

# Application for TAC Funding

## Contact Information

Organization Name Cannon Beach Gallery Group

Nonprofit Tax ID #: 47-0848781

Address: P.O. Box 1402 Cannon Beach, OR 97110

Telephone: 503-436-4466 Website (if applicable) cbgallerygroup.com

Contact Name Jim Kingwell Email: [redacted]

Name of Events: "Spring Unveiling Arts Festival", and Year-round Festivals Promotion.

Date of Event May 1-3, 2020

Amount of funding you are requesting \$33,950

Amount of funding from TAC you were given last year \$35,250\* (\*as part of a multi project grant of \$56,750. It should be noted that much of this budget contributed to shared marketing costs of three festivals)



### 1) What is the nature and purpose of your event?

Spring Unveiling Arts Festival has been Cannon Beach Gallery Group's flag ship event for nineteen years. It has a track record of successfully drawing visitors from the Pacific Northwest and beyond. This coming year will mark the festival's 20<sup>th</sup> Anniversary. Citywide participation has established this festival as a viable event with long standing credibility and great potential for continued expansion.

The festival presents a program of gallery-based events over three days in the first weekend of May, including a gallery walk of unveilings, artist demonstrations / classes, and gallery receptions. The focus is on presenting new artwork, providing opportunities to meet artists, and creating a culturally rich gathering.

In addition to attracting visitors to the event itself, the group employs a PR consultant to promote the event throughout the year. The event acts as a focus around which we can construct a year-round marketing plan that helps to promote Cannon Beach as a culturally rich destination. We will also be applying for funding for our Earth & Ocean Arts Festival, and to partner with the Cannon Beach Chamber in Stormy Weather. These events will be presented in separate funding applications. These additional festivals (subject to funding) will be added into this marketing plan giving this role added value with no additional PR cost.

## **2) Is this a new event or has it happened before? With or Without TAC funds?**

This will be the 20<sup>th</sup> anniversary of the Spring Unveiling Arts Festival. The Gallery Group's events have been partially funded each year by TAC since the inception of TAF. This funding has been invaluable in increasing the scale and scope of the PR and marketing of the events thus drawing hundreds more visitors each year to Cannon Beach for the festival weekend.

## **3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?**

100% of rooms available

## **4) If this is a repeat event how many room nights did the event generate the previous year?**

The "Spring Unveiling Arts Festival" is an annual occurrence. Spring Unveiling Art Festival 2019 has just completed, and we have not yet collated attendance figures. (note: this will be updated if we have 2019 figures and can put something in here prior to submittal)

In 2018 our PR Consultant polled 17 properties for their occupancy levels, and collated information collected via a prize draw during this event.

The following occupancy rates were reported by: The Ocean Lodge, Stephanie Inn, Tolovana Inn, Hallmark Resort, Waves Motel, Schooner's Cove, Land's End, Inn at Cannon Beach, Haystack Lodgings, Cannon Beach Hotel Lodgings, Ecola Creek Lodge, Webb's Scenic Surf, Sea Breeze Court, Sea Sprite, Surfsand Resort, Wayside Inn and the RV Resort at Cannon Beach

Daily Average occupancy	2017	2018	Change
Friday	96.5%	96%	- 0.5%
Saturday	97.4%	99%	+1.6%
Sunday	78%	80%	+2.0%
Average occupancy over 3 days	91%	92%	+1%

### **Results from Prize Draw Data Collection**

Number of separate parties*	504
(*Duplicates from the same household removed)	
Total number of individuals across parties	1335
Number of individuals from a distance greater than 50 miles	1161 87.0%
Number staying on Hotels	184 13.8%
Number Staying in RV parks	24 1.8%
Number Staying In Vacation Rental Homes	102 7.6%
Day trippers	56 4.2%
Local or staying with local friends and family	138 10.3%
<b>Number of nights in paid hospitality</b>	<b>1032</b>
<b>Average stay</b>	<b>3.4 nights</b>



**5) Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?**

We will survey lodging following the event to ascertain the occupancy levels in our city's hotels. We will also be conducting an active survey during the "Spring Unveiling Arts Festival" event, asking people where they have traveled from, where they are staying, how many in their party, number of nights, and times they have attended the festival. We are making entry cards available at all member galleries over that weekend and asking visitors to deposit the cards in boxes in each gallery. To entice participation and use of the polling card, there will be two \$300 gift certificates available to be won by participants - redeemable at any Cannon Beach Gallery Group member gallery. Each gallery has donated an equal amount to these gift certificates. This is our strategy for collecting the data necessary to meet the metrics reporting requirement.

**6) What is the total budget for your event(s)? Please attach a detailed budget to this application.**

Non TAC	\$ 7,300
TAC	<u>\$33,950</u>
Total	\$41,250

In addition to the above grouped costs, each individual gallery bare the bulk of mounting costs, paying for refreshments, their marketing, entertainment and artist costs, with an estimated total annual contribution of \$18,500 based on a email survey of all 12 participating galleries. These costs are not reflected in the attached budget.

For Line Item Budget: See Attachment A1

**7) What is the percentage of your budget you are asking for from TAC?**

82%

This appears to be higher than in previous years because this year we are splitting our events into separate applications and our Non-TAC funds are split between these projects. However the costs are not equally spread, as the main consultancy cost, in its entirety, is included in this application's budget. This is due to the fact that the role of the PR, Advertising and Festivals Coordinator in year-round promotion is similar whether we mount one, two or three festivals. We hope that the commission will look favorably on this and our subsequent applications, as this is the best way of obtaining best value from our consultant.

**8) If the funding requested is not for an event, how will it be used?**

The funding is essentially for an event, however we are using this event as the focus of a year-round marketing campaign and the largest cost in our proposed budget is for a PR, Advertising and Festivals Coordinator, and developing / executing a year-round marketing plan. Alexis Jackson has been contracted as our PR, Advertising and Festivals Coordinator. Her role is to directly support the event outlined above, however she is also tasked to promote the galleries and Cannon Beach as a culturally rich destination year round.

## **9) Are you seeking other sources of funding?**

We continue to seek funding from both sponsors and gallery group members. Last year we had 30 sponsors. This is a good indicator of the level of local support from local businesses for the Cannon Beach Gallery Group's events. We also had a new gallery join the CBGG – we now total 12 member galleries. Each gallery pays a membership, which contributes to the group's budget, but also contributes from their own budgets to host receptions, demonstrations and events, gift certificates, and to promote their participation in CBGG festivals.

## **10) What is your marketing plan?**

Promotions of The Cannon Beach Gallery Group's events have been broad based. This includes advertising, public relations, direct mailing, social media and printed brochures. Our PR, Advertising and Festivals coordinator had only just won the contract prior to the Spring Unveiling Arts Festival and used the previous year's plan as a basis for the new paid media plan. She is currently working on the new year-round marketing plan with our newly formed marketing committee.

We have developed our art brochure to better promote the festivals. This is distributed at each gallery, at the Chamber of Commerce Information Center and Travel Portland year-round, as well as through the concierges of major Portland Hotels. This brochure gives the location and a brief description of each member gallery, a map showing all 15 of the city's galleries and the city's public art collection. Each festival has a dedicated page in the brochure.

We also disseminate information about our events through press releases as well as individual galleries sending both printed material and email announcements of events. All food and lodging managers will continue to be sent information and images and are encouraged to include our events on their websites and in their email blasts. To further promote our events and draw visitors for overnight stays, the GBGG continues to improve its own website as well as updating the CBGG pages on the Chamber's website. It showcases our schedule of events, information for all the galleries and links to all sponsors' web sites.

### **Marketing Budget notes**

- For the year 2018/19 we received TAC funding of \$18000 specifically for Marketing three festivals, in addition CBGG budgeted \$14,855 and individual galleries added their own gallery specific marketing at their cost.
- This year we are asking for \$8000 from TAC for Spring Unveiling 2020, and will be committing \$6000 from the CBGG budget. A proportion of this combined budget will contribute to joint festival promotions and year-round festivals promotion. Individual galleries will continue to contribute substantially from their own budgets, expanding the overall paid media budget.
- This year, the Gallery Group would like to achieve more coverage for the festivals in 2019-2020 and explore and employ more online advertising.

For Publicity Overview: See Attachment A2



**11) What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?**

The mission of the Cannon Beach Gallery Group is to create awareness of the vitality of the arts in Cannon Beach. Twelve galleries currently make up the group: Archimedes Gallery, Bronze Coast Gallery, Cannon Beach Arts Association, Dragonfire Gallery, Icefire Glassworks, Imprint Gallery, Jeffrey Hull Gallery, Jewelry by Sharon Amber, Modern Villa Gallery, Northwest By Northwest Gallery, Images of the West, and White Bird Gallery.

There is a board of directors as listed in Attachment A6.

There are committees for each of the festivals and a marketing committee, which report back to the whole group, which meets monthly. The PR, Advertising and Festivals Coordinator works collaboratively with the committees to ensure the success of the festivals and to promote the arts in Cannon Beach. She also participates in the monthly CBGG meetings.

**12) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.**

The Cannon Beach Gallery Group will continue to focus on the expansion and development of three off-peak and shoulder season, multi-day art events. Arts based events reinforce the brand of Cannon Beach as a culturally rich destination. The quality of CBGG's events have had an economic impact by encouraging visitors, and by providing an enhanced visitor experience. Spring Unveiling Arts Festival is the group's flagship event and has potential to be expanded from its original concept. With the growing popularity of national and international art fairs, the festival's focus on the presentation of new work could easily be leveraged to tap into this audience, creating a must-see arts event for gallery goers and collectors alike.

**13) Do you plan to do this event every year and if so when do you feel it would no longer need TAC Funding and be self sufficient, if ever?**

We plan on continuing to produce two annual events and collaborate in a 3rd. We believe that in order to maintain our level of quality and promotion, self-sufficiency is unlikely in the near future. Without TAC funds the events would have to be structured on a much smaller scale, with virtually no promotional budget. This would result in much less exposure for the town and the arts and therefore reduced heads in beds as well as less income to the restaurants and other businesses.

**\*\* Make sure your event is in compliance with the requirements of ORS 320.350**

## Acknowledgment

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2018.

By signing this application, I certify that the facts, figures, and representations made in this application are true and correct, that I am an authorized representative of the organization listed on this application, and that this application is made with the authorization and approval of the organization's Board of Directors.

James M. Kingwell  
Signature

5-1-19  
Date

JAMES M. KINGWELL  
Print Name and Title

PRESIDENT



**Board of Directors for Cannon Beach Gallery Group**

May 1, 2019 to July 31, 2019

<i>President</i>	<b>Jim Kingwell</b>
<i>Treasurer</i>	<b>Mark Sokol</b>
<i>Secretary</i>	<b>Lindsey Oyala-Bond</b>
<i>Past President</i>	<b>N/A</b>
<i>Director</i>	<b>Suzanne Kindland</b>
<i>Director</i>	<b>Allyn Cantor</b>

## Attachment A 1

### 2019—2020 Cannon Beach Gallery Group TAC Line Item Budget

The Cannon Beach Gallery Group will produce “Spring Unveiling”, a highly successful event and historically brings an exceptional number of guests to town. The current **Non-TAC** dedicated funding is \$7,300, which is provided by the associated galleries and sponsors (**See 2018-2019 detailed expense budget Attachment A3**). TAC funding levels requested below will provide our PR, Advertising and Festivals Coordinator the opportunity to further and more broadly promote “Spring Unveiling”, “Earth to Ocean Arts Festival” and “Stormy Weather Arts Festival”. To achieve this in the 2019-2020 event season we are requesting \$37,250. We will use the funds in the following manner:

Consultant funding to coordinate PR, advertising and event management for “Spring Unveiling Arts Festival” & “Earth of Ocean Arts Festival”, we will also advertise and co-host with the Chamber for “Stormy Weather”	\$24,000
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Funding of year-round ad campaign with newspapers, travel websites, magazines, broadcast media, and expanded social media, to include some cooperative media placements with the Chamber.	\$8,000
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Event mounting costs	\$ 700
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Web page design expansion, promotion and web site maintenance	\$ 1,250
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**Total Ask: \$33,950**



## Publicity Overview: Cannon Beach Gallery Group 2018-2019

**Below are examples of submissions made in 2018-2019. We anticipate that this list will continue to be modified by our PR person, in consultation with the CBGG marketing committee, to equal or increase the our publicity efforts, both in print and online**

### Submissions in 2018-2019

#### Oregon:

Daily Astorian  
Seaside Signal  
NW Examiner  
Douglas County News  
Medford Mail Tribune  
Hermiston Herald Bulletin  
Coast Radio  
CCTV Salem  
Columbian  
Hillsboro Argus  
Clackamas Review  
Eugene Weekly  
Jewish Review  
Newport News Times  
Oregon  
Jewish Life.com  
PADA Magazine  
Oregon Coast  
Travel Oregon  
Travel Portland  
Lake Oswego Review  
West Linn Tidings  
East Oregonian  
Salem Statesman Journal  
PDX Print  
The News Guard  
The Skanner  
Portlandtribune.com  
Community Newspapers  
Eugene Register Guard  
Forest Grove News Times

#### National:

Art of the West  
Mutual Art  
Southwest Art  
Luxe Magazine  
USA Today  
Festival Net

#### Airline Magazines:

Alaska Airlines  
Horizon Air  
American Way (American)  
Wild Blue Yonder (Frontier)  
US Airways Spirit (Southwest)

#### Washington:

425 Magazine  
Alaska Airlines Magazine  
Bainbridge Island Review  
Bellevue Reporter  
City Arts Magazine  
Mercer Island Reporter  
Seattle Art  
Seattle Gay News  
Seattle Magazine  
Seattle Metropolitan  
Seattle Post-intelligencer  
Seattle Weekly  
Spokane News  
Tacoma Weekly

**Cannon Beach Gallery Group Expense Budget for 2018-2019**

*ATTACHMENT A3*

**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	\$ 8,000.00	\$ 12,000.00
Expand production/distribution of <b>Spring Unveiling</b> information	\$ 5,000.00	\$ 5,000.00	\$ 520.35	\$ 4,479.65
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
4 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Creating new concept: <b>Earth &amp; Ocean Arts Festival</b>	\$ 5,000.00	\$ 5,295.00	\$ 815.36	\$ 4,479.64
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material (in time for Earth Day 2019 and to be further utilized throughout the summer of 2019		\$ 2,875.00	\$ -	\$ 2,875.00
3 CB Desing Co - Promotional Mailer		\$ 295.00	\$ 295.00	\$ -
4 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.36	\$ 0.64
Expand prod./distrib. of <b>Stormy Weather</b> information and event hard costs	\$ 5,000.00	\$ 5,000.00	\$ 521.35	\$ 4,478.65
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 603.00	\$ -	\$ 603.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Daily Astorian insert - cost shared with Chamber		\$ 1,000.00	\$ -	\$ 1,000.00
4 Entry into annual ART brochure		\$ 284.00	\$ 284.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Web design expansion, promotion and web site maintenance	\$ 3,750.00	\$ 3,750.00	\$ 2,112.50	\$ 1,637.50
<b>Breakdown</b>				
1 Taryn's yearly wage		\$ 2,400.00	\$ 2,000.00	\$ 400.00
2 Croworks - web site maintenance / security updates		\$ 900.00	\$ 112.50	\$ 787.50
3 Uncommitted funds		\$ 450.00	\$ -	\$ 450.00
2018-2019 Media Campaign	\$ 18,000.00	\$ 18,000.00	\$ 8,544.00	\$ 9,456.00
<b>Breakdown (example)</b>				
1 VIA		\$ 3,750.00	\$ -	\$ 3,750.00
2 PADA		\$ 950.00	\$ 900.00	\$ 50.00
3 Mile by Mile Guide (Oregon Coast - Florence)		\$ 990.00	\$ -	\$ 990.00
4 CB Desing Co (Earth and Ocean Promotional T-Shirts)		\$ 3,600.00	\$ 3,600.00	\$ -
5 Preview Magazine		\$ 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	\$ -
7 OCVA Website (MEDIAmerica)		\$ 225.00	\$ 225.00	\$ -
8 Oregon Coast Visitors Guide (MEDIAmerica)		\$ 1,990.00	\$ 1,990.00	\$ -
9 Northwest Travel (Explorer Media & Marketing - Tacoma)		\$ 595.00	\$ -	\$ 595.00
10 Travel Portland		\$ 570.00	\$ 570.00	\$ -
11 Seattle Times		\$ 1,260.00	\$ -	\$ 1,260.00
12 Uncommitted funds		\$ 1,656.00	\$ -	\$ 1,656.00
Requested >>	\$ 56,750.00			
Granted >>		\$ 57,045.00		
Spent >>			\$ 20,513.56	
Remaining >>				\$ 36,531.44



Cannon Beach Gallery Group Expense Budget for 2018-2019

ATTACHMENT A3

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	\$ 750.00	\$ 150.00
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 funds	\$ 5,309.07	\$ -	\$ 5,309.07
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:	\$ 19,252.06	\$ 6,928.84	\$ 12,323.22

	Sponsor \$	Gallery\$	
<b>BUDGET FOR SPONSOR, GALLERY INCOME</b>			
Additional =GG SU gift donation	\$ 11,250.00	\$ 7,420.00	Sponsors + GG \$ 18,670.00
	\$ -	\$ 600.00	<b>Final Total = \$ 19,270.00</b>

TAC FUNDING	\$ 57,045.00
CBGG FUNDING	\$ 18,670.00
SU GIFT CERTIFICATE FUNDING	\$ 600.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,315.00</b>

TAC INCOME TO DATE	\$ 34,050.00
SPONSOR, GALLERY INCOME TO DATE	\$ 18,670.00
CBGG DONATION FOR SU GIFT CERTIFICATE	\$ -

TOTAL INCOME TO DATE	\$ 52,720.00
TAC INCOME OUTSTANDING	\$ 22,700.00
CBGG SU GIFT CERTIFICATE PAID	\$ 100.00
CBGG SU GIFT CERTIFICATE OUTSTANDING	\$ 500.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,020.00</b>

TAC EXPENSES TO DATE	\$ 20,513.56
SPONSOR, GALLERY EXPENSES TO DATE	\$ 6,928.84
<b>TOTAL EXPENSES TO DATE</b>	<b>\$ 27,442.40</b>
<b>TOTAL BUDGET REMAINING</b>	<b>\$ 48,854.66</b>

Revised 5/01/19 by MJS



Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019

## Independently Confirmed Bank Register for the CBBG from August 1, 2018 to July 31, 2019

	Deposit	Non Tac spending	Tac Spending		Beginning Balance	\$11,048.81
Deposit 08/01/18	\$ 500.00			Dena's Shop on the Corner		\$11,548.81
Deposit 08/01/18	\$ 250.00			Haystack Lodgings		\$11,798.81
Deposit 08/01/18	\$ 650.00			Icefire Gallery		\$12,448.81
Deposit 08/01/18	\$ 250.00			Driftwood Restaurant		\$12,698.81
Deposit 08/01/18	\$ 250.00			Arbor Care		\$12,948.81
Check 08/01/18	1896	\$ 75.00		Melinda Ward (Bookkeeping)		\$12,873.81
Check 08/01/18	1897		\$ 200.00	Taryn Wise (Web)		\$12,673.81
Deposit 08/02/18	\$ 650.00			Sharon Amber Gallery		\$13,323.81
Deposit 08/02/18	\$ 650.00			Jeff Hull Gallery		\$13,973.81
Deposit 08/02/18	\$ 500.00			EVOO		\$14,473.81
Deposit 08/03/18	\$ 650.00			Bronze Coast Gallery		\$15,123.81
Deposit 08/04/18	\$ 650.00			Dragonfire Gallery		\$15,773.81
Deposit 08/06/18	\$ 250.00			Pelican Brewing		\$16,023.81
Deposit 08/07/18	\$ 500.00			ReMax		\$16,523.81
Deposit 08/09/18	\$ 250.00			Hallmark Resort		\$16,773.81
Deposit 08/09/18	\$ 500.00			Ocean Lodge		\$17,273.81
Deposit 08/09/18	\$ 250.00			Cannon Beach Hotel		\$17,523.81
Deposit 08/11/18	\$ 650.00			Imprint Gallery		\$18,173.81
Deposit 08/13/18	\$ 500.00			Pizza a 'fetta		\$18,673.81
Deposit 08/13/18	\$ 500.00			Bruce's Candy Kitchen		\$19,173.81
Deposit 08/15/18	\$ 500.00			Land's End		\$19,673.81
Check 08/15/18	1898		\$ 112.50	Crowerks LLC		\$19,561.31
Deposit 08/16/18	\$ 250.00			The Warren House		\$19,811.31
Deposit 08/17/18	\$ 650.00			Modern Villa Gallery		\$20,461.31
Deposit 08/17/18	\$ 11,583.25			4th quarter TAC payment		\$32,044.56
Deposit 08/20/18	\$ 250.00			Columbia State Bank		\$32,294.56
Deposit 08/23/18	\$ 500.00			The Waves Motel		\$32,794.56
Deposit 08/24/18	\$ 250.00			Morris' Fireside		\$33,044.56
Deposit 08/24/18	\$ 500.00			Mariner Market		\$33,544.56
Deposit 08/24/18	\$ 250.00			Beachcomber Vacation Rentals		\$33,794.56
Deposit 08/24/18	\$ 650.00			Whitebird Gallery		\$34,444.56
Check 09/01/18	1899		\$ 200.00	Taryn Wise (Web)		\$34,244.56
Check 09/01/18	1900	\$ 75.00		Melinda Ward (Bookkeeping)		\$34,169.56
Deposit 09/02/18	\$ 500.00			CB Vacation Rentals		\$34,669.56
Check 09/04/18	1901	\$ 185.56		Bonnie for hotel - Final TAC review		\$34,484.00
Deposit 09/05/18	\$ 650.00			NWxNW Gallery		\$35,134.00
Deposit 09/05/18	\$ 1,000.00			Martin North (Martin Hospitality)		\$36,134.00
Deposit 09/05/18	\$ 1,000.00			Fresh Foods		\$37,134.00
Check 09/10/18	1902	\$ 400.00		Jeff reimbursement for Bonnie's thank you certificate		\$36,734.00
Deposit 09/12/18	\$ 650.00			Archemedies Gallery		\$37,384.00
Deposit 09/15/18	\$ 250.00			Sweet Basil		\$37,634.00
Deposit 09/15/18	\$ 650.00			CBAA Gallery		\$38,284.00
Deposit 09/16/18	\$ 250.00			The Bistro		\$38,534.00
Deposit 09/15/18	\$ 250.00			The Wine Shack		\$38,784.00
Deposit 09/20/18	\$ 250.00			La Luna Loca		\$39,034.00
Deposit 09/24/18	\$ 250.00			B Boutique		\$39,284.00
Check 09/26/18	1903	\$ 39.99		Mike Brumfield for Network Solutions domain name		\$39,244.01
Check 09/26/18	1904	\$ 175.00		Taryn Wise - creation of ART brochure map		\$39,069.01
Check 10/01/18	1905	\$ 75.00		Melinda Ward (Bookkeeping)		\$38,994.01
Check 10/01/18	1906		\$ 200.00	Taryn Wise (Web)		\$38,794.01
Check 09/21/18	1907		\$ 570.00	Travel Portland (media)		\$38,224.01
Deposit 10/02/18	\$ 250.00			Seasons Café		\$38,474.01
Deposit 10/11/18	\$ 250.00			Cannon Beach Hardware		\$38,724.01
Check 10/19/18	1908	\$ 4,250.00	\$ 850.00	Brown Printing Inc (ART brochure)		\$33,624.01
Check 11/01/18	1909	\$ 75.00		Melinda Ward (Bookkeeping)		\$33,549.01
Check 11/01/18	1910		\$ 200.00	Taryn Wise (Web)		\$33,349.01
Check 11/08/18	1911		\$ 2,215.00	MediaAmerica (OCVA advertising)		\$31,134.01
Deposit 11/16/18	\$ 22,700.00			First quarter TAC payment		\$53,834.01
Check 11/30/18	1912		\$ 312.06	Imprint Gallery for PR recruitment		\$53,521.95
Check 12/01/18	1913	\$ 75.00		Melinda Ward (Bookkeeping)		\$53,446.95
Check 12/01/18	1914		\$ 200.00	Taryn Wise (Web)		\$53,246.95
Check 12/14/18	1915	\$ -	\$ 200.00	CB Chamber of Commerce (rent space for interviews)		\$53,046.95
Check 12/21/18	1918	\$ -	\$ 1,259.00	Explorer Media Group (Coast Explorer advertising)		\$51,512.95
Check 01/01/19	1916	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$52,971.95
Check 01/01/19	1917	\$ -	\$ 200.00	Taryn Wise (Web)		\$52,771.95
Check 01/10/19	1919	\$ -	\$ 54.00	US Postmaster (Post box rental)		\$51,458.95
Check 01/20/19	1920	\$ -	\$ 200.00	Lisa Kerr (legal service, contract review)		\$51,258.95
Check 02/01/19	1921	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$51,183.95
Check 02/01/19	1922	\$ -	\$ 200.00	Taryn Wise (Web)		\$50,983.95
Check 02/01/19	1923	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)		\$48,983.95
Check 02/06/19	1924	\$ -	\$ 50.00	Secretary of State Corporation Division		\$48,933.95
Check 02/06/19	1925	\$ -	\$ 267.00	Pamplin Media Group		\$48,666.95
Check 02/15/19	1926	\$ -	\$ 900.00	PADA		\$47,766.95
Check 02/12/19	1927	\$ -	\$ 175.00	William J MacLean PA		\$47,591.95
Deposit 02/15/19	\$ 11,350.00	\$ -	\$ -	TAC INCOME 2nd Quarter Payment		\$58,941.95
Deposit 2/16/19	\$ 270.00	\$ -	\$ -	Images of the West (Dues)		\$59,211.95
Deposit 2/16/19	\$ 50.00	\$ -	\$ -	Images of the West (Gift Cert)		\$59,261.95
Check 2/24/19	1928	\$ -	\$ 82.29	Pizza A'Fetta -split - COSTCO		\$59,179.66
Deposit 2/28/19	\$ 50.00	\$ -	\$ -	Dragonfire (Gift Cert)		\$59,229.66
Check 3/01/19	1929	\$ -	\$ 200.00	Taryn Wise (Web)		\$59,029.66
Check 3/01/19	1930	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$58,954.66
Check 3/01/19	1931	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)		\$56,954.66
Check 3/22/19	1932	\$ -	\$ -	VOIDED CHECK Gift Cert Redeem		\$56,954.66
Deposit 3/24/19	\$ 50.00	\$ -	\$ -	IceFire Glassworks for Gift Cert		\$57,004.66
Check 3/24/19	1936	\$ -	\$ 500.00	Bronze Coast Gift Cert Redeemed		\$56,504.66

Deposit 3/29/19	\$	500.00	\$	-	\$	-	CB Vacation Rentals Sponsorship Income	\$57,004.66
Check 4/01/19	1933	\$	-	\$	-	\$	2,000.00 Alexis Jackson (PR consultant) 3 of 10	\$55,004.66
Check 4/01/19	1934	\$	-	\$	75.00	\$	- Melinda Ward (Bookkeeping)	\$54,929.66
Check 4/01/19	1935	\$	-	\$	-	\$	200.00 Taryn Wise (Web)	\$54,729.66
Check 5/01/19	1937	\$	-	\$	-	\$	2,000.00 Alexis Jackson (PR consultant) 4 of 10	\$52,729.66
Check 5/01/19	1938	\$	-	\$	75.00	\$	- Melinda Ward (Bookkeeping)	\$52,654.66
Check 5/01/19	1939	\$	-	\$	-	\$	200.00 Taryn Wise (Web)	\$52,454.66
Check 5/01/19	1940	\$	-	\$	-	\$	3,600.00 CB Design Company (Promotional T-Shirts)	\$49,129.66
Check 5/01/19	1941	\$	-	\$	-	\$	295.00 CB Desing Company (Mailer)	\$48,834.66
		\$	-	\$	-	\$	-	\$48,834.66

End of TAC year 7/31/19

Deposits      Non Tac Spending      Tac Spending

\$48,834.66

INCOME AND EXPENSES THIS YEAR (Fiscal 2019)	Non Tac	Tac	Combined
Total Expenses to date	\$ 6,928.84	\$ 20,513.56	\$ 27,442.40
Total INCOME to date	\$ 19,320.00	\$ 45,633.25	\$ 64,953.25

INCOME AND EXPENSES THIS YEAR (Calendar)	Non Tac	Tac	Combined
Total Expenses to date since 1-1-2019	\$ 1,503.29	\$ 13,995.00	\$ 15,498.29
Total INCOME to date since 1-1-2019	\$ 920.00	\$ 11,350.00	\$ 12,270.00

TAC	
Granted >>>	\$56,750.00

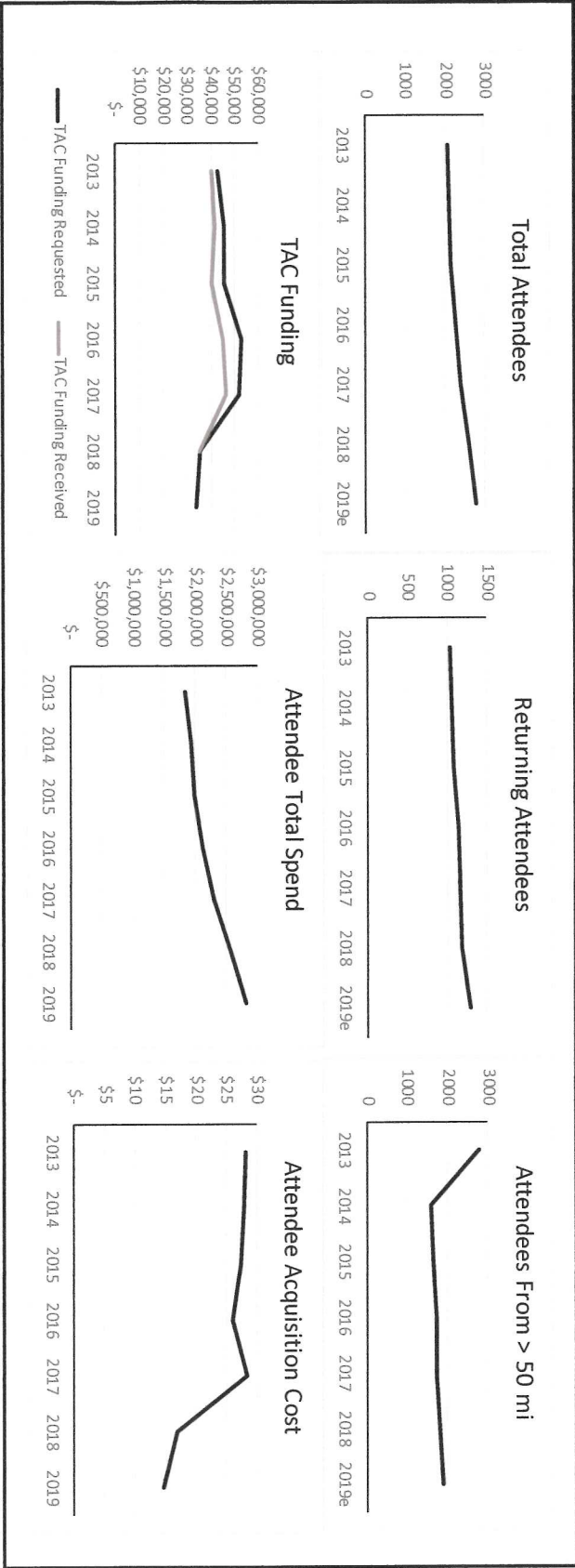


Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019



Events Metrics Scorecard- Spring Unveiling



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 27 2003

THE GALLERY GROUP  
PO BOX 54  
SEASIDE, OR 97138

Employer Identification Number:

47-0848781

DLN:

17053148090043

Contact Person:

JULIE CHEN

ID# 31261

Contact Telephone Number:

(877) 829-5500

Internal Revenue Code

Section 501(c) (6)

Accounting Period Ending:

December 31

Form 990 Required:

yes

Addendum Applies:

No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth

Letter 948 (DO/CG)

THE GALLERY GROUP

month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

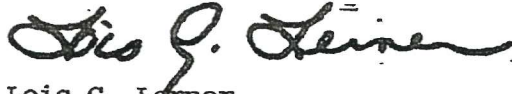
Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.



THE GALLERY GROUP

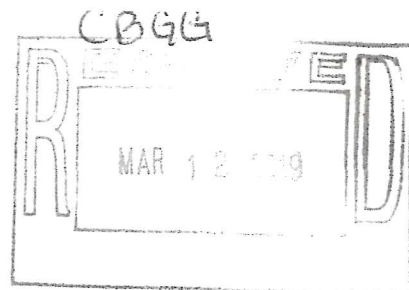
If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

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** 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.*

GALLERY G.C.  
NOT TAC funds





**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 advertise 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

35250

**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

12250

**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.