of promotion, and we would like to be able to provide them. Had some success with our video and like to showcase events are they are coming up. I feel this is an important part of that. The process is a little longer, it's not just simple shoot and good to go. We can do easy videos that way on your phone, but we are working with Morrissey Productions to produce a high quality video for our website, but can do short ones for social media as well. Paino noted the price has gone up, but he is giving us quite a discount. In response to Walker's question you have TBA what are you seeing, Paino replied it depends on what you support, noting options of videos outside of the TAC events. We are still finalizing the details. Any funds that we don't use will come back. In response to Swedenborg's question with the COVID videos did they come out of these funds, Paino replied the initial one with Sam did.

#### GOOD OF THE ORDER

J Barrett gave a reminder, tomorrow at 1pm for rest of interview, and a recommendation meeting at 1pm on the 28<sup>th</sup>. A discussion ensued regarding dates.

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:45 pm

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Jennifer Barrett, City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 15, 2021  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Steven Sinkler, Greg Bell in person.

Excused: Mike Morgan and Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

CALL TO ORDER

Kingwell called the meeting to order at 12:08 pm.

Kingwell relinquished control of meeting to Walker as he is a member of Cannon Beach Gallery Group

TAF APPLICANT INTERVIEWS

Cannon Beach Gallery: Joe Clayton and Jim Kingwell

Digital Social Media

Kingwell reported in two of the other applications there is a duplication of funding ask that references amounts being asked for in this application, noting the areas. We cannot be granted more money than asked for, and if the request is turned down, still want to accomplish this under the other application. I know there are no guarantees for funding in any of this. In response to Walker's question this is for all marketing for events and gallery group, Kingwell replied we are trying to select print media we think might be effective and request for Stormy Weather print media advertising, noting the changes print media had gone through. This involves the contract relationship running with Explorer Media Group, giving an overview. The initial contract will be covered but the timeframe overlaps with this fiscal year, and hope to have no interruption in this year and future years. In response to Sinkler's question the ask is \$22,400 but the years are off on the application, Kingwell replied this was the description for initial contract agreement with Explorer Media and it will expire. We don't have a new guideline for a new contract, this is an unknown but basing it upon that. This last year our COVID year salvaged a good precedent that if funds are unutilized, it gets returned. Sinkler noted I was confused if this was the 21-22 plan as it says 20-21, but this is the guideline for the year. Kingwell replied yes for this moment and thing may change as we move forward. Clayton noted we try to coordinate our advertising for all the events, so we have year-round advertising for all three events, a discussion ensued. Clayton added what we are trying to do from the substance of the ad moved on from every day is an art walk in Cannon Beach. We see our next ad is where can you experience beauty of over 300 artists, and you look at all galleries combined you can which is another way to promote the city. In response to Bell's question if this is granted there will be a subtracted amount from them, Kingwell replied yes and I will note them when we get to it.

Earth & Ocean

In response to Walker's question did this event happen last year, Clayton replied no, it happened two years ago. With last year the way the mechanism was, we felt since it was a new event we didn't proceed. We recognize the environment and aspect of it as well and contribute a percentage of sales to non-profit, adding one of our staff works for the Wildlife Center and had an in-gallery raffle to promote as well. We are giving something back to the environment. A discussion ensued regarding the past award amount. Kingwell added you will see a fairly detailed breakdown that was provided and already working with Tracy Abel, as well as others. Already have save the date rack cards printed in color, adding the participates and events that will take place including a dinner. In response to Walker's question you are hiring them for the weekend, and they are involved in the dinner and may be involved in other things in town, Kingwell replied they will be, adding they are doing street theater in some areas. Kingwell gave an overview of other participants in the event. Kingwell gave an overview of the sea star being created on the beach, the event would happen on the Saturday, with a Friday introduction and discuss clothing to be worn, the



video and photos used from this would be for future events advertisement and not sold for profit. We are trying to rely on the drone instead of the fire dept to make this happen, adding the details are not completely set. Walker added this sounds good and I hope that someone does a press release to Portland media to cover it. Kingwell replied I am hoping OPB may be interested. Kingwell gave an overview of the final firing of Roku kiln with Dave and Bonnie. Kingwell added the nonprofits would benefit from the event, adding there will be 3 speakers planned for Friday night and Sunday a showing in the chamber of a video or photography footage from the Saturday event. The committee is hammering out the details, still in progress, but have engaged the event coordinator. We are seeking donations for housing for the performers and there is an amount in here for the dinner, wine, which is a value not represented in the bottom line. A discussion ensued regarding ticket prices. Kingwell added if funding doesn't come through, instead of color designated for individual nonprofits in the photo then we would ask everyone to wear a red shirt which would be similar to the sea stars that are out there. Swedenborg noted if you are selling half your t-shirts at cost, if you have \$7,000 in t shirt sales, Kingwell replied we do not plan on selling them all. Clayton added it's a conservative number. Kingwell added it would be an asset to fund future things. This year we had about \$600 in merchandise sales from past Earth and Ocean events. In response to Sinkler's question is the logo staying the same, Clayton replied yes. Kingwell noted there are slight variations in scale depending on where it is being used, a discussion ensued.

### Spring Unveiling

Kingwell reported this is a much simpler budget, giving a brief overview of what would be removed if digital media is approved. Walker noted it is much easier to do now, Kingwell replied yes, noting we do not want to spend money unless it worth it. There is no ticketed event with this, Spring Unveiling has its own character and what we've done in the past does not result in reliable data. We get occupancy data from the Chamber and do not have a coordinator for the event to strong arm info from people. Walker replied you would need to hire another coordinator if you did a ticketed event. Sinkler noted just did 2021 and you had a nice weekend, a little rainy on Friday, how did the galleries do? Clayton replied they did well. The hotels did well but still do not have people coming into the gallery plus there are limitations to how many can be in at a time. Overall, it wasn't a bad weekend. Sinkler added so it was good considering, Clayton replied yes for what it was. I am seeing more people coming to town and getting out of their car and heading to the beach. Good thing is the ones coming in are the ones buying, but there are a lot not coming in. Clayton noted items from the last event. The 2020 was virtual, we had a fraction of the sales, 5 times more than last year, but 60-70% of what we would do on a really good year. Kingwell noted at our gallery it was different, we did about 1/3 the sales from 2019 but the following week we doubled the comparable of the same week from 2019, adding many people avoided that week due to the possibility of more people attending. A discussion ensued on the people who are coming into the galleries.

### Stormy Weather

Clayton reported we've done this jointly with the Chamber and it is a Chamber event but with our advertising year-round being able to promote 3 festivals instead of two really helps so we are piggy backing on each other. Clayton noted the items they do versus the Chamber. In the process with marketing group and Gary to finalize what we are doing for advertising, and as Kingwell said some publications have gone away and some are coming back, leveraging the advertising where we can and push to identify those publications where we can get some bang for our buck. Kingwell added this is not the Gallery Group art brochure, this is the Chamber's, giving an overview. We are requesting funding to improve the quality of the brochure. Walker noted your ask is less than last year, Clayton replied there was work on the website included last year but being handled differently this year. Bell added the social media line item will be the one that disappears, Kingwell replied yes. Swedenborg asked if this was to be approved what would the total be? Bell replied its easy that would be \$6,000, a discussion ensued regarding the digital marketing ask. A discussion ensued regarding concerts.

Gallery Group requested a 5-minute break at 12:52 pm. Reconvened 12:55 pm

Commission had no other questions. Kingwell took over the meeting. Clayton noted thank you all for serving on this committee and your time.

Kingwell let's take a break until the next applicant, the time is 12:57pm. Reconvened at 1:23 pm

### Clatsop Animal Shelter – Savor Cannon Beach

Gary Hayes

In response to Bell's question is Savor this October, Hayes replied yes. In response to Bell's question and it was

funded this year, Hayes replied yes, it was a bit different. Hayes added it is nice to have the funding ahead of the event instead of behind. The timing of the midterm isn't so weird. In response to Kingwell's question can you give us an overview of what you have Hayes replied giving an overview of the plan for this October, noting the 2021 event is a month-long event in October with micro events which some may be able to expand and not do things that compete with restaurants but give them business, noting examples. In my budget we planned more pre dinner wine tastings and are not necessary planning on returning to big wine walk and who knows what will happen with COVID, but something along the lines of Friday night art and wine walk is something we have considered. Instead of one full Saturday in March, it's something we may be able to do multiple Fridays for a couple of hours. I've taken the model we had for this year and expanded conservatively for next year. In response to Walker's question if every weekend how do you invite the wineries to get back to 2,100 room nights, Hayes replied it will be a challenge on wineries. I reached out to them this year to see if some would be interested in partnering if they would be interested in coming and doing a tasting and working with a business and coordinate their own thing and got several yes and maybes in one reach out. In response to Walker's question for the whole month, Hayes replied that was for a single event, doing a mini wine walk in every week would be stretching it. I don't know that we would have the ability to do that. a discussion ensued regarding the fall event timing. Hayes noted our dates in March conflicted with SIP in McMinnville which lost us a lot of people who do not have their own representatives. Bell noted I like the idea of savor month. Kingwell added I like people who have been attracted to wine events. Sinkler noted if you have a conflict the second weekend of March you miss it for the whole year, but here you have other options to attend. Hayes replied some of the micro events planned will be done at different times, noting examples. Hayes added I have wine left over every year so we can do things like 10-year-old reds. Walker commented the challenge for me is the amount of money you are asking for without the same amount of room nights or not getting close to it. Hayes replied and getting documentation may be harder too, Walker replied you still have a ticket. Swedenborg added you will also get people who are here wanting to sign up the day of, a discussion ensued regarding room nights and tracking. Bell added your email list is over 2,500 people, that is a strong list and you have a following, Hayes replied and social media, a discussion ensued. Walker noted this does give us something in October. In response to Walker's question are you giving up on March, Hayes replied not necessarily, I wanted to hear what you have to say, maybe this reinvention can help us come up with a different feeling. We are planning on October for next year, as for March, I am open to another time in the year that works best for the community. A discussion ensued regarding the liability of the wine walk; Hayes gave an overview of the insurance requirements. Walker noted for 20-21 you said one of things you were going to do was promote on the Savor Facebook page about the local restaurant area since it's been bad, I haven't seen that and think you should do more of that, only two posts since we met. Hayes replied we are intentionally being quite. There were many rolling over tickets to 2021 event and we were concerned if we start putting things out there people may start asking about their refund. We are trying to be careful of what we put out there until we are ready to post information on how to redeem credit. Once everything is live on the website we will do as much as we can. Sinkler added I am looking forward to see how you adapted. Walker noted the Food Bank is 501C3 now, a discussion ensued. Walker added I only mention it because Council occasionally takes an issue with 501C3's who are not in Cannon Beach, so the more you can keep it in Cannon Beach the less likely they will be crabby about it. Hayes added it would be valuable to hear yes bring the wine walk back or no don't, or yes do it in October, it would be beneficial. Sinkler replied what are you hearing from the shops, not just art galleries? The shops in town that have someone pouring in their space, how do they feel about the wine walk going away or coming back? Hayes replied the complaints received were mainly from restaurants and community members and perspectives about the event. Not a lot of negative feedback from the shops. That's why the Friday night thing is good, its casual, a discussion ensued. Bell added if I am a tourist this gives me lots of options, a discussion ensued. Hayes noted maybe 2022 will have a Friday and Saturday thing, we will talk to the galleries to see what their thoughts on it are. Sinkler added if you look at changes, we are seeing in tasting rooms it's the higher quality, a private tasting experience. Hayes added I will be curious to see Art in the Park does in a couple weekends and see how the school can be utilized in the courtyard without it being completed. Kingwell added I appreciate the complexity of what you are doing and the breakdown of expenses, you have the different job descriptions broken out and identifies the need. Hayes replied there is a lot of up front work that is a huge part of this. In response to Bell's question, you have a grant oversite line item, what is that, Hayes replied that's Clatsop Animal Shelter, and they provided volunteers in the past. We figured a better arrangement between the two of us would be a percentage of the grant, if the grant fluctuates then their money does to.

Paused at 2:00 pm. Reconvened at 2:25 pm

Tolovana Arts Colony – Cannon Beach Comedy Festival  
Andrew Tonry

Kingwell stated thank you for putting the update on the remodel in the packet. Tonry thanked committee for funding and time and last year's grant giving an update on the remodel project. I am seeking a grant to reboot the comedy festival. I am often asked when's the next comedy show. It started in 2018, and learned a lot from the 2018 festival, it delivered room night stays and was a successful event. I want to build on what we learned and put together an even better comedy festival. It's an ideal way to unwind, and worth mentioning comedy holds a significant space in pop culture and young audiences to bring people to Cannon Beach for years to come. In response to Sinkler's question on the budget page you have the venue rental, in the application under question 9 you seeking an in kind donation, Tonry replied I spoke to Patrick and he said he can probably help and there is a potential to hold one or more nights at Tolovana Hall. It all depends on the talent we book. In 2018 we had one night at Coaster and one at the Hall. Coaster is a better venue. In response to Sinkler's question what's the capacity at the Hall, Tonry replied it's about 80, but they are close together, 70 is better. Patrick said he can probably help us out, but they've been paying rent throughout COVID. Our timing is winter/spring, we are flexible and want to make sure not stepping on toes of other events and find weekends that Coaster is available and dependent on the performers availability. From a COVID stand, this only really works if COVID restrictions are lifted. I think we all expect it to be in a place we can do this. If there were to be another flare up of COVID we will be returning money, this is not really feasible to social distance. In response to Bell's comment if I am a performer and you booked me I may still want my money, Tonry replied its contract by contract basis and sometimes it's a percentage not the entire amount. I wanted to highlight we are, as far as management, we are not hiring a marketing firm or event producer or sound man. We are doing it in house at rates well below market. There may be some changes to the marketing, I reached out to Willamette Week in Portland for rates and was a lot higher than expected to even get on their website. Thinking of switching to Facebook social media. Kingwell added I appreciate the question you through out about the competition of hours and appreciate the value is listed under the event, a discussion ensued. In response to Walker's question what ticketing are you using, Tonry replied I built a four square website and sell through them. In response to Walker's question is there a way to collect data, Tonry replied yes I can pull zip code information and can get a count with the raise of hands, a discussion ensued regarding the method of raising hands. Walker noted I would much rather have your zip code data. Sinkler added the accurate data is there and if we can get Coaster from going away from the hand pull, having the zip code data will give the information and will help in marketing. Tonry replied if we wanted to not take cash then every ticket would have a zip code attached. In response to Sinkler's question with the money gave you last year with hall renovation, what still has to be done, Tonry replied we need to paint and have a volunteer contractor friend will put in a nice slab shelf this summer and then paint. Still waiting on a couple fixtures, the tracks are installed but they didn't deliver the lights themselves, but the order is in. In response to Kingwell's question about the original estimate, Tonry replied we found a way to made it work. We covered the difference about \$1,000 for track form LED.

Paused at 2:42 pm. Reconvened at 3:07

Coaster Theatre – Late 21-Early 22 Season  
Patrick Lathrop and Jenni Tronier via Zoom

Lathrop gave an overview of the application. We are looking at the 2022 season to celebrate our 50<sup>th</sup> anniversary with a monthly concert series culminating with a big performance in May with a performance of Pink Martini. Also we will offer tickets of events outside the 50-mile radius first with their fanbase and marketing, then open up sales for local and other individuals in an attempt to encourage people to purpose tickets who are not in the area. Walked asked instead 2 events it's month, Lathrop replied starting in January through May and probably nothing in June-August, then picking up in September. Tronier added it's 4 artist and groups ending with Pink Martini. In response to Walker's question is Broadway Across America Program still around, Tronier replied as of right now they have a slate season and are planning to continue with program as long as the season continues. In response to Kingwell's question do you have a guess to of attendance of concert series, Tronier replied last time Pink Martini was here sold out tickets in 3 days so predicting a good turnout. Depending on other groups – we try to estimate about 75 depending on the time of year, so it could vary from January concert to April concert. Lathrop agreed adding this attempt to address their fan bases will help with those sales. In response to Sinkler's question with the aattempt to address the fan bases will you work with the artist to promote through their channels as well, is that the idea, Lathrop replied that is right. We hope to work with them so they are marketing their own concert to their established fan base but will also be working with hotels locally to confirm if someone made reservation on date of the concert, they would also be eligible to have the presale in that respect. Kingwell added I like that presale thing, it overcomes the problem of us locals buying all the tickets once they come out. Lathrop added it will help with the lesser known on the coast groups that are popular in other areas. In response to Bell's question do you recall the funding request for last year or 2019, Lathrop replied I still have the funds for 2021 season. We were granted the money for two

events, one proposed to do in June which will not be happening, the other in September which is unlikely to be happening. Those dollar amounts were around, Tronier added we were given \$22,729. In response to Walker's question which are coming back, Lathrop replied most will. We did use a small amount, almost all are coming back. Should I hold off in case I can do a concert in September? Kingwell replied I would hesitate as September may have some potential. In your evaluations of what's been expended we will be heavily reliant on your accounting. I would wait if there were an opportunity for September, a discussion ensued. Swedenborg noted the Pink Martini concert is \$23,000 for one night, Lathrop replied yes, that covers the cost of the band itself, sound, hotel, all the food, various other costs involved. Swedenborg asked so ticket price is about \$115 per ticket, Lathrop replied we probably won't exceed \$100 per ticket, and we have 199 seats, a discussion ensued. A discussion ensued regarding Pink Martini.

#### GOOD OF THE ORDER

None.

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:28 pm

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Jennifer Barrett, City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 28, 2021  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Bell and Greg Swedenborg in person. Steven Sinkler and Mike Morgan via Zoom

Excused: Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

Others: City Attorney Ashley Driscoll

CALL TO ORDER

Kingwell called the meeting to order at 1:01 pm.

Driscoll stated just a reminder that we should declaration of conflicts of interest. Driscoll gave an overview of the process and the difference between potential and actual conflict.

Swedenborg stated I am on the Chamber board and my tenure ends in a month, and there is no direct conflicts. In response to Driscoll's question do you receive compensation, Swedenborg replied no. Driscoll replied then it is not an actual conflict.

Kingwell stated I am a member of Cannon Beach Gallery Group. I operate an art gallery and would be impacted financially on the four Gallery Group applications. There is sufficient appearance of conflict and I will recuse myself on recommendations, but will be available to answer questions.

Bell stated I have no conflicts to declare.

Walker stated I have no conflicts to declare.

Morgan stated I have no conflicts to declare.

Sinkler stated I am on the Chamber Board of Directors but am not compensated. As the owner of The Wine Shack, the Wine Shack will be a venue location for Savor Cannon Beach, but do not know to what extend they will be purchasing anything, and I am not charging them a venue fee. It may be a potential but not actual conflict. In response to Driscoll's question can you make an impartial decision, Sinkler replied yes.

TAF GRANT AWARD RECOMMENDATION

Kingwell stated lets survey folks to put together an initial round and return to discuss. Discussed TAC amount available and requested. Kingwell noted in Gallery Group there are duplicated requests due as individual grants cannot be given in excess of application amount. If digital social media is not funded, some that would be used for the event is built into individual event.

Morgan asked are we going to discuss the merits of each of this when we circle back, Kingwell replied yes absolutely there will also be opportunities to revise amounts based on discussion as well.

Kingwell recused himself. Driscoll suggested having J Barrett call the names.

CB Arts: Artist  
No discussion

CB Arts: Blush Lux

Kingwell noted this is a fair range. Walker added there is so much potential with this, Bell agreed. Sinkler adjusted his number. Morgan asked I would like someone to explain how a make up festival fits in with the goals of TAF? Sure, it brings people to town, I have a problem with the concept, don't think it's something, I don't know, I am an old hippy and can't see that as being something we want to promote. Given the fact that there asking for basically close to 100% of funding, aren't they supposed to have some skin in the game? I want to ask Walker, why is it such a great and worthy event. Walker replied makeup counts as art and there a lot of artisan work with makeup for theatre or going out every day. I feel its upscale, brings the right people to town in a down season which is a great time to bring people to town. The target market is right on and think it will bring people back year after year. Kingwell added I broke down all the applications in general categories and I have this and WOW in a crossover hybrid category of part general tourism and part theatre. Kingwell noted the other categories he has on his list. Their overall budget for this event is \$46,800 and crossover between that and WOW and the WOW budget has some cross promotion. Walker added they have skin in the game with tons of volunteer work and using all their spaces that they have, they are working hard on it. Bell noted this brings women to town and women spend money. This is kinda their first year and with other first year events we've funded it to see what happens. Walker added they said the cant move it from WOW weekend and stick it in February. Swedenborg replied it's a flexible event and not the same silos as others. I took it down a little, had a feeling that it was a one business venture, but would like to see them partnering with other businesses, worthy of taking a look and see how it goes.

CB Food Pantry: WOW

Kingwell noted they are certainly trying to cover all bases and question in terms of total amount. They included sanitation stations that may not be required at the time of the event. Bell added I am encouraged this could come back with a vengeance and applaud Brigitte for taking the event on.

CB Chamber: Culinary event

Kingwell noted it is interesting we funded some last year with additional this year. Walker added it's a lot of money for 150 room nights. I recommended \$31,000 last year and now they are coming back. Bell noted I am excited for the event but they were given a lot of money. Walker added seems really excessive for something that is trying to be self-sufficient, Kingwell noted a fair amount is for planning. A discussion ensued regarding the last year amount, Kingwell noted they said this was supplemental to the amount they have from last year. Swedenborg said it was a success one year and have some that were successful for 10 plus years. We are at the beginning of the weaning stages for this event. I would like to see it succeed. It has potential and is ticketed. But the cost per room night doesn't pan out. Walker added if they want to start buying linens and dishes they take a couple years to complete. We hope the event comes back but what if they don't. It is an audience for food and wine, we are a wonderful place to come eat. I would like to see them build more room nights in as they are limited to the number of people. Perhaps in the future they can build onto a weekend and get more rooms nights, it comes with time and venue.

CB Chamber: Welcome sign

Kingwell reported two of us did zero. Walker replied I struggle with it. Morgan added my point is has this been fully vetted with the City and will the Council support this? There has been resistance in the past to having big signs at either end of town. Cannon Beach is not a place that needs to have signs to get people in the door. I can barely get around all the cars in midtown today. I think there is the philosophy that subtlety is better than the Seaside model of a giant lighted sign. I think \$35,000 per sign would buy you something with lights and a little splashier than what we want to project. We are not Seaside or Lincoln city. So they want to spend money on a reader board that says no parking left downtown, consider going to Tolovana or midtown, but that is another discussion. If we agree to do this and the council agrees, I urge it to be an art event and go out for an RFP from artist that would do something low key and tasteful and not lighted. Some sort of competition or proposal would be in order. Nothing has been flushed out on this. Walker noted if you read the ask they said the idea was to make it a competition with artist in town. Sinkler added that's what they said in the presentation. Driscoll noted for a tourist related facility, the box I would need checked would be a statement or information that the sign would last for more than 10 years. Did they discuss that? Walker replied yes it was a part of the conversation. Kingwell added my own feeling is that this consideration should come out of the city's general fund and not TAF. I don't think this is the budget for it. Walker added I struggled with it too. I feel like the city should have some skin in the game, but it is also welcoming tourist to town. The south one disappeared and have had more people that have said we missed the sign and had to turn back

around. My thought was we do half and the city does half. I do feel it welcomes tourist to town. Bell added that's how I got to my number. My personal opinion it's a city problem not a TAC. Swedenborg noted this has been brought up for multiple times over multiple years and the chamber said we will take it one, and whether TAC or general fund it's all city money and this sign project meets enough criteria and welcomes tourist and this is money well spent, and its including the artist community. I think we should push the envelope a little more on things for the community as well as tourist. I don't know the costs of the sign and if they get in the process and need more money. Sinkler replied I echo what Bell says and to address what Kingwell said it should be a city project and should have been for the past 5 years. The chamber shouldn't have to come and say we need welcome sign. Not sure why the city's not taking it up and now the second sign is falling down and great the chamber is taking the lead. If there will be lights on it or not, that's up to the commission, DRB and artist. I support this and give some significant amount of dollars for the chamber to go to the city and say we have x amount and come partner with us to get this going. If the city doesn't chamber will do it on their own. To say we are Cannon Beach and we don't need signs is ridiculous. We should support an organization that is proactively trying to support the community. Swedenborg added I checked out all signs on the way to Bandon and the Cannon Beach sign is the bottom, noting the signs saw that were better. Morgan added since Sinkler called me ridiculous and there is some merit if an artist project and have doubts council will come up with other \$35,000. My other problem is I am the chair of DRB and will probably be adjusting it down the road. Discussed possible sign options.

#### CB Chamber: Fat Bike

Sinkler reported I am down because I was trying to give everyone a hair cut to be fair. Morgan added I am not sure I understand the whole draw of the thing it sounds like fun. I want to know how this is supported to self-wean. Are they making an effort to do that? Walker replied this has a possibility as it gets more well known to be self-sufficient. In response to Driscoll's question is Klootchy Creek new this year, Walker replied they did it in the past. Swedenborg gave an overview of past event locations. I think they have weaned themselves a little, giving an overview. Walker added if you are concerned about this I point you to Coaster Theater or Get Lit that will never be self-sustaining. Morgan replied I am more inclined to support art organizations ad nauseam. In the way distant future, I had a notion from the start that maybe there would be the possibility of a continuing funding base for all arts organizations in town like Coaster, Arts Assoc, Gallery Group, History Center that would just get a chunk of money out of the TAF fund. Then it got ensnarled with heads in bed, which is unfortunate. I understand the state law, but the arts organizations really need to have solid funding and not have to go scrambling around and dreaming up ideas to appeal to TAC. Driscoll added you hit nail on the head, and we talked about how restrictive those TLT funds are.

#### CB Chamber: Video

Swedenborg reported this is kinda what Morgan alluded to. I'd like to see a little bit more if they are truly being used not just by the Chamber but by other businesses so its more wide spread. If we slim it down a little in a year and it will be an ask next year and we can move it up. This last year funds were spent on community outreach for COVID. I don't think the city would have done that. There are a lot of resources that TAC funding went for. Maybe this year I add a little more since they have been reduced in the past years. It's a useful tool for marketing. I think we need to get an average year of asking as it goes up and down. Walker added I agree with you, need a better way of using them. Not sure if we can grab them off the site of share off of YouTube. Swedenborg replied you can do it either way. This is for all businesses in town to use. In response to Kingwell's question do they need to communicate that particular portion of the program a little more, Swedenborg replied that's a good idea. Kingwell added it might get more active use and get a better return on the dollar. A discussion ensued regarding the length of videos.

#### Coaster Theater:

Discussed last year's number. Bell noted my number was a math approach. Kingwell added having a theatre helps build the image the community has to offer. Adjusted numbers.

#### Tolovana Arts: Comedy Fest

Walker reported I am dubious still. If we are going to give them money it needs to be more than me to show up. Bell added I didn't appreciate Andrew's response to your observation. We are supposed to be here to give advice and comments on how to help your event. Walker added this is public money. I enjoyed myself it was good, and I like the idea but not the idea of cheating to get your numbers up. Bell added the event is a good idea. Mine was a personal reaction to the conversation. Kingwell noted I am the high number my hope is so much will be spent on the talent which I consider content for the event. I am the optimist because I was a stick in the mud the first time this

came up. I want to give him a chance to do it better. Walker noted I get asked in town when is the next comedy fest, which means we need to get the word out further than the Astorian to get the tourist here. Kingwell added if locals are interested more people should be as well.

#### Tolovana Arts: Get Lit

Swedenborg reported I was one that didn't fully fund, but I did it across the board and want to rebuild the reserve. And while everyone loves the event and everyone who is involved it will never pencil out. It doesn't have the scale but its great. I gave a little decrease but want to show support and hopes it is successful. Sinkler added I agree it will never pencil out but it's a great event and adjusted his number.

#### Clatsop Animal: Savor

Walker reported I am concerned about the falling room night numbers. I am disappointed that we funded him at \$44,000 and part of the promise was to work in his off time to support the restaurants and he did not. Two posts on the page and both were for Savor. I understand his discomfort in worry about people who want their credit but part of this was to help the restaurants. He's going to do small things and has a lot of wine already. Morgan added I agree with Walker. I think the month of October is barley considered a shoulder season anymore. Seems like its decent weather and we are filled to the gills. The other point to make is I thought they were on a downward in terms of funding as they were becoming self-sufficient. The ticket price is high and they sale a lot of tickets. If there is a poster child for self-sufficiency Savor would be the one. Walker added the event changed quite a bit, so the change he is making is a significant change in the event so its still a high-ticket price but with less people, so it will make self-sufficiency hard to come by. Kingwell noted my take on funding it, is its innovation for an interesting event. He has a track record of successful room nights and can hold his feet to the fire about supporting restaurants. Sinkler added it will be interesting to see what the event looks like this fall and will be a good indicator on what it will look like in 2022. I am not worried about the decrease in rooms, having it over a month gives us a greater opportunity for room nights instead of just one weekend. I am not sold that we will see less rooms, maybe this year, but not next. I think that this is a poster child for self-sufficiency. I like the event and happy to be a sponsor and fund the event. Looking forward to seeing what it looks like this year. Swedenborg added in my opinion October 15 is the last day of summer, so it's a great month to check this out. The town is full the first part of the month then it drops off. The track record of innovation and creativity, he knows where he needs to get to be self-sufficient.

#### CB History: Cottage Tour

Swedenborg reported I like the event I think its great, its just that time of the year. It will be busy that weekend and I get the point on why you don't want to do it in February. A huge piece of this is sunset advertising. Yes, it brings people in, but there are people in town then anyway. There is a great mailing list, money better spent working with hotels and short-term rentals to say please let your customers know this is happening today. I would like to see advertising funneled down. Walker added and they still get the ticket money, and they can still say they got the head in the bed. Kingwell added I am convinced having a good experience is the best sales pitch.

Kingwell recused himself. Walker took over for the meeting.

#### Gallery Group:

Bell reported I dropped due to the digital media. Walker asked did we overfund then? Driscoll noted this is the one that Kingwell had the actual conflict. I want to point out that the other applicants are not here to provide additional information, so if Kingwell wanted to completely step away from the conversation that is something that could be considered. Kingwell replied that makes sense. A discussion ensued regarding digital media and all as a whole due to media overlap. Morgan added I think the numbers are high and a lot of money out of the total budget and there is a lot of duplication across the board in terms of marketing opposed to content. In the future someone needs to do analysis on how much money is being spent on promotion vs the actual content, but that for another day.

A discussion ensued regarding the total in asks and reserve. Walker noted if there is an argument for it, now is the time as we are coming out of COVID.

**Motion:** Walker moved to recommend the numbers adding up to \$399,776 for the TAC awards for the 21-22 year; Sinkler seconded the motion.

**Vote:** Kingwell, Sinkler, Walker, Bell, Swedenborg and Morgan voted AYE. The motion passed unanimously.



J Barrett noted the recommendations will be going to the Council work session on July 13 and the regular meeting on August 3<sup>rd</sup> for a vote.

Morgan reported I am planning on resigning, not because I don't like you and enjoy working with you, I have other obligations that are pressing and also going to have a conflict of interest. My wife is thinking of an event involving gardening at our greenhouse establishment, so I will probably have to step down anyway. I enjoyed working with you and it's a great cause and wildly exceeded what we thought it was going to do in the distant past when we came up with the idea. Kingwell replied we want to thank you for your engagement and we look forward to further engagement as a member or applicant.

#### SELECT DATE FOR NEXT TAC MEETING

A discussion ensued regarding the next meeting date. Selected Monday, August 23<sup>rd</sup> at 1pm.

#### GOOD OF THE ORDER

None.

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:49 pm

---

Jennifer Barrett, City Recorder

**Tourism and Arts Fund Recipient Evaluation  
FY 2020-2021**



**Mid Term**



**Final**

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City *within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first.* For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 ½" x 11" sheets as necessary.

**Program/Project Title Art Exhibits, Virtual Exhibits, Receptions and Workshops**

**Evaluator Name/Position** \_Lila Wickham      **Date** May 17, 2021

**1. Project/Program Summary**

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Our primary objective of creating a robust exhibition program in the shoulder season beginning in October was met. The objective of supporting artists during the pandemic was met with artists receiving \$30,305 in payments for sale of their works. We have not been able to conduct opening events during the pandemic making it difficult to capture “heads in beds” in our customary way. However, we ask all of our customers where they are from. The coast in general and Cannon Beach in particular became a popular destination during the pandemic with vehicles from every state visiting our Gallery. We purposefully included exhibitors from Portland and other areas to attract tourists from that aspect. Up to 25% of artists who travel from greater than 50 miles away will stay overnight when dropping off their work and again when they pick it up. Due to the pandemic restrictions on 5 people in our space including staff we were not able to hold the workshops that we had hoped. One of our major strategies to overcome the limited foot traffic was to generate a bigger virtual presence. We were successful in creating multiple ways of showcasing our art. One of our board members, Marcia Zegar has created a lovely online video for each exhibition. Please see the current one on [cannonbeachartsassociation.org](https://cannonbeachartsassociation.org) click Current Exhibit click Watch on Utube or go to this [link https://youtu.be/LMkqAhg\\_2b0](https://youtu.be/LMkqAhg_2b0). The virtual presence brought visitors in person from over 50 miles on multiple occasions. In collaboration with other galleries we participated in Spring Unveiling and a historical view of Cannon Beach in collaboration with the History Center. Please review the attached marketing report for April that documents our virtual outreach activities. We have initiated discussions with the Union Knot on collaborative approaches on the Women Only Weekend event.



## 2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

The major aspects of the program were successful. The following exhibitions were provided to the community:

October Exhibit "Group Show" with three local and regional artists.

November-December "Miniature Exhibit" with 106 participating artists.

January "Winter Salon and Historical Film"

February "Palette and Kiln"

March "Ephemera" (current show)

April "Aqueous Materials" Juried show

The development of virtual venues was very successful. Unfortunately we were unable to find a venue for workshops and obviously were unable to have in-person openings.

- b. Describe what could be done differently in the future to improve the program/event/project.

We are very pleased with what we have been able to accomplish in these challenging times. We have maintained our staffing; our Board has worked hard to provide operational support to the programs. If we had the capacity we would like to do online art classes. As you know everything we do in the pandemic takes more time and energy than what we were doing pre-pandemic and we simply had to stay focused on our primary objectives; exhibitions, selling art for the artists and developing a virtual presence.

## 3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.

We have spent \$31,372 of our \$24,643 grant allocation.

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

**Attached**

# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation FY 2020-2021

### Mid Term

### Final - Yes

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City

*within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first.* For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

**Program/Project Title** Expanded Digital and Social Media Marketing Package

**Evaluator Name/Position** \_James Kingwell – Treasurer

**Date** June 2, 2021

1.

### Project/Program Summary

a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach. The program was finalized at the start of 2021. The contract elements run for a year and will be utilized for promotion of our next three calendar events on a rolling basis. This means that some events will be outside the fiscal year of the expense. This is our ongoing reality. The effect with adequate lead time. This program delivers our message where print media cannot. Working alongside our ability to deliver the content of experience bring people to Cannon Beach.

2.

### Program/Project Evaluation

1. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation. The program has begun delivering our message in consultation with the Marketing Committee. Our goals are on track to be met.

2. Describe what could be done differently in the future to improve the program/event/project. The renewal of the contract will allow a longer lead time for annual events and should produce more measurable results.
- 3.

### **Budget**

1. Briefly describe how the program/project did or did not meet its financial projections. We are only four months in but are matching the contracted deliverables. That should continue through the fall when we hope to pick up with a new agreement.
2. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation. See attachment

PO Box 368 Cannon Beach, Oregon 97110 • (503) 436-1581 • TTY (503) 436-8097 • FAX (503) 436-2050  
www.ci.cannon-beach.or.us • cityhall@ci.cannon-beach.or.us

**Tourism and Arts Fund Recipient Evaluation  
FY 2020-2021**

☐ Mid Term

☒ Final

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Program/Project Title

CANNON BEACH GALLERY GROUP

STORMY WEATHER ARTS FESTIVAL 2020

Evaluator Name/Position

JAMES KINGWELL

Date

5-31-21

**1. Project/Program Summary**

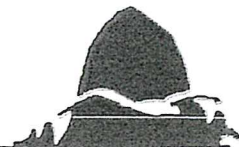
- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

**2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

**3. Budget**

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.



## Stormy Weather Arts Festival 2020

### Summary

Our goal was to keep awareness of this annual event alive during the unprecedented circumstance of the year. We did not focus on heads in beds. We did focus on creation of a safe environment for those travelers who came to town. Our gallery messaging was on the continuity of experience for Art Appreciators. The art experience creates an enduring draw for tourism.

### Evaluation

Galleries were pleased overall with an event that by necessity engaged fewer visitors than normal. Hotels were full and weather was good. Traditional receptions could not happen, and social distancing needs placed unique limits on the capacity at each location. We were able to demonstrate consideration for safety with our hospitality. We were able to show that our seasonal art events continue to be here as travel resumes. Music was performed in public spaces and the Chamber hosted eighteen people for a Paint and Sip event that generated more enthusiasm than could be accommodated by a single occurrence.

A second focus of the grant is on development of our website upgrade. The effect of that upgrade will be felt in future years for Stormy Weather.

### Budget

Grant Income \$10139

#### TAC Expense

Advertising \$9509

Web \$ 999

Total \$10509 61.35 %

#### Non-TAC Expense

Advertising \$2250

Admin \$1800

Brochure \$2570

Total \$6620 38.64 %



# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation FY 2021-2022



Mid Term



Final

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**Program/Project Title** Event and Tourism Video Production

**Evaluator Name/Position** Jim Paino, Executive Director      **Date** 7/20/2021

### 1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.
- a) We are continuing to develop a series of video assets for integration with website, social media, and public relations efforts based on all of the events funded and supported by the Tourism Arts Committee. This project allows the Cannon Beach Chamber to further enhance our existing video library for use on CannonBeach.org, social media, and primarily YouTube.com. Moreover, we will be providing these videos to the other events, members, and organizations for their own marketing. The funding allows for the development, filming, and editing of videos that display the unique and wonderful events and activities that occur in Cannon Beach.
- b) Please note that this project is ongoing with new videos added as materials and opportunities present themselves. We currently have numerous videos that are up on our YouTube page. [https://www.youtube.com/channel/UCULqJ5\\_yafJ1UJzaVoii\\_DA/videos](https://www.youtube.com/channel/UCULqJ5_yafJ1UJzaVoii_DA/videos)
- c) Video has become the driving force of content on the internet. Every platform includes videos to help capture the attention of viewers and drive their interests to specific destinations. Having quality professional footage and videos to use is becoming more vital every year.
- d) Ultimately, we hope that these videos will showcase many of the great aspects that our community and Cannon Beach has to offer. Video content truly allows the viewer to experience an event and Cannon Beach and spark an interest to visit.
- e) This project is designed to support the TAC funded recipients and provide them with additional tools to help them promote their events. This also provides the Chamber the ability to promote them as well. As the library of videos continues to increase it will also become a video record of how each event has grown and progressed through the years.



## 2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

The production schedule was adjusted due to COVID. The plan was to promote the following events: The Union Knot Beauty, Cannon Beach Fat Bike Festival, Spring Unveiling Arts Festival, Cannon Beach Cottage Tour, Coaster Theatre Playhouse, and Community Highlight Video- Hiking

With COVID-19 changing many of the planned events required some modification to the original plan. Below is the list of videos completed and in production.

- Ecola Hiking 3,000 near completion
- Spring Unveiling 2,300 in production
- Fat Bike Festival 2,300 in production
- Sandcastle Demonstration 2,000 in production
- YouTube Marketing 1,000 in progress

- b. Describe what could be done differently in the future to improve the program/event/project.

This project continues to be supportive to each events marketing outreach to showcase Cannon Beach. We plan to continue to use these videos and clips in our marketing efforts and encourage the event planners to do so as well.

## 3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.

The production schedule was reduced due to COVID and came \$1,114.00 under our awarded funding amount of \$11,714.00. The Fat Bike festival was one of the first real events held that wasn't virtual and was an important video to represent a safe event being held outdoors.

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

See attached documents



## MORRISEY PRODUCTIONS

503-440-2138  
Seth@Morrisey.com

Morrissey Productions  
P.O. Box 333  
Seaside, OR 97138

ATTN: Jim Paino  
Cannon Beach Chamber  
207 N Spruce St.  
Cannon Beach, OR  
Date: 6/1/21

Invoice Number: 69949

Description	Quantity	Unit Price	Cost
Ecola Hiking Video	1	\$ 3,000	\$ 3,000
Spring Unveiling	1	\$ 2,000	\$ 2,000
Spring Unveiling Professional Voice Over Fee	1	\$ 300	\$ 300
Fat Bike Festival	1	\$ 2,000	\$ 2,000
Fat Bike Professional Voice Over Fee	1	\$ 300	\$ 300
Sand Castle Demonstration	1	\$ 2,000	\$ 2,000
YouTube Marketing (Video Uploads, Optimization, SEO, ect..)	4	\$ 250	\$ 1,000
			\$ 0
		Subtotal	\$ 10,600
			\$ 0
		Total	\$ 10,600



# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation FY 2021-2022



Mid Term



Final

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**Program/Project Title** Cannon Beach Fat Bike Festival

**Evaluator Name/Position** Jim Paino, Executive Director      **Date** 7/20/2021

### 1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

The festival occurred the weekend of April 30 – May 2, 2021, the week after the Governor deemed extreme risk to many counties. Even with the ever-present COVID restrictions and threats of rain, we had 50 people attend the festival. The most impressive fact was 30% came from more than 50 miles away, 26% came from more than 100 miles away, 22% came from more than 200 miles away and 22% came from out of state (Washington & Arizona). Also impressive was that 38% stayed in hotels, 38% stayed in Vacation Rentals, 8% stayed in local camp grounds, and only 12% stayed out of town and 4% with friends.

One of the highlights of this year’s festival was a “Passport Book” that highlighted 23 Cannon Beach businesses as well as maps of town and the Public Art Waking Tour. Participants were encouraged to visit the businesses to get a “sticker in their book” and encouraged to track their spending in the businesses for a prize to whomever spent the most money. The participants had to have their passport books verified for stamps and show receipts for purchases. At least 1/3 of the participants had visited all 23 businesses and 10 people had receipts to prove over \$300 spent at the businesses during the festival. We had the grand prize winner narrowed down to 2 people that had each spent over \$500 and the final winner had \$578 in receipts to win (this did not include \$ spent on lodging).

Many participants spent Sunday discovering the nearby Klootch Creek trails on a self-guided ride and commented on the closeness to Cannon Beach and how they look forward to returning to ride the trails and stay in Cannon Beach

### 2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original

program/event/project goals. Include supporting documentation.

The festival brought people from all over the State of Oregon to spend the weekend in Cannon Beach, discover eco-friendly activities to do by bike, and due to COVID we set them up on self-guided tours of the nearby mountain bike trails as well as the Public Art Walking “Biking” Tour. The incentive of the Passport Book and tracking their spending to win a prize really helped to further the tourism dollars spent in Cannon Beach over the weekend of the festival. The grand prize basket was full of goodies purchased from local businesses (some donated) that participated in the festival. Only 2 people who attended the festival lived within 50 miles of Cannon Beach. Everyone else who attended lived more than 50 miles away and 76% of people stayed in hotels and vacation rentals.

- b. Describe what could be done differently in the future to improve the program/event/project.

The festival has been gaining momentum over the years but was affected by not having the event in 2020 as well as still being in the height of COVID restrictions for the 2021 festival. We were happy to have 50 people attend but had it not been for COVID, we feel those numbers would have @ least doubled.

By developing the “passport book” for this years event, we had a trackable way to see that participants were visiting and spending money in local businesses. In the future we feel that we can help fund the event by selling sponsorships in the “passport book.” The businesses highlighted in the book had an increase in foot traffic and sales by being part of the festival and we can monetize this in the future to help the event become self-sufficient.

### 3. Budget

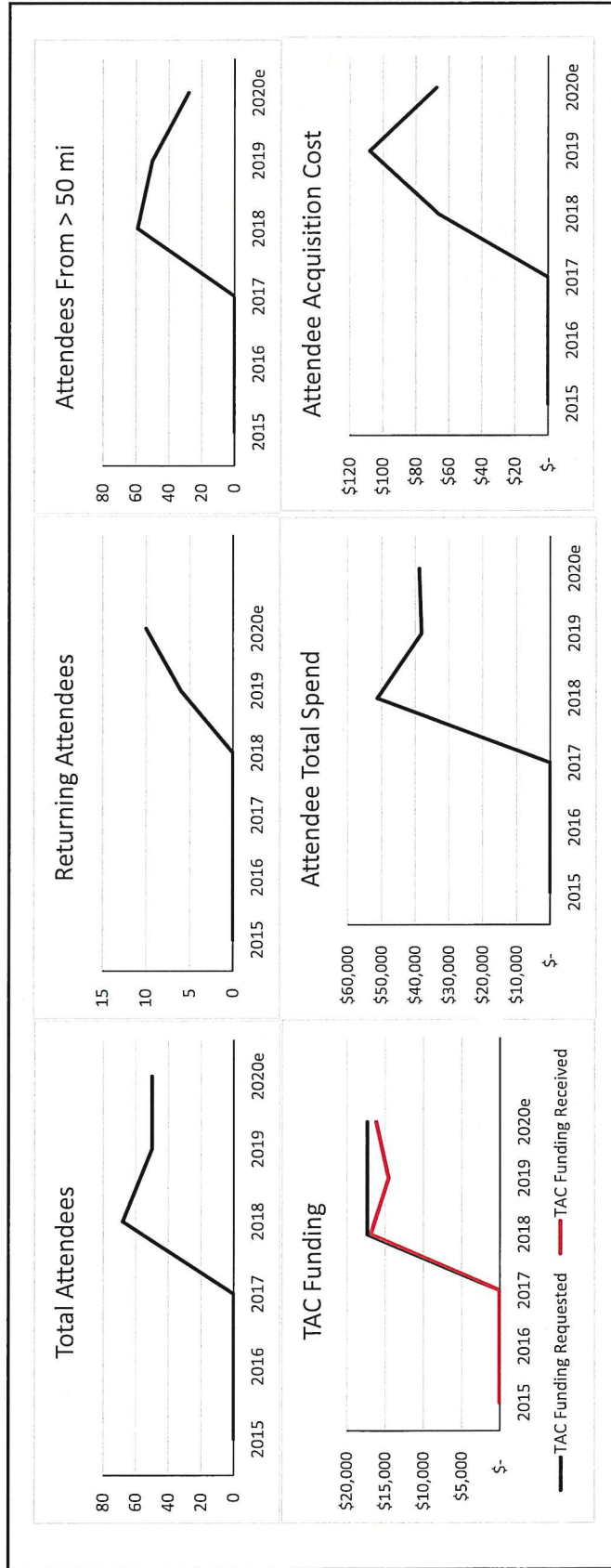
- a. Briefly describe how the program/project did or did not meet its financial projections. The event did meet its financial projections by staying on budget and surpassed our expectations on the amount of “heads in beds” and distance people traveled to attend.

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.  
See attached documents

# Cannon Beach Fat Bike Festival Budget & Final Expenses: 2021

Item:	Description:	Budgeted Amount::	Spent:	Total Spent:	Notes:
Web based marketing	Website, registration, logo & poster design.	\$250			Website & registration run under CB Chamber.
Permits/Event fees (including insurance)	Permit fees for event	\$700			Insurance under Chamber. Permits were on hold this year due to COVID.
Hard Copy marketing T-shirts, masks, etc.	Printing & mailing of posters & flyers	\$1300	Masks: \$791.00 Lodging for photographer: \$364.66 Hard copy printing: \$189.35 Marketing: \$35	\$1380.01	
Paid Advertising	Web, print, facebook, etc.	\$2000	\$1000 News Times marketing(social media, print, passport book design & print) \$1000 Jeremy Burke - photography & videography & design work.	\$2000	
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$750	Bonfire & sunset ride supplies: \$495.52 Hand sanitizer: \$21.89 Prizes: \$254.20	\$771.61	
Event & Logistics Management	Hire an Event Director to run event.	\$9500	\$9500	\$9500	
Income source: TAC Funding: \$14,471		Registration income for event: \$1410		Total funding: \$15,881	
Total Expenses for 2021: \$13,651.62					

# Events Metrics Scorecard- Fat Bike Festival







# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation FY 2021-2022



Mid Term



Final

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**Program/Project Title** North Coast Culinary Fest

**Evaluator Name/Position** Jim Paino, Executive Director      **Date** 7/20/2021

### 1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

The event has not happened yet, it is scheduled for March 4-6, 2022. There isn't a lovelier area of Oregon to host a culinary festival than Cannon Beach. The North Coast Culinary Fest is designed to produce a city-wide celebration of the Cannon Beach & North Coast culinary experience with top chefs, restaurants, wineries, distilleries, and breweries from in and around the area. The festival features visiting chefs and local chefs from the Cannon Beach area to celebrate, educate, and appreciate the outstanding culinary offerings available in Cannon Beach with a reception, progressive dinner, a brunch, and workshops around town. Events are held in various locations throughout Cannon Beach with the goal of bringing people to the area from a 50-mile radius and beyond.

Event features we are planning are: A Friday night welcome reception at the Chamber Community Hall. Saturday workshops at various locations around town, a progressive dinner at the downtown and midtown participating restaurants. A Sunday champagne reception at the James Beard House in Gearhart and themed dinner at EVOO. There will continue to be educational classes, tastings, and smaller events occurring throughout the weekend in various venues, and restaurant locations.

### 2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

The event was postponed in May 2020 to March 4-6, 2022. The event received funds in the amount of \$31,143 in October 2020 to begin the planning process for March 2022.

- b. Describe what could be done differently in the future to improve the

program/event/project.

N/A

### 3. Budget

a. Briefly describe how the program/project did or did not meet its financial projections.  
The event is currently in the planning process.

b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.  
Proposed budget for 2022, see attached.



## INCOME

### Workshops

Career Path	\$25x20	\$500
Real Wasabi	\$25x20	\$500
Oysters	\$25x20	\$500
Olive Oil	\$25x20	\$500
Chocolate Café	\$25x20	\$500
Truffle Hunt	\$25	\$250
Beer/Seafood	\$35	\$700
Whiskey	\$35	\$700
Honey	\$25x20	\$500

**TOTAL** **\$6,650**

Progressive Dinners **\$24,000**

Brunch **\$6,000**

Big Night Sunday **\$360**

Movie **\$1,500**

**TOTAL INCOME** **\$38,510.00**

TAC Grant **\$40,000**

Sponsors **5,000**

**TOTAL** **\$83, 510.00**

**EXPENSE**

Welcome Reception	\$4,250
Swag Bags	\$2,000
Décor	\$2,000
Movie	\$600
Big Night Sunday	\$3,600
Save The Date	\$300
Advertising	\$10,000
Production/Printing	\$2,500
Distribution	\$500
Workshops	\$2,300
Progressive Dinner	\$21,000
Brunch	\$4,000
Event Planner	\$9,000
Management Fee	\$6,000
Rentals	\$2,000
School Donation	\$3,000
Merc handise	\$3,000.00
Permits	\$500
Staff	\$7,000
<b>TOTAL</b>	<b>\$83,550</b>

**Tourism and Arts Fund Recipient Evaluation  
FY 2020-2021**



Mid Term

**X Final**

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**Program/Project Title** \_\_\_Tolovana Hall Capital Improvements/Renovation\_\_\_\_\_

**Evaluator Name/Position** \_\_\_Andrew R Tonry / Program Director\_ **Date** \_\_\_6/6/21\_\_\_

**1. Project/Program Summary**

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.**

The Tolovana Arts Colony (TAC) has completed the foundational aspects of the grant obligations, including the installation of a new floor and new lighting at Tolovana Hall.

As the work has just been completed—some track lights are still on order, and construction was finished in late May—TAC will continue will repainting and other improvements in the coming months.

In the process of capital improvements, TAC identified other improvements—such as track lights, AKA “stage lights” for presenters and art shows—that were not included in TAC’s original proposal. TAC went ahead, contracted and paid for these additional improvements, which represent a significant upgrade to the original proposal.

As this evaluation corresponds to capital improvements, rather than a singular event, there are no “heads in beds” numbers to report at this time. But TAC is very excited about the finished improvements to Tolovana Hall, and buoyed about holding all kinds of events that will draw visitors to Cannon Beach in the months and years to come.

Without a doubt, these improvements will create a more professional and indelible experience for all manner of events at Tolovana Hall, supporting both arts and tourism in Cannon Beach.



## **2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.**

The project was successful in meeting its original goals, as new flooring and lights have been installed at Tolovana Hall, greatly increasing the ambiance and presentational viability of this community space.

- b. Describe what could be done differently in the future to improve the program/event/project.**

At the time of the original grant submission, TAC did not foresee the demand that would be put on contractors in the region during the pandemic that followed, which made getting quality service more difficult. As such, TAC had to find contractors other than those who were detailed in the original grant to meet cost projections and receive quality service. Therefore, if TAC ever were to seek capital improvement grants to Tolovana Hall again, it would seek more concrete bids and service agreements before submitting the grant application.

## **3. Budget**

- a. Briefly describe how the program/project did or did not meet its financial projections.**

While the originally proposed contractors and suppliers (as outlined in the original grant proposal) did not maintain their original estimates--sometimes coming in multiple thousands of dollars over their initial bids--TAC worked diligently to find alternate suppliers/contractors to keep the budget on track.

TAC also received some inaccurate advice in its original lighting bid, which was corrected by a second contractor. The second contractor's expertise also led to the addition of track lighting—for stage and art shows—that was neglected by the original contractor.

TAC went ahead and covered the difference of the cost to get the most effective lighting options available, which exceeded the original grant award. (The dollar value of volunteer and staff hours have not been counted towards this total.)

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, on a line-item basis, with this evaluation.**

See attached budget documents.

Full line-item budget to be delivered with final evaluation upon completion of the project.

<b><u>FLOORING</u></b>		<b><u>PROPOSED</u></b>	<b><u>ACTUAL</u></b>
<u>MAIN HALL</u>			
	<u>MATERIALS</u>	<u>\$3,600</u>	
	<u>LABOR</u>	<u>\$3,000</u>	
	<u>TOTAL</u>	<b><u>\$6,600</u></b>	
 <u>KITCHEN/BATHROOMS</u>			
	<u>MATERIALS</u>	<u>\$930</u>	
	<u>LABOR</u>	<u>\$770</u>	
	<u>TOTAL</u>	<b><u>\$1,700</u></b>	
 <b><u>TOTAL FLOORING</u></b>		<b><u>\$8,300</u></b>	<b><u>\$7,710</u></b>
<i><u>(MAIN HALL, KITCHENS AND BATHROOMS)</u></i>			
 <b><u>LIGHTING</u></b>			
<u>NEW FIXTURES</u>	<u>MATERIALS</u>		
	<u>LABOR</u>		
	<u>TOTAL</u>	<b><u>\$2,400</u></b>	<u>\$2,850</u>
<u>PLUS TRACKS + KITCHEN/BATHROOM RETROFIT</u>			<u>\$1,550</u>
 <b><u>TOTAL LIGHTING</u></b>		<b><u>\$2,400</u></b>	<b><u>\$4,400</u></b>
 <b><u>TOTAL REQUEST RANGE</u></b>			
 <b><u>COMPLETE</u></b>		<b><u>\$10,700</u></b>	<b><u>\$12,110</u></b>
<i><u>All new floors and lighting</u></i>			
 <b><u>COST OVERRUN COVERED BY TOLOVANA ARTS C</u></b>			<b><u>\$1,410</u></b>