

**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: Artist Workshops and Exhibits

Evaluator Name/Position Cara Mico, Program Director **Date** 8/3/2019

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.

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
 - 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.
 - Our May June Exhibit featured Nancy Klos, Ken Klos, Lynn Brush, there were 12 people who attended the reception, three of whom 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.
- a. 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 in the spring, our sales are expected to meet our budget for the fiscal year.
- 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

Our sales figures have met expectations

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

Revenue	10/1/18 to 07/1/19
Event Sales for approximately 40 workshops	\$1600
OCVA Grant, Community Grant	\$8,380
TAC Grant for Workshops	\$12,000
Donations	\$500
Total project revenue	\$22,480
Expenses	10/1/18 to 07/1/19
Artist instructor time (120 hours @ \$50/hour)	\$4,200
Art supplies Art Workshops	\$300
Overhead (rent, insurance, utilities, marketing)	\$3,000
Staff time (Arts Education Director 130 hours @ \$23/hour)	\$13,146
Total Project Costs	\$20,646

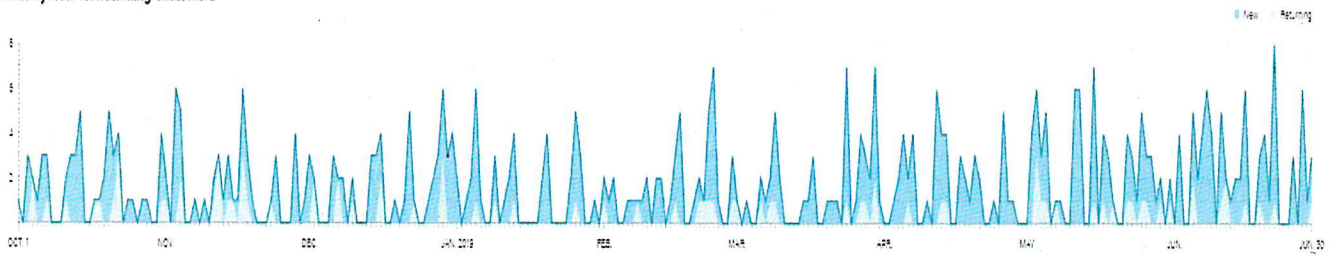
Exhibits Budget

Revenue	10/1/18 to 07/1/19
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Exhibit Sales	\$36,290
Miller Grant, Community Grant	\$5,175
TAC Grant for Exhibits	\$12,400
Donations	\$11,900
Total project revenue	\$65,756
Expenses	10/1/18 to 07/1/19
Artist Payments	\$20,000
Overhead (rent, insurance, utilities, marketing)	\$30,000
Staff time (Program Director 900 hours @ \$23/hour)	\$20,700
Total Project Costs	\$70,700

The following chart shows returning vs. new customers by day (only those who purchased something). We also tabulate how many people come in and look at the art which are included in the Metrics Charts. The metrics chart displays combined users for both programs.

Visits by New vs. Returning Customers



HP Color LaserJet MFP M477fnw

Job Storage

Job Storage Description

Job Storage allows you to send the print job to the printer and have it stored there until you print it from the printer's control panel. Some Job Storage jobs allow an optional PIN to be associated with the job for extra security.

Job Storage USB Installation

To enable Job Storage, you must first insert a dedicated USB storage device (with at least 16GB of memory) in the rear USB slot. This USB storage device will hold the Job Storage jobs sent to the printer. If this USB storage device is removed, Job Storage will be disabled on the printer.

Insert the USB drive in the rear USB slot and follow the instructions on the control panel. This USB drive will be dedicated to Job Storage. The front USB slot will not work for Job Storage.

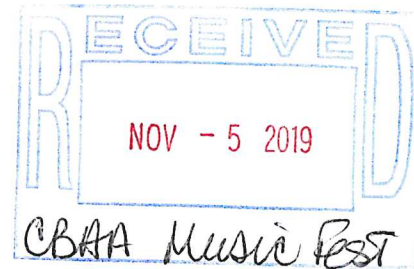
1. The USB cover may need to be removed to reveal the USB slot on some printer models. If there is a cover, remove it.
2. Insert a USB drive with at least 16GB of memory.
3. Follow the Control Panel messages to format the USB drive for Job Storage.

You may need to update your printer driver if you do not find the "Job Storage" tab after enabling the feature in the printer. Go to the following URL for instructions on how to update the printer driver.

<http://www.hp.com/support/jobstorage>

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

~~Final~~



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Program/Project Title Fire Mountain Music Festival

Evaluator Name/Position Lila Wickham, President Cannon Beach Arts Association **Date:** 11/5/19

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.

The Fire Mountain Music Festival was a collaboration with Cannon Beach and Manzanita/Nehalem to create a two week festival comprised of various opportunities for musically related events. The Cannon Beach Arts Association hired Ripping Glass LLC to support promotion and operations because this was the first event that we had undertaken of this complexity. Posters, social media, paid advertising and community events advertising were used to promote the event.

The Cannon Beach schedule included Friday, October 4:

1000 Fuegos at the CBAA Gallery from 1:15 – 2:30. This was an un-ticketed event with donations.

Julie Amici and Dean Mueller with Alan Hager as the opener at the Chamber of Commerce from 6:00 – 7:00 pm. This was a ticketed event.

3 Leg Torso from 7:30 – 8:30 at the Chamber of Commerce. This was a ticketed event. Participants described their joy in being part of this event and one described how they specifically attended because they follow 3 Leg Torso and modified their trip to attend.

The Cannon Beach schedule included Saturday, October 5:

Cannon Beach Wine Shack with Belinda Underwood from 3:00-4:30. This was an un-ticketed event by donation. People described this as delightful. The weather was beautiful and 25-30 people listened raptly to the music and enjoyed wine.

Chuck Warda opened for Curtis Salgado from 6:30 – 7:30 at the Chamber of Commerce. Chuck is multi-talented and presented an array of talents, a one man band, that was well received by participants. Curtis Salgado and Alan Hager, renowned musicians who left for the Netherlands on tour played from 8:00 – 9:30 at the Chamber. This was a ticketed event.

Adams and Costello played at the Public Coast from 7:30-9:00 pm as an un-ticketed event. It was reported to be well attended also.

The Cannon Beach schedule included Sunday, October 6th

Christy Stumpf performed from 1:30 – 2:30 at the Cannon Beach Yoga Studio. This was an un-ticketed event with a suggested donation.

The Manzanita Nehalem Schedule included October 9th and 10th at St. Catherine’s Church



A guitar workshop from 1:00 – 2:15 and again from 2:45-4:00. This was well received with visitors from multiple states.

Doug Smith and Brooks Robertson performed from 7:00 – 9:00.

Friday October 11:

The Manzanita Nehalem Schedule included a performance by Mojo Holler at Wild in Manzanita at 7:00 pm.

Saturday October 12: VIP pre-show party and performance of a Nina Simone Tribute at 7:00 pm.

Sunday, October 13: was a LaRhona Steele Gospel Show from 1:00 – 2:00 pm.

The specifics of tickets sold and overnight travel is provided in the table below. The collaboration agreement was that CBAA, as the fiscal agent, provided festival payments and received the ticket sales for both events.

Date/Event	Tickets Sold	Greater than 50 Miles	Overnight Stays	States of Residence
October 4 Headliner Cannon Beach	33	5	5	WA, TX, OR
October 5 Headliner Cannon Beach	76	14	14	OR, WA, TX, OH
October 9 th & 10 th Guitar Workshops Manzanita	33	10	22	WA, OR, UT, CA
October 11 Indie Musician	40	10	10	DC, OR, ID, MA, UT,WA
October 12 Nina Simone Tribute	67	9	12	WA, OR, CA
October 13 Gospel Show	69	8	12	OR, FL, CA, WA

2. Program/Project Evaluation

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

Community members and travelers described their delight in the festival and hoped that the CBAA would be able to sustain the project in the future. As the first event of this nature for the Association we believe we met our goals of providing a shoulder season event that people enjoyed and would look forward to in the future. We gained significant experience in providing an event of this nature and were pleased to acquire significant well-known headliners and associated events. The collaboration with Manzanita/Nehalem was particularly satisfying.

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

Our team conducted an After Action Report and concluded the following:

What went well:

Professionalism
Great time and enthusiastic
Hospitality
Sound in Chamber
Lights
Use venues again
Good food
Wine bar setting outside in good weather was lovely

What we would change:

Marketing and OLCC license 3 months in advance
Determine is it a festival or concerts?
No free events
No competing events

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections. We “broke even” and that is what we had anticipated for the first year. A music festival is very expensive. We could have reduced our expenses with improved negotiations with musicians. Wine and beer sales were less than we projected and donations and sponsorships were less than we had hoped for. In kind contributions were greater than anticipated. Grant applications are a major need for capacity building. The raffle sales in Manzanita were a positive aspect.
- 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.

**[Cannon Beach Arts Association]
[North Coast Music Festival]**

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Travel Oregon Matching Grant</i>	\$5,000.00			
OTHER INCOME				
Cannon Beach Tourism and Art Fund	\$10,400.00		\$10,400	
Cannon Beach Community Fund	\$1,000.00		\$1,000	
Oregon Community Foundation	\$3,000.00			
OCVA			\$3,000	
Graphic Design Invoice Dean	\$900.00			
Ford Family Foundation Good Neighbor Grant* Planned	\$5,000.00		\$0	
manzanita tourism	\$2,800.00		\$2,800	
fly me to the moon	\$500.00		\$500	
Meagan, Brigitte, Lila DeanJulie 84 hrs @\$33				\$2,772.00
ADV Ticket Sales Manzanita/Nehalem			\$4,028	
Onsite Ticket Sales Manzanita/Nehalem			\$672	
Raffle Sales Manz/Nehalem			\$1,184	
Ticket Sales Cannon Beach	\$4,300.00		\$4,023	
Merchandise Sales	\$5,000.00		\$478	
Wine Beer Sales Cannon Beach & Tips	\$500.00		\$353	
Wine Sales Manzanita/Nehalem	\$500.00		\$0	
Beer Donations CB & Manzanita				\$200.00
Donations Wine InKind Wine Shack 2 cases \$400 ea	\$2,000.00			\$800.00
Sponsorships	\$2,000.00			
SUB TOTAL INCOME	\$42,900.00	\$0.00	\$28,438	\$3,772.00
TOTAL INCOME	\$42,900.00		\$32,210.00	

EXPENSES

LINE ITEM	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
CBAA				
Headliner Curtis Salgado	\$2,700.00		\$2,500.00	
Second Headliner 3 Legged Torso	\$2,700.00		\$2,000.00	
Local Performances	\$5,000.00		\$2,550.00	
Workshops	\$1,000.00		\$0.00	
Hotel Stay	\$1,500.00		\$250.00	
Sound Chuck Warda	\$2,000.00		\$1,300.00	
Production Assistants/Alana	\$2,000.00		\$4,000.00	
Management Ripping Glass	\$7,000.00		\$3,860.00	\$2,000.00
OLCC License			\$100.00	
Earplugs			\$30.00	
Venue Chamber			\$300.00	
Venue Yoga Studio	\$500.00		\$150.00	
Wild Food			\$454.00	
Total CBAA			\$18,084.00	
CBAA Paid Expenses to Manzanita Artists			\$7,070.00	
Total CBAA Expenses			\$26,014.00	
Fly Me to the Moon				
NCRD				
Theater rental	\$100.00		\$100.00	
Welcome Room	\$50.00		\$50.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMNS (F & G) BLANK FOR GRANT A

CB event sum

\$13,604.00

VIP Catering	\$400.00		\$400.00			
Event Manager	\$200.00		\$200.00			
Talent	\$1,500.00		\$1,500.00			
Production	\$200.00		\$200.00			
Sound	\$200.00		\$200.00			\$2,650.00
Wild						
Rental	\$100.00		\$100.00			
Talent	\$600.00		\$600.00			
Production	\$200.00		\$200.00			
Sound	\$200.00		\$200.00			\$1,100.00
Workshop (2day)						
Rental	\$320.00		\$320.00			
Teacher 1	\$1,100.00		\$1,100.00			
Teacher 2	\$500.00		\$500.00			
Production	\$200.00		\$200.00			
Sound	\$200.00		\$200.00			\$2,320.00
Gospel Show						
Rental	\$80.00		\$80.00			
Talent	\$600.00		\$600.00			
Production	\$160.00		\$160.00			
Sound	\$160.00		\$160.00			\$1,000.00
Senior Performance						
Talent	\$500.00		\$0.00			\$7,070.00
Sound	\$100.00		\$0.00			
Management	\$600.00		\$0.00			
Joint Marketing - NOT DONE - PLACEHOLDER						
Print Graphic Design	\$1,500.00					
Print posters, fliers, postcards	\$1,000.00		\$291.29	\$446.15		
Program Printing	\$300.00					
Misc Printing	\$250.00					
Merchandise	\$2,500.00		\$570.00			
Publicist	\$800.00		\$675.00			
Digital Ad Design	\$1,000.00		\$600.00			
Facebook Promotions	\$1,200.00		\$879.00			
Video Recording & Editing	\$2,500.00					
Social Media Outreach Advance	\$1,200.00					
Social Media Outreach Real Time	\$700.00			\$500.00		
Wild Information Booth & Ticket Sale Site	\$500.00		\$0.00			
Volunteer & Crew Apparel	\$300.00		\$0.00			
Total	\$32,670.00	\$0.00	\$0.00	\$0.00		
TOTAL EXPENSES	\$32,670.00	\$0.00	\$0.00	\$0.00		

APPLICATION (ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL INCOME/EXPENSES)

Dean pd all of Joint Mkt

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#REF!

Fire Mountain, South	City of Maricopa	Amount spent	in-kind / Sponsorship
Graphic Design	300	0	300
Printing Materials - Cedar House	300	122.18	281.15
Professional Publicist 90 days	750	0	
Professional digital marketing firm	2500	0	
Total	3850	122.18	581.15
Plumwater Contribution	3850		
Grant Request	2800		

Silo Mountain South			
	OCVH Grant	Amount Spent	Unfunded
Videographer & Editing	2000	0	1000
Photographer & Editing	0	0	2000
Take to Market Management	2500	0	2000
Print of Stickers	300	0	0
Brochure	600	0	600
Hospitality	500		
Web Info Booth	500		100
Total Grant Request	6400		

Cannon Beach Music

Item	Artist	Day	Date	Time	Venue	Cost	Revenue	NEEDS
Adolfo	1000 Fuegos	Friday	10/4/19	1:15 - 2:30	CB Gallery		\$500	\$800
Trill LeBeau		Friday	10/4/19	2:45 - 4	CB Gallery		\$500	
VIP Performance	Dean, Julie, Alan	Friday	10/4/19	6:00 PM	Cannon Beach Chamber		\$1,600	
VIP Performance	3 leg torso	Friday	10/4/19	7:30 PM	Cannon Beach Chamber		\$2,000	\$4,050
Day Artist	Daron	Saturday	10/5/19	11:00 AM	CB Gallery		\$250	\$200
Day Artist	Belinda Underwood	Saturday	10/5/19	3:00 PM	Wine Shack		\$400	\$600
Main Event	Chuck Warda	Saturday	10/5/19	7:00 PM	Cannon Beach Chamber		\$1,300	rooms
Main Event	Curtis and Alan	Saturday	10/5/19	8:00 PM	Cannon Beach Chamber		\$2,600	\$3,500
Second Stage	Adams and Costello	Saturday	10/5/19	7:30 PM	Public Coast		\$750	\$1,000
Singing Bowls	Christy Stumpf	Sunday	10/6/19	10:00 AM	Cannon Beach Chamber		\$350	\$750
Total							\$10,250	\$10,900
Net								\$650
	Workshop w/ Doug Smith & Brooks Robertson	WED	10/9/2019	1-2:15, 2:45-4:00	St. Catherine's Church	\$30/Session	\$50 both	
	Workshop performance	WED	10/9/2019	7:00 - 9:00 PM	St. Catherine's Church		\$20	
	Workshop w/ Doug Smith & Brooks Robertson	TH	10/10/2019	1-2:15, 2:45-4:00	St. Catherine's Church	\$30/Session	\$50 both	
	Workshop performance	TH	10/10/2019	7:00 - 9:00 PM	St. Catherine's Church		\$20	
	fly me to the moon- mojo holler, pre lunch TBD	FRI	10/11/2019	11:00 AM ?	Nehalem Bay House	Free		
	Mojo Holler	FRI	10/11/2019	7:00 PM	Wild Manzanita		\$15	
	VIP pre-show party	SAT	10/12/2019	5:15-6:30 PM	NCRD - kitchen upstairs		\$25	
	Nina Simone Tribute w/ various artists	SAT	10/12/2019	7:00 PM	NCRD		\$25	
	Gospel Show w/ LaRhonda Steele	SUN	10/13/2019	1:00-2:00 PM	St. Catherine's Church		\$20	

CBAA MF Budget

Expense

Hospitality	2500
Sound	1000
Post Cards	1000
Fliers	500
Posters	1000
Sweatshirts	1500
Production Assistants	2000
Digital Marketing	3300
Management	5000
Venue	500
Performance	8600
Total	26900

Income

Grants	18800
Tickets	4500
Vendors	1500
Merchandise	2800
Total	27600

700

 donated
9 4

WEEKDAY	DATE	SOUNDCHECK DOORS	SHOWTIME	ACT / EVENT	LOCATION	SOUND BY	ACCOMMODATION	Table Price	Num M.	Fee Mt Pkg	HOSPITALITY	VENDOR/INCL	CHOL
WED	10/20/2018	5:30 PM	6:00 PM	1-2-10-2-45-4-30	Workshop w/ Doug Smith & Brooke Robertson	St. Catherine's Church	Deard,Julie	Deard,Julie's	\$20/Person+\$30 booth	40/Person		NA	
WED	10/20/2018	5:30 PM	6:00 PM	7:00- 9:00 PM	Workshop performance	St. Catherine's Church	Deard,Julie	Deard,Julie's	\$20/70		\$15		
THU	10/21/2018	5:30 PM	6:00 PM	10:00-12:00 PM	Workshop performance	St. Catherine's Church	Deard,Julie	Deard,Julie's	\$20/70		\$15		
FRI	10/19/2018	10:15	11:00- 11:45 AM	By me to the moon- mya holder- pre lunch	Northwest Bay House	Deard,Julie	Deard,Julie's	Free	NA				
FRI	10/19/2018	5:30 PM	7:00 PM	Bigg House	West Montpelier	Deard,Julie	Deard,Julie's		\$15/20		\$10	West Montpelier	
FRI	10/19/2018	5:30 PM	8:00 PM	100 pre show party	MC/ID - kitchen upstairs	NA	Deard,Julie's		\$25/20		\$25	Crewall??	
SAT	10/20/2018	4:30 PM	6:00 PM	Rocky Mountain Triathlon w/ various athletes	MC/ID	MC/ID	Deard,Julie's		\$20/100		\$10	Yes	
SUN	10/15/2018	12:00 PM	12:30 PM	Crusade Show w/ LaFontaine Blood	St. Catherine's Church	Deard,Julie	NA		\$10/70		\$10	NA	
										20 Fee Mt Pkg +		\$30	
										other +		\$115	

**[Cannon Beach Arts Association]
[North Coast Music Festival]**

INCOME

	BUDGET		Actual	
	Cash	In-Kind	Cash	In-Kind
<i>Travel Oregon Matching Grant</i>	\$5,000.00			
OTHER INCOME				
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fly me to the moon	\$500.00		\$500	
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Merchandise Sales	\$5,000.00		\$478	
Wine Beer Sales Cannon Beach & Tips	\$500.00		\$353	
Wine Sales Manzanita/Nehalem	\$500.00		\$0	
Beer Donations CB & Manzanita				\$200.00
Donations Wine InKind Wine Shack 2 cases \$400 ea	\$2,000.00			\$800.00
Sponsorships	\$2,000.00			
SUB TOTAL INCOME	\$42,900.00	\$0.00	\$28,438	\$3,772.00
TOTAL INCOME	\$42,900.00		\$32,210.00	

EXPENSES

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CBAA				
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Local Performances	\$5,000.00		\$2,550.00	
Workshops	\$1,000.00		\$0.00	
Hotel Stay	\$1,500.00		\$250.00	
Sound Chuck Warda	\$2,000.00		\$1,300.00	
Production Assistants/Alana	\$2,000.00		\$4,000.00	
Management Ripping Glass	\$7,000.00		\$3,860.00	\$2,000.00
OLCC License			\$100.00	
Earplugs			\$30.00	
Venue Chamber			\$300.00	
Venue Yoga Studio	\$500.00		\$150.00	
Wild Food			\$454.00	
Total CBAA			\$18,084.00	
CBAA Paid Expenses to Manzanita Artists			\$7,070.00	
Total CBAA Expenses			\$26,014.00	
Fly Me to the Moon				
NCRD				
Theater rental	\$100.00		\$100.00	
Welcome Room	\$50.00		\$50.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMNS (F & G) BLANK FOR GRANT A

CB event sum

\$13,604.00

VIP Catering	\$400.00		\$400.00		
Event Manager	\$200.00		\$200.00		
Talent	\$1,500.00		\$1,500.00		
Production	\$200.00		\$200.00		
Sound	\$200.00		\$200.00		\$2,650.00
Wild					
Rental	\$100.00		\$100.00		
Talent	\$600.00		\$600.00		
Production	\$200.00		\$200.00		
Sound	\$200.00		\$200.00		\$1,100.00
Workshop (2day)					
Rental	\$320.00		\$320.00		
Teacher 1	\$1,100.00		\$1,100.00		
Teacher 2	\$500.00		\$500.00		
Production	\$200.00		\$200.00		
Sound	\$200.00		\$200.00		\$2,320.00
Gospel Show					
Rental	\$80.00		\$80.00		
Talent	\$600.00		\$600.00		
Production	\$160.00		\$160.00		
Sound	\$160.00		\$160.00		\$1,000.00
Senior Performance					
Talent	\$500.00		\$0.00		\$7,070.00
Sound	\$100.00		\$0.00		
Management	\$600.00		\$0.00		
Joint Marketing - NOT DONE - PLACEHOLDER					
Print Graphic Design	\$1,500.00				
Print posters, fliers, postcards	\$1,000.00		\$291.29	\$446.15	
Program Printing	\$300.00				
Misc Printing	\$250.00				
Merchandise	\$2,500.00		\$570.00		
Publicist	\$800.00		\$675.00		
Digital Ad Design	\$1,000.00		\$600.00		
Facebook Promotions	\$1,200.00		\$879.00		
Video Recording & Editing	\$2,500.00				
Social Media Outreach Advance	\$1,200.00				
Social Media Outreach Real Time	\$700.00			\$500.00	
Wild Information Booth & Ticket Sale Site	\$500.00		\$0.00		
Volunteer & Crew Apparel	\$300.00		\$0.00		
Total	\$32,670.00	\$0.00	\$0.00	\$0.00	
TOTAL EXPENSES	\$32,670.00	\$0.00	\$0.00	\$0.00	

APPLICATION (ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL INCOME/EXPENSES)

Dean pd all of Joint Mkt

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#REF!

Fire Mountain - South			
	City of Monticello	Amount spent	In kind / Sponsorship
Graphic Design	300	0	300
Printing Materials - Cedar House	300	128.15	149.15
Professional Publicist 300 days	700	0	
Professional digital marketing firm	2500	0	
Total	3600	128.15	549.15
Promoter Contribution	1000		
Grant Request	2600		

Fire Mountain - South	DCIA Grant	Amount Spent	In Kind
Videographer & Editing	2000	0	1000
Photography & Editing	0	0	2000
Take to Market Management	2500	0	2000
Print of tickets	300	0	0
Seachart	600	0	800
Hospitality	500		
Wildlife Booth	500		100
Total Grant Request	6900		

Cannon Beach Music

Item	Artist	Day	Date	Time	Venue	Cost	Revenue	NEEDS
Adolfo	1000 Fuegos	Friday	10/4/19	1:15 - 2:30	CB Gallery	\$500	\$800	Alana followup
Trilli LeBeau		Friday	10/4/19	2:45 - 4	CB Gallery	\$500		
VIP Performance	Dean, Julie, Alan	Friday	10/4/19	6:00 PM	Cannon Beach Chamber	\$1,600		
VIP Performance	3 leg torso	Friday	10/4/19	7:30 PM	Cannon Beach Chamber	\$2,000	\$4,050	
Day Artist	Daron	Saturday	10/5/19	11:00 AM	CB Gallery	\$250	\$200	
Day Artist	Belinda Underwood	Saturday	10/5/19	3:00 PM	Wine Shack	\$400	\$600	
Main Event	Chuck Warda	Saturday	10/5/19	7:00 PM	Cannon Beach Chamber	\$1,300		rooms
Main Event	Curtis and Alan	Saturday	10/5/19	8:00 PM	Cannon Beach Chamber	\$2,600	\$3,500	9 donated 4
Second Stage	Adams and Costello	Saturday	10/5/19	7:30 PM	Public Coast	\$750	\$1,000	
Singing Bowls	Christy Stumpf	Sunday	10/6/19	10:00 AM	Cannon Beach Chamber	\$350	\$750	
Total						\$10,250	\$10,900	
Net							\$650	
	Workshop w/ Doug Smith & Brooks Robertson	WED	10/9/2019	1-2:15, 2:45-4:00	St. Catherine's Church	\$30/Session	\$50 both	
	Workshop performance	WED	10/9/2019	7:00 - 9:00 PM	St. Catherine's Church		\$20	
	Workshop w/ Doug Smith & Brooks Robertson	TH	10/10/2019	1-2:15, 2:45-4:00	St. Catherine's Church	\$30/Session	\$50 both	
	Workshop performance	TH	10/10/2019	7:00 - 9:00 PM	St. Catherine's Church		\$20	
	fly me to the moon- mojo holler, pre lunch TBD	FRI	10/11/2019	11:00 AM ?	Nehalem Bay House	Free		
	Mojo Holler	FRI	10/11/2019	7:00 PM	Wild Manzanita		\$15	
	VIP pre-show party	SAT	10/12/2019	5:15-6:30 PM	NCRD - kitchen upstairs		\$25	
	Nina Simone Tribute w/ various artists	SAT	10/12/2019	7:00 PM	NCRD		\$25	
	Gospel Show w/ LaRhonda Steele	SUN	10/13/2019	1:00-2:00 PM	St. Catherine's Church		\$20	

CBAA MF Budget

Expense

Hospitality	2500
Sound	1000
Post Cards	1000
Fliers	500
Posters	1000
Sweatshirts	1500
Production Assistants	2000
Digital Marketing	3300
Management	5000
Venue	500
Performance	8600
Total	26900

Income

Grants	18800
Tickets	4500
Vendors	1500
Merchandise	2800
Total	27600

700

WEEKDAY	DATE	SOUND/CHC/DOORS	SHOWTIME	ACT / EVENT	LOCATION	SOUND BY	ACCOMMODATION	Ticket Price	Num. In	Free Will Pkg	HOSPITALITY	VENDOR/INCL/CHOL
WED	10/30/18		7:25, 2:45A-8B	Worship w/ Doug Smith & Brooke Robinson	St. Catherine's Church	Deirdre/Laura	Deirdre/Laura's	\$30/Seniors \$30 Youth	all/anywhere			NA
WED	10/30/18	5:30 PM	6:00 PM	Worship performance	St. Catherine's Church	Deirdre/Laura	Deirdre/Laura's	\$20-70				
THU	10/26/18	5:00 PM	5:30 PM	Worship performance	St. Catherine's Church	Deirdre/Laura	Deirdre/Laura's	\$20-70				
THU	10/26/18	5:00 PM	5:30 PM	Worship performance	St. Catherine's Church	Deirdre/Laura	Deirdre/Laura's	\$20-70				
FRI	10/19/18	10:15	11:00 - 11:45 AM	By the water - music/harmonies, pre-lunch	Harmon Bay House	Deirdre/Laura	Deirdre/Laura's	Free	NA			
FRI	10/19/18	8:30 PM	9:00 PM	Worship	WHS Marquette	Deirdre/Laura	Deirdre/Laura's	\$10-20				WHS Marquette
FRI	10/12/18	8:30 PM	9:00 PM	Worship	WHS Marquette	Deirdre/Laura	Deirdre/Laura's	\$10-20				WHS Marquette
SAT	10/12/18	4:30 PM	5:00 PM	Worship	WHS Marquette	Deirdre/Laura	Deirdre/Laura's	\$10-20				WHS Marquette
SAT	10/12/18	4:30 PM	5:00 PM	Worship	WHS Marquette	Deirdre/Laura	Deirdre/Laura's	\$10-20				WHS Marquette
SUN	10/15/18	12:00 PM	1:00-2:00 PM	Grange Dinner at LaFayette Street	St. Catherine's Church	Deirdre/Laura	Deirdre/Laura's	\$10-20				
										20 Free Will Pkg = \$200		
										all/anywhere		

[Cannon Beach Arts Association] [North Coast Music Festival]					
INCOME					
		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
Travel Oregon Matching Grant		\$5,000.00			
OTHER INCOME					
Cannon Beach Tourism and Art Fund		\$10,400.00		\$10,400	
Cannon Beach Community Fund		\$1,000.00		\$1,000	
Oregon Community Foundation		\$3,000.00		\$3,000	
OCVA		\$3,000.00		\$3,000	
Graphic Design Invoice Dean		\$900.00			
Ford Family Foundation Good Neighbor Grant* Planned		\$5,000.00		\$0	
manzanita tourism		\$2,800.00		\$2,800	
fly me to the moon		\$500.00		\$500	
Meagan, Brigitte, Lila DeanJulie 84 hrs @\$33					\$2,772.00
ADV Ticket Sales Manzanita/Nehalem				\$4,028	
Onsite Ticket Sales Manzanita/Nehalem				\$672	
Raffle Sales Manz/Nehalem				\$1,184	
Ticket Sales Cannon Beach		\$4,300.00		\$4,023	
Merchandise Sales		\$5,000.00		\$478	
Wine Beer Sales Cannon Beach & Tips		\$500.00		\$353	
Wine Sales Manzanita/Nehalem		\$500.00		\$0	
Beer Donations CB & Manzanita					\$200.00
Donations Wine InKind Wine Shack 2 cases \$400 ea		\$2,000.00			\$800.00
Sponsorships		\$2,000.00			
SUB TOTAL INCOME		\$45,900.00	\$0.00	\$31,438	\$3,772.00
TOTAL INCOME		\$45,900.00		\$35,210.00	
EXPENSES					
LINE ITEM		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
	CBAA				
	Headliner Curtis Salgado	\$2,700.00		\$2,500.00	
	Second Headliner 3 Legged Torso	\$2,700.00		\$2,000.00	
	Local Performances	\$5,000.00		\$2,550.00	
	Workshops	\$1,000.00		\$0.00	
	Hotel Stay	\$1,500.00		\$250.00	
	Sound Chuck Warda	\$2,000.00		\$1,300.00	
	Production Assistants/Alana	\$2,000.00		\$4,000.00	
	Management Ripping Glass	\$7,000.00		\$3,860.00	\$2,000.00
	OLCC License			\$100.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" C

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" C

	Earplugs			\$30.00	
	Venue Chamber			\$300.00	
	Venue Yoga Studio	\$500.00		\$150.00	
	Wild Food			\$454.00	
	Total CBAA			\$18,084.00	
	CBAA Paid Expenses to Manzanita Artists			\$7,070.00	
	Total CBAA Expenses			\$26,014.00	
	Fly Me to the Moon				
	NCRD				
	Theater rental	\$100.00		\$100.00	
	Welcome Room	\$50.00		\$50.00	
	VIP Catering	\$400.00		\$400.00	
	Event Manager	\$200.00		\$200.00	
	Talent	\$1,500.00		\$1,500.00	
	Production	\$200.00		\$200.00	
	Sound	\$200.00		\$200.00	
	Wild				
	Rental	\$100.00		\$100.00	
	Talent	\$600.00		\$600.00	
	Production	\$200.00		\$200.00	
	Sound	\$200.00		\$200.00	
	Workshop (2day)				
	Rental	\$320.00		\$320.00	
	Teacher 1	\$1,100.00		\$1,100.00	
	Teacher 2	\$500.00		\$500.00	
	Production	\$200.00		\$200.00	
	Sound	\$200.00		\$200.00	
	Gospel Show				
	Rental	\$80.00		\$80.00	
	Talent	\$600.00		\$600.00	
	Production	\$160.00		\$160.00	
	Sound	\$160.00		\$160.00	
	Senior Performance				
	Talent	\$500.00		\$0.00	
	Sound	\$100.00		\$0.00	
	Management	\$600.00		\$0.00	
	Joint Marketing - NOT DONE - PLACEHOLDER				
	Print Graphic Design	\$1,500.00			
	Print posters, fliers, postcards	\$1,000.00		\$291.29	\$446.15
	Program Printing	\$300.00			
	Misc Printing	\$250.00			
	Merchandise	\$2,500.00		\$570.00	
	Publicist	\$800.00		\$675.00	
	Digital Ad Design	\$1,000.00		\$600.00	

COLUMNS (F & G) BLANK FOR GRANT APPLICATION (ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL INCOME/EXPENSES)

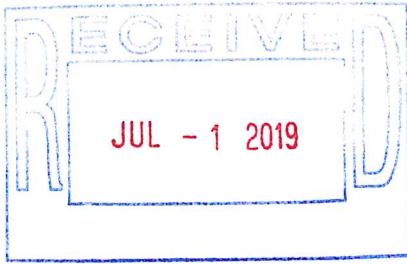
	Facebook Promotions	\$1,200.00			\$879.00		
	Video Recording & Editing	\$2,500.00					
	Social Media Outreach Advance	\$1,200.00					
	Social Media Outreach Real Time	\$700.00				\$500.00	
	Wild Information Booth & Ticket Sale Site	\$500.00			\$0.00		
	Volunteer & Crew Apparel	\$300.00			\$0.00		
	Total	\$32,670.00	\$0.00		\$0.00	\$0.00	
	TOTAL EXPENSES	\$32,670.00	300		\$36,099.29		
	Total Expenses with In Kind					39055.44	

File Mountain - South	City of Mountain	Amount spent	In Kind / Sponsorship
Graphic Design	300	0	300
Printing Materials - Cedar House	300	132.18	240.15
Professional Publicist 90 days	700	0	
Professional digital marketing firm	2500	0	
Total	3800	132.18	540.15
Promoter Contribution	1000		
Grant Requested	2800		

[illegible]

[illegible]

WEEKDAY	DATE	SOUND/CHOCODORS	SHOWTIME	ACT / EVENT	LOCATION	SOUND BY	ACCOMMODATION	Ticket Price	Num In	Fee Incl Pkg	HOSPITALITY	VENDOR/ALICE	CKL
WED	10/9/2019		7-2:15, 2:45-4:00	Workshop w/ Doug Smith & Brooke Robertson	St. Catherine's Church	Dean&Julie	Dean&Julie's	\$30/Session+\$20 both	40/Session				
WED	10/9/2019	5:30 PM	6:00 PM	Workshop performance	St. Catherine's Church	Dean&Julie	Dean&Julie's	\$20-70		\$15	NA		
TH	10/10/2019		7-2:15, 2:45-4:00	Workshop w/ Doug Smith & Brooke Robertson	St. Catherine's Church	Dean&Julie	Dean&Julie's	\$30/Session+\$20 both	40/Session				
TH	10/10/2019	5:30	6:00 PM	Workshop performance	St. Catherine's Church	Dean&Julie	Dean&Julie's	\$20-70		\$15			
FRI	10/10/2019	10:15	11:00 - 11:45 AM	Ry me to the moon- majo baller, pre lunch	Norwalk Bay House	Dean&Julie	Free	NA					
FRI	10/11/2019	5:30 PM	7:00 PM	Majo Baller	Wild Maracanta	Dean&Julie	Dean&Julie's	\$22-25		\$10	Wild Maracanta		
SAT	10/12/2019	4:30 PM	6:00 PM	VNF pre-show party	WCRD- Michen upstairs	NA	NA	\$22-25		\$25	Catered??	Mason??	
SAT	10/12/2019	4:30 PM	7:00 PM	Renaissance Festival w/ various artists	WCRD	WCRD	Dean&Julie's	\$60-180		\$15	NA		
SUN	10/13/2019	12:00 PM	12:30 PM	Gospel Show w/ LaPhonda Steele	St. Catherine's Church	Dean&Julie	NA	\$15-70		\$10	NA		
								25- Fine Mstr Pkg + venue		\$60			
										\$185			



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

North Coast Culinary Fest

Evaluator Name/Position

Jim Paine

Date

6-30-19

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.

2. Program/Project Evaluation

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

3. Budget

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

Please See attached documents



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Final

Program/Project Title

North Coast Culinary Fest

1. Summary

- a. The North Coast Culinary Fest delivered a city-wide celebration of the Cannon Beach culinary experience with top chefs, restaurant, bakeries, distilleries, wineries, and breweries from the area. The festival featured a James Beard Celebration Dinner with four visiting outside chef's that paired with chefs from the Cannon Beach area to celebrate, educate, and appreciate the outstanding culinary offerings. A champagne reception at James Beard's summer home in Gearhart, night market at Haystack Gardens, a movie screening of "James Beard: America's First Foodie" at the Times Theater, numerous workshops around town, along with dinners and brunches at restaurants in Cannon Beach and Seaside. Nearly all the hotels in town were booked for both Friday and Saturday night. The weekend of events was a success in bringing in new and returning tourists from Washington, California, and even as far as Minnesota.

The website for this event and tickets links are listed below.

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

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

2. Evaluation

- a. The event attracted 131 culinary foodies from far and near. The event brought in 131 attendees, 110 of which were from 50 miles away or farther. The average attendee day stay was 1.56 for a total of 204 nights stays. The event was more successful then we could have imagined for a first year event. Tickets sales and night stays were good and the attendees raved about each and every event.
- b. In our discussions with Chef Bob Neroni looking forward, we will be looking to redesigning our Celebration Dinner to not be at one venue that takes the chefs away from their kitchens for the night. The idea is to have the chefs stay in their restaurants to better feature their businesses with a progressive celebration dinner. More focus will be in ticket sales and increasing our attendee numbers, more and more each year.
- c. We also intend to expand on our night market with additional vendors. While expanding our workshops for attendees to participate in.

3. Budget attachments

- a. The event met our financial projections with small variations. We hope to have the event self-sufficient within five years.
- b. The event budget actuals from the Chamber are attached.

North Coast Culinary Fest

A Celebration of James Beard in Cannon Beach

Stay tuned for the 2020 festival dates!

[CLICK HERE FOR 2019 BROCHURE PDF](#)

Come and enjoy a fabulous weekend of culinary arts in Cannon Beach, at the North Coast Culinary Fest. Experience the ultimate in coastal culinary arts, in honor of James Beard! A portion of the proceeds will be donated to the Seaside High School Culinary Arts Program.

Looking for lodging for this great event, look no further than the Surfsand Resort. Call (833) 529-7563 to make your reservations and be sure to tell them the group name North Coast Culinary. We look forward to seeing everyone at the amazing festival Mother's Day Weekend.

2019 FESTIVAL EVENTS

Friday, May 10

Please join us as we kick off our events celebrating the cuisine of The North Coast!

Join Chefs John Sowa of Sweet Basil's Cafe, Bob Neroni of EVOO, Fernando Aquino of Cannon Beach Cafe, and John Newman of Newman's at 988 as they will be creating menus inspired by the legacy of James Beard. For information and reservations please contact the restaurants directly!

Workshops

Beer and Seafood with a Master Brewer: Join Public Coast Brewing Co. Master Brewer Will Leroux for an exploration of beer and seafood pairings featuring the award winning '67 Blonde and delicious Coastal Haze IPA. Professional chef and Master Brewer, Leroux will share his personal brewing philosophy and take some of the mystery out of the chemistry and science behind flavor profiles to create beer pairings that maximize the flavors of beer and seafood. The workshop includes a brewery tour, tasting from the tanks and a light sampling of beer paired local seafood bites.

Whiskey Appreciation with an Award-Winning Distiller: Join Mike Selberg as you sip on award-winning, handcrafted Whiskey as you are taken step-by-step through the process of how it is made. From selecting grains, to fermentation, distillation, barrel selection, and finishing, we will explain how every aspect of production contributes to the final Whiskey. We will end with a Whiskey tasting and assessment, along with a conversation about how to pair small food items to amplify character in the spirit. The workshop will be hosted at the Cannon Beach Distillery.

Saturday, May 11

Workshops

North Fork 53 Tea Workshop at EVOO: Join Brigham and Ginger Edwards as they share 4 different grades of black Ceylon tea made from the same organically grown tea plants from the Ahinsa permaculture tea farm in Sri Lanka. They will demonstrate the difference of each grade in terms of processing and plucking. You will taste the flavor that each grade of tea produces and learn brewing techniques for each and share tasting notes. Then they will share greens teas from China and Japan to compare and experience while weaving in tales from in the ancient world of tea.

Artisan Breadmaking: Join the Cannon Beach Bakery owner and Master Baker Gib Hammond as he walks you through the fine art of making your own artisan French Bread. From setting a poolish, the best way to shape the dough, how to bake it off and everything in between. You will be given the opportunity to ask questions, so put your thinking caps on and give him a challenge. Each participant will take away a French Baguette.

The Art of Pastry: Join the Cannon Beach Bakery's Executive Pastry Chef, Janelle Kountz, as she walks you through how to make her yummy White Chiffon cake, rosette pipe frosting on a cupcake and top it off with placement of buttercream flowers. She'll give you great take-a-way techniques for your home kitchen so you can wow your guests. Keep her on her toes and have your questions ready. A portion of this workshop is interactive and there will be a cupcake, decorated by you to take home.

Foraging Fun with an Expert Forager: Matt the Forager from Forage and Farm will be conducting a hands on and in depth workshop on local wild edibles. Come taste, smell, and learn about how to locate, identify, gather, process and use many of the wild foods we are able to find and enjoy here in the Pacific Northwest. The workshop may include a short guided foraging walk (conditions permitting) just steps from the venue to learn how to identify, process, and taste any nearby wild edibles that we might find (trails may be muddy, so bring appropriate footwear).

Cheese Pairings with the Cheese Guy: Join Marc Bates, aka "Cheese Guy" of the North Coast to learn more about the best ways to pair cheese with wine, beer or cider. Learn everything you want to know about cheese and why one cheese is different from another. Then you'll have a chance to taste & pair several wine, beer & cider to find a new favorite combo or idea for your next gathering.

James Beard Beach House Champagne Reception in Gearhart

Celebrate Beard and his impact at an exclusive champagne celebration at his family's original Gearhart summer home. Toast with champagne, enjoy delectable bites and learn more about the history behind Beard, his family and his culinary passions. This is a once in a lifetime experience being offered by our gracious hosts The Fischer Family who have opened up their private home for the afternoon celebration.

James Beard Celebration Dinner

This exclusive evening features communal seating with other foodie guests at the Surfsand ballroom, where you will enjoy the dishes created in collaboration with chefs representing their restaurants in town and on the North Coast. Chefs will introduce signature dishes, explain their inspiration, and tell you where you might experience it again. Wines will be carefully paired and introduced as well. And a portion of the ticket price goes toward the same Culinary Arts program at Seaside High School that Beard taught at early in his career. Here you will meet the chefs who for this night will be channeling one very influential foodie, who denied his own chef-status, but who shall ever more be an inspiration for all chefs. For menu and list of chefs involved, [click here](#).

North Coast Culinary Fest Night Market presented by Surfsand Resort at Haystack Gardens

Light up the night and enjoy all the North Coast Food Scene has to offer at the North Coast Culinary Fest Night Market! This market will feature some of the finest purveyors from the North Coast, fabulous food, no-host bar, food tastings, live music and more. Imbibe and celebrate with us and experience what the North Coast Culinary scene has to offer!

Sunday, May 12

Brunch around Town

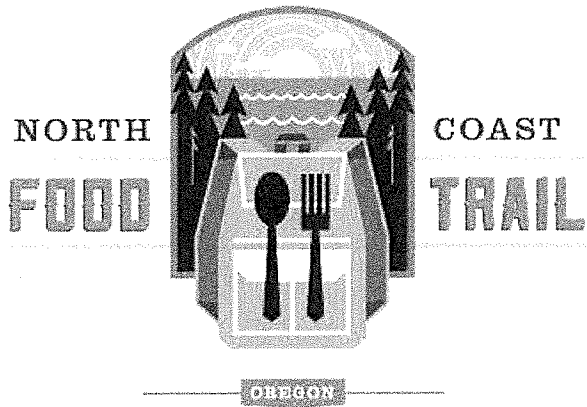
Participating restaurants will celebrate James Beard's Mom (it is Mothers Day!) in keeping with the Beard tradition that there must be biscuits on the menu. Participating Restaurants: EVOO (11am), Sea Level Bakery (7:30am-3pm), Surfbird Cafe (7:30am-3pm), Sweet Basil's Cafe (11am-3:30pm), The Wayfarer (8am-12pm) and Maggie's on the Prom in Seaside (9am-3pm).

James Beard: America's First Foodie

The only way to culminate this great weekend is by celebrating the maestro! With the gracious donation of Beth Federici and Times Theater, we proudly present a screening of "America's First Foodie." Beth will do a brief introduction on the movie, offer her insights into James Beard and answer questions.

Thank you to our Sponsors

MARTIN NORTH



FOOD • FARM • FISH • FORAGE

Northwest Premier Meats

Cannon Beach Fresh Foods

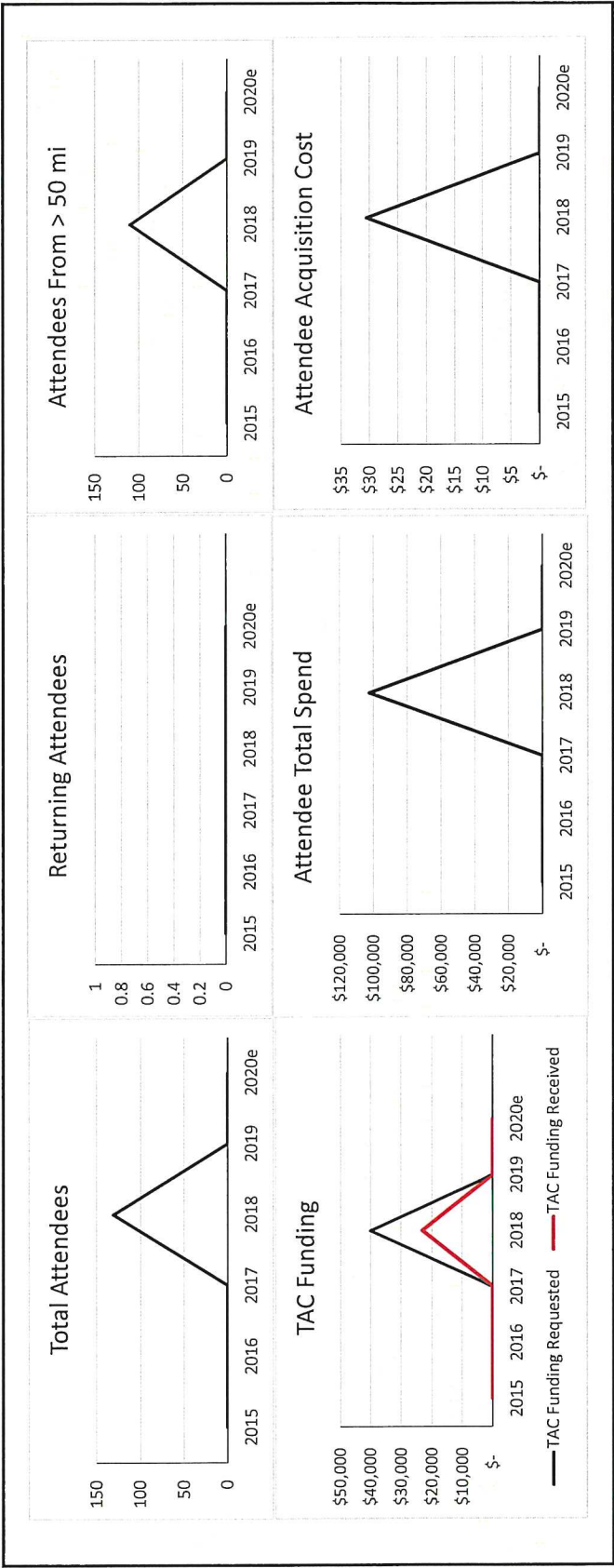
Escape Lodging

Cannon Beach Vacation Rentals

Beachcomber Vacation Homes

Pelican Brewing Company

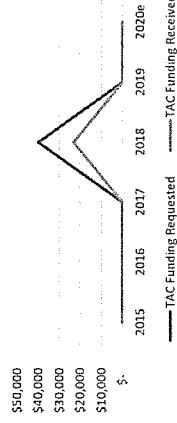
Events Metrics Scorecard- North Coast Culinary Fest



NOTE-Please input event data in the yellow cells

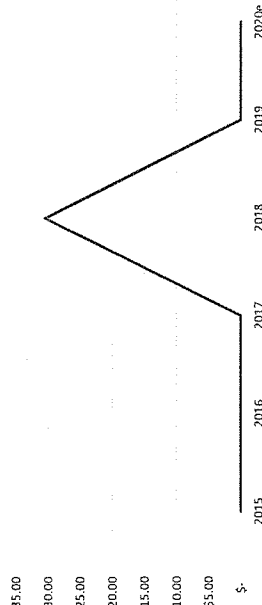
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ -	\$ -	\$ -	\$ 40,000	\$ -	\$ -
TAC Funding Received	\$ -	\$ -	\$ -	\$ 23,143	\$ -	\$ -

TAC Funding



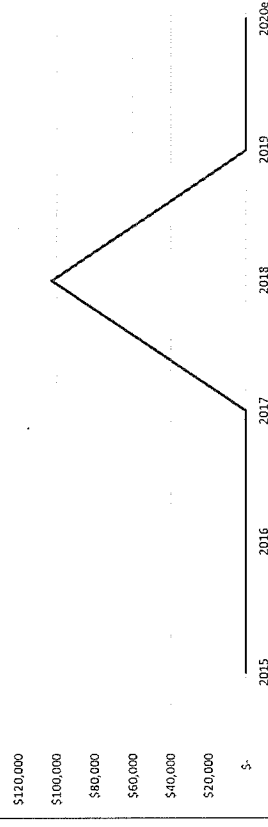
	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -
Total Attendees	0	0	0	131	0	0
Attendee Acquisition Cost	#DIV/0!	#DIV/0!	#DIV/0!	\$ 30.53	#DIV/0!	#DIV/0!

Attendee Acquisition Cost



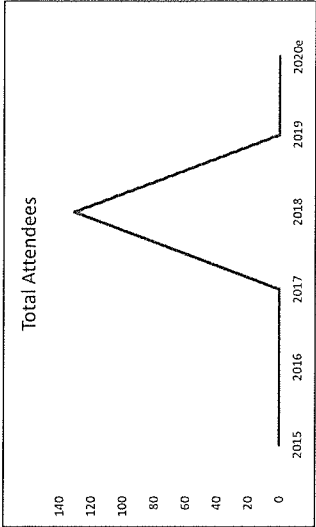
Average Attendee Spend	2015	2016	2017	2018	2019	2020e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	-	-	-	1.56	-	-
Total Attendees	0	0	0	131	0	0
Total Day Stays	-	-	-	204.0	-	-
Attendee Total Spend	\$ -	\$ -	\$ -	\$ 102,595	\$ -	\$ -

Attendee Total Spend

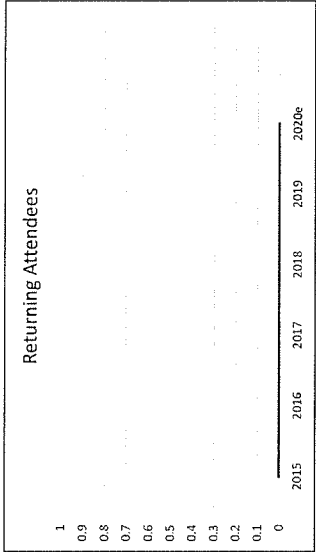


NOTE-Please input event data in the yellow cells

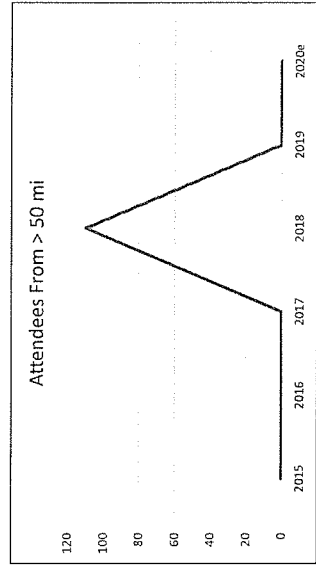
	2015	2016	2017	2018	2019	2020e
Total Attendees	0	0	0	131	0	0



	2015	2016	2017	2018	2019	2020e
Returning Attendees	0	0	0	0	0	0



	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	0	0	0	110	0	0



From: _____ To: _____

calls Thurs. 5/9 Am

Culinary Fest

Mother's Day

Date:				5/10	5/11	5/12
OCEANFRONT	#Rms	Phone No	Pets?	Fri	Sat	Sun
Ecola Inn Resort Motel 1164 Ecola Ct, PO Box 515	13	503-436-2457				
Hallmark Resort 1400 S Hemlock, PO Box 547	125	888-448-4449 503-436-1566				
Land's End Motel 2nd & Oceanfront, PO Box 475	15	800-793-1477 503-436-2264		1213/04	0	0
Ocean Lodge 2864 S Pacific, PO Box 1037	45	888-777-4047 503-436-2241		1/3	0	
Ocean Point Inn & Spa 79819 Ocean Point Rd, PO Box 832, Arch Cape	3	503-436-1833				
Schooner's Cove Inn W 2nd & N Larch, PO Box 86	30	800-843-0128 503-436-2300	139 F 100 400	1/2	0	4 OF
Sea Sprite Guest Lodgings Oceanfront & Nebesna, PO Box 933	12	866-828-1050 503-436-2266				
Sea Sprite Guest Lodgings Estuary 372 N Spruce, PO Box 933		866-828-1050 503-436-2266				
Stephanie Inn 2740 S Pacific, PO Box 219	41	800-633-3466 503-436-2221		1/2	1	2
Surfsand Resort 146 W Gower, PO Box 219	97	800-547-6100 503-436-2274		1/2	7	open
Tolovana Inn 3400 S Hemlock, PO Box 165, Tolovana Prk 97145	177	800-333-8890 503-436-2211		1/31.9	346	10 330
Waves' Lodgings: The Argonauta Inn 188 W 2nd, PO Box 3	55	800-822-2468 503-436-2205		0	0	0
Waves' Lodgings: Waves Motel 188 W 2nd PO Box 3		800-822-2468 503-436-2205		0	0	0
Waves' Lodgings: White Heron Lodge 356 N Spruce, PO Box 3		800-822-2468 503-436-2205		0	0	0
Webb's Scenic Surf Motel 255 N Larch, PO Box 67	14	800-374-9322 503-436-2706		6 139 149 159	Full	

From: _____ To: _____

NEAR THE BEACH			Pets?	5/10 Fri	5/11 Sat	5/12 Sun
"Steve": Guesthouse Inn 1016 S Hemlock	7	800-290-2157				
Harrison Street Inn 987 S Hemlock	4	888-599-9253				
CB Hotel Lodgings: CB Hotel 1116 S Hemlock, PO Box 943	37	800-238-4107 503-436-1392		over 1	Ø	open
CB Hotel Lodgings: Hearthstone Inn 107 E Jackson, PO Box 943		800-238-4107 503-436-1392		Ø	Ø	
CB Hotel Lodgings: McBee Motel 888 S Hemlock, PO Box 998		800-238-4107 503-436-1392		2	Ø	
CB Hotel Lodgings: The Courtyard 964 S Hemlock, PO Box 943		800-238-4107 503-436-1392		2	Ø	
Ecola Creek Lodge 208 E 5th, PO Box 1040	22	800-873-2749 503-436-2776		8 / 11:30	Ø	
Grey Whale Inn 164 W Kenai, PO Box 964	5	503-436-2848				
Haystack Lodgings: Inn @ Haystack Rock 487 S Hemlock, PO Box 998	55	800-507-2714 503-436-2714		1 / Ø	Ø	Ø
Inn @ Cannon Beach 3215 S Hemlock, PO Box 1037	40	800-321-6304 503-436-9085		1 / Ø	Ø	
Lighthouse Inn 939 S Hemlock, PO Box 1388		866-265-1686 503-436-2929		1 /	Ø	
RM 4 TWO 132 E Harrison, PO Box 296	1	503-436-9121				
Sea Breeze Court 1015 S Hemlock, PO Box 97	13	503-436-2928		3 / 11:30	Ø	Ø
The Wayside Inn 333 S Hemlock, PO Box 1091	22	888-659-6397 503-436-1577		1 / 11:30 2 / 11:30	4 / 11:30 15 / 15:45	Ø
Lodgs @ CB				2 / 11:30	10 / 11:30	Ø

NCCF Budget

REVENUE

	Projected	Actual
Individual Contributions		
Major Donors (\$100 and up)	500.00	200.00
Small Donors (\$1 to \$99)	500.00	
Subtotal	1,000.00	200.00
Foundation / Grants		
Chamber Clatsop County	25,000.00	25,200.00
TAF	21,000.00	23,143.00
Subtotal	46,000.00	48,343.00
In-Kind Contributions		
Organic Grown Food		
Subtotal	0.00	0.00
Festival Cash Sponsorships		
North Coast Food Trail/Nan		2,500.00
NW Premier Meats/Tina Smith		1,500.00
Escape Lodging		1,500.00
Tim Welsh		1,500.00
Linda Sweeney		1,000.00
Sponsorship	5,000.00	
Subtotal	5,000.00	8,000.00
Ticket Tomato Ticket Sales		
Workshops	5,000.00	1,656.00
Surfsands Event	15,000.00	2,700.00
Night Market Tickets	1,500.00	1,187.00
James Beard Event	2,250.00	1,620.00
Night Market @ the Door	1,000.00	150.00
America's First Foodie	500.00	56.00
Subtotal	25,250.00	7,369.00
Night Market Vendors		
Night Market Vendor Fee	1,000.00	150.00

	Subtotal	1,000.00	150.00
Fundraising Income			
Raffle @ Night Market		500.00	240.00
	Subtotal	500.00	240.00
Merchandise Sales			
Pins		100.00	
Apron's			
Grocery Bags		500.00	110.00
	Subtotal	600.00	110.00
TOTAL REVENUE		76,750.00	64,412.00
EXPENSES	Projected cost	Direct costs	
600 Contract Service			
Ticket Tomato	2,000.00		
Event Planners	16,000.00	16,000.00	
On-site Event Crew	3,000.00	1,000.00	
Photography	1,000.00	500.00	
Venue	4,000.00	8,650.00	
Event Rental Costs	3,000.00	1,726.00	
Lighting	3,000.00	150.00	
Sound Engineering and Rentals	3,000.00	0.00	
Equipment rentals	3,000.00	0.00	
Performers	2,500.00	1,600.00	
Portable Restrooms	500.00	400.00	
Printing	1,000.00	685.00	
Advertising	2,000.00	350.00	
Graphics	2,000.00	450.00	
Merch	1,500.00	1,500.00	
Trophies/Gifts	2,000.00	1,146.00	
Chef stipends (7)	5,000.00	0.00	
Event Food	11,200.00	4,500.00	
Staff Food	1,000.00	2,250.00	
Decor	5,000.00	500.00	
Floral	1,500.00	1,046.00	
Alcohol		3,200.00	
Corkage Fees		1,380.00	
Beach House Food		115.54	
Staff Haystack		2,175.00	
Event Food Night Market		4,941.00	
Drinks via Tickets at Night Market		1,812.92	
Production Staff Food		450.00	

Marketing	2,000.00	
Hotel	3,000.00	4,725.00
Transporation	2,000.00	
Misc. Supplies	300.00	300.00
Subtotal	80,500.00	61,552.46
Supplies		
Box Office supplies		
Development supplies		
Purchased food and supplies		
Volunteer supplies		
Subtotal	0.00	0.00
Meetings Expense		
Subtotal		
Printing & Copying		
Subtotal	0.00	0.00
Postage & Delivery		
Subtotal	0.00	
805 Marketing		
Social Media		
Posters		
Subtotal	0.00	0.00
830 Volunteer Expense		
Food and Drinks		
iVolunteer		79.00
Subtotal	0.00	79.00
Licenses & Fees		
Subtotal	0.00	0.00
860 Insurance		
US Liabilty Insurance		
Subtotal	0.00	0.00
Contingency		
Contingency (5%)		
Subtotal	0.00	0.00
TOTAL EXPENSES	80,500.00	61,631.46

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

	Jul '18 - Jun '19	Budget	% of Budget	Jul '18 - Jun '19	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4005 - TAC Income							
40054 - TAC Activity							
400541 - TAC-North Coast Partnership	16,598.00	35,000.00	47.42%	16,598.00	35,000.00	47.42%	35,000.00
400547 - TAC-Video Assets	17,975.00	18,300.00	98.22%	17,975.00	18,300.00	98.22%	18,300.00
400548 - TAC - Fat Bike	16,434.25	17,325.00	94.86%	16,434.25	17,325.00	94.86%	17,325.00
400549 - TAC - Culinary Festival							
4005491 - NCCF Merchandise	20.00			20.00			
4005492 - NCCF Ticket Sales	105.00			105.00			
4005493 - NCCF Donation	500.00			500.00			
400549 - TAC - Culinary Festival - Other	24,391.25	40,000.00	60.98%	24,391.25	40,000.00	60.98%	40,000.00
Total 400549 - TAC - Culinary Festival	25,016.25	40,000.00	62.54%	25,016.25	40,000.00	62.54%	40,000.00
Total 40054 - TAC Activity	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Total 4005 - TAC Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Total Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Gross Profit	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Expense							
60005 - TAC Expenses							
600059 - TAC N.CoastPartnership	21,341.00	35,000.00	60.97%	21,341.00	35,000.00	60.97%	35,000.00
600064 - TAC-Video Assets	14,750.00	18,300.00	80.6%	14,750.00	18,300.00	80.6%	18,300.00
600065 - TAC-Fat Bike	13,428.67	17,325.00	77.51%	13,428.67	17,325.00	77.51%	17,325.00
600066 - TAC - Culinary Festival	28,779.64	40,000.00	71.95%	28,779.64	40,000.00	71.95%	40,000.00
Total 60005 - TAC Expenses	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Total Expense	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Net Ordinary Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00
Net Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

JUL - 1 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 Paine Date 6-30-19

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.

2. Program/Project Evaluation

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

3. Budget

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

Please see attached documents



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Final

Program/Project Title

Event & Tourism Video Production

1. Summary

We developed 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 provide 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 events that just recently happened so videos are still in production. 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 worked 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 production, will include beach clean-up component.
 - ii. Sandcastle Contest: Debbie Nelson
 1. Currently in the editing stage.

- iii. NC Culinary Fest: Bob Neroni
 - 1. In production, working with Bob on the introduction.
- iv. Ecola State Park: State Park Ranger
 - 1. In production, filming has started, coordinating with Park Rangers for interview.
- v. Fat Bike Festival: Daniella Crowder
 - 1. Shooting completed and video on YouTube and our website.
- vi. Cannon Beach Event Highlights video
 - 1. Shooting completed and video on YouTube and our website.
- vii. Experience Cannon Beach Adventure
 - 1. Shooting completed and video on YouTube and our website.
- viii. Stormy Weather Arts Festival
 - 1. Shooting completed and video on YouTube and our website.
- ix. Spring Unveiling
 - 1. Shooting completed and video on YouTube and our website.
- x. WOW! Weekend: Buddie Anderson
 - 1. Shooting completed and video on YouTube and our website.

- 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 mid-term report stated that the Marketing Committee approved a project to have Morrissey Productions create several 30 second videos from these events to allow for Social media advertising opportunities, this project will not be completed with this year's TAC funding. It is set to be completed next year. Morrissey did create an evergreen ad, a "Cannon Beach Adventure" 30 second clip that can be used year round for social media advertising.

3. Budget attachments

- a. The project met our financial projections with a few tweaks to keep things on budget.
- b. The budget actuals from the Chamber are attached.



MORRISEY PRODUCTIONS

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 Awareness Program	1	\$ 1,500	\$ 1,500
Sandcastle Festival	1	\$ 1,900	\$ 1,900
Ecola State Park	1	\$ 1,500	\$ 1,500
Women's Only Weekend (WOW)	1	\$ 1,000	\$ 1,000
Fat Bike Festival	1	\$ 1,500	\$ 1,500
Cannon Beach Culinary Festival	1	\$ 2,000	\$ 2,000
Stormy Weather Arts Festival	1	\$ 1,500	\$ 1,500
Spring Unveiling	1	\$ 1,900	\$ 1,900
Cannon Beach Event Highlight Video	1	\$ 1,000	\$ 1,000
Experience Cannon Beach Video	1	\$ 2,400	\$ 2,400
YouTube Marketing	10	\$ 250	\$ 2,500
		Subtotal	\$ 18,700
			\$ 0
		Total	\$ 18,700

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

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Ordinary Income/Expense							
Income							
4005 - TAC Income							
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4005492 - NCCF Ticket Sales	105.00			105.00			
4005493 - NCCF Donation	500.00			500.00			
400549 - TAC - Culinary Festival - Other	24,391.25	40,000.00	60.98%	24,391.25	40,000.00	60.98%	40,000.00
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Total Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Expense							
60005 - TAC Expenses							
600059 - TAC N.CoastPartnership	21,341.00	35,000.00	60.97%	21,341.00	35,000.00	60.97%	35,000.00
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Net Ordinary Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00
Net Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

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Program/Project Title

Fat Bike Festival

Evaluator Name/Position

Jim Pano

Date 6-30-19

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.

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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 documents



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Final

Program/Project Title

Fat Bike Festival

1. Summary

- a. 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!"

<http://bikecannonbeach.com/>

- b. New this year we added a scavenger hunt that brought the riders into Cannon Beach to explore our community. Various clues were given for riders to solve and discover the public art, business, and other places of interest in Cannon Beach. This was very fun for the riders and the businesses, with bonus points for anyone who made purchases. There was at least one group that bought items at every stop.

2. Evaluation

- a. The planning of this event by Oregon Rides and the Chamber has been a great partnership. Below you will find a list of the weekend's activities.

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.

- b. We knew that weather could be a factor, with a poor forecast and rain during the weekend, lead to lower attendance. We also had a conflict on the weekend with another large bike event "Reach the Beach" in Pacific City. We had picked our date before they announce theirs, we have already checked for next year to not compete with them, they are too big of a draw to go up against.
- c. We are looking to expand this event next year to include the Klootch Creek trails now that they are more complete and ready for action. Oregon Rides believes that adding a mountain bike component will help to draw even more bike enthusiasts to our event and to Cannon Beach.

3. Budget attachments

- a. Projected event budget plan.
- b. The TAC budget / actuals from the Chamber.
- c. Letter from Oregon Rides.
- d. Scavenger Hunt Sheet

Final Expenses ~ Cannon Beach Fat Bike Festival: 2019

Item:	Description:	Budgeted Amount:	Expense description:	Total Spent:
Web based marketing	Website, registration, logo & poster design.	\$750	\$500 website changes & updates \$133.04 WordPress renewal, .com & domain renewal \$75 Logo & poster updates (Darwin)	\$708.04
Permits/Event fees	Permit fees for event	\$1100	\$274.82 OBRA fees \$250 State Park permit	\$524.82
Hard Copy marketing & T-shirts	Printing & mailing of posters & flyers Printing of t-shirts for participants	\$450 \$1500	\$145.62 Printing of flyers, posters, scavenger hunt materials and laminating for event signage. \$399.20 T-shirts	\$544.82
Paid Advertising	Web, print, Facebook, etc.	\$2500	\$150 Mail chimp Newsletter \$500 That Oregon Life campaign \$575 OR Bike online & newsletter \$ 925 Facebook Ads	\$2150
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$2500	\$211 food for event after party \$73.59 Bonfire & rest stop supplies \$166.61 Porta Potty rental	\$451.20
Event Logistics & Management	Hire an Event Director to run event.	\$9500	\$9500	\$9500
Total Event Expenses:			\$13878.88	

Final Expenses ~ Cannon Beach Fat Bike Festival: 2019

Funding Received from TAC:	TAC funding for 2019 event	\$16,804
Income source: Eventbrite	Participant Registrations	\$1060.00

Total Revenue for event (TAC funding + Registrations):	\$17864.00
Total Event Expenses:	\$13878.88
Amount left over:	\$3985.12

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

	Jul '18 - Jun 19	Budget	% of Budget	Jul '18 - Jun 19	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4005 - TAC Income							
40054 - TAC Activity							
400541 - TAC-North Coast Partnership	16,598.00	35,000.00	47.42%	16,598.00	35,000.00	47.42%	35,000.00
400547 - TAC-Video Assets	17,975.00	18,300.00	98.22%	17,975.00	18,300.00	98.22%	18,300.00
400548 - TAC - Fat Bike	16,434.25	17,325.00	94.86%	16,434.25	17,325.00	94.86%	17,325.00
400549 - TAC - Cullinary Festival							
4005491 - NCCF Merchandise	20.00			20.00			
4005492 - NCCF Ticket Sales	105.00			105.00			
4005493 - NCCF Donation	500.00			500.00			
400549 - TAC - Cullinary Festival - Other	24,391.25	40,000.00	60.98%	24,391.25	40,000.00	60.98%	40,000.00
Total 400549 - TAC - Cullinary Festival	25,016.25	40,000.00	62.54%	25,016.25	40,000.00	62.54%	40,000.00
Total 40054 - TAC Activity	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Total 4005 - TAC Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Total Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Gross Profit	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Expense							
60005 - TAC Expenses							
600059 - TAC N.CoastPartnership	21,341.00	35,000.00	60.97%	21,341.00	35,000.00	60.97%	35,000.00
600064 - TAC-Video Assets	14,750.00	18,300.00	80.6%	14,750.00	18,300.00	80.6%	18,300.00
600065 - TAC-Fat Bike	13,428.67	17,325.00	77.51%	13,428.67	17,325.00	77.51%	17,325.00
600066 - TAC - Cullinary Festival	28,779.64	40,000.00	71.95%	28,779.64	40,000.00	71.95%	40,000.00
Total 60005 - TAC Expenses	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Total Expense	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Net Ordinary Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00
Net Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00



6/14/19

Cannon Beach Fat Bike Festival Final Report:

This year we had a Fat Bike company join the event and they brought 12 bikes for people to demo along with 6 bikes from Oregon Rides & Events. All the bikes were checked out for the Saturday ride and we had to turn people away who had registered after 10PM on Friday night w/out confirming bike availability. Having a bike company offer bikes for people to use for event was fantastic and we hope to grow that more for 2020.

We added a scavenger hunt that brought the riders into the town of Cannon Beach and encouraged them to spend money and find new businesses. The riders were given extra points for purchasing items in the select locations. Points were also given for social media posts about the business, tagging the business, or doing a Facebook check ins. The riders enjoyed the fun riddles and sense of excitement to discover some places they may not have been before.

Our Saturday evening bonfire was literally rained out! The local police warned that we should not proceed on the beach as the winds and storm would be too dangerous. We scrambled and came up with the alternative plan to have the gathering under the cover of the Elementary School and set up games, lights, Mo's clam chowder, and a small propane bonfire that everyone thoroughly enjoyed. This ended up being a more intimate gathering and it enhanced the camaraderie and fun of the weekend!

A few things learned; We will avoid having event on same weekend as "Reach the Beach" in Pacific City. We had picked our date before they announced their 2019 date and now we realize they are too big a draw to go up against. We checked with them and they gave us their 2020 date and we will avoid it. We are focusing on April 24-26, 2020.

We should expand event to include Mountain Bikers as the new Klootchey Creek trails are within 5 miles of Cannon Beach. By expanding event to include a day of Fat Bike riding in Cannon Beach and a day of trail riding at Klootchey Creek we will be broadcasting to a much larger audience of bike enthusiasts and can help to promote a great new asset to your region.

We thank you for allowing us the opportunity to work on this event. It is a pleasure to work with the Chamber and businesses of Cannon Beach and we look forward to growing this event to be self-supporting in the near future.

Best,

Daniella Crowder, Director

Oregon Rides & Events

SCAVENGER HUNT FUN

Welcome to the Fat Bike Festival Scavenger Hunt! You must visit at least five locations in order to get your poker hand at the end. You may complete as many tasks in any order from the time you receive the clues until 4:00. However, the last clue is the final destination. (Hint ~ it is easiest to go in the order of the clues.)

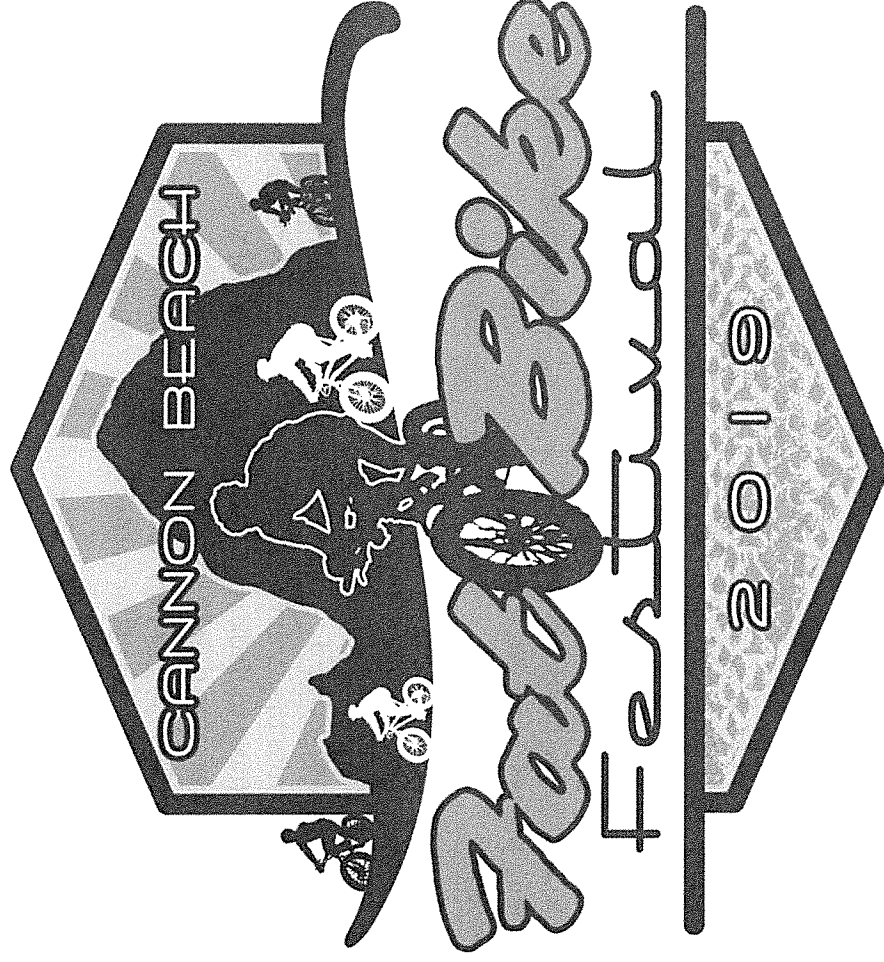
Look for a sign in the window at each location to make sure you're at the right spot, and for hashtags for your social media posts. Posts to Facebook or Instagram won't earn you extra points, but they will help you in the event of a tie.

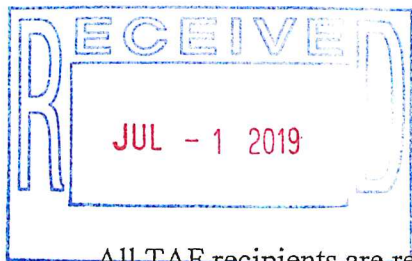
If you purchase any items, food, or beverages at the locations, be sure to take a picture.

Upon arrival at the final destination and completion of your task, you will receive 5 playing cards and an additional card for every 50 points earned. The best hand wins, with lots of prizes available from our sponsors!

The winners will be announced at the Beach Bonfire (in front of Wayfarer Resort) at 7:30.

Have fun!





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

North Coast Partnership

Evaluator Name/Position

Jim Paine

Date

6-30-19

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.

2. Program/Project Evaluation

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

3. Budget

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

Please see attached documents



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

Final

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. Our Instagram presence (<https://www.instagram.com/northcoast.oregon/>) and social ad spend
 1. Gained 2,021 new followers (total followers currently: 4,260)
 2. #NorthCoastOregon used 690 times
 3. **Weekly** average impressions – 64,913 – and reach –43,555
 - ii. A creative brand plan for the new website that gives our region a standalone identity from The People's Coast.

iii. 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
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 FDX	16,806	4.03	75	.446%
Retargeting SEA	11,730	3.34	36	.307%
Look a Like Modeling SEA	613,462	0.59	1,813	.296%
Audience Targeting SEA	761,302	1.85	1,793	.236%
Look a Like Modeling FDX	469,966	0.73	1,044	.222%
Audience Targeting FDX	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%

iv. New website (<http://onc.goat-digital.com/>) designed and developed.

v. Crowdriff platform to support content for all destinations, ONC's social presence, and supplying a large portion of photos for the new website. This platform is used not only for the new website but also by all three communities to source user generated content and images for promotional use.

vi. We have a signed contract with 1889 & 1859 for full newsletter content to their audience promoting Oregon's North Coast.

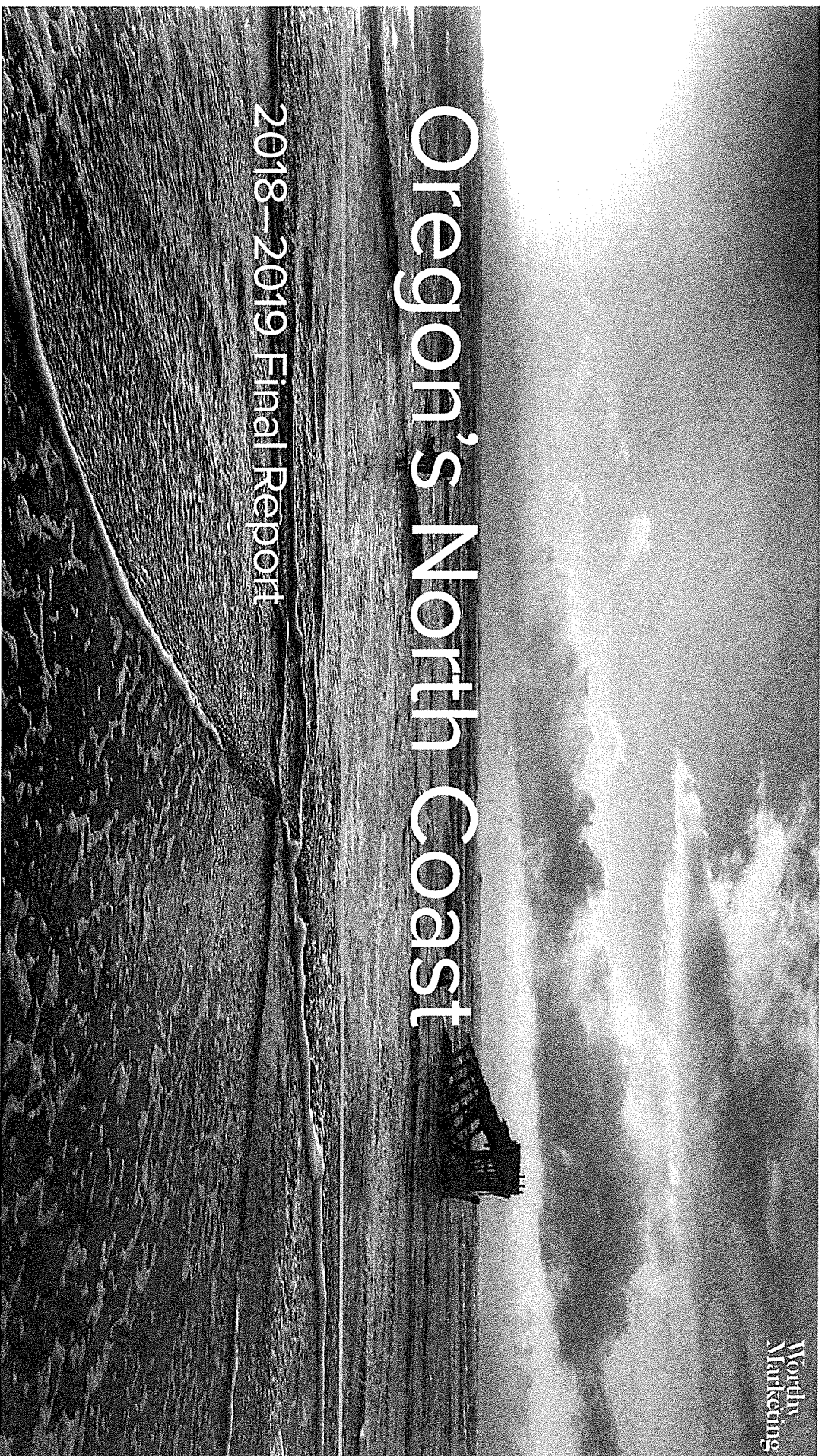
b. The efforts are ongoing and will be fully reported at the end of the fiscal year. Attached you will find the branding refresh guide and an example of our social media posts for the month of February.

3. Budget attachments

- a. The Oregon's North Coast 2018-19 Final Report
- b. The budget actuals from the Chamber.
- c. Crowdriff analytics

Oregon's North Coast

2018-2019 Final Report



Oregon's North Coast

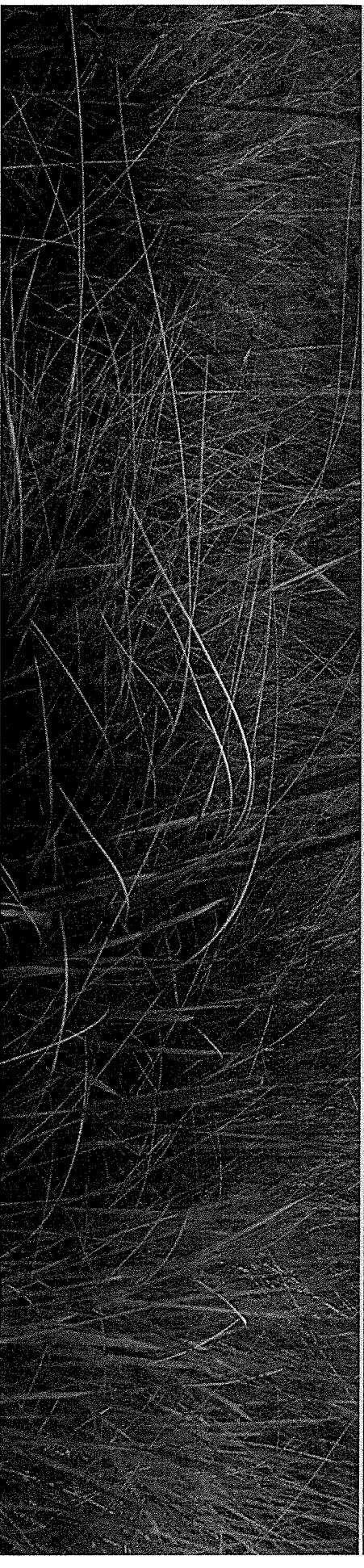
The collective is marketing for increased visitation to Clatsop County through equal annual contributions from Astoria & Warrenton, Seaside, and Cannon Beach.

Clatsop County grants also support annual marketing initiatives.

Purpose

Through a collective effort to promote the wealth of activities and attractions in the North Coast region of Oregon, visitors will stay longer on their visits and spend throughout the participating communities.

Budget



Annual Budget

Budget: \$125,295

- Each community contributed \$35,000.
- Clatsop County awarded a grant of \$13,000.
- Marketing budget from 2017-2018 rolled over \$7,295.

100% of the annual budget has been utilized.

Brand Channels

Built and launched oregonnorthcoast.com

- Highlight Activities, Attractions, Itineraries, and Events for the region
- Website imagery is powered by Crowdriff, showing actual visitor photos at destinations

Grew [@northcoast.oregon](https://www.instagram.com/northcoastoregon) Instagram presence

- Feature travel-centric content – natural wonders, unique places, coast-specific activities
- Photos are secured through Crowdriff

Paid Media

Digital Display Campaign

- Targeted Seattle & Portland markets at a 50/50 split using the Travel Oregon traveler profile
- Refreshed campaign ads ran February–May 2019

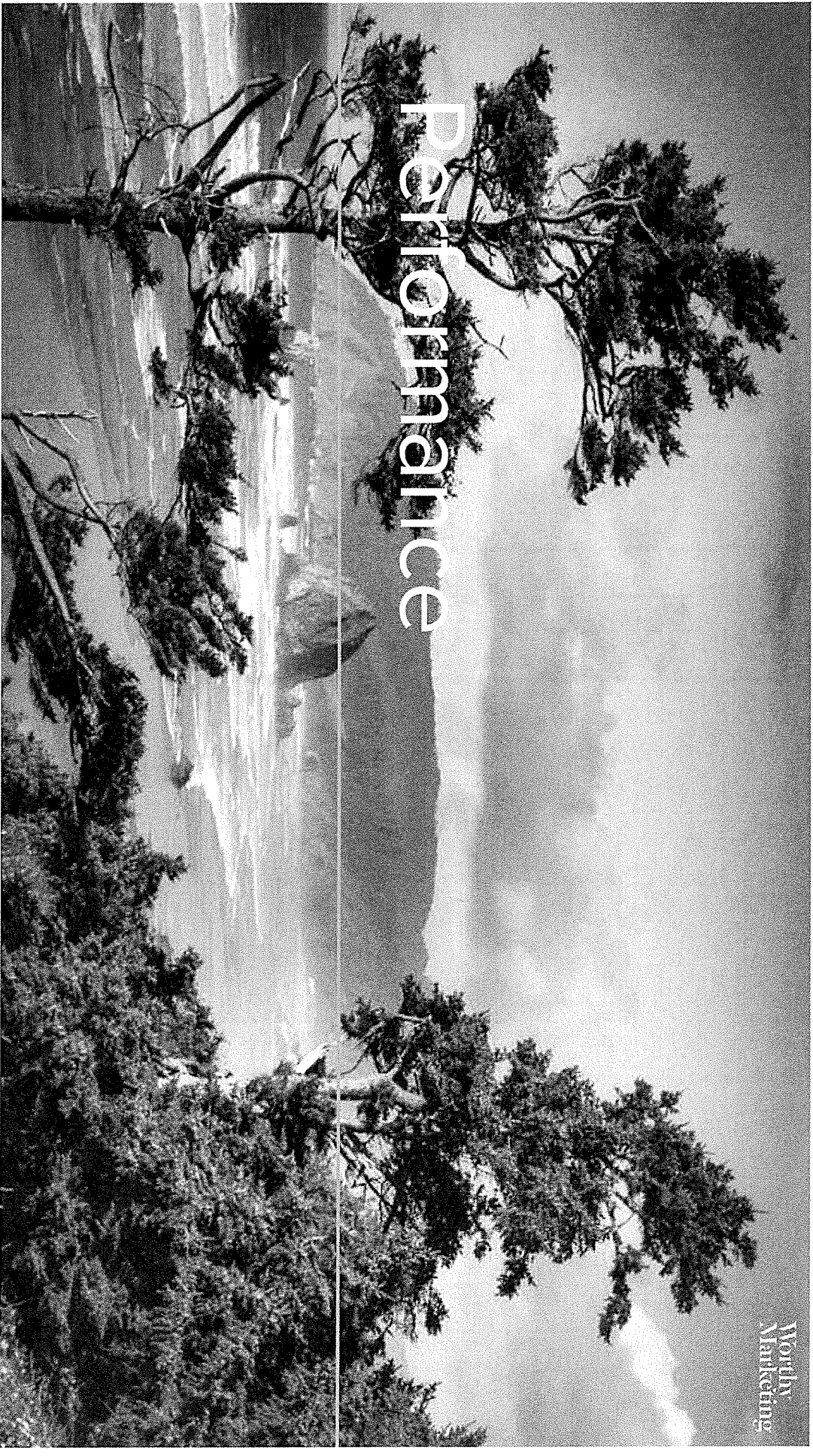
Instagram ad spend

- Promoting top performing posts monthly to increase awareness
- Paid support also adds to our overall followers through targeting

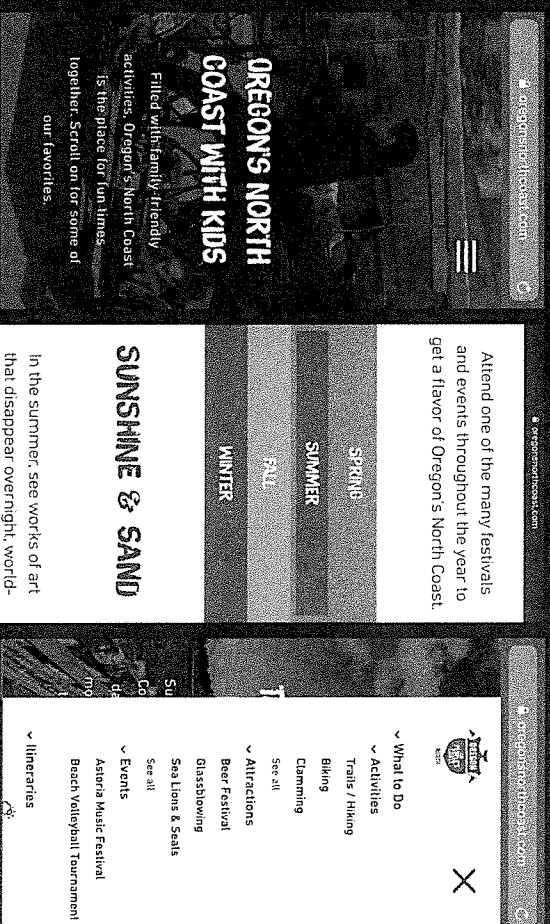
Emails – 1889 & 1859 dedicated newsletter sends

Performance

Worthy
Marketing



Website



Launched April 2019

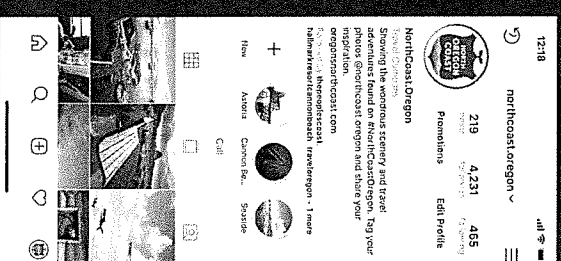
Monthly analytics from April 15-May 15; digital display campaign active

- 8,177 site sessions
- 6,999 new users
- :31 sec average session duration
- 1.24 pages per session
- 5 email sign ups
- \$24,980 to design, write content, and build web presence

Social Media

Launched January 2018

- 4,231 followers
- 896 uses of #NorthCoastOregon
- 486 photos tagged with @northcoast.oregon
- 64,900 weekly average impressions
- 43,555 weekly average reach
- \$5,400 Instagram ad spend for reach and new follower targeting
- \$16,500 create social posts, social Stories, and posting



Digital Display

Flight	Impressions	CPM	Clicks	CTR
Retargeting Seattle	23,074	3.03	114	.494%
Retargeting Portland	30,378	3.54	143	.471%
Look a Like Modeling Seattle	4,430,116	0.58	15,448	.349%
Look a Like Modeling Portland	802,433	0.70	1,973	.246%
Audience Targeting Seattle	2,157,068	1.96	5,233	.243%
Audience Targeting Portland	791,761	1.89	1,718	.217%
Hyper Contextual Seattle	124,663	1.47	170	.136%
Hyper Contextual Portland	154,945	1.55	184	.119%
Rollup	8,514,438	1.11	24,983	.293%

Ran February 15-May 15, 2019

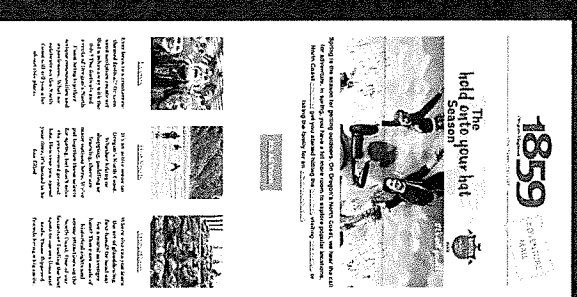
- 8,514,438 impressions
- 24,983 ad clicks
- CTR 0.293%
- eCPM \$1.11
- \$13,000 in paid spend targeting both Seattle and Portland markets

1889/1859 Emails

Newsletter results

- 6,475 opens
 - 1,038 click-throughs to website
- Bonus social media posts
- Instagram – 607 likes
 - Facebook – 80,000 impressions

Budget: \$1,250 for 2 custom newsletters





Thank You

Worthy
Marketing

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

	Jul '18 - Jun 19	Budget	% of Budget	Jul '18 - Jun 19	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
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40054 - TAC Activity							
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400549 - TAC - Cullinary Festival	20.00			20.00			
4005491 - NCCF Merchandise							
4005492 - NCCF Ticket Sales	105.00			105.00			
4005493 - NCCF Donation	500.00			500.00			
400549 - TAC - Cullinary Festival - Other	24,391.25	40,000.00	60.98%	24,391.25	40,000.00	60.98%	40,000.00
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Total 4005 - TAC Income	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Gross Profit	76,023.50	110,625.00	68.72%	76,023.50	110,625.00	68.72%	110,625.00
Expense							
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Total 60005 - TAC Expenses	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Total Expense	78,299.31	110,625.00	70.78%	78,299.31	110,625.00	70.78%	110,625.00
Net Ordinary Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00
Net Income	-2,275.81	0.00	100.0%	-2,275.81	0.00	100.0%	0.00

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Q. Find an app

Filter: Select an option

Gallery apps

🏠 Homepage (243)

📊 Gallery insights

Shared Galleries

+ New Shared Gallery app

Photo wall apps

🏠 Visitor Center

Hashtag rights app

📅 Rights (92)

Advanced rights apps

Speak to your Customer Success Manager to set up this app

Conversation apps

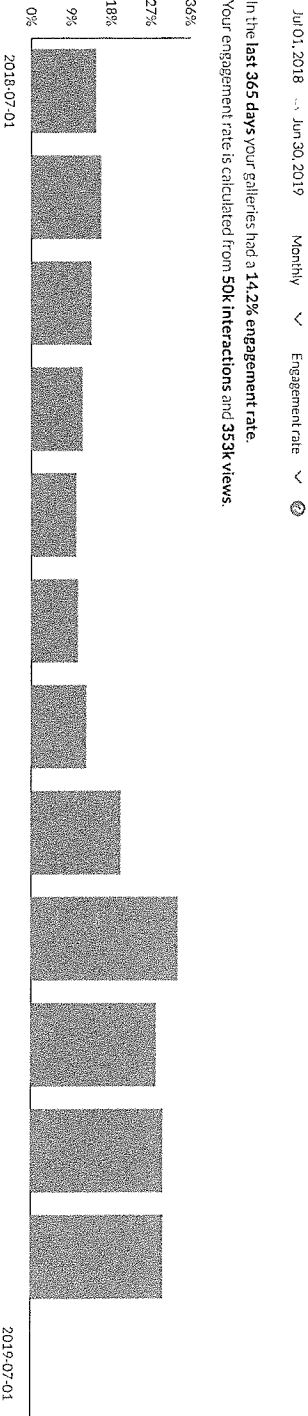
👤 Thanks for Sharing (5)

Buffer apps

+ New Buffer app

Gallery Insights.

You have 1 galleries that contain a total of 243 assets.



Top galleries.

🏠 Homepage

14.2% Engagement rate

50k Interactions

353k Views

Top assets.

Last 30 days

Engagement rate

🔍

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Q. Find an app

Filter: Select an option

Gallery apps

Homepage (243)

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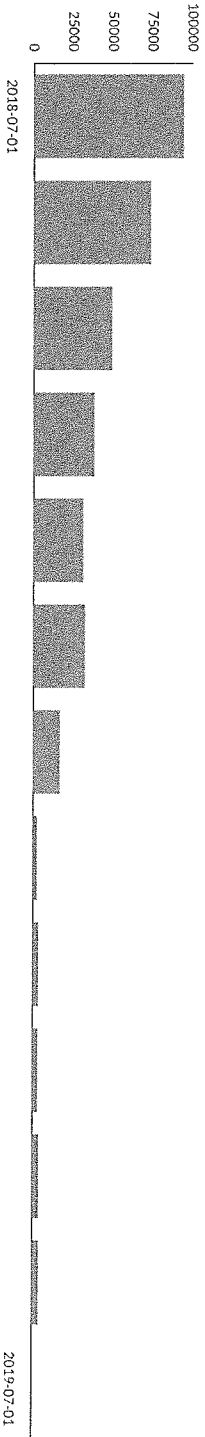
Conversation apps

Buffer apps

Gallery Insights.

You have 1 galleries that contain a total of 243 assets.

In the last 365 days your galleries had a 14.2% engagement rate.
Your engagement rate is calculated from 50k interactions and 353k views.



Top galleries.

Homepage

14.2% Engagement rate

50k Interactions

353k Views

Top assets.

Last 30 days

Engagement rate



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🔍 Find an app

🔍 Filter: Select an option

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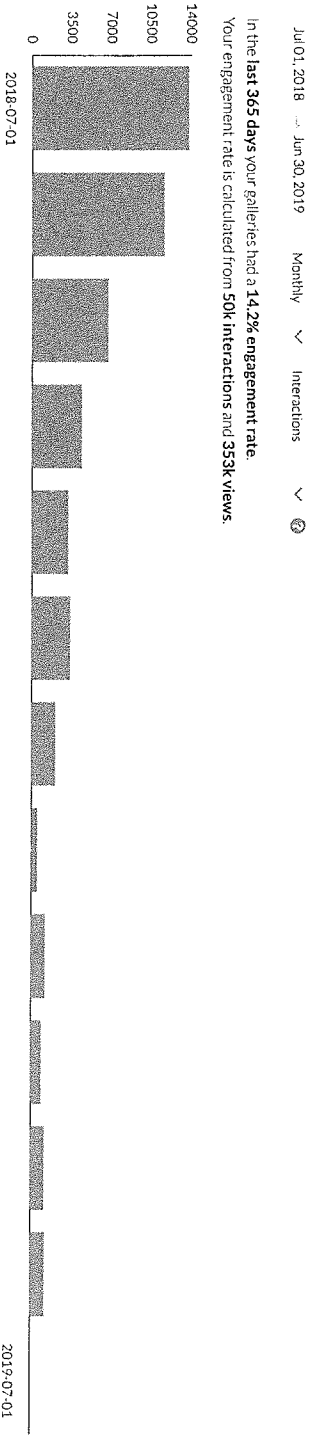
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Gallery Insights.

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📁 Top galleries.

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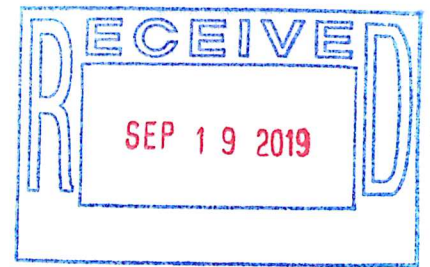
Last 30 days

Engagement rate

📅

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

FINAL REPORT



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 Jim Kingwell, President of Cannon Beach Gallery Group Date 9/18/19

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.

- *We received funding for three projects. The development of Earth and Ocean Arts Festival engaged the Galleries in planning throughout the year. Our media promotion alone utilized \$5640.*
- *Stormy Weather Arts Festival was promoted with \$8083 combined TAC and non TAC funds including a shared promotion with the Cannon Beach Chamber. The Gallery receptions had good attendance Friday and Saturday nights. We offered an experience to inspire return visits.*
- *Spring Unveiling presented Gallery receptions and hospitality May 3-5, 2019. There was joint promotion with the Cannon Beach Chamber. We characterize participation as moderate.*
- *This is the last year of a combined event funding request. Future funding is separated into individual applications.*

2. Program/Project Evaluation

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

- *We partnered with the Cannon Beach Chamber of Commerce for Stormy Weather Arts Festival. See the attachments for financial information. From the Galleries standpoint we delivered a quality experience to our town visitors that weekend.*
- *The process of developing a plan and program for the Earth & Ocean Arts Festival has generated fresh energy within the active committee. The event will begin 9/20/2019. We promoted within budget for this funding cycle but will exceed the budget to implement the plan in the next funded year.*
- *Spring Unveiling gave us a moderate response in terms of sales and seemed to be down about 2% in lodging for the event. A high quality of original work was presented for the first time to support the integrity of the unveiling concept.*

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.*
- *Across the board accounting change from cash basis to accrual basis will give a clearer vision of profit and loss assessment. We are currently transforming our data by reassigning the percentage splits for each expense for each event. This is only partially complete at this time but must be done before November. Prior accounts were on a cash basis and only approximated the time frame of funded activity. We are setting up account categories that are a match with our TAC contracts.*
- *There has been a change within the positions and offices of the Gallery Group. Mike Brumfield stepped down as President and was replaced by Jim Kingwell. Our Treasurer has also left because of increased workload at his job. Until election occurs the Treasurer's responsibilities fall on the President.*
- *Our offering of gift certificates to encourage survey data from visitors has proven ineffective. The sample results from Spring Unveiling were too few for a meaningful level of accuracy. We encourage the committee to consider a measure of room demand as the metric of choice.*

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*

7/24/19

19
20
21

Type	Date	Num	Name	Memo	ACCOUNT	SPLIT \$	TAC or NON	SU PA&M SWAF4	Event Year	Amount
Check	08/01/2018	1896	Data Forensics	Aug'18	Bookkeeper					
Check	08/01/2018	1897	Taryn Wise	Web Master	Website - TAC					-\$75.00
Check	08/15/2018	1898	Crowerks LLC	Inv#4231 Web Maint/UpDates	Website - TAC	3000				-\$200.00
Check	09/01/2018	1899	Taryn Wise	Web Master	Website - TAC					-\$112.50
Check	09/01/2018	1900	Data Forensics	Sep'18	Bookkeeper					-\$200.00
Check	09/04/2018	1901	Gilchrist & Associates, LLC	The Waves REIMB	PR Person REIMB - NON					-\$75.00
Check	09/10/2018	1902	O Jeff Hull	REIMB Bonnie's Gift	PR Person REIMB - NON					-\$185.56
Check	09/26/2018	1903	O Mike Brumfield - Vendor	Network Solutions Domain Name	Web Hosting - NON					-\$400.00
Check	09/26/2018	1904	Taryn Wise	Art Brochure Map Production	Brochure - NON					-\$39.99
Check	10/01/2018	1905	Data Forensics	Oct'18	Bookkeeper					-\$175.00
Check	10/01/2018	1906	Taryn Wise	Web Master	Website - TAC					-\$75.00
Check	09/21/2018	1907	Travel Portland	Inv#27170 Act#22685	Travel Portland - TAC	3000				-\$200.00
Check	10/19/2018	1908	Brown Printing Inc	2019 Art Guides	NON					-\$570.00
Check	10/19/2018	1908	Brown Printing Inc	2020 Art Guides	TAC					\$4,250.00
Check	11/01/2018	1909	Data Forensics	Nov'18	Bookkeeper					-\$850.00
Check	11/01/2018	1910	Taryn Wise	Web Master	Website - TAC					-\$75.00
Check	11/08/2018	1911	MEDIAmerica Inc	01-CANNON 2019 OCVAWeb	TAC					-\$200.00
Check	11/08/2018	1911	MEDIAmerica Inc	01-CANNON 2019 OCVAWeb	TAC					-\$1,990.00
Check	11/29/2018	1912	O Imprint Gallery - Vendor	PR Consultant Job Posting	PR Person - TAC					-\$225.00
Check	12/01/2018	1913	Data Forensics	Dec'18	Bookkeeper					-\$312.06
Check	12/01/2018	1914	Taryn Wise	Web Master	Website - TAC					-\$75.00
Check	12/14/2018	1915	CB CHAMBER	INV#36474 Hall Rental	Hall Rental - NON					-\$200.00
Check	01/01/2019	1916	Data Forensics	Jan'19	Bookkeeper					-\$200.00
Check	01/01/2019	1917	Taryn Wise	Web Master Jan'19	Website - TAC					-\$75.00
Check	12/21/2018	1918	Explorer Media Group	2019 Coast Explorer Mag	Coast Explorer Mag - TAC	3000				-\$200.00
Check	01/10/2019	1919	US Postmaster	Box Rental Fee #1402	PO BOX					-\$1,259.00
Check	01/20/2019	1920	Lisa Dworkin Kerr	Review Contract	Attorney					-\$54.00
Check	02/01/2019	1921	Data Forensics	Feb'19	Bookkeeper					-\$200.00
Check	02/01/2019	1922	Taryn Wise	Web Master Feb'19	Website - TAC					-\$75.00
Check	02/01/2019	1923	Alexis Jackson	1 of 10	PR Person - NON					-\$200.00
Check	01/29/2019	1924	Secretary of State	089253-90 03/11/2018 - 03/10/2019	Secretary of State					-\$2,000.00
Check	02/06/2019	1925	Pamplin Media Group	#124347 3 Events	Pamplin - NON					-\$50.00
Check	02/12/2019	1926	Portland Art	INV# PtdArt Apr19 CBGG	PADA - TAC	3000				-\$267.00
Check	02/15/2019	1927	William MacLean	Inv# 9830 2018 Taxes	Tax Accountant					-\$900.00
Check	02/24/2019	1928	O Pizza a'fetta - Vendor	500 Checks 400 Deposit Slips	supplies					-\$175.00
Check	03/01/2019	1929	Taryn Wise	Web Master Mar'19	Website - TAC					-\$82.29
Check	03/01/2019	1929	Taryn Wise	Web Master Mar'19	Website - TAC					-\$200.00

Page 2 of 2

Occupancy Counts for Spring Unveiling 2016, 2017, 2018 and 2019

	2016			2017			2018			2019		
	Fri	Sat	Sun	Fri	Sat	Sun	Fri	Sat	Sun	Fri	Sat	Sun
Ocean Lodge	100%	100%	76%	95%	97%	48%	100%	98%	98%	100%	100%	75%
Stephanie Inn	90%	95%	100%	100%	100%	87%	95%	100%	92%	100%	100%	98%
Tolovana Inn	90%	99%	48%	69%	89%	61%	55%	86%	54%	65%	65%	65%
Hallmark Resort	77%	90%	53%	96%	95%	49%	98%	100%	65%	85%	95%	65%
Waves Motel	100%	100%	87%	98%	100%	86%	100%	100%	99%	100%	100%	100%
Schooner's Cove	100%	100%	87%	100%	100%	90%	95%	95%	95%	100%	100%	70%
Land's End	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Inn at Cannon Beach	95%	100%	76%	100%	100%	100%	100%	100%	100%	94%	100%	84%
Haystack Lodgings	100%	100%	100%	100%	100%	100%	100%	100%	85%	86%	100%	86%
CB Hotel Lodgings	98%	100%	57%	100%	100%	70%	100%	100%	54%	100%	100%	67%
Ecola Creek Lodge	100%	100%	90%	100%	87%	91%	95%	100%	36%	100%	100%	68%
Webb's Scenic Surf	100%	100%	75%	100%	100%	85%	100%	100%	50%		no data	
Sea Breeze Court	100%	100%	100%	100%	100%	100%	100%	100%	100%		no data	
Sea Sprite	100%	40%	50%	100%	100%	46%	100%	100%	100%		no data	
Surfsand Resort	90%	95%	50%	93%	98%	59%	95%	100%	75%	93%	100%	50%
Wayside Inn	100%	100%	75%	90%	90%	70%	100%	100%	100%	99%	99%	72%
CB RV Resort	88%	93%	71%	100%	100%	80%	100%	100%	50%	99%	99%	99%
Average % per day	96%	95%	76%	97%	97%	78%	96%	99%	80%	94%	97%	79%

How We Supported Spring Unveiling Arts Festival 2019

TAC - Print Campaign	Check #	Expense	Percentage of Grant	Amount Spent
	Multiple Checks	Multiple Ads	1/3 of \$4542.00	\$1,514.00
	1942	Preference Graphics	100% of \$5159.00	\$5,159.00
	1949	CB Design	100% of \$870.00	\$870.00
	1948	CB Design	1/3 of \$1275.00	\$419.00
	1947	CB Design	1/3 of \$337.50	\$113.00
	1926	PADA	1/3 of \$900.00	\$300.00
	1908	Brown Printing	1/3 of \$849.00	\$283.00
	1962	Brown Printing	1/3 of \$849.00	\$283.00
	1907	Travel Portland	1/3 of \$570.00	\$163.00
	1911	MediAmerica	1/3 of \$2215.00	<u>\$738.00</u>
SUBTOTAL				\$9,842.00
TAC - WEB Campaign				
	Annual Contract	Taryn Wise	1/3 of \$2400.00	\$800.00
	1898	Crowerks	1/3 of \$112.50	\$34.00
	1964	Crowerks	1/3 of \$150.00	\$50.00
	1912	Imprint Gallery	100% of \$237.00	<u>\$237.00</u>
SUBTOTAL				\$1,121.00
TAC - Photography				
	1955	Andrew Tonry	100% of \$500.00	<u>\$500.00</u>
SUBTOTAL				\$500.00
TAC - PR/Event Coordinator				
	Annual Contract	Alexis Jackson	100% of \$20,000.00	<u>\$20,000.00</u>
SUBTOTAL				\$20,000.00
TOTAL				\$31,463.00
Retained				<u>\$1,787.00</u>
SUBTOTAL				\$1,787.00

How We Supported Earth & Ocean Arts Festival 2019 Development

TAC	Check #	Expense	Percentage of Grant	Amount Spent
		1952 Preview Magazine	1/3 of \$1237.50	\$413.00
		1907 Travel Portland	1/3 of \$570.00	\$190.00
		1965 Preview Graphics	1/3 of \$360.00	\$120.00
		1926 PADA	1/3 of \$900.00	\$300.00
		1950 PADA	1/3 of \$650.00	\$217.00
		1918 Explorer Media	1/3 of \$1259.00	\$420.00
		1946 Explorer Media	1/3 of \$1260.00	\$420.00
		1947 CB Design	1/3 of \$337.50	\$113.00
		1948 CB Design	1/3 of \$1275.00	\$425.00
	Annual Contract	Alexis Jackson	1/3 of \$20,000.00	<u>\$6,666.00</u>
SUBTOTAL				\$9,284.00
NON TAC	Check #	Expense	Percentage of Grant	Amount Spent
	Annual Contract	Taryn Wise (Web)		\$800.00
		1925 Pamplin Media	1/3 of \$267.00	\$89.00
		1908 Brown Printing	1/3 of \$4,250.00	\$1,083.00
		1962 Brown Printing	1/3 of \$3150.00	<u>\$1,050.00</u>
SUBTOTAL				\$3,022.00
TOTALS				\$12,306.00

How We Supported SWAF 2018 - Summary

TAC	Check #	Expense	Percentage of Grant	Amount Spent
	Assorted	Summer Print Ads 2018	1/3 of \$4542.00	\$1,514.00
	1966	CB Chamber	100\$ of \$1000.00	\$1,000.00
	Assorted	Media Ads	!/3 of \$10,815.00	<u>\$3,605.00</u>
SUBTOTAL				\$6,119.00

NON TAC

	Assorted	Print Media Ads	<u>\$2,843.00</u>
SUBTOTAL			\$2,843.00

TOTAL			\$8,962.00
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The Gallery Group NON TAC SPENDING August 2018 through July 2019

8:46 AM

07/26/19

Cash Basis

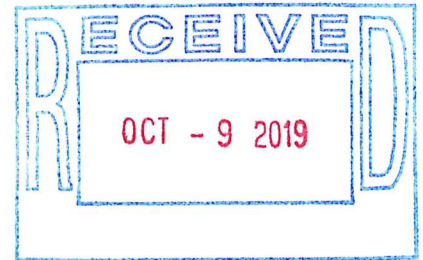
Type	Date	Num	Name	Memo	Clr	Split	Original Amount	Paid Amount	Balance
NON-TAC Advertising									
Brochure - NON									
Check	09/26/2018	1904	Taryn Wise	Art Brochure Map Production		Columbia State ...	175.00	175.00	175.00
Check	10/19/2018	1908	Brown Printing Inc	10,000 Art Guides		Columbia State ...	4,250.00	4,250.00	4,425.00
Total Brochure - NON							4,425.00	4,425.00	4,425.00
Hall Rental - NON									
Check	12/14/2018	1915	CB CHAMBER	Hall Rental for Interviews		Columbia State ...	200.00	200.00	200.00
Total Hall Rental - NON							200.00	200.00	200.00
Mailing Lists									
Check	06/17/2019	1957	Mondo Code LLC	OR Mailing List		Columbia State ...	184.88	184.88	184.88
Check	06/17/2019	1957	Mondo Code LLC	WA Mailing List		Columbia State ...	219.26	219.26	404.14
Total Mailing Lists							404.14	404.14	404.14
Pamplin - NON									
Check	02/09/2019	1925	Pamplin Media Group	EOAF, SWAF, SUAF		Columbia State ...	267.00	267.00	267.00
Total Pamplin - NON							267.00	267.00	267.00
PR Person - NON									
Check	02/01/2019	1923	Alexis Jackson	1 of 10		Columbia State ...	2,000.00	2,000.00	2,000.00
Check	03/01/2019	1931	Alexis Jackson	2 of 10		Columbia State ...	2,000.00	2,000.00	4,000.00
Check	04/01/2019	1933	Alexis Jackson	3 of 10		Columbia State ...	2,000.00	2,000.00	6,000.00
Check	05/01/2019	1937	Alexis Jackson	4 of 10		Columbia State ...	2,000.00	2,000.00	8,000.00
Check	06/01/2019	1943	Alexis Jackson	5 of 10		Columbia State ...	2,000.00	2,000.00	10,000.00
Check	07/01/2019	1958	Alexis Jackson	6 of 10		Columbia State ...	2,000.00	2,000.00	12,000.00
Total PR Person - NON							12,000.00	12,000.00	12,000.00
PR Person REIMB - NON									
Check	09/04/2018	1901	Gilchrist & Associates, LLC	The Waves		Columbia State ...	185.56	185.56	185.56
Check	09/10/2018	1902	O Jeff Hull	REIMB Bonnie's Gift		Columbia State ...	400.00	400.00	585.56
Total PR Person REIMB - NON							585.56	585.56	585.56
Web Hosting - NON									
Check	09/26/2018	1903	O Mike Brumfield - Vendor	Network Solutions Domain Name		Columbia State ...	39.99	39.99	39.99
Total Web Hosting - NON							39.99	39.99	39.99
Total NON-TAC Advertising							17,921.69	17,921.69	17,921.69
TOTAL							17,921.69	17,921.69	17,921.69

12,000.00
 585.56
 17,921.69
 17,921.69

+ Summary 18

4542
 10,463

**Tourism and Arts Fund Recipient Evaluation
FY 2019-2020**



☐ 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 Cannon Beach Cottage Tour

Evaluator Name/Position Elaine Trucke/ Executive Director **Date** 10/5/19

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.

The 16th Annual Cottage Tour took place the weekend of September 13 – 15, 2019. The weekend of events started on Friday with the Dmitri Matheny concert. Over fifty people enjoyed the beautiful music, photo booth, and hors d'oeuvres. On Saturday the day events began with a luncheon and lecture at the Tolovana Hall. The speaker was Janet Eastman of *The Oregonian*. The home tour took place from noon until 5:00 p.m. with a post-tour reception and concert at the museum. Just over sixty people enjoyed a presentation on the evolution of Cottages in Cannon Beach. Over five hundred people toured just over ten locations in the Presidential streets of Cannon Beach. Just over 200 people attended the post-tour concert; all enjoyed the music of the Julie Amici group, wine, and raffle. Attendees enjoy tea tasting in the garden of one of the homes on the tour, wine tasting with Cannon Beach Wine Shack at the museum, and some fantastic weather. The final event of the weekend took place on Sunday, September 15 with the garden tea. The tea went from 11:00 a.m. until 1:00 p.m. with a presentation by master gardener Jennifer Bell.

According to data collected during advance ticket sales and at the check in booth, there were 335 confirmed night stays, 279 in hotels or vacation rentals. The average stay was 2.83 (or about three nights.) The average night stay in a second home was four nights. According to zip codes and advance ticket sales over five hundred people traveled over fifty miles (506 people) to attend the Cottage Tour. We did notice a decline in local attendees, either because they were all volunteering or deterred by the weather predictions.

The Cottage Tour promoted art in Cannon Beach through the raffle, which featured several amazing creations from prominent artists in Cannon Beach. The beautiful blue vase from Ice Fire Glassworks was taken home by an attendee from Arkansas, the painting by Drea Frost went to a local who works at Bills Tavern, and the painting from Archimedes went to an



attendee from Portland. Each home also featured artwork from local galleries, but most importantly, architectural designs from Coaster Construction, O'Brien Construction, and more. Special touches in each home spoke to tastes and inspiration of each homeowner. Classic vintage cottages, next to staggering beach dream homes, and beautifully tended landscapes. It was one of the most organized, and focused Cottage Tours to date. The event was filmed by Morrissey Productions and attended by representatives from *The Oregonian*, *Oregon Coast Magazine*, *Oregon Home*, and even a group of thirty women of the Hardy Plant Society. The event received free press in *The Oregonian*, *Cannon Beach Gazette*, *Coast Weekend*, and others.

Every year, we hope to make the tour better, more streamlined and fun for everyone. This year was the first year in memory that went as smoothly as it did. The check in booth was, dare we say it? Fun. The weather was perfect, everyone loved the homes, the only issues we saw were the usual parking issues experienced by all who visit here.

2. Program/Project Evaluation

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

We had hoped that this year would have more attendees than last year. The 2018 Cottage Tour did feature the Oswald West home and many were aware of this fact, but we believe that this drop in attendance was due to weather outlook, limited space at Tolovana Hall restricted weekend packages, and a decline in local attendees. We had to restrict ticket sales to the Friday concert, luncheon and tea because of a limited amount of space. The Friday event is more of a sit-down affair and we had to use our chairs at the Tolovana Hall for the luncheon and tea. At the Tolovana Inn, we can include 100 or more, at the Hall, sixty-five was far too tight. While the commercial kitchen was handy and the Tolovana Arts Colony gracious to partner on this event, the space wasn't as big as we needed. Our hopes of utilizing the outdoor area was thwarted due to bad weather predictions and art installations outside for the Earth & Ocean and Arts Festival. There were issues advertising in *Coast Weekend*, we believe due to a change in editors and staff, we hope that we will be able to purchase our usual ad next year. Of course, this did not impact people traveling, but did affect our overall numbers. Last year 8% of attendees were local, this year 4%, it was definitely a drop.

However, we did see an increase in how many nights most attendees stayed. Only three people stayed 1 night, most stayed 3 nights or more.

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

We hope that next year, the Tolovana Inn will allow us to use their space once more. If not, we hope to use the Chamber or even the School Property, if it's available. During our mid-term in March we discussed the separation of Coastal Living in Sunset Magazine, now that we are aware we will change our ad schedule to accommodate the change over. We will also offer weekend packages again, they're a good deal, fun and encourage more people to attend

the Friday and Sunday events.

3. **Budget**

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

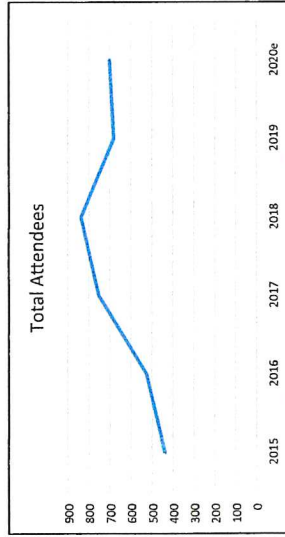
The museum met its financial projection with the exception of Coastal Living, we upped our advertising with *Sunset Magazine* and *The Oregonian*, which are usually very successful for the tour. We had hoped to have more attendees, but the bottom line was still good.

- 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.

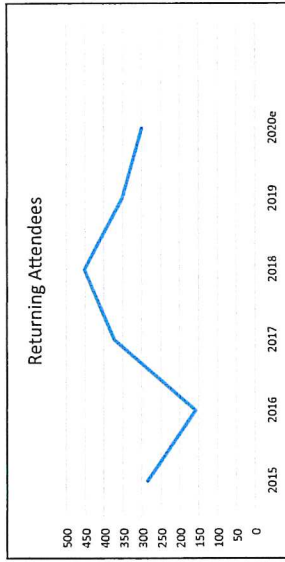
I have included a line-by-line item for advertising. Not much is different from our budget.

NOTE: Please input event data in the yellow cells

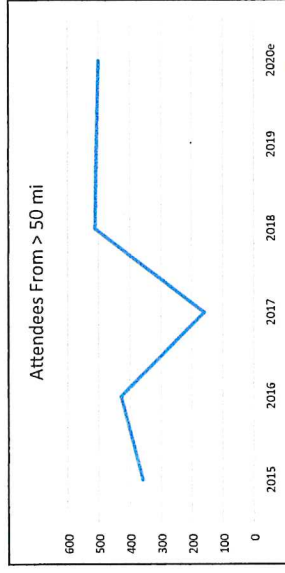
	2015	2016	2017	2018	2019	2020e
Total Attendees	438	526	751	837	681	700



	2015	2016	2017	2018	2019	2020e
Returning Attendees	284	157	372	452	352	300

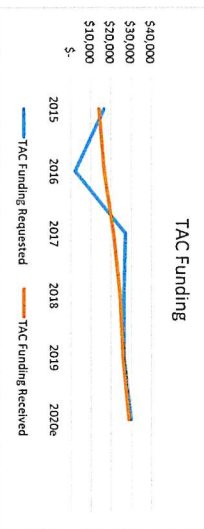


	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	357	427	159	511	506	500

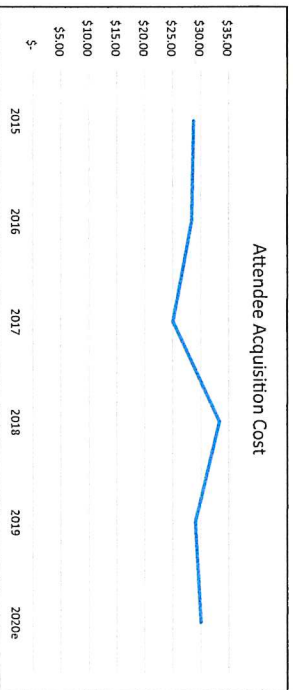


NOTE-Please input event data in the yellow cells

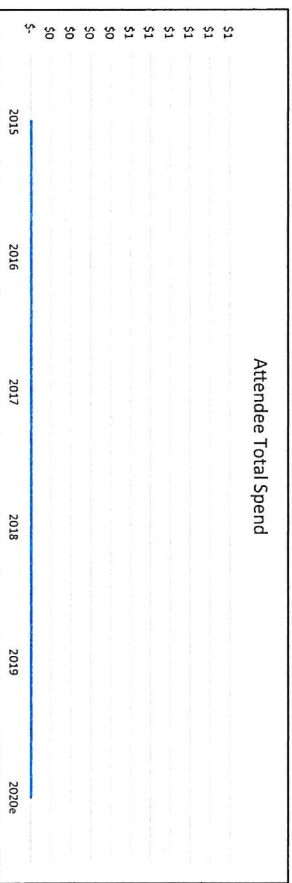
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ 16,700	\$ 2,100	\$ 27,050	\$ 26,500	\$ 26,500	\$ 29,800
TAC Funding Received	\$ 14,090	\$ 16,726	\$ 21,295	\$ 24,500	\$ 25,929	\$ 28,786



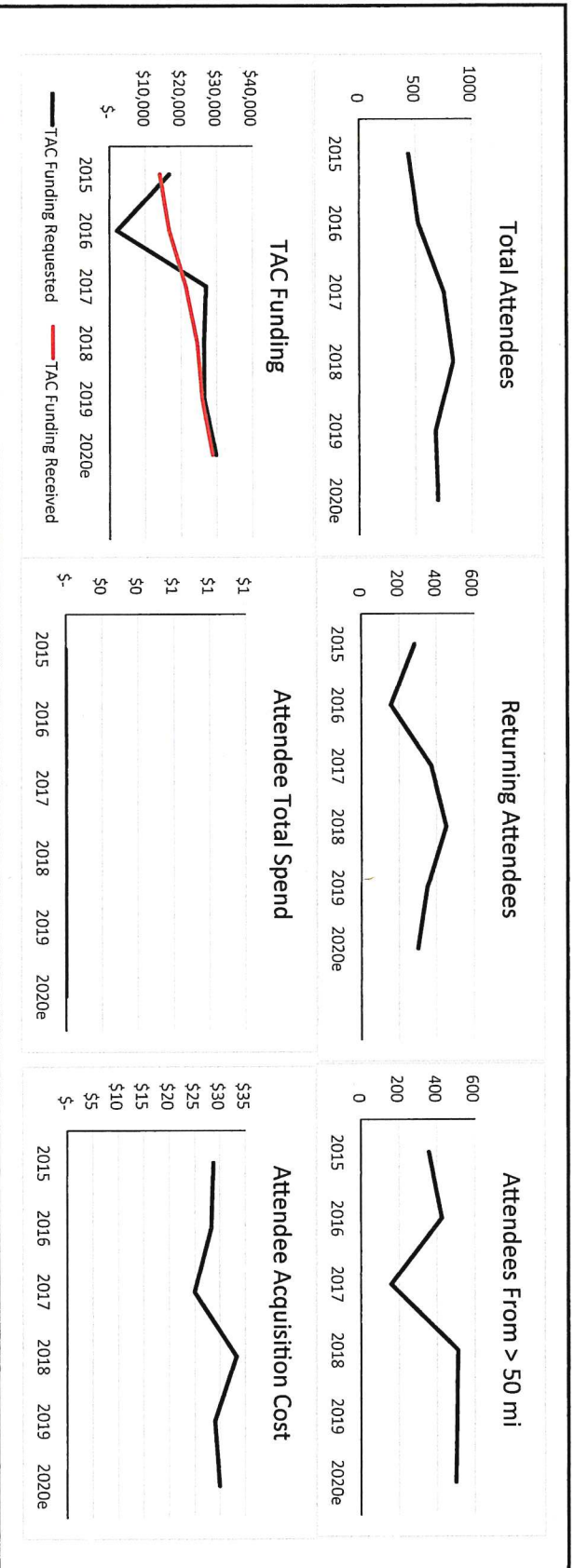
	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ 12,590	\$ 14,926	\$ 18,795	\$ 27,900	\$ 19,770	\$ 21,000
Total Attendees	438	526	751	837	681	700
Attendee Acquisition Cost	\$ 28.74	\$ 28.38	\$ 25.03	\$ 33.33	\$ 29.03	\$ 30.00



	2015	2016	2017	2018	2019	2020e
Average Attendee Spend						
Room Rental (Catsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	-	-	-	-	-	-
Total Attendees	438	526	751	837	681	700
Total Day Stays	-	-	-	-	-	-
Attendee Total Spend	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



Events Metrics Scorecard- EVENT NAME



2019 Cannon Beach Cottage & Garden Tour Report

Cannon Beach History Center & Museum

Marketing & Hard Expenses	Expense	TAF \$
Cannon Beach Magazine	\$795.00	\$100.00
Seattle Times & Pacific North West Mag	\$0.00	\$540.00
Irvington Home Tour AD	\$0.00	\$350.00
The Oregonian Ad/ Home & Garden	\$0.00	\$4,500.02
Administrative Costs	\$3,500.00	\$2,900.00
Travel Oregon/ Guide/ online/newsletter	\$0.00	\$2,500.00
Sunset Magazine/Online	\$0.00	\$4,500.00
Portland Monthly	\$0.00	\$3,000.00
Oregon Coast Visitor Guide & Online	\$0.00	\$2,100.00
Hipfish	\$450.00	\$0.00
Mailing & Printing costs	\$150.00	\$1,200.00
Social Media Advertising	\$0.00	\$900.00
Design of Walking Tour Map	\$350.00	\$0.00
Beyond 50 - Distribution and AD	\$0.00	\$80.00
Luncheon Costs	\$335.00	\$100.00
Opening Reception	\$250.00	\$500.00
Garden Tea	\$250.00	\$400.00
Lecture Honorarium	\$0.00	\$300.00
Saturday Night Concert	\$250.00	\$750.00
Musicians	\$600.00	\$300.00
Wine Reception & Concert	\$900.00	\$900.00
	\$7,830.00	\$25,920.02

2019 CT Lodging Analysis	
Day Trip	13.00%
Wayside Inn	1.00%
Surfsand	12.00%
CBVR	3.00%
Vacation Rental	11.00%
Second Home	11.00%
Inn at Manzanita	2.00%
Inn at Arch Cape	2.00%
Adrift	1.00%
Stephanie Inn	2.00%
Inn at CB	2.00%
The Waves	1.00%
Hallmark	9.00%
Schooner's Cove	2.00%
Cannery Pier Hotel	1.00%
McMenamins Gearhart	1.00%
Trendwest	3.00%
Locals	4.00%
Lighthouse Inn	1.00%
Ocean Lodge	3.00%
Inn at Seaside	1.00%
Air B&B	3.00%
No Response/Not Booked	5.00%
Norblad Hotel	1.00%
RV Resrot	4.00%
Ecola Creek Lodge	1.00%

100%

Average # of Nights

2.83 (3 nights)

Total Nights Confirmed at Hotel/Rental

279

Second Home Nights:

56

Average:

4

Total Nights: 335

2019 Cottage & Garden Tour In-Kind Donations

Space Rental	\$500.00 Tolovana Hall
Photographer	\$2,000.00 Professional Photo
Wine	\$1,200.00 CB Wine Shack
Beer	\$200.00 Buoy Beer
Beer	\$150.00 Fort George
Painting	\$490.00 Drea Frost
Vase	\$250.00 Icefire Glassworks
Tea	\$575.00 Beach House Teas
Coffee	\$40.00 Sleepy Monk Coffee
Catering	\$1,100.00 Dough Dough Bakery
Gift Cards	\$25.00 Insomnia Coffee
Gift Card	\$40.00 Bill's Tavern
Night Stay	\$350.00 Ocean Lodge
Gift Card	\$100.00 Mo's
Flowers	\$600.00 Sweet Charity
Dinner for Two	\$100.00 Driftwood Inn
Gift card	\$200.00 Pig n'Pancake
Gift Card	\$25.00 Bald Eagle Coffee
Museum Gift Bag	\$50.00 CBHMC
Wine	\$350.00 Wine for Sat Night
Gift Basket	\$150.00 CB Makers
Painting	\$150.00 Archimedes Gallery
Filming	\$1,000.00 Anchor Production
Pastries/Gift card	\$500.00 CB Bakery
	\$10,145.00

Sponsorships	
Coaster Construction	\$1,000.00
Martin Hospitality	\$1,000.00
Arbor Care	\$250.00
Kimberley Speer-Miller	\$1,000.00
CBVR	\$500.00
Cottage Keeper	\$500.00
Sotheby's Internation	\$1,000.00
O'Brien Company	\$250.00
Clatsop County	\$1,500.00
Escape Lodging	\$500.00
Inn at Cannon Beach	\$500.00
Memorial Sponsorship	\$1,000.00
	\$9,000.00

Gift Shop:	\$371.51
Donations:	\$676.95
Memberships:	\$400.00
	\$1,448.46

Total Tickets Sold:	\$18,040.00
Raffle Tickets:	\$2,033.00
Cottage Tour Plaque Sales	\$125.00
Cottage Tour Sponsorship	\$9,000.00
	\$29,198.00
Cash Total:	30,646.46
In-Kind Donations	\$10,145.00
Total with In-kind:	\$40,791.46

Expenses:	\$7,830.00
-----------	------------

CT 2019 Marketing Analysis

The Oregonian/Online	10%
Coast Weekend	2%
Hipfish	3%
Post Card	17%
Seattle Times/Online	3%
Social Media	13%
OCVA Guide/Online	1%
Sunset Magazine	14%
CB Magazine	1%
Email from us or Hotel	8%
Event Brite	7%
Chamber Website	2%
Matheny Email List	1%
Portland Monthly	3%
Travel Oregon/ Online	1%
Press Releases	3%
Word of Mouth	5%
No Response	1%
Posters	4%
Hardy Plant Society	1%
Total	100%

2019

Concert Tickets	51
Walking Tour Tickets	513
Luncheon & Lecture Tickets	65
Garden Tea	52
Total Number of Attendees:	681

2018

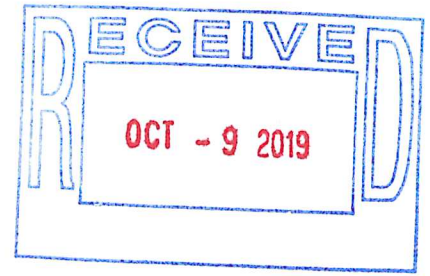
Concert Tickets	96
Walking Tour Tickets	556
Luncheon & Lecture Tickets	99
Garden Tea Tickets	86
Total Number of Attendees:	837

2017

Concert Tickets	76
Walking Tour Tickets	531
Luncheon & Lecture Tickets	81
Garden Tea Tickets	63
Total Number of Attendees:	751

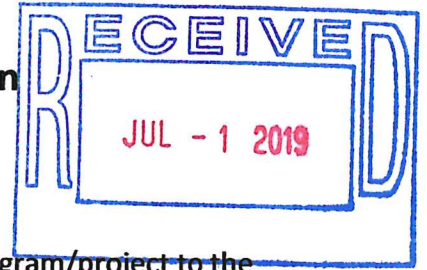
2019 TAC Distribution

1st QTR	\$10,371.60
2nd QTR	\$5,185.80
3rd QTR	\$3,889.35
4th QTR	\$6,482.25
Total:	\$25,929.00



Cannon Beach Cottage Tour
Cannon Beach History Center & Museum
PO Box 1005
1387 South Spruce Street
Cannon Beach, OR 97110
Clatsop County
Elaine Trucke, Executive Director
503-436-9301
elaine@cbhistory.org
EIN# 94-3140644

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019
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: Coaster Theatre Playhouse

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

Date: 6/27/2019

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: 56

From 50+ miles away: 33 (60%)

Staying at a CB Hotel, Vacation Rental or RV Park: 13 (40%)

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

Total Attendees: 884

From 50+ miles away: 671 (76%)

Staying at a CB Hotel, Vacation Rental or RV Park: 363 (54%)

7. Bunbury – May 3-26, 2019

Total Attendees: 625

From 50+ miles away: 341 (55%)

Staying at a CB Hotel, Vacation Rental or RV Park: 189 (55%)

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

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

Facebook – Boosted Posts

1. *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 Saint Paddy's Day Celebration with 3Leg* on Sunday, March 17, 2019, did not meet the financial projections of 60 seats sold for \$1500. This event had 85 seats occupied but only 55 of those were purchased tickets for \$1375. 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.

Date	Vendor	Description	Income	Expense		Total Expense	Balance	Date Trans Fm Savings
				New Events	Marketing			
7/31/18	Bank Charge			5.00		5.00	249.85	no trans
8/27/18	City of CB	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	9/6/18
8/29/18	John O'Hurley	John O'Hurley		1,000.00		1,000.00	13.10	
9/1/18	Inn at CB	John O'Hurley		152.62		152.62	(139.52)	
9/1/18	Inn at CB	John O'Hurley		305.24		305.24	(444.76)	
9/30/18		Interest	0.03			0.00	(444.73)	
10/31/18	Skies America	Waitress Ad			1,073.00	1,073.00	(1,517.73)	
8/29/18	John O'Hurley	John O'Hurley		1,000.00		1,000.00	13.13	12/18/18
9/1/18	Inn at CB	John O'Hurley		152.62		152.62	(139.49)	12/18/18
9/1/18	Inn at CB	John O'Hurley		305.24		305.24	(444.73)	12/18/18
11/1/18	Skies America	Waitress Ad			1,073.00	1,073.00	(1,517.73)	12/18/18
11/1/18	Explorer Media				1,472.00	1,472.00	(2,989.73)	12/18/18
11/28/18	City of CB	Grant Income	14,582.80			0.00	11,593.07	
12/6/18	Travel Portland				570.00	570.00	11,023.07	2/28/19
12/6/18	Explorer Media Group	Cannon Beach Magazine			735.00	735.00	10,288.07	2/28/19
12/26/18		Interest	0.07			0.00	10,288.14	
1/25/19		Interest				0.00	10,288.14	
2/26/19		Interest	0.09			0.00	10,288.23	
2/23/19	Laser Print & Copy	Poster for St. Patrick's Day Event				0.00	10,288.32	
2/22/19	City of CB	Grant Income	7,291.40		27.00	27.00	10,261.32	3/7/19
3/1/19	Oregon Coast Visitors	Membership Renewal			200.00	200.00	17,352.72	3/21/19
3/1/19	EO Media	Our Coast web ad			462.00	462.00	16,890.72	3/21/19
3/1/19	SA Skies America	"Come Far Away" Broadway in Portland Ad			638.00	638.00	16,252.72	3/21/19
3/12/19	Facebook	St. Patrick's Day Event			25.00	25.00	16,227.72	3/26/19
3/12/19	3LT Music	St. Patrick's Day Event			3,000.00	3,000.00	13,227.72	3/21/19
3/16/19	Facebook	St. Patrick's Day Event			14.00	14.00	13,213.72	3/26/19
3/17/19	Mariner Market	St. Patrick's Day Event			65.21	65.21	13,148.51	3/26/19
3/19/19	Patrick Lathrop	St. Patrick's Day Event - Supplies			211.29	211.29	12,937.22	3/21/19
3/31/19		Interest	0.12			0.00	12,937.34	3/21/19
4/1/19	MEDI America, Inc.	Oregon Coast Visitor's			1,691.50	1,691.50	11,245.84	
4/1/19	Skies America	Broadway in Portland ad			2,200.00	2,200.00	9,045.84	4/12/19
4/1/19	EO Media Group	Our Coast Magazine			2,772.00	2,772.00	6,273.84	4/15/19
4/30/19		Interest	0.08			0.00	6,273.92	
5/14/19	EO Media	Our Coast web ad			462.00	462.00	5,811.92	
5/31/19		Interest	0.05			0.00	5,811.97	
5/31/19	City of CB	Grant Income	5,468.55				11,280.52	

Date	Vendor	Description	Income	New Events	Expense	Marketing	Total Expense	Balance	Date Trans
			27,343.25				17,075.86		
		Total Grant + Carryover	28,356.38	1,457.86	15,618.00		17,075.86	11,280.52	
		Carryover (1,013.13)							
		Total Grant (included interest)	27,343.25						
		2018 Budget	39,054.00	16,054.00	23,000.00			11,280.52	Savings Bal
		% =		41%	59%				100%

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	60%	33.6	40%	13.44	56
TOTALS		37%	93	46%	43.14	254

BUNBURY							
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			
3-May	30%	16.2	80%	12.96	54	17	68* - nice & sunny
4-May	40%	35.6	70%	24.92	89	5	73* - sunny & nice
10-May	50%	25	50%	12.5	50	4	88* - warm & sunny
11-May	60%	55.2	70%	38.64	92	9	84* - warm & sunny
17-May	50%	30	50%	15	60	8	63* - cool, partly cloudy
18-May	80%	35.2	50%	17.6	44	3	64* - cool, sunny, drizzly
19-May	60%	30.6	50%	15.3	51	8	63* - cool & sunny
24-May	50%	19	50%	9.5	38	4	63* - cool, breezy & drizzly
25-May	70%	42.7	40%	17.08	61	5	55* - cool & overcast
26-May	60%	51.6	50%	25.8	86	8	72* - sunny
TOTALS	55%	341.1	55%	189.3	625	71	

LIVING ON LOVE							
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			
15-Mar	60%	46.2	50%	23.1	77	9	62* - Sunny/Nice
16-Mar	80%	67.2	50%	33.6	84	6	63* - Sunny/Nice
22-Mar	70%	65.1	50%	32.55	93	7	50* - Cool/Gray
23-Mar	80%	57.6	60%	34.56	72	4	50* - Partly Cloudy
24-Mar	80%	53.6	50%	26.8	67	5	61* - Partly Cloudy
29-Mar	75%	51.75	30%	15.525	69	4	61* - Partly Cloudy
30-Mar	80%	43.2	40%	17.28	54	4	54* - Clear
31-Mar	70%	35.7	50%	17.85	51	7	70* - Sunny
5-Apr	80%	40	60%	24	50	7	52* rainy/sunny/rainy/sunny
6-Apr	60%	27	50%	13.5	45	0	57* - rain & sun
7-Apr	80%	55.2	50%	27.6	69	3	55* - some rain, some sun
12-Apr	70%	31.5	60%	18.9	45	2	59* - partly cloudy
13-Apr	90%	97.2	80%	77.76	108	14	52* - some rain, some clouds
TOTALS	76%	671.25	54%	363.025	884	72	

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	

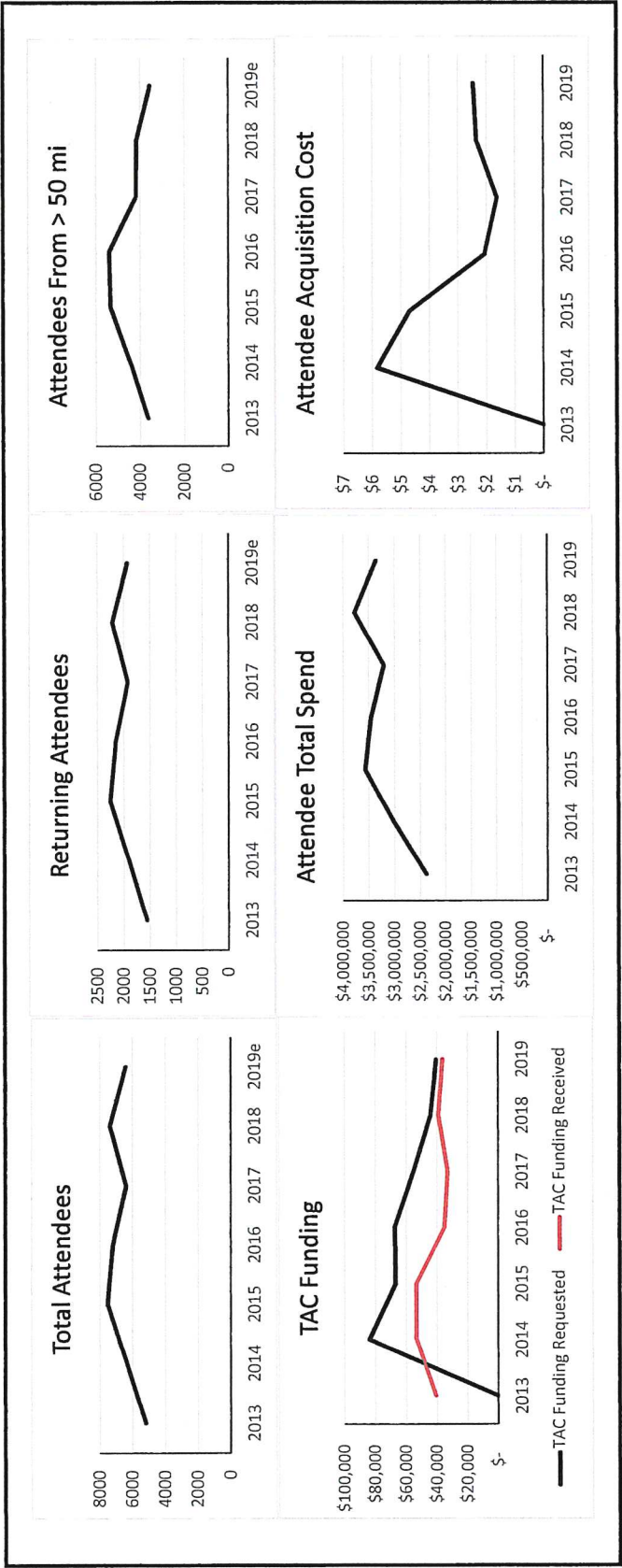
WIZARD OF OZ

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

Events Metrics Scorecard - COASTER THEATRE PLAYHOUSE



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.



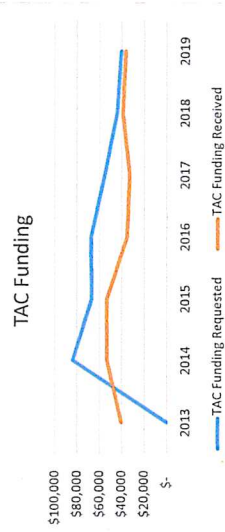
COASTER THEATRE
PLAYHOUSE
Cannon Beach, Oregon

COASTER THEATRE PLAYHOUSE

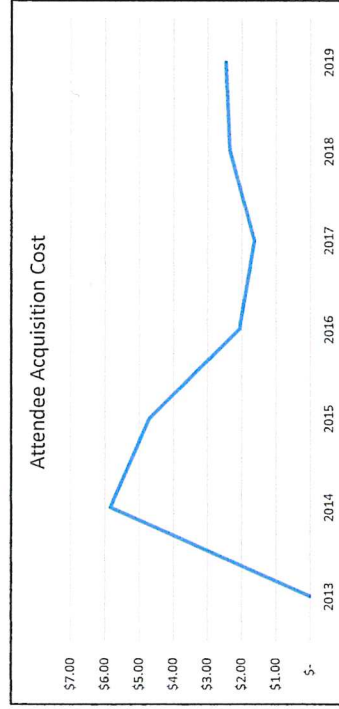
108 N Hemlock Street | Box Office: 503-436-1242
Cannon Beach OR 97110 | coastertheatre.com

NOTE-Please input event data in the yellow cells

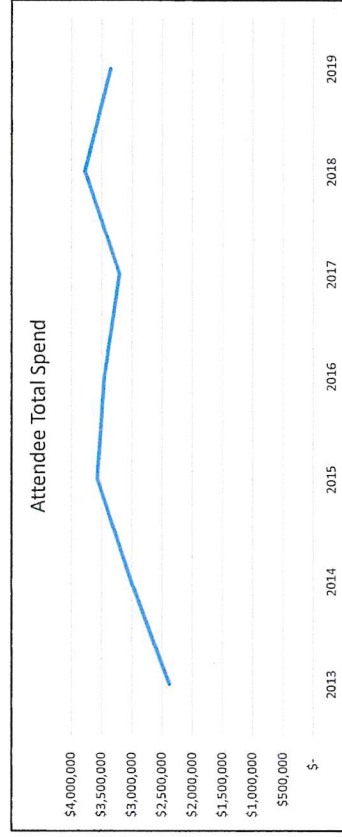
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ -	\$ 83,861	\$ 66,829	\$ 67,444	\$ 55,275	\$ 44,210	\$ 40,400
TAC Funding Received	\$ 40,600	\$ 53,400	\$ 53,400	\$ 35,264	\$ 33,044	\$ 39,053	\$ 36,457



	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	6414
Attendee Acquisition Cost	\$ -	\$ 5.84	\$ 4.70	\$ 2.07	\$ 1.63	\$ 2.35	\$ 2.47

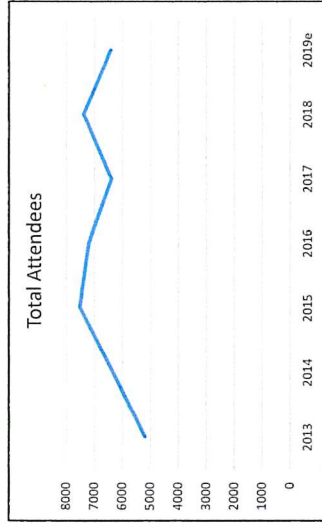


	2013	2014	2015	2016	2017	2018	2019
Average Attendee Spend	\$ 85	\$ 87	\$ 88	\$ 89	\$ 93	\$ 95	\$ 97
Room Rental (Clatsop)	\$ 271	\$ 274	\$ 277	\$ 280	\$ 285	\$ 288	\$ 288
Other Spending-est.	\$ 353	\$ 366	\$ 365	\$ 369	\$ 386	\$ 394	\$ 402
Total	\$ 624	\$ 640	\$ 642	\$ 649	\$ 671	\$ 682	\$ 690
Avg Attendee Day Stays	1.30	1.30	1.30	1.30	1.30	1.30	1.30
Total Attendees	5194	6340	7525	7203	6389	7377	6414
Total Day Stays	6,752.2	8,242.0	9,782.5	9,363.9	8,305.7	9,590.1	8,338.2
Attendee Total Spend	#####	#####	#####	#####	#####	#####	#####

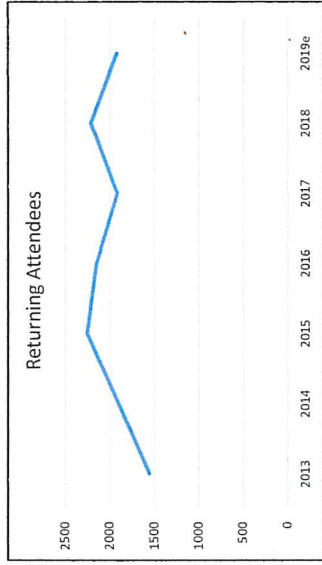


NOTE-Please input event data in the yellow cells

	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	5194	6340	7525	7203	6389	7377	6414



	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	1558	1902	2257	2151	1917	2213	1924



	2013	2014	2015	2016	2017	2018	2019e
Attendees From > 50 mi	3636	4438	5343	5402	4186	4162	3554

