

CITY OF CANNON BEACH AGENDA

Meeting: Tourism and Arts Commission
Date: **Wednesday, January 30, 2019**
Time: 1:00 pm
Location: City Hall Council Chambers

1:00 Call Meeting to Order

1:02 (1) Approval of September 13, 2018 Minutes

1:05 (2) Review FY 2017-2018 Final Evaluations
CB History Center & Museum – 2018 Cottage and Garden Tour

1:20 (3) Review Guidelines and other Documents for Discussion with City Council

2:20 Good of the Order

2:30 Adjournment

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

Posted: 12/12/18



Minutes of the
TOURISM AND ARTS COMMISSION
September 13, 2018
Council Chambers

Members: Chair Julie Walker, Commissioners Greg Bell, Jim Kingwell, Mike Morgan, Steve Sinkler, Greg Swedenborg and Claudia Toutain-Dorbec

Excused: None

Staff: CM Bruce St. Denis and ACM/City Recorder Colleen Riggs

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion Sinkler moved to approve the minutes of the August 22, 2018 meeting as presented: Swedenborg seconded.

Vote: Bell, Kingwell, Morgan, Sinkler, Swedenborg, Toutain-Dorbec and Walker voted AYE. The vote was 7:0 in favor and the motion passed unanimously.

REVIEW FY 2017-18 FINAL EVALUATIONS

Some final evaluations have already been reviewed: CB History Center Cottage Tour for 2017, CB Library WOW event, Clatsop Animal Assistance Savor Cannon Beach and NCLC CoastWalk Oregon. The remaining events will be reviewed today.

Cannon Beach Arts Association (CBAA) – Artist Program

No one from CBAA was available to attend and answer questions. Commissioners had many questions that required more information/explanation from the CBAA staff. For example: questions regarding headings on metrics, and how are they getting their acquisition costs? Commissioners made suppositions but decided they really needed to speak with CBAA staff. Kingwell thinks CBAA are making an effort but their report needs to be more tailored to what TAC is asking for. Discussed cost per attendee vs. acquisition costs; are they doing the correct method of surveying? Commissioners said they don't like verbal surveys. The information in the report is not easy to find. More detailed information could help CBAA as well.

Commissioners agreed CBAA is collecting data and using the metrics which all were happy with. More discussion followed about data. Morgan asked if we are getting too data driven?

TAC members had questions that could not be answered without a CBAA representative there. Kingwell and Toutain-Dorbec volunteered to speak with Cara Mico regarding the report.

Chamber of Commerce – Fatbike Festival:

All agreed it turned out to be a fun event even with some initial concern by commissioners. Jim Paino, Chamber of Commerce Executive Director answered questions. Commissioners liked that the date for next year's event is different so there will be no conflict with nesting birds on Haystack Rock. They agreed it brought in a good demographic and want it to become a self-sustainable event.

Chamber of Commerce- North Coast Partnership:

Sinkler questioned how this marketing partnership overlap with the Chamber's marketing plan. Chris Olson, CB

Chamber answered questions. He explained the different demographics in targeting people for the entire North Coast vs. Cannon Beach. Discussion of targeting followed. Toutain-Dorbec said she does not think TAC should fund the North Coast Partnership. Sinkler is an advocate of it but wants the money spent on the activities and communities and populations that the Chamber does not target. Morgan agrees with Toutain-Dorbec, saying it should be funded by another area of the Chamber – there is no mention of the arts and it is a broad focus not tailored to Cannon Beach. Claudia says it does not fit TAF requirements.

Chamber of Commerce – Tourism Event Videos:

Olson said all videos except Spring Unveiling are on You Tube now. Morrissey's hard drive crashed and they are trying to recover the data. The \$1500 video may be unrecoverable. They would more than likely reshoot it for free this year if it cannot be recovered. Commissioners would like to see the number of views for the videos in the report.

Discussion. The metrics are good. Add in the number of views for impact. Morgan noted the amounts of money being spent on promotion. Is there duplication going on? Olson said this is a 'service' for the TAF funded events. Commissioners agree the videos are great, and reasonably priced.

Cannon Beach Gallery Group (CBGG) - Spring Unveiling and Plein Air & More)

Representatives of the Gallery Group were present to answer questions. Swedenborg said it was a good investment and it has a big economic impact for the town. The data is good overall. Commissioners liked the idea of using a Gift certificate entry form to get people's information. Jeff Hull, Gallery Group said he is encouraged by the amount of involvement and cooperation among the Gallery Group members.

Commissioners and Hull discussed next year's events and how much Bonnie Gilchrist had done for the Gallery Group; she will be sorely missed.

Sinkler said the Gallery Group is the model of best practices for collecting data.

Coaster Theatre - Late 2016 Early 2017 Events:

Jennie Tronier Marketing Director was present to answer questions. She explained the process of how the theatre contracts entertainers to come out to perform. Commissioners still want a completed form vs. a show of hands when it comes to data collection. Morgan suggested that perhaps in the future, they do a real survey/ statistical analysis of the past data.

Tronier said they are looking at new options for getting information. They want to switch ticketing vendors but the cost is too high and they will have to wait 2 years. They will coordinate this purchase at the next scheduled ticket increase. She confirmed that administration costs come out of the theatre's budget, not from TAF funds.

TAC noted that the reports are getting better each year, and the data results (patronage) seems to be getting better each year as well.

Tolovana Arts Colony: Cannon Beach Comedy Festival:

Walker went to both events and was disappointed in how 'cavalierly' the audience data was obtained; just a show of hands with many jokes. She said she thought the numbers in the report were questionable. Swedenborg said they need assistance and he would like them to learn best practices from other groups. Commissioners agreed TAC cannot tell them what to do, but, we can express our expectations.

Morgan: it is a great event for a new event. It is a starter. Would like to see comedians get more money.

Tracy Abel (Tolovana Arts Colony) said the organizer (Andrew Tonry) realized his idea did not really fit the TAF requirements. The event is more for locals, not for people traveling from 50 miles away. He did not know how to

do a budget but he did get additional funding to hold the event.

Tolovana Arts Colony: Get Lit at the Beach:

Tracy Abel (Tolovana Arts Colony) answered questions and discussed the event with the commissioners. Abel spoke of new things coming up in the next year's event. She is open to feedback. Marketing, demographics, data collection were discussed.

Kingwell suggested that the Chamber DMO could also promote Get Lit. They could use the Tolovana Arts Colony video and put it on the Chamber face book page and You Tube. Able said she plans to use the Chamber video on her website and for advertising. Able said she is looking at having a 'Lit Crawl' with readers positioned at different venues – library, restaurant, wine shack perhaps. Next years event is April 5-7 at the Surfsand ballroom and her goal to have 150 people attend. More discussion followed regarding collecting data and Able said she will review the questions and see what she can change to get more data.

GOOD OF THE ORDER

Morgan would like to meet with the City Council to review the guidelines. Commissioners agreed to meet toward the end of the year to review the guidelines and other documents. They agreed to meet December 10th at 1pm.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 2:56pm.

Colleen Riggs, ACM/City Recorder

2018 Cottage & Garden Tour
Cannon Beach History Center & Museum
PO Box 1005
1387 South Spruce Street
Cannon Beach, OR 97110
Clatsop County
503-436-9301
elaine@cbhistory.org
EIN# 94-3140644
Elaine Trucke, Executive Director

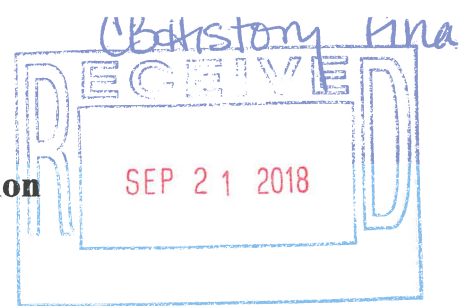
Tourism and Arts Fund Recipient Evaluation
FY-2018-2019

☐ Mid Term

2017-2018



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 8.5" x 11" sheets as necessary.

Program/Project Title: 2018 Cottage & Garden Tour

Evaluator Name/Position: Elaine Trucke/Executive Director **Date:** September 12, 2018

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 Cottage & Garden Tour took place the weekend of September 7-9, 2018. The weekend of events began on Friday, September 7 with a concert and opening reception. 96 people enjoyed the RJ Marx Quartet concert. Attendees enjoyed a photo booth with props, a wonderful food spread, wine, and beer from Fort George and Buoy Beer, as well as fantastic music! The event went on well after 8:00 p.m.

The Saturday, September 8, events began with a sold-out luncheon and lecture at the Tolovana Inn. The speaker, Bill Sullivan, was a huge hit with the nearly 100 attendees. Dough Dough Bakery provided a wonderful food selection, along with homemade blackberry lemonade and Sleepy Monk Coffee. The presentation went for just over an hour. A video of the lecture will be made available on the museum's social media, as soon as the volunteer who filmed it for us edits it. The home and garden tour went from noon until 5:00 p.m. on Saturday, September 8 and was enjoyed by 565 people. Same day ticket sales were a bit slower this year, with 106 sold the day of. Attendees seemed concerned about waiting in line this year, perhaps due to the poor weather forecast. We believe this is why there was an increase in advance ticket sales and a decrease in same day sales. Tour-goers enjoyed exploring eleven locations in mid-town Cannon Beach. They took delight in the wine tasting, donated by Cannon Beach Wine Shack, at the museum between 1:00 – 4:00 p.m., and music in the garden of one of the homes from 1:00 – 4:00 p.m. Maggie Kitson and Richard Thomasian performed beautifully during the tour! The tour favorites were the former home of Governor Oswald West and the former home of postmistress Marie Marshall. Nearly eight homeowners, and nearly thirty volunteer docents worked in shifts to ensure that attendees enjoyed each location. The new owners of Cannon Beach Bakery live in one of the homes featured on the tour. They offered a selection of baked goods for tour-goers. The mini-cupcakes were the highlight from what we gathered during our post-tour surveys of attendees.

This was the first year that the museum remained open during the tour and it turned out to be a wonderful opportunity for people to learn more about the community and the organization that they were supporting.



The day of events ended with a 1920's themed concert and reception. Attendees were encouraged to dress up 1920's for a costume contest. The winner was Mary Lou McClung of Troutdale who was dressed as a 1920's flamenco dancer. What a look! The photo booth, complete with 1920's props, gold sashing and sparkling lights was a huge hit with attendees. A spread of smoked salmon, cheeses, cured meats; fruits and vegetables were enjoyed with wine, beer from Fort George and Buoy Beer, and sparkling non-alcoholic beverages. 125 people throughout the night enjoyed the music from Honeyville Rascals. Festivities did not end until well after 9:00 p.m., after which, attendees were ready for a spa day.

The final event of the weekend was a Garden Tea held at the Tolovana Inn. 86 people enjoyed the presentation by Lucy Hardiman. Kettle/Black Teahouse's tea was enjoyed in real China cups and saucers, with cucumber sandwiches, scones, and other baked treats donated by Dough Dough Bakery. This event went until 1:00 p.m.

The 2018 Cottage & Garden Tour was attended by 837 people from all over the Pacific Northwest, with a few from Florida, South Carolina, Alabama, and one lovely lady from Finland. The event received free press in *The Daily Astorian*, *The Cannon Beach Gazette*, *Seattle Times*, *Oregon Home Magazine*, *Oregon Coast Magazine*, as well as mentions in many magazine event calendars both in print and online. *Oregon Home Magazine* also sent two people on the tour to look for homes to feature in future publications.

Like *deja vu*, we are delighted to report that this year was more successful than last year. Each year, we seek to improve upon what was done before by adding amenities, streamlining our marketing, and better organizing our events.

Our raffle was another wonderful source of additional income. Icefire Glassworks donated a beautiful vase that was the main prize that everyone wanted to take home, but sadly, only one person was able to take it home – Lynn Potter of Seaside. Local artist Stirling Gorsuch donated another wonderful piece of art called *Summer Study* that went home with local Sharon Graver.

2. Program/Project Evaluation

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

As mentioned above, this Cottage & Garden Tour was more successful than any other tour. We added wine tasting, concert in the gardens of one of the locations, a costume contest, and photo booth. We sold out of luncheon and lecture tickets a week before the event, and the tea just a few days before. We normally hold a few tickets for the day of, but that wasn't possible this year. Both speakers had their own following and their presentations were very popular.

While this tour was very successful, there were a few aches and pains. The main concern for many was the parking. We will approach private organizations that are closed and try to communicate with neighbors as much as we can to alleviate this issue. Most people only park for twenty to forty minutes at a time, maybe two hours at the most.

We were very happy to have more people attend all the events this year. The Saturday night event was a personal favorite. It was wonderful to see the fantastic costumes and to see women with walkers and canes posing in the photo booth and laughing up a storm. The spirit of joviality was catching!

The tea has sky rocketed in popularity. The choice of locally made tea, homemade blackberry lemonade, and

delicious treats on tiers at your table was a big hit. We were so happy to return to the Tolovana Inn and their wonderful sound system, kind staff and beautiful room. Many attendees thanked us for returning to the Tolovana Inn. The 2017 events took place at the Cannon Beach Chamber Hall, and while that space is beautiful, it has sound challenges that made the lectures for the tea and luncheon challenging last year.

The addition of wine tasting and music was very appreciated by tour-goers.

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

The ticket booth has been an issue the last three years. We believe this to be due to the larger numbers in tour goers. Despite having well demarcated lines for credit card, cash purchases, and a will call booth, tour-goers were still panicked about getting to tour each location – even as early as 8:00 a.m. This has been an issue since the tour began and we don't see this changing much in the future. Once attendees go on the tour, they are completely fine and happy. The stress just fades away.

3. Budget

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

As you look at the budget you will notice that we made slightly less than we did last year, despite more ticket sales. We believe this to be due to the additional administration, printing and shipping costs. We sent a lot more printed materials to the *Sunset Magazine* database (you will see this evidenced in our postcard response statistics.) Administration costs were up this year due to extended tour hours.

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

See financial report.

2018 Cannon Beach Cottage & Garden Tour Report

	Tourism & Arts Funds Used	
	Expense	TAF \$
Marketing & Hard Expenses		
Cannon Beach Magazine	\$900.00	\$0.00
1859 Magazine	\$800.00	\$800.00
Beyond 50 - Distribution and Printing	\$600.00	\$300.00
The Oregonian Ad/ Home & Garden	\$3,500.00	\$3,500.00
Administrative Costs	\$5,000.00	\$2,200.00
Travel Oregon/ Guide/ online/newsletter	\$2,000.00	\$2,000.00
Sunset Mag/Coastal Living- Online	\$5,000.00	\$5,000.00
Portland Monthly	\$3,000.00	\$2,200.00
Oregon Coast Visitor Guide & Online	\$2,500.00	\$2,500.00
Seattle Times	\$1,000.00	\$1,000.00
Hipfish	\$450.00	\$0.00
Mailing & Printing costs	\$3,000.00	\$2,000.00
Social Media Advertising	\$300.00	\$250.00
Design of Walking Tour Map	\$350.00	\$0.00
Irvington Home Tour AD	\$350.00	\$350.00
OPB Commercial	\$5,000.00	\$0.00
Dough Dough Bakery	\$1,100.00	\$500.00
Opening Reception	\$500.00	\$300.00
Garden Tea	\$300.00	\$200.00
Lodging for Speakers	\$600.00	\$0.00
Lecture Honorarium	\$400.00	\$0.00
Saturday Night Concert	\$500.00	\$500.00
Musicians	\$600.00	\$400.00
Wine Reception & Concert	\$500.00	\$500.00
	\$38,250.00	\$24,500.00

2018 Cottage & Garden Tour Sponsorship

Sponsorships

Coaster Construction	\$1,000.00
Kimberley Speer-Miller	\$1,000.00
Escape Lodging	\$1,000.00
Clatsop County	\$7,500.00
Memorial	\$1,000.00
Martin North	\$500.00
Cottage Keepers	\$500.00
Arborcare Tree Specialist	\$250.00
Cannon Beach Vacation Rentals	\$250.00
Cannon Beach Hotel	\$250.00
Columbia Bank	\$250.00
Fresh Foods	\$250.00
EVOO	\$100.00
Lum's Auto Center	\$100.00
Pig N' Pancake	\$100.00
	\$14,050.00

2018 Cottage & Garden Tour In-Kind Donations

Space Rental	\$1,000.00 Tolovana Inn
Photographer	\$2,000.00 Professional Photos of Events
Wine	\$1,000.00 Cannon Beach Wine Shack
Beer	\$200.00 Buoy Beer
Beer	\$150.00 Fort George
Painting	\$450.00 Stirling Gorsuch
Vase	\$250.00 Icefire Glassworks
Tea	\$100.00 Kettle Black Teahouse
Coffee	\$40.00 Sleepy Monk Coffee
Catering	\$1,100.00 Dough Dough Bakery
Gift Cards	\$25.00 Insomnia Coffee
Gift Card	\$40.00 Bill's Tavern
Night Stay	\$230.00 Hallmark Resort
Gift Card	\$25.00 Tom's Fish & Chips
Nt Stay	\$300.00 Ocean Lodge
Dinner for Two	\$100.00 Mo's
Gift card	\$40.00 Pig n'Pancake
Gift Card	\$25.00 Ecola Seafood
Museum Gift Bag	\$100.00 Cannon Beach History Center & Museum
Wine	\$340.00 Wine & Glasses for homeowner
Gift Card	\$50.00 Driftwood Inn
Gift Card	\$25.00 Dogs Allowed
Gift Card	\$25.00 Schwietert's Cones & Candy
Gift Card	\$50.00 Paxton Gate PDX
Total	\$7,665.00

2018 Cottage & Garden Tour Financial Report

2018

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

2017

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

2016

Walking Tour Tickets	372
Luncheon & Lecture Tickets	100
Brunch Tickets	54
	526

2018 TAC Distribution

1st QTR	\$9,800.00
2nd QTR	\$4,900.00
3rd QTR	\$3,675.00
4th QTR	\$6,125.00
Total:	\$24,500.00

2018

Gift Shop:	\$370.15
Donations:	\$453.76
Memberships:	\$250.00
Total Tickets Sold:	\$20,089.00
Raffle Tickets:	\$1,100.00
Cottage Tour Sponsorships:	\$14,050.00
	\$36,312.91
In-Kind Donations	\$7,665.00

Income	\$36,312.91
Expenses	\$13,750.00
2018 Total:	\$22,562.91

2018 Income with In-Kind \$43,977.91

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

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

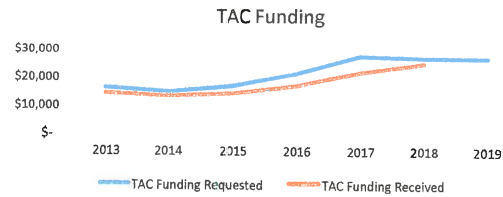
2018 Cottage & Garden Tour Marketing Analysis

Figures were taken from **all** ticket sales

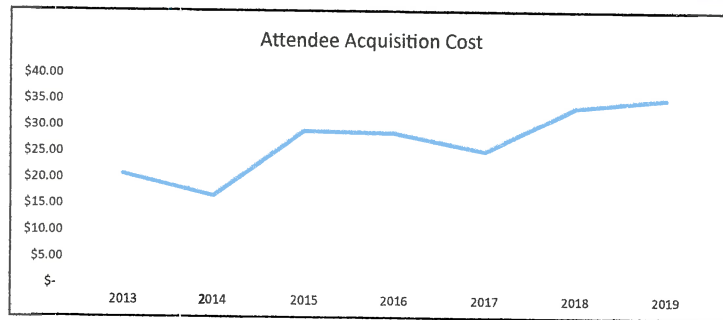
The Oregonian/Online	13%
Magazine	1%
Post Card	13%
Seattle Times	2%
Social Media	8%
Irvington Home Tour AD	5%
Sunset Magazine	14%
CB Magazine	1%
Email List	2%
Event Brite	5%
Coastal Living Online	5%
Our Coast Magazine	1%
Portland Monthly	2%
Travel Oregon/ Online	2%
Press Releases/ The Daily	4%
Word of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

NOTE-Please input event data in the yellow cells

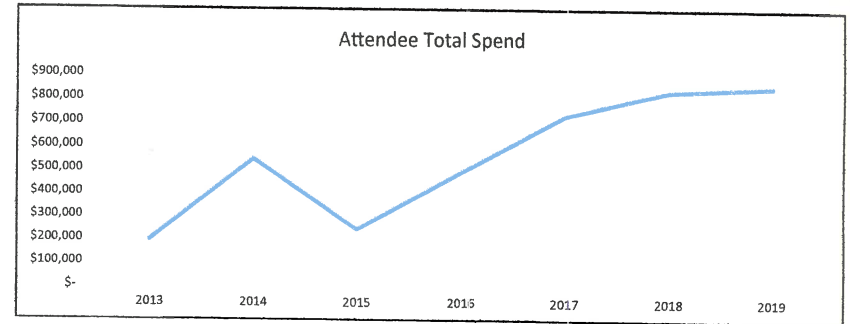
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ 16,000	\$ 14,700	\$ 16,700	\$ 21,000	\$ 27,050	\$ 26,500	\$ 26,500
TAC Funding Received	\$ 14,040	\$ 13,200	\$ 14,090	\$ 16,726	\$ 21,295	\$ 24,500	



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

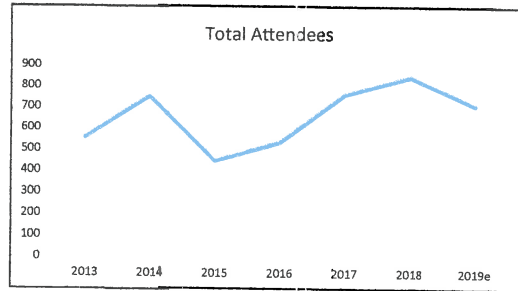


Average Attendee Spend	2013	2014	2015	2016	2017	2018	2019
Room Rental (Clatsop)	\$ 85	\$ 87	\$ 88	\$ 89	\$ 93	\$ 95	\$ 97
Other Spending-est.	\$ 271	\$ 274	\$ 277	\$ 280	\$ 285	\$ 288	\$ 288
Total	\$ 353	\$ 366	\$ 365	\$ 369	\$ 386	\$ 394	\$ 402
Avg Attendee Day Stays	1.00	2.00	1.50	2.50	2.50	2.50	3.00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

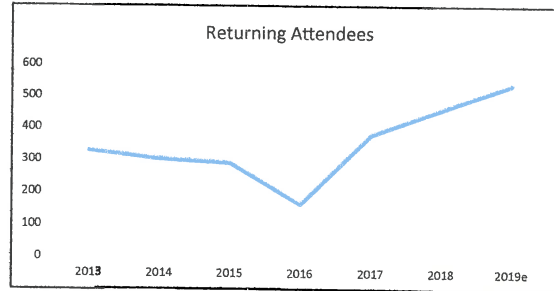


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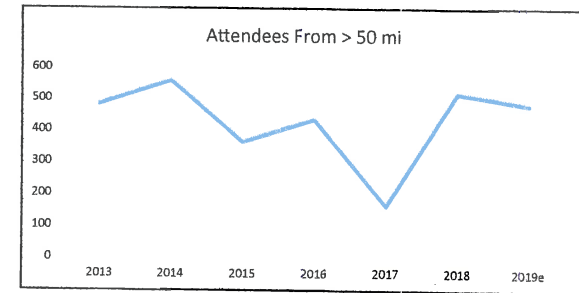
	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	546	740	438	526	751	837	700



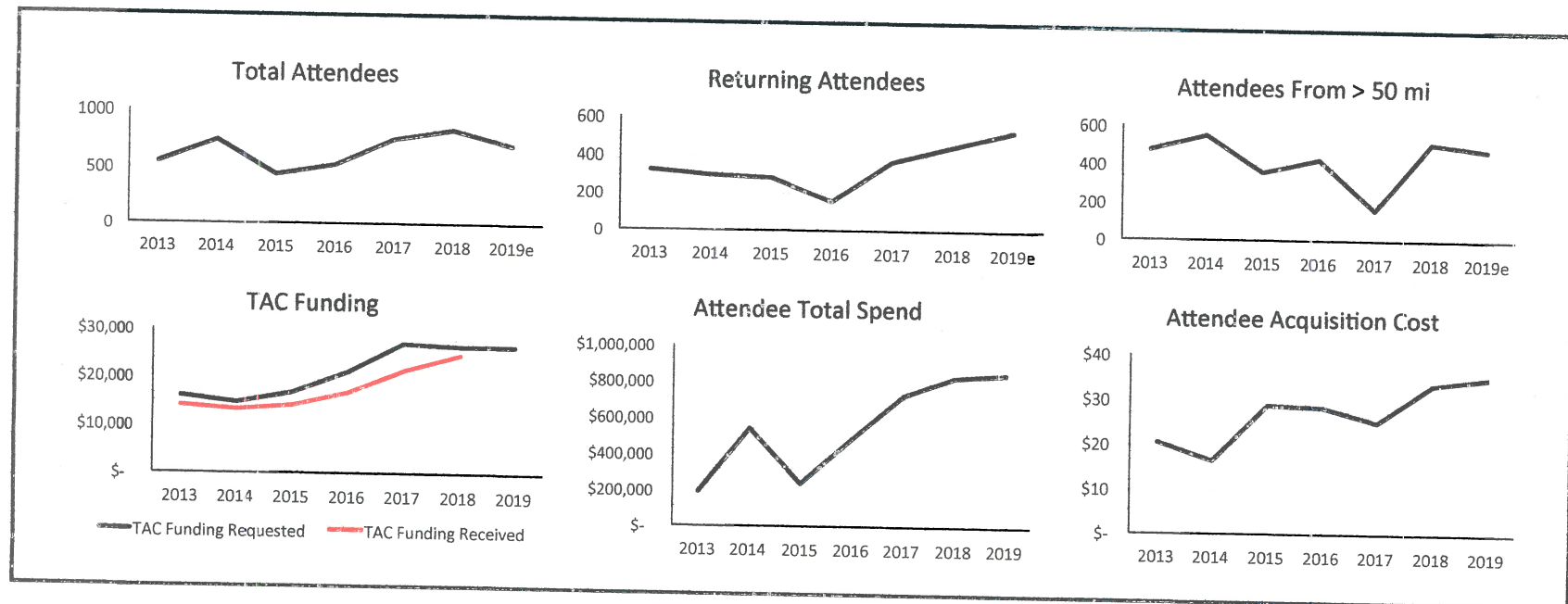
	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	322	296	284	157	372	452	530



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



Events Metrics Scorecard- EVENT NAME



**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 15th.
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: _____

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:
NAYS:
EXCUSED:

Mike Morgan, Mayor

Attest:

Approved as to Form:

Richard A. Mays, City Manager

Tamara Herdener, City Attorney

BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING MUNICIPAL) ORDINANCE NO. 10-07
CODE, CHAPTER 2, TO 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 TAC 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 TAC 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 five (5) voting members.

Section 4. 2.32.040 Appointment—Term.

A. Members of the Commission shall be appointed by the council.

B. Initially, two of the positions shall have a three-year term, two of the positions shall have a two-year term, and one of the positions shall have a one-year term. Thereafter, all terms shall be for three years. All vacancies occurring on the Commission shall be filled by the council for the unexpired term of the predecessor in office.

C. No Commission member shall serve more than six 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 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 4th day of May, 2010, by the following roll call vote:

YEAS:
NAYS:
EXCUSED:

Mike Morgan, Mayor

Attest:

Approved as to Form:

Richard A. Mays, City Manager

Tamara Herdener, City Attorney