



# CITY OF CANNON BEACH

In keeping with the Governor's social distancing direction and to minimize the spread of COVID-19, the City of Cannon Beach has issued an [Administrative Order](#), Effective immediately, all public access and participation for City Council, Commissions, Boards and Committees meeting will be virtual until further notice. Please visit our meeting page on our [website](#) for information on how to connect to Zoom or give public comment.

Meeting: Tourism and Arts Commission  
Date: **Wednesday, March 31, 2021**  
Time: 9:00 am  
Location: City Hall Council Chambers

## Call Meeting to Order

- (1) Select Chair and Vice Chair
- (2) Approval of the Minutes  
July 20, 2020, August 3, 2020, October 5, 2020, October 13, 2020, October 14, 2020,  
October 21, 2020
- (3) TAF Updates from City Manager
- (4) FY 2020-2021 Midterms
- (5) Review FY 2021-22 Application Documents, Timeline & Schedule Next Meetings

## Good of the Order

## Adjournment

To join from your computer, tablet or smartphone

Join Zoom Meeting

<https://us02web.zoom.us/j/82412729340?pwd=S0hkN3ovRDl4elMzU3lzUHVERXo5Zz09>

Meeting ID: 824 1272 9340

Password: 933676

To join from your phone:

Phone: 1.669.900.6833

Meeting ID: 824 1272 9340

Password: 933676

**View Our Live Stream:** View our [Live Stream](#) on YouTube!

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

**Posted: 3/18/21**

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Minutes of the  
TOURISM AND ARTS COMMISSION  
July 20, 2020  
City Hall Council Chambers

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

Excused: Mike Morgan

Staff: City Manager Bruce St. Denis, Finance Director Laurie Sawrey and Administrative Assistant Jennifer Barrett

CALL TO ORDER

Chair Kingwell called the meeting to order at 1:02 pm.

APPROVAL OF MINUTES OF JUNE 16, 2020

Motion: Swedenborg moved to approve the minutes of June 16, 2020; Walker seconded the motion.

Vote: Kingwell, Walker, Sinkler, Bell and Swedenborg voted AYE. The vote was 5/0 in favor and passed.

Kingwell noted the minutes have approval of the March 10<sup>th</sup> minutes, however, those have already been approved.

REVIEW FINAL EVALUATIONS FOR FY 2019-20

**CBHC Cannon Beach History Center – 2020 Cottage Tour**

In response to Walker's question were we able to get money back on cottage tour, Kingwell replied the accounting here shows that there is amount not spent on the spreadsheet line 13, a discussion ensued. Kingwell added it does not show clearly in the printout, there are two colors paid to the event/owed to event. Sinkler added I like that they are driving out of the homes and without funds we should not move forward with holiday event. If not paid to them, do they still do the event or not. St. Denis noted we can bring Elaine Trucke on the phone to clarify. Trucke attended via Zoom and replied some of the funds spent or contracted to spend was on advertised the cottage tour, other advertising was able to shift over to promote the historic tour map. I wanted to do holiday tour and it would be additional cost. I halted moving forward realizing that there is not a lot of funds and not sure if it is appropriate for everyone. We have 4 homes interested in participating. We limited the budget for the 2020 cottage tour, leaving funds for promotion of the event and working with other events together as well as businesses. Kingwell added this helps with the input for when we meet with the City. This is good to know what the money would do and what the costs might be. Trucke noted we are concerned about restrictions. We cannot go into the smaller homes, but a drive by lighted tour might be ok, but not sure what will happen in a couple months. The historic tour will be from now until whenever and we are still promoting and can do other aspects, such as a scavenger hunt. We are pushing people to travel but at different times. Kingwell noted some aspects of the tour potential reminded me of the Chambers walk, something that has legs over a period of time might be well worth. Sinkler added I like the concept of the event and promoting over a longer period of time. I like the concept and structure of the event and would support \$3,200 for this. A discussion ensued regarding where this portion of funding would come from. Swedenborg added what I heard from Trucke sounds like a good use of the funds.

Kingwell added this looks like a current cash flow of right now, are there additional revenues we expect to see by mid-October from lodging. In response to Walker's question do we have the money to make everyone whole, St. Denis replied if you go through 3<sup>rd</sup> quarter and what we have, we have enough and it does not look like we will need to touch 4<sup>th</sup> quarter funds so they can go into reserve. In response to Kingwell's question do you know the amount, St. Denis replied I do not, but I will try to get that number, a discussion ensued. Trucke noted the money as

it stands come to \$20,460. Some was the cottage tour and transferred to the holiday tour, the promotion would be addition \$3,602, adding we are still trying to do an event to bring people in off season. WE have been able to switch ads at the last minute, still trying to take advantage of people who still wanted to take a tour. If you do not want to do the tour it is the \$20,450, and with the holiday tour it's that additional \$3,250 which brings 3rd and 4th to \$6,428. I canceled what I could and subtracted where I could in order to not put people at risk. In response to Walker's question the money you are looking for is still within your original aske, Trucke replied yes, and we are coming in with a less of an ask due to budget restriction. If the budget does not allow the holiday tour, we will keep promoting the historic tour. Sawrey noted the amount we would retain in the 3rd/4th quarter amount, a discussion ensued. Kingwell added what to consider with each of these parties is how they are responding to the changing conditions and trust their judgment as they have a track record of them reliably adapting to things. Walker noted at this point if we do not want Elaine to do the holiday tour we will get \$8,336 not distributed. Swedenborg noted Trucke is able to pivot and do something unique, but not all will be able to do that, suggested waiting until the end to see what everyone is doing. Committee thanked Trucke.

## **CBAA Cannon Beach Arts Association:**

### **Artist Programs**

Lila Wickham via zoom. Walker noted they have \$2,216 not spent, so this one is not really pivoting or has a different idea. This is what we did, and this is what happened with the shutdown. Kingwell added if nothing jumps out other than carrying out the program as planned. In response to Swedenborg's question are the workshops cancelled for this year, Wickham replied yes, we could not find a venue to meet the social distancing requirements. In response to Bell's question is the gallery is open, Wickham replied yes and we are not using docents in the gallery due to COVID restrictions. Walker noted I am impressed with what Scott brought in since the gallery opened back up.

### **Music Festival**

In response to Walker's question moving to the music, are you asking for music for next year, Wickham replied no, it's too stressful and complicated. We are having a virtual art camp, but not related to this funding. Kingwell added I like the institution endeavor to keep people aware of the arts, sympathize with the adaptations you had to make and think we should accept their accounting. Sinker added I expect the amounts not spent to come back. The committee thanked Wickham.

## **CBCC Cannon Beach Chamber of Commerce:**

### **North Coast Culinary Festival**

Kingwell noted the financial breakdown. Bell noted I was really looking forward for this year's event after what they did last year. Sinkler asked about negative number in amount to pay event, Bell replied that is money not yet distributed to them. Swedenborg added quarter 3-4 is what we have not paid them, a discussion ensued regarding the funds. Kingwell noted there were refunds distributed for the event. A discussion ensued regarding the numbers. Kingwell noted it will effect cash flow depending on the timing.

### **Fatbike Festival**

Kingwell noted this event is yet to occur, but they are making adaptations for October. They had a planned ride at Klootch Creek with timed departures to maintain social distancing. That program is doing just what we wanted. Walker noted the fact that they are also doing social distancing. Kingwell added at this time they are earing all their money. Bell added this is exciting and hope it all works.

### **North Coast Partnership**

Walker noted they are not going to ask for money anymore. Kingwell added I saw it on late night tv and was impressed. Recommend full amount be awarded.

### **Event Tourism Videos**

Walker noted this has been spent; a discussion of funds ensued. Walked added they spent money to do the reopening of Cannon Beach video. Sinkler noted it was really well done. Swedenborg added in talking to Jim

[Paino] the funds they had left for video production were to be spent on any programs such as Cannon Beach opening or doing a video of not coming this time of the year or a TAC event. Kingwell added you will notice they list the arts and ocean event which is not occurring which would free up resources. We need to ask them how the allocation works, and it did not work as planned to see if there is resource within the budget. It is not clear with the accounting they give us. This is for last year, so the event did happen. In response to Walker's question do you know if they want to keep the \$1,131 or giving back to City, Swedenborg replied that is what has not been spent, anything left in video production would be spent on something like they did with Sam or aTAC event. My personal opinion is don't spend it, give it back for future. A discussion ensued regarding the Fatbike video. Kingwell noted the next application deadline is not that far off for new projects, but the Chamber needs a tighter accounting on where they stand. It is all done in a goodwill situation but would be nice to identify all the things tighter.

### **Cannon Beach Walks & Clean Beaches Action Campaign**

Kingwell noted the walking tour maps are delightful and useful. Walker added this and clean beaches both seem to take the money back and see what happens next year. Committee agreed. Swdeneborg added I do like what they have done.

### **CAA Clatsop Animal Assistance – Savor Cannon Beach**

Kingwell noted this is pretty complex. Bell added such bad timing, we were in the dining room setting up the tables when is cancelled. Swedenborg added my two cents it is fully funded. Consensus to support funding request all the way.

### **CBGG Cannon Beach Gallery Group**

#### **Spring Unveiling etc. - Earth & Ocean Festival - Stormy Weather**

Walker noted the event got postponed and the pivoting. Kingwell added they tried to redesign the event to maintain momentum but could not attribute any heads in beds on a virtual event. But the plan was to maintain image of Cannon Beach as an arts center and keep people engaged. Walker added is the event on the Cannon Beach YouTube channel, Kingwell replied it can be. The overall video is an hour and 10 minutes, there is a lot of video out there. Swedenborg added each Chamber member can upload into the chambers catalog, then the administrator at the Chamber shares. Kingwell noted there was a client from Idaho who brought in video from a shop which resulted in a sale. I do not think it was from YouTube, probably from this one and hopes the experience is repeated in other galleries. We hope to maintain a loyal clientele. We did change our plans and dropped a planned promotion in Alaska Airlines, but replaced with Via Journeys promotion and Explorer Media promotion online. The Via exposure was a big one. Chamber was impressed with results through digital advertising through Journeys portion of the via group. It was presented to subscribers who receive the information, touched a new audience for us, trying to reach more NW people from Journeys. We did our typical job and ended up spending more than the amount, but we typically do that with TAC funding anyway. The target here is heads in beds and we are looking for future heads in beds but cannot count a single one. St. Denis noted everyone is going to have the same problem, I wouldn't worry too much about it. The focus is on momentum and trying to get through this year. Walker added it seems to make sense since they paid the money, it should be realized, you spent \$7,232 on earth and ocean. Kingwell replied on earth and ocean we spent \$27,138 for last year's promotion. Walker replied since it was already spent it is a no brainer and the same thing for stormy weather, you spent it, so there is nothing to discuss. In response to Bell's question is stormy weather canceled for this year, Kingwell replied we have a meeting to discuss, and we will probably be in the same position and may try to do a virtual event noting the concerns of having a live event.

### **Coaster Theatre – Late 2019 Early 2020 Special Events**

Kingwell noted they owe us \$15,000; it will be interesting how the City makes arrangements and timing. I would expect a timely return. Walker added I am happy to see they did not spend a ton on advertising of things that will not happen.

### **NCTA North Coast Trail Alliance- Klootchey Creek**

Bell noted they spent the money. Kingwell added when they turned in their status report, they indicated they delayed construction and seems to me their program would be one that could be fulfilled at any time. I wouldn't want to ask for a single dollar back. Bell added they did what they said they were going to do.

### **Tolovana Arts Colony - Get Lit at the Beach**

Walker noted it seems like Tracy had a plan, but there was really no way to pivot on this. Bell added does she need to advertise in the fall to make this work? I would be in favor of a way to repurpose funds; wish she was on the call. Walker added this was the final after May 6<sup>th</sup>, Swedenborg noted she doesn't have a plan so you can see what she will be looking at. Walker added I am nervous with taking it all back then she will have nothing. I would like to see what she needs to get through this season. Kingwell added this is why timing of cash flow is so important. Bell added I would say let's keep, but she should use, Walker added yes she can use some in the off season time. Kingwell we could ask the City to delay billing in that particular account. Sinkler called Tracy Abel on the phone. Kingwell explained we are looking at the unspent funding and wondering if that is needed for promotion for future event that is not yet funded, Abel replied no. Walker replied so you can give back all \$11,000 now, Abel replied yes. Bell asked if you did not have to give it back could you use it for 20-21, Abel replied yes, my timing was weird. The questionnaire came on money not spent, that is what we did not spend. In the final it went a little different, but in order to reply to the new funding I went ahead and did the new ask for money around \$25-26,000 and already spent some of that money so was already facing giving money back knowing I was asking again. In response to Walker's question if you give back \$11,000 you will not get any payments until November-December. How much would you like to have to help tell people you will have an event in 20-21, Abel replied our expenses are perhaps \$50000. Kingwell noted would there be a difference made if you were to retain some of this money, would funding be better used now compared to mid-November or does that matter? Walker added instead of giving \$11,000 back you could give \$9,000 back to do stuff now, Abel replied we wouldn't start doing anything until September, but also weary of advertising before we get the funding. Abel added in October we get funding, I'd want to start advertising, but do not want to have to dial it back again. Bell added unless we do not get any tourism money this event would be funded. Abel added we do have some advertising credit and did not spend on some of our largest expenses. St. Denis noted I would ask that you do the best that you can so we do not starting funding across multiple years, I know it may be necessary, but if possible to wait until the October time frame,. We might be able to do something as we will have quarter 4 and quarter 1 at that time. Should be able to do some awards when we get around to approvals. Kingwell added and it will give us a clean slate. The Committee thanked Abel. Abel added I hope to return money if it helps other groups that really need it too. We have done a lot of things and we are ok if we return some of the money.

### **DISCUSSION OF BUDGETARY DECISION RE: FY 2019-20 GRANT PAYMENTS**

Kingwell noted the only one we did not look at accepting their number is cottage tours where we may look at freeing up \$3,250 for the tour. The Committee reviewed and discussed each event.

St. Denis noted there needs to be a report on this for council. Council received the spreadsheet, but with the revision we will be short \$1,000. I will craft a letter about the decisions and send to Kingwell for review. The letter we will wrap things up and suggest a schedule that we will meet in September or October and bring our recommendations to a council meeting so they can all nod their heads and get it scheduled. A discussion ensued regarding potential dates and time frames of fund coming in. St. Denis added if we don't know the number until end of October then you have a meeting and Council workshop and regular meeting you are in November. We can do a special meeting after you have made recommendations, or we can always make a work shop a voting meeting. The problem is we will have the 4<sup>th</sup> quarter information and an estimate of the 1<sup>st</sup> quarter, but won't have the exact number yet, a discussion ensued.

In response to Walker's question are we adverting for Claudia position? Bruce replied yes. Bell noted in the June minutes we discussed when to have the next application due. St. Denis replied we are looking at ways to shorten the process, a discussion ensued. St. Denis added if we wait until a real number comes the end of October we are pushing it out. Bell for next cycle, do we need to set a date for deadline. Kingwell noted in the letter for final review it was mentioned October 1. St. Denis suggested perhaps a special meeting on the 20<sup>th</sup>, committee discussed potential dates. The Committee reached a consensus for the following dates

10/6-7 at 1 pm-4 pm for interviews.

10/13 Committee meeting from 1-3p m

Special council meeting 10/20, hopefully at 5:30 pm.

St. Denis added we will use the budgeted number for the first quarter, budgeted number 2<sup>nd</sup> and we can adjust it based on what it comes in to give an idea of what is available. I will base the letter on budgeted quarter 4 and quarter 1. In response to St. Denis question are there any anticipated changes on packet, Walker replied how would you address potential COVID issues. St. Denis suggested a basic statement that they say yes or no to, we do not need to know their plan. It could be do you understand that you need to meet all restrictions of CVOVID at the time of the event.

Walker noted I am concerned that people on the Committee attend two meetings and not all of them. On the Chamber if you missed more than 3 meeting you are off the board. I am worried there are members who only attend meetings to bless people to get money and others none, but not putting the work in that the rest of us are. It is not just attending the two meetings we give money. I get that people cannot always attend every meeting. St. Denis replied I am sure there is something in the code about it and I'll get with Kingwell on the requirements. I need to know this for other boards as well.

### GOOD OF THE ORDER

Bell noted the cottage tour holiday thing would be great to advertise to the City for people to decorate their homes. Walker suggested Trucke do an interview with the Gazette now to print something.

Swedenborg asked when we have a meeting to talk about the way we do things. We are all over and jumping in with the new and unknown and will run into things that are different. We are giving money to the Chamber for advertising and other elsewhere. City funds can be used more cohesively sometimes and think TAC could steer it better. I worry we are doing the same thing in 2021 when everything is different. It has been brought up before to have a meeting on how we, as an organization work, not talk about events. Bell suggested a work session to discuss. A discussion ensued regarding 1% of lodging tax and monitoring the funds. In response to Swedenborg's question would this effect the October asks, St. Denis replied only if you change how you calculate it. You would need to take it to council. You should schedule your workshop as soon as possible. The Committee discussed dates for possible meeting. Committee decided on August 3<sup>rd</sup> from 1-3 pm. The agenda item to be policy/strategy meeting.

Swedenborg noted TAC was written 10-11 years and with COVID things need to be revisited. The tourism and arts commission charter and policy needs to come forward to what today looks like.

Sinkler added we have a vacancy would be nice to get that position filled.

St. Denis asked with regards to the letter, if there are any gaps is it ok if Kingwell and I to move forward and complete? The Committee agreed. Barrett to send the link to the municipal code for TAC to the Committee.

### ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:14 pm

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Jennifer Barrett, Administrative Assistant



Minutes of the  
TOURISM AND ARTS COMMISSION  
August 3, 2020  
City Hall Council Chambers

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

Excused: Mike Morgan

Staff: City Manager Bruce St. Denis and Administrative Assistant Jennifer Barrett

CALL TO ORDER

Chair Kingwell called the meeting to order at 1:00 pm.

Kingwell noted handouts were distributed with the revised notice deadline and revisions to the applications, adding the revisions made are to the deadline and acknowledging the COVID restrictions at time of event. There were no additional revisions, and the notice and application are to be posted.

St. Denis requested introductions. Committee and staff introduced themselves.

St. Denis noted, in the emailed schedule, there were no revisions, and the October 20<sup>th</sup> date is not set in stone as it is not a regularly scheduled meeting. For the 4<sup>th</sup> quarter was budgeted at \$0, however funds were received which gives us extra room. No one has asked for a deferral for quarter 1.

POLICY/STRATEGY MEETING

Kingwell noted this meeting to open discussion for recommendations/policy revisions to submit to Council. St. Denis added this meeting was posted as a regular meeting, so if you want to vote you can, and this is also on the Council work session on the 11<sup>th</sup> in case you have information to submit.

Walker noted her concerns; 1. Issue of the other 1 percent and future 1% - should it go through this Committee? 2. Possible skewing of numbers by giving one event more than requested for to skew the averages. 3. Removal from office for unexcused absences. Swedenborg noted the bandstand power upgrade was a good example. We would like to see the Committee focus on more things like that. I want to see a focus on tourism and events, which may not have been the focus of Committee in the past. Walker added focus on the product of our town; our town in the product and how to do you make it better for when the pandemic is over, a discussion ensued regarding the rules of the charter. Kingwell noted that should be separate from the 1%, this has real legs of creating a greater potential in the future, this should be a 4<sup>th</sup> point. Bell added the electrical upgrade of the bandstand was a great idea. It would be nice for this Committee to put out ideas to make our product better without having to find a non-profit. Walker noted perhaps the Chamber could have this as an option if they changed their charter with regards to working on the product. Instead of just getting people here, lets better our product. Kingwell noted the Chamber charter makes them a qualified recipient of funds and is unique to the City to have that. The cooperation is separate from the DMO contract makes good sense and would like to consider it different other than the future 1% as it is a different thing.

Kingwell noted, back to the first issue of the other 1%. This will get into complicated territory. The Charter indicates we were established to deal with 1%. The scale of our work radically expands if we get involved with issue with lodging tax and overlaps into politics as set now into council policy where they are looking to funds particular things on a political basis. Walker noted we only make recommendations; it ultimately goes to Council to decide, a discussion ensued. Swedenborg noted a portion of the funds is going to purchase the school, and a lot of funds being spent on advertising. There is overlap and as a Committee who is overseeing it we can look at efficiency or deficiency. Walker noted there is no accountability on what happens with the Chamber funds portion.

It seems silly to have oversight at three different places. Swedenborg added I am not sure how it works, but funds from one could help out the other and treat it as one big fund instead of others. Bell noted the other 2nd 1% is there someone who would care if it came under us? Walker replied the 2<sup>nd</sup> 1% came up going to the Chamber so they can expand. I asked why isn't the Chamber reporting to this Committee and was told they would report to Council. However, with no marketing person on Council how can they ask tough questions and I didn't see reports on what was spent on advertising, noting this was a few years ago. In response to Walker's question is this possible, St. Denis replied I am not sure, adding the Chamber currently has a contract with the City. The other 1% is what we get from the County and that is penciled in for the school. We do not know what we are going to do or how we are finding it. That is one that until we know what we are going to do we would not want someone else to control it. We had to take out a loan to purchase the school so there is no money to do work. We are relying on those funds to do work. Swedenborg noted now we have a school which could be an events center, that money will come from that fund and either the City staff does something with it, or it goes through a Committee like this. What are we going to do and what are we going to spend? There should be City staff or a Committee on the forefront and TAC is kind of set up to be that. Kingwell added right now only the Budget Committee weighs in but do they have the expertise that is needed along with the other perspectives. With this project coming up there will be legal questions and budget considerations that will come into play. St. Denis added the Council has to make a decision on how the community is going to make decisions. We are doing a study to find out what it will cost to put the bones back into the school, running water, accessible restrooms, seismic stability so we have an idea of what it will cost to determine what to do next. In response to Bell's question how long is the chamber contract, St. Denis replied I believe it is 90 days and if no issues it auto renew, a decision ensued. St. Denis noted I kind of see staff being the ones sitting next to Council making suggestions instead of a Committee. Kingwell noted I would like to see funds being set aside to start building a reserve for promotion of events. St. Denis replied once things have been determined that is when decisions will start being made, adding the classrooms are in better shape than we thought. There is very little water stains on ceiling, no wet carpet. There are opportunities there and this study will give us the cost options to determine what to do. Walker added I can see this Committee not getting involved until there is something to promote. Once it is up and going then maybe this Committee will have an opinion on it. Kingwell added at some time this Committee should be overseeing the direction of marketing funding when the school project reaches a certain level, a discussion ensued. Swedenborg noted the end goal is to have a meeting space, and once operational someone has to report on how it's used. That is what happens in Seaside, they report back on the use to the City. I think the Committee needs to be aware and have oversight, adding we ultimately have no say as it all goes to Council. But the background of this Committee lends itself to that charter more so than Council, a discussion ensued. Swedenborg noted a Committee like this looking at the big picture is important. Kingwell added there are two aspects to the relationship, the City negotiating the contract and us overseeing the way it is carried out. I don't think we have a role in negotiating the contract, but in terms of accountability there could be a role for us. Swedenborg added in the contract the way it is, the Chamber comes to the City and says this is how we spent it and they talk to St. Denis. What I am saying is they come to this Committee and tell us what they did, and we ask the hard questions. I don't see us negotiating contracts, but giving recommendations to St. Denis on our thoughts. This is not to do the work, but an oversight. Sinkler added the contract with the City and Chamber may be broad enough for them to report to TAC instead of Council. St. Denis replied the Chamber board is supposed to meet with Council quarterly, a discussion ensued. St. Denis noted the meeting occurred at the staff level but not at Council level, a discussion ensued.

Kingwell we identified something that needs fixing and we will make a recommendation on how to fix it. Do you think it will fix it by having them report to the Committee? Bell added then the 2<sup>nd</sup> step would be the school when it becomes operational. Sinkler noted it seems like the Council would appreciate it as it takes something off their calendar. St. Denis added one of the problems we have had is scheduling the meeting as it is with two board and coordinating schedules became a logistical problem. Walker noted I would see the Chamber board president, Jim and another staff person would come and present to the Committee. Swedenborg added we should look at how the money was spent across feistavals, advertising, the school, and some day a 4<sup>th</sup> stream an dhow that is going. When our charter was put together the other streams did not exist yet. This is the place where I'd like to see it get to, a discussion ensued. St. Denis added if you are talking about recommending procedures you should vote adding this is not something that we will be able to resolve next Tuesday. The committee was in agreement.

2. Skewing of the numbers. Kingwell asked if there was a recommendation? Walker replied I thought a lot about it, and gave a brief history of things that have happened in the past, such as previous members giving the chamber more funds in order to fix their website years ago and noted ways that numbers can be skewed. Kingwell noted we have a couple issues here, adding we can limit awards to not exceed more than 10% over their request. If we are

going to request that we have an option to identify potential improvement for general tourism in town from a committee perspective, a discussion ensued. Bell noted there is awards that come in, we can say up to 10% in excess of what was asked. We love your idea here's the money for your event but here's extra funds for your website, as a group there is a project that we think needs to happen in town. St. Denis added I see a value in this because your rules are so restrictive we happened to have funding somewhere else for the bandstand. If you can recommend a project without tying to a 501(c)3, a discussion ensued regarding internal city projects that TAC promoted. Kingwell noted the reason for the 501(c)3 was so that they didn't not have to go through the acquisition procedures. St. Denis added if you recommended a project, we would handle it at the staff level, It wouldn't change the need for going to bid. What you are changing is giving you more flexibility on what you can use these funds for. Committee agreed to revise 4A to include city tourism improvements. A discussion ensued regarding capping it at 10%. Kingwell added if someone didn't anticipate an expense to make something happen, I don't want their event to fail because of it. A discussion ensued regarding amendment procedures. A discussion ensued and possible complications the cap could generate. Sinker noted to go over the amount guideline, would that need to be a consensus vote? Kingwell replied no vote would be needed if you stayed within the 10% limit. Walker said if you went over the entire Committee would need to have a consensus. Sinker to clarify anything over the 10% cap would need committee consensus, the committee agreed. St. Denis recommend limit to the request amount, but you can adjust the number up and be it by majority vote, then you are only talking about the increase instead of the increase minus the 10%. Kingwell added limit the Committee to the ask with the opportunity to argue for a majority on a larger amount. Committee recommended the rule change.

3. Removal of members. Kingwell noted there are guidelines in the code and asked the procedure. St. Denis noted in his experience the approved absence would be if I cannot make it for a doctor appointment. But unapproved would be no contact about not coming. Mainly just telling you I cannot make it makes it approved. Kingwell added we have restrictive communication between the Committee members. Walker added it would go through the city, a discussion ensued. Barrett will check her email to confirm correspondence regarding members unable to attend. Walker suggested asking in email if you are not attending to please let Barrett know and if remind that only three unexcused absences, a discussion ensued. St. Denis noted if you miss you a meeting you should give a reason, such as a doctor appointment, another job that day. Kingwell noted that is not the only reason to be removed from a committee, you can be removed for misconduct or nonperformance, a discussion ensued. Kingwell suggested a reminder to the committee that nonperformance is consideration for removal from a committee and this include attendance, and site the section of the code. The committee had a consensus on having the staff send an email. St. Denis noted you can also be excused after the fact.

Kingwell suggested reviewing the recommendations made today. Committee discussed the no committee member can award more than the requested amount.

- Award recommendation limited to the request amount as a max, you can adjust the number up but only by majority vote.

Walker asked if there has been any applicants interested in the vacant spot, St. Denis replied we have one person who has expressed interest and gave a brief overview. Bell noted section 5 under C, money budgeted in excess shall be held in reserve and noted what the funds can be used for, noting that it doesn't say that Council can use those funds to fund a business grant program. It bugs me that it doesn't say that could not. St. Denis replied it was at the start of the pandemic. Council reassigned those funds and gave them prior to allocation to TAC to give. There are two questions before gave access of funds and meeting the definition of tourism. The Council has the ability to make the budgetary decisions, and it was the only funds available to provide business with relief. They gave additional budgetary authority to make things happen as part of the emergency declaration.

TAC recommendation for the Council work session:

TAC to have oversight of restricted TLT funds

DMO: Chamber Board President, Jim and another staff person would come and present to the Committee who will then make recommendations to council

Committee agreed to revise 4A to include city tourism improvements. St. Denis will work with the City Attorney on the language.

Award recommendation limited to the request amount as a max, you can adjust the number up but only by majority vote committee. TAC have the ability to have discussions at the applicant award meetings to give considerations as to how the amount could be modified based on new information.

At time of voting on awards, not member can recommend an amount higher than what was requested by an applicant.

Staff to send email excerpt from the code to the committee that nonperformance is consideration for removal from a committee and this include attendance, and site the section of the code. Include what an approved excuse is let staff know you are unable to attend and why.

St. Denis will put together the information and give a copy to the chair for approval then send to the Council and Committee. St, Denis noted the work session will be advertised as a joint meeting so everyone could be there and talk. Kingwell noted I would like anyone with thoughts or input to attend. St. Denis added I will get final numbers once we have them, a discussion ensued.

### GOOD OF THE ORDER

### ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:40 pm

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Jennifer Barrett, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
October 5, 2020  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Bell, Greg Swedenborg, Mike Morgan and Greg Allen via Zoom

Excused: Steven Sinkler

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

The public is encouraged to listen to this meeting via zoom or live stream via YouTube. Attendance in the Council Chambers is extremely limited due to the social distancing requirements.

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CALL TO ORDER

Chair Kingwell called the meeting to order at 11:02 am.

Kingwell noted with a new member let us all introduce ourselves. The Committee and staff introduced themselves.

FY 20-21 TAF APPLICATION TIMELINE

Kingwell reported we are here to consider the deadline and applications. This morning an email came in looking for an extension to submit to a TAF grant, so we received an inquiry for an extension. This came up as there are several applicants to were confused about the actual deadline and facing the possibility of not have as many programs from the traditional recipients of funding. I am hoping to entertain motion on shifting deadlines from October 1 for an extension whatever the time amount to be. Part of the consideration would be timelines that involve Council and interview timeframes. Bell asked is this a process or miscommunication failure or applicants did not expect to get an email? St. Denis noted we met with council on June 23 and June 26<sup>th</sup> sent letter to all known applicants which included a notice of deadline extension. Extension notices were posted on website and both post office locations and at City Hall.

Morgan reported I missed a meeting, I thought that we were going to be doing everything in advance until November to see how the COVID situation was. If we are talking about considering applications for events that happen in the next 12 months I would be opposed unless they were online or advertising. I don't see this letting up anytime soon to have events like culinary fest or anything that has people in tight spaces is unimaginable until there is a vaccine. Kingwell replied we do not know what the applications will be for, and that is a strong consideration of what we would support. There could be things that strengthen institutions for the long term. Due to COVID there

will be things that need to be changed. Bell noted I agree with Morgan, however my take on our Committee is it is up to the applicant to make the necessary revisions. Walker noted if it is too late in the year people still need to plan.

Motion: Walker moved to move deadline to October 9<sup>th</sup> for final applications.

A discussion ensued regarding the proposed date. St. Denis noted the November 10<sup>th</sup> Council meeting can be made a special meeting as well for decisions.

Bell seconded the motion. Bell noted 4 days is tight, but they knew they missed it so they could have been working on it. I am not trying to be tough, and this is unusual, but there was communications and if they did not get it, they should have received the information. We shouldn't do these extensions again, it's an unusual situation.

Vote: Kingwell, Walker, Bell, Swedenborg, Morgan and Allen vote AYE: the vote was 5:0 and the motion passed

A discussion ensued regarding interview dates.

Motion: Walker moved to hold interviews 10/13-14 from 1-4 pm, TAC meeting 10/21 to discuss results from 1-4 pm, and present to Council on November 3<sup>rd</sup>. Swedenborg seconded the motion.

A discussion ensued regarding the dates moving forward. Bell noted it is up to the applicants to present how to mitigate the situation, we are in a bad place, this is the process, and we continue whether we have the event or not. Morgan added I think we need a special meeting with the Council. St. Denis replied an option is to add to the meeting on the 20<sup>th</sup> and have the discussion with council on the 20<sup>th</sup>, then discuss how it will look and happen, then have the interviews and continue the process. Kingwell noted coming from an assumption that people are going to propose things similar than what has done in the past. There would be more content for that discussion if we knew the direction the applicants were going in. I would like to have the interviews before meeting with Council. Walker noted they understand the world is different, and we can push back hard on things in the interview if they don't see possible. Kingwell added the sequence of things are important, though the timing and question of urgency is a valid one. The Committee discussed dates.

Walker amended the motion: Walker moved to change interviews 10/13-14 from 1-4 pm, TAC meeting 10/21 to discuss results at 1-4 pm, then meet with council the week of the 26<sup>th</sup>. Swedenborg seconded the motion.

Vote: Kingwell, Walker, Bell, Swedenborg and Allen vote AYE; Morgan voted NAY: the vote was 4:1 and the motion passed

Barrett noted the steps moving forward. In response to Morgan's question what is the balance in the fund, St. Denis replied I'll send an email out, giving an overview of funds received. In response to Morgan's question why did we loan the City the money to purchase the school rather than grant it out of the TAF fund, St. Denis replied we wanted to get the school closed and needed a funding source. While it is in line with the use there wasn't the time to meet as a Committee, so Council met to made a decision with repayment plan. Morgan noted I was surprised as it was a good source of TAF money and would recommend that the City not have to repay the loan and consider it a grant from TAF. I think it's the highest priority in the City to develop a performing arts/cultural center. The loan was \$102,000 which is less than a quarter of annual revenues. I would like to see the school project move forward rapidly and with whatever resources TAC can throw at it. St. Denis added one thing facing with this project is cash flow issue. Funds come in July and January from the County. We have used the funds we got in July and we don't have a bunch of money in that account. We hired an engineer/architect to survey the entire building and all the issues. We funded that out of general fund. Whatever comes up if we do anything, we don't have cash to get it started. I think we should do a loan and do it out of proceeds from the County out of the 1% and have money left over, a discussion ensued regarding funding options and TAF funds. St. Denis noted once we receive the report from the engineer/architect we will have a dedicated meeting with Council to discuss the findings that should happen the end of October.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 11:40 am

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Jennifer Barrett, City Recorder



Minutes of the  
TOURISM AND ARTS COMMISSION  
October 13, 2020  
City Hall Council Chambers

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

Excused: Greg Allen and Greg Bell

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

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### CALL TO ORDER

Chair Kingwell called the meeting to order at 1:03 pm.

Kingwell reported on site we have Committee members Walker, Swedenborg, Morgan and myself in the room which is a quorum. Three members are absent.

### FY 20-21 TAF INTERVIEWS

#### **Cannon Beach History Center**

Elaine Trucke via zoom. Trucke reported I am not sure that 20-21 will look like. 2020 was a letdown as it was a big fundraiser for the organization. I am already working on the 20-21 tour digitally in case they are unable to proceed as planned. The digital content will happen no matter what. Trucke gave an overview of how the physical and digital even will occur. We moved the 2020 marketing that we were unable to get out of to the 20-21 tour. Trucke gave an overview of the event days and discussed options of how to revise the event based on the conditions. Kingwell noted a Friday concert and opening reception are subject to cap on number of attendees. Have you thought of multiple venues or speakers for lunch and other options? Is your thinking of adaptations based on COVID requirements? Trucke replied I have been talking with Doug Deur about options, including open air, a lot will depend on the weather. We have a plan A and plan B. Trucke noted the benefits of the digital event for the homeowners. Kingwell noted the positive downside is this is an ongoing event and content for the history center itself. Trucke added we have been creating a lot of digital content since this started.

Sinkler joined via zoom at 1:12 pm.

Trucke noted in the past worked with artists on raffles, and typically work with contractors and home designers and work on the concept of the small town on the Oregon coast. That idea of architecture and design of small-town America, noting the people she works with and hopes that people come learn about the history of how it got started and got the look it has. Trucke noted other aspects of her event such as artist who showcase their art in the homes being toured. In 2014 a doorknob became a big deal during the tour and received over 100 emails after the event about the doorknob that was created by Coaster construction. In response to Kingwell's question what does Beyond 50 do, Trucke replied they do an email blast that hits our main demographic and gave an overview of what they provide. In response to Walker's question are there any of these items that can be pushed out in terms of dollars spent in case it has to be canceled so there is less money on the table, Trucke replied I would focus on the annual publications, adding they get a big mailing list from Sunset Magazines. Our Travel Oregon and other contracts we were not able to get out of the ads, but there was a benefit from them, but not as good as the other ones. Walker noted the Seattle Times and Oregonian, is it possible to wait until March, not sure what the deadlines are, Trucke replied the Oregonian was very flexible and was able to work with and could wait until March or April even for the ad. With the Seattle Times they are a bit more restrictive. Trucke gave an overview of the annual advertising adding some need to know by November. In response to Morgan's question the expenditure for Sunset Magazine is cost effective, Beyond 50 seems very cost effective too. Have you received feedback from the magazine, Trucke replied we made 1100 new contacts from the magazine, but with the postcards from Beyond 50 people tend to keep the postcard and wait for the event. When you see an advertisement in a publication, it is not always saved until the event. Morgan noted 1859 and PDX Monthly may be a better investment. Trucke replied we did both in the past and last year didn't see any response from it and no one saw the ad in either publication. There wasn't really the response. If I spend that kind of money I want to see a response from it, and concentrating on places where we do get a response which is a more bang for the buck. A discussion ensued regarding the response from sunset magazine and other publications. Swedenborg noted September is an odd time for this. Was there any consideration, assuming you go with a backup plan, of doing this at an off time? Trucke replied in the past the tour included gardens which is why September was chosen to make sure the garden was looking their best. And the 2<sup>nd</sup> homeowners were trying to get there before they leave. I am hesitant to push too far back due to how dark it gets, If this is all digital and in October it still stays light late. If we move forward with just being drive by/digital we can move to the end of September or October wouldn't be bad, especially this year to due fires and air quality. I don't want a lot of people driving around when it is pitch black in October. We haven't set any dates in marketing, left it at 2021. Kingwell thanked Trucke for the presentation adding I appreciate your response to the questions. Thank you for applying. Trucke thanked the Committee for being fit in early in the schedule.

### **Cannon Beach Chamber – Jim Paino Cannon Beach Fat Bike Festival**

Paino reported the final report that includes the rescheduling and why it was rescheduled. We had extensive COVID plans, but when came down to it, the insurance company didn't want to cover due to COVID. The other aspect was the landowners at Klootch Creek Trail were concerned of having an event during COVID. We reached out spoke with Oregon Rides and will be ready for moving back to spring. This put us in an odd situation where it is the end of the previous year and will need to get with Laurie Sawrey to make sure the number is correct. I have a check to give to the City. We may still owe more money and will get with Laurie to discuss to make sure we are accurate. The only expense incurred for Fat Bike was the initial deposit to Oregon Rides and they will carry forward to this year. Looking to take all lessons planned and learned this year and moving it to spring and there has been a change in the biking world. Getting outside and on your bike is a big thing now. There is a lot of promotion going on for outdoor recreation, noting examples. To address the COVID aspect, we showed in the final report we were on top of every COVID aspect that we were aware of and realizing that that could change. We've seen things change on the dime and will be monitoring and be prepared for that when then event comes. In response to Walker's question will you have a same problem with insurance and the Klootch creek people, Paino replied we were going through a bike insurance for this but will reach out to our insurance to see what the options are. We are exploring all options and have time for a more in-depth discussion to see what their requirements and concerns are in order to address them. We plan to have time slots with bikers being released in Klootch Creek Trail as they are unlikely to change in the short term. There is an alternative to the Klootch Creek Trails, we can always go back to the beach ride that doesn't need the Klootch Creek or the Forest Reserve trails, but would like a more expensive event. In response to Morgan's question what is the event registration, Paino replied the ticket price developed previously included a shirt and swag so there was a value in not just participating. I think it was about \$40 for the weekend and less for the day,

a discussion ensued. In response to Walker's question on event management does that include the money they are keeping from this year's canceled event, Paino replied that includes it. In response to Walker's question so this will be less, Paino replied yes, a discussion ensued.

Swedenborg noted this was a very low risk event, will it continue to be with being able to roll it over should the event not happen, Paino replied I think they will continue to be flexible. In response to Sinkler's question you are targeting 150 attendees, the previous event had under 50. How are you going to get to 150, what's the plan, Paino replied that was the goal after year two and we did not re-address that number with the COVID aspects. Looking at other rides taking place in Oregon they were at 25% capacity which is why we didn't do it this year. We haven't really set that goal and haven't had the in-depth conversation with Oregon Rides on what we will achieve. The 2<sup>nd</sup> year had terrible weather and it crossed over another major biking event on the west coast which made our numbers lower. A discussion ensued regarding the dates of the event and event registration numbers. Sedenborg noted this summer, the amount people traveling with bike racks has increased exponentially. Biking is definitely becoming more popular. Paino added there is a push with the travel companies with people being outdoors and we want to take advantage of that.

### **North Coast Culinary Fest**

Walker noted there was a typo on the amount given on page 1. Paino replied the event couldn't happen due to COVID. We considered moving it to a fall event, but with other things happening already it made it difficult and COVID will still be happening, so we opted to postpone until spring of 2021. We got through summer and began having conversations on what to do. We talked about when the time would be right to have the festival and come and enjoy it without fear. After discussions decided best to move it out to May of 2022, so why asking now? In order to plan the event in situation the Cottage Tour was in. If we continue to do the event this event would be on a shorted time frame to plan, so putting ask in now so we can plan for the future. It comes back to does TAC stay on October or go back to a spring request. When would be appropriate to ask for funding? Without knowing the answer, we didn't want to miss the opportunity. Morgan noted I was pleased to see if pushed out to 2022. I think it's the responsible thing to do. Kingwell noted I think this was a single year adaptation and believe we are still on track for a round of applications next May unless there is a policy change to shift the request date. This was a response to COVID and the level of information we had at that time. Paino noted we wanted to make sure we didn't miss this, if going to go in May, this can wait until then and we will have more information to provide. A discussion ensued regarding the potential revisions to the application, such as the ticketing agency which is a substantial savings. Paino added I am happy that this will be a May ask so we have time to do our due diligence but didn't want to miss the opportunity. We want to do a great event and put Cannon Beach on the event for our wonderful culinary options. Paino answered questions from the Commission about the event costs. Paino noted it is really inclusive, and is an amazing experience. In response to Kingwell's question the request would be for the Committee to take on some of the risk of cost that assumes a modest profit, Paino replied with any event it is difficult to determine how many people will attend, a discussion ensued. Walker noted the Chamber is not making much money off to if, it is mainly PR, however the restaurant and lodging will make money. In response to Walker's question the about event company used before, Paino replied we are not using the company as before, but using an event planner and it will be using Tracy Abel. In response to Julie's question what is the staffing cost, Paino replied its people covering the venues to ensure the proper people are attending, the ticket area etc. From a staff perspective, our staff puts in a lot of effort as well. There is not a management fee in this that we are charging to put this on. Perhaps that is something we should include, but I really want us to grow and build this event. Bob has grand ideas and the first one was a great event. I want to get it up and running. We want to be self-sufficient as quick as possible and will learn efficiency as we go and not looking to make a big profit off a startup but hope to in the future. Kingwell added you will find respect for the sweat equity that goes into it. Walker asked about transportation costs, Paino explained to transport a certain number of people to and from events that are not in Seaside as alcohol will be involved and do not want people to drive after consuming alcohol, a discussion ensued. In response to Walker's question what is the equipment, Paino replied plates, utensils, finer dining equipment for the events that we are hosting that are not in restaurants. Kingwell added it looks like a work in project, only response is a lot of the details will need to be worked out and the effect of the budget will affect the request. The next round of funding will give you time to work on the details and I like that you were upfront and the timeframe. Paino added we are way ahead on the planning process after last year and will be able to flush out the details better. A discussion ensued regarding the DMO.

## **Event & Tourism Video Production**

Paino reported the last 3 years we have been doing the video request and have been refining the process. When COVID hit we planned a tourism video for the community but used part of the funds to put the video together about keeping our community healthy and safe. When initially developed, the plan would promote the TAC events that we could promote then do a promotional video for town. We added Haystack Rock and trying to identify specific things in our community that people want to see. We added a couple into this request and want to make sure we can help support all TAC requests. We are guessing at the number of events that TAC may have. How many of the applicants would like the support of a video through this request and we will oblige. If we know who wants to participate we can fine tune the costs. In response to Kingwell's question this is differential from DMO and TAC, Paino replied we want it to be about the community and TAC events that's why we put it here. In response to Kingwell's questions there is a community highlight video is that highlight of events, COVID response, what is your thinking about the line item? Paino replied all of the above. If it is appropriate to do a COVID for the next phase we will do that. If COVID is gone we will look at how have we transitioned for that time, if everything is back to normal we can look at HRAP, a community based video that is important to promote. This gives the flexibility based on what is appropriate based on the year. A discussion ensued regarding past videos. Morgan noted there is an error on the front page, the amount funding from TAC year and later on says \$11,831, Paino replied I apologize a clerical error on rushing to get it together. Morgan added it also seems a lot of topics are outside the scope of what TAC should be funding in my view. In response to Walker's question like what, Morgan replied like COVID. Instead of focusing on individual events or arts its more generalized. A discussion ensued regarding the amount requested, noting an error on page one, the amount funded last year was \$11,831.

The Committee took a break at 2:22 pm and reconvened at 2:49 pm

## **Clatsop Animal – Savor Cannon Beach**

Gary Hayes

In response to Morgan's question when in 2021 are you planning your event, Hayes replied the entire month of October and will be a combination of a year-round effort with the month of October giving us time to see what is possible for events. It would be micro-events. Hayes noted restaurants with outdoor seating are not hurt as bad as the rest of the year, but will be in big trouble over the next several months. Calling Cannon Beach a culinary destination is a primary idea behind it. Kingwell noted the marketing efforts are to leave impression from not a weekend or specific event but an experience. Hayes replied that would be true for the entire year and the month of October trying to recognize there can't be any large events so a series of events through the entire month. It could be considered restaurant month in Cannon Beach, a discussion ensued. Hayes added we are looking at what we can do to maintain the ground we created and promote restaurants when they need it most. In response to Kingwell's question, the focus on many applications prior to this was to develop overnight stays, how does your strategy address overnight stays, Hayes replied for anything we produce in October we can track all of that. If we could have some ticketed events we can track it, the rest of the year would be impossible to tack. The rest would be impressions, social media, advertising. In response to Kingwell's question can you use those impressions to create overnight stays in town, Hayes replied I wouldn't know what number of impressions it would take to average out to an overnight stay. In response to Sinkler's questions over 2021 moving to October, what about 2022 do you plan on doing that back in the spring or going fulltime to October, Hayes replied I would hate to predict right now. This could have us reinventing everything. A month-long promotion, not that it can't be in March, but a series of smaller events instead of a big blow out weekend. This made us come back and reinvent what the best opportunity is for us. It could come back to a spring month, or could stay into October, this may be the year that tells us that. Sinkler noted I appreciate you pushing it back to another date in the calendar to push for tourism. Hayes replied I am keeping it open and would like to hear your feedback, restaurant feedback, lodging feedback and what makes sense moving forward. In response to Swedenborg's question will you go into detail of the micro events, would that be one time for 10 people every other hour so it's an 80 person day, Hayes replied a combination. It could be every Thursday in October there is specific event, such as a Pinot tasting. I have wine that wasn't used last year so I have savings on that and gave a few examples of how an event may work. Swedenborg added you want scale without a crowd and how do you approach doing that, and you gave me an answer. Hayes added they could have an early seating and a late seating each with 10 people, a discussion ensued. In response to Swedenborg's question is there things going on constantly through the month, Hayes replied we don't know where this is going, and based these number on 8 events, a couple events each week for the month. These are the ones we produced, and hope others will

jump in and do other things as well. Marcy Dunning from Clatsop Animal noted we would do smaller events and participate one volunteer with one dog, shelter animals, at the event. In response to Morgan's question the donation to CAA, you got \$2,965 which is 2% more or less. Is that typical? Seems like a very low number for a \$116,000 budget, Hayes replied that was the canceled event. I believe we sent about \$3,400, Dunning added it was over \$3,000 and the event was canceled. Hayes noted we recognized a flaw in the agreement and even though we took a loss in 2020 we still did a contribution to CAA and did a \$1,400 contribution to the food pantry. Hayes added the contribution for both when we went to refund the advanced tickets gave them the option of donating the funds to CAA or food pantry and they split pretty evenly, and CAA came close to the \$5,000 they originally targeted. Morgan noted the nonprofits receive from these events, seem like the back of my mind at one-point nonprofits that weren't their own sponsor were getting 10-15% just for being the sponsor. Walker replied Get Lit was \$5,000. Hayes noted I talked with Dunning on a better way to handle it. They get a certain amount per ticket sold and this year we discussed 10% of the TAC grant. Morgan asked so you are asking for more than last year, Hayes replied we were on a good path, by being able to reduce the amount of our ask, we are not back to the starting gate at this time, a discussion ensued. Hayes noted more of a yearlong marketing campaign and come October we will see what we can do. The advertising for Savor, I did a good job to position Cannon Beach as a culinary destination. A discussion ensued reading advertising. In response to Walker's question at what point would you have the October events nailed down to be able to advertise Hayes replied that has always been a challenge and our advertising and PR has always been general. We will have some things nailed down but will be really be how soon we get the brochure out. Getting restaurants to commit to an event 6 months in advance is not an easy thing. We typically do two printings on brochures, one is what we know at the time, and the second once we get things nailed down. That brochure could be dining guide like, and also serve as something to promote other restaurants in town. Hayes added it is going to be a tough time for restaurants. Kingwell noted we appreciate you trying to rethink events and redesign and Sinkler's observation about timing is responding to conditions that are unique to this year. Hayes added some people from last year's events wanted to have it credited to next year's event. Sinkler noted spring is a better event for winemakers and is an easier time to ask winemakers to come to Cannon Beach for an event. Hayes replied I agree and if we decide that we want to move back to a major winemaker event October may not be the timeframe as they are busy. On the other hand, this may be a new look for the event, a discussion ensued. Morgan added with regard to the wine aspect, in bad weather whether April or February, once the school gym is renovated there is a great venue for something like that. Hayes replied that would open up some opportunities. That is one of the things of reinventing the event, no one knows what conditions we will be in and trying to be conservative. St Denis noted we will have a meeting on the 20<sup>th</sup> to discuss organizing the effort on what will need to come next. Hayes apologizes, adding I saw a couple typos. First have already done a proposal for 20-21 which was due shortly after Savor Cannon Beach. I heard the day before that the application was due on this one and hurried to get it in.

### **Cannon Beach Arts Association – Lila Wickham**

#### **Art Exhibits**

Wickham apologized for missing the email. I submitted when due the first time and sent a revised application. In response to Kingwell's question you are seeking funding throughout much of the shoulder season, Wickham replied yes based on October through April. I did research about the shoulder season and they differ by community. Morgan noted our shoulders are getting narrower and narrower as Portland population grows and people are coming to the beach in greater numbers. Swedenborg replied this weekend is October 15<sup>th</sup> it goes down until the first week of March with exception of holidays. The difference is weekends you would maybe get something but now every weekend is full. And in the dead of winter where it used to be crickets there is maybe 50-60% utilization in town because people are coming because it is more than half off from coming in the summer, a discussion ensued. Wickham noted this is an exhibition grant and continued to have our varied shows and trying to follow Walker's lead, the virtual sales with Facebook live. We set up an online store. We can sale jewelry online, but you are not going to sale a big piece of art that people haven't actually seen. We are getting more traffic, but due to regulations we are limited on how many at a time. Like you all know it is a big learning curve this year. A discussion ensued regarding number from this September from last September. Wickham added we are not really using volunteers as it is complicated due to COVID, we are using Scott and Summer noting their average sales. Kingwell noted I added up your proposed budget column for TAF and came up with \$26,520 and your request is \$25,000. Wickham replied I looked at it multiple times. Kingwell added not in the TAF budget is your art camp director and art camp things which could change due to COVID, Wickham replied yes, and we did our art camp virtually this year giving an overview. Not sure what we will do next year, and it is so uncertain. That part is not in the cost. Sinkler added

looking at your submission and talking about your marketing plan, I see a lot of print, direct mail, etc., do you guys do a e-newsletter? Wickham replied yes and we experimented with getting away from print. Our audience really likes the post cards. Summer has been doing marketing online with Instagram, Facebook, etc. Sinkler noted I am on Facebook now and the last post way May 6<sup>th</sup>. There is a lot of opportunities to post your work on the site, through online Facebook purchase to sale art. It's a great tool to help you with this as well as with Facebook live, a discussion ensued. From the audience Andrew Tonry added Summer and Scott are doing a Facebook live for the latest show, I am pretty sure they are doing it, a discussion ensued. The Facebook page is under Cannon Beach Gallery which has posts through October 9<sup>th</sup>. Kingwell noted every requested dollar is only for a percentage of things that would be normal business operations. Wickham noted revisions from her original applications to her revised one. In response to Wickham's question what the next dates are, Barrett replied the Committee meets 10/21 to make recommendation and will either bring to Council the week of 10/26 with a vote on 11/3 or make recommendations and vote at 11/3. Kingwell added Council will discuss the possible dates for the week of 10/26 tonight.

### **Tolovana Arts Colony – Andrew Tonry**

Tolovana Hall CIP

Tonry reported I had a meeting with Bruce early in the year to discuss the renewal of our lease of Tolovana Hall, which was renewed. While going through our wish list and he suggested to submit a TAF grant and here we are. Most of you have been in the Hall, the ceramic floor is scuffed and shows its age. It's also less than idea for those who dance on it. There is also an aesthetic concerns which extend to the lighting. These are things we'd like to enhance. I provided a menu of different options and besides enhancing the arts, which it does. Numerous grant awards like the Cottage Tour and Culinary Fest and Comic Festival have used the space and that extends also to the Arts Colony programming which draws tourists. This is a fraction of other requests that have come in and it is a permanent enhancement. Tonry noted the kitchen was updated about 6 years ago. There is a list of options in the request, a discussion ensued regarding the lighting. In response to Swedenborg's question what is the utilization of the Hall in terms of rentals, Tonry replied it has changed since this was put together. Council said not to do rentals, but I want to revisit it. A discussion ensued regarding the public use to Tolovana Hall and the requested revisions in the lease.

### **ADJOURNMENT**

Chair Kingwell adjourned the meeting at 4:14 pm

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Jennifer Barrett, City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
October 14, 2020  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Mike Morgan and Steven Sinkler

Excused: Greg Allen and Greg Bell

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

The public is encouraged to listen to this meeting via zoom or live stream via YouTube. Attendance in the Council Chambers is extremely limited due to the social distancing requirements.

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**CALL TO ORDER**

Chair Kingwell called the meeting to order at 1:02 pm.

**FY 20-21 TAF INTERVIEWS**

**Cannon Beach Arts Association - The Union Knot Beauty Event**

Brigitte Wahlbeck reported thank you for having me here. I have been on CBAA for 8 years and thought it would be nice to coordinate with them. Art and beauty go hand and hand. The beauty industry in our town is not looked at as an art form. In the shoulder season we want to help promote as it is slower for weddings as well. Women's Only weekend is empowerment for women, and we will see if it work. Wahlbeck added different prospects of what they are looking at, the money is for advertising and stuff like that, it could enhance our town as far as having another type of event. Also looking at retreat for hairdressers and makeup artists in the future. In the wedding industry everyone is coming from out of town, and we had a lot of clients saying if you have makeup classes we will come back, if you have skin care classes we'll come back. I thought it would be good to do around the WOW weekend, would be nice to have male related things or children related as well. Having classes with the Art Assoc would be nice and if they came and had a full make over and go to B Boutique and get fitted and end with photography. The end of the day have classes on how to take pictures and end with a wine event. This is a good test weekend to see about having some of the other services and using our resources of emailing and reaching out with our client base on top of utilizing other resources as well. Wahlbeck discussed the networking opportunities available. In response to Kingwell's question how does this work during COVID and how to deal with social distancing, Wahlbeck replied we are very adapt to doing this in our businesses. Whoever is teaching the class is in charge of the sanitary side. We

will expand on smaller spaces to do this; our location can handle 12 with distancing and will find a few other locations to have multiple classes. It's not hard to do the COVID part as we do that already and we adhere to state standards and under the COVID procedures. Before you enter you are asked a series of questions, contact tracing measures are also taken. For makeup we need the space and I use a face shield that goes around my neck and we use this requirement anyway as part of state law. We can also group people together as a unit. Sinkler noted you mentioned B Boutique and other businesses have you reached out to them about partnering, Wahlbeck replied yes, I spoke with them and even without this we want to do something during WOW weekend, it's the perfect time. I would love to reach out to other locations and have a call in but haven't spoke with them. Sinkler added I like the concept of sharing the wealth and involving other locations as well. In response to Sinkler's question how many attendees do you expect, is the number listed nights or visitors, Wahlbeck replied I am not sure how many as it's a new event, but I know I can bring people in. Walker suggested maybe 30-40 per day, Wahlbeck replied that's low for what I am thinking. In response to Swedenborg's question how many classes, Wahlbeck replied it depends on how much funding. I have enough people for what we are requesting, we can flow through over 200 people through the 3-day weekend. A discussion ensued regarding volunteers. In response to Sinkler's question where are these classes going to be held, Wahlbeck replied that depends on a lot of factors. It is depended on classes and I would like to do what yoga did. A discussion ensued regarding the hotel occupancy during that time and dates of event. A discussion ensued regarding talent being flown in for the event. In response to Kingwell's question you are asking 100% of financing for this occurrence what separates this from normal business operation, Wahlbeck replied this is much larger. I have used talent to teach staff on hair and makeup at my expense, I have never used her in a big event and promoting her. It's not really 100% as we are using my space and I am not charging to have her there. Kingwell added you are showing expenses but not seeing revenue. In response to Sinkler's question what is the ticket price, Wahlbeck replied I don't have one, it depends on how we want to pin it down. Its an idea that we have and since the grant opportunity came I jumped on it. Wahlbeck noted VIP options, including photographs by a professional. A discussion ensued regarding ways to expand the event. Walker added this is in concert with WOW which is something that people are interested in and I am thrilled it on our docket.

### **Cannon Beach Food Pantry WOW! Cannon Beach**

Brigitte Wahlbeck and Buddy Anderson

In response to Walker's question did you did 2017, Anderson replied yes. In response to Walker's question what happened for 18-19, Anderson replied they were self-guided, and we did a lot of social sharing adding the boutique did everything they usually do. The TAC funding was for the ticketed events. There were events happening anyways. Anderson noted the change of WOW from women's only weekend to include everyone and not exclude anyone. In response to Kingwell's question anything occurring this year with WOW, Anderson replied the same as before, self-guided and social sharing and Wahlbeck will be a huge help. We'll do a push, and others added their events to the page, not as great as 2017 where it was formal, but want to keep the momentum going. In response to Kingwell's question does it have long term potential, Wahlbeck replied it does. People are still going to the Facebook page and I am here to help so has other people that are community driven people that know a lot of people and it will help promote. It is a hard weekend, but no matter where we put it, it will have the resources from people. Anderson added Claudia was going to retire but decided to be a part of it again and has confirmed she'll do the line down for 2021 and has a lot of time to give as she has the past knowledge of the event. Kingwell asked you are asking for this FY for planning purposes for an event that takes place next year. Anderson replied when we went in for TAC in April/May for 2017 we didn't receive funds until the event was over, so we are asking for it now due to the time frame for where it lands. It's hard to pay for things without the funds, and we are thankful the library was able to help out and front the funds. Kingwell noted we have several applicants in the same boat. Wahlbeck added it was difficult for yoga as well. Kingwell added there has been a strain in the forward looking and an issue we are looking at and yet to get back from the City a solution to the problem. This year is raising a good deal of concerns that we hope to address. Walker added the reserve was going to solve that but that went away. A discussion ensued regarding the non-profit sponsors of the event; Wahlbeck noted the benefits of the food banks considering these hard times. In response to Kingwell's question what do you think the proceeds for the food bank are for WOW, in 2017 100% of proceeds went to the library, Anderson replied the amount ended up being over \$4,000 and received a lot of people who donated because it was for the library. It was great to have that number for the first time. Wahlbeck added the food bank is a good selling point for donations. In response to Swedenborg's question do you have an idea of what revenues would be for the beauty event, Wahlbeck replied I do not know yet.

A discussion ensued regarding potential proceeds for the non-profits and ticket costs, possibly \$200-\$250 for the personalized service as well as offering other services as well such as a blowout. In response to Swedenborg's question are there similar events in other communities, Wahlbeck replied yes there is one in Palm Springs that sells out. In response to Morgan's question have you thought about sponsorship from Paul Mitchell, Wahlbeck replied definitely, and we put a line item for swag bag, that's how you get the ticket price and will be getting sponsors.

## **Tolovana Arts Colony**

### **Get Lit**

Tracy Abel via Zoom

Abel reported I put in what I know. I don't know if it will be the same as things are always changing. I will get with the hotel to discuss spacing with tables. Right now it's a guess and we will do whatever businesses are doing. I don't know what the reception would look like. It would probably be prepared packaged things, but I am just guessing what we would need to do. I will be a repeat of last year since it was cancelled, same authors. In response to Kingwell's question have you had contact with new management that is running Surfsand to see how they relate on how it was traditionally handled, Abel replied I have not, I have been working with Sarah and will find out if she is still there. In response to Morgan's question you estimate 50 attendees, Abel replied yes because I believe I'll have to cut it for social distancing. Kingwell noted I can see how you may need multiple venues or perhaps streaming. Abel replied we will be doing a virtual book club soon and will see how that goes. I had to skype an author in a few years ago but the Surfsand did not have the bandwidth at that time, and it didn't go well. Kingwell replied that would be a way to reach out. Abel added I completed the application in May then did the update, but haven't got with the Surfsand to see what it might look like and still hoping for an in person event with less people. In response to Walker's question to Kingwell is there concern that Surfsand would not participate, Kingwell replied I don't know. I don't know their response and know they have dropped their sponsorship for one organization in town. Abel added I will follow up and give you an updated version. Morgan noted the Surfsand charged for the event, Abel replied yes I have a food and beverage minimum. Sinkler added they also pushed the event dates around based on other higher charging events; a discussion ensued. Sinkler added this is a great event and hope that it can be pivoted adjusted and modified to regroup to what it was. There is a different group of people that come to town for this. Kingwell added and it fits in with the mandate from the Council. Sinkler added April is a tough date, and Hayes pivoted from March to fall. In response to Walker's question is there a reason you chose this date, Abel replied that is the date the Surfsand gave us. I will contact them, and they didn't charge us anything last year since we rebooked it, but things can be different. Abel added a lot of our attendees are in that group that may not be willing to travel as they are a higher risk group. Swedenborg noted that the date is during Seattle's spring break. Abel added the Surfsand likes it during spring break. In response to Kingwell's question what are the capabilities at the chamber, Swedenborg replied the Wi-Fi is not bad and have no problem of streaming things. Sinkler noted at last night's meeting I mentioned an investment of infrastructure and that may be a good opportunity for the Chamber to host those virtual events. Kingwell added if the capabilities were known for all venues it would be good for someone trying to put together an event. Abel noted it is difficult to put things together with so many unknowns.

Barrett gave update on the 11/3 council meeting agenda. The TAC recommendation meeting will be on 10/21 at 1pm.

The Committee took a break at 2:05 and reconvened at 2:11 pm

## **Coaster Theatre**

Patrick Lathrop in person and Jenni Tronier via zoom

Lathrop noted Tronier has created an alternate idea and will let her do most of the talking. Tronier reported in our original submission in May we were hopeful in what was going to be available to us for this coming year. We are not confident that Sky America (Broadway across America) will be back which is a past grant cycle. Broadway is closed until June of next year. That means touring Broadway shows will not be doing anything until that time or later. We have an alternative for this grant cycle in hopes we can open our doors to a group and a smaller budget doing something with Artlandia publication who is not publishing but doing good things online. The alternative budget drops down to \$15,800 vs \$31,000 originally submitted. In response to Walker's question did you get money back from Playbill, Tronier replied we didn't spend money with them last grant cycle. In response to Walker's question what does the \$15,800 include, Tronier gave an overview. Walker noted Cannon Beach magazine will be

happening next year. In response to Kingwell's question for Cannon Beach you did not pay for an ad last summer, Tronier replied no. In response to Walker's question is there a reason you are doing a spring instead of fall 2021, but there is a fiscal year thing, Lathrop I would like to do an event in late spring/early June as a celebration of theatre open before we actually open for the production. In response to Walker's question what if it doesn't open, Lathrop replied everything we are proposing may not happen. Sinkler added the fall special event instead of 2020 make it a fall 2021 and make this ask go through that. Walker added I am dubious on things not happening. Sinkler noted we are seeing people ask for money further out than normal. Tronier explained we are operating under the assumption with these budgets that it is under the same timeline. All events we were getting funding for would have to happen before July 1<sup>st</sup>. Walker replied and that has been the case, Sinkler added up until now. Tronier noted we are making plans for a hopeful theatre opening. As we move along and follow data everything is subject to change. In response to Morgan's question has Get Lit talked to you about using the theatre for their event in April, Lathrop replied they haven't approached me but are welcome to use it if it is appropriate. We can accommodate up to 60 people in groups of three being about 10 ft apart in the theatre, but with that it's not the seating it's the ingress and egress – getting them in and out is the problem. In response to Sinkler's question if the theatre is open in summer 2021 would you have a fall event in 2021, Tronier replied yes, it's a regular thing on our calendar to do one spring and one fall. Lathrop added if we focus on a spring one on this 2021 year and it doesn't happen, then that could move down into the next fiscal year. Sinkler replied that is where I am going with this, we may not have spring submissions. If you were to have a fall special event it may need to be funded here. You may want to include it proactively for next fall. Walker added in case they can pull off two events. Kingwell noted that makes sense as we are looking at recommendations to fund things in that time frame and raising the forward funding based on fiscal year. The city has always said no but maybe there is a need that might change Council's mind. Lathrop asked you are saying apply now for spring 2021 and fall of 2021, in the event the spring 2021 can't happen can we move and do two events in the fall? Sinkler replied I don't see why not. Lathrop added if we don't then we just give the money back to you. Sinkler replied I would rather see the money spent to bring people into town twice than no event. A discussion ensued regarding the ask amount. Tronier asked if we do submit a revised budget to reflect what we discussed it would also change Sky America. Walker asked but this still includes two events, Tronier replied yes. Kingwell added our recommendation can reflect knowledge of that. Lathrop noted it would \$7,900 difference from the current ask. Tronier added with the two events our ask would be \$23,500. In response to Lathrop's question do you need an updated budget, Kingwell replied yes please send it to Barrett. A discussion ensued regarding the date time frame and uncertainty of the future. Lathrop added I recall listening in on a Council meeting back when they were discussing TAC and talk about people go through the application and may not be any money to issue this round. Kingwell replied that is not the case, there is funding this round. It was an unknown at that time.

Kingwell turned the meeting over to the Vice Chair and sat with Joe Clayton

Cannon Beach Gallery Group - Joe Clayton & Jim Kingwell

### **Stormy Weather Arts Festival**

Clayton reported this is a Chamber event with a strong part of the art community behind the event. We like to contribute to that and that's why we are seeking TAC funds to support the chamber. We have been working with the Chamber for many years and asked TAC funding twice. As a group we do advertising throughout the year so we can advertise all the events. We have over 200 artists we represent as a group and focus on events throughout the whole year. We compliment the Chamber. One part we highlight within our group is we have a website that was created several years ago and trying to get it more active and is a place we also promote the events. Sinkler noted the world is different from last year. What changes are being made this year? Clayton replied this year its Stormy Weather Arts Festival lite. There is no music, Coaster Theatre is shut down, it's going to be the galleries and music set up around town to give some energy around town. It will happen in a COVID safe atmosphere and shrink down the number of locations to only that would be safe. Galleries would feature artists, no reception, done by appointment and limiting numbers in the gallery, and all wearing masks. If it weren't for galleries, we wouldn't have an event. No fashion shows, no music, just the galleries and music on street. Kingwell noted these are expenditures that were already made from December of last year through the current time frame. The ads that have gone out promoting Stormy Weather that fell under the TAC category and a request for website upgrade to enable further marketing going forward. The budget shows funds already spent and what we consider non-TAC category that the group carries. The other expenditures on the TAC side were done as a good faith investment on the promotion of this and occurred prior to closing of town due to COVID. Clayton added we tried to get the most bang

for the buck for advertising. In response to Walker's question the \$4,656 has been spent on the person you had, is the person you had still on the payroll or coming back in the future, Clayton replied we broke that out. A discussion ensued regarding Earth and Ocean. Clayton noted our goal is to maintain the three festivals. Sinkler added I am glad you are still moving forward with the event. Clayton noted he coordinated through the Chamber and the reason we and the galleries are going forward is so we can go back to the way it was. Kingwell noted how each gallery has their requirements due to space and we are still building an opportunity to do this online. Walker added I like Every Day is an Art Walk in Cannon Beach. Kingwell replied we blame Jim Paino for coming up with it. Sinkler added I like how the Gallery Group embraced it. Kingwell noted with regards to health concerns due to COVID receptions are not happening. We toyed with the idea of serving canned wine, but that is not happening. Any food available would be prepacked and catered. We plan to comply with whatever guidance is existing that day. Clayton added on any advertising going forward that we are involved we are meeting all requirements to keep people safe when they come. Kingwell added that's a message that will be adapting over the next few months and a reason to improve the website and get the message out. A discussion ensued regarding the space limitation in the small galleries/shops. A discussion ensued about potential artists.

### **Spring Unveiling**

Clayton reported this has been done for many years by the Group. We have a lot of people who checked in virtually and people asking are you doing one next year. The weather can be dodgy, but people are ready to get out of their houses and see it as a good festival. With this ask we have advertising and the website upgrade to have better connection socially with our events. In response to Morgan's question where are you advertising; Clayton replied it is split between a number of art magazines and done in other areas such as other platforms as social numbers and as well as Portland art dealers association and Sunset Art magazine, Southwest Art as well. We are all about the arts but have so many artists being represented by so much art in a beautiful part of the world. Kingwell added last year one major expense was with VIA, travel publication and online presence in print in some. Walker noted part of advertising is not necessary to bring in large amount of people but to keep up momentum. Clayton added it has to be as much about as coming but come here and stay and this is why. We have clients calling to see if it safe to come, a discussion ensued. Kingwell added that is what the website help is for, we want to upgrade to help get the message out that is a safe destination when travel is possible.

### **Expanded Digital & Social Media Marketing**

Clayton gave an overview of what has been done in the past. Our consultant retired we went out and found a PR person to fill the void and we sought support through TAC funding on previous asks. We were in the right church but wrong pew. A great idea to continue to but needs to be done in a different way. In 2022 if things are going well there will be a lot of people on planes and they may not be coming here, they will be off going to other places and we want them to remember us. When we promote all our events and galleries, we are promoting Cannon Beach. We have ideas in place and currently have a marketing proposal to support our efforts and that is what we put forth. An issue we are having is a lack of employees who do not want to work after COVID or there are not funds to pay them, we do not have enough personal resources in the group. This agreement is important that we meet monthly, and it should benefit the whole of Cannon Beach. In response to Walker's question the website ask is the two separate pieces in the previous two and how is taking on the technology of that, Clayton replied we have several group members that have background in that and will form a committee. In response to Walker's question are you going to hire a developer, Clayton replied yes, noting the problems that we are having is some websites were depleted 10-15 years ago and things have changed. There have been times we can't update the website to reflect where we are today. Walker added and you also want your site to be mobile friendly. Kingwell noted there are a couple people currently working on this and getting the changes we need to make organized for whoever we hire to do this, a discussion ensued. Clayton noted we have an older group who may do their research and get their news in a different way. In the gallery we do not handle the same art, you need to look at your audience and clientele, a discussion ensued. Clayton added it needs to be a tool that can be used in multiple places that allows us to be nimble.

Sinkler confirmed the next meeting is 10/21. A discussion regarding the budget amount ensued. Morgan noted in my view if it pushes the school project along at a more rapid rate I would urge the Council to forget about repayment of the loan, if quarter 1 is flush as they say, it's a worthy thing to do. Walker noted my concern is while I am supportive of the school building, I am concerned the City already retaken away \$332,000 and not going to see

that again so we have 0 in reserve, but there is nothing saying this winter goes to [poop] and we have nothing. Walker asked what is the payment from the County. Laurie Sawrey was asked to join the meeting for questions. Kingwell noted the City indicated at one time they were using revenue from County tax and using restrictive funds to replay they \$102,000 loan from the Committees' reserve. Sawrey noted we get 70% of the county tax and we keep it in a separate fund. In response to Kingwell's question what is the amount of the payment from the county to the city, Sawrey replied \$360,000 last year. We may a payment in august for \$34,000. Sinkler replied so we have \$34,000 in reserve, Sawrey replied you have more than that actually. A discussion ensued regarding the budget amount. Sawrey added if you award a certain amount and you don't get the funds on that amount, you can't award it. A discussion ensued regarding building up the reserves.

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:27 pm

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Jennifer Barrett, City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
October 21, 2020  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Mike Morgan, Steven Sinkler, Greg Bell and Greg Allen

Excused:

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### CALL TO ORDER

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

The Committee announced themselves for those on zoom.

Kingwell noted we are presenting to Council to review and vote on 11/3. I'd like to see if we have an agreement on the procedure of accounting. The Council set rules on how to tally up and are not interested in funding more than the ask. In the past tallied amounts for each individual for average, then discuss those proposals, entering changes made by input from members, retally. This is affected by anyone with recusals, is that the understanding of the committee or are there any changes. In response to Sinkler's question as an individual member you can't give a number above the ask, Kingwell replied yes and a discussion can affect the changes people would make. Kingwell added Council said they will not support numbers above a certain amount subject to guidance from this Committee. You will notice dates of events fall outside the fiscal year but looking through guidelines there was no limitation for event occurring within the fiscal year.

Committee member declared any bias or conflicts

Swedenborg no conflicts

Walker no conflicts

Morgan no conflicts

Allen no conflicts

Kingwell stated I am involved with the Gallery Group and will not be voting on their proposals

Bell no conflicts

Sinkler no conflicts

## FY 20-21 TAF GRANT AWARD RECOMMENDATION DISCUSSION

Committee gave recommendations and opened the floor for discussion on numbers given.

### #1 CBAA – Artist Program:

No discussion

### #2 CBAA – The Union Know Beauty

Kingwell noted seemed this is like a business promotion. They wanted to fund planning for the event as anticipating another funding cycle between now and then. I am not taking issue with beauty as art. In response to Walker's question are you are assuming there will be another funding cycle, adding this is in conjunction with WOW and if the request for funding in October 1<sup>st</sup> they will only be able to plan for an event that will come in a month. Kingwell noted this was a year change for the deadline so we will have a May 1 deadline. Sinkler noted I thought we were moving to October, Kingwell replied I don't want to do something that would disqualify an opportunity for an event. Sinkler replied I agree, very business centric. They are already talking to boutiques and shops and glad they are pulling other organizations in. This is a market segment we are not touching now. Walker added I asked how she and Katie will be involved in the money and she specifically said its to pay for talent and they are not getting paid. Morgan noted I am an old hippy and I have a problem with a Vegas person coming in and problem with spray on tan clinics, it's so not Cannon Beach. I can't wrap my mind around that as an art event, but don't want to be a grinch. Kingwell refined his amount.

### #3 CB Chamber – Event & Tourism Video

Morgan noted the increase in ask, adding I felt too much of a leap. Kingwell replied I think there will be less action to video this year and they need to sharpen the message. Sinkler noted there are a lot of videos out there but want to make the money available if it happens and if it doesn't the money will come back to us. Kingwell added agreed, unused funds will revert and enabling something to happy is worthy thing. A discussion ensued regarding current videos.

### #4 CB Chamber - Fat Bike:

Sinkler adjusted his number. Kingwell noted this has potential to be a long-term event. A discussion ensued regarding the bikes used on the trails including one wheels and eBikes. In response to Morgan's question why wasn't there a request for Klootch Creek, Sinkler replied I believe they said that was going to be their last ask. Walker added I think they were slowed down so they may come back, discussion ensued.

### #5 CB Chamber - NC Culinary.

Kingwell noted I love culinary fest. I felt the time frame was wrong due to having another sequence of funding, put in funds for planning and this year would be a development year. The plan has to change how it's been done in the past, looking for development money. Walker added it seems like we are paying for all the food and the food number was high. I asked and felt the answer was odd, adding not sure why Chamber does this when it's not a fundraiser for them and it takes a lot of work. In response to Morgan's question who makes the money, Sinkler replied the restaurants. There are a couple of restaurants that will receive the bulk of the money. Walker added this seems very targeted, I want to support them, and it goes in with the branding of the town, but who is making money off of this. Swedenborg added the audience is not very broad but definitely the clientele you want in town and I like the pivot they did with changing the menus around. It's just a handful of restaurants and looking at how many people it will bring, it is a little light. Morgan noted I have a problem with events going up 1/3. Sinkler added they have asked for the same amount last year and we gave them less, a discussion ensued. Morgan noted concerns of the amount the nonprofits actually get from these events and would like to see a minimum amount for each. Swedenborg added the Chamber was asked to be a part of it and they do a lot of work and not get much out of it, adding there is another fund source for nonprofits, the \$90,000 for Community Grants. Kingwell adjusted his number.

### #6 CB Food Pantry - WOW!

Walker noted when Wendy was here this event was getting some major momentum, and then helped along by Buddy who is volunteering her time. That weekend I saw ladies with that pink bag all over town. Sinkler noted he

saw the same thing, lots of women with pink bags, a discussion ensued. Kingwell noted his number was due to the split nature. Swedenborg added there is no cap to this event.

#7 CB Gallery Group - Expanded Digital/8: CB Gallery Group - Spring Unbelieving/#9 CB Gallery Group - Stormy Weather

Kingwell there is a potential overlap in funding with advertising and promotion. There are three proposals, and one could cover advertising for all three, but it's a standalone for a year-round. There is some duplication in funding for Stormy Weather and I wanted to point that out and don't want to be in a position for personally trying to help justify the amount of public relations cost across the board. Walker noted the expanded media is a larger broad scale, with some broke out smaller. Kingwell added there were two ways of thinking about this in Gallery group. One is to ask for things based on event specific portion or year-round portion; the promotion was an add on with some overlap. The PR was to look for an individual to do things from the former paid position. That job is being picked up by member for Spring Unveiling but trying to contract event by event and portion for promotion that will be covered by the overall proposal and still be able to divide out event by event. Kingwell noted the benefits of the social media aspect. In response to Morgan asked how much overlap in promotion and marketing in each of the applications. I would like to see the amount of money spent on event/content versus promotion/advertising and there probably overlap and could save money by hiring one PR or advertising firm to cover multiple events. Kingwell replied that is the hope with this one application, a discussion ensued.

#10 CB History Center - Cottage Tour  
No discussion

#11 Clatsop Animal Assistance - Savor CB  
No discussion

#12 Coaster Theatre

Kingwell noted I don't see them being able to pull off the spring event. Walker added and if they don't pull off either the money will come back anyway. Morgan noted that is true for all events.

#13 Tolovana Arts Colony – Tolovana Hall CIP

Bell noted the discussion on this was interesting. It is like the electrical in the bandstand. Kingwell gave an overview. Sinkler noted the immediate return on the electrical upgrades in the bandstand. Bell added as a committee we've talked about things like this. Walker added we are working on the product.

#13 Tolovana Arts Colony - Get Lit

Discussed the parameters of the event and how the event is pivoting.

The Committee discussed totals and the amount in reserves. In response to Swedenborg's question do we have a mechanism to add funds into these events or can there be a mid-year request, Walker replied there is not a mechanism for that. Kingwell added the only mechanism would be a second request for funds up to the original amount of the request. Walker noted make a plea, I listened last night to the Council meeting and am concerned that a whole bunch of money is going to the Chamber for "advertising" which concerns me. It needs to be thought through by someone who can put a lovely ad together with thought about making it a restaurant-oriented thing and maybe doing the passport or coupon book, something to get people into restaurants. Make a plea for if you get extra money to do that. Having someone with a plan to put something together on how to handle the next 6 months and think about PR instead of advertising. Not sure if people know how to write a press release or getting it out and an ad is not the same as having a story about the situation. Sinkler noted as the chair of marketing committee for the Chamber I hear that and am a big supporter. Advertising is not a key spend item in our budget due to how tight it is. Walker added I am concerned the dollars will not be tight. If we have more money what if Council says to give the money to the Chamber. The answer is not to run ads. Swedenborg added that is not what's being proposed. The City said this is more of a Chamber thing, but the Chamber can go to a third party and say we need you to run this or they can hire someone. Kingwell added that's a key choice on who they hire. We tried to hire someone for PR for the Gallery Group and it did not meet expectations. Swedenborg replied that is the role of the marketing committee, to find the consultant or grow inhouse and hire more people which we are not doing. Walker added that makes me feel better. If you do more money into a PR aspect instead of running an ad you may get more traction, a discussion ensued. Sinkler added we have a contract with a PR Consultant for the Chamber who handles all the activities. There is not much money for advertising and the person who is pro advertising is no longer with the Chamber.

Walker added you hire someone to pitch stories not just run an ad.

St. Denis arrived at 2:09 pm.

Walker added I feel much better after listening to you. Last night I heard advertising advertising advertising and that is throwing money down the toilet. Swedenborg replied that's a term that just gets thrown out there. Allen added the internet is where it is at, a discussion ensued regarding marketing. A discussion ensued regarding cross marketing. A discussion ensued regarding the online presence. Sinkler noted there has not been the funds for marketing as the Chamber was cut by 60% this year. When we had elk in front of Haystack Rock those photos were seen around the world. A discussion ensued regarding consolidated PR media.

Swedenborg gave an overview of the lodging tax breakdowns and what funds are for TAC us and the county portion. We asked Council if TAC should have an expanded role of the three faucets/buckets of money. We don't need a bunch of festivals this year and bring people into town. In the next couple years people will not be traveling as much and doing more of a staycation. COVID will drive it for a couple years. There are things we can do to build a brand in town, such as fixing the midtown restrooms. And as a group we know, or I think we know, what this town may or may not need and utilize those restrictive funds. Walker added it's a great time to invest in a product so when we come out of this we will be in a better position with meeting space and a commercial kitchen or better restrooms. Walker added Council pushed back. The decision was pushed off to the retreat which they said they'd want us at to discuss that. We don't want control but you brought us in because of our expertise, we are coming to you to discuss recommendations then you decide, this is what we think. Morgan added I hope Council cannot expect us to repay the loan for the school out of general fund. It should be TAC funds entirely. St. Denis added the funding source for repayment is the money from the County, so it is restricted funds, and we borrowed it in advance. A discussion ensued regarding the actual funds versus what is budgeted. Kingwell noted I would like to see the reserve under our control back to where we can prefund these things and keep the quarterly payment for flexibility. The ongoing issue of timing of events. There was nothing in the formation of the Committee that limits the timing of the event to the fiscal year that funds it. Walker asked St. Denis, St. Denis replied I am not sure, but you have funds that you can spend in another time frame. I think we should have a discussion on how far out and how much wiggle room is there. We should write it to what your intent is.

Motion: Bell moved to send the recommendations to Council; Walker seconded the motion.

Vote: Kingwell, Walker, Bell, Swedenborg, Morgan, Sinkler and Allen vote AYE: the vote was 5:0 and the motion passed

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:35 pm

---

Jennifer Barrett, City Recorder

	<b>ORGANIZATION</b>	<b>Event</b>	<b>Date of Event</b>	<b>Approved by Council</b>	<b>Signed Agreement</b>	<b>Mid-Term Received</b>	<b>Final Received</b>
1	CB Arts Assoc	Artist Program	every 5 wk during shoulder season	\$24,643	X	X	
2	CB Arts Assoc	The Union Knot Beauty	11/12/21-11/14/21	\$9,445	X	X	
3	CB Chamber	Event & Tourism Videos	FY 20-21	\$11,714	X	X	
4	CB Chamber	Fat Bike Festival	4/30/21-5/2/21	\$16,089	X	X	
5	CB Chamber	North Coast Culinary	5/13/22-5/15/22	\$31,143	X	X	
6	CB Food Pantry	WOW! Cannon Beach	11/12/21-11/14/21	\$10,373	X	X	
7	CB Gallery Group	Expanded Digiita/Social Media	FY 20-21	\$17,680	X	X	
8	CB Gallery Group	Spring Unveiling	5/7/21 - 5/9/21	\$10,667	X	X	
9	CB Gallery Group	Stormy Weather	11/6/20 - 11/8/20	\$10,139	X	X	
10	CB History Ctr & Museum	Cottage Tour	9/10/21 - 9/12/21	\$21,071	X	X	
11	Clatsop Animal Assistance	Savor CB	Year round & Oct 2021	\$44,443	X	X	
12	Coaster Theater*	Late 2020/2021 Season	9/1/20 - 6/30/21	\$22,729	X	X	
13	Tolovana Art Colony	T Hall CIP Improvements	asap	\$10,700	X	X	
14	Tolovana Art Colony	Get Lit at the Beach	4/9/21 - 4/11/21	\$21,000	X		
	<b>TOTALS:</b>			\$261,835			



MAR 15 2021

Received

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



Mid Term



Final

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

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

**Evaluator Name/Position** \_Lila Wickham      **Date** March 13, 2021

**1. Project/Program Summary**

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

Our primary objective of creating a robust exhibition program in the shoulder season beginning in October was met. The objective of supporting artists during the pandemic was met with artists receiving \$20,540 in payments for sale of their works that was almost \$4,000 more than we anticipated. We have not been able to conduct opening events during the pandemic making it difficult to capture “heads in beds” in our customary way. However, we ask all of our customers where they are from. The coast in general and Cannon Beach in particular became a popular destination during the pandemic with vehicles from every state visiting our Gallery. We purposefully included exhibitors from Portland and other areas to attract tourists from that aspect. Up to 25% of artists who travel from greater than 50 miles away will stay overnight when dropping off their work and again when they pick it up. Due to the pandemic restrictions on 5 people in our space including staff we were not able to hold the workshops that we had hoped.

One of our major strategies to overcome the limited foot traffic was to generate a bigger virtual presence. We were successful in creating multiple ways of showcasing our art. One of our board members, Marcia Zegar has created a lovely online video for each exhibition. Please see the current one on [cannonbeachartsassociation.org](http://cannonbeachartsassociation.org) click Current Exhibit click Watch on Utube or go to this [link https://youtu.be/j78IPT2Hywo](https://youtu.be/j78IPT2Hywo). The virtual presence brought visitors in person from over 50 miles on multiple occasions. In collaboration with other galleries we participated in Spring Unveiling and a historical view of Cannon Beach in collaboration with the History Center. Please review the attached marketing report for March that documents our virtual outreach activities. We have initiated discussions with the Union Knot on collaborative approaches on the Women Only Weekend event.



## 2. Program/Project Evaluation

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

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

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

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

January "Winter Salon and Historical Film"

February "Palette and Kiln"

March "Ephemera" (current show)

April "Aqueous Materials" Juried show

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

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

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

## 3. Budget

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

We have spent \$21,251 of our \$24,643 grant allocation with March and April left in the season.

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

**Attached**

	2021 Approved Budget	TAF Budget Scott Johnson & Summer Peterson	Total Exhibition Budget	TAF Spending Oct 1 to March 1
\$24,643 TAF Allocation				
<b>Income</b>				
40000 Direct Public Support				
40001 Restricted Donation				
40002 Grant funding	70,000			
40002SB SBA Loan				
40003 Sponsorships	2,000.00			
40004 Memberships	6,500.00			
40005 Donations	5,000.00			
40006 Fundraiser - Income & Donations				
<b>Total 40000 Direct Public Support</b>	<b>83,500</b>			
50000 Program Income				
51000 Sale of Artists' Work				
51001 Consigned Artwork	40,000			
51002 Sales of Artists' Product- Retail	10,000			
<b>Total 51000 Sale of Artists' Work</b>	<b>50,000</b>			
52000 Art Camp Grant	8,700.00			
52001 Art Camp Tuition	7,000.00			
53000 Arts Education				
53001 Workshop Registrations	2,000			
<b>Total 53000 Arts Education</b>	<b>17,700.00</b>			
<b>Total 50000 Program Income</b>	<b>67,700</b>			
54000 Other Income				
54001 Art Shipping Reimbursement	250.00			
<b>Total 54000 Other Income</b>				
Square Income				
<b>Total Income</b>	<b>151,450</b>			
<b>Gross Profit</b>				
<b>Expenses</b>				
60000 Operational Expense				
60001 Business Registration, Licensing & Reporting	1,385.00		\$1,385	
60002 Contract & Professional Services	500.00			
60003 Accounting Fees	3,750.00		\$4,500	
60005 Subscription Services	1,500.00		\$1,500	
60006 Professional & Board Development	1,000.00			
60008 Membership Dues and Fees				
60009 Insurance	3,800	\$1,520	\$3,800	\$705.19
60011 Cannon Beach Gallery Rent	10,560.00	\$4,400	\$10,560	\$4,755
60012 Utilities	360.00		\$360	
60013 Telephone, Telecommunications	1,500.00		\$1,500	
60014 Square processing fee	2,000.00		\$3,000	
60015 Janitorial	1,800.00			
60016 Office Supplies	4,000.00		\$2,000	

60017 Gallery Improvements & Repairs	500.00			
60018 Gallery Packaging	250.00		\$250.00	
60019 Marketing	3,000.00	\$1,200	\$3,000	702.59
<b>Total 60000 Operational Expense</b>	<b>35,905.00</b>			
61000 Shared Overhead & Costs				
61011 Postage, Mailing Service	750.00			
<b>Total 61000 Shared Overhead &amp; Costs</b>				
70000 Payroll Expenses				
70001 Employee Salaries	40,000		\$40,000	
70005 Payroll Taxes	7,400.00		\$7,400	
70006 Pay Cycle P/R Processing Fees	100.00		\$100	
<b>Total 70000 Payroll Expenses</b>	<b>47,500</b>	\$19,000	\$47,000	15,089
80000 Program Services				
81000 Retail Gallery				
81001 Retail Art Purchase	2,500.00			
81002 Retail Display	250.00			
<b>Total 81000 Retail Gallery</b>	<b>\$ 2,750.00</b>			
82000 Exhibition Program				
82002 Reception and Events	1,000.00	\$400	\$1,000	\$0.00
82004 Consignment Payments	29,000		\$29,000	
<b>Total 82000 Exhibition Program</b>	<b>30,000.00</b>			
83000 Art Camp				
74003 Art Camp Director Support	9,080.00			
83001 Art Camp Instructor Salary	5,000.00			
83002 Class Supplies	2,215.00			
83003 Art Camp Rent	265.00			
83006 Art Camp Marketing	1,330.00			
83007 Storage Unit	900.00			
83008 Background Checks	250.00			
<b>Total 83000 Art Camp</b>	<b>19,040.00</b>			
84000 Arts Education Program				
84001 Instructor Salary	1,200.00			
84002 Class Supplies	450.00			
84003 Rent	500.00			
<b>Total 84000 Arts Education Program</b>	<b>2,150.00</b>			
85000 Artist Grant	2,000.00			
86000 Scholarships	1,250.00			
<b>Total 80000 Program Services</b>	<b>53,940.00</b>			
88000 Fundraising Expense	0.00			
Other Types of Expenses	0.00			
<b>Total Expenses</b>	<b>129,015</b>			
<b>Total Exhibition Budget</b>				
<b>Total TAF Budget</b>		<b>\$25,000</b>		
<b>Net Operating Income</b>			\$109,355	
<b>Net Income</b>	<b>\$22,435</b>			\$21,251.43

# Marketing Report

03/08/2021

Website:

Traffic

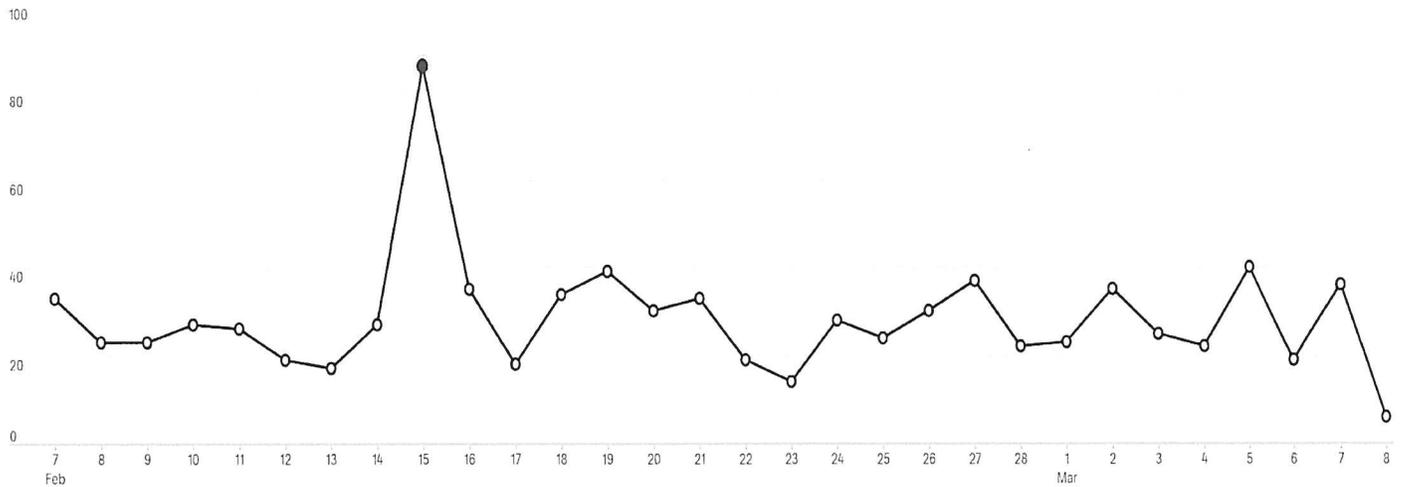
Last 30 Days



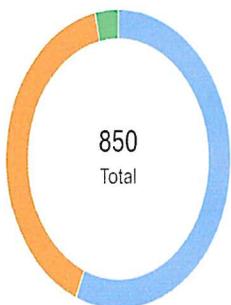
Visits

Daily

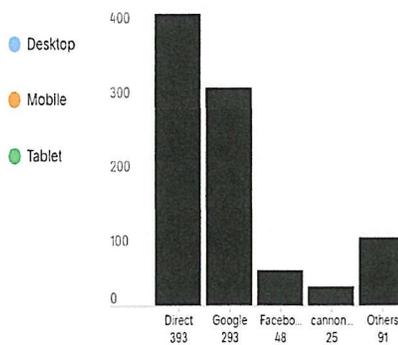
Feb 7-Mar 8, 2021 • 850 Total +11% mo/mo



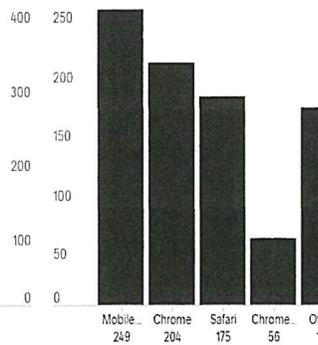
Top Devices by Visits



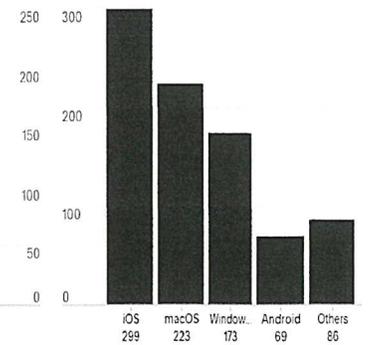
Top Sources by Visits



Top Browsers by Visits



Top Operating Systems by Visits



Majority of our viewers from Portland and Astoria area.

Instagram:



# Insights



# Posts

Last 30 Days ▾

Any ▾

Reach ▾

Last 30 Days ▾

You received +256% more content interactions in the last 30 days compared to Jan 7 - Feb 5.

## Overview

**628** Accounts Reached +27.6% >

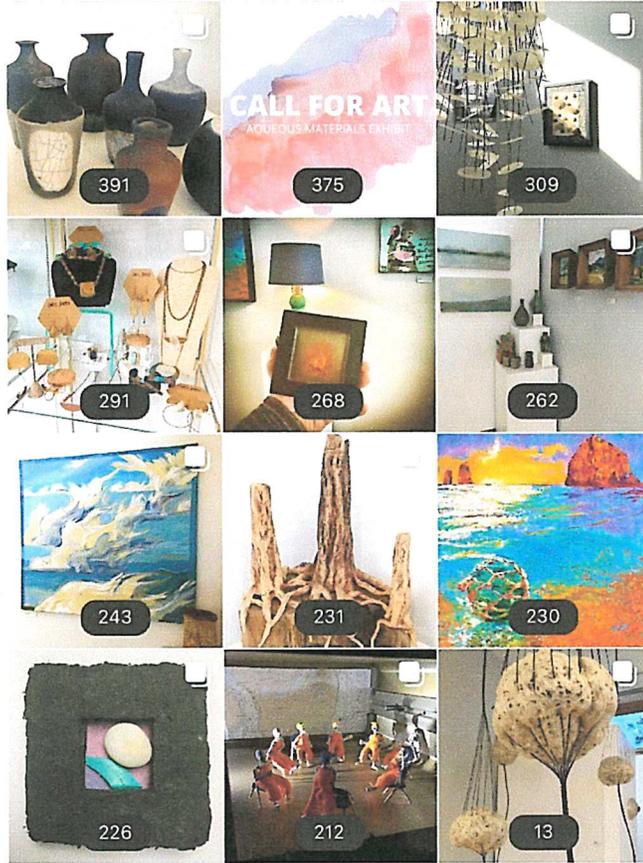
**470** Content Interactions +256% >

**Your Audience** See All

**961** Total Followers +2.1%

## Content You Shared

12 Posts >



Add photos or videos to your story to see new insights. >

[Create Story](#)

Facebook:

**Cannon Beach Gallery** ▾

Last 28 Days ▾

**4** Events  
+1 last 7 days

**1.3K** People Reached  
+13 last 7 days

**42** Event Responses  
+1 last 7 days

**0** Ticket Clicks  
+0 last 7 days



**Ephemera**  
Cannon Beach Gallery  
26 Dates - Mar 3 - Mar 28

**Past Events**



**Virtual FisherPoets Gathering**  
Thu Feb 25, 6:00pm



**CALL FOR ART - Aqueous Materials**  
Cannon Beach Gallery  
Mon Feb 15, 11:00am



**Palette & Kiln Exhibition**  
Cannon Beach Gallery  
26 Dates - Feb 3 - Feb 28

■ Reach: Organic / Paid 
■ Post Clicks ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
03/07/2021 11:40 AM	The CD, "Maggie and the Katz Live at Sweet Basils", is for sale now in limited supply at the gallery and various			145 <span style="color: orange;">■</span>	9 8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
03/06/2021 9:21 AM	Artist Linda Dove has worked with fiber for more than 40 years. Starting out with room sized rope and jute			127 <span style="color: orange;">■</span>	11 10 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
03/05/2021 12:15 PM	EPHEMERA On View: March 3 - March 28th Featuring installations by Elizabeth Burger and Assemblages by			296 <span style="color: orange;">■</span>	10 9 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/25/2021 12:39 PM	Catch the FisherPoets Virtual Gathering tonight at 6:00PM - <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a>			84 <span style="color: orange;">■</span>	1 2 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/22/2021 12:02 PM	Final week to catch the Palette and Kiln Exhibition on view until February 28th. Thank you to all of the			126 <span style="color: orange;">■</span>	8 7 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/22/2021 11:00 AM	Join the pandemic virtual edition of the annual FisherPoets gathering - February 25, 26, 27th. A series of			106 <span style="color: orange;">■</span>	4 6 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/16/2021 9:00 AM	Beautiful collage work by Melissa Grace Young on view during the Palette and Kiln Exhibition February 3 -			96 <span style="color: orange;">■</span>	1 13 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/15/2021 9:00 AM	Artist Levering Thomas uses paper clay to give a voice to her thoughts and feelings about how nature intersects			159 <span style="color: orange;">■</span>	3 19 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/14/2021 3:18 PM	Call for Art! Aqueous Materials Open Call << Submission Deadline: Sunday March 28, 2021 >> On View: March 31			166 <span style="color: orange;">■</span>	2 8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/14/2021 2:41 PM	Artist Dorothy Mohler has been painting for over 25 years. Inspired by the flora and fauna of the Oregon			186 <span style="color: orange;">■</span>	5 23 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/13/2021 1:09 PM	Artist Christa Grimm is Inspired by color and the pursuit of the perfect palette. Grimm's work aims to give the			206 <span style="color: orange;">■</span>	6 27 <span style="color: blue;">■</span> <span style="color: pink;">■</span>
02/10/2021 2:03 PM	Check out the Palette & Kiln Exhibition featuring Local and Regional artists February 3 - February 28th, 2021.			98 <span style="color: orange;">■</span>	14 23 <span style="color: blue;">■</span> <span style="color: pink;">■</span>

Mailchimp:

## Recent growth

New contacts added to this audience in the last 30 days.

13

New Contacts

13

0

From Feb 6, 2021 to Mar 8, 2021

Subscribed

Non-Subscribed

Where your contacts came from:



92%

Admin Add



8%

Embed Form



March Newsletter - Upcoming Events

Scheduled

Regular · CBAA Newsletter

Scheduled for Thu, March 11th 9:00 AM

## Online Shop

Shop

NAVIGATION

WALL ART

EARRINGS

CERAMICS

WOOD CARVING

NECKLACES

BRACELETS

FIBER ART

RINGS

STATIONERY AND MORE

PRINTS & POSTERS

GIFT CARDS

MEMBERSHIPS

## Cannon Beach Gallery



WALL ART



EARRINGS



BRACELETS



NECKLACES



RINGS



CERAMICS



FIBER ART



WOOD CARVING



PRINTS & POSTERS

← BACK TO EARRINGS



## Green Circle and Square Earrings - Coco Delay

\$28.00

Handmade Jewelry by Coco Delay

Length: 1.5"

Material: Decorative Paper from around the world - mostly Italy and Nepal. Non-Toxic Sealer, Brass Hooks.

### CARE INSTRUCTIONS

The paper is protected using a moisture-resistant, non-toxic sealant. While product is water repellent, it is not waterproof. If product does get wet, just gently pat and set out to dry.

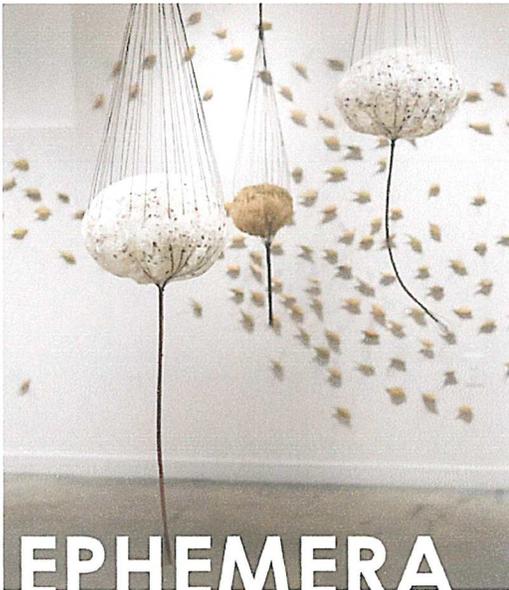
Quantity:

ADD TO CART

← Share

Items are being updated with size, material, artist information, care instructions.

Postcard:



Elizabeth Burger, Linda Dove  
March 3 - March 28th, 2021

  
Cannon Beach Arts Association

Press Release – Sent out to 120+ news outlets.

Exhibits published on BBQ, Coast Community Radio, Chamber Website, Coast Weekend

Physical Distribution of Materials: White bird gallery, Mariner Market, Post Office, Sandpiper Square

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

**Mid Term**

**Final**

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

**Program/Project Title** THE UNION KNOT BEAUTY EVENT

**Evaluator Name/Position** \_\_\_\_\_ **Date** \_\_\_\_\_

**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 purpose and nature of this grant is to provide beauty services throughout the busy WOW! Weekend. This is a new event that will collaborate with local businesses to implement our contribution to the busy WOW! Weekend while partnering with the Cannon Beach Arts Association. To generate business, get people to shop local, and visit the mid-town a bit more through the Arts Association allowing everyone to know and feel the heart of Cannon Beach during the shoulder season.

At this time the event has not happened; there is not yet empirical evidence to prove the “heads in beds” or visitors that have traveled more than 50 miles. However, we are currently working with a local marketing company, Oregon Coast Creative to determine the best avenue of gaining recognition in the greater region further than 50 miles away through ticket sales, Facebook, Google, Instagram Ad’s, as well as word of mouth.

Advertisement for this event has not yet begun, not allowing us to determine a definitive number of participants; however, we are preparing for more than 45 – 50 tickets to be sold. For this event we are servicing a broad demographic from ages 25 to 65, majority of women or those identifying as such. We are also working with a local planner, Events by Erie for coordination of the local planning and during the event weekend.

This event that will be marketed outside of the region as a way for friends to come and receive services together to form unity and friendship. Services will include, hair and makeup makeovers, local boutique store fittings, and photos in the evening with their friends, allowing them to have forever photos of their special weekend.

We will offer a variety of additional classes and services throughout the WOW! Weekend





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

**Mid Term**

**Final**

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

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

**Evaluator Name/Position**    James Paino, Executive Director    **Date**   3/15/21  

**1. Project/Program Summary**

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

We are continuing to develop a series of video assets for integration with website, social media, and public relations efforts based on all of the other events funded and supported by the Tourism Arts Committee. This project allows the Cannon Beach Chamber to further enhance our existing video library for use on CannonBeach.org, social media, primarily YouTube.com, and general promotion of Cannon Beach. Moreover, we will be providing these videos to the other events, members, and organizations for their own marketing and promotional use. The funding allows for the development, filming, and editing of videos that display the unique and wonderful events and activities that occur in Cannon Beach.

With Morrisey Productions we have identified the following TAC events as the best options for the Video project for this year. We are now working to coordinate with each event to begin the production and planning elements.

**The Union Knot Beauty  
Cannon Beach Fat Bike Festival  
Spring Unveiling  
Cannon Beach Cottage Tour  
Coaster Theatre Playhouse  
Community Highlight Video - Hiking**



## 2. Program/Project Evaluation

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

Please note that this project is ongoing with new videos added as materials and opportunities present themselves. We currently have numerous videos that are up on our YouTube page.

[https://www.youtube.com/channel/UCULqJ5\\_yafJ1UJzaVoi DA](https://www.youtube.com/channel/UCULqJ5_yafJ1UJzaVoi DA)

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

NA

## 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.

We have secured funding from Clatsop County for this event, but they have changed how they will be dispersing these funds in the future. Therefore, we don't expect any additional support from the County. We are optimistic that the event will meet our financial projections.

We have received \$8287 in funding for the Video Project. Since we don't pay until the completion of a video, we have not spent any funds so far this fiscal year.

to include; spray tanning, skincare clinic, blow-out and braid bar throughout the weekend. The objective is to have individuals come away with something meaningful, feeling empowered, refreshed, styled, confident, and to have some fun

## 2. Program/Project Evaluation

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

The program has not yet happened. But we are excited to be working with amazing business owners within the community to make this event magical and different. We have had meetings and collaborations with local business owners and individuals that are going to be active for this event.

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

To date, the event has not happened, but it is felt that more money should have been budgeted toward marketing, to help it be more far-reaching and dynamic.

## 3. Budget

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

As of the writing of this mid-term report none of the money has yet been spent as we are working tirelessly to allocate the monies in the appropriate places. Local businesses are generating proposals for marketing, planning, and event services. We are gathering all items needed to help budget appropriately.

- 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.

This event has not yet happened. There is not yet a final project income and expense to report.



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

Mid Term

Final

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

**Evaluator Name/Position** \_\_\_\_\_ **James Paino** \_\_\_\_\_ **Date** \_\_\_\_\_ **3/15/2021** \_\_\_\_\_

**1. Project/Program Summary**

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

Our three-day event has not happened yet, it is scheduled for April 30-May 2. A weekend of fun Fat Bike events and a chance to explore the beaches & quaint community of Cannon Beach by Fat Bike. Events planned throughout the weekend include beach bike ride, a self-guided ride on the Klootchy Creek Trails, a "Community Scavenger Hunt" around town to discover hidden treasures and tasty treats, bonfire with Fat Bike games and activities to finish off the day. We will have a 13-mile beach bike ride to Hug Point and the scenic waterfall during low tide. Each participant will receive a Fat Bike Festival mask upon arrival.

*All activities will be under current COVID Guidelines and under the Oregon Health Authority Sector Guidance - Outdoor Recreation and Outdoor Fitness Establishment Order & follow all CDC Guidelines.*

Our goal for attendees is 75 fat bike riders, per COVID restriction guidance, and anticipate 60+ room nights. The first year we had a total of 68 online registrations, with 48 of them staying in Cannon Beach for the weekend. Based on the percentages, 82% of attendees reported using lodging in Cannon Beach. We anticipate the same percentage for this year. We feel this event appeals to the ecologically conscious, fun-loving, experience-based travelers demographic that will enjoy all that Cannon Beach has to offer.



## 2. Program/Project Evaluation

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

The festival will be held April 30- May 2, 2021. We are currently working on promotion and ticket sales for the event.

Full details are available on our website:

<https://www.cannonbeach.org/events-and-festivals/fat-bike-festival/>

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

N/A

## 3. Budget

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

We are optimistic that the event will meet our financial projections. See attached budget.

- 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.

## CB Fat Bike Festival Budget

Committee Budget

	<u>Budget</u>	<u>Actual</u>
<b>4178 • Fat Bike Festival Income</b>		
400548 • TAC Income - Fat Bike Festival	14,471.00	9,652.80
DMO Marketing Support	500.00	
Sponsorships		
Registration		
full	900.00	210.00
1 Day	1,000.00	
Merchandise		
Miscellaneous		
<b>Total Income</b>	<b>16,871.00</b>	<b>9,862.80</b>
<b>7700 • Fat Bike Festival Expense</b>		
Marketing		
Website	250.00	
Printing	1,300.00	
Artwork		
Social		
Paid Media	2,000.00	
Event Management		
Event Director	9,500.00	1,800.00
Staff	1,620.00	
	-	
Merchandise		
T-Shirts	1,200.00	
Cards		
Permits & Fees	700.00	
Event Support	500.00	
Supplies	250.00	
Miscellaneous		
<b>7700 • Total Fat Bike Festival Expense</b>	<b>17,320.00</b>	<b>1,800.00</b>
<b>Profit / Loss</b>	<b>(449.00)</b>	<b>8,062.80</b>



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

**Mid Term**

**Final**

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**Program/Project Title** \_\_\_\_\_ North Coast Culinary Fest. \_\_\_\_\_

**Evaluator Name/Position** James Paino, Executive Director      **Date** 3/15/21 \_\_\_\_\_

**1. Project/Program Summary**

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

We are excited to begin preparations for the 2022 North Coast Culinary Fest. We have assembled Chef Bob Neroni, Lenore Emery, and Event Planner Tracy Abel to help guide and produce this special culinary festival. We just held our second planning meeting on March 15<sup>th</sup> to continue moving forward to the event in spring of 2022.

*All activities will be under current COVID Guidelines and under the Oregon Health Authority Sector Guidance - Outdoor Recreation and Outdoor Fitness Establishment Order & follow all CDC Guidelines.*

We look forward to providing you additional information as we get further down the road with planning and closer to the event.

**2. Program/Project Evaluation**

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

NA

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

NA



### 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.

We have secured funding from Clatsop County for this event, but they have changed how they will be dispersing these funds in the future. Therefore, we don't expect any additional support from the County. We are optimistic that the event will meet our financial projections. See attached budget.

## NC Culinary Fest. Working Budget

	<u>Budget</u>	<u>Actual</u>
<b>NC Culinary Fest. Income</b>		
Grants		
TAC	31,143.00	18,685.80
County	12,500.00	12,510.00
OCVA		
Travel Oregon		
Wine		
Sponsorship		
Sponsors	6,500.00	
Donations	300.00	
Other		
Workshops		
f-Beer	300.00	
f-Cheese	500.00	
Oyster	300.00	
Wine	300.00	
f-Whiskey #1	400.00	
Whiskey #2	400.00	
Forageing 2x	1,500.00	
Tea	300.00	
Other	300.00	
Dinners		
Progressive 1	13,425.00	
Progressive 2	13,425.00	
After Movie	2,970.00	
Night Market		
Vendors	300.00	
Entry	750.00	
Raffle		
Sunday House Brunch		
Tickets	2,970.00	
Movie	-	
Merchandise	3,000.00	
<b>Total Income</b>	<b>91,583.00</b>	<b>31,195.80</b>

## NC Culinary Fest. Expense

Marketing			
	Save the Date	300.00	
	Advertising	10,000.00	
	Production	2,500.00	
	Distribution	500.00	
Welcome			
	Swag Bag	2,000.00	
	Check-in	2,000.00	
Workshops			
	Instructors	2,000.00	
	Ticketing	180.00	
	Venue	2,000.00	
	Decoration	2,250.00	
Dinner			
	Progressive 1	9,000.00	
	Progressive 2	9,000.00	
	After Movie	1,500.00	
	Marketing		
Night Market			
	Food	1,000.00	
	Beverages	2,000.00	
	Entertainment	1,000.00	
	Raffle	50.00	
Brunch			
	Marketing		
Movie			
	Venue		
	Movie Cost	600.00	
	Ticketing		
House Brunch			
	Food	1,500.00	
	Beverages	1,500.00	
	Music	500.00	
	Staffing	500.00	
Event Planner			
	Crew	9,000.00	
	Lodging	3,000.00	
	Food		
Staff		7,000.00	
Permits		500.00	
Equipment		4,000.00	
Transportation		4,500.00	
Rentals		2,500.00	
School Donation / Scholarship		2,500.00	
Merchandise		2,500.00	
	<b>-   Expenses</b>	<b>87,380.00</b>	<b>-</b>
	<b>Profit / Loss</b>	<b>4,203.00</b>	<b>31,195.80</b>

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

**Mid Term**

**Final**

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**Program/Project Title** WOW! CANNON BEACH

**Evaluator Name/Position** \_\_\_\_\_ **Date** \_\_\_\_\_

**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 purpose of this grant is to allow for the revitalization of “WOW! Cannon Beach” to its previous years recognition and status allowing it to again gain momentum for the future. To generate business, get people to shop local and really get to know the heart of Cannon Beach during the shoulder season. We are attempting to work with all local businesses for the outcome of this event.

At this time the event has not happened; there is not yet empirical evidence to prove the “heads in beds” or visitors that have traveled more than 50 miles. However, we are currently working with a local marketing company, Oregon Coast Creative to determine the best avenue of gaining recognition in the greater region further than 50 miles away through ticket sales, Facebook, Google, Instagram Ad’s, as well as word of mouth.

Advertisement for this event has not yet begun, not allowing us to determine a definitive number of participants; however, we are preparing for more than 125 tickets to be sold. For this event we are servicing a broad demographic from ages 25 to 65. We are also working with a local planner, Events by Erie for coordination of the local planning prior to and during the event weekend.

This event that will be marketed outside of the region as a way for friends to come and foster relationships together in a beautiful area with amazing activities. Main events will include a Friday kickoff party and a Saturday wind down. Other additional events include, craft/project classes, kid’s hour, two paint and sips, beauty classes and services.



## 2. Program/Project Evaluation

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

The program has not yet happened. But we are excited to be working with amazing business owners within the community to make this event magical and different. We have had meetings and collaborations with local business owners and individuals that are going to be active for this event.

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

To date, the event has not happened, but it is felt that more money should have been budgeted toward marketing, to help it be more far-reaching and dynamic.

## 3. Budget

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

As of the writing of this mid-term report none of the money has yet been spent as we are working tirelessly to allocate the monies in the appropriate places. Local businesses are generating proposals for marketing, planning, and event services. We are gathering all items needed to help budget appropriately.

- 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.

This event has not yet happened. There is not yet a final project income and expense to report.

Tourism and Arts Fund Recipient Evaluation  
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City of Cannon Beach  
Finance Department

MAR 15 2021

Received

Mid Term

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Program/Project Title

EXPANDED DIGITAL and SOCIAL MEDIA MARKETING PACKAGE

Evaluator Name/Position Jim Kingwell Treasurer Date 3-15-21

1. Project/Program Summary

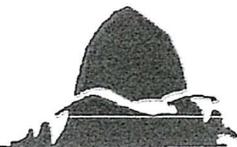
- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the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

2. Program/Project Evaluation

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

3. Budget

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



## **Gallery Group Marketing Proposal 2020-21**

**General Description:** Explorer Media Group will create and execute a year-round marketing program for the Cannon Beach Gallery group promoting Cannon Beach as an arts destination. The program will include creation of an annual marketing plan and calendar; managing Gallery Group social media accounts; coordinating and production of ad placements; perform public relations activities; content creation and cross-platform content marketing; consultation and additional services regarding print Gallery Guide and directing third party contractors (website designers and video producers) as necessary.

### **Scope of Services:**

**Project Management:** Create annual marketing plan, annual marketing activities calendar and provide other services as necessary at the direction of the Cannon Beach Gallery Group.  
(\$3500)

**Social Media:** EMG will provide the following social media services: Produce, and publish weekly Facebook posts including rotating posts featuring member galleries and artists; "content" posts promoting Cannon Beach as an arts destination and posting related to Gallery Group events. Create, target and manage paid Facebook posts. Monitor Gallery Group social media accounts, respond to audience engagement including sending "follow invitations" to non-followers who engage with the page to build the following.

(Services: \$10,000; Paid Social Budget (passthrough): \$3000)

**Public Relations:** Produce bi-monthly press releases (6 annually) with content that may include events, story proposals for produced content or promoting the print Gallery Guide.  
(\$2500)

**Content Creation:** Produce quarterly content pieces for posting on website, publishing on Facebook and distributed through email channels of each gallery.  
(\$3400)

**Total Estimated Cost:** \$22,400 (including \$3000 in pass-through paid Facebook posts)

## Expanded Digital and Social Media Marketing Package

### Program Summary

Our application was for a proposal from Explorer Media Group for a year of service. The request was for \$22400, the grant was in the amount of \$17680. The gallery group has chosen to fund the full package using \$4720 in non TAC funds.

### Program Evaluation

The overall marketing plan is coming into focus. At the final report it will be complete to compare the funded intent with results. The Spring Unveiling aspects are already under way with content posts and engagement with South West Art magazines media options.

### Budget

We plan to use the full range of service within the contract. We expect to spend \$22400.



Tourism and Arts Fund Recipient Evaluation  
FY 2020-2021

City of Cannon Beach  
Finance Department

MAR 15 2021

Received

Mid Term

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Program/Project Title

SPRING UNVEILING 2021

Evaluator Name/Position JIM KINGWELL TREASURER Date 3-15-21

1. Project/Program Summary

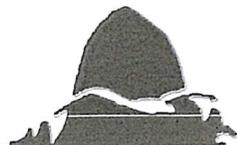
- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the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

2. Program/Project Evaluation

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

3. Budget

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



# Spring Unveiling Arts Festival

## Program Summary

This is an annual event with 20 years of history. It is scheduled for April 30, May 1 and May 2. Our member galleries will host displays of new work viewed for the first time by a wide variety of artists. In order to accommodate the need for lower density gatherings each location will unveil at the start of the event rather than at a specified time as in prior years. We hope to spread the focus over multiple days rather than on a specific hourly unveiling.

## Program Evaluation

Our messaging does not promote a high density gathering but stresses the covid protocol conditions unique to each participating gallery. We seek to maintain awareness of the annual renewal fresh new art in the galleries of Cannon Beach. The cluster of galleries is an asset capable of building a positive image for Cannon Beach.

A second focus of the grant is on development of our website. Half of the potential funding is in this program and the other half in the Stormy Weather program. The upgrade is making the site easier to manipulate and to navigate. It is intended to ease integration problems across software platforms.

## Budget

Some of the print media we have used before may not be used this round. If we judge the media compromised by a covid environment it will not be used. This will likely result in the return of some of the resource that was made available to us. The next month will see completion of the advertising cycle for Spring Unveiling. The final report will show what was expended.

Tourism and Arts Fund Recipient Evaluation  
FY 2019-2020

City of Cannon Beach  
Finance Department

MAR 15 2021

Mid Term

Final

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**Program/Project Title**

STORMY WEATHER ARTS FESTIVAL 2020

Evaluator Name/Position JIM KINGWELL TREASURER Date 3-15-21

**1. Project/Program Summary**

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

**2. Program/Project Evaluation**

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

**3. Budget**

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



# Stormy Weather Arts Festival 2020

## Program Summary

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

## Program Evaluation

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

A second focus of the grant is on development of our website upgrade. It is expected to be operable prior to Spring Unveiling and will strengthen our impact year-round for both events and general Cannon Beach promotion. The effect of our site upgrade will be felt more in future years for Stormy Weather.

## Budget

The grant amount was \$10,139.

That was allocated as repayment for advertising done in advance of the event. That included a share of the multi event promotions from 12/13/19 through 7/3/20 with expense of \$3111. We also anticipated P.R. and event coordination costs consistent with our normal event costs. Those costs were instead covered not by a contractor but by volunteer labor and the member gallery staffs. Our actual expenses are as follows: Advertising \$3111. Website upgrade \$2790. The total realized to date \$5901. The final breakdown will be in our final report.

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

**Mid Term**

**Final**

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**Program/Project Title** \_\_\_\_\_ Cottage Tour \_\_\_\_\_

**Evaluator Name/Position** \_\_\_ Elaine Trucke/ Executive Director \_\_\_\_\_ **Date** \_03/05/2021 \_\_\_\_\_

**1. Project/Program Summary**

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

Going over my application for the 2021 Cottage & Garden Tour, I realized how hopeful I was to be able to do the tour as we have done. However, the reality of meeting guideline restrictions and alleviating homeowner anxiety has made it impossible to open homes the way we have in the past. I understand homeowner’s reticence. I, myself, have not had anyone, but my husband and my son in our home since March of 2020. The anxiety of having 50 or even hundreds of people would be an incredible source of anxiety. Without homeowners, the home tour would not happen.

With this in mind, we believe we’ve come up with a solution for the 2021 Tour, which I did cover in my original application. The 2021 tour will be a drive-by contactless tour with digital map. Events will coincide with the tour throughout September (these will be digital or in-person, depending on where we are restriction-wise.) One of the events will be a garden tea, attendees will be able to purchase a unique tea box complete with tea from Beach House Teas, and other wonderful goodies. In addition, the tour itself will not be restricted to a single day, but a month-long event. Attendees will be able to make a donation through the museum’s online gift shop, which will allow them to access a digital interactive map. The map (online) will include photos, historic information. Architectural information, and curated images and information from the homeowners themselves. This year will give homeowners a unique opportunity to control what is shared and, I think, a very wonderful way for them to share their love of Cannon Beach. The map will also be printable. The printable version will not include the unique digital information.

The maps will be live and available for purchase September 1. The tea boxes will be available July 1. A schedule of events for September will be available in June. Our hope is to create overnight visitors throughout September, not just one specific weekend. The tour



could be done during the week, or even over several days. Attendees will have the opportunity to learn about nearly twenty unique locations in Arch Cape, Cannon Beach and Tolovana – so it might take someone more time than a single day. Some of these locations will be businesses, so they will have the opportunity to visit these locations, make purchases, or even dine. One of the complaints I've had over the years is that attendees want to go to lunch, shop, visit galleries while they're on the tour – now they can!

Postcards will go out by the end of the month, press releases and other information will be available to the public shortly. We know that everyone wanted to visit homes and we hoped to do that, as well, but we also know that some of these homes are very small and restricting attendance and bottle necking of attendees was impossible. We hope that this new contactless tour will become a part of the everyday and allow people in the future to attend in person, or even far away.

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

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

While the tour will be contactless, we are still hoping that we might be able to host some outdoor events that have some attendees in-person and some remote. We will begin selling tea boxes July 1, that will include a garden tea ticket. We have several speakers lined up for multiple teatime events throughout September.

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

We hope with the disbursement of vaccines and herd immunity that by 2022 homeowners will once again feel comfortable opening their homes to attendees and that the event can go on, almost as normal. We do like the added idea of this interactive digital map for those who are maybe unable to attend or are not able to complete the tour during the time the homes are open for whatever reason. As all of these programs shift into a new age of even coordination due to COVID-19, I think we will see some great innovations and changes to events like the Cottage Tour. In the nearly twenty years we have done this event there have been two issues (for me at least) the ticket booth and the fact it is one day with limited hours. With everyone learning how to use tech more and more, I believe that online check-ins and shifted schedules is possible to not only alleviate stress about the ticket booth, but also the stress of completing the tour within the seven-hour window.

## **3. Budget**

- a. Briefly describe how the program/project did or did not meet its financial projections. Advertising is right on schedule. Rack cards will go out by the end of the month, invitations in May, and an event schedule in June. Posters and rack cards will begin to be distributed in July/August/September to Portland Metro area. Rack cards will be available to area hotels in April. We are shifting advertising a bit because this isn't a single day event. It will take place throughout the month of September (dipping our toes into maybe offering things in October or even December!). A lot of our advertising includes online,

which will begin in June for some publications and July/August/September for others. We have decided to up our state-wide promotions (although we will still do Sunset) because we aren't sure how many people are actually flying.). The Irvington Home Tour is still in question, so we're not sure about that ad. If it doesn't happen, we would allocate those funds to the Oregonian or Seattle Times. Because our events may not be in person those costs might be lowered. Currently events are budgeted at \$5,800. The musicians we are speaking with will still want to be paid, and we did think it would be nice for our garden tea speaker to host the event in one of the home gardens (restrictions depending.). But some of those costs will be diminished and we would report that immediately. Most likely we would redistribute those funds to social media advertising. But open to suggestions.

- 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 2021 Budget**

# Cannon Beach Cottage Tour



## Mid-Term Budget for 2021 Cottage Tour

Publication	In-Kind	TAF Funds	CBHCM	Total Expense	
Cannon Beach Magazine			\$900.00	\$900.00	
Sunset Magazine/Online/Newsletter		\$5,000.00		\$5,000.00	Signed Up for July/August/September
Coastal Living		\$5,000.00		\$5,000.00	Signed up for Online starting June
Travel Oregon/ Online/ Newsletter		\$2,500.00	\$500.00	\$3,000.00	Check
Social Media Ad		\$300.00	\$300.00	\$600.00	Will start social media ads in June
Beyond 50/Portland		\$400.00	\$100.00	\$500.00	Distribution of rack cards/posters throughout Portland Metro
OCVA Guide/Online/Newsletter		\$2,000.00		\$2,000.00	Digit/Quartly newsletters
Hipfish			\$450.00	\$450.00	August/September
Portland Monthly		\$2,000.00		\$2,000.00	August/September
KMUN			\$250.00	\$250.00	September
Seattle Times/Online		\$1,700.00		\$1,700.00	August/September
The Oregonian/Online		\$3,500.00		\$3,500.00	Ads in Oregonian will begin in July and go through September upping this budget a bit We believe that less people are flying based on responses from previous tour goers and are going to focus on state-wide distribution
Coast Weekend/ Online			\$500.00	\$500.00	Start September
Irvington Home Tour AD		\$350.00		\$350.00	Will do, if the move forward with an Irvington Tour
<b>Total</b>		<b>\$22,750.00</b>	<b>\$3,000.00</b>	<b>\$25,750.00</b>	

### Print Marketing

Rack Cards		\$700.00	\$400.00	\$1,100.00
Posters		\$200.00	\$100.00	\$300.00
Distribution Costs		\$350.00	\$400.00	\$750.00
<b>Total</b>		<b>\$1,250.00</b>	<b>\$900.00</b>	<b>\$2,150.00</b>

### Event Costs

Salary	\$3,000.00	\$2,000.00	\$4,000.00	\$9,000.00
Friday Night Concert		\$500.00	\$500.00	\$1,000.00
Caterer		\$2,000.00		\$2,000.00
Honoraria			\$600.00	\$600.00
Saturday Night Concert		\$500.00	\$500.00	\$1,000.00
Attendance of Other Home Tours	\$100.00	\$100.00	\$500.00	\$700.00
Wine Reception		\$200.00	\$300.00	\$500.00
Garden Tea	\$500.00	\$500.00	\$200.00	\$1,200.00
Map Designer			\$350.00	\$350.00
Decorations & Flowers	\$2,000.00			\$2,000.00
Photographer	\$2,000.00			\$2,000.00
Volunteer Bags	\$200.00		\$200.00	\$400.00
Homeowner Bags	\$200.00		\$200.00	\$400.00
Event Space	\$500.00			\$500.00
<b>Total</b>	<b>\$8,500.00</b>	<b>\$5,800.00</b>	<b>\$7,350.00</b>	<b>\$21,650.00</b>
<b>Total Expenses:</b>	<b>\$8,500.00</b>	<b>\$29,800.00</b>	<b>\$11,250.00</b>	<b>\$49,550.00</b>

### 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%
Canmery 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%

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

100%

### 2019 Cottage Tour Marketing Analysis

Figures were taken from all ticket sales

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

100%

## 2017 CT Lodging Analysis

Day Trip	11.00%
Tolovana Inn	1.00%
Ecola Creek Lodge	4.00%
CBVR	4.00%
Surfsand	3.00%
Stephanie Inn	5.00%
Lands End	4.00%
Hallmark	6.00%
Lodging Not Booked	10.00%
Cannon Beach	6.00%
Second Home	12.00%
Local	11.00%
No Reponse	2.00%
Ashore Hotel	1.00%
Gearhart by the Sea	1.00%
Gearhart	3.00%
Astoria	1.00%
Manzanita	3.00%
Sea Star Suites	1.00%
Webb's Scenic Surf	2.00%
Seaside	2.00%
The Courtyard	1%
Sea Ranch	4%
The Waves	1%
Inn at CB	1.00%

2017 Average # of Nights  
2.25  
Total Nights Confirmed at Hotel/Rental  
293  
Second Home Nights:  
54  
Average:  
3  
Total Nights: 347

100%

## CT 2017 Marketing Analysis

Figures were taken from advance ticket sales

79% of ticket sales were purchased in advance

The Oregonian/Online	15%
Coast Weekend	3%
Oregon Home Mag	1%
Post Card	15%
Seattle Times/Online	5%
Social Media	9%
OCVA Guide/Online	2%
Sunset Magazine	16%
CB Magazine	1%
Email List	2%
Event Brite	3%
Coastal Living Online	5%
Our Coast Magazine	2%
Portland Monthly	2%
Travel Oregon/ Online	2%
Press Releases	4%
Word of Mouth	5%
No Response	1%
Beyond 50 Distrib./Posters	4%
Oregon Coast Mag	3%
	<b>100%</b>



**Tourism and Arts Fund Recipient Evaluation**  
FY 2020-2021  
(Mid-Term)

City of Cannon Beach  
Finance Department

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

MAR 15 2021

**Evaluator Name/Position:** Gary Hayes, Event Manager

Received

**Date:** March 13, 2021

**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.*

For 2021, Savor Cannon Beach has been re-envisioned as a month-long series of wine, culinary and arts events planned for the month of October. This will retain the Savor Cannon Beach brand established over the past 10 years and will work in support of local businesses and, in particular, our local restaurants who have suffered financially from COVID-19 impacts and restrictions. We have already confirmed dates and venues for our 2021 festival events and are currently reaching out to local businesses to encourage their participation offering their own events that will be part of the festival.

Since we are still six months before the event, we will provide information in our final report regarding results and attendance. We believe the impact of the event will increase visitation the entire month of October and build Cannon Beach's reputation as a culinary and arts destination that will attract a target audience of upscale, luxury travelers from Oregon and Washington who are serious wine and food enthusiasts, a desirable demographic for Cannon Beach, its restaurants and art galleries, although we will only have empirical evidence satisfying TAF requirements from our official festival events (not related community/business events).

Savor Cannon Beach will promote the arts by working with local galleries to host events as part of a "Saturday Wine and Art Experiences" series each week in October. These programs will be pre-dinner events featuring upscale wines in fun and educational ways. These programs will include the Pinot Noir Challenge, a tasting that will include Wine Spectator Top 100 wines of the year, along with a budget Oregon Pinot Noir and a French Burgundy with participants challenged to determine which is which. Other programs planned include tastings that showcase 10-Year-Old Red Wines, Lesser-Known Wine Varietals, Northwest Cabernet Sauvignons from various AVAs and more. We will also promote any additional events or activities at galleries during October.

We will promote the culinary arts with a series of Thursday night Pre-Dinner Wine Experiences similar to the programs mentioned above. Tickets for these programs will be extremely limited and the ticket price will include a credit to apply to dinner following the wine program. We also plan to present a Seafood Wines & Small Plates Pairing dinner at a local restaurant. We will also promote all restaurant events or promotions planned during October.

## 2. Program/Project Evaluation

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

Not applicable, since our event is six months away, but our October date and TAF grant has allowed us many months to plan our events and coordinate local businesses to present their own events as part of Savor Cannon Beach month.

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

We will be assessing how we can modify the event from our current plan over the next few months as it becomes clearer what kind of restrictions or pandemic concerns are likely. Currently, our festival events are all planned as “micro-events” with attendance limited to 25 participants or less. In November, we will assess what might be possible and the best course to pursue for the event in 2022 and beyond

## 3. Budget

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

At this stage in our event planning, we have spent a small portion of our budget, primarily on event planning and initial marketing activities and preparation of marketing materials.

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

Current budget attached.

Savor Cannon Beach 2021	Budget	Actual	TAF Pmt 1	TAF Pmt 2	TAF Pmt 3	TAF Pmt 4	Balance
<b>INCOME</b>							
Ticket Sales Revenue (net)	\$ 8,000.00						
Merchandise Sales		\$ -					
Winery & Venue Fees							
Sponsorship Revenue							
TAF Grant	\$ 44,433.00		\$17,777.20	\$8,888.60			
<b>Total</b>	<b>\$ 52,433.00</b>	<b>\$ -</b>	<b>\$17,777.20</b>	<b>\$8,888.60</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>EXPENSES</b>							
<b>Management</b>							
Marketing & Event Planning	\$ 2,250.00	\$ 2,405.00	\$1,520.00	\$855.00			
Event & Marketing Coordination	\$ 4,500.00						
Sponsorship Sales							
Ticket Sales Management	\$ 400.00						
Nondirect Operating Expenses	\$ 2,500.00	\$ 208.00	\$208.00				
Insurance & Bank account fees	\$ 350.00						
Grant Oversight	\$ 4,443.00						
<b>Marketing</b>							
<b>Advertising</b>							
Paid Media	\$ 8,000.00						
Ad Coordination & Design	\$ 1,200.00						
Public Relations	\$ 5,000.00	\$ 570.00	\$190.00				
Social Media	\$ 7,940.00	\$ 285.00					
Email Marketing	\$ 800.00						
Website Maintenance & Development	\$ 850.00	\$ 500.00	\$500.00				
Website Content Development	\$ 3,400.00	\$ 237.50		\$237.50			
Printing & Graphics							
Brochure Design	\$ 1,500.00						
Print Costs	\$ 200.00						
<b>Event</b>							
Non-profit donation (CAA + Food Pantry)	\$ -						
Print Costs: Event Guide & Materials	\$ 2,000.00						
Licenses	\$ 1,200.00						
Tickets: Sponsorships and Comps							
Wristbands/Ticketing supplies	\$ 100.00						
Wine Bottle Bags							
Wine Glasses							
Merchandise Sales Commission							
Linens & Décor	\$ 800.00						
Venue Fees							
Speaker Hotel Rooms							
<b>Catering</b>							
Food	\$ 4,000.00						
Wine	\$ 1,000.00						
Transportation - Shuttle Service							
Alcohol Monitors							
Staffing							
<b>Total</b>	<b>\$ 52,433.00</b>	<b>\$ 4,205.50</b>	<b>\$2,418.00</b>	<b>\$1,092.50</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Net</b>	<b>\$ -</b>	<b>\$ (4,205.50)</b>	<b>\$15,359.20</b>	<b>\$7,796.10</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>



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

*Mid Term*

**Final**

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

**Program/Project Title:** *Spring and Fall Special Events*

**Evaluator Name/Position:** *Patrick Lathrop/Executive Director* **Date:** *03/11/21*

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**1. Project/Program Summary**

*a. We have been approved for a special event in late spring (early June) and another event in early fall (September)*

**2. Program/Project Evaluation**

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

*We have not yet held the events.*

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

*We have not yet held the events.*

**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.





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

Mid Term

~~Final~~

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

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

**Evaluator Name/Position** \_\_\_Andrew R Tonry / Program Director\_ **Date** \_\_\_3/15/21\_\_\_

**1. Project/Program Summary**

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

The Tolovana Arts Colony (TAC) is in the process of completing capital improvements to Tolovana Hall. As such, this report is a mid-term evaluation.

The capital improvement project encompasses a full “facelift” of the Tolovana Hall facility, including the installation of new flooring, lights, paint and more.

At the time of writing, the TAC board of directors has selected a flooring product and contractor. (The original supplier/contractor’s bid came in significantly over their original estimate, causing TAC to find a new supplier/contractor to keep the project on budget.)

The TAC board has also identified a desired lighting product, but correspondence/responsiveness from electric supplier/installer has been very slow and imprecise, and may also lead to having to find a new contractor. (A result of the pandemic has led to a significant increase of home renovation projects, and many contractors on the coast are stretched thin.)

Nonetheless, TAC expects to have renovations done by late spring/early summer, and to be ready to produce public events—and therefore draw visitors and put “heads in beds”—by the time COVID restrictions are relaxed.

**2. Program/Project Evaluation**

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



TAC is on track and expects to complete renovations as proposed in original grant.

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

As a capital improvement project rather than a recurring annual event, there are no future changes/refinements to suggest at this time.

**3. Budget**

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

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

As such, TAC expects the program to meet its original 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.**

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

**Tourism and Arts Commission  
Administration of Tourism and Arts Fund (TAF)  
FY 2019-20 - FY 2020-21**

Date Option 1	Option 2	Activity
Feb. 12, 2021		2020-21 2nd Qtr Disbursement to TAF recipients
March 5, 2021		2020-21 Mid-Term Evaluation reminder emails sent to TAF recipients: <del>remind them new application deadline is May 1, 2020 for 2020-21 program</del>
March 15, 2021		2020-21 Mid-Term Evals due from TAF Grant Recipients
March 16, 2021		2020-21 Mid-Term Evals copied for review
Mar 31, 2020 9am		TAC Meeting <input type="checkbox"/> Elect Chair & Vice Chair <input type="checkbox"/> Review of Forms: Timeline, Application, Evaluation, and Criteria Review 2021 Application etc.
April 5, 2021	April 5	FY 2021-22 TAF Grant Application packets available to applicants
<b>April XX, 2021 1pm</b>		2020-21 Mid-Term Evaluation Review – invite applicants to participate. <b>IS THIS STEP NECESSARY THIS YEAR?</b>
May 10, 2021	June 7	5:00pm Deadline for FY 2021-22 TAF applications (or postmarked)
May 12, 2021	June 9	Packets with TAF Applications copied and available for TAC members to pick up at City Hall
May 14, 2021		2020-2021 3 <sup>rd</sup> Qtr Disbursement to TAF recipients (Approx 5/14)
<b>May 17, 2021 noon</b>	June 14	Noon – 4:00 pm FY 2020-21 Applicant Interviews
<b>May 18, 2021 noon</b>	June 15	Noon – 4:00 pm FY 2020-21 Applicant Interviews
<b>May 24 or 25, 2021</b>	Last week of June	TAC meeting and legal review. TAC reviews TAF applications and prepares a recommendation for Council; verify 501(c)3, 501(c)6 - city attorney attends meeting-
May 28, 2021	July 2	2021-22 TAF recommendation due to Jen for the CC Packet
June 8, 2021 6pm	July 13	2021-22 Present TAF Award Recommendation at CC work session
July 6, 2021 6pm	August 3	Council Meeting; adoption of TAF recommendations on agenda. Notify recipients
July 30, 2021		2020-21 Final Evaluations due/copied for TAC Review (if not already received)
July or August ??		Meet to discuss TAF guidelines, goals, suggestions, concerns
August 13, 2021		2020-21 4 <sup>th</sup> Qtr Disbursements to TAF recipients (Approx 8/13)
<b>Aug or Sept ?? 2019</b>		Review Final Evaluations of FY 2020-21
After Sept final reviews		Jen: Prepare Agreements, letters for TAF awards. Letters sent to TAF recipients; evaluation form for mid-term audit as well as final evaluation form included with award letters. Execute TAF Award Agreement with Applicants.
Nov 12 2021		2021-22 1st Qtr Disbursement to TAF recipients (Approx 11/15)



FY 2020-21 Payments



FY 2020-21 items



FY 2021-22 items\*\*\* **Subject to Change**





# CITY OF CANNON BEACH

## NOTICE

### ANNUAL INVITATION FOR TOURISM AND ARTS FUND (TAF) APPLICATIONS/REQUESTS

Non-profit organizations providing programs/projects that further the ARTS while promoting tourism in Cannon Beach are invited to apply for TAF funding from the Tourism and Arts Commission of the City of Cannon Beach by filing an application with:

City of Cannon Beach  
Tourism & Arts Commission  
P.O. Box 368  
Cannon Beach, OR 97110  
Attention: Jennifer Barrett

**Applications must be received at City Hall by  
5:00 pm, DATE X, 2021**

Applications available now at  
[www.ci.cannon-beach.or.us](http://www.ci.cannon-beach.or.us)

*Posted: April 5, 2021*





# CITY OF CANNON BEACH

## Application for Funding Tourism and Arts Fund (TAF) FY 2021-2022

Dear Applicant,

**Since the funds you are requesting have rules, legal restrictions, as well as a desired purpose attached to them, you should make sure you have an understanding of what these are. Please read the following handouts:**

1. TAC Guidelines
2. ORS 320.350
3. Ordinances 10-06 and 15-01

**Now that you have read and understand the TAC Guidelines and Ordinance you should review the following forms that explain what you will be required to do in regards to your request for funds for your event or project:**

4. Tourism and Arts Fund (TAF) Application criteria, evaluation criteria, and checklist
5. The TAF Award Agreement
6. The TAF evaluation forms that you will turn in to us once your project has happened

**Now you are ready to fill out the actual application:**

7. TAF Application for Funding

Completed applications should be sent to:

Cannon Beach Tourism and Arts Commission,  
Attention: City Recorder  
P.O. Box 368  
Cannon Beach, OR 97110  
recorder@ci.cannon-beach.or.us

Electronic copies of the application forms are available at [www.ci.cannon-beach.or.us](http://www.ci.cannon-beach.or.us). All information must be submitted on 8 ½" x 11" paper, single sided. ***No staples, and No colored documents please: these pages will not be copied in color.*** NEW THIS YEAR! Applications may be submitted via email. Applications will be considered time-stamped and received by the City when they are received in the email inbox listed above. It is the applicant's responsibility to ensure that their submittal is received prior to the stated submission deadline. **Applications must be received at Cannon Beach City Hall by 5:00 p.m., day, month x, 2021.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **Month X, 2021**, and will make recommendations to the City Council. A final determination will be

made within 75 days of the application closing date. Applicants will be notified by email of the Tourism and Arts Commission’s recommendation, after the recommendation has been approved by the City Council. Applicants will be required to sign the TAF Award Agreement prior to any funds being distributed, preferably within 14 days of their notification of award. The award check for the 1st Quarter funding will be disbursed on or about November 15th and then every 3 months after that.

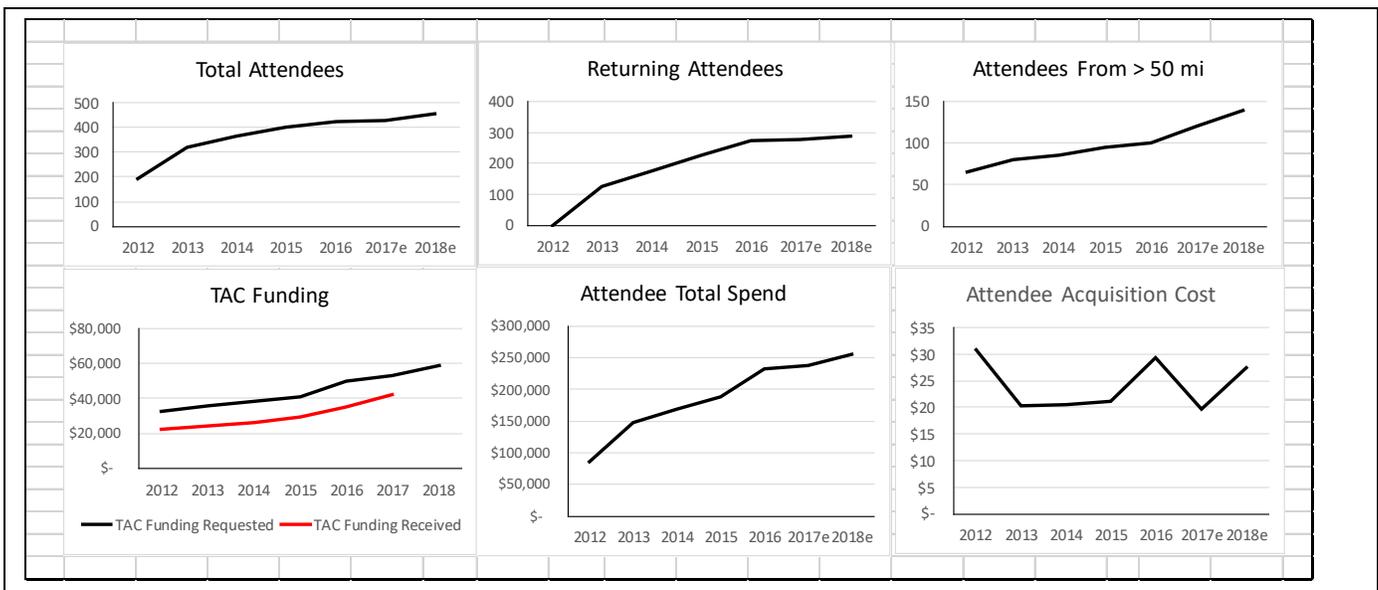
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2022. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City’s fiscal year (June 30, 2022). Future ineligibility will result if evaluation forms are not received in timely manner.

## Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – ‘event name’



# Application for TAC Funding

## Contact Information

Organization Name \_\_\_\_\_

Nonprofit Tax ID #: \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Website (if applicable) \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Name of Event \_\_\_\_\_

Date of Event \_\_\_\_\_ Duration of Event \_\_\_\_\_

Amount of funding you are requesting \$ \_\_\_\_\_

Amount of funding from TAC you were given last year \$ \_\_\_\_\_

I acknowledged all COVID-19 restrictions in place at the time of the event must be met. \_\_\_\_\_  
Initial here

- 1) What is the nature and purpose of your event? (Please limit to 1 page or less)
- 2) Is this a new event or has it happened before? With or Without TAC funds?
- 3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?
- 4) If this is a repeat event how many room nights did the event generate the previous year?
- 5) Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?
- 6) What is the total budget for your event? Please attach a detailed budget to this application.

- 7) What is the percentage of your budget you are asking for from TAC?
- 8) If the funding requested is not for an event, how will it be used?
- 9) Are you seeking other sources of funding?
- 10) What is your marketing plan?
- 11) What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?
- 12) Please describe how this event will enhance the arts and attract tourists to Cannon Beach.
- 13) Do you plan to do this event every year and if so, when do you feel it would no longer need TAC Funding and be self-sufficient if ever?

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

### **Acknowledgment**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2022.

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

---

Signature

---

Date

---

Print Name and Title

**Tourism and Arts Fund (TAF) Application  
Criteria and Checklist  
FY 2021-2022**

**Application Criteria**

The following criteria will be used by the Tourism and Arts Commission (TAC) to evaluate applications for TAF awards:

1. Applicants must be a qualified tax-exempt organization.
2. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project **within 30 days of completion of the program/event/project, or the end of the fiscal year, whichever occurs first.** Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2022.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
9. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

**Evaluation Criteria**

The applicant will be further considered for funding and ranked based on the following criteria:

- 1) Does the project comply with ORS 320.350 and Ordinance 10-06?
- 2) What is the economic impact on the City? Will it attract overnight tourists or bring tourists to the City from a distance of more than 50 miles?
- 3) Does the project enhance the arts or tourism in Cannon Beach?
- 4) Is the project feasible?
- 5) Does the program/event take place during the shoulder or winter tourist season?
- 6) What resources are available to the applicant and what is the total budget for the project?

**Application Checklist and Receipt for TAF Funding Request**

**Please acknowledge receipt of the following documents by initialing each item.**

- \_\_\_\_\_ Receipt of Ordinance 10-06
- \_\_\_\_\_ Receipt of Ordinance 15-01
- \_\_\_\_\_ Receipt of ORS 320.350
- \_\_\_\_\_ Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines
- \_\_\_\_\_ Receipt of Tourism and Arts Funding (TAF) Award Agreement
- \_\_\_\_\_ Receipt of City Permitted Event Application
- \_\_\_\_\_ Receipt of W-9 form

**Please initial to verify that the following items have been included in the TAF application submittal.**

- \_\_\_\_\_ Completed application form, signed by an authorized representative of the organization
- \_\_\_\_\_ Copy of Board of Directors list
- \_\_\_\_\_ A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed
- \_\_\_\_\_ A line-item budget for proposed program/project
- \_\_\_\_\_ A copy of line-item organizational budget for the current fiscal year
- \_\_\_\_\_ A financial statement for the most recent fiscal year
- \_\_\_\_\_ Evaluation for last TAF award received, if applicable
- \_\_\_\_\_ W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- \_\_\_\_\_ A copy of the City Permitted Event Application (if city property (streets, parks etc. will be used)
- \_\_\_\_\_ Metrics Addendum
- \_\_\_\_\_ Initialed copy of this Application Checklist and Receipt
- \_\_\_\_\_ **All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.



**CITY OF CANNON BEACH (CITY)  
TOURISM AND ARTS COMMISSION (TAC)  
GUIDELINES FOR ADMINISTRATION OF TOURISM AND ARTS FUND (TAF)**

**I. PURPOSE:**

The purpose of the Tourism and Arts Commission is to see that expenditures from the TAF are used to attract tourists (per the definition of “tourist” in ORS 320.350) to the City through efforts directly related to marketing and enhancing the Arts in Cannon Beach. The TAF proceeds must be utilized in such a manner as to contribute to the development and improvement of the local economy through the enhancement, expansion, support and promotion of tourism and the arts.

**II. GENERAL GUIDELINES:**

a) Priority will be given to grant applicants that demonstrate an effort to generate overnight tourists, tourists traveling more than 50 miles from their community of residence, and collaboration with various local businesses and/or non-profit organizations through strategic partnerships to leverage TAF resources being sought.

b) Use of TAF resources may include but is not limited to: personnel, special events, signage, attractions, owner-occupied facility development, promotional materials and advertising which furthers tourism in the City, specifically overnight tourists and tourists traveling from more than 50 miles from their community of residence, directly benefiting the local economy, the arts and culture, and the image of the City.

c) Funding for special events is limited to personnel, activities, events, program development or marketing strategies for ongoing events that can be directly related to generating overnight tourists or tourists traveling from more than 50 miles to Cannon Beach, or an annual event with introduction of new or expanded attractions or to sustain an already existing event that meets the above mentioned mission.

**III. TIMELINES:**

a) Applications and grant guidelines will be available at City Hall by the first Wednesday in March of each year. The application closing date is the first Wednesday of May and completed applications must be postmarked or hand delivered to City Hall by that date. The review of applications by the TAC will begin after the closing date and awards will be made within 75 days of the closing date.

b) At the discretion of the TAC, the annual process may include a second application cycle for new projects and programs if funding is available in an amount not to exceed 10% of the budgeted estimate.

**IV. DETERMINATION PROCEDURE AND APPLICATION**

a) The TAC will determine the amounts distributed to each organization based on the application. A recipient organization must be a 501(c)3, 501(c)6 or other non profit entity. Proposed uses of TAF grant funds must comply with all current City ordinances and ORS 320.350.

b) Each application must provide an analysis of the scope, duration, sustainability (if applicable to the project) and potential economic impact on the City. Annual events should demonstrate an effort to achieve future financial stability and sustainability.

- c) Each application must include a description of the project, the target market, the advertising and promotion plan and the evaluation process including how use of the funds is tied to generating tourists and promoting the Arts.
- d) Consideration will be given to projects and programs that are unique, collaborative in nature and consistent with the qualities of Cannon Beach.
- e) Applications will also be judged very carefully on how well the applicant can quantify the number of hotel rooms booked and how many tourists traveled more than 50 miles from their residence as a direct result of the event, in order to comply with the statute.
- f) Annual applications should also include the following: letter from the IRS granting tax-exempt status; board of directors list; detailed project budget depicting both revenues and expenses for each applicable year (if ensuing years contain different budget than the first year); organization's budget for current year; financial statement for most recently completed fiscal year; and a completed and signed application form.
- g) An organization may be denied a TAF award if previously awarded TAF projects have not complied with TAF procedures and guidelines including lack of filing a financial report and/or program evaluation.

## V. DISTRIBUTION SCHEDULE AND PROJECT EVALUATIONS

- a) Mid-term and final project evaluations will be required including financial and program information and results. The mid-term evaluation is due March 15 of the fiscal year in which the distributions are made. The final project evaluation is due within 30 days of either the completion of the event or end of the City's fiscal year, whichever occurs first.
- b) The TAF awards will be distributed on a quarterly basis with the first distribution made by November 15th of each City fiscal year and every 3 months thereafter.
- c) While it is the general goal of the TAC to make the annual awards equal to the total amount estimated to be deposited in the TAF, the TAC reserves the right to withhold excess funds. Monies collected in excess of the amount budgeted for grants will be held in reserve and may be used to 1) provide a fund surplus at the end of the fiscal year, 2) cover any future shortfall of the Transient Lodging Tax or 3) support such additional activities and programs recommended by the TAC.

## VI. PROJECT REQUIREMENTS

- a) Applicants must be a qualified tax exempt organization.
- b) Priority will be given for events within Cannon Beach during the shoulder and winter tourist season defined as September through June. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350) included as part of the TAF funding request shall be for facilities, events, and projects located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
- c) All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and Tourism and Arts Fund (TAF).

d) The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF funds and misrepresented their application or has not utilized the funds in a manner consistent with their application.

## VII. EVALUATION CRITERIA

The applicant will be further considered for funding and ranked based on the following criteria:

- a) Does the project comply with ORS 320.350 and local ordinances?
- b) What is the economic impact on the City? Will it attract overnight tourists or tourists traveling more than 50 miles from their community of residence?
- c) Does the project enhance the arts or tourism in Cannon Beach?
- d) Is the project feasible?
- e) What resources are available to the applicant and what is the total budget for the project?

All questions should be directed to: City Manager, P.O. Box 368, Cannon Beach, Oregon 97110.



# City of Cannon Beach

## Tourism and Arts Funding (TAF) Award Agreement

### I. TAF Project Title:

#### TAF Recipient:

Execution of this document by authorized city officials constitutes a legal agreement between the City of Cannon Beach (City) and \_\_\_\_\_ (TAF Recipient or Recipient).

The TAF Award project is

The TAF Award description is

This Agreement incorporates by reference the TAF Recipient's application for a Tourism and Art Funding submitted to the City of Cannon Beach, through the Tourism and Arts Commission, dated \_\_\_\_\_, and attached hereto as Exhibit A.

The Cannon Beach City Council approved an award of \$ \_\_\_\_\_ (TAF Funds) of the \$ \_\_\_\_\_ requested.

The TAF Recipient's assurances are part of the consideration for all financial assistance given by the City. The City shall have the right to seek judicial enforcement of these assurances, which are binding on the Recipient, its successors, transferees, and assignees.

### II. TAF Recipient Responsibilities. The Recipient warrants and assures as follows:

1. That it is a recognized nonprofit tax exempt organization under IRS 501(c)3 or 501(c)6 with authority in its bylaws to undertake activities including the TAF project.
2. That it possesses legal authority to accept the financial award. A resolution, motion or similar action has been duly adopted by the recipient's governing body, authorizing the application and identifying an official (nonprofit chairperson) authorized to act in connection with the application.
3. That funds paid by the City shall be expended only for the TAF project set out above. The Recipient shall comply with the audit and reporting requirements established by the City's Tourism and Arts Commission.
4. That all records required by audit guidelines shall be kept for seven (7) years and be available to the City, the Secretary of State of the State of Oregon and their authorized agents or auditors upon request.
5. That Recipient shall comply with all applicable laws and regulations associated with the spending of such Tourism and Arts (TAF) Funds, including but not limited to ORS 320.300

to ORS 320.350, City of Cannon Beach City Council approved TAF Guidelines, and City of Cannon Beach Ordinance 10-06.

6. That all funds must be spent and the project finished by the date specified in the TAF Application. Any changes to the project completion dates, or extensions, must be submitted to the Tourism and Arts Commission through a formal, written request by the TAF Applicant to the Tourism and Arts Commission for authorization.
7. That Mid-Term Evaluations must be received by City no later than March 15<sup>th</sup>.
8. That Final Evaluations must be received by City within thirty (30) days after the project completion or thirty (30) days after the city fiscal year, whichever comes first, in order for the application to remain in compliance.
9. That Recipient shall submit progress reports and/or other documentation associated with the TAF award to the Tourism and Arts Commission as requested.
10. That any TAF Award funds not used on the project be immediately returned to the City upon project completion.
11. That if at any time after City remits funds under Section III, Recipient determines it is not able or willing to pursue or complete the TAF award project, without any notice required of City, Recipient shall immediately return to City all TAF Funds not yet expended along with an accounting of all expended and unexpended TAF Funds.
12. That all information submitted to City, including but not limited to Recipient's TAF application and evaluations, is public record and subject to disclosure as allowed by law under ORS Chapter 192.

**III. City Responsibilities.** The City warrants as follows:

1. After execution of this Agreement, the City will release to the Recipient on a quarterly basis the authorized percentage of the TAF Funds approved in the award.
2. The quarterly distributions will be made in the following months: November, February, May, and August.
3. The amount of Tourism and Arts funds to be used to pay said award is entirely dependent upon the amount of lodging tax the City collects each quarter. Thereby, if there is a significant decrease in lodging tax collected, the Recipient's TAF award will be decreased as a result.

#### IV. General Provisions

1. This Agreement may be terminated at any time by mutual consent of both parties.
2. The City may terminate this Agreement effective upon delivery of written notice to the Recipient if there is a change in federal, state or local laws, rules, regulations or guidelines rendering the TAF project ineligible for funding.
3. The City, by written notice to Recipient, may terminate the whole or any part of this Agreement if any of the following occurs:
  - a. Recipient defaults in the performance of any of its warranties or agreements contained herein or in the application; or
  - b. Any representation made by the Recipient in the application, budget, or any other documents or reports relied upon by the City in awarding the TAF award or as used to measure progress on the project and by the Recipient, are untrue in any material respect.
4. If this Agreement is terminated for any reason, Recipient shall immediately return to City all TAF Funds not yet expended along with an accounting of all expended and unexpended TAF Funds.
5. No failure on the part of the City to exercise any right, power, or privilege under this Agreement shall constitute a waiver, nor shall any single or partial exercise preclude any other or further exercise of any such right, power, or privilege under this Agreement.
6. All notices, requests, demands, and other communication to or upon the parties shall be in writing and shall be deemed to have been duly given or made when deposited in the US mail, addressed to the parties at the addresses below or such other address of which a party shall have notified in writing the other party.

If to the City:

City Manager  
City of Cannon Beach  
P.O. Box 368  
163 E. Gower  
Cannon Beach, OR 97110  
Phone (503) 436-8050  
Fax (503) 436-8041  
TTY (503) 436-8097

If to the Recipient:

Name:  
Address:  
PO Box  
  
Cannon Beach, OR 97110  
Phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

7. This Agreement may not be waived or altered without written consent of both parties.
8. The prevailing party in any dispute arising from the agreement shall be entitled to recover from the other reasonable attorney's fees and costs.

9. TAF Award recipient shall, to the extent permitted by the Oregon Constitution, and applicable statutes, save and hold harmless the City and its officers, employees and agents from all claims, suits, or actions of whatsoever nature resulting from or arising out to the activities of the Recipient or its subcontractors, agents, volunteers or employees in connection with this Agreement. This includes any claims pursuant to ORS 320.300 to ORS 320.350.
10. This Agreement constitutes the entire agreement between the parties. There are no understandings, agreements or representations, oral or written, not specified herein regarding this agreement. Any waiver or consent, if made, shall be effective only in the specific instance and for the specific purpose given.
11. Recipient shall comply with all applicable federal, state and local laws, rules and regulations, including, but not limited to, the requirements concerning working hours, overtime, medical care, workers' compensation insurance, health care payments, payments to employees and subcontractors, income tax withholding contained in ORS Chapters 279A and 279B, the provisions of which are hereby made a part of this Agreement.

Recipient, by execution of this Agreement, hereby acknowledges that the Recipient has read this agreement, understands it, and agrees to be bound by its terms and conditions.

City of Cannon Beach:

By: \_\_\_\_\_  
City Manager  
City of Cannon Beach, Oregon

Date: \_\_\_\_\_

TAF Award Recipient:

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_



# CITY OF CANNON BEACH

## Tourism and Arts Fund Recipient Evaluation

FY 2021-2022

Mid Term

Final

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

### Program/Project Title

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Evaluator Name/Position \_\_\_\_\_ Date \_\_\_\_\_

#### 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.



BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING THE ) ORDINANCE NO. 10-06  
MUNICIPAL CODE, CHAPTER 3, TO )  
INCREASE THE AMOUNT OF THE )  
TRANSIENT LODGING TAX FROM SIX )  
PERCENT (6%) TO SEVEN PERCENT (7%); )  
THE LOCAL TRANSIENT ROOM (LODGING) )  
TAX IN ACCORDANCE WITH OREGON )  
REVISED STATUTES 320.300 TO 320.350 )

WHEREAS the Cannon Beach Municipal Code Chapter 3.12 creates and implements a local transient room (lodging) tax in accordance with Oregon Revised Statutes 320.300 to 320.350;

WHEREAS the Cannon Beach City Council desires to increase the amount of the transient lodging tax from six percent (6%) to seven percent (7%);

WHEREAS the Oregon Revised Statutes Chapter 320 specifies that no less than 70% of the 1% increase must be dedicated to tourism and tourism related facilities and that no more than 30% of the increase may be dedicated to fund City services;

WHEREAS the City Council desires that the intended purpose of 70% of the 1% increase is to develop and support events and attractions that enhance tourism, in accordance with ORS 320.300 and 320.350, specifically tourists staying overnight in or traveling distances greater than 50 miles to Cannon Beach, and with additional emphasis given to tourism tied to the arts community of Cannon Beach;

WHEREAS 70% of the 1% increase would be collected and maintained in a fund entitled the "Tourism and Arts Fund";

WHEREAS a City Committee, the "Cannon Beach Tourism and Arts Commission", is created to develop grant guidelines and procedures to distribute and account for the monies in the "Tourism and Arts Fund" and that these procedures and any subsequent changes to the procedures be presented for approval to the City Council before implementation of such procedures;

WHEREAS the intent is to distribute monies in the Tourism and Arts Fund on a quarterly basis with the first distribution to be made to the recipients during November of each year with ensuing distributions during February, May and August;

WHEREAS the recipients of the Tourism and Arts Fund understand that the level of funding may fluctuate on a quarterly basis due to the fact that the amount of money in the Fund is entirely dependent upon the amount of tax revenue collected on a quarterly basis from the Lodging Tax;

WHEREAS it is the expectation of the Council that all recipients of the monies from the Tourism and Arts Fund exemplify accountability and transparency in all matters related to the application of these funds, further it is imperative that the recipients demonstrate to the Tourism and Arts Commission that they are in compliance with the State statute (ORS Chapter 320), City Ordinance and local rules related to the use of these funds;

WHEREAS the Tourism and Arts Commission shall present for approval to the City Council their recommendations as to grant recipients and amounts of such grants from the Tourism and Art Fund before final awards and distributions are made;

WHEREAS the Council recognizes the need for the recipients of these funds to rely upon funding from year to year; therefore, applicants may apply for multi-year grants contingent upon the Tourism and Arts Commission's annual review of the recipient's application and use of the funding to ensure compliance with the State statute (ORS Chapter 320), City Ordinance and local rules related to the use of the funds; and

WHEREAS the Cannon Beach Tourism and Arts Commission shall be comprised of a total of five (5) voting members. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion and/or publicity.

NOW, THEREFORE, the City of Cannon Beach does ordain as follows:

Section 1. Amend the Municipal Code, 3.12.020 Tax imposed, to read as follows:

A. As of July 1, 2010 a transient shall pay a tax in the amount of seven percent for the privilege of occupancy in a hotel in the city. The tax constitutes a debt owed by the transient to the city and the debt is extinguished only when the tax is remitted by the operator to the city. The transient shall pay the tax to the operator at the time rent is paid. The operator shall enter the tax into the record when rent is collected if the operator keeps records on the accrual accounting basis. If the rent is paid in installments, a proportionate share of the tax shall be paid by the transient to the operator with each installment. In all cases, rent is paid or charged for occupancy shall exclude the sale of goods, services or commodities. (Ord. 91-8 § 1: Ord. 86-5 § 1: Ord. 83-21 §2)

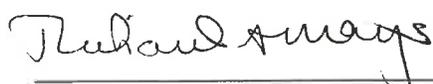
B. Such tax increase shall not apply to reservations for lodging in the City of Cannon Beach made prior to the passage of this Ordinance. Reservations made prior to the passage of the Ordinance by the City Council are exempt from the 1% lodging tax increase; however, such tax increase shall apply to all reservations made after the date of passage of the Ordinance.

C. Pursuant to ORS 320.350, 70% of the net proceeds from the additional 1% of the transient lodging tax shall be used for the purposes described in ORS 320.350 (5)(a) or (c) which states that such funds shall be used for tourism promotion or tourism related facilities. Pursuant to ORS 320.350 (5)(A)(6), 30% of the net proceeds from the increased lodging tax may be used by the City for funding City services.

ADOPTED by the Common Council of the City of Cannon Beach this 4th day of May, 2010, by the following roll call vote:

YEAS: Councilors Steidel, Giasson, Cadwallader and Mayor Morgan  
NAYS: None  
EXCUSED: None

  
Mike Morgan, Mayor

Attest:  
  
Richard A. Mays, City Manager

Approved as to Form:  
  
Tamara Herdener, City Attorney

BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING ) ORDINANCE NO. 15-01  
MUNICIPAL CODE, CHAPTER 2, TO AMEND )  
ORDINANCE 10-07: ESTABLISH A CITY )  
TOURISM AND ARTS COMMISSION, )  
ESTABLISHING RULES AND REGULATIONS )  
FOR ITS GOVERNANCE AND PRESCRIBING )  
THE POWERS AND DUTIES OF SAID TOURISM )  
AND ARTS COMMISSION )

The City of Cannon Beach does ordain as follows:

Chapter 2.32 Tourism and Arts Commission

Section 1. 2.32.010 Created.

Chapter 2.32 hereby creates a Tourism and Arts Commission herein after referred to as "Commission".

Section 2. 2.32.020 Powers and duties.

The powers and duties of the Commission shall include the following:

A. Develop rules and procedures regulating the distribution of the Tourism and Arts Fund which is comprised of 70% of the 1% lodging tax increase effective July 1, 2010, so that the distribution and application of this Fund are in accordance with Oregon Revised Statute 320 such that the funds must be dedicated to tourism and tourism related facilities. Such rules and procedures must be approved by the City Council and any future changes to such rules shall also receive City Council approval. The Commission shall ensure the proper implementation of such Statute and the directives of the Ordinance passed by the City Council when adopting the 1% lodging tax increase;

B. Monitor the distribution of the Tourism and Arts Fund (TAF) such that the proper amounts are distributed to the recipients on a quarterly basis;

C. Monitor and examine with the intent to verify the organization's use of the grant funds in conformance with stated requirements on an annual basis or more frequently as the Commission deems appropriate.

D. Once the Commission has made the final decisions as to how the TAF will be allocated, this information shall be presented to the City Council for review and approval.

E. The decisions of the Commission are appealable to the City Council.

F. Perform other functions as directed by the Council.

Section 3. 2.32.030 Membership.

The Commission shall consist of seven (7) voting members.

Section 4. 2.32.040 Appointment—Term.

A. Members of the Commission shall be appointed by the City Council to serve four (4) year terms.

B. All vacancies occurring on the Commission shall be filled by approval of the Council for the unexpired term of the predecessor in office.

C. No Commission member shall serve more than eight consecutive years, but any person may be reappointed to the Commission after an interval of one year.

D. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion, art, and/or publicity.

E. Each member of the Commission shall conform to the requirements of the Municipal Code, Section 2.04.010, Requirements for Appointment, or, in the alternative, the member shall work, at least part-time, within the City of Cannon Beach.

Section 5. 2.32.050 Rules and regulations—Meetings.

A. A majority of the members of the Commission constitute a quorum. The Commission may make and alter rules and regulations for its governance consistent with the laws of the State of Oregon, the city charter and any applicable ordinances and with the approval of the City Council.

B. The Commission shall meet at such times and places as may be fixed by the Commission and provisions shall be made for recording the proceedings of the Commission.

Section 6. 2.32.060 Officer Election.

At its first meeting each calendar year, the Commission shall elect a chair and a vice-chair.

Section 7. 2.32.070 Removal from office.

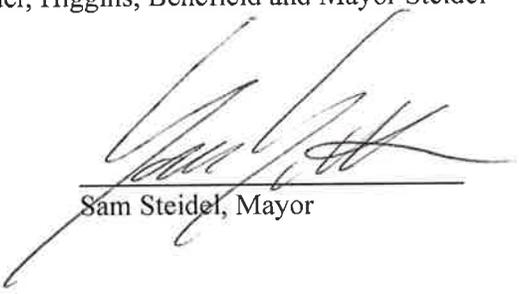
A member of the Commission may be removed by the city council, after a hearing, for misconduct or the nonperformance of duty. A member who is absent for three meetings in a calendar year, without an approved excuse, is presumed to be in nonperformance of duty and the council shall declare the position vacant unless it finds otherwise following a hearing.

Section 8. 2.32.080 Compensation.

Commission members shall receive no compensation but shall be reimbursed for authorized expenses.

ADOPTED by the Common Council of the City of Cannon Beach this 6th day of January, 2015, by the following roll call vote:

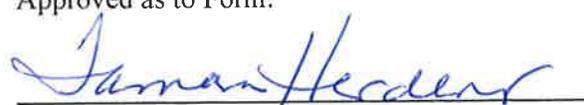
YEAS: Councilors Cadwallader, Higgins, Benefield and Mayor Steidel  
NAYS: None  
EXCUSED: Councilor Vetter

  
\_\_\_\_\_  
Sam Steidel, Mayor

Attest:

  
\_\_\_\_\_  
Brant Kucera, City Manager

Approved as to Form:

  
\_\_\_\_\_  
Tamara Herdener, City Attorney

**320.350 Tax moratorium; exceptions; uses of revenues.** (1) A unit of local government that did not impose a local transient lodging tax on July 1, 2003, may not impose a local transient lodging tax on or after July 2, 2003, unless the imposition of the local transient lodging tax was approved on or before July 1, 2003.

(2) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may not increase the rate of the local transient lodging tax on or after July 2, 2003, to a rate that is greater than the rate in effect on July 1, 2003, unless the increase was approved on or before July 1, 2003.

(3) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may not decrease the percentage of total local transient lodging tax revenues that are actually expended to fund tourism promotion or tourism-related facilities on or after July 2, 2003. A unit of local government that agreed, on or before July 1, 2003, to increase the percentage of total local transient lodging tax revenues that are to be expended to fund tourism promotion or tourism-related facilities, must increase the percentage as agreed.

(4) Notwithstanding subsections (1) and (2) of this section, a unit of local government that is financing debt with local transient lodging tax revenues on November 26, 2003, must continue to finance the debt until the retirement of the debt, including any refinancing of that debt. If the tax is not otherwise permitted under subsection (1) or (2) of this section, at the time of the debt retirement:

(a) The local transient lodging tax revenue that financed the debt shall be used as provided in subsection (5) of this section; or

(b) The unit of local government shall thereafter eliminate the new tax or increase in tax otherwise described in subsection (1) or (2) of this section.

(5) Subsections (1) and (2) of this section do not apply to a new or increased local transient lodging tax if all of the net revenue from the new or increased tax, following reductions attributed to collection reimbursement charges, is used consistently with subsection (6) of this section to:

(a) Fund tourism promotion or tourism-related facilities;

(b) Fund city or county services; or

(c) Finance or refinance the debt of tourism-related facilities and pay reasonable administrative costs incurred in financing or refinancing that debt, provided that:

(A) The net revenue may be used for administrative costs only if the unit of local government provides a collection reimbursement charge; and

(B) Upon retirement of the debt, the unit of local government reduces the tax by the amount by which the tax was increased to finance or refinance the debt.

(6) At least 70 percent of net revenue from a new or increased local transient lodging tax shall be used for the purposes described in subsection (5)(a) or (c) of this section. No more than 30 percent of net revenue from a new or increased local transient lodging tax may be used for the purpose described in subsection (5)(b) of this section.

(7)(a)(A) A local transient lodging tax must be computed on the total retail price, including all charges other than taxes, paid by a person for occupancy of the transient lodging.

(B) The total retail price paid by a person for occupancy of transient lodging that is part of a travel package may be determined by reasonable and verifiable standards from books and records kept in the ordinary course of the transient lodging tax collector's business.

(b) The tax shall be collected by the transient lodging tax collector that receives the consideration rendered for occupancy of the transient lodging. [2003 c.818 §11; 2013 c.610 §10]

## EVALUATION CRITERIA ADDENDUM

Please provide the following data in simple line chart format for the past five years, if possible and provide estimated data for the upcoming year/event.

When you open the “TAC Event Metrics excel spreadsheet, you will find 3 tabs:

- Input-Attendee Data
- Input-Financial Data
- Results Scorecard

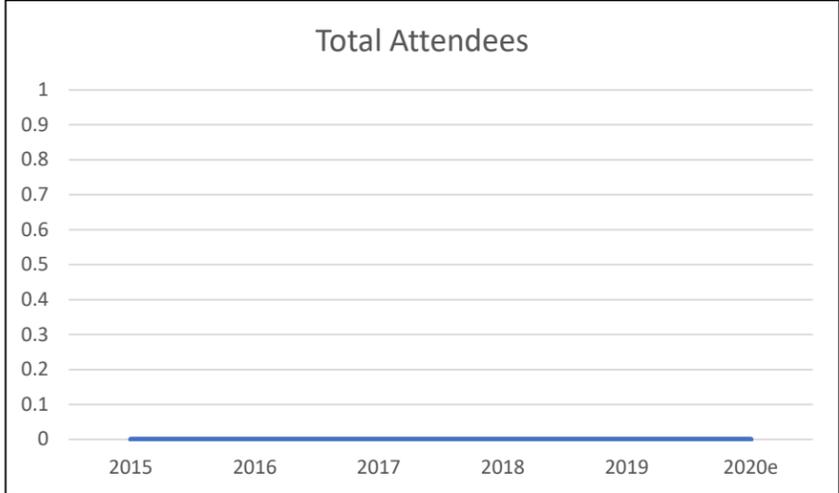
You are only asked to insert your event’s information into the yellow cells of the two “input pages”. All other cells are locked and will not accept data. When you put your event’s data into the spreadsheet(s), the charts will automatically adjust to reflect your information.

On the “Results Scorecard” page, please change the “Event Name” heading to reflect your information. You do not input any data on the Results Scorecard page, as the charts on this page will also automatically adjust to display the data you added on the “Input” pages.

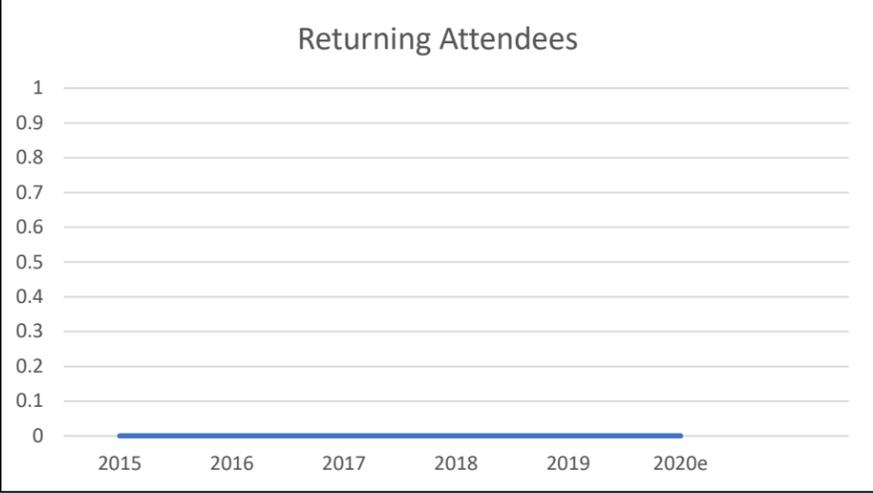
Please print the “Results Scorecard” page and include this page as part of your submission packet.

NOTE-Please input event data in the yellow cells

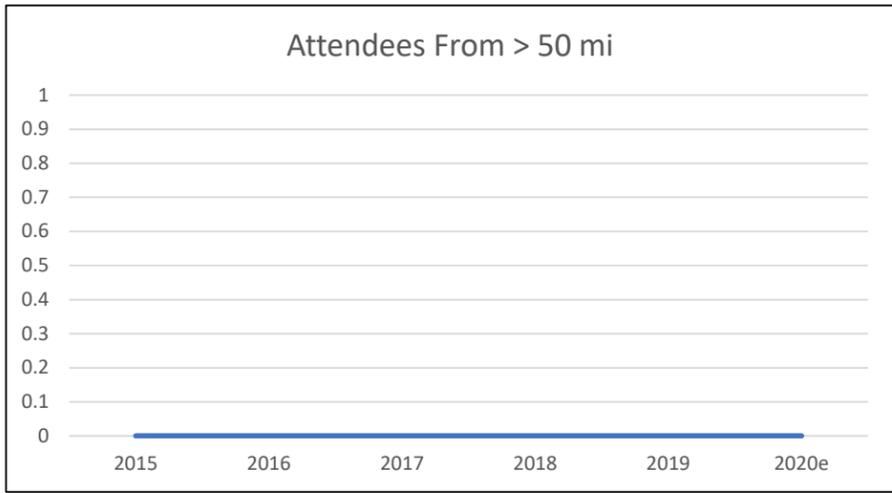
	2015	2016	2017	2018	2019	2020e
Total Attendees	0	0	0	0	0	0



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

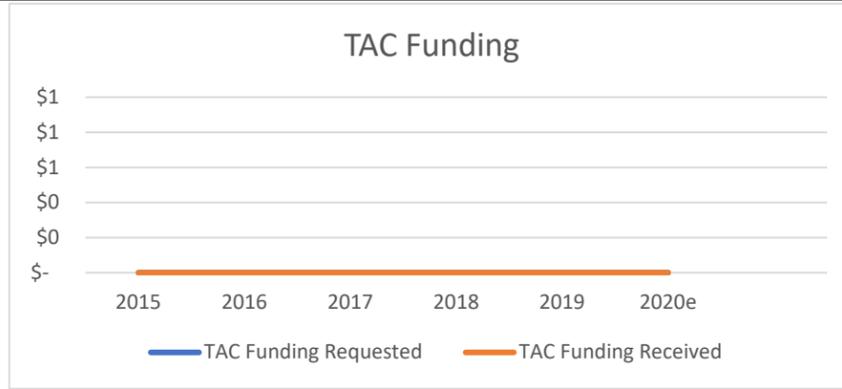


	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	0	0	0	0	0	0

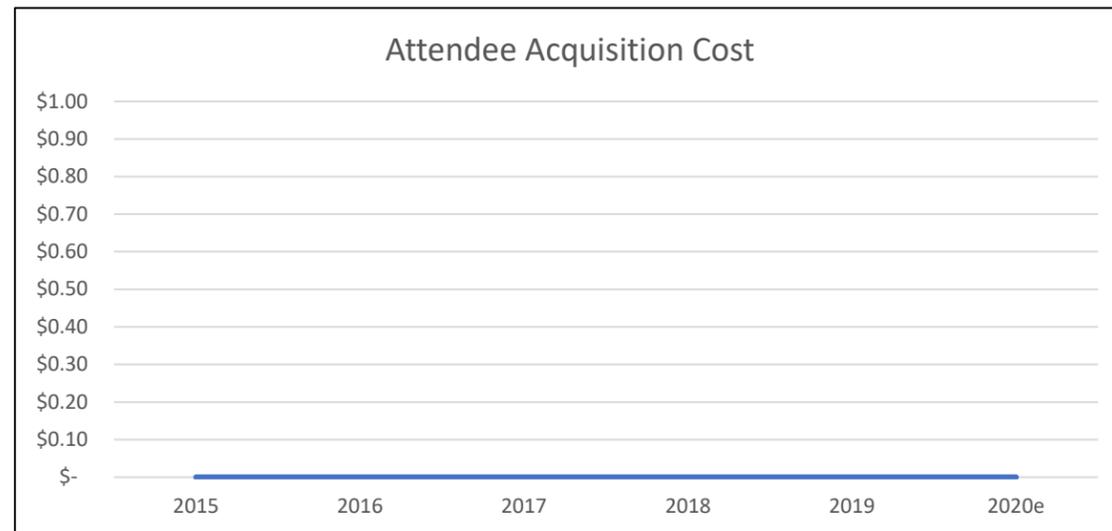


NOTE-Please input event data in the yellow cells

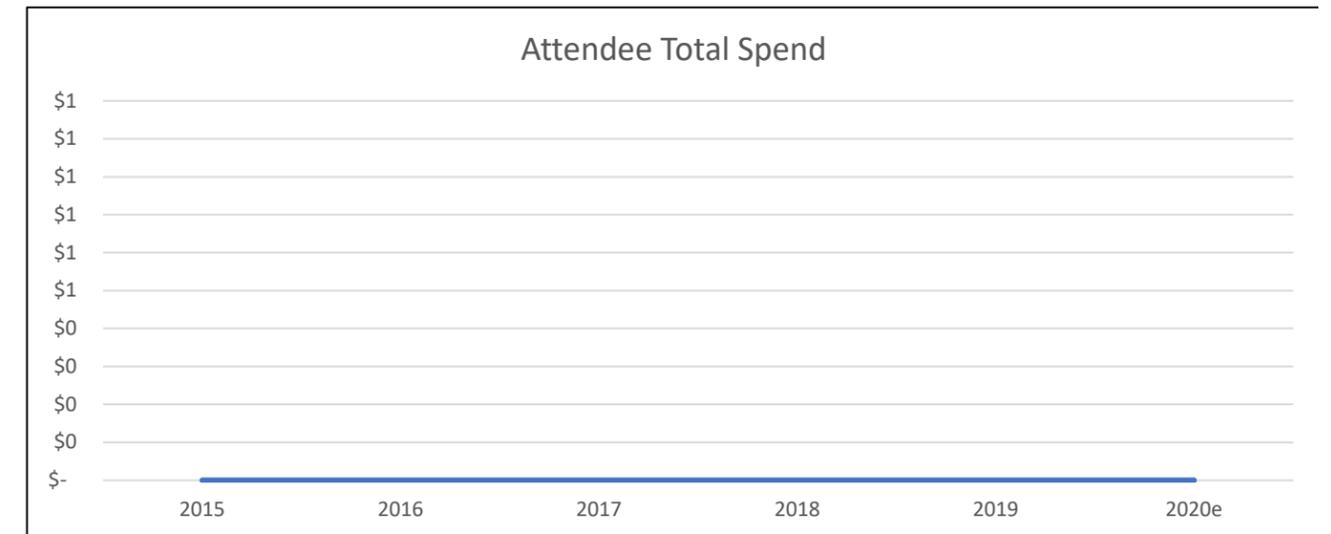
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TAC Funding Received	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



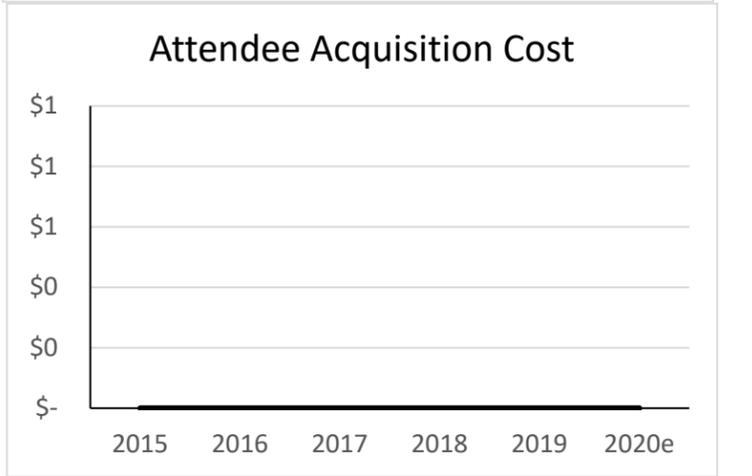
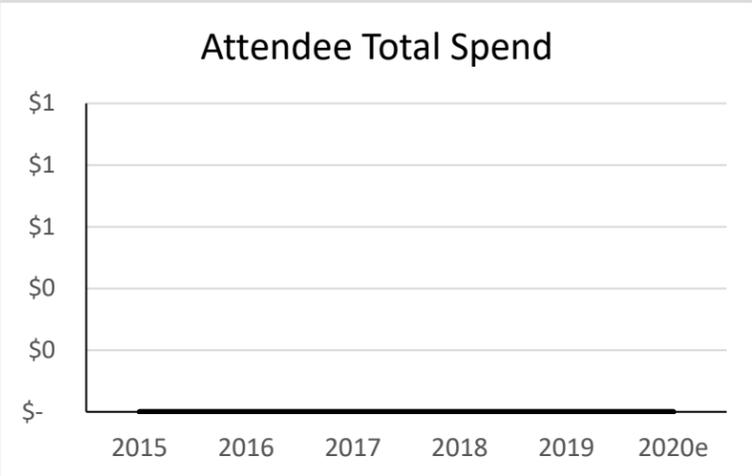
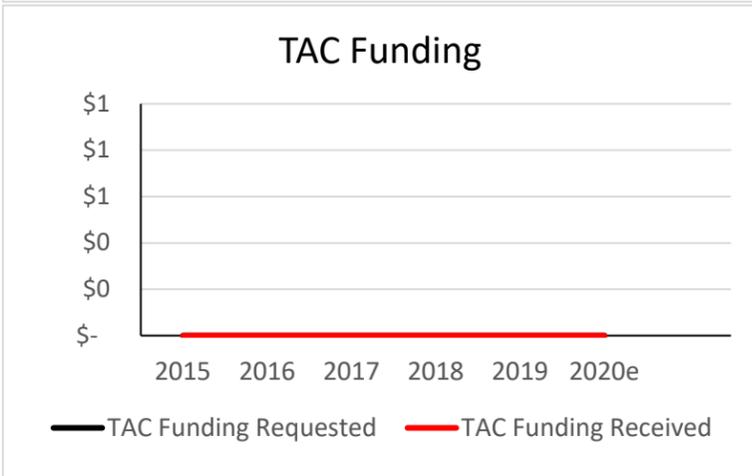
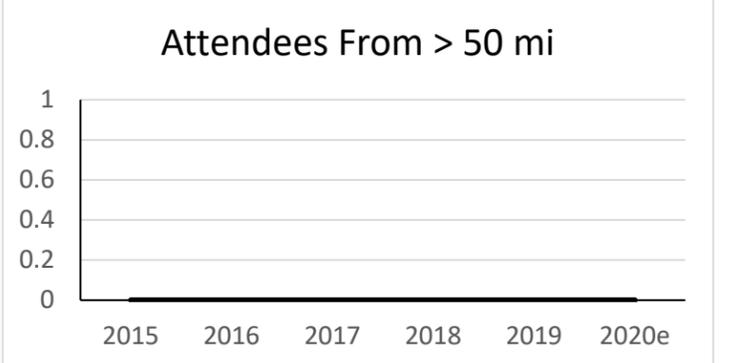
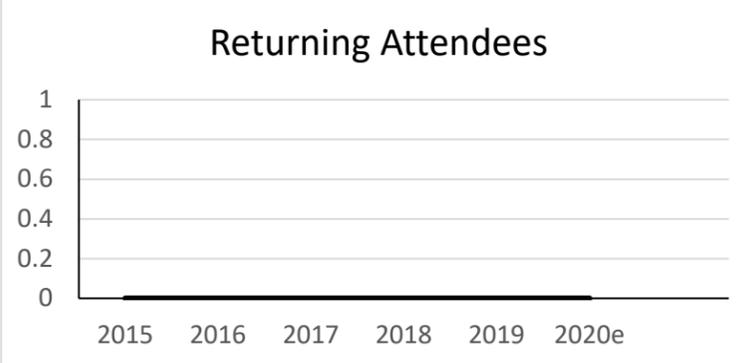
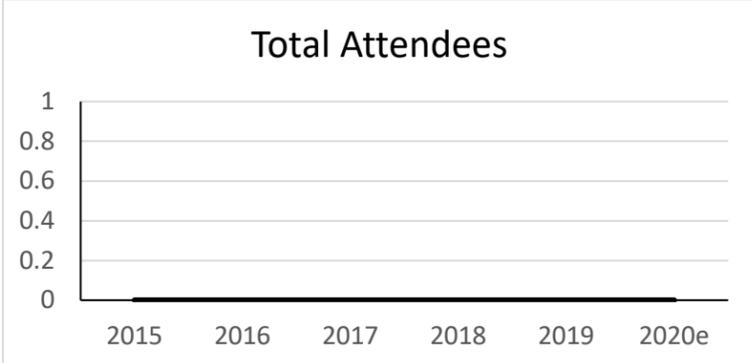
	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Attendees	0	0	0	0	0	0
Attendee Acquisition Cost	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



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
<b>Total</b>	<b>\$ 468</b>	<b>\$ 482</b>	<b>\$ 494</b>	<b>\$ 503</b>	<b>\$ 509</b>	<b>\$ 518</b>
Avg Attendee Day Stays	-	-	-	-	-	-
Total Attendees	0	0	0	0	0	0
Total Day Stays	-	-	-	-	-	-
<b>Attendee Total Spend</b>	<b>\$ -</b>					



Events Metrics Scorecard- EVENT NAME





## Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

<b>Print or type See Specific Instructions on page 2.</b>	<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	<b>2</b> Business name/disregarded entity name, if different from above	
	<b>3</b> Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____	
	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	<b>5</b> Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	<b>6</b> City, state, and ZIP code	<b>CITY OF CANNON BEACH        PO BOX 368        CANNON BEACH, OR 97110</b>
	<b>7</b> List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>									
				-			-		
<b>or</b>									
<b>Employer identification number</b>									
				-					

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*
- By signing the filled-out form, you:
- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
  - Certify that you are not subject to backup withholding, or
  - Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
  - Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

**Note.** If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien;
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States;
- An estate (other than a foreign estate); or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

In the cases below, the following person must give Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States:

- In the case of a disregarded entity with a U.S. owner, the U.S. owner of the disregarded entity and not the entity;
- In the case of a grantor trust with a U.S. grantor or other U.S. owner, generally, the U.S. grantor or other U.S. owner of the grantor trust and not the trust; and
- In the case of a U.S. trust (other than a grantor trust), the U.S. trust (other than a grantor trust) and not the beneficiaries of the trust.

**Foreign person.** If you are a foreign person or the U.S. branch of a foreign bank that has elected to be treated as a U.S. person, do not use Form W-9. Instead, use the appropriate Form W-8 or Form 8233 (see Publication 515, Withholding of Tax on Nonresident Aliens and Foreign Entities).

**Nonresident alien who becomes a resident alien.** Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the payee has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.
5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

**Example.** Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-9 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity, give the requester the appropriate completed Form W-8 or Form 8233.

## Backup Withholding

**What is backup withholding?** Persons making certain payments to you must under certain conditions withhold and pay to the IRS 28% of such payments. This is called "backup withholding." Payments that may be subject to backup withholding include interest, tax-exempt interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, payments made in settlement of payment card and third party network transactions, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

**Payments you receive will be subject to backup withholding if:**

1. You do not furnish your TIN to the requester,
2. You do not certify your TIN when required (see the Part II instructions on page 3 for details),

3. The IRS tells the requester that you furnished an incorrect TIN,

4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See *Exempt payee code* on page 3 and the separate Instructions for the Requester of Form W-9 for more information.

Also see *Special rules for partnerships* above.

## What is FATCA reporting?

The Foreign Account Tax Compliance Act (FATCA) requires a participating foreign financial institution to report all United States account holders that are specified United States persons. Certain payees are exempt from FATCA reporting. See *Exemption from FATCA reporting code* on page 3 and the Instructions for the Requester of Form W-9 for more information.

## Updating Your Information

You must provide updated information to any person to whom you claimed to be an exempt payee if you are no longer an exempt payee and anticipate receiving reportable payments in the future from this person. For example, you may need to provide updated information if you are a C corporation that elects to be an S corporation, or if you no longer are tax exempt. In addition, you must furnish a new Form W-9 if the name or TIN changes for the account; for example, if the grantor of a grantor trust dies.

## Penalties

**Failure to furnish TIN.** If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

**Civil penalty for false information with respect to withholding.** If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

**Criminal penalty for falsifying information.** Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

**Misuse of TINs.** If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

## Specific Instructions

### Line 1

You must enter one of the following on this line; **do not** leave this line blank. The name should match the name on your tax return.

If this Form W-9 is for a joint account, list first, and then circle, the name of the person or entity whose number you entered in Part I of Form W-9.

**a. Individual.** Generally, enter the name shown on your tax return. If you have changed your last name without informing the Social Security Administration (SSA) of the name change, enter your first name, the last name as shown on your social security card, and your new last name.

**Note. ITIN applicant:** Enter your individual name as it was entered on your Form W-7 application, line 1a. This should also be the same as the name you entered on the Form 1040/1040A/1040EZ you filed with your application.

**b. Sole proprietor or single-member LLC.** Enter your individual name as shown on your 1040/1040A/1040EZ on line 1. You may enter your business, trade, or "doing business as" (DBA) name on line 2.

**c. Partnership, LLC that is not a single-member LLC, C Corporation, or S Corporation.** Enter the entity's name as shown on the entity's tax return on line 1 and any business, trade, or DBA name on line 2.

**d. Other entities.** Enter your name as shown on required U.S. federal tax documents on line 1. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on line 2.

**e. Disregarded entity.** For U.S. federal tax purposes, an entity that is disregarded as an entity separate from its owner is treated as a "disregarded entity." See Regulations section 301.7701-2(c)(2)(iii). Enter the owner's name on line 1. The name of the entity entered on line 1 should never be a disregarded entity. The name on line 1 should be the name shown on the income tax return on which the income should be reported. For example, if a foreign LLC that is treated as a disregarded entity for U.S. federal tax purposes has a single owner that is a U.S. person, the U.S. owner's name is required to be provided on line 1. If the direct owner of the entity is also a disregarded entity, enter the first owner that is not disregarded for federal tax purposes. Enter the disregarded entity's name on line 2, "Business name/disregarded entity name." If the owner of the disregarded entity is a foreign person, the owner must complete an appropriate Form W-8 instead of a Form W-9. This is the case even if the foreign person has a U.S. TIN.

**Line 2**

If you have a business name, trade name, DBA name, or disregarded entity name, you may enter it on line 2.

**Line 3**

Check the appropriate box in line 3 for the U.S. federal tax classification of the person whose name is entered on line 1. Check only one box in line 3.

**Limited Liability Company (LLC).** If the name on line 1 is an LLC treated as a partnership for U.S. federal tax purposes, check the "Limited Liability Company" box and enter "P" in the space provided. If the LLC has filed Form 8832 or 2553 to be taxed as a corporation, check the "Limited Liability Company" box and in the space provided enter "C" for C corporation or "S" for S corporation. If it is a single-member LLC that is a disregarded entity, do not check the "Limited Liability Company" box; instead check the first box in line 3 "Individual/sole proprietor or single-member LLC."

**Line 4, Exemptions**

If you are exempt from backup withholding and/or FATCA reporting, enter in the appropriate space in line 4 any code(s) that may apply to you.

**Exempt payee code.**

- Generally, individuals (including sole proprietors) are not exempt from backup withholding.
- Except as provided below, corporations are exempt from backup withholding for certain payments, including interest and dividends.
- Corporations are not exempt from backup withholding for payments made in settlement of payment card or third party network transactions.
- Corporations are not exempt from backup withholding with respect to attorneys' fees or gross proceeds paid to attorneys, and corporations that provide medical or health care services are not exempt with respect to payments reportable on Form 1099-MISC.

The following codes identify payees that are exempt from backup withholding. Enter the appropriate code in the space in line 4.

- 1—An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2)
- 2—The United States or any of its agencies or instrumentalities
- 3—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities
- 4—A foreign government or any of its political subdivisions, agencies, or instrumentalities
- 5—A corporation
- 6—A dealer in securities or commodities required to register in the United States, the District of Columbia, or a U.S. commonwealth or possession
- 7—A futures commission merchant registered with the Commodity Futures Trading Commission
- 8—A real estate investment trust
- 9—An entity registered at all times during the tax year under the Investment Company Act of 1940
- 10—A common trust fund operated by a bank under section 584(a)
- 11—A financial institution
- 12—A middleman known in the investment community as a nominee or custodian
- 13—A trust exempt from tax under section 664 or described in section 4947

The following chart shows types of payments that may be exempt from backup withholding. The chart applies to the exempt payees listed above, 1 through 13.

IF the payment is for . . .	THEN the payment is exempt for . . .
Interest and dividend payments	All exempt payees except for 7
Broker transactions	Exempt payees 1 through 4 and 6 through 11 and all C corporations. S corporations must not enter an exempt payee code because they are exempt only for sales of noncovered securities acquired prior to 2012.
Barter exchange transactions and patronage dividends	Exempt payees 1 through 4
Payments over \$600 required to be reported and direct sales over \$5,000 <sup>1</sup>	Generally, exempt payees 1 through 5 <sup>2</sup>
Payments made in settlement of payment card or third party network transactions	Exempt payees 1 through 4

<sup>1</sup> See Form 1099-MISC, Miscellaneous Income, and its instructions.

<sup>2</sup> However, the following payments made to a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys' fees, gross proceeds paid to an attorney reportable under section 6045(f), and payments for services paid by a federal executive agency.

**Exemption from FATCA reporting code.** The following codes identify payees that are exempt from reporting under FATCA. These codes apply to persons submitting this form for accounts maintained outside of the United States by certain foreign financial institutions. Therefore, if you are only submitting this form for an account you hold in the United States, you may leave this field blank. Consult with the person requesting this form if you are uncertain if the financial institution is subject to these requirements. A requester may indicate that a code is not required by providing you with a Form W-9 with "Not Applicable" (or any similar indication) written or printed on the line for a FATCA exemption code.

A—An organization exempt from tax under section 501(a) or any individual retirement plan as defined in section 7701(a)(37)

B—The United States or any of its agencies or instrumentalities

C—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities

D—A corporation the stock of which is regularly traded on one or more established securities markets, as described in Regulations section 1.1472-1(c)(1)(i)

E—A corporation that is a member of the same expanded affiliated group as a corporation described in Regulations section 1.1472-1(c)(1)(i)

F—A dealer in securities, commodities, or derivative financial instruments (including notional principal contracts, futures, forwards, and options) that is registered as such under the laws of the United States or any state

G—A real estate investment trust

H—A regulated investment company as defined in section 851 or an entity registered at all times during the tax year under the Investment Company Act of 1940

I—A common trust fund as defined in section 584(a)

J—A bank as defined in section 581

K—A broker

L—A trust exempt from tax under section 664 or described in section 4947(a)(1)

M—A tax exempt trust under a section 403(b) plan or section 457(g) plan

**Note.** You may wish to consult with the financial institution requesting this form to determine whether the FATCA code and/or exempt payee code should be completed.

**Line 5**

Enter your address (number, street, and apartment or suite number). This is where the requester of this Form W-9 will mail your information returns.

**Line 6**

Enter your city, state, and ZIP code.

**Part I. Taxpayer Identification Number (TIN)**

**Enter your TIN in the appropriate box.** If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see *How to get a TIN* below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you use your SSN.

If you are a single-member LLC that is disregarded as an entity separate from its owner (see *Limited Liability Company (LLC)* on this page), enter the owner's SSN (or EIN, if the owner has one). Do not enter the disregarded entity's EIN. If the LLC is classified as a corporation or partnership, enter the entity's EIN.

**Note.** See the chart on page 4 for further clarification of name and TIN combinations.

**How to get a TIN.** If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local SSA office or get this form online at [www.ssa.gov](http://www.ssa.gov). You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at [www.irs.gov/businesses](http://www.irs.gov/businesses) and clicking on Employer Identification Number (EIN) under Starting a Business. You can get Forms W-7 and SS-4 from the IRS by visiting [IRS.gov](http://IRS.gov) or by calling 1-800-TAX-FORM (1-800-829-3676).

If you are asked to complete Form W-9 but do not have a TIN, apply for a TIN and write "Applied For" in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

**Note.** Entering "Applied For" means that you have already applied for a TIN or that you intend to apply for one soon.

**Caution:** A disregarded U.S. entity that has a foreign owner must use the appropriate Form W-8.

### Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if items 1, 4, or 5 below indicate otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). In the case of a disregarded entity, the person identified on line 1 must sign. Exempt payees, see *Exempt payee code* earlier.

**Signature requirements.** Complete the certification as indicated in items 1 through 5 below.

**1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1983.** You must give your correct TIN, but you do not have to sign the certification.

**2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1983.** You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

**3. Real estate transactions.** You must sign the certification. You may cross out item 2 of the certification.

**4. Other payments.** You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than bills for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments made in settlement of payment card and third party network transactions, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

**5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions.** You must give your correct TIN, but you do not have to sign the certification.

### What Name and Number To Give the Requester

For this type of account:	Give name and SSN of:
1. Individual	The individual
2. Two or more individuals (joint account)	The actual owner of the account or, if combined funds, the first individual on the account <sup>1</sup>
3. Custodian account of a minor (Uniform Gift to Minors Act)	The minor <sup>2</sup>
4. a. The usual revocable savings trust (grantor is also trustee)	The grantor-trustee <sup>3</sup>
b. So-called trust account that is not a legal or valid trust under state law	The actual owner <sup>1</sup>
5. Sole proprietorship or disregarded entity owned by an individual	The owner <sup>3</sup>
6. Grantor trust filing under Optional Form 1099 Filing Method 1 (see Regulations section 1.671-4(b)(2)(i) (A))	The grantor <sup>4</sup>

For this type of account:	Give name and EIN of:
7. Disregarded entity not owned by an individual	The owner
8. A valid trust, estate, or pension trust	Legal entity <sup>4</sup>
9. Corporation or LLC electing corporate status on Form 8832 or Form 2553	The corporation
10. Association, club, religious, charitable, educational, or other tax-exempt organization	The organization
11. Partnership or multi-member LLC	The partnership
12. A broker or registered nominee	The broker or nominee
13. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments	The public entity
14. Grantor trust filing under the Form 1041 Filing Method or the Optional Form 1099 Filing Method 2 (see Regulations section 1.671-4(b)(2)(i) (B))	The trust

<sup>1</sup> List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.

<sup>2</sup> Circle the minor's name and furnish the minor's SSN.

<sup>3</sup> You must show your individual name and you may also enter your business or DBA name on the "Business name/disregarded entity" name line. You may use either your SSN or EIN (if you have one), but the IRS encourages you to use your SSN.

<sup>4</sup> List first and circle the name of the trust, estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.) Also see *Special rules for partnerships* on page 2.

\*Note. Grantor also must provide a Form W-9 to trustee of trust.

**Note.** If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

### Secure Your Tax Records from Identity Theft

Identity theft occurs when someone uses your personal information such as your name, SSN, or other identifying information, without your permission, to commit fraud or other crimes. An identity thief may use your SSN to get a job or may file a tax return using your SSN to receive a refund.

To reduce your risk:

- Protect your SSN,
- Ensure your employer is protecting your SSN, and
- Be careful when choosing a tax preparer.

If your tax records are affected by identity theft and you receive a notice from the IRS, respond right away to the name and phone number printed on the IRS notice or letter.

If your tax records are not currently affected by identity theft but you think you are at risk due to a lost or stolen purse or wallet, questionable credit card activity or credit report, contact the IRS Identity Theft Hotline at 1-800-908-4490 or submit Form 14039.

For more information, see Publication 4535, Identity Theft Prevention and Victim Assistance.

Victims of identity theft who are experiencing economic harm or a system problem, or are seeking help in resolving tax problems that have not been resolved through normal channels, may be eligible for Taxpayer Advocate Service (TAS) assistance. You can reach TAS by calling the TAS toll-free case intake line at 1-877-777-4778 or TTY/TDD 1-800-829-4059.

**Protect yourself from suspicious emails or phishing schemes.** Phishing is the creation and use of email and websites designed to mimic legitimate business emails and websites. The most common act is sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

The IRS does not initiate contacts with taxpayers via emails. Also, the IRS does not request personal detailed information through email or ask taxpayers for the PIN numbers, passwords, or similar secret access information for their credit card, bank, or other financial accounts.

If you receive an unsolicited email claiming to be from the IRS, forward this message to [phishing@irs.gov](mailto:phishing@irs.gov). You may also report misuse of the IRS name, logo, or other IRS property to the Treasury Inspector General for Tax Administration (TIGTA) at 1-800-366-4484. You can forward suspicious emails to the Federal Trade Commission at: [spam@uce.gov](mailto:spam@uce.gov) or contact them at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or 1-877-IDTHEFT (1-877-438-4338).

Visit [IRS.gov](http://IRS.gov) to learn more about identity theft and how to reduce your risk.

### Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons (including federal agencies) who are required to file information returns with the IRS to report interest, dividends, or certain other income paid to you; mortgage interest you paid; the acquisition or abandonment of secured property; the cancellation of debt; or contributions you made to an IRA, Archer MSA, or HSA. The person collecting this form uses the information on the form to file information returns with the IRS, reporting the above information. Routine uses of this information include giving it to the Department of Justice for civil and criminal litigation and to cities, states, the District of Columbia, and U.S. commonwealths and possessions for use in administering their laws. The information also may be disclosed to other countries under a treaty, to federal and state agencies to enforce civil and criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism. You must provide your TIN whether or not you are required to file a tax return. Under section 3406, payers must generally withhold a percentage of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to the payer. Certain penalties may also apply for providing false or fraudulent information.



## CITY OF CANNON BEACH CITY-PERMITTED EVENT APPLICATION

*Permit must be available for inspection at the premises of the event.  
Please allow at least thirty (30) business days prior the event to process this permit.*

Please fill out this form completely. Please type or print.

I (we), hereby request City permit (s) as described below (check all that apply):

**EVENT PERMIT**

A permit is required for gatherings, parades and/or procession events consisting of 50 or more persons which are to travel or use in unison or for a common purpose, any City street, City park or City property and which use does not disturb the normal or usual traffic regulation or control thereof. The granting of a permit does not guarantee the applicant the use of a City park as a City park cannot be reserved. City parks are strictly on a first come/first served basis.

**TEMPORARY STREETCLOSURE**

A permit is required for local and residential City street closures. Access must be provided to businesses, residences and emergency vehicles. Requests for major street closures will be directed to the City Manager for final review and approval.

**SECTION 1 - APPLICANT**

1. Event Name/Event Type: \_\_\_\_\_
2. Event Sponsor/Organizer: \_\_\_\_\_
3. Primary Contact Person(s) responsible for and authorized to represent this permit on all matters:  
 Full Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 Mobile Number: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

**SECTION 2 - EVENT**

4. Event Location: \_\_\_\_\_  
 Date of Event: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_
5. Parade Start Point: \_\_\_\_\_ End Point: \_\_\_\_\_  
 (Please attach a map of area to be used)
6. # of Participants: \_\_\_\_\_ # of Vehicles: \_\_\_\_\_ # of Animals: \_\_\_\_\_ # of Barricades: \_\_\_\_\_

**SECTION 3 - ATTACHMENTS**

*Failure to submit this application with the required attachments may result in denial of this permit.*

**Attachment Requirements Include:**

<input type="checkbox"/> Site/Route Plan	<input type="checkbox"/> Traffic Control Plan	<input type="checkbox"/> Safety/Emergency Plan
<input type="checkbox"/> Public safety personnel or services needed	<input type="checkbox"/> Certificate of Insurance (\$2 million per occurrence and \$2 million aggregate)	<input type="checkbox"/> Other Local, State or Federal Permits (if required)
<input type="checkbox"/> Provide the City with a Certificate of Insurance naming the City as the Certificate Holder and an Additional Insured Endorsement		
<input type="checkbox"/> Providing a detailed description of your event plans are very helpful to staff.		

**CITY OF CANNON BEACH  
CITY-PERMITTED EVENT APPLICATION**

**SECTION 4 -CONDITIONS OF THIS PERMIT**

- The permit holder shall be responsible for notifying all businesses and residents whose sole route for ingress and egress from their businesses or residences is affected by the street closures associated with the event.
- The permit holder shall make the necessary arrangements with the Public Works Department for barricades, cones and/or street signs and shall remove the barricades at the conclusion of the event and return barricades to Public Works.
- The permit holder shall, at its expense, secure and keep in force for the duration of the event, general liability insurance in the amount of \$2 million per occurrence/ \$2 million aggregated and provide the City with a Certificate of Insurance naming the City as the Certificate Holder and an Additional Insured.
- The laws of the City of Cannon Beach and State of Oregon must be observed, including, but not limited to, safety, litter, noise, alcohol, fire hazards and conduct.
- The issuance of a City Event Permit does not obligate the City to provide municipal services, equipment or personnel thereof. Should the City provide municipal services, an estimate cost of the city- related services will be provided prior to the event. These costs may include expenses from Police Department and Public Works Department. By signing this permit, you agree to pay the City for any costs the City incurred due to your event.
- The City of Cannon Beach will be held harmless from any claim for damage that might arise by reason(s) of the issuance of this permit.
- This permit is valid for the above date(s) and time(s) only. A copy of the permit must be in the applicant's possession at the time of the event.
- The City of Cannon Beach Police Department may revoke or modify this permit if the applicant fails to comply with the conditions of this permit or in an emergency or hazardous situation.

Applicant Signature/Authorized Person: \_\_\_\_\_ Date: \_\_\_\_\_

**SECTION 5 - PERMIT REVIEW (For Staff Use Only)**

The City Staff has reviewed this permit application and hereby recommends to the City Manager:

<b>Department</b>	<b>Initials</b>	<b>Date Reviewed</b>	<b>Approval Status</b>
Public Works			<input type="checkbox"/> Grant <input type="checkbox"/> Deny
Public Safety - Police			<input type="checkbox"/> Grant <input type="checkbox"/> Deny
Emergency Manager			<input type="checkbox"/> Grant <input type="checkbox"/> Deny
Public Safety - Fire			<input type="checkbox"/> Grant <input type="checkbox"/> Deny
Legal (Insurance Review)			<input type="checkbox"/> Grant <input type="checkbox"/> Deny
Administrative (attachment included & form completed)			<input type="checkbox"/> Grant <input type="checkbox"/> Deny

**Final Approval/Denial by City Manager or designee (circle)**

City Manager: \_\_\_\_\_ Date: \_\_\_\_\_