



CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission
Date: Monday, August 22, 2022
Time: 1:00 pm
Location: City Hall Council Chambers

Call Meeting to Order

- (1) Approval of the Minutes of March 16, March 28, June 20 and June 27, 2022
- (2) Review Final Evaluation fo FY 21-22
- (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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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: 8/15/22

Minutes of the
TOURISM AND ARTS COMMISSION
March 16, 2022
City Hall Conference Room

Members: Jim Kingwell, Julie Walker, Greg Swedenborg, Steven Sinkler and Libby Gast via Zoom

Excused: Greg Bell and Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

CALL TO ORDER

Kingwell called the meeting to order at 3:03 pm.

ELECT CHAIR AND VICE CHAIR FOR 2022

Kingwell asked for nominations for Chair.

Motion: Walker moved to appoint Sinkler as Chair; Swedenborg seconded.

Kingwell asked for any other nominations?

Vote: Kingwell, Sinkler, Swedenborg, Walker and Gast voted AYE, the vote was 5:0 and the motion passed.

Kingwell introduced new member Libby Gast. Gast gave an overview of her background and experience.

Kingwell asked for nominations for Vice Chair.

Motion: Sinkler moved to appoint Swedenborg as Vice Chair, Walker seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker and Gast voted AYE, the vote was 5:0 and the motion passed.

Sinkler thanked Kingwell for his time as chair noting history and his impact on the Commission.

APPROVAL OF THE MINUTES

Motion: Kingwell moved to approve the minutes for August 23, 2021, Walker seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker and Gast voted AYE, the vote was 5:0 and the motion passed.

TAF UPDATES FROM THE CITY MANAGER

J Barrett noted the quarterly report was distributed, adding I will check with the finance director regarding Get Lit's returned funds. The Comedy Fest will be canceled, and Andrew will be returning the funds. A discussion ensued regarding the loan payment, noting this was the final payment. In response to Gast's question what is the normal balance, Sinkler replied in the \$300,000 range, a discussion ensued.

REVIEW FY 2022-23 APPLICATION PACKAGE

Kingwell noted the special event permit application has been included in the TAF application. A discussion ensued regarding the special events application. Barrett noted the revisions made to the application.

The Commission discussed the timeline and set dates. A discussion ensued regarding the Chamber events not occurring in this fiscal year, discussed sign.,

GOOD OF THE ORDER

There was none.

ADJOURNMENT

Chair Sinkler adjourned the meeting at 3:52 pm

Jennifer Barrett, City Recorder

Minutes of the
TOURISM AND ARTS COMMISSION
March 28, 2022
City Hall Council Chambers

Members: Jim Kingwell, Julie Walker, Steven Sinkler, Greg Bell and Libby Gast

Excused: Greg Allen and Greg Swedenborg

Staff: City Manager Bruce St. Denis and City Recorder Jennifer Barrett

CALL TO ORDER

Sinkler called the meeting to order at 9:03 am.

MIDTERM EVALUATIONS

Cannon Beach Chamber of Commerce
Fat Bike Event: No questions or comments.

Event and Tourism Video:

Sinkler noted I am pleased to hear they are supporting the community, Kingwell noted Morrissey would need to coordinate with people anyway and I would question the Chamber role outside posting the video. I would be weary of double funding. Walker added Seth would need to talk to 14 different people for the videos. Does it make Seth spend more time instead of going through Jim Paino and should we be getting money back since they haven't spent anything?

Canno Beach Sign: Kingwell noted same thing, talking about what they will do is creating the future action. Walker added I am on the Chamber Board, and we just had a meeting. I brought up the concern of is it too much for Jim Paino, but he's putting together an RFP, looking at options and pulling together a subcommittee, it is moving forward, and something is happening.

North Coast Culinary: Sinkler said this will be postponed and we will be getting fund back.

Gallery Group

Digital social media: Walker said I am not sure what to say. Bell added they are incomplete. Kingwell replied it doesn't show comparison with anticipated budget. Walker added we have no idea if people came. Sinkler suggested Kingwell send Joe past evaluations so he can see how they are structured and format.

Earth Ocean: Walker said it shows money but not heads. A discussion ensued regarding tracking events, noting lodging will not assist with this process. Kingwell added data from ticket purchase does exist for the event.

Stormy Weather: Walker said I know it's hard to judge. It needs to be more than here's the money you gave us. Bell added it does mention they want to work with Chamber on future tracking methods.

Spring Unveiling: Kingwell noted this is coming up in May. In response to Walker's question is there any ticketed to get metrics, Kingwell replied no.

St. denis asked how confident are you that the info is good, could it be used in an audit? This is one component of the statute. I am not sure if there is an requirement beyond on ours to have the data to show that more than 50% came from 50 miles away. To my knowledge we haven't been challenged on it. I think this was something put in to the charter, I don't think it's possible to get the data and if someone was to challenge us. We want to be able to defend ourselves. Walker replied some events have good data, some do not. St. Denis added I am not sure if you collect it and have some good and some not, does that mean the nots do not qualify? I don't believe we are required to prove anything, that was just the definition of a tourist that we are using as a criterion and I am not sure we can. Bell yes is some cases we can, a discussion ensued regarding the criteria. A discussion ensued regarding a past

event failure from the early days of this commission. Bell asked are you suggesting since we are not audit proof why are worrying about this, St. Denis replied I worry that what we are doing would not pass the test, so why rely on this criteria anyway. Instead of trying to prove and accept questionable info, try to make decisions on the event. Walker asked what does City Council want us to do? Kingwell replied I keep records of return and new customers. The reason they return is they had a good time the last time. If we can do anything to support the content and quality of the experience. I would suggest that leads to the consumer response which brings heads in beds. St. Denis added if an event happens that the hotels are already full and I come here because my daughter is getting married and I go to an event, I didn't come to the event, a discussion ensued. Walker added there are people who feel this would be art related only, then there is heads in beds, we should have direction from Council on where we should be heading. Kingwell replied Council has given us the flexibility. Gast added the off season when this started is not the off season now. Do we need to make a shift? Is there an expectation of Cannon Beach to be providing something for arts and whatnot? That's what we hung our hat on, having events and being the place to come for them. Kingwell added I went to Leavenworth not during Oktoberfest and had a great time doing other things. St. Denis said at some point may want to have that conversation with Council. My comments were to suggest because we can't prove the data, that maybe for this cycle you don't press so hard on the criteria and see what the results are and what would happen. It's not necessarily helping the quality of events or life focusing on that criteria. Maybe in your own minds not press so hard on it. I don't know what to substitute for it. We have a track record of using the funds in this way, so I think we are already, and heads in beds is our own criteria that is self-imposed.

Gallery Group: Digital Media: Kingwell said the advertising committee is Joe and Alan coordinating with Gary Hayes. I know they are talking about the number of posting and working on the total engagement, but I haven't seen a report other than statements in meetings. Walker added this is a midterm so we should have more info at the final.

Cannon Beach Arts Association

Art Exhibits: Kingwell added it is nice to see the breakdown of where the money is going. I don't know what the art day is and the content. Gast replied I think it may be an artist in resident thing.

Blush Lux: Kingwell said can almost lump together with WOW and they are happening simultaneously. I think this is one of leaps that test that weekend.

Canno Beach History Center - Cottage Tour: Kingwell said at lest they have their old format which I have always found very helpful.

Clatsop Animal – Savor Canno Beach: Walker said my concern is he is getting the same funds as before, but there are less people coming.

Tolovan Arts Colony - Comedy Fest: This event has been canceled.

Coaster Theatre: Kingwell said looking at expenditures for special program it will be difficult to recover costs. A discussion ensued regarding the piano tuning expense. Kingwell noted the total award was for multiple events, but not all of these have occurred.

GOOD OF THE ORDER

J Barrett asked can I add to application: Would you be interested in using the CBE for your event in the future? Commission agreed to add the question.

Kingwell asked any flushing out the funding for the Audubon Coordinator? St. Denis replied the Friends of Haystack Rock will be applying for the next round of funding. A discussion ensued regarding heads in beds.

ADJOURNMENT

Chair Sinkler adjourned the meeting at 10:12 am

Jennifer Barrett, City Recorder

Minutes of the
TOURISM AND ARTS COMMISSION
June 20, 2022
City Hall Council Chambers

Members: Jim Kingwell, Julie Walker, Steven Sinkler, Greg Bell and Libby Gast
Excused: Greg Allen and Greg Swedenborg
Staff: City Manager Bruce St. Denis, City Recorder Jennifer Barrett and IT Director Rusty Barrett

CALL TO ORDER

Sinkler called the meeting to order at 12:00 pm.

(1) Tourism and Arts Fund Applicant Interviews

Sinkler asked if there are any conflicts to declare?

Bell replied I am not sure if conflict, but I print swag bags for Blush Lux and Wow.

Kingwell said we participated in some of the Savor Cannon Beach events and profit greatly from that event as one element took place on our location. I don't consider it a conflict in discussing the merits.

Sinkler said I feel the same way with the Wine Shack. We are a site location for Savor, The Friday presentation for 2021 was at Wine Shack and 2022 we will be a site location but no presentation, just pouring. We also did an event on Saturdays with winemaker events.

Cannon Beach History Center

Liz Scott Outreach Coordinate at the Museum
Kelly Mauer on the Board, Treasurer
Deanna Duplechain Development Coordinator/Grant Writer
Andrea Suarez Museum Manager

Duplechain reported next year will be 20th anniversary. Scott added the owners of Oswald House agreed to be on for next year giving an overview. In response to Sinkler's question when was the last time on the event, Suarez replied they were a part of the virtual tour and were really supportive. They reached out to use this year before we had a chance to contact them. A discussion ensued regarding being a registered historic society home. Kingwell asked if virtual when was the last live, Scott replied I believe 2017. A discussion ensued regarding being a ticketed event with the Oswald West House. Duplechain gave an overview of this year's event noting we are hoping to have an opening night benefit bash. Suarez noted Oswald West house offered to donate a high end item to the auction such as an evening in the house. Bell asked almost 700 in 2019 do you think we will be higher, Duplechain replied I hope so. We are on track with our marketing adding people are anxious for things that are in person, a discussion ensued. Kingwell added in years past you've been able to provide data on each event which was very helpful. It would be nice if the 2022 event could have the information as well. Scott replied definitely, we track each ticket that comes in, a discussion ensued. Sinkler said I appreciate your data on the application. With the marketing plan who are you targeting, what are their demographics, Suarez replied a healthy mix of what our volunteers are. A little on the older side, but when we went digital, we did get more on the younger side. We are reaching more people and being accessible to all ages because of social media, adding we still do still information through the mail, so we are hitting both. Scott added we are getting a lot of middle-aged people, a discussion ensued. Walker asked when do tickets go on sale, Scott replied July 1st. Sinkler asked the city purchased the Cannon Beach Elementary School. Any possibility of a tie in between your event and the property. Duplechain replied yes. We could do the tea there, a lecture, have a nice event there for the cottage tour. Duplechain added that would have been a great thing to bring out for the 20th. Seeing the property as it is now it can only go up and has so much potential. I

picked up the paperwork when they did the meet and greet and come up with some ideas. We are excited to be back, couldn't do this without our community around us. Making it more community oriented giving examples. Sinkler asked as you talked to business about sponsorship and donations what has been your response, Scott replied it's been excellent and incredible. Our sponsorships have been well receive and the response wonderful.

Coaster Theater

Patrick Lathrop in person

Lathrop said we are asking for the same thing as last year, money to cover a monthly concert to celebrate our 50th. In addition, I hoped to offer Pink Martini this last cycle, but wanted to bring them to a full house with no masks and it wasn't going to work. We brought in Curtis Delgado, but Pink Martini is committee to April 1st 2023 which is part of the ask. We are also asking for marketing in addition to cost of events. Bell they will sale out. Patrick added yes, we are going to do a tiered seating so very expensive in front and tier it up. We will be auctioning off some tickets to Pink Martini. Walker said you talked about announcing it in Portland first to try to keep locals from selling out, Lathrop replied we would set a certain number of seats a side for out of the area and offered a discount for people who were spending the night for TAC event. We didn't get a big response, but we will still do it. A discussion ensued regarding the ticket price for Pink Martini and other events being planned. Sinkler asked would you be interested in using the CBE for an event? Lathrop replied I can think of many ways to use it. It can serve as a rain out for events in the park, a performance space for kid's camp, additional rehearsal space can see us producing an event specifically for that space. I would like to take my Shakespeare and on Saturday in august present from 12-4 pm for a Shakespeare day in the park and have hands on art activities. A discussion ensued regarding the Theatre's nonprofit status.

North Coast Land Conservancy

Kassia Nye, Development Director. We conserve land for its natural value and that is what the event is based on. The Coast Walk started in 2016 and is 30-mile segments that covers the NCLC entire service area giving an overview of the event. We are fundraising and helping to bring visitors to the coast to help them fall in love with it. Nye gave an overview of each day of the event adding they will have 3 half days to enjoy the coast. In response to Sinkler's question what's the ticket price, Nye \$379. In response to Walker's question are any hotel in Cannon Beach offering deals, Nye replied yes. Hallmark Resort and they are also donating a gift certificate. Kingwell asked clarify the breakdown in amount of energy your volunteers, with the number of volunteers and distance covered not sure how it works out. It seems like more volunteers' hours that were not assigned and need to be put in. Nye gave an overview of the volunteer coordinator captains and their assignments and process. Kingwell noted there is a value you can cost volunteers out as, a discussion ensued. Nye added there is a wait list this year. It's under 10 at this point. We also did some advertising this year, but that could be expanded if we open it up to more participants next year. We just were not sure about this year with all the COVID concerns. A discussion ensued regarding the potential opportunities for the event. Bell asked if you didn't received funds, what would not happen for the event? Nye replied it would be the nice to haves, not the must haves and possibly staff time.

Blush Lux

Brigitte Wahlbeck and Erica Guenther

Wahlbeck said last year was pretty much on track, even though not with the tickets sales. But everything we planned to do with flip and turn over with Union Knot, the makeup and photographers. Everyone was there was so excited and pre bought tickets for this year. That was why we didn't change too much. What I am looking for in 2023 and in the future is to sale more tickets to offset what is needed for funding. What we got for 2022 and 2023 is similar and has been working really well. It's running very smoothly right now. We have wonderful marketing and PR lady, tons of volunteers and met many local women it the community and have bonded. In response to Kingwell's question for this year do you have the outside talent that is coming in agreements in place, Wahlbeck replied yes we already do and Guenther will, by Monday, have the full itinerary published. Wahlbeck gave an overview of the 5 outside collaboration. That's working with what we have now. If we have more ticket sales, we will need more collaboration. A discussion ensued regarding vendor agreements. Walker asked does anyone have product to sale? Wahlbeck replied in Lux no, but in WOW yes. I am so appreciative of the grants. A discussion ensued regarding videography and photography. A discussion ensued regarding the social media expense and what it covers. In response to Bell's question what do you use the video for, Guenter replied we hired a videographer,

he's been out to the cost three times and did video reels and boosting advertising for that. We talked about the event, what's its about. He has created video segments for us, and he will be onsite like last year. Bell added we have a Morrissey ask and wanted to make sure we are not doubling up. Wahlbeck replied it is not Morrissey, adding they are all on the website if you'd like to see, giving an overview of what was produced last year, a discussion ensued. In response to Kingwell's question how do you separate the response to Blush Lux vs WOW, how much overlap, Wahlbeck replied we do it by ticket sales and Lux is a VIP event. Not everyone who went to WOW bought a VIP ticket. When you buy a VIP ticket your WOW is included. That's your VIP experience, full access, a discussion ensued. Sinkler added you had 10 VIP tickets in 2022. Your thinking you are going to from 10 to 100 in two years. I'd say 10-20 would be great, I don't see a marketing plan showing a good chance of getting there. The other thing, the number of room nights, you said 72 nights for 10 people, so each person stayed a week. Wahlbeck replied I think I included WOW in that. Sinkler said you are talking about three room nights but only see two nights of events, I don't see why someone would stay Sunday. Other events have a Sunday event to get people to stay over. Wahlbeck replied we do have a Sunday event last year and will this year, a discussion ensued. In response to Walker's question how many have you sold so far, Wahlbeck replied 6. Guenther added and that's presale. Marketing is about to go live, a discussion ensued. Sinkler asked about using the old CBE. Wahlbeck replied yes, Guenther replied yes. Right now we have the Chamber, Union Knot and my store and I would love to have a place to host a keynote session and the gym would be perfect. Wahlbeck added the photography class for Lux would be great to have it there. A discussion ensued regarding having male events such as a hot shave. In response to Gast's question is there another model that you guys are working off of an event in another location or is this unique in itself, Wahlbeck replied it's unique however there was a model I followed. I liked their aesthetic and everything about it. This is different – I had a hard time finding anything to model off of.

WOW! Cannon Beach

Brigitte Wahlbeck and Erica Guenther, co-owner Child's Play.

Wahlbeck said we learned a lot last year about how we need to incorporate the whole city and not just the boutiques. We did a much bigger reach this year. Sinkler replied that is music to our ears. Wahlbeck added I would like everyone to be involved in this. It's not a Chamber event but it's the same kind of feel. We rephased it as a festival instead of event. We want people to go in and out of every store not just particular stores. Wahlbeck noted the events that will take place including a pop-up artisan market at the Chamber. Last year we had vendors on opening night and wind down and it was nice but was a little awkward. It would be good to take out and on Friday kickoff have raffle and DJ and everyone can come in, men and children. We've taken the artisans out of this it was a better environment for socializing and having a drink, then have a separate market. Guenther gave an overview of the local businesses that are participating. Bell if you had more space could you do more artisans, Guenther replied I would love to. I want there to be foot traffic that would make it work it for them. Bell replied the school would be a good spot. Guenther replied I agree and with the Chamber we capped at 12 and if it grows, we will move. Wahlbeck added the opportunity to use the school would be wonderful. Sinkler asked comparing the two budgets of the two events, for WOW you have estimated talent/entertainment of \$5,000 is that separate from Lux? Wahlbeck replied yes, it is, this is for the DJ and some accommodations. Sinkler said I have the same questions on room night, attendees and growth that I had on Lux, I still only see two days of events. I don't see a Sunday event, is it not accurate. Wahlbeck gave an overview of the Sunday that were held last year and will be the same events for this year adding the packet has the big main events, but there are events on Sunday, a discussion ensued. A discussion ensued regarding wine at the event. A discussion ensued regarding print advertising and if it makes sense. Wahlbeck added last year we did digital PR and that didn't work, we really needed a PR person who found a phenomenal guest speaker. Walker asked you are trying to get free PR instead of placing an ad, Wahlbeck replied yes. Sinkler added same thing of CBE for this event, Wahlbeck replied with the flip we were doing last year at the Chamber I had hired two of my people to come to do everything and using the school would be phenomenal instead of flipping the Chamber 4 times in a day. Guenther added the market would be a great place for this and if we need that large of space for a keynote speaker. Wahlbeck noted if it gets large our back up plan is Tolovana Inn right now.

Took a break at 1:51pm. Reconvened at 1:55 pm .

Chamber of Commerce – Fat Bike

Jim Paino Director

Paino gave an overview of this year's event and planning for next year. Sinkler noted only one person came in with the passport book. Last year we had people show up on their bikes, park on the patio and come in, but not this year. For us, there was a noticeable drop off of people coming to us. Paino replied we did the same thing this year. Through the Chamber marketing experience Cannon Beach app and in that app there is a passport check in where they would have to go to your shop and check in at your shop. Sinkler replied that fits the demographic perfectly, a discussion ensued. Paino added the app is available now, Experience Cannon Beach, it was released early June and will still need some work. In response to Walker's question did your attendees heard about the event from tv, Paino replied Daniella is really good and has a lot of connections, adding one of the stations reached out to her two years ago and did a demo and kept that connection. In response to Gast's question are all 31 are from out of town, Paino replied yes. Sinkler said the city purchased CBE, do you see any opportunity for this or other Chambers events to take advantage. Paino replied certainty. When we look back at other events, we used Surfsand when we needed a bigger space, they are booking up. When its ready to go I can see us using it for a lot of events. Paino noted possibilities adding where the Chamber wishes it could improve such as a commercial kitchen. I would encourage the city to build it out as much as possible. We will use it. Bell asked do you have commercial partners from Portland that participate in this? Paino replied we do. Daniella had a bike shop in Newport, and they come in. We've also talked with other fat bike companies, COVID really had impacts on the event.

Chamber of Commerce

Jim Paino Director

Paino said this has been ongoing for 6 or so years. We've been creating videos that live on experience Cannon Beach YouTube page. Since most events weren't happening or were being paired down, we went back through the events and create 15 and 30 second snippets to be used on social media for commercial uses. We are including those snippets going forward to make sure all the tools are available for everyone to support their events. That was the goal to work with TAC events and for it to be used. In the TAC application you can say are you working with the chamber and it's a yes or no question, but there are a lot of things we can do to help, and we want to help and get the word out for all of the events. We want to be a part of it and that is what we do. We are trying to build these assets to get the word out. Sinkler added we don't want each event to be in a silo, we want each event to talk to the Chamber and use their expertise in marketing advertising and getting the word out, expanding their reach. Paino added one of the things I want to work on is a list of here's what the Chamber can do, getting that word out and working together. We don't want events to happen at the same time or we know that having an event on Mother's Day weekend isn't that great. We have expertise and can help them. Sinkler said we can change the question to what is your collaboration plan with the Chamber. Paino replied they would still have the same question for me of what do you do, a discussion ensued.

Cannon Beach Arts Association

Lila Wickham and Summer Peterson

Sinkler asked there is no initial on the Covid spot are you good, Wickham replied yes my apologies. Wickham said our mission is to support artists and art and everything we do is focused around that. The focus this year has been on doing summer art camp in person and Summer will lead it up. We already have 75 children signed up. This is the first year we actually did art day in different venues. Wickham gave an overview of their revenue sources. In response to Walker's question what's the cost of the art booth, Peterson replied its free but if they sell something they keep 70%. Gast asked is that the same split as the gallery, Wickham replied the gallery is 60/40. A discussion ensued regarding the night market and how to make it clear that something is going on. Wickham added we are also asking for another printing of the dog portrait book and proceed go to the disaster area dog team, DART. Kingwell asked what is expected in return from scholarship form recipients, Wickham replied there is an application and Nancy Kroll reviews and what she's looking for is someone interested in art and attending art school. But we don't expect anything from them. Gast added often scholarships ask for you to write up a bio and what did you use those funds for. Wickham replied that's a good thought.

Sinkler asked now that the city owns CBE would you use it? Wickham replied yes. Sinkler asked how would you use it, Wickham replied we could do art workshops, do the night event in a bigger space, we could have the sea star thing we did last year with the summer art kids – it would be fun to be at the school. We are really looking forward

to it.

Wickham added Peterson found a good report in square, and it tells you who is a new and who is returning attendees. For our next report we will include it. Peterson gave an overview adding it doesn't include the cash sales or people who do not buy anything. We have double new costumers from returning customers from October 21 to now. Wickham added we haven't built our budget for 2023, this is a proposed budget and I just wanted you to know. Bell asked under digital advertising for newspapers, who is that, Peterson replied Hipfish and local online publications like Coast Weekend. Gast asked where is the 300 people in your database, Peterson replied its 416 and comes from little green light and anyone who signs up for our mailings, a discussion ensued.

Tolovana Arts Colony

Andrew Tonry

Tonry said last year we returned the funds as the event didn't happen. So we are starting again and the application is the same as last year. We didn't spend any money and it was all returned. I am only going to do it if it is right. Its an indoor event and is depended on the public health situation being right. They are doing comedy shows at the Liberty Theatre in Astoria and it shows there is a growing interest for this. Kingwell asked is Coaster Theatre on board, you are asking for an in-kind donation, Tonry replied yes but I did put it in the budget in case we do need to rent it. But we are planning an in kind or greatly discounted. Walker asked one night or two, Tonry replied two. A discussion ensued regarding the amount and type of performers. Kingwell said your date is a season, spring/fall, this is one reason I was asking about Coaster as you need specific dates. Tonry replied this really can be a wintertime. We don't have to push it to the edge of the blackout dates. I don't want to miss out on the best performer because we were locked out. Walker added your dates say spring 2022, but you mean 2023, Tonry replied yes. Tonry added I am of the opinion that print media advertising is overpriced for the returns. I am leaning more towards social media advertising. Getting press in a magazine is different than running a small add in the corner. In response to Kingwell's question do you have a timing structure for when you are doing marketing, Tonry replied with Putz I did a save the date then trickled out information so it was not all at once. I would do the same. Walker asked when will you decide on the date, Tonry replied once I book a headliner. Gast asked I assume the headliners are also sharing information, Tonry replied yes that is part of their job they are better in touch with followers. Sinkler asked if there are any possibilities to utilized CBE, Tonry replied absolutely. If concerts in the park get rained out we could use it and we would like to do concerts in the wintertime. Coaster is not the ideal concert venue. People to be able to stand and dance. Also, anything that outgrows Tolovana Hall and the holiday bazaar. I would also like to see games nights, indoor sports, there is no limit.

Savor Cannon Beach

Gary Hayes and Tracy Abel

Hayes said last year we proposed a whole month of micro events and it was surprisingly good. Most events sold out and gave us an opportunity to nudge up the quality of the events and we liked it so much we see that continuing in to the future. We are looking at two-month long promotions. We would like to bring back Savor Dungeness Crab and would like to add an event to that. Then some smaller micro events, looking at dates throughout the year that might make sense. In October we are looking at doing something along the line of Dungeness crab month and doing a chowder month with an event like chowder tasting and maybe a competition. I think we are on to something that will be better for the community. Sinkler asked as you changed this what was your feedback for the events in the fall, Hayes replied I got asked regularly if the wine walk is coming back. I reply with not right away. Universally people enjoyed the small events and some special premium wines, giving an overview of some of the event features. Hayes noted this brought in more of the art component with the smaller event. Abel added for example at Jeffery Hull we were able to feature him as the artist. It wasn't just about the wine but also the gallery, giving examples, a discussion ensued. Abel noted other small events that happened last year. Sinkler asked did you see people coming for more than one weekend, is that something you can track, Abel replied I don't know that is was multiple weekends, but it was multiple events in a weekend. Hayes added some people did come and do the entire weekend. In response to Walker's question were they all people who did Savor before, Hayes replied they were mainly new. Abel added we had some people who used their credit but mostly new, a discussion ensued. Hayes added yes we can use the CBE. Bell added before Covid, Savor was on the trajectory to be self-funded. Do you think we will get there again, Hayes replied for trajectory yes. Doing a larger event in the school would do much better than a wine walk, a discussion ensued. Hayes added Covid made us reinvent the event that may be a better fit.

Hayes noted Marcy couldn't make it, but Bob and Ray are logged in on zoom if you have any questions.

Get Lit

Tracy Abel

Abel said it was awful to keep cancelling. On the application I had a couple dates, and my committee didn't want April 14-16th date. I reached Sarah at Surfsand, she said they weren't making any major changes with a new company coming in and they were fine to do that. We settled on March 31st and April 1st and 2nd. Coaster is having Pink Martini on the 1st. We have been trying to think of a way to incorporate something with the theater to add to the ticket and make it more robust for our attendees. What if we changed our dinner to earlier instead of 6pm. The program ends at 4pm. What if we started dinner at 5 and ended at 7pm with keynote and if people want to attend the concert. Is that a lot? Sinkler replied can you have your keynote address on Friday? Abel replied I'd have to check with Surfsand and we can't cancel the dinner. Abel went over the schedule. I just learned about it when I heard coaster talk about it, so I haven't had a chance to think about it. A discussion ensued regarding dates. Abel added I have a couple questions. With catering with Surfsand I was told there was going to be that tax included on the food, and didn't think about it or include it, a discussion on the prepared food tax ensued. Abel added I don't know why we are not working together better. Like with WOW doing their own video and the Chamber has one. Then someone is paying someone from Portland to promote. But if the Chamber was doing it and could help. We are all spinning our wheels. Kingwell added years back there was a discussion about an event coordinator that would become a contractor for the city to assist. This may be something to look. Tonry said perhaps in the scoring criteria you can look at if someone is hiring contractors local vs outside the area. Abel replied I agree with Andrew on that. Sinkler said that is something to consider. On question 1 you talk about Cannon Beach Lit Crawl, Abel replied we can't call it a Lit Crawl, it will be something for attendees to attend after the reception, giving an overview of the event, a discussion ensued. Sinkler asked about the possibility of using CBE. Abel replied I love the idea of being able to not have to pay for catering or pay a huge rental somewhere for our event. What we really like about our event is it is small and intimate and they like that feeling of not being in a big cavernous area, more of a fireside chat. It would depend on what it looks like. We haven't wanted to do any writing workshops. This is one for readers, but if there is space to use we could expand on it. We are very excited to do this again. All authors but one said they are back in and since we canceled they all have new books again. We are an older crowd, so our marketing is done differently. We have a pretty robust mailing list we send email blasts, active on Facebook and the website.

GOOD OF THE ORDER

Discussed the schedule timing. Sinkler added we are meeting Monday here at 1pm. Please bring your recommendations. Sinkler reviewed went over the process.

ADJOURNMENT

Chair Sinkler adjourned the meeting at 3:49 pm

Jennifer Barrett, City Recorder

Minutes of the
TOURISM AND ARTS COMMISSION
June 27, 2022
City Hall Council Chambers

Members: Jim Kingwell, Julie Walker, Steven Sinkler, Greg Bell, Greg Allen, and Libby Gast

Excused: Greg Swedenborg

Staff: City Recorder Jennifer Barrett and IT Director Rusty Barrett

Others: City Attorney Ashley Driscoll

CALL TO ORDER

Sinkler called the meeting to order at 1:02 pm.

TAF Grant Award Recommendation

Sinkler asked if there were any conflicts to declare.

Walker replied I have no conflicts

Bell replied I may have a conflict with Blush Lux and WOW. We print swag bags

Kingwell replied I have no conflicts

Sinkler replied I will be a site location for Savor Cannon Beach on one of their educational classes they will be offering. Also, for Cottage Tour we are a sponsor, and they may be purchasing some wine from us, and we were contacted by WOW this weekend asking us to sale wine at their kickoff event, however we haven't responded yet.

Gast replied I have no conflicts

Allen replied I have no conflicts

Driscoll said if voting on a recommendation for Council will have a financial impact on you or your associated business then you have an actual conflict of interest and should recuse yourself. If there is a financial impact or detriment, you recuse yourself. Sinkler replied since I am going to be a site location for Savor I should recuse myself. Kingwell added I would be a site location for Savor but don't fee it would be a conflict because it will not have a major impact for me. Driscoll added how the law sees it if you avoid paying a dollar or get a dollar no matter how significant there is a violation. A discussion ensued regarding conflicts of interesting. Driscoll added I would error on the side of caution. You are voting on individually the ones that could or would impact you financially you can recurse from that vote and vote on the rest of the items.

Sinkler stated I will recuse from WOW and Savor

Bell stated I will recuse from WOW and Blush Lux

Sinkler said we will go through the events. We'll start with Allen to Walker then back again. I'd also like to say Thank you Jim Kingwell, this will be your last meeting and we thank you for all you've done.

Sinkler added as a reminder we cannot make a recommendation above what was asked. The Commission provided their recommendations for each applicant.

Gast said for the Comedy Fest, it had a line item of for Coaster rental, but it was a possible in kind. I don't know if they got it in kind the last time or not. Walker replied I am assuming he will get it as they are pretty good at community stuff. Walker asked Kingwell were you a zero last time. Kingwell replied I wasn't. I thought the application was weak and he lifted from the past reports and looked at amount of money asked for the event and how much made, they are attributing 43 rooms to the 2018 event noting concerns. With the amount of money for talent I think we are putting too much money into an event with a minimal impact and didn't see how it different in terms of expenses from Tolovana Arts Colony outside normal expense and didn't see a good return. Walker added he did

have a budget and he did a much better job this time and didn't argue with anyone. Given what you just said, justify your number for Savor. The room nights will go down and every event has to start somewhere. I agree it's a fair amount of money. I am not disinterested in this as an event. I don't think that since the time they did it with numbers that were suspicious I would like to give them the money as we have the reserve and people are coming to town, give them a change to pull it off. Kingwell added from Savor to this one, each offer an image of activity that goes on in town and that does offer a value for people thinking there are multiple aspects for people in town. Savor is a month long event building the image as a place to go for people who are focus on culinary and wine. I didn't interpret this as a nailed down plan, noting concerns. Sinkler added your response was my response on Blush Lux. The numbers were squishy and had 8 people. I couldn't see giving them a lot of money. Their goal is a 100 and that's aspirational but what they delivered, it was a covid year, but was 8. That was the challenge I had with them; a discussion ensued. Allen noted I thought Blush Lux should be a part of the artist program. Sinkler replied it should be a part of the WOW if anything. Walker added but I understand why it was broken out as part of a VIP. Allen said organizing events are tough. You have to have the date and information. Bell noted on the Comedy Fest, we are back from a few years down and he did a better job, my concern about this one over time, if you don't get funding from TAF could you survive. Walker added I think about Get Lit and they will never break event. Think about what this does for our town. What does it bring? Without us, Comedy Fest would probably never happen, a discussion ensued.

Gast said I was fascinated about what part of our budget are we wanting to spend. Kingwell added Coaster is asking for 20% of their overall budget. Is it a percentage of the budget for special events only or overall budget. I focused on the fact that this shows public support for this which effects their tax status. I think it's critical that we continue supporting this for the image of town. Walker added the reserve is so high I was tempted to give what they asked for. We did that back in 2018, but I am worried about a recession happening and reserves are always nice. Some of these people could use a pull back a little to keep them creative. I did full on for a several, the remainder pulled down \$2,000. I am concerned about the school building maybe needing some of the reserve and in a recession, we may need the reserve. Gast noted I wanted a cushion of \$200,000 in my brain and then I went back to the school. Seems like a no brainer to have the facility match these needs. I want to make sure all these voices are being heard in that funnel of design. Gast added WOW brings people to town and benefits a lot of local businesses. Walker replied and it's on the off season. I talked with Bridget when getting a haircut and she said is struggling with losing a business partners, then covid, then got this handed to me, and was operating on numbers that turned out to be suspect. This is the first year to be able to grasp and take it on. My numbers were squishy, and Sinkler was right to ask those questions. I feel like there is massive potential with both of those things and this is her first year to prove herself.

In response to Bell's question why no Cannon Beach Gallery events, Kingwell replied it's a difficulty in getting committee heads and active participation, a discussion ensued.

In response to Bell's question did we fund the Cannon Beach sign last year and has anything happened, Walker replied I think Jim Paino said he was going to give the money back as they don't have enough staff to proceed. A discussion ensued regarding the Cannon Beach entry sign.

J Barrett reviewed final number and timeline. Sinkler added recommendations will be going to the July work session, and future meeting dates.

Motion: Walker moved to approve the numbers as discussed; Bell seconded the motion.

Vote: Kingwell, Walker, Sinkler, Bell, Allen, and Gast voted AYE. The motion passed unanimously.

GOOD OF THE ORDER

There was none.

ADJOURNMENT

Chair Sinkler adjourned the meeting at 1:41 pm

Jennifer Barrett, City Recorder



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022

☐ 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 The Art of Presentation

Evaluator Name/Position Lila Wickham, CBAA Board Treasurer **Date** 8/4/22

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. Exhibition Program:
3. Our Gallery goal is to provide exhibition space for upcoming and established artists and to promote tourism by creating a lovely and interesting venue. We enhanced our space with new lighting and flooring received from a Ford Family Foundation grant. We offered the following exhibits during the shoulder season October 1 to present March 1.
4. Wed Sept 29 – Sunday October 31, 2021
5. We are tracking tourists greater than 50 miles on our Daily Sheets that include sales records. About half of our artist submissions are from people who live more than 50 miles away and secure hotels for when they drop off and pick up their work.
6. **Painted Playing Card Exhibition open to the community.** 27 artists provided work with sales of \$5,688 and 92 tourist and local buyers. Our experience in 2021 was that more tourists came to Cannon Beach than any other year on record and used more of their disposable income purchasing art. We published the book Cannon Beach, A Place for Dogs with watercolor portraits by Lila Wickham. All 45 copies were sold with all of the sales of more than \$1,000 donated to the Disaster Animal Response Team. New local dogs have been added and reprinting will take place in March.
7. November 8-November 23, 2021
8. **Wood, Paper, Fire Exhibition with** Judy Hoiness, Shu – Ju Wang, Nick Molatore and Icefire. This exhibition also included memorial recognition of Lynne Allison who was on the CBAA Gallery Committee. 23 artists provided work with sales of \$4,378.00 and 113 tourists and local buyers.
9. Wed Dec 1 – Sunday Jan 2, 2022
10. **Miniature Exhibit (35th Annual).** 36 artists provided work with sales of \$3,964.00 and 81 tourist and local buyers. Our partner coffee shop was closed for most of December resulting in decreased foot traffic.

11. January 5 - January 23, 2022

12. **Board Member Exhibition** highlighting our board, staff, and local artists. 30 artists provided work with sales of \$8,501.00 and 96 tourists and local buyers.

13. January 26 - February 20, 2022

14. **Winter Salon** Featuring artwork by all affiliated gallery members, past or present, community members, patrons, and volunteers. 28 artists provided work with sales of \$3,256.00 and 80 tourists and local buyers.

15. February 23 - March 27, 2022

16. **Working Shores** This art exhibition depicts the interconnection of the North Coast and the beauty of the fishing Industries. Artwork ranges from Oyster Farms, Bridges, Canneries, Waterfront Buildings, Shipping, and Fishing imagery. This exhibition is open to all local and regional artists. The submissions were so plentiful that some of the work is exhibited on the floor. The event featured a Virtual Streaming of Fisher Poets in the Gallery (Feb 27 4:00 – 6:00, 2022). The event focused on the production of the illustrated poet fisher book titled Yon's Ma Life with the first printing showcased at the event. TAC provided the funding for the first 60 books of poetry.

March 30 - April 24, 2022, Collage Exhibit

Disorder and agitation meet methods and sensibility. This exhibition highlights the often-overlooked discipline of collage. Featuring work by Rex Amos, Thomas Niesche, and more.

Sales totaled \$12,253 with 40 participating artists.

17. **Artist Grants** have been distributed to three artists totaling \$2,000; Chris Beigun, Iris Daire, and Lauren Mallett.

18. The **Art Day** schedule follows:

Seaside Highschool - Friday: April 1, 2022

Calligraphy (9:43 – 10:51)

Iris Sullivan Dare – Twigs, Weeds, & Rusty Stuff

Short science demo creating an iron tannin complex - discuss how plants and humans use tannins, and where iron is found. Introduce the plants starring in the dye baths.

Students will create a patterned cotton bandana in this class. Bandanas will be dipped into a cold tannin dye bath made from twigs and weeds gathered locally, then folded and clamped using popsicle sticks and rubber bands, finally dipping them into an iron water bath. The interaction between the tannin and iron creates a permanent black pattern on the cloth. Clay Arts (11:31 – 12:39)

Mo Phillips - Songwriting workshop, but would end with a discussion on what it means to be a working artist, and the kind of diversification and flexibility one has to have to pursue an arts career.

Draw/Paint (1:14 – 2:22)

Jess Graff – (Painting)

Clay Arts (2:27 – 3:25)

Fire Mountain School - Thursday: April 7, 2022

Afternoon (12 – 3 PM)

Drea Frost (Painting, Mixed Media)

Seaside Middle School – Friday April 22, 2022

7:30 to 8:20 – Period 1

9:25 to 10:15 – Period 2

Maggie Pahos - (Poetry)

10:20 to 11:10 – Period 3

Maggie Pahos - (Poetry) (Waiting on Proposal)

11:45 to 12:15 – (Literacy)

12:20 to 1:10 – Period 4

Anna Hoyer – Cyanotype Printmaking

Analog photographs making cyanotype photographs by creating abstract images with a collection of found objects. Students will learn how to develop and expose cyanotypes using ultraviolet light and water.

1:15 to 2:05 – (Period 5)

Anna Hoyer – Cyanotype Printmaking

2:10 to 3:00 – (Period 6)

Anna Hoyer – Cyanotype Printmaking

3:05 to 3:30 – (Homeroom)

Cannon Beach Charter School – Friday April 29, 2022

(Time) Kinder - 14 Students

Nicole Poole - (Mixed Media)(Waiting on Proposal)

(Time) 1st – 2nd - 17 Students

Iris Sullivan Dare – Twigs, Weeds, & Rusty Stuff

(Time) 3rd – 5th - 17 Students

Iris Sullivan Dare – Twigs, Weeds, & Rusty Stuff

19. Art Scholarships are planned for delivery at Seaside High School in April to Elizabeth Jesberger and Gracie Klemp

20. Program/Project Evaluation

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

The Exhibition activities were very successful supporting artists in the amount of \$17,823 October 1 through April 30. Both books have been embraced by the community and we are pleased to support artists and incoming artists with grants and scholarships. Unfortunately we only had one workshop that was associated with WOW at the Union Knot. We have utilized the History Center as our workshop space and the History Center has not been open. We elected to limit receptions due to the introduction of covid variants. We continue to expand our online presence and services.

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

program/event/project.
The pandemic has been the challenge. We continue to modify our programs to adjust. The books have been a delight. Unfortunately I underestimated the cost of printing. We had 45 dog portrait books and 60 Fisher Poet books that will be augmented by another 90 paid for by the Fisher Poet's Gathering.

21. Budget

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

The proposed 2022 budget was used to project the expenses. The adopted budget changed slightly. The TAC costs displayed are four of the seven months used to project the expenses. The metrics are documented on the daily sheets that document sales. A counter is used to track the visitors. People purchasing items are asked where they reside and people traveling more than fifty miles are documented. The project met the financial objectives.

- 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.

TAF Budget attached. Budget vs Actuals October 1 to April 30th.

	2022 Proposed Budget	TAF Budget Scott Johnson & Summer Peterson	Total Exhibition Budget	TAF Spending Oct 1 to Apr 30
Income				
40000 Direct Public Support				
40001 Restricted Donation				
40002 Grant funding	70,000			
40002SB SBA Loan				
40003 Sponsorships	2,000.00			
40004 Memberships	6,500.00			
40005 Donations	5,000.00			
40006 Fundraiser - Income & Donations				
Total 40000 Direct Public Support	83,500			
50000 Program Income				
51000 Sale of Artists' Work				
51001 Consigned Artwork	40,000			
51002 Sales of Artists' Product- Retail	10,000			
Total 51000 Sale of Artists' Work	50,000			
52000 Art Camp Grant	8,700.00			
52001 Art Camp Tuition	7,000.00			
53000 Arts Education				
53001 Workshop Registrations	2,000			
Total 53000 Arts Education	17,700.00			
Total 50000 Program Income	67,700			
54000 Other Income				
54001 Art Shipping Reimbursement	250.00			
Total 54000 Other Income				
Square Income				
Total Income	151,450			
Gross Profit				
Expenses				
60000 Operational Expense				

60001 Business Registration, Licensing & Reporting	1,385.00		\$1,385	228
60002 Contract & Professional Services	500.00			
60003 Accounting Fees	3,750.00		\$3,750	2,495
60005 Subscription Services	1,500.00		\$1,500	1,486
60006 Professional & Board Development	1,000.00			
60008 Membership Dues and Fees				
60009 Insurance	3,800	\$1,520	\$3,800	1,141.95
60011 Cannon Beach Gallery Rent	10,560.00	\$4,400	\$10,560	6,160
60012 Utilities	360.00		\$360	497
60013 Telephone, Telecommunications	1,500.00		\$1,500	930
60014 Square processing fee	2,000.00		\$2,000	1,365
60015 Janitorial	1,800.00		\$1,800	0
60016 Office Supplies	4,000.00		\$4,000	270
60017 Gallery Improvements & Repairs	500.00		\$500	1,533
60018 Gallery Packaging	250.00		\$250.00	128
60019 Marketing	3,000.00	\$1,200	\$3,000	3,359.99
60020 Book Printing Dog Portraits \$23 x 50	1,150.00	\$1,150	\$1,150	1,531
60021 Book Printing Fisher Poets \$23 x \$50	1,150.00	\$1,150	\$1,150	1,500
60022 Book Illustrations	500.00	\$500	\$500	0
Total 60000 Operational Expense	38,705.00		\$37,205	22,624.94
61000 Shared Overhead & Costs				
61011 Postage, Mailing Service	750.00			
Total 61000 Shared Overhead & Costs				
70000 Payroll Expenses				
70001 Employee Salaries CBAA Gallery	40,664	23,720	\$40,664	25,331.00
70005 Payroll Taxes	6,424.00	\$3,747	\$6,424	2,174.00
70006 Pay Cycle P/R Processing Fees	320.00	\$320	\$320	
Total 70000 Payroll Expenses	47,408	\$23,720	\$47,408	27,505
80000 Program Services				
81000 Retail Gallery				
81001 Retail Art Purchase	2,500.00		2,500	452
81002 Retail Display	250.00		250	
Total 81000 Retail Gallery	\$ 2,750.00			
82000 Exhibition Program				7,581

82002 Reception and Events	1,000.00		\$1,000	
82004 Consignment Payments	29,000		\$29,000	17,824
Total 82000 Exhibition Program	30,000.00			25,405
83000 Art Camp				
74003 Art Camp Director Support	10,943.00			
83001 Art Camp Instructor Salary	5,000.00			
83002 Class Supplies	2,215.00			
83003 Art Camp Rent	265.00			
83006 Art Camp Marketing	1,330.00			
83007 Storage Unit	900.00			
83008 Background Checks	250.00			
Total 83000 Art Camp	20,903.00			
84000 Arts Education Program				
84001 Instructor Salary	1,200.00			
84002 Class Supplies	450.00			
84003 Rent	500.00			
Total 84000 Arts Education Program	2,150.00			
85000 Artist Grant	2,000.00			
86000 Scholarships	1,250.00			
Total 80000 Program Services	59,053.00			
88000 Fundraising Expense	0.00			
Other Types of Expenses	0.00			
Total Expenses	145,916			
Total Exhibition Budget				
Total TAF Budget				
Net Operating Income				
Net Income	\$5,534	\$33,640	\$117,363	75,987.00

CANNON BEACH ARTS ASSOCIATION
Budget vs. Actuals: FY2022 - FY2023
October 2021 - April 2022

	Oct 2021				Nov 2021				Dec 2021				Jan 2022		
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget
Income															
40000 Direct Public Support			0.00				0.00				0.00				0.00
40001 Restricted Donation			0.00		7,833.20		7,833.20				0.00				0.00
40002 Grant funding		5,833.37	-5,833.37	0.00%	12,274.40	5,833.33	6,441.07	210.42%		5,833.33	-5,833.33	0.00%		5,833.33	-5,833.33
40003 Sponsorships		166.63	-166.63	0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%		166.67	-166.67
40004 Memberships	240.00	416.63	-176.63	57.61%	700.00	416.67	283.33	168.00%	2,391.00	416.67	1,974.33	573.84%	328.90	416.67	-87.77
40005 Donations	360.00	541.63	-181.63	66.47%	295.00	541.67	-246.67	54.46%	1,621.00	541.67	1,079.33	299.26%	1,259.29	541.67	717.62
Total 40000 Direct Public Support	\$ 600.00	\$ 6,958.26	-\$ 6,358.26	8.62%	\$ 21,102.60	\$ 6,958.34	\$ 14,144.26	303.27%	\$ 4,012.00	\$ 6,958.34	-\$ 2,946.34	57.66%	\$ 1,588.19	\$ 6,958.34	-\$ 5,370.15
40010 Interest Income	0.30		0.30		0.27		0.27		0.32		0.32		0.32		0.32
46400 Other Types of Income		750.00	-750.00	0.00%		750.00	-750.00	0.00%		750.00	-750.00	0.00%		750.00	-750.00
50000 Program Income			0.00				0.00				0.00				0.00
51000 Sale of Artists' Work			0.00				0.00				0.00				0.00
51001 Consigned Artwork	4,516.50	5,416.63	-900.13	83.38%	4,345.00	5,416.67	-1,071.67	80.22%	3,916.45	5,416.67	-1,500.22	72.30%	7,300.90	5,416.67	1,884.23
51002 Sales of Artists' Product- Retail	768.59	666.63	101.96	115.29%	216.00	666.67	-450.67	32.40%	113.00	666.67	-553.67	16.95%	778.00	666.67	111.33
Total 51000 Sale of Artists' Work	\$ 5,285.09	\$ 6,083.26	-\$ 798.17	86.88%	\$ 4,561.00	\$ 6,083.34	-\$ 1,522.34	74.98%	\$ 4,029.45	\$ 6,083.34	-\$ 2,053.89	66.24%	\$ 8,078.90	\$ 6,083.34	\$ 1,995.56
52000 Art Camp		0.00	0.00			0.00	0.00			0.00	0.00			0.00	0.00
52001 Art Camp Tuition		0.00	0.00			0.00	0.00			0.00	0.00			0.00	0.00
Total 52000 Art Camp	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00
53000 Arts Education			0.00				0.00				0.00				0.00
53001 Workshop Registrations		166.63	-166.63	0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%		166.67	-166.67
Total 53000 Arts Education	\$ 0.00	\$ 166.63	-\$ 166.63	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67
Total 50000 Program Income	\$ 5,285.09	\$ 6,249.89	-\$ 964.80	84.56%	\$ 4,561.00	\$ 6,250.01	-\$ 1,689.01	72.98%	\$ 4,029.45	\$ 6,250.01	-\$ 2,220.56	64.47%	\$ 8,078.90	\$ 6,250.01	\$ 1,828.89
54000 Other Income			0.00				0.00				0.00		45.00		45.00
54001 Art Shipping Reimbursement	-3.82	20.87	-24.69	-18.30%		20.83	-20.83	0.00%		20.83	-20.83	0.00%		20.83	-20.83
Total 54000 Other Income	-\$ 3.82	\$ 20.87	-\$ 24.69	-18.30%	\$ 0.00	\$ 20.83	-\$ 20.83	0.00%	\$ 0.00	\$ 20.83	-\$ 20.83	0.00%	\$ 45.00	\$ 20.83	\$ 24.17
Shipping Revenue			0.00		20.49		20.49				0.00		24.02		24.02
Square Income	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Total Income	\$ 5,881.57	\$ 13,979.02	-\$ 8,097.45	42.07%	\$ 25,684.36	\$ 13,979.18	\$ 11,705.18	183.73%	\$ 8,041.77	\$ 13,979.18	-\$ 5,937.41	57.53%	\$ 9,736.43	\$ 13,979.18	-\$ 4,242.75
Gross Profit	\$ 5,881.57	\$ 13,979.02	-\$ 8,097.45	42.07%	\$ 25,684.36	\$ 13,979.18	\$ 11,705.18	183.73%	\$ 8,041.77	\$ 13,979.18	-\$ 5,937.41	57.53%	\$ 9,736.43	\$ 13,979.18	-\$ 4,242.75
Expenses															
60000 Operational Expense	200.00		200.00				0.00		160.00		160.00				0.00
60001 Business Registration, Licensing & Reporting		83.37	-83.37	0.00%	228.00	83.33	144.67	273.61%		83.33	-83.33	0.00%		83.33	-83.33
60002 Contract & Professional Services		62.50	-62.50	0.00%		62.50	-62.50	0.00%		62.50	-62.50	0.00%		62.50	-62.50
60003 Accounting Fees	150.00	364.62	-214.62	41.14%	650.00	364.58	285.42	178.29%	500.00	364.58	135.42	137.14%	295.00	364.58	-69.58
60005 Subscription Services	131.00	175.00	-44.00	74.86%	141.00	175.00	-34.00	80.57%	141.00	175.00	-34.00	80.57%	141.00	175.00	-34.00
60006 Professional & Board Development		83.37	-83.37	0.00%	130.00	83.33	46.67	156.01%		83.33	-83.33	0.00%		83.33	-83.33
60009 Insurance	244.91	208.37	36.54	117.54%		208.33	-208.33	0.00%	463.34	208.33	255.01	222.41%		208.33	-208.33
60010 IT Software_Hardware			0.00				0.00				0.00				0.00
60011 Cannon Beach Gallery Rent		880.00	-880.00	0.00%	3,520.00	880.00	2,640.00	400.00%		880.00	-880.00	0.00%		880.00	-880.00
60012 Utilities	40.30	62.50	-22.20	64.48%	125.19	62.50	62.69	200.30%	32.26	62.50	-30.24	51.62%	35.98	62.50	-26.52
60013 Telephone, Telecommunications	154.95	154.13	0.82	100.53%	154.95	154.17	0.78	100.51%	154.95	154.17	0.78	100.51%	154.95	154.17	0.78
60014 Square processing fee	124.96	166.63	-41.67	74.99%	147.04	166.67	-19.63	88.22%	138.49	166.67	-28.18	83.09%	216.06	166.67	49.39

60015 Janitorial		100.00	-100.00	0.00%	37.49	100.00	-62.51	37.49%		100.00	-100.00	0.00%		100.00	-100.00
60016 Office Supplies	94.17	187.50	-93.33	50.22%		187.50	-187.50	0.00%	56.98	187.50	-130.52	30.39%		187.50	-187.50
60017 Gallery Improvements & Repairs	1,500.00	125.00	1,375.00	1200.00%	33.38	125.00	-91.62	26.70%		125.00	-125.00	0.00%		125.00	-125.00
60018 Gallery Packaging		20.87	-20.87	0.00%		20.83	-20.83	0.00%		20.83	-20.83	0.00%		20.83	-20.83
60019 Marketing	187.41	166.63	20.78	112.47%	207.69	166.67	41.02	124.61%	113.42	166.67	-53.25	68.05%	1,783.46	166.67	1,616.79
Total 60000 Operational Expense	\$ 2,827.70	\$ 2,840.49	-\$ 12.79	99.55%	\$ 5,374.74	\$ 2,840.41	\$ 2,534.33	189.22%	\$ 1,760.44	\$ 2,840.41	-\$ 1,079.97	61.98%	\$ 2,626.45	\$ 2,840.41	-\$ 213.96
61000 Shared Overhead & Costs			0.00				0.00				0.00				0.00
61011 Postage, Mailing Service	197.38	150.00	47.38	131.59%	143.52	150.00	-6.48	95.68%	59.75	150.00	-90.25	39.83%	236.23	150.00	86.23
61012 Printing and Copying			0.00				0.00				0.00				0.00
Total 61000 Shared Overhead & Costs	\$ 197.38	\$ 150.00	\$ 47.38	131.59%	\$ 143.52	\$ 150.00	-\$ 6.48	95.68%	\$ 59.75	\$ 150.00	-\$ 90.25	39.83%	\$ 236.23	\$ 150.00	\$ 86.23
70000 Payroll Expenses			0.00				0.00				0.00				0.00
70001 Employee Salaries	3,286.61	4,957.25	-1,670.64	66.30%	3,728.00	4,957.25	-1,229.25	75.20%	3,247.00	4,957.25	-1,710.25	65.50%	3,493.50	4,957.25	-1,463.75
70005 Payroll Taxes	299.50	375.00	-75.50	79.87%	315.14	375.00	-59.86	84.04%	295.95	375.00	-79.05	78.92%	293.58	375.00	-81.42
70006 Pay Cycle P/R Processing Fees		30.00	-30.00	0.00%		30.00	-30.00	0.00%		30.00	-30.00	0.00%		30.00	-30.00
Total 70000 Payroll Expenses	\$ 3,586.11	\$ 5,362.25	-\$ 1,776.14	66.88%	\$ 4,043.14	\$ 5,362.25	-\$ 1,319.11	75.40%	\$ 3,542.95	\$ 5,362.25	-\$ 1,819.30	66.07%	\$ 3,787.08	\$ 5,362.25	-\$ 1,575.17
78007 Other Miscellaneous Service Cost			0.00				0.00				0.00				0.00
80000 Program Services			0.00				0.00				0.00				0.00
81000 Retail Gallery			0.00				0.00				0.00				0.00
73000 Artist Retail Area & Art Sales			0.00				0.00				0.00				0.00
73003 Artist Retail Product Expense		166.63	-166.63	0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%		166.67	-166.67
Total 73000 Artist Retail Area & Art Sales	\$ 0.00	\$ 166.63	-\$ 166.63	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67
81001 Retail Art Purchase			0.00		165.00		165.00		61.50		61.50				0.00
Total 81000 Retail Gallery	\$ 0.00	\$ 166.63	-\$ 166.63	0.00%	\$ 165.00	\$ 166.67	-\$ 1.67	99.00%	\$ 61.50	\$ 166.67	-\$ 105.17	36.90%	\$ 0.00	\$ 166.67	-\$ 166.67
82000 Exhibition Program		166.63	-166.63	0.00%	466.90	166.67	300.23	280.13%	511.00	166.67	344.33	306.59%	900.30	166.67	733.63
82002 Reception and Events		41.63	-41.63	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67
82004 Consignment Payments	2,737.80	3,250.00	-512.20	84.24%	1,945.40	3,250.00	-1,304.60	59.86%	1,777.40	3,250.00	-1,472.60	54.69%	4,096.09	3,250.00	846.09
Total 82000 Exhibition Program	\$ 2,737.80	\$ 3,458.26	-\$ 720.46	79.17%	\$ 2,412.30	\$ 3,458.34	-\$ 1,046.04	69.75%	\$ 2,288.40	\$ 3,458.34	-\$ 1,169.94	66.17%	\$ 4,996.39	\$ 3,458.34	\$ 1,538.05
83000 Art Camp			0.00				0.00				0.00				0.00
74003 Art Camp Director Support		904.13	-904.13	0.00%		904.17	-904.17	0.00%		904.17	-904.17	0.00%		904.17	-904.17
83001 Art Camp Instructor Salary		0.00	0.00			0.00	0.00			0.00	0.00			0.00	0.00
83002 Class Supplies		0.00	0.00			0.00	0.00			0.00	0.00			0.00	0.00
83003 Art Camp Rent	275.00	0.00	275.00			0.00	0.00			0.00	0.00			0.00	0.00
83006 Art Camp Marketing		0.00	0.00			0.00	0.00			0.00	0.00			0.00	0.00
83007 Storage Unit		75.00	-75.00	0.00%	75.00	75.00	0.00	100.00%	75.00	75.00	0.00	100.00%	75.00	75.00	0.00
83008 Background Checks		20.87	-20.87	0.00%		20.83	-20.83	0.00%		20.83	-20.83	0.00%		20.83	-20.83
Total 83000 Art Camp	\$ 275.00	\$ 1,000.00	-\$ 725.00	27.50%	\$ 75.00	\$ 1,000.00	-\$ 925.00	7.50%	\$ 75.00	\$ 1,000.00	-\$ 925.00	7.50%	\$ 75.00	\$ 1,000.00	-\$ 925.00
84000 Arts Education Program			0.00				0.00				0.00				0.00
84001 Instructor Salary		100.00	-100.00	0.00%		100.00	-100.00	0.00%		100.00	-100.00	0.00%		100.00	-100.00
84002 Class Supplies		37.50	-37.50	0.00%		37.50	-37.50	0.00%		37.50	-37.50	0.00%		37.50	-37.50
84003 Rent		41.63	-41.63	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67
Total 84000 Arts Education Program	\$ 0.00	\$ 179.13	-\$ 179.13	0.00%	\$ 0.00	\$ 179.17	-\$ 179.17	0.00%	\$ 0.00	\$ 179.17	-\$ 179.17	0.00%	\$ 0.00	\$ 179.17	-\$ 179.17
85000 Artist Grant	1,000.00	166.63	833.37	600.13%	100.00	166.67	-66.67	60.00%		166.67	-166.67	0.00%		166.67	-166.67
86000 Scholarships		104.13	-104.13	0.00%		104.17	-104.17	0.00%		104.17	-104.17	0.00%		104.17	-104.17
87000 Art Day			0.00				0.00				0.00				0.00
Total 80000 Program Services	\$ 4,012.80	\$ 5,074.78	-\$ 1,061.98	79.07%	\$ 2,752.30	\$ 5,075.02	-\$ 2,322.72	54.23%	\$ 2,424.90	\$ 5,075.02	-\$ 2,650.12	47.78%	\$ 5,071.39	\$ 5,075.02	-\$ 3.63
88000 Fundraising Expense			0.00				0.00				0.00				0.00
88001 Donation Expenses Grant Supported	0.00		0.00		7,833.20		7,833.20				0.00				0.00
Total Expenses	\$ 10,623.99	\$ 13,427.52	-\$ 2,803.53	79.12%	\$ 20,146.90	\$ 13,427.68	\$ 6,719.22	150.04%	\$ 7,788.04	\$ 13,427.68	-\$ 5,639.64	58.00%	\$ 11,721.15	\$ 13,427.68	-\$ 1,706.53
Net Operating Income	-\$ 4,742.42	\$ 551.50	-\$ 5,293.92	-859.91%	\$ 5,537.46	\$ 551.50	\$ 4,985.96	1004.07%	\$ 253.73	\$ 551.50	-\$ 297.77	46.01%	-\$ 1,984.72	\$ 551.50	-\$ 2,536.22

Net Income

-	\$	4,742.42	\$	551.50	-	\$	5,293.92	-859.91%	\$	5,537.46	\$	551.50	\$	4,985.96	1004.07%	\$	253.73	\$	551.50	-	\$	297.77	46.01%	-	\$	1,984.72	\$	551.50	-	\$	2,536.22
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2 P&L

% of Budget	Feb 2022				% of Budget	Mar 2022			% of Budget	Apr 2022			% of Budget	Total			% of Budget	
	Actual	Budget	over Budget			Actual	Budget	over Budget		Actual	Budget	over Budget						
			0.00					0.00				0.00		0.00	0.00		Income	
	3,916.60		3,916.60					0.00		20.00		20.00		11,769.80	0.00	11,769.80	40000 Direct Public Support	
0.00%	6,137.20	5,833.33	303.87	105.21%		5,833.33	-5,833.33	0.00%		5,833.33	-5,833.33	0.00%	18,411.60	40,833.35	-22,421.75	45.09%	40001 Restricted Donation	
0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%	500.00	166.67	333.33	299.99%	500.00	1,166.65	-666.65	42.86%	40002 Grant funding	
78.94%	190.00	416.67	-226.67	45.60%	310.00	416.67	-106.67	74.40%	620.00	416.67	203.33	148.80%	4,779.90	2,916.65	1,863.25	163.88%	40003 Sponsorships	
232.48%	220.89	541.67	-320.78	40.78%	33.35	541.67	-508.32	6.16%	1,462.40	541.67	920.73	269.98%	5,251.93	3,791.65	1,460.28	138.51%	40004 Memberships	
22.82%	\$ 10,464.69	\$ 6,958.34	\$ 3,506.35	150.39%	\$ 343.35	\$ 6,958.34	-\$ 6,614.99	4.93%	\$ 2,602.40	\$ 6,958.34	-\$ 4,355.94	37.40%	\$ 40,713.23	\$ 48,708.30	-\$ 7,995.07	83.59%	40005 Donations	
	0.27		0.27		0.31		0.31		0.29		0.29		2.08	0.00	2.08		Total 40000 Direct Public Support	
0.00%		750.00	-750.00	0.00%		750.00	-750.00	0.00%		750.00	-750.00	0.00%	0.00	5,250.00	-5,250.00	0.00%	40010 Interest Income	
			0.00				0.00				0.00		0.00	0.00	0.00		46400 Other Types of Income	
			0.00				0.00				0.00		0.00	0.00	0.00		50000 Program Income	
			0.00				0.00				0.00		0.00	0.00	0.00		51000 Sale of Artists' Work	
134.79%	3,158.00	5,416.67	-2,258.67	58.30%	7,006.50	5,416.67	1,589.83	129.35%	10,020.10	5,416.67	4,603.43	184.99%	40,263.45	37,916.65	2,346.80	106.19%	51001 Consigned Artwork	
116.70%	657.95	666.67	-8.72	98.69%	421.00	666.67	-245.67	63.15%	261.95	666.67	-404.72	39.29%	3,216.49	4,666.65	-1,450.16	68.93%	51002 Sales of Artists' Product- Retail	
132.80%	\$ 3,815.95	\$ 6,083.34	-\$ 2,267.39	62.73%	\$ 7,427.50	\$ 6,083.34	\$ 1,344.16	122.10%	\$ 10,282.05	\$ 6,083.34	\$ 4,198.71	169.02%	\$ 43,479.94	\$ 42,583.30	\$ 896.64	102.11%	Total 51000 Sale of Artists' Work	
		0.00	0.00			0.00	0.00		5,640.00	0.00	5,640.00		5,640.00	0.00	5,640.00		52000 Art Camp	
		0.00	0.00			0.00	0.00			0.00	0.00		0.00	0.00	0.00		52001 Art Camp Tuition	
	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00	\$ 0.00	\$ 0.00		\$ 5,640.00	\$ 0.00	\$ 5,640.00		\$ 5,640.00	\$ 0.00	\$ 5,640.00		Total 52000 Art Camp	
			0.00				0.00				0.00		0.00	0.00	0.00		53000 Arts Education	
0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%	0.00	1,166.65	-1,166.65	0.00%	53001 Workshop Registrations	
0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 166.67	-\$ 166.67	0.00%	\$ 0.00	\$ 1,166.65	-\$ 1,166.65	0.00%	Total 53000 Arts Education	
129.26%	\$ 3,815.95	\$ 6,250.01	-\$ 2,434.06	61.06%	\$ 7,427.50	\$ 6,250.01	\$ 1,177.49	118.84%	\$ 15,922.05	\$ 6,250.01	\$ 9,672.04	254.75%	\$ 49,119.94	\$ 43,749.95	\$ 5,369.99	112.27%	Total 50000 Program Income	
			0.00				0.00				0.00		45.00	0.00	45.00		54000 Other Income	
0.00%		20.83	-20.83	0.00%		20.83	-20.83	0.00%		20.83	-20.83	0.00%	-3.82	145.85	-149.67	-2.62%	54001 Art Shipping Reimbursement	
216.03%	\$ 0.00	\$ 20.83	-\$ 20.83	0.00%	\$ 0.00	\$ 20.83	-\$ 20.83	0.00%	\$ 0.00	\$ 20.83	-\$ 20.83	0.00%	\$ 41.18	\$ 145.85	-\$ 104.67	28.23%	Total 54000 Other Income	
			0.00				0.00		113.50		113.50		158.01	0.00	158.01		Shipping Revenue	
	0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00	0.00		Square Income	
69.65%	\$ 14,280.91	\$ 13,979.18	\$ 301.73	102.16%	\$ 7,771.16	\$ 13,979.18	-\$ 6,208.02	55.59%	\$ 18,638.24	\$ 13,979.18	\$ 4,659.06	133.33%	\$ 90,034.44	\$ 97,854.10	-\$ 7,819.66	92.01%	Total Income	
69.65%	\$ 14,280.91	\$ 13,979.18	\$ 301.73	102.16%	\$ 7,771.16	\$ 13,979.18	-\$ 6,208.02	55.59%	\$ 18,638.24	\$ 13,979.18	\$ 4,659.06	133.33%	\$ 90,034.44	\$ 97,854.10	-\$ 7,819.66	92.01%	Gross Profit	
			0.00				0.00				0.00		360.00	0.00	360.00		Expenses	
0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%	228.00	583.35	-355.35	39.08%	60000 Operational Expense	
0.00%	455.00	62.50	392.50	728.00%		62.50	-62.50	0.00%		62.50	-62.50	0.00%	455.00	437.50	17.50	104.00%	60001 Business Registration, Licensing & Reporting	
80.92%	250.00	364.58	-114.58	68.57%	250.00	364.58	-114.58	68.57%	400.00	364.58	35.42	109.72%	2,495.00	2,552.10	-57.10	97.76%	60002 Contract & Professional Services	
80.57%	137.00	175.00	-38.00	78.29%	558.20	175.00	383.20	318.97%	236.99	175.00	61.99	135.42%	1,486.19	1,225.00	261.19	121.32%	60003 Accounting Fees	
0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%	130.00	583.35	-453.35	22.29%	60005 Subscription Services	
0.00%		208.33	-208.33	0.00%		208.33	-208.33	0.00%	483.20	208.33	274.87	231.94%	1,191.45	1,458.35	-266.90	81.70%	60006 Professional & Board Development	
	478.09		478.09				0.00				0.00		478.09	0.00	478.09		60009 Insurance	
0.00%	880.00	880.00	0.00	100.00%	880.00	880.00	0.00	100.00%	880.00	880.00	0.00	100.00%	6,160.00	6,160.00	0.00	100.00%	60010 IT Software_Hardware	
57.57%	110.87	62.50	48.37	177.39%	122.39	62.50	59.89	195.82%	29.67	62.50	-32.83	47.47%	496.66	437.50	59.16	113.52%	60011 Cannon Beach Gallery Rent	
100.51%		154.17	-154.17	0.00%	154.95	154.17	0.78	100.51%	154.95	154.17	0.78	100.51%	929.70	1,079.15	-149.45	86.15%	60012 Utilities	
129.63%	97.85	166.67	-68.82	58.71%	197.92	166.67	31.25	118.75%	442.91	166.67	276.24	265.74%	1,365.23	1,166.65	198.58	117.02%	60013 Telephone, Telecommunications	
																	60014 Square processing fee	

0.00%		100.00	-100.00	0.00%		100.00	-100.00	0.00%	245.52	100.00	145.52	245.52%	283.01	700.00	-416.99	40.43%	60015 Janitorial												
0.00%		187.50	-187.50	0.00%	29.79	187.50	-157.71	15.89%	88.87	187.50	-98.63	47.40%	269.81	1,312.50	-1,042.69	20.56%	60016 Office Supplies												
0.00%		125.00	-125.00	0.00%		125.00	-125.00	0.00%		125.00	-125.00	0.00%	1,533.38	875.00	658.38	175.24%	60017 Gallery Improvements & Repairs												
0.00%		20.83	-20.83	0.00%	128.12	20.83	107.29	615.07%		20.83	-20.83	0.00%	128.12	145.85	-17.73	87.84%	60018 Gallery Packaging												
1070.05%		166.67	-166.67	0.00%	1,068.01	166.67	901.34	640.79%		166.67	-166.67	0.00%	3,359.99	1,166.65	2,193.34	288.00%	60019 Marketing												
92.47%	\$	2,408.81	\$	2,840.41	-\$	431.60	84.81%	\$	3,389.38	\$	2,840.41	\$	121.70	104.28%	\$	21,349.63	\$	19,882.95	\$	1,466.68	107.38%	Total 60000 Operational Expense							
		85.28		85.28				0.00				0.00		85.28		0.00		85.28				61000 Shared Overhead & Costs							
157.49%			150.00	-150.00	0.00%	85.28	150.00	-64.72	56.85%	186.35	150.00	36.35	124.23%	908.51	1,050.00	-141.49	86.52%	61011 Postage, Mailing Service											
		3,916.60		3,916.60				0.00				0.00		3,916.60		0.00		3,916.60				61012 Printing and Copying							
157.49%	\$	4,001.88	\$	150.00	\$	3,851.88	2667.92%	\$	85.28	\$	150.00	-\$	64.72	56.85%	\$	186.35	\$	150.00	\$	36.35	124.23%	\$	4,910.39	\$	1,050.00	\$	3,860.39	467.66%	Total 61000 Shared Overhead & Costs
				0.00				0.00				0.00		0.00		0.00		0.00				70000 Payroll Expenses							
70.47%		3,659.10	4,957.25	-1,298.15	73.81%	3,663.50	4,957.25	-1,293.75	73.90%	4,253.37	4,957.25	-703.88	85.80%	25,331.08	34,700.75	-9,369.67	73.00%	70001 Employee Salaries											
78.29%		307.55	375.00	-67.45	82.01%	307.93	375.00	-67.07	82.11%	354.71	375.00	-20.29	94.59%	2,174.36	2,625.00	-450.64	82.83%	70005 Payroll Taxes											
0.00%			30.00	-30.00	0.00%		30.00	-30.00	0.00%		30.00	-30.00	0.00%	0.00	210.00	-210.00	0.00%	70006 Pay Cycle P/R Processing Fees											
70.62%	\$	3,966.65	\$	5,362.25	-\$	1,395.60	73.97%	\$	3,971.43	\$	5,362.25	-\$	1,390.82	74.06%	\$	4,608.08	\$	5,362.25	-\$	754.17	85.94%	\$	27,505.44	\$	37,535.75	-\$	10,030.31	73.28%	Total 70000 Payroll Expenses
				0.00		110.00		110.00		-110.00		-110.00		0.00	0.00	0.00		0.00				78007 Other Miscellaneous Service Cost							
				0.00				0.00				0.00		0.00	0.00	0.00		0.00				80000 Program Services							
				0.00				0.00				0.00		0.00	0.00	0.00		0.00				81000 Retail Gallery							
				0.00				0.00				0.00		0.00	0.00	0.00		0.00				73000 Artist Retail Area & Art Sales							
0.00%			166.67	-166.67	0.00%		166.67	-166.67	0.00%		166.67	-166.67	0.00%	0.00	1,166.65	-1,166.65	0.00%	0.00				73003 Artist Retail Product Expense							
0.00%	\$	0.00	\$	166.67	-\$	166.67	0.00%	\$	0.00	\$	166.67	-\$	166.67	0.00%	\$	0.00	\$	1,166.65	-\$	1,166.65	0.00%	\$	0.00	\$	1,166.65	-\$	1,166.65	0.00%	Total 73000 Artist Retail Area & Art Sales
				0.00				0.00		225.30		225.30		451.80	0.00	451.80		0.00				81001 Retail Art Purchase							
0.00%	\$	0.00	\$	166.67	-\$	166.67	0.00%	\$	0.00	\$	166.67	-\$	166.67	0.00%	\$	225.30	\$	166.67	\$	58.63	135.18%	\$	451.80	\$	1,166.65	-\$	714.85	38.73%	Total 81000 Retail Gallery
540.17%		606.50	166.67	439.83	363.89%	1,124.30	166.67	957.63	674.57%	3,972.50	166.67	3,805.83	2383.45%	7,581.50	1,166.65	6,414.85	649.85%	82000 Exhibition Program											
0.00%			41.67	-41.67	0.00%		41.67	-41.67	0.00%	112.32	41.67	70.65	269.55%	112.32	291.65	-179.33	38.51%	82002 Reception and Events											
126.03%		1,218.00	3,250.00	-2,032.00	37.48%	2,629.70	3,250.00	-620.30	80.91%	3,419.30	3,250.00	169.30	105.21%	17,823.69	22,750.00	-4,926.31	78.35%	82004 Consignment Payments											
144.47%	\$	1,824.50	\$	3,458.34	-\$	1,633.84	52.76%	\$	3,754.00	\$	3,458.34	\$	295.66	108.55%	\$	7,504.12	\$	3,458.34	\$	4,045.78	216.99%	\$	25,517.51	\$	24,208.30	\$	1,309.21	105.41%	Total 82000 Exhibition Program
				0.00				0.00				0.00		0.00	0.00	0.00		0.00				83000 Art Camp							
0.00%			904.17	-904.17	0.00%		904.17	-904.17	0.00%		904.17	-904.17	0.00%	0.00	6,329.15	-6,329.15	0.00%	0.00				74003 Art Camp Director Support							
			0.00	0.00			0.00	0.00		68.00	0.00	68.00		68.00	0.00	68.00		68.00				83001 Art Camp Instructor Salary							
			0.00	0.00			0.00	0.00		258.50	0.00	258.50		258.50	0.00	258.50		258.50				83002 Class Supplies							
			0.00	0.00			0.00	0.00			0.00	0.00		275.00	0.00	275.00		275.00				83003 Art Camp Rent							
			0.00	0.00		80.85	0.00	80.85		161.76	0.00	161.76		242.61	0.00	242.61		242.61				83006 Art Camp Marketing							
100.00%		75.00	75.00	0.00	100.00%	75.00	75.00	0.00	100.00%	75.00	75.00	0.00	100.00%	450.00	525.00	-75.00	85.71%	83007 Storage Unit											
0.00%			20.83	-20.83	0.00%		20.83	-20.83	0.00%		20.83	-20.83	0.00%	0.00	145.85	-145.85	0.00%	0.00				83008 Background Checks							
7.50%	\$	75.00	\$	1,000.00	-\$	925.00	7.50%	\$	155.85	\$	1,000.00	-\$	844.15	15.59%	\$	563.26	\$	1,000.00	-\$	436.74	56.33%	\$	1,294.11	\$	7,000.00	-\$	5,705.89	18.49%	Total 83000 Art Camp
				0.00				0.00				0.00		0.00	0.00	0.00		0.00				84000 Arts Education Program							
0.00%			100.00	-100.00	0.00%		100.00	-100.00	0.00%		100.00	-100.00	0.00%	0.00	700.00	-700.00	0.00%	0.00				84001 Instructor Salary							
0.00%			37.50	-37.50	0.00%		37.50	-37.50	0.00%		37.50	-37.50	0.00%	0.00	262.50	-262.50	0.00%	0.00				84002 Class Supplies							
0.00%			41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%	0.00	291.65	-291.65	0.00%	0.00				84003 Rent							
0.00%	\$	0.00	\$	179.17	-\$	179.17	0.00%	\$	0.00	\$	179.17	-\$	179.17	0.00%	\$	0.00	\$	1,254.15	-\$	1,254.15	0.00%	\$	0.00	\$	1,254.15	-\$	1,254.15	0.00%	Total 84000 Arts Education Program
0.00%		1,000.00	166.67	833.33	599.99%		166.67	-166.67	0.00%		166.67	-166.67	0.00%	2,100.00	1,166.65	933.35	180.00%	85000 Artist Grant											
0.00%			104.17	-104.17	0.00%		104.17	-104.17	0.00%	500.00	104.17	395.83	479.98%	500.00	729.15	-229.15	68.57%	86000 Scholarships											
				0.00				0.00		1,408.00		1,408.00		1,408.00	0.00	1,408.00		1,408.00				87000 Art Day							
99.93%	\$	2,899.50	\$	5,075.02	-\$	2,175.52	57.13%	\$	3,909.85	\$	5,075.02	-\$	1,165.17	77.04%	\$	10,200.68	\$	5,075.02	\$	5,125.66	201.00%	\$	31,271.42	\$	35,524.90	-\$	4,253.48	88.03%	Total 80000 Program Services
				0.00		397.00		397.00				0.00		397.00	0.00	397.00		397.00				88000 Fundraising Expense							
				0.00		190.41		190.41		304.94		304.94		8,328.55	0.00	8,328.55		8,328.55				88001 Donation Expenses Grant Supported							
87.29%	\$	13,276.84	\$	13,427.68	-\$	150.84	98.88%	\$	12,053.35	\$	13,427.68	-\$	1,374.33	89.76%	\$</														

-359.88%	\$	1,004.07	\$	551.50	\$	452.57	182.06%	-\$	4,282.19	\$	551.50	-\$	4,833.69	-776.46%	\$	486.08	\$	551.50	-\$	65.42	88.14%	-\$	3,727.99	\$	3,860.50	-\$	7,588.49	-96.57%	Net Income
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asis

From: [Cannon Beach Salon](#)
To: [Jennifer Barrett](#)
Subject: Re: Tourism & Arts Funds FY 21-22 Final Evaluation
Date: Wednesday, August 3, 2022 10:40:40 AM
Attachments: [image001.png](#)

Hi Jennifer,

I send the Final Reviews in December as required for the 30 days after the event. I believe it was 12/15. I will have to look and try and find the email.

Brigitte

On Tue, Aug 2, 2022 at 4:54 PM Jennifer Barrett <barrett@ci.cannon-beach.or.us> wrote:

Good afternoon,

The Tourism and Arts Commission is meeting this month to review the FY 21-22 cycle final evaluations.

Final Evaluations must be received by City within thirty (30) days after the project completion or thirty (30) days after the city fiscal year, whichever comes first, in order for the application to remain in compliance.

Our records indicate that we have not received final evaluations for WOW or Blush Lux. For your use, attached is a word and PDF evaluation form. Please submit your final evaluation no later than August 10th to be included in the meeting packet.

Please let me know if you have any questions.

Thanks

Jen

Jennifer Barrett
City Recorder / Assistant to the City Manager
City of Cannon Beach
p: 503.436.8052 | tty: 503.436.8097 | f: 503.436.2050

From: [Jennifer Barrett](#)
To: josephdclayton@gmail.com
Subject: Tourism & Arts Funds FY 21-22 Final Evaluation
Date: Tuesday, August 2, 2022 4:54:00 PM
Attachments: [5 FY 2021-22 Evaluation Form.docx](#)
[image001.png](#)
[5 FY 2021-22 Evaluation Form.pdf](#)

Good afternoon,

The Tourism and Arts Commission is meeting this month to review the FY 21-22 cycle final evaluations.

Final Evaluations must be received by City within thirty (30) days after the project completion or thirty (30) days after the city fiscal year, whichever comes first, in order for the application to remain in compliance.

Our records indicate that we have not received final evaluations for the Digital/Social Media and Spring Unveiling applications. For your use, attached is a word and PDF evaluation form. Please submit your final evaluation no later than August 10th to be included in the meeting packet.

Please let me know if you have any questions.

Thanks

Jen



Jennifer Barrett

City Recorder / Assistant to the City Manager

City of Cannon Beach

p: 503.436.8052 | tty: 503.436.8097 | f: 503.436.2050

a: 163 E. Gower St. | PO Box 368 | Cannon Beach, OR 97110

w: www.ci.cannon-beach.or.us | e: barrett@ci.cannon-beach.or.us

DISCLOSURE NOTICE: Messages to and from this email address may be subject to Oregon Public Records Law.



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022



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 _____ Earth & Ocean 2021 _____

Evaluator Name/Position ___ Joe Clayton ___ **President CBGG** ___ **Date** ___ March 17, 2022 _____

1. Project/Program Summary

Series of events incorporated art and environmental awareness. Several of the events incorporated individuals(visitors) that came specifically to see Cannon Beach and be involved in the events. Various galleries held activities to raise money for the environmental charities. Many individuals came into town to be part of the "Art for the Sky" show.

2. Program/Project Evaluation

The program was successful. Proceeds from the dinner tickets sold and from the event tickets led to donations of over \$10000 to the 5 environmental organizations. Also, another \$20,000 was raised on behalf of the organizations by work done during the festival by the art galleries. Raffles of art and other items help to provide the additional money donated. The weather was a little of an issue.

In our effort to make the best event possible, we may have done too many events as the CBGG members working on the event were stretched. We are evaluating the format going forward.

3. Budget

- a. We were able to meet our financial targets, specifically the donation goals. The assistance from the TAF Committee was very helpful and appreciated.
- b. Financial data included

Earth & Ocean Arts Festival 2021

Costs	Amount
Photography	300.00
Postcards	480.00
Marketing/Design	175.00
T-Shirts for Art for the Sky	3,215.50
Marketing/Design	1,225.00
Supplies for Art for the Sky	273.72
Covid Mask Signs	150.00
Food for Dinner	2,240.00
Daniel Dancer Art for the Sky	2,200.00
Advertising - Posters	688.75
Supplies	300.00
Advertising	1,953.00
Supplies	114.89
Postcards	3,898.99
Event Coordinator	6,121.47
We Players	5,200.00
Marketing/Design	1,086.00
Ticket Handling Fees	245.00
Permits	350.00
Dinner supplies	548.00
Insurance	458.00
Year round Ad Campaign	5,000.00
	36,223.32
Sales	
Tickets for Dinner	4,284.75
Event passes	6,303.42
Donations	
Friends of Cape Falcon Marine Reserve	2,180.00
Friends of Haystack Rock	2,180.00
North Coast Land Conservancy	2,180.00
Sea Turtles Forever	2,180.00
Wildlife Center of the North Coast	2,180.00
	10,900.00



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022



Mid Term



Final

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Program/Project Title _____ Stormy Weather Arts Festival 2021 _____

Evaluator Name/Position _____ Joe Clayton_President CBGG_____ Date _____ March 17, 2022_____

1. Project/Program Summary

Worked with the Chamber of Commerce in support of bringing individuals to Cannon Beach. Many people once again attended this event with stays and hotels and visits to the galleries. Even with the constraints due to Covid, the show was regarded as a success.

2. Program/Project Evaluation

Even though it rained, attendance was good. Multiple galleries had successful sales which is a good barometer of visitors to the town.

Would like to work closer with Chamber to determine a possible metric to quantify future successful event. describe what could be done differently in the future to improve the program/event/project.

3. Budget

- a. The program met our financial projections. The TAF funds allowed us the opportunity to market the event and to provide a higher level of brochure. Assists in marketing the town, any weekend events and gallery events
- b. Financial update enclosed.

Stormy Weather Arts Festival 2021

Costs	Amount
Event Brochure	2,500.00
Advertising	4,023.00
Social Media	1,270.00
	7,793.00



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation FY 2021-2022

☐ 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 1/2" x 11" sheets as necessary.

Program/Project Title

CBHCM Cottage & Garden Tour

Evaluator Name/Position see attached

Date 6/20/2022

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.



P.O Box 1005
Cannon Beach, OR 97110
503-436-9301
Email: info@cbhistory.org
www.cbhistory.org

To: City of Cannon Beach/Tourism and Arts Fund Recipient Evaluation
FY 2021-22
Final-Due by end of Fiscal Year June 30th
Submitted Monday, June 20th , 2022

Program/Project Title: Cannon Beach History Center & Museum's Cottage Tour
Evaluator Name/Position: Andrea Suarez-Kemp, Museum Manager with advisement from
CBHCM Board of Director and updates from Deanna Duplechain/Development Coordinator

1. Project/Program Summary

- a. The Cottage & Garden Tour celebrates its 19th year in September. The event will take place Friday, September 9th through Sunday September 11th, 2022. We are now 3 months out from the event itself. Nothing of significance in terms of the event has changed from our original Application for TAF funding submitted June 7, 2021. With the exception of our former director, who submitted that application, abruptly departing our organization shortly after its submission in July of 2021. So, the TAF Grant process, the museum, and the Cottage & Garden Tour itself are all under new management. Andrea Suarez now serves as Museum Manager. Liz Johnson, a long-time prior employee returned to our staff in May, 2022 as Outreach Coordinator and Deanna Duplechain joined the staff as Development Coordinator in March of 2022. We have an exciting infusion of energy in the new leadership piloting the 2022 Cottage & Garden Tour. The staff continues to work closely with our long-time, dedicated Board of Directors.

We planned to have a live, in-person Cottage & Garden Tour and, so far, we see nothing on the horizon that should change that. Any new restrictions seem highly unlikely. We are moving full steam ahead and are wonderfully optimistic with all the progress that has been made with the Tour thus far. We have had more positive responses from homeowners than ever before. At present, we have over a dozen exquisite cottages confirmed for the tour as well as added stops in gardens, at the museum, and the Coaster Theatre. Liz Johnson, on staff for many years of the tour, states that this may be the largest and best selection of homes in our history. The museum has been reopened since March and we have been very pleased with the foot traffic. In short, operations at the Cannon Beach History Center & Museum are back to "normal" and we are on schedule with our planning of the Cannon Beach

Cottage & Garden Tour. Sponsorships, marketing, and in-kind donations are all on track to make the event a great success. Our list of volunteers continues to expand. We are reaching out to the community in new ways to create collaborations and we are pleased that the community is embracing our endeavors.

To sum up, we are in a very positive place with the Cottage & Garden Tour with no significant changes from our initial application.

2. Program/Project Evaluation

- a. We have every reason to believe that the event will be successful and meet our original goals. We will open the Pacific Northwest Dirt Fishers exhibit at the museum on Friday, September 9th as part of our Opening Night Benefit Bash. We are putting together our first ever silent auction at the museum featuring high-end items from local businesses. Many businesses are supporting the evening by way of in-kind contributions. As stated earlier, the tour itself is shaping up extremely well. Our Garden Tea on Sunday is will feature Doug Kenck-Crispin as our speaker.
- b. As the event has not taken place yet, we happily have no regrets. After taking a deep breath when this is all over, we plan to have a meeting to discuss any improvements we might make for 2023, the 20th anniversary of the Cottage & Garden Tour. We will build on our successes and rethink anything that does not prove productive.

3. Budget

- a. Tickets have not yet gone on sale so we cannot address this with any tangible data. We can say that sponsorships are on target. Marketing is on target. We still have 3 months to reach our potential with this event and we are working with tirelessly.
- b. Again, because the event has not taken place and we have no final numbers to plug in, we are attaching our original budget. We can expect some slight shifts as we were not awarded the full amount from TAF that was requested and budgeted. We can reasonably create an accurate final line-item budget when all is said and done in late September.

Cannon Beach Cottage Tour



Budget for 2022 Cottage Tour

Publication	In-Kind	TAF Funds	CBHCM	Total Expense
Cannon Beach Magazine			\$900.00	\$900.00
Sunset Magazine/Online/Newsletter		\$5,000.00		\$5,000.00
Coastal Living		\$5,000.00		\$5,000.00
Travel Oregon/ Online/ Newsletter		\$2,000.00	\$500.00	\$2,500.00
Social Media Ad		\$800.00	\$300.00	\$1,100.00
Beyond 50/Portland		\$400.00	\$100.00	\$500.00
OCVA Guide/Online/Newsletter		\$2,500.00		\$2,500.00
Hipfish			\$450.00	\$450.00
Portland Monthly		\$2,000.00		\$2,000.00
KMUN			\$250.00	\$250.00
Seattle Times/Online		\$1,700.00		\$1,700.00
The Oregonian/Online		\$3,500.00		\$3,500.00
Coast Weekend/ Online			\$500.00	\$500.00
Irvington Home Tour AD		\$350.00		\$350.00
Total		\$23,250.00	\$3,000.00	\$26,250.00

Print Marketing

Rack Cards/Postcards		\$900.00	\$400.00	\$1,300.00
Posters		\$250.00	\$150.00	\$400.00
Distribution Costs		\$450.00	\$450.00	\$900.00
Total		\$1,600.00	\$1,000.00	\$2,600.00

Event Costs

Salary	\$9,000.00	\$2,300.00	\$4,000.00	\$9,300.00
Friday Night Opening Event			\$300.00	\$300.00
Caterer		\$3,000.00	\$2,500.00	\$5,500.00
Honoraria/Speakers Lodging			\$600.00	\$600.00
Saturday Night Concert		\$300.00	\$500.00	\$800.00
Attendance of Other Home Tours	\$100.00		\$500.00	\$600.00
Wine			\$400.00	\$400.00
Garden Tea/Sunday Event	\$700.00	\$700.00	\$500.00	\$1,900.00
Map Designer			\$350.00	\$350.00
Decorations & Flowers	\$2,000.00		\$1,000.00	\$3,000.00
Photographer	\$2,000.00			\$2,000.00
Volunteer Bags	\$200.00		\$200.00	\$400.00
Homeowner Bags	\$200.00		\$200.00	\$400.00
Event Space	\$500.00		\$500.00	\$1,000.00
Total	\$8,500.00	\$6,300.00	\$11,550.00	\$26,550.00
Total Expenses:	\$8,700.00	\$31,150.00	\$15,550.00	\$55,400.00

2019 CT Lodging Analysis

Day Trip	13.00%
Wayside Inn	1.00%
Surfsand	12.00%
CBVR	3.00%
Vacation Rental	11.00%
Second Home	11.00%
Inn at Manzanilla	2.00%
Inn at Arch Cape	2.00%
Adrift	1.00%
Stephanie Inn	2.00%
Inn at CB	2.00%
The Waves	1.00%
Hallmark	9.00%
Schooner's Cove	2.00%
Cannery Pier Hotel	1.00%
McMenamins Gearhart	1.00%
Trendwest	3.00%
Locals	4.00%
Lighthouse Inn	1.00%
Ocean Lodge	3.00%
Inn at Seaside	1.00%
Alr B&B	3.00%
No Response/Not Booked	5.00%
Norblad Hotel	1.00%
RV Resort	4.00%
Ecola Creek Lodge	1.00%

Average # of Nights
 2.83 (3 nights)
 Total Nights Confirmed at Hotel/Rental
 279
 Second Home Nights:
 56
 Average:
 4
 Total Nights: 335

100%

2019 Cottage Tour Marketing Analysis

Figures were taken from all ticket sales

The Oregonian/Online	10%
Coast Weekend	2%
Hipfish	3%
Post Card	17%
Seattle Times/Online	3%
Social Media	13%
OCVA Guide/Online	1%
Sunset Magazine	14%
CB Magazine	1%
Email from us or Hotel	8%
Event Brite	7%
Chamber Website	2%
Matheny Email List	1%
Portland Monthly	3%
Travel Oregon/ Online	1%
Press Releases	3%
Word of Mouth	5%
No Response	1%
Posters	4%
Hardy Plant Society	1%

Total

100%

CBHCM Budget
July - June

BUDGET
2020
2021

Revenue/Income

Product Sales

Consignment Items	\$1,500.00
Gift Shop	\$6,500.00

Events

Cottage Tour	\$22,000.00
Lecture/Music Programs	\$500.00
Cannon Restoration	\$0.00
Exhibits	\$0.00
Historical Plaques	\$150.00
Field Trips/Educational Program	\$0.00

Grants & Fundraising

Sponsorship	\$10,000.00
Memorials (Restricted)	\$0.00
Admissions/ Cash Donations	\$8,000.00
Donations (Unrestricted)	\$2,500.00
Grants	\$60,000.00
TAC Grant	\$28,500.00
Fundraising	\$0.00
Memberships	\$16,000.00

Banking

Interest Income	\$0.00
OCF Transfer	\$12,500.00

Building/Museum

Rental	\$1,000.00
Miscellaneous	\$0.00

INCOME TOTALS	\$169,150.00
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Expenses

Product

Consignment Items	\$1,500.00
Gift Store Inventory	\$1,500.00

Events

Cottage Tour	\$8,000.00
Lecture/Music	\$1,000.00
Special Events	\$0.00
Cannon Exhibit Project	\$0.00
Exhibits	\$2,500.00
Historical Plaques	\$25.00
Traveling Exhibit	\$7,000.00

Grants & Fundraising

TAC Grant Expenses	\$20,000.00
Memorials (Restricted)	\$0.00
PR & Advertising	\$9,000.00

Banking

Merchant Billing	\$1,000.00
Bank Charges	\$50.00

Building/ Museum

Building Maintenance	\$3,000.00
Property & Liability Insurance	\$1,300.00
Alarm System	\$700.00
Museum Improvements	\$1,000.00
HWY Sign	\$250.00
Landscape	\$3,000.00
Utilities	\$6,500.00
Equipment Purchases	\$1,000.00

Administrative

Payroll	\$75,000.00
Payroll Taxes	\$8,000.00
Payroll Fees	\$500.00
Office Expenses	\$5,000.00

Insurance B.O.D	\$950.00
Dues & Memberships	\$1,000.00
Insurance Workers Comp	\$450.00
Professional Expertise & Web	\$500.00
Accounting Fees	\$900.00
Miscellaneous Expense	\$100.00
Printing & Copying	\$1,000.00
Legal Expenses	\$1,200.00
Training & Travel	\$2,000.00

Administrative Totals

Expenses	\$164,925.00
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CITY OF CANNON BEACH

City of Cannon Beach
Finance Department

JUL - 5 2022

Received

Tourism and Arts Fund Recipient Evaluation FY 2021-2022



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 1/2" x 11" sheets as necessary.

Program/Project Title Cannon Beach Fat Bike Festival

Evaluator Name/Position Allen Barber, Administrative Assistant

Date 6/29/2022

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 May 20-22, 2022. We had 35 attendees, where 100% came from more than 50 miles away, 74% came from more than 100 miles away, 29% came from more than 200 miles away and 9% came from out of state (Sonoma, CA and Lachine, Quebec). Also impressive was that 54% stayed in hotels, 9% stayed in Vacation Rentals, and 37% stayed in local campgrounds.

Continuing the success of implementing it last year, participants were once again given a "Passport Book" that encouraged them to visit and shop at various businesses in town. We had 28 restaurants, hotels/property management companies, and retail locations participate this year. Participants were encouraged to visit the businesses to get verified and encouraged to track their spending in the businesses for a prize to whomever spent the most money. Not all participants remembered to bring their passport books to the beach party. The dozen participants that did bring their receipts, 72% of the 28 businesses were visited during the day and they had receipts to prove over \$3210.71 spent at the businesses during the festival. We had the grand prize winner narrowed down to 2 people that had each spent over \$600 and the final winner had \$869.51 in receipts to win. The second-place winner spent \$605 and won a nice prize basket as well. I know that a group of 5 people had spent a lot of time at Kiki's, Public Coast and Oregrown but forgot to bring their receipts. I am hoping we have an app for next year that will track their visits to businesses as people don't always want to collect receipts or remember to bring them to us at the end of the day.

Many participants spent Sunday discovering the nearby Klookty 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. In fact, one rider said that the Klookty Creek ride was the big draw for him and that, in future, he would like to see that aspect advertised more

because he was confident that he would not be the only one to see it as a bonus to attending the festival.

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 West Coast to spend the weekend in Cannon Beach, discover eco-friendly activities to do by bike, and enjoy our town. 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 donated by local businesses that participated in the festival. Everyone who attended lived more than 50 miles away, including a woman from Quebec who saw Haystack Rock online and was looking for a fun reason to come visit it, and 63% 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, 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 had 50 attendees in 2021, which was a fine number considering all the restrictions surrounding the event. The decrease in attendees this year was due in part to people being cautious in the face of the delta and omicron variants as well as the forecast being “less than desirable,” as we have found that a lot of attendees won’t register until as late as the day of the ride due to what the weather could potentially look like.

A lot of preparation for this year’s event involved overcoming obstacles surrounding the increase in e-bike riders this year. The Oregon State Parks Department requires permits for any riders intending to use an e-bike if it is for a mobility issue. We were clearing hurdles up until the day of the event simply because of the confusion and conflicting information received about the permit process. We have a better understanding of how that is done and feel that we are prepared for our e-bike riders for next year’s event. Part of this is going to be a marketing/advertising push because we anticipate that e-bikes are only going to grow in popularity. This opens the door for more people to attend the event, which in turn will bring more tourism money to Cannon Beach.

3. Budget

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

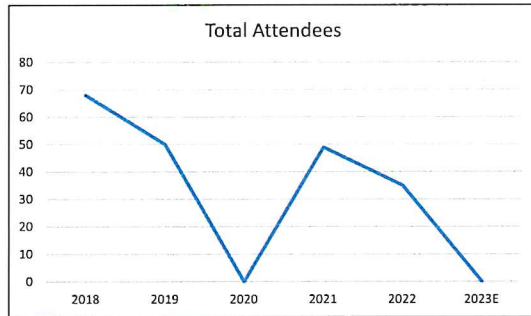
The event did meet its financial projections by staying on budget and surpassed our expectations on the amount of “heads in beds” and distance people traveled to attend.

- 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.

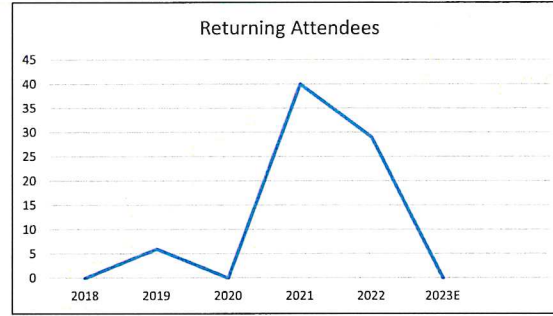
See attached documents

NOTE-Please input event data in the yellow cells

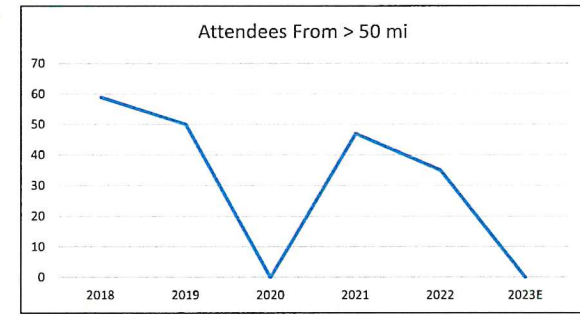
	2018	2019	2020	2021	2022	2023E
Total Attendees	68	50	0	49	35	0



	2018	2019	2020	2021	2022	2023E
Returning Attendees	0	6	0	40	29	0

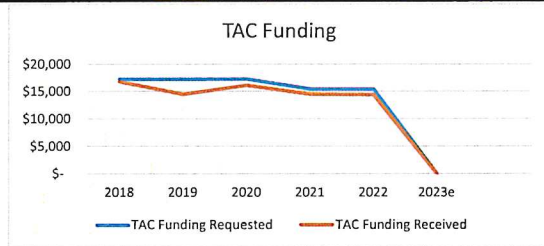


	2018	2019	2020	2021	2022	2023E
Attendees From > 50 mi	59	50	0	47	35	0

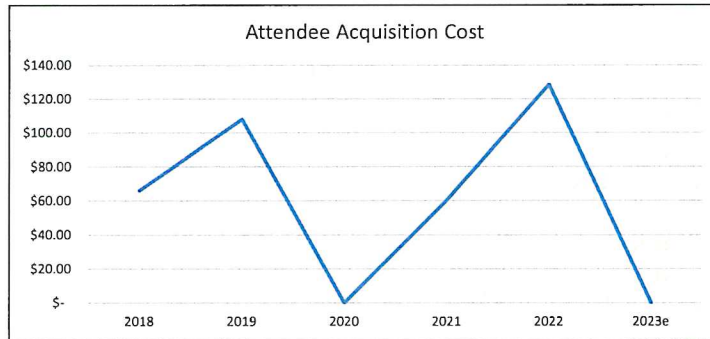


NOTE-Please input event data in the yellow cells

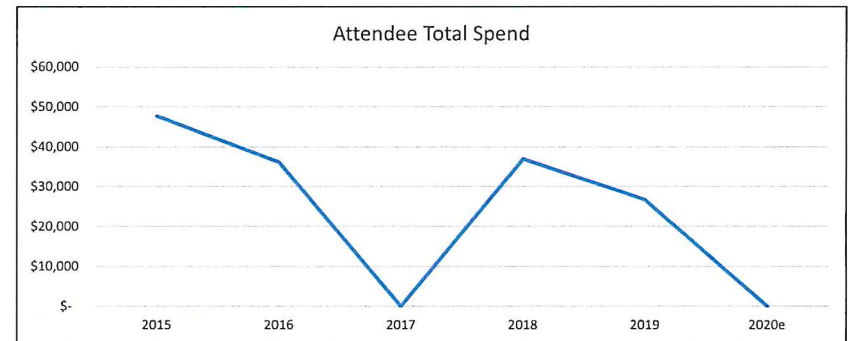
	2018	2019	2020	2021	2022	2023e
TAC Funding Requested	\$ 17,325	\$ 17,325	\$ 17,325	\$ 15,450	\$ 15,450	\$ -
TAC Funding Received	\$ 16,804	\$ 14,471	\$ 16,089	\$ 14,471	\$ 14,392	\$ -



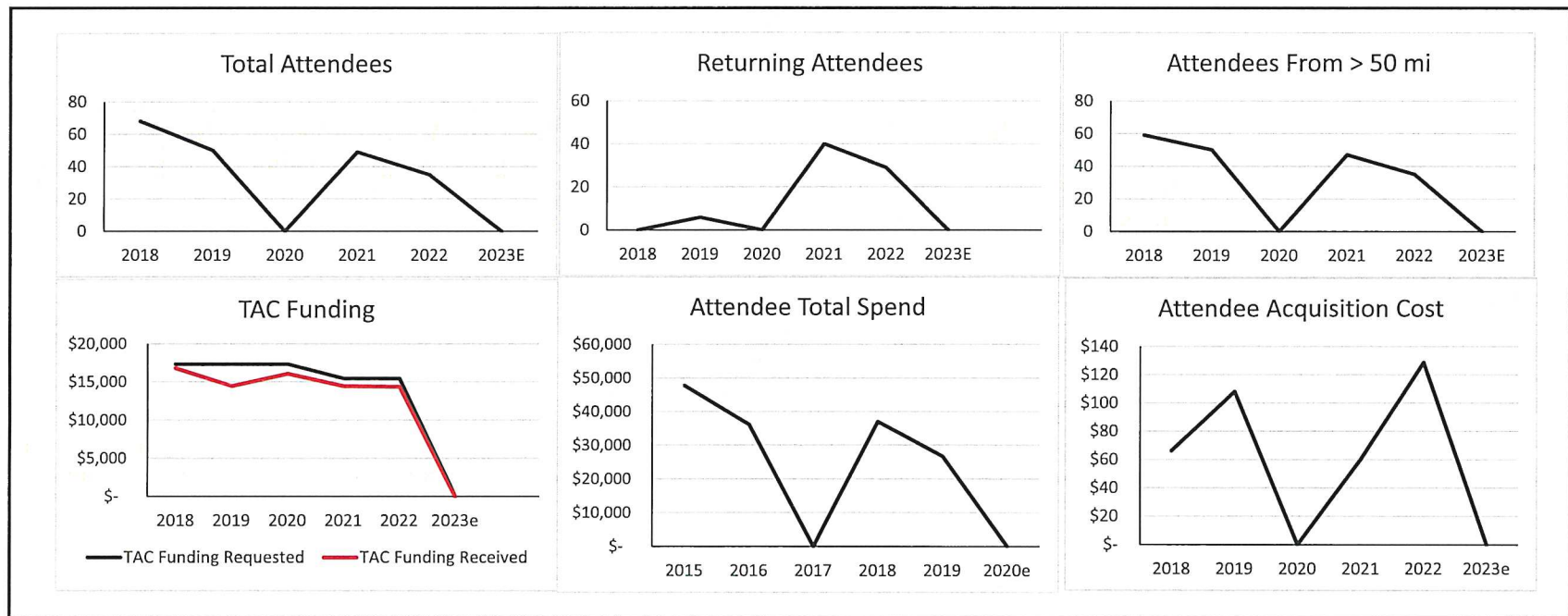
	2018	2019	2020	2021	2022	2023e
Marketing Expense	\$ 4,500	\$ 5,400		\$ 2,950	\$ 4,500	\$ -
Total Attendees	68	50	0	49	35	0
Attendee Acquisition Cost	\$ 66.18	\$ 108.00	#DIV/0!	\$ 60.20	\$ 128.57	#DIV/0!



Average Attendee Spend	2018	2019	2020	2021	2022	2023e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	1.50	1.50	1.50	1.50	1.50	-
Total Attendees	68	50	0	49	35	0
Total Day Stays	102.0	75.0	-	73.5	52.5	-
	2015	2016	2017	2018	2019	2020e
Attendee Total Spend	\$ 47,736	\$ 36,150	\$ -	\$ 36,971	\$ 26,723	\$ -



Events Metrics Scorecard- EVENT NAME



Cannon Beach Fat Bike Festival Projected Budget: 2022

Item:	Description:	Budgeted Amount::	Spent:	Total Spent:	Notes:
Marketing of Event:	Logo & poster design. Printed materials (passport books, stickers, etc.) Paid advertising (print). Photography/video Social media campaigns. Newsletters. Event logo items.	\$4500	\$725 FB ads* \$256.50 Consulting Sensei (social media).* \$350 Photography -Quillian Creations* \$1600 Passport books \$75 Cannon Beach Design Co. (logo) \$225 Mail chimp newsletter* \$125 Radio Ads	3356.50	
Permits/Event fees:	Permit fees for event: State Park	\$700	\$250 OPRD permit* \$100 City permit*	\$350	No Clatsop permit this year.
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$750	\$60 chocolates for bonfire* \$5.88 cups for beer tasting* \$130.31 Bike Flags* \$18.32 ice *	\$214.51	No porta potty needed.
Event & Logistics Management	Hire an Event Director to run event.	\$9500	\$9500	\$9500	

*paid by Oregon Rides, to be reimbursed.

Income source: TAC Funding (request): \$15,450	Income Source: Registrations: \$1240.00	Income Source: Sponsors 0
TAC Funding from 2021/22: \$10,794.00	Q4 TAC Funding to come: \$3,598.00	Total Event Expenses 2022: \$13,421.01



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation FY 2021-2022



Mid Term



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Program/Project Title

North Coast Culinary Fest.

Evaluator Name/Position James Paino, Executive Director Date 3/15/22

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 North Coast Culinary Fest will deliver a city-wide celebration of the Cannon Beach culinary experience with top chefs & purveyors at their restaurants, bakeries, and breweries.

The festival features workshops on Friday and Saturday around town, a progressive dinner with midtown and downtown rotations on Saturday night to celebrate, educate, and appreciate the outstanding culinary offerings Cannon Beach has to offer followed by a night market after party at the Chamber Community Hall. Sunday includes a brunch at the James Beard summer home in Gearhart, movie at the Times Theatre in Seaside, and themed dinner at EVOO in Cannon Beach. We anticipate nearly all the hotels in town will be booked for both Friday and Saturday night. The weekend of events will succeed in bringing in new and returning tourists from Washington, California, and even as far as Minnesota.

The website for this event link are:

<https://www.cannonbeach.org/ncculinaryfest>

2. Program/Project Evaluation

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

Unfortunately, this event required postponement once again for a variety of factors, most notably, Covid-19. Last year we were still under restrictions that made this untenable, this year, while lighter restrictions remained, they contributed to the doubt of many restauraners if visitor would want to participate in the event. Once we reached the point and time to promote this event to sell tickets it became clear that the restaurants were not able to fully commit to participating to make the event a success. Several factors contributed to the inability to commit:

- Covid restrictions at the time.
- Staff shortages and difficulties hiring.
- Supply chain disruptions.
- Uncertainty of the pandemic moving forward.
- Additional food tax questions and concerns.

Without the full support of the restaurants, it would be impossible to hold this culinary festival.

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

We believe without the pandemic concerns, and the restaurant industry fully recovered from the past 2 years, they would all be on board to make this event a success. We look forward to 2023 as we continue to plan to hold this event when all the concerns are behind us and we can move forward.

3. Budget

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

This event didn't take place and so the event couldn't fulfill the intended financial projections. We did however put a halt to all spending as soon as the decision was made to postpone. All outstanding expenses have been paid and a summary of the TAC funding for Chamber of Commerce projects are attached with the budget information. A refund check for all remaining funding will be returned to the CITY once it is process (within the month).

- 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.

Please see attached budget.

NC Culinary Fest. Working Budget

				<u>Budget 22</u>	<u>Actual</u>
NC Culinary Fest. Income					
Grants					
	TAC 21			31,143.00	31,143.00
	TAC 22			25,333.00	15,199.80
	OCVA				
	Travel Oregon	Wine			
Sponsorship					
	Sponsors			5,000.00	
	Donations				
	Other				
Workshops					
	Career path	\$25x20		500.00	
	Real Wasabi	\$25x21		500.00	
	Oyster	2x\$25x14		500.00	
	Olive Oil	2x\$25x18		500.00	
	Chocolate Café	\$25x20		500.00	
	Truffle Hunt	\$25x10		250.00	
	Beer / Seafood	\$35x20		700.00	
	Whiskey	\$35x20		700.00	
	Honey	\$25x20		500.00	
Dinners					
	Progressive 1	\$190x60		12,000.00	
	Progressive 2	\$200x60		12,000.00	
	Big Night After Movie	\$180x15		3,600.00	
Sunday House Brunch					
	Tickets	\$150x40		6,000.00	
Movie				1,500.00	
Merchandise					
Total Income				113,726.00	46,342.80

NC Culinary Fest. Expense

Marketing				-
Save the Date		300.00		
Advertising		10,000.00		
Production		2,500.00		
Distribution		500.00		
Welcome				-
Swag Bag		2,000.00		
Decoration				
Check-in				
Food		1,000.00		-
Beverages		2,000.00		
Entertainment		1,000.00		
Raffle		50.00		
Workshops				-
Each WS		2,000.00		
Ticketing		300.00		
Venue		2,000.00		
Decoration		2,000.00		
Dinner				-
Progressive 1	\$175x60	10,500.00		
Progressive 2	\$175x60	10,500.00		
Big Night After Movie	\$180x20	3,600.00		
Marketing				
Movie				-
Venue				
Movie Cost		600.00		
Ticketing				
House Brunch	\$150x38			-
Food	125*40	1,500.00		
Beverages		1,500.00		
Music		500.00		
Staffing		500.00		
Event Planner				-
Crew		9,000.00	3,500.00	
Lodging				
Food				
Management Fee	6.50%	6,000.00		
Staff		7,000.00		
Permits		500.00		
Equipment				-
Transportation				
Rentals				
School Donation / Scholarship		3,000.00		
Merchandise		3,000.00		
-				
Total Expenses		83,350.00	3,500.00	
Profit / Loss		30,376.00	42,842.80	



CITY OF CANNON BEACH

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Program/Project Title

Cannon Beach City Signage

Evaluator Name/Position James Paino, Executive Director Date 6/29/22

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 purpose of this project is to fund the safe removal of the old city welcome signs, then the design and installation of new city welcome signs on Highway 101. This project was proposed to the City Parks Committee several years ago and has not moved forward since. The Chamber of Commerce would like to take the lead with the goal to provide our community with two new "Welcome to Cannon Beach" signs, one at each end of town.

We would like to encourage our arts community in Cannon Beach to submit proposals, along with other community members and contractors, to help design a sign that truly represents Cannon Beach. The Chamber Marketing Committee will be overseeing this project and will urge anyone interested to join in the evaluation process. We are also considering how to get the whole community involved in the final choice to have as much community support as possible. It is time to have welcome signs that represent Cannon Beach now and for the future.

2. Program/Project Evaluation

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

Unfortunately, this project ran into a few delays in the process towards completion which eventually derailed this from being completed in 21-22.

Initially, we dedicated a staff member who was very excited to work this project through from start to finish. Sadly, that staff member left our organization, so the energy driving this project was lost. This also left our Chamber staff at a shortage which affected many of our projects and events. We often had only 2 or 3 staff members to accomplish our overall workload.

When reaching out to coordinate with the Oregon Department of Transportation to define the requirements for signage, we hit a roadblock. The state's staff person we reached out to didn't respond to our inquiries which further delayed the process of creating an RFP for the work. Once this information was provided, we began the process of creating an RFP for the work but simply ran out of time in this fiscal year to move forward.

We have provided copies of the plan outline as we designed it. This will show the step-by-step process we believe would create an amazing welcome sign for our community, while also having input from the entire community to develop a sign that represents Cannon Beach best.

Also included are the state guidelines for this type of signage. Our draft of the request for proposal is included for reference as well.

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

As this project did not move beyond the planning stages, it could still be implemented with proper staff coordination and funding. The Chamber of Commerce would be glad to help with getting these signs in place and may be able to dedicate staff to this in the future.

3. Budget

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

We have been receiving funding for this project, but the expense will incur once we move past the request for proposal period. Since we didn't move past the proposal phase, we will be returning the funding from the project to TAC.

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

This project has been awarded \$ 44,167.00 and no funds have been spent to this point in the process.

New Cannon Beach City Highway Sign Plan

1. Put out an RFP for designs and artwork for a new City sign to represent Cannon Beach
 - a. Determine guidelines from the state on size, location, and rules to inform the artist of the scope of the project.
 - b. Publish the RFP and incorporate outreach to all interested parties that can create a design or artwork for consideration.
 - c. Collect all responses and compile a complete list of options.
2. Review the applicants and narrow the options down to 3-5 top choices
 - a. Develop a committee to review the various artwork and concepts to ensure they are appropriate and represent our community, along with what will be feasible to implement.
 - b. Outline the criteria for selecting the best options based on our community needs and the requirements of the project.
 - c. Determine financial consideration for this phase of the project.
 - d. Schedule meetings to accomplish the review process.
3. Put out to the community to vote on which option they like best. Determine the final choice.
 - a. The goal is to have everyone provide input so that we have a sign that fully represents our community as a whole and is supported by everyone in Cannon Beach.
 - b. Advertise out to the community to share options and help with voting to choose a winner. (Newspaper, website, community meetings, anywhere and everywhere)
 - c. Create a voting site and a way for everyone to provide their input. Determine which option is the winner.
 - d. Promote the final choice and thank the community for their support.
4. Put out an RFP for the removal, creation, build, and installation of the new Cannon Beach highway sign.
 - a. Include the artwork and final choice into the RFP for the design of the build.
 - b. Determine financial consideration for this phase of the project.
 - c. Publish the RFP and incorporate outreach to all interested parties that can create a design or artwork for consideration.
 - d. Collect all responses and compile a complete list of options.
 - e. Review with committee and choose who can build and implement the project.
 - i. Tear down of old sign
 - ii. Create and build new signage.
 - iii. Foundational work necessary
 - iv. Fit to state guidelines and rules
 - f. Choose best company to complete this project.
5. Celebrate our new community highway sign for Cannon Beach.
 - a. Share the final completed project with the world
 - b. Enjoy for years to come.

Department of Transportation

Highway Division - Chapter 734

Division 57

PERMITS FOR DEVELOPMENT ON HIGHWAY RIGHT OF WAY

734-057-0010

City/County Entrance Program

- (1) Cities, counties and unincorporated communities as identified in the county comprehensive plan defined in ORS 197.015, are permitted to develop and maintain a landscaped area within the state highway right of way to enhance the aesthetic value along state highways and to welcome motorists to a city, county or unincorporated community.
- (2) One landscaped area will be allowed at each entrance of a state highway into a city, county or unincorporated community. The area may include a marker that indicates motorists are entering, or welcomes them to, a city, county or unincorporated community.
- (3) The request by a city or county to develop a landscaped area:
 - (a) Shall be in writing, on official letterhead accompanied by a Department of Transportation permit application, Form 734-3457. Such form is available from the District manager of the Department of Transportation;
 - (b) Shall include a site plan; and
 - (c) Shall be submitted to the appropriate District Manager of the Department of Transportation for review and approval. In order to facilitate site review, the District manager may require the city or county to place markings such as lath stakes or other markings at the location of the proposed area to be landscaped.
- (4) The request for an unincorporated community to develop a landscaped area must be submitted by the county.
- (5) The landscaped area and marker shall conform to the following guidelines:
 - (a) The landscaped area must be within or as near as safely can be accommodated to the territorial or zoning jurisdiction of the city, county or unincorporated community;
 - (b) The landscaped area and marker must be located so that it is not a roadside safety hazard nor restricts sight distance and must conform to all applicable highway clear zone requirements;
 - (c) The landscaped area and marker must have Federal Highway Administration approval when located on interstate right-of-way and must not be visible from an interstate highway;
 - (d) The overall size of any rigid object within the landscaped area may not exceed 200 square feet;
 - (e) The landscaped area or marker may contain only the official name, logo and/or slogan of the city, county or unincorporated community. No advertising or other commercial message will be allowed; and
 - (f) The landscaped area and marker shall be constructed of a material appropriate to the location and environment.
- (6) Upon approval of the request for site development, the District Manager will execute a permit to the city or county for each landscaped area. No work on highway right-of-way may begin until a valid permit has been received by the city or county.

(7) The following shall be the responsibility of the city or county:

- (a) The manufacture, installation, maintenance, repair or removal of the landscaped area or marker;
- (b) Relocation and/or removal of the landscaped area and/or marker as a result of highway improvement projects;
- (c) The provision of traffic control in accordance with the standards adopted under ORS 810.200 by the Oregon Transportation Commission.

(8) The permit issued by the District Manager for a landscaped area may be canceled if the city or county fails to comply with the provisions of this rule or the provisions of the permit. The permit may also be canceled if the Department determines that any individual landscaping or marker, of this program violates federal or state law.

(9) Markers or signs denoting entrances to cities, counties or unincorporated communities that are to be placed outside of highway right-of-way must meet the requirement of ORS Chapter 377 and OAR 734, division 60.

Statutory/Other Authority: ORS 184.616, 184.619, 366.205 & 374.310

Statutes/Other Implemented: ORS 374.305

History:

TO 6-1998, f. & cert. ef. 8-20-98

734-057-0020

Beautification of Highway Right of Way

(1) The purpose of this rule is to allow for the placement of decorations or banners within the state highway right-of-way, except Interstate highways, to enhance the aesthetic value of the highway. The banner or decoration must be approved by the agency with jurisdiction in the area.

(2) For use in this rule the following definitions will apply:

- (a) "Agency" means an incorporated city, county or Native American Indian Tribe.
- (b) "Banner(s)" includes flags and pennants made of plastic, cloth, or similar material along with the corresponding support system.
- (c) "Decoration(s)" includes hanging plants and other similar ornamentation along with the corresponding support system.

(3) The request for a permit for placement of a banner or decoration:

- (a) Must be in writing, on official letterhead of the agency with jurisdiction in the area. The agency may submit the request on their own or in cooperation with a sponsoring group or organization;
- (b) Must be accompanied by a Department of Transportation permit application, Form 734-2576. Such form is available from the District Manager of the Department of Transportation;
- (c) Must include the proposed location and a description, with a picture or drawing, of the banner(s) or decoration(s);
- (d) Must be submitted to the appropriate District Manager of the Department of Transportation at least 30 days prior to the desired installation date. In order to facilitate the review, the District Manager may require markings to be placed at the location of the proposed banner or decoration installation; and
- (e) Must include confirmation that the agency is self-insured. In the event the agency is not self-insured, a certificate of insurance in the amount determined by the District Manager must be provided before work may begin.

(4) The banner or decoration must conform to the following guidelines:

(a) The banner or decoration must:

(A) Be placed within the territorial or zoning jurisdiction of the agency;

(B) Be located so that it is not a roadside safety hazard nor restricts sight distance and must conform to all applicable highway clear zone requirements;

(C) Have a vertical clearance of at least 18 feet above the roadway or eight feet above a pedestrian walk way, or comply with local ordinance, whichever is greater; and

(D) Be made from a durable material, constructed to comply with local building codes or withstand wind pressure of 20 pounds per square foot of exposed surface, whichever is greater.

(b) The banner or decoration may contain the official name, logo, and/or slogan of the agency but may not portray a political, religious, commercial or promotional message and may not recognize a person, organization or event.

(c) The banner or decoration must not:

(A) Interfere with, imitate, or resemble any official traffic control device or attempt or appear to attempt to direct the movement of traffic;

(B) Prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic;

(C) Have any lighting, unless such lighting is shielded to prevent light from being directed at the highway or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of a motor vehicle;

(D) Be attached to any official sign, post, signal pole or any other traffic control device or support;

(E) Be suspended over or otherwise span the roadway; or

(F) Otherwise be a traffic hazard.

(5) The number and type of banner or decoration allowed will be at the direct discretion of the District Manager.

(6) Upon approval of the request, the District Manager will issue a permit to the agency for placement of a banner or decoration within the state highway right-of-way. The permit may include special provisions for installation or removal of the banner or decoration. No work on highway right of way may begin until the agency has received a valid permit.

(7) The following shall be the responsibility of the agency:

(a) The manufacture, installation, maintenance, repair or removal of the banner or decoration including placement of supports or permission to use existing utility poles;

(b) Relocation or removal of the banner or decoration as a result of highway improvement projects;

(c) The provision of traffic control in accordance with the standards adopted under ORS 810.200 by the Oregon Transportation Commission. Should Department of Transportation staff be required to review the traffic control plan, the cost of that review may be billed to the agency; and

(d) 48-hour notification to the District representative identified in the permit prior to any work on the state highway right-of-way.

(8) A sponsoring group or organization may perform the duties described in section (7) of this rule on behalf of the agency; however, the responsibility for compliance with the terms of the permit and this rule remains with the agency.

(9) The permit issued by the District Manager may be cancelled if the agency fails to comply with the provisions of the permit or this rule. The permit may also be cancelled if it is determined that the banner or decoration violates federal or state law.

(10) Banners or decorations may be removed by the Department of Transportation, at the expense of the agency, if the banner or decoration is neglected or becomes unsightly or otherwise defeats the purpose of the rule.

(11) The following are not eligible for a permit issued pursuant to this rule:

(a) Banners or decorations that denote a specific activity or event must meet the requirements of the ODOT Sign Policy 5-8.

(b) Permits for the installation or maintenance of landscape areas will be issued as part of the Adopt-A-Landscape program.

Statutory/Other Authority: ORS 184.616, 184.619, 366.205, 374.310 & 810.030

Statutes/Other Implemented: ORS 374.305

History:

HWD 2-2003, f. & cert. ef. 10-24-03

v2.0.4

- System Requirements
 - Privacy Policy
 - Accessibility Policy
 - Oregon Veterans
 - Oregon.gov

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Cannon Beach Chamber of Commerce



REQUESTS FOR PROPOSALS FOR THE
Graphic Design of New Cannon Beach Gateway Signage

Proposals Due:

NOTICE TO DESIGN COMPANIES
GRAPHIC DESIGN OF NEW GATEWAY SIGNAGE
Cannon Beach Chamber of Commerce
207 N. Spruce St.
P.O. Box 64
Cannon Beach, OR 97110

We are now accepting bids for the graphic design for new Cannon Beach Town Gateway Signage for the entry points into Cannon Beach from both North and South along Highway 101. Bids must be sent to the Cannon Beach Chamber of Commerce at P.O. Box 64, Cannon Beach, OR 97110 or via email to jim@cannonbeach.org until (Time) on (May).

In general, work consists of, and the graphic designer shall provide the following:

1. Conceptualize, design, and deliver a compelling graphic-design for the new gateway signs for the City of Cannon Beach.
2. The ideal graphic design candidate must have expertise in **concepting and designing**.

Trademark?

Specific Work:

1. **Specifications** – see attached engineering plan

Additional Materials that must be provided with bid sheet:

1. Examples of similar work (these can be in the form of photos or website URL references)
2. List of 2 – 3 references
3. Schedule of work (starting with beginning day, please provide timeline of work to be completed. **Note:** City is asking that work be completed by (Date).

Review, Selection and Award Process:

Submitted proposals will be reviewed for completeness and qualifications. Selection for a contract award will be made based on the following criteria:

1. Expertise and experience of the graphic designer in providing similar services
2. Quality of work samples provided.
3. Cost.
4. A committee will be formed for review of all proposals.
5. Top choices will be put out for community input and vote.

**CANNON BEACH CHAMBER OF COMMERCE
NEW TOWN SIGNAGE
BIDDER SOURCE INFORMATION**

1. Bidder Company Name: _____
2. Address: _____
3. City/Zip: _____
4. Telephone: _____
5. Fax: _____
6. E-mail: _____

By: Authorized Representative: _____

Date: _____

Cost:

Please provide total cost for design: _____

Hourly rate for any additional work should it arise: _____

Written Forecast Total Cost: _____

Points of Contact:

Jim Paino
Executive Director
Cannon Beach Chamber of Commerce
503-436-2623
jim@cannonbeach.org



CITY OF CANNON BEACH

City of Cannon Beach
Finance Department

JUL - 5 2022

Received

Tourism and Arts Fund Recipient Evaluation FY 2021-2022



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 1/2" x 11" sheets as necessary.

Program/Project Title

Cannon Beach Video Project

Evaluator Name/Position James Paino, Executive Director **Date** 6/30/22

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.

We are continuing to develop a series of video assets for integration with website, social media, and public relations efforts based on all the other 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, primarily YouTube.com, and general promotion of Cannon Beach. Moreover, we will be providing these videos to the other events, members, and organizations for their own marketing and promotional use. 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.

TAC events for the Video Project completed this year:

- Cannon Beach Sandcastle Tutorial - \$2,250 (Funded by Sandcastle Committee)
- Hiking Trails of Ecola State Park
- Fat Bike Festival Promo
- Cannon Beach Sandcastle Promo
- Cannon Beach Event Highlights
- YouTube Marketing (upload, optimization, SEO)

Videos that are in progress:

- Cannon Beach Food, Wine, and Art video
- Cannon Beach Outdoor Activities video
- YouTube Marketing (video uploads, optimization, SEO, etc.)

2. Program/Project Evaluation

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

This year during Covid-19 it has been difficult to coordinate with events to capture footage. In discussions with Morrissey Productions we decided that the best option for this year is to create short :15 and :30 second videos of previous events that will better serve use on social media. This is being done to help events promote better in the future as we begin to move past the pandemic. We are also looking into addition short clips from the B-roll footage already shot by Morrissey Productions. These will be available to all our event partners and stakeholders.

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

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

Looking to the future we want to consider how this program continues to support all the events in Cannon Beach and our community. We feel that this program is working somewhat in reverse of how it might be most effective. We have had discussions about various events applying for TAC, who want a video, should include it into their budgets. Then the Chamber of Commerce and this program will coordinate with Morrissey Production to collaborate with them to complete the videos. This idea is at the beginning stages of development and will need more conversations with all the parties involved and the City to figure the best options and logistics.

3. Budget

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

Morrissey Productions and the Chamber of Commerce coordinate the Videos to match the approved budget and production guidelines set during the application process and award from the City.

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

TAC Award Amount:	\$14,042
<u>2021-22 Expenses:</u>	<u>\$14,500</u>
Total:	\$ -458

- b. Please see attached budget. As a reminder, we only pay for videos at the completion of them.



MORRISEY PRODUCTIONS

CANNON BEACH VIDEOS

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

Contact:

Cannon Beach Chamber

207 N Spruce St.
Cannon Beach, OR 97110
Date: 5/1/19
Invoice Number: 68949

2021/2022 - Video Production + Event Photography + Editing Services

Description	Quantity	Price	Total Cost
<u>Videos Completed</u>			\$ 0
Cannon Beach Sandcastle Tutorial	1	\$ 2,000	\$ 2,000
Hiking Trails of Ecola State Park	1	\$ 3,000	\$ 3,000
Fat Bike Festival Promo	1	\$ 2,000	\$ 2,000
Cannon Beach Sandcastle Contest Promo	1	\$ 2,000	\$ 2,000
Cannon Beach Event Highlights	1	\$ 2,000	\$ 2,000
YouTube Marketing (upload, optimization, SEO)	5	\$ 250	\$ 1,250
			\$ 0
<u>Videos Still in Progress</u>			\$ 0
Cannon Beach Food, Wine & Art Video (Still in Progress)	1	\$ 2,000	\$ 2,000
Cannon Beach Outdoor Activities (Still in Progress)	1	\$ 2,000	\$ 2,000
YouTube Marketing (Video Uploads, Optimization, SEO, ect..)	2	\$ 250	\$ 500
		Subtotal	\$ 16,750
			\$ 0
		Total	\$ 16,750



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022

☐ 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: Savor Cannon Beach Wine & Culinary Festival

Evaluator Name/Position: Gary Hayes / Event Coordinator **Date:** November 29, 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.

Savor Cannon Beach was completed as a month-long series of premium small-group wine and culinary events on October 30. In total, 15 festival events were presented that were mostly limited to just 12 participants each. A total of 128 tickets were sold and most of the events sold out. Of the total tickets sold (75%), 96 were from purchasers from more than 50 miles from Cannon Beach. At a minimum ticket price of \$50, the event attracted an affluent audience of serious food and wine travelers.

Events included weekly pre-dinner wine tastings at Bistro Restaurant, each featuring a premium line-up of wines that included 10-year-old Reds, a Pinot Noir Challenge blind tasting and gold medal winning wines. Saturday night Wine & Art Experiences were hosted by a different Cannon Beach gallery each week with premium line-ups of wines and presentations by artists and gallery owners. Each Friday evening, The Wine Shack hosted a wine tasting program focusing on misunderstood wines. On Sunday, October 24, we presented a Seafood Wine and Small Plates Dinner at Season’s Café with Sokol Blossor winery.

Several local businesses hosted their own events during the month including a Saturday Winemaker’s Series of wine tastings and Sunday sparkling wine flights at The Wine Shack; and Winemaker dinners at Stephanie Inn and EVOO.

The month-long program furthered tourism in Cannon Beach by presenting programs aimed at upscale food and wine travelers that position the community as a luxury travel destination. The event furthered the arts in Cannon Beach by working in partnership with local galleries to put a focus on Cannon Beach as an arts destination. By limiting our events primarily to pre-dinner time frames, the event encouraged

festival participants to dine at local restaurants.

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 maintaining this event's brand established over more than 10 years after 2020's unfortunately-timed event at the beginning of the COVID pandemic. By presenting the event as a month-long series of intimate wine and culinary experiences in October (rather than a large event on one weekend in March), we were able to present safe and successful events despite rising COVID infections due to the Delta variant. Eleven of 15 events sold out. We were able to honor ticket credits from cancelled 2020 events and make refunds to 2020 credit holders who could not attend the 2021 event. By limiting event expenses using existing inventory of supplies and unused wines from 2020 cancelled events and leftover wines from previous years, we were able to recoup some of our losses from the 2020 cancelled events by covering greater portions of our event expenses.

By presenting Savor Cannon Beach as an entire month of small events, we were able to attract out of town visitors throughout the month rather than just a single weekend. In addition to the documented evidence of attracting out-of-town visitors, we also expect the event and our marketing of an October getaway to Cannon Beach drew many additional travelers from more than 50 miles away. For this report, we estimate that events presented by local businesses who offered Savor Cannon Beach events and travelers who were inspired by our marketing to plan an October getaway equaled our documented ticket buyers. Additional overnight stays, or visits from further than 50 miles, were generated by winery vendors, including some who were involved in events for multiple days.

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

Reinventing Cannon Beach as a month-long series of events and focusing on partnering with local businesses and restaurants in 2020 gave us a new perspective of the possibilities for the festival. For next year, we plan to continue with a month-long series of events in October 2022. We expect it to be possible to expand the size of events, but expect to be conservative in this regard with an eye on the pandemic reality in months to come. The pre-dinner wine tastings at the Bistro is a model that could be expanded to a few other Cannon Beach restaurants who have the space available. Our ticket prices included a gift certificate to the restaurant to assure dinner reservations.

Our Saturday Wine and Art Experiences are also a good model to expand both the number of people who attend and perhaps have multiple galleries participating. This may take us back in the direction of the Art and Wine Walk that we have conducted in previous years. To benefit the galleries, we would like to make the event as much about the art as the wine, rather than an event where people are rushing to the next wine like our large previous Saturday wine walk. This year, at least one of our gallery events resulted in five-figure art sales at the event. To benefit the restaurants, we again would limit hours of such an event to allow participants to make dinner reservations.

Our successful Seafood Wines & Small Plates dinner gave us the idea of a chowder and seafood wines event that could be an afternoon drop-in event and potentially a chowder competition among local restaurants.

Although not having a large Saturday Wine Walk or evening wine and food events makes the challenge of creating a self-sustaining event a much more difficult task, we see a significant benefit and perhaps a

greater economic impact to the community by having our events better support sales in restaurants, galleries and shops rather than competing with them. With a month-long series of moderately sized events, we believe that in the future we can return to demonstrating the level of overnight stays the event has created in the past.

3. Budget

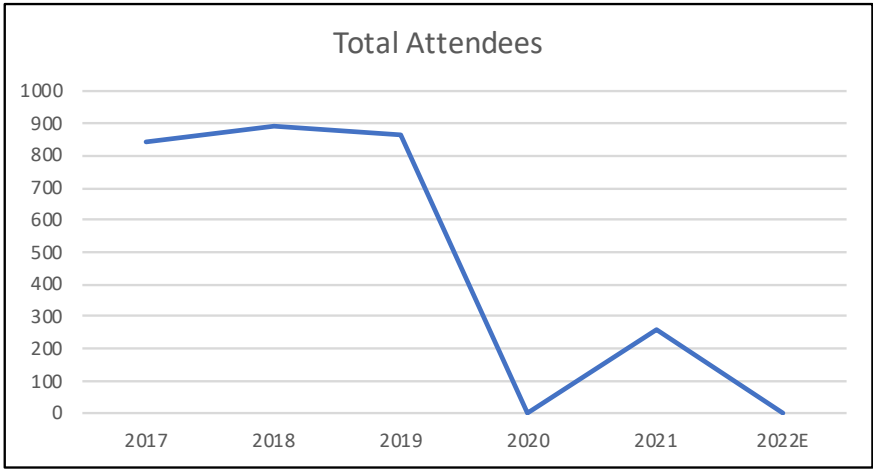
- a. Briefly describe how the program/project did or did not meet its financial projections.

Underspensing for Paid Media and Catering/Food expenses as initially budgeted resulted in our ability to cover more of our event production expenses to help cover losses of more than \$26,000 from our cancelled 2020 events. Our traditional marketing vehicles for Paid Media suffered from publishing disruptions, so paid social media became the primary vehicle for our marketing efforts. Building our event for primarily pre-dinner time frames to encourage participants to dine in local restaurants was the primary reason for the savings in Catering expenses. Due to the pandemic, we elected to limit the food provided at our events to palate cleansers and we increased the quality of wines to create serious wine tasting events rather than the social food and wine events we had presented in previous years. With nearly all of our small events selling out, our revenue estimates were nearly exactly as budgeted. More than doubling the number of events we have previously presented resulted in increased spending related to event management and staffing, but this was more than offset by reduced expenses mentioned above.

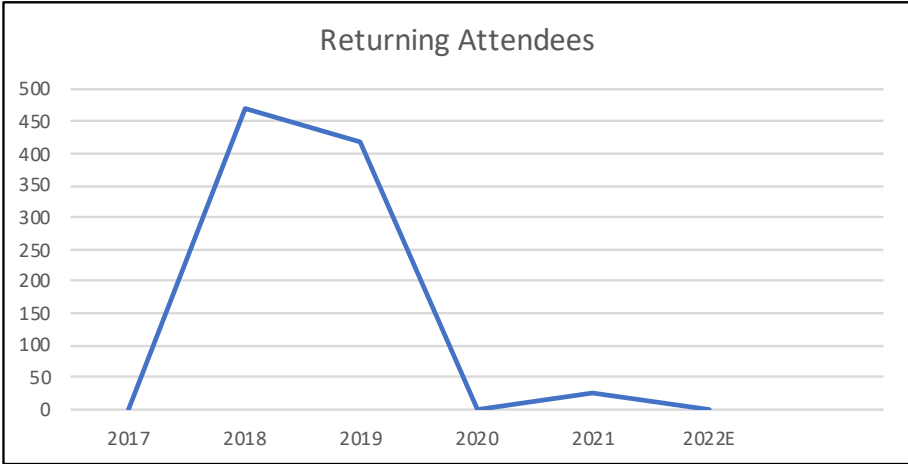
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

NOTE-Please input event data in the yellow cells

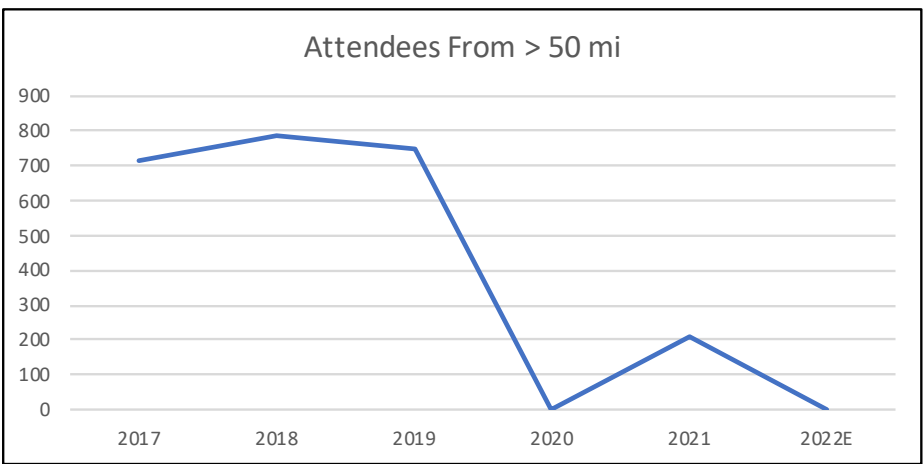
	2017	2018	2019	2020	2021	2022E
Total Attendees	842	891	865	0	256	0



	2017	2018	2019	2020	2021	2022E
Returning Attendees	0	470	419	0	25	0

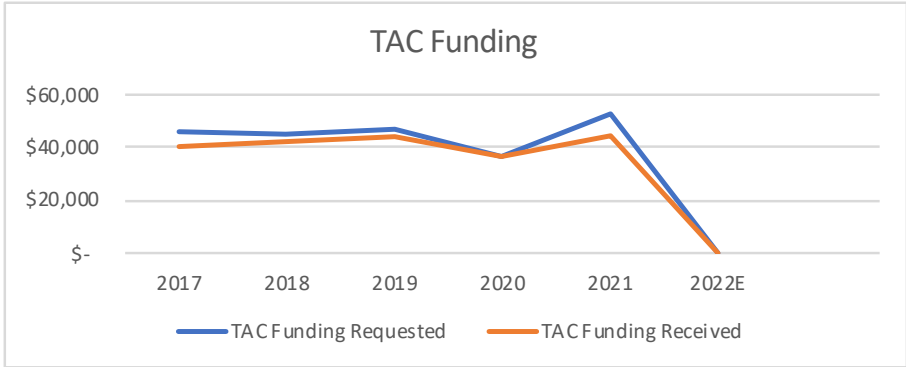


	2017	2018	2019	2020	2021	2022E
Attendees From >50 mi	712	787	752	0	212	0

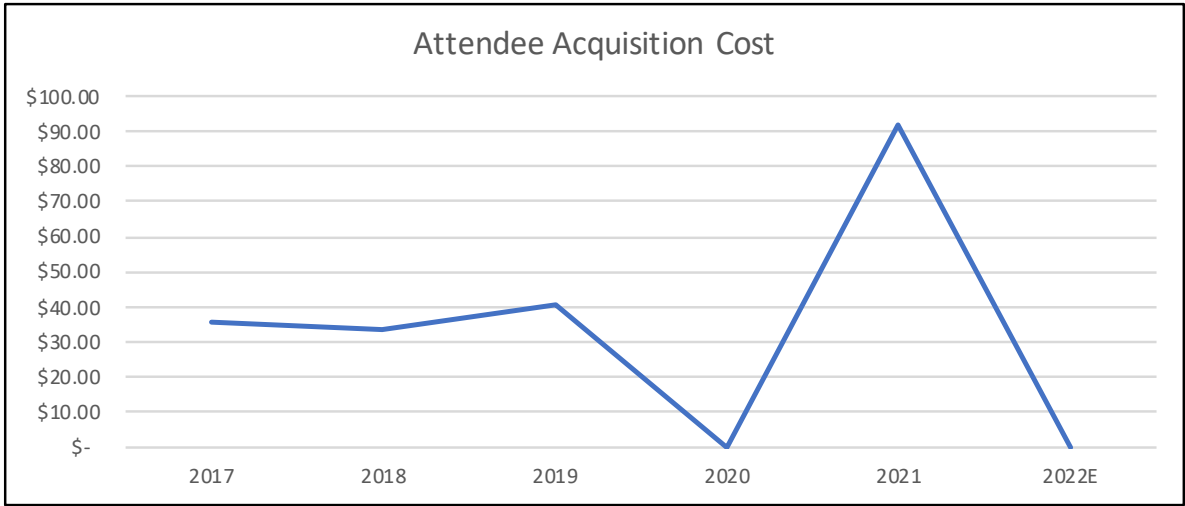


NOTE-Please input event data in the yellow cells

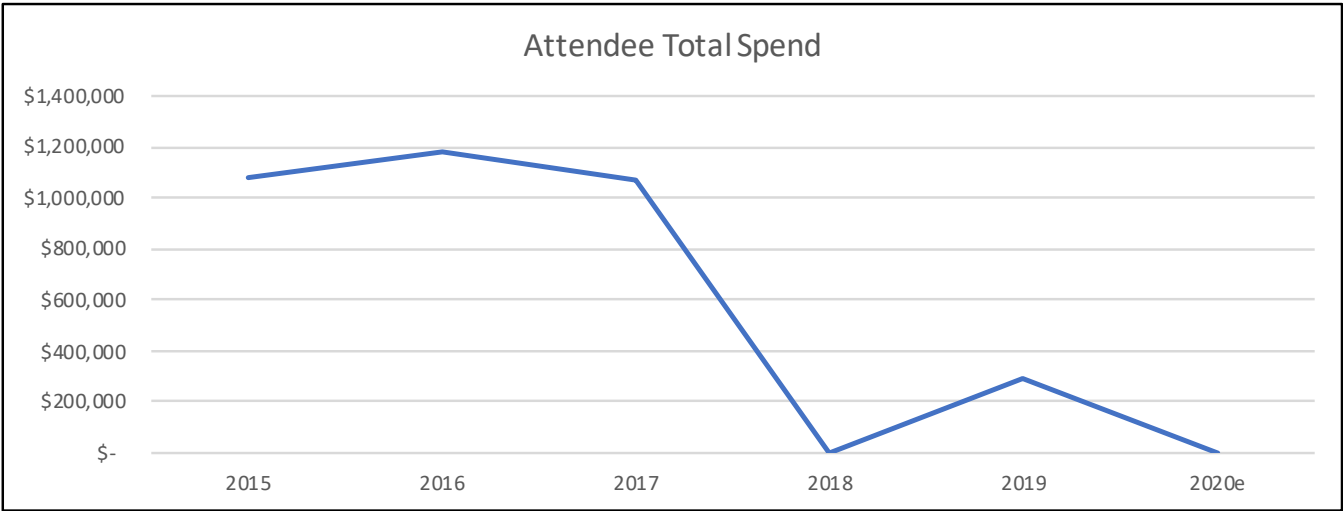
	2017	2018	2019	2020	2021	2022E
TAC Funding Requested	\$ 46,242	\$ 44,936	\$ 46,837	\$ 37,050	\$ 52,751	\$ -
TAC Funding Received	\$ 40,153	\$ 42,624	\$ 44,419	\$ 37,050	\$ 44,443	\$ -



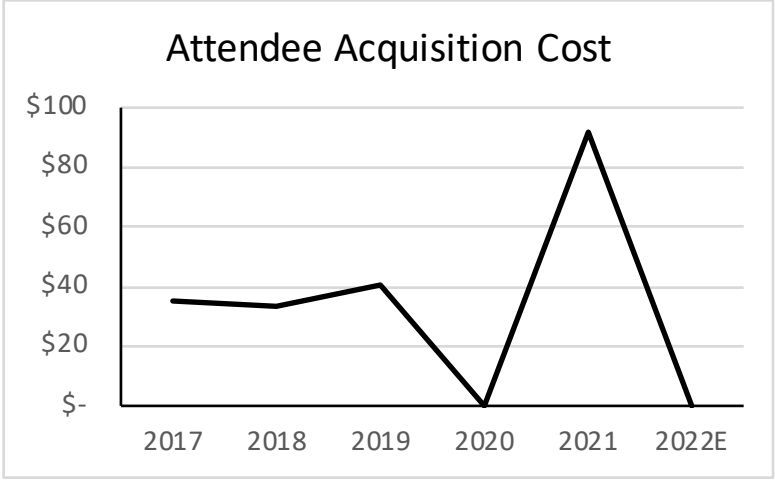
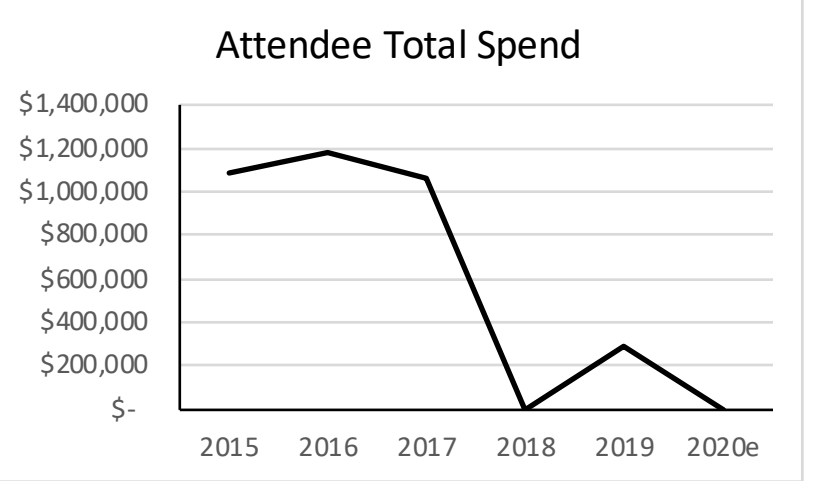
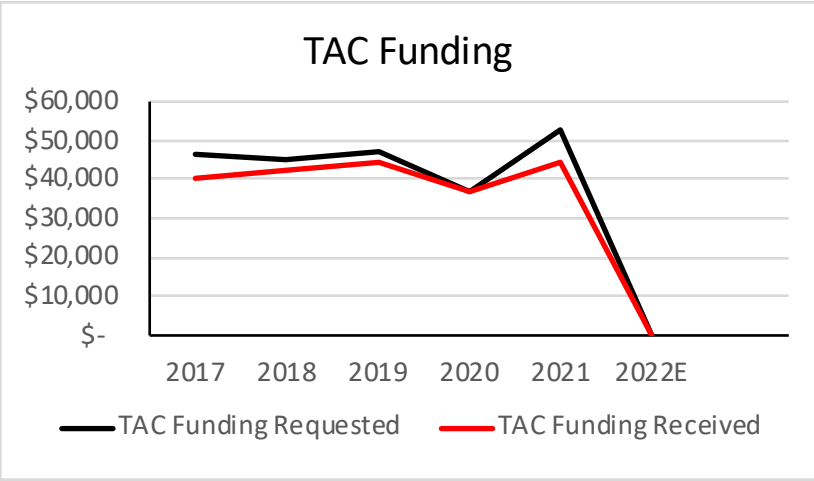
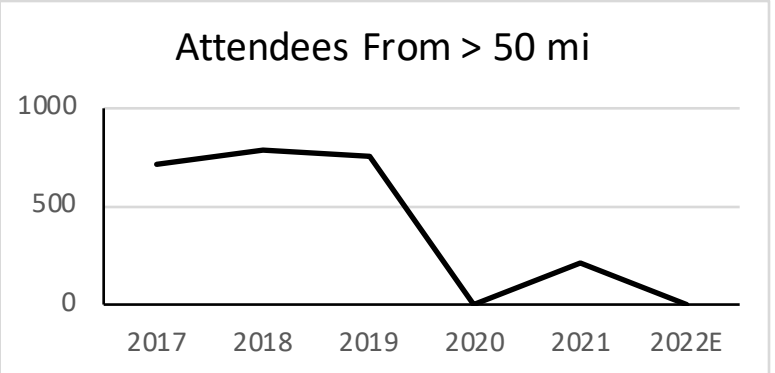
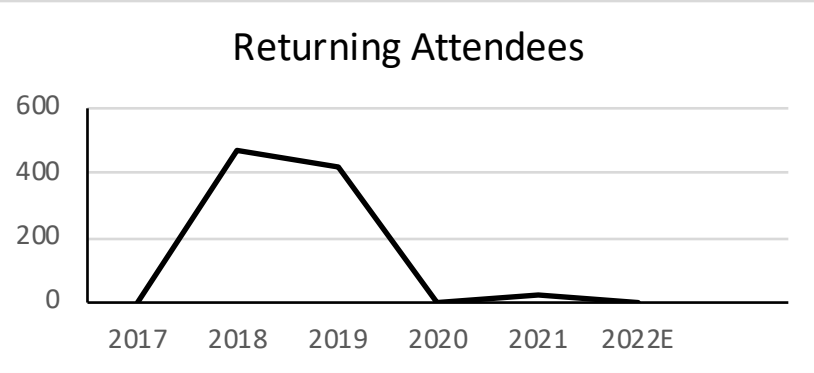
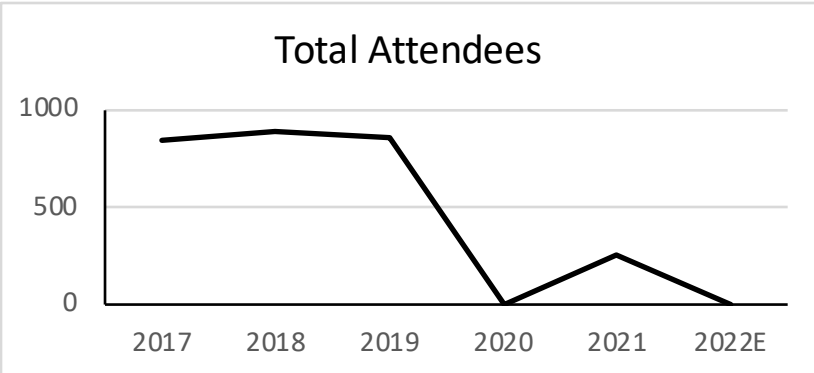
	2017	2018	2019	2020	2021	2022E
Marketing Expense	\$ 29,777	\$ 29,944	\$ 34,920	\$ 29,975	\$ 23,498	\$ -
Total Attendees	842	891	865	0	256	0
Attendee Acquisition Cost	\$ 35.36	\$ 33.61	\$ 40.37	#DIV/0!	\$ 91.79	#DIV/0!



Average Attendee Spend	2017	2018	2019	2020	2021	2022E
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	2.75	2.75	2.50	2.50	2.25	-
Total Attendees	842	891	865	0	256	0
Total Day Stays	2,315.5	2,450.3	2,162.5	-	576.0	-
Attendee Total Spend	2015	2016	2017	2018	2019	2020e
	#####	#####	#####	\$ -	\$ 293,184	\$ -



Events Metrics Scorecard- EVENT NAME





CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation FY 2021-2022



Mid Term



Final

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Program/Project Title: Coaster Theatre Late 2021-Early 2022 Seasons

Evaluator Name/Position: Patrick Lathrop/Executive Director & Jenni Tronier, Marketing & Operations Director

Date 06/30/2022

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.

Special event concerts and out of area marketing support

2. Program/Project Evaluation

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

We held four special event concerts March-June, 2022

1. Tom Grant & Shelley Rudolph - Saturday, March 12
 - a. 49 total attendees (37 tickets sold, 12 comps)
 - b. 19 attendees were from over 50 miles away (zip code report attached)
 - c. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park.
2. Curtis Salgado – Saturday, April 2
 - a. 162 total attendees (145 tickets sold, 17 comps)
 - b. 40 attendees were from over 50 miles away (zip code report attached)
 - c. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park.
3. 3 Leg Torso – Saturday, May 14
 - a. 79 total attendees (68 tickets sold, 11 comps)
 - b. 27 attendees were from over 50 miles away (zip code report attached)

- c. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park.
- 4. Aaron Larget-Caplan – Saturday, June 18
 - a. 37 total attendees (26 tickets sold, 11 comps)
 - b. 2 attendees were from over 50 miles away (zip code report attached)
 - c. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park

TAF funds for out of area marketing in programs and visitor guides

- 1. Broadway Across America – Portland
 - a. November 2021 – *Mean Girls*
 - i. Advertised our 2021 holiday show *Charles Dickens' A Christmas Carol*
 - 1. 770 total attendees (711 ticket sold, 59 comps)
 - 2. 397 attendees were from over 50 miles away (zip code report attached)
 - 3. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park
 - b. February 2022 – *Anastasia*
 - i. Advertised our spring show *The 39 Steps*
 - 1. 872 total attendees (779 ticket sold, 93 comps)
 - 2. 445 attendees were from over 50 miles away (zip code report attached)
 - 3. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park
 - c. March 2022 – *Hamilton*
 - i. Advertised our May show *Barefoot in the Park* and the 3 Leg Torso special event *Barefoot in the Park*
 - 1. 628 total attendees (536 ticket sold, 92 comps)
 - 2. 327 attendees were from over 50 miles away (zip code report attached)
 - 3. 50% of that were staying in CB Hotels, Vacation Rental, or RV Park
 - 4. See above for 3 Leg Torso numbers
- 2. We also advertised in the 2022 OCVA annual visitors guide, Cannon Beach Visitors Guide, and Our Coast Magazine.

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

We offered a discount to patrons staying at a CB Hotel, Vacation Rental or RV Park, but had only a few had taken advantage of that. We will continue to develop relationships with the Cannon Beach lodging establishments to better increase the communication regarding events and discounts.

Our marketing committee has been tasked with developing relationships with Cannon Beach hotels, vacation rental agencies, and the RV parks to determine the best way to communicate our calendar of events to these businesses so they can share with their guests.

3. Budget

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

These events are not necessarily money makers for the theatre. 60 participants are a good house for these events. Our goal is to offer special events to the community that we otherwise would not be able to.

- 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.

Reports on ticket purchases, zip codes, and print ads are available and will be sent with the electronic version of this report.

Coaster Theatre Playhouse

TAF Grant

2021-2022

Total Award - \$44,740

Special Events - \$21,740

21,740

-2500 Tom Grant Pay

-439.8 Tom Grant Lodging

-118.19 Tom Grant Hospitality

-4000 Curtis Salgado Pay

-1276.3 Curtis Salgado Lodging

-950 Curtis Salgado Hospitality

-3350 3LT Pay

-1761.4 3LT Lodging

-392.43 3LT Hospitality

-3500 Aaron Pay

-926 Aaron Lodging

-206.25 Aaron Hospitality

2,320 to be used for Pink Martini deposit

Marketing - \$23000

23000

-1050 Broadway Across America - Anastasia

-2750 Broadway Across America - Mean Girls

-2400 Broadway Across America - Hamilton

-2308 Our Coast Magazine

-1690 OCVA Membership and Ad

-2000 Cannon Beach Magazine

10802 remaining balance on Marketing