



CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission
Date: **Monday, March 28, 2022**
Time: 9:00 am
Location: City Hall Council Chambers

Call Meeting to Order

(1) Mid-Term Evaluations

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: 3/18/22



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022



Mid Term

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

Program/Project Title Art Exhibits, Virtual Exhibits, Receptions and The Art of Presentation

Evaluator Name/Position Lila Wickham, CBAA Board Treasurer **Date** March 2, 2022

1. Project/Program Summary

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

Exhibition Program:

Our Gallery goal is to provide exhibition space for upcoming and established artists and to promote tourism by creating a lovely and interesting venue. We enhanced our space with new lighting and flooring received from a Ford Family Foundation grant. We offered the following exhibits during the shoulder season October 1 to present March 1.

Wed Sept 29 – Sunday October 31, 2021

We are tracking tourists greater than 50 miles on our Daily Sheets that include sales records. About half of our artist submissions are from people who live more than 50 miles away and secure hotels for when they drop off and pick up their work.

Painted Playing Card Exhibition open to the community. 27 artists provided work with sales of \$5,688 and 92 tourist and local buyers. Our experience in 2021 was that more tourists came to Cannon Beach than any other year on record and used more of their disposable income purchasing art. We published the book Cannon Beach, A Place for Dogs with watercolor portraits by Lila Wickham. All 45 copies were sold with all of the sales of more than \$1,000 donated to the Disaster Animal Response Team. New local dogs have been added and reprinting will take place in March.

November 8-November 23, 2021

Wood, Paper, Fire Exhibition with Judy Hoiness, Shu – Ju Wang, Nick Molatore and Icefire. This exhibition also included memorial recognition of Lynne Allison who was on the CBAA Gallery Committee. 23 artists provided work with sales of \$4,378.00 and 113 tourists and local buyers.

Wed Dec 1 – Sunday Jan 2, 2022

Miniature Exhibit (35th Annual). 36 artists provided work with sales of \$3,964.00 and 81 tourist and local buyers. Our partner coffee shop was closed for most of December resulting in decreased foot traffic.

January 5 - January 23, 2022

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

January 26 - February 20, 2022

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

February 23 - March 27, 2022

Working Shores This art exhibition depicts the interconnection of the North Coast and the beauty of the fishing Industries. Artwork ranges from Oyster Farms, Bridges, Canneries, Waterfront Buildings, Shipping, and Fishing imagery. This exhibition is open to all local and regional artists. The submissions were so plentiful that some of the work is exhibited on the floor. The event featured a Virtual Streaming of Fisher Poets in the Gallery (Feb 27 4:00 – 6:00, 2022). The event focused on the production of the illustrated poet fisher book titled Yon's Ma Life with the first printing showcased at the event. TAC provided the funding for the first 60 books of poetry. You can view the Imovie at this link: <https://www.cannonbeacharts.org/current-exhibit-1>.

Artist Grants have been distributed to three artists totaling \$2,000.

Art Day is planned with the following activities

Date	Place	Number of Classes
April 1	Seaside High School	4
April 7	Fire Mountain School	1
April 22	Seaside Middle School	6
April 29	Cannon Beach Charter School	3

Art Scholarships are planned for delivery at Seaside High School in April.

2. Program/Project Evaluation

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

The Exhibition activities were very successful supporting artists in the amount of 10,556.60 October 1 through January 31. Both books have been embraced by the community and we are pleased to support artists and incoming artists with grants and scholarships. (Attached Profit and Loss October 1 to January 31. Unfortunately we only had one workshop that was associated with WOW at the Union Knot. We have utilized the History Center as our workshop space and the History Center has not been open. We elected to limit receptions due to the introduction of covid variants. We continue to expand our online presence and services.

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

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

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.

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

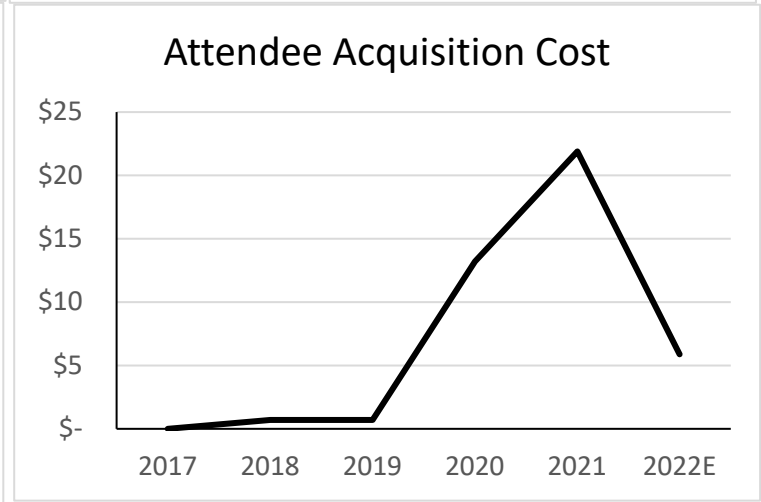
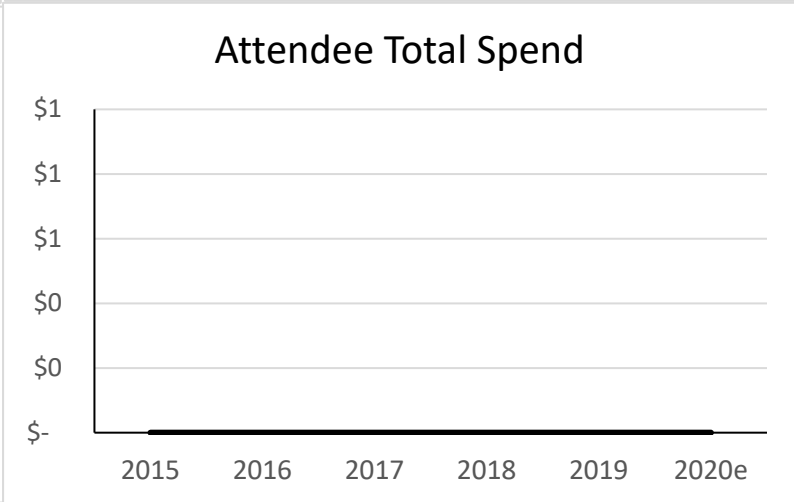
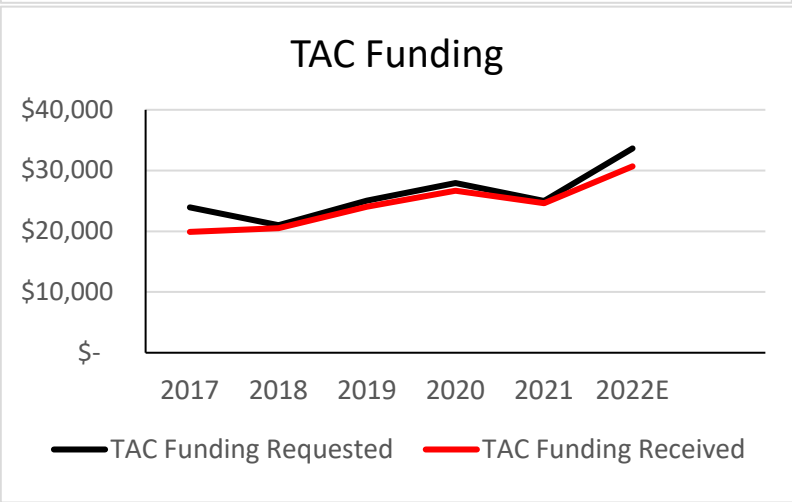
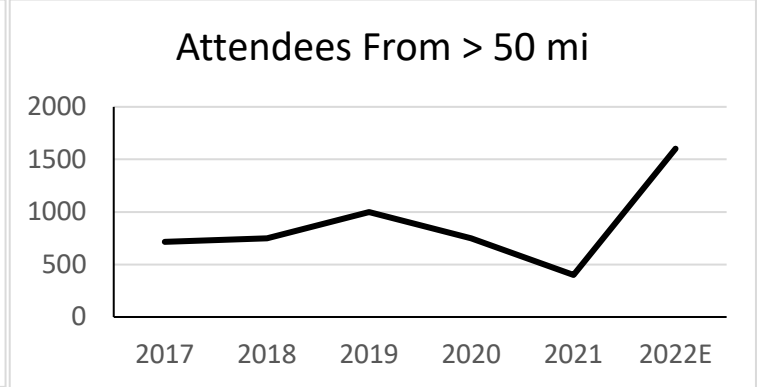
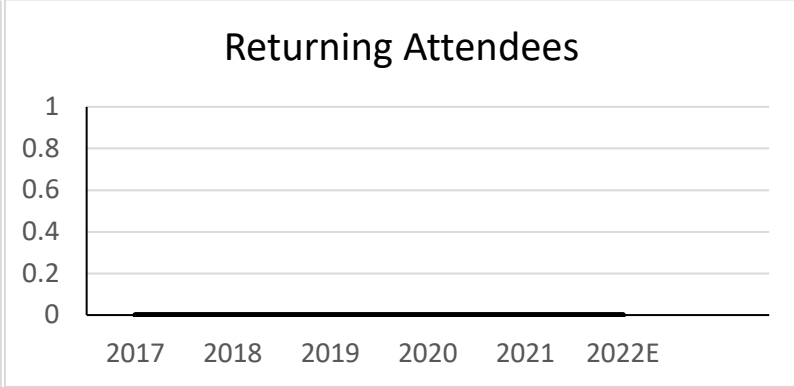
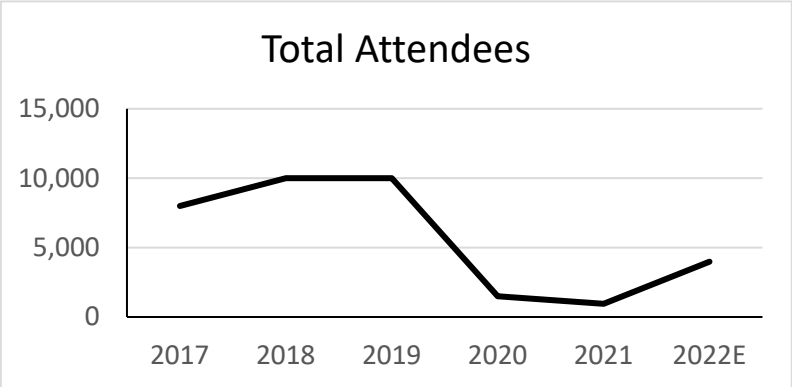
The project is expected to meet the financial projections.

	2022 Proposed Budget	TAF Budget Scott Johnson & Summer Peterson	Total Exhibition Budget	Exhibition Spending Oct 1 to Jan 31	TAF Spending Oct 1 to Jan 31
Income					
40000 Direct Public Support					
40001 Restricted Donation					
40002 Grant funding	70,000				
40002SB SBA Loan					
40003 Sponsorships	2,000.00				
40004 Memberships	6,500.00				
40005 Donations	5,000.00				
40006 Fundraiser - Income & Donations					
Total 40000 Direct Public Support	83,500				
50000 Program Income					
51000 Sale of Artists' Work					
51001 Consigned Artwork	40,000				
51002 Sales of Artists' Product- Retail	10,000				
Total 51000 Sale of Artists' Work	50,000				
52000 Art Camp Grant	8,700.00				
52001 Art Camp Tuition	7,000.00				
53000 Arts Education					
53001 Workshop Registrations	2,000				
Total 53000 Arts Education	17,700.00				
Total 50000 Program Income	67,700				
54000 Other Income					
54001 Art Shipping Reimbursement	250.00				
Total 54000 Other Income					
Square Income					
Total Income	151,450				
Gross Profit					
Expenses					
60000 Operational Expense					

60001 Business Registration, Licensing & Reporting	1,385.00		\$1,385	228.00	
60002 Contract & Professional Services	500.00			0.00	
60003 Accounting Fees	3,750.00		\$3,750	1,595.00	
60005 Subscription Services	1,500.00		\$1,500	554.00	
60006 Professional & Board Development	1,000.00			130.00	
60008 Membership Dues and Fees				650.00	
60009 Insurance	3,800	\$1,520	\$3,800	708.25	708.25
60011 Cannon Beach Gallery Rent	10,560.00	\$4,400	\$10,560	6,160.00	6,160
60012 Utilities	360.00		\$360	233.73	
60013 Telephone, Telecommunications	1,500.00		\$1,500	619.80	
60014 Square processing fee	2,000.00		\$2,000	626.55	
60015 Janitorial	1,800.00		\$1,800	37.49	
60016 Office Supplies	4,000.00		\$4,000	151.15	
60017 Gallery Improvements & Repairs	500.00		\$500	1,533.38	
60018 Gallery Packaging	250.00		\$250.00	0.00	
60019 Marketing	3,000.00	\$1,200	\$3,000	2,291.98	2201.98
60020 Book Printing Dog Portraits \$23 x 50	1,150.00	\$1,150	\$1,150	1,350.00	1,531
60021 Book Printing Fisher Poets \$23 x \$50	1,150.00	\$1,150	\$1,150	1,500.00	1,500
60022 Book Illustrations	500.00	\$500	\$500	0.00	0
Total 60000 Operational Expense	38,705.00		\$37,205	18,369.33	
61000 Shared Overhead & Costs					
61011 Postage, Mailing Service	750.00			636.88	
Total 61000 Shared Overhead & Costs					
70000 Payroll Expenses					
70001 Employee Salaries CBAA Gallery	40,664	23,720	\$40,664	13,755.11	13,755.11
70005 Payroll Taxes	6,424.00	\$3,747	\$6,424	1,204.17	1,204.17
70006 Pay Cycle P/R Processing Fees	320.00	\$320	\$320	0	
Total 70000 Payroll Expenses	47,408	\$23,720	\$47,408	14,959	14,959
80000 Program Services					
81000 Retail Gallery					
81001 Retail Art Purchase	2,500.00		2,500	226.5	
81002 Retail Display	250.00		250		
Total 81000 Retail Gallery	\$ 2,750.00				
82000 Exhibition Program				1,884.20	

82002 Reception and Events	1,000.00		\$1,000		
82004 Consignment Payments	29,000		\$29,000	10,556.60	
Total 82000 Exhibition Program	30,000.00			12,440.80	
83000 Art Camp					
74003 Art Camp Director Support	10,943.00				
83001 Art Camp Instructor Salary	5,000.00				
83002 Class Supplies	2,215.00				
83003 Art Camp Rent	265.00				
83006 Art Camp Marketing	1,330.00				
83007 Storage Unit	900.00				
83008 Background Checks	250.00				
Total 83000 Art Camp	20,903.00				
84000 Arts Education Program					
84001 Instructor Salary	1,200.00				
84002 Class Supplies	450.00				
84003 Rent	500.00				
Total 84000 Arts Education Program	2,150.00				
85000 Artist Grant	2,000.00				
86000 Scholarships	1,250.00				
Total 80000 Program Services	59,053.00				
88000 Fundraising Expense	0.00				
Other Types of Expenses	0.00				
Total Expenses	145,916				
Total Exhibition Budget					
Total TAF Budget					
Net Operating Income					
Net Income	\$5,534	\$33,640	\$117,363	\$46,631.71	42,019.51

Events Metrics Scorecard- EVENT NAME

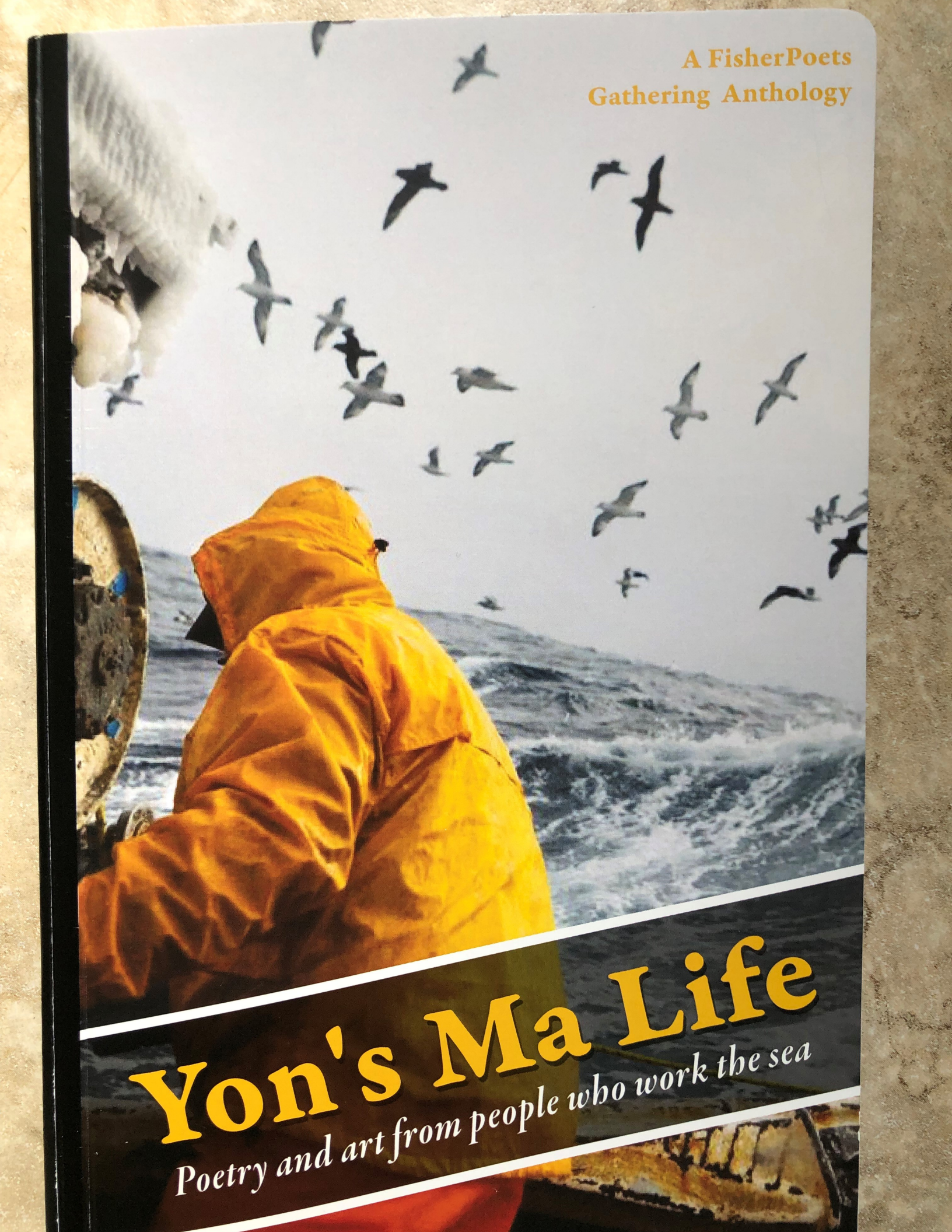




A Place For Dogs



Cannon Beach, OR

A photograph of a fisherman in a bright yellow raincoat, seen from the back, looking out over a choppy sea. The sky is filled with a large flock of seabirds, possibly gulls or terns, in various stages of flight. The fisherman's head is turned slightly to the right, and his hands are near a piece of equipment on the left. The overall scene conveys a sense of maritime life and observation.

A FisherPoets
Gathering Anthology

Yon's Ma Life

Poetry and art from people who work the sea



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. Blush Lux Beauty Event

Evaluator Name/Position Brigitte Wahlbeck / Chair **Date** March 14, 2022

1. Project/Program Summary

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

The purpose and nature of this grant is to provide beauty services throughout the WOW! Weekend. This event 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 2022 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 interviewing marketing professionals and will determine which one will be the best fit for this program by April. Advertising will begin in May of 2022, and we will have focused our 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. The 2021 event was well received, and we had an amazing time.

We will also offer a variety of additional classes and services throughout the WOW! Weekend 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 2022 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 2022 event has not happened, but it is felt that learning from last year and the need for more marketing money to be allocated is being utilized for this year to help the event become more far-reaching and dynamic. In 2021 COVID-19 and the Delta Variant played a large roll in ticket sales not being a large as we had hoped.

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.

From: [James Paino](#)
To: [Jennifer Barrett](#)
Subject: Re: TAF 2021-2022 Award Mid-Terms Due March 15th
Date: Tuesday, March 15, 2022 4:00:52 PM
Attachments: [image001.png](#)

Hi Jennifer, i just remembered today is the 15th, and i am out of town at a conference. I will be back on thursday and able to get the TAC midterms to you then. My apologies for not having them to you already.

Sent via the Samsung Galaxy S22 Ultra 5G, an AT&T 5G smartphone
Get [Outlook for Android](#)

From: Jennifer Barrett <barrett@ci.cannon-beach.or.us>
Sent: Tuesday, March 1, 2022 10:43:27 AM
To: 'Cara Mico' <director@cannonbeacharts.org>; The Union Knot <theunionknot@gmail.com>; joe@bronzecoastgallery.com <joe@bronzecoastgallery.com>; info@cbhistory.org <info@cbhistory.org>; angelfish4you@gmail.com <angelfish4you@gmail.com>; James Paino <Jim@cannonbeach.org>; Gary Hayes <gary@savorcannonbeach.com>; Patrick Lathrop <executivedirector@coastertheatre.com>; Tolovana Arts Colongy <tolovanaartscolony@gmail.com>
Subject: TAF 2021-2022 Award Mid-Terms Due March 15th

Good morning,

Just a quick reminder, TAF mid-terms are due March 15th. Evaluation forms are on the City's website in both word and PDF version. For a quick link, please click [here](#).

Thanks!
Jen



Jennifer Barrett

City Recorder / Assistant to the City Manager

City of Cannon Beach

p: 503.436.8052 | tty: 503.436.8097 | f: 503.436.2050

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

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

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



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation

FY 2021-2022

☒ Mid Term

☐ Final

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

Program/Project Title WOW! CANNON BEACH

Evaluator Name/Position Brigitte Wahlbeck / Chair **Date** March 14, 2022

1. Project/Program Summary

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

The purpose of this grant is to allow for the revitalization of “WOW! Cannon Beach” to its previous recognition and status allowing it to again gain momentum for the future. The revitalization is meant to generate business, get people to shop local, and allow visitors to really know the heart of Cannon Beach during the shoulder season.

As of the writing of this report the 2022 event has not happened; therefore, there is not yet empirical evidence to prove the “heads in beds” or visitors that have traveled more than 50 miles. We are actively working with local women business owners and had a meeting on March 7, 2022, for ideas and engagement for the upcoming event. The meeting was the first for this season and very successful relating to advertising, sharing of information, and cohesion of the event. We also have been interviewing marketing companies and will have a final proposal by April have a goal of starting marketing the beginning of May.

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 2022 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 2022 event has not happened, but it is felt that learning from last year and the need for more money to be allocated toward marketing is being utilized for this year to help the event become more far-reaching and dynamic. In 2021 COVID-19 and the Delta Variant played a large roll in ticket sales.

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.

From: [Bronze Coast Gallery - Joe Clayton](#)
To: [Jennifer Barrett](#); josephdclayton@gmail.com; [Jim Kingwell](#)
Subject: RE: TAF 2021-2022 Award Mid-Terms Due March 15th
Date: Wednesday, March 16, 2022 10:27:58 AM
Attachments: [image001.png](#)

Jennifer,

My apologies. I recently became treasurer of the Gallery Group and am trying to get caught up. I am in Arizona until Saturday and then returning to OR where most of my notes are. Will try to fill out the form as best as possible today.

Once again, my sincerest apologies.

Joe Clayton

From: Jennifer Barrett <barrett@ci.cannon-beach.or.us>
Sent: Wednesday, March 16, 2022 8:57 AM
To: Bronze Coast Gallery - Joe Clayton <Joe@bronzecoastgallery.com>; josephdclayton@gmail.com; icefire@theoregonshore.com
Subject: FW: TAF 2021-2022 Award Mid-Terms Due March 15th

Good morning,

A quick reminder - TAF mid-terms were due yesterday. Please email your mid-term as soon as possible.

Thanks
Jen



Jennifer Barrett

City Recorder / Assistant to the City Manager

City of Cannon Beach

p: 503.436.8052 | tty: 503.436.8097 | f: 503.436.2050

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

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

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

From: Jennifer Barrett
Sent: Tuesday, March 1, 2022 10:43 AM

To: 'Cara Mico' <director@cannonbeacharts.org>; The Union Knot <theunionknot@gmail.com>; joe@bronzecoastgallery.com; info@cbhistory.org; angelfish4you@gmail.com; Jim Paino <jim@cannonbeach.org>; Gary Hayes <gary@savorcannonbeach.com>; Coaster Theatre <executivedirector@coastertheatre.com>; Tolovana Arts Colony <tolovanaartscolony@gmail.com>
Subject: TAF 2021-2022 Award Mid-Terms Due March 15th

Good morning,

Just a quick reminder, TAF mid-terms are due March 15th. Evaluation forms are on the City's website in both word and PDF version. For a quick link, please click [here](#).

Thanks!
Jen



Jennifer Barrett

City Recorder / Assistant to the City Manager

City of Cannon Beach

p: 503.436.8052 | tty: 503.436.8097 | f: 503.436.2050

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

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

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



Serving Arch Cape and Cannon Beach

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

To: City of Cannon Beach/Tourism and Arts Fund Recipient Evaluation
FY 2021-22
Mid Term

Program/Project Title: Cannon Beach History Center & Museum/Cottage & Garden Tour
Evaluator Name/Position: Andrea Suarez-Kemp/Museum Manager with advisement from
CBHCM Board of Directors
Date: March 11, 2022

1. Project/Program Summary

- a. The Cottage & Garden Tour will be celebrating its 19th year in 2022. The event is scheduled for Friday, September 9th through Sunday, September 11th, 2022. We are currently 6 months out from the event itself. Nothing of significance in terms of the event has changed from our original Application for TAC Funding submitted June 7, 2021. However, the person who submitted the application abruptly departed our organization in July 2021. So, the TAF Grant process is being handled by new hands. While, obviously, we cannot predict where we will be in terms of the pandemic in September, our plan to hold the Cannon Beach Cottage & Garden Tour as a live, in-person event is moving full steam ahead. The museum has recently reopened to drop-in visitors and, even prior to the lifting of the mask mandate, we are quite pleased with the public traffic we have been receiving. In short, operations at the Cannon Beach History Center & Museum are back to "normal" and we are on schedule with our planning of the Cannon Beach Cottage & Garden Tour. After successfully presenting this beloved event for 19 years, we have a tried-and-true timeline for completing tasks and we are right on schedule. We very recently sent out letters to homeowners to ask for their involvement and already have two homeowners onboard. We have held a preliminary planning meeting and will begin committee meetings that involve staff, board, and veteran volunteers later this month. We are compiling our list of sponsors and creatively adding names to our list and will begin reaching out to all potential sponsors soon.
To sum up, there have been no significant changes and we are on target to present the event as outlined to the City of Cannon Beach in our original TAF application. With the event still six months away we have no new pertinent information to add.

2. Program/Project Evaluation

- a. We plan that the event will be successful and meet our original goals. We are offering and building in options to include more garden and outdoor space should we have to adjust for COVID in September. We are planning to include the Pacific Northwest Dirt Fishing to the mix this year. Their “fishing” with impressive metal detectors and non-invasive retrieval of underground treasures around Cannon Beach has proven wildly popular and exciting. We are planning to use the Museum space for the meet and greet event on Friday with a speaker, music, food and drink, and a silent auction. We wish to celebrate and make everyone more aware of our great space. We’re also hoping to add on speakers from the North Coast Land Conservancy, to talk about gardening with native plant species. We also hope to bring on a local tea farmer for our planned High Tea on Sunday, September 11, 2022.
- b. Since the event still has not taken place, we are hoping to use the planning time to make our first in-person event since 2019 better than ever. We’re working with many more locals, as stated above, to keep the weekend full of new and exciting events.

3. Budget

- a. Since the event has yet to take place, we are still in the middle of marketing and finding new ways to drum up excitement. We have full confidence that the event will meet financial projections, as people are already expressing so much relief to hear we are back in person. Volunteers are already responding in the affirmative, with one person even saying they have already made their hotel accommodations in anticipation of Cottage Tour 2022.
- b. After our event takes place on September 9th-11th, 2022, we will have accurate final program income and expenses to report. We have attached the budget from the original TAF Application.

Cannon Beach Cottage Tour



Budget for 2022 Cottage Tour

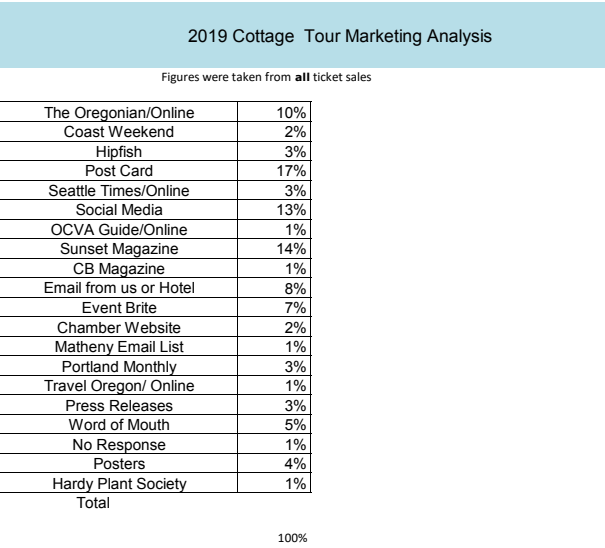
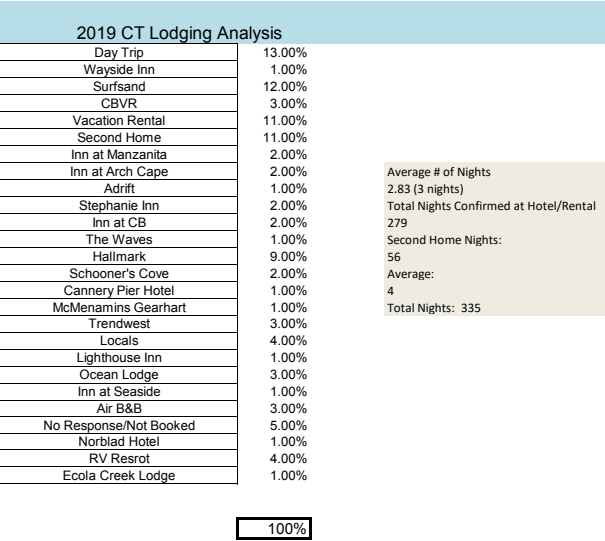
Publication	In-Kind	TAF Funds	CBHCM	Total Expense
Cannon Beach Magazine			\$900.00	\$900.00
Sunset Magazine/Online/Newsletter		\$5,000.00		\$5,000.00
Coastal Living		\$5,000.00		\$5,000.00
Travel Oregon/ Online/ Newsletter		\$2,000.00	\$500.00	\$2,500.00
Social Media Ad		\$800.00	\$300.00	\$1,100.00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

Print Marketing

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

Event Costs

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



CBHCM Budget
July - June

BUDGET
2020
2021

Revenue/Income

Product Sales

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

Events

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

Grants & Fundraising

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

Banking

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

Building/Museum

Rental	\$1,000.00
Miscellaneous	\$0.00

INCOME TOTALS

\$169,150.00

Expenses

Product

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

Events

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

Grants & Fundraising

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

Banking

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

Building/ Museum

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

Administrative

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

Insurance B.O.D	\$950.00
Dues & Memberships	\$1,000.00
Insurance Workers Comp	\$450.00
Professional Expertise & Web	\$500.00
Accounting Fees	\$900.00
Miscellaneous Expense	\$100.00
Printing & Copying	\$1,000.00
Legal Expenses	\$1,200.00
Training & Travel	\$2,000.00
Administrative Totals	
Expenses	\$164,925.00



CITY OF CANNON BEACH

Tourism and Arts Fund Recipient Evaluation FY 2021-2022

Mid Term

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

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

Evaluator Name/Position: Gary Hayes / Event Coordinator **Date:** March 11, 2022

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach. Detail on our 2021 event can be found in our Final Evaluation.

Savor Cannon Beach is scheduled for the month of October 2022, similar to our 2021 event that included events each week during the month. We are currently in the planning process to assess ways to maximize attracting attendees from more than 50 miles away for multiple night stays and how we can continue to make arts a key element of 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.

Savor Cannon Beach is scheduled for the month of October 2022. Detail on our 2021 event can be found in our Final Evaluation.

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

Reinventing Cannon Beach as a month-long series of events and focusing on partnering with local businesses and restaurants in 2021 gave us a new perspective of the possibilities for the festival. For 2022, we plan to continue with a month-long series of events in October. We expect it to be possible to expand the size of events, though we expect to be conservative in this regard with an eye on the pandemic reality in months to come. The pre-dinner wine tastings at the Bistro is a model that could be expanded to a few other Cannon Beach restaurants who have the space available. Our ticket prices included a gift certificate to the restaurant to assure dinner reservations.

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

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

Although not having a large Saturday Wine Walk or evening wine and food events makes the challenge of creating a self-sustaining event a much more difficult task, we see a significant benefit and perhaps a greater economic impact to the community by having our events better support sales in restaurants, galleries and shops for a full month and limit or eliminate our events that compete with our local restaurants. With a month-long series of moderately sized events, we believe that in the future we can return to demonstrating the level of overnight stays the event has created in the past. Instead of an event that draws 1,000 people to Cannon Beach for one weekend, we see the potential of attracting 200 or more people each week in the month of October.

3. Budget

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

See our 2021 event Final Evaluation for this information. Our 2022 revised event budget based on our actual TAF grant is attached. We look to increase event revenues in 2022 and we are more realistic in our expense budgeting regarding the coordination and management required for more, though smaller, events.

- 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.

Savor Cannon Beach 2022	Budget
INCOME	
Ticket Sales Revenue (net)	\$ 15,000.00
Merchandise Sales	
Winery & Venue Fees	\$ 2,000.00
Sponsorship Revenue	\$ 4,000.00
TAF Grant	\$ 38,450.00
Total	\$ 59,450.00
EXPENSES	
Management	
Marketing & Event Planning	\$ 5,700.00
Event & Marketing Coordination	\$ 4,500.00
Sponsorship Sales/In-Kind benefits	\$ 2,000.00
Ticket Sales Management	\$ 2,000.00
Nondirect Operating Expenses	\$ 3,000.00
Insurance & Bank account fees	\$ 350.00
Grant Oversight	\$ 3,845.00
Marketing	
Advertising	
Paid Media	\$ 5,105.00
Ad Coordination & Design	\$ 1,200.00
Public Relations	\$ 4,000.00
Social Media	\$ 6,000.00
Email Marketing	\$ 1,200.00
Website Maintenance & Development	\$ 2,500.00
Website Content Development	\$ 3,400.00
Printing & Graphics	
Brochure Design	\$ 1,500.00
Print Costs	\$ 2,500.00
Event	
Non-profit donation (CAA + Food Pantry)	\$ -
Print Costs: Event Guide & Materials	\$ 750.00
Licenses	\$ 1,000.00
Tickets: Sponsorships and Comps	
Wristbands/Ticketing supplies	\$ 100.00
Wine Bottle Bags	
Wine Glasses	
Merchandise Sales Commission	
Linens & Décor	\$ 800.00
Venue Fees	\$ 1,000.00
Speaker Hotel Rooms	
Catering	
Food	\$ 4,000.00
Wine	\$ 3,000.00
Transportation - Shuttle Service	
Alcohol Monitors	
Staffing	
Total	\$ 59,450.00
Net	\$ -



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 **Coaster Theatre Late 2021-Early 2022 Seasons**

Evaluator Name/Position **Patrick Lathrop/Executive Director** Date **03/14/2022**

1. Project/Program Summary

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

special event concerts and out of area marketing

2. Program/Project Evaluation

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

We had our first of four concerts on Saturday, March 12, with Tom Grant and Shelley Rudolph. 50 people in attendance, 50% were from over 50 miles away, and 50% of that were staying in CB Hotels, Vacation Rental, or RV Park.

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

We offered a discount to patrons staying at a CB Hotel, Vacation Rental or RV Park, but had no one take advantage of that. The remaining three concerts are seeing some activity in that regards. To improve, we hope to create a stronger communication with the CB hotels directly about the events and the discounts.

3. Budget

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

These events are not necessarily money makers for the theatre. 60 participants are a good house for these events. Tom Grant had 50. Several were comps. We made \$928.

- 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.

Coaster Theatre Playhouse
 Tourism and Arts Fund - City of Cannon Beach 2021-2022

		Revenue	Expenditures
TAF award	\$44,740		
17,896	1st qrt TAF	12/10/2021	
-1575	Skies America Mean Girls		Sep-21
-325	Country Media		Oct-21
-1189	The Waves (3LT rooms)		2/7/2022
-2,000	Intrepid Artists		1/4/2022
-1000	ALC Music		1/4/2022
-1,675	3LT deposit		2/21/2022
-1250	Tom Grant deposit		3/10/2022
-438	Tom Grant rooms		3/12/2022
-118.91	Tom Grant meals		3/12/2022
-2,300	piano tune/repair		3/12/2022
-572.4	tuner room		3/12/2022
-1,050	Skies America Anastasia		Feb-22
-1690	OCVA Guide		Annual
8,948	2nd qrt TAF	3/15/2022	
11,661			

From: [Tolovana Arts Colony](#)
To: [Jennifer Barrett](#)
Subject: TAF: Comedy Fest
Date: Tuesday, March 15, 2022 7:05:21 PM

Hi Jen-

Due to the uncertainty surrounding COVID/Omicron this winter, when we would've needed to nail things down, we've decided to cancel/postpone the Comedy Festival. As such, we will be returning the funds received to date—that is, unless we can hold on to them to produce in the next fiscal year?

I'm assuming we'll need to return the funds. If that is the case, can you let us know how much we have received, and will need to give back. Also, how shall I go about informing the committee?

Thanks much,
Andrew R Tonry
Tolovana Arts Colony