



CITY OF CANNON BEACH

AGENDA

Meeting: Tourism & Arts Commission
Date: Tuesday April 9, 2019
Time: 1:00pm
Location: City Hall Council Chambers

Call to Order

Approval of March 12, 2019 Minutes

Review Mid Term Evaluations for FY 2018-19 (15 minute intervals)

Cannon Beach Arts Association -

Artist Programs

Music Festival

Cannon Beach Chamber of Commerce -

Culinary Festival

Event Videos

Fatbike Festival

North Coast Partnership

Cannon Beach Gallery Group – Spring Unveiling/Earth2Ocean/Stormy Weather

Cannon Beach History Center – 2019 Cottage Tour

Clatsop Animal Assistance – Savor Cannon Beach

Coaster Theatre – Late 2018 Early 2019 Special Events

Tolovana Arts Colony - Get Lit

Good of the Order: Next Meeting May 14 & May 15: FY 2019-20 TAF Grant Interviews

Adjournment

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: 03/23/2019

Minutes of the
TOURISM AND ARTS COMMISSION
Tuesday, March 12, 2019
City Hall Council Chambers

Members: Chair Julie Walker, Commissioners Jim Kingwell, Mike Morgan, Steven Sinkler, Greg Swedenborg and Claudia Tortain-Dorbec

Excused: Greg Bell

Staff: ACM/City Recorder Colleen Riggs

CALL TO ORDER

Chair Walker called the meeting to order at 1:00pm

APPROVAL OF PAST MEETING MINUTES

Chair Walker asked for a motion regarding the minutes of the January 30, 2019 TAC meeting.

Motion: Sinkler moved to approve the minutes of September 13, 2018, Swedenborg seconded the motion.

Vote: Kingwell, Morgan, Sinkler, Swedenborg, Toutain-Dorbec and Walker voted AYE, the vote was 6:0 and the motion passed.

REVIEW DOCUMENTS FOR FY 2019-20 TAF GRANT APPLICATIONS

The commissioners reviewed the documents. Kingwell asked if applicants need to fill out a City Permitted Event Application if their event utilizes city property; park, sidewalks etc. Discussed where to place that information in the application packet. Riggs will include a new line in the criteria/checklist portion identifying this requirement. The application will also be included as part of the packet in case the event requires it. This could include wine walks, 'lit crawls' etc.

Discussion followed regarding changes to the guidelines, but these changes would require a meeting with the City Council for clarification and adoption. Commissioners agreed to try to meet with the Council after the budget process. The changes discussed would not affect the FY 2019-20 grant awards. Ideas included:

- 1) Not awarding for events taking place during spring break or other tourist-heavy times;
- 2) Attracting day trippers not just overnight stays;
- 3) Defining the 'shoulder' season; i.e. some think September is not really shoulder season, but the CB History Center & Museum's Cottage & Garden Tours always do very well in September;
- 4) Discussed the impact of weather and traffic on the amount of tourists coming to the city;
- 5) Can TAF grant money be used for structures vs. events within the City;
- 6) Can TAF grant money be used to house an 'artist in residence' within the City;
- 7) Can TAF grant money be used to build an event center since so many events are limited because of the lack of a large venue;
- 8) Discussed the 5 questions for Council formulated at the January 2019 TAC meeting:

- I. Can TAC award funding to 501(C)(3) organizations that are out of our area?;
- II. How important is sustainability? Some will always need assistance, some can do it on their own;
- III. What can the TAF grant money actually fund? Lighting, maintenance, other physical things?;
- IV. Can we relax the emphasis on 'heads in beds'?
- V. How much emphasis should be placed on 'arts events' and what constitutes 'art'.

GOOD OF THE ORDER

The next TAC meeting is scheduled for 1pm Tuesday, April 9th to review FY 2018-19 Mid-Term Evaluations.

Julie Walker and Greg Bell's TAC membership expire on April 30th and they are both eligible to apply for 2nd terms. All applications will be reviewed by City Council at their May 2, 2019 meeting.

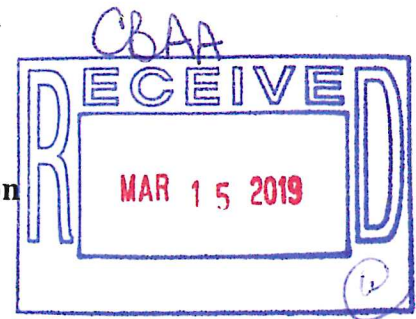
ADJOURNMENT

Chair Walker adjourned the meeting at 2:30 pm.

Colleen Riggs, ACM/City Recorder

**Tourism and Arts Fund Recipient Evaluation
FY 2018-2019**

Mid-term Report



***** The music festival TAC grant has not had any expenses or income to report**

Program/Project Title: Exhibits and Workshops

Evaluator Name/Position Date: Cara Mico, Program Director **Date:** March 12, 2019

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered:

Heads and beds information is collected for exhibits in several ways. All participating exhibit artists are surveyed and we ask them directly where they stay and how long they stay. Generally there are two to three trips for artists; one for drop off and one for pick up with some artists coming back for our receptions. A few artists stay for a week between drop off and reception.

Most of our artists are local to Clatsop and Tillamook Counties as that is our primary mission, but about 20% of our artists are from the Portland and Eugene area. We are also reaching out to more Seattle artists to expand our audience. The majority of our reception audience is local to Clatsop and Tillamook Counties whereas the majority of our monthly visitorship is coming from farther away than 50 miles. Most of the people who travel greater than 50 miles away specifically for our events are artists and families and friends of artists.

We have implemented the following exhibits this fiscal year:

- Hoffman Center Artists
 - 20 participating artists
 - 37 reception attendees, 2 stayed overnight
 - Approximately (volunteer head count) 800 monthly visitors
- Miniatures
 - 45 participating artists
 - 43 reception attendees, 7 stayed overnight, 4 stayed for art drop off through the reception (6 days)
 - Approximately (volunteer head count) 700 monthly visitors
- In-Between Exhibit and Holiday Show: 23 visitors
- At Home and Abroad Community Exhibit

ENDS 7.1.2020

- 40 participating artists, 10 travelled from farther than 50 miles away AND stayed overnight for the delivery and pickup of their work, 4 stayed overnight for the reception.
 - 32 people at reception, 6 of whom travelled from greater than 50 miles away
 - Approximately (volunteer head count) 400 monthly visitors
 - Cannon Beach Photography Invitational. This exhibit featured Justin Bailie, Don Frank, Maya Dooley, George Vetter, Kristin Steinke, Lynne Allison, Kim Rose Adams, Cindi Plath, Carolyn Propst, Julie Adams, and Bob Kroll.
 - 113 reception attendees
 - Two artists and their families travelled from Bend and stayed three days, one artist travelled from Bellevue Washington and stayed one week.
 - Approximately (volunteer head count) 300 monthly visitors
 - Fisher Poets and the History of Fishing Pop-up Exhibit: pop-up art exhibit featuring Drea Frost and Tom Grogg. - 35 visitors, 8 of which stayed overnight.
 - We offered classes in beach plastic collage and painting, watercolor painting, bird drawing, basket weaving, and acrylic painting. The Cannon Beach Arts Education Program implemented 37 workshops in the previous 12 months. Each workshop had an average of 5 people attending with an additional volunteer and one instructor present for a total of about 260 people served. Of those, about half were from Clatsop or Tillamook County and about 10% were from Cannon Beach.
- b. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.
- The majority of tourism that our gallery sees is bleed over from people coming to visit Cannon Beach and Haystack Rock.
 - We produce exhibits and events that cultivate the arts community in Cannon Beach by:
 - Hosting monthly exhibits
 - Introducing new artists to the arts community and a new audience to local artists
 - Engaging quality regional artists
 - Providing a variety of art at multiple price points for visitors of all economic backgrounds
 - Providing arts grants to local artists

- Providing opportunities for artists to perform

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
 - Aside from lower than anticipated sales figures which are similar to other regional organizations and retail shops, we have met our goals for the exhibit program.
 - We met our goal for the number of classes offered although our signups were lower than anticipated because of multiple instructor cancellations related to weather and health.
- b. Describe what could be done differently in the future to improve the program/event/project
 - We want to integrate our activities more with town events. Since most people who visit our gallery are here anyway I'd like to try steering our programming to be in alignment with the events that people are here for (visiting the beach, attending a play, cottage tour, etc.)

3. Budget

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

Our sales for Oct, Nov, Dec were above targets. Our sales for Jan and Feb were under targets. Our expenses for artist payments and instructors are less when our sales are down but our overhead stays the same regardless.

- 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.

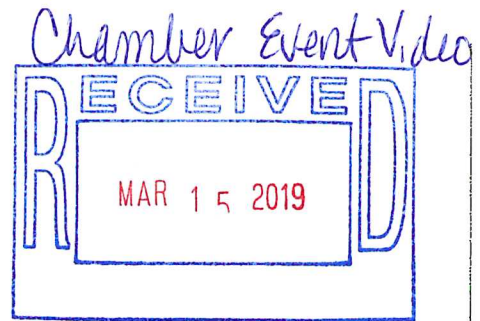
Workshop Budget

	Actuals	Projected
Revenue	10/1/18 to 3/1/19	3/1/19 to 6/30/2019
Event Sales for approximately 40 workshops	\$1,200	\$4,800
OCVA Grant, Community Grant	\$8,380	
TAC Grant for Workshops	\$6,000	\$6,000
Donations		
Total project revenue	\$15,580	\$10,800
	Actuals	Projected
Expenses	10/1/18 to 3/1/19	3/1/19 to 6/30/2019
Artist instructor time (120 hours @ \$50/hour)	\$1,100	\$4,900
Art supplies Art Workshops	\$200	\$2800
Overhead (rent, insurance, utilities, marketing)	\$3,000	\$3,000
Staff time (Arts Education Director 130 hours @ \$23/hour)	\$13,146	\$13,146
Total Project Costs	\$23,241	\$23,846

Exhibits Budget

	Actuals	Projected
Revenue	10/1/18 to 3/1/19	3/1/19 to 6/30/2019
Exhibit Sales	\$14,755	\$40,244
Miller Grant, Community Grant	\$5,175	
TAC Grant for Exhibits	\$6,000	\$6,000
Donations	\$8,848	\$3,100
Total project revenue	\$34,378	\$49,344
Expenses	Actuals	Projected

	10/1/18 to 3/1/19	3/1/19 to 6/30/2019
Artist Payments	\$10,988	\$25,000
Overhead (rent, insurance, utilities, marketing)	\$3,000	\$3,000
Staff time (Arts Education Director 130 hours @ \$23/hour)	\$13,146	\$13,146
Total Project Costs	\$27,134	\$41,146



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ 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

Event & Tourism Video Production

Evaluator Name/Position Jim Paino

Date 3/15/19

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.

Please see attached document

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.

Please see attached document

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.

Please see attached document



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Mid Term

Program/Project Title

Event & Tourism Video Production

1. Summary

We are working to develop a series of video assets for integration with website, social media and public relations efforts based on all of the other events funded and supported by the Tourism Arts Committee (TAC). This project allows the Cannon Beach Chamber to further enhance our existing video library for use on CannonBeach.Org, social media, and general promotion of Cannon Beach. Moreover, we will be providing these videos to the other events and organizations themselves 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.

Please note that this project is still ongoing with a few more events yet to take place, but we have completed several videos that are up on our YouTube page as well as the cannonbeach.org website

https://www.youtube.com/channel/UCULqJ5_yafJ1UJzaVoii_DA/featured

2. Evaluation

- a. The production of these event videos have gone very well. Morrissey Productions has been working with each event coordinator to develop a plan for the specific event being filmed.

- i. Haystack Rock Awareness Program: Melissa Keyser and Kari Henningsgaard

1. In the planning process, will include beach clean-up component

- ii. Sandcastle Contest: Debbie Nelson
 - 1. Shooting will coincided with the event. June 8th
- iii. WOW Weekend: Buddie Anderson
 - 1. Shooting complete, production in process
- iv. NC Culinary Fest: Bob Neroni, Chris Olson, Amy Maxwell
 - 1. Shooting will coincided with the event. May 10-12
- v. Get Lit at the Beach: Tracy Abel
 - 1. Shooting will coincided with the event. April 5-7
- vi. TBD-Ecola State Park: State Park Ranger or Representative
 - 1. Beginning development
- vii. TBD-Fat Bike Festival: Daniella Crowder
 - 1. Shooting will coincided with the event May 17-19
- viii. Event Highlight video will compile all events filmed from the year.
- ix. "There is Magic Here" will also use footage from all events throughout this year.

- b. The implementation of these videos onto the CannonBeach.Org website has been well received by the Community, businesses, and visitor alike. They are a great representation of our area, and a wonderful example of the functionality and impact that video can make when used appropriately.
- c. The Marketing Committee recently approved a project to have Morrissey Productions create several 30 second videos from these events to allow for Social media advertising opportunities. Morrissey will also create an evergreen add that can be used year round for social media advertising.

3. Budget attachments

- a. See attached sheet with project plan and
- b. The budget actuals from the Chamber.



MORRISEY PRODUCTIONS

ESTIMATE

503-440-2138
Seth@Morrisey.com

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

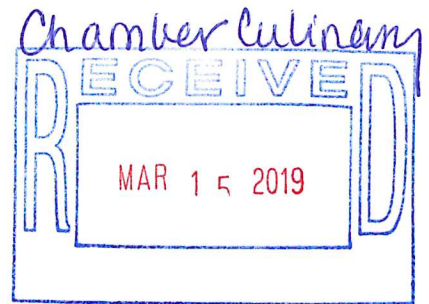
Cannon Beach Chamber
207 N Spruce St.
Cannon Beach, OR 97110
Date: 5/1/18

ATTN: Jim Paino
Invoice Number: 68943

Description	Quantity	Unit Price	Cost
Haystack Rock / Ecola Awareness Program	1	\$ 1,500	\$ 1,500
Sandcastle Festival	1	\$ 1,900	\$ 1,900
Cottage & Garden Tour Weekend	1	\$ 1,500	\$ 1,500
Women's Only Weekend (WOW)	1	\$ 1,500	\$ 1,500
Beach Cleanup Awareness Video	1	\$ 1,500	\$ 1,500
Cannon Beach Culinary Festival	1	\$ 1,500	\$ 1,500
Event Video (TBD)	1	\$ 1,500	\$ 1,500
Event Video (TBD)	1	\$ 1,500	\$ 1,500
Cannon Beach Event 2018 Highlight Video	1	\$ 1,000	\$ 1,000
There is Magic Here Cannon Beach 2018 Video	1	\$ 2,400	\$ 2,400
YouTube Marketing	10	\$ 250	\$ 2,500
		Subtotal	\$ 18,300
			\$ 0
		Total	\$ 18,300

Cannon Beach Chamber of Commerce
TAC Budget vs. Actual
July 2018 through June 2019

	Jul '18 - Jun 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income		
40054 · TAC Activity		
400546 · TAC-Social Integration	0.00	0.00
400547 · TAC-Video Assets	9,900.00	16,500.00
400541 · TAC-North Coast Partnership	10,028.40	16,714.00
400548 · TAC - Fat Bike	10,082.40	16,804.00
400549 · TAC - Cullinary Festival	13,885.80	23,143.00
Total 40054 · TAC Activity	43,896.60	73,161.00
Total 4005 · TAC Income	43,896.60	73,161.00
Total Income	43,896.60	73,161.00
Gross Profit	43,896.60	73,161.00
Expense		
60005 · TAC Expenses		
600063 · TAC-Social Integration	0.00	0.00
600066 · TAC - Cullinary Festival	0.00	23,143.00
600065 · TAC-Fat Bike	1,900.00	16,804.00
600064 · TAC-Video Assets	6,150.00	16,500.00
600059 · TAC N.CoastPartnership	18,166.25	16,714.00
Total 60005 · TAC Expenses	26,216.25	73,161.00
Total Expense	26,216.25	73,161.00
Net Ordinary Income	17,680.35	0.00
Net Income	17,680.35	0.00



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

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Program/Project Title

North Coast Culinary Fest. - Celebration of James Beard in Cannon Beach

Evaluator Name/Position Jim Paino

Date 3/15/19

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.

Please see attached document

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.

Please see attached document

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.

Please see attached document



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Mid Term

Program/Project Title

North Coast Culinary Fest

1. Summary

- a. The North Coast Culinary Fest is designed to produce a city-wide celebration of the Cannon Beach culinary experience with top chefs, restaurant, distilleries, wineries, and breweries from the area. The festival will feature 4 visiting outside chef's to be each paired with a chef from the Cannon Beach area to celebrate, educate, and appreciate the outstanding culinary offerings available for our Friday night kick-off. Events will be held in various locations throughout Cannon Beach with the goal of bringing people to the area from a 50 mile radius and beyond.

Please note that this event has yet to take place. The website for this event has been updated and tickets are now on sale.

<https://www.cannonbeach.org/events-and-festivals/north-coast-culinary-festival/>

https://www.tickettomato.com/event_group/255/north-coast-culinary-fest

2. Evaluation

- a. We have come a long way in the development of this event. Final details are still being determined for various events. We are excited to have this new event in Cannon Beach on May 10th weekend.
- b. Please see the attached planned details for the weekend.

3. Budget attachments

- a. The event draft budget is attached.
- b. The budget actuals from the Chamber.

CANNON BEACH

There is Magic Here.



Culinary Fest

A Celebration of James Beard in Cannon Beach

MAY 10-12, 2019

CANNON BEACH, OREGON

Tickets \$15 to \$150

Thank You to Our Event Sponsors & Supporters



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OREGON
FOOD • FARM • FISH • FORAGE



CANNON BEACH
VACATION RENTALS

MARTIN
NORTH



EVCO
CANNON BEACH
DINING
"Where food is always in season."

PRESENTED BY THE CANNON BEACH CHAMBER OF COMMERCE
FUNDED BY THE TOURISM ARTS COMMISSION AND CLATSOP COUNTY
FOR MORE INFORMATION GO TO WWW.CANNONBEACH.ORG



North Coast Culinary Fest

“A celebration of James Beard in Cannon Beach”

Friday May 10:

Welcome Reception

Location: Chamber Hall

Time: 4pm-8pm

Attendance: Attendees, Vendors & Chef's

Ticket: No Ticket

- Ticket/Pass check-in and info. for the event.

James Beard Specialty Chef Experiences

Time: Dinner Hours

Attendance: Dinner reservations

Location: Various Restaurants throughout Cannon Beach (3-4 locations TBD)

Ticket: No Ticket - Reservations through participating restaurant

- Hosting chefs and James Beard award winning chefs will be paired by Bob Neroni
- Stipend presented to guest chef
- Proceeds from evening go to hosting restaurant
- Friday night will be managed and booked through restaurant not managed by the festival

Friday Night Workshops - Featured Event

Lead: Amy M.

Location: Cannon Beach Distillery & Public Coast Brewery

Time: 7pm - 10pm

Attendance: Various based location

Ticket: \$25

- Featuring craft cocktail and brewing workshops
- Can be an extension of the dinner experience or a single event for attendees

Saturday, May 11:

Workshop Series

Lead: Amy M.

Location: Various

Time: 10:00am - 11:30am - Morning Session

2:00pm - 4:00pm - Afternoon Session

Attendance: Open to the public

Tickets: \$25

- Workshops will feature DIY approach and hands on learnings culinary driven
- Workshops will repeat as possible so attendees will have an opportunity to attend
- Workshops will be kept to 12 or less
- Content will be crafted with partners and hosts

Potential Workshop Partners

Wine Shop

Distillery

Brewery

Gourmet Grocery Store

EVOO

Olive Oil/Vinegar Shop

Coffee Shop

Restaurants

Chocolate Shop

Bakery

James Beard House Champagne Reception

Lead: Amy M., AmyT. & Kristin

Location: James Beard Beach House Gearhart - Cheryl owner

Time: 2pm-4pm

Attendance: 40

Ticket: \$50 per person

- Champagne Reception
- Hors d'oeuvres
- Live Music
- James Beard History
- Photos and historical information present if applicable
- Guest speaker on the history of James Beard and the North Coast Culinary scene

Saturday, May 11 Continued:

James Beard Inspired Dinner - Main Event

Lead: Kristin

Location: Surf Sand Resort

Time: 5pm-8pm

Attendance: 100

Ticket: \$150

- Full dinner event with (4) featured chef for each course
 - Appetizer
 - Salad
 - Main
 - Desert
- Wine pairing with featured winery (Pete's Mountain)
- Each participating chef and winery will give a brief presentation on their featured dish & pairing.
- Farm to Table style (2) long tables of 50 with full place setting and centerpieces

Night market at Haystack Gardens- Public event -

Lead: Amy T.

Location: Haystack Gardens

Time: 6pm-10pm

Attendance: 500

Ticket: \$15 in advance & \$20 at the door

- Culinary Vendors - Vendor Fee \$50
- Bar - No-host, alcohol provided work out a % deal with Surf Sand
- Specialty Bar designed by Cannon Beach Distillery
- Food - featured desserts from bakeries, restaurants and other vendors.
- After party vibe
- Vendors can sell their goods



- Sign-up registration vendors on Ticket Tomato
- Background music
- Café Lights and simple festive decor
- 21 & over for ease of OLCC management
- Potential presenting sponsor for Night Market to cover expenses and will be best promotion for public \$5000

Sunday, May 12:

Brunch Options are Various Locations –

Lead: Amy M., Amy T., & Kristin

Time: Morning to mid afternoon

Location: Various

- James Beard featured item at various locations throughout town (Biscuits)
- Highlight & promote various Mother's Day events happening around town
- Vouchers to attendees for specialty products or discounts (Main Event & James Beard House)
- Farewell brunch at participating businesses managed by locations not Festival

Ticketing:

James Beard Champagne Reception - \$50

Workshops - \$25 (or what applies)

James Beard Inspired Dinner - \$150

Night Market: \$15 in advance \$20 at the door

Shuttle:

Will run through town to help transport people to various events

Key pick-up and drop off sites will be designated

A schedule will be developed regarding times

NCCF Draft Budget					
REVENUE	Projected	Actual	In kind revenue	Total	Notes Class
Individual Contributions					
Major Donors (\$100 and up)	500.00				Fundraising
Small Donors (\$1 to \$99)	500.00				Fundraising
Subtotal	1,000.00	0.00		0.00	
Foundation / Grants					
Chamber Clatsop County	25,000.00	25,000.00		25,000.00	Fundraising
TAF	21,000.00	21,000.00		21,000.00	Fundraising
Subtotal	46,000.00	46,000.00		46,000.00	
In-Kind Contributions					
				0.00	Festival
Subtotal	0.00	0.00	0.00	0.00	
Festival Cash Sponsorships					
North Coast Food Trail		2,500.00		2,500.00	
Sponsorship	5,000.00				Festival
Subtotal					
Ticket Tomato Ticket Sales					
Workshops	5,000.00				
Surfsands Event	15,000.00				
Night Market Tickets	1,500.00				
James Beard Event	2,250.00				
Night Market @ the Door	1,000.00			0.00	Festival
Subtotal	24,750.00			0.00	
Night Market Vendors					
Night Market Vendor Fee	1,000.00				Fundraising
Subtotal	1,000.00				
Fundraising Income					
Raffle @ Night Market	500.00				Fundraising
Subtotal	500.00				
Merchandise Sales					
Pins	100.00				
Grocery Bags	500.00				
Subtotal	600.00	0.00		0.00	
TOTAL REVENUE	76,750.00				
EXPENSES	Projected cost	Direct costs	In Kind	Total	Notes Class
600 Contract Service					
Ticket Tomato	2,000.00	1,500.00			on-site box office Festival
Event Planners	16,000.00	16,000.00			event coordinator Fundraising
On-site Event Crew	3,000.00				
Photography	1,000.00	500.00			event photograph Festival
Venue	4,000.00				
Event Rental Costs	3,000.00				
Lighting	3,000.00				
Sound Engineering and Rentals	3,000.00				
Equipment rentals	3,000.00				
Performers	2,500.00				
Printing	1,000.00				
Advertising	2,000.00				
Graphics	2,000.00				
Merch	1,500.00				
Trophies/Gifts	2,000.00				
Chef stipends	1,200.00				
Event Food	15,000.00				

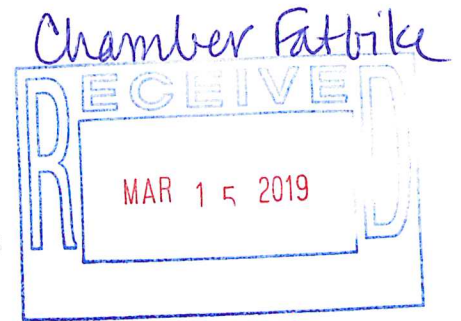
Staff Food	1,000.00					
Decor	5,000.00					
Floral	1,500.00					
Marketing	2,000.00					
Hotel	3,000.00					
Transporation	2,000.00					
Misc. Supplies	300.00					
Subtotal	80,000.00	18,000.00	0.00	0.00		
Supplies						
Box Office supplies						
Development supplies						
Purchased food and supplies						
Volunteer supplies						
Subtotal	0.00	0.00	0.00	0.00		
Meetings Expense						
Subtotal						
Printing & Copying						
Subtotal	0.00	0.00	0.00	0.00		
Postage & Delivery						
Subtotal	0.00		0.00	0.00	0.00	
805 Marketing					0.00	
Social Media						
Posters						
Subtotal	0.00	0.00	0.00	0.00		
830 Volunteer Expense						
Food and Drinks					0.00	
iVolunteer		79.00			79.00	Administration
Subtotal	0.00	79.00	0.00	79.00		
Licenses & Fees						
Subtotal	0.00	0.00	0.00	0.00	0.00	
860 Insurance						
US Liability Insurance					0.00	Administration
Subtotal	0.00	0.00	0.00	0.00	0.00	
Contingency						
Contingency (5%)						
Subtotal	0.00	0.00	0.00	0.00		
TOTAL EXPENSES						
Surplus	76,750.00	0.00	0.00	0.00	0.00	

Cannon Beach Chamber of Commerce

TAC Budget vs. Actual

July 2018 through June 2019

		Jul '18 - Jun 19	Annual Budget
Ordinary Income/Expense			
Income			
4005 · TAC Income			
40054 · TAC Activity			
400546 · TAC-Social Integration	0.00	0.00	
400547 · TAC-Video Assets	9,900.00	16,500.00	
400541 · TAC-North Coast Partnership	10,028.40	16,714.00	
400548 · TAC - Fat Bike	10,082.40	16,804.00	
400549 · TAC - Cullinary Festival	13,885.80	23,143.00	
Total 40054 · TAC Activity	43,896.60	73,161.00	
Total 4005 · TAC Income	43,896.60	73,161.00	
Total Income	43,896.60	73,161.00	
Gross Profit	43,896.60	73,161.00	
Expense			
60005 · TAC Expenses			
600063 · TAC-Social Integration	0.00	0.00	
600066 · TAC - Cullinary Festival	0.00	23,143.00	
600065 · TAC-Fat Bike	1,900.00	16,804.00	
600064 · TAC-Video Assets	6,150.00	16,500.00	
600059 · TAC N.CoastPartnership	18,166.25	16,714.00	
Total 60005 · TAC Expenses	26,216.25	73,161.00	
Total Expense	26,216.25	73,161.00	
Net Ordinary Income	17,680.35	0.00	
Net Income	17,680.35	0.00	



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

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Program/Project Title

Fat Bike Festival

Evaluator Name/Position Jim Paino

Date 3/15/19

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.

Please see attached document

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.

Please see attached document

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.

Please see attached document



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Mid Term

Program/Project Title

Fat Bike Festival

1. Summary

This event is being promoted to gather Fat Bike enthusiasts to explore the wondrous riding opportunities in Cannon Beach. This festival has helped lay the foundation for making Cannon Beach a premier cycling locale on the Oregon Coast.

"Come and enjoy a weekend of fun Fat Bike events and explore the beaches & quaint community of Cannon Beach by Fat Bike. Events planned throughout the weekend include sunset beach ride, a long beach ride on Saturday to Hug Point to view the gorgeous waterfall, a poker ride/Scavenger Hunt around town to discover hidden treasures and tasty treats, a full moon bonfire with Fat Bike games and activities to finish off the day. We will finish off the weekend on Sunday with a beach clean-up and bicycle art project with our friends at the Haystack Rock Awareness Program. Lots of fun Fat Bike activities but still plenty of time to explore and enjoy Cannon Beach. We will have Fat Bikes available for people to demo if they don't yet have their own. Bring your family & friends and join us for this fantastic Fat Bike experience on the Oregon Coast!"

Please note that this event has yet to take place. The website for this event has been updated and tickets are now on sale.

<http://bikecannonbeach.com/>

2. Evaluation

- a. The planning of this event by Oregon Rides and the Chamber has gone extremely well. Below you will find a list of the weekends planned activities. We are still coordinating the final details, but this is shaping up to be another wonderful weekend event in Cannon Beach.

CANNON BEACH FAT BIKE FESTIVAL

SCHEDULE OF EVENTS FOR 2019:

Friday, May 17th, 2019 5-7PM Packet pick up and welcome party @ *Public Coast Brewery and will work w/ them on a free welcome beverage for each participant. Having a 2 hour window for people to pick up packet and register will hopefully encourage people to purchase food.

7PM Four-mile Group beach ride to kick off the weekend from Ecola Creek to Tolovana & back.

Saturday, May 18th, 2019 Beach Ride to Waterfall

8am packet pick up and registration @ Cannon Beach Elementary School.

8:30 am Beach Ride leaves from Ecola Creek.

8:30am – 11:30am ~ 13-mile Beach Ride to waterfall & back w/ several rest stops along the way.

12 pm-4pm On your own "Scavenger Hunt/Poker Ride" ~ Participants are encouraged to ride their bikes around town, shop, have lunch, and explore what Cannon Beach has to offer. We will have a list of clues for you to follow that will take you to businesses around town where you will discover hidden treasures, tasty treats and collect cards to make up a poker hand. Cards will be turned in at evening bonfire for prizes.

Scavenger Hunt/Poker Ride spot ideas:

- 1) Bruce's Candy/Ice Cream store ~ taste 2 flavors & get a card (maybe they can offer some item or discount on ice cream, etc.)
- 2) Public Art ~ find the specific piece of Art in Cannon Beach and your card will be awaiting you.
- 3) Cannon Beach History Center ~ discover a certain element of CB history and get a card.
- 4) HRAP ~ Learn a fact on Puffins and get a card.
- 5) *Pelican Brewery ~ will work with them on a free beverage for participants. Card given. Final stop on the Scavenger Hunt/Poker Ride which will hopefully encourage participants to eat there.

6:30 PM meet @ Public Parking Lot on corner of S. Hemlock & Gower Ave. to ride together through town to our Full Moon Beach Bonfire @ Tolovana.

7-9 pm Full Moon Beach Party ~ s'mores & beverages and beach games:

Slow Race ~ stay in your lane and feet may not touch the sand. The winner is whoever is the SLOWEST to cross the finish line!

Limbo ~ How low can you go... on your bike!

Criterium ~ Race around the outer edge of bonfire & fastest to complete set number of laps wins!

Sunday, May 19, 2019

11AM-1PM Fat Bike Beach Clean Up or Fat Bike Beach Art Project ~ work with our friends at Surfrider &/or HRAP to perform a beach cleanup and collect items for an "art project" with HRAP.

We will meet at 11AM @ Gower Street Beach Access. You can ride your bike or go on foot. Friends, family, & community are welcome to join in.

12-2PM Bike Mural Window Project w/ HRAP ~ We will focus our beach cleanup on smaller plastics and once collected will walk/ride them over to City Hall Council Chambers where we will cooperatively work on a bike mural window project.

*Still finalizing details w/ sponsors.

3. Budget attachments

- a. Projected event budget plan.
- b. The budget actuals from the Chamber.

Proposed Budget Cannon Beach Fat Bike Festival: 2019 (based on 150 participants)

Item:	Description:	Budgeted Amount:	Expense description:	Notes:
Web based marketing	Website, registration, logo & poster design.	\$1000	\$500 logo update and t-shirt design \$500 website changes	
Permits/Event fees	Permit fees for event	\$900	\$650 + OBRA fees * \$250 State Park permit	* Obra fee's are based on participant #s (I based this on 150 participants)
Photography	Video & photography	\$1200	\$1200	
Hard Copy marketing T-shirts	Printing & mailing of posters & flyers Printing of t-shirts for participants	\$400 \$1500	Printing of flyers, posters, and laminating for event signage. Based on 150 t-shirts @ \$10 per shirt	
Paid Advertising	Web, print, facebook, etc.	\$2500	Mostly web based/social media marketing. Will target Bend audience and other areas where people own Fat Bikes.	
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$1545	\$900 food for event after party \$500 Bonfire & rest stop supplies \$145 Porta Potty rental	
Event Management & Logistics	Hire an Event Director to run event.	\$9500	\$9500	

Total cost for 2019 event (based on 150 participants)

\$18,545

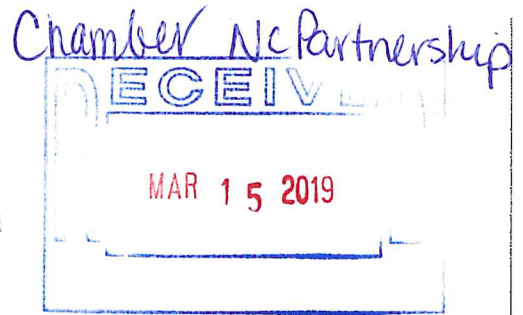
Suggested Request for TAC:	TAC funding for 2019 event	\$17,325
Income source: Eventbrite	Based on \$30 registration fee x 150 participants (minus service fees of approx. \$3)	\$4,050

Cannon Beach Chamber of Commerce

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Program/Project Title

North Coast Partnership

Evaluator Name/Position Jim Paino

Date 3/15/19

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.

Please see attached document

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.

Please see attached document

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.

Please see attached document



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Mid Term

Program/Project Title

Oregon North Coast Partnership

1. Summary

- a. The combination of three different cities jointly marketing Oregon's North Coast allows us to leverage a much larger amount of marketing and advertising dollars than we could afford to do on our own. This marketing campaign is a targeted promotional campaign to the Washington and British Columbia visitor markets, our two largest markets domestically and internationally. This collaboration with Seaside, Astoria, Warrenton, and Clatsop County allows Cannon Beach to work together to promote our regions as a premier destination for the fall, winter, and spring seasons.

Please note that this partnership has been ongoing since 2011 and has been a vital part of the marketing and promotion efforts for our region. Continued partnership will prove to be beneficial for our communities for the foreseeable future.

2. Evaluation

- a. The North Coast Partnership has worked on several foundation changes for this year below is a list of the projects that have been accomplished or are in process.
 - i. Crowdriff platform to support content for all destinations, ONC's social presence, and supplying a large portion of photos for the new website.
 - ii. Our Instagram presence and social ad spend (\$5.4K thus far)
 1. Gained 2,021 new followers (total followers currently: 3,899)
 2. #NorthCoastOregon used 690 times
 3. **Weekly** average impressions – 64,913 – and reach –43,555
 - iii. A creative brand plan for the new website (attached) that gives our region a standalone identity from The People's Coast.

- iv. Digital campaign targeting Seattle & Portland markets (50/50 split) with the Travel Oregon traveler profile. Running February–May 2019
 1. Utilizing new branding for ads (attached ONC Digital Ads.zip)
 2. Performance as of March 12, 2019
 - a. 2,627,100+ impressions
 - b. And 6,129 clicks
 - c. So that puts our CTR at 0.233%
 - d. And all of that from an eCPM of \$1.34

COMBINED	Impressions	CPM	Clicks	CTR
Retargeting PDX	16,806	4.03	75	.446%
Retargeting SEA	11,730	3.34	36	.307%
Look a Like Modeling SEA	613,462	0.58	1,813	.296%
Audience Targeting SEA	761,302	1.85	1,793	.236%
Look a Like Modeling PDX	468,666	0.73	1,044	.222%
Audience Targeting PDX	491,987	1.86	1,050	.213%
Hyper Contextual Seattle	117,193	1.47	146	.125%
Hyper Contextual Portland	144,742	1.55	172	.119%

- v. New website (<http://onc.goat-digital.com/website>) designed and developed that will launch shortly.
- vi. We have a signed contract with 1889 & 1859 for full newsletter content to their audience promoting Oregon's North Coast.

- b. The efforts are ongoing and will be fully reported at the end of the fiscal year. Attached you will find the branding refresh guide and an example of our social media posts for the month of February.

3. Budget attachments

- a. The budget is 74% spent (\$93K of \$125K) and that has been used.
- b. The budget actuals from the Chamber.

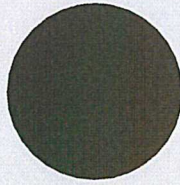


Oregon's North Coast:
Brand refresh

style guide



color



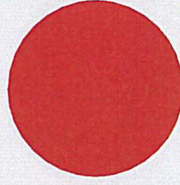
cmyk
4c 4m 4y 88k

rgb
65r 64g 66b



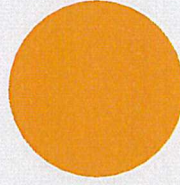
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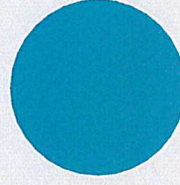
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rgb
210r 35g 42b



cmyk
0c 55m 100y 0k

rgb
246r 139g 31b



cmyk
100c 15m 22y 20k

rgb
0r 129g 158b

headline

The is it beach time yet? Season

body

There are a lot of special, spectacular and rare things to be found on the Oregon Coast, and there is just one thing that unites them all: Oregon statute 390.610, which declares the entire coastline free and open to the public. It means that this isn't just any coast—it is the People's Coast.

tag line

It's all yours

The Season portion: Din Next LT Pro Bold

Modifier: Leira (teal accent color)

This line should be centered or slightly off-center with "The Season" lines

Modifier is slightly larger than balance of headline; sample shows 26 pt. and 38 pt., respectively.

Din Next LT Pro Light
(sample is 11/16)

Nexa Rust Script (provided as graphic)

type



Preferred proportion



It's all yours



It's all yours

Larger logo usage
(tag becomes width of flags)



It's all yours



It's all yours

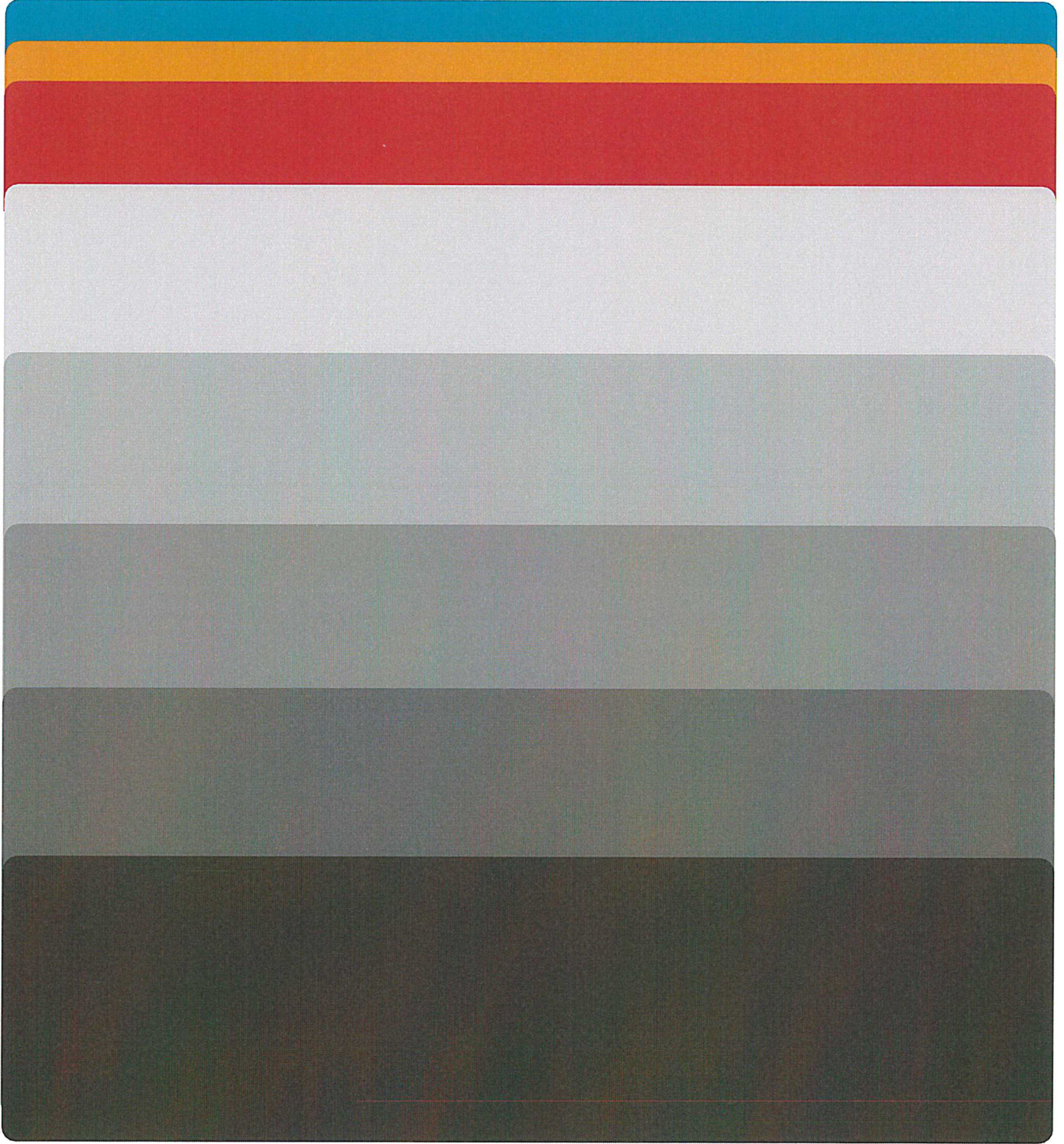
tag line



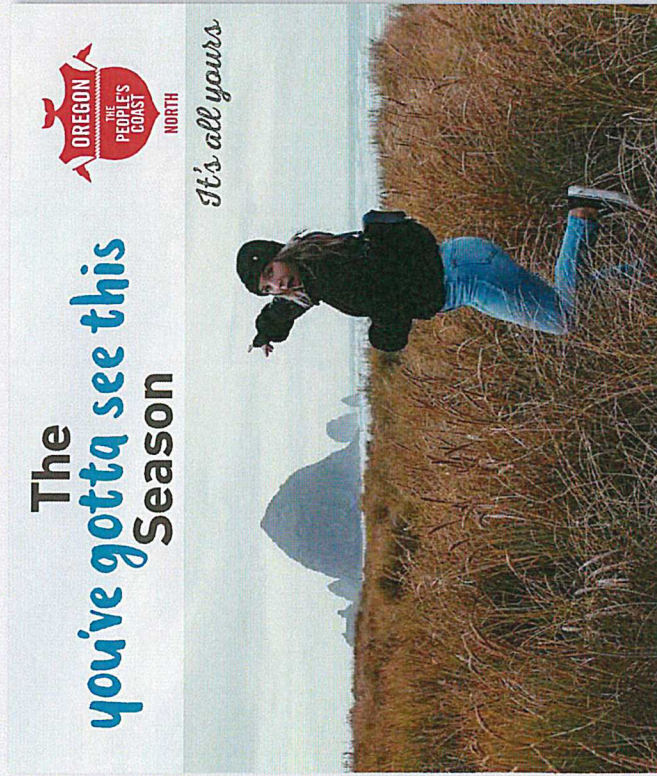
color



Shades of charcoal gray
are the dominant fields.
Red is the primary accent,
with orange and blue
used sparingly.



300 x 250



300 x 600 @ 50% size



300 x 50



digital ads



February stats (as of 2/27)

Instagram followers: 3,728 (573+ to date)

Break Between the Clouds Story (\$100 paid) - 22,556 impressions, 17,745 people reached (98% not following ONC), 134 profile visits, 1 follow

Fuel for Winter Adventures Story (\$100 paid) - 5,217 impressions, 4,848 people reached (92% not following ONC), 29 profile visits, 0 follows (still active)

Seaside feed ad "Out of the Darkness" (\$200 paid) - 845 likes, 390 profile visits, 84,530 impressions, 44,969 people reached, 95% weren't following ONC, 84 follows

Astoria feed ad "Cathedral Tree" (\$100 paid) - 757 likes, 284 profile visits, 37,668 impressions, 24,576 people reached, 91% weren't following ONC, 69 follows

Cannon Beach feed ad "Curving Roads" (\$100 paid) - 620 likes, 278 profile visits, 46,508 impressions, 29,572 people reached, 92% weren't following ONC, 38 follows

#NorthCoastOregon - 659 posts (52+ to date)

+ Add another card

POSTED - Instagram & IG Story - Fri. Mar 1



Bright, welcoming, and fun. When your sign says everything.

2 1

Geotag: Seaside, Oregon

#NorthCoastOregon #SeasideOregon #Roadtrip #Wanderlust #OregonBeaches #TravelOregon #ExploreOregon #LiveToExplore #Seaside #Oregon #CascadiaExplored (A sign of good things to come, @kintinat)

<https://www.instagram.com/p/BuFC0msh7dv/>

+ Add another card

PROMOTED - Paid Instagram - \$100 - Sat. Mar 2



That break between the clouds. Winter weather makes nature photos like no other in Cannon Beach.

1

Geo: Portland, Seattle, Salem, Age 25-44, Men & Women, Interests: Vacation, Long Weekend, Travel, Nature Photography

Profile visits

+ Add another card

POSTED - Instagram & IG Story - Mon. Mar 4



A great, and lesser known, hiking spot outside of Astoria. Let your feet wander around Coffenburg Lake.

1

Geotag: Coffenburg Lake

#NorthCoastOregon #CoffenburgLake #PNWWonderland #Hiking #PNW #OregonCoast #ExploreOregon #UpperLeftUSA #CascadiaExplored #TravelPhoto #NaturePhotography #Instantanature (We're crazy for this shot, @hectro805)

<https://www.instagram.com/p/BtmuCoHAYNI/>

+ Add another card

POSTED - Instagram & IG Story - Thurs. Mar 8



Natural wonders raining down on you in Cannon Beach.

1

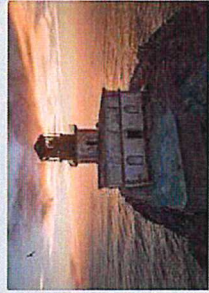
Geotag: Cannon Beach, Oregon

#NorthCoastOregon #CannonBeach #HaystackRock #Instantanature #NaturePhotography #Wanderlust #OregonBeaches #OregonCoast #ExploreOregon #TravelOregon #PNWWonderland #UpperLeftCoast (An artistic capture, @brandnewdreams!)

<https://www.instagram.com/p/BuSmvQLfu6/>

+ Add another card

POSTED - Instagram & IG Story - Sun. Mar 10



A rare, up-close view of Terribly Tilly. This lighthouse is completely surrounded by water and can be seen from the shores of Seaside, Cannon Beach, or hiking Tillamook Head.

2 1

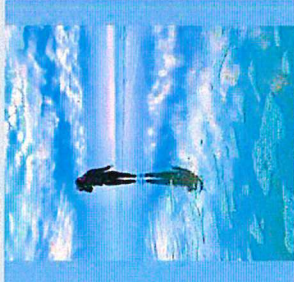
Geotag: Tillamook Rock Light

#NorthCoastOregon #SeasideOregon #OregonCoast #Lighthouse #OregonBeaches #TravelOregon #Nature #GetOutside #Oregon #Seaside #NaturePhotography #Instastow #Travel #Landmark (An incredible view, @jeremyjezioski!)

<https://www.instagram.com/p/BITIASPDp1E/>

+ Add another card

PROMOTED - Paid Instagram - \$100 - Mon. Mar 11



Pure reflections. Bright beauty brought to you by Seaside, Oregon.

1

Geo: Portland, Seattle, Salem, Age 25-44, Men & Women; Interests: Vacation, Long Weekend, Travel, Nature Photography

Profile visits

+ Add another card

POSTED - Instagram & IG Story - Wed. Mar 13



Take me there. Warm, buttery, fresh made baked goods from Astoria.

1

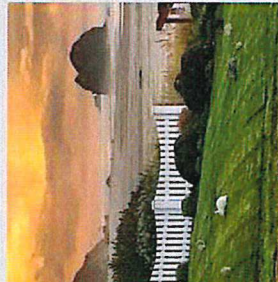
Geotag: The Blue Scorchers Bakery & Cafe

#NorthCoastOregon #SeasideOregon #OregonCoast #Instadog #BeachDog #Winter #CloudyDays #ExploreOregon #TravelOregon #family #Pet #Petlover #OregonBeaches (Everyone loves a beach day, @bluescorcherbakerycafe!)

<https://www.instagram.com/p/BsqTDx7BLp-I/>

+ Add another card

Instagram & IG Story - Sat. Mar 16



Cannon Beach - a purely magical place.

1

Geotag: Cannon Beach, Oregon

#NorthCoastOregon #CannonBeach #PNWWonderland #Bunnies #OregonCoast #InstaBeauty #TravelOregon #OregonExplored #CascadiaExplored (Seriously, the bunnies tho, @mattspazz!)

<https://www.instagram.com/p/BoAT6elBZFm/>

+ Add another card

Instagram & IG Story - Tues. Mar 19



Nature at work-painting the sky in pink clouds.

1

Geotag: Seaside, Oregon

#NorthCoastOregon #SeasideOregon #Explore #Adventure #Traveling #Vacation #Getaway #Seaside #Oregon #Coast #TravelOregon #Memories #Travel #Instanature #NaturePhotography (What a perfect Seaside shot, @fowlerphotography37701)

<https://www.instagram.com/p/BuXnFQRg60z/>

+ Add another card

Paid Instagram - \$100 - Wed. Mar 20



You never know where a long walk might lead. Beautiful views around any corner in Astoria.

1

Geo: Portland, Seattle, Salem, Age 25-44, Men & Women; Interests: Vacation, Long Weekend, Travel, Nature Photography

Profile visits

+ Add another card

Instagram & IG Story - Fri. Mar 22



Signs of spring decorating the waterways around here.

1

Geotag: Port of Astoria

#NorthCoastOregon #AstoriaOregon #Springtime #Travel #InstaBeauty #OregonCoast #Pacific #ColumbiaRiver #PNW #OregonExplored #Bridge #TravelOregon #Oregon #Flowers (Next level photo, @jenmyjones42121)

https://www.instagram.com/p/Bot_hBKH34H/

+ Add another card

Instagram & IG Story - Mon.
Mar 25

Geotag: Cannon Beach, Oregon

#NorthCoastOregon #CannonBeach #Roadtrip #Vacation #Travel #AroundTown #Shopping #Explore #Vacation #Relaxation #Adventure #Artsy #TravelOregon #PNW (Thank you for loving it here as much as we do. @miss.hollistic)

<https://www.instagram.com/p/BuZINKVBUck/>



"Missing this little town, all the sunshine, flowers, and people in it! 🌻🌻" Some places are just begging to be explored time and again. Come out to Cannon Beach.

1

+ Add another card

Instagram & IG Story - Wed.
Mar 27



Springtime and sprinkles. Two things sure to make you smile in Seaside.

1

Geotag: Dundee's Donuts

#NorthCoastOregon #SeasideOregon #Donuts #eats #Food #Oregon #Hungry #Treats #Seaside #TravelOregon #Donut #Sprinkles #Seaside #SeenInSeaside (Yaaaaaaassss. @571ovel)

<https://www.instagram.com/p/BdN1GsNHunn/>

+ Add another card

Instagram & IG Story - Fri. Mar 29



One for me, one for you. Beer tasting buddies at Reach Break Brewing in Astoria.

1

Geotag: Reach Break Brewing

#NorthCoastOregon #AstoriaOregon #CraftBeer #Travel #Brewery #OregonCoast #Pacific #OregonBeer #PNW #OregonExplored #TravelOregon #Oregon #Cheers (Get a pint for us. @brewsite!)

<https://www.instagram.com/p/Bk8-B8SBOX5/>

+ Add another card

Instagram & IG Story - Sun.
Mar 31



"Caught this ridiculous NO FILTER photo of a sunset on the coast last weekend." Filter-free nature available in Cannon Beach.

1

Geotag: Cannon Beach, Oregon

#NorthCoastOregon #CannonBeach #Explore #Adventure #Traveling #Vacation #Getaway #Sunset #Oregon #Coast #TravelOregon #Memories #Travel #Instanature #NaturePhotography (Caught the perfect moment. @sigrahmusic!)

<https://www.instagram.com/p/BuZGagLHeyz/>

+ Add another card

Paid Instagram Story - \$300

Promote strong performers during March

+ Add another card

Alternates

<https://www.instagram.com/p/BuRaDplBrQI/>

<https://www.instagram.com/p/BuQBxwyBmYe/>

<https://www.instagram.com/p/BuTAqC7BMmX/>

+ Add another card

ANNUAL BUDGET

Income

Partner Contributions	\$105,000	\$35k per city
2018-2019 Clatsop County Grant	\$20,000	Based on assumed re-awarding of grant
2017-2018 Carryover	\$6,695	Used for creative refresh in 2018-2019
Total	\$131,695	

Expenses

Project Management	\$13,200	Create annual marketing plan, oversee creative plan development, plan for website build, account management, monthly budget reporting, and travel
Project management transition	\$3,000	\$500/month for 6 months
Crowdriff	\$30,000	Renew license through June 2019, payable July 2018 (\$15,000), October 2018 (\$7,500) and January 2019 (\$7,500)
Social media content & community management	\$19,800	Instagram only
Social media ad spend	\$7,200	Promoting top 3 Instagram posts (\$600/month)
Creative plan & asset production	\$13,000	Create a fresh creative plan for a standalone Oregon's North Coast brand & voice. Initial assets bringing the creative direction to life will be for a new web presence including copywriting, image

research, art direction & design.		
Develop a standalone web presence for Oregon's North Coast that capitalizes on our popular destination and owns the messaging and visual representation. The website becomes a home for our rich user content (used in past emails), implementing a Crowdriff gallery, and the site is built with the flexibility to grow and have frequent, manageable content updates.	\$30,000	Website
Our 2018/2019 priority is establishing Oregon's North Coast standalone brand through a fresh creative plan & new web presence. Awareness efforts continue throughout the year with excellent social content and reach. With our refreshed brand and website in place, these funds will be used to create more content and increase awareness – sponsored stories on Travel Oregon, behavioral targeting, additional social ad spend, developing more content for the website based on popular search keywords, etc.	\$15,495	Additional Marketing Tactics
	\$131,695	TOTAL

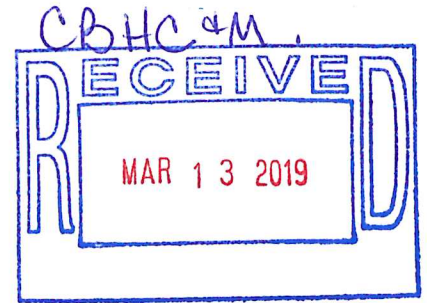
Cannon Beach Chamber of Commerce
TAC Budget vs. Actual
July 2018 through June 2019

	Jul '18 - Jun 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income		
40054 · TAC Activity		
400546 · TAC-Social Integration	0.00	0.00
400547 · TAC-Video Assets	9,900.00	16,500.00
400541 · TAC-North Coast Partnership	10,028.40	16,714.00
400548 · TAC - Fat Bike	10,082.40	16,804.00
400549 · TAC - Cullinary Festival	13,885.80	23,143.00
Total 40054 · TAC Activity	43,896.60	73,161.00
Total 4005 · TAC Income	43,896.60	73,161.00
Total Income	- 43,896.60	73,161.00
Gross Profit	43,896.60	73,161.00
Expense		
60005 · TAC Expenses		
600063 · TAC-Social Integration	0.00	0.00
600066 · TAC - Cullinary Festival	0.00	23,143.00
600065 · TAC-Fat Bike	1,900.00	16,804.00
600064 · TAC-Video Assets	6,150.00	16,500.00
600059 · TAC N.CoastPartnership	18,166.25	16,714.00
Total 60005 · TAC Expenses	26,216.25	73,161.00
Total Expense	26,216.25	73,161.00
Net Ordinary Income	17,680.35	0.00
Net Income	17,680.35	0.00

**Tourism and Arts Fund Recipient Evaluation
FY 2018-2019**

☒ 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 grant request. Please type or print. Use additional 8 ½" x 11" sheets as necessary.

Program/Project Title 2019 Cottage Tour

Evaluator Name/Position Elaine Trucke/Executive Director **Date** 3/1/2019

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 further tourism and the arts in Cannon Beach.

In September 2018, Cannon Beach History Center & Museum (CBHCM) completed one of its most successful Cottage & Garden Tours. The final report has been submitted. The CBHCM board and staff began planning the 2019 Cottage Tour in October of last year. Seven homes and one garden have been secured in the Presidential streets of Cannon Beach. The Tolovana Arts Colony has graciously offered to donate the hall for tour weekend (September 13 – 15, 2019.) While the Hall is slightly smaller than the Tolovana Inn’s space, this will give us a better access to a kitchen, a garden area, and provides a wonderful opportunity to partner with some of our favorite local non-profits, the Tolovana Arts Colony and the Tolovana Garden Club.

The weekend of events will kick off on Friday, September 13 with award winning jazz musician Dmitri Matheny. This event will take place at the museum. Saturday, September 14, will begin with a presentation by Janet Eastman of *The Oregonian* giving a presentation on the evolution of homes and cottages in Cannon Beach at the Tolovana Hall at 11:00 a.m. Eastman is a writer for the Home & Garden section of *The Oregonian*. The tour of homes will take place from 12:00 p.m. until 5:00 p.m. in the Presidential streets. We already have seven homes confirmed – we normally have about nine locations on the tour. We will have wine tasting during the tour, music in the garden of one of the homes, and feature one of the oldest homes in the Presidential streets. Maps will be available at the museum at noon on Saturday, September 14.

The Saturday events will wrap up with a concert and raffle at the museum. We will begin approaching local artists and businesses for a raffle donation starting in April. The Saturday night musician’s will be the Julie Amici group. The Julie Amici Group has received several award nominations with the Cascade Blues Association, and recognition in the *Portland Tribune* and



Tillamook Herald. Over the last year they've collaborated with Curtis Salgado, Chris Carlson, Alan Hager, Dave Fleschner, Dan Gildea, Henry Cooper, Carlton Jackson, Mark Shark, Alan Jones, and many others. We can't say enough about Julie's beautiful and haunting voice or Dean's inspiring bass playing. Julie's strong yet sweet voice is reminiscent of the 50's when female singers ruled the world of music, a time when jazz and blues co-mingled at the height of popular culture. Her repertoire combines the jazz of Billie Holiday with the soul of Nina Simone and the sophisticated country of Patsy Cline. Dean's bass playing is rooted in the blues chops he earned playing with some of the finest blues legends in America and touring with the award winning international act, The Insomniacs. We are certain this concert will be thoroughly enjoyed! The Saturday night concert will also have a photo booth and fall raffle.

Sunday will wrap up with a tea at the Tolovana Hall at 11:00 a.m. with a presentation by master gardener Jennifer Bell. She will be talking about how to design gardens that utilize indigenous plant species. Bell, a biological science technician at Lewis and Clark National Historic Park, is an enthusiastic native plant specialist. Native plants are adapted to our local soil and climate conditions, making them easier to maintain. Gardeners will learn the practical benefits of native plant gardening, what plants are native to our coastal ecoregion, where to get them and how to select and place native plants for different growing conditions.

The museum will be partnering with Dough Dough Bakery once more to provide the food for the luncheon and tea. The tea for Sunday will be donated by Beach House Teas out of Long Beach, Washington. With Kettle Black Tea's relocation to we are looking to another Pacific Northwest tea company to bring some of the best tea that the Pacific Northwest can offer. As fans ourselves, we are certain tour goers will thoroughly enjoy this new teatastic addition.

Cottage Tour sponsorship forms will start appearing at local businesses in mid-March. An advertising schedule has already been started with *The Oregonian*, *Portland Monthly*, *Sunset Magazine*, and *Coastal Living*. Advertising has already appeared in *Travel Oregon*, *Oregon Coast Visitor Guide* and *Cannon Beach Magazine*. We will also be partnering with the Irvington Home Tour and Restore Oregon's Portland tour to promote the Cottage Tour. We have volunteered for both of these events for the past few years. The Irvington Home Tour takes place in Portland this May. We have the opportunity to offer select marketing to these tour-goers. Restore Oregon's Mid-Century Modern Design home tour will take place in May, and they have agreed to allow us to hand out marketing materials about at their home tour.

The museum will send out a "Save the Date" card to our over 6,000 *Sunset* leads, our previous attendees, and museum members by the end of the month. Another mailing will go out in May to inform tour goers and potential attendees of the schedule and let them know when tickets are available.

Over the past few years, our leads from *Sunset Magazine* have increased the success of our postcard mailings, bringing people from as far away as Florida and Michigan for the tour. Our second most successful advertisement campaign is social media and *The Oregonian*. We hope that our feature from one of *The Oregonian*'s most popular contributing writers will bring an increase in attention from the newspaper. Our ad campaign typically brings a large percentage of tour-goers from at least fifty miles away. The last few years we've seen an increase in the average overnight stays from two, to nearly three nights, with 427 confirmed overnights for the 2018 Cottage Tour.

2. **Program/Project Evaluation**

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

The 2018 Cottage Tour far exceeded the museum's expectations as far as visitors and enjoyment. The only complaint this past year was the wait at the ticket booth, but when you have 800 people ready to do something – there will be a wait. We think we have figured out a way to make this work.

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

The 2019 Cottage Tour plans are currently ahead of schedule. Every year we try to make the tour more successful by tweaking the marketing campaign, restructuring events, and offering additional perks. Last year, as with each year, the ticket booth is a source of anxiety. For the 2019 tour, we are moving forward with a new plan for advance ticket holders to check in much more easily. Although, the anxiety of getting on the tour will never be eased, we hope to make life a little smoother for all involved.

3. **Budget**

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

As mentioned above, the CBHCM is currently in the early stages of planning the 2019 Cottage Tour. Expenses associated with the tour have been paid to *Travel Oregon* and *Oregon Coast Visitor Guide*, *Cannon Beach Magazine* as well as any costs associated with the postcard mailing have been made.

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.

As mentioned above, the CBHCM is currently in the early stages of planning the 2019 Cottage Tour. While expenses have been paid to *Travel Oregon* and *Oregon Coast Visitor Guide*, as well as some of the digital ad costs, the other costs associated with the tour were printing costs for the postcards.

Cannon Beach Cottage & Garden Tour



Budget for 2019 Cottage & Garden Tour

Publication	In-Kind	TAF Funds	CBHCM	Total Expense
Cannon Beach Magazine			\$895.00	\$895.00 PAID
Sunset Magazine/Coastal Living Online		\$4,500.00		\$4,500.00
Travel Oregon/ Online		\$2,500.00		\$2,500.00 PAID
Social Media Ad		\$300.00	\$300.00	\$600.00
Beyond 50/Portland		\$400.00		\$400.00
OCA Guide/Online/Newsletter		\$2,000.00		\$2,000.00
Hipfish			\$359.00	\$359.00 Partially PD
Portland Monthly		\$2,000.00		\$2,000.00
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		\$300.00		\$300.00
Total		\$17,200.00	\$2,054.00	\$19,254.00

Print Marketing

Rack Cards	\$700.00	\$400.00		\$1,100.00
Posters	\$200.00	\$100.00		\$300.00
Distribution Costs	\$300.00	\$200.00		\$500.00
Total	\$1,200.00	\$700.00		\$1,850.00

Event Costs

Salary	\$2,000.00	\$2,000.00	\$3,000.00	\$7,000.00
Friday Night Concert		\$1,000.00		\$1,000.00
Caterer		\$2,000.00		\$2,000.00
Honoraria			\$600.00	\$600.00
Saturday Night Concert		\$500.00	\$500.00	\$1,000.00
Wine Reception		\$200.00	\$300.00	\$500.00
Garden Tea	\$500.00	\$400.00	\$200.00	\$1,100.00
Map Designer			\$250.00	\$250.00
Decorations & Flowers	\$2,000.00			\$2,000.00
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	\$1,000.00			\$1,000.00
Total	\$7,900.00	\$6,100.00	\$5,250.00	\$19,250.00
Total Expenses:	\$7,400.00	\$24,500.00	\$8,004.00	\$40,354.00

2018 CTI Lodging Analysis/ Pulled from ALL Ticket Sales in % of 556

Day Trip	9	Ocean Lodge	0.5
Local	8	Inn at Shore	0.1
Hallmark	5	Coastal Cabins	0.1
Second Home	6	Commodore Hotel	0.1
Ecola Creek Lodge	1		0.8
Seasprite	1		
Schooner's Cove	6		
CB RV Resort	4		
VRBO	4		
Cannon Beach Hotel	0.4	Average # of Nights	2.5
Lands End	0.2	Total Nights Confirmed at Hotel/Rental	381
Gearhart by the Sea	4	Second Home Nights:	46
Webb's Scenic Surf	0.1	Average:	2.5
Tolovana Inn	7	Total Nights: 427	
Wavecrest	0.1		
Hotel In Seaside	7		
Not Booked Yet	7		
Stephanie Inn	0.2		
Did not want to say	2		
McBee Cottages	0.1		
Inn at Manzanita	0.1		
Ashore Hotel	1		
Ecola Inn	1		
Seabreeze Court	0.1		
River Inn	0.1		
Air B&B	0.5		
Inn at Cannon Beach	0.5		
Cannery Pier Hotel	0.2		
Hotel In Cannon Beach	10		
Sea Ranch	0.1		
The Tides	0.5		
Vacation Rental	11		
	99.2		

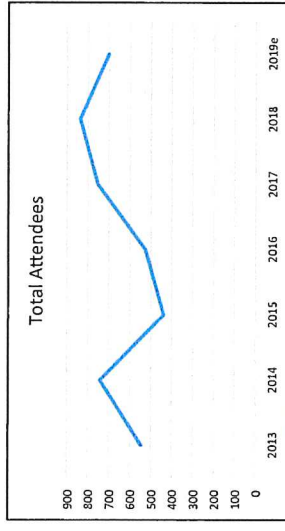
2018 Cottage & Garden Tour Marketing Analysis

Figures were taken from all ticket sales

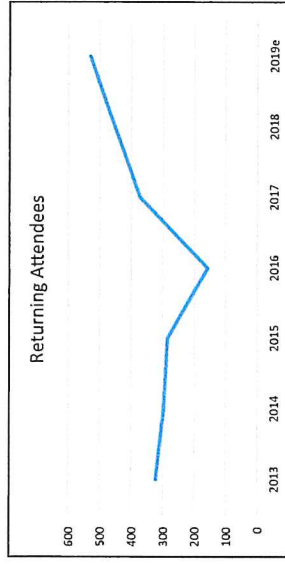
The Oregonian/Online Magazine	13%
Post Card	1%
Seattle Times	13%
Social Media	2%
Invington Home Tour AD	8%
Sunset Magazine	5%
CB Magazine	14%
Email List	1%
Event Brité	2%
Coastal Living Online	5%
Our Coast Magazine	1%
Portland Monthly	2%
Travel Oregon/ Online	2%
Press Releases/ The Daily Word of Mouth	4%
Member Email Reminder	8%
Beyond 50 Distrib./Posters	2%
Oregon Coast Mag	5%
Chamber Blast	2%
Hipfish AD	1%
	4%
	100%

NOTE: Please input event data in the yellow cells

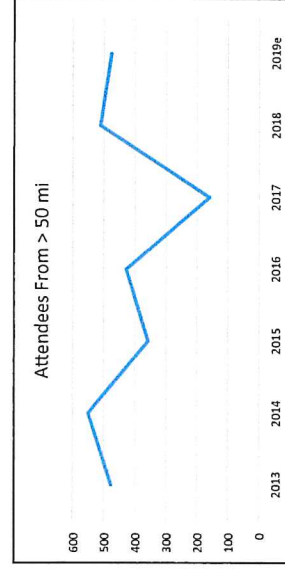
	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	546	740	438	526	751	837	700



	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	322	296	284	157	372	452	530

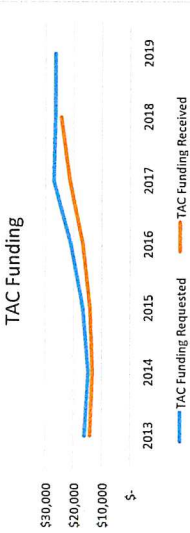


	2013	2014	2015	2016	2017	2018	2019e
Attendees From > 50 mi	475	550	357	427	159	511	475

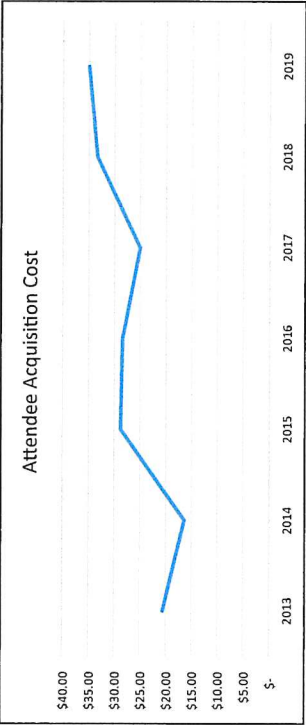


NOTE-Please input event data in the yellow cells

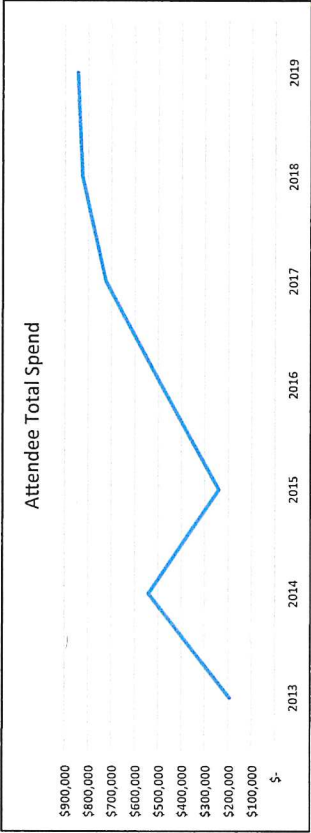
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ 16,000	\$ 14,700	\$ 16,700	\$ 21,000	\$ 27,050	\$ 26,500	\$ 26,500
TAC Funding Received	\$ 14,040	\$ 13,200	\$ 14,090	\$ 16,726	\$ 21,295	\$ 24,500	



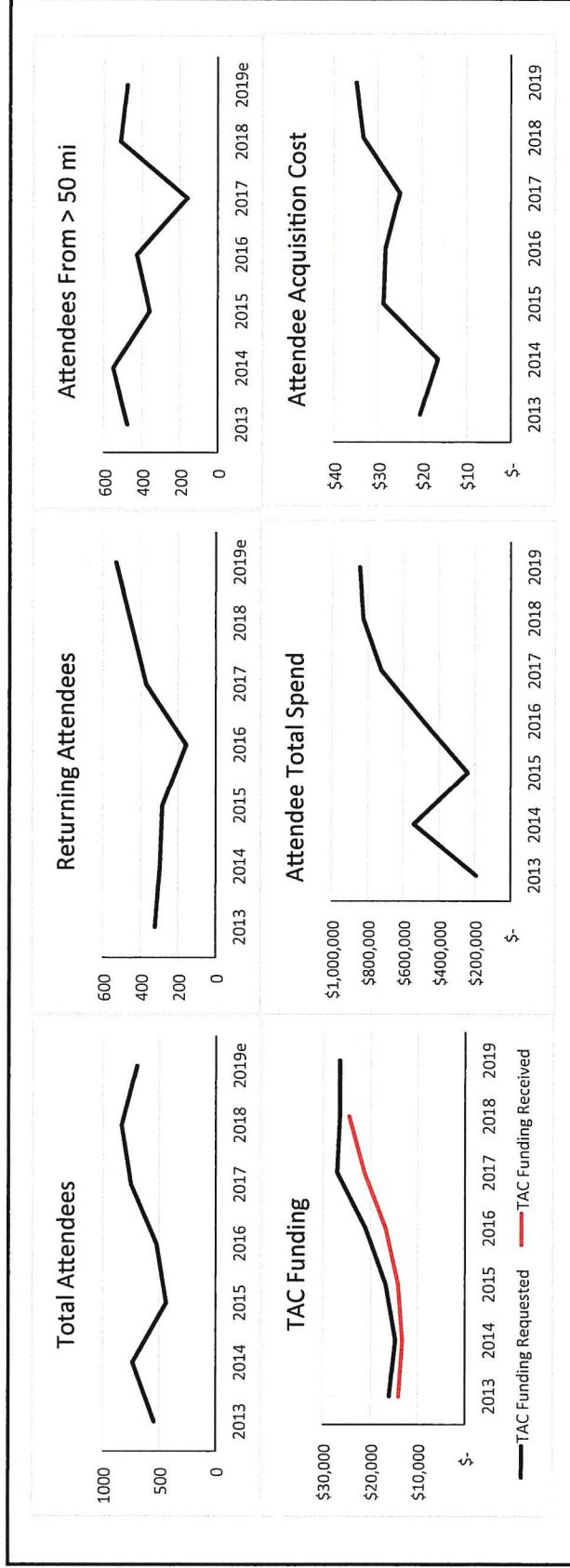
	2013	2014	2015	2016	2017	2018	2019
Marketing Expense	\$ 11,200	\$ 12,115	\$ 12,590	\$ 14,926	\$ 18,795	\$ 27,900	\$ 24,500
Total Attendees	546	740	438	526	751	837	700
Attendee Acquisition Cost	\$ 20.51	\$ 16.37	\$ 28.74	\$ 28.38	\$ 25.03	\$ 33.33	\$ 35.00



Average Attendee Spend	2013	2014	2015	2016	2017	2018	2019
Room Rental (Clatsop)	\$ 85	\$ 87	\$ 88	\$ 89	\$ 93	\$ 95	\$ 97
Other Spending-est.	\$ 271	\$ 274	\$ 277	\$ 280	\$ 285	\$ 288	\$ 288
Total	\$ 353	\$ 366	\$ 365	\$ 369	\$ 386	\$ 394	\$ 402
Avg Attendee Day Stays	1.00	2.00	1.50	2.50	2.50	2.50	3.00
Total Attendees	546	740	438	526	751	837	700
Total Day Stays	546.0	1,480.0	657.0	1,315.0	1,877.5	2,092.5	2,100.0
Attendee Total Spend	\$192,573	\$ 541,008	\$ 239,900	\$ 485,622	\$ 724,512	\$ 824,844	\$ 845,228



Events Metrics Scorecard- EVENT NAME



Cannon Beach History Center & Museum

Cottage Tour Timeline

Previous Fall

- Post-tour evaluation
- Pick Neighborhood

January/February/March

Pick the Cottage Tour committee and divide responsibilities

- Determine cottages to be invited
- Mail out homeowner letters (with permission slips)
- Select the guest lecturer
- Get on the Chamber of Commerce Events calendar
- Write & submit an article to Coastal Living, Oregon Home, Coast Explorer
- Select an image that will work for flyers, brochures, tickets, etc. to maintain a consistent look
- Schedule meet and greets with confirmed homes
- Mail a confirmation letter to homeowner when both committee & homeowner have agreed to be on tour
- Begin researching homes
- Contact someone to film lecture
- Take photos of homes
- Discuss the details of meal/lecture and pre-tour menus, decorations and favors – confirm caterer
- Set the date and send to notecard to mailing list

April and May

- Post cottage tour information on the History Center website/social media
- Find sponsors for tour expenses
- Write and send press kits
- Check on availability and cost of shuttle – if needed
- Contact Coaster Theater about placing banner and/or table in courtyard (not always done, but would be nice if enough volunteers)
- Notify chief of police and fire chief of chosen neighborhood and general tour plans.
- Contact newspapers and radio station to determine deadlines for calendars, articles and interview
- Submit event to event calendars – Coast Explorer, KMUN, Pelican Productions, Daily A, About Face Mag, Oregon Coast Magazine, Sunset Magazine, Hipfish, Travel Oregon, Oregon Coast Visitor Association, Oregon Home, Coastal Living
- Contact newspapers and radio station to determine deadlines for articles and interviews (send press kits!)

June

- Mail post card reminder (tickets available for purchase July 1)
- Prepare raffle letter mailing
- Finalize website and flyers
- Develop a layout for the tour brochure and map
- Send monthly press releases to the media
- Display, publicize raffle prizes
- Contact Costco, Fred Meyer, Fort George, Buoy Beer, Nehalem Winery, Safeway and other businesses about in-kind donations
- Print rack cards
- Track tour expenses
- Print tickets
- Write and submit an article to the *Gazette*, *Oregonian*, *Seattle Times* and the *Daily A* about the tour
- Make arrangements for post-tour reception
- Book performer for Saturday night event
- Book music for Friday night opening reception

July

- Find volunteers
- Begin ticket sales July 1
- Mail homeowner letter with historic information and letting them know who volunteer is
- Schedule volunteer and homeowner meet and greet mid-summer
- Send monthly press releases to the media
- Mail raffle letter
- Print and make available notecards or any other cottage tour memorabilia
- Post flyers
- Purchase paper products
- Distribute rack cards

August

- August 1st have homeowners approve tour map and description
- Follow up with homeowners about Friday night opening reception
- Check cottage tour supplies stores from previous year
- Send monthly press release to media
- Finalize plans
- Purchase supplies: wine, water, chips, etc.
- Send invitation to homeowners, sponsors and volunteers to the opening reception

Three weeks before:

Request check to cash for boxes \$100 for each box
Follow up with Costco, Fred Meyer, and Safeway
Change answering machine greeting

Two weeks before:

Post flyers around town
Final proof of tour map

Week of the tour:

Print tour map
Prepare homeowner gift packages for homeowners (cottage tour candle, cookbook, notecards of each home)
Prepare baskets & snack bags for volunteers – baskets (name tags, volunteer snack bags, bottled water for each volunteer, snacks, booties, extra maps, etiquette list & docent guidelines, Sharpies.)
Make snack bags for volunteers (granola bar, fruit, chips, water)
Deliver a tour map to CB police chief
Call homeowners and volunteers to remind about tour and check in
Send reminder emails to membership
Prepare cash boxes
Confirm number of attendees with caterer
Purchase food items for wine reception/volunteer bags

Thursday:

Get yard signs together – give to homeowners if they are in town

Friday:

Decorate and set up Friday night and Saturday events
Set up for opening reception – food, wine, maps
Deliver supplies (booties, information, maps, volunteer snack bags) and signs to homeowners
Coolers of bottled water to designated houses

Friday night: Opening Reception & concert – connect with homeowners & volunteers to distribute baskets/information/nametags.
Meet with speakers separately to check tech/presentation/printouts etc.

Saturday – Tour Day:

Sell tickets at History Center: Start at 12:00 p.m.
Set up at Tolovana Hall at 10:00 a.m. Luncheon & Lecture starts at 11:30 a.m.
Clean up at 2
Deliver weather related supplies, if needed
Make mid-tour visit to homes to check in
Check bottled water status

Stop selling tickets at 3:00 p.m.
Photograph the event
Pick up all signs, booties and weather-related material at the end of the tour

Reception and Concert

Start set up at 4:00 p.m.
Food & beverage starts at 5:00 p.m.
Music starts at 6 p.m.
Have raffle halfway through

Sunday:

10:00 a.m. set up for Garden Tea
Tea @ 11:00 a.m.
Start processing financials
Put together deposit

Monday after the tour:

Deposit
Submit preliminary report to Board of Directors TAC committee (City of Cannon Beach)

Week after the tour:

Write a tour finalized tour summary for Board of Directors and City of Cannon Beach TAC committee
Write a follow-up article for the Gazette
Write a thank you letter to the editor to volunteers, sponsors, homeowners and community to Gazette
Tour committee should mail personal thank you letters to volunteers
Formal thank you letters for donations and participation should be sent on behalf of the BOD to merchants, sponsors and homeowners; homeowners should also receive and end-of-tour questionnaire and a self-addressed stamped envelope
Send historic plaque info to homeowners
Prepare a notebook that contains a copy of all form letters, publicity and photos.
Include advice and suggestions.
Prepare financial summary of tour
Send follow up email to online attendees/emails/contacts
Post tour volunteer party/wrap up and discussion of events

**CANNON BEACH HISTORY CENTER & MUSEUM
BOARD OF DIRECTORS**

As of June 2019

Kimberley Speer-Miller, CBHCM President
Sweet Charity, Event Coordination
president@cbhistory.org
PO BOX 174
Cannon Beach, OR 97110
239.290.8948
(Term expires 6/30/21)

Amber Glen, CBHCM Vice-President
Alaska State Libraries, Archives & Museum
Archival Administrator
Amber.glen@alaska.gov
PO Box 110571
Juneau, AK 99811-0571
503-360-286-7600
(Term Expires 6/30/20)

Rance Babb, CBHCM Treasurer
PO Box 794
Cannon Beach, OR 97110
503-436-0660
503-791-7162
(Term expires 6/30/2019)

Matt Powers
Clatsop County Historical Society
Maintenance & Historic Preservation
mattp@cumtux.org
PO Box 88
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503-325-7727
(Term expires 6/30/19)

Julia Dwello
Third Generation Cannon Beach Resident
cindygbryden@gmail.com
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(Term expires 6/30/20)

Morgan Wichman
Morgan Wichman Designs, Graphic
Designer
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321 South Lincoln
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(Term expires 6/30/21)

Meagan Sokol
Cannon Beach Arts Association
Arts Education Director
meagan@cannonbeacharts.org
PO Box 1430
Cannon Beach, OR 97110
(Term expires 6/30/21)

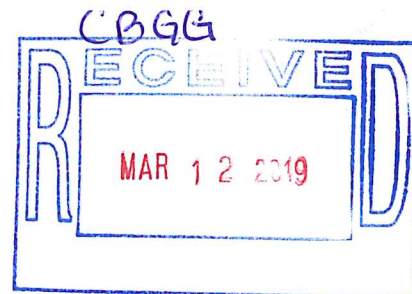
Staff

Elaine Trucke, B.S. in Anthropology
Executive Director
503-739-0411
elaine@cbhistory.org
(Since November 2010)

Kelly Mauer
Collections Manager
503-436-9301
Kelly@cbhistory.org
(Since June 2015)

Liz Johnson
Outreach Coordinator
503-440-9528
liz@cbhistory.org
(Since March 2013)

**Tourism and Arts Fund Recipient Evaluation
FY 2018-2019**



☒ **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 19th Annual Spring Unveiling, 1st Annual Earth and Ocean and co-host Stormy Weather

Evaluator Name/Position Mike Brumfield, President of Cannon Beach Gallery Group **Date** 3/15/2019

1. Project/Program Summary

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.

- *Spring Unveiling will not be completed until May 5, 2019. Earth & Ocean will not be completed until September 22, 2019. Progress in these projects is detailed in Attachment 1.*
- *We successfully partnered with Cannon Beach Chamber to deliver gallery events for Stormy Weather 2018, and have begun promotion of Stormy Weather 2019, which will not be completed until November 3, 2019. Further detail is available in Attachment 1.*

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/ project goals. Include supporting documentation.
 - *As we partnered with the Cannon Beach Chamber of Commerce for Stormy Weather 2018, we have included a review of CBGG events in Attachment 1*
 - *Spring Unveiling information will be made available in our final report following the delivery of the Spring Unveiling Arts Festival.*
 - *The progress of the Earth and Ocean and Stormy Weather 2019 will also be reported in our final report, but delivery of these will be completed after the scheduled date for the final TAC review and may be the subject of additional funding applications in the next TAC funding cycle.*
- b. Describe what could be done differently in the future to improve the program/project.
 - *We did not have a PR and Festival Coordinator at the time of Stormy Weather Arts Festival 2018. With this contract now filled we hope to: better coordinate CBGG event information with the Cannon Beach Chamber to improve presence on their website and identify marketing opportunities for Stormy Weather 2019. We have also put a Gallery Group member in charge of regularly updating CBGG information on the Chamber site.*
 - *The Cannon Beach Chamber does not have a scheme to collect actual tourist data during the Stormy Weather event – although they have supplied us with on-line reservation data from their website. Our Group has approved providing a gallery sponsored gift certificate for next years event in order to collect actual data as we are doing during Spring Unveiling.*



3. Budget

Briefly describe how the program/project did or did not meet its financial projections. 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 Attachments 2 and 3 and 4 for budget details*

2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group Attachment 1

New Board Elections

As of January 1, 2019 changes to the Board are as follows: Mike Brumfield (Imprint Gallery) stepped up from Treasurer to take the position of President; Mark Sokol (CBAA) has become Treasurer and Lindsey Oyala-Bond (Archimedes Gallery) agreed to remain as Secretary; Jim Kingwell (Icefire Gallery) remained as Past President due to Jeff Hull requesting a 'time-out' from Board duties.

PR, Marketing and Festivals Coordinator

The PR, Marketing and Festivals Coordinator has a key role in the delivery of our TAC funded projects, and constitutes the largest single line entry of our budget from TAC funding totaling \$20,000.

- A Succession Committee was formed to: review the groups marketing, PR and event support requirements; research appropriate remuneration; develop a role description and draft contract prior to the TAC grant application. Once funds were confirmed the post was advertised in September 2018.
- A separate Hiring Committee was formed to review the contract, shortlist from 24 applicants, and interview candidates. They made a recommendation to the board, and Alexis Jackson from Hillsboro, OR was contracted on January 18, 2019 as CBGG's new PR, Marketing and Festivals Coordinator.
- Alexis is working in conjunction with the Marketing Committee, the Board and the gallery representatives to plan, market and deliver CBGG's 2019 projects.
- Utilizing TAC funding for this position we are able to cover the PR & Event Coordination of all three 2019 Gallery Group events, thus providing continuity in the advertisement and management of the events throughout the sequential event season.

Festival Marketing

- A Brochure Committee was formed to develop CBGG's annual Gallery Guide to better promote the festivals. A 24 page Art Guide has been produced giving over a page to each festival. \$850 of TAC funding helped to supplement the \$5100 cost of this expanded guide. The new brochure also includes a guide to the town's public sculpture. The previous guide had only 12 pages and listed the festivals on one single page. The timing of the guide was also changed to begin distribution at the Stormy Weather Festival and list the three 2019 Festivals in the correct order. Previously it had been produced and distributed before Stormy Weather, making the sequential Stormy Weather listing - in keeping with our other 2 festivals - redundant before the new season had even begun.
- A Marketing Committee was formed in the absence of a PR person, and will now work collaboratively with Alexis Jackson on our 2019 events advertising plus design, print and the distribution of our different event materials.
- Two half page ads have been produced promoting the 2019 festivals, one for the Cannon Beach Magazine and one for the Spring issue of Coast Explorer. We also have a current listing for all 3 events in Pamplin Media Group's annual events guide. To- date we have continued our association with the Oregon Coast Visitors Guide, Travel Portland, Portland Art Dealers Association and Northwest Travel.
- For 2019, we are offering a \$600 gift certificate to the visitors of Spring Unveiling, spendable at any one of the participating galleries in Cannon Beach. This is offered as a prize in a draw designed to assist collecting data on our event visitors. We also have plans in place to do the same for the new Earth & Ocean, and Stormy Weather Festivals.

Recap of Stormy Weather Arts Festival 2018

- CBGG had two members on the Stormy Weather Arts Festival committee
- Eleven member galleries organized openings and events through out the weekend of Stormy Weather 2018.
- The member galleries produced their own event invitations and marketing material.
- We partnered with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- The Chamber of Commerce reported that they do not yet have the software program developed to track zip codes provided by our tourists; but their online registration information was reported at 4141 total attendees of which 1730 were within 50 miles and 2411 were beyond 50 miles.

**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group
Attachment 1**

- The feedback from the member galleries was that it was a slower event generally, in sales and attendance, to the previous year. However, they all reported a good audience attendance at the Friday and Saturday night receptions.
- As part of CBGG's year round promotion of the town's festivals, it has retained \$4,000 of event specific TAC funding to be used towards the promotion of Stormy Weather 2019, which will be spent in this budget cycle.

SPRING UNVEILING ARTS FESTIVAL 2019

The Cannon Beach Gallery Group will host its 19th annual Spring Unveiling Arts Festival, May 3,4,5 2019. Member galleries will continue to provide evening receptions and an art walk, as well as our own individual mail campaign to thousands of current gallery patrons, as done in previous years.

TAF Spending plans for Spring Unveiling

- \$20,000 is attributed to our PR / Events Coordinator (although this time will be shared across the 3 events, the actual cost is attributed on a single event for grant accounting purposes)
- \$9000 is attributed to PR (magazine adverts and listings) to kick off the new event season
- \$5000 is attributed to design, print and distribution of event specific materials
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

EARTH AND OCEAN ARTS FESTIVAL 2019

The Cannon Beach Gallery Group will host the 1st annual Earth & Ocean Arts Festival September 20, 21, and 22, 2019. This is a new planned event for the Gallery Group and for Cannon Beach, therefore we are dedicating more PR time to assist developing the concept and putting advertising in place for this event in spring / summer of 2019. There is an Earth & Ocean Arts Festival development committee chaired by Eeva Lsantela (DragonFire Gallery). They are producing great ideas to get our galleries & businesses in Cannon Beach involved, in partnership with 5 non-profits to support this new event. The focus for the event is on ecology, our landscape and wildlife. The popular raku beach firing, which was a part of Plein Air & More, will also be part of this event for 2019. Plans are in place to promote the event for Earth Day in April 2019.

Members of The Cannon Beach Gallery Group will provide our own individual direct mail campaign to thousands of current gallery patrons promoting this new event.

TAF Spending plans for Earth & Ocean

- \$6,000 is attributed to PR (magazine adverts and listings)
- \$5000 is attributed to design, print and distribution of event specific materials in time for Earth Day, April 22, 2019, and to be further utilized throughout the summer of 2019
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

STORMY WEATHER ARTS FESTIVAL 2019

- CBGG will continue to co-host this event in partnership with the Chamber of Commerce.
- CBGG will again have two members on the Stormy Weather Arts Festival committee.
- One member of our Group is dedicated to ensuring the CBGG information and page on the Chamber's website is up-to-date with current events and plans.
- Our eleven member galleries will continue to organize openings and events through out the weekend of Stormy Weather 2019.
- The member galleries will continue to produce their own event invitations and marketing material.
- We will continue to partner with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- With the help of our new PR consultant we have already begun advertising for this event.

**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group
Attachment 1**

TAF Spending plans for Stormy Weather

- \$5,000 is attributed to PR (magazine adverts and listings)
- \$2000 is attributed to design, print and distribution of event specific materials
- \$1000 is attributed to partnering again with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

SUMMARY

We are within our budget and will complete Spring Unveiling, Earth and Ocean, co-hosting Stormy Weather and the ongoing website updating as presented in our application.

<i>Spring Unveiling, Earth & Ocean + Stormy Weather TAF expenses to date:</i>	<i>\$10,506.06</i>
<i>Website maintenance expenses to date:</i>	<i>\$1,712.50</i>
<i>Total to date</i>	<i>\$12,218.56</i>

CBGG total budget for expenses including contracted and projected TAF spending: \$76,020

CBGG income projection from TAF grant funding \$56,750

See attachments 2, 3 and 4 for budget current details

**Cannon Beach Gallery Group Income Budget for TAC
2018-2019**

Attachment 2

Financial Year Aug 1st 2018 through July 31st. 2019

INCOME PROJECTED FROM GALLERY GROUP MEMBERS

ARCHEMIDIES GALLERY	\$ 650.00
BRONZE COAST GALLERY	\$ 650.00
CANNON BEACH GALLERY	\$ 650.00
DRAGONFIRE GALLERY	\$ 650.00
ICEFIRE GLASSWORKS	\$ 650.00
IMAGES OF THE WEST	\$ 270.00
IMPRINT GALLERY	\$ 650.00
JEFFREY HULL GALLERY	\$ 650.00
JEWELRY BY SHARON AMBER	\$ 650.00
MODERN VILLA GALLERY	\$ 650.00
NORTHWEST BY NORTHWEST GALLERY	\$ 650.00
WHITE BIRD GALLERY	\$ 650.00
TOTAL	\$ 7,420.00

PROJECTED NON TAC INCOME FOR 2018/2019	\$ 19,270.00
PROJECTED TAC INCOME FOR 2018/2019	\$ 56,750.00
PROJECTED COMBINED INCOME 2018/2019	\$ 76,020.00

INCOME PROJECTED FROM SPONSORSHIPS

ARBOR CARE	\$ 250.00
B BOTIQUE	\$ 250.00
BRUCE'S CANDY KITCHEN	\$ 500.00
BEACHCOMBER VACATION RENTALS	\$ 250.00
CANNON BEACH HARDWARE	\$ 250.00
CANNON BEACH HOTEL	\$ 250.00
CANNON BEACH VAC. RENTAL	\$ 500.00
COLUMBIA BANK	\$ 250.00
DENA'S SHOP ON THE CORNER	\$ 500.00
DRIFTWOOD	\$ 250.00
EVOO	\$ 500.00
LANDS END MOTEL	\$ 500.00
FRESH FOODS Cannon Beach	\$ 500.00
FRESH FOODS Manzanita	\$ 500.00
HALLMARK RESORT AND SPA	\$ 250.00
HAYSTACK LODGINGS	\$ 250.00
LA LUNA LOCA	\$ 250.00
MARINER MARKET	\$ 500.00
MARTIN HOSPITALITY	\$ 1,000.00
MORRIS'S	\$ 250.00
PIZZA A FETTA	\$ 500.00
PELICAN PUB.	\$ 250.00
REMAX COASTAL ADVANTAGE	\$ 500.00
THE OCEAN LODGE	\$ 500.00
THE BISTRO	\$ 250.00
SEASON'S DELI	\$ 250.00
THE WARRENHOUSE	\$ 250.00
SWEET BASIL	\$ 250.00
WAVES MOTEL	\$ 500.00
WINE SHACK	\$ 250.00

SPONSOR TOTAL =	\$ 11,250.00
GALLERY TOTAL =	\$ 7,420.00
Gallery 2019 gift certificate	\$ 600.00
NON TAC INCOME PROJECTED FOR 2018-2019	\$ 19,270.00

Cannon Beach Gallery Group Expense Budget for 2018-2019

TAC financial year August 2018-July, 2019 2018-2019 line item budget

		Original TAC Request Grant	2018-2019 Budget	Expenses to Date	Contracted Expenses
Fund PR , advertising and event management coordinator (10 month salary)		\$ 20,000.00	\$ 20,000.00	\$ 4,000.00	\$ 16,000.00
Expand production/distribution of Spring Unveiling information		\$ 5,000.00	\$ 5,000.00	\$ 520.35	\$ 4,479.65
Breakdown (example)					
1	SU post card printing (Preference Graphics) - 1135 copies	\$	1,650.00	\$ -	\$ 1,650.00
2	SU brochure printing (Preference Graphics) - 2500 copies	\$	1,115.00	\$ -	\$ 1,115.00
3	SU poster printing (Lazerquick Seaside)	\$	110.00	\$ -	\$ 110.00
4	Distribution of posters and brochures locally	\$	200.00	\$ -	\$ 200.00
5	Entry into annual ART brochure	\$	283.00	\$ 283.00	\$ -
6	Hiring of PR / events coordinator - shared cost per event	\$	237.35	\$ 237.35	\$ -
7	Uncommitted	\$	1,404.65	\$ -	\$ 1,404.65
Creating new concept: Earth & Ocean Arts Festival		\$ 5,000.00	\$ 5,000.00	\$ 520.36	\$ 4,479.64
Breakdown (example)					
1	Design, print and distribution of event specific material (in time for Earth Day 2019 and to be further utilized throughout the summer of 2019	\$	4,479.64	\$ -	\$ 4,479.64
2	Entry breakout of #1			\$ -	\$ -
3	Entry breakout of #1			\$ -	\$ -
4	Entry into annual ART brochure	\$	283.00	\$ -	\$ -
5	Hiring of PR / events coordinator - shared cost per event	\$	237.36	\$ 283.00	\$ -
6	Uncommitted	\$	-	\$ 237.36	\$ -
Expand prod./distrib. of Stormy Weather information and event hard costs		\$ 5,000.00	\$ 5,000.00	\$ 521.35	\$ 4,478.65
Breakdown (example)					
1	SWAF post card printing (Preference Graphics) - 1135 copies	\$	1,650.00	\$ -	\$ 1,650.00
2	SWAF brochure printing (Preference Graphics) - 2500 copies	\$	1,115.00	\$ -	\$ 1,115.00
3	SWAF poster printing (Lazerquick Seaside)	\$	110.00	\$ -	\$ 110.00
4	Distribution of posters and brochures locally	\$	200.00	\$ -	\$ 200.00
5	Daily Astorian insert - cost shared with Chamber	\$	1,000.00	\$ -	\$ 1,000.00
6	Entry into annual ART brochure	\$	284.00	\$ 284.00	\$ -
7	Hiring of PR / events coordinator - shared cost per event	\$	237.35	\$ 237.35	\$ -
8	Uncommitted	\$	403.65	\$ -	\$ 403.65
Web design expansion, promotion and web site maintenance		\$ 3,750.00	\$ 3,750.00	\$ 1,712.50	\$ 2,037.50
Breakdown					
1	Taryn's yearly wage	\$	2,400.00	\$ 1,600.00	\$ 800.00
2	Croworks - web site maintenance / security updates	\$	900.00	\$ 112.50	\$ 787.50
3	Uncommitted	\$	450.00	\$ -	\$ 450.00

Cannon Beach Gallery Group Expense Budget for 2018-2019

2018-2019 Media Campaign									
Breakdown (example)									
1	Sunset Magazine	\$	2,700.00	\$	2,700.00	\$	-	\$	2,700.00
2	PADA	\$	950.00	\$	950.00	\$	900.00	\$	50.00
3	Mile by Mile Guide (Oregon Coast - Florence)	\$	990.00	\$	990.00	\$	-	\$	990.00
4	OPB Art Beat	\$	2,290.00	\$	2,290.00	\$	-	\$	2,290.00
5	Preview Magazine	\$	1,155.00	\$	1,155.00	\$	-	\$	1,155.00
6	Coast Explorer - 1/2 page ad in Spring Issue (Explorer Media Group - Seaside)	\$	1,259.00	\$	1,259.00	\$	1,259.00	\$	-
7	OCVA Website (MEDIAmerica)	\$	225.00	\$	225.00	\$	225.00	\$	-
8	Oregon Coast Visitors Guide (MEDIAmerica)	\$	1,990.00	\$	1,990.00	\$	1,990.00	\$	-
9	Northwest Travel (Explorer Media & Marketing - Tacoma)	\$	1,905.00	\$	1,905.00	\$	-	\$	1,905.00
10	Travel Portland	\$	570.00	\$	570.00	\$	570.00	\$	-
11	Seattle Times	\$	1,260.00	\$	1,260.00	\$	-	\$	1,260.00
12	Uncommitted	\$	2,706.00	\$	2,706.00	\$	-	\$	2,706.00
Requested >>		\$	56,750.00	Granted >>		\$	56,750.00	Spent >>	
						\$	12,218.56	Remaining >>	
						\$		\$ 44,531.44	

Cannon Beach Gallery Group Expense Budget for 2018-2019

CBGG NON TAC BUDGET BREAKDOWN

	Budget	Expenses To Date	Remaining Contracted
2019 Gift certificate (sponsored by CBGG)	\$ 600.00	\$ -	\$ 600.00
Creation of map for use in annual ART brochure	\$ 175.00	\$ 175.00	\$ -
Printing of CBGG Annual ART Brochures (20 pg brochure, 10,000 copies)	\$ 4,250.00	\$ 4,250.00	\$ -
Web hosting and Domain Name	\$ 39.99	\$ 39.99	\$ -
Dues	\$ 220.00	\$ -	\$ 220.00
Accounting	\$ 175.00	\$ 175.00	\$ -
Postage, office expense, state fillings	\$ 270.00	\$ 186.29	\$ 83.71
Bookkeeping	\$ 900.00	\$ 600.00	\$ 300.00
Legal fees for Bylaw review	\$ 600.00	\$ -	\$ 600.00
Advertising for new PR, events coordinator position	\$ -	\$ -	\$ -
Media Campaign (breakdown example below)			
Media Campaign: CB Magazine - 1/2 page ad in Yearly issue	\$ 2,096.00	\$ -	\$ 2,096.00
Media Campaign: Southwest Art Ad (F&W Media, Inc)	\$ 2,600.00	\$ -	\$ 2,600.00
Media Campaign: Rain Magazine	\$ 100.00	\$ -	\$ 100.00
Media Campaign: Pamplin Media Annual Events Guide	\$ 267.00	\$ 267.00	\$ -
Uncommitted media budget	\$ 5,327.01	\$ -	\$ 5,327.01
Festival Music (sponsored by Hallmark & Pelican)	\$ -	\$ -	\$ -
Event insurance and permits	\$ 550.00	\$ -	\$ 550.00
Accrued expenses from 2017-2018 (Gallery gift certificate to be used by customer)	\$ 500.00	\$ -	\$ 500.00
Accrued expenses from 2017-2018 (Bonnie's overnight stay for final TAC reporting)	\$ 600.00	\$ 585.56	\$ 14.44
Total:	\$ 19,270.00	\$ 6,278.84	\$ 12,991.16

Cannon Beach Gallery Group Expense Budget for 2018-2019

	Sponsor \$	Gallery\$		
BUDGET FOR SPONSOR, GALLERY INCOME				
Additional =GG SU gift donation	\$ 11,250.00	\$ 7,420.00	Sponsors + GG	\$ 18,670.00
	\$ -	\$ 600.00	Final Total =	\$ 19,270.00
TAC FUNDING				
CBGG FUNDING	\$ 56,750.00			
SU GIFT CERTIFICATE FUNDING	\$ 18,670.00			
	\$ 600.00			
TOTAL PROJECTED INCOME	\$ 76,020.00			
TAC INCOME TO DATE				
SPONSOR, GALLERY INCOME TO DATE	\$ 34,050.00			
CBGG DONATION FOR SU GIFT CERTIFICATE	\$ -			
TOTAL INCOME TO DATE	\$ 52,720.00			
TAC INCOME OUTSTANDING				
CBGG SU GIFT CERTIFICATE PAID	\$ 22,700.00			
CBGG SU GIFT CERTIFICATE OUTSTANDING	\$ 100.00			
TOTAL PROJECTED INCOME	\$ 500.00			
	\$ 76,020.00			
			TAC EXPENSES TO DATE	\$ 12,218.56
			SPONSOR, GALLERY EXPENSES TO DATE	\$ 6,278.84
			TOTAL EXPENSES TO DATE	\$ 18,497.40
			TOTAL BUDGET REMAINING	\$ 57,522.60

		Deposit	Non Tac spending	Tac Spending	
Deposit 08/01/18		\$ 500.00			Dena's Shop on the Corner
Deposit 08/01/18		\$ 250.00			Haystack Lodgings
Deposit 08/01/18		\$ 650.00			Icefire Gallery
Deposit 08/01/18		\$ 250.00			Drijftwood Resturant
Deposit 08/01/18		\$ 250.00			Arbor Care
Check 08/01/18	1896		\$ 75.00		Melinda Ward (Bookkeeping)
Check 08/01/18	1897			\$ 200.00	Taryn Wise (Web)
Deposit 08/02/18		\$ 650.00			Sharon Amber Gallery
Deposit 08/02/18		\$ 650.00			Jeff Hull Gallery
Deposit 08/02/18		\$ 500.00			EVOO
Deposit 08/03/18		\$ 650.00			Bronze Coast Gallery
Deposit 08/04/18		\$ 650.00			Dragonfire Gallery
Deposit 08/06/18		\$ 250.00			Pelican Brewing
Deposit 08/07/18		\$ 500.00			ReMax
Deposit 08/09/18		\$ 250.00			Hallmark Resort
Deposit 08/09/18		\$ 500.00			Ocean Lodge
Deposit 08/09/18		\$ 250.00			Cannon Beach Hotel
Deposit 08/11/18		\$ 650.00			Imprint Gallery
Deposit 08/13/18		\$ 500.00			Pizza a 'fetta
Deposit 08/13/18		\$ 500.00			Bruce's Candy Kitchen
Deposit 08/15/18		\$ 500.00			Land's End
Check 08/15/18	1898			\$ 112.50	Crowerks LLC
Deposit 08/16/18		\$ 250.00			The Warren House
Deposit 08/17/18		\$ 650.00			Modern Villa Gallery
Deposit 08/17/18		\$ 11,583.25			4th quarter TAC payment
Deposit 08/20/18		\$ 250.00			Columbia State Bank
Deposit 08/23/18		\$ 500.00			The Waves Motel
Deposit 08/24/18		\$ 250.00			Morris' Fireside
Deposit 08/24/18		\$ 500.00			Mariner Market
Deposit 08/24/18		\$ 250.00			Beachcomber Vacation Rentals

		Deposit	Non Tac spending	Tac Spending	
Deposit 08/24/18		\$ 650.00			Whitebird Gallery
Check 09/01/18	1899			\$ 200.00	Taryn Wise (Web)
Check 09/01/18	1900		\$ 75.00		Melinda Ward (Bookkeeping)
Deposit 09/02/18		\$ 500.00			CB Vacation Rentals
Check 09/04/18	1901		\$ 185.56		Bonnie for hotel - Final TAC review
Deposit 09/05/18		\$ 650.00			NWxNW Gallery
Deposit 09/05/18		\$ 1,000.00			Martin North (Martin Hospitality)
Deposit 09/05/18		\$ 1,000.00			Fresh Foods
Check 09/10/18	1902		\$ 400.00		Jeff reimbursement for Bonnie's thank you certificate
Deposit 09/12/18		\$ 650.00			Archemedies Gallery
Deposit 09/15/18		\$ 250.00			Sweet Basil
Deposit 09/15/18		\$ 650.00			CBAA Gallery
Deposit 09/16/18		\$ 250.00			The Bistro
Deposit 09/15/18		\$ 250.00			The Wine Shack
Deposit 09/20/18		\$ 250.00			La Luna Loca
Deposit 09/24/18		\$ 250.00			B Boutique
Check 09/26/18	1903		\$ 39.99		Mike Brumfield for Network Solutions domain name
Check 09/26/18	1904		\$ 175.00		Taryn Wise - creation of ART brochure map
Check 10/01/18	1905		\$ 75.00		Melinda Ward (Bookkeeping)
Check 10/01/18	1906			\$ 200.00	Taryn Wise (Web)
Check 09/21/18	1907			\$ 570.00	Travel Portland (media)
Deposit 10/02/18		\$ 250.00			Seasons Café
Deposit 10/11/18		\$ 250.00			Cannon Beach Hardware
Check 10/19/18	1908		\$ 4,250.00	\$ 850.00	Brown Printing Inc (ART brochure)
Check 11/01/18	1909		\$ 75.00		Melinda Ward (Bookkeeping)
Check 11/01/18	1910			\$ 200.00	Taryn Wise (Web)
Check 11/08/18	1911			\$ 2,215.00	MediaAmerica (OCVA advertising)
Deposit 11/16/18		\$ 22,700.00			First quarter TAC payment
Check 11/30/18	1912			\$ 312.06	Imprint Gallery for PR recruitment
Check 12/01/18	1913		\$ 75.00		Melinda Ward (Bookkeeping)
Check 12/01/18	1914			\$ 200.00	Taryn Wise (Web)

		Deposit	Non Tac spending	Tac Spending	
Check 12/14/18	1915	\$ -	\$ -	\$ 200.00	CB Chamber of Commerce (rent space for interviews,
Check 01/01/19	1916	\$ -	\$ 75.00	\$ -	Melinda Ward (Bookkeeping)
Check 01/01/19	1917	\$ -	\$ -	\$ 200.00	Taryn Wise (Web)
Check 12/21/18	1918	\$ -	\$ -	\$ 1,259.00	Explorer Media Group (Coast Explorer advertising)
Check 01/10/19	1919	\$ -	\$ 54.00	\$ -	US Postmaster (Post box rental)
Check 01/20/19	1920	\$ -	\$ -	\$ 200.00	Lisa Kerr (legal service, contract review)
Check 02/01/19	1921	\$ -	\$ 75.00	\$ -	Melinda Ward (Bookkeeping)
Check 02/01/19	1922	\$ -	\$ -	\$ 200.00	Taryn Wise (Web)
Check 02/01/19	1923	\$ -	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)
Check 02/06/19	1924	\$ -	\$ 50.00	\$ -	Secretary of State Corporation Division
Check 02/06/19	1925	\$ -	\$ 267.00	\$ -	Pamplin Media Group
Check 02/15/19	1926	\$ -	\$ -	\$ 900.00	PADA
Check 02/12/19	1927	\$ -	\$ 175.00	\$ -	William J MacLean PA
Deposit 02/15/19		\$ 11,350.00	\$ -	\$ -	TAC INCOME 2nd Quarter Payment
Deposit 2/16/19		\$ 270.00	\$ -	\$ -	Images of the West (Dues)
Deposit 2/16/19		\$ 50.00	\$ -	\$ -	Images of the West (Gift Cert)
Check 2/24/19	1928	\$ -	\$ 82.29	\$ -	Pizza A'Fetta -split - COSTCO
Check 3/01/19	1929	\$ -	\$ -	\$ 200.00	Taryn Wise (Web)
Check 3/01/19	1930	\$ -	\$ 75.00	\$ -	Melinda Ward (Bookkeeping)
Check 3/01/19	1931	\$ -	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)
Deposit 2/25/2019		\$ 50.00	\$ -	\$ -	Dragonfire Galelry (SU gift certificate donation)

	Non Tac spending	Tac Spending	
Total Expenses to date	\$ 6,278.84	\$ 12,218.56	Total spent \$ 18,497.40

CBGG Money received to date for 2018 - 2019	\$	7,420.00
CBGG Money remaining to be received for 2018 - 2019	\$	-
CBGG Donation to SU gift certificate	\$	600.00
Cosponsor & donations received to date for 2018 - 2019	\$	11,250.00
Cosponsor & donations outstanding for 2018 - 2019	\$	-
TAC Money received to date for 2018 - 2019	\$	34,050.00
TAC Money remaining to be received for 2018 - 2019	\$	22,700.00
TOTAL PROJECTED INCOME FOR 2018 - 2019	\$	76,020.00

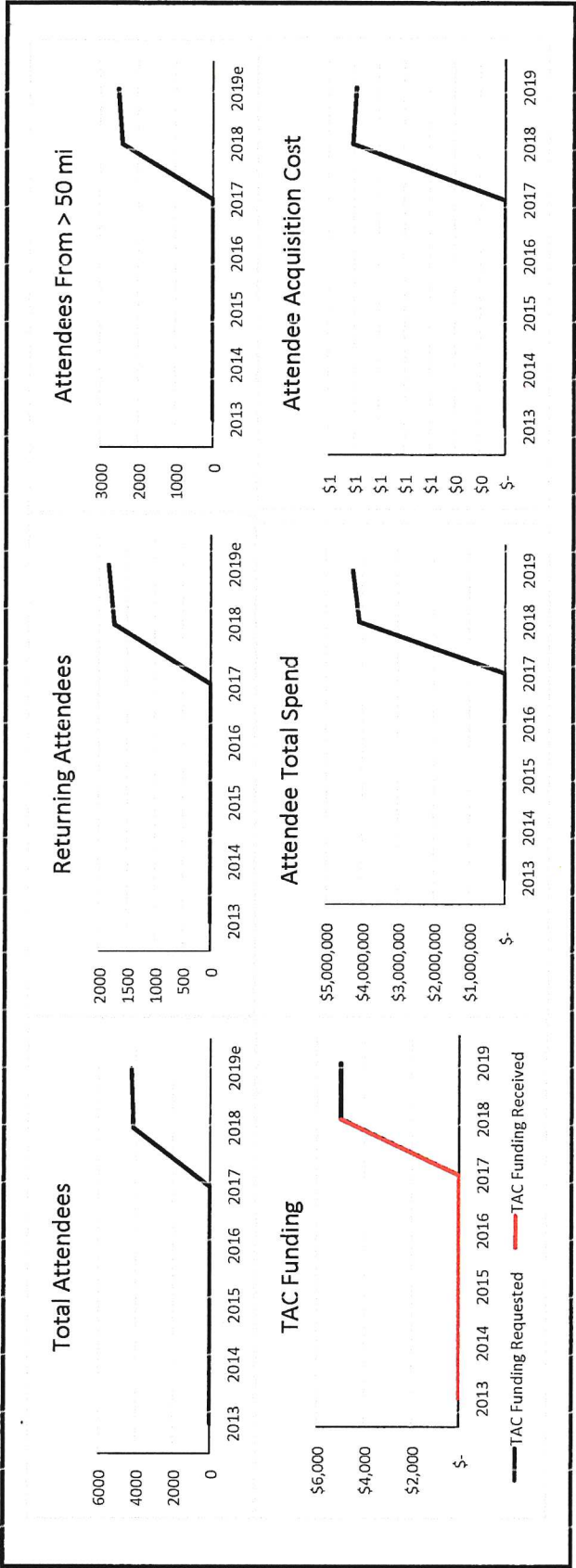


Mark Sokol - CBGG Treasurer

March 8th, 2019

Date

Events Metrics Scorecard- Stormy Weather Arts Festival 2018



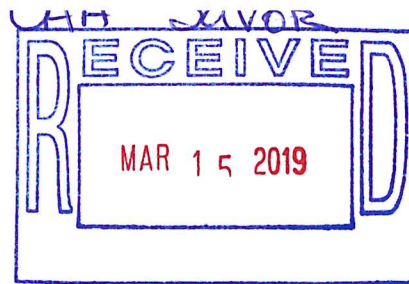
Tourism and Arts Fund Recipient Evaluation
FY 2018-2019



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

Savor Cannon Beach Wine & Culinary Festival/Clatsop Animal Assistance

Evaluator Name/Position Gary Hayes, festival director **Date** March 15, 2019

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.

SEE ATTACHED.

2. Program/Project Evaluation

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

SEE ATTACHED.

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

SEE ATTACHED.

3. Budget

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

SEE ATTACHED.

- 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.



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019
(Mid-Term)

Program/Project Title: Savor Cannon Beach Wine & Culinary Festival

Evaluator Name/Position: Gary Hayes, Event Manager

Date: March 15, 2019

1. Project/Program Summary

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.

Event summary: Savor Cannon Beach is a four-day wine, culinary and arts festival scheduled for a pre-spring break weekend in March. The 2019 event was conducted March 7-10 and included six professionally managed wine and culinary events and also offered the opportunity for Cannon Beach art galleries, restaurants and retail businesses to customize their own events and promotions under the umbrella of the Savor Cannon Beach festival. The largest event of the festival is the Savor Cannon Beach Wine Walk, in which many local businesses benefit by serving as host locations for visiting wineries.

To encourage longer stays by guests, we presented our strongest culinary events on Thursday and Sunday. Our Thursday evening Best of the Northwest event offered eight premium wines and chef-designed appetizers to pair with each of them; and our Sunday event featured seven local chefs (up from four last year) preparing signature "small bites" along with award-winning wines to pair with them. Both events sold out. The Friday evening Art & Wine Walk provides a focus on the arts in Cannon Beach with wineries featured at each gallery and in other venues hosting regional artists. Other programs included the Friday afternoon Winemaker's Premium Pours event that featured 11 wineries (up from five last year) pouring specially selected premium wines. Saturday morning's Wine Tasting Basics & Beyond offered the opportunity for participants to increase their knowledge and appreciation of wines and encouraged responsible consumption before the Saturday Wine Walk.

Audiences served: The target audience for Savor Cannon Beach is upscale, luxury travelers from Oregon and Washington who are serious wine and food enthusiasts. Savor Cannon Beach stands apart from other area wine festivals by presenting upscale and intimate wine and culinary events appealing to this type of participant. The audience is a desirable one for Cannon Beach, it's restaurants, art galleries and the participating wineries.

Participants and results related to overnight stays: We are still analyzing the data from ticket sales and participant surveys, but early analysis proves that a significant number of attendees traveled from more than 50 miles away specifically for the event. The event sold 1229 tickets this year including Festival and One-Day passes representing multiple events. A total of 89% of those sales were advance online sales demonstrating that a majority of participants are coming to Cannon Beach specifically for this event. This increased over last year's pre-event sales of 78%.

This reported quantity likely represents a minimum number since some participants surely traveled to Cannon Beach specifically for the event; but planned to purchase their tickets at the door.

In addition to festival ticket purchasers, we confirmed 42 vendors (wineries) for the 2019 event. All wineries participated in the Saturday Wine Walk, but we also offered two additional events for wineries to participate in on Friday, an industry event on Saturday night and invited winery representatives to attend both the Thursday and Sunday events as our guests. We know that 26 vendors participated in additional events on Friday and are conducting an empirical survey to attempt to quantify how many additional room nights our vendors utilized.

Furthering the arts and tourism: Savor Cannon Beach also emphasizes the arts in Cannon Beach. Cannon Beach galleries draw potential customers into their businesses by hosting a winery during the Wine Walk portion of the event. The Friday Art & Wine Walk event was introduced for the 2016 festival and continues to grow in attendance, selling 239 tickets this year. It is the most popular festival event other than the Saturday Wine Walk. This event showcases Cannon Beach's arts scene, provides additional opportunities for wineries and increases the opportunity for retail sales in galleries.

The event continues to further Cannon Beach tourism by attracting and promoting to Cannon Beach's desired demographic of luxury and culinary travelers including significant numbers from Washington State and states beyond the Northwest. The event introduces visitors to many galleries, shops and restaurants during the wine walks and other festival events. The event also furthered tourism and the arts in Cannon Beach through a major advertising, public relations and social media campaign that positions the community as a premier culinary and arts destination.

We published two brochures to promote the event this year and get information in front of local businesses as early as possible. Our first brochure was distributed throughout Cannon Beach earlier than in past years and well in advance of November's Stormy Weather Arts Festival, in an attempt to invite back visitors with an affinity for serious wine and culinary experiences and a love for the arts. A second brochure run was distributed during the holidays.

The event is also intended to promote the culinary arts in Cannon Beach. The Bistro, Castaways and Cannon Beach Bakery hosted special wine dinners or offered special menus and events. Our Sunday event, Gold Medal Wines & the Battle of the Bites, showcased appetizers created by seven local chefs and restaurants including Pelican Pub & Brewery, Sweet Basil's Café, Seasons Café, Wayfarer Restaurant, Stephanie Inn Dining Room, new restaurant Mi Corazón and local chef Jonathan Hoffman.

In an effort to further increase tourism surrounding the event, we launched Savor Dungeness Crab Month during March in Cannon Beach. We invited local restaurants to create a new crab menu item or promote an existing one via a brochure that was circulated throughout town and on our website. We also worked with another sponsor to provide a Cannon Beach getaway package as a reward for the winner of an Instagram contest for posting photos of the crab dishes. While the results will be difficult to quantify, our goal for this month-long promotion was to increase traffic and sales at local restaurants and to add overnight stays throughout the month.

We expect there are additional visitors who come to Cannon Beach for the variety of other events occurring over the festival weekend.

2. Program/Project Evaluation

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

The Savor Cannon Beach Wine & Culinary Festival has been successful in creating a strong off-season weekend that benefits tourism and the arts in the community. The event continues to grow with a 28% increase in net ticket sales from the previous year. The success of the event is not dictated by the weather, as 89% of our tickets were purchased in advance.

Over the past few years, we have created events for participants and vendors that result in longer than typical stays during the festival. This year for the first time, our opening and closing events sold out before the festival began. Friday afternoon's Winemaker's Premium Pours and the Friday evening Art & Wine Walk not only achieved record sales, but have provided reasons for our vendors to increase their length of stay. We had 26 wineries choose to participate in extra events, an increase from 20 wineries last year.

We have strengthened our festival events and our marketing efforts in an effort to further Cannon Beach's reputation as an arts and culinary destination. We have also nurtured the festival's reputation as a serious wine and culinary event, rather than a "drinking" event like many festivals. We encourage responsible consumption practices by offering a shuttle service during the wine walk and an educational program prior to the wine walk that furthers participants' appreciation of wine and teaches wine tasting etiquette.

*Metrics scorecard pending data from surveys and will be provided with final evaluation.

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

Although much of our consideration about changes to the event in the future will wait until a final analysis has been conducted, we have had some initial thoughts about potential changes. We believe we have made significant steps toward self-sustainability by increasing and maximizing revenues, though we are still limited by the capacity of existing event venues in Cannon Beach. As we approach maximum capacity for some of our events, we will continue to expand and improve the offerings where possible.

With our Thursday night, Saturday Wine Walk and Sunday events now selling out, we will consider increasing ticket prices for those events to increase revenues in an effort to continue moving toward sustainability. For events that have not sold out in the past, we will pursue ways to increase ticket sales.

As with every year, we will strive to maintain our reputation as a serious wine and culinary festival and to encourage ticket sales to qualified enthusiasts who will pay higher prices for quality experiences, including food, wine, lodging and the arts.

3. Budget

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

Although it is too early to offer a final detailed accounting, our budget appears to be on track with our initial application.

As mentioned, net tickets sales increased by 28% over the 2018 festival. Further analysis of our ticketing data will provide more detail for our final report. Our sponsorship revenue also increased, due to an added sponsorship from the Oregon Dungeness Crab Commission in connection with our Savor Dungeness Crab Month promotion.

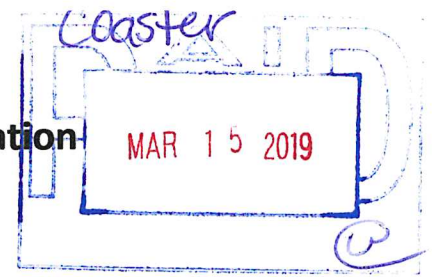
Although we are awaiting some final invoices, our spending is on track with our original budget. Of particular note: not all labor expenses in the year-to-date budget submitted with this evaluation are final. Additionally, our merchandise numbers are slightly higher than expected, as our at-the-door merchandise sales were well above previous years, resulting in a higher commission. (Donated to Clatsop Animal Assistance) We also ordered more wine glasses this year, to reach a lower per-glass price threshold that was just above our needed quantity. (Extra glasses can be used in future festival events.)

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

Current budget is attached. (2019 actuals not final.)

2019 Savor Cannon Beach Budget	2019 Budget	2019 Actuals	TAF Pmt 1	TAF Pmt 2
INCOME				
Ticket Sales Revenue (net)	\$42,200.00	\$ 51,475.75		
Merchandise Sales	\$300.00	\$ 790.00		
Winery & Venue Fees	\$6,500.00	\$ 6,330.00		
Sponsorship Revenue	\$11,438.00	\$ 18,538.00		
TAF Grant	\$44,419.00	\$ 44,419.00		
Total	\$104,857.00	\$ 121,552.75	\$ 17,767.60	\$8,783.80
EXPENSES				
Management				
Event Management	\$8,750.00	\$ 8,675.00	\$ 2,000.00	
Event Coordination (catering/facilities/volunteers/vendors/licensing)	\$17,500.00	\$ 17,425.00	\$ 2,000.00	
Ticket Sales (Log/Admin)	\$302.00	\$ 290.00		
Nondirect Operating Expenses (ofc. supplies, rent, telephones, util.)	\$5,400.00	\$ 5,425.00		
Insurance & Bank account fees	\$350.00	\$ 350.00		
Grant Oversight	\$5,000.00	\$ 5,000.00		
Marketing				
Advertising				
Space Rates	\$17,500.00	\$ 13,182.00	\$ 6,182.00	
Ad Prep	\$2,400.00	\$ 2,425.00	\$ 2,425.00	
Public Relations	\$7,200.00	\$ 7,085.00	\$ 3,160.60	\$3,460.27
Social Media/Email Marketing	\$4,770.00	\$ 4,663.75	\$ 2,000.00	\$2,500.00
Website Maintenance & Development	\$1,400.00	\$ 1,225.00		\$1,225.00
Printing & Graphics				
Design	\$1,300.00	\$ 1,245.00		\$1,245.00
Print Costs	\$350.00	\$ 353.53		\$353.53
Event				
Print Costs: Event Guide & Materials	\$2,400.00	\$ 3,116.00		
Licenses	\$1,250.00	\$ 1,230.00		
Tickets: Sponsorships and Comps	\$8,750.00	\$ 5,690.00		
Wristbands/Ticketing supplies	\$75.00	\$ 41.46		
Wine Bottle Bags	\$0.00	\$ -		
Wine Glasses	\$1,200.00	\$ 1,756.40		
Merchandise Sales Commission	\$180.00	\$ 465.00		
Linens & Décor	\$750.00	\$ 796.71		
Venue Fees	\$2,750.00	\$ 2,600.00		
Speaker Hotel Rooms	\$600.00	\$ 600.00		
Catering				
Food	\$8,500.00	\$ 7,557.49		
Wine	\$2,500.00	\$ 2,500.00		
Transportation - Shuttle Service	\$680.00	\$ 660.00		
Alcohol Monitors	\$1,000.00	\$ 995.00		
Staffing	\$2,000.00	\$ 1,795.00		
Total	\$104,857.00	\$ 97,147.34	\$ 17,767.60	\$8,783.80
Net	\$0.00	\$ 24,405.41	\$ -	\$0.00

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019
Mid Term



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: Coaster Theatre Playhouse

Evaluator Name/Position: Jenni Tronier – Marketing & Operations Director

Date: 3/15/2019

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 Events: With funds from the TAF we have held one special event (*John O'Hurley*) so far with a second scheduled for Sunday, March 17 (*St. Patrick's Day Event with 3 Leg Torso*).

Marketing: The remaining requested funds have been used to draw theatre and arts patrons from Portland to Cannon Beach. These efforts include ads in the programs for Broadway Across America performances at the Keller Auditorium in Portland.

Other funds have been used for tourism related memberships with Travel PDX and the Oregon Coast Visitors Association (OCVA). As Travel PDX members we get brochure placement in the Pioneer Courthouse Square Visitors Center as well as listings on their website and information on tourism related events. As OCVA members we get a discount on ads (print & online), a listing on their website and access to their weekly leads that allows us to target travelers interested in visiting the Oregon Coast.

2. Program/Project Evaluation

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

1. John O'Hurley – September 8, 2018

Total attendees: 198

From 50+ miles away: 59.4 attendees

Staying at a Cannon Beach Hotel, Vacation Rental or RV Park: 29.7 attendees

We are always happy when an event or performance sells out! We are disappointed that we did not pull more attendees from outside the 50 mile radius. We struggle to

find the right balance between big names that we know will draw a full or mostly full house but most of those seats are sold to locals vs. smaller acts that may have a large following but don't pull the full houses we see with larger acts.

2. Deathtrap – September 21 – October 27, 2018

Total Attendees: 1772

From 50+ miles away: 1202 (72%)

Staying at a CB Hotel, Vacation Rental or RV Park: 689 (57% of attendees from 50+ miles)

3. The Wizard of Oz – November 16 – December 23, 2018

Total Attendees: 2605

From 50+ miles away: 933 (38%)

Staying at a CB Hotel, Vacation Rental or RV Park: 484 (52% of attendees from 50+ miles)

4. Vanya and Sonia and Masha and Spike – February 1-23, 2019

Total Attendees: 735

From 50+ miles away: 312 (47%)

Staying at a CB Hotel, Vacation Rental or RV Park: 195 (63% of attendees from 50+ miles)

5. St. Patrick's Day Event with 3 Leg Torso – March 17, 2019

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

6. Living on Love – March 15 – April 13, 2019

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

7. Bunbury – May 3-26, 2019

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

8. Marketing & Promotion:

Broadway Across America Programs:

1. *Waitress* – performance dates: September 18-23, 2018

Third-page ad featuring *Deathtrap*.

2. *Come From Away* – performance dates: February 26-March 3, 2019

Half-page ad featuring *Living on Love* and *St. Patrick's Day Event with 3 Leg Torso*.

3. UPCOMING - Disney's *Aladdin* – performance dates: March 27-April 7, 2019

Full-page ad featuring *Living on Love* and *Bunbury*.

Facebook – Boosted Posts

1. CURRENTLY – *St. Patrick's Day Event with 3 Leg Torso*
Ad ends March 15, 2019

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

As always early promotion is key to filling the seats for our events and shows. We have seen success from our advertising in the Broadway Across America programs. The trick is to coordinate their program schedule with the events and shows so we can take full advantage of the advertising value of the programs. This means selecting show programs with highest potential impact while coordinating with event performers to have information and photos available to us early to include in these ads. We have also begun to promote and boost posts on Facebook at targeted audiences to see if a minimal investment can increase the turnout for events.

While we are happy with our ROI with the Broadway Across America programs, we are evaluating our current strategy with Skies America (publisher for Broadway Across America programs) about adding an online component through their website PDXlive.com to see if we can gain some more eyes (and audience members) for our dollars spent. This will allow us to track clicks and have verifiable ROI through clicks and page visits.

We have also eagerly wanted to advertise with Artslandia and have started a conversation with them about future advertising so that we can reach a broader theatre and performing arts audience in the greater Portland area.

3. Budget

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

The *John O'Hurley* concert, September 8, 2018, surpassed its financial projections of 60 seats sold for \$1500 to 198 seats sold for \$14,828; a sold out performance. *The St. Patrick's Day Celebration with 3 Leg Torso* scheduled for Sunday, March 17, 2019, has not yet met its financial projections which are 60 seats sold for \$1500. As of Wednesday, March 13 this event is at 37 seats sold for \$804; about 50% of the projected numbers. We are seeing a slow increase in our special event attendance. The percentage of patrons from 50 miles away, or staying at a Cannon Beach hotel, vacation rental or RV park, continues to be a consistent 65-75 percentage of our house.

- 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.

SPECIAL EVENTS

Performance Date	Artist/Group	From 50+ miles away		Staying at a CB Hotel or VR		House Totals
		%	#'s	% of 50 m	#'s of 50 m	
09/08/18	John O'Hurley	30%	59.4	50%	29.7	198
03/17/19	St. Patrick's Day Event with 3 Leg Torso					
TOTALS		30%	59.4	50%	29.7	198

VANYA AND SONIA AND MASHA AND SPIKE

Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps	Weather
	%	#'s	% of 50 m	#'s of 50 m			
1-Feb	50%	28.5	60%	17.1	57	8	rainy & cold - 52*/45*
2-Feb	50%	29	50%	14.5	58	4	cold & dry - 49*/41*
8-Feb	25%	9.5	90%	8.55	38	5	Winter Weather Warning - 43*/29*
9-Feb		0		0	0	0	Cancelled due to potential icy conditions - 38*/32*
10-Feb	50%	35	80%	28	70	10	rainy - 43*/27*
15-Feb	40%	33.2	60%	19.92	83	3	showers - 48*/39*
16-Feb	60%	63	75%	47.25	105	13	damp - 46*/33*
17-Feb	40%	25.2	50%	12.6	63	10	cool & sunny - 46*/30*
22-Feb	40%	33.6	60%	20.16	84	8	early rain, cool - 46*/31*
23-Feb	50%	55	50%	27.5	110	6	45*/32*
TOTALS	47%	312	63%	195.58	668	67	

WIZARD OF OZ

Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps
	%	#'s	% of 50 m	#'s of 50 m		
16-Nov	20%	25.2	90%	22.68	126	23
17-Nov	30%	47.7	60%	28.62	159	8
23-Nov	80%	150.4	50%	75.2	188	9
24-Nov	70%	133	50%	66.5	190	14
25-Nov	40%	54	10%	5.4	135	19
30-Nov	40%	37.6	50%	18.8	94	4
1-Dec	50%	84.5	80%	67.6	169	11
7-Dec	30%	24.6	50%	12.3	82	8
8-Dec	40%	50.8	50%	25.4	127	14
9-Dec	20%	39.4	1%	0.197	197	11
14-Dec	25%	25.5	40%	10.2	102	7
15-Dec	40%	68.4	50%	34.2	171	5
16-Dec	20%	34	70%	23.8	170	4
21-Dec	30%	45.9	80%	36.72	153	7
22-Dec	40%	74.8	50%	37.4	187	11
23-Dec	20%	37.8	50%	18.9	189	11
TOTALS	38%	933.6	52%	483.917	2439	166

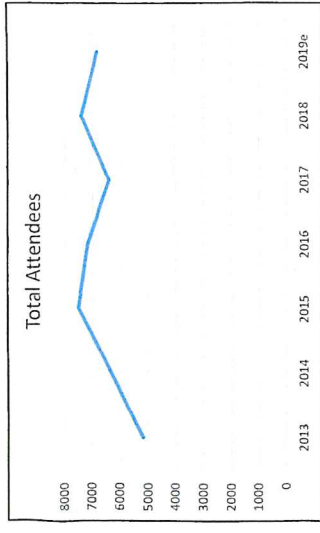
DEATHTRAP

Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps
	%	#'s	% of 50 m	#'s of 50 m		
21-Sep	80%	107.2	60%	64.32	134	8
22-Sep	80%	120	50%	60	150	4
28-Sep	80%	83.2	70%	58.24	104	3
29-Sep	60%	72.6	50%	36.3	121	3
30-Sep	60%	72.6	50%	36.3	121	5
5-Oct	80%	61.6	60%	36.96	77	4
6-Oct	80%	103.2	80%	82.56	129	6
12-Oct	75%	84	50%	42	112	4
13-Oct	80%	91.2	50%	45.6	114	8
14-Oct	60%	42	40%	16.8	70	3
19-Oct	70%	86.8	50%	43.4	124	9
20-Oct	60%	92.4	80%	73.92	154	12
26-Oct	80%	92.8	50%	46.4	116	12
27-Oct	60%	93	50%	46.5	155	10
TOTALS	72%	1202.6	57%	689.3	1681	91

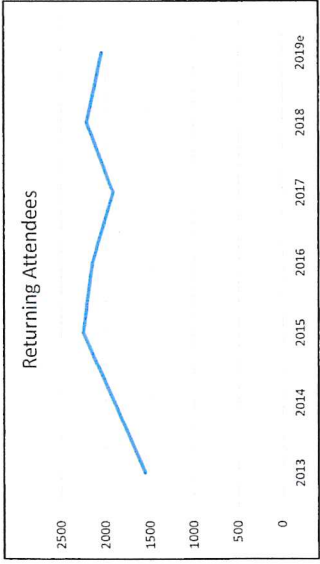
Date	Vendor	Description	Income	Expense New Events	Marketing	Total Expense	Balance	Date Trans Fm Savings
8/27/18	City of CB	Carryover from 2018	-			0.00	249.85	
8/29/18	John O'Hurley	Grant Income	9,763.25			0.00	10,013.10	
8/29/18	John O'Hurley	John O'Hurley		9,000.00		9,000.00	1,013.10	
9/1/18	Inn at CB	John O'Hurley		1,000.00		1,000.00	(750.15)	12/18/18
9/1/18	Inn at CB	John O'Hurley		152.62		152.62	(902.77)	12/18/18
9/30/18		John O'Hurley		305.24		305.24	(1,208.01)	12/18/18
11/1/18	Skies America	Interest	0.03				(444.73)	
11/1/18	Explorer Media	Waitress Ad			1,073.00	1,073.00	(2,281.01)	12/18/18
11/28/18	City of CB	Grant Income	14,582.80		1,472.00	1,472.00	(3,753.01)	12/18/18
12/6/18	Travel Portland					0.00	10,829.79	
12/6/18	Explorer Media Group	Cannon Beach Magazine			570.00	570.00	10,259.79	2/28/19
12/26/18		Interest	0.07		735.00	735.00	9,524.79	2/28/19
1/25/19		Interest				0.00	9,524.86	
2/26/19		Interest	0.09			0.00	9,524.86	
2/23/19	Laser Print & Copy	Poster for St. Patrick's Day Event	0.09			0.00	9,525.04	
2/22/19	City of CB	Grant Income	7,291.40		27.00	27.00	9,498.04	
						0.00	16,789.44	
			31,637.73			5,334.86		
Total Grant + Carryover			31,887.58	10,457.86	3,877.00	14,334.86	17,552.72	
Carryover			(249.85)					
Total Grant (included interest)			31,637.73					
2018 Budget			39,054.00	16,054.00	23,000.00		17,579.72	Savings Bal

NOTE-Please Input event data in the yellow cells

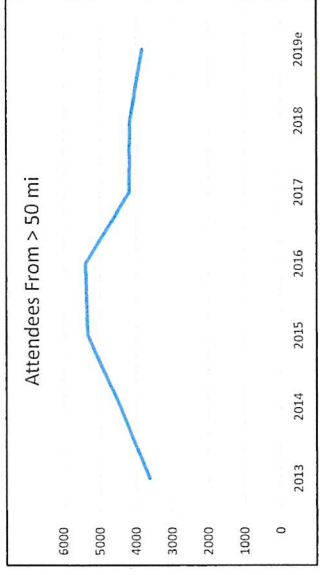
	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	5194	6340	7525	7203	6389	7377	6816



	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	1558	1902	2257	2151	1917	2213	2044

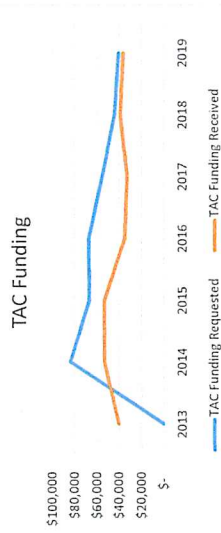


	2013	2014	2015	2016	2017	2018	2019e
Attendees From > 50 mi	3636	4438	5343	5402	4186	4162	3817

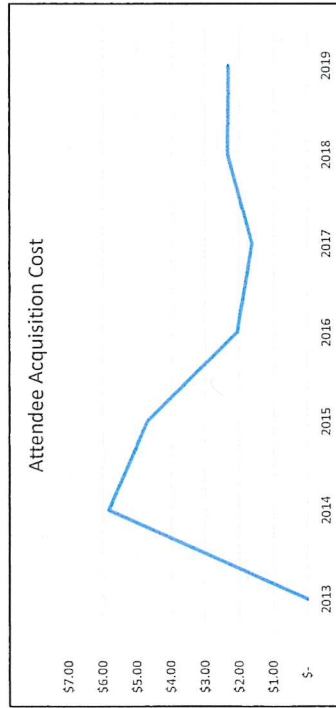


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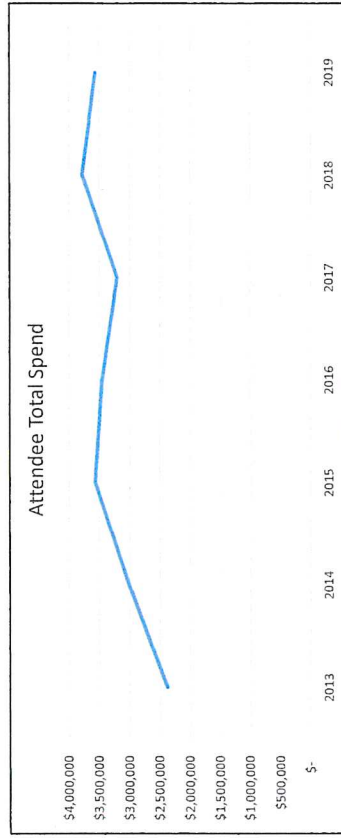
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ -	\$ 83,861	\$ 66,829	\$ 67,444	\$ 55,275	\$ 44,210	\$ 40,400
TAC Funding Received	\$ 40,600	\$ 53,400	\$ 53,400	\$ 35,264	\$ 33,044	\$ 39,053	\$ 36,457



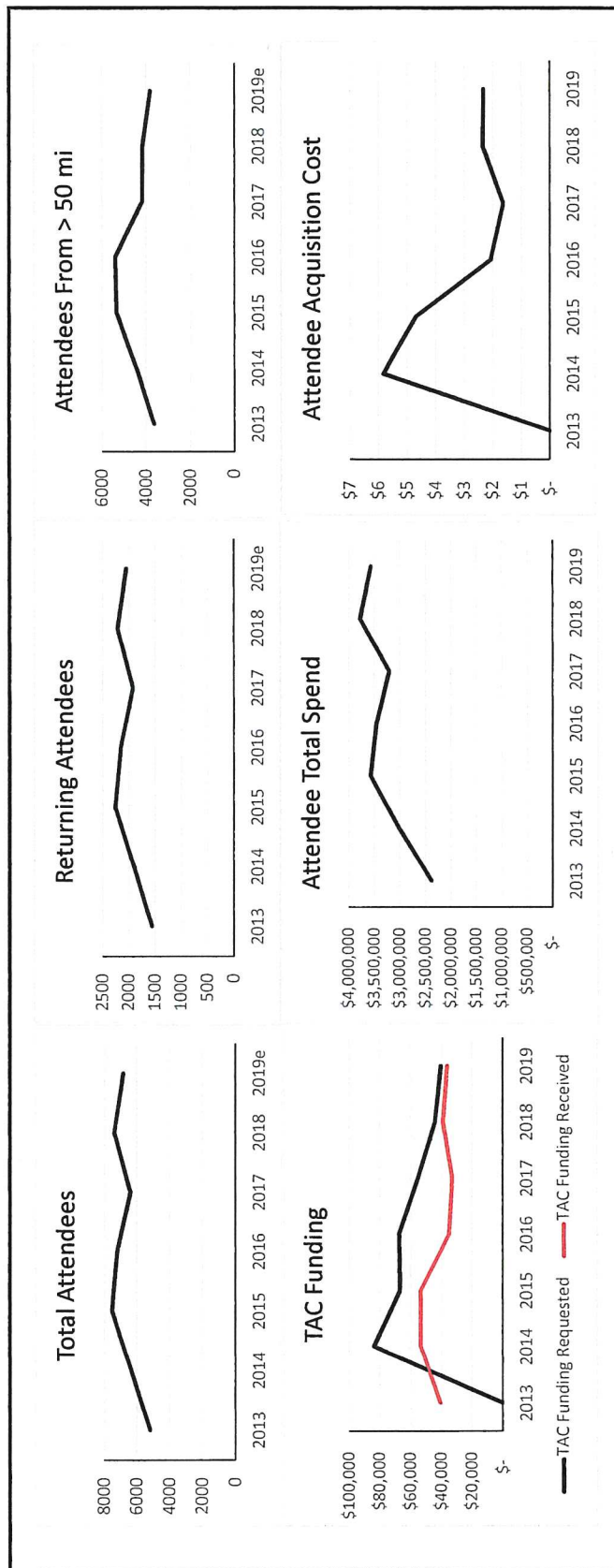
	2013	2014	2015	2016	2017	2018	2019
Marketing Expense	\$ -	\$ 37,000	\$ 35,382	\$ 14,931	\$ 10,434	\$ 17,351	\$ 15,838
Total Attendees	5194	6340	7525	7203	6389	7377	6816
Attendee Acquisition Cost	\$ -	\$ 5.84	\$ 4.70	\$ 2.07	\$ 1.63	\$ 2.35	\$ 2.32

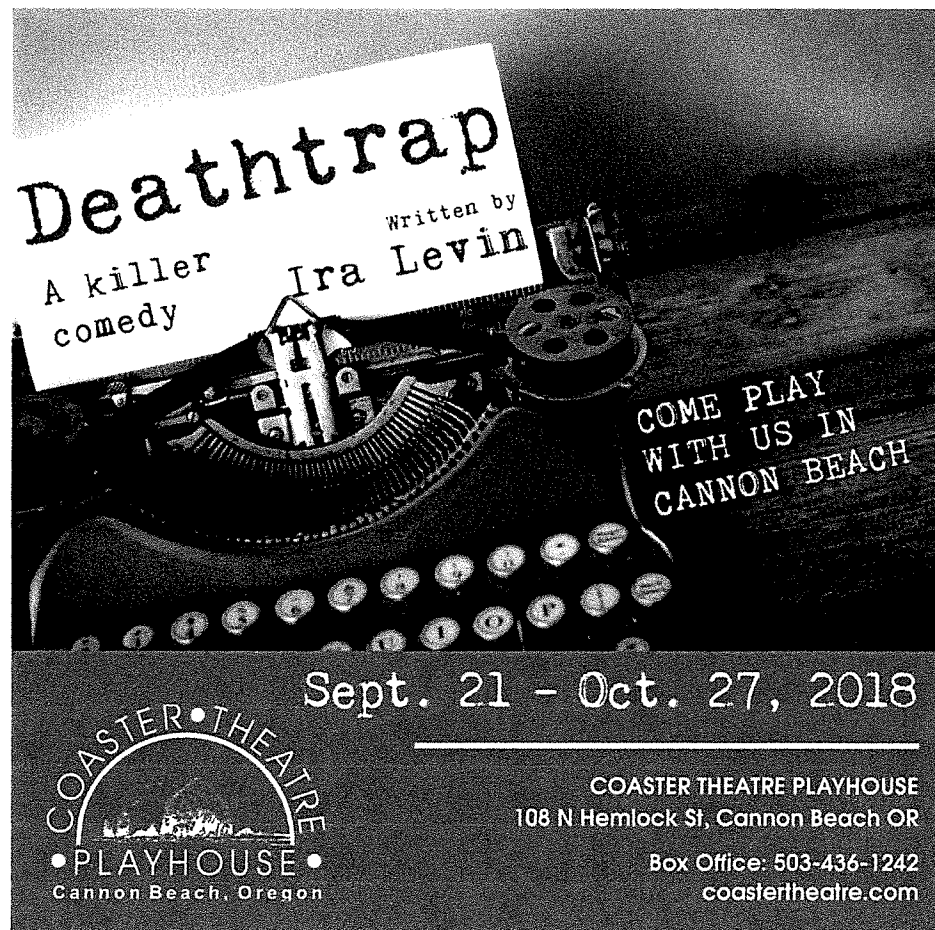


Average Attendee Spend	2013	2014	2015	2016	2017	2018	2019
Room Rental (Clatsop)	\$ 85	\$ 87	\$ 88	\$ 89	\$ 93	\$ 95	\$ 97
Other Spending-est.	\$ 271	\$ 274	\$ 277	\$ 280	\$ 285	\$ 288	\$ 288
Total	\$ 353	\$ 366	\$ 365	\$ 369	\$ 386	\$ 394	\$ 402
Avg Attendee Day Stays	1.30	1.30	1.30	1.30	1.30	1.30	1.30
Total Attendees	5194	6340	7525	7203	6389	7377	6816
Total Day Stays	6,752.2	8,242.0	9,782.5	9,363.9	8,305.7	9,590.1	8,860.8
Attendee Total Spend	#####	#####	#####	#####	#####	#####	#####



Events Metrics Scorecard- EVENT NAME





COME PLAY
WITH US IN
CANNON BEACH

Sept. 21 - Oct. 27, 2018



COASTER THEATRE PLAYHOUSE
108 N Hemlock St, Cannon Beach OR

Box Office: 503-436-1242
coastertheatre.com

WHO'S WHO in the CAST

KEVIN CAROLAN (*Claude and Others*). Broadway: Disney's *Newsies* (Gov. Roosevelt—original cast, national tour and feature film). Tours: *Chicago* (North America, Japan, Dubai). Regional: Goodman/Huntington (*The Jungle Book*, *Baloo*, dir. Mary Zimmerman). Movies: *Bear with Us*, *Can You Ever Forgive Me*. TV: "OITNB" (Netflix), "Gotham," "The Middle," "The Good Wife," "Curb Your Enthusiasm." kevincarolan.com.

HARTER CLINGMAN (*Oz and Others*) is very grateful to be joining the CFA family! National tours: *Peter and the Starcatcher* (director, Roger Rees). Proud Chicago collaborations: The Paramount, Chicago Shakespeare, Drury Lane, The Gift, Mercury Theater. Regional: Peninsula Players, WI. (Company Member). Love and thanks to Ashley, family, CFA team and Stewart Talent!

NICK DUCKART (*Kevin J. Ali and Others*). Thrilled to join the *Come From Away* family! Favorite credits include *Evita*, *In the Heights* (Carbonell Award), *Carmen*, *Man of La Mancha*, *Zorba!*, *A View from the Bridge* and more. TV: "The Blacklist," "The Arrangement," "Burn Notice." Love to Mariand, Lucy and his family. nickduckart.com.

CHAMBLEE FERGUSON (*Nick and Others*) is thrilled to be a part of the CFA family! Regional: 23 seasons at Dallas Theater Center (2017 Tony

Award), *The Alley*, Trinity Rep. and others. Select TV/film: "American Crime," "Friday Night Lights," "Prison Break," *A Scanner Darkly*, *Parkland*. 2011 Lunt/Fontanne Fellow. MFA acting, SMU. Thanks to Telsey, HCKR, Lynnie and the three.

BECKY GULSVIG (*Beverley and Others*) is honored beyond words to help tell this story. Broadway: *School of Rock* (Patty), *Legally Blonde The Musical* (original cast), *Hairspray* (Amber). First national tours: *Legally Blonde* (Elle Woods), *Beautiful* (Cynthia Weil). Off-Broadway: *Disenchanted* (Cinderella). beckygulsvig.com. "So much love to my two favorite Canadians, Tyler and Hazel." @beckygulsvig.

JULIE JOHNSON (*Beulah and Others*). Broadway: *Candide*. Off-Broadway: *Das Barbecu* (Drama Desk nominee, Theater World Award), *Roadside*, first national tour of *Memphis The Musical*. Regional: *Chasing the Song*; *Ragtime*; *Les Misérables*; *Mame*; *Hello, Dolly!*; *Cabaret*; *Rocky Horror Show*; *Sense and Sensibility*; *The Best Little Whorehouse...*; *Paper Moon*; Carnegie Hall with The New York Pops; voice of Baby Bop on "Barney and Friends."

CHRISTINE TOY JOHNSON (*Diane and Others*) is an award-winning actor, playwright, director and advocate for inclusion. Season Two of Netflix/Marvel's "Iron Fist." Broadway/Off-

Broadway/national tours: *The Music Man*, *Merrily We Roll Along*, *Pacific Overtures*, *Cats*, *Flower Drum Song*, *Bombay Dreams*. 100 other TV/film appearances. 2013 Rosetta LeNoire Award from AEA. Details: christinetoyjohnson.com. Twitter/Insta: @CToyJ. Grateful.

JAMES EARL JONES II (*Bob and Others*). National tour: Gershwin's *Porgy & Bess*. Regional: Porchlight Music, Goodman, Marriott, Court, Chicago Shakespeare, Writers, Lookingglass, Lyric Opera Chicago, SF Opera, Ravinia, Broadway in Chicago. TV/film credits: *Pokerhouse*, *Half-Bad*, "Chicago Med." Download "Sunday Morning" from the movie *Breaking In*. Thanks to friends, family, Stewart Talent, Telsey and Chris Ashley. "For my daughter, Semaje."

MEGAN MCGINNIS (*Bonnie and Others*). Broadway: *Side Show*, *Les Misérables*, *Little Women*, *Beauty and the Beast*, *Thoroughly Modern Millie*, *Parade*, *The Diary of Anne Frank*. London and Off-Broadway: *Daddy Long Legs*. TV/film: "The Marvelous Mrs. Maisel," *Daddy Long Legs* (BroadwayHD), *A Goofy Movie*. Recordings: *Daddy Long Legs*, *Little Women*, *Parade*, duets on Sutton Foster's *Wish* and *Take Me to the World*. Love to A and B.

ANDREW SAMONSKY (*Kevin T. and Others*). Broadway/NYC: *South Pacific* (Cable, PBS

March 15 - April 13, 2019

A pitch perfect romantic comedy.

Living on Love

Written by
Joe DiPietro



COME PLAY WITH US
IN CANNON BEACH.

Sunday, March 17, 2019 | 3:00pm

St. Patrick's Day Event
with 3 Leg Torso



COASTER THEATRE PLAYHOUSE

108 N Hemlock Street | Box Office: 503-436-1242
Cannon Beach OR 97110 | coastertheatre.com

COME PLAY WITH US IN
CANNON BEACH.

March 15 - April 13, 2019

A pitch perfect romantic comedy.

Living on Love

Written by
Joe DiPietro

Based by the play Peccadillo by
Garson Kanin



MAY 3 - 26, 2019

What if Romeo & Juliet lived
happily ever after? What if Blanche
Dubois didn't go crazy?
Can a happy ending change history?

BUNBURY

BY TOM JACOBSON

A Serious Play for Trivial People.



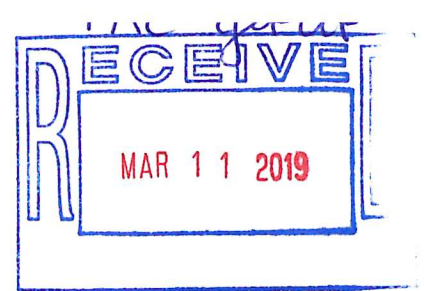
COASTER THEATRE
PLAYHOUSE
Cannon Beach, Oregon

COASTER THEATRE PLAYHOUSE

108 N Hemlock Street | Box Office: 503-436-1242
Cannon Beach OR 97110 | coastertheatre.com

upcoming Aladdin Ad

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019
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: 7th Annual Get Lit at the Beach-A Gathering for Readers
Evaluator Name/Position: Tracy Abel/Event Coordinator **Date:** April 5-7, 2019

1. Project/Program Summary

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.

"Get Lit at the Beach ~ a Gathering for Readers" is back for its 8th year with six acclaimed authors.

Popular authors **Terry Brooks, Pierce Brown, Deb Caletti, Carol Cassella, Sophia Shalmiyev** and **Leni Zumas** will be present to mingle, sign books and tell stories to an enthusiastic crowd at the Surfsand Ballroom in Cannon Beach.

New this year is the Inaugural "Lit Crawl" on Friday evening. This event is free and open to the public. Author and local favorite **Peter Lindsey** will read at the Cannon Beach Library 6:45pm-7:30pm. From there participants can move to The Wine Shack to hear **Paul Zitarelli** introduce his new book, 36 BOTTLES OF WINE and sample different varietals of wines featured in his book.

Meet our Authors:

Pierce Brown spent his childhood building forts and setting traps for cousins in the woods of six states and the deserts of two. Graduating from college in 2010, he fancied the idea of continuing his studies at Hogwarts. Unfortunately, he doesn't have a magical bone in his body. So, while trying to make it as a writer, he worked as a manager of social media at a startup tech company, toiled as a peon on the Disney lot at ABC Studios, did his time as an NBC page, and gave sleep deprivation a new meaning during his stint as an aide on a U.S. Senate campaign. Now he lives Los Angeles, where he scribbles tales of spaceships, wizards, ghouls, and most things old or bizarre. Pierce is the author of the immensely popular RED RISING series.

Deb Caletti, is the author of over sixteen books for young adults and adults. She's been a National Book Award finalist, a finalist for the PEN USA award, and her books have won the Washington State Book Award and the Pacific Northwest Booksellers Award, among other distinctions. Her newest YA novel, *A HEART IN A BODY IN THE WORLD*, earned four-star reviews and was a New York Public Library, Chicago Public Library, KCLS, and Booklist "Best book of 2018." The New York Times Review of HEART said, "This is, quite simply, a book everyone should read right now."

Carol Cassella is a practicing physician and the national bestselling author of three novels, *GEMINI* (2014), *HEALER* (2010), *OXYGEN* (2008). All were Indie Next Picks and have been published in multiple foreign languages. Her books have been finalists for the Washington State Book Award and highlighted as top choices by Library Journal, BookList, Harpers Bazaar, People Magazine, Poets & Writers, Women's Day, and USA Today, among others. Through her fiction, she explores lives touched by addiction, malpractice, immigration, and tragedy. Carol majored in English Literature at Duke University and worked in publishing before attending medical school. She is board certified in both internal medicine and anesthesiology and wrote for the Bill & Melinda Gates Foundation prior to her career in fiction. Her work has appeared in the *New York Times*, *Wall Street Journal*, *Huffington Post*, and other web and print sites. She was a founding board member of [Seattle7Writers](#), a non-profit supporting literacy in the Pacific Northwest, and has served on medical organizations working in Thailand, [Nicaragua](#), [Bhutan](#), Mexico, and [Cuba](#). Carol lives on Bainbridge Island, Washington with her husband and two sets of twins, whom she counts as her grandest works of art. She is currently writing her fourth novel.

Sophia Shalmiyev emigrated from Leningrad to NYC in 1990. She is an MFA graduate of Portland State University with a second master's degree in creative arts therapy from the School of Visual Arts. She lives in Portland with her two children. *MOTHER WINTER* is her first book. Born to a Russian mother and an Azerbaijani father, Shalmiyev was raised in the stark oppressiveness of 1980s Leningrad (now St. Petersburg). An imbalance of power and the prevalence of antisemitism in her homeland led her father to steal Shalmiyev away, emigrating to America, abandoning her estranged mother, Elena. At age eleven, Shalmiyev found herself on a plane headed west, motherless and terrified of the new world unfolding before her. Now a mother herself, in *MOTHER WINTER* Shalmiyev recounts her emotional journey as an immigrant, an artist, and a woman raised without her mother. Depicted in urgent vignettes that trace her flight from the Soviet Union and back again to find the mother she never knew, Shalmiyev's story is an arresting, impassioned account that is equal parts refugee-coming-of-age tale, feminist manifesto, and a meditation on motherhood, displacement, gender politics, and art. Her years of travel, searching, and forging meaningful connection with the worlds she occupies culminates in a searing observation of the human heart and psyche's many shades across time and culture.

Leni Zumas novel *RED CLOCKS* (Little, Brown, 2018) was a New York Times Editors' Choice, an Amazon Best Book of the Month, and an Indie Next pick. It was named as a Best Book of 2018 by The Atlantic, Huffington Post, Entropy, and the New York Public

Library. Vulture called it one of the 100 Most Important Books of the 21st Century So Far. Leni is also the author of *FAREWELL NAVIGATOR: STORIES* (Open City, 2008) and the novel *THE LISTENERS* (Tin House, 2012). Her fiction and essays have appeared in *Granta*, *The Cut*, *The Sunday Times* (UK), *Portland Monthly*, *Tin House*, *Lenny Letter*, *The Collagist*, *The Elephants*, & elsewhere. She has received grants and fellowships from the Lower Manhattan Cultural Council, the Barbara Deming Memorial Fund, the Regional Arts & Culture Council, and the New York Foundation for the Arts. Leni lives in Portland, Oregon, where she directs the creative writing program at Portland State University.

Terry Brooks has been awarded the Lifetime Achievement Award from World Fantasy and is one of the biggest-selling writers of fantasy living today. He may be best known for his twenty-six book *SHANNARA* series. However, he also has written six volumes of the *MAGIC KINGDOM LANDOVER* series, three in the *WORD AND VOID* series, as well as a non-fiction book on writing, *SOMETIMES THE MAGIC WORKS*. He also penned the novelization of *STAR WARS: THE PHANTOM MENACE*. In total he has thirty-five books in print, most of which have appeared on The New York Times bestseller list. Terry's third book in the *THE FALL OF SHANNARA* series, *THE STIEHL ASSASSIN*, will be out in June. *THE SHANNARA CHRONICLES*, a TV series that recently completed its second season, is based on Terry's books. Terry will serve as Master of Ceremonies and moderator Sunday morning for Get Lit.

If **Peter Lindsey** were a Cannon Beach tree, he would be an old-growth Sitka spruce, subjected to decades of lashing winter storms and salt laden air from the sea. His family arrived in Cannon Beach in the early 1950's. 106 souls resided in the village of gray-shingled cottages, most struggling to rest a living from the surrounding forests. The sidewalks downtown, in his youth, were wooden constructs elevated above the marshes below. High tides brought brackish water under them replete with muskrats frisking under the boardwalks. Lindsey attended most of the major colleges and universities in Oregon after matriculating from Seaside High School. He completed graduate work at the University of Oregon in English, specializing in folklore and mythology. As a folklorist, his interest lies in the study of information, stories, folktales, oral histories, and other knowledge passed from generation to generation in oral tradition. Professor Lindsey has folklore materials that appear in a number of anthologies including *The Stories We Tell: An Anthology of Oregon Folk Literature*, *The Well-Traveled Casket: A Collection of Oregon Folklife*, and *Oregon Folklore*. He is the author of *Comin' In Over The Rock* and *Just Movin' The Water Around*.

Paul Zitarelli is a Harvard-trained applied mathematician who abandoned that path for a life in wine. He is one of a small number of Americans to hold the WSET Level 4 Diploma (precursor to the Master of Wine) and applies that knowledge as a wine merchant in his retail business, Full Pull Wines. He reaches his customers via a much-read newsletter that offers engaging stories of new wines on offer. *36 Bottles of Wine* is his first book.

The festivities will begin with an Author's Reception on Friday evening from 5:00pm to 6:30pm at Chamber Community Hall. There will be complimentary beverages, hors d'oeuvres and a chance to meet and chat with the authors and other attendees. The Lit Crawl will start at 6:45pm with author Peter Lindsey reading at the Cannon Beach Library. At 7:45pm The Wine Shack will host author Paul Zitarelli. The Lit Crawl events are free and open to the public. On Saturday at the Surfsand Ballroom the authors will present talks about their lives, craft, and almost anything else. Q&A with authors and books will be signed. Saturday evening is time for dinner at the Surfsand Resort and keynote speaker Deb Caletti.

Sunday morning at the Cannon Beach Coaster Theater Get Lit will wrap things up with a panel discussion with the Saturday authors. This event is open to all free of charge. Audience participation is encouraged and pastries and coffee will be provided.

The cost to attend:

\$95 full registration. This includes all three events

\$30 Friday night reception only

\$65 Saturday night dinner only (this includes one free drink ticket)

The Lit Crawl on Friday and the Q&A with the authors is open to public and free of charge.

Tickets are available on-line and at three local businesses (Copies & FAX, Cannon Beach Book Company and Jupiter's Books.) We track ticket sales and capturing addresses of where attendees live in order to provide empirical data of "heads in beds". We use Eventbrite's on-line registration as well as track tickets sold in person. We have continued to use the website www.GetLitAtTheBeach.com and continue to actively post not only information about Get Lit on our Facebook page but also information and promotion of other events and Cannon Beach.

So far, out of the 58 full passes sold 43 tickets sold will be traveling 50+ miles to attend. Currently Hallmark Resort, Surfsand Hotel & Resort, Cannon Beach Hotel, The Waves, and Tolovana Inn have offered special rates to our attendees.

Marketing: We purchased four advertising spots in Shelf Awareness which is an email newsletter dedicated for the book trade ie: publishers, book sellers, libraries, and writers and readers. We are running ads on Travel Oregon which are "run of site" with 40,000 impressions. We have sent our poster and brochure to Pacific Northwest Booksellers Assoc. (PNBA) which includes book sellers from Oregon, Washington and Idaho. We are running four weeks of advertising in the newsletter for Beyond 50 radio, which includes our event ad for free on their events website www.AnnualOregon.com along with a link to the Get Lit at the Beach YouTube video produced by the Cannon Beach Chamber of Commerce last year. Beyond 50 radio targets generation X and Baby

Boomers. We hired a poster distributor who is distributing posters and brochures to Portland Bookstores and libraries. Explorer Media Group sent out our Press Release to media outlets in Washington and Oregon. The event is listed on KMUN Coast Radio and we bought spots with Coast Radio Business Marketing including a web stream to target Portland and Seattle listeners. We emailed our press release to April Baer from NPR's State of Wonder and invited her to attend the event complimentary. We sent the Press Release to Erick Bengal from Daily A/Coast Weekend and RJ Marx, Cannon Beach Gazette. We distributed the brochure to several locations in Olympia, WA including restaurants, libraries, and Visitor Information Center.

We have asked each author to use the marketing materials on their personal websites and/or Facebook pages to target their fan base. On March 22 Carol Newman will interview us on her show KMUN Arts-Live. The weekend of the event Carol will also interview one of our authors, Sophia Shalmiyev.

2. Program/Project Evaluation

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

In an effort to try and move people around town and provide more value to the event we added an additional event to the program called "Lit Crawl". We decided to keep it small with only two locations, the Cannon Beach Library and The Wine Shack. We currently don't have a budget to pay these authors so they have offered to read/speak for free but they can sell their book if they choose to do so. We also decided to make this event free for the public so locals and others might consider attending. When we do the final evaluation, we will be able to report if it was successful.

Our goal is to not only build attendance but also how to reach a niche audience. This year we increased our advertising budget to get better placement and sizes as well as try to reach our target market through not only print and digital ads, but also radio ads on public radio. I believe if it doesn't increase our attendance this year the outcome will still be positive to help us raise awareness to a broader audience in the future.

Another goal of this program is to provide (potential) economic benefits to the city. The attendees will stay in area hotels, vacation rentals and with friends and shop in our shops and eat in the restaurants. The schedule is designed for attendees to go out to dinner on Friday evening, eat lunch at a local restaurant on Saturday, and shop during the free time on Saturday and Sunday.

This program is (also) designed to promote literary arts in Cannon Beach and support and promote additional Tolovana Arts Colony programs. We strongly believe what we do is important to the life of the literary arts in the community. There are many festivals built around the wonderful artwork offered in our local galleries but aside from our monthly community library talks, there is almost nothing dealing with books and reading.

We think of ourselves as a community of artistic programs, and for that to be true we feel we need to give books and reading a larger share of our attention.

Potential Economic Impact:

Hotels (2 nights @ \$150/night) \$24K (80 attendees)

Food (3 days @ \$50/day) \$12K (80 attendees)

Shopping (2 days @ \$75/day) \$12K (80 attendees)

Total Economic Impact: \$48K

Pre-event & event production economic impact: \$10K

Print materials, speaker gifts, event management, venue rental and local services.

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

Contracting the space needed in advance and not having to continually move the dates around. Currently, this event will take place almost 1.5 months earlier than last year and we have continued to change from April to late May to now the first weekend of April. If we know the dates in advance it will also help with timelines, advertising and budgeting.

3. Budget

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

The TAF Award was \$29,143. Since this event has not yet taken place an estimated budget with projected income and expenses is attached.

THURSDAY / SEPTEMBER 26, 2019

8:00 am	Board of Regents Meeting			
12:00 pm	LUNCH			
2:00	Mastership Tutorial <i>Doctors Names</i>	Intro to TMD/NMD <i>Barry Cooper, MICCMO Raman</i>	TENS and Take A Bite: Why, How, When <i>Dr. Curtis Westersund</i>	The Simple, Non- Confrontations Formula to Get Your Patients to Say Yes! <i>Presenters Name/s</i>
5:00	President's Welcome Reception			

FRIDAY / SEPTEMBER 27, 2019

8:00 am	The Masterpiece in You Dr. Richard Height		
9:00	Morning Break/Exhibits		
9:30	Title Jeff Haddad	3D Implantology: A Modern Approach to Implant Dentistry Dr. Neal Patel	Ozone in Dentistry Dr. John Highsmith
10:30			The Art & Science of Digital Marketing Mr. Donald Griswold (no bio) or Travis Thornton?
11:30	LUNCH		
1:00	DTR - The Physiologic Next Step for a Neuromuscular Dentist Dr. Ben Sutter	Road to Fellowship, Mastership and Manuscript Publishing Bixby, Height & Cooper	Avoiding Professional Liability Dr. Bill Choby
1:30		How To Integrate the Treatment of Sleep Apnea into Your Practice Dr. Tony Soileau	Orthopedic Joint Congruency and Yoga to Improve Posture Dr. John Burroughs
2:00			
2:30		3-3:30p Break/Exhibits	
3:00	Building a TMD Practice within General Practice the 10K a Day Way William Williams	NMD in New Frontiers Konstantin Ronkin	Support for NM TMD Therapy Peter Ferro, DDS, FICCMO
3:30			The Orofacial Complex & Soft Tissue Disfunction: A Multidisciplinary Approach Mary Billings
4:00	Mastership/Fellowship Convocation		
4:45			
5:30			
6:30			

SATURDAY / SEPTEMBER 28, 2019

8:00 am	NM Restorative Treatment from Start to Finish <i>Prabu Raman</i>	Potential Resolution of Sleep Disordered Breathing <i>David Singh</i>	Wheel of Fortune – A Roadmap for Your Success <i>Mandy Holley & Monica Goldenberg</i>
10:00	Morning Break/Exhibits		
10:30	NM Case Challenges <i>Speaker TBD</i>	Your TMD Patient Does Not Need Sleep <i>Sabag Mahseredjian</i>	Craniofacial Wellness in Four-Part Harmony <i>Mark Duncan</i>
11:30	LUNCH		
1:00	Make Experts Interesting/Continues after break... <i>Paul Homoly</i>		
2:30	Break/Exhibits		
3:00	Make Experts Interesting/continued <i>Paul Homoly</i>		
5:00	Farewell Reception		
5:30			

SUNDAY / SEPTEMBER 29, 2019

9:00 am	Fellowship/Mastership Exam
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2019 Get Lit At The Beach (Est. Budget)

Expenses

Total Expenses	Estimated
	\$43,600.00

Friday Reception	Estimated
Tables/Linens	\$800.00
Beverages	\$300.00
Sound System	\$300.00
Catering	\$2,500.00
Flowers	\$200.00
Nambebadges/Bags	\$200.00
Totals	\$4,300.00

Author Expenses	Estimated
Author (travel, honorarium, hotel)	\$1,000.00
Author (travel, honorarium, hotel)	\$1,000.00
Author (travel, honorarium, hotel)	\$1,000.00
Author (travel, honorarium, hotel)	\$1,000.00
Author (travel, honorarium)	\$1,000.00
Author (travel, honorarium)	\$500.00
Speaker Gifts	\$400.00
Author Dinner	\$2,500.00
Totals	\$9,900.00

Saturday	Estimated
Dinner/Coffee Service	\$8,000.00
Bar	\$2,500.00
Totals	\$10,500.00

Publicity	Estimated
Poster/Brochures Design	\$800.00
Printing/Postage	\$1,000.00
Advertising	\$6,000.00
On-line Registration Fees	\$700.00
Photography	\$500.00
Totals	\$9,000.00

Miscellaneous	Estimated
Poster Delivery Charges	\$300.00
Admin Fees	\$5,000.00
Bank Charges	\$200.00
Professional Fees (Accounting)	\$400.00
Tolovana Arts Admin fee	\$4,000.00
Totals	\$9,900.00

Income

Total income	Estimated	\$43,288.00
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[illegible]

Sponsorship		
	Estimated	
TAF Grant	\$29,143	\$29,143.00
Sponsorship	\$3,500	\$3,500.00
In-Kind Donations (not cash)	\$2,000	\$2,000.00
		\$34,643.00

TOTAL INCOME	
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